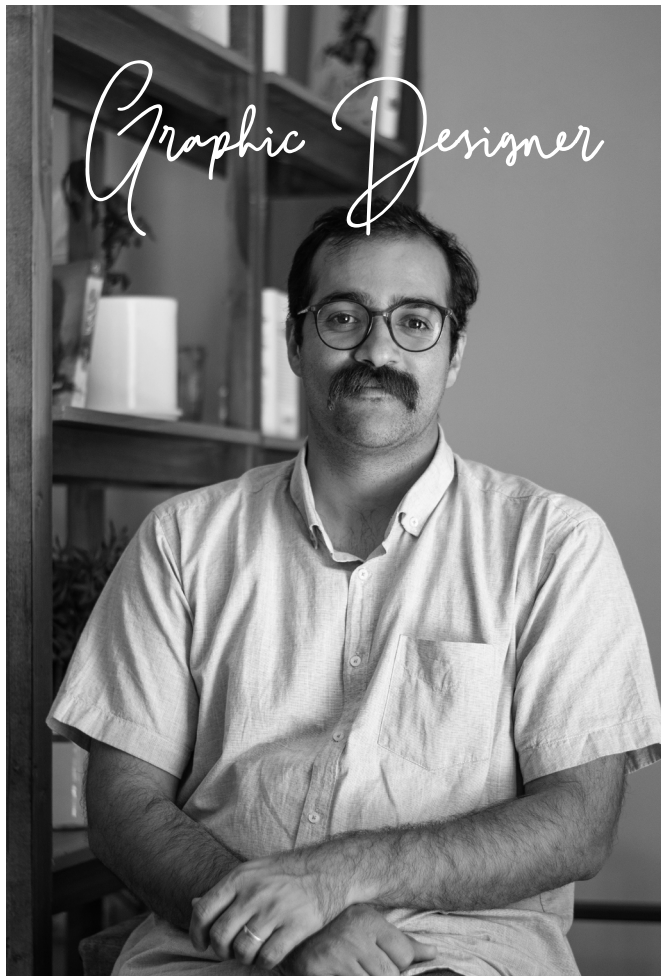


# **Portfolio** *Graphic Design*

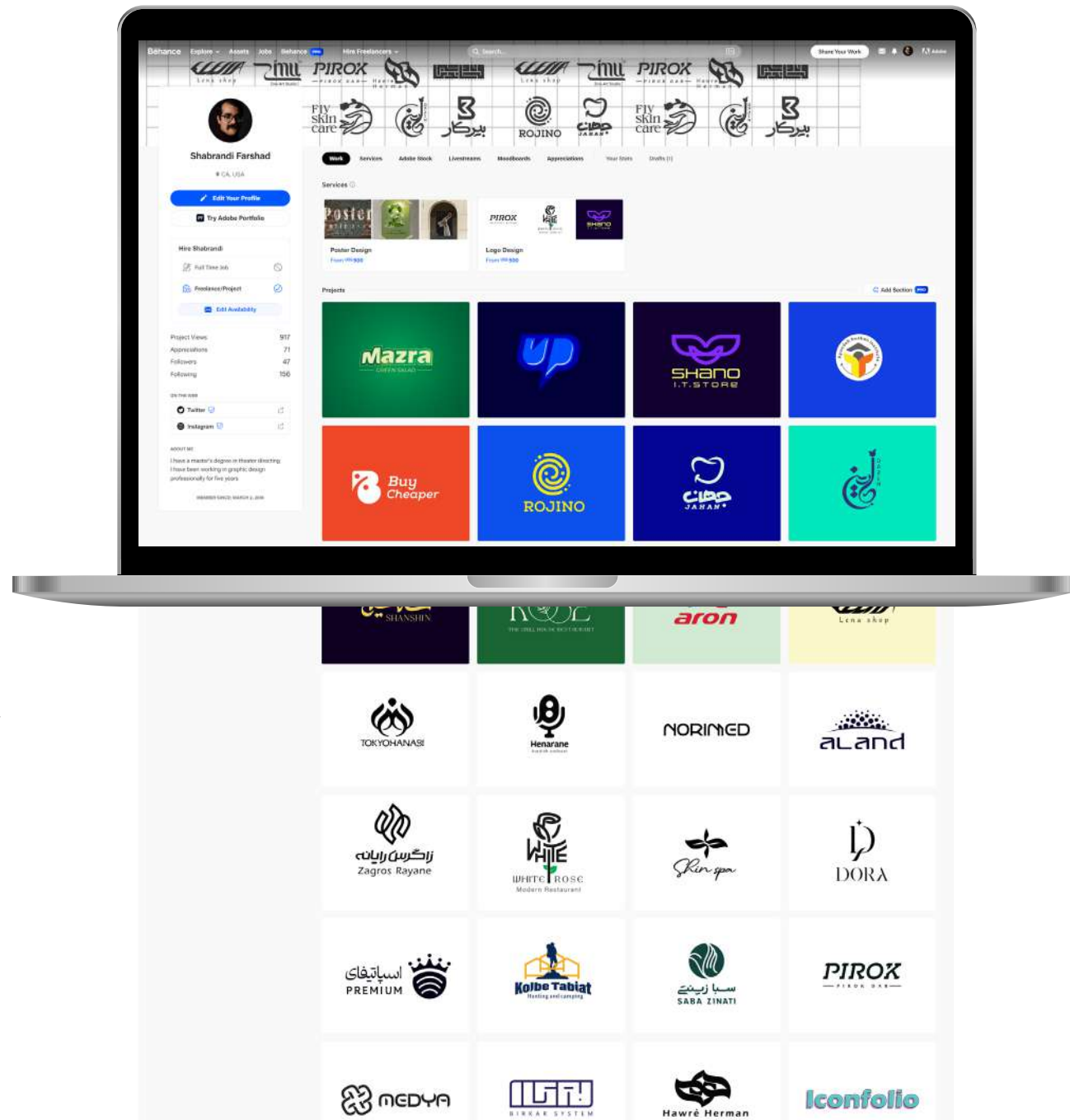
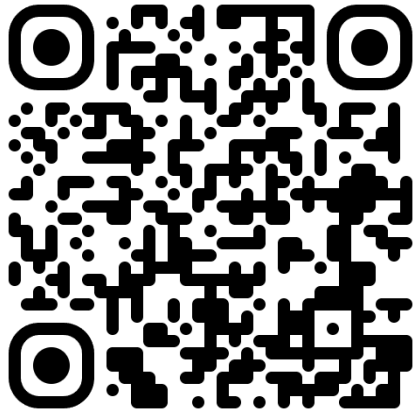
Farshad Shabrandi - 2024



*Farshad Shabrandi*

## About me

I'm Farshad, a graphic designer and senior logo designer with five years of professional experience. Design has always fascinated me because of the vast and complex process of problem-solving and creating something that communicates non-verbally. I enjoy swimming, movies, music, and reading in my daily routine. I believe a successful design is one that effectively conveys its message to its audience.



You can check out some of my works on my Behance page

[Behance.net/shabrandi](https://Behance.net/shabrandi)

*Brand &*  
**Logo**  
**3**

**21** *Design*  
**Business card**

**22** *Design*  
**Poster**

**26** *Design*  
**Social Media**

*Table of*  
**Content**

**30** *Design*  
**Website Banner**

**32** *Brochure &*  
**Catalogue**

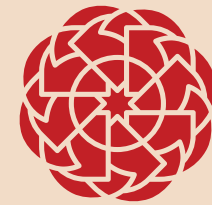
**35** *Design*  
**Package**



Bejna is an online fabric and clothing store. In Kurdish, 'Bejna' means 'a tall person'. For the Bejna logo, we've aimed to create a stretched and tall logotype. The logo icon features a symbolic flower, which is an abstract twist on the first letter of the brand

BAJNA  
بەژنا

#cc2027



#f9e3ce



Shano is an IT services and computer products company with an online store and a chain of physical outlets. The company has over 100 employees and operates 3 active branches. The logo for Shano creatively incorporates the meaning of the word 'Shano,' which means 'theater' in Kurdish. The typography of the word has been designed with purposeful twists to resemble a masquerade mask, symbolizing the theater.







Aron is a company specializing in the production of building paints as well as designing and manufacturing materials for waterproofing and insulating buildings. The logo of the company incorporates the first letter of the brand, "A," combined with the shape of a building's roof and three primary colors, symbolizing a roof structure.





Medya is a company based in Turkey that produces raw materials for dental laboratories and dental practices. It offers high-quality, specialized dental products and hygiene supplies to its customers with the highest standards of excellence.



#1f46c1

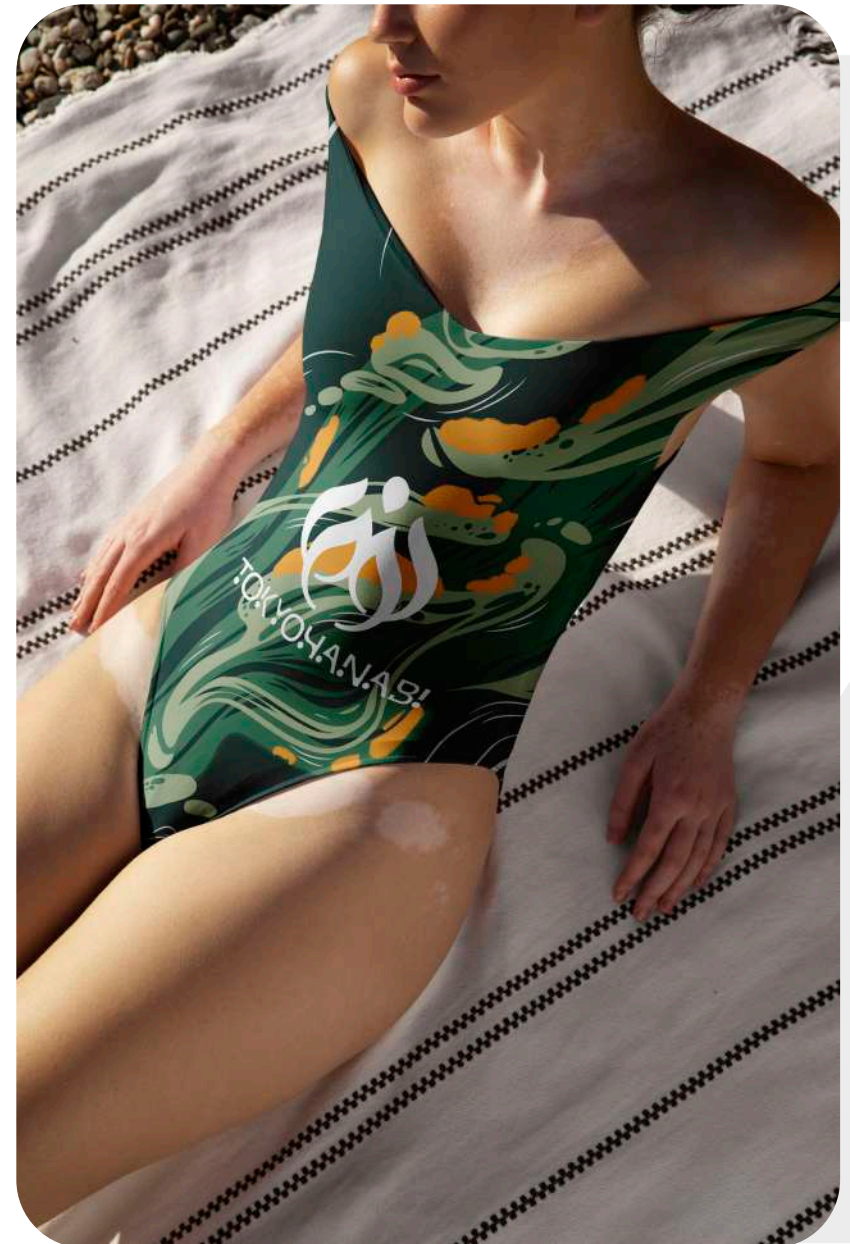


#cbe5d8





TokyoHanabi is a workshop and factory that produces women's lingerie using the highest quality, hypoallergenic materials, with a very high percentage of pure cotton. According to the owner, the name is inspired by a flower in Japanese, and this is reflected in the logo, where a flower icon is used. The logotype also incorporates a modern and sporty style.





White Rose is a modern Mediterranean restaurant located in Leeds, England, equipped with the latest global trends and modern amenities. The logo design for this brand reflects the historical significance of the city of Leeds and the reverence for the white rose. A luxurious and elegant typographic logo was created to emphasize the brand's connection to the city's rich history and the importance of this symbol.





Shanshin is a large tourist complex located in Iran, featuring restaurants, suites, hostels, swimming pools, and more. The logo for this complex is inspired by the elegant Nastaliq script, with a focus on luxury and opulence to reflect the grandeur of the complex.





**KADIK**  
Burger Land

#1e6433

**KADIK**  
Burger Land

#feede8

10

Kadik is a company and factory that produces meat products like hamburgers, sausages, and salami. They use modern freezing tunnel technology and high-quality beef in their products. The logotype design symbolically includes elements related to their industry.





Pulk is a large holding company with eight main subsidiaries, active in real estate, construction, internet infrastructure, transportation, and more. The name comes from a strong, wild tree found in Central and East Asia. The logo design combines the tree's leaf with the sun.

**PULK**  
Company

#feede8



#1e6433





Mazra is a local workshop producing salads and semi-prepared foods for retail. In Kurdish, the name "Mazra" means "farm."

**Mazra**  
— GREEN SALAD —

#e5ffbd

**Mazra**  
— GREEN SALAD —

#009949



Dora Jewelry Gallery uses a combination of Persian and English typography in their logo, along with a symbolic shining star, creating a unique fusion logo.



#e3d1b7

DORA  
Gold & Jewelry

#1b6d56



Saba Zinati's personal and business logo features a clear combination of a hand, a bird, and the word "Saba" within the icon. The logotype is bilingual and designed in a modern style.



Henarane is a podcast focused on music and literature in Kurdish, available on all podcast platforms. The logo prominently features the first letter of the brand name, combined with a dialogue box and a microphone.

**Henarane**  
kurdish podcast

#e81332



#e3f5ff





Trend Up is a video content creation-based advertising agency. The logo design features a modern logotype with emphasis on the word "Up" inside a dialogue box.



#000056



#004fff





Zagros Rayaneh is an online and physical store selling computer products and accessories. The logo icon incorporates the letters Z, R, and S, while the Persian typeface is designed in a readable and modern style.

زاگرس رایانه  
Zagros Rayane

#dbcd63



#212a3e



Zhowangah Tour is a tourism company that organizes nature tours. The logo design includes a modern typographic style with an abstract smile integrated into the design.

ژوانگه تفر  
Zhowanga tour

#ff7843

ژوانگه تفر  
Zhowanga tour

#042560



Pirok is a factory producing handcrafted items like chess sets, backgammon boards, and other wooden products. The logotype design focuses on clarity and readability.

**PIROK**  
— PIROK DAR —

#feede8

**PIROK**  
— PIROK DAR —

#1e6433



Norimed is an online store specializing in medical equipment and supplies. The logo design blends traditional and modern lines, aiming to create a contemporary style. The design incorporates rounded corners and curves to evoke a warm and friendly feel.







## Design Business Card





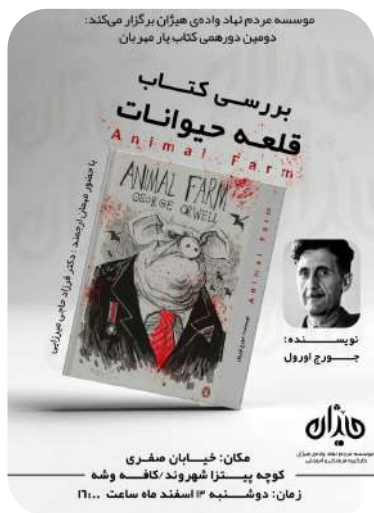


Design  
Poster



Design  
Poster





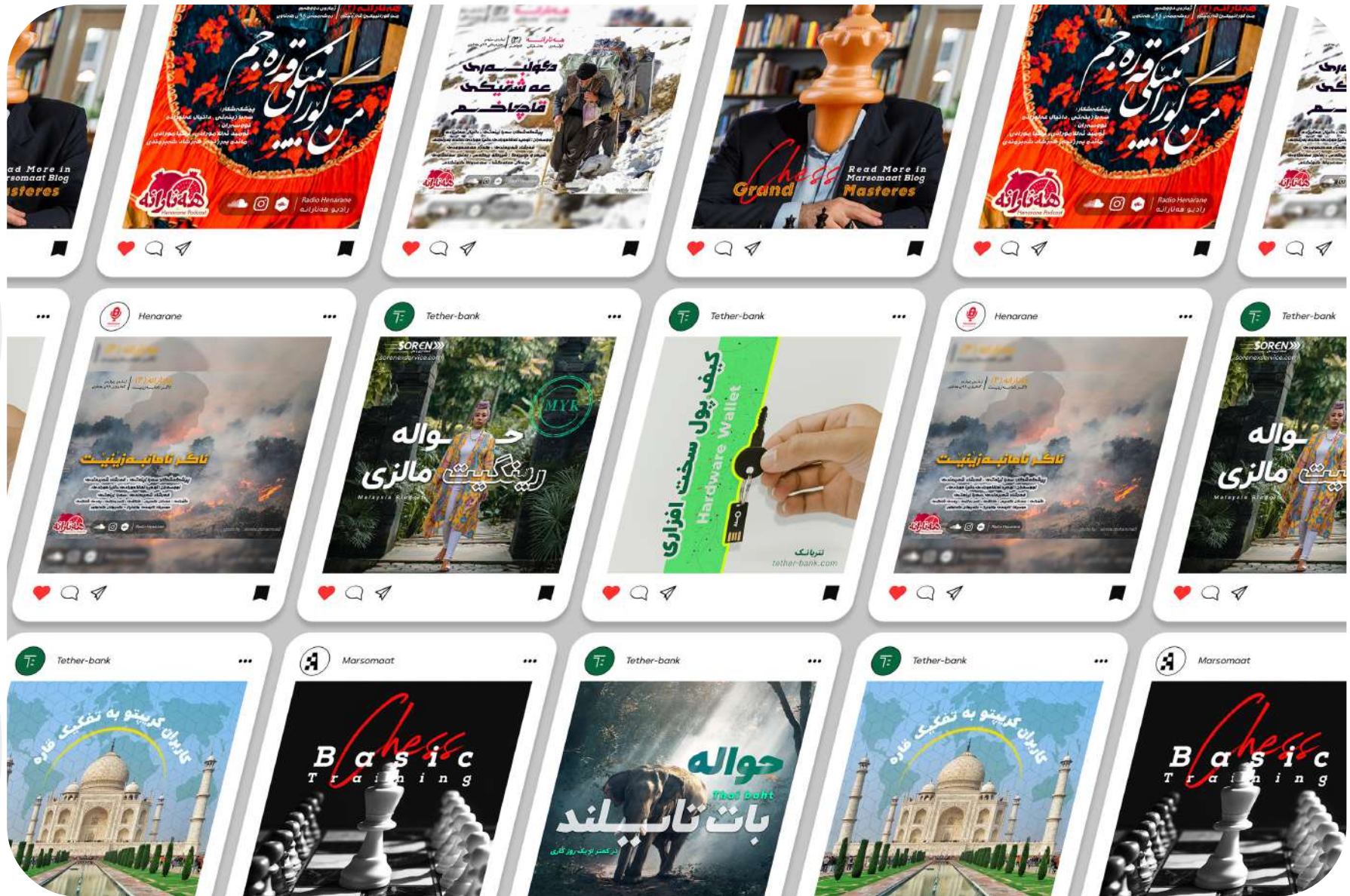
Design  
Poster





Design  
Poster



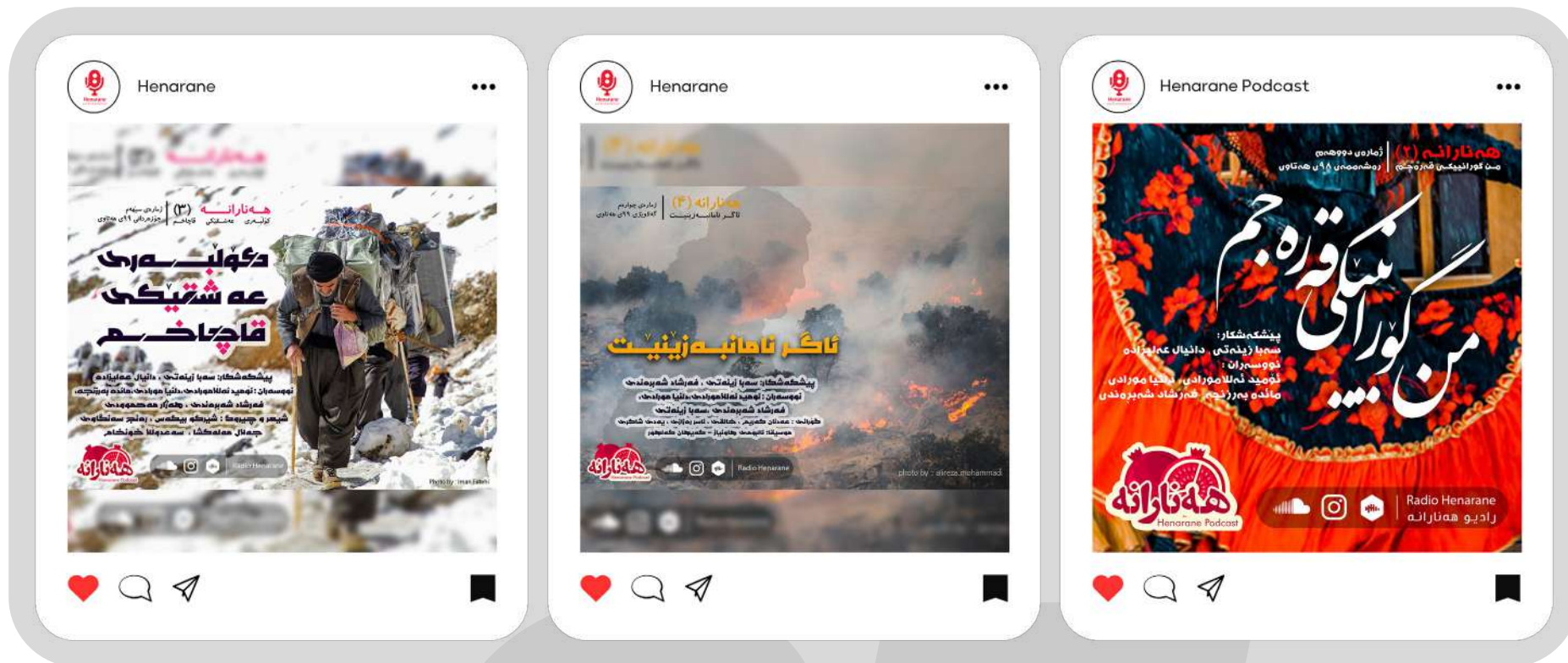


Design  
Social Media Post



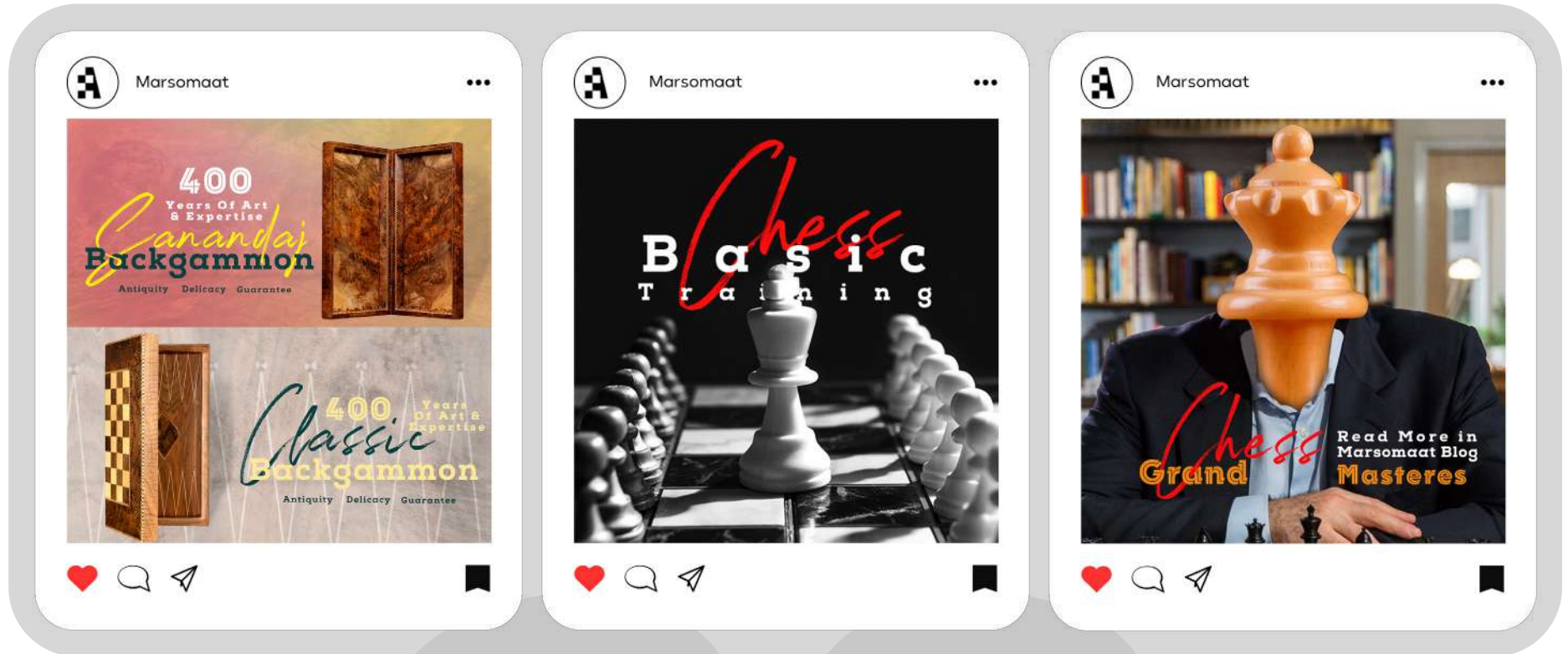
# Cover Design

## Henarane podcast



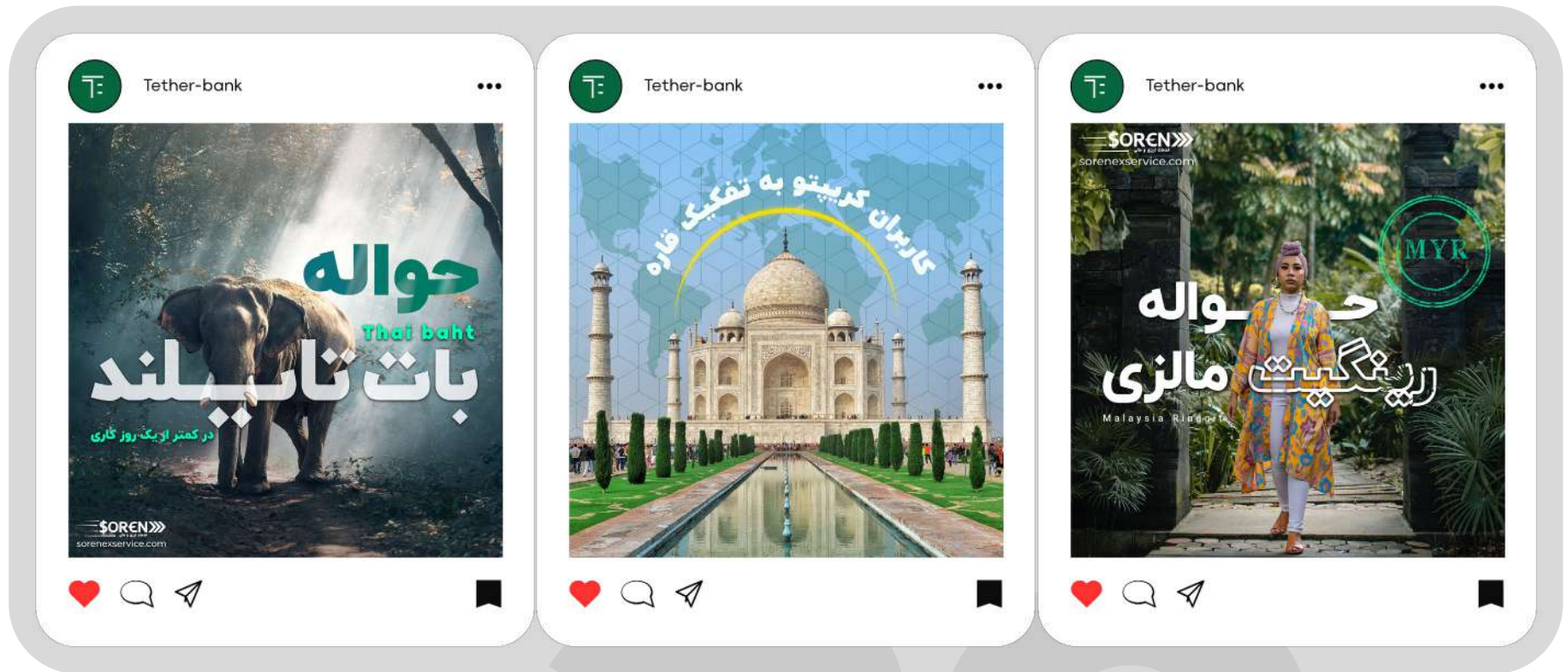
# Cover Design

Marsomaat company

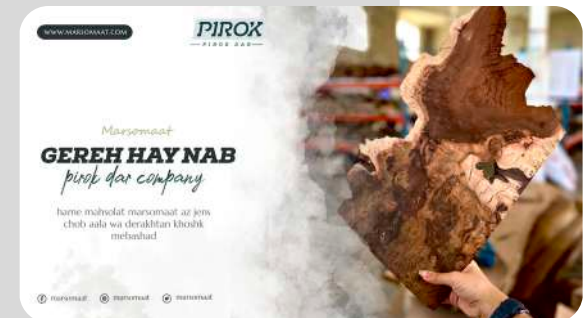


# Cover Design

## Tether Bank







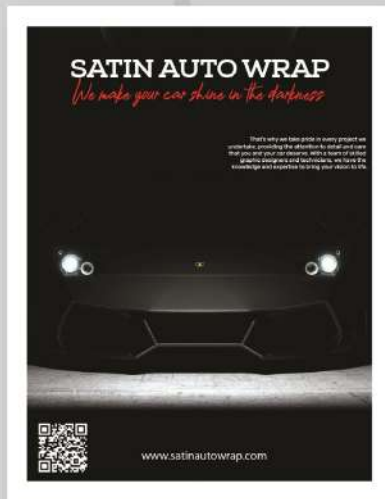
Design  
Website Banner





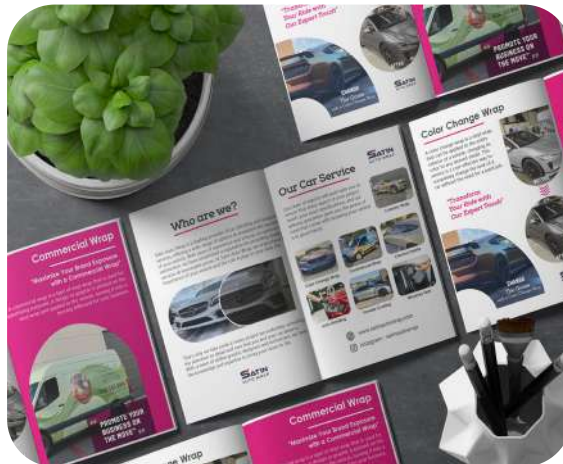
Design  
Website Banner

31



12  
Pages

Designer:  
Farshad Shabrandi



Design  
Catalogue





Design  
Catalogue



## Company Profile

CATALOG | 2022

### Marsomaat

Marsomaat is not just a name but an art with supreme quality. delicate as nature and antique as a treasure. Marsomaat is the outcome of 400 years of the art of inlaying in Sanandaj, which is the cradle of this art in the world.



As the manufacturer of luxurious wooden backgammon and chess sets in Sanandaj, Marsomaat always endeavors to introduce the backgammon of Sanandaj to the world as it ought to be and to stabilize its position as the core of backgammon in the world. We intend to provide you with the highest quality products.



It is evident to all that Sanandaj backgammon is top of the line, hence producing Sanandaj backgammon and magnificent chess sets with premium quality. Marsomaat is entitled as the biggest supplier of the mentioned products. Marsomaat's main objective is to introduce the inlaying art of Sanandaj, specifically Sanandaj backgammon and wooden chess. Marsomaat is a team of over 250 active direct and indirect employees.



The art of inlaying in handcrafting backgammon prerequisites utilizing wood veneers 4-5 times thicker than the standard veneers.



Contact : Kurdistan, Sanandaj, Shahid Shohbi Blvd, Javus Alley, Plate 2, 1st floor Z Phone : 09261714651 Email : info@marsomaat.com www.marsomaat.com

## Wholesale

### Backgammon Checkers

Our checkers are made of walnut wood and are available in various sizes and designs. Height: 10mm Diameter: 25, 31, 33, 35, 38 mm



### Classic Backgammon Sets:

They are made of walnut wood and are designed and handcrafted in Sanandaj. The sets include a backgammon board, 32 checkers, and a tarpaulin bag. Dimensions: 50\*50\*5 cm



### Carved Classic Backgammon Sets

They are made of walnut wood and are carved artistically creating magnificent designs on the board. The sets include a backgammon board, 32 checkers, and a tarpaulin bag. Dimensions: 50\*50\*5 cm



## Retail

### Sanandaj Backgammon

Sanandaj backgammon is the most magnificent, eye-catching, and high-quality backgammon available. Sanandaj backgammon is made of walnut burl wood of ancient trees local to Zagros. It takes about 12 to 16 weeks to handcraft a backgammon. The natural patterns of the wood and the artistic inlaying of the board would make anybody captivated by the impressive beauty of this product. For this reason, it can also be used as a decorative item.



This backgammon is made of walnut burl wood, a masterpiece by nature. As it has a natural pattern, this is a unique product. There is only one of a kind available in the market.



# Design Infographic & Brochure







Design  
Package

35



Design  
Package



Design  
Package





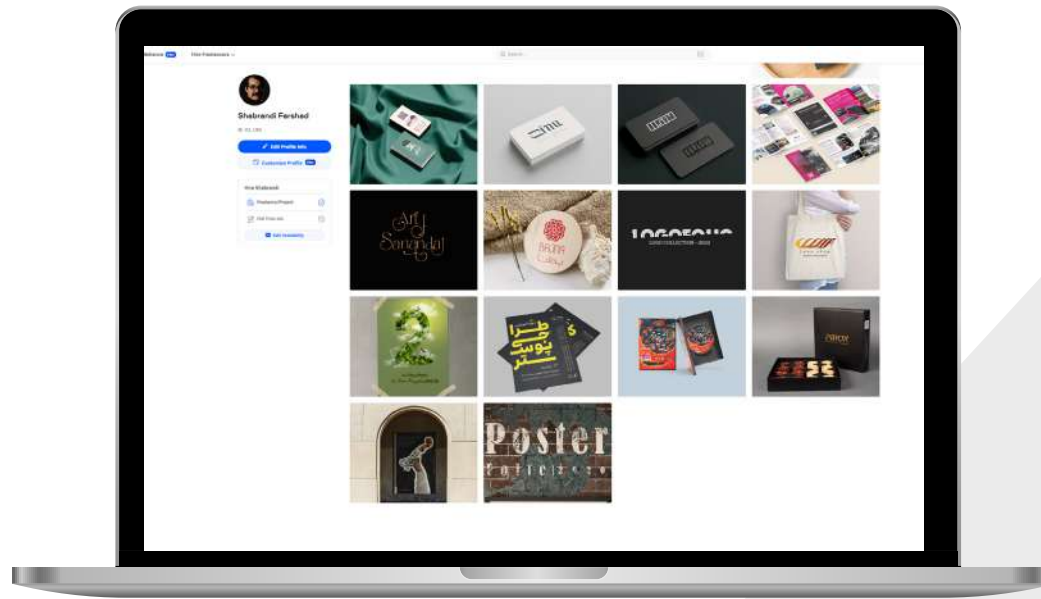
Design  
Package





Design  
Package

39



*Thanks for your time*



You can check out some of my  
works on my Behance page