



DAVIN

CREATIVE VENTURE CAPITAL

BY REZA FARZANEH

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CONTEXT

Rebranding due to business growth and a new office.

2022

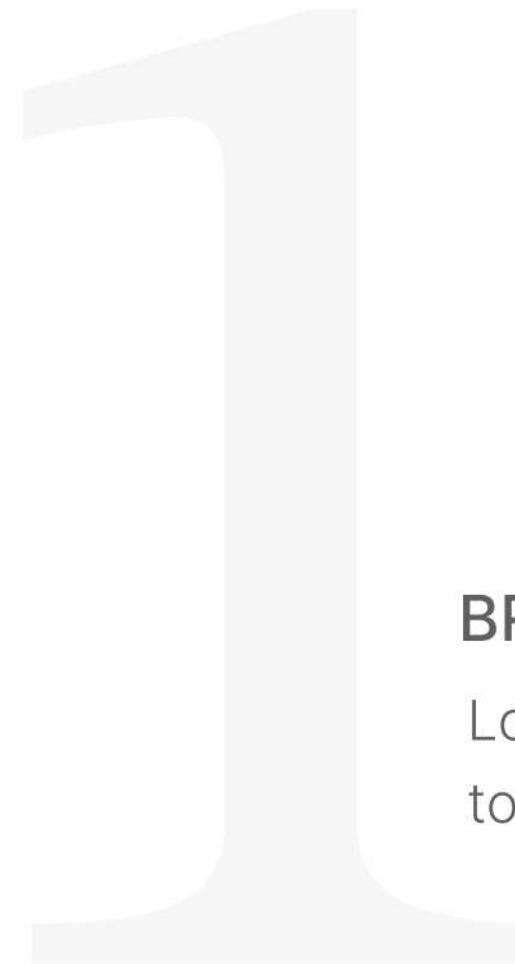
ROLE

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.



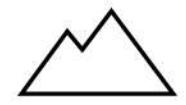
OLD LOGO





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



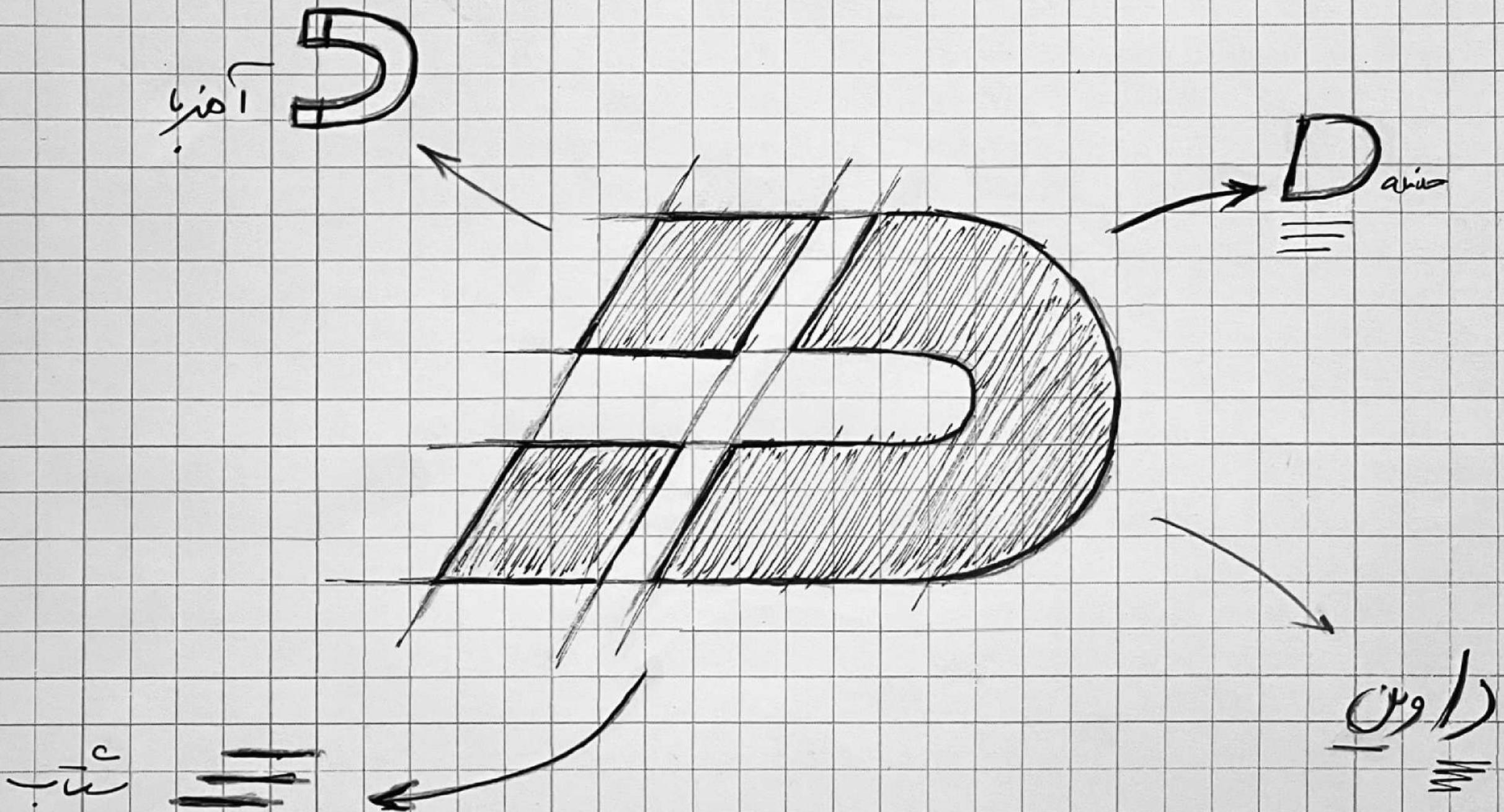
Momentum

The **lines** represent speed and momentum

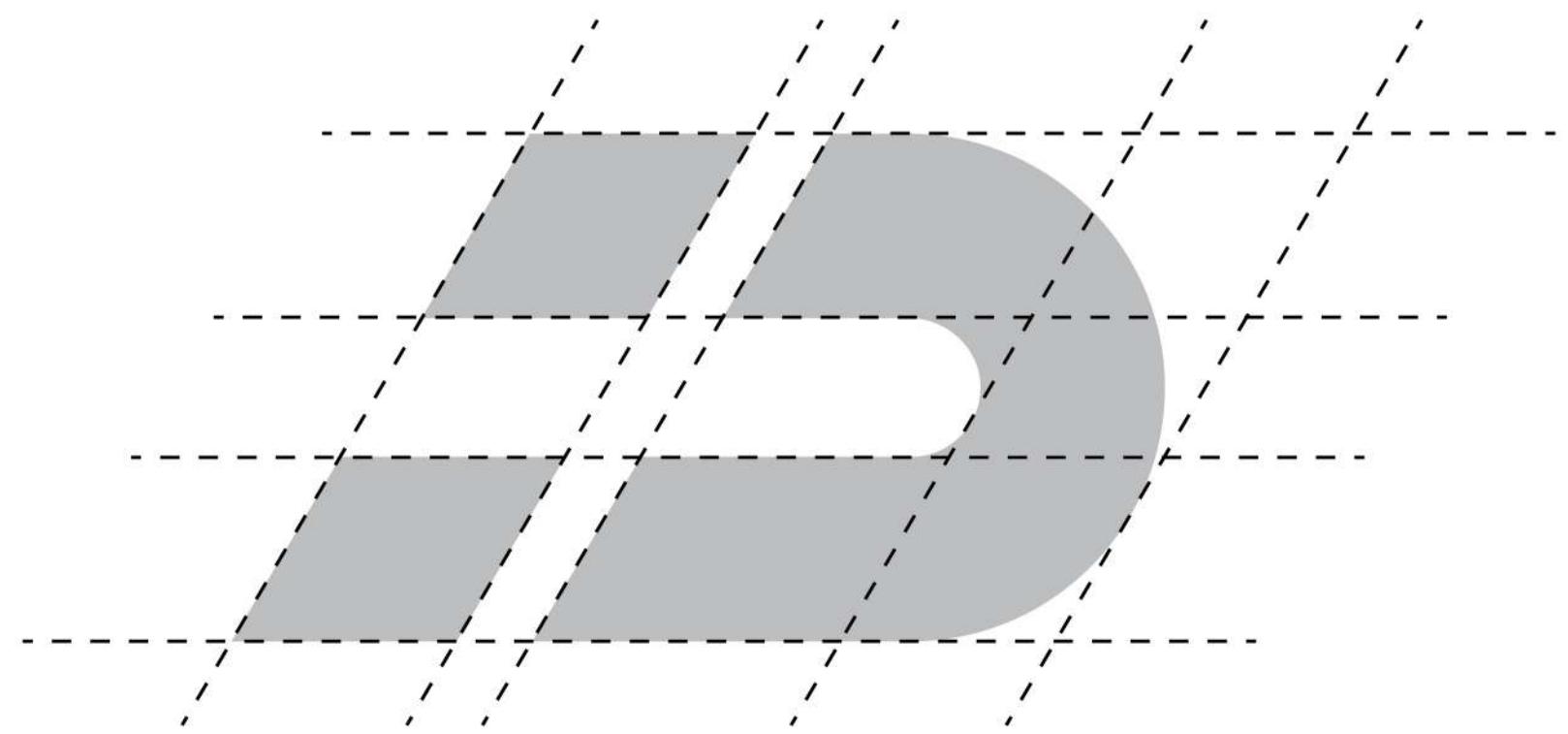


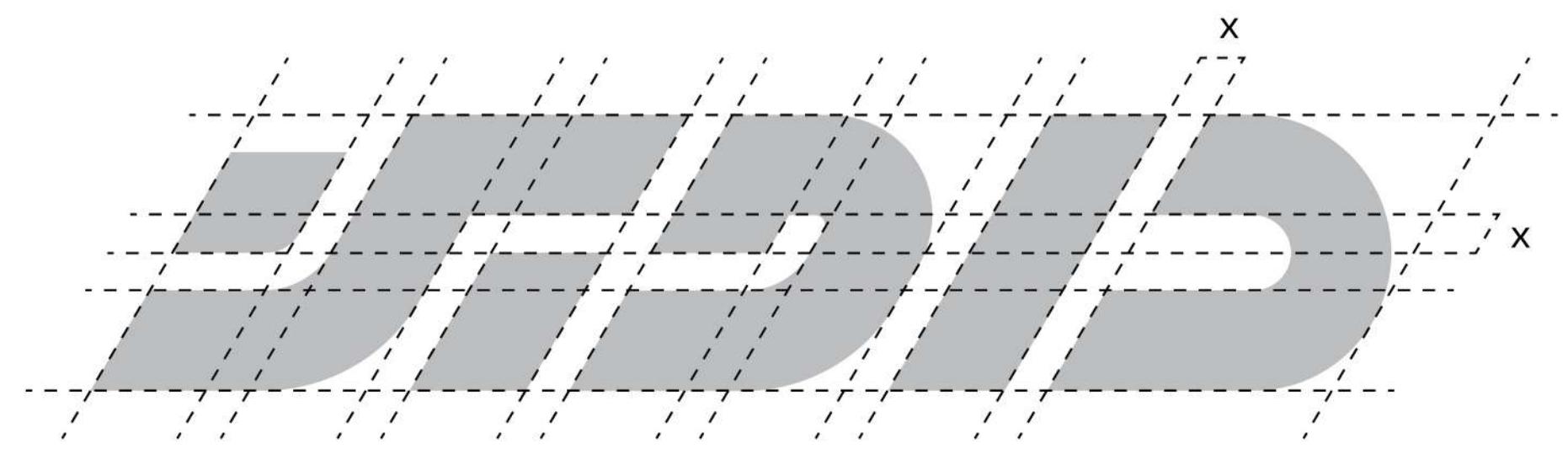
Dual Language

The **letter forms** connect English and Persian



INITIAL LOGO SKETCH







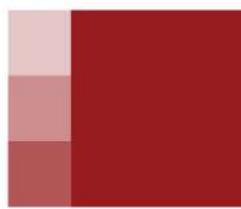
سرمایه گذار خلاق



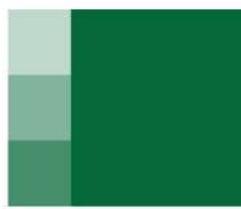
VENTURE



GROWTH



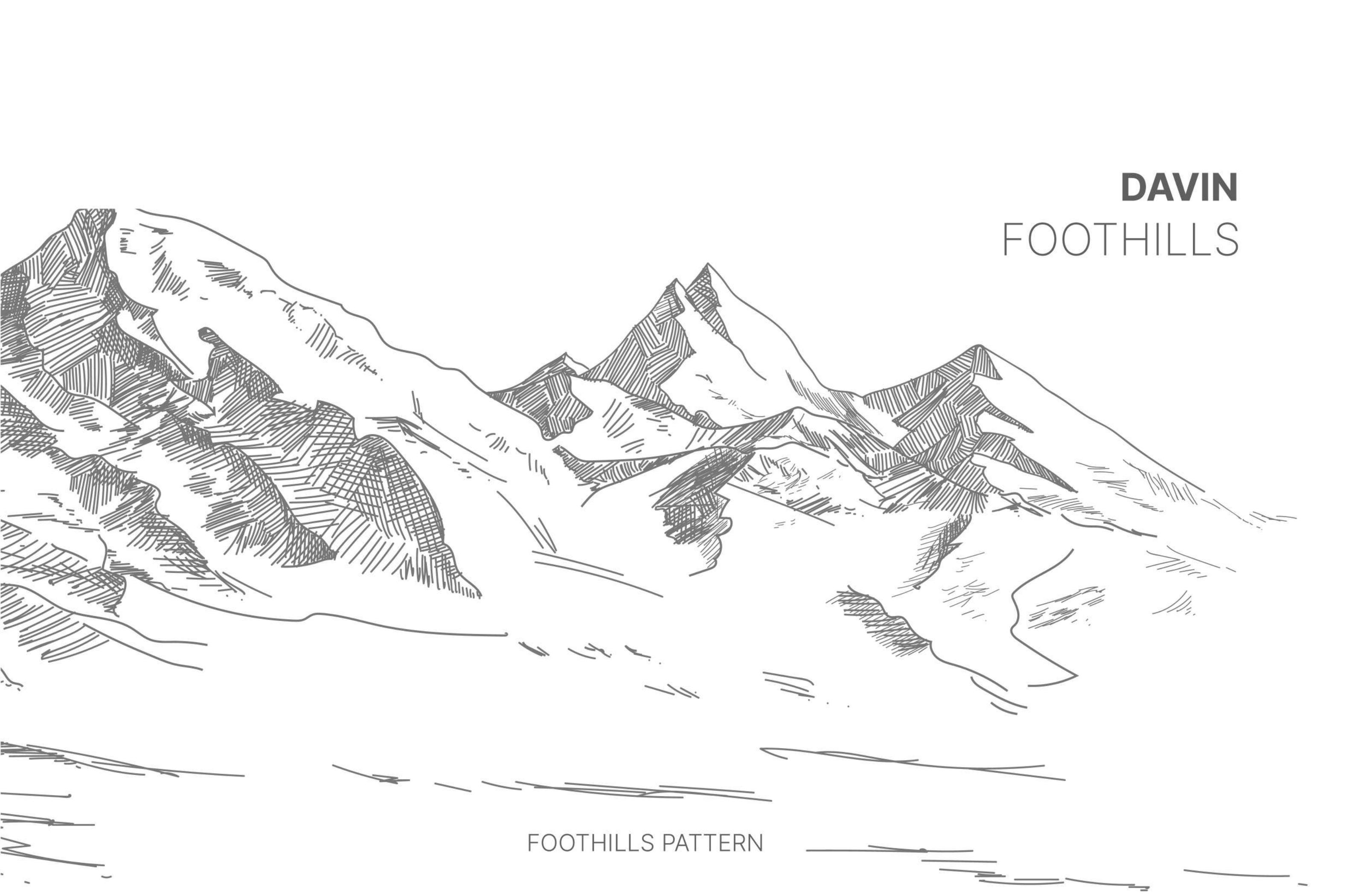
C 25 M 100 Y 100 K 25
R 152 G 27 B 30
9A1915
FIRST COLOR



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



COLOR PALETTE



DAVIN
FOOTHILLS

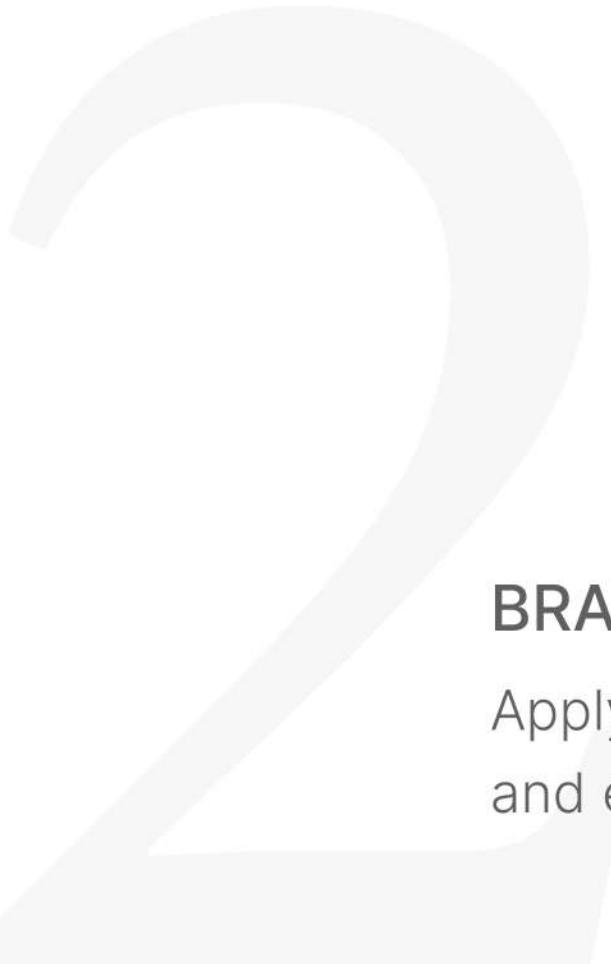
FOOTHILLS PATTERN





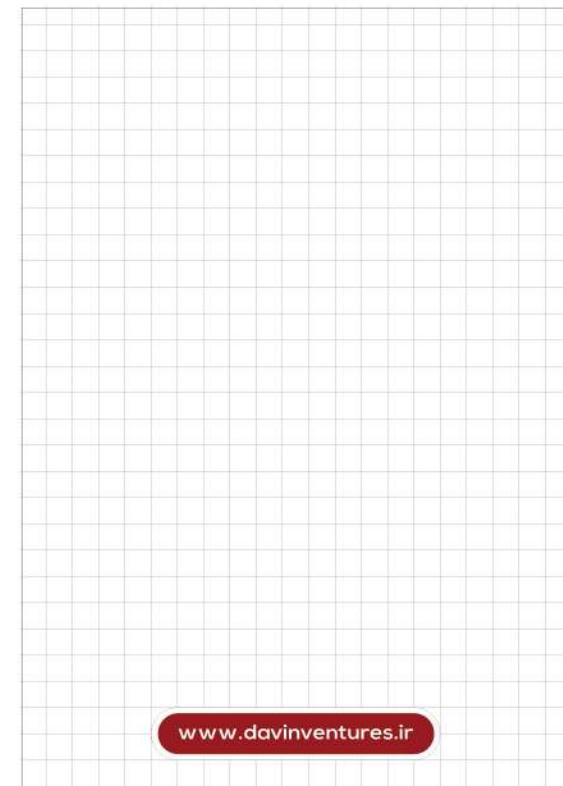
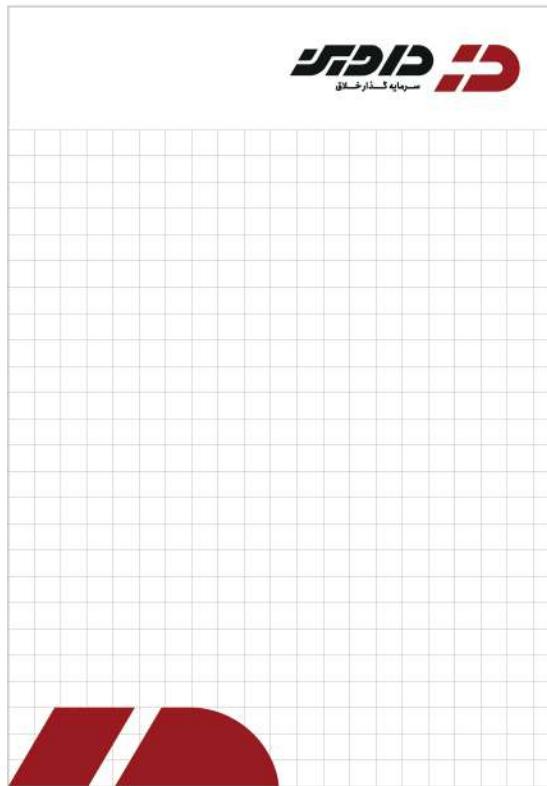
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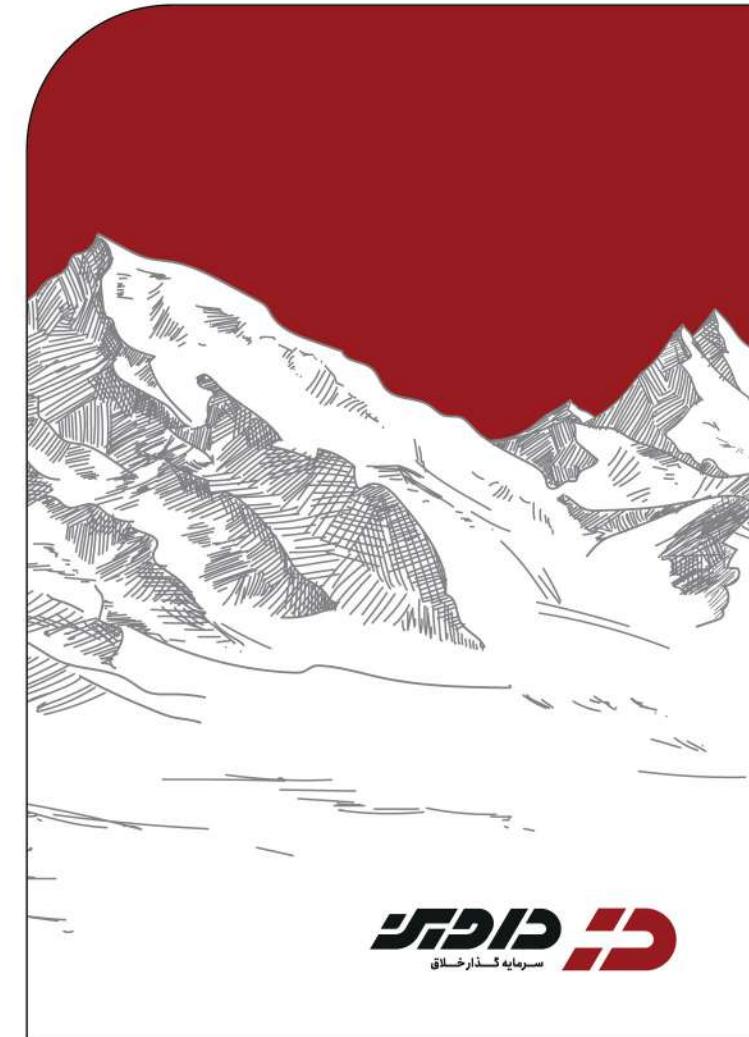
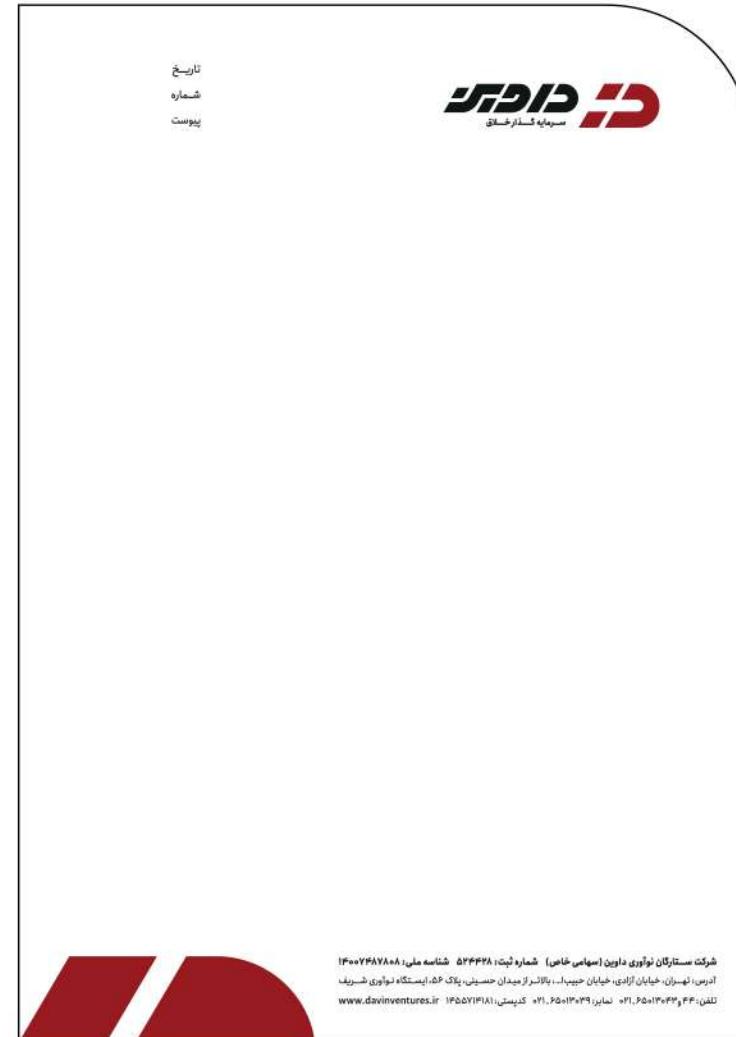


BRAND APPLICATIONS & OFFICE MATERIALS

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



NOTE PAPER

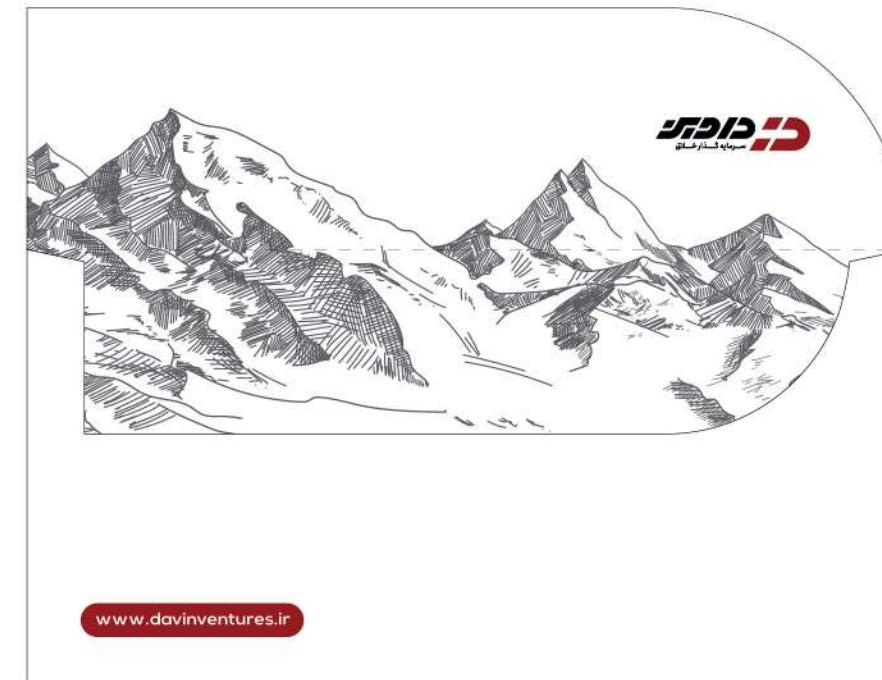


A5 | A4 PAPER
CUSTOM DIE-CUT DESIGN

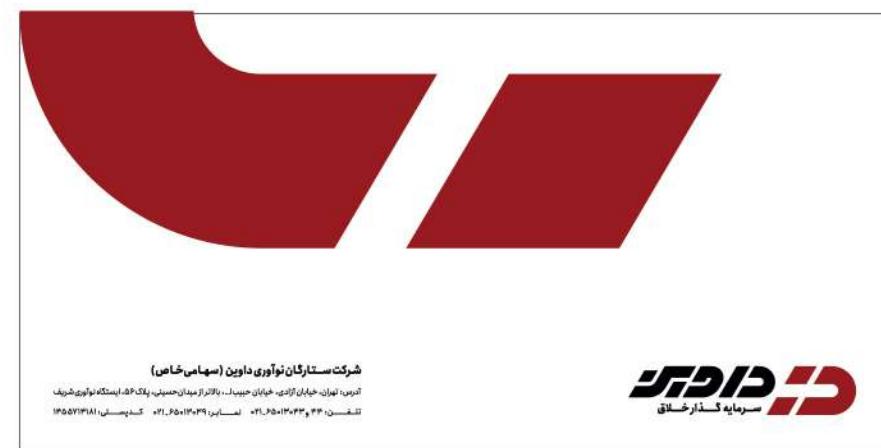




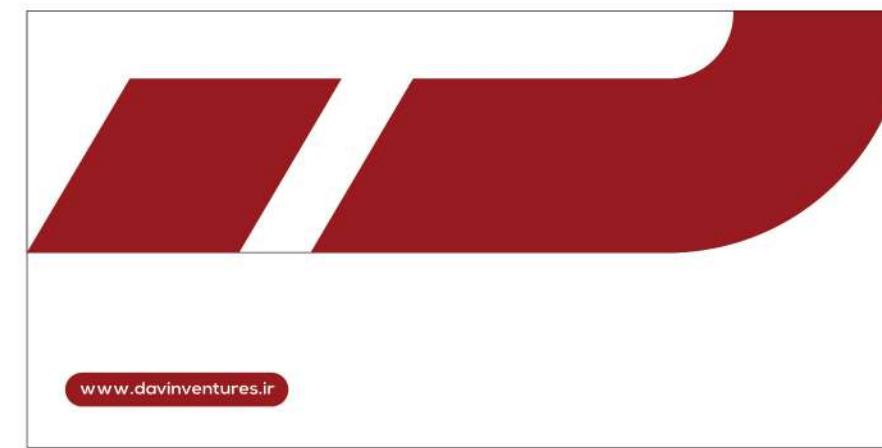
BACK – OPEN



FRONT – OPEN

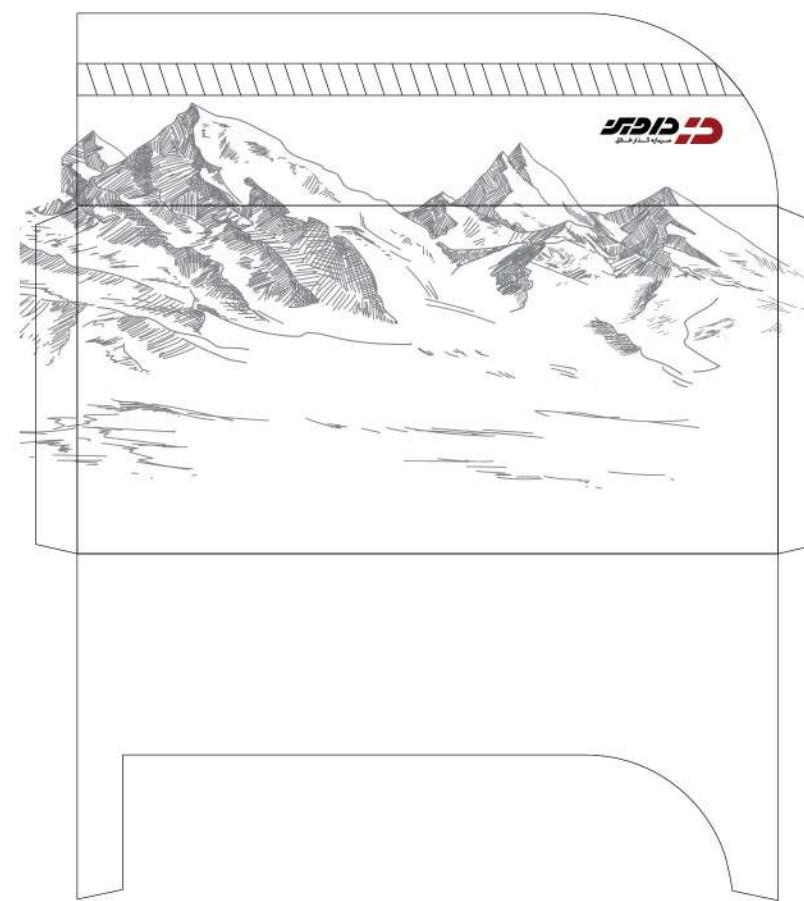
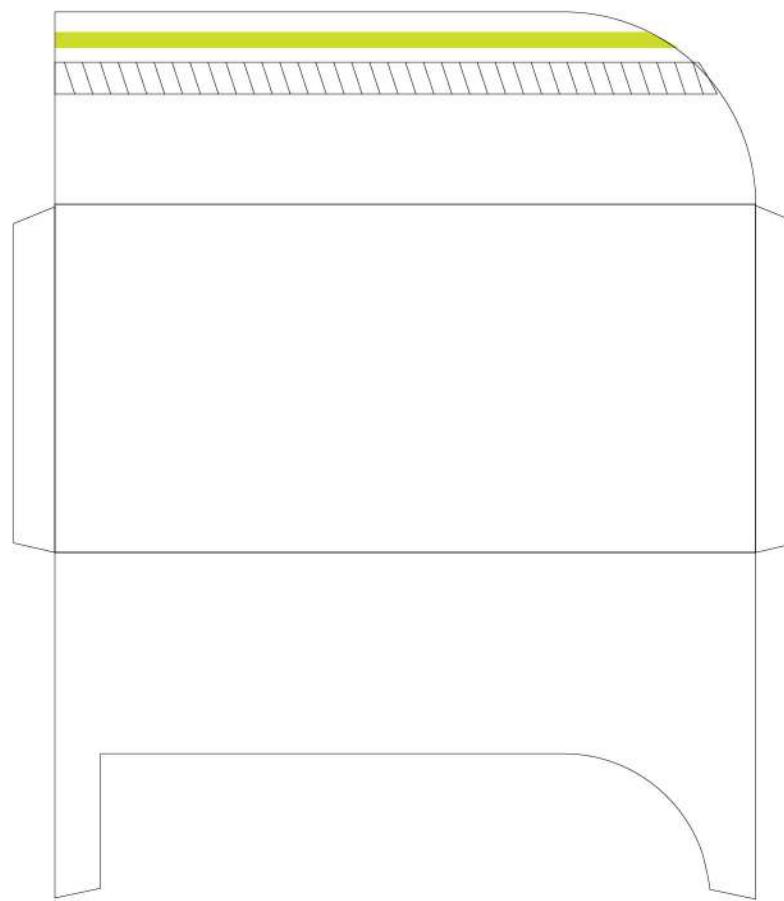


BACK – CLOSED

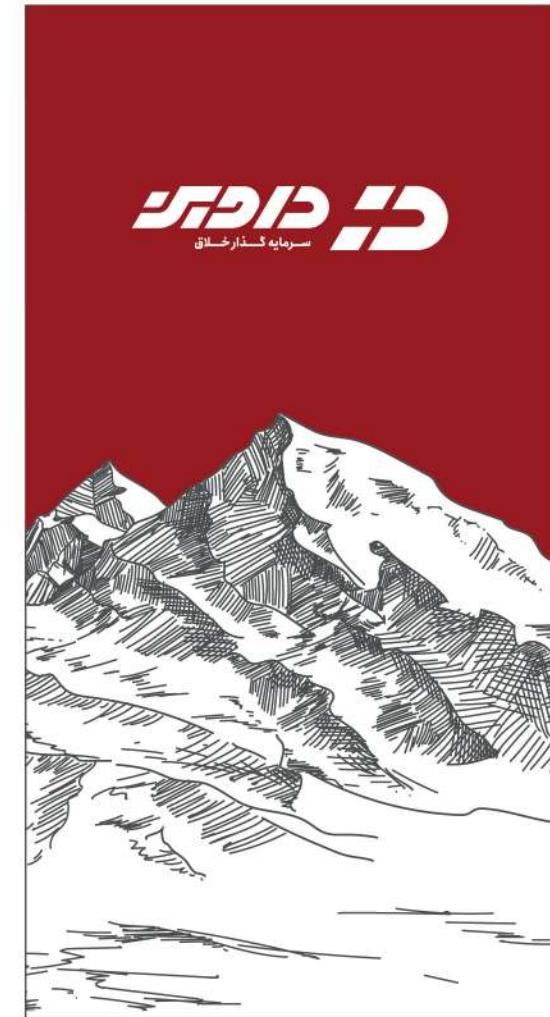
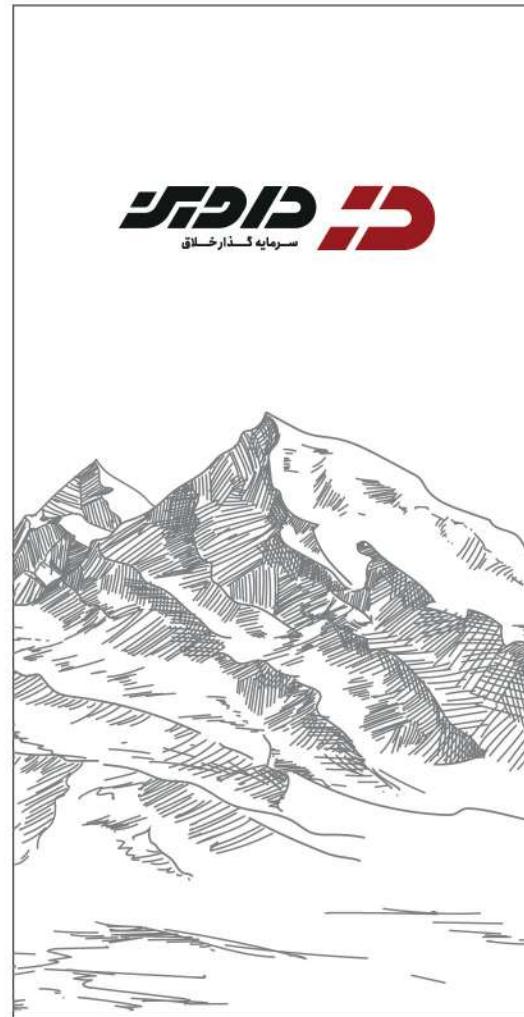


FRONT – CLOSED

ENVELOPE
CUSTOM DIE-CUT DESIGN



ENVELOPE
CUSTOM DIE-CUT DESIGN



FLAG

نامن

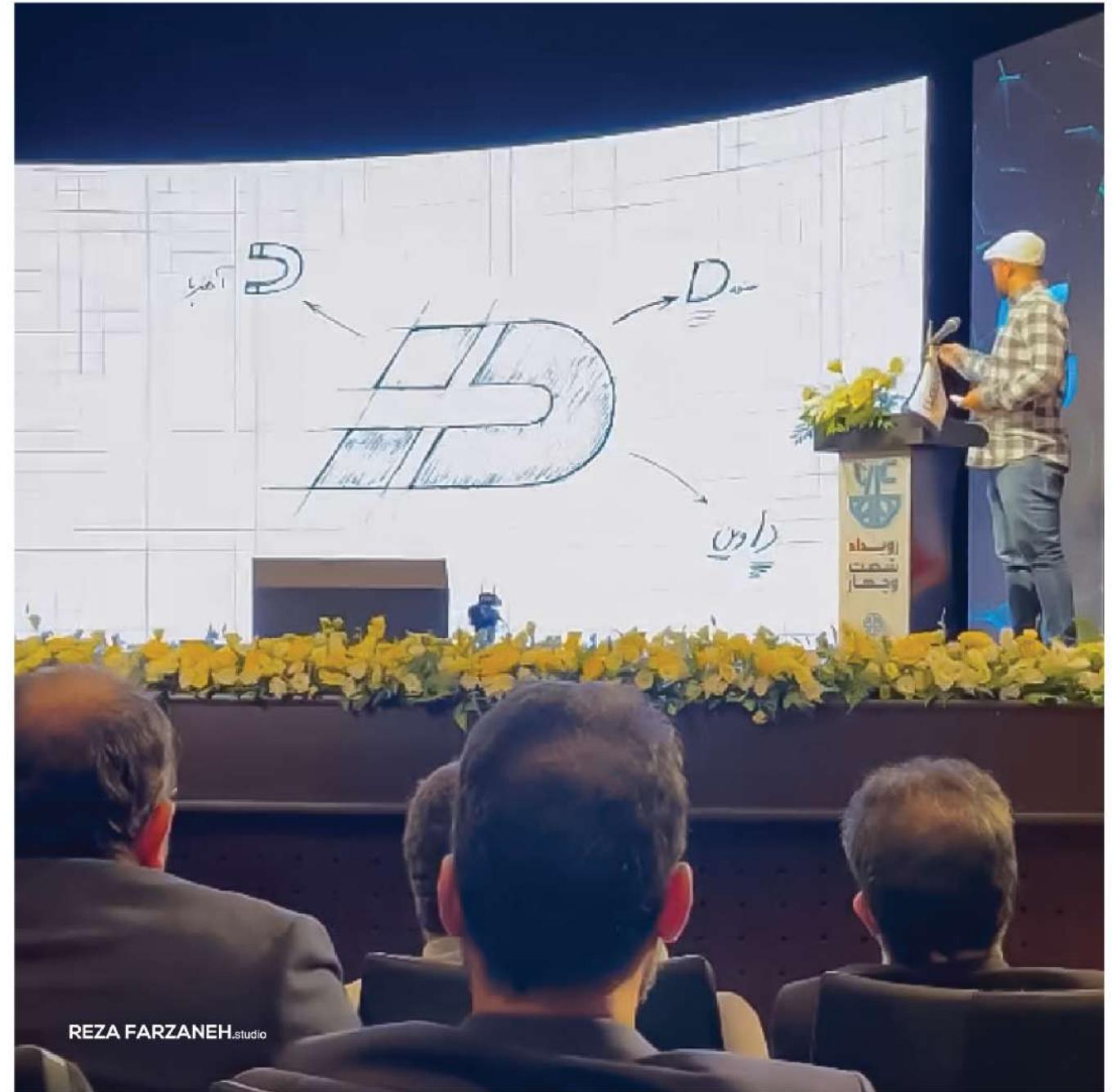
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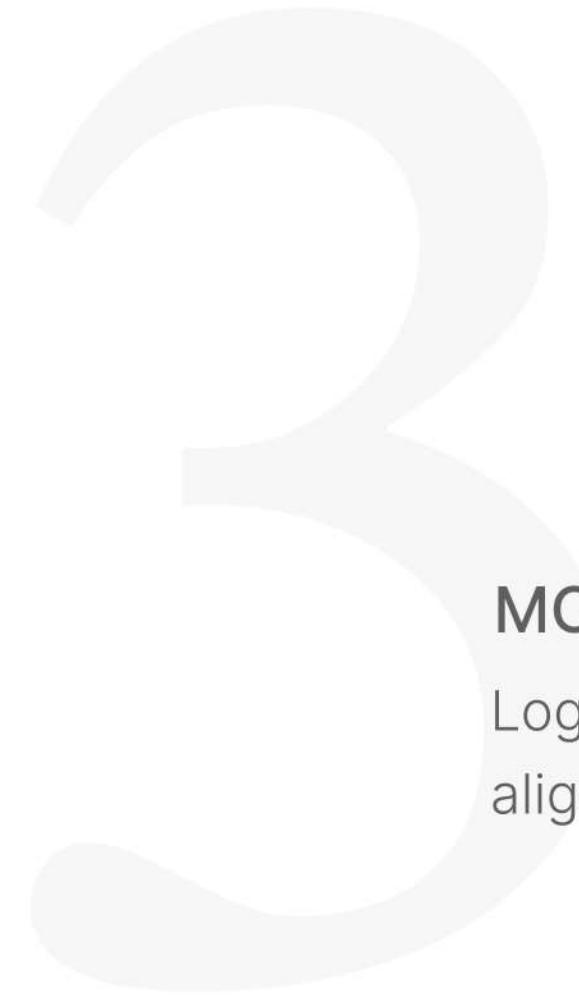
نامن

سرمایه گذار خلاق





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

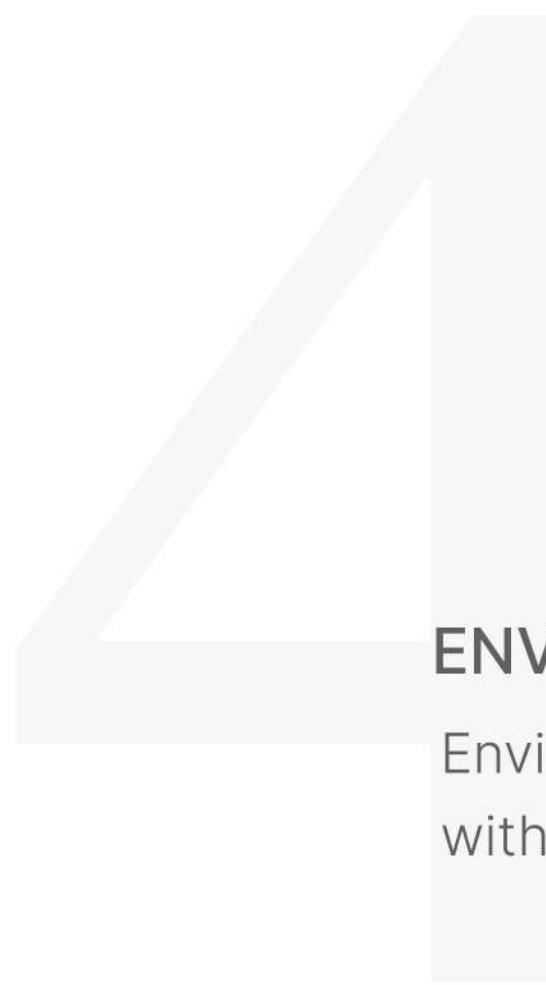


SCAN TO SEE THE
LOGO IN MOTION

LOGO MOTION CONCEPTS

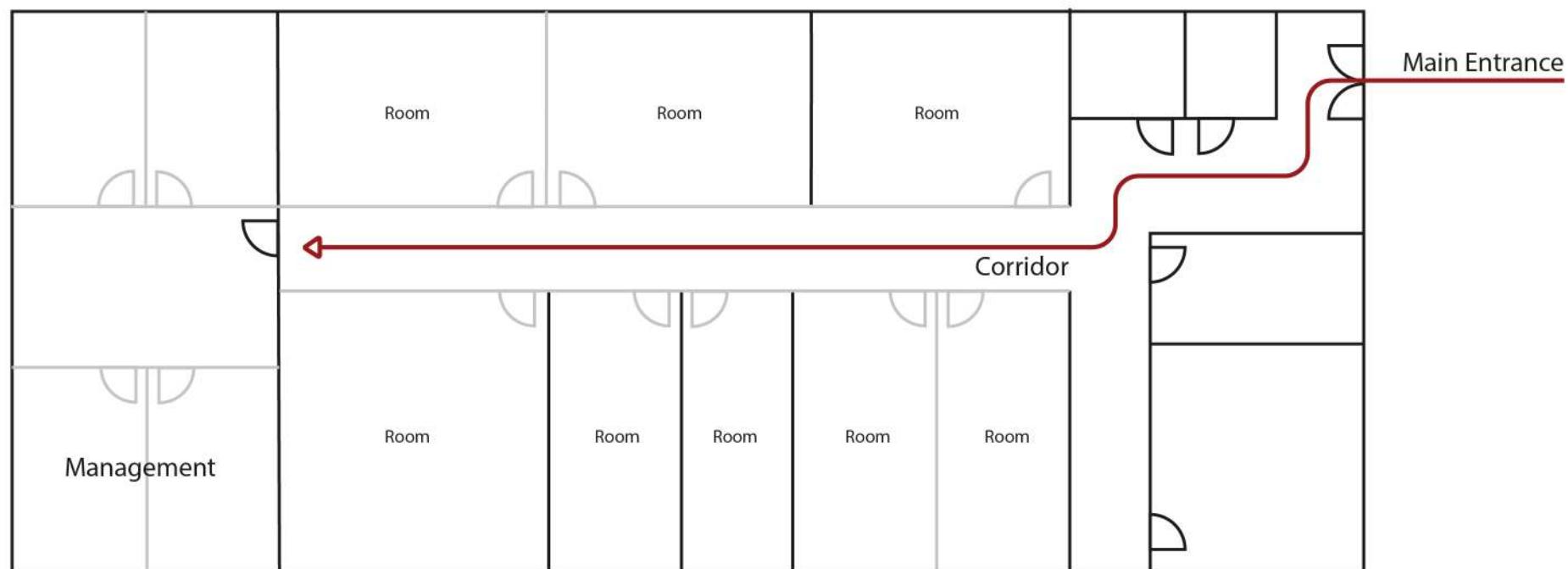


LOGO MOTION STORYBOARD | CONCEPT AND STORYTELLING



ENVIRONMENTAL GRAPHIC DESIGN

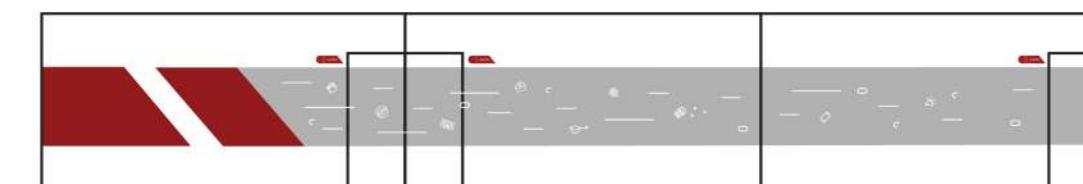
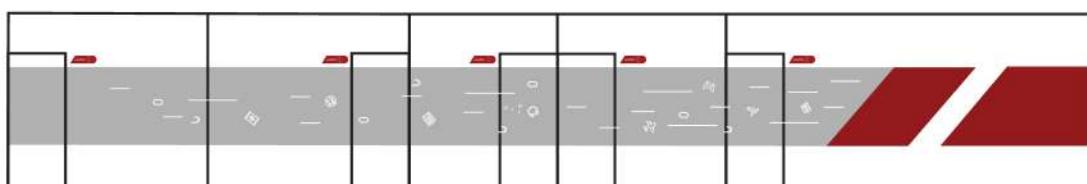
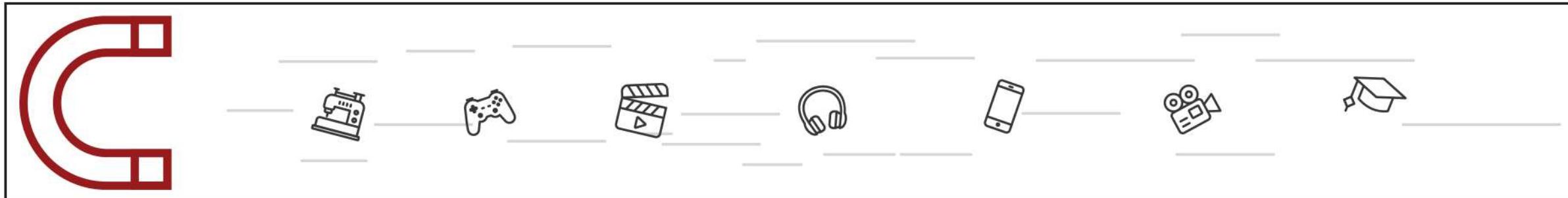
Environmental graphics and wayfinding design
with supervision over production and installation.



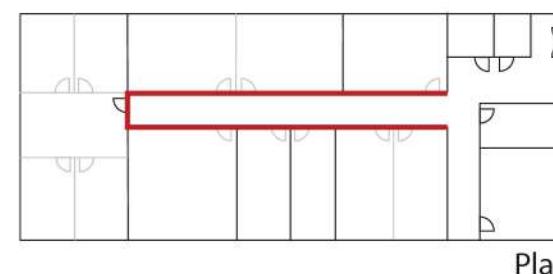
OFFICE PLAN

Plan View

Management

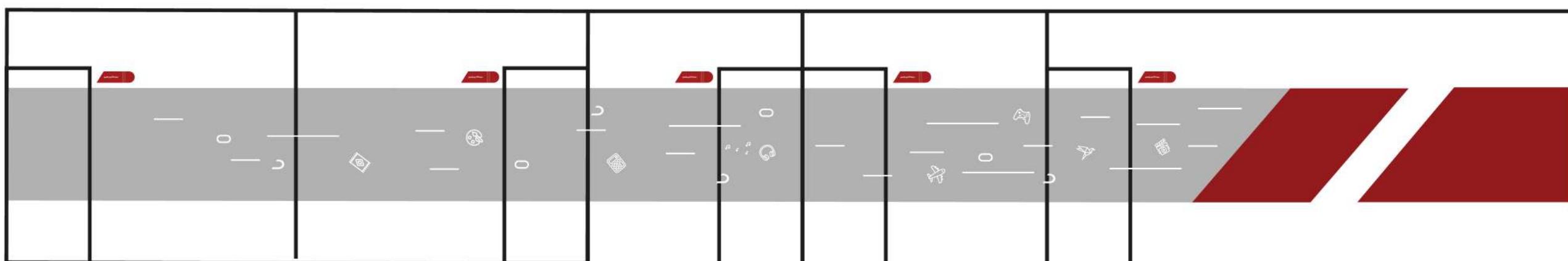
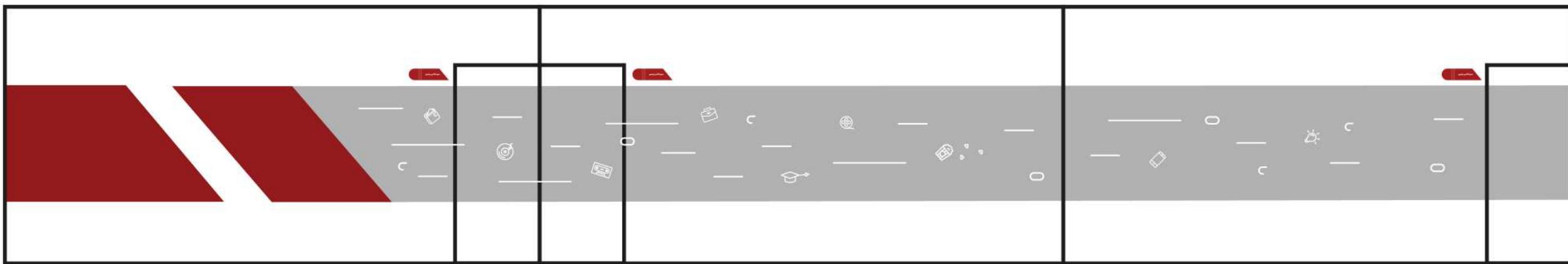


Elevation



Plan

CORRIDOR



CORRIDOR

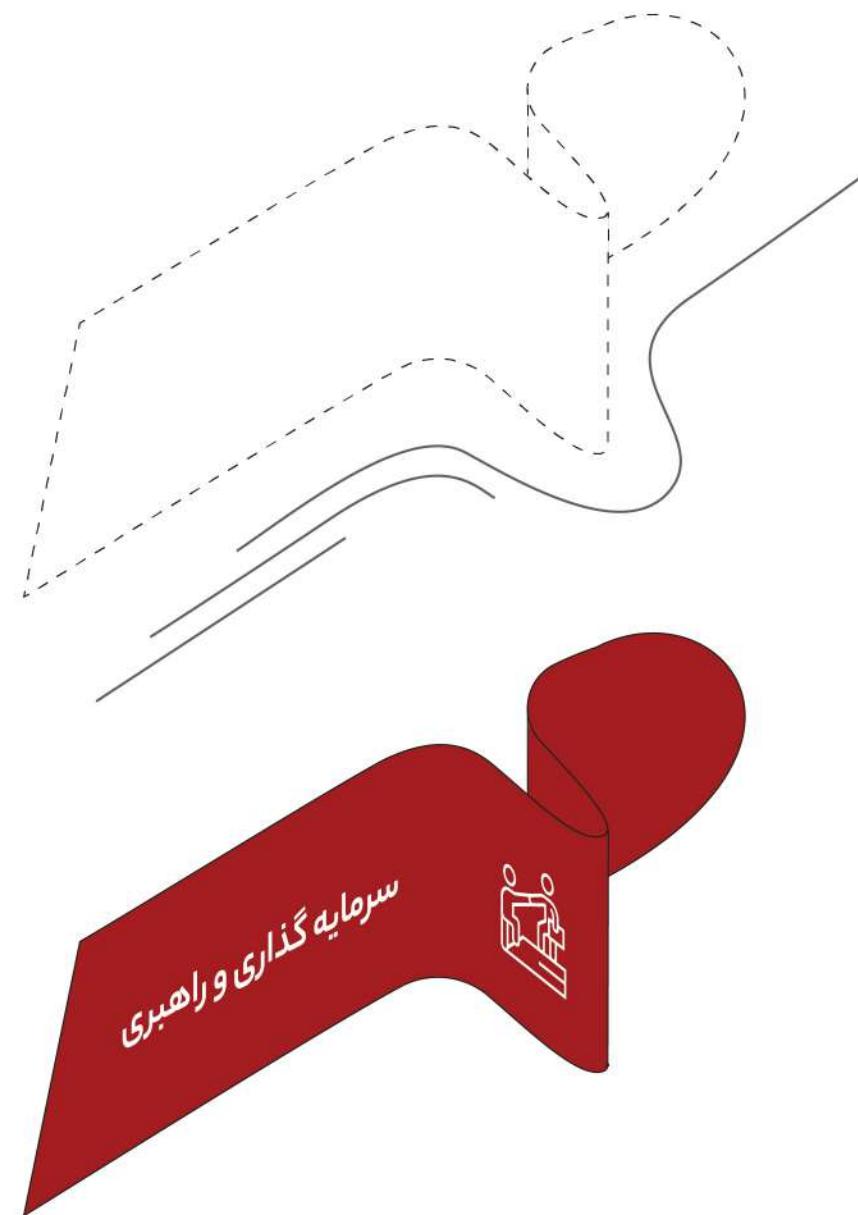
مالی و اداری



راهبری سعد







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.

SIGNAGE CONCEPT



ICON SYSTEM



DOODLE ART

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

JPIDH

سرمایه گذار خلاق









اتاق جلسه



حیلہ مدیریہ



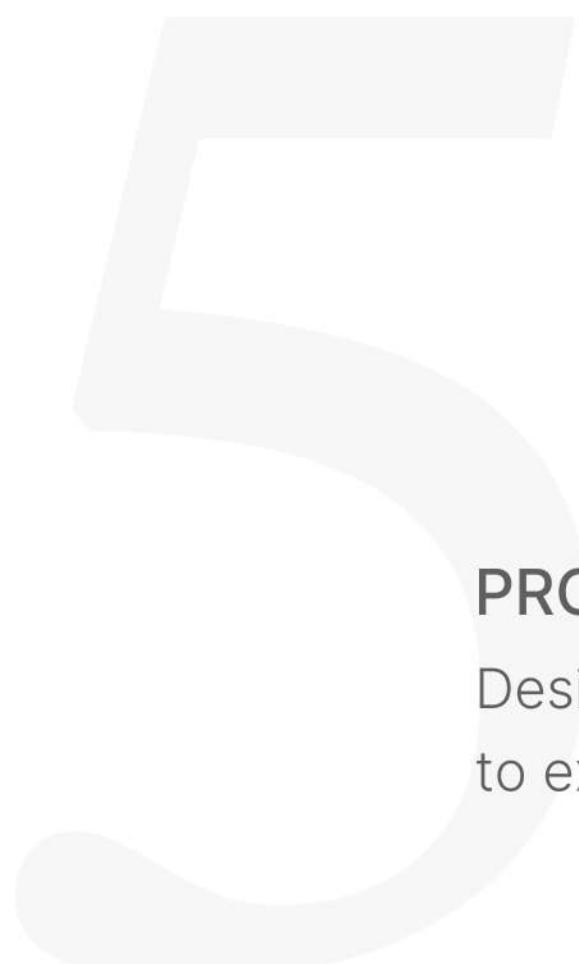






You can explore short behind-the-scenes videos
of this executions on my YouTube channel.

 [Rezafarzaneh.studio](https://www.youtube.com/c/Rezafarzanehstudio)



PROMOTIONAL GIFT DESIGN

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



DESK CALENDAR + CLOCK

Size: 11 x 13 x 7 cm

Material: Matte plexiglass body, laser-engraved

Details: Raised red logo

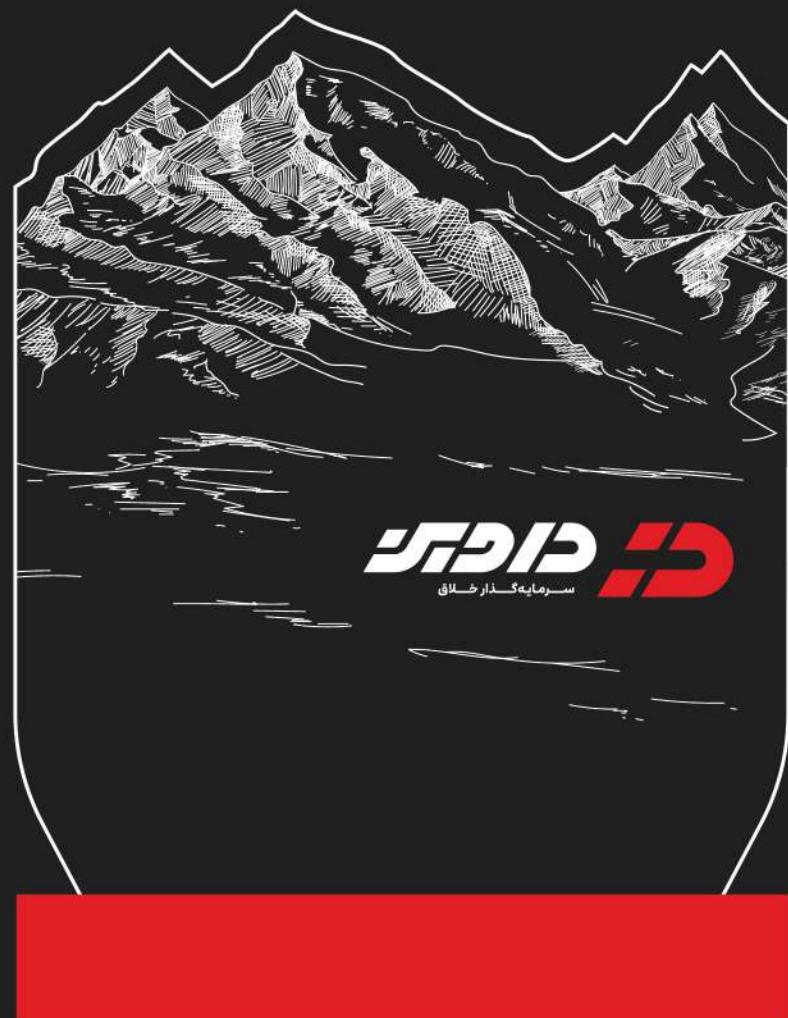
Mechanism: Silent sweep movement

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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