



E H / A N
N A B A T I

ADVERTISING DIRECTOR
— BRAND LEADER —
PACKAGING DESIGN CONSULTANT



Professional Graphic Designer

Dynamic and innovative professional with +15 years of invaluable hands-on experience in handling several simultaneous creative design projects, concept creation, graphic design, Branding Identity Design , and Packaging Design. Equipped with the ability to escalate Brand awareness by utilizing skills gained in the creative industry, being able to identify opportunities, overcome objections, build long-term mutually beneficial relationships with vendors, workforce, and clients, establishing a successful and lucrative company.

MY SERVICES:

Brand Identity Design



We get to know your brand strategy: we define your mission, vision and values and determine your target audience.

We design your visual identity: we design and edit your logo, colors, fonts and tone.

We find the voice of your brand: we determine the tone and way of communicating with your audience

We implement and monitor your brand: We implement your strategy, monitor its effectiveness and, if necessary, modify it.

Packaging Design



First, we get a comprehensive understanding of the needs, the market and the product.

Then, using our experiences, knowledge and creativity, we present suitable ideas.

After that, we will prepare the plan with your cooperation and suggest the suitable material for packaging

If necessary, before printing and producing the packaging, we make a replica and test its functionality.

Web Design



We will design the website of your collection according to the functions you want

By researching and planning relevant keywords, we identify target audiences and competitors.

Optimization: We optimize the website structure, content, code and user experience for search engines.

Manage and analyze: Monitor SEO performance regularly, update and continue to improve it over time.

Full Project



Everything you need in the field of design and advertising

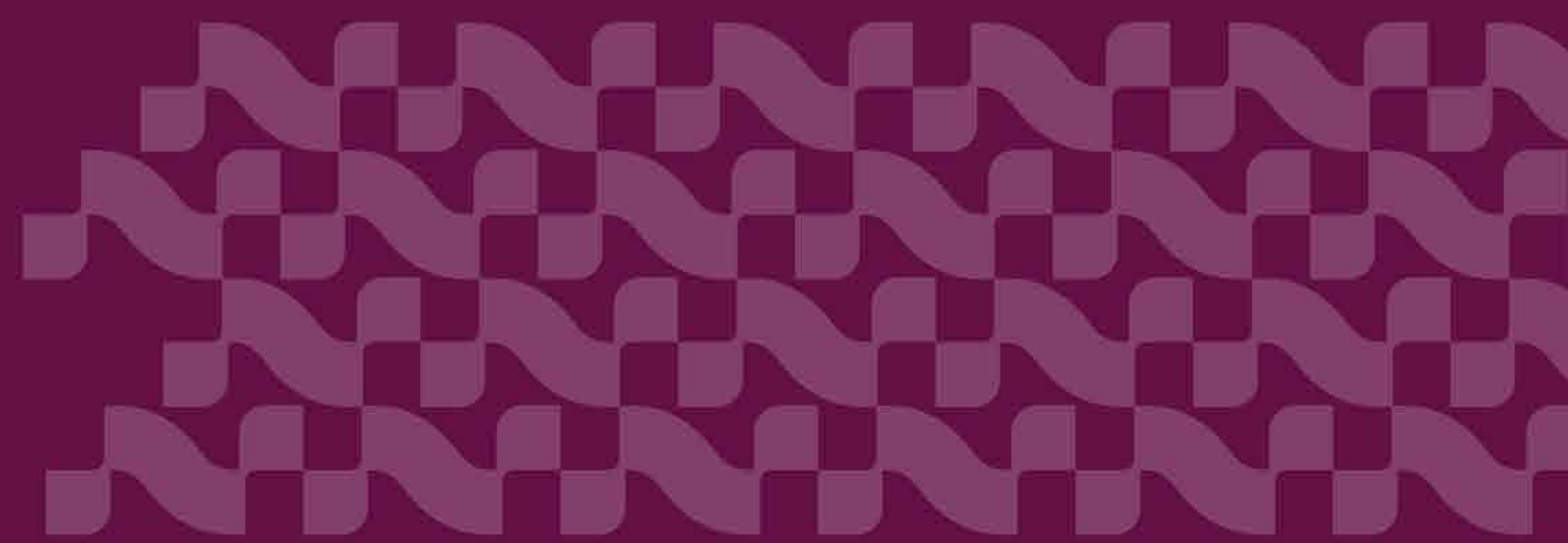
Brand identity design: including logo design, typography, color scheme, and other visual elements that make up the brand identity.

Printed graphic design: including designing brochures, catalogs, posters, business cards, letterheads and other printed items.

Web graphic design: including user interface (UI) and user experience (UX) design of websites and applications.

Advertising graphic design: including billboard design, print and digital ads, photography and illustration, video and teaser, packaging design, product design and more. Leave it to us

Brand Identity Design





Brand Identity Design Services: From Concept to Execution

Your brand identity is the DNA of your brand that is reflected in all your interactions with your audience. We provide comprehensive brand identity design services to help you build a strong and differentiated brand that resonates with your audience and helps you achieve your goals.

Our services include:

- **Phase 1: Research and Strategy**
 - Understanding your business
 - Market research
 - Defining brand values and personality
 - Developing a brand strategy
- **Phase 2: Visual Identity Design**
 - Logo design
 - Color palette selection
 - Typography design
 - Creating a brand identity guide
- **Phase 3: Implementation and Management**
 - Design and development of advertising themes
 - Website and user interface design
 - Packaging design
 - Brand identity management
- **Benefits of using our services:**
 - Create a strong and consistent brand image
 - Increase brand trust and loyalty
 - Improve marketing and sales
 - Attract and retain top talent



TAK CRYSTAL Rebranding

Tak Crystal Group is the first and largest producer of saffron and spices packaging containers. The initial logo of this company did not fit well with the nature and functions of this brand. Therefore, redesigning the visual identity of Crystal Tech was a necessity. In this project, comprehensive information about the company was first collected, including: background, goals, services and products, audience, etc. Then, based on these specifications, the brand identity was developed.

- Location: Mashhad - Iran
- Year: 2020
- Project details:
 - Logo redesign
 - Brand Color Pallete
 - Brand Pattern design
 - Products Pictogram
 - Copy writing (Slogan)
 - Packag Patterns Design
 - Web design
 - Social media Content

- **Problem:** there were three key elements to the ideation process it was considered
 - _ Forerun
 - _ Quality and elegance of products
 - _ Global target market



- **Solution:** According to the key elements of the brand, the right image should be chosen for it. Through the investigations, we found the crown to be a suitable symbol for it. And we designed the company's logo with a minimal, modern and luxurious style



Color Palette:



Saffron

C: 50
M: 100
Y: 00
K: 35



Crown

GOLD
C: 00
M: 20
Y: 75
K: 20

Colored Logo:



Logo Versions:

Colored with Frame



Colored



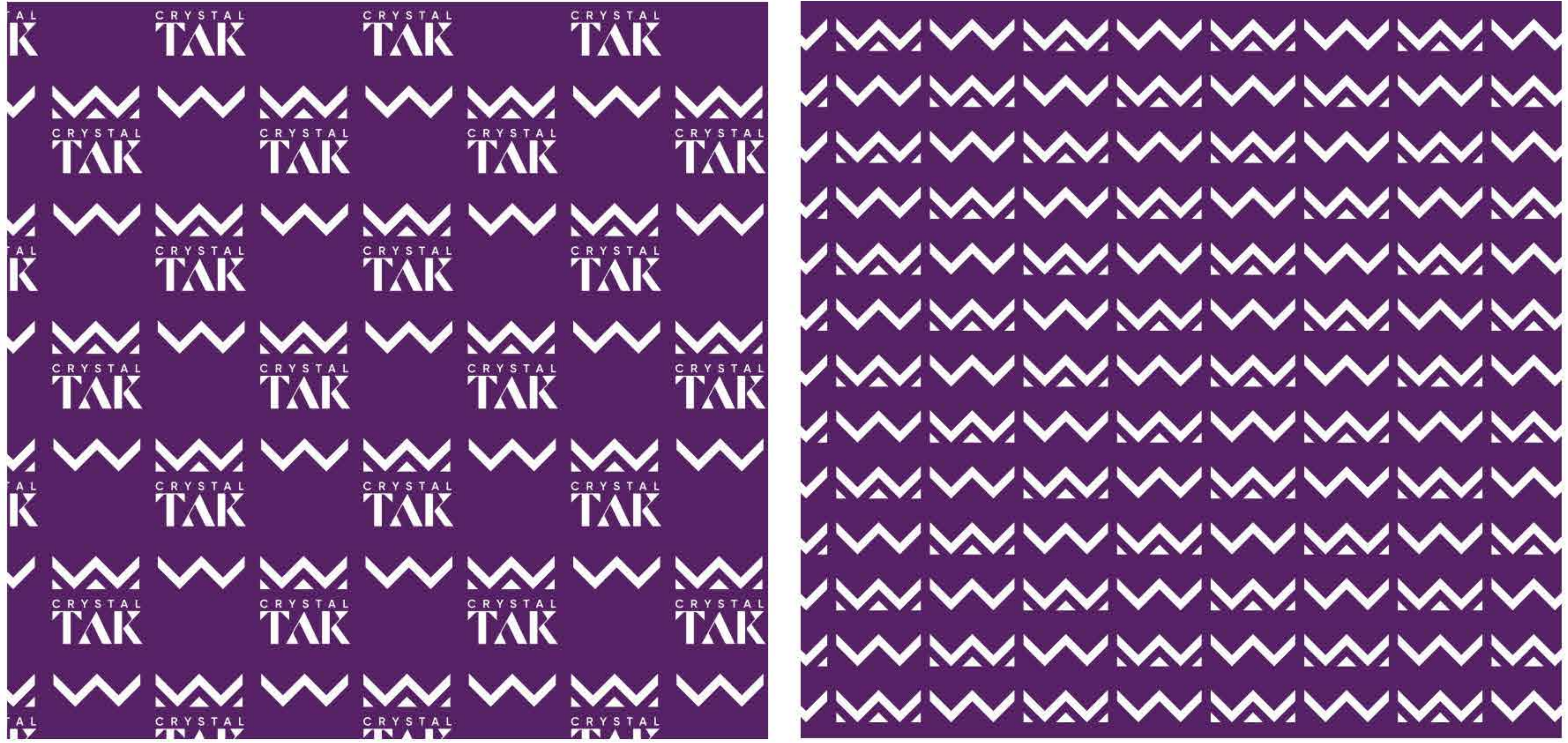
Monochrome with Frame



Monochrome



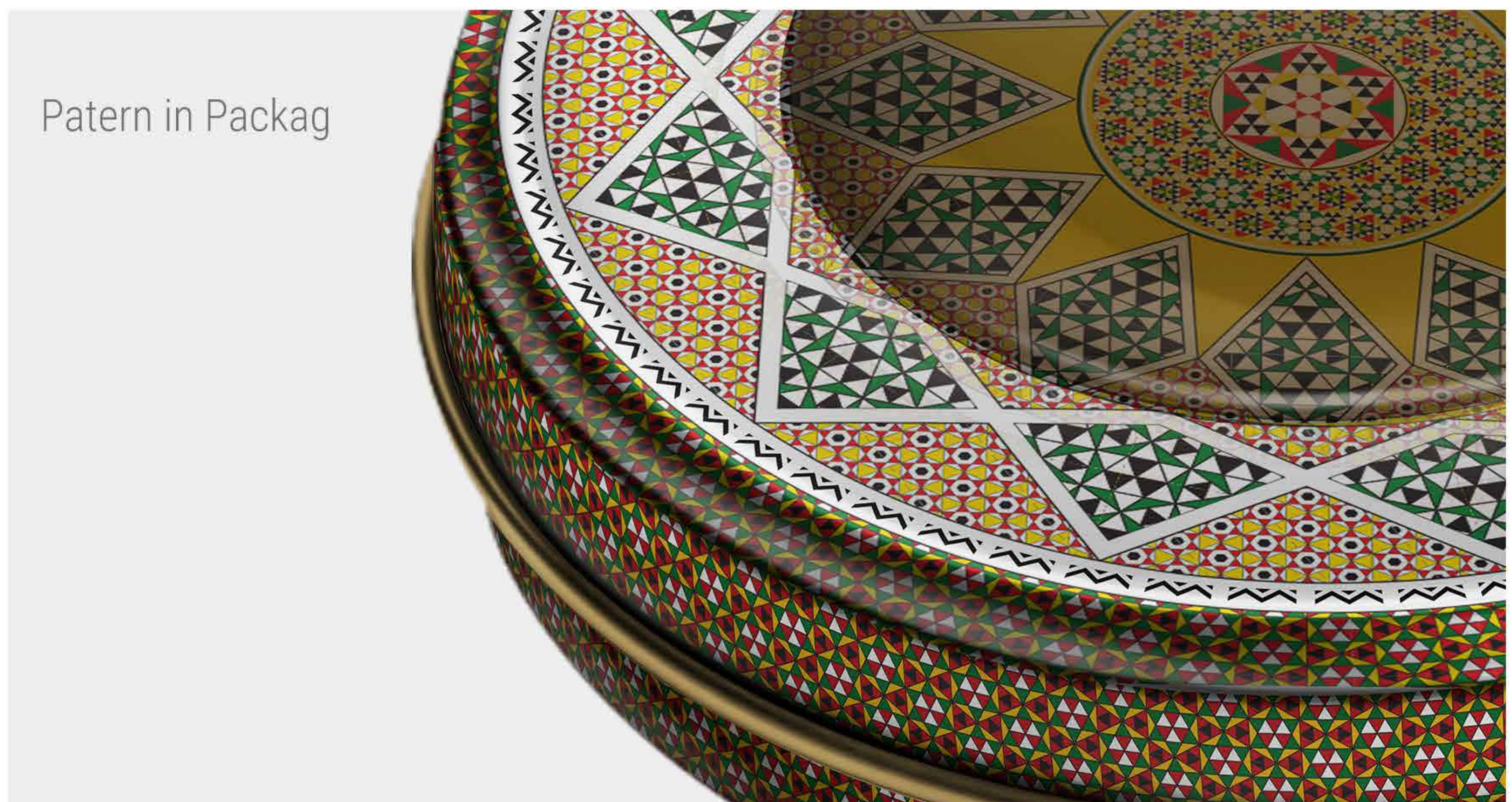
Brand Pattern:



Pattern in stationary



Pattern in Packag



■ Slogan copywriting



Packed Elegant as Tak

Products Pictogram Design:

This company produces various products for packaging food products, which are divided into 3 general categories (in terms of gender). In order to make it easier for the audience to understand the brand's products, we found it necessary to design the pictogram of the product category so that it can easily express the company's products in different situations.



Crystal Packs



Metal Packs



Vacuum Packs

Logo Full Format:



■ Packag Patterns Design:

Tak crystal metal containers are mostly used for packing export products such as saffron, dried fruits, nuts, etc. Based on the target market of the product (for example: the countries of the Persian Gulf, Europe, etc.) and the taste and liking of those customers, we design various designs and motifs for this category of products.

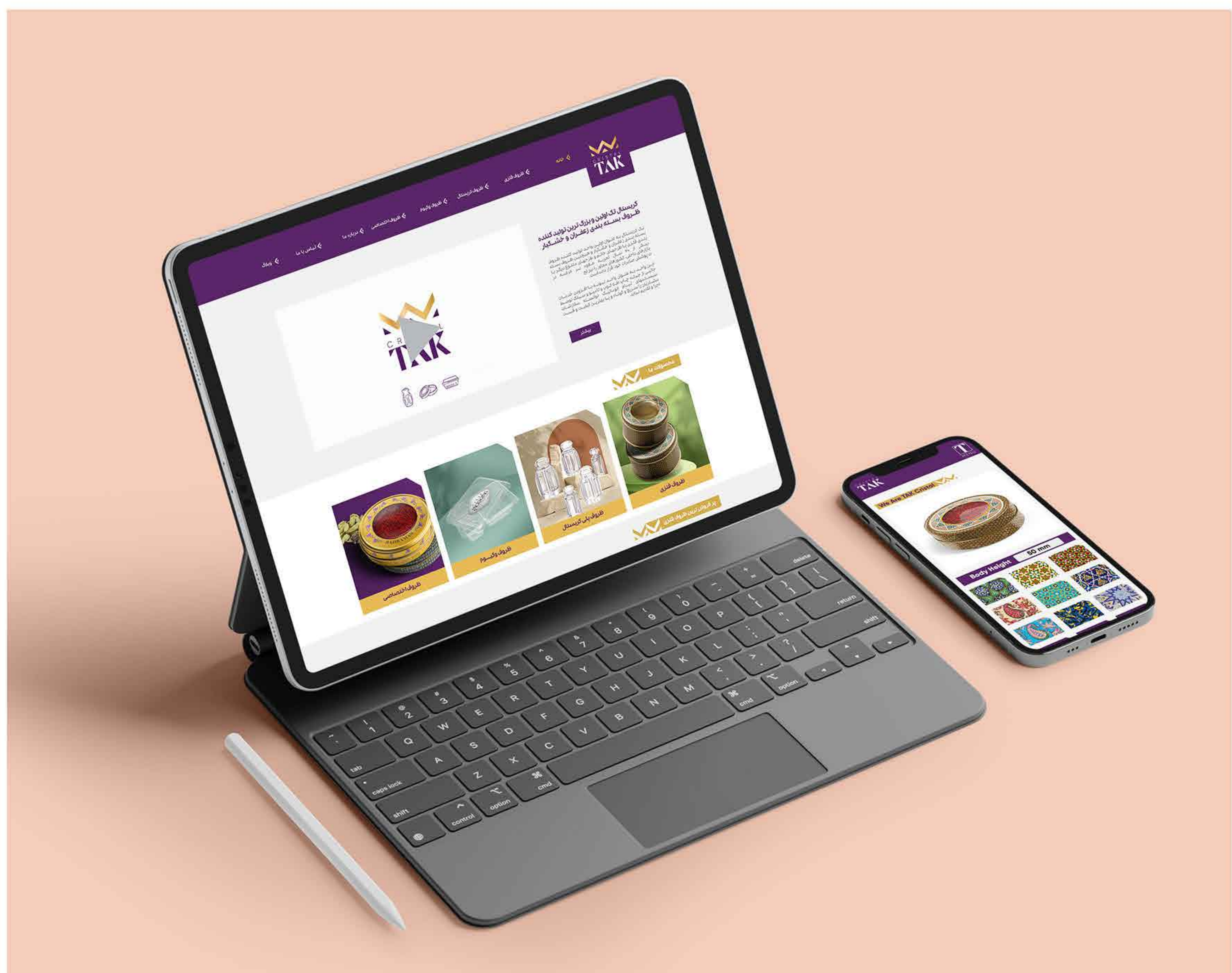


■ Websait Design:

Ali company had a big problem on its website: a great variety of products and a large number of them with different designs and sizes



We solved this challenge by separating and categorizing products
Organizing and structuring the website for easy access of the audience to the product they need, with the design and size they need.



This website was designed **responsively** in English, Arabic and Farsi languages and has the ability to order products online.

Social media Content:

In the production content for the company's Instagram page, in addition to formulating a suitable strategy for branding, public relations and marketing, we have used the visual identity defined for the brand in the graphic design of the Instagram page.



Instagram posts algorithm:

According to the chosen strategy, three categories were defined for posts:

Introduction of product categories (the brand offers 4 categories of products and services)

Introducing the product individually

Informative textual content (information required by brand audiences in the form of articles and videos)

Catalogue Design

With the aim of introducing the brand, its products and its website (as a way to order products online), the company needed a catalog that could be presented to its audience in both printed and digital formats.



This catalog was designed in 4 sections and on 16 pages, and offset technique was considered for its printing. Hatfoil, velvet cellophane, etc. services were also used for beautification





NEGAR CLINIC Rebranding

Negar specialized heart clinic is the largest heart clinic in the east of Iran. This clinic, by equipping itself with the most up-to-date diagnostic and therapeutic devices, and activating the therapeutic tourism department, aims to attract and treat international patients. Considering the changes in the goals of the clinic, its managers felt the need to revise their brand identity.

- Location: Mashhad - Iran
- Year: 2022
- Project details:
 - Logo redesign
 - Brand Color Pallete
 - Brand Pattern design
 - Services Pictogram
 - Copy writing (Slogan)
 - Stationary (Letterhead Set)
 - Brochure Design
 - Websait Design
 - Environmental Design

- **Problem:** After being equipped with the most up-to-date diagnostic and treatment technologies, and setting up a treatment unit for international patients, this clinic felt the need to redesign its brand. Considering the good track record of the clinic in providing specialized heart treatment services, it was possible that the change of brand identity would confuse its audience and lose its customers.



Nagar Clinic's primary logo

- **Solution:** To solve this problem, by carefully examining the brand's previous identity, we decided to keep the old logo design concept and design the new logo based on that in a more expressive way.

Logo Redesign Concept



HEART

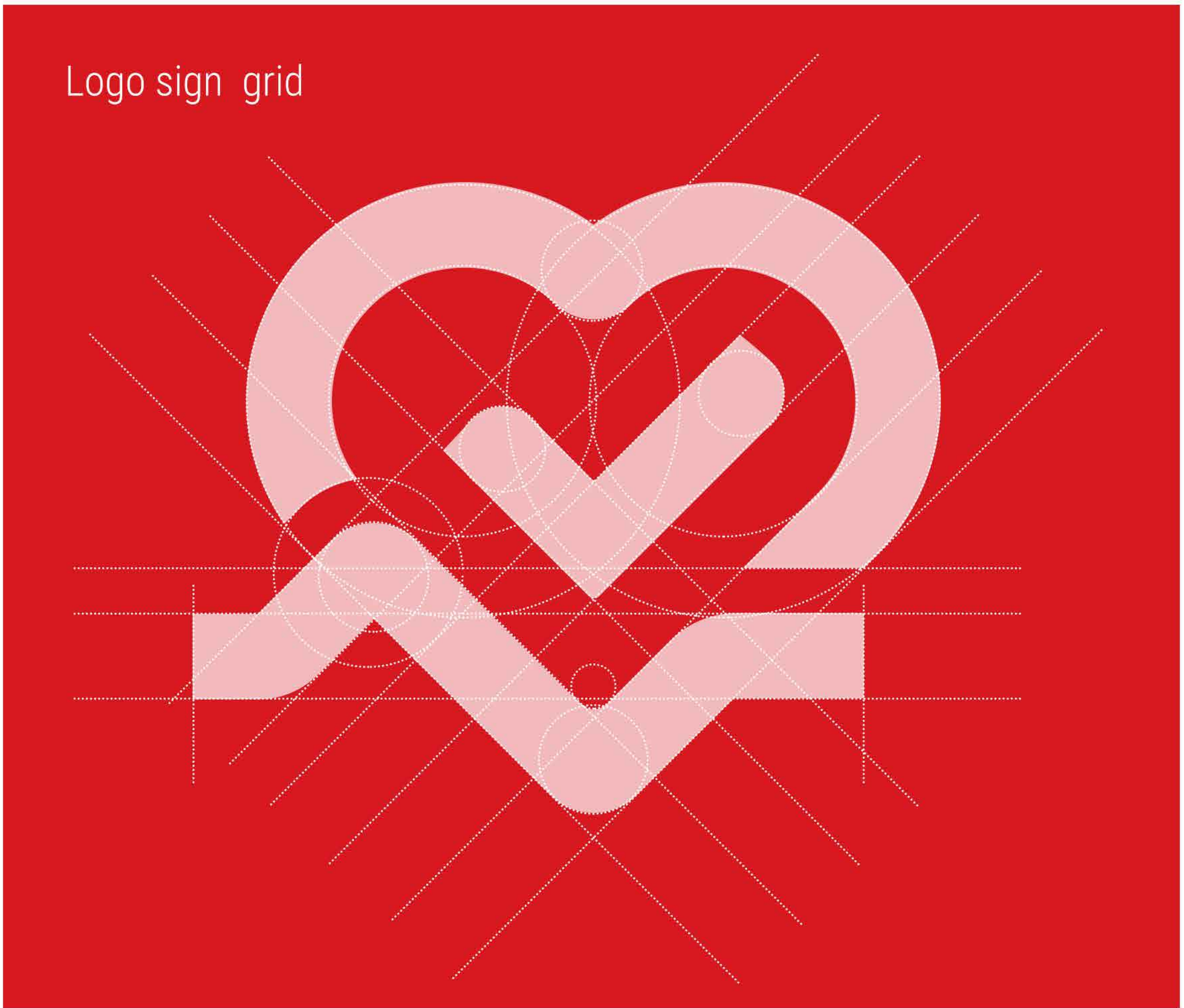


Electrocardiography
+N (Negar)

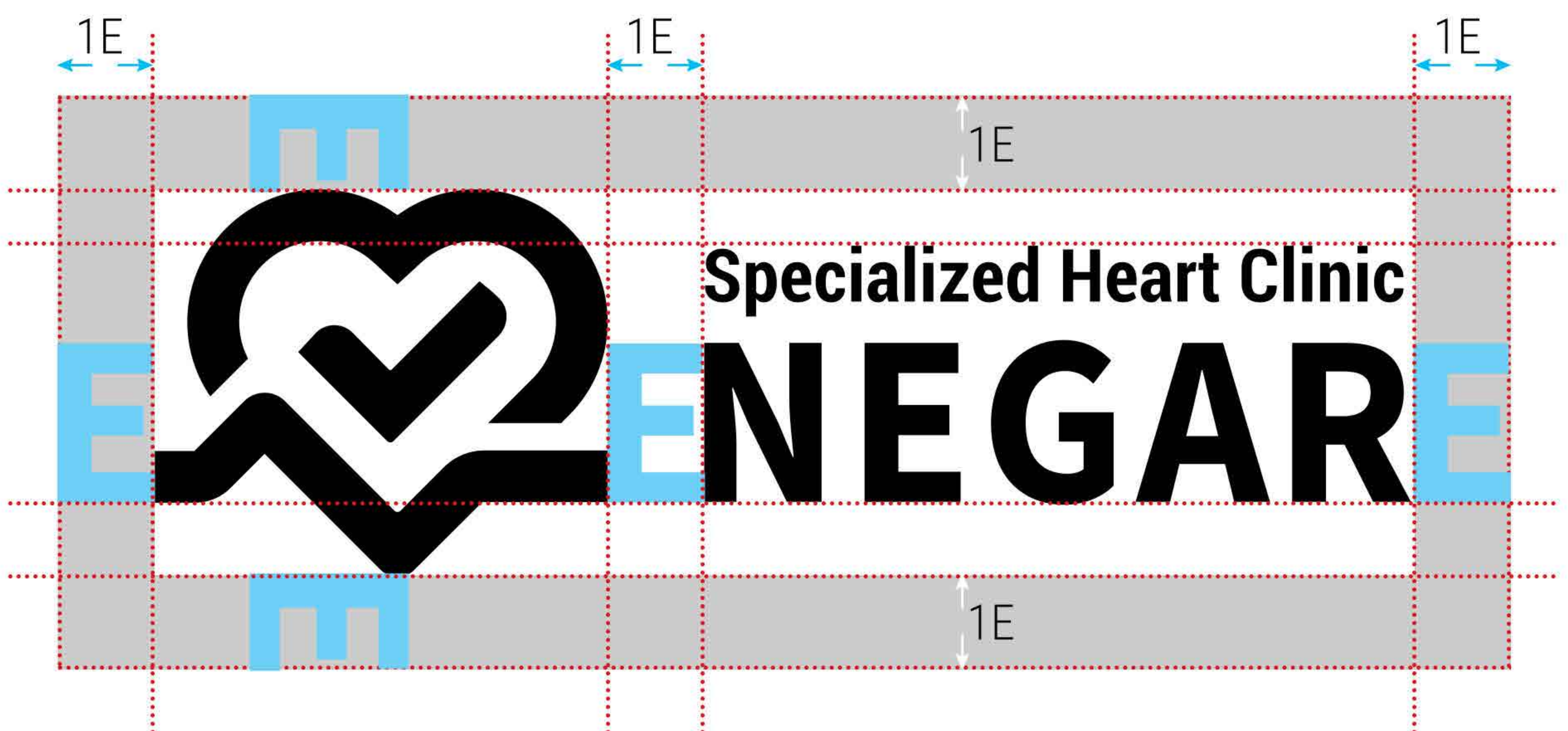


Tick (Health)

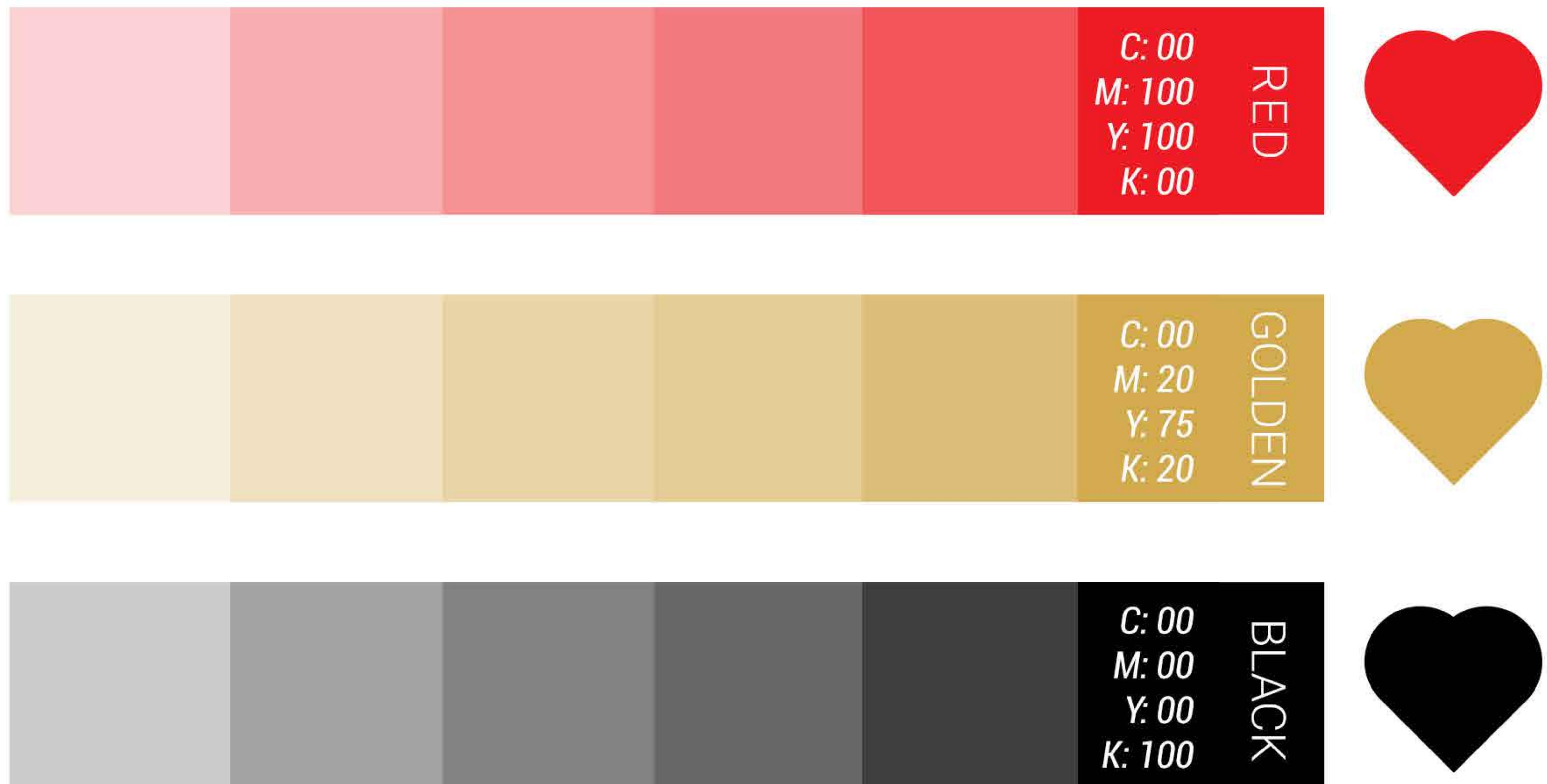
Logo sign grid



Logo spacing



Color Palette:



Colored Logo:



Logo Versions:

English logo- Vertical composition



Persian logo- Vertical composition



English logo- Horizontal composition



Persian logo- Horizontal composition



Monochrome

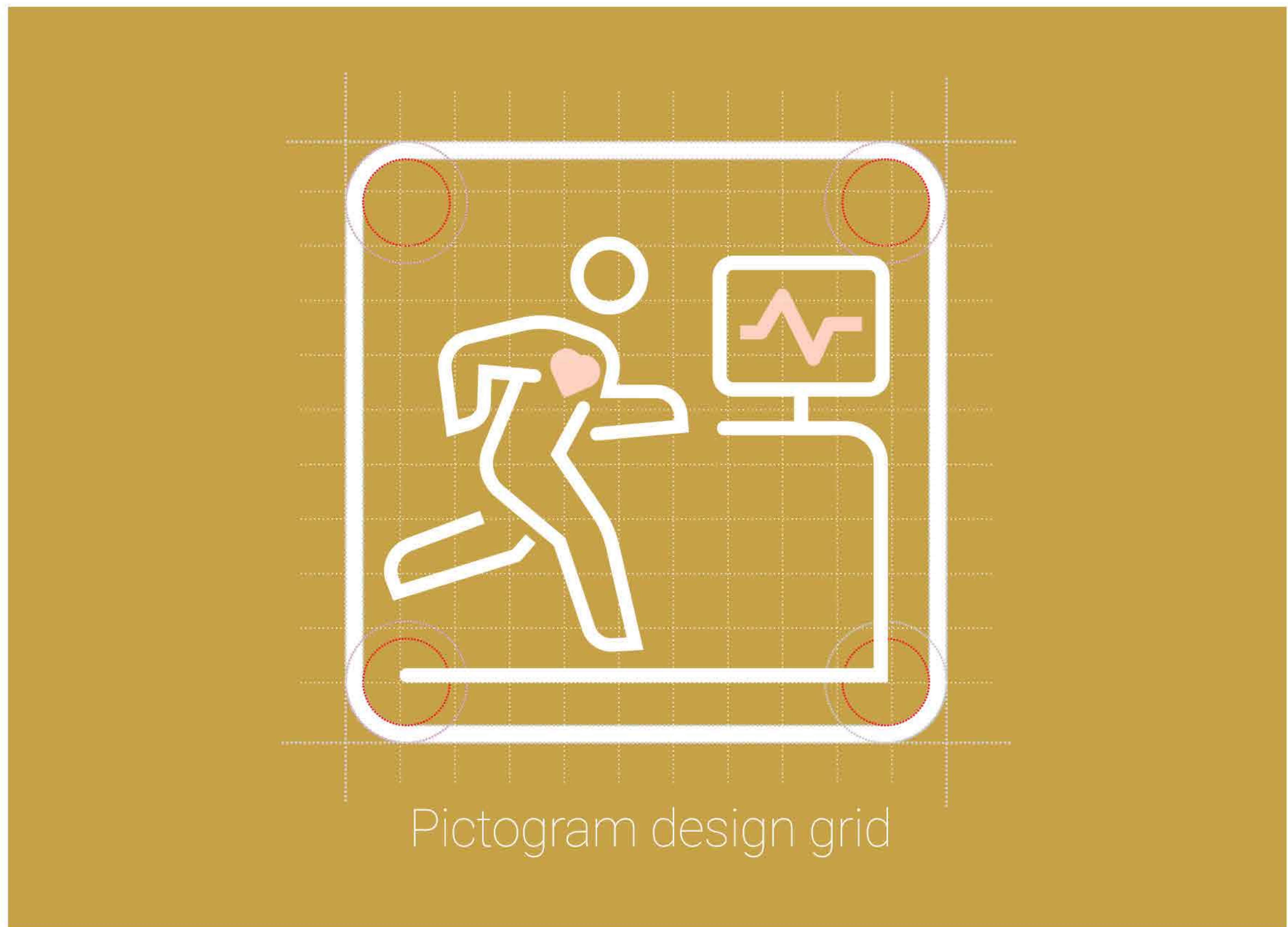


In black background



■ Products Pictogram Design:

The clinic has different departments, each of which required a special pictogram design, which was designed based on the graphic form of the brand's visual identity.



Clinic departments Pictogram:



Logo with main services pictogram

To make the services of the clinic clear, the icon of its main services comes with the logo



Specialized Heart Clinic
NEGAR



Specialized Heart Clinic
NEGAR

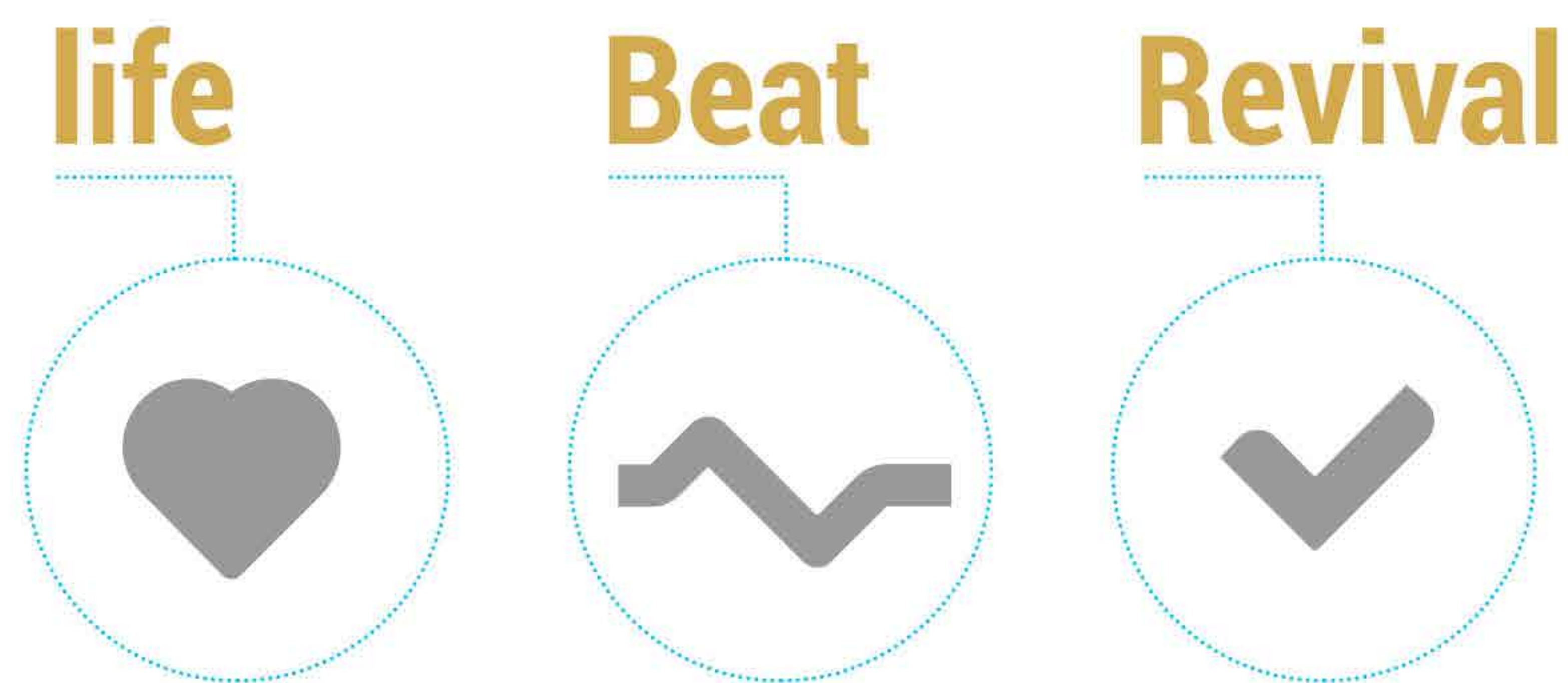


■ Slogan copywriting

To write a brand slogan, it is very important to know the contacts and clients of the clinic

The audience of the clinic are people from all over the world (especially the Arab countries of the Gulf) who come to the clinic for diagnosis and treatment.

Considering the range of the brand's audience (patients), it was necessary to instill hope and a positive outlook in the brand's slogan.



After checking the key words and tone of the brand, this slogan was written at the end

Reviving the Beat of life

Stationary Design

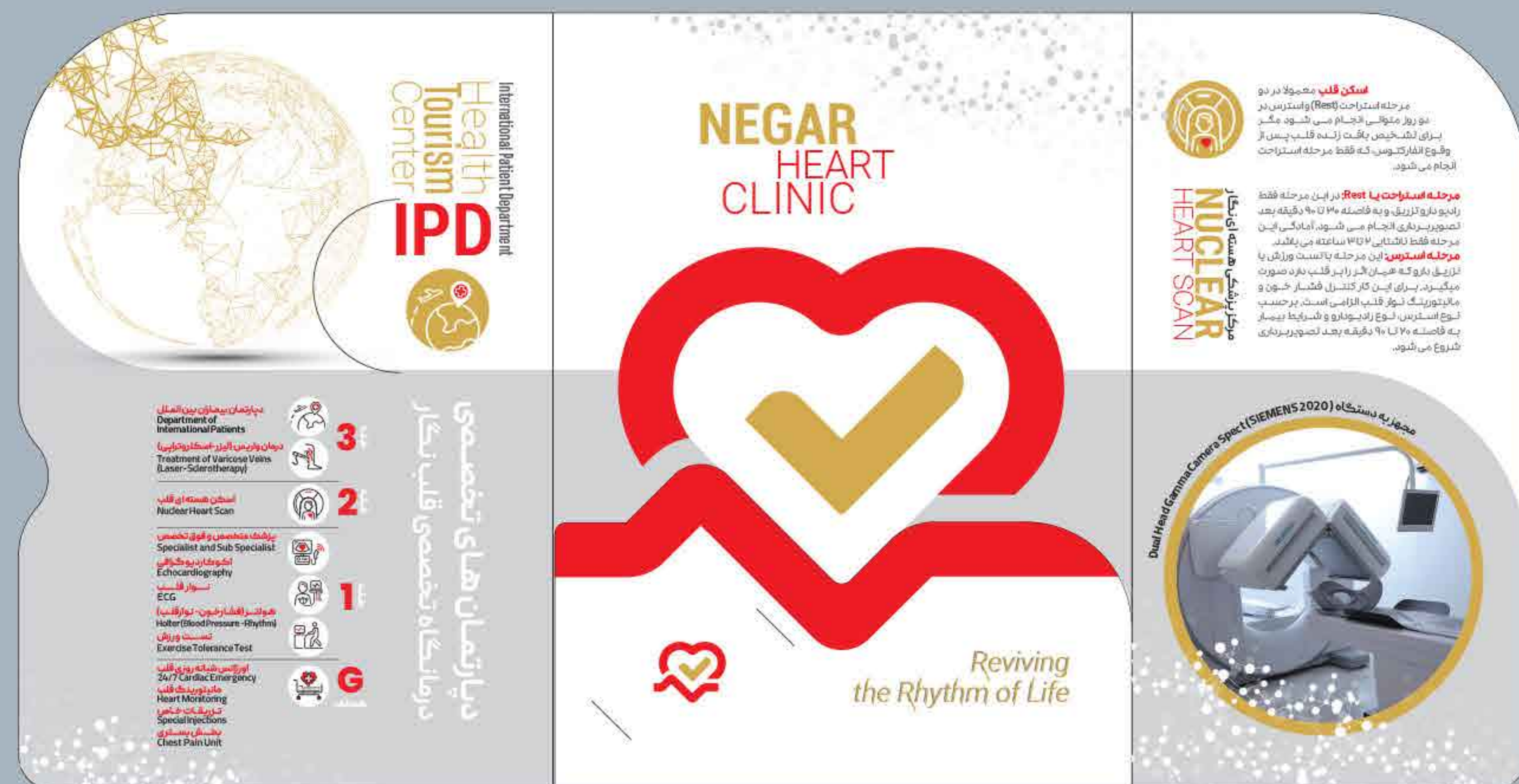
Letterhead



Medical Prescription



Folder Design



Inside view



exterior view

Environmental Design

For the design of guide boards and clinic information graphics, 2 issues were considered

1. Building form and materials used in it
2. Principles of brand visual identity

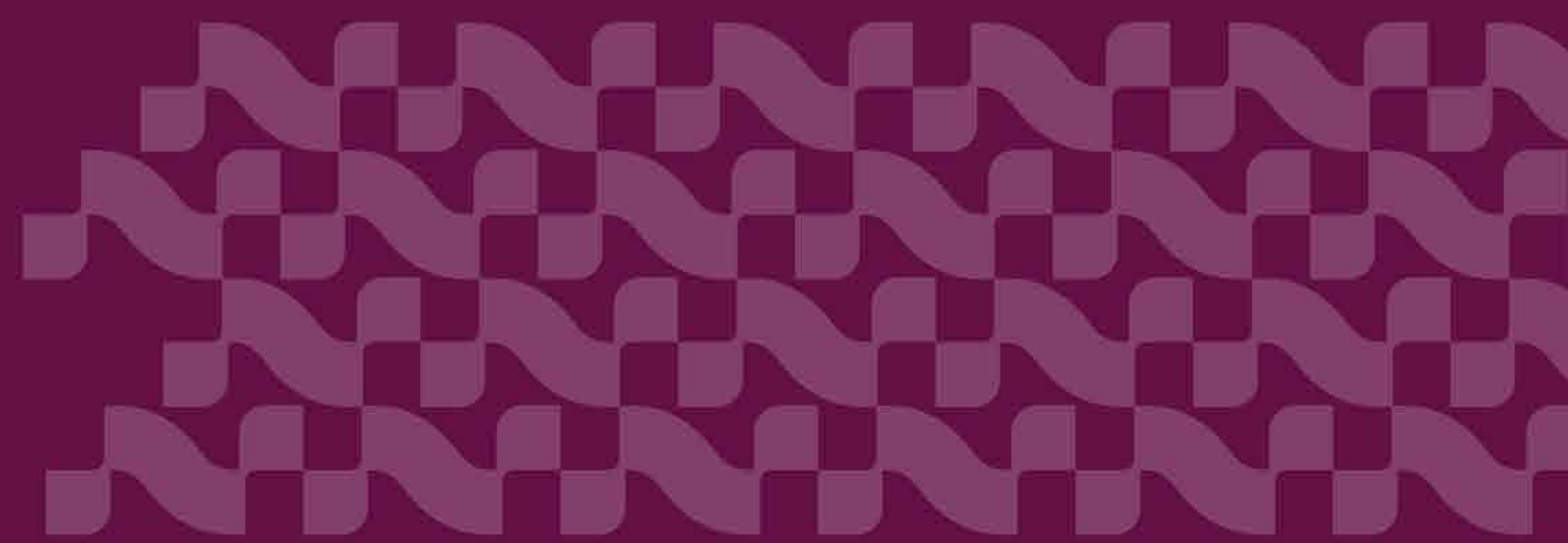


Due to the use of wood in the facade of the building, we made the signboards from a combination of wood and steel sheet.

In addition, pictograms play a prominent role in the graphic design of the clinic environment



Packaging Design

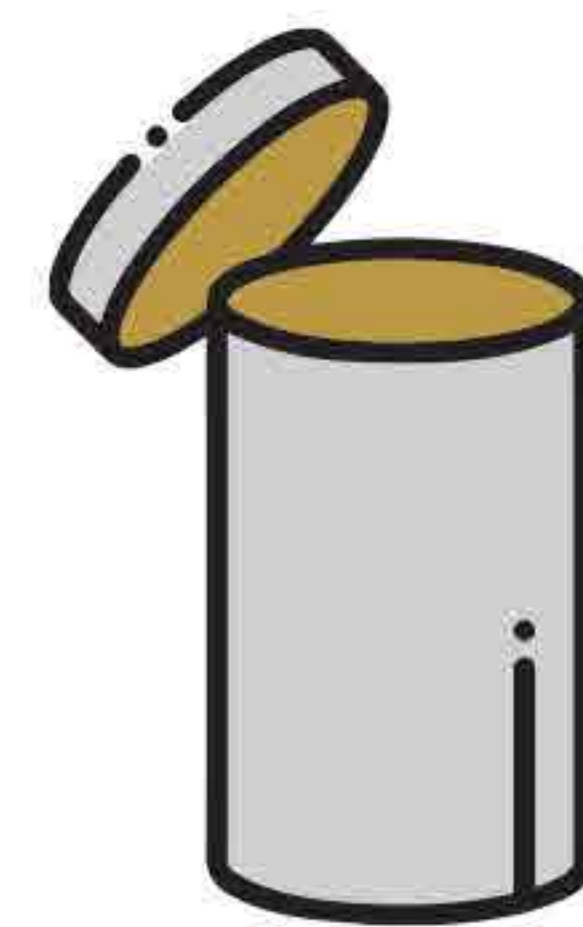




GOLCHESHAN Packaging Design

Golcheshan Company specializes in the production of herbal teas and hot drinks. Their goal was to present their masala tea product in luxury packaging so that its value and quality are evident compared to similar products in the market.

Due to the powdery nature of the product and aiming to present it luxury in the market, the format of cylindrical cardboard box was considered for product packaging. Then we designed a minimal design for the product label.



Gol Cheshan
Food Industries

MASALA TEA



CLASSIC

Cinnamon, Ginger, Ginseng, Clove,
Cardamom, Nutmeg, Sugar, Coffee Cream

1
10
IN

Combination





MOXI Packaging Design

- Ordered by: Behrad Exir Co.
- Design year: 2020
- Target market:

Behrad Elixir Company is a producer of all kinds of car fluids called Moxie. Concepts such as motion, heat and cold of the engine were used to design the brand logo

Considering the redesign of the visual identity of the brand, the revision of the product packaging design seemed to be a basic necessity.

This redesign is both in the product bottle form and in their label design





Organic Anti freeze Packaging Design



Super Anti freeze Packaging Design



Retail Display Stand Design



Radiator coolant Label Design



Windshield Washer Label Design



VASIE Packaging Design

- Ordered by: Qadh herbal extracts co.
- Design year: 2020
- Target market:

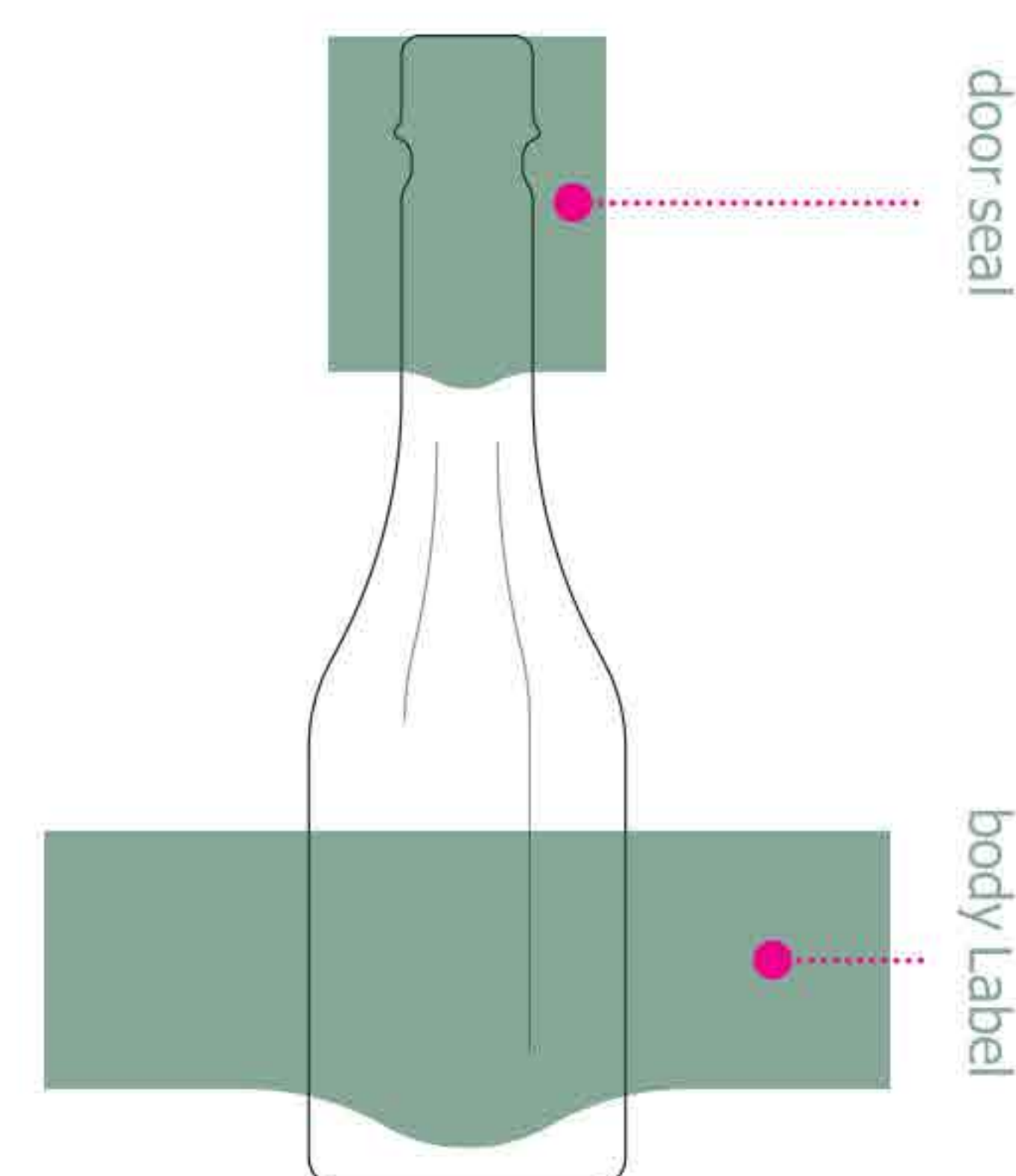
The vasia company operates in the field of producing food products based on traditional herbs and herbal extracts. This company is located in the city of Kashan (the center of Iran's rose water production) and produces its products to supply the domestic and export markets.

According to the shape of the bottle, first the space of the label is determined.

The best way to design the label of products that are diverse is to design its uniform.

A uniform is a general composition and is used as a template for designing all labels of a product family.

The product label has two parts. The main part of the label is on the body, and the second part is used as a bottle cap seal.





Organic Anti freeze Packaging Design



Super Anti freeze Packaging Design



Vasie herbal syrups Label design:

To design the label of Vasie's herbal syrups, we used the basic uniform of the brand, just like this brand's herbs.

But due to the changing nature of this category of products, we used illustrations in designing their labels to give the product a vintage feel.



Wide label





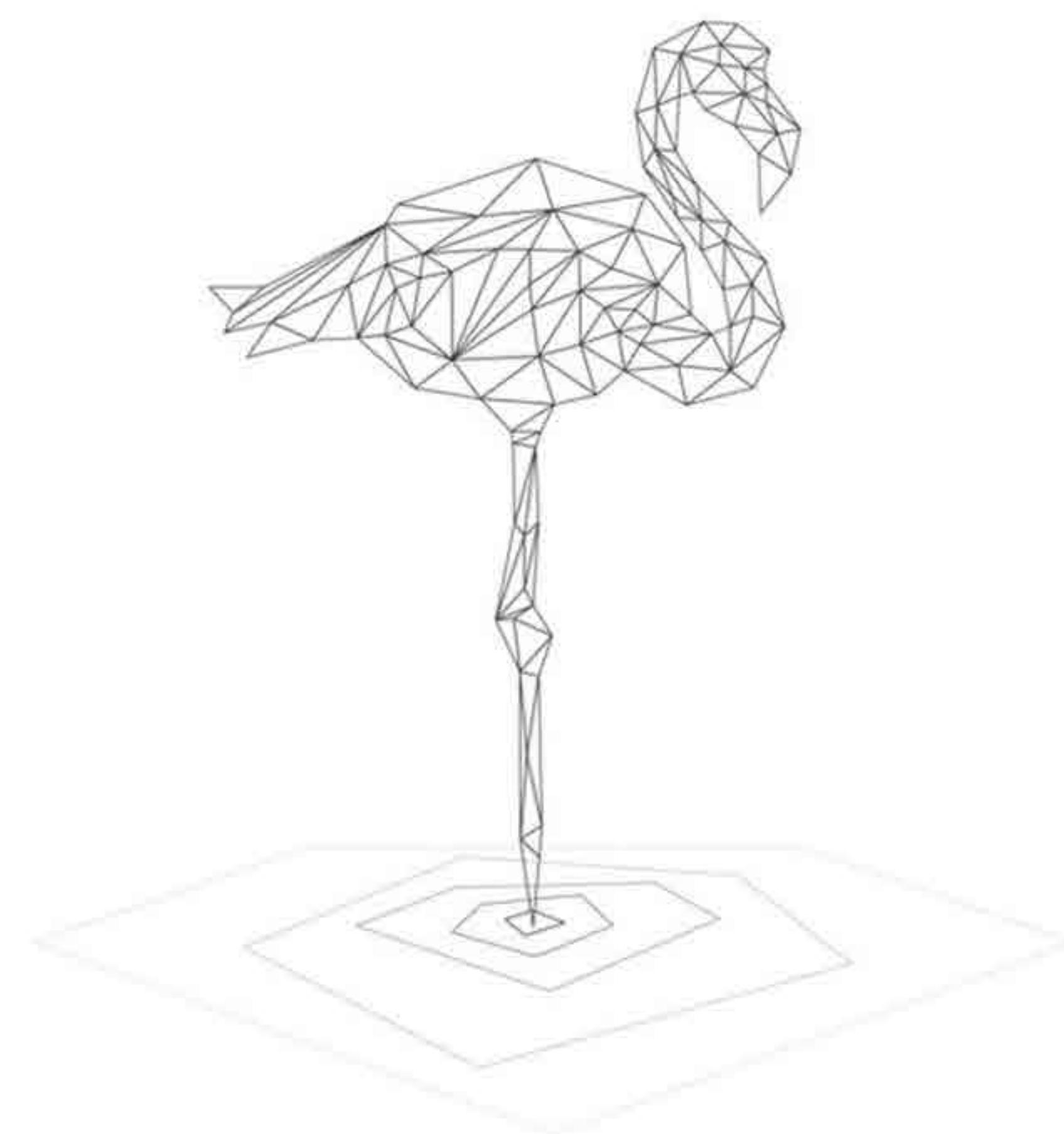


RILOVA Packaging Design

- Ordered by: Arena food co
- Design year: 2019
- Target market:

Ali's goal was a modern and progressive identity in the packaging of his products. Therefore, according to the investigations, **low poly** technique was used to illustrate the labels of this company's products.

Low poly technique is a method in art and design in which the image is separated into triangular components. First, all illustrations are designed with triangular shapes, then each image is painted with appropriate color tones.

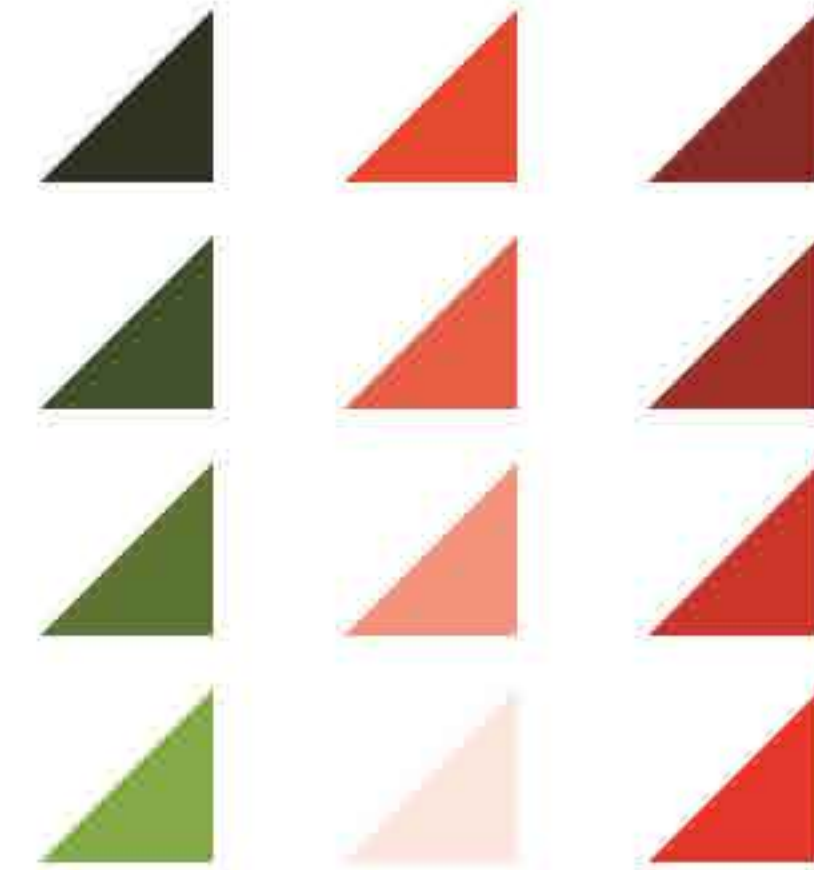


Vasie herbal syrups Label design:

The products of this company include 4 categories: paste, canned foods, compotes and jams. For the product label, we designed a uniform to help visually coordinate all the brand's products



Low poly illustration

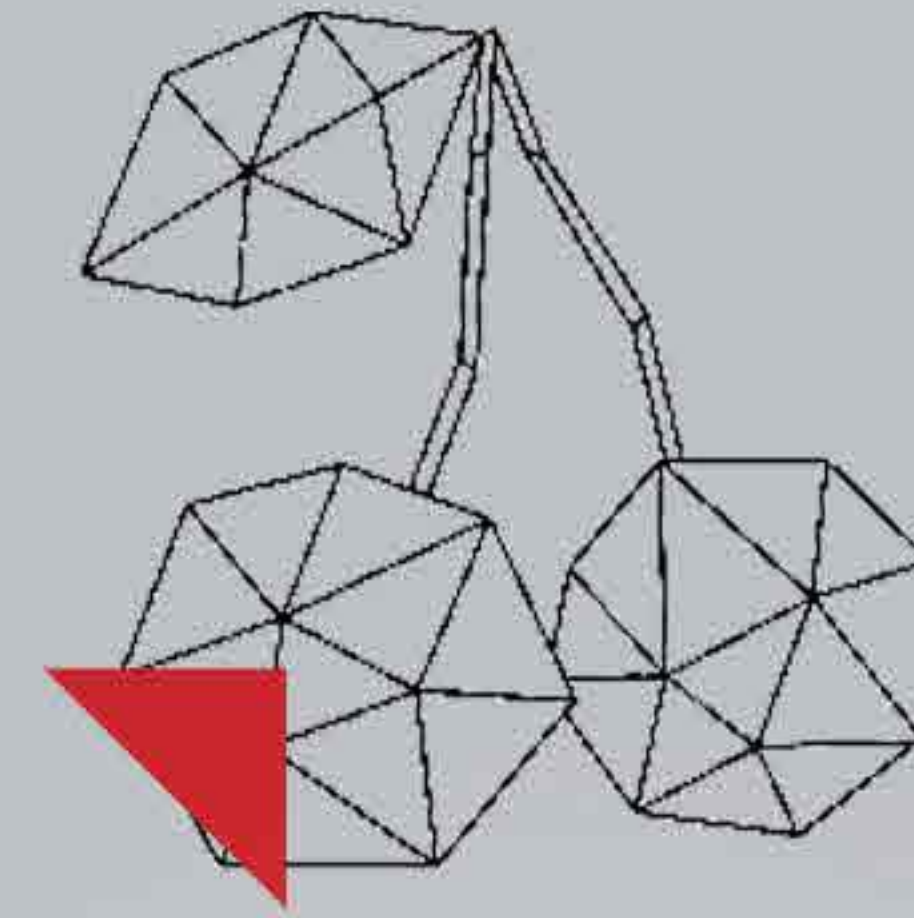
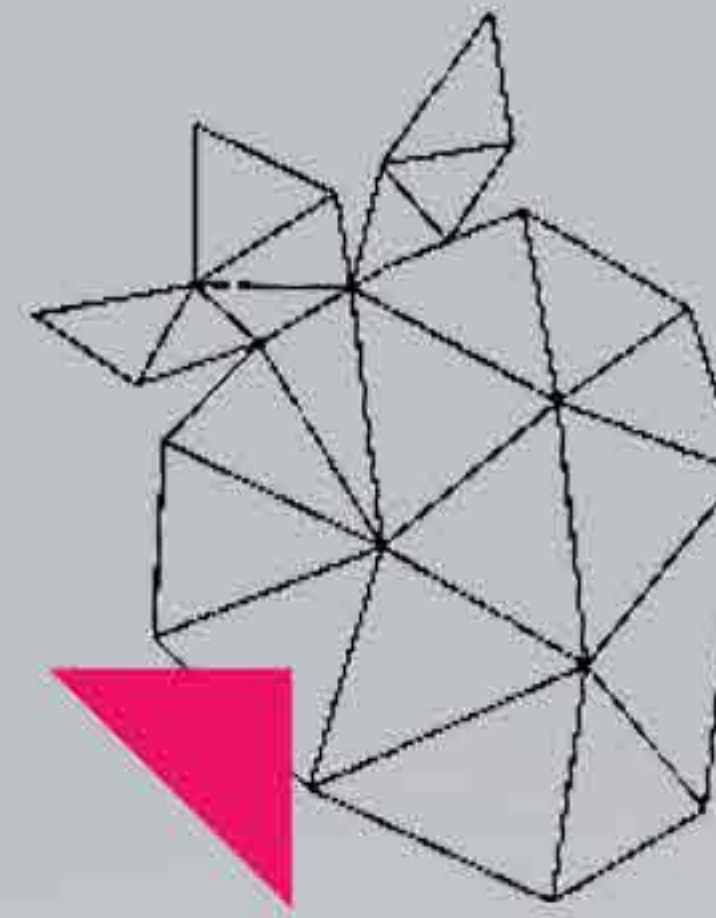
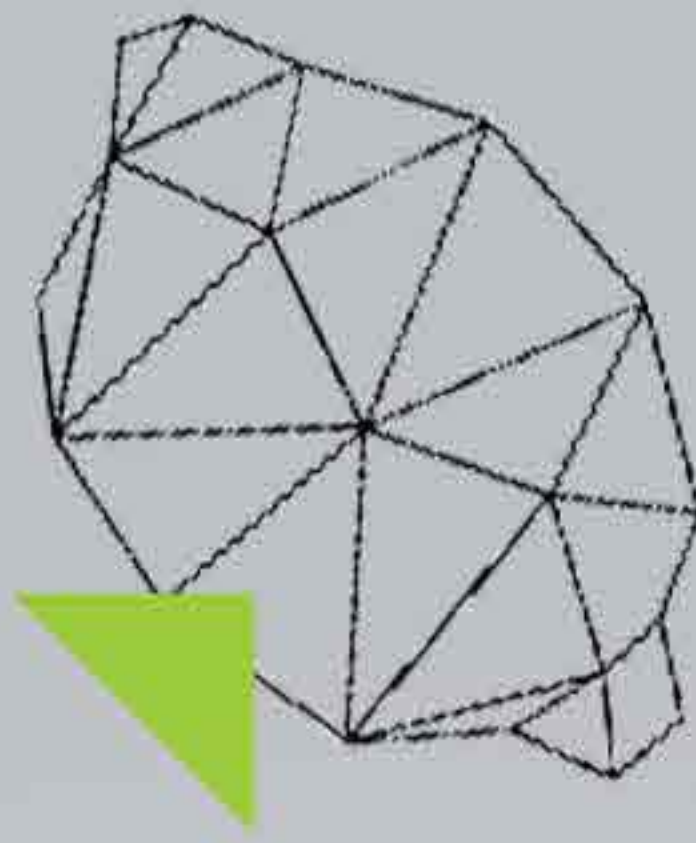
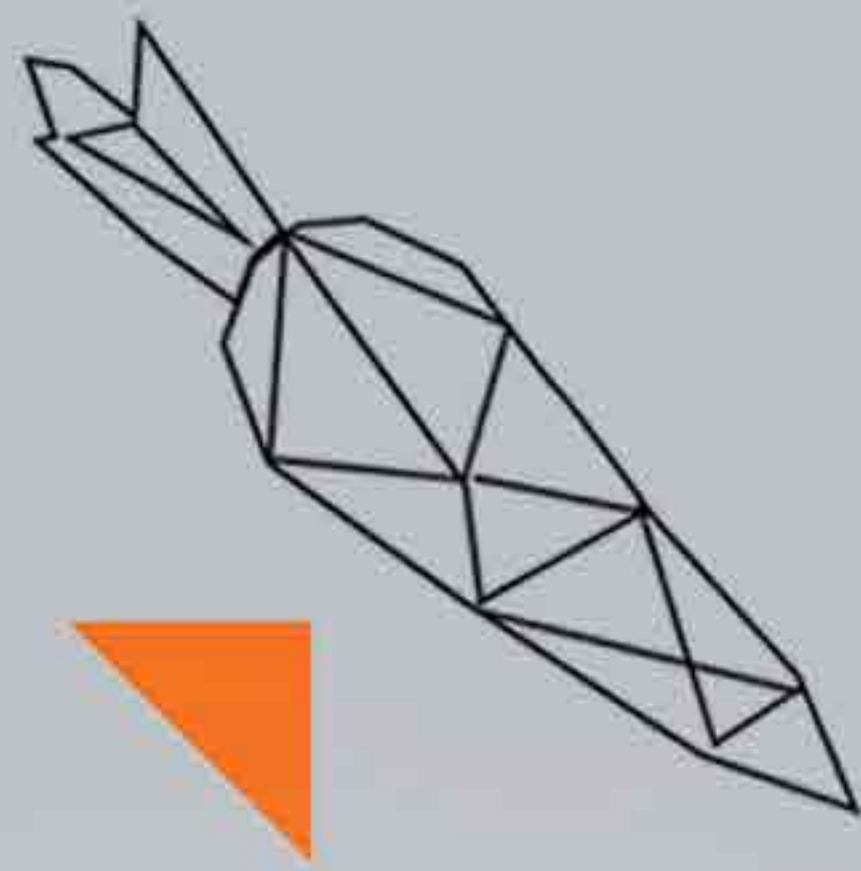


Color palette



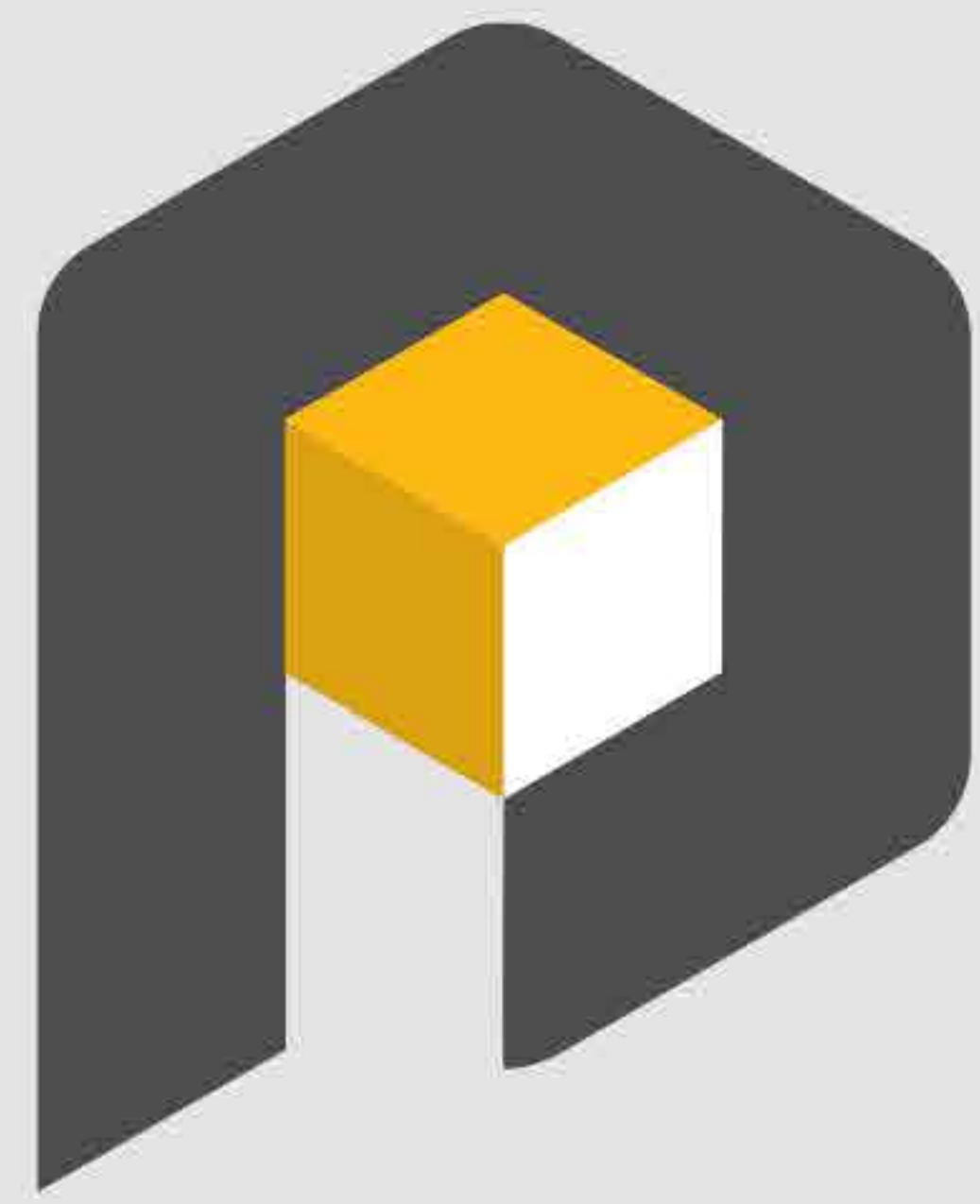
Jam label design:

Low poly illustration of products



■ Canned label design:





Pack Gallery

PACK GALLERY Packaging Design

Pack Gallery is a packaging design studio in America. This group cooperates with us in the field of packaging design. In this section, we present examples of packaging design that we have designed on the order of this studio

Flavored milk label design





Oil label design



Nuts packaging design



Beverage packaging design





Olive label design





■ Detergent label design



Pet food packaging design

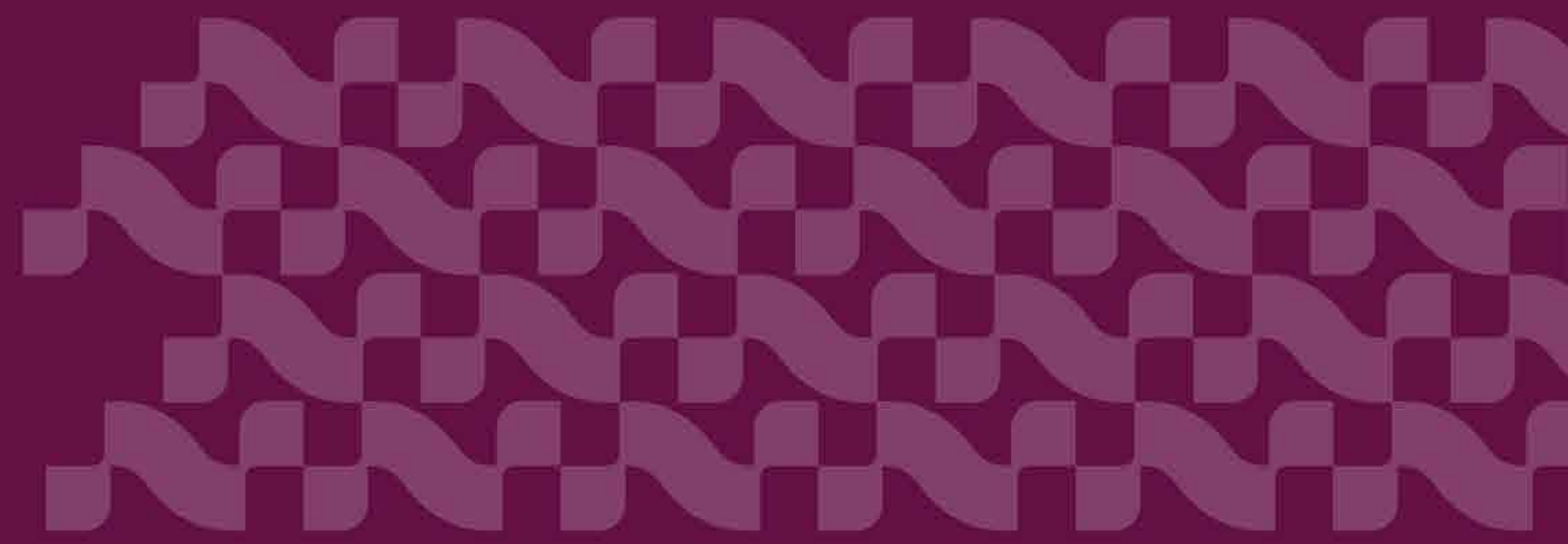




Coffee Packaging Design



Full
Projects





EIN GESCHENK AUS
DEM IRAN



HILDA Full Project

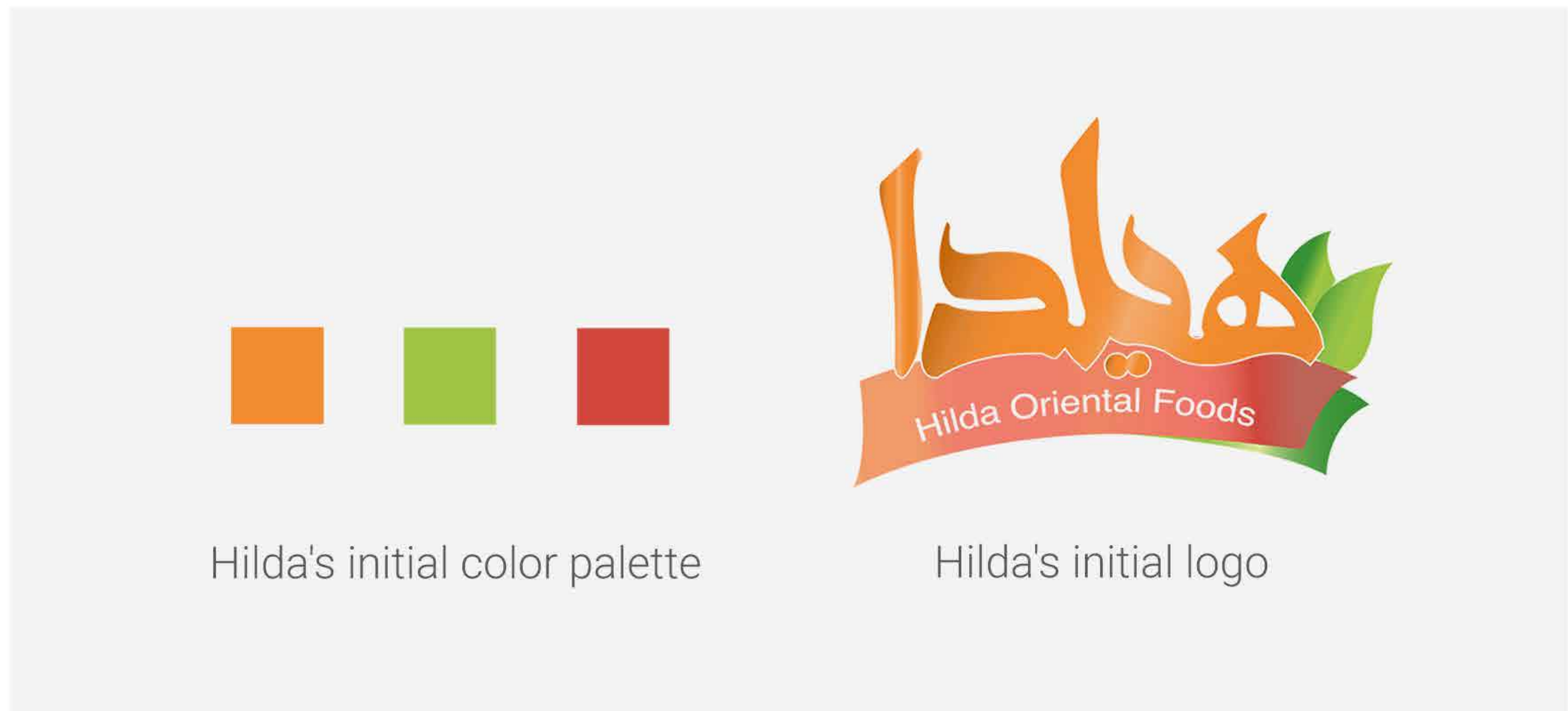
Bahrami Trading Company operates in the field of production and supply of furniture for Iranians living in Europe.

With the growth and development of this company, it launched the production of food products under the name of Hilda.

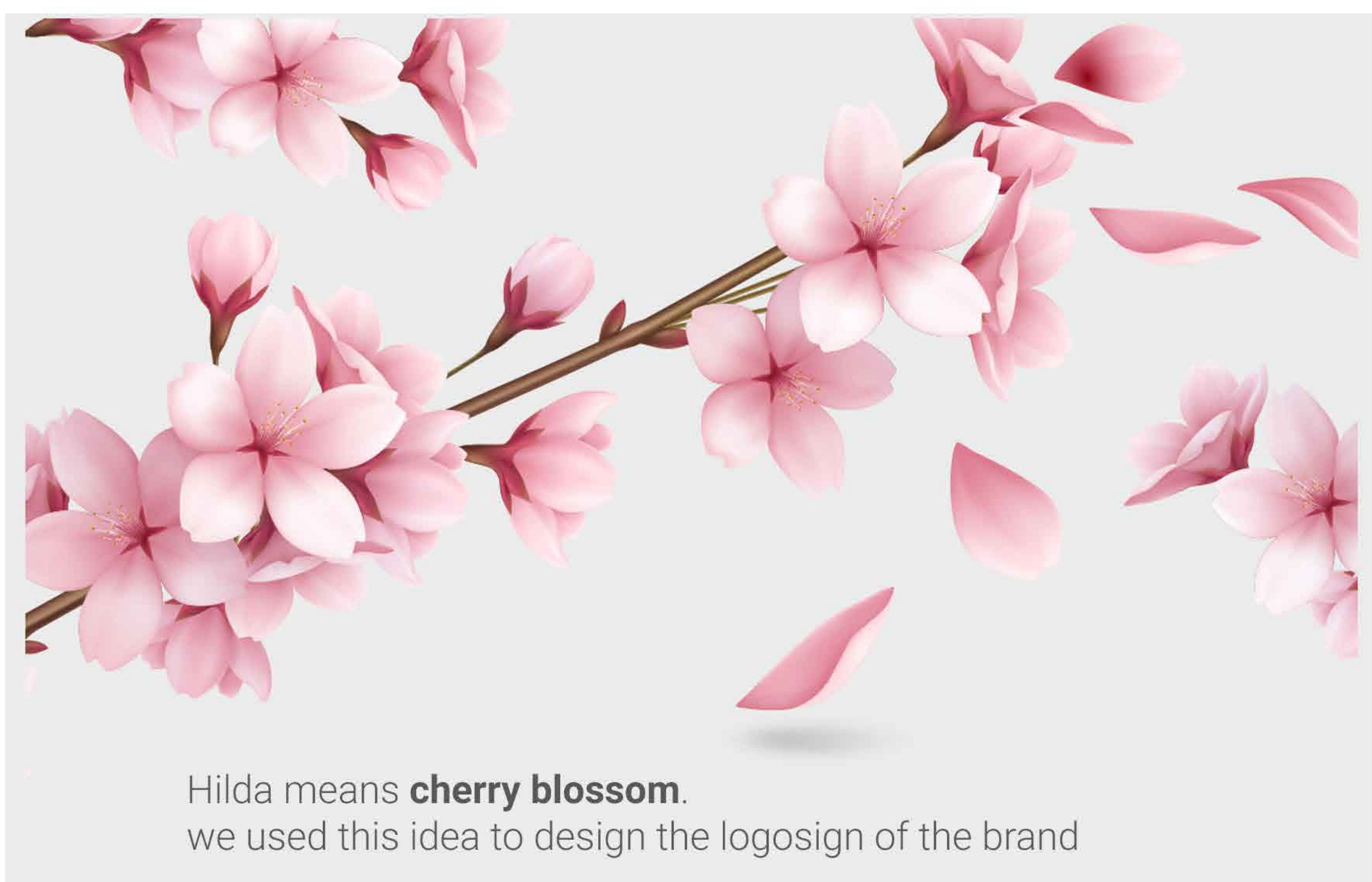
Due to the expansion of the services of this collection, they decided to redesign Hilda's brand identity.

- Location: Germany - Hamburg
- Year: 2020
- Project details:
 - Logo redesign
 - Brand Color Pallette
 - Brand Pattern design
 - Products Pictogram
 - Copy writing (Slogan)
 - Cataloge Design
 - Web design
 - Social media Content

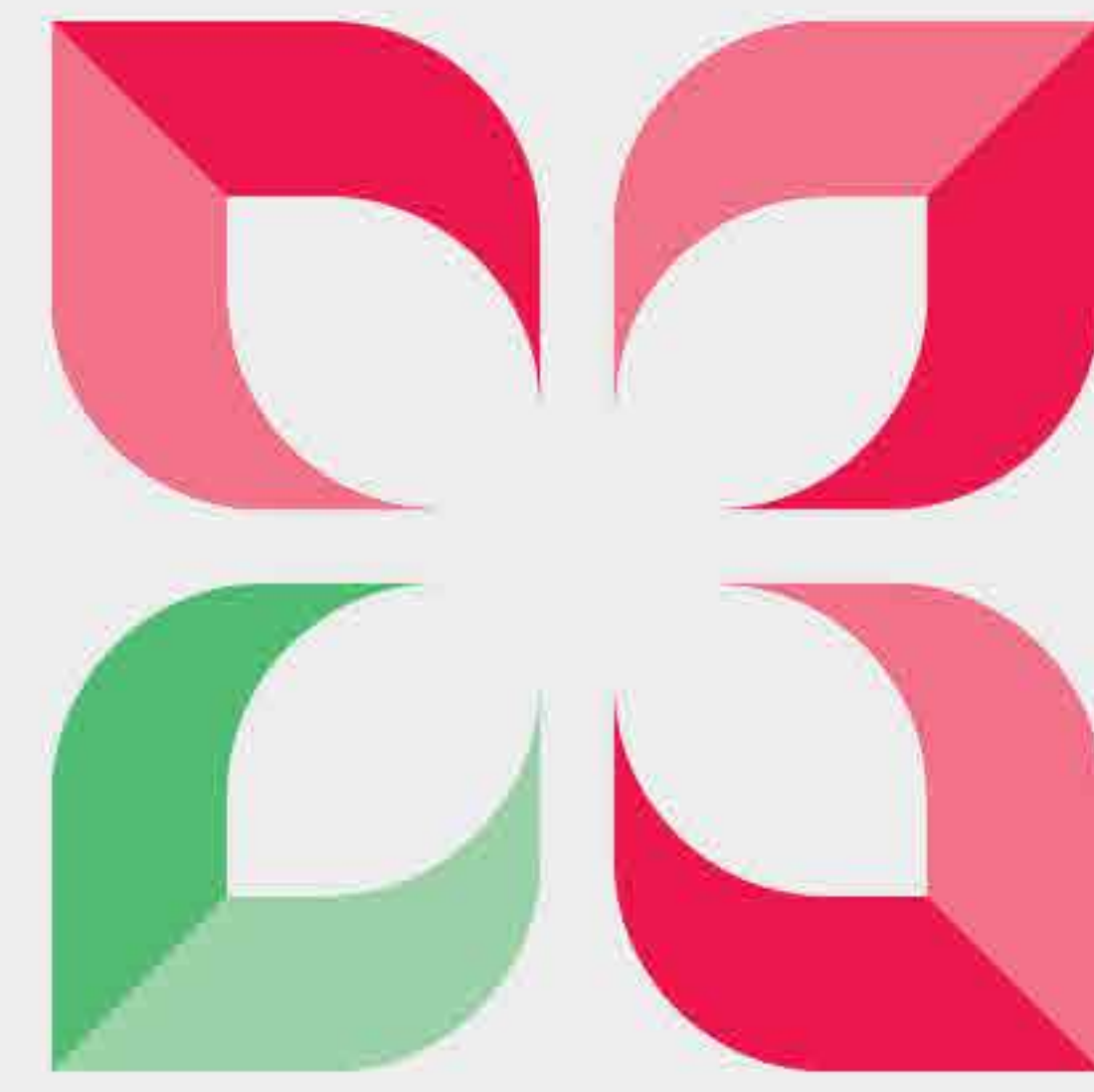
- **Problem:** In the global competitive market, with the growth of the company and the expansion of its services, the previous visual identity of the brand did not have the necessary dynamics and did not establish a good relationship with the brand's audience, so they decided to redesign Hilda's brand identity.



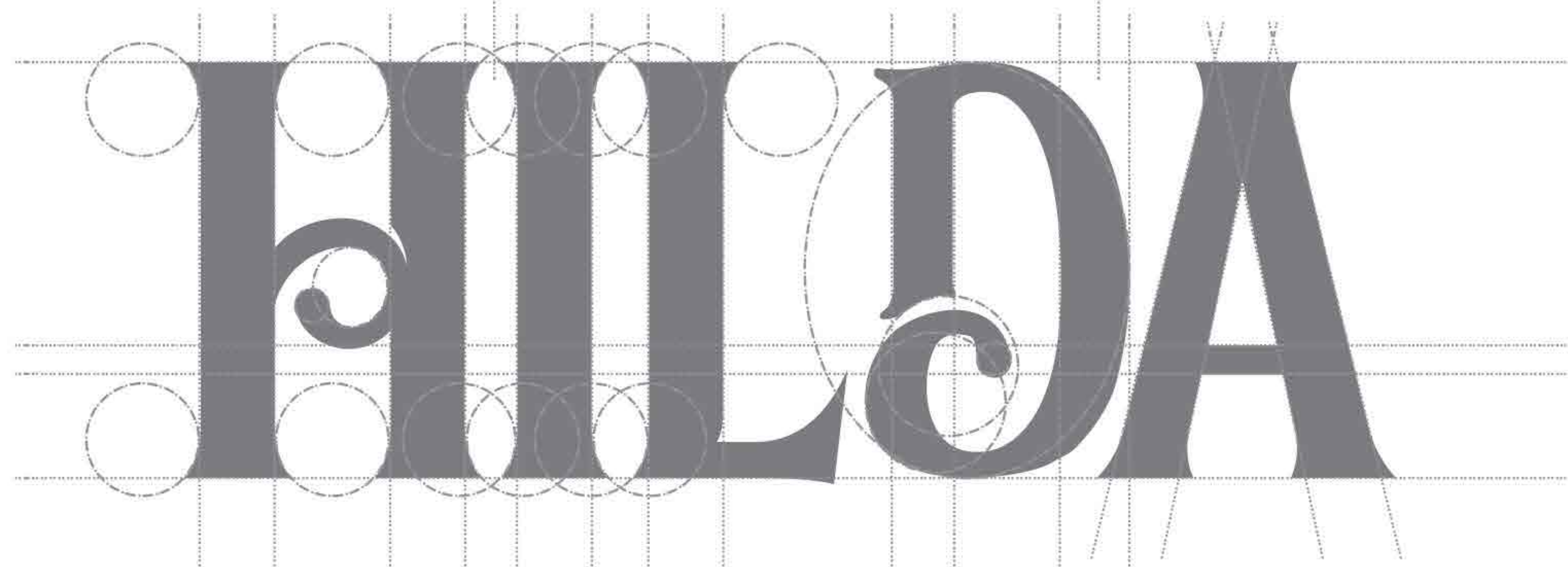
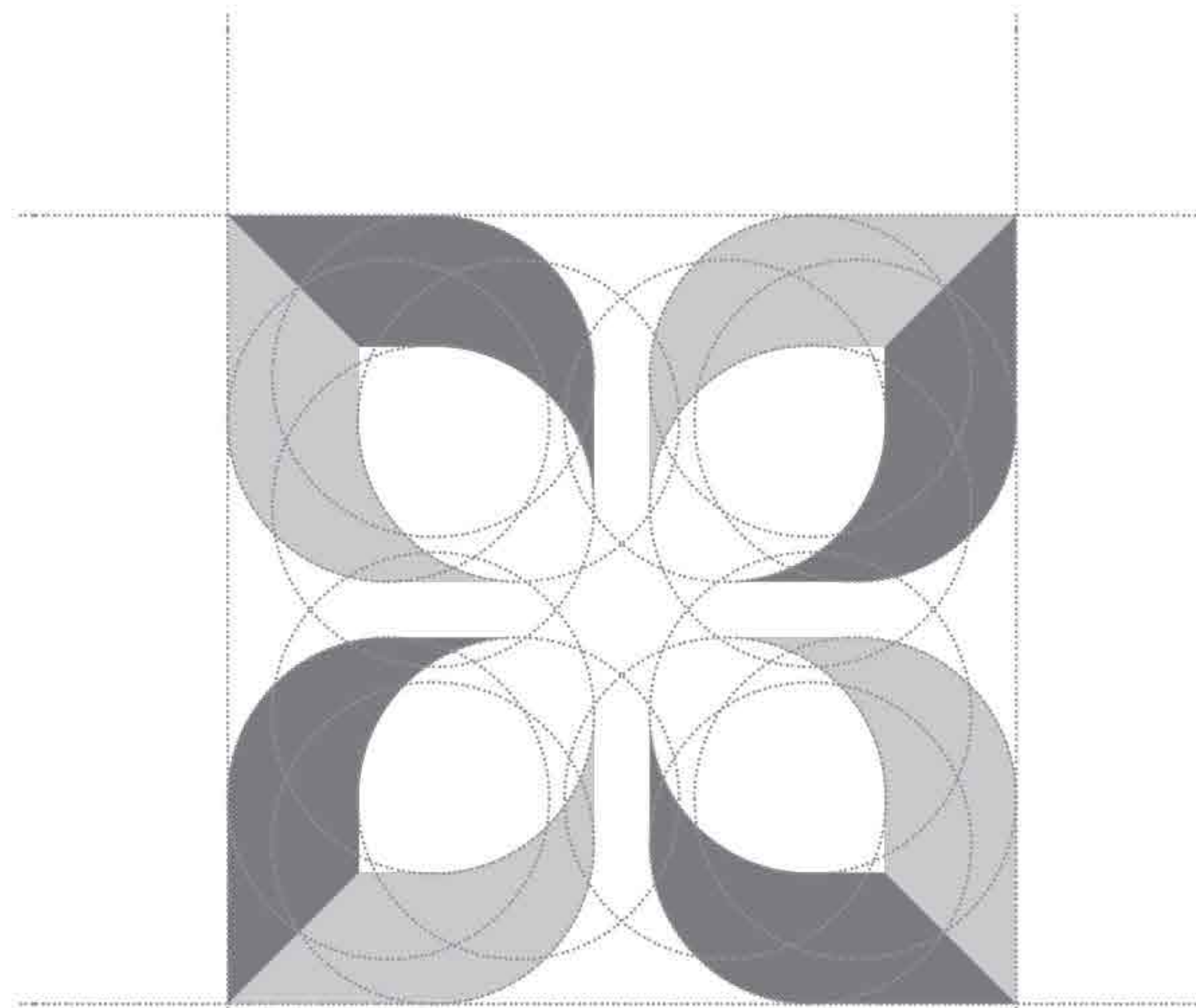
- **Solution:** Redesigning the brand in accordance with the overall purpose of the brand, along with appropriate marketing and sales strategies, gives the brand a dynamic and modern identity. First, we modified and redesigned the logo, the color palette of Hilda brand, then we created a slogan that fits the brand's mission, and finally we designed the product packaging and other items based on the brand's new identity.



Logo Design Concept:



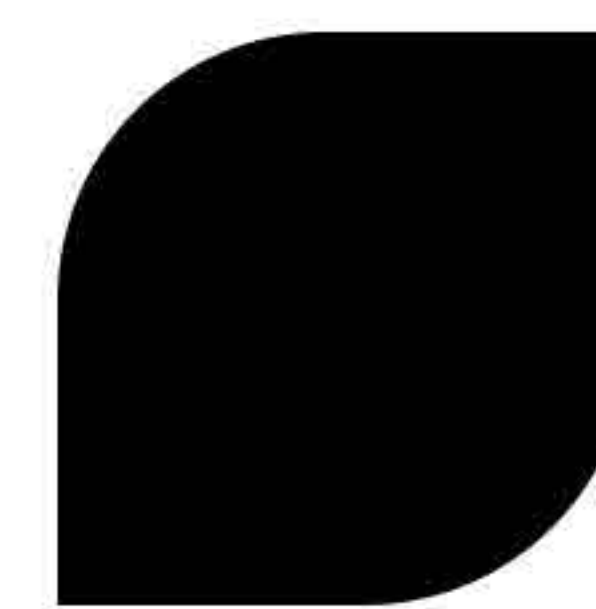
Logo Structure:



C: 70
Y: 80



M:100
Y: 60



K:100

Logo Versions:

Colored Logo



Monochrome Logo



Horizontal Logo with White Frame



Horizontal Logo with Black Frame

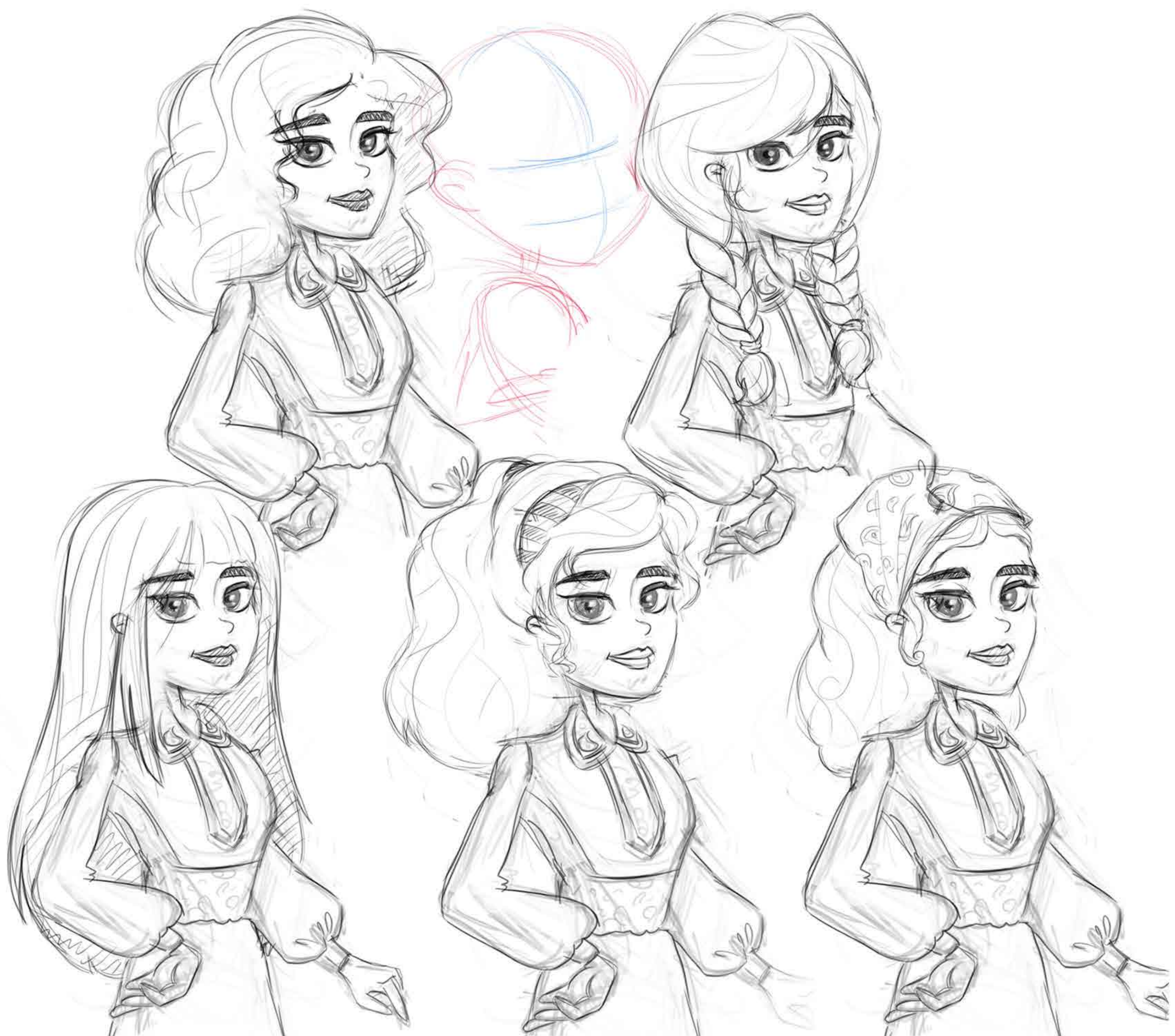
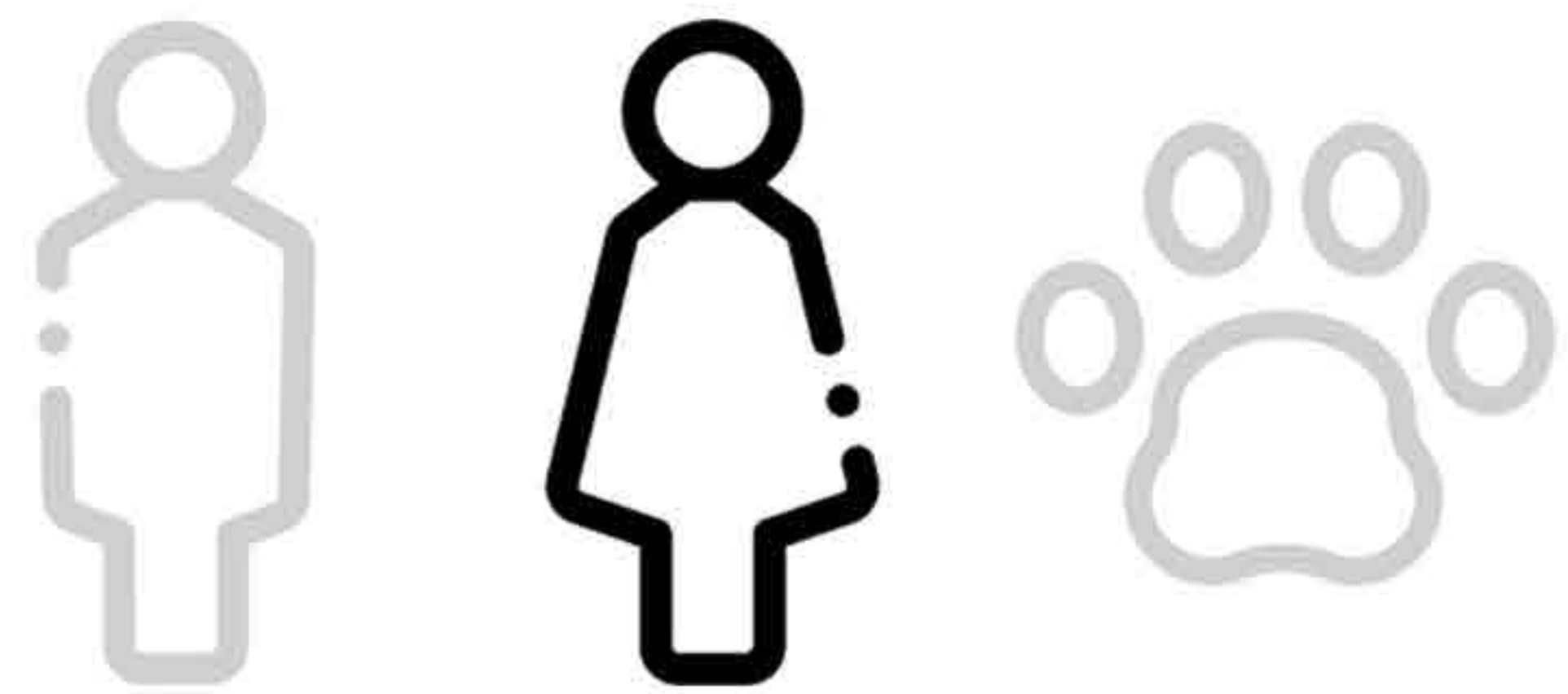


Character Design:

Mascot or brand character plays a very important role in establishing a deep emotional connection between the audience and the brand. Therefore, we designed a character suitable for the identity of the brand as Hilda mascot

In the first step, the common formats of mascots of prominent brands in the food industry were examined, and according to the brand's personality, the type of products and its audience, these characteristics were considered for the character of the brand:

Type:	Human character
Gender:	Female
Age:	Young
Cover:	Using Iranian motifs in the form of an up-to-date dress



To achieve the desired result, various styles of clothes and hairstyles were implemented on the character.

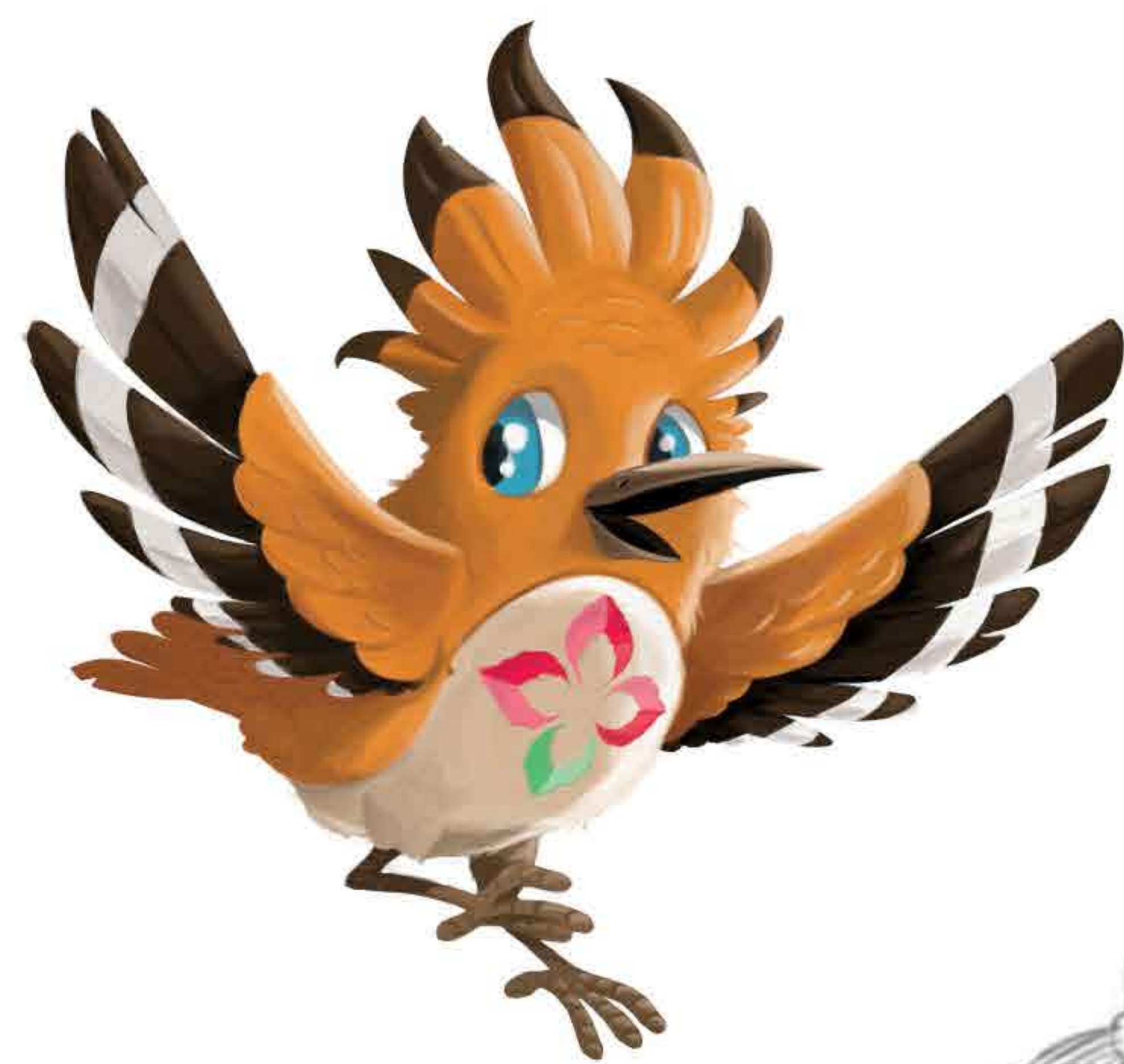
Character Design:

Finally, the Muscat brand was designed based on a young Iranian lady wearing an oriental dress.

Considering that part of the brand's products are prepared and produced for the range of children and teenagers.

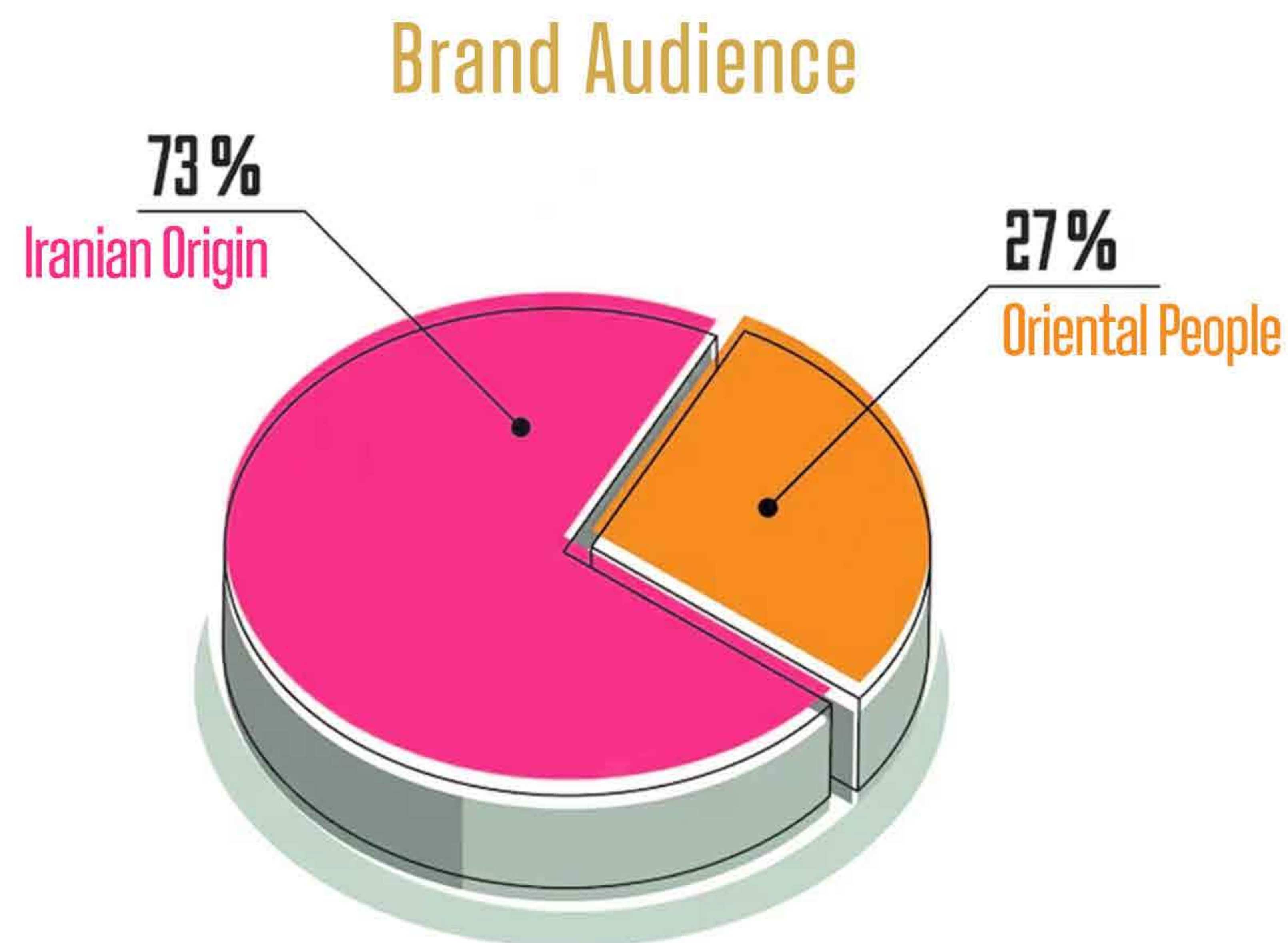
We decided to create a complementary character next to the main character in order to better communicate with this segment of the brand's audience.

With the conducted investigations, hooded was selected and designed as a bird accompanying the brand.



Brand Slogan:

Considering the type of brand services and the fact that brand audiences have a nostalgic approach to their motherland (Iran) and its traditions. We gave national color to the slogan.



Establishing a deep emotional connection with the brand was the basis of the slogan design.

An audience that is far from the homeland, but has roots in it and respects Iranian traditions.

Fa: *در معارف از ایران زمین*

En: *Hilda, A gift from Iran*

De: *Ein Geschenk aus dem Iran*

The tone of the slogan:

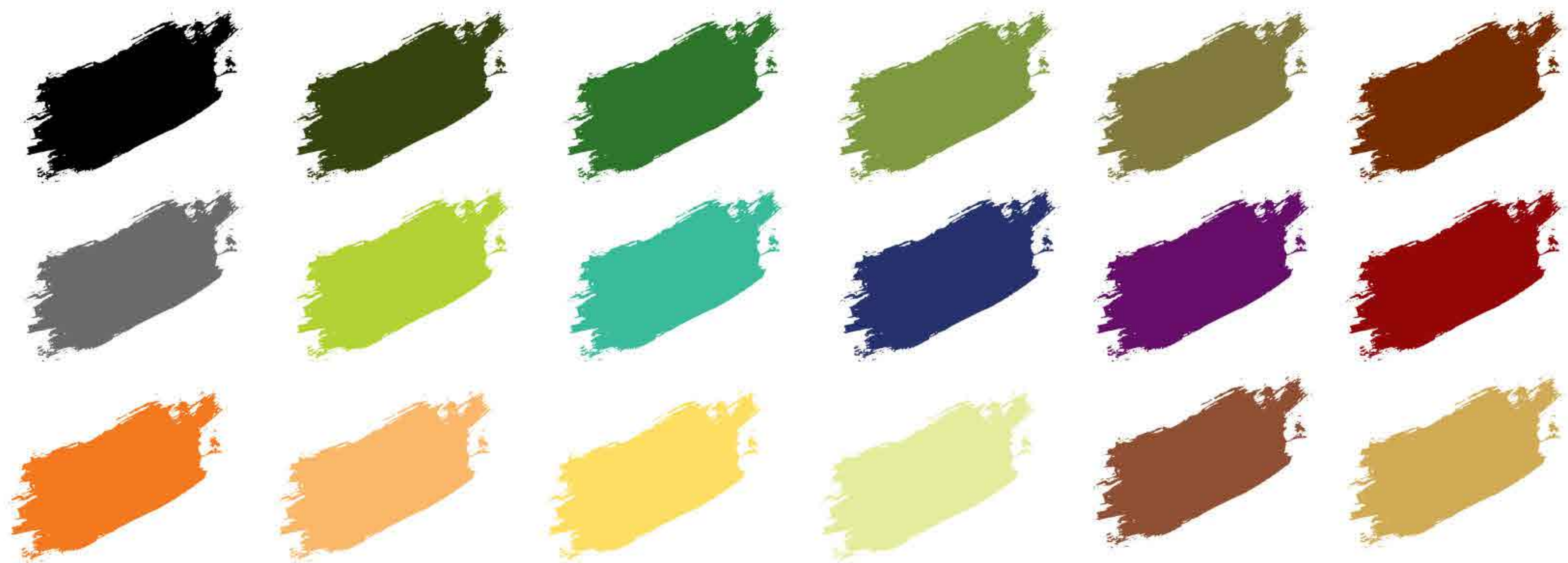
In order for the tone of the slogan to be suitable with its meaning, the form of Iranian calligraphy was used in the form of handwriting (which evokes intimacy).

■ Canned label design:

Considering the wide range of products, it is necessary to integrate the visual identity of the brand in the labels.

Therefore, a consistent uniform for the products was designed according to the customers' taste.

A uniform was designed for the Hilda family of canned products, which, while having the same composition with the change of the product inside the container and the background color of the label, can be used for all products of this family.



Then all the products were photographed in order to have attractive pictures of the contents of the cans



Canned label design:

For the labels, both **Persian and German sides** are taken into consideration, so that it is clear not only for Persian speakers, but also for other residents of Germany.



In order to export the product and sell it in different European countries, it was necessary to present textual content and guide icons based on European standards.



■ Canned label design:



Jams Label design





Pickles label design



Herbal Essences



Spice label design



Label design for syrups





Herbal Tea Packaging Design:



Sweet Box Design



Yogurt drink label design



■ Designing general wrappers:

The wide range of Hilda company's products in the field of legumes and dried fruits necessitated the design of a wrapper that can pack all these products.



In the design of this wrapper, it was necessary to use a design and color pattern that matches the entire product family. A simple design in harmony with Hilda's brand identity.



Catalog Design

Hilda collection with various products needed a comprehensive catalog to better introduce and market its brand and products.

Based on this, the uniform was designed in accordance with the brand identity to introduce the complete portfolio of products in this format.



Website design and SEO promotion

Hilda's website has a store function, so its user interface was designed in such a way that the user can easily find the desired product and order it.

