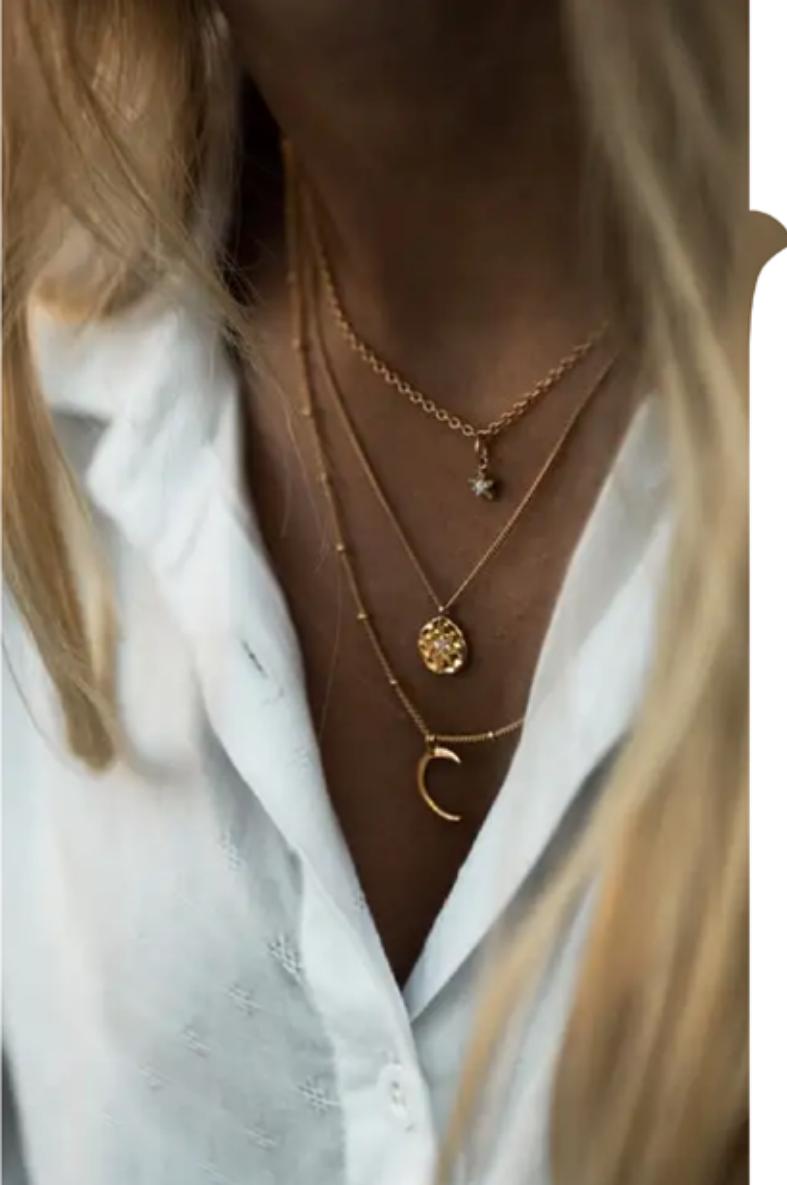


Branding Portfolio

Simin.Mohtadi

2024



ROSHA

GOLD GALLERY

Rosha Gold Gallery offers unique gold jewelry, crafted with meticulous detail. They were seeking a delicate, unique logo that subtly incorporates jewelry elements, reflecting their brand's elegance and sophistication.



ESTD
2023

ROSHA
GOLD GALLERY

WE CAFE

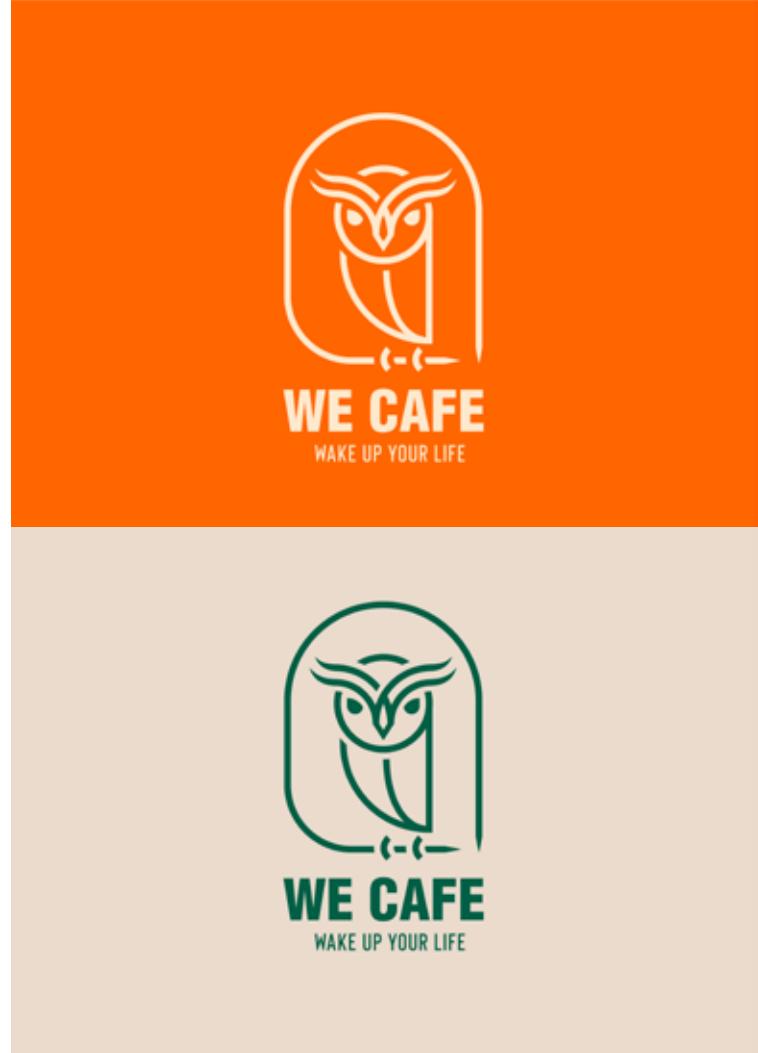
WE CAFE specializes in crafting premium coffee blends designed to keep you awake and alert through the night. Its target market includes students, night-shift workers, and anyone who thrives after dark. They were seeking a logo that embodies the essence of night owls, symbolizing wisdom, vigilance, and the energy to stay productive when the world sleeps.



#EADBCD

#FF6600

#005F45



Torjeh

Torjeh is a high-end cosmetic and skincare brand dedicated to crafting products from the finest natural ingredients. Torjeh's target audience includes discerning individuals who appreciate the value of authentic, high-quality products and seek a luxurious skincare experience. We agreed upon a modern, readable, easy going logotype and a intricate pictorical logo. So I piked peacock as their brand mark. Also I have designed a pattern based on logo mark which you will find at in the next page.



TORJEH

COLOR PALLETE

Primary colors

Referring to the ingredients of the products, we choose green as the first color



Primary color Code:

Dark green

Web: #258a6d
CMYK: C:80 M:20 Y:70
RGB: R: 37 G: 138 B: 108

Gold

Web: #c9ab6f
CMYK: C:20 M:30 Y:65
RGB: R: 201 G: 172 B: 111

Light pink

Web: #f6d6cd
CMYK: C:20 M:30 Y:65
RGB: R: 201 G: 172 B: 111

Background: off-white (#ffffef)

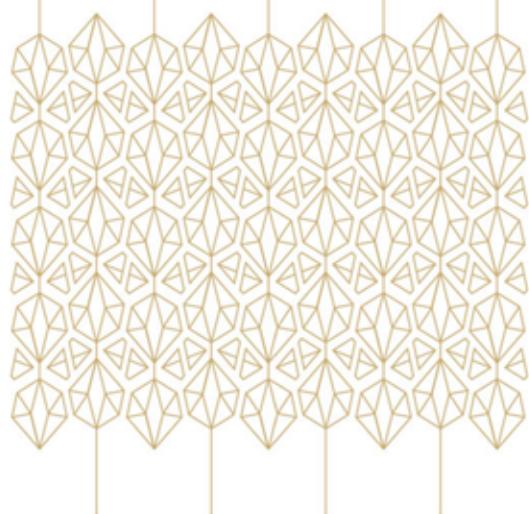
COLOR PALLETE IN USE



BRAND MARK



PATTERN



LAYOUT



TORJEH
GLORY OF ECLAT



The logo for Lucy Club features the word "lucy" in a large, stylized font where each letter has a black mesh pattern. Below it, the word "Club" is written in a smaller, white, cursive script font. The background is a dark purple silhouette of a crowd of people with their hands raised, set against a dark background.

Lucy Club is a chic nightclub designed specifically for girls who love to dance, socialize, and have a great time. So we agreed upon a playful logo which evokes devil and mystical sense.



The logo for Lucy Club features the word "lucy" in a large, stylized font where each letter has a black mesh pattern. Below it, the word "Club" is written in a smaller, white, cursive script font. The background is a dark purple silhouette of a crowd of people with their hands raised, set against a dark background.



The logo for Mota fitness club features the letters "G", "M", and "T" in a bold, blocky font. The "G" and "M" are white, while the "T" is yellow. Below the letters, the word "MOTTA" is written in a smaller, sans-serif font. The background is a dark, blurred image of a person's face.

Mota fitness club is a fitness club that wanted a unique logotype featuring a dumbbell. We agreed on a design that highlights their focus on strength.



The logo for Mota fitness club features the letters "G", "M", and "T" in a bold, blocky font. The "G" and "M" are white, while the "T" is yellow. Below the letters, the word "MOTTA" is written in a smaller, sans-serif font. The background is a dark, blurred image of a person's face.

موتا +  M + 

Fiore is a brand name which its logo is actually a Farsi logotype of its name and the shape of the fiore the flower.

Also the pattern that i have designed is based on the logo.



RadinTejarat

We are an import and export companies that provides global Trade Solutions specializes in importing and exporting goods. We wanted to have a logo with R, T and 2 arrows which represent logistic.



R + T + ↘↗

Almas Mezon

Almas Mezon designs and creates beautiful wedding dresses. We focus on making each bride feel special with custom-made gowns that fit perfectly and look stunning like a diamond. We wanted to represent our logo as a combination of wedding dress and a diamond.

◆ + ♪



ALMAS MEZON
WEDDING DRESS

BabyStar

We provide essential information for pregnant women and newborn babies. Our website offers tips, advice, points and resources to support moms-to-be and new parents on their journey. We wanted our logo to be a combination of a toddler and star sign.

★ + ☺ = ⭐



BabyStar

Mommy and baby care



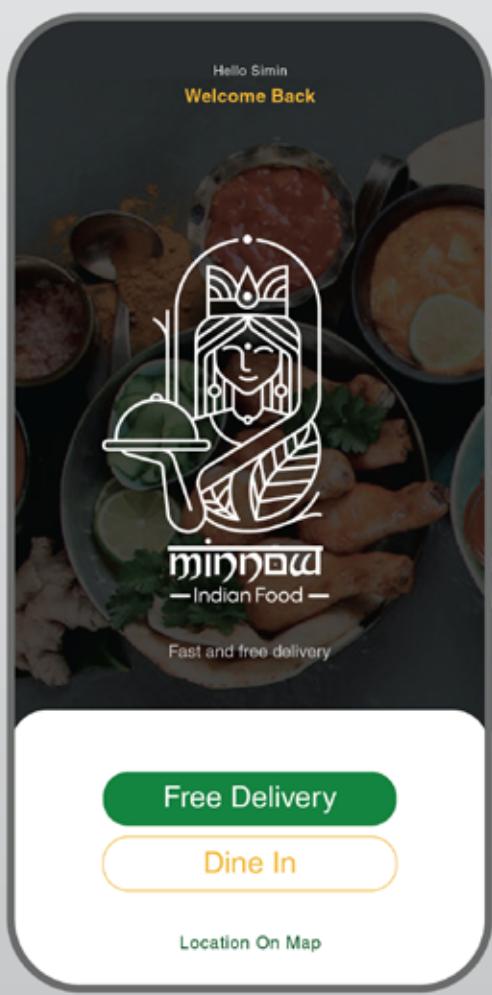
DiggAr is a unique restaurant that specializes in serving just one traditional pot pilaf, made with the finest ingredients and cooked to perfection. To capture the essence of their signature dish, they wanted a logo that visually represents a steaming pot of pilaf. This logo evokes the warmth and comfort of a home-cooked meal.



Minnow

Description:

We are a restaurant that makes and distributes traditional Indian food. Our main product is made with love and shipped directly to your home. Our target audience is adults.



minnow



Minnow Colors

Inspired by the Indian flag

R: 244
G:207
B:50
F4CF32



R: 25
G:133
B:65
198541



R: 0
G:87
B:37
005726

