





GOLPEADOR

Classic Spanish Café | Dubai

March 2020

The GOLPEADOR brand is well-known in the world of classic Spanish cafes in Dubai. It's a destination for coffee lovers and individuals seeking an experience in pleasant spaces. This cafe successfully caters to the tastes of its customers by offering various types of Spanish coffee.

In designing the logo and visual identity of GOLPEADOR, elements from Spanish culture were used to evoke a sense of authenticity and a unique experience of this country's culture for customers. One of the features of GOLPEADOR is the special live Spanish music called "Flamenco," played with a guitar, creating a pleasant and friendly atmosphere for customers. The GOLPEADOR logo uses two symbols, a cup and a guitar, and leading customers towards a warm and enjoyable experience. "Golpeador" is a part of the logo placed on the guitar fretboard and is used in some music styles like Flamenco to protect against excessive hits.

The logo's colors are inspired by coffee beans, leaning towards dark brown. This color symbolizes calmness and security and is compatible with the cozy cafe ambiance. Additionally, yellow symbolizes enthusiasm and excitement, creating a dynamic feeling.



AKOPET Pet services November 2022

AKOPET is a pet services brand that provides a range of services. Akopet offers services such as veterinary care, pet food supply, pet grooming, training, and online pet adoption. AKOPET is a comprehensive resource for pet owners, including those with dogs, cats, ornamental fish, and various types of birds. AKOPET is not just a pet service center; it is a caring and compassionate space for taking care of pets.

To design a comprehensive brand in the field of pet services, a creative, beautiful, and comprehensive logo design is essential. Therefore, in the logo and visual identity of AKOPET, simple shapes such as fish body form and fish scales are used as symbols of aquatic animals, along with creating a resemblance to animal snouts such as dogs and cats, indicating the breadth of AKOPET's activities. The logo and visual identity of the AKOPET brand use red and yellow colors, which symbolize love and emotions. These colors are vibrant, cheerful, and attractive. The colors of the AKOPET brand establish a stronger emotional connection with the target audience.

Overall, the AKOPET brand logo symbolizes the breadth of its services and serves as a recognizable and impactful symbol that identifies with the target audience.



FENEFX Prop firm December 2023

Prop firm FENEFX operates in the financial markets, enabling traders to participate in trading without risking their capital. In other words, Prop firm provides traders with the necessary capital for trading. They provide a platform for traders to enhance their skills and knowledge in trading and engage in more professional activities.

The logo conveys context as power, trust, wealth, mastery, foresight, and growth. The logo form depicts these contexts in a visually appealing and understandable manner. For this purpose, the logo design uses an image of an eagle on a shield. This choice is visually appealing and presents a powerful symbol of the desired attributes.

The eagle symbolizes power and keen vision. The image of the eagle with its wings spread represents its power of flight in the heights, allowing it to have an overall view of the ground from above. This symbol also alludes to the concept of growth and development. The presence of the shield signifies mastery and protection, which can instill a sense of security and confidence in the audience.

In terms of colors, the choice of two primary colors, green and gold, in the logo's appearance is very effective. Green symbolizes growth and prosperity. This color signifies the potential for growth and profitability in financial markets and investments. Gold, on the other hand, symbolizes wealth, value, and credibility. This color motivates the target audience to participate in activities and investments.



TIVAN **Trading Company** **April 2021**

Company TIVAN is involved in buying, selling, and exporting goods. The logo uses the initial letter of the company name, T, and the number 1. Number 1 symbolizes the company's excellence in its field of activity. T and 1 are in the monogram form to emphasize the company's identity and brand name. Additionally, it represents the founding moment of the company and unity in the company's activities and path of movement. The italicized typography in the TIVAN logo adds dynamism to it.

Colors convey meaningful messages. The blue color represents security and trust, emphasizing stability and confidence. The red color represents energy and power, underscoring the importance and greatness of the company.

Overall, the TIVAN logo is visually appealing and creates a consistent and trustworthy visual identity by incorporating deep meanings that align with the company's objectives.

SHARLOT

Sale and export of tobacco | England
November 2021

The SHARLOT brand operates in the sale and export of tobacco products. The SHARLOT brand logo is a creative combination of form and color that expresses the brand's identity through shapes and colors. In designing this logo, two main elements, a lion and tobacco leaves, have been used to enhance the relationship between the brand and its customers.

The lion symbolizes power, elegance, and authenticity. Using curved lines and precise proportions with a direct gaze and forward-facing stance, the lion instills a sense of trust and confidence in the target audience.

The colors are aligned with tobacco products. Yellow is cheerful and attractive, grabbing attention. Orange also adds excitement and enthusiasm, encouraging action. Brown creates a sense of attachment to past values and traditions as a symbol of tradition and establishment.

Overall, the SHARLOT logo has a harmonious combination of form and colors, showcasing the brand's values and features. Flexibility in using color and shape, this logo can establish a close and lasting connection with its target audience and stand out prominently in its field of activity.





Dr.Zarringham
ENT SURGEON



DR. ZARRINGHALAM
Otolaryngologist - surgeon
July 2019

Dr. Zarringham is an otolaryngologist (ENT). An ENT is a doctor who studies, diagnoses, prevents, and treats diseases and conditions of the ear, nose, and throat. He is primarily focusing on rhinoplasty surgery.

In designing the logo and visual identity for Dr. Zarringham's brand, we used the monogram of their initials, the letter Z, and a half-outline of a nose as a symbol of surgery. Two inverted noses form shapes side by side, completing the letter Z.

These two elements inside a circle, symbolizing movement, signify the continuity of surgery at this center. In designing the visual identity and logo for Dr. Zarringham's medical brand, we used gray, a neutral color, as calmness and assurance, and turquoise blue as a symbol of vitality, freshness, and self-confidence. The simplicity of the visual identity and logo designed for this personal brand enables the audience to establish a good connection with it, and its durability in the minds of the target audience will be better.



BARZIN International Trading Company January 2024

The BARZIN International Trading Company has a rich history in international transportation, customs clearance, import and export, and supply chain management. It runs four branches in Iran and representative offices in several countries, including India, Turkey, Uzbekistan, the United Arab Emirates, and Egypt.

The logo redesign project for BARZIN Trading Company was an exciting and challenging task that required close attention to detail and adherence to graphic design principles. The logo's overall form and concept were retained, and the golden ratio and grid system were utilized to make proportional changes and enhance the logo's beauty while preserving its concept.

The previous logo, which featured a winged lion, a column, and a globe, was updated using the golden ratio and grid system while adhering to design principles. The winged lion's graphic shape, seated with its head raised and looking forward, conveys a sense of calmness and unique splendor, and the spread wings symbolize power and confidence to the target audience. The chosen colors followed the Pantone color principles. A serif English font was used to maintain the logo's identity and create a stronger connection between the logo and the company's values.

Overall, these changes provide BARZIN with a powerful tool for advertising and better brand recognition.



GOLDEN DELTA
Luxury jewelry
September 2023

The GOLDEN DELTA brand is a professional seller of jewelry and accessories, particularly those with precious stones like diamonds. The logo of this brand uses graphic tools and color combinations proportionately to create an attractive and unique identity.

Diamonds are known for their precision and unique beauty as precious stones. The logo shape, which is an inverted triangle, resembles a diamond. The lines and diamond shape together form the necklace. This choice of form and shape corresponds to the concept and context of the brand's activity. The gold color symbolizes wealth, power, and luxury. The green color adds splendor and beauty to the logo.

The combination of shape, form, and color of the GOLDEN DELTA logo highlights it as a symbol of wealth and beauty in the precious jewelry context.

Overall, the GOLDEN DELTA logo, with its suitable selection of form, shape, and color reflects the brand's values and recognition appropriately. The graphic combinations in this logo have created cohesive and meaningful elements that powerfully represent the identity of the GOLDEN DELTA brand.



RAKSH KHODRO DIESEL Production and sale of various trucks April 2022

RAKSH KHODRO DIESEL produces and sells various trucks. The logo uses two elements, a circle and a horse. The circle in the logo represents economic activity, production, and commerce, creating trust and intimacy in the target audience. The horse symbolizes unity, movement, and progress. The horse element in the logo is designed without sharp angles to create visual harmony and a sense of intimacy. "Rakhsh" means a purebred horse, evokes a sense of authenticity and a connection with the brand's history.

The choice of colors plays a significant role in a brand's success. In the RAKSH KHODRO DIESEL logo, the blue color creates a sense of trust and security. The blue with a long wavelength is visible from a distance. The red color in the logo creates energy, intensity, and attractiveness, drawing attention to the logo. The combination of red and blue colors in the logo design creates a sense of intimacy and recognition while portraying seriousness and power in the field of work. These two colors emphasize trust and energy, two aspects of the brand.

In summary, the RAKSH KHODRO DIESEL logo represents the brand's identity, goals, and values, establishing a good connection with the customer. This logo can positively impact the target audience's mind, gaining customer trust.



GAMELAND
Amusement arcade
December 2019

Gameland is a place for computer and digital games. The gameland logo incorporates two primary colors, yellow and blue, in its design. Yellow represents vibrancy, cheerfulness, and energy, which evoke positive emotions in the target audience. Blue is a symbol of trust, confidence, and authority. The combination of these two colors within the framework of the logo conveys an energetic and thrilling gaming experience, while also depicting self-confidence and determination in the gaming realm. This diverse design has established the gameland logo as a recognized symbol in computer gaming. The attractive design of gaming logos is important due to the fierce competition within the gaming industry. A logo in the field of gaming should distinguish it from its competitors and capture the audience's attention. Moreover, it should effectively convey the game's concept to the target audience. The two vital elements in gaming logo design are the ability to evoke excitement and imagination.



CARAMEL CAFE
Cafe & Pastry Shop
September 2020

Caramel Cafe is a cozy cafe that specializes in baking cakes. The logo features a pastry chef with a hat and gloves, which signifies the freshness and deliciousness of its cakes. Also using curved lines to depict the delicacy and freshness of the cakes, inducing delightful moments and a pleasant experience for the target audience.

The logo uses several colors to represent various types of cakes. The blue, orange, pink, and purple colors signify the cakes and their freshness. Bright blue symbolizes health and tranquility, indicating the freshness and healthiness of the products. Orange stimulates appetite and symbolizes action and movement, making it an appetite stimulant for customers. Pink enhances energy and guides individuals toward a dynamic experience. Purple represents authenticity, value, and credibility, reflecting the value and credibility of this collection.

The combination of forms and colors in the Caramel Café logo assures customers will encounter not only a wide variety of products but also an enjoyable experience.





ARKADISCUS

Selling and breeding discus fish

April 2023

ARKADISCUS Company is involved in breeding and selling fish. Its logo visually represents its field of activity. The logo's main goal is to create a visually appealing sign and communicate the company's main activity to the target audience. The logo features a fish shape, symbolizing ARKADISCUS' involvement in fish breeding and sales.

The logo uses a gradient of color, orange and dark blue. Orange symbolizes enthusiasm, excitement, and creativity, while blue represents calmness, intelligence, responsibility, and trust. Light blue also represents health and gentleness. This color combination attracts attention and establishes a mental connection with the viewer by creating contrast and a suitable balance. The logo background is simple to focus more on the logo itself and the message conveyed. The font used is legible and consistent with the style of the logo.

Overall, the shapes and designs in the ARKADISCUS logo convey the concept and identity of the business. The fish shape in the logo creates a connection between the image and the company's main activity. This visual form provides harmony between visual appeal and accurately conveying the message.



FENEFX
Prop firm
December 2023

Prop firm FENEFX operates in the financial markets, enabling traders to participate in trading without risking their capital. In other words, Prop firm provides traders with the necessary capital for trading. They provide a platform for traders to enhance their skills and knowledge in trading and engage in more professional activities.

The logo conveys context as power, trust, wealth, mastery, foresight, and growth. The logo form depicts these contexts in a visually appealing and understandable manner. For this purpose, the logo design uses an image of an eagle on a circular shield. This choice is visually appealing and presents a powerful symbol of the desired attributes.

The eagle symbolizes power and keen vision. The image of the eagle with its wings spread represents its power of flight in the heights, allowing it to have an overall view of the ground from above. This symbol also alludes to the concept of growth and development. The presence of the shield signifies mastery and protection, which can instill a sense of security and confidence in the audience.

In terms of colors, the choice of two primary colors, purple and gold, in the logo's appearance is very effective. Purple evokes emotions such as calmness, dreaminess, and creativity in the viewer. This color signifies the potential for growth and profitability in financial markets and investments. Gold, on the other hand, symbolizes wealth, value, and credibility. This color motivates the target audience to participate in activities and investments.



FLOOR ESTATE

Parquet and flooring products | Australia

September 2022

FLOOR ESTATE is a company that produces parquet and flooring. Their logo design emphasizes the importance of shapes in graphic design as a powerful tool for organizing content and visual composition.

The FLOOR ESTATE logo incorporates three main elements: a house, the letter E, and the letter F. This combination effectively highlights the brand name and represents the company's activities through the shapes.

The straight lines and angles convey a sense of confidence and trust to the viewer. Geometric shapes such as squares and rectangles symbolize trust and power. Additionally, the lines forming triangles are in a way that directs the viewer's gaze toward the triangle apex, creating a sense of balance and stability.

The chosen colors in the logo also hold great significance. Black and white symbolize power, wealth, seriousness, wisdom, and intelligence. Black color can also symbolize decisiveness, power, and professionalism when used appropriately. White symbolizes light, brightness, purity, perfection, and peace. The third primary color, red, symbolizes boldness, attractiveness, and the brand's power in achieving its goals. This combination conveys concepts, seriousness, power, and professionalism, establishing a connection with target audiences and customers.

Overall, the FLOOR ESTATE logo effectively represents the company's identity and values by the selection of each element.



101.AGENCY
Real estate
October 2021

The 101.AGENCY provides comprehensive services in the real estate sector. Given the specific characteristics of this field, the logo design must adhere to principles to have the ability to attract the trust and attention of the target audience.

This logo uses two symbols: the number 101, which represents the brand name and is a simple and memorable element, and the house icon representing activity in the real estate sector. Symbols and colors in the design of this logo convey the brand's messages and values. The logo has a gradient of gold and brown with a balanced approach to give the logo more power, stability, and seriousness.

Overall, the 101.AGENCY logo, with its proportionate combination of shape, form, and logo elements, represents a recognizable and visual identity in the real estate market, aiding in its identification in the real estate sector.



101.AGENCY
REAL ESTATE





GROWCES

Digital eting and branding | USA

March 2022

GROWCES is a digital marketing and branding agency that aims to help its clients grow their brands and business. The company's logo communicates its goals and services to the target audiences. The name GROWCES is a combination of two words, "Grow" and "Process," which are indicative of the agency's activities.

The logo uses two symbols, the sun, and a flower, to depict power, influence, and growth. The sun symbol represents energy and signifies the breadth of services and impact of GROWCES in the digital marketing and branding field. The flower symbolizes development and growth along a dynamic path. The hexagonal geometric shape in the logo represents precise organization and mathematical calculations for the target audiences.

The logo's color is green, symbolizing wisdom, knowledge, and positive ideas. It is combined with purple to add energy and balance to the design, evoking beauty and inspiration. The sans-serif font in the logo presents a simple, clean, and modern appearance, aligning well with the digital advertising and branding objectives.

Overall, the GROWCES logo effectively communicates information about the company's services and goals to its audiences through symbols of the sun, flower, and green and purple colors.



AHMADI
Nuts and dried fruits
March 2024

AHMADI is a store specializing in nuts and dried fruits. The AHMADI logo uses elements such as nuts and the initial letter of the brand name, letter A. These elements were designed in the logo proportionately and harmoniously with the concept of the brand and AHMADI Nuts and Dried Fruits.

The colors used in the logo design, gradient of brown and gold, and green color, resonate with the products of this store, namely nuts and dried fruits, creating a meaningful connection with the brand's products. Additionally, using an appropriate font (serif) reflects authenticity and tradition and emphasizes the connection with the traditional and natural process of nut production.

Furthermore, using the letter "A" with a nut (open-shell pistachio) in a minimalistic style evokes a sense of freshness and enjoyment for the viewer, clearly indicating the brand's identity. This layout in the logo represents the store's products, namely nuts and dried fruits.



PEJVAK Charity center for supporting cancer patients July 2021

PEJVAK is a non-profit organization that supports cancer patients and aims to improve the lives of those affected by this disease.

The logo of this organization reflects its goals and mission. It features a heart symbol to represent the love, compassion, care, and supportive role of the organization, and a medical stethoscope symbol to highlight the medical and healthcare activities of the organization.

The chosen colors for the logo are pink and purple. Pink symbolizes love, friendship, and compassion, and evokes positive emotions such as trust, patience, peace, and hope. Purple creates a sense of tranquility and comfort and indicates involvement in the medical field. These colors complement each other and create a balanced and beautiful design that attracts attention to the logo.



PAYMAN

Hotel construction company | London

December 2019

PAYMAN Company is an engineering company that operates in the field of hotel construction. The PAYMAN Company logo uses professional techniques to develop a unique concept that showcases the company's engineering and construction work. The logo effectively represents the brand's personality and identity.

In the logo, the letter "P" signifies the beginning of the word "Payman" and is combined with an upward-facing arrow, symbolizing progress and moving toward the future. The shape at the top of the logo resembles the roof of a building, directly referencing the company's field of activity, which is hotel construction.

We chose the colors of the logo carefully. The purple color represents royalty and luxury, while the golden color symbolizes wealth and success. Gradient colors of purple and gold add beauty and attractiveness to the logo and enhance the sense of luxury and value, thus bestowing a luxurious and prestigious dimension upon the PAYMAN brand.

Overall, the logo of PAYMAN Company was created through a creative combination of letters and symbols, making it recognizable and inspiring. This logo serves as a trademark and visual identity for the company, communicating a visual story to the audience, where progress, credibility, and beauty in hotel construction with outstanding engineering through the language of the logo. PAYMAN Company uses the appropriate combination of form, color, and graphic elements, creating an unparalleled visual identity, reflecting its achievements, activities, and goals. This logo can leave a lasting impression in the target audience's mind.





**PISHRO
PELAST**
Change Your Life For The Better



**PISHRO
PELAST**

Change Your Life For The Better



**PISHRO
PELAST**

Change Your Life For The Better

PISHRO PLAST Plastic furniture manufacturer October 2020

PISHRO PLAST is a leading manufacturer of top-quality plastic furniture for indoor and outdoor spaces. They offer an unparalleled range of products that come in a variety of colors and sizes suitable for any climate. The logo was designed to showcase the remarkable diversity of their extensive collection by incorporating different colors. It encapsulates the comfort and tranquility of life with PISHRO PLAST products, blending the concepts of home, water and sky, nature, and greenery into a unified framework for the brand. The logo's form, which utilizes various colors and smooth lines, expresses the connection between different products and their beauty. The smooth lines highlight the ease and beauty of the products and signify their compatibility with the living environment. In designing the Pishro Plast logo, colors related to various brand products have been incorporated.

Some products such as umbrellas, awnings, green walls and flooring, garden fences, wicker furniture, artificial turf, chairs, and carpets are showcased as examples of product diversity. The designed logo not only boasts beautiful and meticulously engineered details but also creates a strong and meaningful visual identity for the PISHRO PLAST brand by skillfully combining various elements. This logo showcases the high diversity of products with attractive and varied colors while using artistic forms and smooth lines to establish connections between different products and capture the attention of the audience.

The logo serves as a symbol of quality, beauty, and environmental compatibility, instilling trust in customers for the PISHRO PLAST brand. By introducing a wide range of PISHRO PLAST brand products, this logo portrays the brand as a leader in the field of plastic furniture and establishes a cohesive visual identity in the minds of customers.



KARJO Renting houses March 2022

KARJO is a consultancy that helps people rent houses quickly. Their logo is a principal part of their visual identity. The logo features the letters K, J, and O, along with a house symbol, to represent the company's activity.

Adding relevant symbols to the logo can help make it more recognizable and unique. The logo's design is distinct because it cleverly combines letters and symbols. The house symbol has a clear and beautiful graphic shape that represents the company's activity, making it easy for customers to understand.

The logo's color is green, which represents growth, prosperity, and renewal. Combining blue and yellow creates green, which incorporates the calmness of blue and the vibrancy of yellow. Green is also associated with money, wealth, and assets, which relates to KARJO's house rental services. The green color reinforces the conceptual connection with the company's content, and it has a positive impact on the organization's image. It serves as the background, promoting balance and harmony in the design.

Overall, the KARJO logo uses graphic elements and colors to create a strong and distinct visual identity for the company. It also influences the perceptions of the target audience, representing the company's values and concepts and establishing a meaningful connection with customers.





ABZARINO

Construction and Agricultural Vehicles

January 2021

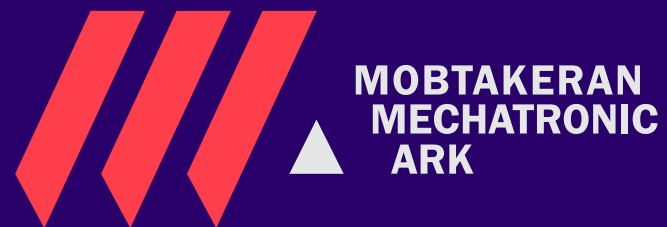
ABZARINO is a company that specializes in the manufacturing of construction and agricultural tools.

Logo design in all businesses should be based on their principles and standards. By adhering to the graphic design principles and the do's and don'ts of logo design, professional designers can significantly contribute to the longevity and brand recognition of companies with impactful logo designs.

In creating ABZARINO's logo, the designer aimed to create a unique and distinctive identity using a modern style. To achieve this, the designer carefully analyzed the company's needs and goals and created a suitable logo to highlight the company's power and differentiation in the construction and agricultural tools market.

Shape, color, and form are essential elements in logo design. ABZARINO's logo uses modern geometric shapes and lines that symbolize power and progress. The red color in the logo represents the brand's power and boldness, creating a sense of trust and impact among the target audience.

Ultimately, the logo serves as a symbol of brand recognition for ABZARINO and establishes a connection with the target audience by conveying brand values, and instilling trust and confidence in them when choosing the company's products.



MMA Manufacturer of 3D printers October 2019

The brand MMA is a manufacturer of 3D printers. MMA is the abbreviated name of the company, "MOBTAKERAN MECHATRONIC ARK."

In designing the logo for this brand, the letters A and M, which are the initials of the brand name, have been used as the main elements. This choice contributes to the simplicity and clarity of the logo and establishes a direct connection with the brand name by combining these two letters. The modern and simple shape of the logo, as well as the appropriate use of negative space, enhance the attractiveness of the logo and are suitable for the brand's work field. The logo uses sharp geometric shapes. These geometric shapes give the logo a serious and professional look. The chosen colors for the logo are navy blue and red, adding contrast to the logo's appearance. Navy blue signifies power and seriousness, while red is an energetic color that emphasizes the dynamic and active aspect of the brand.

Overall, the MMA logo is attractive and modern by using shapes, color, and graphic proportions, as well as negative space, aligning well with the company's field of activity.



GARYE Chain market | Iraq November 2020

GARYE is a chain store that provides groceries and essential items in Iraq. The name "Garye" means "settlement" or "village" in Arabic. As the center of social interaction, Garye represents aspects of people's lives and their connection to the environment. In the design of the GARYE logo, an attempt is to open a window to the beauty and life in the village. The geometric shape of the circle is a symbol of centrality, focus, and infinity. Inside the circle, a representation of the greenery and vitality of the village is depicted with bright colors, indicating the continuous flow of life in the store.

The logo colors include green, blue, yellow, and orange. Green symbolizes the color of nature. Blue represents the boundless sky. Yellow symbolizes the sun, and orange is a cheerful color, designed symbolically within the circular frame to depict the vibrancy of the village and evoke the diversity of products and goods in the store.

Overall, with the correct combination of shape, color, and graphic elements, the GARYE logo has a dynamic and lively identity for the brand, attracting customers and aligning with the space and philosophy of the store. This logo not only presents an image of the beauty and vitality of the village but also conveys a message of freshness, health, and product diversity through its shape and color, improving the relationship between consumers and the brand.

GREEN PLAST**Artificial grass and green wall****August 2023**

green plast is a well-known company that sells artificial grass, green walls, and grass fences. The name Green Plast comes from the combination of the words Green, which represents the color green, and Plastic, which refers to the artificial nature of the products sold by the company.

The logo of green plast features a leaf shape and a circle. The leaf shape represents nature, growth, life, and regeneration. This shape conveys beauty, vitality, and dynamism. On the other hand, the circle represents unity, perfection, and infinity. This shape can evoke a sense of harmony, and be a symbol of growth and movement.

The leaf and circle shapes allow the logo to be adjusted in different dimensions, making it more attractive and recognizable. This combination also represents a balance between nature and technology, vitality, and modernity. The logo color is green, representing freshness, wealth, and trust. This color to represent the company's activities in the field of artificial grass, green walls, and grass fences is a suitable and intelligent choice.

In designing the logo, simplicity and longevity were also considered. The selected elements, such as the leaf and circle, are simple but easily recognizable.

In conclusion, the green plast logo establishes a strong connection with the target audience, acting as a powerful and recognizable symbol. This allows customers and target audiences to become familiar with the values and goals of the green plast brand and establish a positive relationship with the company's products.





KOSAR Herbal medicine Janu 3

KOSAR is a brand that offers herbal medicine and health services. Herbal medicine, also called botanical medicine or phytomedicine, refers to using a plant's seeds, berries, roots, leaves, bark, or flowers for medicinal purposes.

The company's logo uses two main symbols. The flower symbolizes beauty, delicacy, purity, and health, and the letter K is the first letter of the brand name. The flower, a beautiful and pleasant element, evokes positive emotions in the target audience and reminds them of nature and beauty, invoking positive feelings such as calmness, freshness, and energy. The combination of these two symbols is such that the petals are in the shape of the letter K. This combination creates an image of beauty, kindness, and health in the minds of the target audience, which is compatible with the company's field of activity. This shape also creates the capability of using logo in various fields such as business cards, packaging, and other health-related products.

The chosen colors use color psychology principles. Green and purple are suitable for the medical and traditional medicine fields. Green symbolizes health, nature, and energy, bringing about a sense of calmness and reassurance. Purple also represents creativity, authenticity, value, and sovereignty.

Overall, the design of KOSAR Company's logo focuses on visual attractiveness and establishes a positive connection with the target audience by adhering to signs and principles of psychology.



KOSAR
Medical and herbal services





HESABASAN
Accounting firm
December 2023

The company HESABASAN is an accounting firm. The logo of this accounting company is suitable for its field of activity by using proper elements.

The logo uses a coin as a symbol of financial and economic concepts. The circular shape of the coin represents the most basic form of money. This choice signifies a focus on financial and economic matters. "H," the initial letter of the brand name HESABASAN, is in the logo center. The combination of the first letter of the company's name with the coin shape clearly illustrates the company's identity and is recognizable to the target audience. Adding positive and negative signs representing concepts in accounting reinforces the company's scope of work. These three elements, the coin and the positive and negative signs represent the company's identity and convey financial management, accurate accounting, and data-driven decision-making to the audience. The chosen color for the logo is green. Green evokes a sense of trust, stability, and growth. This combination of shapes, colors, and the concept of a coin gives the logo its distinctive identity, making it memorable to the target audience.



MONDEFX
 Brokerage | Dubai
 February 2024

MONDEFX Broker operates in the financial markets, providing traders access to the vast Forex market. The company allows traders to buy and sell currency pairs in the Forex market through MONDEFX Broker or brokerage.

The design of the MONDEFX brand logo has simple geometric forms of a wolf's face and a diamond shape. The diamond symbolizes wealth and value, while the wolf represents power and agility (a reference to the character from the movie "The Wolf of Wall Street"). The logo uses straight lines, grid systems, and calculated angles, conveying a sense of trust and power to the target audience.

The combination of orange and black colors conveys positive meanings of excitement and vigor to the audience psychologically. Orange symbolizes excitement and dynamism, while black represents power and elegance. This color combination generally evokes a sense of energy and power in the viewer and, on the other hand, can strengthen the connection between the company and the concept of financial transactions.



LAVAMINS Jewelry April 2018

The LAVAMINS brand is involved in the buying and selling of jewelry. In designing the brand's logo, graphic tools, and colors have been used proportionally to create an attractive and unique identity.

The monogram of the brand name LAVAMINS creates a direct connection with the brand. The logo's center features the shape of four precious stones (jewels), indicating the beauty and attractiveness of jewelry. This imagery is in line with the brand's field of activity, which is luxury jewelry. The gold color symbolizes value and wealth. Because this color shows the highest quality and standard and is also a sign of luxury. In the LAVAMINS logo, the aim is to create emotions and a deep connection with the brand's field of activity by combining graphic elements. The logo represents the beauty, credibility, and value of the brand in its field of activity and directly connects it to jewelry and precious stones.

Overall, the LAVAMINS logo, with its chosen colors, shapes, and patterns, not only attracts the attention of target customers but also professionally represents the brand's identity. This beautiful and simple logo is easily recognizable and memorable for the target audience.



MORTEZA ZOBDEH Company and trademark registration November 2022

MORTEZA ZOBDEH specializes in company registration and trademark registration within the professional realm.

The company logo plays a principal role in creating and enhancing its brand identity. Therefore, it is essential to pay special attention to the balance and harmony between the business objectives and values and the longevity of the logo in the logo design.

In the logo design of MORTEZA ZOBDEH, the English letter "Z," which is the first letter of the family name of the personal brand, is creatively placed alongside upward and downward arrows. These arrows symbolize the dynamism of the brand. This design has flexibility in using different colors and conditions. Depending on the triangular geometric shape, it can be transformed into various graphic patterns. The design also utilizes negative space, which creates a visually appealing effect. The blue color used in the logo design signifies decision-making, trust, and problem-solving power. The blue color creates a sense of confidence and authenticity, instilling a positive mindset in the audience.

In conclusion, considering the diversity, flexibility, and adaptability, the logo can effectively embody the company's identity.



ELHAM MORAD
 Personal brand, architecture
 April 2021

The ELHAM MORAD logo is a representation of Mrs. Elham Morad's brand, which deals with architecture and interior design.

The logo uses a monogram of the letters E and M from the first name and surname of Mrs. Elham Morad. The letter E represents the interior view of a building, giving the logo a three-dimensional look that demonstrates the finesse, order, and precision of the brand owner's work. Sans-serif font gives the logo a modern appearance, signifying innovation in service delivery. The ELHAM MORAD logo's elements are well-coordinated with the field of interior decoration.

Blue color represents strength and endurance. Blue is a moderate and calm color with proper adaptation in the field of architecture and interior design ensures the desirability of the design.

The combination of shape, form, and color makes the ELHAM MORAD logo a reputable symbol in architecture and interior design. It creates a modern, powerful, and reliable identity for the Elham Morad brand.



WHOLESKOOOL

School management software | England

October 2019

Wholeskool company specializes in developing school management software and has a logo representing its cohesive visual identity aligned with the field of activity. The logo comprises three main elements: a student cap symbol and the English letters S and W. The logo uses intelligent graphic elements and color settings, creating a desirable connection between the company's activities and a distinct and appealing image in the target audience. The logo effectively represents the company's primary activity, school management.

The student cap symbol is a recognizable element and effectively represents the company. The letters S and W, with appropriate font selection and strategic placement, formally and prominently introduce the brand name. Angular geometric shapes in the logo convey simplicity, grandeur, seriousness, and professionalism, adding a visual appeal to the logo.

The chosen colors for the logo are blue and green. Green represents wisdom and knowledge, which aligns well with the brand activity. Blue, a calming and reassuring color, creates an image of peace, stability, and trust, presenting an organized and modern system.

Overall, the Wholeskool logo effectively responds to the company's objectives in school management by making appropriate choices in elements, colors, and graphic principles, establishing a connection between visual identity and company activities.





LANVIN
Women's clothing store
July 2017

LANVIN (لانوین) is a brand that emphasizes beauty and operates in selling women's clothing. Designing a logo for this brand to showcase the feminine identity and beauty of the products requires a lot of sensitivity and taste. Therefore, the logo should be impactful and attract the target audience by creating a strong visual connection with the brand identity.

Taking into account the fundamental graphic and color psychology principles in the design of the LANVIN logo, the brand name is used in a logotype style along with the butterfly symbol as a beautiful and delicate element in the logo. The butterfly symbol effectively adds dynamism and elegance to the logo and, along with the right choice of font and attention to detail, improves the connection between the brand name and the graphic identity. The chosen color for the logo is gold, which signifies splendor and beauty and aligns well with the brand's field of activity.

Ultimately, considering the psychology of shape and color, the LANVIN logo harmonizes with the brand's field of activity and presents the brand identity attractively and recognizably to the target audience.



aaweez
HOME DECOR ACCESSORIES



AAWEEZ
Home decorative store
September 2021

The aaweez brand is a store that sells decorative items and home decor. The word "Aweez آویز" in Persian means "something dangling from something," serving as the starting point for designing the aaweez logo. In the aaweez logo, the concept of dangling is attractively reflected through the thoughtful design of words and images. Moreover, the form of the brand name letters in the logo is meticulously crafted to evoke a sense of hanging in the minds. The chosen colors for the logo are green and orange. The orange color, by creating attractiveness, along with the green color, which creates balance and tranquility, together bring about a harmonious and appealing combination.

Symbols such as curtains, four pictures side by side, and a dangling star illustrate the connection between the brand and its products. This arrangement of symbols conveys the concept of hanging and contributes to creating a unique identity for the brand.

Ultimately, the aaweez brand logo, crafted with precision in lettering and the selection of appropriate graphic elements, effectively captures the brand identity and establishes a strong connection with its customers.



TAKFILM PVC Decorative Film November 2021

PVC Decorative Film known as polyvinyl chloride (PVC), is a type of thin, flexible plastic material, that is commonly used for a variety of decorative purposes. It is an affordable and easy-to-install option for adding a decorative touch to the interior design of residential or commercial spaces such as furniture, walls, windows, and doors.

The logo design for TAKFILM incorporates a blend of the English letters T and F, which are the initials. The T and F letterforms create an aesthetically pleasing logo that reflects the brand's identity. Furthermore, negative space and precise shape combinations add to the logo's attractiveness.

Blue color is one of the popular colors in logo design. Blue is a balanced and calming color that conveys different emotions and messages to the audience.

Ultimately, the TAKFILM logo, with its appropriate choice of shape, color, and graphic combinations, has successfully represented its brand identity and established itself as a symbol in the business world.

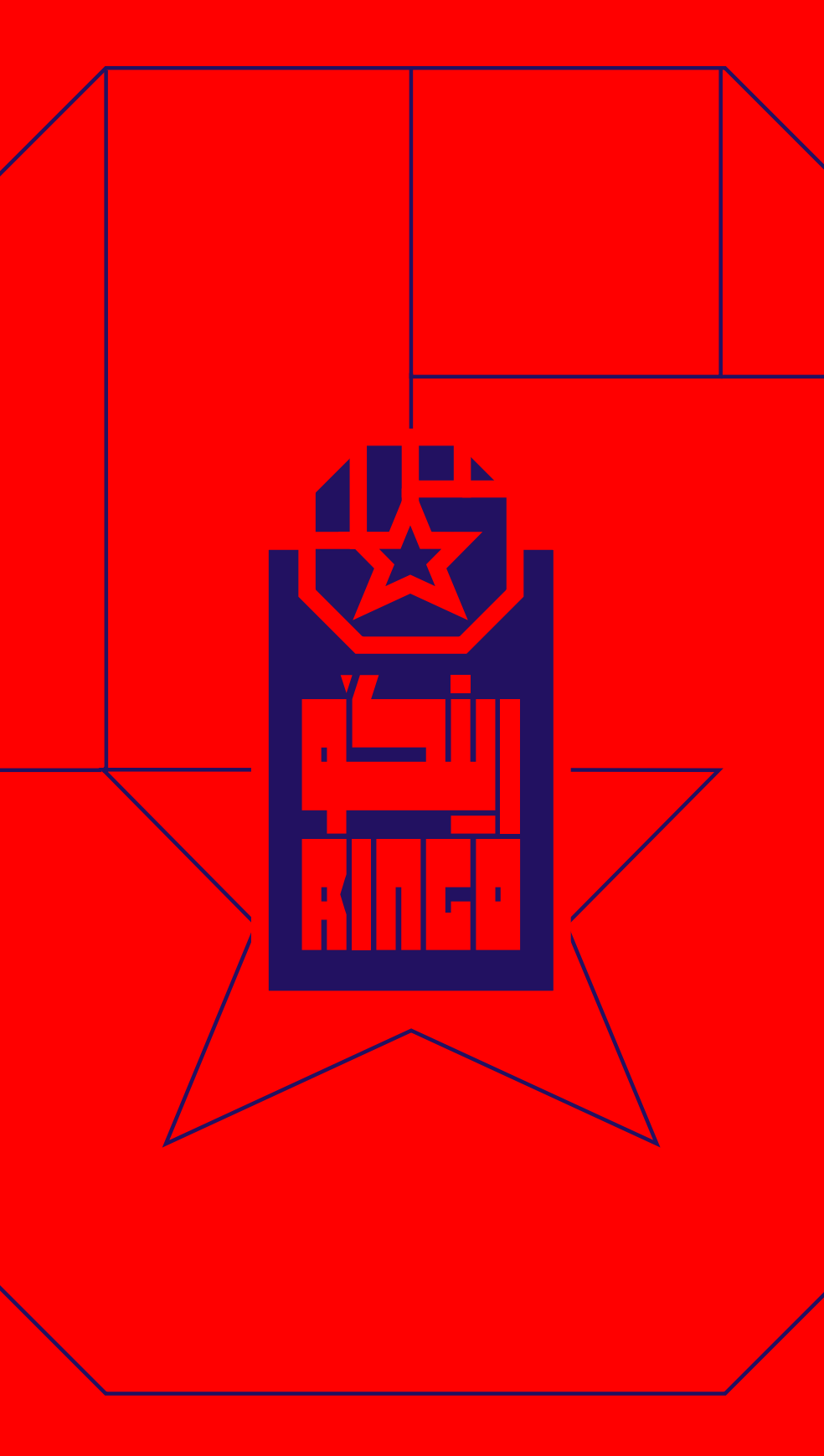


Bicycle Land
Selling bicycles
December 2020

Bicycle Land is a dealership and importer of various bicycles. It has an attractive logo meticulously designed with attention to detail. In this logo, the bicycle element serves as the main symbol of the brand, and the letter "B," the first letter of the brand name, turns into the wheels of the bicycle in a beautiful monogram format. This shape not only represents the bicycle but also subtly transforms into a human face. The curved line resembling a smile delicately placed in the logo aims to convey a pleasant shopping experience from this store to the target audience. Additionally, a circle symbolizes the Earth, aligning with the brand name "Bicycle Land," for further emphasis.

The chosen colors are turquoise and crimson. Turquoise symbolizes honesty, loyalty, and commitment to work. Additionally, crimson represents a superior social status and enthusiasm.

Ultimately, using the bicycle as the main element signifies the brand's primary activity, which is in complete harmony with the values and goals of the brand. The additional details enhance its attractiveness and effectively communicate the brand identity through graphic elements.



RINGO
TV program
December 2023

RINGO is a televised stand-up comedy talent competition. In this program, eight participants perform, and the top performers advance to higher stages. The stand-up performances take place in a boxing ring-like setting.

The symbol and logo of this program are a combination of text, typography, and an icon. The logo has an image of a star enclosed within an octagon, which resembles a fist. Each element in this logo has its own significance and specific connection. The star symbolizes achievement and winning, representing the goal of becoming a star in this program, while the octagon refers to the eight participants. Therefore, the octagon resembles a fist. The juxtaposition of a lively and comedic atmosphere within a rugged boxing ring is the main characteristic of this program. To convey this concept in the logo, bold lines with sharp corners and minimal negative space are used in the design. The colors used in this logo are red and navy blue. Red symbolizes energy, joy, and enthusiasm, while navy blue represents self-confidence and evokes a sense of combat. This color combination creates balance and attractiveness in the design, generating positive feedback from the target audience.





NOSTIMO
Café and Restuarnt | Greece
August 2019

NOSTIMO is a Greek restaurant that has used its logo to evoke moments of joy and connect with ancient Greek culture. In the logo design, elements and symbols referring to ancient Greece have been used as the main components.

The columns in the logo, designed in the shape of a fork and a goblet, signify the attention to the Greek style. These elements have also been used in other areas of the restaurant's activities, such as Take Away, Café, and Pasta Bar, indicating the restaurant's fourfold activities. The logo uses yellow and red colors. Yellow is an energetic color that conveys freshness and cheerfulness. This color is usually associated with tastiness, pleasantness, and happiness. Red is an attractive color that evokes excitement and enthusiasm for customers. Simple geometric shapes like circles have been used in the logo design, incorporating the fork and goblet to represent part of the restaurant and café activities.

Overall, NOSTIMO's logo is according to graphic design principles and the appropriate selection of elements and colors to create a visually appealing image that can remind customers of a pleasant and unique experience. This logo, combined with lively and cheerful colors, creates a warm and delightful atmosphere for its customers, indicating a restaurant with a Greek cultural identity.



SIRMA
 Sock manufacturer | Azerbaijan
 November 2016

SIRMA Company is engaged in the production of socks and understands the importance of logos in branding and its significant impact on sales and brand recognition. Therefore, logo design for manufacturing companies like sock producers and similar products has become an essential requirement.

Careful selection of graphic elements is crucial in achieving the best results in logo design. The SIRMA logo design is a perfect example of this. In the logo, the first letter of the brand name, (S) with negative space, portrays itself as a sock. Using the first letter of the brand name is one of the principles of logo design, which provides a unique identity and recognition of the logo. The square geometric shape in the logo conveys assurance, balance, power, and trust to the target audience, symbolizing balance and strength in the business. The chosen color for this logo is gold, representing wealth and value.

By avoiding excessive complexity and making appropriate graphic principles, the SIRMA logo has become a symbol for the company, leading to better recognition and a stronger connection with its products.



DR. AYLAR RAHIMI Dermatologist September 2023

DR. Aylar Rahimi is a medical professional with expertise in skin and hair. She has received training in various specialties such as beauty and laser fellowships, hair transplantation, and dermatopathology, which involves the study of skin and its diseases.

The logo for DR. Aylar Rahimi's brand incorporates three elements. It features the monogram of her first and last names, 'A' and 'R' respectively. This monogram personalizes the logo and creates an individual identification for DR. Aylar Rahimi in the medical field. The design also includes a flower symbol, representing beauty and life, adding elegance and attractiveness to the logo.

The logo uses gradient colors of pink and purple. Purple is a soothing color that combines red and blue. Pink represents enthusiasm and kindness. Thus, these colors evoke warmth, beauty, femininity, and ambition among the target audience.

Overall, the graphic elements and colors align well with DR. Aylar Rahimi's logo. It creates a positive visual experience for the target audience, effectively showcasing her identity and expertise. The logo is also a powerful tool in strengthening her as a skin and hair specialist by attracting attention from the target audience.



CANTEEN
Restoran ve fast-food
Ağustos 2022

The CANTEEN is a restaurant and fast food. Its logo is a creative combination of the letter (C) and a fork (one of the essential tools in restaurants). The letter (C) not only represents the first letter of the brand name but also, with its circular geometric shape that is angle-free, evokes a sense of trust and intimacy in the target customers. This roundness suggests an endless and continuous feeling.

The red color, symbolizing energy, love, and enthusiasm, stimulates appetite. This color has the highest appeal among colors and instills a sense of adventure and eagerness for new experiences in customers. As a result, this logo, with the appropriate combination of elements and the right color, effectively conveys the value and meaning of the CANTEEN restaurant to its customers and represents the brand identity well.

The use of a fork inside the letter (C) not only contributes to creating a beautiful and attractive element in the design of this logo but also directly expresses the main activity of the restaurant, namely cooking and serving food.

Overall, the CANTEEN logo, with the appropriate combination of colors and graphic elements, presents the logo in a way that attracts attention and establishes a close connection with customers.



RED CARPET
Television program
October 2019

RED CARPET (فرش قرمز) is a television program that operates in the field of entertainment and information dissemination. In designing the logo for this program, great attention was paid to details and graphic principles. The logo features two main elements: a depiction of a red carpet and the first letter of the brand name in Persian, which is the letter "ف" (pronounced as "fe"), combined in the corner of the carpet.

The logo is in the simplest possible form while conveying the context of the brand name. The choice of red color for this logo is for further emphasis. The red color symbolizes excitement, love, and joy, which, also highlighting the logo, adds to its attractiveness. The RED CARPET logo uses a suitable and legible font in Persian and English. Overall, designing the RED CARPET logo was inspired by art and beauty to make the logo stand out as an artistic and attractive piece. Using appropriate colors and graphic shapes, along with principles of aesthetics, can establish a positive interaction with viewers and target audiences.



3BILIT
Online platform selling concert tickets
August 2015

3bilit is an online platform that sells concert tickets.

The word "bilit" in Persian means "ticket." The 3bilit logo uses two main elements. The first element is the letter "b," which is the initial point of reference to the brand identity. The letter "b" has curved and simple lines that connect to the second element, a male mustache symbolizing masculinity and authenticity. The number 3, along with the first three letters of "bilit," (bil) pronounced as "sibil" in Persian, means male mustache. This symbol adds beauty and attractiveness to the logo, enhancing its dynamism and prominence. The logo uses yellow and black colors in proportion, creating high contrast and appealing to the target audience. The vibrant yellow catches the eye, while the classic black adds to the attractiveness of the logo.

Overall, the design of the 3bilit logo, with its form, shape, and color, not only reflects information about the brand but also adds simplicity to its attractiveness and identification.



PULSE MAM
Care Center
May 2019

The PULSE MAM Care Center provides counseling and educational services to expectant mothers and couples during pregnancy, childbirth, and postpartum periods.

The center's logo design features two circles as its primary element, which conveys femininity and emotions. The arrangement of the circles and the negative space between them forms a visual representation of a woman holding a child, symbolizing the love and compassion at the heart of the center's environment. The circle represents stable rotation and creates unity and focus in the design. The logo uses minimal graphic elements to represent the brand's overall concept. The pink color aligns with the center's values of compassion, gentleness, and tranquility.

In summary, the PULSE MAM logo combines simplicity and a thoughtful combination of shape, color, and style to reflect the emotions and goals of the care and education center, making it an attractive symbol in maternal and infant health services.



HADI JEDARI
Saxophone and clarinet player
October 2016

HADI JEDARI is a musician who plays the saxophone and clarinet. The logo uses elements that reflect his field of activity. These elements include the clarinet and saxophone to represent the types of instruments he plays, a hat symbolizing the musician himself, and the English letters "J" and "H," which are his initials and the brand name.

The logo's primary color is dark purple, conveying authenticity and strength to the viewer. The proportional use of color and elements creates a unique identity for the brand. The simple design of the clarinet and saxophone elements enhances the portrayal of the musician's profession. Additionally, the hat adds a personal touch, representing the musician's character. The letters "J" and "H" derived from the brand name strengthen the brand identity using a readable and unique font.

Overall, HADI JEDARI's logo creates a visual recognition for the musician and his brand, contributing significantly to his influence in the music and art market.



SKY HOME Textile and towel factory September 2022

The brand SKY HOME has years of experience in manufacturing various textile products like towels, especially bathroom towels.

To convey the feelings of softness, gentleness, beauty, texture, design, and beautiful colors are prioritized. The satisfaction feeling expected after using a soft and quality towel should be well perceptible in the SKY HOME logo.

Balance and harmony in dimensions, form, and negative space in the logo should establish a connection with customers and target audiences. It should effectively represent the brand of the factory and remain memorable in the target audience.

The design of the SKY HOME logo is based on the shape of a flower to showcase feelings of gentleness and beauty. The soft lines used in this design aim to evoke these feelings. The combination of pink and blue colors also conveys the desired emotions.



ZEEVOU Home rental app | South Africa February 2019

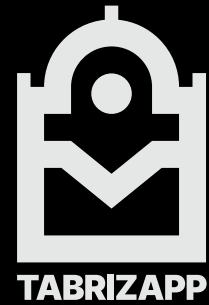
The ZEEVOU application is a home rental platform in South Africa that utilizes its logo to enhance recognition and establish connections with its audience. The logo uses the letter "Z," the initial letter of the brand name. The letter "Z" design signifies the two-way relationship between landlords and tenants, as well as indicates effective business and customer interaction. The monogram of the brand name uses a sans-serif font for better readability.

In logos, colors play a significant role as they convey important messages and emotions. The yellow color grabs attention and evokes a sense of freshness and vitality. This color symbolizes joy and can attract attention and usage of the application. Additionally, the choice of purple as a complementary color demonstrates the value and credibility of the application. Purple symbolizes beauty, power, and motivation, and its combination with yellow creates balance and harmony among the elements.

Ultimately, by employing principles of graphic design and color psychology, this application in the home rental sector has successfully presented its identity and values to its target audience. It effectively demonstrates two-way communication and ease of home rental.



تبریز ایپ
TABRIZAPP



TABRIZAPP Application March 2023

TABRIZAPP is a comprehensive urban application for Tabriz City, providing all necessary services to residents digitally. The name of this application is a combination of the words "Tabriz" and "Application," indicating a direct connection to providing mobile services to the residents of Tabriz.

In designing the logo of this application, inspiration is drawn from the ancient structures and buildings of Tabriz city to symbolically and minimally represent the authenticity, identity, and antiquity of this city in the form of a modern logo. The use of the image of the Clock Tower with the structure of the Maqbarat-o-shara (Mausoleum of Poets) creates a beautiful and symmetrical form that attracts attention and reflects the culture and history of Tabriz.

The logo's colors are authentic colors like blue and turquoise. Blue and turquoise colors convey a sense of authenticity by establishing a connection with concepts such as clear and bright sky and the culture and history of Iran.

Overall, by incorporating various elements of urban culture and identity into the logo and visual identity of TABRIZAPP, along with the careful selection and coordination of colors and shapes, an attractive logo is created to elicit positive feedback among the audience.



HOMAR

Export and import of all kinds of rebar and sheet metal

December 2020

HOMAR Trading Company specializes in importing and exporting various rebar and metal sheets. The HOMAR logo, designed with a combination of letters and symbols, creates a unique graphic identity. In this logo, the letter "H," representing the first letter of the company's name, is combined with a shape resembling a metal sheet. This combination depicts the identity and primary activity of the company. The circular geometric shape also adds a professional and attractive touch to the Homer logo.

The chosen color for the logo is black. Black is a classic color in design and can serve as an ideal background to highlight other colors and graphic elements in the logo. This color adds power and formality to the logo. Furthermore, the proper use of negative space enhances the attractiveness of the logo and makes its elements distinguishable. Overall, the graphic design of the logo is carefully executed with coordination and balance of elements such as shapes and colors, fully representing the company's concept. This logo is not only a trademark but also a prominent tool for enhancing brand recognition with target markets.



RAKSHH KHODRO DIESEL

Production of heavy and semi-heavy vehicles

January 2022

The design of a business logo is crucial since it visually communicates with the audience and represents the values and identity of the business. The RAKHSH KHODRO DIESEL logo uses a circle and a horse symbol to evoke concepts like movement, progress, authenticity, trust, and unity.

The color red creates positive emotions like love, power, and courage, as well as attractiveness and excitement that encourage action in the target audience. The white negative space alongside the red color enhances content balance.

Overall, the logo design emphasizes simplicity and readability. The simple shape of the horse alongside the circle is easily recognizable, allowing the target audience to remember the brand and the logo. This logo is a striking and powerful identity for the automotive company that reflects its values and key attributes. Ultimately, this logo is recognized as a powerful symbol for the brand, reflecting the company's commitment to quality and advanced technology in vehicle production.



Lida Rahbar
Gold and jewelry | USA
December 2020

Lida Rahbar is a prominent brand that deals in the sale of gold and jewelry. Designing a logo for this field of commerce requires specialized expertise and attention to detail. The primary objective of creating this logo is to give the Lida Rahbar brand a luxurious and beautiful appearance.

The logo blends modern and traditional elements, using an oval geometric shape and the letter R, the first letter of the brand name. The oval symbolizes eternity, has no clear beginning or end, and creates a sense of continuity and stability. The oval has an angle-free form, giving it a pleasant appearance.

The logo's color is gold. This color symbolizes value, wealth, and luxury. It is set against a white or black background, giving the logo a sense of perfection and simplicity. This color combination is popular in graphic design and marketing. The logo serves as a symbol of personal identity for Lida Rahbar. It determines the focus of advertising and branding designs for this business.

The logo's details are in match the brand's characteristics. The shape, color, and font were all chosen to ensure clear and readable communication between the brand and its customers.

Ultimately, the logo serves as a trademark and also as a symbol of quality, credibility, and customer relations for the Lida Rahbar brand.



JALAL TAHERI Music (Singer and band) February 2023

JALAL TAHERI's logo design incorporates a microphone and musical notes as two key elements for establishing a deeper connection and recognition of the brand. The microphone shape signifies singing and musical performance, while the musical notes symbolize the art of music.

The logo uses warm and vibrant colors, with a gradient of orange and purple, to depict the energy, excitement, and authenticity of music. The interaction between the elements is carefully considered, with the combination of the microphone and musical notes creatively designed to create unity and harmony among the logo's components. This interaction signifies harmony and balance in music. Soft lines have been incorporated into the logo's design to represent the movement and flow of music, imparting a sense of dynamism to the logo.

Ultimately, this logo is a symbol of JALAL TAHERI's expertise and professionalism in the field of music and also an attractive logo that is easily recognizable and memorable to the audience.



KALAR Textile March 2022

The KALAR brand specializes in textile sales, specifically sofa fabrics. The KALAR logo uses the product symbol of the company - the warp and weft of the fabric - along with the company name. This design creates a simple but visually appealing design that communicates the brand's field of activity.

The logo uses minimal details but effectively reflects the company's values and principles. The brown color symbolizes authenticity, tradition, and establishment, emphasizing the importance of genuine values. The logo's proportions are perfectly balanced, making it versatile and usable in any scale or environment.

Overall, the KALAR logo is a prominent symbol in the textile industry. It's designed with attention to graphic design principles and reflects the company's values and principles. The use of appropriate colors ensures harmony among all elements of the logo.





ARTWICH
Educational media | London
November 2020

The ARTWICH brand is an educational media platform that specializes in art. Its logo is a creative fusion of elements and colors that align with the brand's activities. The logo incorporates the letter "A" as the initial of the brand name and integrates an eye symbol, representing perspective and the brand's mission. The open and attentive eyes mean the process of perception and understanding, while the third element represents communication. These components vividly convey the primary objective of the brand and establish a strong visual connection with ARTWICH's artistic domain.

The chosen colors of red, yellow, and blue are purposeful. Red injects dynamism and vitality into the logo, while yellow captivates the audience's attention. Blue instills a sense of calmness and assurance, making it particularly suitable for educational media. This color palette creates a harmonious visual experience.

Overall, the ARTWICH logo presents an appealing representation of this educational media platform's artistic endeavors. Its harmonious blend of diverse colors and thoughtful selection of forms, including negative space, make it a remarkable and memorable logo for the brand.



SHAHBAZ FILM

Film productions and promotional teasers

August 2018

SAHBAZ FILM is a company that produces films and teasers. Logo design is a crucial and challenging aspect for production companies and video producers. When watching a movie, the initial focal point is often the logo of the film production company.

Graphic designers use various symbols to create unique and distinctive logo designs. In the logo design of SHAHBAZ FILM, a combination of symbols and colors was created with visual recognition and a deeper connection with the audience. The logo uses two symbols, an eagle and a film reel. The eagle's wings spread symbolizes power, mastery, reaching the pinnacle, and victory. The eagle symbol is also prominent on the flag of the Achaemenid Empire and is considered a symbol of victory.

The logo design of SHAHBAZ FILM maintains harmony and proportion in terms of shapes, lines, and color. The black color conveys power, confidence, depth, and weight.

Overall, this logo serves as a visual identity for the film company and tells a powerful story, establishing a stronger emotional and mental connection with the audience.



GO2SAFAR
Travel-tourism company
April 2022

GO2SAFAR is a travel and tourism company that operates extensively in this field. A logo in this field is prime for maintaining brand recognition and plays a role in establishing a connection with the target audience.

The GO2SAFAR logo uses elements that tell an intriguing story for the viewer. The globe, owl, and sea waves create a powerful and purposeful image for the company. The owl, symbolizing wisdom and knowledge, is designed with a simple form. The circle represents the globe, indicating coherence and connection with various places and destinations, inviting travelers to experience different cultures and locations. The symbol of sea waves indicates movement and dynamism. Together, these three symbols create a unique and memorable brand identity.

The logo uses two shades of blue: dark blue as the primary color, which signifies intelligence, responsibility, power, and seriousness, and light blue, which represents health and tranquility. Appropriate colors and the successful combination of elements create a unique logo.

Overall, the GO2SAFAR logo remains a brand mark and a beautiful story to identify the company in the target audience. It establishes a deep connection with them, making it an effective tool for brand recognition.



ODAKO Digital marketing September 2021

ODAKO is a digital marketing services company that offers a range of services, including content marketing, email marketing, social media marketing, and digital marketing. The company is a leader in the digital world, creating effective strategies to reach potential and existing customers and establish communication with them.

The logo must be usable in all media and communication tools. Creating attention-grabbing with ambiguity and complexity in logo design usually leads to undesirable effects. A strong logo is better to be clear as well as simple and creates a beautiful and recognizable image of the brand to be identifiable for the target audience.

The ODAKO logo is flexible and compatible with different sizes and dimensions also it is clear, simple, and effective. The logo uses the English letter "O" as the main element, which resembles an eye and signifies precision, attention, and communication. The circle in the logo represents dynamism, growth, and development. The logo's colors are navy and green, with navy as the primary color, indicating deep thinking and stability, while green represents growth, innovation, and trust.

The combination of suitable options in line with the company's field of activity has created a distinctive and attractive logo in harmony with the company's values and objectives.





TABRIZBOOK Online bookstore January 2020

TABRIZBOOK is the name of an online bookstore in Tabriz. As the name suggests, its center of activity is the city of Tabriz. The logo uses a unique combination of the form and symbol of a book with the initial letter of the brand's name, letter B. In this monogram at first glance, the viewer recognizes the letter B and the book symbol in the logo. Considering the presence of ancient structures and beautiful domes in the architecture of buildings and mosques in Tabriz, a semi-circular or dome shape was also used as part of the logo design.

From a psychological perspective, the color blue in the logo design signifies stability and trust. This color is usually associated with calmness and security, creating a sense of tranquility in the viewer. Additionally, blue, as one of the authentic and popular colors in the field of books and knowledge, adds credibility and value to the design of the TABRIZBOOK logo.

Overall, the TABRIZBOOK logo uses appropriate graphic elements and colors that create a unique identity and receive positive feedback from its customers.



DIGI GOLD
3D printers
April 2019

The brand DIGI GOLD manufactures 3D printers for gold and jewelry. This technology creates designs of jewelry and gold, helping designers to execute unique ideas and designs without time constraints, making jewelry that is either impossible or time-consuming to make using traditional methods. These devices use 3D printing technology (stereolithography, photopolymer printing, FDM, or SLA) and special jewelry resins to create precise and beautiful molds or objects.

In the monogram logo design of DIGI GOLD, the initials of the brand names, D, G, and I, are used as the main symbols to make the logo simple and enduringly beautiful. Colors also have a significant impact on logo design and branding. The chosen colors for the logo are brown and orange. Brown symbolizes power, establishment, and trust. This color usually adds depth and weight to logos. Orange is a warm color that can attract the audience's attention. It is a symbol of creativity and innovation. These two colors in the logo create a proper balance between trust, authenticity, and energy. Although each of these colors plays its role in brand recognition, the way they are combined and used should be in harmony with the brand's identity and goals.



SEHRAMA Hotel December 2021

The SEHRAMA Hotel, a five-star hotel with luxurious amenities, is nestled amidst the lush forests of Arasbaran.

In the logo design of this hotel, the shape of a water droplet and a leaf have been used as elements of nature, evoking the flow of life and vitality. These two elements, alongside each other, are designed in the form of a crown, symbolizing beauty, affluence, and prestige. The chosen colors for the Sehrama logo are a gradient of gold and crimson. Gold signifies wealth, while crimson represents authenticity. Two arrows in the negative space of the logo represent the entry of guests into the hotel.

The harmony between shapes and colors in the logo provides a complete identity. Due to its flexibility in dimensions and resolutions, the SEHRAMA Hotel logo can be used across various media and environments.

Overall, the logo uses graphic elements and principles, as well as negative space, ensuring not only beauty and attractiveness but also alignment with the concept and identity of the SEHRAMA Hotel.