



DAVIN
CREATIVE VENTURE CAPITAL

BY REZA FARZANEH

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CONTEXT

Rebranding due to business growth and a new office.
2022

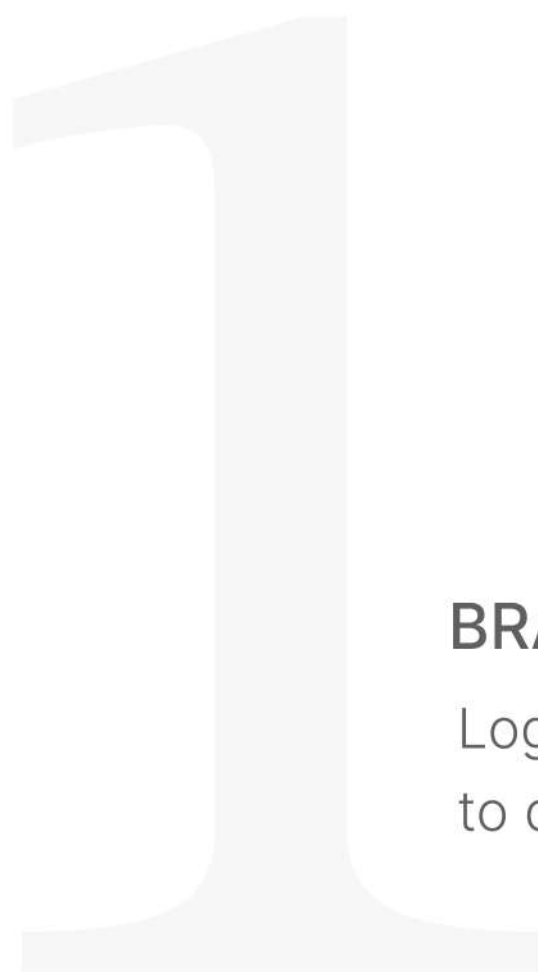
ROLE

Visual & Brand Designer | Production and Installation Supervision

SCOPE OF WORK

A complete visual and brand system developed across multiple design phases.

1. Brand Identity & System
2. Brand Applications & Office Materials
3. Motion Design
4. Environmental Graphic Design
5. Promotional Gift Design



BRAND IDENTITY & SYSTEM

Logo design, visual identity, and brand system development to define a clear and consistent visual language.



OLD LOGO



CONSTRUCTION & CLEARSPACE

1/2



وزارت بهداشت و آموزش پزشکی

1/2

The Davin logo requires a space from the other elements surrounding it. The space required on all sides is approximately the width of the letters of the logo type.

It should never be less than that. The logo must always fit into the clearance area and can not be intervened by other graphical elements which could hinder legibility of the brand.

Please note that text or pictorial figures, which have strong impact or impression, should not be placed near the logo, even though you keep the isolation area blank.

در مورد به فضای از سایر عناصر اطراف آن احتیاج دارد. فضای مورد نیاز هر عنصر گرافیک باید به اندازه عرض حروف باشد.

مهم است که هیچ عنصر دیگری در فضای دور و نزدیک حروف حتماً قرار نگیرد و فضای دور و نزدیک حروف حتماً باید به اندازه عرض حروف باشد.

توجه داشته باشید که هیچ متن یا تصویر دیگری نباید در فضای دور و نزدیک حروف قرار گیرد، حتی اگر فضای دور و نزدیک حروف خالی باشد.

Tints

A tint is created by adding white to a base color, increasing its lightness. Tints are likely to look pastel and less intense.

با افزودن رنگ سفید به رنگ پایه، افزایش می‌دهد آن روشنایی. رنگ‌ها به نظر می‌رسند پاستلی و کم‌رنگ‌تر.



Shades

A shade is created by adding black to a base color, increasing its darkness. Shades appear more dramatic and richer.

سایه‌ها با افزودن رنگ سیاه به رنگ پایه، افزایش می‌دهد آن تاریکی. سایه‌ها به نظر می‌رسند دراماتیک‌تر و غنی‌تر.



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DAVIN
CREATIVE
VENTURE
CAPITAL
ENABLE

KEY CONCEPTS FOR NEW LOGO



Foothills

Davin means **foothills**



Support

The **umbrella** represents support



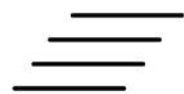
Risk-taking

The **exclamation mark** represents risk-taking from venture capital



Attraction

The **magnet** represents attracting ideas from different fields



Momentum

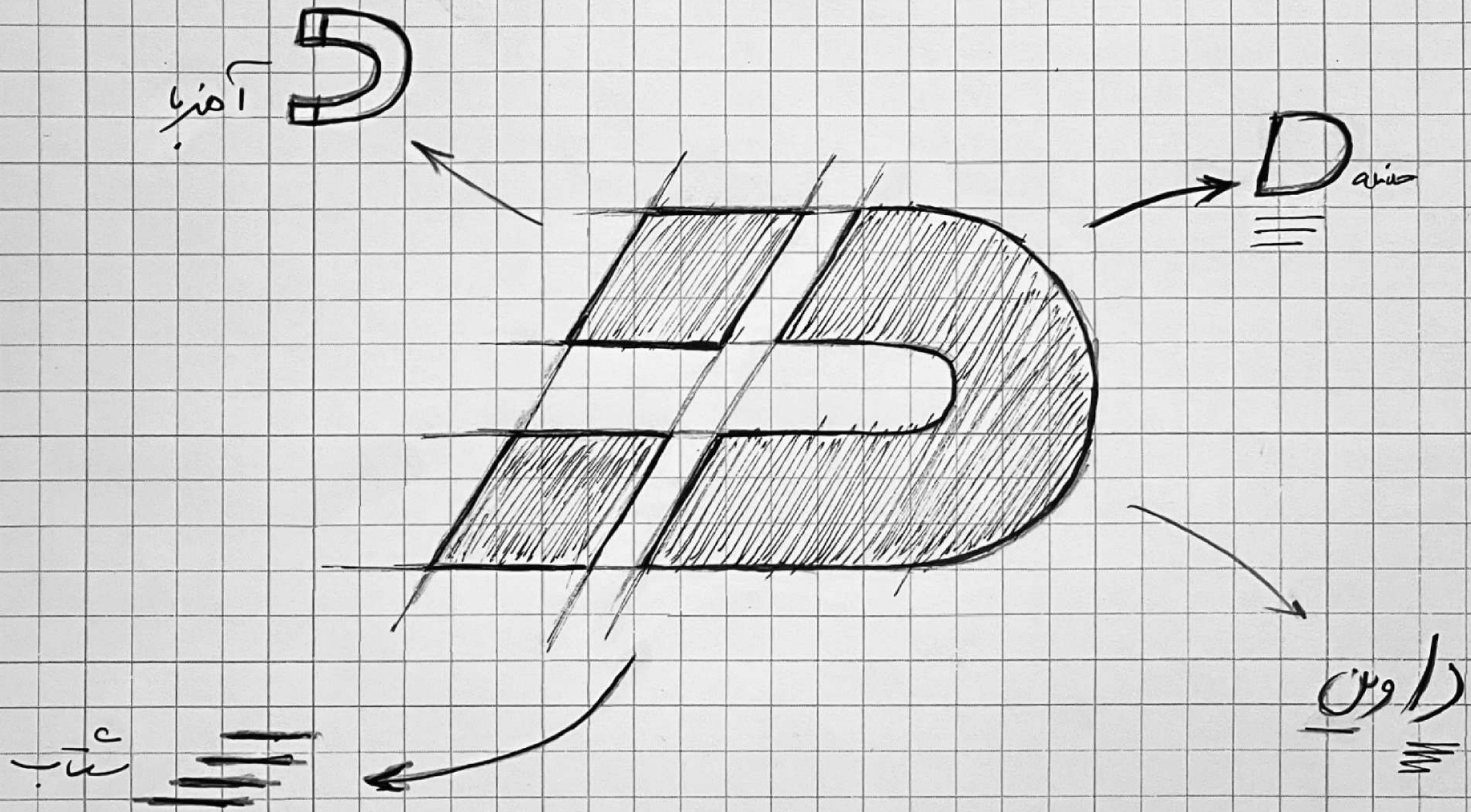
The **lines** represent speed and momentum



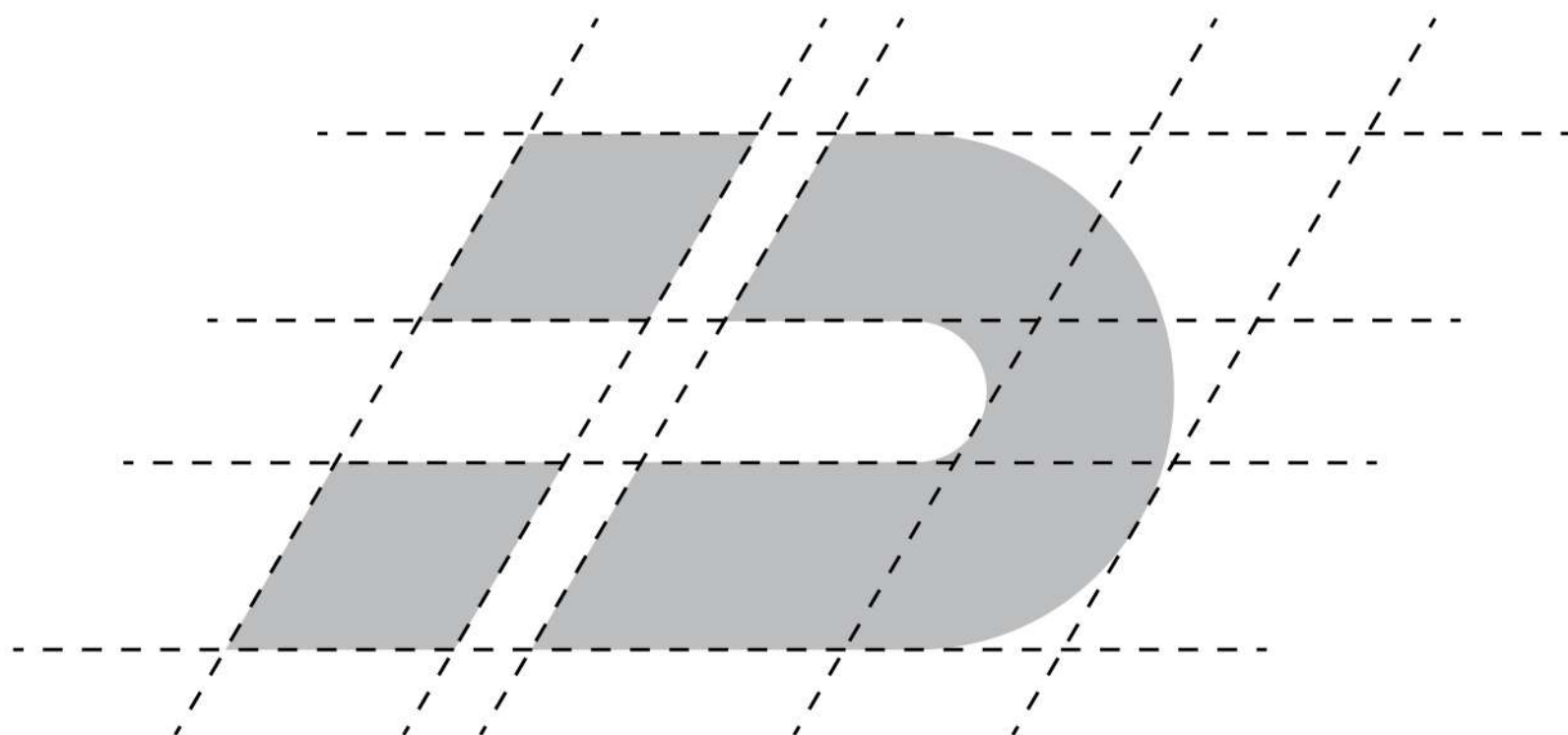
Dual Language

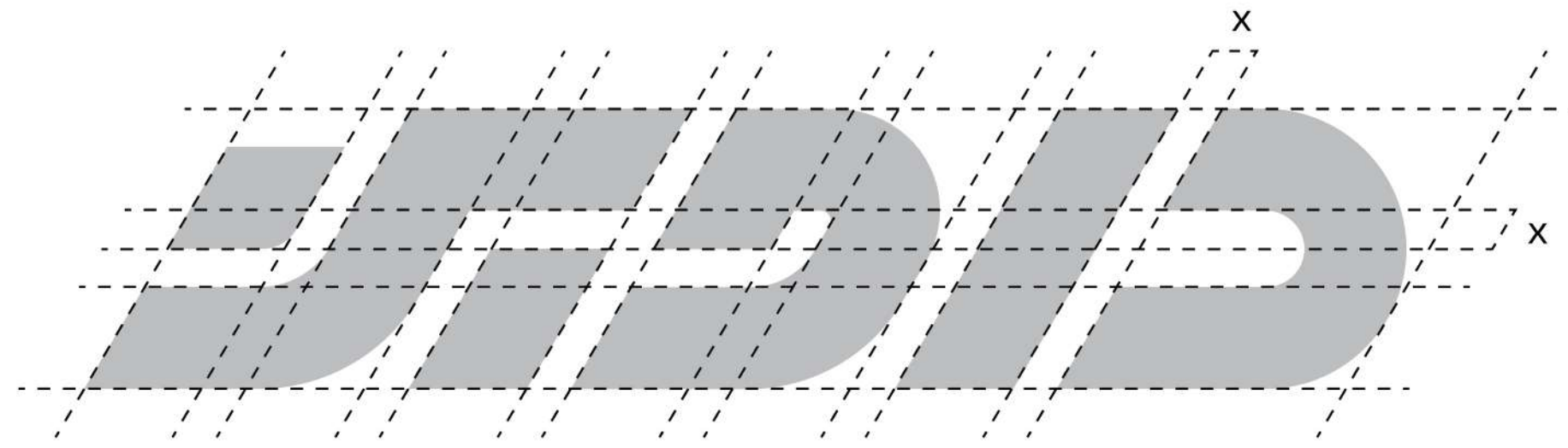
The **letter forms** connect English and Persian

VISUAL CONCEPTS



INITIAL LOGO SKETCH









VENTURE



GROWTH

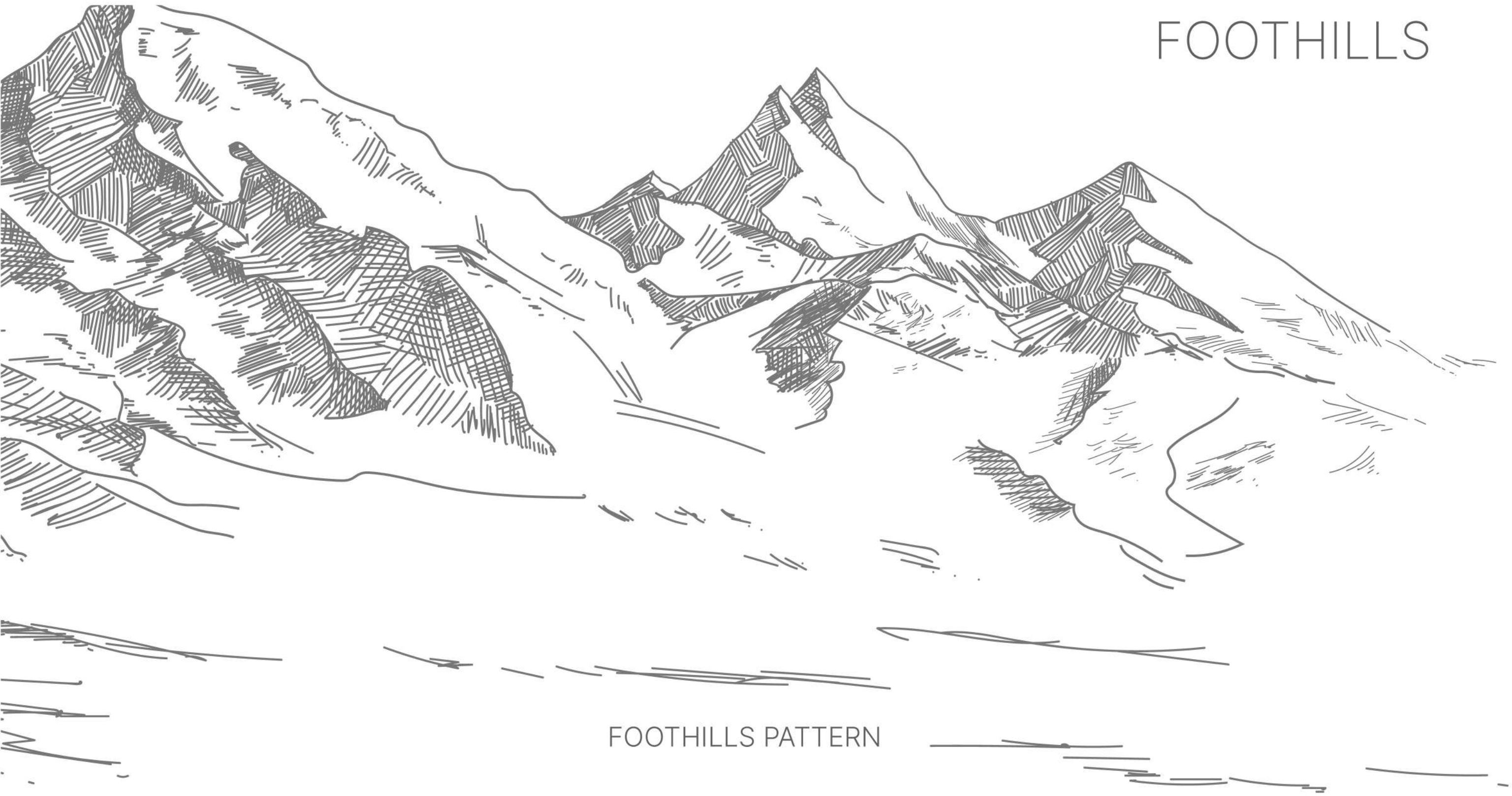
 C 25 M 100 Y 100 K 25
R 152 G 27 B 30
9A1915
FIRST COLOR

 C 90 M 30 Y 95 K 30
R 0 G 104 B 56
006633
SECONDARY COLOR



COLOR PALETTE

DAVIN FOOTHILLS

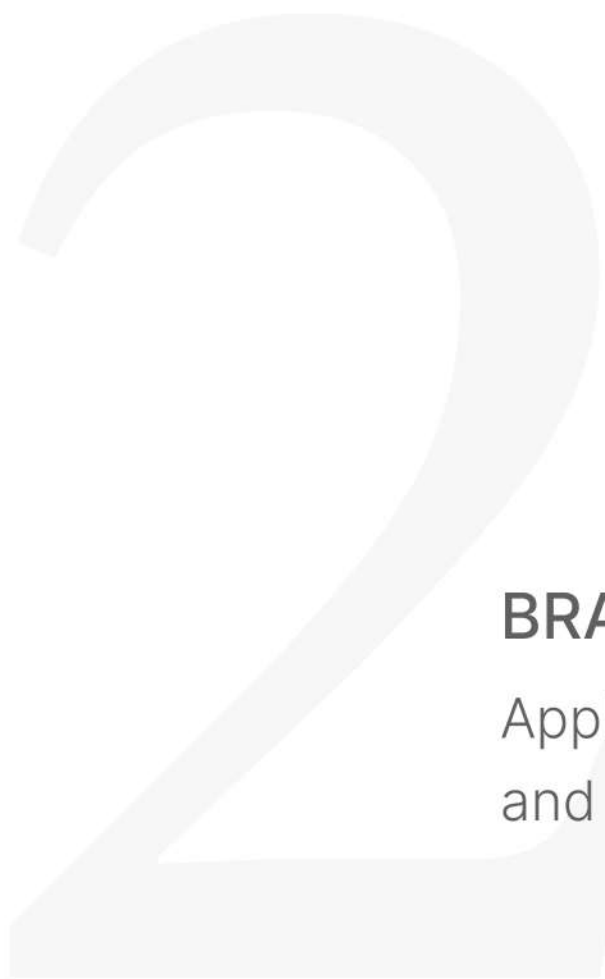


FOOTHILLS PATTERN



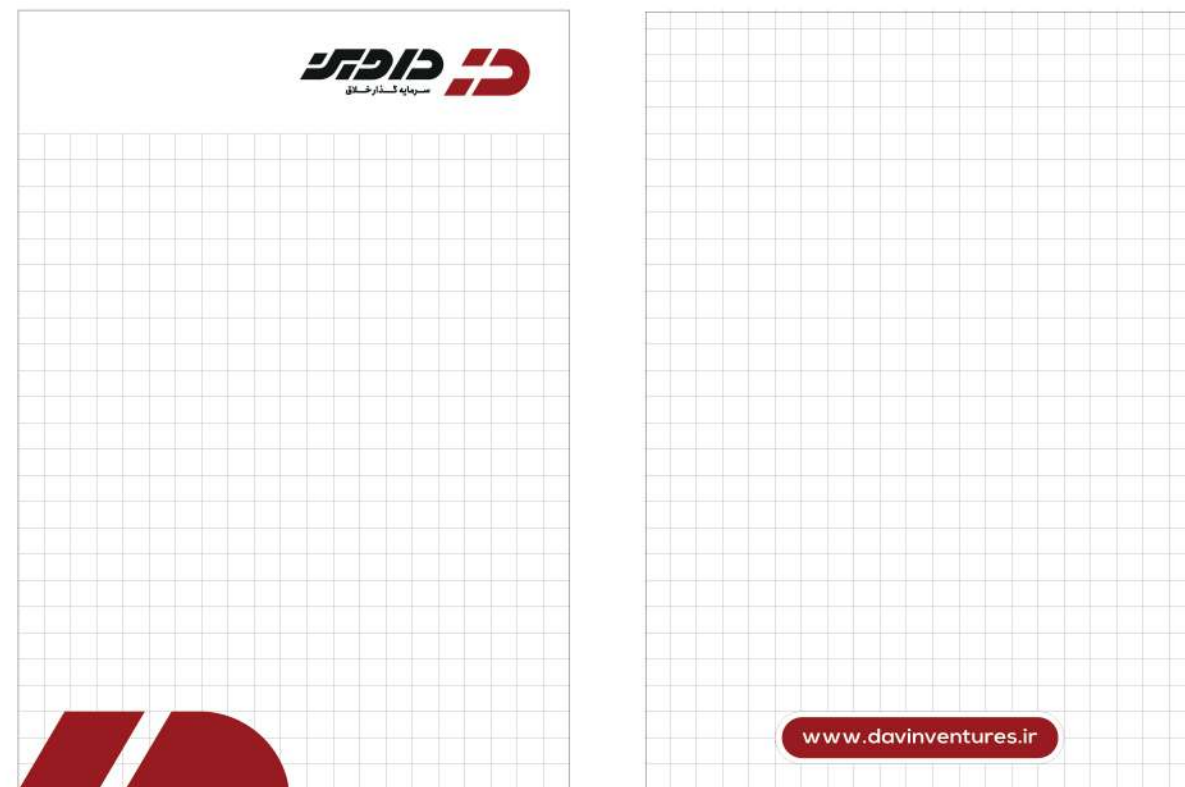
کدو 
سرمایه گذار خلاق





BRAND APPLICATIONS & OFFICE MATERIALS

Applying the brand system across stationery, office materials, and everyday brand touchpoints.



NOTE PAPER



A5 | A4 PAPER
CUSTOM DIE-CUT DESIGN



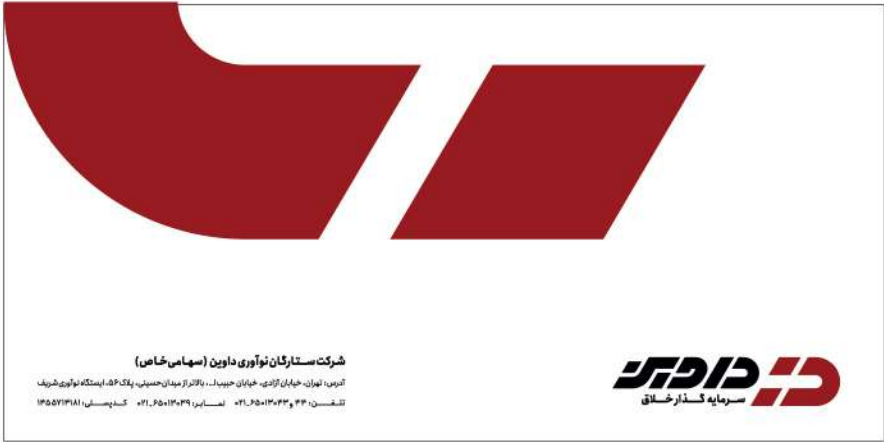
کامدین
سرمایه گذار خلاق



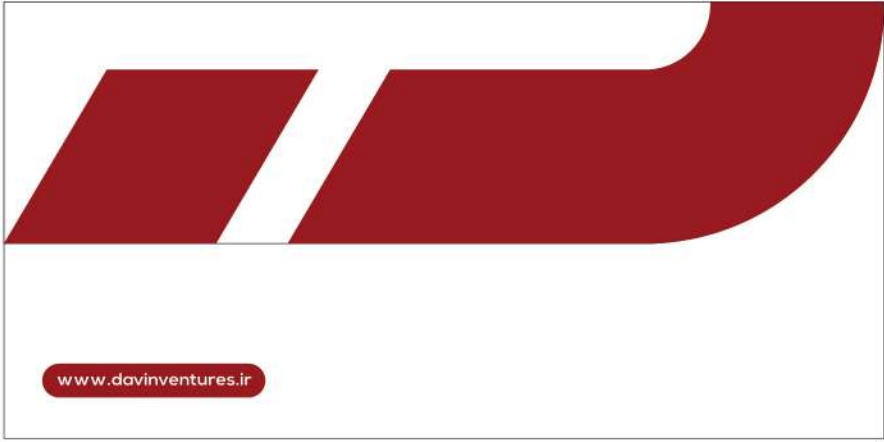
BACK – OPEN



FRONT – OPEN

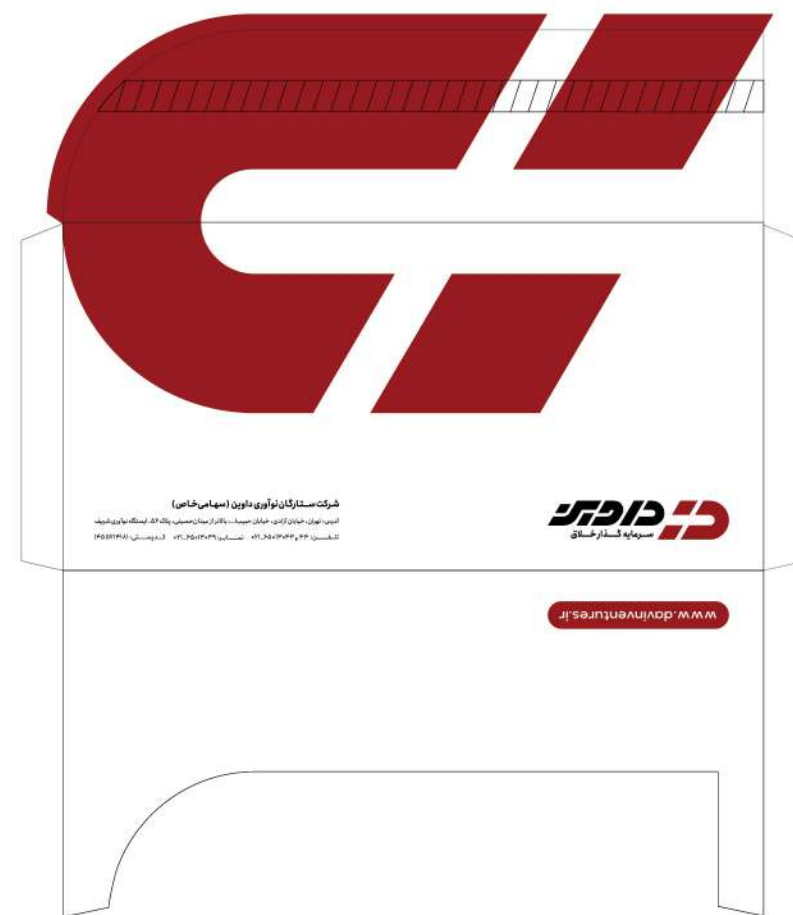
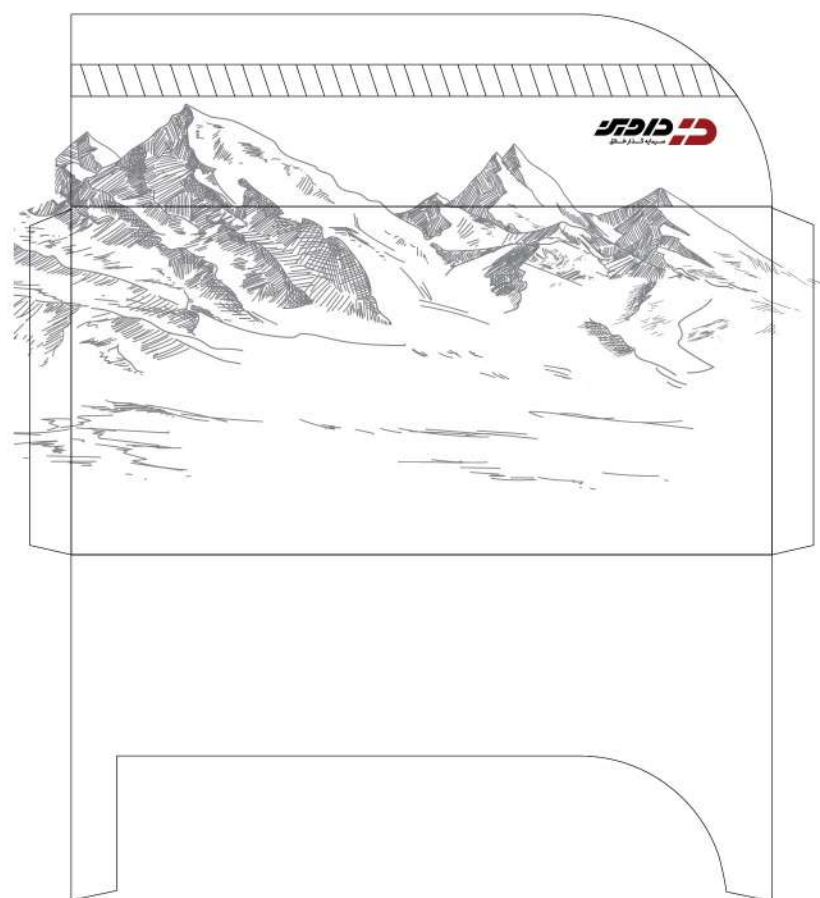
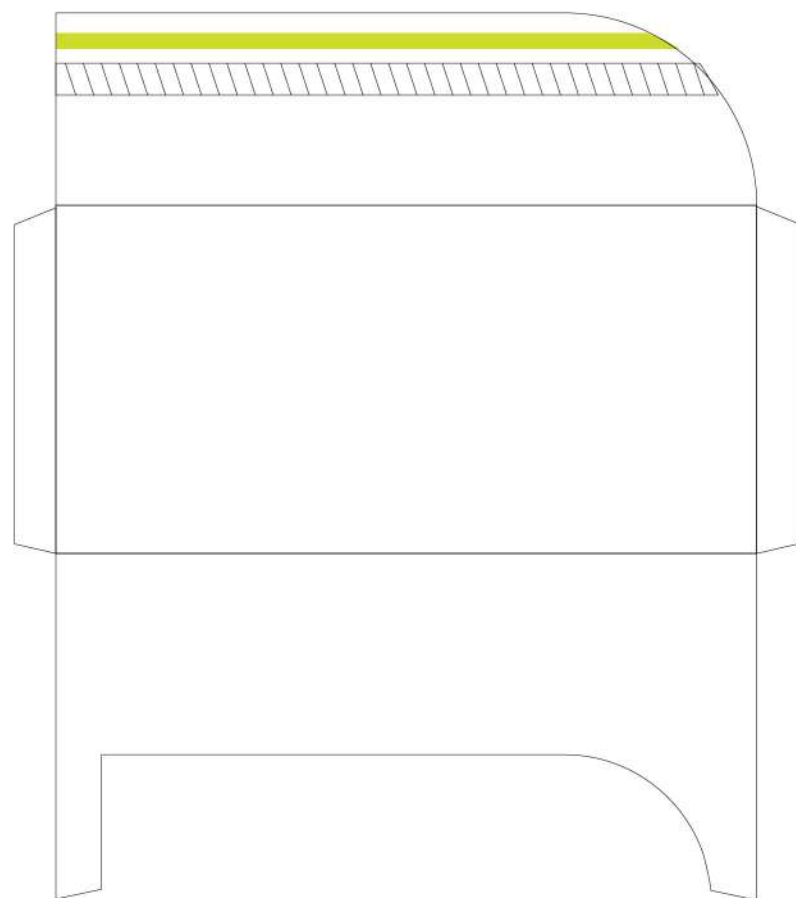


BACK – CLOSED

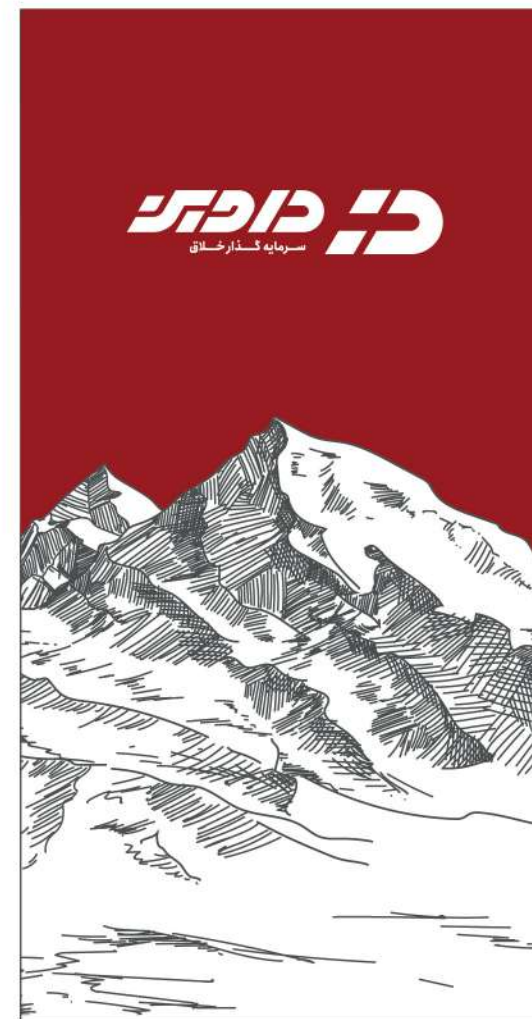
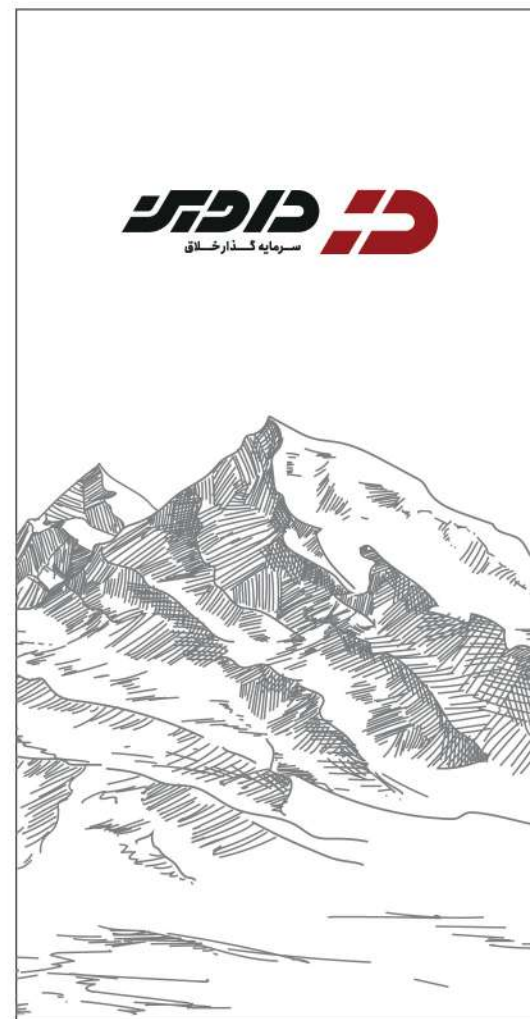


FRONT – CLOSED

ENVELOPE
CUSTOM DIE-CUT DESIGN



ENVELOPE
CUSTOM DIE-CUT DESIGN

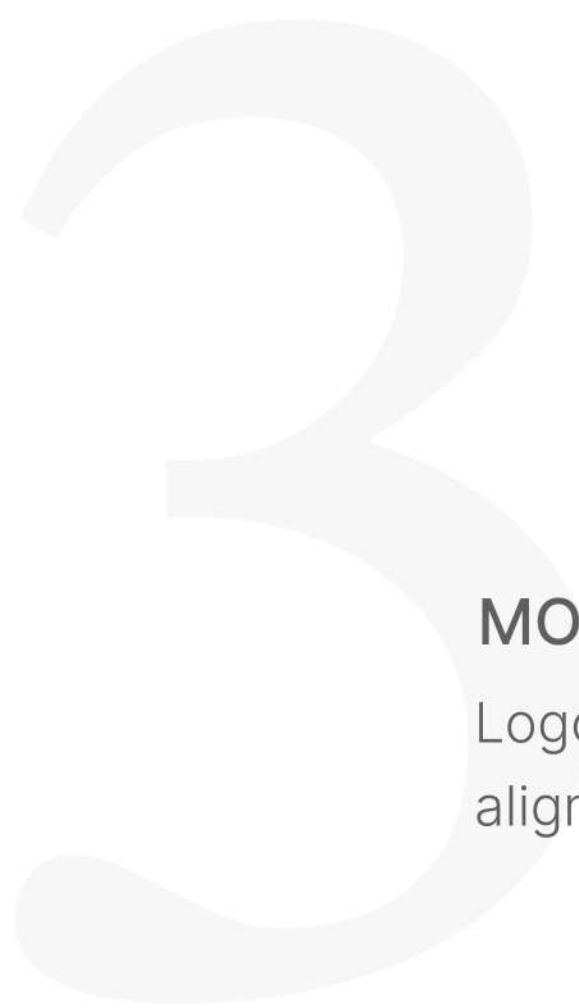


FLAG





REBRANDING PRESENTATION



MOTION DESIGN

Logo motion design based on a defined concept and storyboard, aligned with the overall brand system.

ATTRACTION · ENABLE · SUPPORT · MOMENTUM

The motion concept visualizes how DAVIN attracts ideas from different fields and supports them through forward momentum

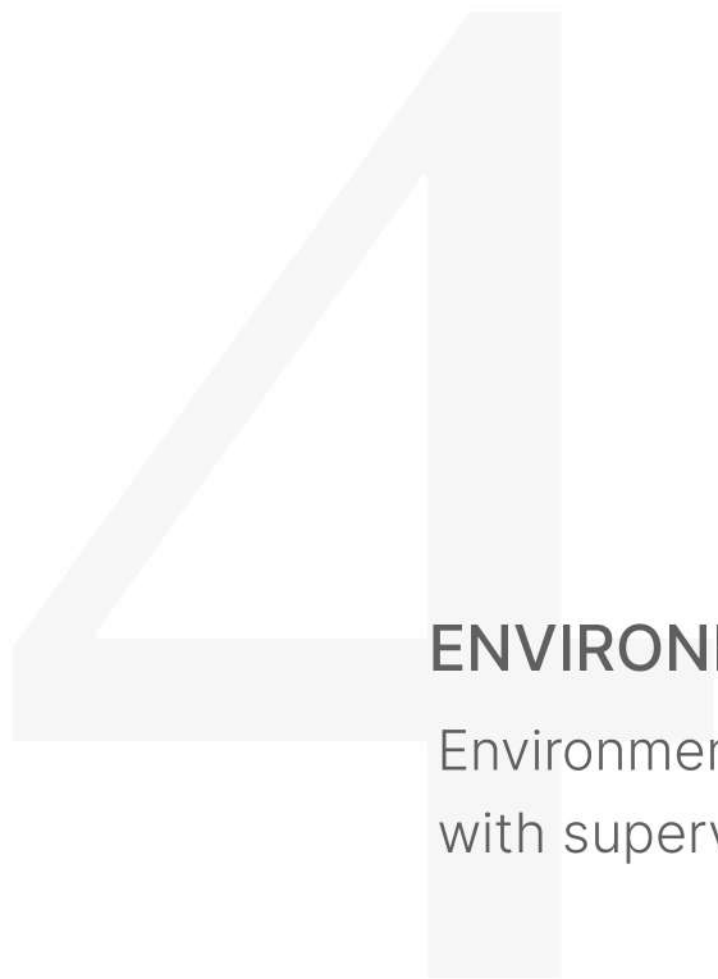


SCAN TO SEE THE
LOGO IN MOTION

LOGO MOTION CONCEPTS

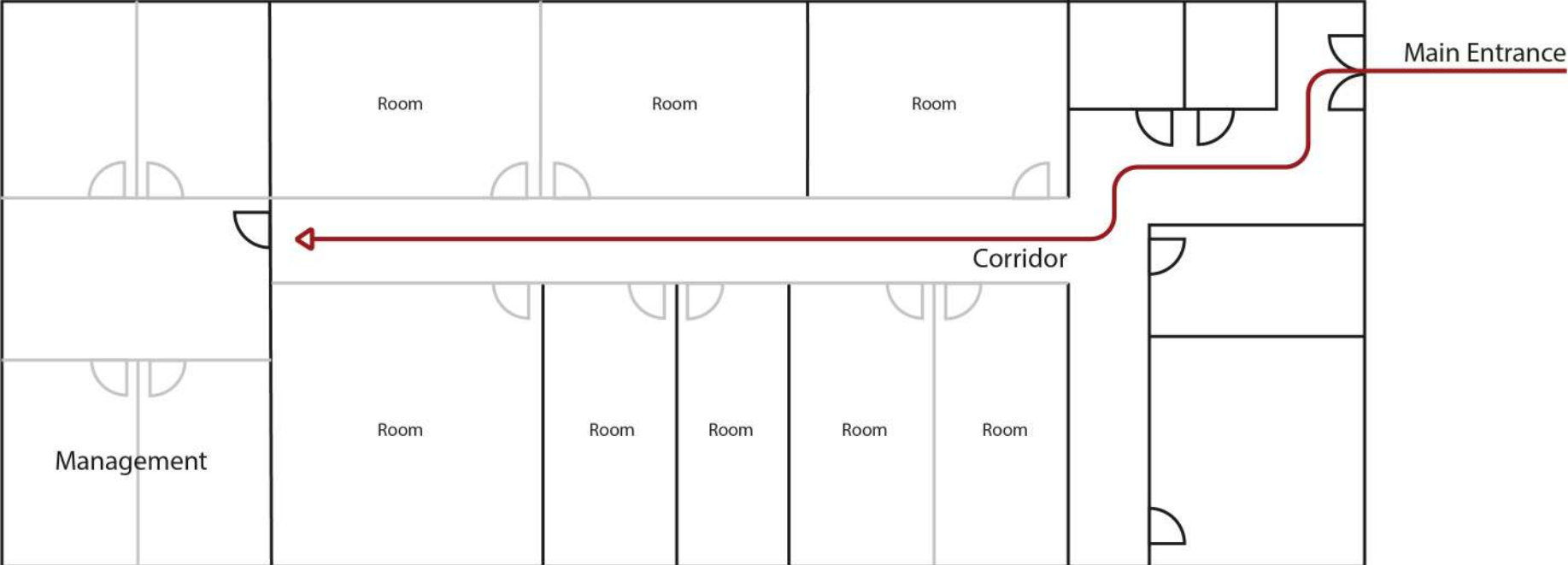


LOGO MOTION STORYBOARD | CONCEPT AND STORYTELLING



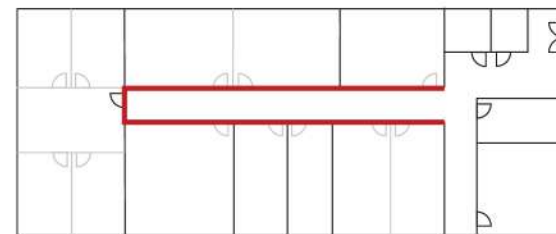
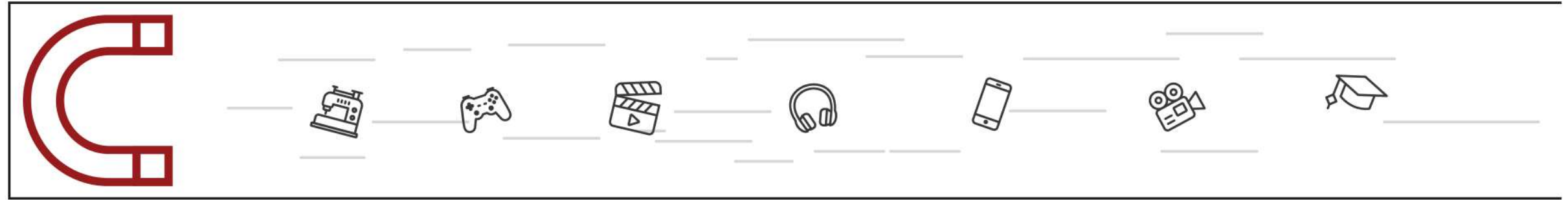
ENVIRONMENTAL GRAPHIC DESIGN

Environmental graphics and wayfinding design
with supervision over production and installation.



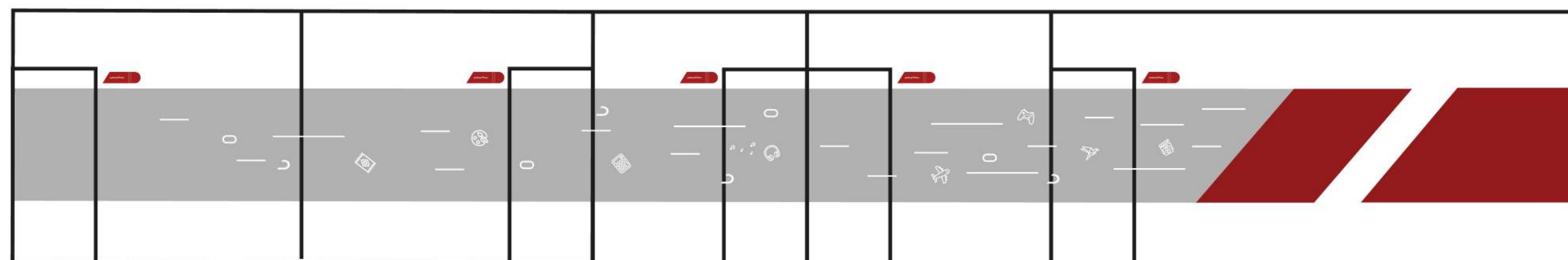
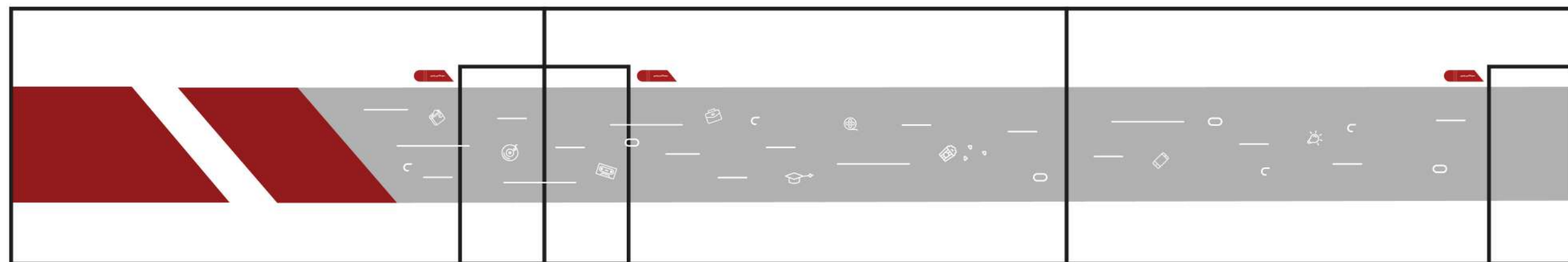
OFFICE PLAN

Management



Plan

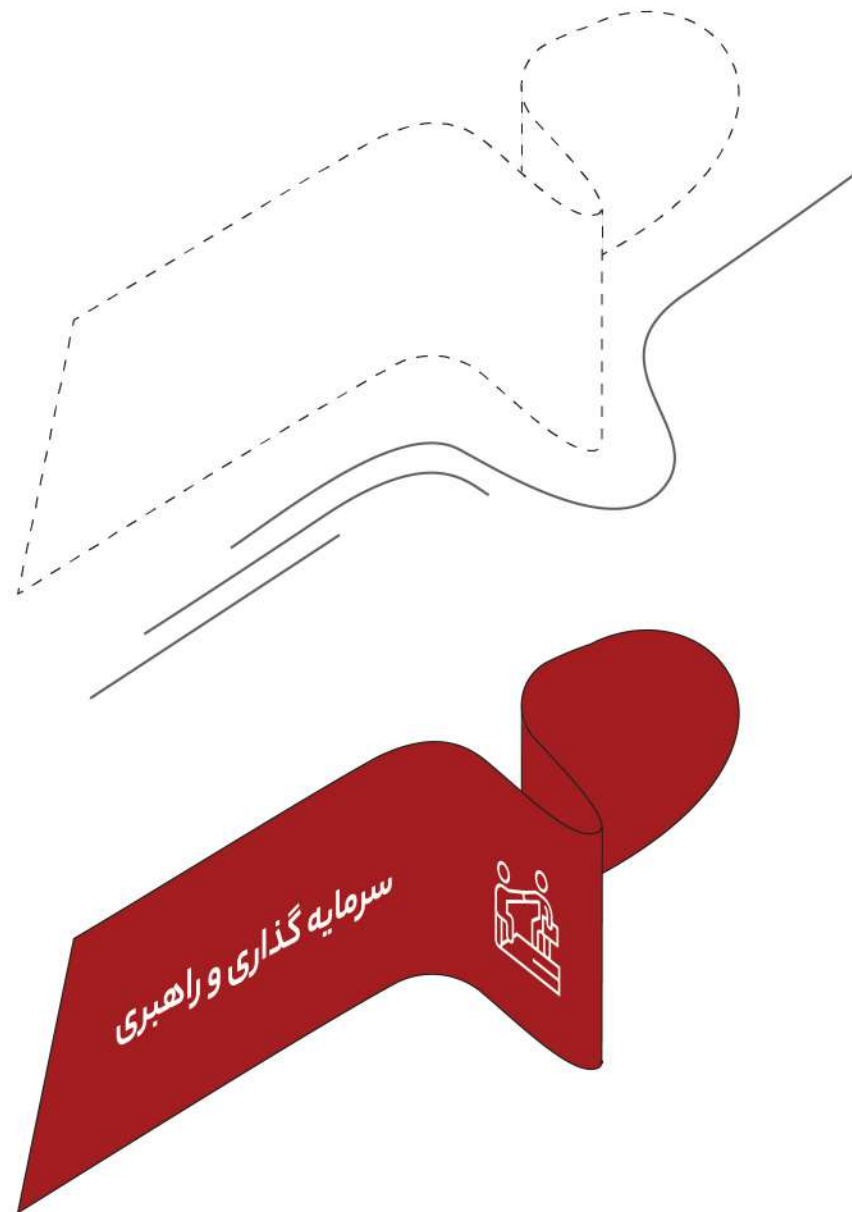
CORRIDOR



CORRIDOR







This corridor is shaped by the idea of magnetic attraction. A strong force pulls everything toward a central point, creating a sense of tension and movement. As signage moves through the corridor, it gradually deforms and bends in response to this pull.

This concept is applied consistently across the brand, extending from the physical space into the website and digital experience to create a unified visual language.

اتاق جلسه



ICON SYSTEM



DOODLE ART

This doodle art shows how financial support helps teams grow and progress.

د.د.د
سرمایه گذار خلاق





כפetz
מביתנו



سرمایه گذار خلاق





اتاق جلسه



حیث مدیر





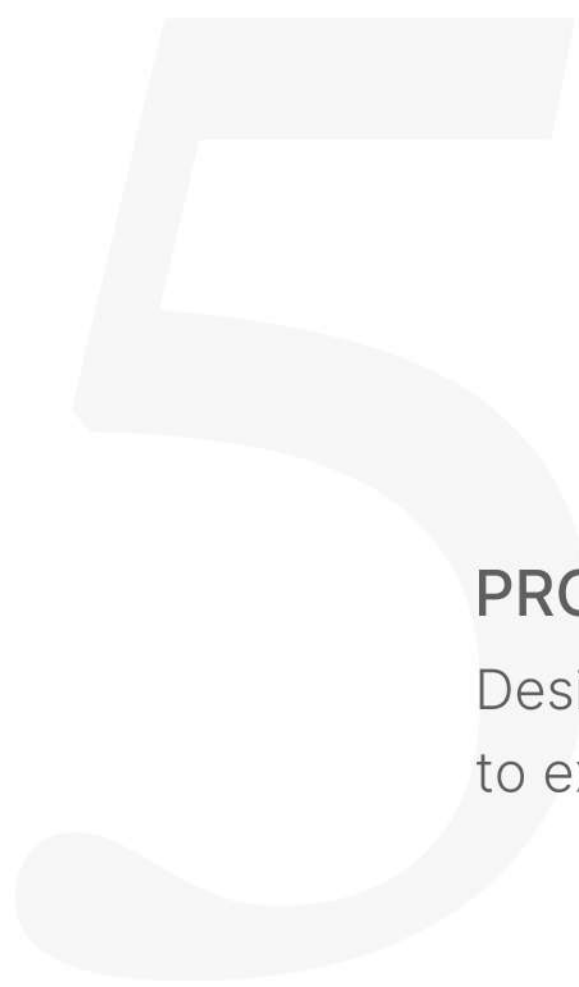




You can explore short behind-the-scenes videos of this executions on my YouTube channel.

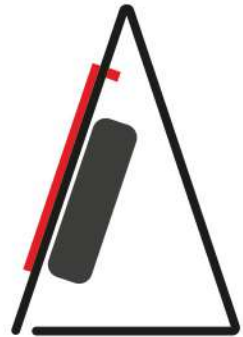


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PROMOTIONAL GIFT DESIGN

Design of branded promotional gifts
to extend the identity into physical objects.



DESK CALENDAR + CLOCK

Size: 11 × 13 × 7 cm
Material: Matte plexiglass body, laser-engraved
Details: Raised red logo
Mechanism: Silent sweep movement
Hands: Plexiglass hands
Cover: Transparent plexiglass cover
Packaging: Includes custom box





ILLUMINATED STAND

Size: 22.5 × 15 cm

Base: Laminated MDF

Panel: 4 mm plexiglass

Power: Includes adapter

Packaging: Includes custom box



OUTCOME

A cohesive and scalable brand system applied consistently across physical, digital, and motion touchpoints.



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