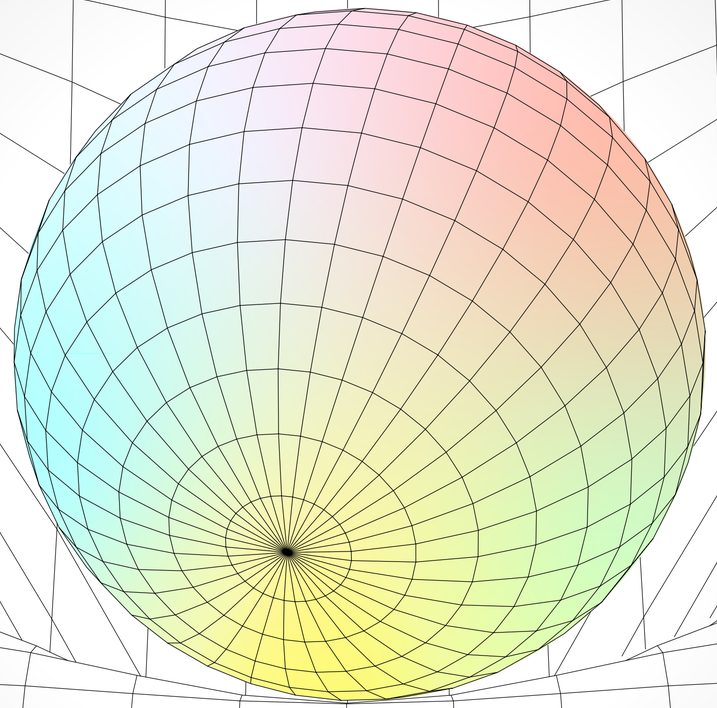
24 Sep 2026

A Collect of Creative Work

Istanbul,Turkey

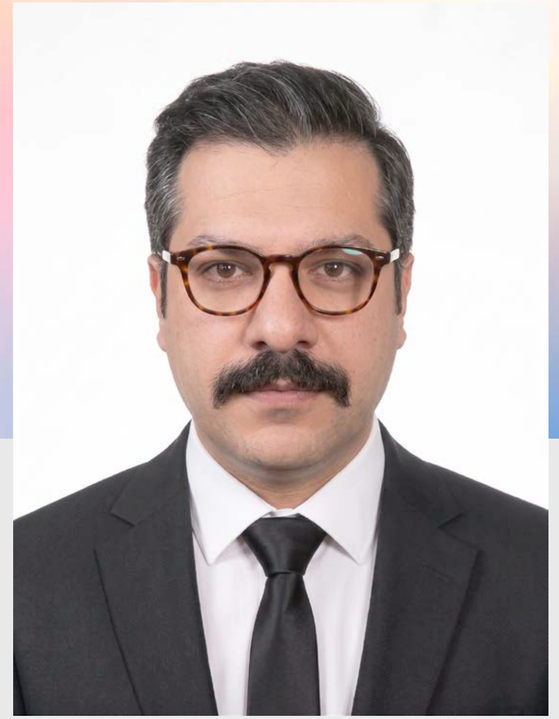
Abolfazl Mouneskhah



PORTFOLIO

Art Director
Brand Designer

Hello!
I'm **Abolfazl Mouneskhah.**



Based in Istanbul, I am an Art Director and Brand Strategist with over 24 years of experience in shaping comprehensive visual systems. I have directed and designed over 450 brand identities for a global clientele, bridging the gap between creative execution and business objectives.

Drawing on my background in senior design leadership and design education, I specialize in strategic brand architecture transforming abstract concepts into structurally sound, emotionally engaging brands that stand the test of time.

www.**CV.Mouneskhah**.com **Mouneskhah**@gmail.com +90 545 317 72 00 be.net/**mouneskhah** linkedin/**mouneskhah** instagram/**mouneskhah**

What I Do
(and Love doing)

For me, design transcends mere aesthetic execution; it is a strategic, ongoing partnership with my clients from initial ideation to the ultimate brand rollout. My objective is to encode a brand's core DNA and emotional resonance into the precise syntax of form and geometry, materializing abstract concepts through the advanced psychology of color and shape.

At the focal point of my expertise is strategic logo design. Anchored in modular grid systems, the Golden Ratio, and Gestalt psychology, I engineer the central nucleus of the brand. This foundational mark then systematically scales into a cohesive, minimalist, and future proof brand architecture a comprehensive visual ecosystem designed to communicate with profound clarity and timeless impact across all touchpoints.

* **Art Direction**
* **Strategic Brand Architecture**
* **Visual Communication Strategy**
* **Rebranding & Brand Evolution**
* **Creative Leadership & Mentorship**
* **Visual Identity Systems**
* **Corporate Identity Design**
* **Comprehensive Brand Guidelines**
* **Visual Storytelling**
* **Digital & Print Brand Assets**
* **Logo Architecture & Drafting**
* **Geometric Grid Systems**
* **Golden Ratio Proportions**
* **Minimalist Brand Aesthetics**
* **Vector Geometry Refinement**
* **Gestalt Principles in Design**
* **Form & Color Psychology**
* **Design Semiotics**
* **Typography Hierarchy**
* **Packaging Identity Systems**

Tools
I'm fluent in.

I also continuously explore AI-driven tools, integrating them strategically across brand architecture, concept development, and visual identity design.

*** Adobe Illustrator**

*** Photoshop**

*** InDesign**

*** CorelDRAW**

Where I've Worked

For me, design transcends mere aesthetic execution; it is a strategic, ongoing partnership with my clients from initial ideation to the ultimate brand rollout. My objective is to encode a brand's core DNA and emotional resonance into the precise syntax of form and geometry, materializing abstract concepts through the advanced psychology of color and shape.

At the focal point of my expertise is strategic logo design. Anchored in modular grid systems, the Golden Ratio, and Gestalt psychology, I engineer the central nucleus of the brand. This foundational mark then systematically scales into a cohesive, minimalist, and future proof brand architecture a comprehensive visual ecosystem designed to communicate with profound clarity and timeless impact across all touchpoints.

2017 / 2018 **Senior Graphic Designer**
Qonqa Company

2012 / 2016 **Graphic Designer**
Tractor Sport Club

2009 / 2012 **Graphic Designer**
Tractor Manufacturing Company (ITM Co.)

2021 / 2025 **Art Director & Design Mentor**
Growces Company

2018 / Present **Founder & Art Director**
Mouneskhah Studio | Global Clients

2018 / 2023 **Instructor & Design Mentor**
Istanbul Art University

2024 / 2025 **Founder & Lead Speaker**
DotLine Community

2023 / Present **Founder & Art Director**
Pictorial360

2023 / 2025 **Founder & Design Mentor**
Bamdad Design Community

What You Will Find Inside

1 Brand Board & Visual Identity Presentation

2 Logos & Mark & Symbols

3 Strategic Brand Architecture,From Concept to Visual Identity Design BARZIN & RENVIA

Brand Board
Visual Identity Presentation



Renvia
Capital



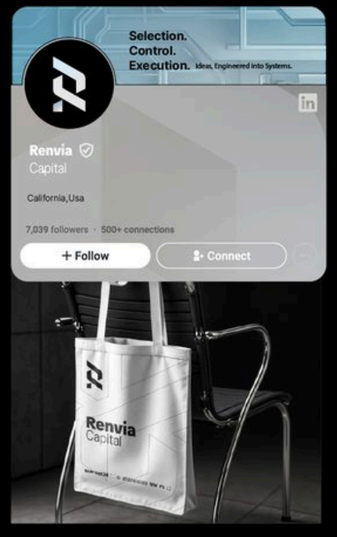
Renvia
Capital

Selection. Control. Execution.
Ideas, Engineered into Systems.

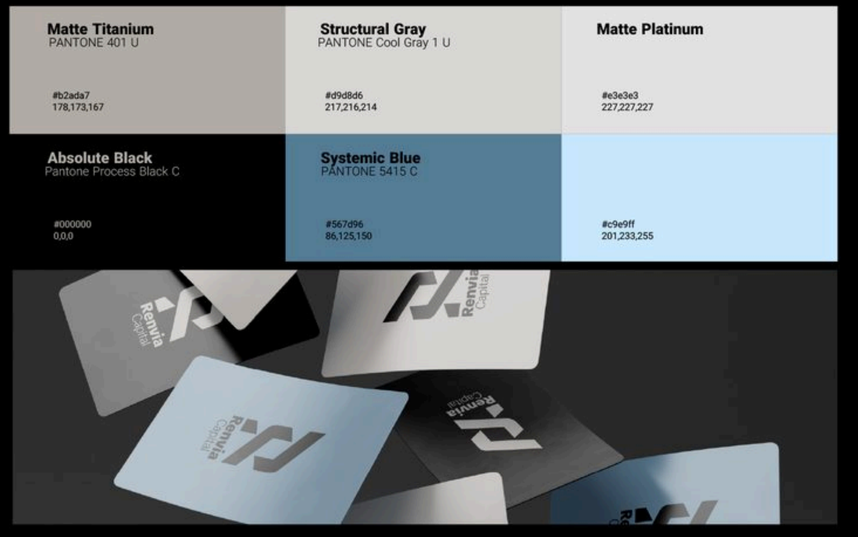
Renviacapital.com office@renviacapital.com X : Renviacapital +989121634772

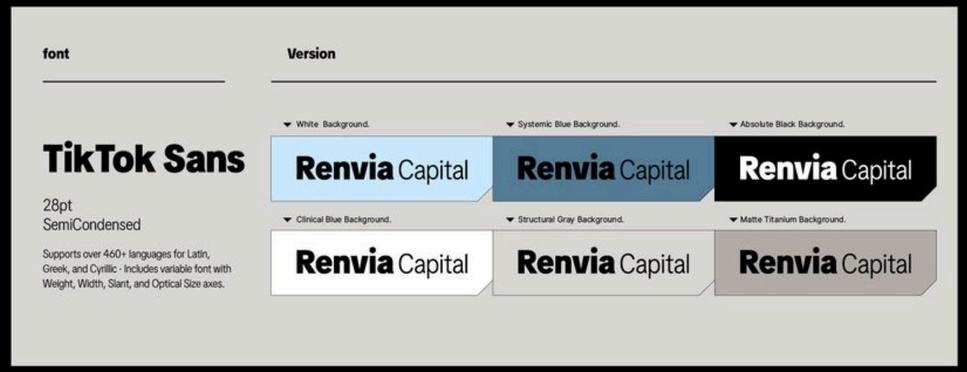

Systemic Blue
#567d96
86,125,150
Matte Titanium
#b2ada7
178,173,167


Renvia
Capital
To the Attention of Mr. Alexander Morgan
Chief Executive Officer
At Renvia Capital, we believe that lasting value is created at the intersection of capital, culture, technology, and human experience. Guided by this vision, we continuously seek strategic partnerships that foster sustainable growth and long-term impact.
We would be pleased to explore potential opportunities for collaboration between our organizations and identify areas where our capabilities, networks, and objectives align. Through a shared commitment to excellence, innovation, and value creation, we believe meaningful outcomes can be achieved for all stakeholders involved.
We look forward to continuing this conversation and exploring how we can create lasting value together.
Thank you for your time and consideration.
Sincerely,
Renvia Capital


Selection.
Control.
Execution.
Ideas, Engineered into Systems.
Renvia
Capital
California,Usa
7,039 followers · 500+ connections
+ Follow
Connect


Renvia
Capital

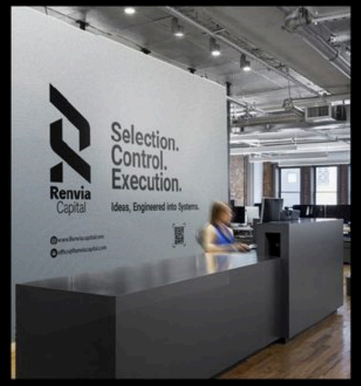

Matte Titanium
PANTONE 401 U
#b2ada7
178,173,167
Structural Gray
PANTONE Cool Gray 1 U
#d9d8d6
217,216,214
Matte Platinum
#e3e3e3
227,227,227
Absolute Black
Pantone Process Black C
#000000
0,0,0
Systemic Blue
PANTONE 5415 C
#567d96
86,125,150
#c9e9ff
201,233,255


font
Version
TikTok Sans
28pt
SemiCondensed
Supports over 460+ languages for Latin, Greek, and Cyrillic · Includes variable font with Weight, Width, Slant, and Optical Size axes.
White Background.
Renvia Capital
Systemic Blue Background.
Renvia Capital
Absolute Black Background.
Renvia Capital
Clinical Blue Background.
Renvia Capital
Structural Gray Background.
Renvia Capital
Matte Titanium Background.
Renvia Capital


Selection.
Control.
Execution.
Ideas, Engineered into Systems.
Renvia Capital


TikTok Sans
28pt SemiCondensed
AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvW
wXxYyZz.
AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvW
wXxYyZz.
F f
55pt
0123456789 !@#$%^&*()_?
25pt
AaBbCcDdEeFfGghhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz.
20pt
0123456789 !@#$%^&*()_?
2 aa

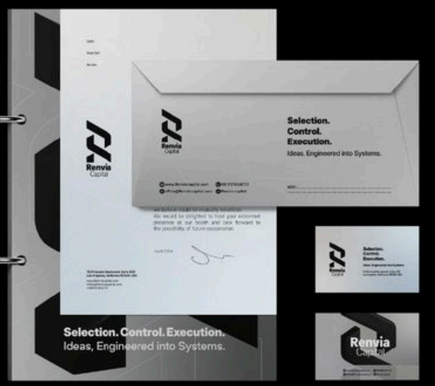

Renvia Capital
Selection.
Control.
Execution.


Renvia
Capital
Selection.
Control.
Execution.
Ideas, Engineered into Systems.


Renvia
Capital
Selection. Control. Execution.


Renvia
@RenviaCapital
Providing curated access to exclusive blockchain opportunities, networks, and strategic allocations through a controlled participation model.Development and auditing of smart contracts that automate trust, enforce rules, and secure digital transactions.
09:04 PM · 26/11/2022 · Twitter for Phone
5.154 Retweets 2.358 Quote Tweets 19.5k Likes


Selection.
Control.
Execution.
Ideas, Engineered into Systems.


Selection.
Control.
Execution.
Ideas, Engineered into Systems.
Selection. Control. Execution.
Ideas, Engineered into Systems.


Renvia
Capital
Selection.
Control.
Execution.



CAR
SERVICES

CAR
SERVICES



CAR SERVICES
KARZANT

Black
#000000
0,0,0

Blue
#0600e7
6,0,231

White
#ffffff
255,255,255

Yellow
#ffde17
225,216,0







Konspiracy★Theory

Konspiracy Theory is a font. The typeface contains 2 files and supports 13 languages. Konspiracy Theory was developed Pizzadude.

A B C D E F G H I J K L M N O P Q
a b c d e f g h i j k l m n o p q
R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

0600e7 #e6e7e8

#ffde17 #e6e7e8



CAR SERVICES
KARZANT

13X
15X
23.5X
7.5X
KARZANT
CAR SERVICES
10X

















MAJALEY SALAMATI

Collection Of Medical Information















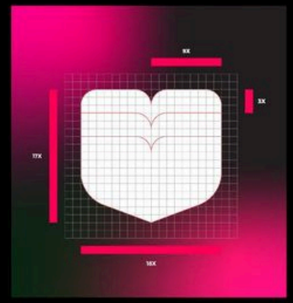
FONT
HARIR
BOLD

Font Information

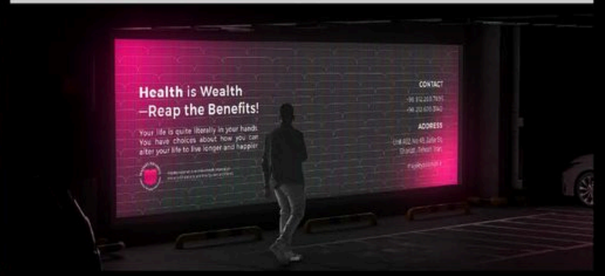
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Font Type	TrueType
Font Embedding	Installable
Font Tags	harir,Bold
Number of Glyphs	None
Font File Size	68.7 KB

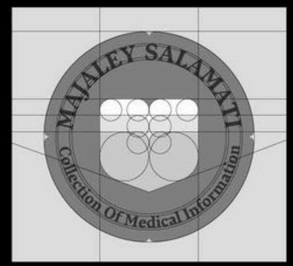
Aa



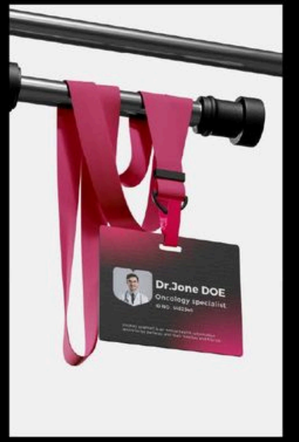




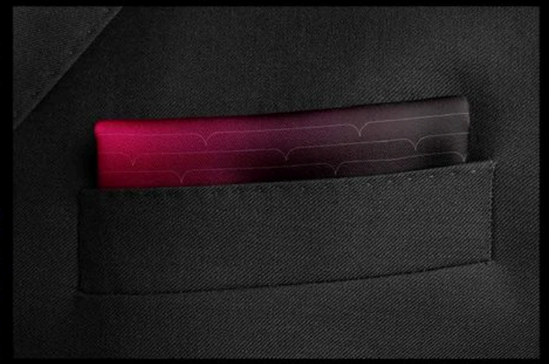




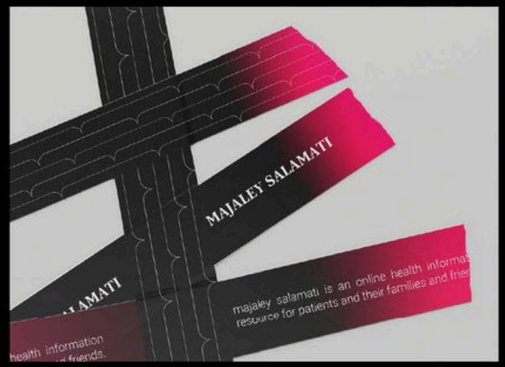
















PEJVAK

Cancer Patients Support Association



PEJVAK

Cancer Patients Support Association


PEJVAK
Cancer Patients Support Association


PEJVAK


PEJVAK


PEJVAK
PEJVAK


PEJVAK
Cancer Patients Support Association

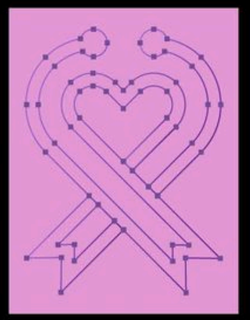

PEJVAK


Every heartbeat matters
Compassion is contagious we can make a difference
Account number for financial support.
2301 0101 8888 1299


PEJVAK

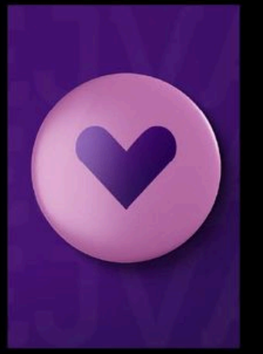

PRIMARY COLOR
PANTONEE
2082 C
SECONDARY COLOR
PANTONEE
244 C


EYE STETHOSCOPE
Symbol of Medicine
RIBBON
Symbol of cancer
HEART
The sign of life




TICKET EVENT
100$


PEJVAK
Max Effort
2m 32s
12:31



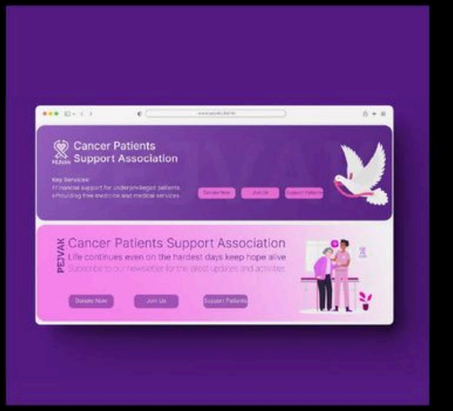

PEJVAK
Cancer Patients Support Association
pejvak charity
PEJVAK
Cancer Patients Support Association


PEJVAK


PEJVAK


PEJVAK


PEJVAK


Cancer Patients
Support Association
PEJVAK
Cancer Patients Support Association

EST 2021

SHARLOT

Cigarettes Tobacco Hookah

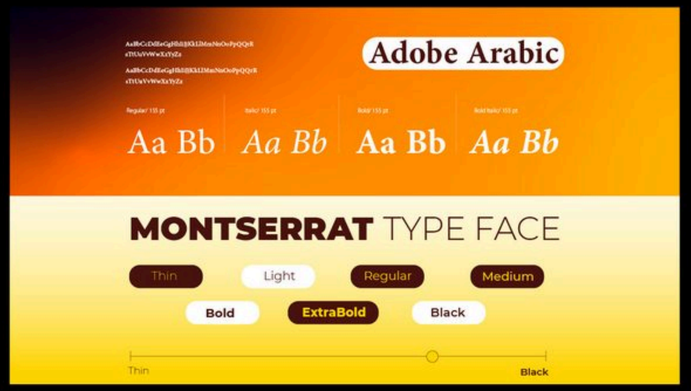
EST 2021

SHARLOT

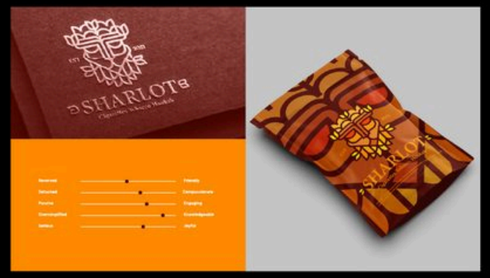
Cigarettes Tobacco Hookah

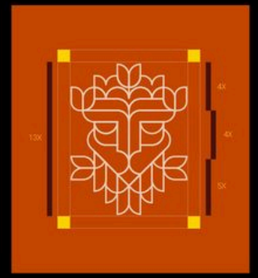

SHARLOT
SHARLOT




Adobe Arabic
Aa Bb Aa Bb Aa Bb Aa Bb
MONTSERRAT TYPE FACE
Thin
Light
Regular
Medium
Bold
ExtraBold
Black
Thin
Black


PREMIUM TOBACCO
FREE BLEND
SHARLOT
Cigarettes Tobacco Hookah


SHARLOT
Cigarettes Tobacco Hookah
SHARLOT




SHARLOT
Cigarettes Tobacco Hookah
Manufacturer of various types of cigarettes and hookah tobaccos


EST 2021
SHARLOT
Cigarettes Tobacco Hookah
EST 2021
SHARLOT
Cigarettes Tobacco Hookah
EST 2021
SHARLOT
Cigarettes Tobacco Hookah


SHARLOT
Cigarettes Tobacco Hookah
info@sharlot-tobacco.com
sharlot-tobacco.com
Alexanderplatz 4,
10178 Berlin, Germany
+2231 9847 30 49


SHARLOT


SHARLOT


SHARLOT
MENTHOL PIPE
SHARLOT


smoking kills


SHARLOT


SHARLOT


SHARLOT
Cigarettes Tobacco Hookah


SHARLOT
Cigarettes Tobacco Hookah


SHARLOT



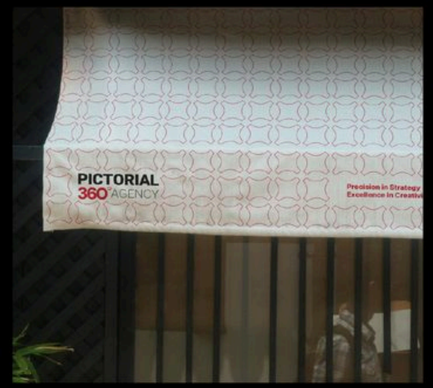


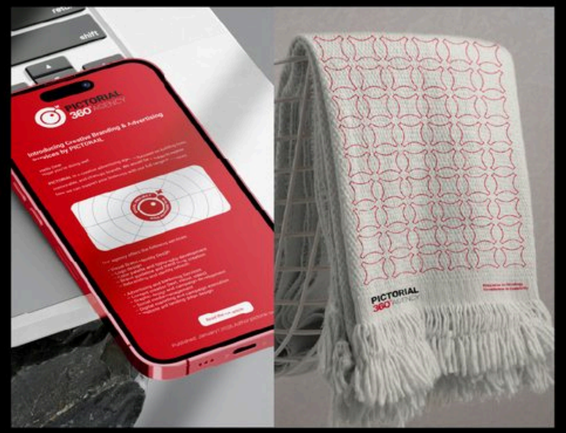


PICTORIAL
360° AGENCY

PICTORIAL 360° AGENCY

VISUAL PROJECT With 360 Degree View









PICTORIAL 360° AGENCY

17.5X 12X 1.5X 4X 12X

AaBbCc

Bahnschrift

Sans Serif

Font Family

Microsoft's Bahnschrift is a sans-serif font which has been added to Windows 10 on October 2017 as part of the Fall Creators Update Build 16273 and is compliant to DIN 1451 for writing on traffic signs in Germany and Czech Republic.

LIGHT	Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789/*-!@#$%^&*()_+{}<>?':	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789/*-!@#$%^&*()_+{}<>?':
Medium	**Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789/*-!@#$%^&*()_+{}<>?':	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789/*-!@#$%^&*()_+{}<>?':











LOOK & OBSERVE SPIDER WEB 360 DEGREE VIEW

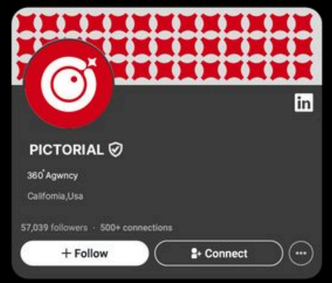


















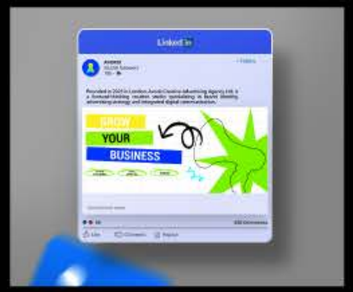


AVORIX ADVERTISING AGENCY


AVORIX
ADVERTISING
AGENCY


AVORIX
ADVERTISING
AGENCY

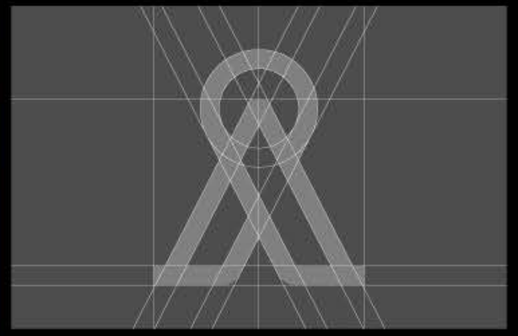

AVORIX


LinkedIn
GROW
YOUR
BUSINESS


AVORIX


PARTNERING WITH YOU
FOR BRAND GROWTH
AVORIX
AVORIX

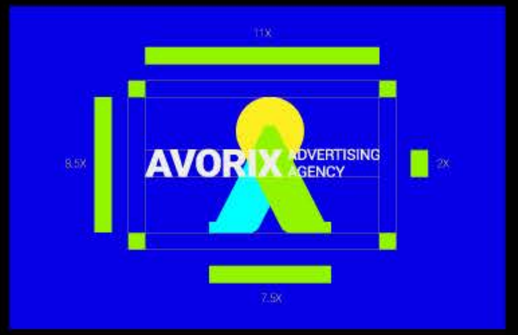

9:41
Avorix
Calendar
Photos
Camera
Mail
Notes
Reminders
Clock




FONT
ROBOTO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/*-!@#$%^&*()_+{}<>?":
sans-serif




AVORIX


11X
8.5X
2X
7.5X
AVORIX
ADVERTISING
AGENCY




AVORIX


AVORIX


AVORIX


PARTNERING WITH YOU
FOR BRAND GROWTH
AVORIX
AVORIX


Avorix
@Advertising Agency
Digital Marketing & Social Media Strategy
Brand Identity Design
Creative Advertising Campaigns
Web & Digital Experience Design
Content Creation & Production


AVORIX


AVORIX
ADVERTISING
AGENCY


AVORIX
Wilson Henry


AVORIX
AVORIX


AVORIX
AVORIX


AVORIX


AVORIX


AKOPET
PET LOVERS


AKOPET
PET LOVERS


AKOPET
PET LOVERS


AKOPET
PET LOVERS




Gift Card
$100
AKOPET


Love, Care, Repeat
Trusted care and quality products for your beloved pets
High-Quality Pet Food
Accessories for Every Adventure
Health & Wellness Support
Join Our Community
Shop Now

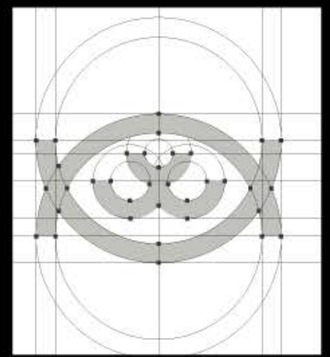



AKOPET


AKOPET


AKOPET


AKOPET



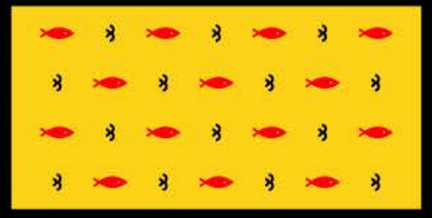

AKOPET


AKOPET


Unleash the joy of pet ownership with AKOPET, your one-stop destination for all your furry friend's needs.


Where Happy Tails Begin
AKOPET
AKOPET | Love, Care, Repeat

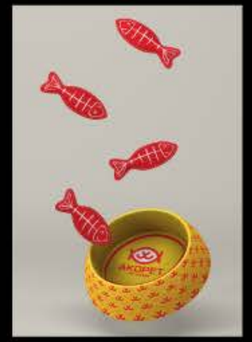







AKOPET




AKOPET


AKOPET


EUROSE
AKOPET
PET LOVERS
AKOPET
EUROSE - BOLD
Aa
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
EUROSE - REGULAR
Aa
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789


AKOPET
AKOPET




AKOPET
@Akopet
AKOPET
Love, Care, Repeat
8K
3K
11K




akopet.co
https://www.Akopet.co

Logos
Marks
Symbols





01 | **GOLDEN DELTA**
Luxury & Chic Jewelry Supplier



02 | **ABZARINO**
Construction & Agricultural Vehicles



03 | **PEJVAK**
Charity center for supporting cancer patients



04 | **RAKHSH KHODRO**
Production & sale of all types of Trucks



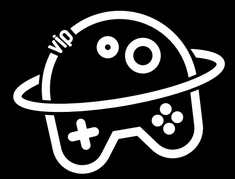
05 | **BARZIN**
International Trading Company



06 | **SHARLOT**
Sale and export of tobacco



07 | **CARAMEL**
Pastry Cafe



08 | **GAME LAND**
Game Net



09 | **RED CARPET**
Television program



10 | **KOARJO**
Rent a house in the shortest time



11 | **RINGO**
TV PROGRAM



12 | **CANTEEN**
Restaurant & Fast food



13 | **ZEEVOU**
House rental program



14 | **OBIZIM MELK**
Real Estate Portal



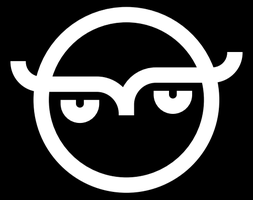
15 | **SIRMA**
Sock manufacturer



16 | **PICTORIAL 360 AGENCY**
DIGITAL MARKETING AGENCY



17 | **DR.ZARINGHALAM**
Nose Surgery & Rhinoplasty Specialist



18 | **GO2SAFAR**
Travel Tourism Company



19 | **RAKHSH KHODRO DIESEL**
Production of heavy & Semi-Heavy Vehicles



20 | **GREEN PLAST**
Artificial Turf Shop, Greenwall



21 | **BICYCLE LAND**
Selling Bicycles



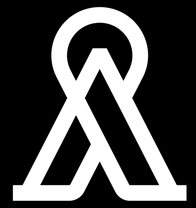
22 | **FENEFX**
Prop firm



23 | **QONQA FOOD**
MEDICAL APPLICATION



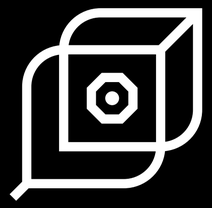
24 | **GARYE**
Chain market



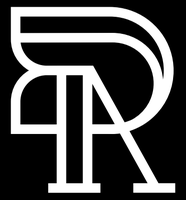
25 | **AVORIX**
Advertising Agency



26 | **JALAL TAHERI**
Singer & Music Band



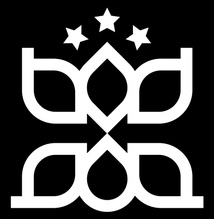
27 | **TABRIZ 2025**
Environmental Capital of Asian Cities



28 | **DR. AYLAR RAHIMI**
Aesthetic Medicine



29 | **KARZANT**
Car Services



30 | **SEHRAMA**
Hotel



31 | **PISHRO PLAST**
Manufacturer of Plastic Accessories



32 | **LIDA RAHBAR**
Sell Gold Coins & Jewelry



33 | **MMA**
3D Printer Manufacturer



34 | **AKOPET**
Pet shop



35 | **SHAHBAZ FILM**
Charity Center for Supporting Cancer Patients



36 | **WHOLESKOOL**
School management software



37 | **3BILIT**
Selling Concert Tickets



38 | **GROWCES**
Digital Marketing Agency



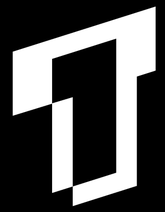
39 | **DITECH**
Real Estate Agent Management Software



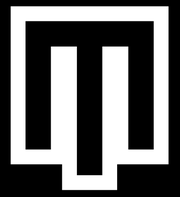
40 | **KOSAR**
Medical & Herbal Services



41 | **101**
Real Estate Agency



42 | **TIVAN**
Export trading company



43 | **TABRIZMALL**
Large shopping mall in Tabriz



44 | **FLOOR STATE**
Production of Parquet & Flooring



45 | **HOMAR**
Exporting & Importing all Types of Rounds



46 | **ODAKO**
Providing Digital Marketing Services



47 | **ARTWICH**
Educational media



48 | **DIGI GOLD**
3D printers



49 | **ZOBDEH**
Registration & Trademarks Company



50 | **TAKFIL**
PVC Decorative Film



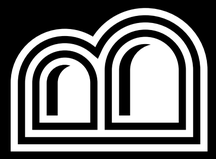
51 | **MONDFX**
International Trading Company



52 | **ELHAM MORAD**
Personal brand of Ms. Elham Morad



53 | **FENEFX**
Prop Firm



54 | **TABRIZBOOK**
Online Bookstore



55 | **TABRIZAPP**
Application



56 | **PAYMAN**
Hotel Engineering Company

Strategic Brand Architecture, From Concept to Visual Identity Design

BARZIN

Client: BARZIN, United Arab Emirates (UAE)
Project Type: Brand Identity & Logo Design

Duration: 5 Weeks
Year: 2024



BARZIN

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Project Overview :

The key challenge was to balance historical depth with modern clarity.
The former logo featuring a winged lion, column, and globe represented United Arab Emirates heritage but lacked adaptability in contemporary digital and corporate contexts.
The task was to reinterpret these elements within a minimal, scalable, and globally relevant form, preserving their symbolic power while ensuring functional precision across all applications.

Design Challenge :

The key challenge was to balance historical depth with modern clarity.
The former logo featuring a winged lion, column, and globe represented Persian heritage but lacked adaptability in contemporary digital and corporate contexts.
The task was to reinterpret these elements within a minimal, scalable, and globally relevant form, preserving their symbolic power while ensuring functional precision across all applications.



LION
Power, trust
decision-making power

EARTH
Generality & inclusiveness
internationality

Concept & Meaning :

The redesigned mark captures authority, wisdom, and stability, mirroring Barzin's role in global trade.The winged lion, restructured with geometric discipline, signifies leadership and confidence, looking forward to symbolize vision and ambition.

Wings express expansion and resilience — core values behind Barzin's regional growth.

The design is constructed on the golden ratio grid, ensuring balance, harmony, and timeless proportion — reflecting the brand's strategic discipline and calculated growth mindset.

Process & Execution :

The process began with an in-depth audit of Barzin's brand history and strategic direction.

After extensive sketching and conceptual exploration, the final form was developed using golden ratio geometry to ensure visual integrity and structural harmony.

A comprehensive logo system was created — including full-color, monochrome, and simplified versions — optimized for digital, print, and environmental media.

The project was completed in five weeks, covering research, concept development, refinement, and brand guideline documentation.

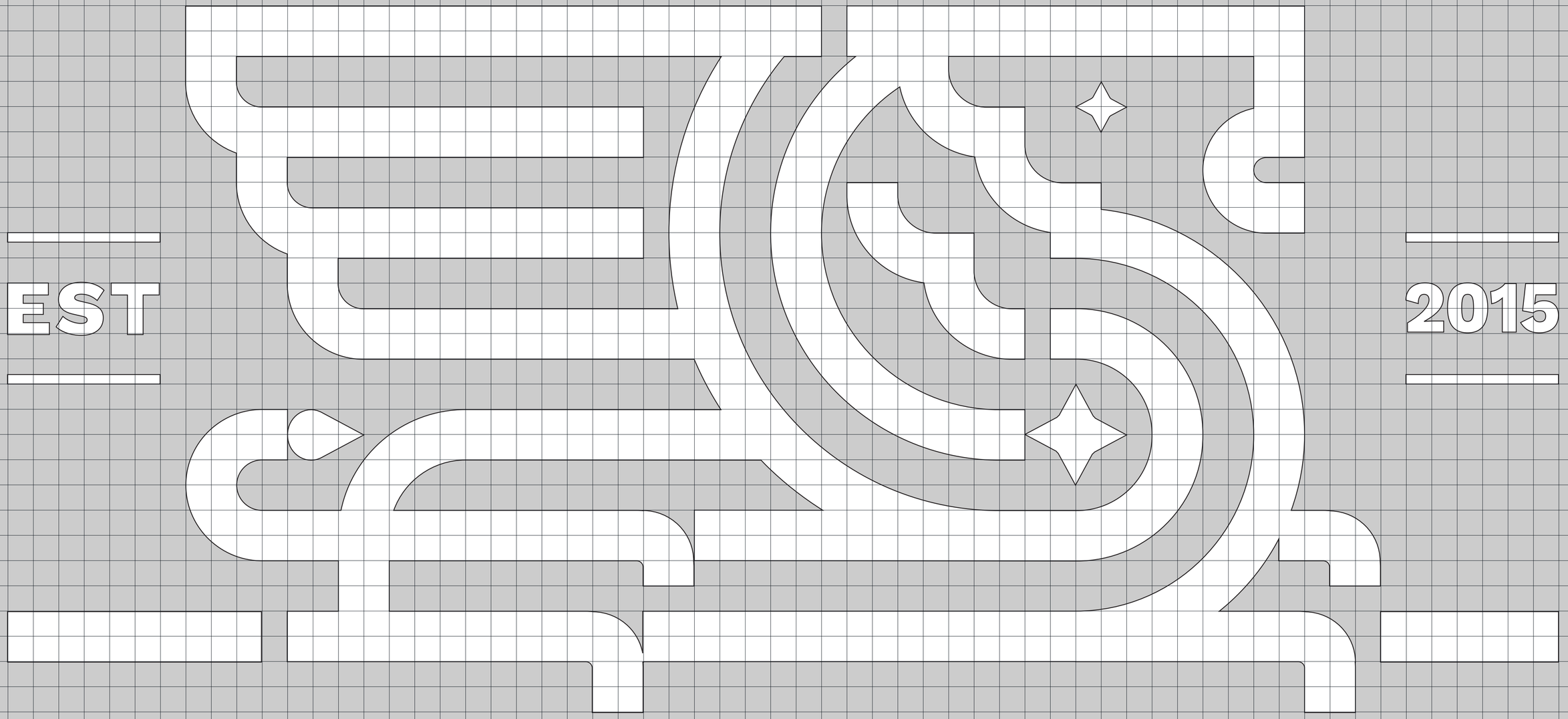
Outcome :

The new identity bridges tradition and modernity, transforming a culturally rich emblem into a refined international symbol.

It strengthens recognition, credibility, and cohesion across markets in Central Asia and Europe, positioning Barzin as a visionary and trusted leader in international trade.

This project exemplifies how strategic design, proportion, and cultural insight can unite to create a timeless, globally resonant identity.




EST
2015

03

PANTONEP®

COOL GRAY1 C

HEX #D6D7D5



04

PANTONEP®

BLACK 6 C

HEX #0F1822





02

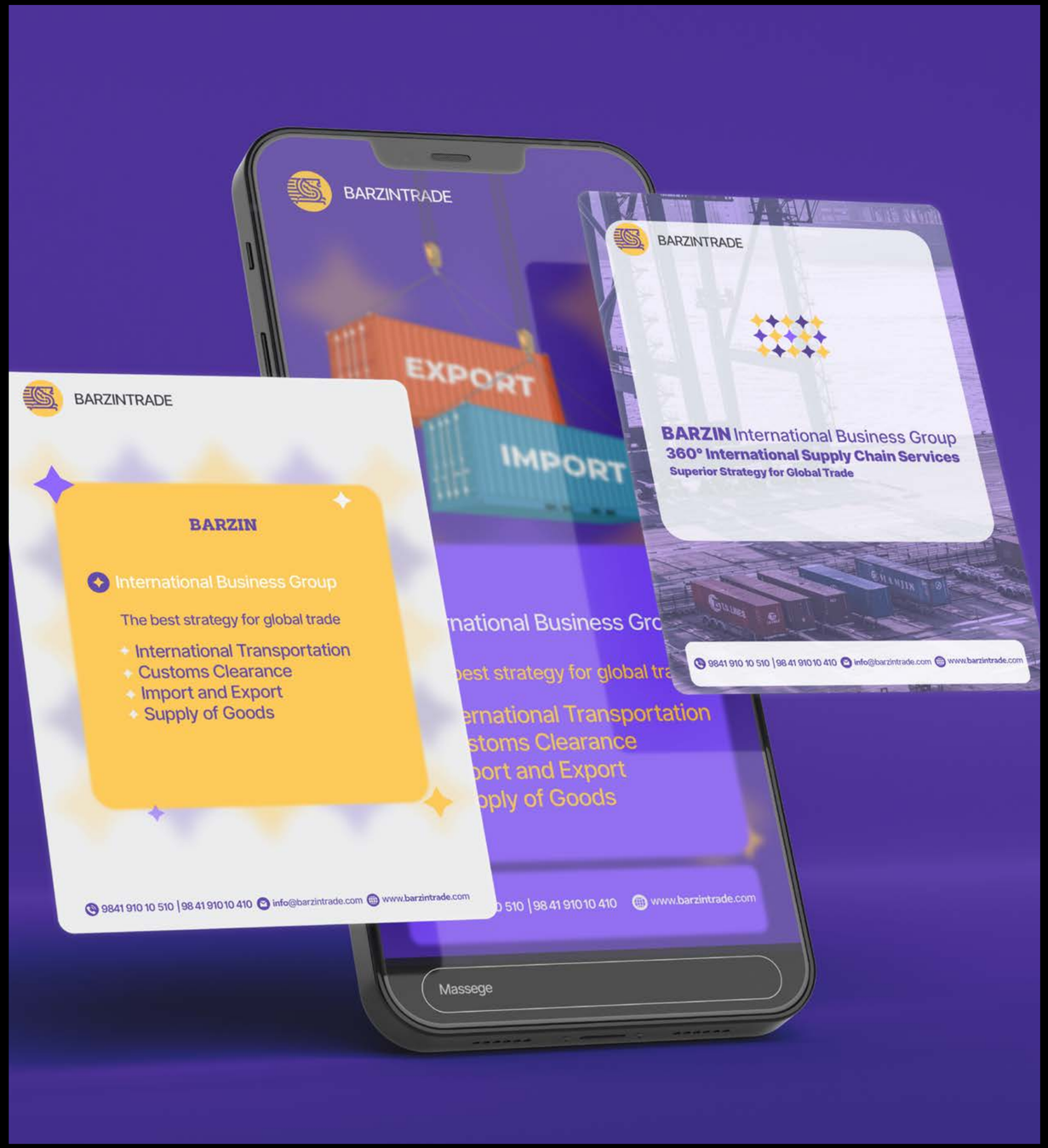


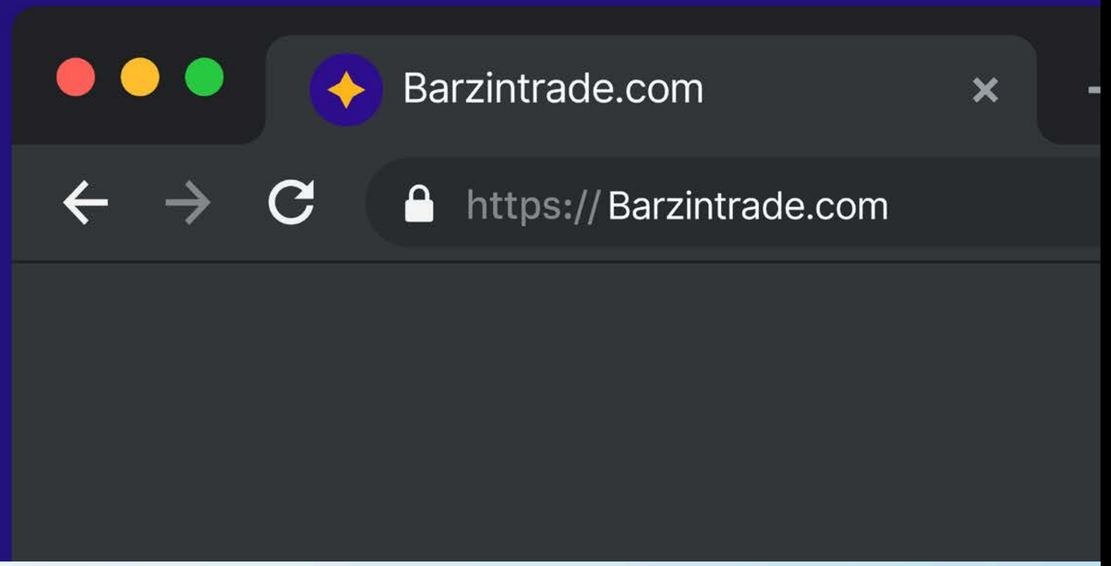
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BARZIN

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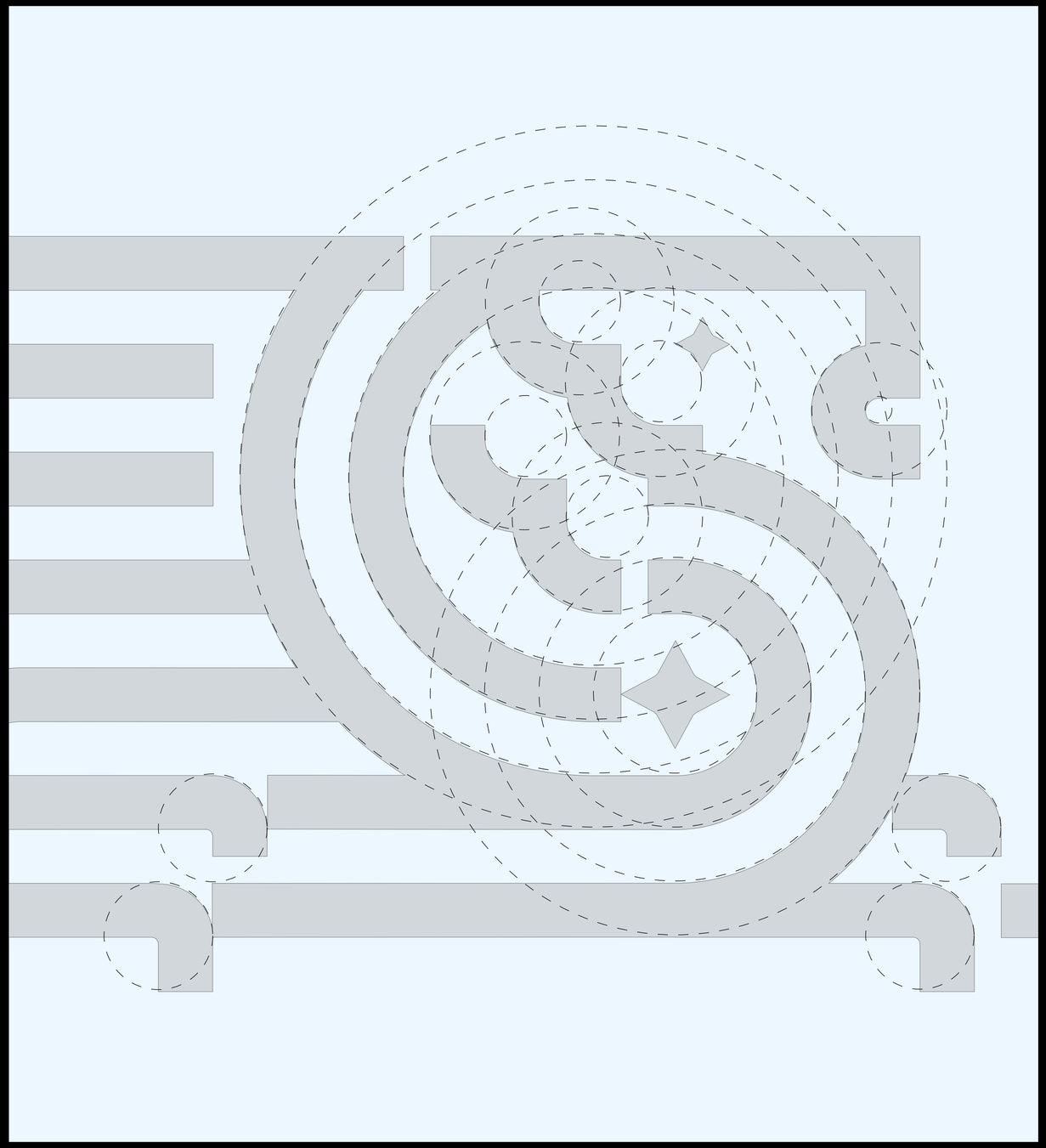



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02 logo

Visual Identity Symbol

The previous logo, which featured a winged lion, a column, and a globe, was abolished to modernize the brand's visual identity. The new logo is a more abstract representation of the brand's core values, with a focus on simplicity and elegance. The lion's graphic shape, seated with its head raised and looking forward, conveys a sense of confidence and determination, while the column and globe elements have been removed to create a more streamlined and versatile design that is easier to recognize and remember.



LION
Power, trust
SKYBOX: Rising power

EARTH
Generosity & inclusiveness
International

BARZIN Brand Identity Guidelines | Studio Monochrom 16

02 logo

Visual Identity Symbol

Barzin's app icon is designed to maintain brand recognition and integrity in digital environments. The icon is easily recognizable on mobile devices and software interfaces. The icon embodies the brand's core values and visual identity, ensuring consistency across all digital touchpoints.



BARZIN Brand Identity Guidelines | Studio Monochrom 17

02 logo

Visual Identity Symbol

The logo must always be used at sizes that ensure readability and visual impact. Minimum and maximum size specifications have been established to guarantee that the logo remains clear and recognizable in all applications. The minimum size is set at 70px in width, while the maximum size is 1500px in width. These guidelines apply to all digital and print materials, ensuring that the logo's details remain clear and the brand's presence is consistent across all platforms.

Minimum size 70px
100px
Maximum size 1500px
5000px

BARZIN Brand Identity Guidelines | Studio Monochrom 18

02 logo

Visual Identity Symbol

To protect brand integrity, the logo must not be altered, distorted, recolored, or overlaid with other graphics or text. Any use that compromises legibility, proportions, or the brand's visual identity is strictly prohibited.

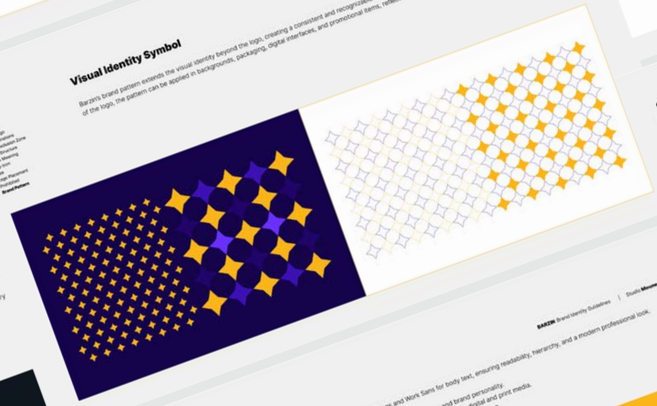
Do not change the proportions of the logo.
Don't change colors of the logo.
Don't attempt to recreate the logo.
Don't add special effects to the logo.
Don't display the logo as an outline.
Don't display the logo with limited legibility.

BARZIN Brand Identity Guidelines | Studio Monochrom 19

02 logo

Visual Identity Symbol

Barzin's brand pattern expands the visual identity beyond the logo, creating a consistent and recognizable design language across all brand materials. Derived from elements of the logo, the pattern can be applied in backgrounds, packaging, digital interfaces, and promotional items, reflecting professionalism, innovation, and elegance.

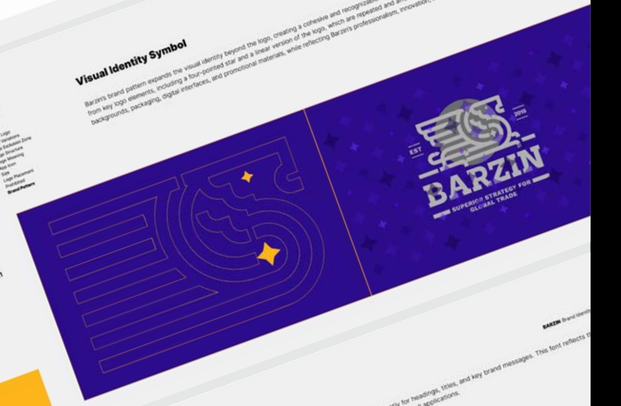


BARZIN Brand Identity Guidelines | Studio Monochrom 20

02 logo

Visual Identity Symbol

Barzin's brand pattern expands the visual identity beyond the logo, creating a cohesive and recognizable design language across all brand materials. The pattern is derived from key logo elements, including a four-pointed star and a linear version of the logo, which are repeated and arranged symmetrically. This approach ensures versatility for backgrounds, packaging, digital interfaces, and promotional materials, while reflecting Barzin's professionalism, innovation, and elegance.



BARZIN Brand Identity Guidelines | Studio Monochrom 21

Color Palette Significance

BARZIN's color palette embodies strength, confidence, and elegance.
Primary colors: Golden yellow symbolizes prosperity and excellence; deep blue represents trust and professionalism.
Secondary colors: Neutral white ensures clarity; white charcoal gray adds sophistication.
The combination of warm (gold) and cool (blue) tones balances BARZIN's dynamic capabilities with dependable services, harmonizing tradition with modernity for strong brand recognition. Pantone Harbor Grey and cool (blue) tones balances BARZIN's dynamic capabilities with dependable services, harmonizing tradition with modernity for strong brand recognition. Pantone Harbor Grey and cool (blue) tones ensure color consistency across all media.
Golden Yellow (Primary) : Prosperity, excellence - Deep Blue (Primary) - Trust, professionalism - Neutral White - Clarity - Charcoal Gray- Sophistication

01 PANTONE® 2370 C HEX #3E8E00
02 PANTONE® 1220 C HEX #FFB114
03 PANTONE® COOL GRAY 1 C HEX #D9D7D5
04 PANTONE® BLACK 6 C HEX #0F1612

BARZIN Brand Identity Guidelines | Studio Monochrom 22

03 Color Explanation

Color Palette Significance

Barzin's logo should be applied on backgrounds that ensure maximum visibility and contrast. Preferred backgrounds are neutral (white, charcoal gray) or brand primary colors (golden yellow, deep blue). Avoid using busy, overly colorful, or low-contrast backgrounds that could compromise logo clarity and recognition.

BARZIN Brand Identity Guidelines | Studio Monochrom 23

04 Typography

Font Style Choices

The secondary font is Work Sans, used for body text, captions, and supporting content. It ensures readability, clarity, and a clean, professional appearance, complementing the primary font while maintaining visual harmony.

WORK SANS - BLACK
WORK SANS - MEDIUM
Aa
ABCDEFGHIJKLMNOP QRSTUVWXYZ
abcdefghijklmnop qrstuvwxyz 123456789

BARZIN Brand Identity Guidelines | Studio Monochrom 24

04 Typography

Font Style Choices

Barzin's typography system uses *Club Personal Use* for headings and Work Sans for body text, ensuring readability, hierarchy, and a modern professional look.
Recommended usage:
Headings (Club Personal Use): Bold weights for H1–H3, emphasizing importance and brand personality.
Body Text (Work Sans): Regular or Medium weights, sizes adjusted for readability across digital and print media.
Consistent application of font weights and sizes reinforces the brand's identity and visual cohesion.

CLAB PERSONAL USE
BARZIN
WORK SANS
BARZIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BARZIN Brand Identity Guidelines | Studio Monochrom 25

04 Typography

Font Style Choices

Barzin's primary font is Club Personal Use, used predominantly for headings, titles, and key brand messages. The font reflects the confident personality, ensuring visual impact and hierarchy across all applications.

CLAB PERSONAL USE - BLACK
CLAB PERSONAL USE - REGULAR
Aa
ABCDEFGHIJKLMNOP QRSTUVWXYZ
abcdefghijklmnop qrstuvwxyz 123456789

BARZIN Brand Identity Guidelines | Studio Monochrom 26

05 Stationery

Branded Office Materials

Barzin business cards are a key touchpoint in representing the brand. They incorporate the primary logo, brand colors, and approved typography to ensure a professional and cohesive look. The design prioritizes clarity of contact information, legibility, and visual hierarchy. Finishing options, such as matte or textured paper, may be used to reflect premium quality and brand sophistication.

Barzin employee ID cards ensure consistent brand representation while providing functional identification. They include the logo, primary and secondary colors, and Typography, and may feature employee photographs and job titles. The design balances security, readability, and brand aesthetics, creating a professional and unified staff appearance.

Sezar mendez

BARZIN Brand Identity Guidelines | Studio Monochrom 27

05 Stationery

Branded Office Materials

Barzin somehow provide a professional canvas for official communications. The header includes the primary logo and brand colors, while typography ensures readability. Margins, spacing, and alignment are carefully designed to maintain visual hierarchy. Letterheads are adaptable for both print and digital correspondence, reflecting professionalism and reinforcing brand identity in every document.

Branded envelopes extend the visual identity into everyday communications. They feature the logo, color palette, and consistent typography. The design ensures legibility of addresses and brand recognition, while maintaining a premium and professional appearance for both business correspondence and promotional mailings.

BARZIN Brand Identity Guidelines | Studio Monochrom 28

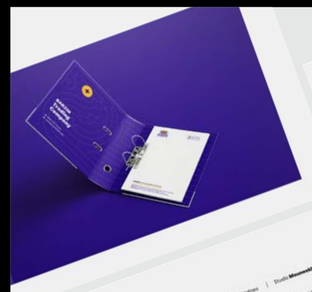
05 Stationery

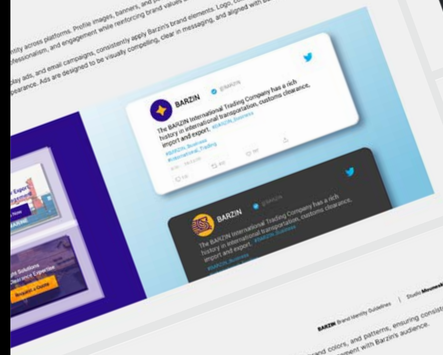
Branded Office Materials

Barzin's full stationery set includes business cards, letterheads, envelopes, notepads, and presentation folders. Each item is designed to maintain brand consistency and leave a lasting impression. Design elements such as logo placement, brand patterns, and color hierarchy ensure a unified look across all touchpoints. Consistent application of these elements strengthens brand recognition and professionalism in both internal and external communications.

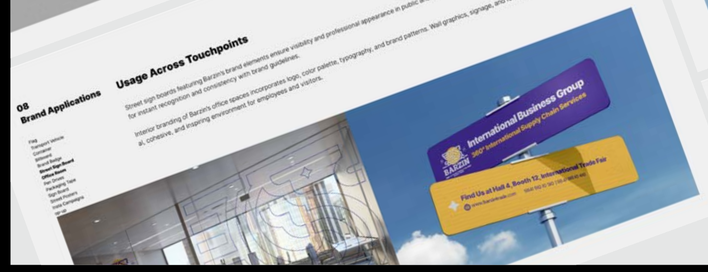
Brochures communicate Barzin's services, mission, values, and brand story. They incorporate the logo and patterns. Layouts are structured to balance readability with visual appeal, ensuring clear information hierarchy. Consistent use of typography, color, and imagery reinforces brand identity and professionalism, while effective communication of the brand's key messages.

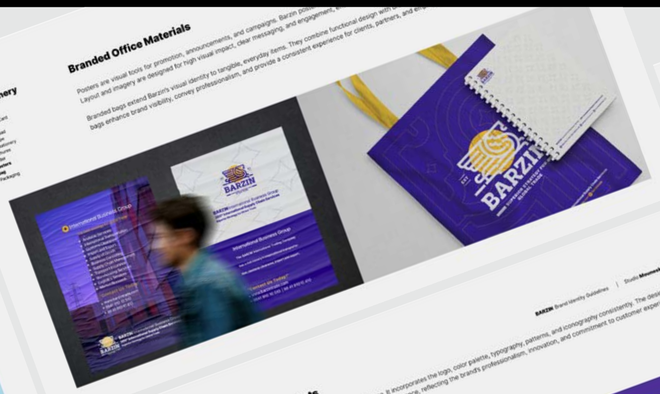
BARZIN Brand Identity Guidelines | Studio Monochrom 29

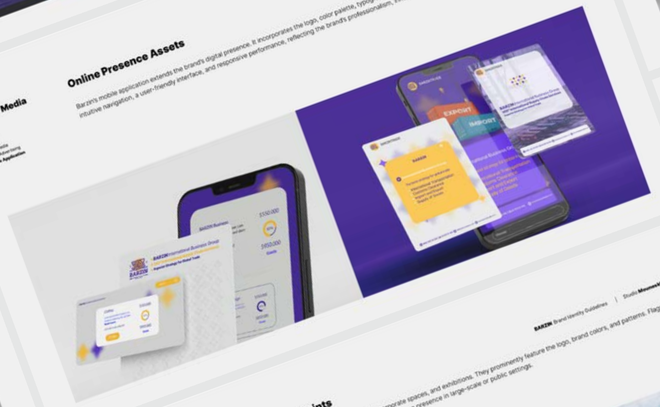




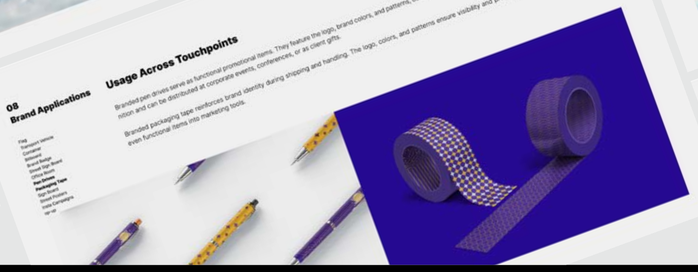


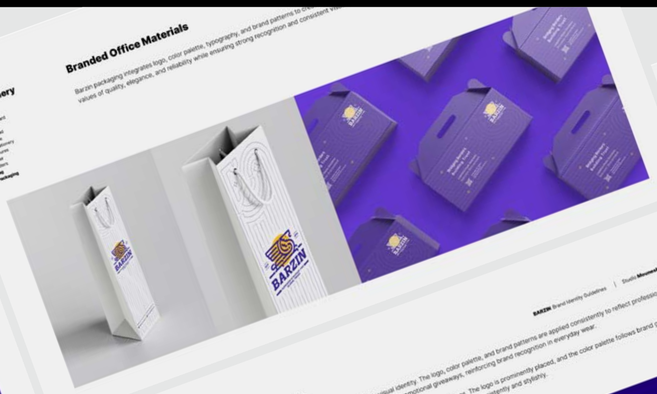


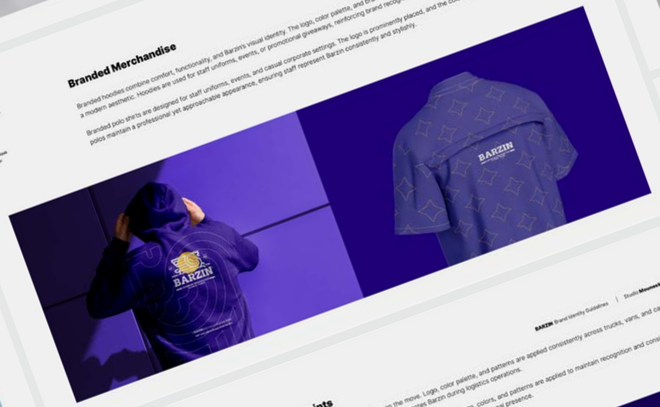


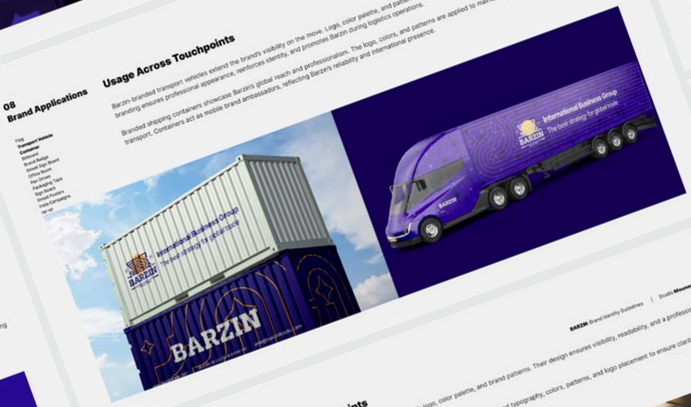


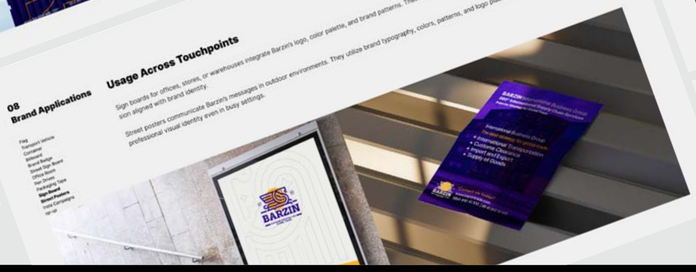


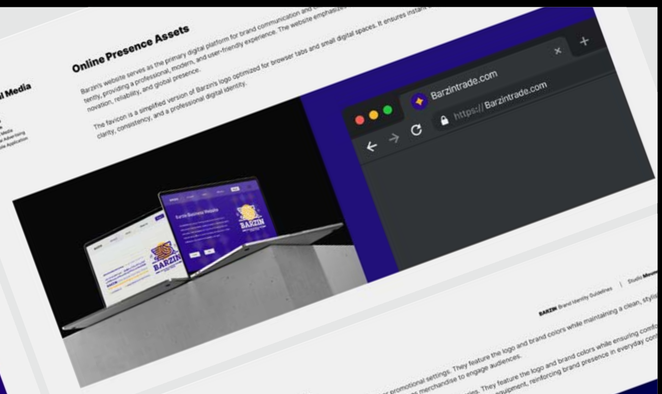


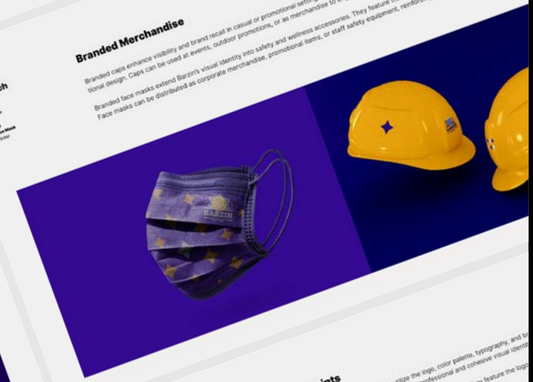


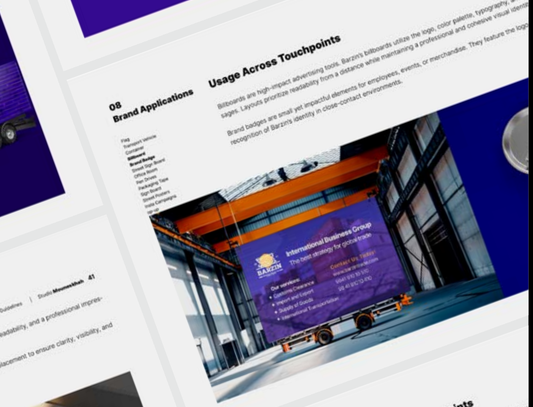


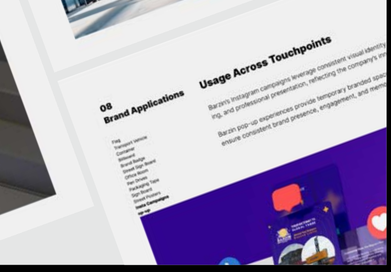










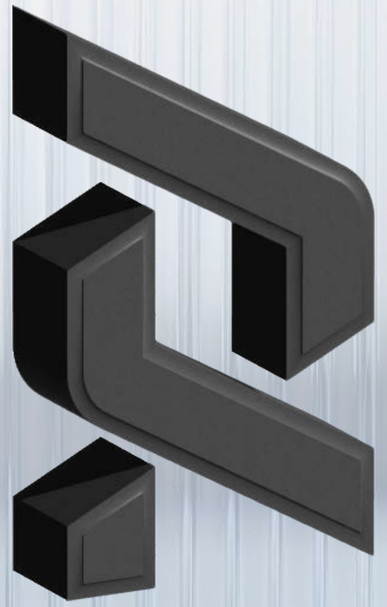


Strategic Brand Architecture, From Concept to Visual Identity Design

RENVIA CAPITAL

Client: RENVIA, London, United Kingdom (UK)
Project Type: Brand Identity & Logo Design

Duration: 8 Weeks
Year: 2026



Renvia
Capital



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Selection. Control. Execution.
Ideas, Engineered into Systems.

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Ideas, Engineered into Systems.
001 A-C
GENERAL G/C
ELEMENTARY LABEL
Renviacapital.com
office@renviacapital.com
X : Renviacapital
+989121634772

Project Overview :

The primary objective of the Renvia project was not conventional branding designed to attract a mass audience, but rather the creation of an "isolated ecosystem" and a highly exclusive "think tank" for an elite network. The task was to transcend standard promotional approaches and establish a minimalist, obsidian-dark, and rigorously engineered architecture that enforces authority, security, and exclusivity across all physical and digital touchpoints.

Design Challenge :

The core challenge lay in "designing for filtration rather than attraction." The mandate required the absolute elimination of decorative elements, emotional color palettes, and visual noise to achieve a clinical, uncompromising visual language. The challenge was to engineer a system that dictates its physical weight and security to the target audience through expansive negative space, brutalist materials, and rigid structures long before any content is consumed.



Concept & Meaning :

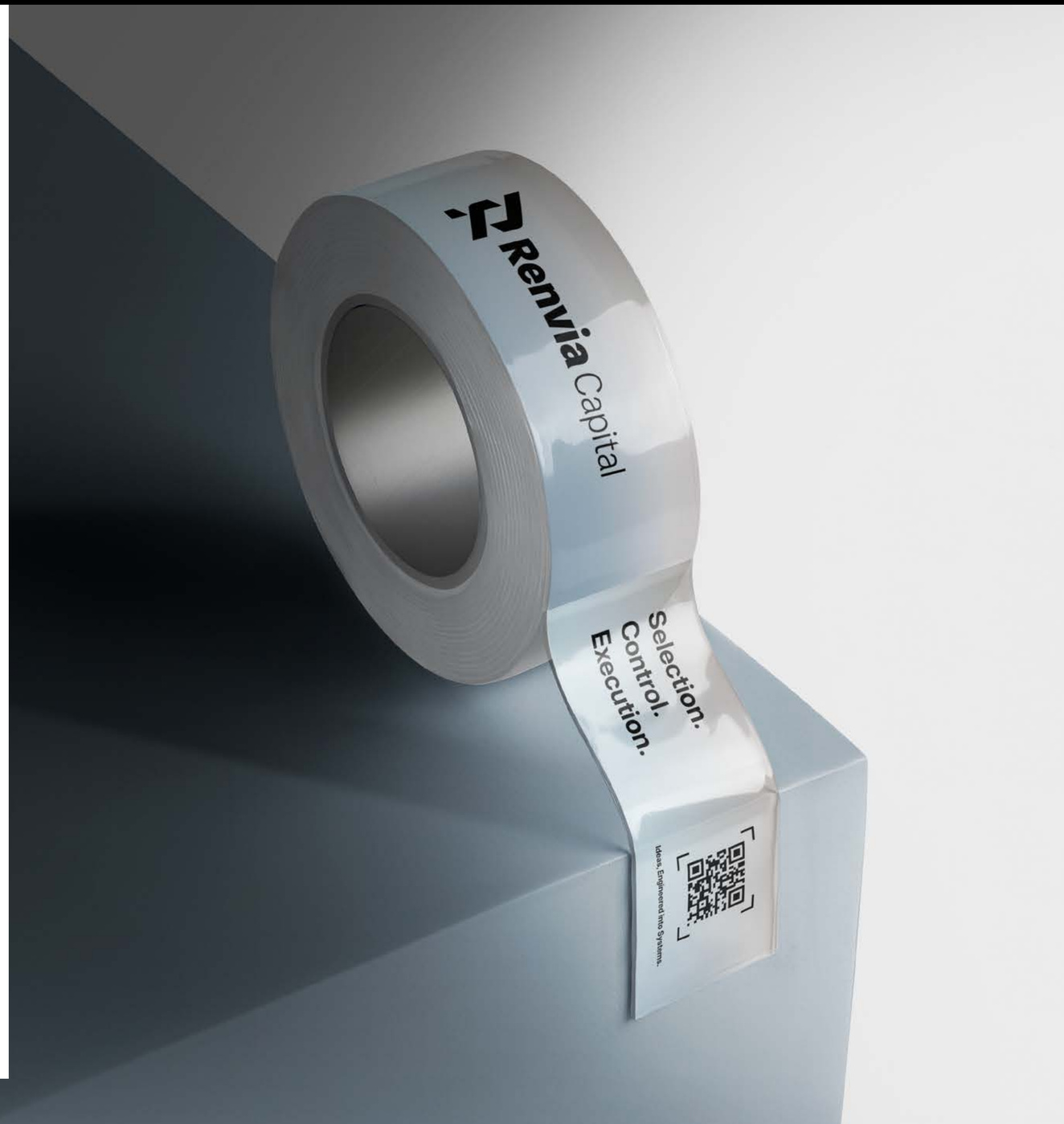
The redesigned identity serves as the physical manifestation of power, control, and data security. The strict adherence to a monochrome palette, decisive typography, and mathematical grids reflects Renvia's strategic discipline. Rather than evoking human emotion, the monolithic and geometric forms translate the underlying logic, hidden structure, and flawless governance of the system over its information architecture.

Process & Execution :

The process was initiated with an in-depth audit of Renvia’s exclusionary strategies. All deliverables were developed upon a precise modular grid system and a rigorous material calibration framework—utilizing heavyweight dark cardstocks, heavy metals, and exposed concrete. During execution, commercial multi-color printing and additive methods were entirely discarded in favor of subtractive and tactile techniques, such as blind embossing, laser die-cutting, and deep engraving, to guarantee the physical solidity of the brand's architecture.

Outcome :

The new identity elevates Renvia from a corporate organization into an impenetrable monolith. By ruthlessly filtering the general public and engineering targeted curiosity, this visual system cements Renvia's position as an undisputed, exclusive leader within the network of key decision-makers. The project stands as a definitive case study of how radical minimalism and clinical design can be weaponized to establish governance and institutional value at the highest strategic level.




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www.Renviacapital.com office@Renviacapital.com 98 9121634772 Renvia capital

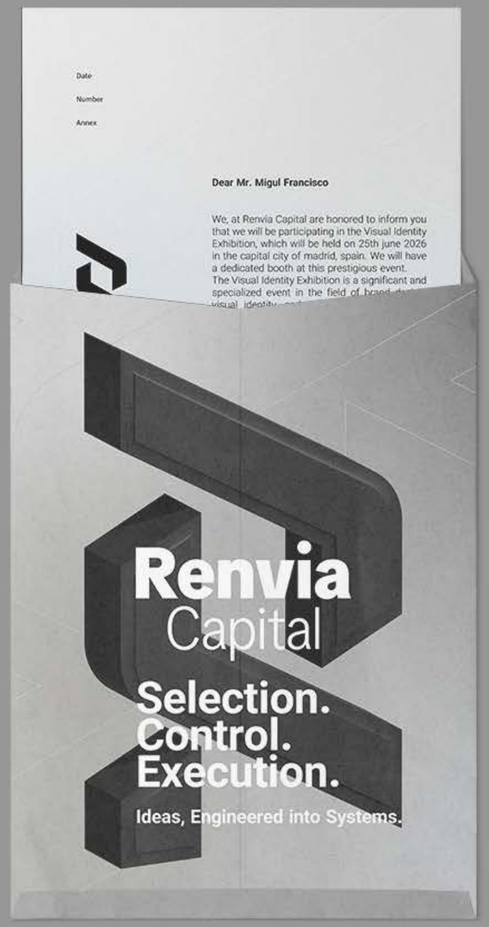
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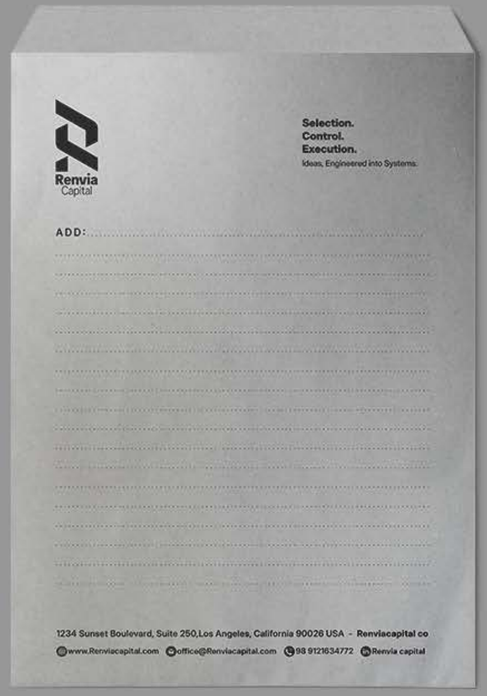
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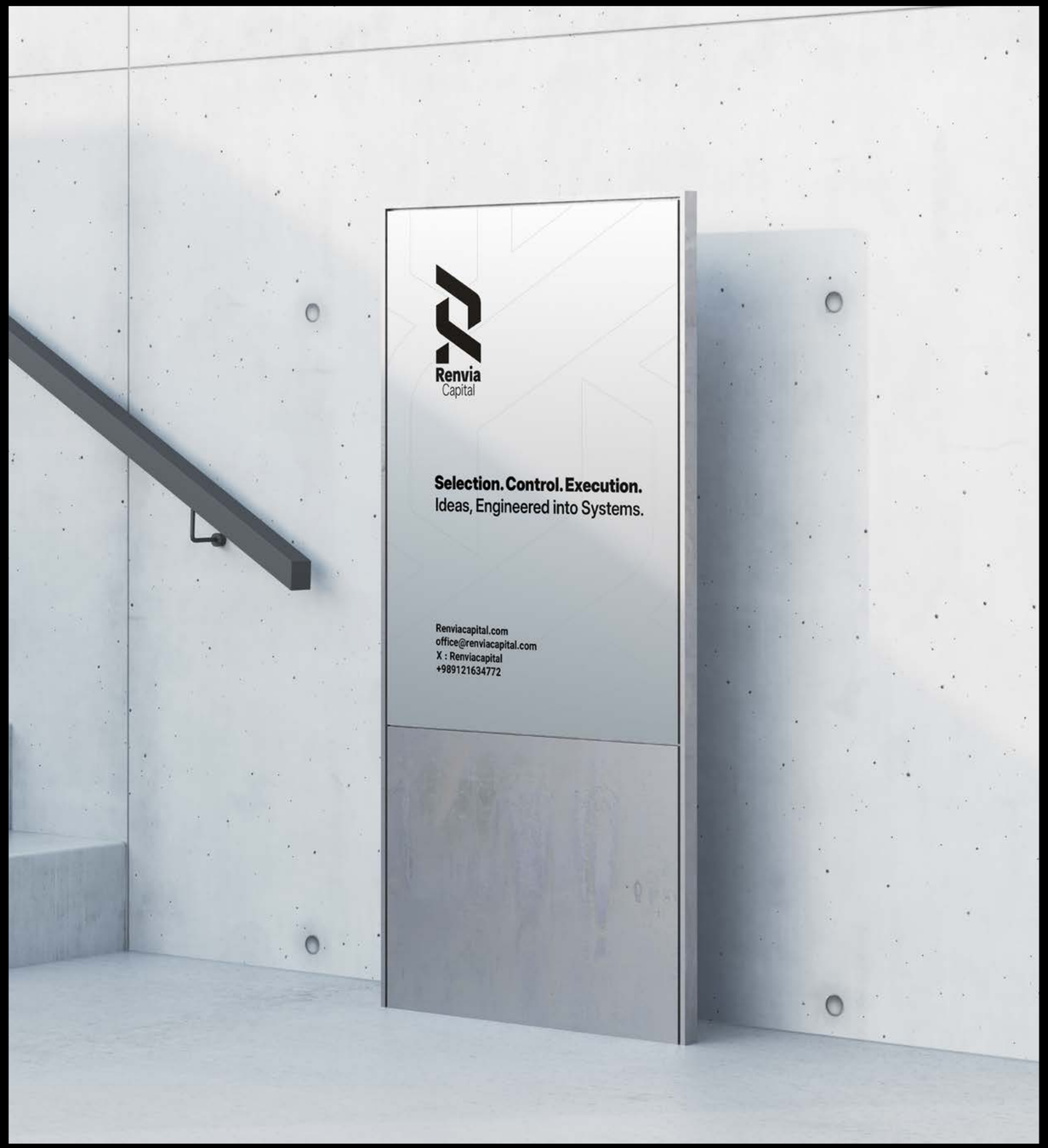

Date
Number
Annex
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Date
Number
Annex
Dear Mr. Migul Francisco
We, at Renvia Capital are honored to inform you that we will be participating in the Visual Identity Exhibition, which will be held on 25th june 2026 in the capital city of madrid, spain. We will have a dedicated booth at this prestigious event.
The Visual Identity Exhibition is a significant and specialized event in the field of
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98 9121634772
Renvia capital


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Date
Number
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Capital
April 2026
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+98 9121634772


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Systems don't happen
They are engineered
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+989121634772

Matte Titanium
PANTONE 401 U

#b2ada7
178,173,167

Matte Platinum

#e3e3e3
227,227,227

Absolute Black
Pantone Process Black C

#000000
0,0,0

Systemic Blue
PANTONE 5415 C

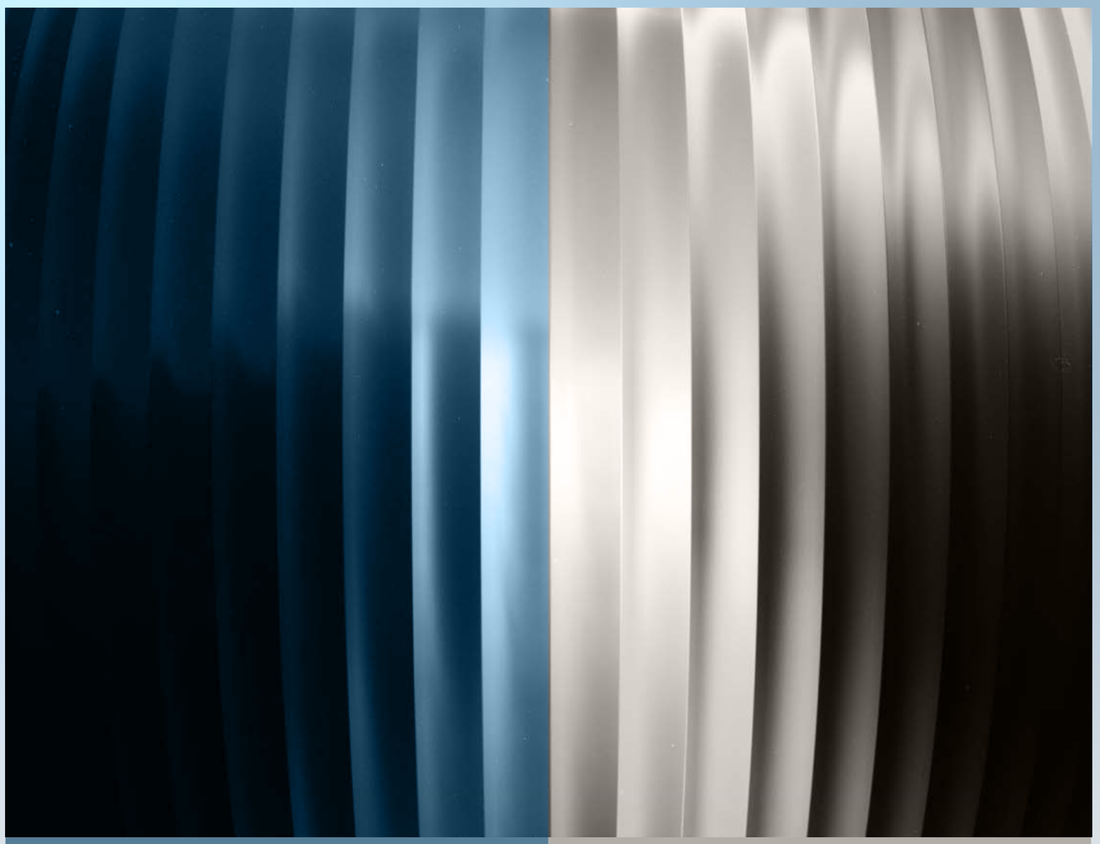
#567d96
86,125,150

Structural Gray
PANTONE Cool Gray 1 U

#d9d8d6
217,216,214

Clinical Blue

#c9e9ff
201,233,255

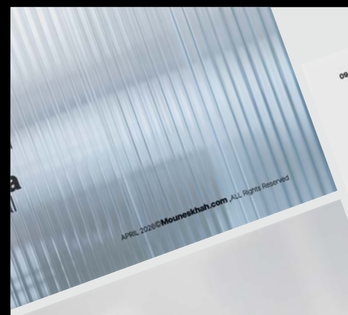


Systemic Blue

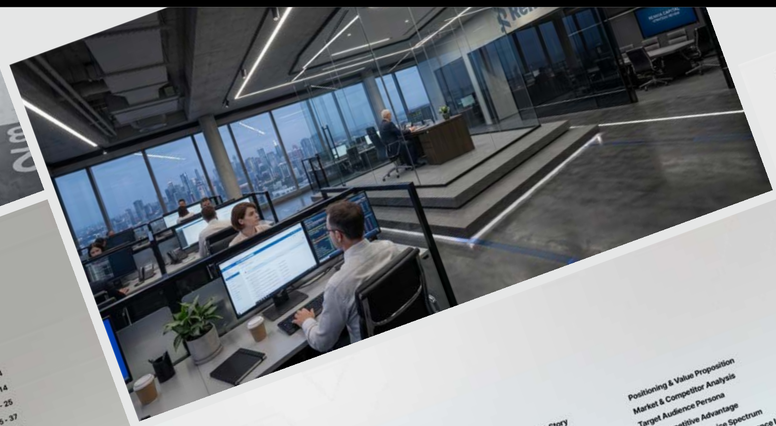
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86,125,150

Matte Titanium

#b2ada7
178,173,167



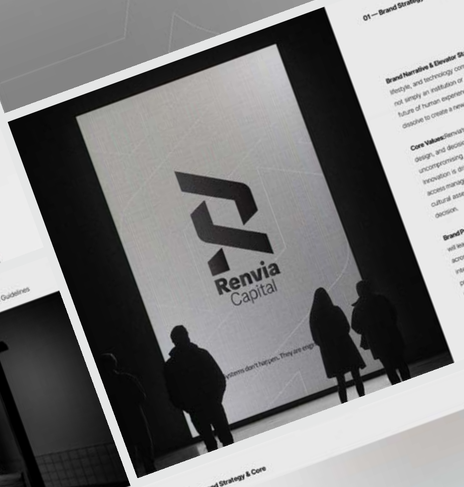


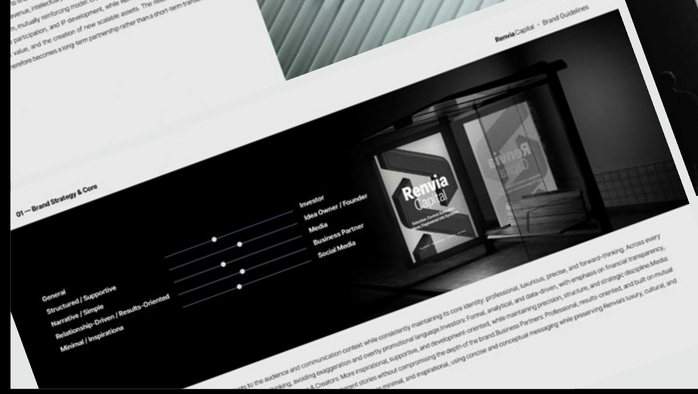






















Content

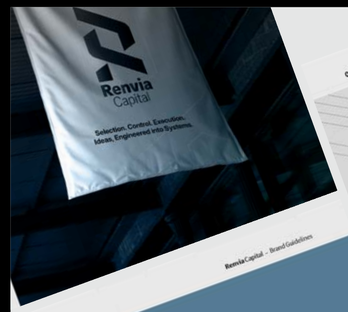
(Brand Strategy & Core) 13 - 04
(Brand Logo & Architecture) 24 - 14
(Color Architecture & Systems) 36 - 25
(Typography Systems & Text Structure) 45 - 37
(Stationery & Brand Collateral) 57 - 46
(Digital Media & Interfaces) 67 - 58
(Merch & Corporate Gear) 78 - 68
(Environmental & Brand Applications) 94 - 79
(Spatial Ecosystem) 95-119

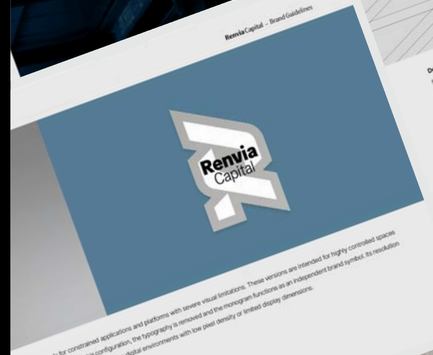
01 Brand Strategy & Core

Brand Introduction & Story
Mission & Purpose
Holding Operating Model
Brand Narrative & Elevator Statement
Core Values
Brand Promise & Sustainable Advantage
Personality & Archetype
Tone of Voice & Communication Style
Positioning & Value Proposition
Market & Competitor Analysis
Target Audience Personas
Key Competitive Advantage
Strategic Tone of Voice Spectrum
Implementation & Key Performance Indicators
Performance & Ecosystem Health

02 Brand Logo & Architecture


Renvia Capital
03 — Color Architecture & Systems
04 Typography System
Corporate Font Family
Typeface Selection
Primary & Accent Typefaces
Style & Weight Map
Headline & Subheadline Architecture
Body & Paragraph Layout
Captions & Quotations
Logotype Architecture
Logotype Weight Calibration
Leading
Kerning & Tracking
Text Alignment & Layout
Accessibility & Minimum Size
Text Layout Restrictions
Data & Table Typography
Color in Text Architecture
Official Letter Sample
Project Introduction Sample
Meeting Report Sample
TikTok Sans
Using color in text
"Systems don't happen
They are engineered"
05 Stationery & Brand Collateral


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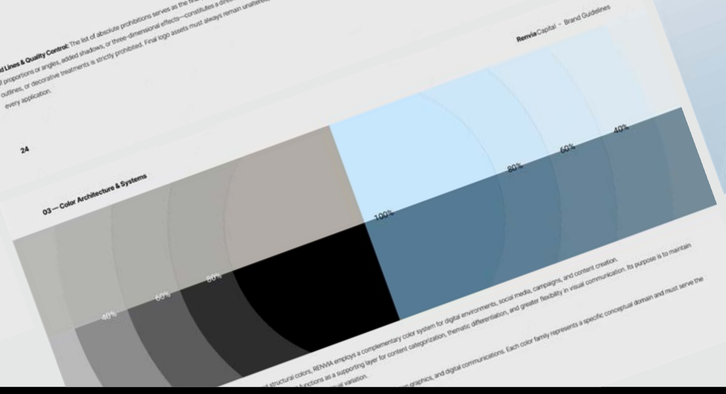


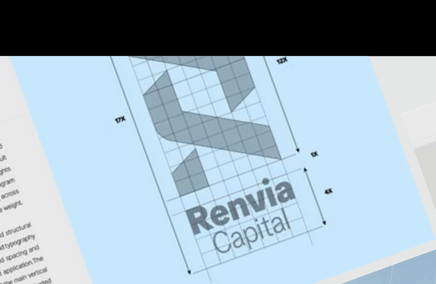


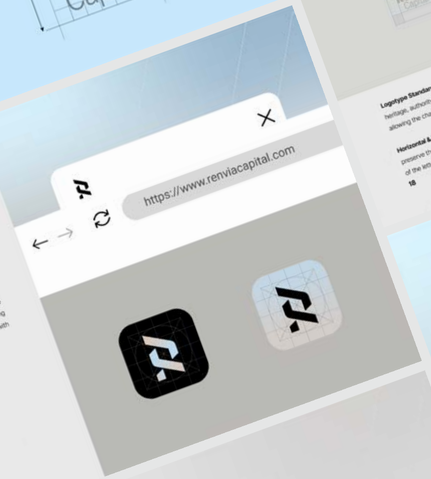

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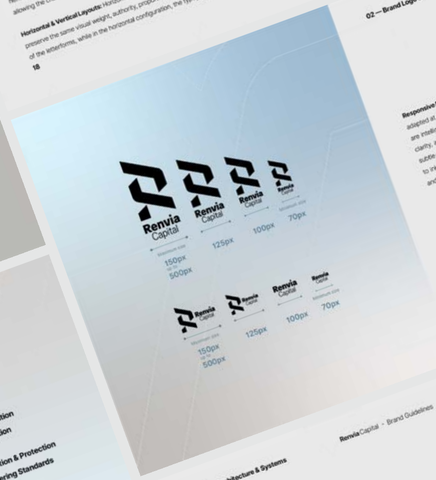

Matte Titanium
PANTONE 407 U
Absolute Black
Pantone Process Black C
Structural Gray
PANTONE Cool Gray 1 U
Systemic Blue
PANTONE 5415 C
Matte Platinum

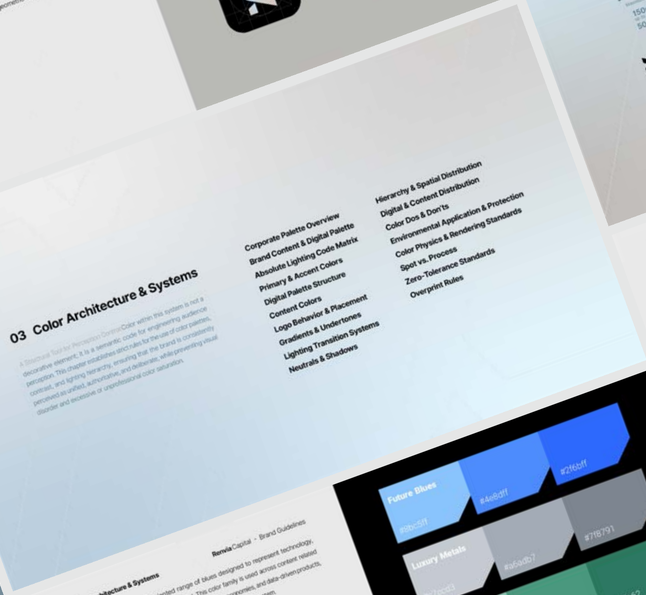



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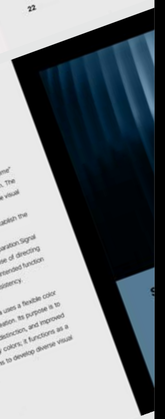

https://www.renviacapital.com


Renvia Capital


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150px
500px
125px
100px
70px

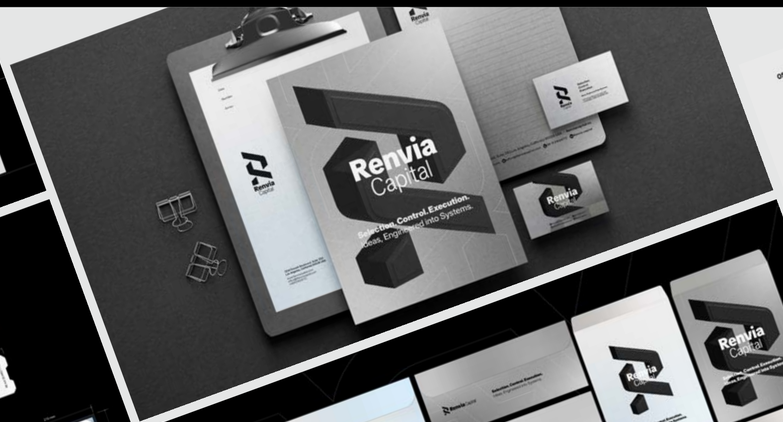

03 Color Architecture & Systems
Corporate Palette Overview
Brand Content & Digital Palette
Absolute Lighting Code Matrix
Primary & Accent Colors
Digital Palette Structure
Content Colors
Logo Behavior & Placement
Gradients & Undertones
Lighting Transition Systems
Neutrals & Shadows
Hierarchy & Spatial Distribution
Digital & Content Distribution
Color Dos & Don'ts
Environmental Application & Protection
Color Physics & Rendering Standards
Spot vs. Process
Zero-Tolerance Standards
Overprint Rules


Future Blues
Luxury Metals
Capital Greens
Vision Purples
Strategic Gold




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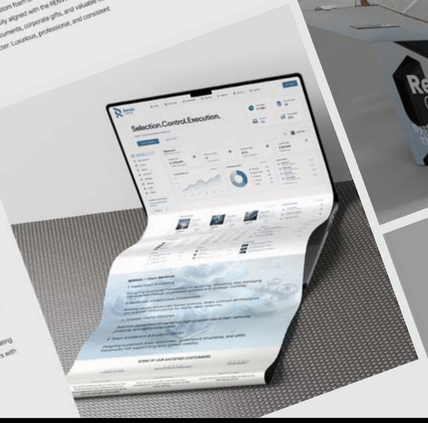


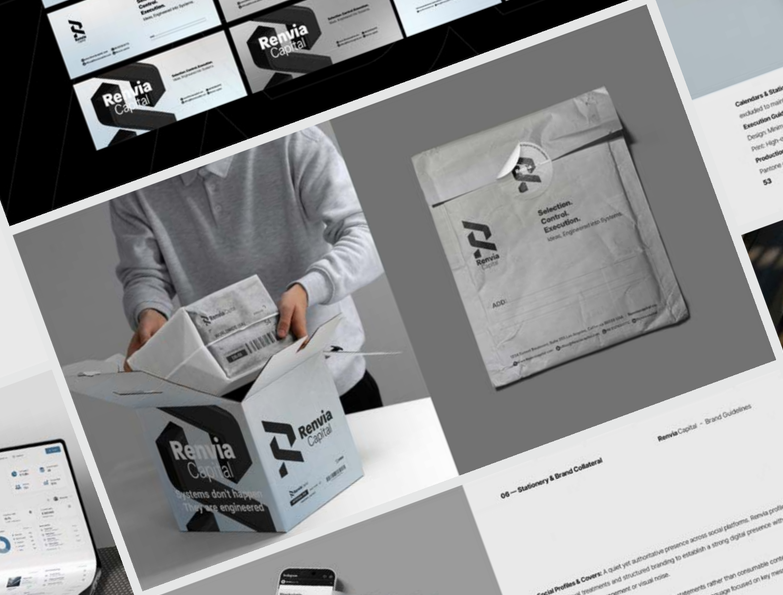


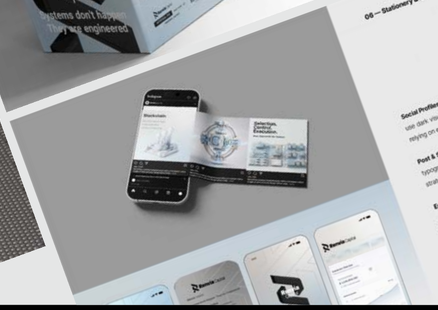






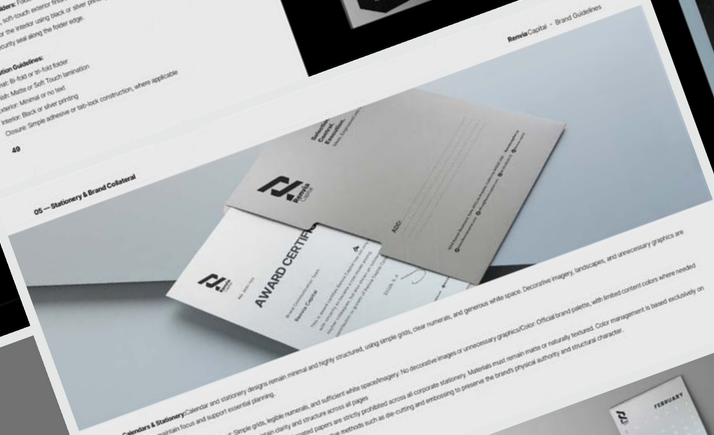






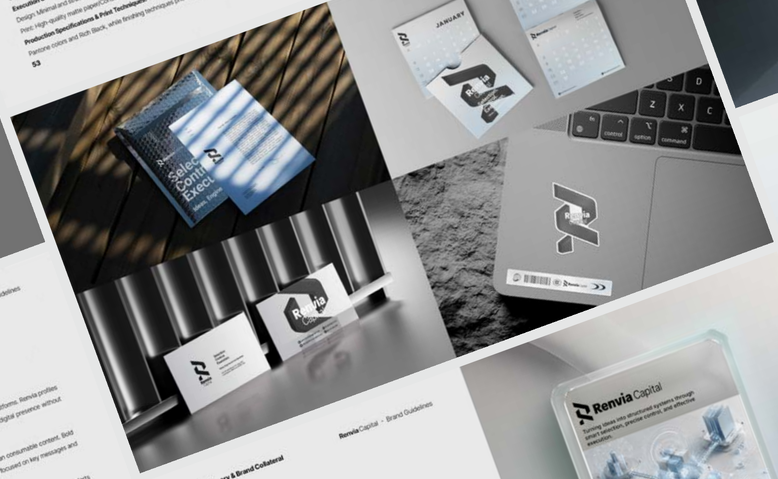
















05 — Stationery & Brand Collateral

Renvia Capital — Brand Guidelines

Brochures, Flyers & Posters: These materials are not intended for mass distribution. Each edition features a unique serial number, limited color printing, and optional engineered folds on specialty stock. Imagery remains minimal, with typography as the primary visual element.

Execution Guidelines:
Stock: 300–350gsm matte cardstock
Color: Maximum of one or two colors
Serial Number: Unique numbering on each edition
Format: One or more engineered folds where appropriate
Visuals: Limited imagery, with a focus on typography
Finish: Matte or Soft Touch
Avoid: Glossy finishes and conventional advertising colors

Corporate Packaging System: Packaging at RENVIA is more than physical protection; it is an extension of the brand experience, reflecting quality, precision, creativity, and value. Each package should communicate trust, exclusivity, and controlled refinement through durable, mineral structures and precise execution.

Execution Guidelines:
Structure: High-quality, durable rigid boxes
Color: Official brand palette, with content colors where appropriate
Finish: Matte or Soft Touch
Logo: Minimal, with foil stamping or spot UV
Interior: Custom foam or molded cardstock inserts
Design: Fully aligned with the RENVIA visual identity
Use: Documents, corporate gifts, and valuable items
Character: Luxurious, professional, and consistent

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06 — Stationery & Brand Collateral

Renvia Capital — Brand Guidelines

Website & Landing Page Architecture: Renvia landing pages are not designed as mass-market marketing funnels, but as controlled gateways for audience filtering. Generous negative space and restricted access cues create a sense of exclusivity, guiding only strategically aligned audiences toward deeper layers of the ecosystem.

The mobile interface is built around precise information architecture, eliminating result is an isolated, frictionless environment providing members with strategic assets.

05 — Stationery & Brand Collateral

Renvia Capital — Brand Guidelines

Envelope Standards: Envelopes are produced using custom die-cuts and precise geometric flaps on 200–300gsm matte stock. Large logo placement is prohibited; the brand mark remains small and discreet, applied in a corner or on the flap using matte foil or spot UV to preserve the confidentiality and understated character of the correspondence.

Execution Guidelines:
Color: Official brand color palette
Stock: 200–300gsm matte paper
Logo Finish: Small and discreet, placed in the upper corner or on the flap
Cut: Clean edges or subtle angled edges, where custom die-cutting is available

Document Folders: Folders are designed with a clean, structured construction, using precise cuts and a matte, soft-touch exterior finish. Exterior information is kept minimal, while formal details are reserved for the interior using black or silver printing. Strategic documents may be secured with a simple security seal along the folder edge.

Execution Guidelines:
Format: Bi-fold or tri-fold folder
Finish: Matte or Soft Touch lamination
Exterior: Minimal or no text
Interior: Black or silver printing
Closure: Simple adhesive or tab-lock construction, where applicable

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05 — Stationery & Brand Collateral

Renvia Capital — Brand Guidelines

Calendars & Stationery: Calendar and stationery designs remain minimal and highly structured, using simple grids, clear numerals, and generous white space. Decorative imagery, landscapes, and unnecessary graphics are excluded to maintain focus and support essential planning.

Execution Guidelines:
Design: Minimal and structured Layout: Simple grids, legible numerals, and sufficient white space Imagery: No decorative images or unnecessary graphics Color: Official brand palette, with limited content colors where needed
Print: High-quality matte paper Consistency: Maintain clarity and structure across all pages

Production Specifications & Print Techniques: Glossy and coated papers are strictly prohibited across all corporate stationery. Materials must remain matte or naturally textured. Color management is based exclusively on Pantone colors and Rich Black, while finishing techniques prioritize reductive methods such as die-cutting and embossing to preserve the brand's physical authority and structural character.

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06 — Stationery & Brand Collateral

Renvia Capital — Brand Guidelines

Social Profiles & Covers: A quiet yet authoritative presence across social platforms. Renvia profiles use dark visual treatments and structured branding to establish a strong digital presence without relying on excessive engagement or visual noise.

Post & Story Templates: Designed as strategic statements rather than consumable content. Bold typography and minimal imagery create a controlled visual language focused on key messages and strategic communication.

Email & Push Notification Templates: Renvia's digital communications function as strategic alerts and limited invitations, rather than conventional newsletters. Clinical typography and precise geometric layouts reinforce the importance and exclusivity of each message.

06 — Stationery & Brand Collateral

Renvia Capital — Brand Guidelines

Digital Advertising & Banners: Renvia banners are not designed for low-cost clicks. They serve as tools for controlled positioning and authority across selected digital environments, using high visual contrast to capture the attention of the intended audience.

Motion & Microinteractions: Renvia avoids soft, playful, or bouncing animations. All interactions use linear motion, precise geometry, and controlled timing, reinforcing the system's sense of [illegible] with every interaction.

50

Execution Guidelines:
Background: White or very light
Text: Black
Typography: Simple, highly legible, with consistent weight hierarchies
Layout: Clean, structured, and free of unnecessary color or visual clutter

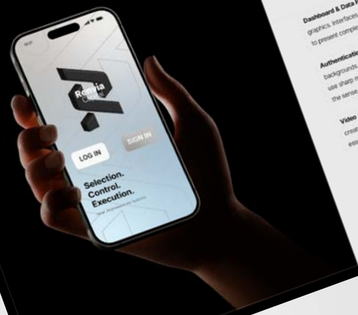
Proposals & Contracts: At RENVIA, proposals and contracts are more than administrative documents; they form part of the architecture of trust, value, and decision-making. They must communicate precision, credibility, transparency, and a long-term perspective through a neutral, professional, and highly legible structure. The writing style remains formal, direct, and trust-oriented, avoiding unnecessary complexity or exaggeration.

Execution Guidelines:
Design: Simple, minimal, and professional
Color: Official brand palette, with content colors where appropriate
Print: High-quality matte paper or cardstock
Cover: Minimal, featuring the logo and document title
Information: Document number, date, and confidentiality level

06 Digital Media & Interfaces

Website & Landing Page Archite
Mobile App UI
Social Profiles & Covers
Post & Story Templates
Email & Push Notification
Digital AdverBning & Ba
Motion & Microinterac





Dashboard & Data Portal Design: Renvia dashboards
graphics, interfaces rely on rigid grid systems, a monochromatic palette,
to present complex information with maximum clarity and precision.

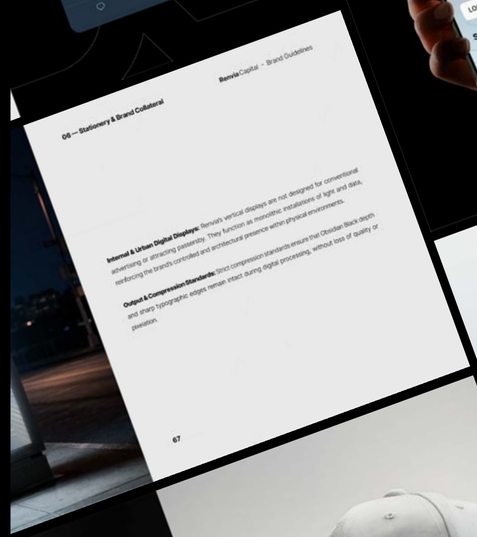
Authentication System Design: Login interfaces function as secure digital gateways. Dark
backgrounds, minimal forms, and restrained input fields create a controlled experience. Focus states
use sharp monochromatic indicators, while password fields employ geometric masking to reinforce
the sense of security.

Video Assets: Renvia videos use slow pacing, cinematic composition, and controlled darkness to
create a sense of depth, anticipation, and authority. Silence and negative space are treated as
essential elements of the visual narrative.

64





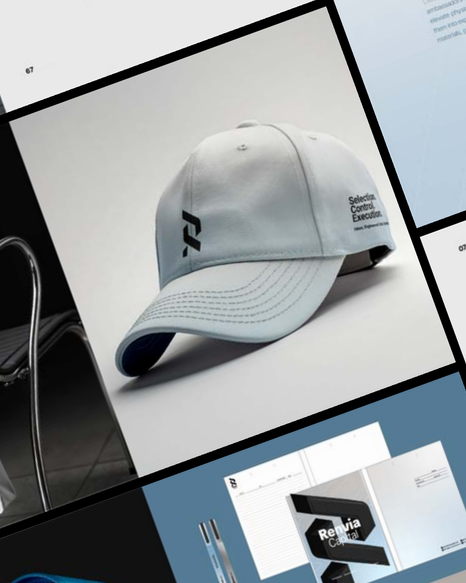


Internal & Urban Digital Displays: Renvia's vertical displays are not designed for conventional
advertising or attracting passersby. They function as monolithic installations of light and data,
reinforcing the brand's controlled and architectural presence within physical environments.

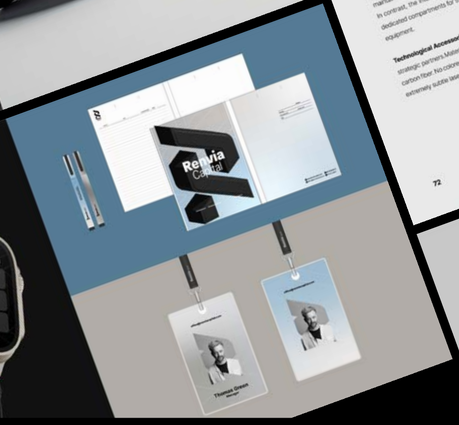
Output & Compression Standards: Strict compression standards ensure that Obsidian Black depth
and sharp typographic edges remain intact during digital processing, without loss of quality or
precision.

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07 Merch & Corporate Gear

Renvia Capital's Physical Extension. Products are gifts worn as brand ambassadors within everyday life. This section defines standards that elevate physical items beyond promotional merchandise, transforming them into expressions of value, belonging, and exclusivity through premium materials, precise execution, and material design.

- T-Shirts & Polos
- Hoodies, Jackets & Outerwear
- Headwear & Caps
- Uniforms & Dress Codes
- Bags & Backpacks
- Tech Accessories
- Keychains, Lanyards & Tags
- Lifestyle Accessories

- Premium Stationery & Notebooks
- Mugs & Drinkware
- Corporate Textiles & Patterns
- Seasonal & Occasion Gifts
- Print & Embroidery Techniques
- Custom Gift Packaging
- Materials & Textures





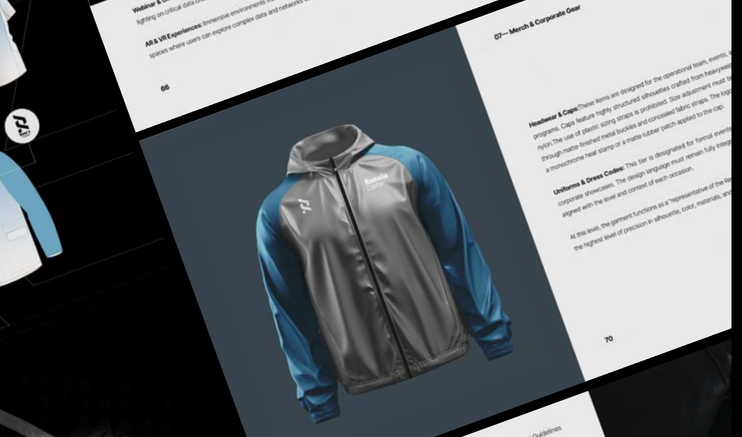


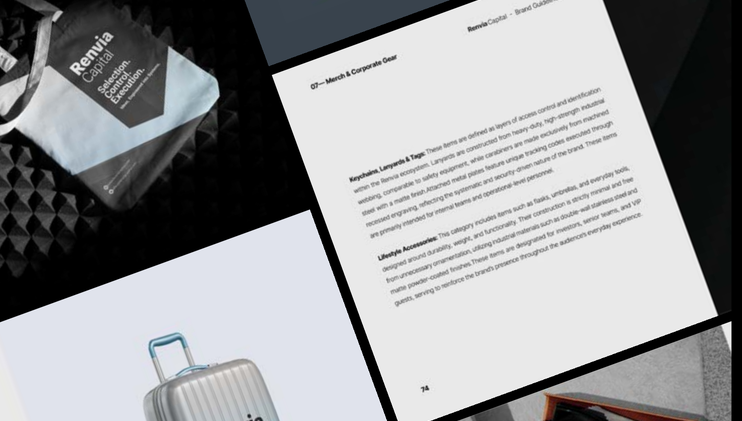




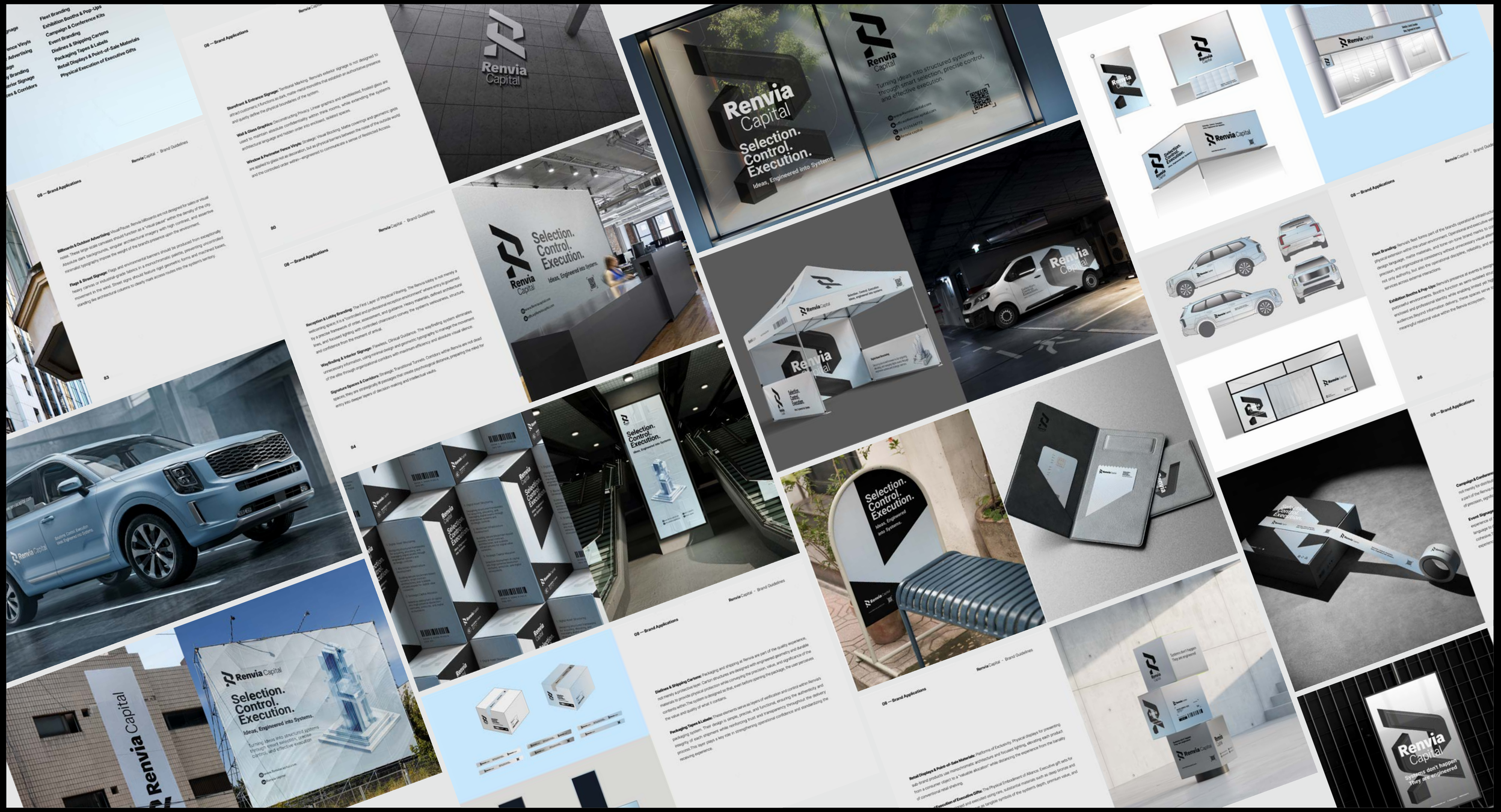











Renvia Capital
Selection. Control. Execution.
Ideas, Engineered into Systems.
Turning ideas into structured systems through smart selection, precise control, and effective execution.
Selection. Control. Execution.
Ideas, Engineered into Systems.
Systems don't happen. They are engineered.
08 — Brand Applications
Renvia Capital · Brand Guidelines
Fleet Branding
Exhibition Booths & Pop-Ups
Campaign & Conference Kits
Event Branding
Displays & Shipping Cartons
Packaging Tapes & Labels
Retail Displays & Point-of-Sale Materials
Physical Execution of Executive Gifts
Billboards & Outdoor Advertising: Visual Power. Renvia billboards are not designed for sales or visual noise. These large-scale canvases should function as a "visual pause" within the density of the city. Absolute dark backgrounds, singular architectural imagery with high contrast, and assertive minimalist typography impose the weight of the brand's presence upon the environment.
Flags & Street Signage: Flags and environmental banners should be produced from exceptionally heavy canvas or industrial-grade fabrics in a monochromatic palette, preventing uncontrolled movement in the wind. Street signs should feature rigid geometric forms and machined bases, standing like architectural columns to clearly mark access routes into the system's territory.
Storefront & Entrance Signage: Territorial Marking. Renvia's exterior signage is not designed to attract customers; it functions as dark, matter-mesh monoliths that establish an authoritative presence and quietly define the physical boundaries of the system.
Wall & Glass Graphics: Deconstructing Privacy. Linear graphics and sandblasted, frosted glass are used to maintain absolute confidentiality within these rooms, while extending the system's architectural language and hidden order into enclosed, isolated spaces.
Window & Perimeter Fence Vinyls: Strategic Visual Blocking. Matte coverings and geometric grids are applied to glass not as decoration, but as physical barriers between the noise of the outside world and the concealed order within—engineered to communicate a sense of Restricted Access.
Reception & Lobby Branding: The First Layer of Physical Filtering. The Renvia lobby is not merely a welcoming space; it is a controlled and professional reception environment where every entry is governed by a precise framework of order, assessment, and guidance. Heavy materials, defined architectural lines, and focused lighting, with controlled chaperoning convey the system's seriousness, structure, and confidence from the moment of arrival.
Wayfinding & Interior Signage: Flawless. Clinical Guidance. The wayfinding system eliminates unnecessary information, using minimal design and geometric typography to manage the movement of the elite through organizational corridors with maximum efficiency and absolute visual silence.
Signature Spaces & Corridors: Strategic Transitional Tunnels. Corridors within Renvia are not dead spaces; they are strategically lit passages that create psychological distance, preparing the mind for entry into deeper layers of decision-making and intellectual vaults.
Displays & Shipping Cartons: Packaging and shipping at Renvia are part of the quality assurance, not merely a protective layer. Carton structures are designed with engineered geometry and durable materials to provide physical protection while conveying the precision, value, and significance of the contents within. The system is designed so that, even before opening the package, the user perceives the value and quality of what it contains.
Packaging Tapes & Labels: These elements serve as layers of verification and control within Renvia's packaging system. Their design is simple, precise, and functional, ensuring the authenticity and integrity of each shipment while reinforcing trust and transparency throughout the delivery process. This layer plays a key role in strengthening operational confidence and standardizing the receiving experience.
Retail Displays & Point-of-Sale Materials: Platforms of Exclusivity. Physical displays for presenting sub-brand products use monochromatic architecture and focused lighting, elevating each product from a consumer object to a "valuable elevation" while distancing the experience from the banality of commercial retail shelving.
Fleet Branding: Renvia's fleet forms part of the brand's operational infrastructure and a physical extension within the urban environment. Operational and executive vehicles design language, color materials, and tone-on-tone brand marks to convey discipline, and organizational consistency without unnecessary visual attention. This not only authority, but also the operational discipline, reliability, and seriousness across external interactions.
Exhibition Booths & Pop-Ups: Renvia's presence at events is designed to create a controlled, professional environments. Booths function as semi-isolated structures that personnel and professional identity while enabling limited yet high-quality engagement. enclosed information delivery. These spaces serve as temporary extensions of the brand, allowing audiences beyond information delivery, while maintaining strict control over how it is presented. meaningful relational value within the Renvia ecosystem.

Thanks For Watching