

**REZA FARZANEH**

VISUAL & BRAND DESIGNER

# REZA FARZANEH

Visual & Brand Designer

I am a **Visual & Brand Designer** working across identity, visual systems, and real-world experiences. My background is rooted in graphic design, but my practice has evolved toward building cohesive visual languages that work across brand, digital, and physical environments.

I focus on defining structure, hierarchy, and visual logic, translating brand values into clear systems rather than isolated visuals. My work often bridges brand identity, spatial design, and digital interfaces, ensuring consistency from concept through to execution.

Alongside design, I use **photography** as a supporting tool to strengthen visual storytelling and maintain consistency across brand touchpoints. I also enjoy staying close to execution when needed, as a personal interest, to help ensure design accuracy in real environments. Having worked across different roles from graphic design to visual system leadership, I bring a system-minded, practical approach that balances creativity with clarity, usability, and long-term brand thinking.



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# WHAT I DO AS A VISUAL & BRAND DESIGNER

I work as a Visual & Brand Designer focused on building clear, practical visual systems. My role is defining structure, hierarchy, and visual language so ideas become usable, cohesive systems across brand, digital, and physical environments.

## **Brand Identity & Visual Systems**

Logos, brand systems, brand books, and scalable visual languages designed to grow and adapt across real business needs.

## **Print & Marketing Design**

Posters, brochures, catalogs, and brand materials developed as part of a larger visual system.

## **UI & Web Design**

Digital interfaces and layouts focused on translating brand identity into functional, user-centered systems.

## **Environmental & Spatial Graphics**

Signage and visual systems designed to extend brand identity into physical spaces.

## **Photography (Supporting Practice)**

Used to support visual storytelling and ensure consistency across brand touchpoints.

# WHAT YOU'LL SEE

This portfolio is a curated selection of work across different stages of my practice.

Each section reflects a specific context, scale, and level of responsibility, showing how I think, design, and execute within real-world constraints.

Some projects are presented as full case studies, while others highlight focused aspects of visual systems, identity, or execution. Together, they reflect a system-minded approach to visual and brand design across digital, physical, and spatial environments.

1. Recent Freelance Work
2. Logo Collection
3. UI Design
4. Environmental Graphic Design
5. Signature Client Projects

# 1. RECENT FREELANCE WORK

This section presents my recent freelance work as a Visual and Brand Designer.

These projects were developed in real client settings, focusing on building complete visual systems from concept to delivery. Each project reflects how I think, design, and execute within real-world constraints, with a strong focus on clarity, consistency, and system thinking.

Each project is presented as a complete case study, from concept to delivery.

## Projects included

- Prime Transitions Coaching
- CISV Calgary 2025
- Dr. Pegah
- Tim Tasso



# PRIME TRANSITIONS COACHING

Brand Identity & Visual System | 2025

## CONTEXT

A retirement coaching practice supporting people through a life transition rather than an ending.

## ROLE

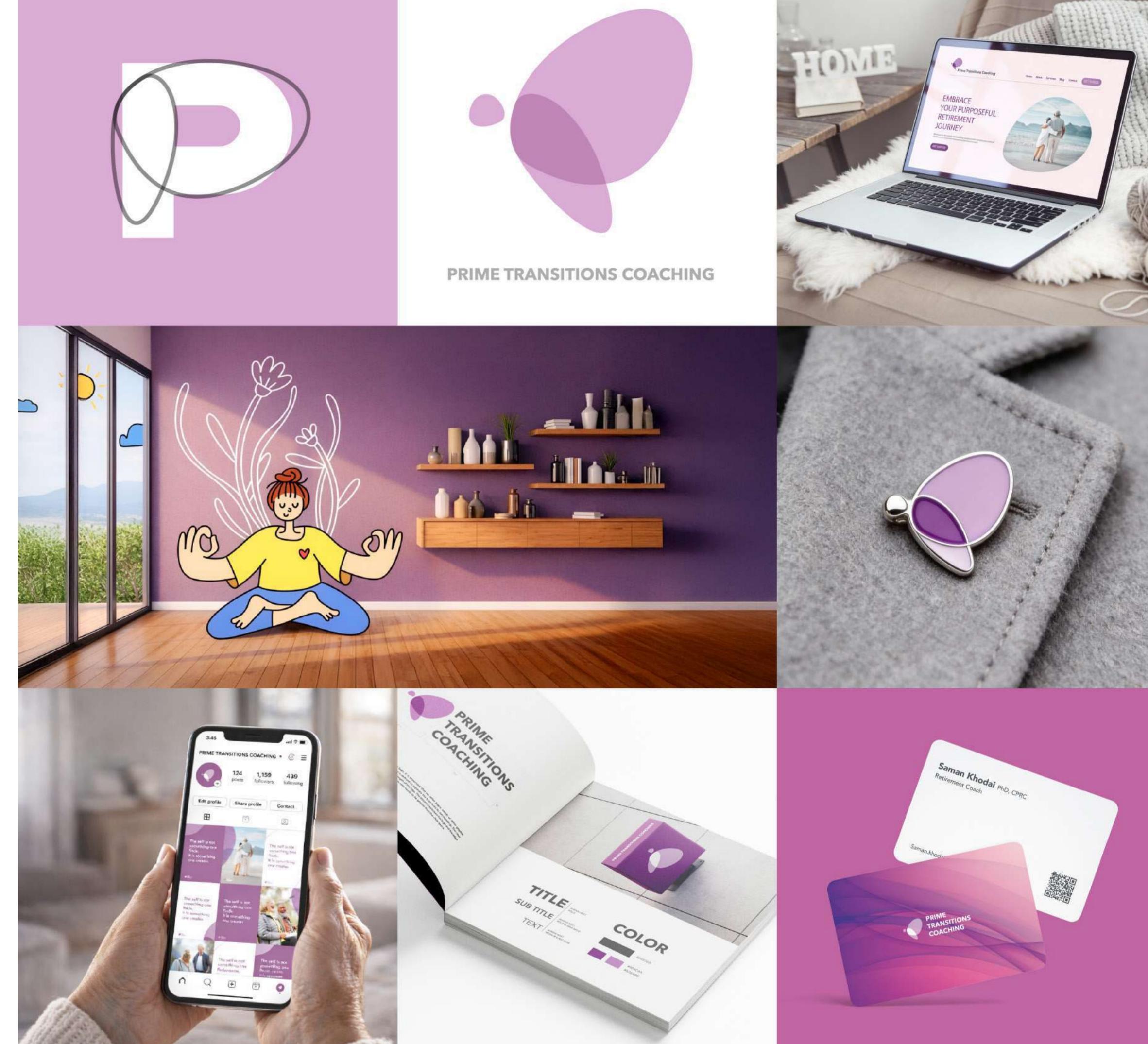
Delivered the project end-to-end as a Visual and Brand Designer, defining the concept and visual structure.

## PROCESS

The identity is built from a "P" mark shaped like a cocoon and butterfly, expressing renewal while remaining restrained and professional.

## OUTCOME

A scalable visual system and refined color palette designed for long-term consistency across digital and physical applications.



# CISV CALGARY 2025

Event Visual Design | Volunteer Project | 2025

## CONTEXT

Central event visual for a global nonprofit children's camp.

## ROLE

Visual Designer responsible for defining the core visual concept and event artwork.

## PROCESS

A character-led direction developed through iteration, resulting in a flexible visual system rather than a one-off illustration.

## OUTCOME

Final artwork applied across physical products to create a shared participant experience.



C 00 M 15 Y 100 K 00  
R 255 G 212 B 000  
#ffd400

C 80 M 50 Y 80 K 50  
R 34 G 68 B 44  
#22442c



# DR. PEGAH

Personal Brand Identity for a Dentist | 2026

## CONTEXT

Professional personal brand identity for a dentist with an international career outlook.

## ROLE

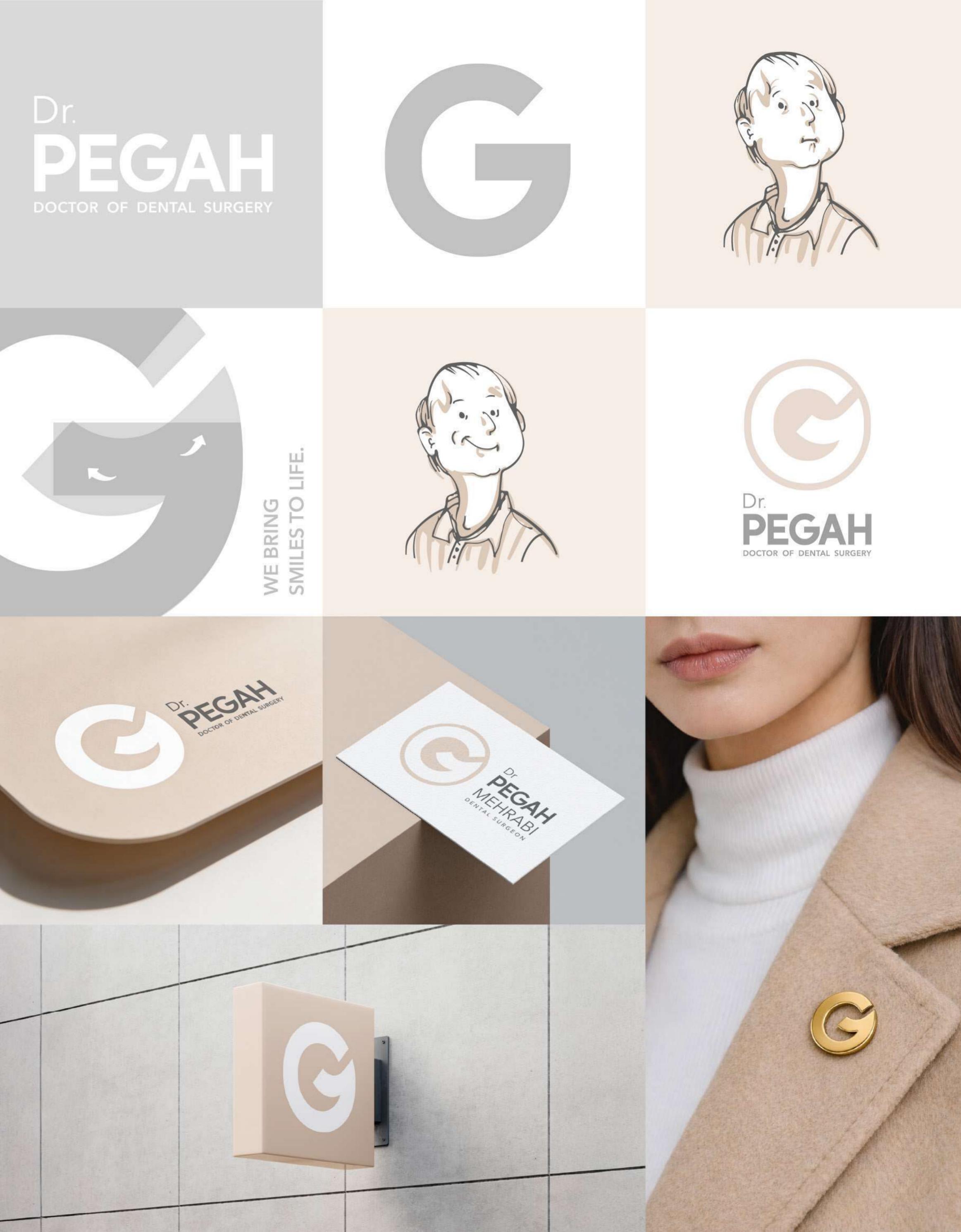
Expanded an initial signage-focused request into a complete personal brand identity system.

## PROCESS

Developed a restrained visual identity based on a refined "G" curve, avoiding literal dental symbols in favor of balance and clarity.

## OUTCOME

A warm, professional visual system applied across logo, stationery, signage, and digital touchpoints, designed for long-term use.





# TIM TASSO

Logo Design & Visual Identity | 2025

## CONTEXT

Identity for a DJ rooted in East Asian cultural references and a long-term creative vision.

## ROLE

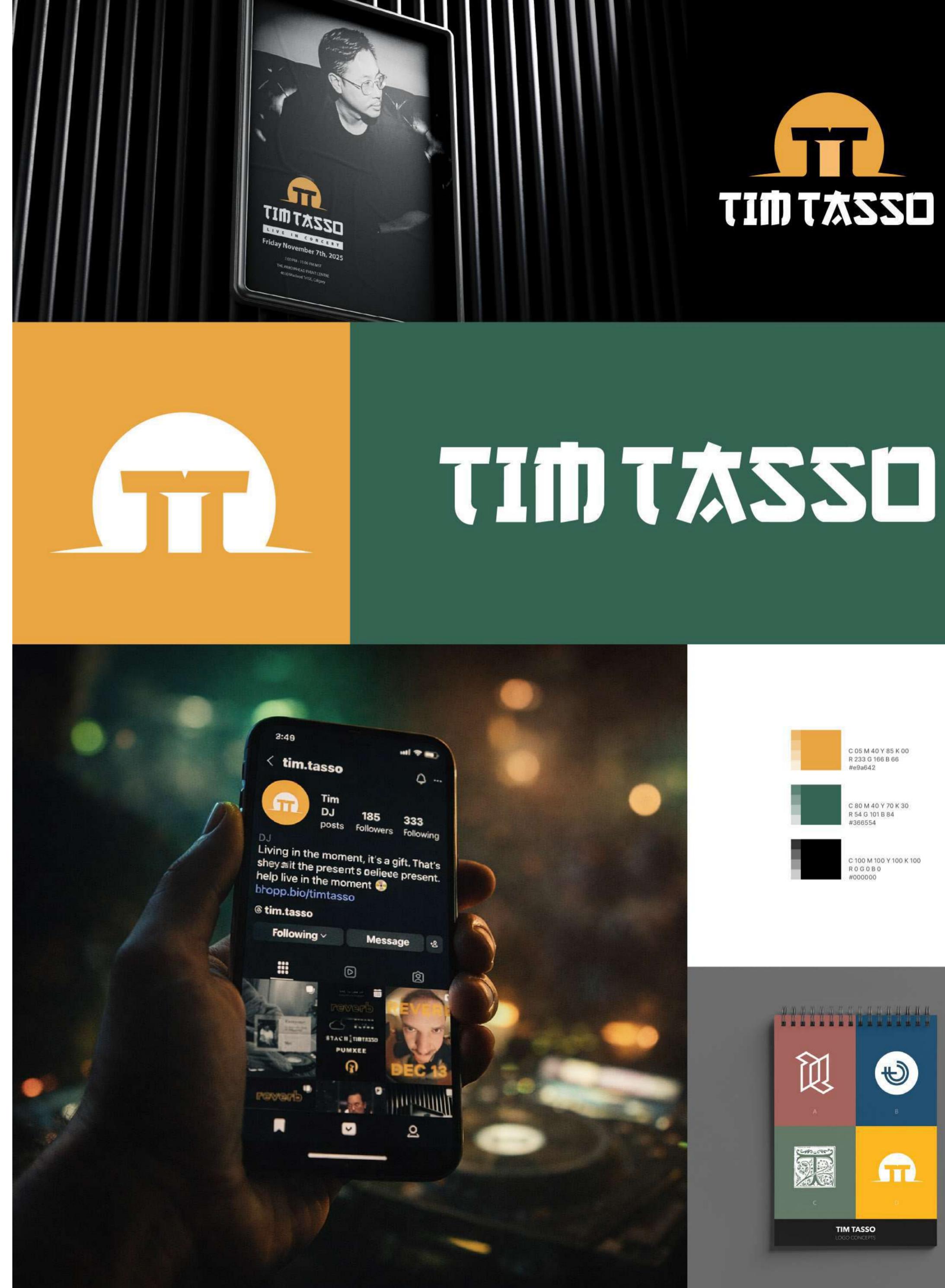
Designed the logo and visual identity system, translating personal and cultural references into a clear visual direction.

## PROCESS

Developed a typographic-led identity informed by East Asian architectural forms, combining the two "T" letters into a gate-like structure with a rising sun symbol.

## OUTCOME

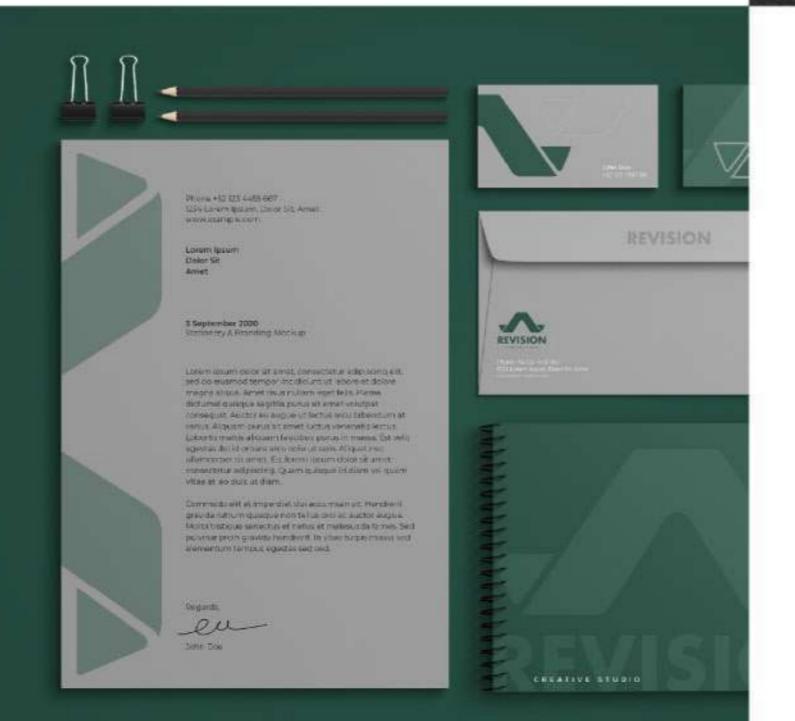
A distinctive identity system delivered as a complete, production-ready visual package for digital and physical use.



## 2. LOGO COLLECTION

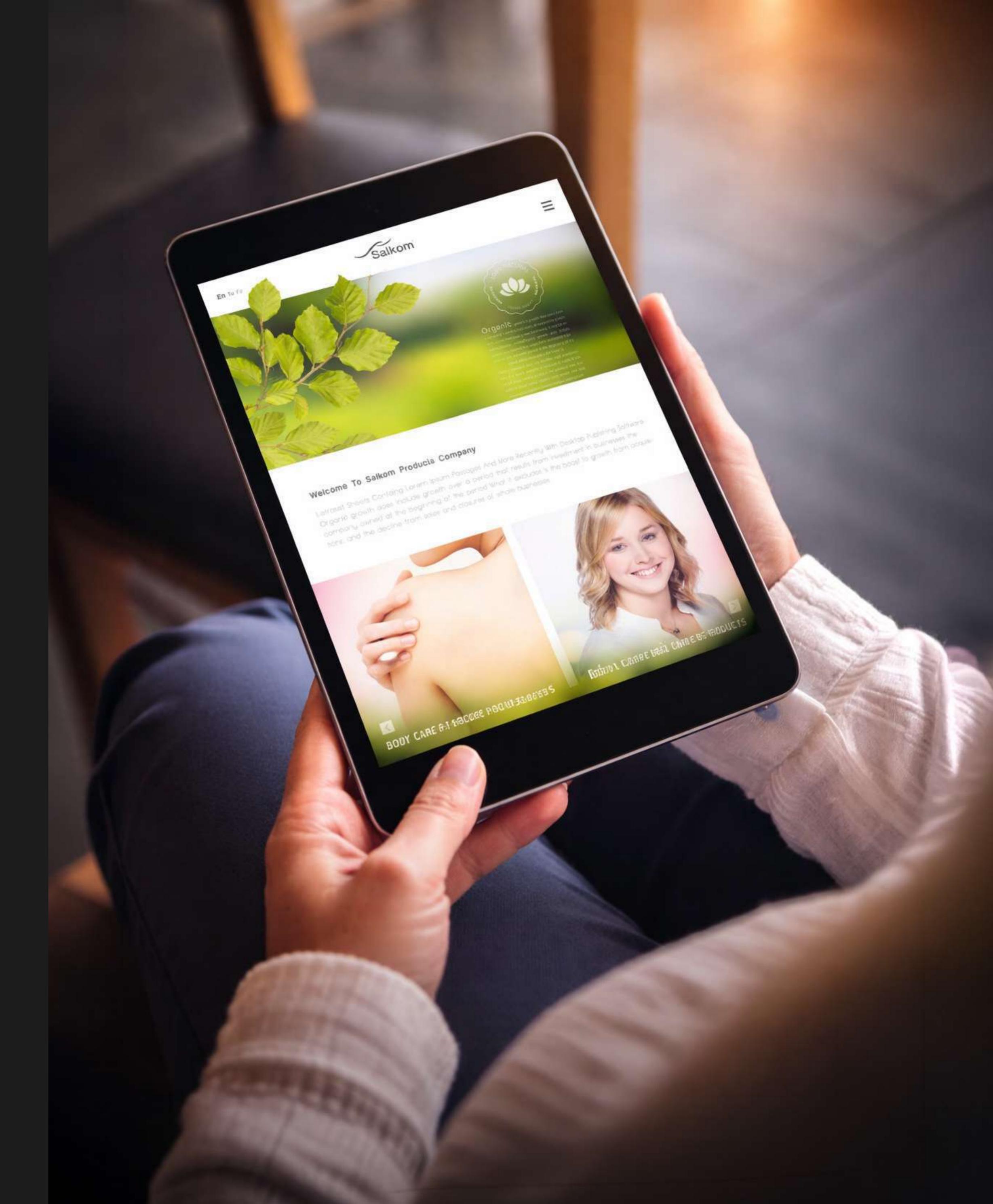
A curated selection of logo work highlighting my approach to clarity, balance, and visual craft across different industries and stages of my practice.





## 3. UI DESIGN

Interface and website projects focused on structure, clarity, and user experience, where visual identity and usability are designed together.



# RAMTAN

UI Design & Interface System | 2020

## CONTEXT

A specialized physiotherapy clinic built around Treatment, Comeback, and Prevention, requiring the translation of an existing brand system into a clear digital experience.

## ROLE

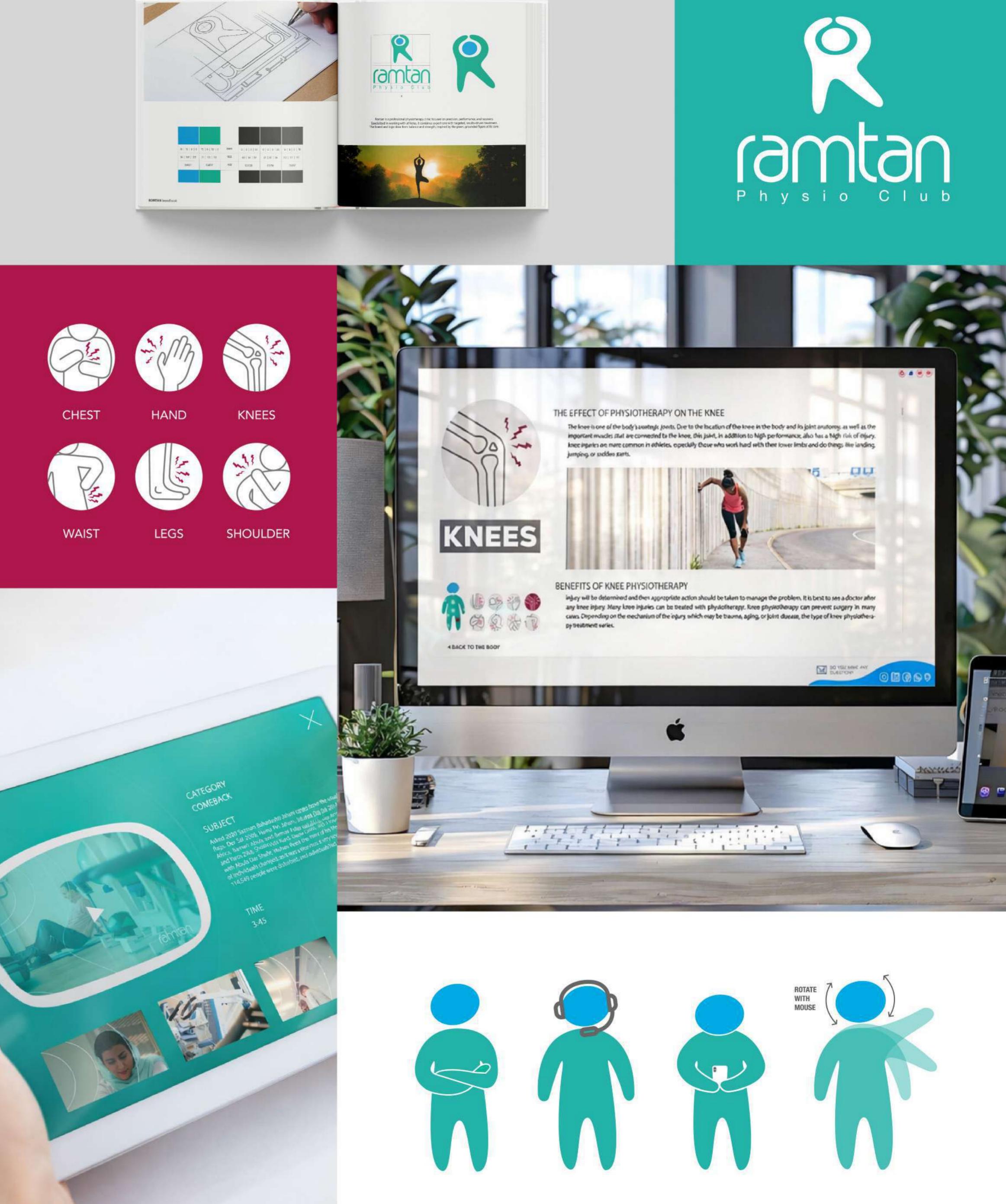
UI and Visual Designer, responsible for translating the brand system into interface structure, layout hierarchy, and user flow.

## PROCESS

The interface was built directly from the brand system, using visual elements and layout logic defined in the brand book to ensure consistency across the experience.

## OUTCOME

A clear and cohesive UI system where brand identity translates naturally into a functional, human-centered interface.



## 4. ENVIRONMENTAL GRAPHIC DESIGN

Design doesn't end on the screen.

Selected spatial projects exploring how design lives beyond the screen.

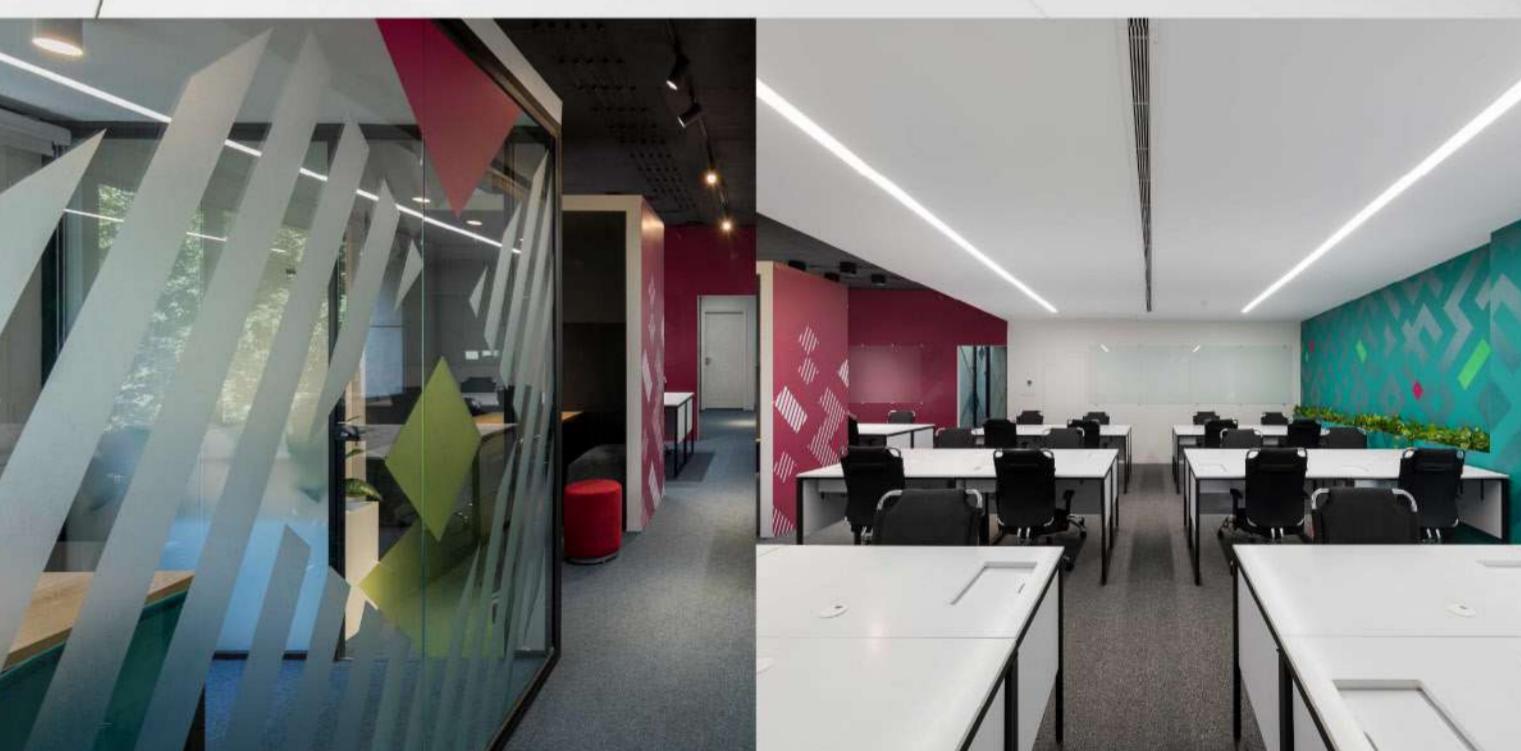
This is a critical extension of my visual and brand-focused practice into the physical world.



You can explore short behind-the-scenes videos of these executions on my YouTube channel.

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## 5. SIGNATURE CLIENT PROJECTS

This section presents selected client projects that represent my approach to building complete visual systems across brand and physical space.

These projects go beyond individual deliverables, showing how design decisions scale across environments, materials, and real-world constraints.

### **BEHSA**

Brand Identity and Environmental Design

### **MEHR O MAH**

End-to-End Brand and Spatial Design



# BEHSA

Dental and Maxillofacial Clinic | Signature Client Project | 2023

## CONTEXT

When I first started working with the Behsa team, the conversation was not about redesigning a logo. The clinic already had one in place.

The real issue was that the existing logo could not function as a system or extend into space, print, or everyday brand touchpoints.

As they put it:

**"We have a logo, but we can't really use it. We can't build patterns from it or extend it into environmental graphics."**

This statement defined the core challenge of the project.

## ROLE

Visual Designer with system-level responsibility, focused on transforming a single visual mark into a cohesive and scalable visual identity system.



## PROCESS

### 1. Logo, Pattern & Color System

The logo was derived from the Persian word “Behsa” (بھسا). Through rotation and form exploration, the structure revealed a subtle human face profile.

This observation defined the conceptual direction of the identity and became the foundation for building a scalable visual system, rather than a standalone mark.

### 2. Visual Identity & Brand Applications

Extended the core system into key brand applications, ensuring consistency across print and physical touchpoints.

### 3. Brand Book & Social Presence

Defined clear usage rules and visual guidelines through a brand book, supporting consistent communication across digital and social platforms.

### 4. Environmental Graphic Design

Translated the visual system into the clinic's physical environment through signage, wall graphics, and wayfinding.

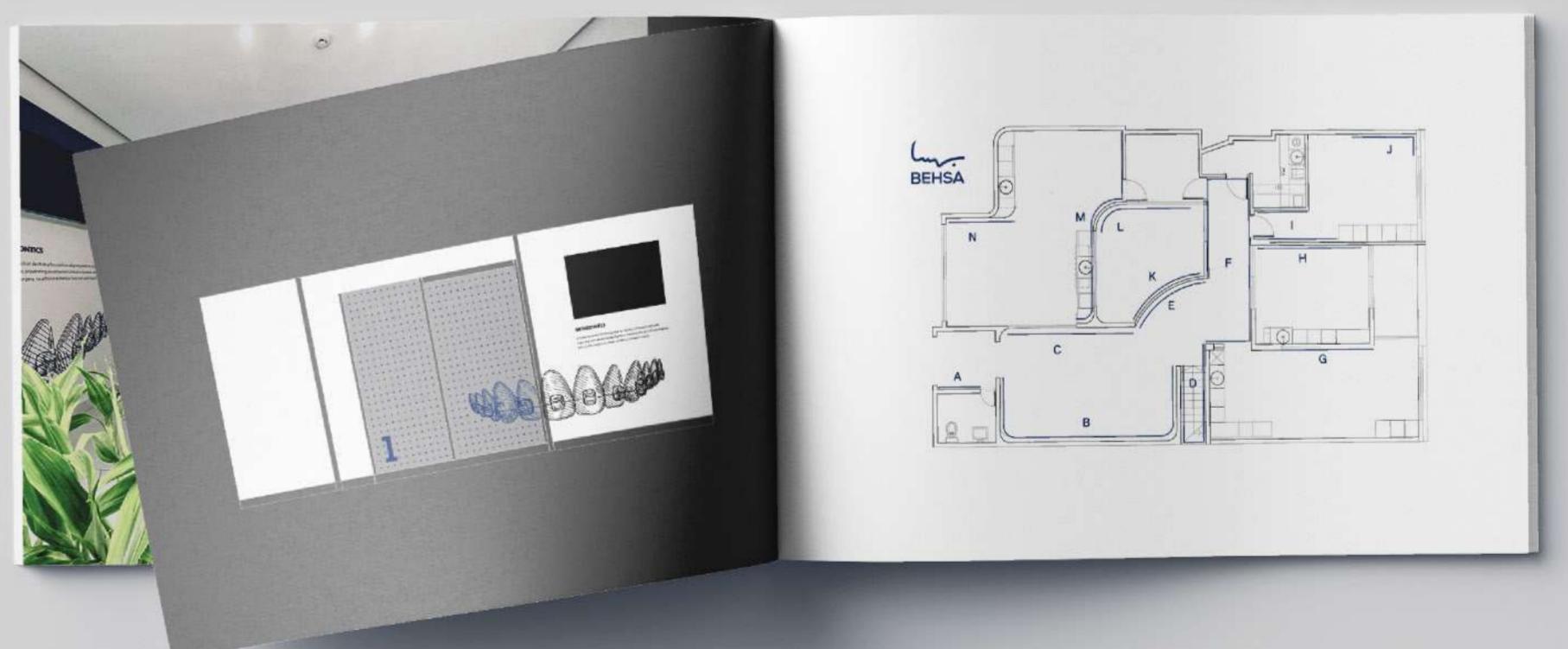
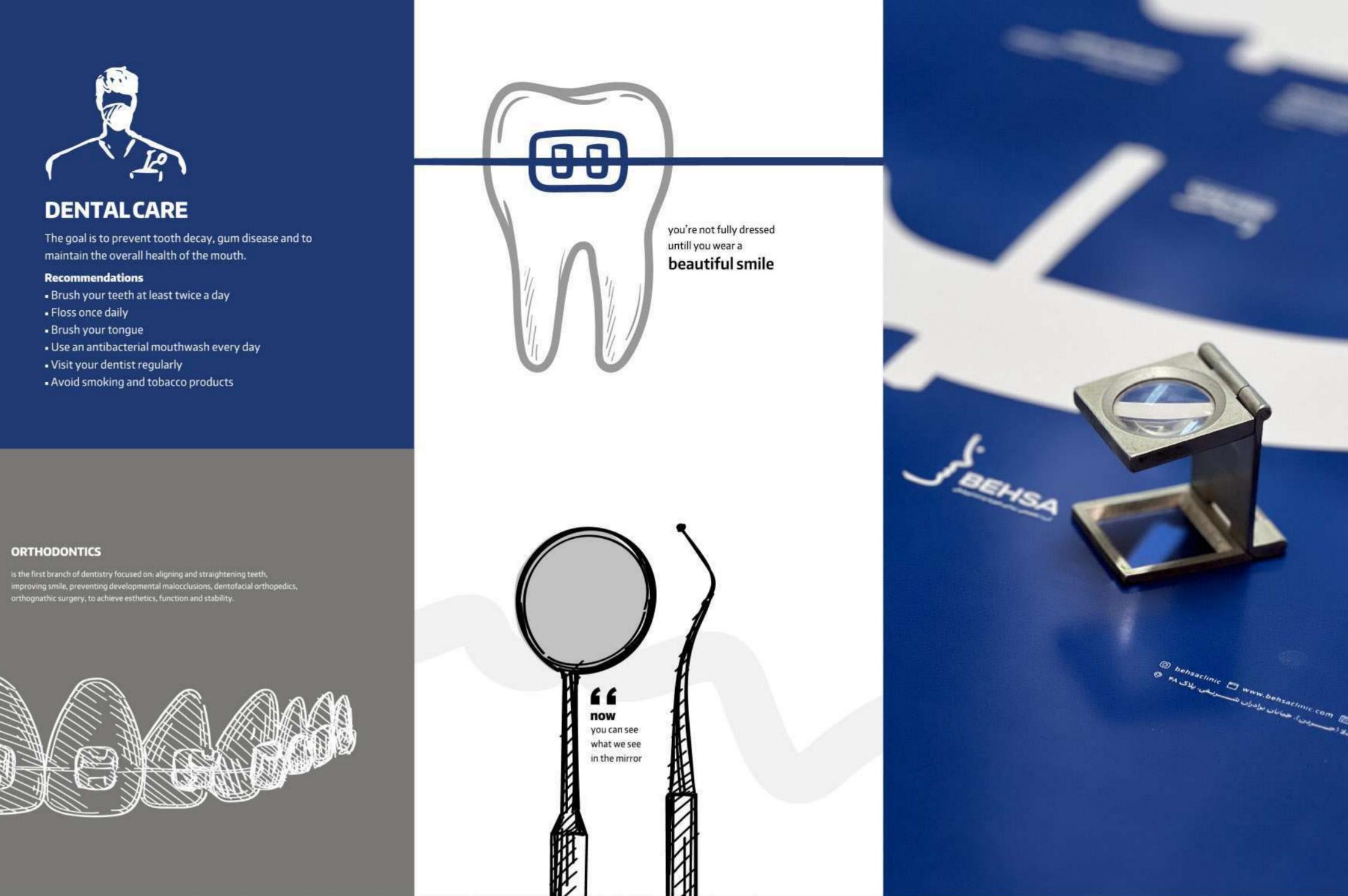
## OUTCOME

A complete brand transformation aligned with the clinic's medical expertise across all touchpoints.



You can explore short behind-the-scenes videos of these executions on my YouTube channel.

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# MEHR O MAH

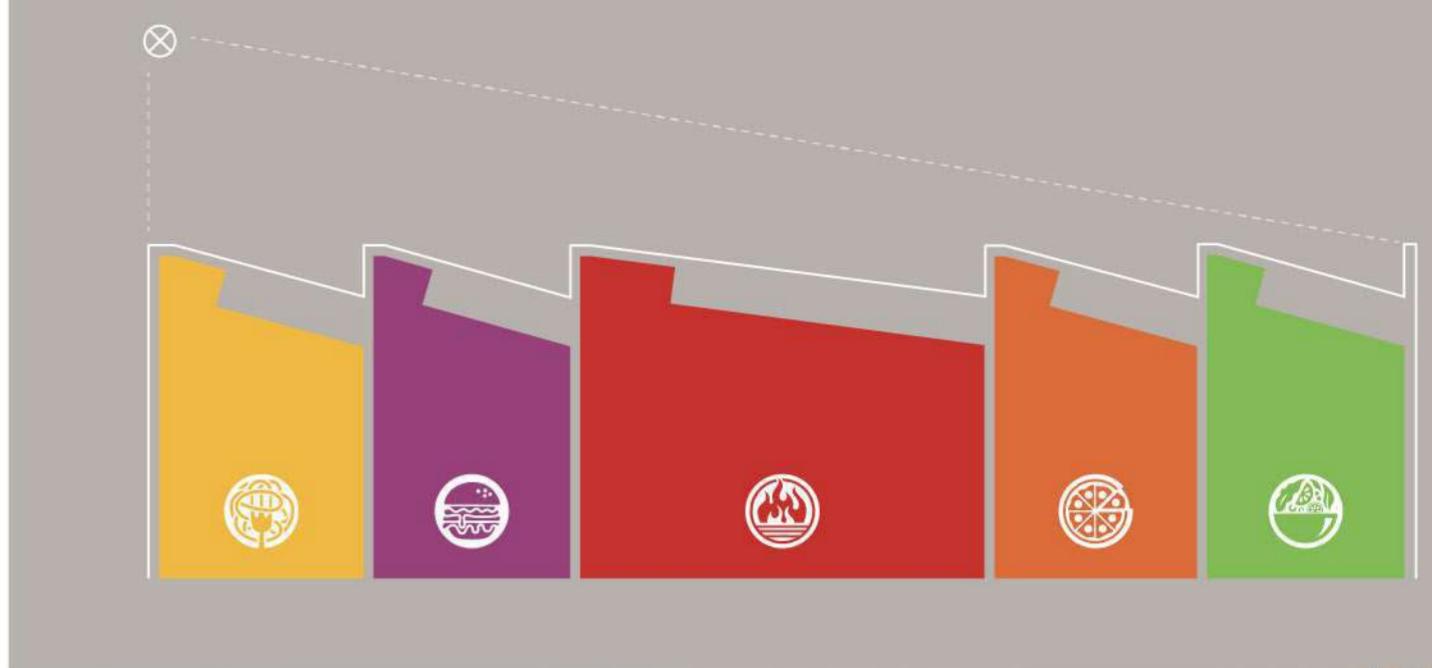
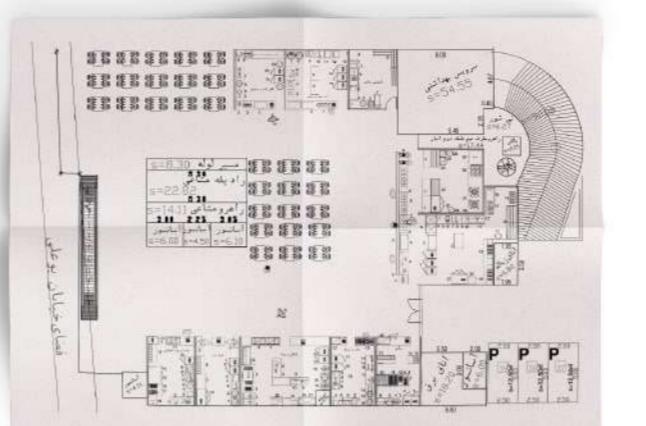
Food Court | Signature Client Project | 2019

## CONTEXT

A large-scale food court project in an urban setting, designed as a shared public space for everyday use, movement, and gathering. The challenge was to create a visual system that could function consistently across architecture, signage, and daily user interaction.

## ROLE

Graphic Designer, responsible for shaping and maintaining a cohesive brand identity across the space, working closely with multidisciplinary teams to ensure consistency from concept through execution.



## PROCESS

### 1. Project Brief & Spatial Strategy

Defined the spatial logic of the food court, focusing on movement, visibility, and how people experience the space daily.

### 2. Brand Identity System in Use

Developed and applied a flexible brand identity system as a unified visual language across the space.

### 3. Menu & Information System

Designed a consistent menu and information system across physical and digital displays, emphasizing clarity and hierarchy.

### 4. Environmental Graphic Design

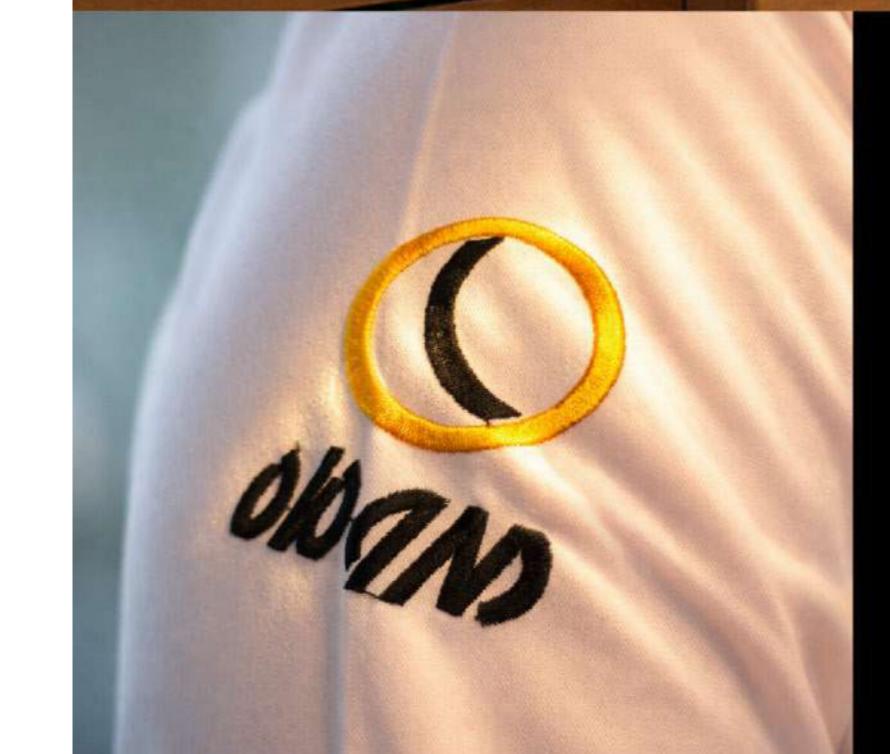
Environmental graphics extended the brand into the physical space through signage, wall graphics, and a large-scale calligraphy installation (2 x 40 ft) integrated directly into the architecture.

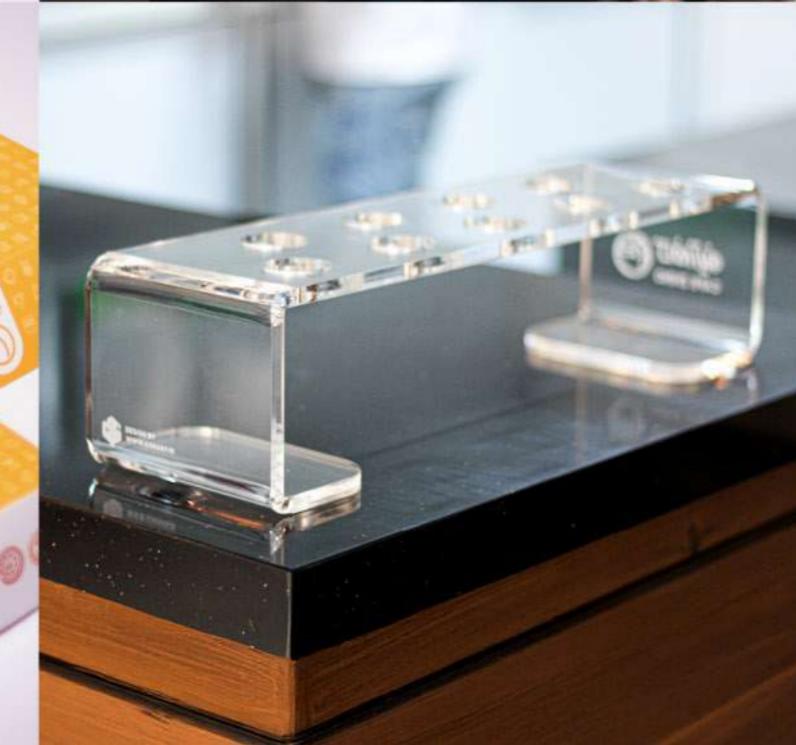
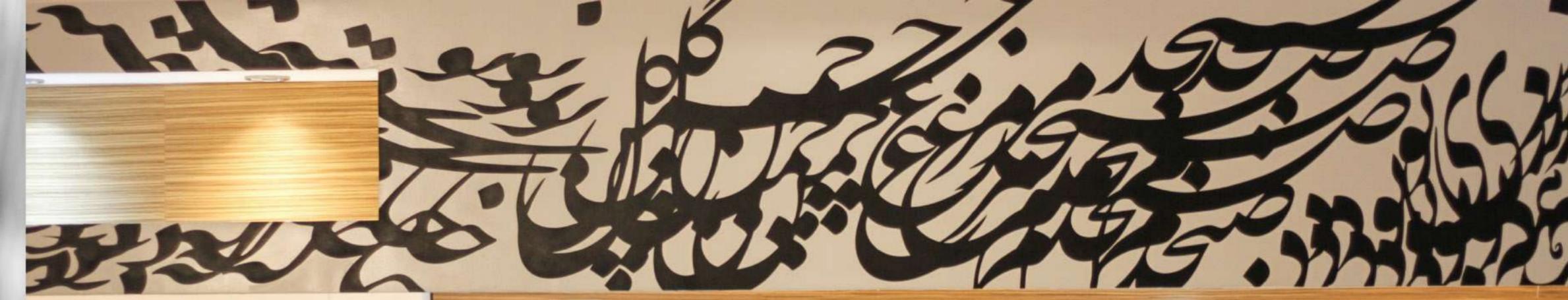
### 5. Packaging & Micro Touchpoints

Applied the brand system to packaging and custom stands to ensure consistency at every scale.

## OUTCOME

A cohesive environmental brand system where identity, space, and user experience work together.





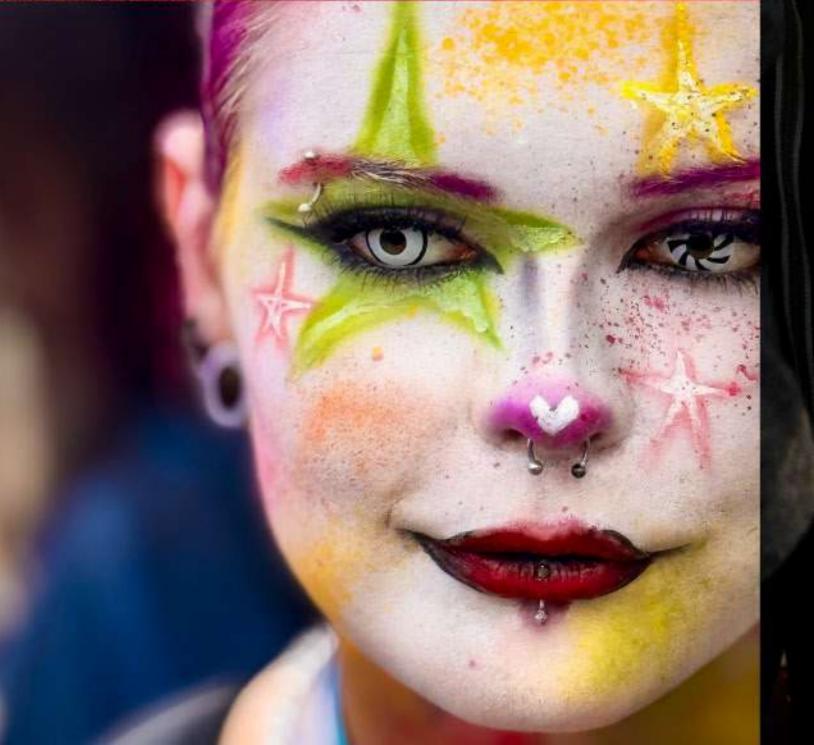
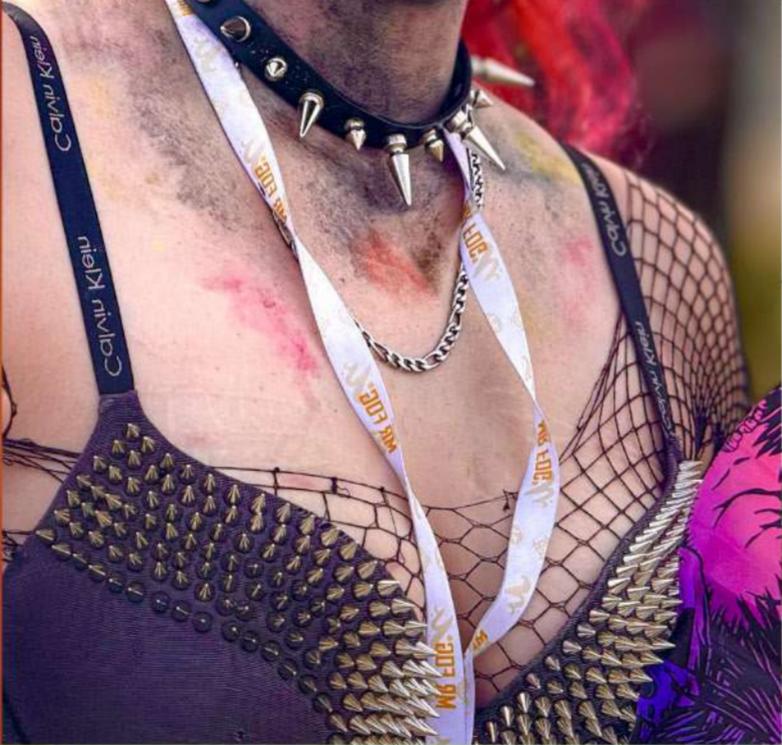


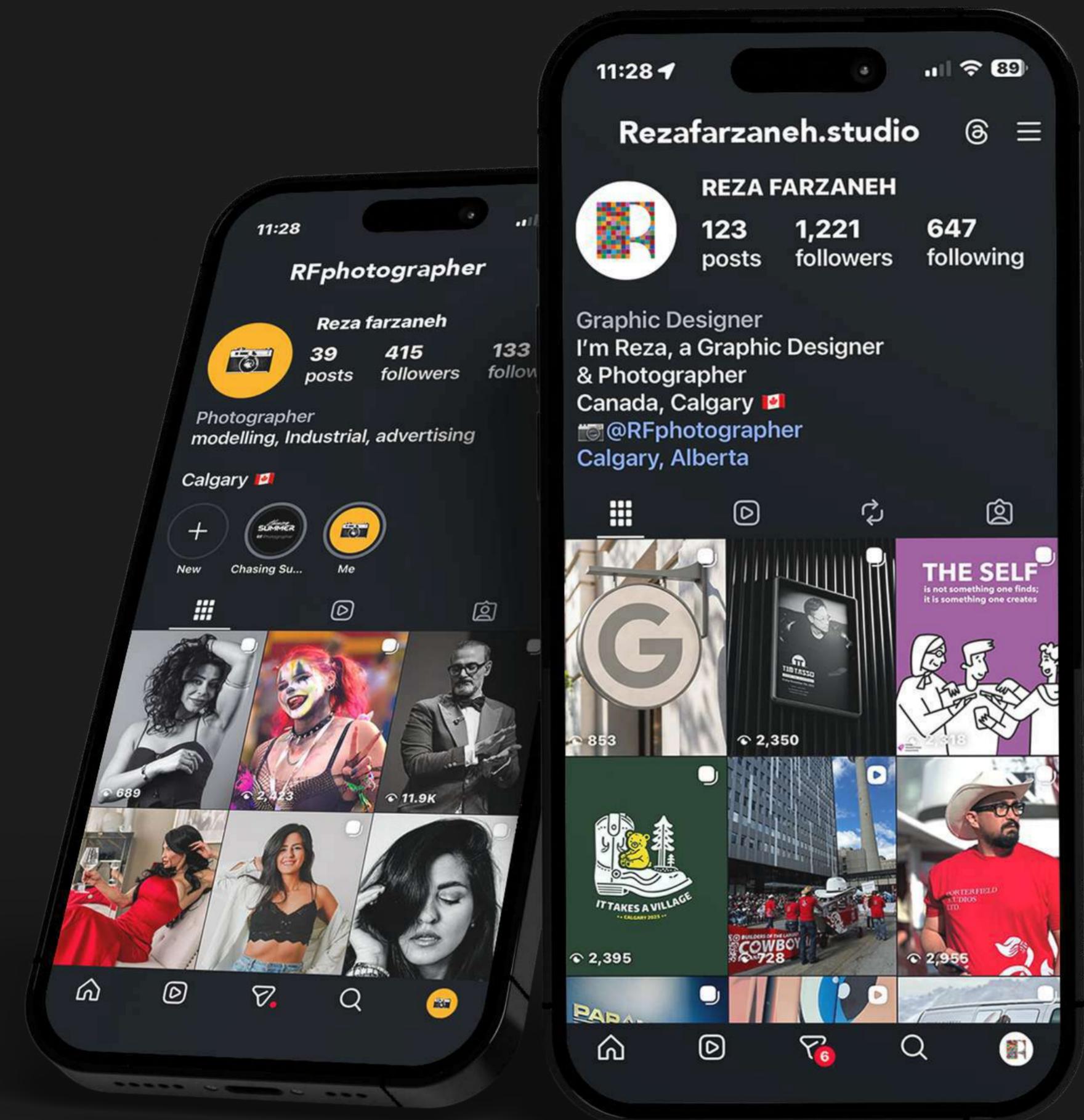
# RF Photographer

## **Photography is a complementary part of my design practice.**

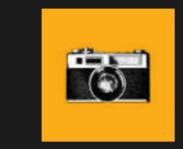
Photography started for me as a personal interest over a decade ago, long before it became part of my professional design process. Over time, it naturally integrated into my design practice as a way to observe, document, and better understand real environments, people, and moments.

Today, photography exists alongside my design work not as a separate service, but as a supporting tool. It informs how I see, think, and build visual systems, strengthening visual storytelling, brand expression, and documentation across digital, print, and physical environments.





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**RFphotographer**

To view my latest projects and activities,  
please visit my Instagram pages.



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