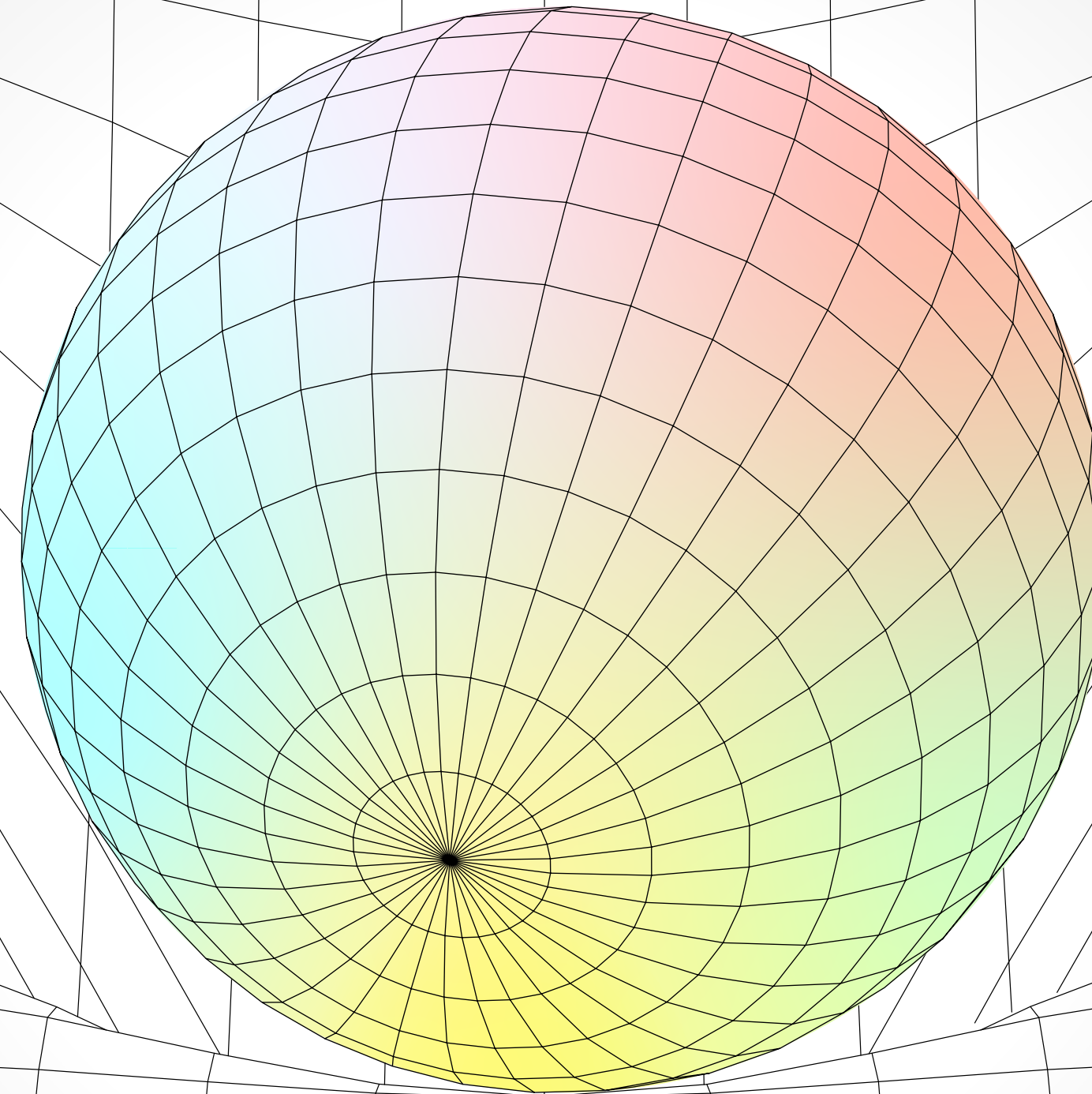


24 Sep 2026

A Collect of Creative Work

Istanbul, Turkey

Abolfazl Mouneskhan



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.

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+90 545 317 72 00

be.net/mouneskhah

[linkedin/mouneskhah](https://linkedin.com/mouneskhah)

[instagram/mouneskhah](https://instagram.com/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.

- | | | | |
|--|---|---|---|
| <ul style="list-style-type: none">* Art Direction* Strategic Brand Architecture* Visual Communication Strategy* Rebranding & Brand Evolution* Creative Leadership & Mentorship | <ul style="list-style-type: none">* Visual Identity Systems* Corporate Identity Design* Comprehensive Brand Guidelines* Visual Storytelling* Digital & Print Brand Assets | <ul style="list-style-type: none">* Logo Architecture & Drafting* Geometric Grid Systems* Golden Ratio Proportions* Minimalist Brand Aesthetics* Vector Geometry Refinement | <ul style="list-style-type: none">* 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.

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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

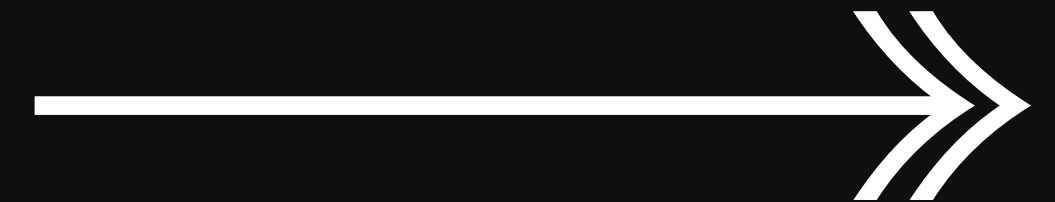
2023 / 2025 **Founder & Design Mentor**
Bamdad Design Community

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





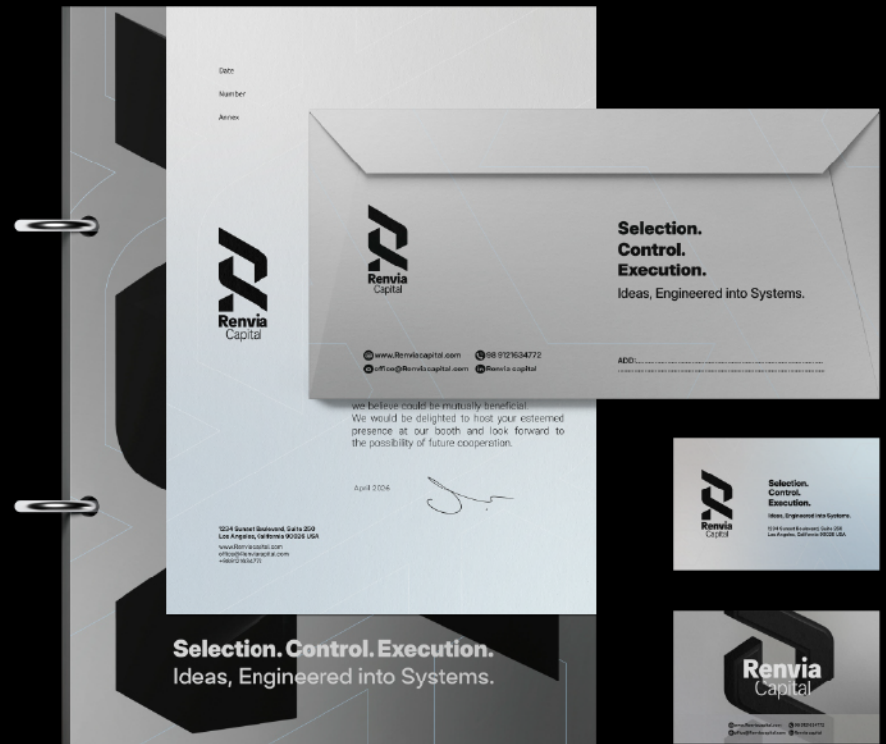
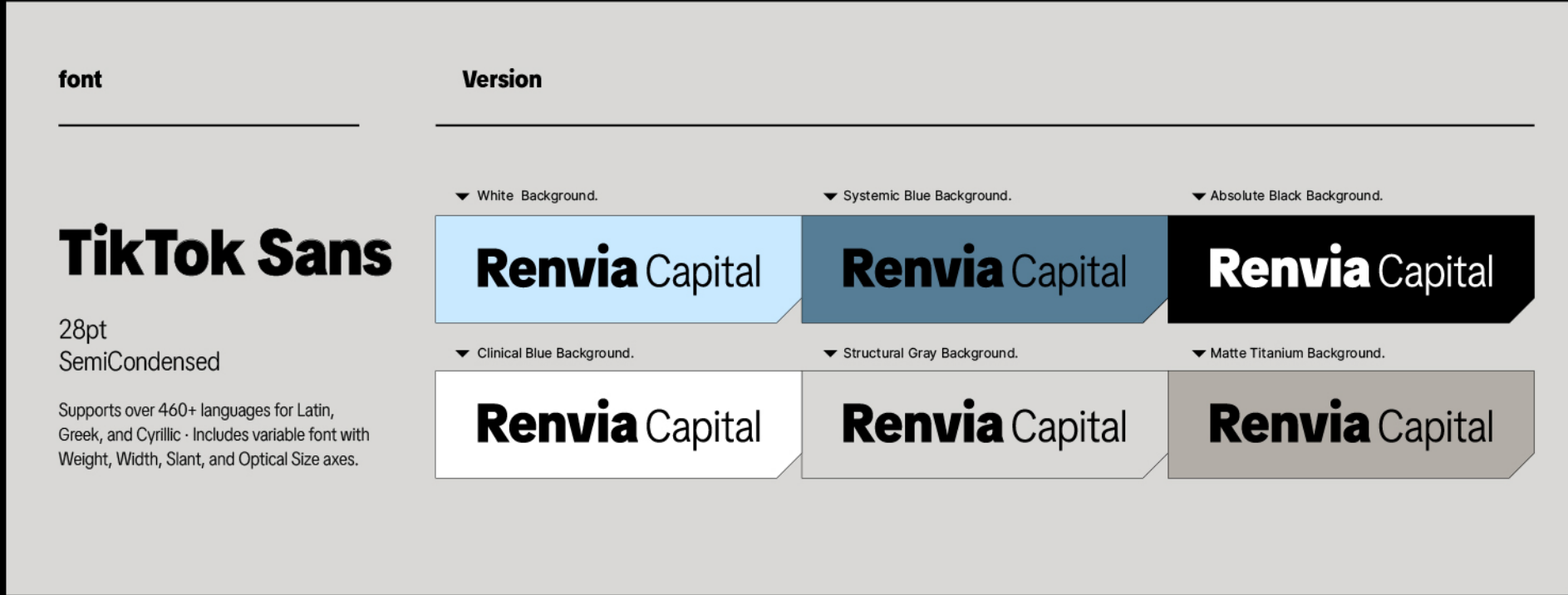
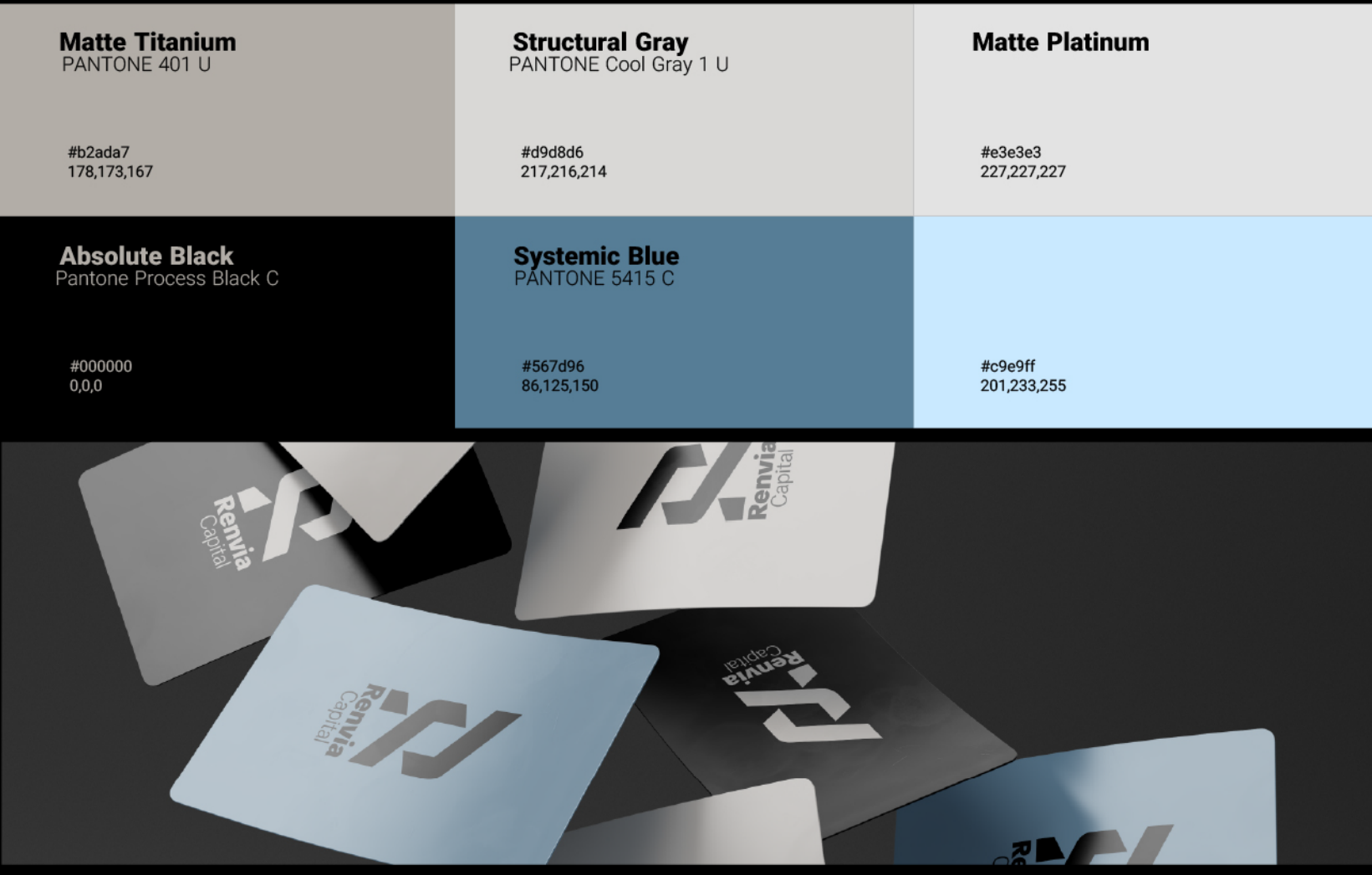
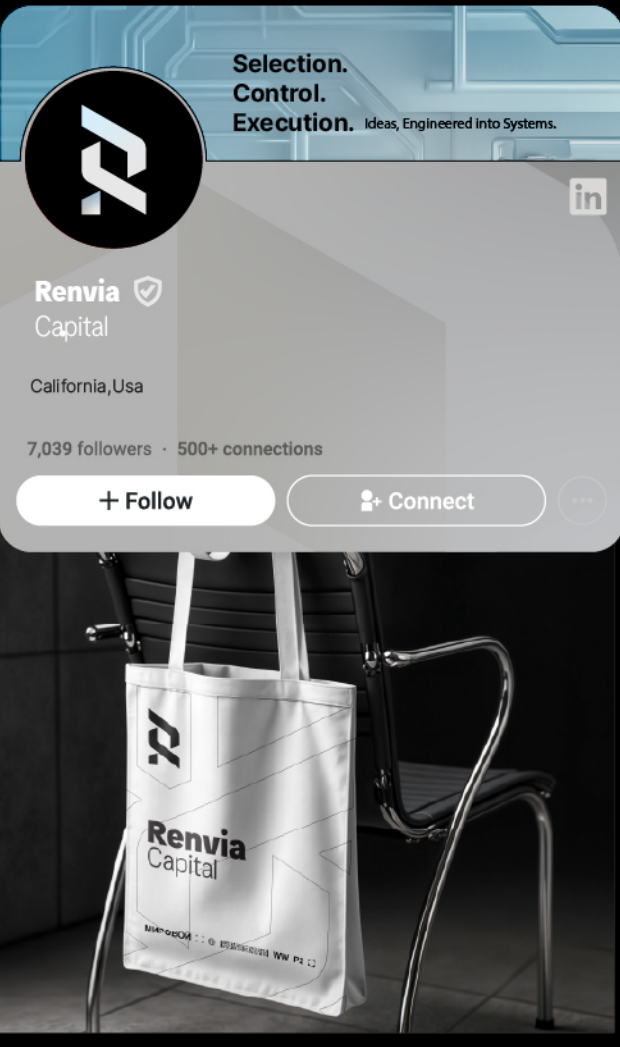
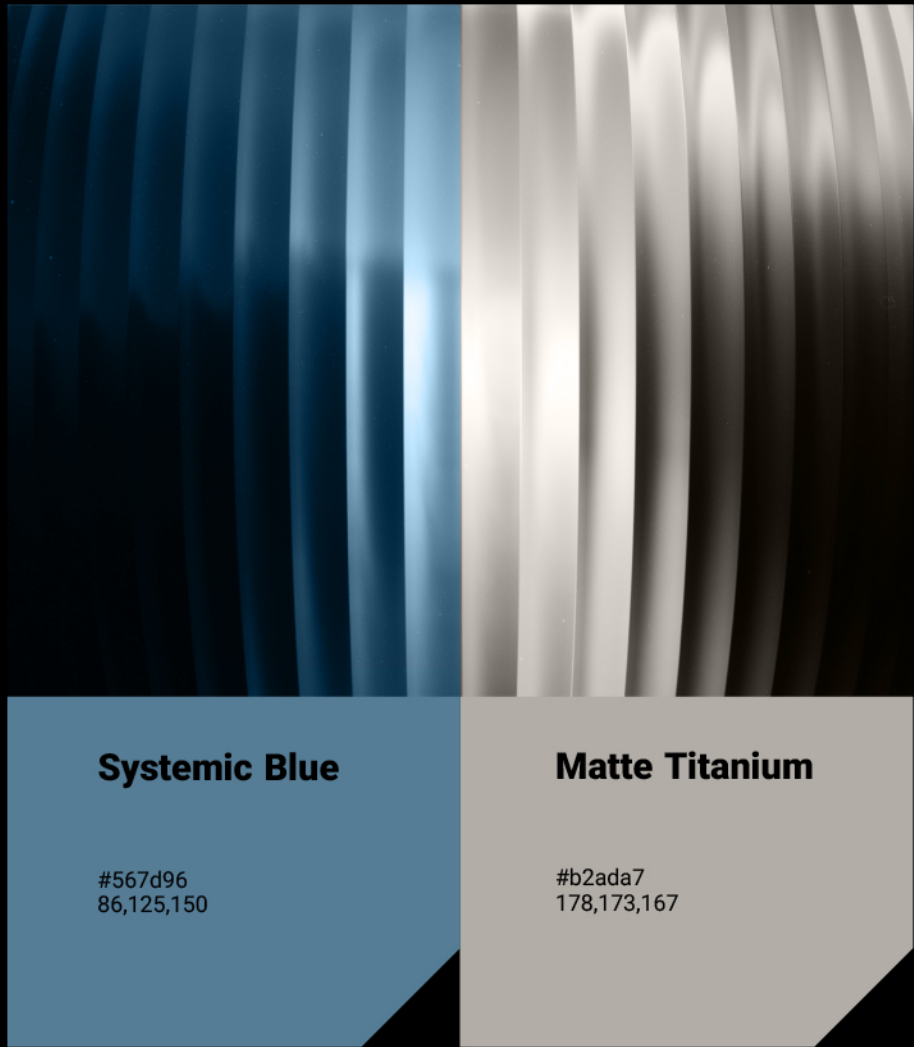
Renvia
Capital

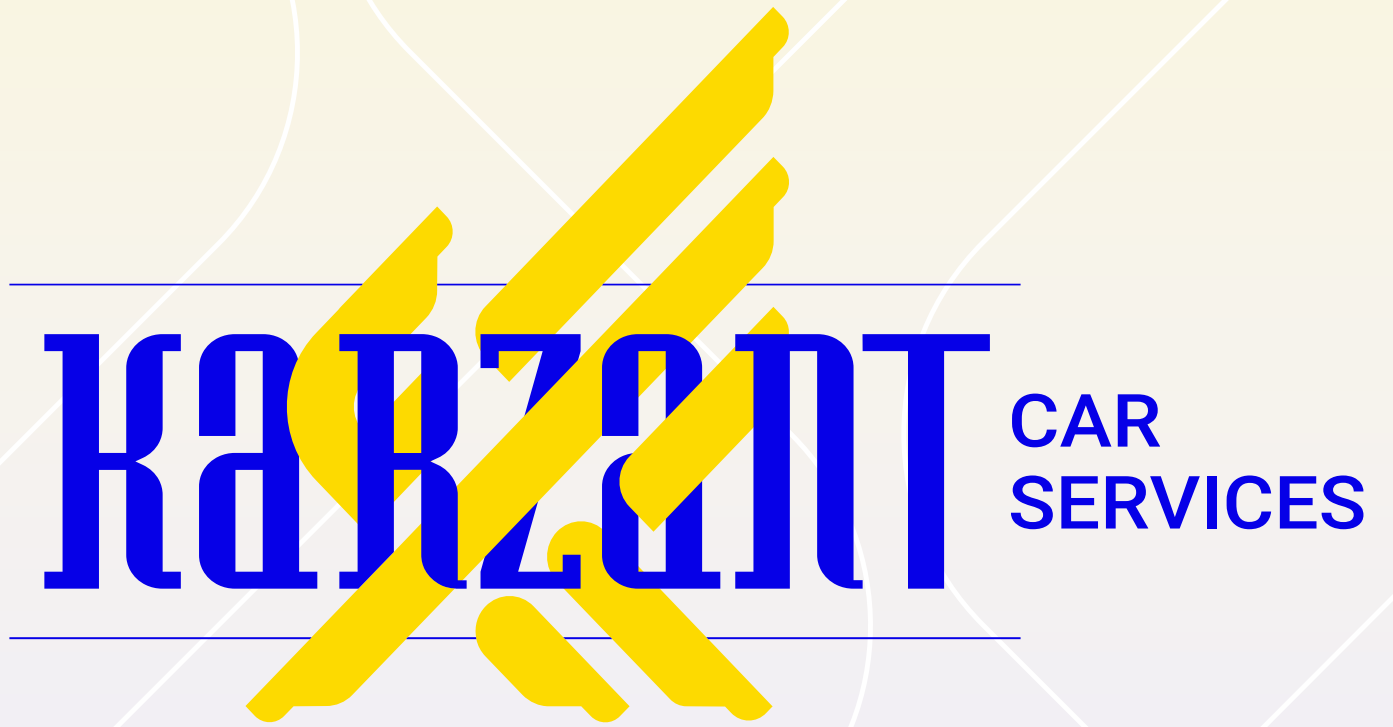


Renvia
Capital

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

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





CAR
SERVICES

KARZENT

Black

#000000
0,0,0

Blue

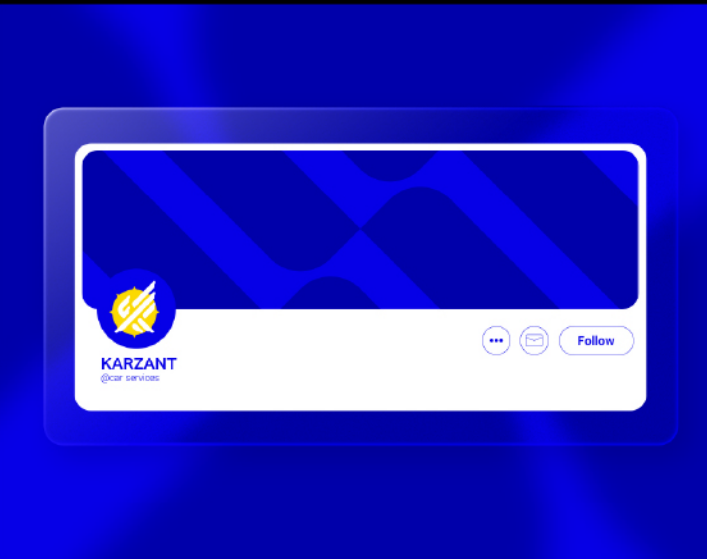
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6,0,231

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.

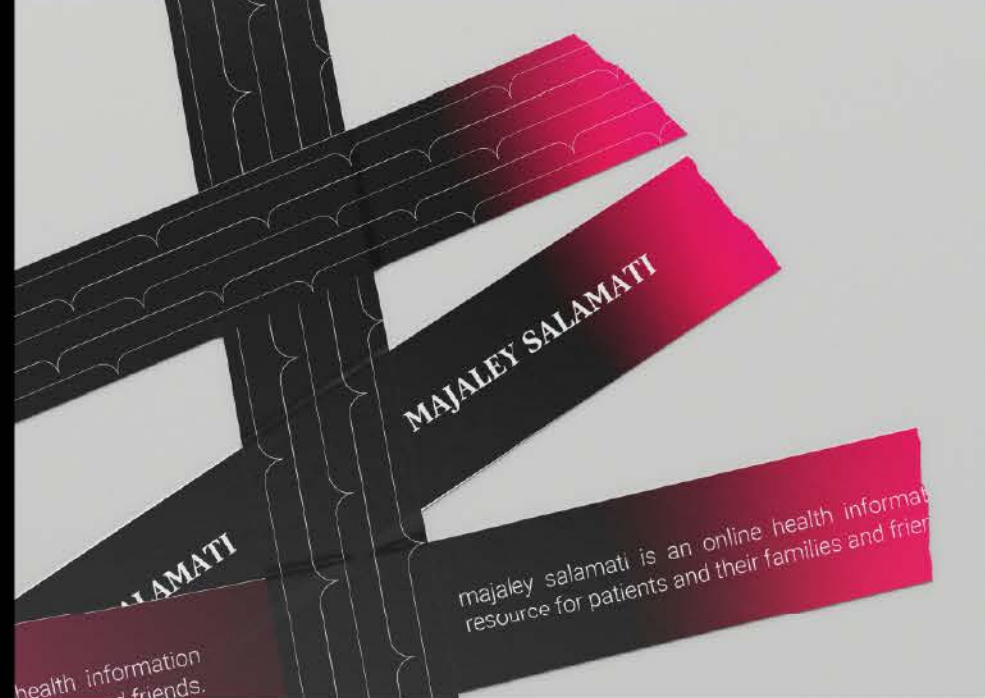
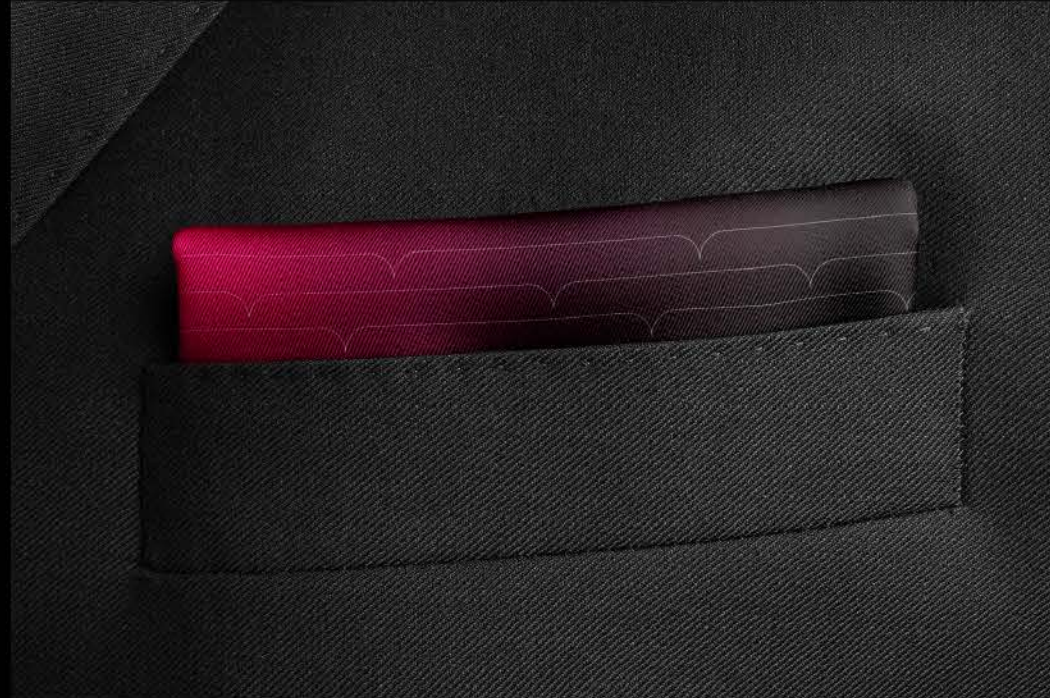
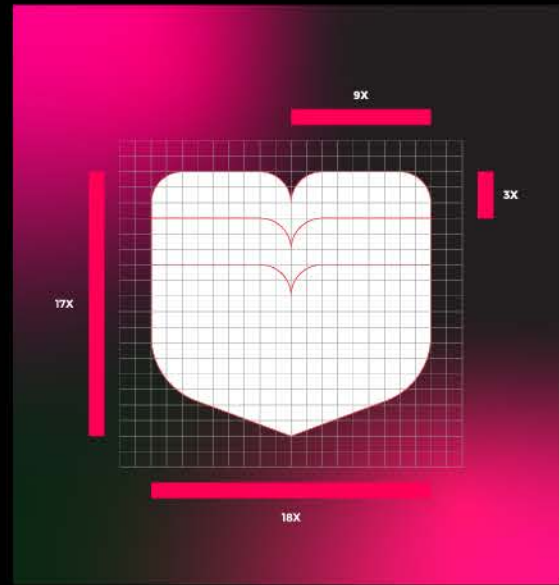
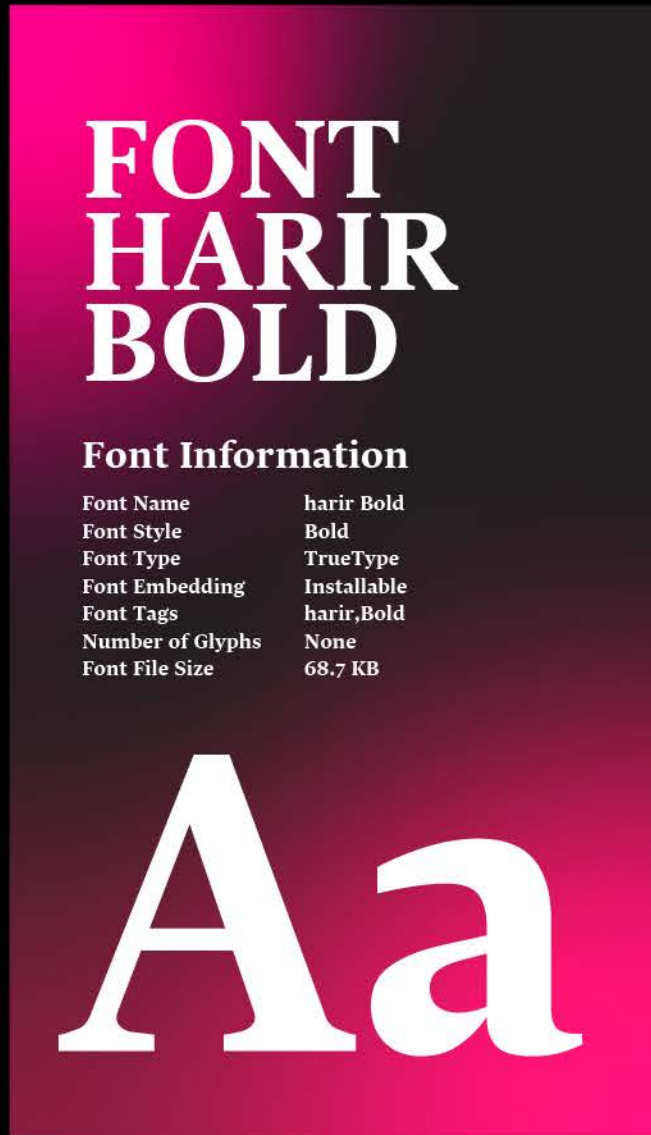
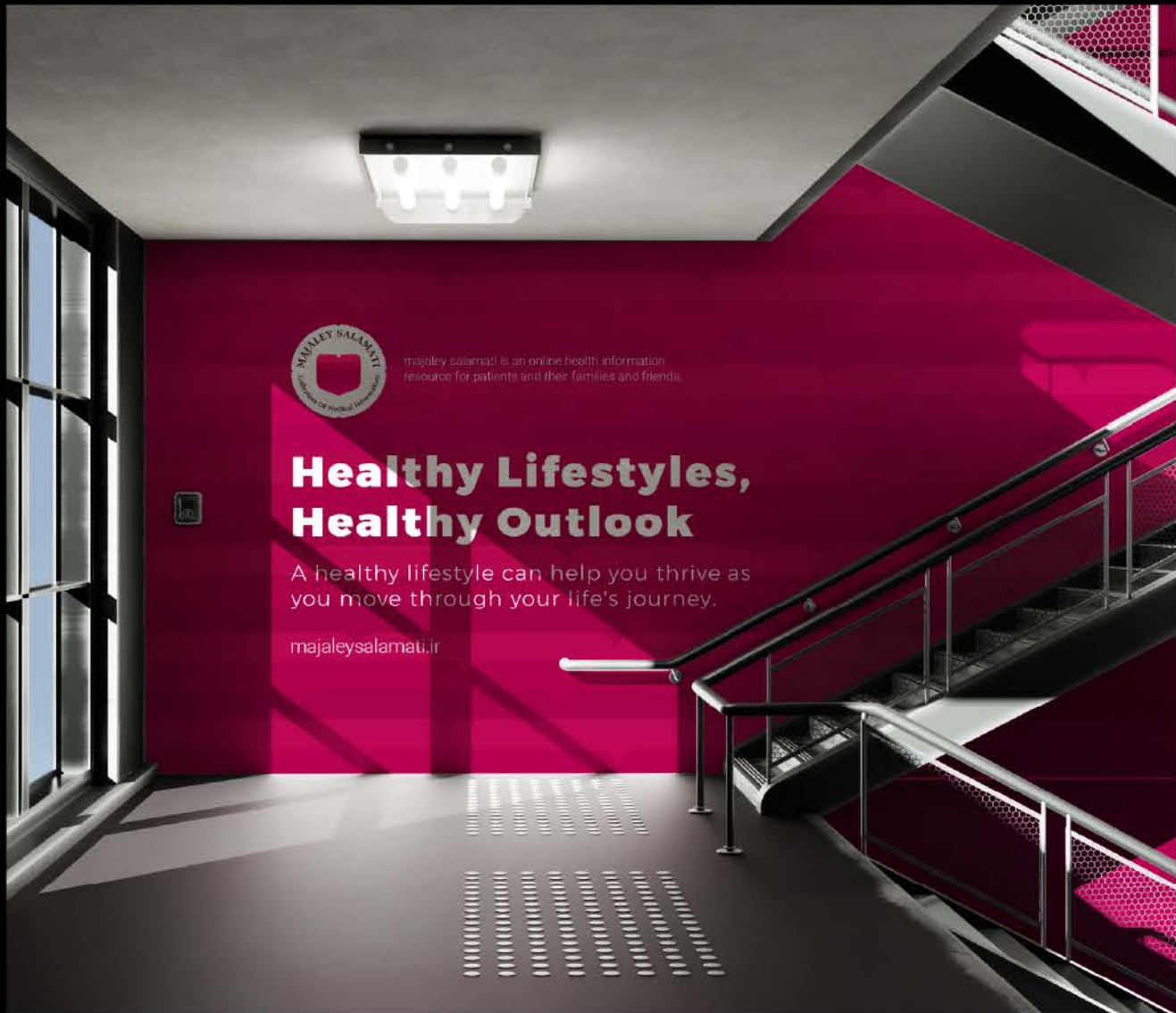
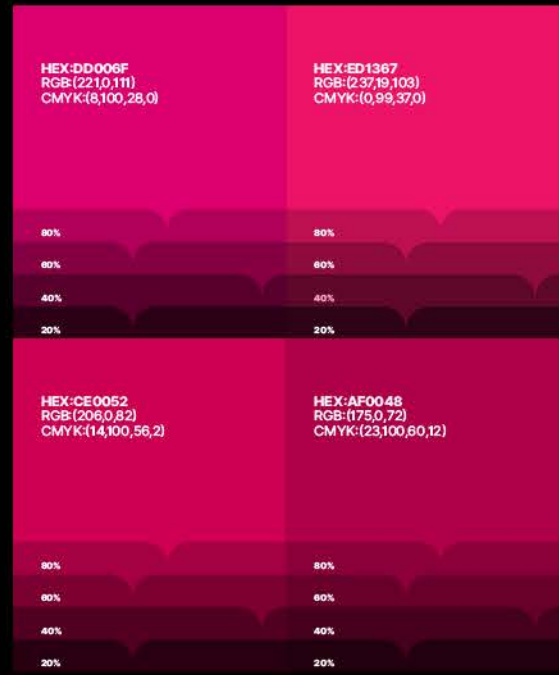
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a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
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#0600e7

#ffde17





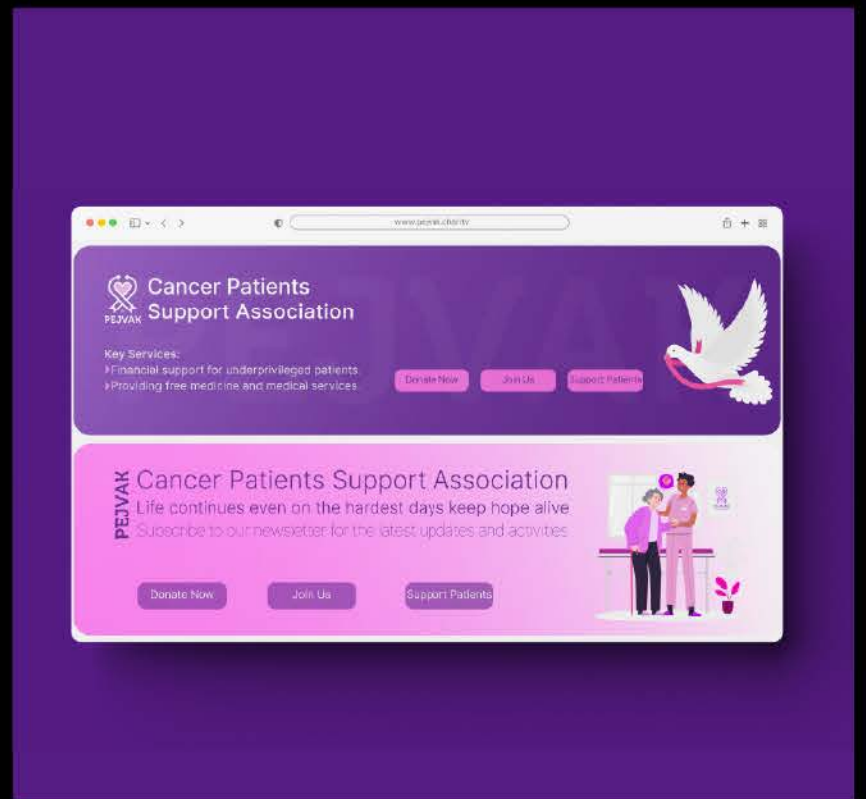
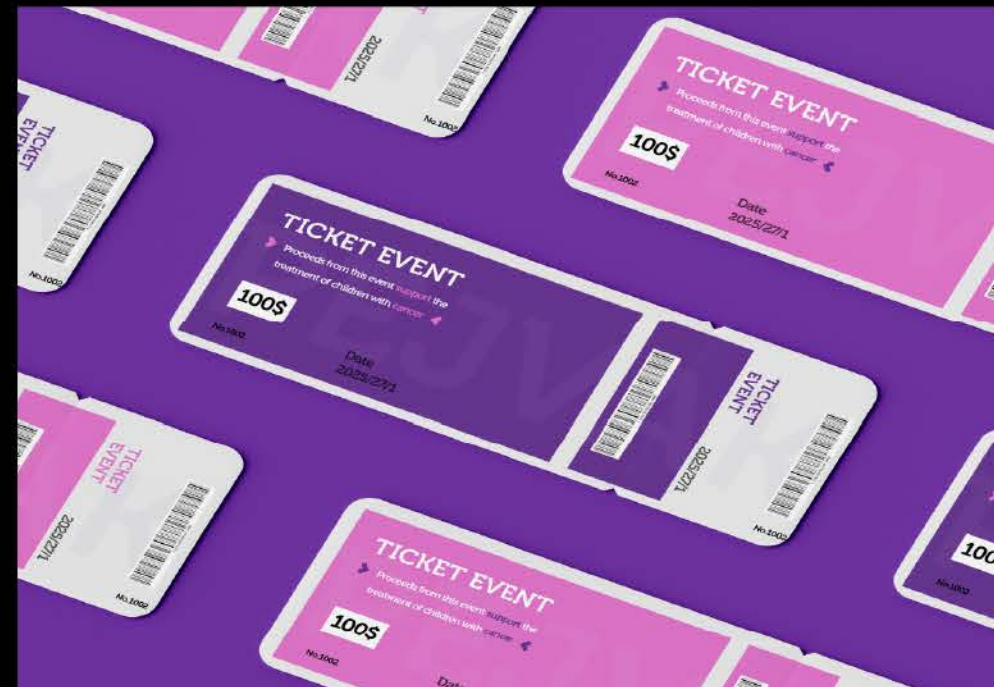
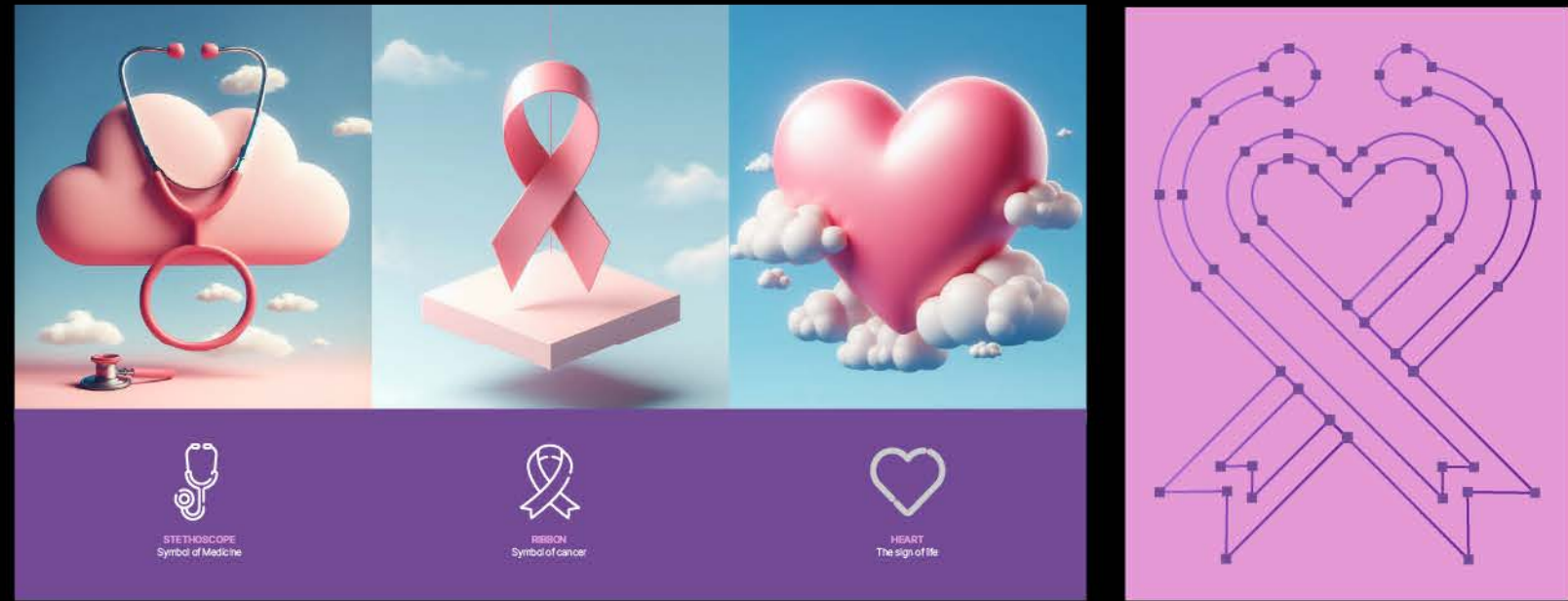




PEJVAK
Cancer Patients Support Association



PEJVAK
Cancer Patients Support Association





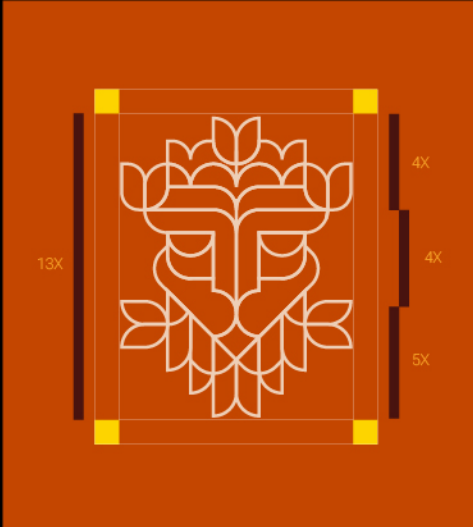
= SHARLOT =

Cigarettes Tobacco Hookah

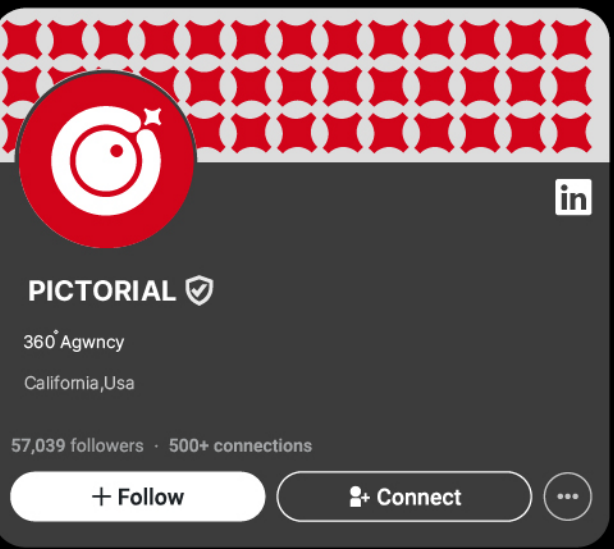
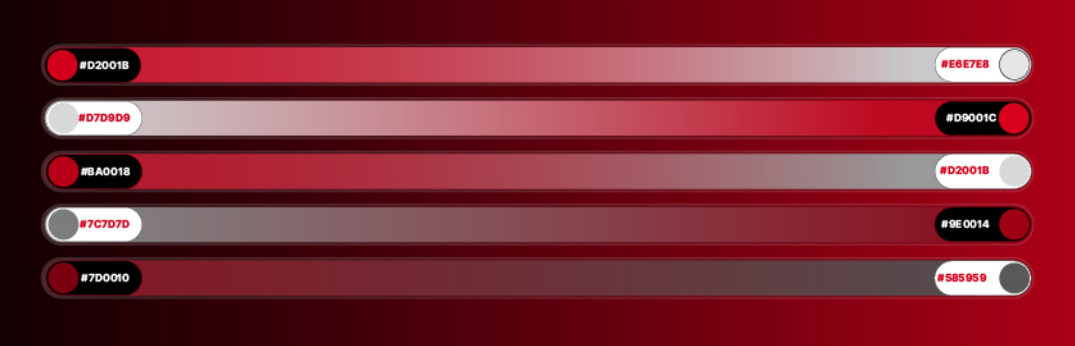
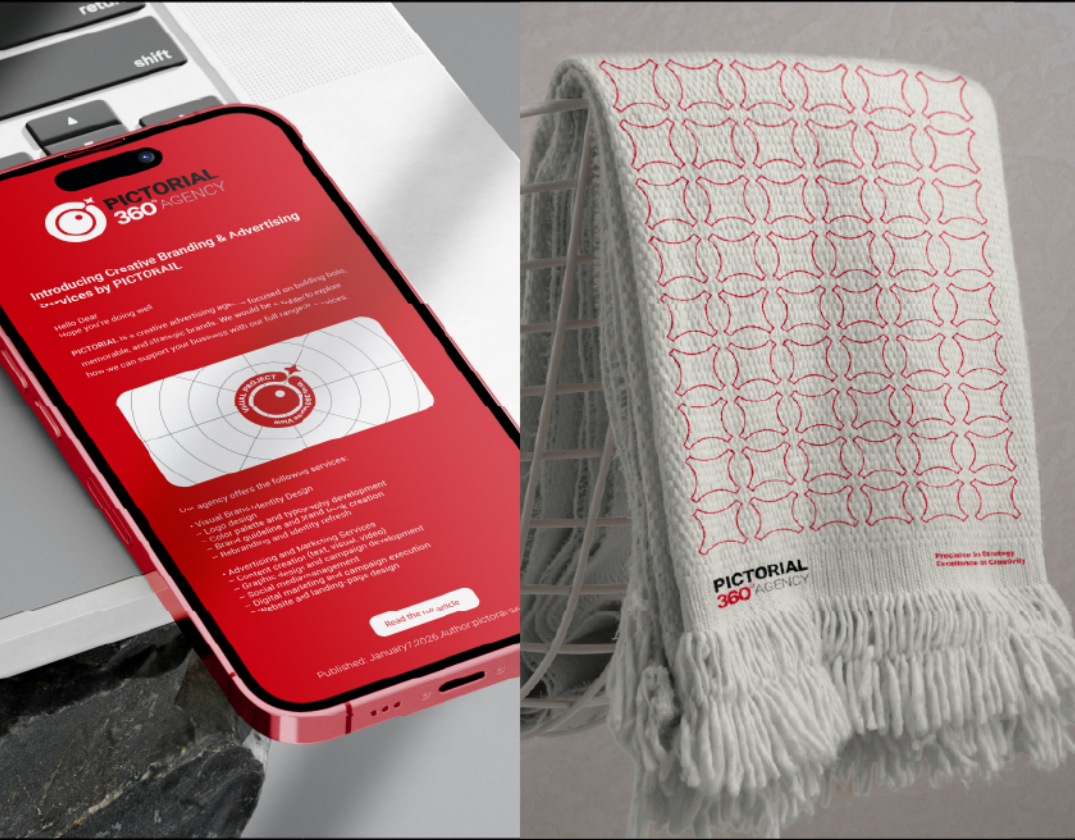


SHARLOT

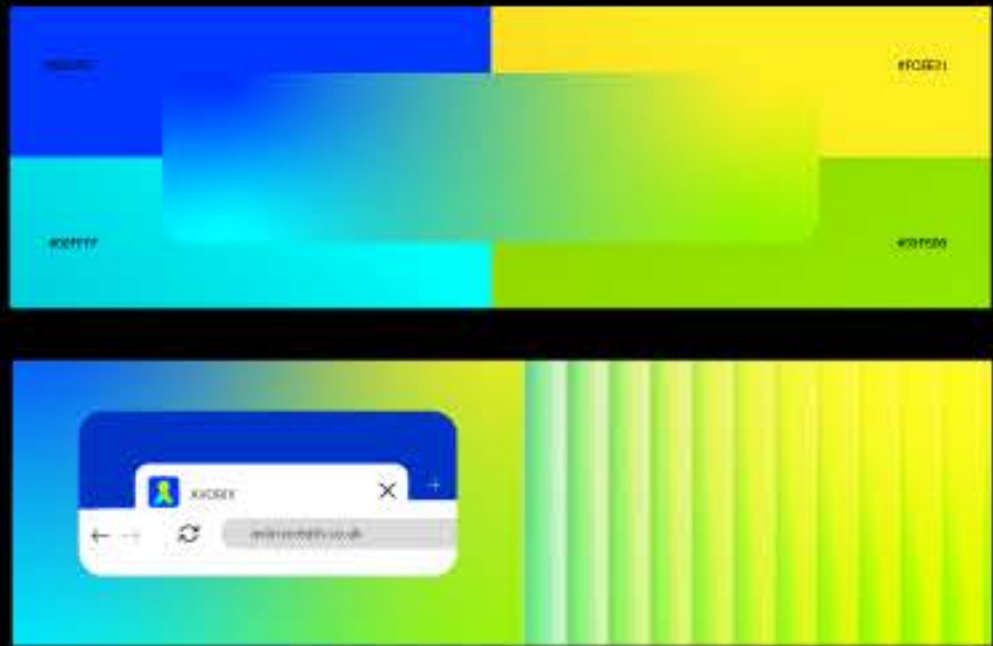
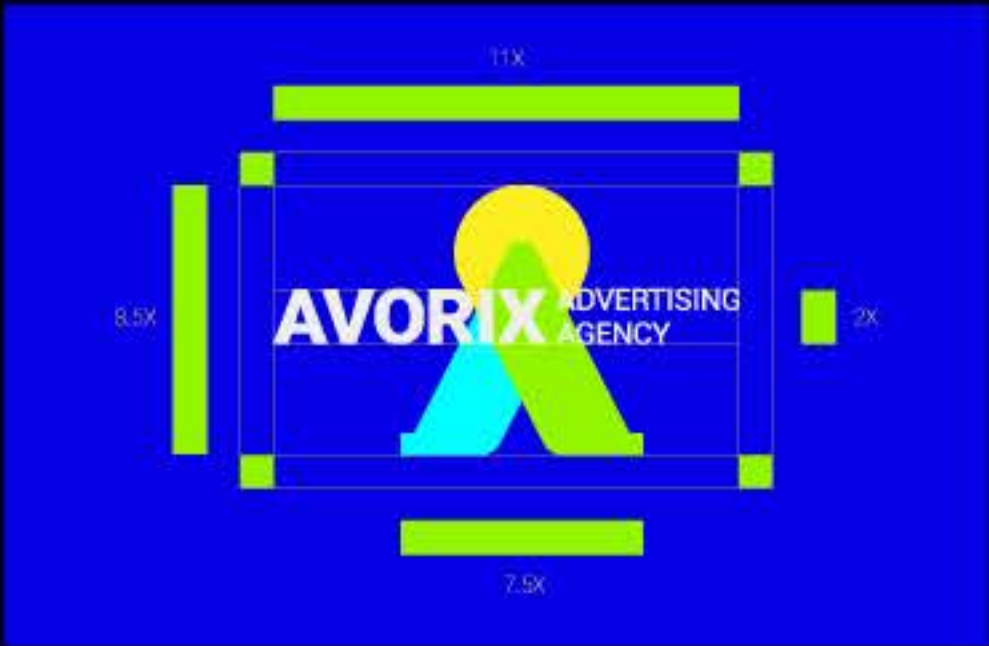
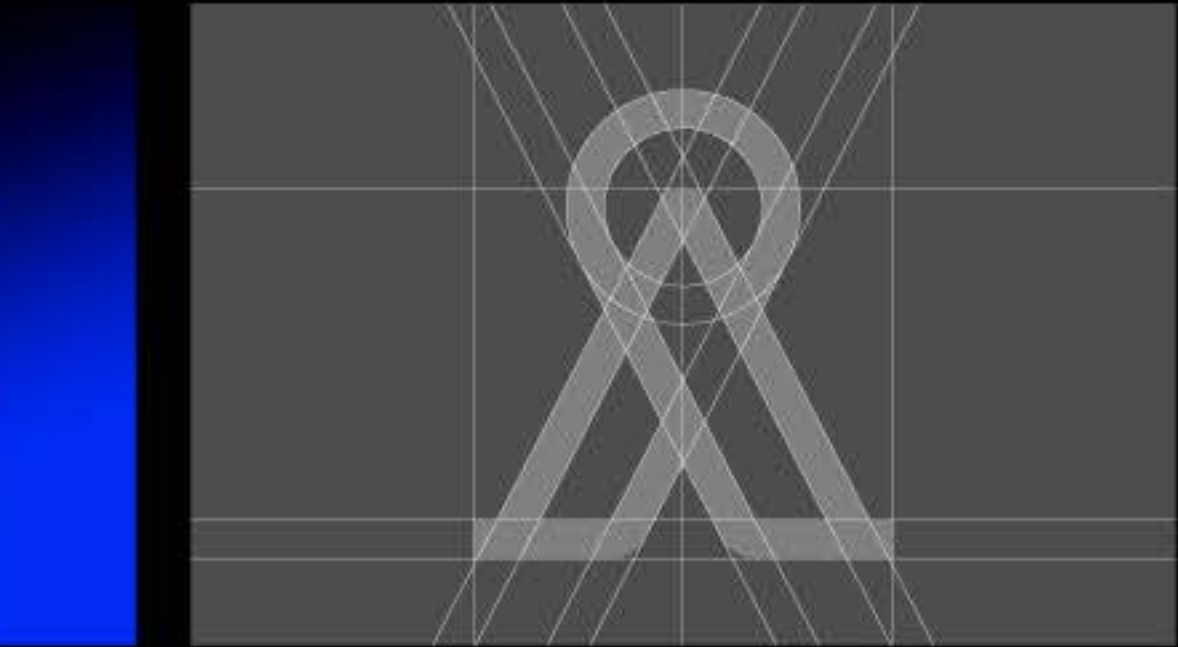
Cigarettes Tobacco Hookah



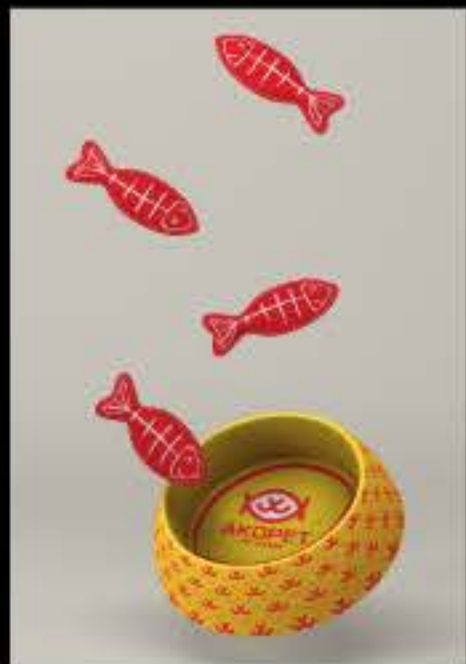
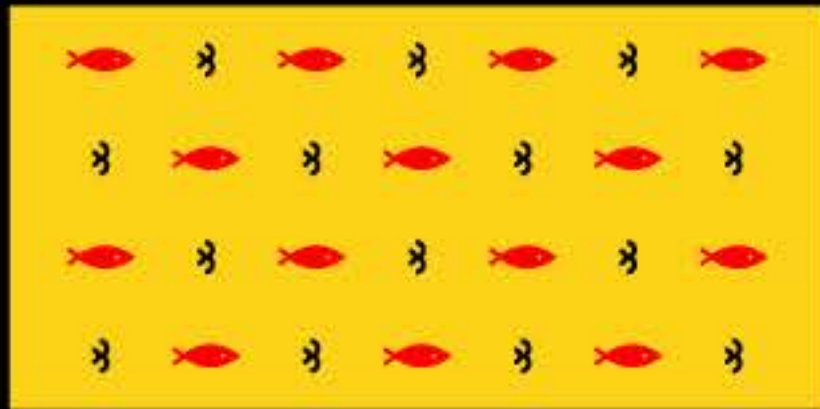
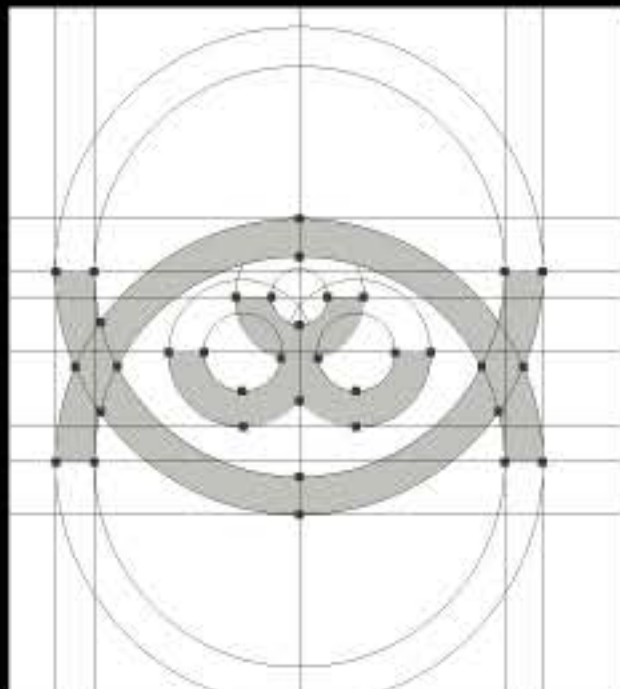




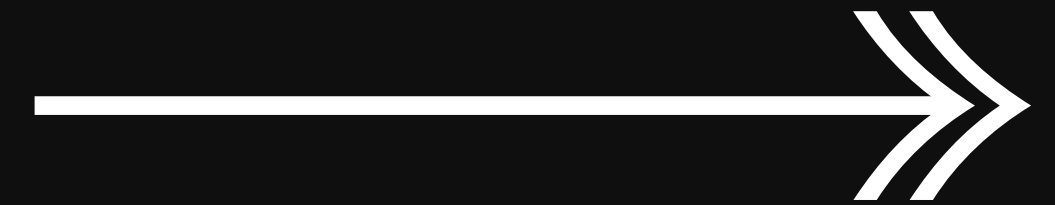


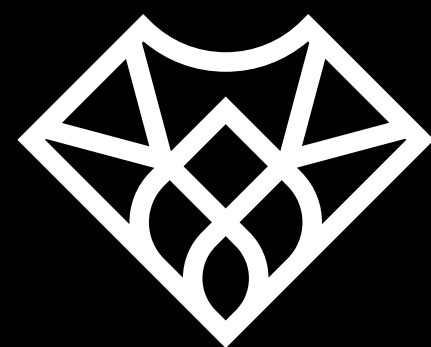






Logos
Marks
Symbols

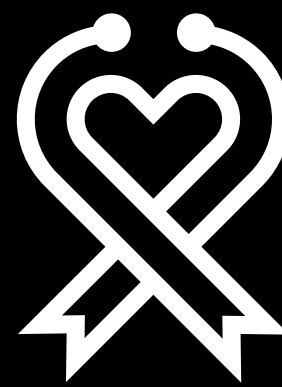




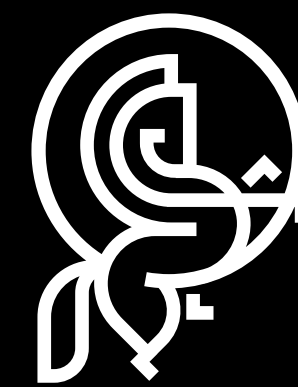
01 | **GOLDEN DELTA**
Luxury & Chic Jewelry Supplier



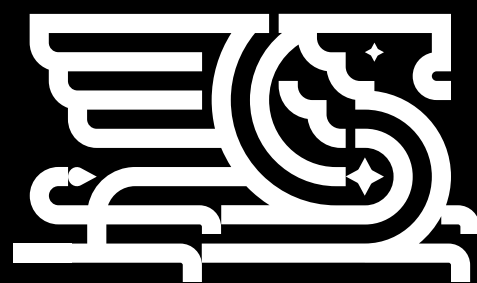
02 | **ABZARINO**
Construction & Agricultural Vehicles



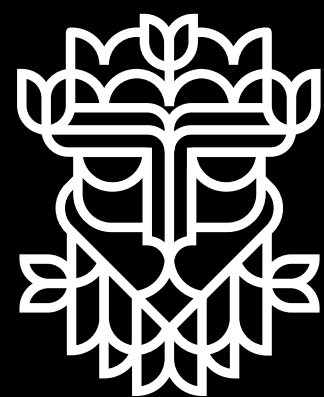
03 | **PEJVAK**
Charity center for supporting cancer patients



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



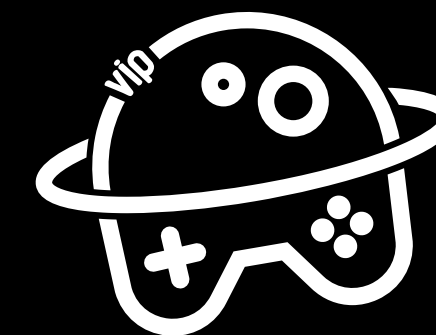
05 | **BARZIN**
International Trading Company



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



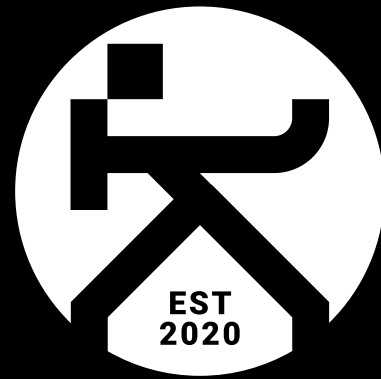
07 | **CARAMEL**
Pastry Cafe



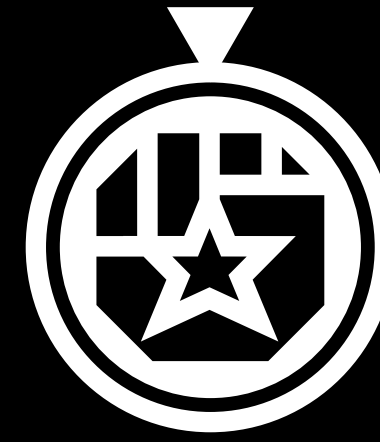
08 | **GAMELAND**
Game Net



09 | **RED CARPET**
Television program



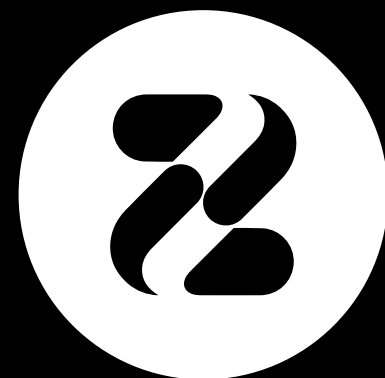
10 | **KOARJO**
Rent a house in the shortest time



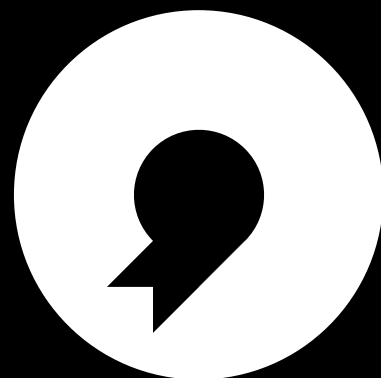
11 | **RINGO**
TV PROGRAM



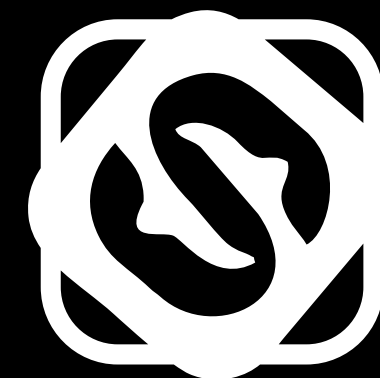
12 | **CANTEEN**
Restaurant & Fast food



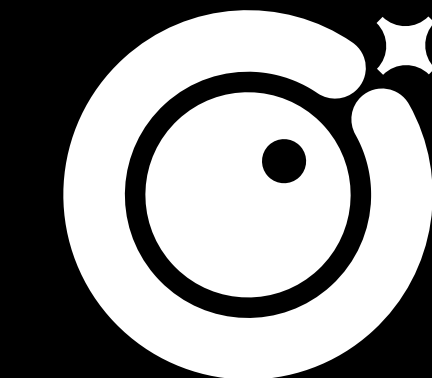
13 | **ZEEVOU**
House rental program



14 | **OBIZIM MELK**
Real Estate Portal



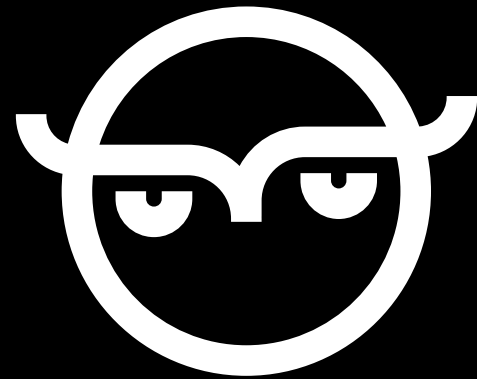
15 | **SIRMA**
Sock manufacturer



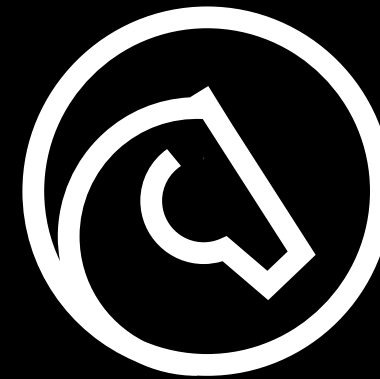
16 | **PICTORIAL 360 AGENCY**
DIGITAL MARKETING AGENCY



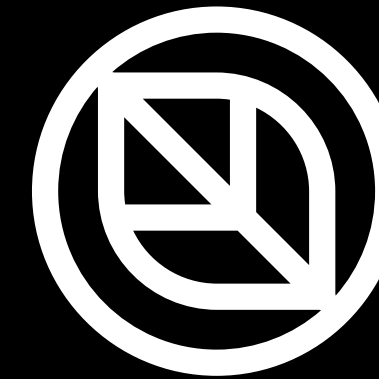
17 | **DR.ZARINGHALAM**
Nose Surgery & Rhinoplasty Specialist



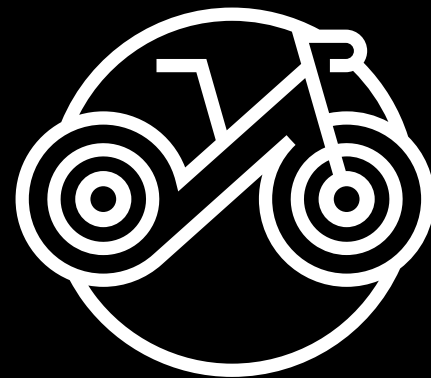
18 | **GO2SAFAR**
Travel Tourism Company



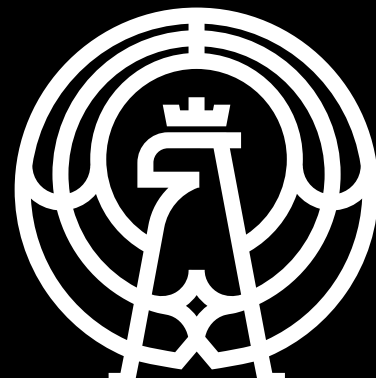
19 | **RAKSH KHODRO DIESEL**
Production of heavy & Semi-Heavy Vehicles



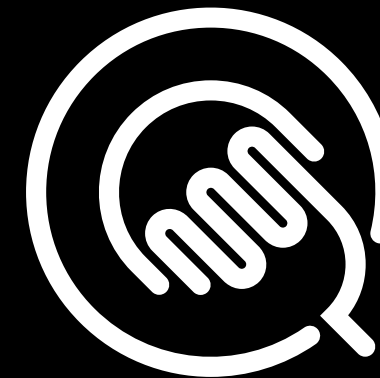
20 | **GREEN PLAST**
Artificial Turf Shop, Greenwall



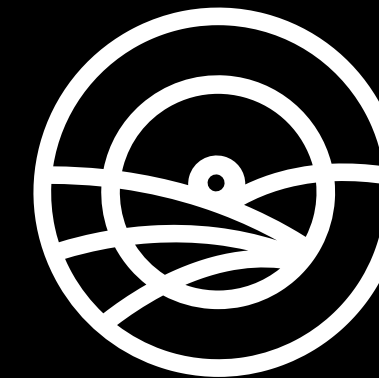
21 | **BICYCLELAND**
Selling Bicycles



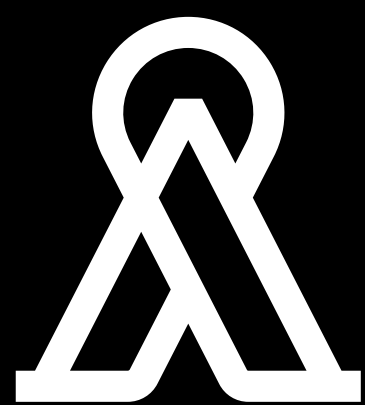
22 | **FENEFX**
Prop firm



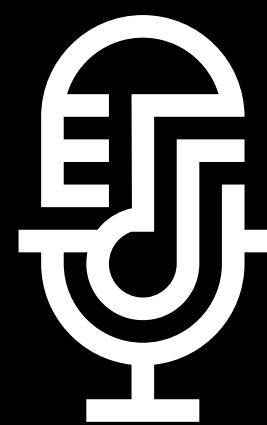
23 | **QONQA FOOD**
MEDICAL APPLICATION



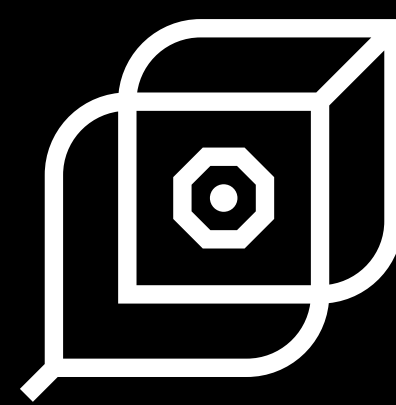
24 | **GARYE**
Chain market



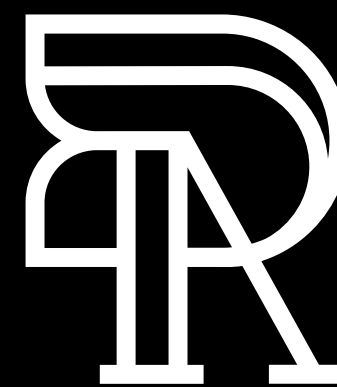
25 | **AVORIX**
Advertising Agency



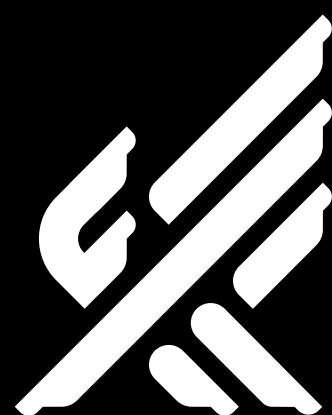
26 | **JALAL TAHERI**
Singer & Music Band



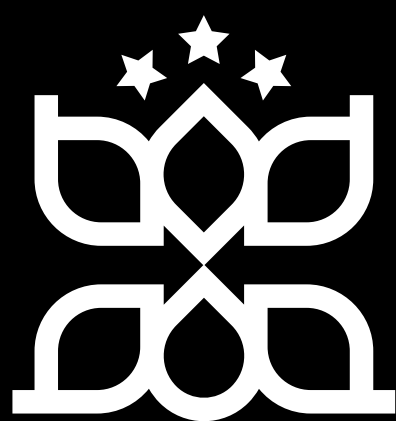
27 | **TABRIZ 2025**
Environmental Capital of Asian Cities



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



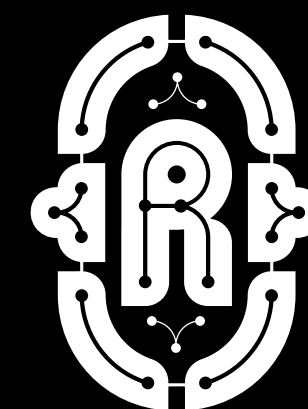
29 | **KARZANT**
Car Services



30 | **SEHRAMA**
Hotel



31 | **PISHROPLAST**
Manufacturer of Plastic Accessories



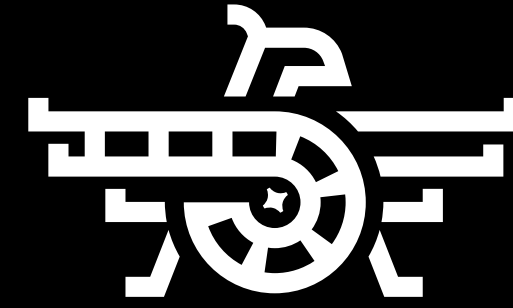
32 | **LIDA RAHBAR**
Sell Gold Coins & Jewelry



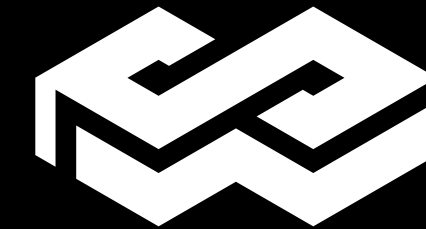
33 | **MMA**
3D Printer Manufacturer



34 | **AKOPET**
Pet shop



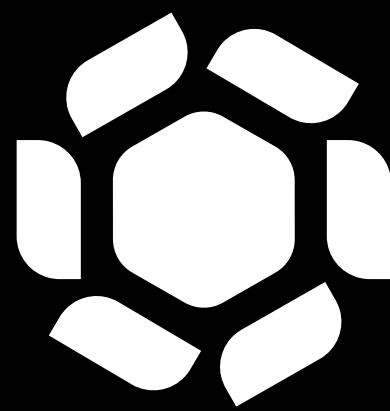
35 | **SHAHBAZ FILM**
Charity Center for Supporting Cancer Patients



36 | **WHOLESKOOL**
School management software



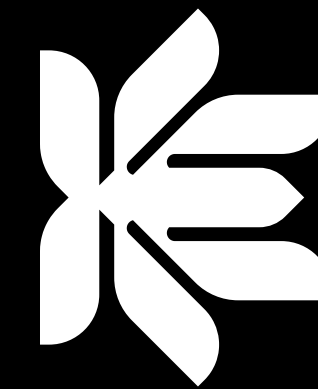
37 | **3BILIT**
Selling Concert Tickets



38 | **GROWCES**
Digital Marketing Agency



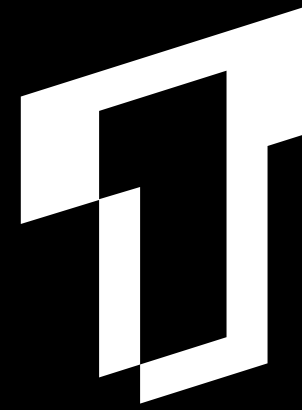
39 | **DITECH**
Real Estate Agent Management Software



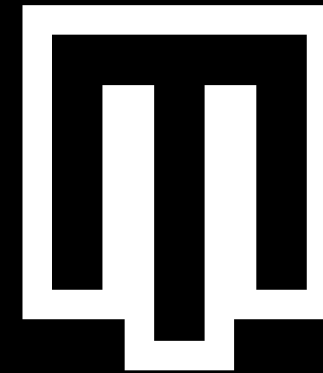
40 | **KOSAR**
Medical & Herbal Services



41 | **101**
Real Estate Agency



42 | **TIVAN**
Export trading company



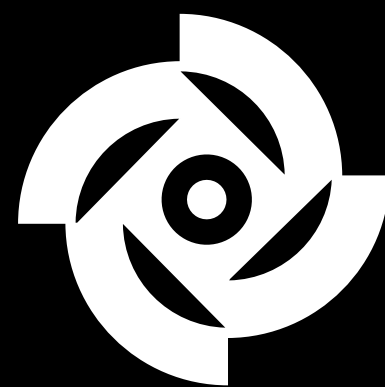
43 | **TABRIZMALL**
Large shopping mall in Tabriz



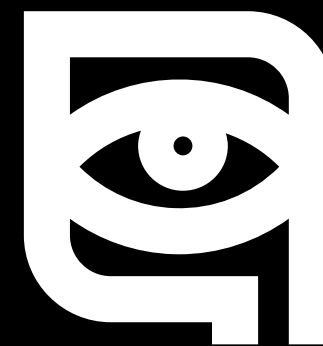
44 | **FLOORSTATE**
Production of Parquet & Flooring



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



46 | **ODAKO**
Providing Digital Marketing Services



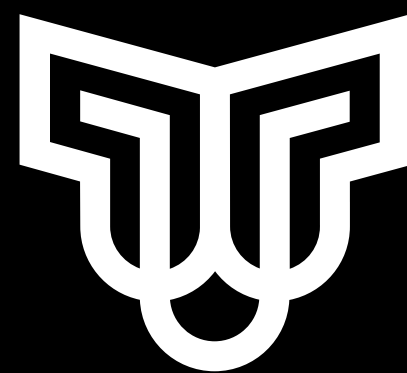
47 | **ARTWICH**
Educational media



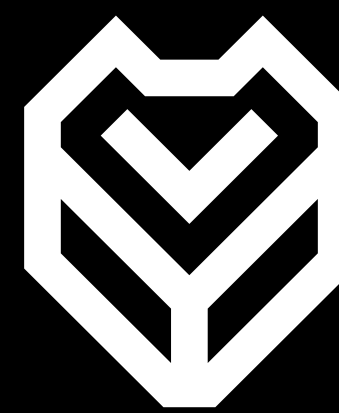
48 | **DIGI GOLD**
3D printers



49 | **ZOBDEH**
Registration & Trademarks Company



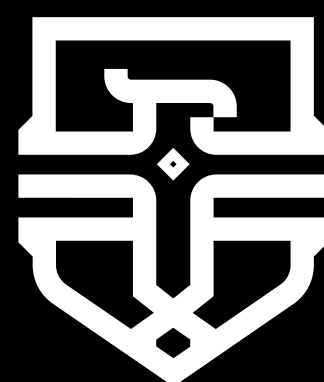
50 | **TAKFIL**
PVC Decorative Film



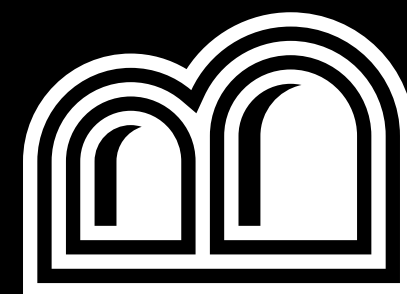
51 | **MONDFX**
International Trading Company



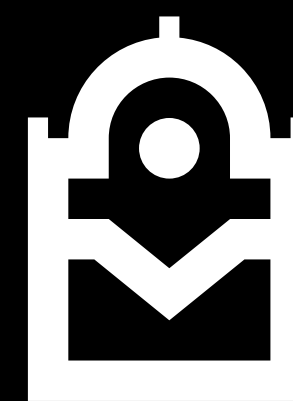
52 | **ELHAMMORAD**
Personal brand of Ms. Elham Morad



53 | **FENEFX**
Prop Firm



54 | **TABRIZBOOK**
Online Bookstore

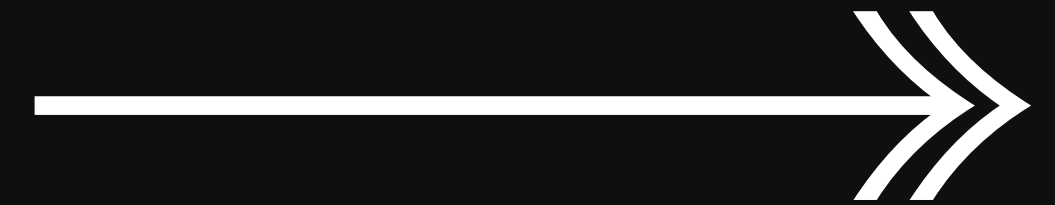


55 | **TABRIZAPP**
Application



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 International Business Group • 360° International Supply Chain Services
9841 910 10 510 | 98 41 910 10 410 • info@barzintrade.com • www.barzintrade.com

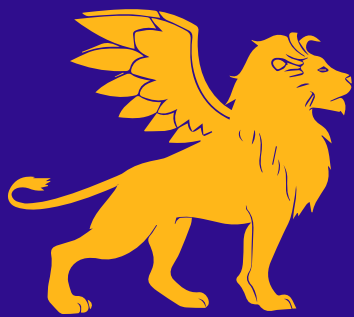
International Supply Chain Services
barzintrade

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.

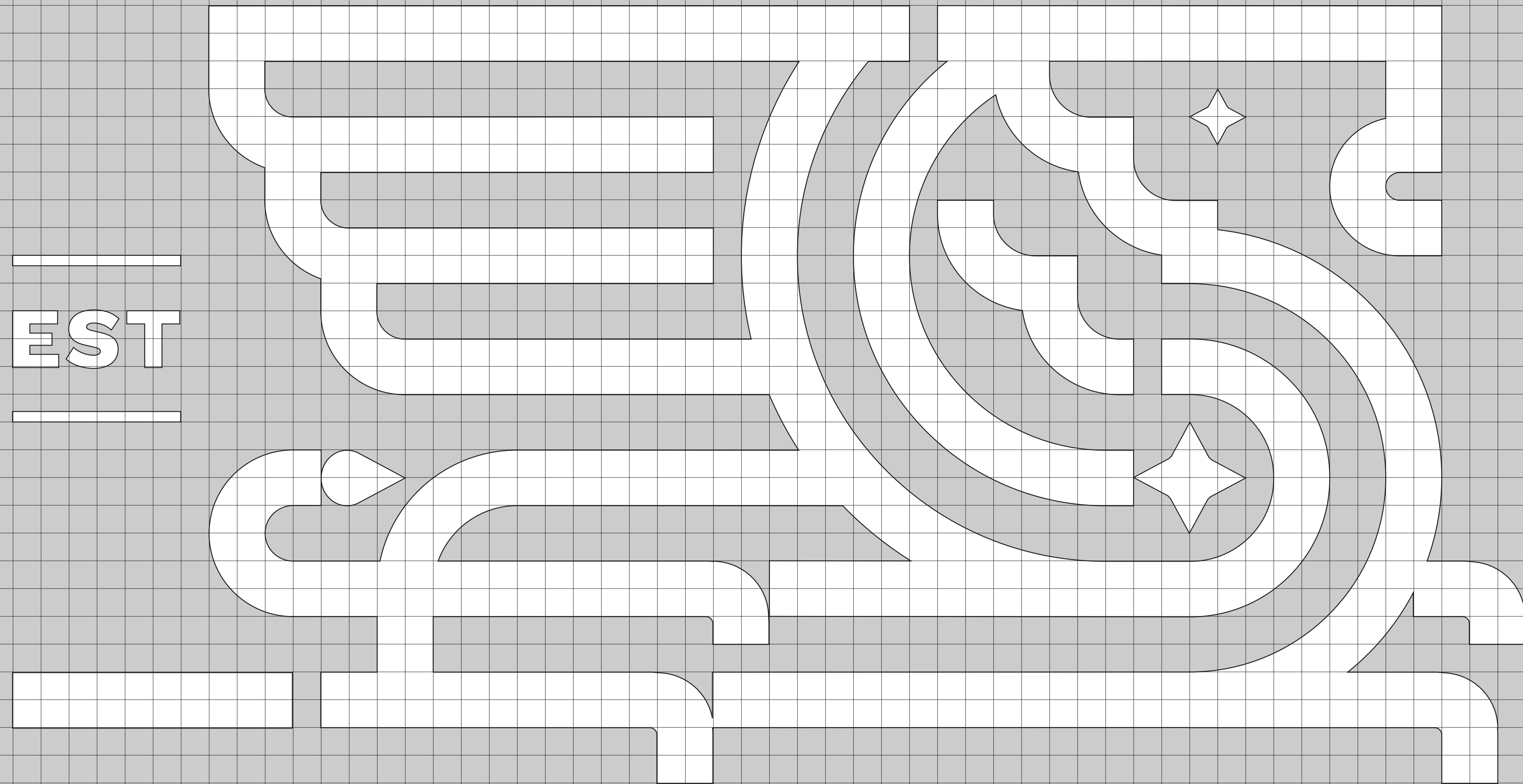
Process & Execution :

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

PANTONE®
COOL GRAY1 C
HEX #D6D7D5



04

PANTONE®
BLACK 6 C
HEX #0F1822



01

PANTONE
2173 C
HEX #300E8D

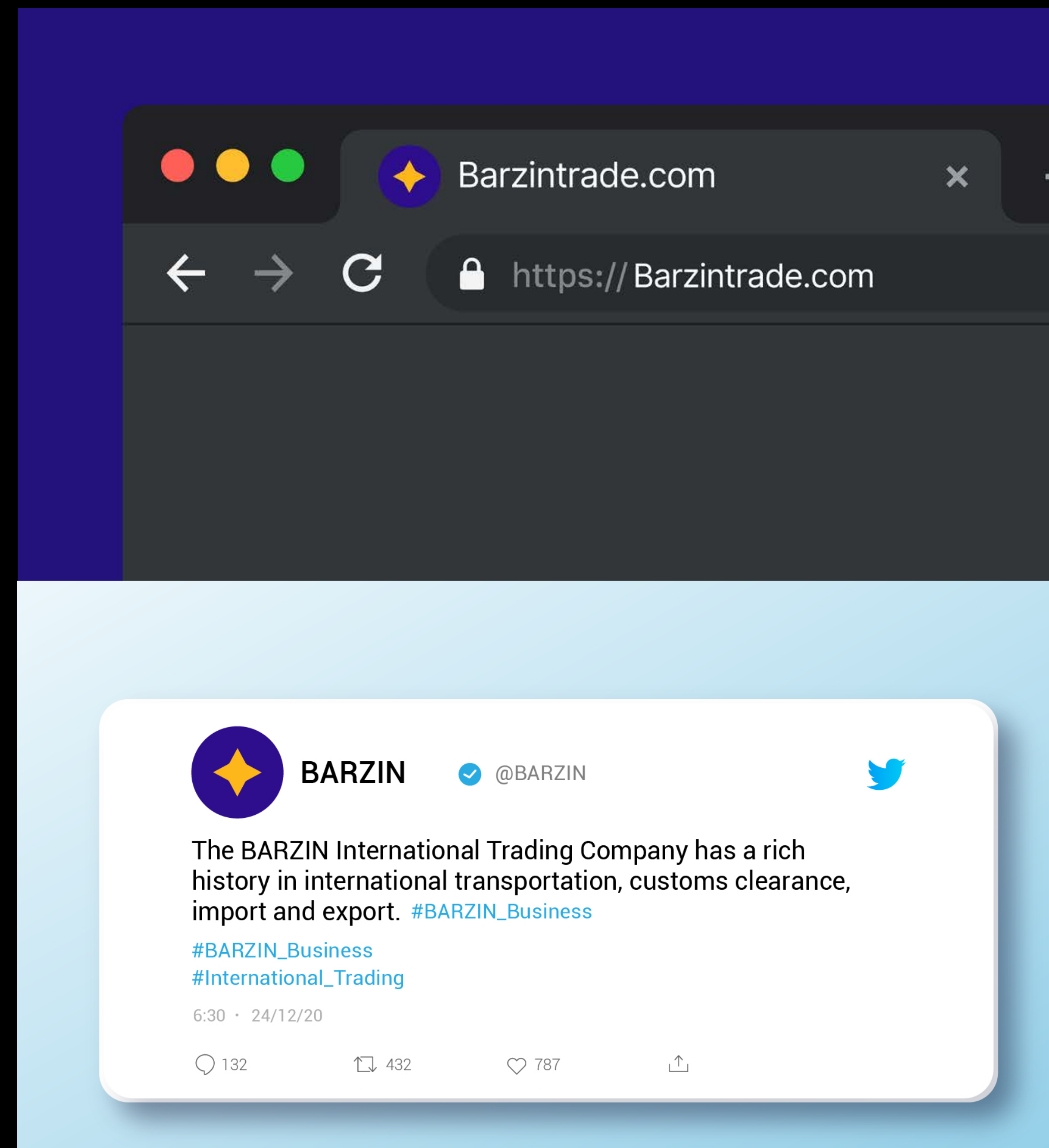
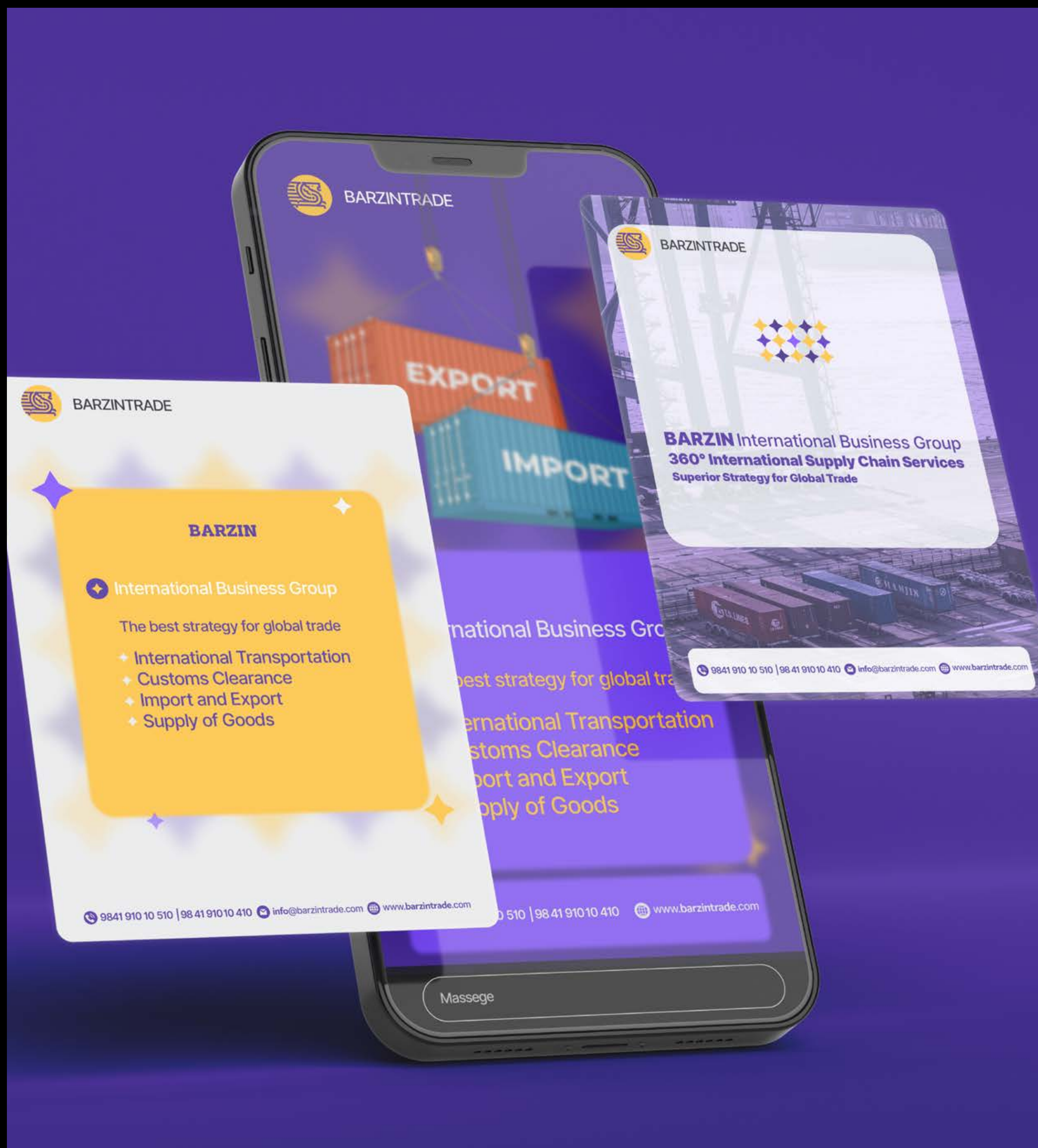


02

PANTONE®
1235 C
HEX #FFB71A







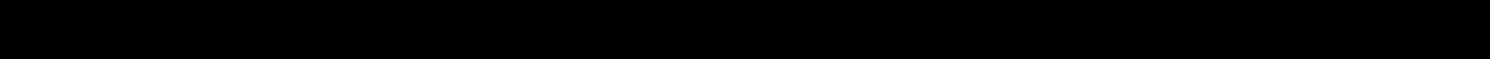
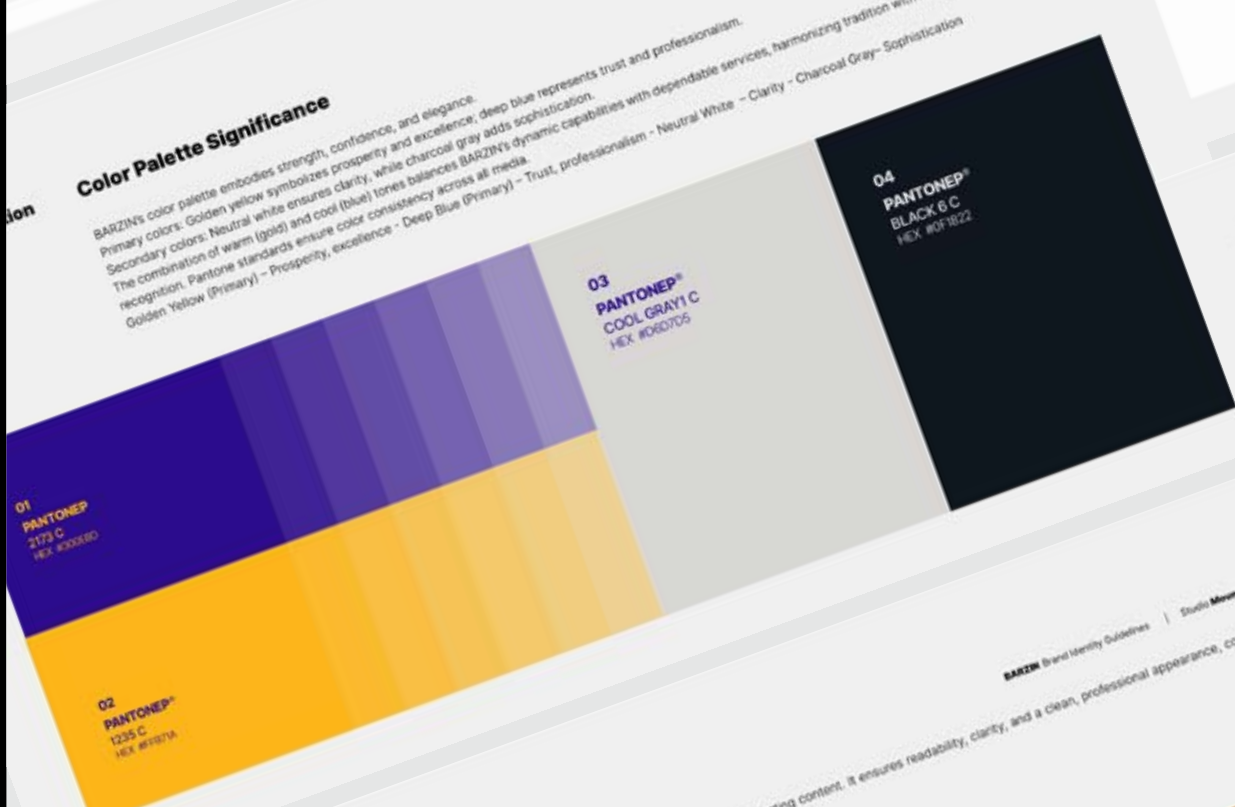
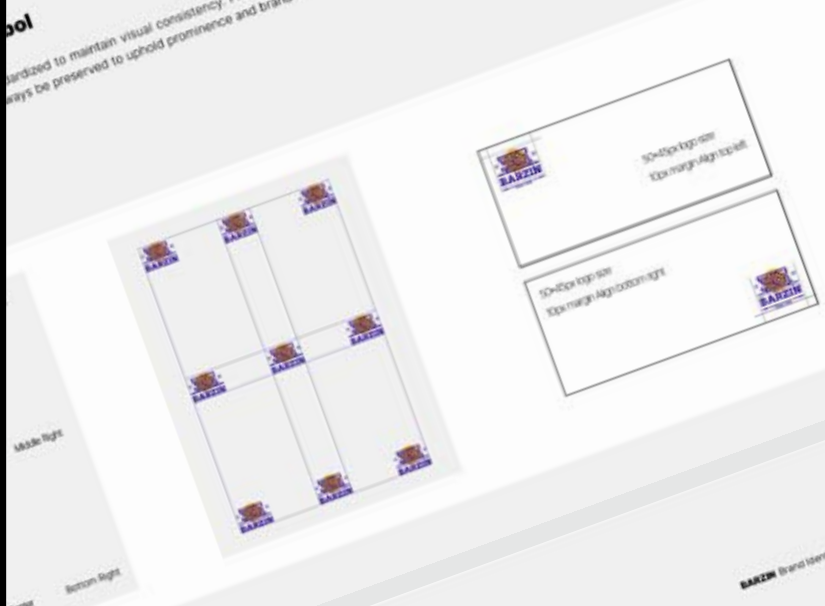






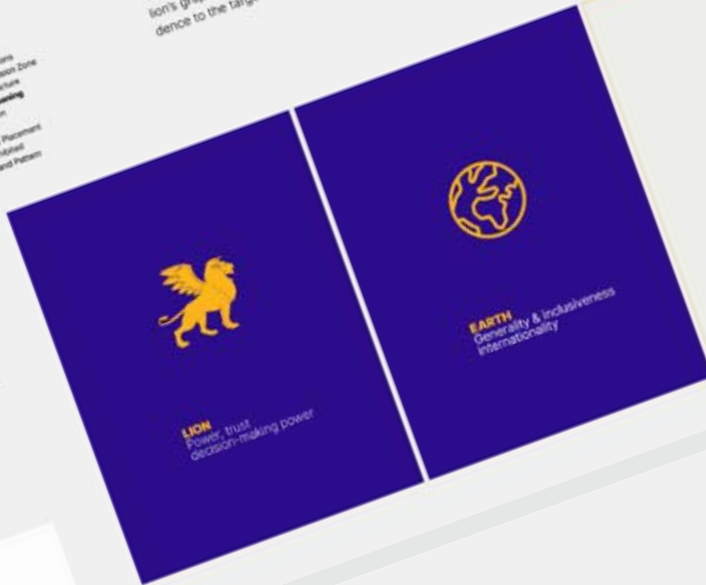






Visual Identity Symbol

The previous logo, which featured a winged lion, a column, and a globe, was updated to a more modern and recognizable form. The new logo is a stylized lion's head, which is the core of the brand's identity.



Visual Identity Symbol

Barzin's app icon is designed to maintain brand recognition and integrity in digital environments. It is a stylized version of the lion's head, which is the core of the brand's identity.



Visual Identity Symbol

The logo must always be used at sizes that ensure readability and visual impact. Minimum sizes are provided for various applications, ensuring the brand's presence is consistent across all materials.



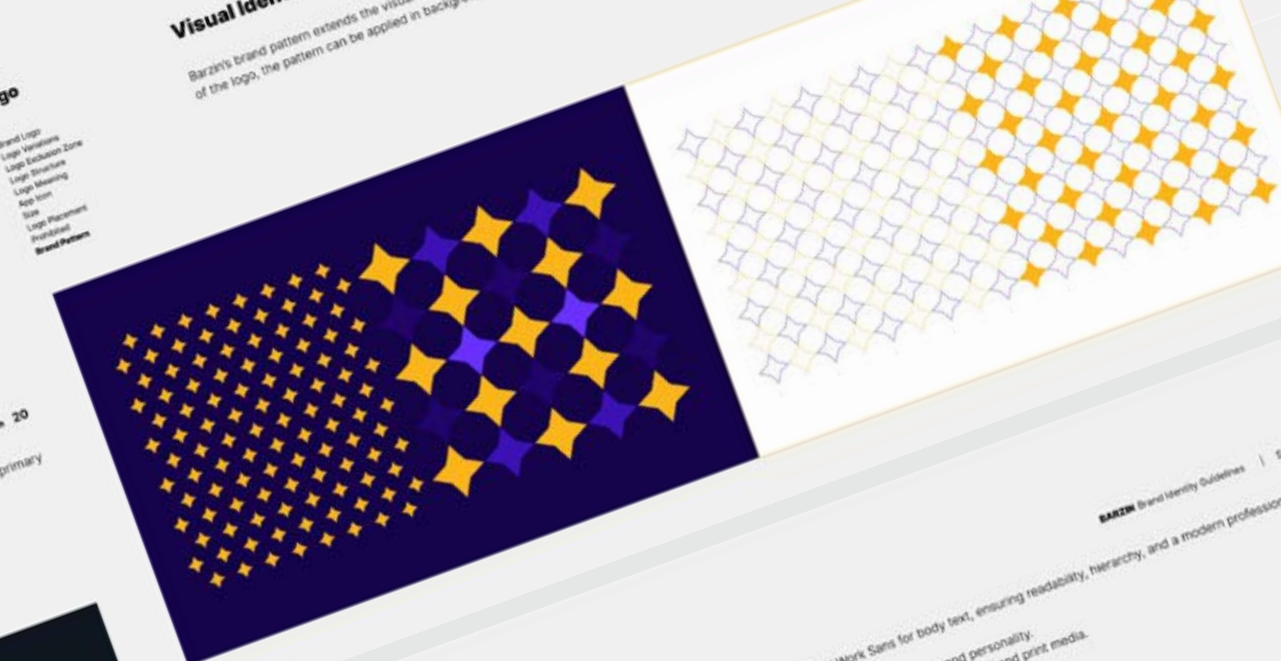
Visual Identity Symbol

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.



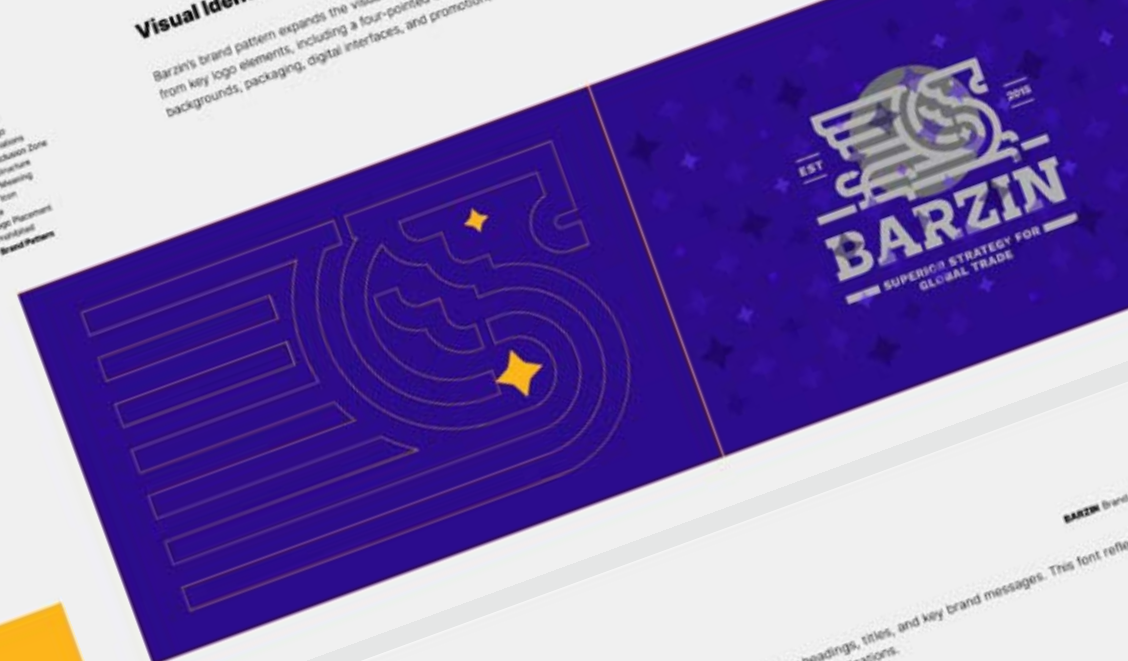
Visual Identity Symbol

Barzin's brand pattern extends the visual identity beyond the logo, creating a consistent and recognizable design language across all brand materials. The pattern is a stylized version of the lion's head, which is the core of the brand's identity.



Visual Identity Symbol

Barzin's brand pattern extends the visual identity beyond the logo, creating a consistent and recognizable design language across all brand materials. The pattern is a stylized version of the lion's head, which is the core of the brand's identity.



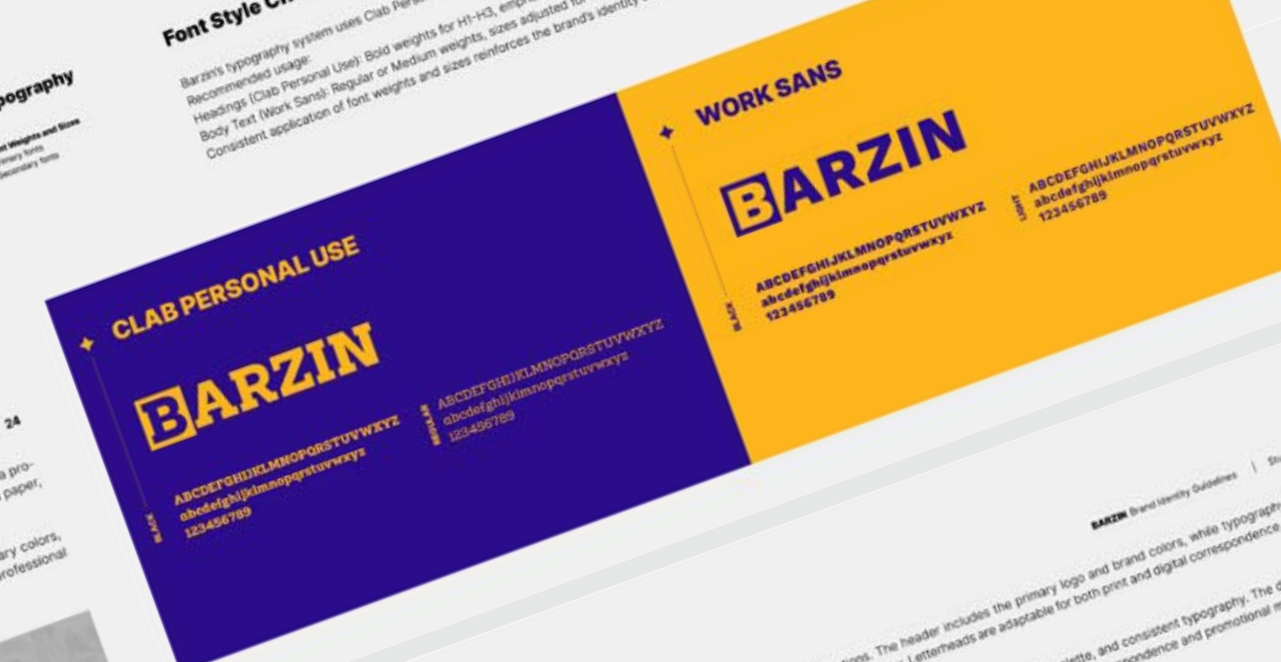
Color Palette Significance

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.



Font Style Choices

Barzin's typography system uses Clab Personal Use for headings and Work Sans for body text, ensuring readability, hierarchy, and a modern professional look. Recommended usage: Headings (Clab Personal Use) Bold weights for H1-H2, 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.



Font Style Choices

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



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.



Branded Office Materials

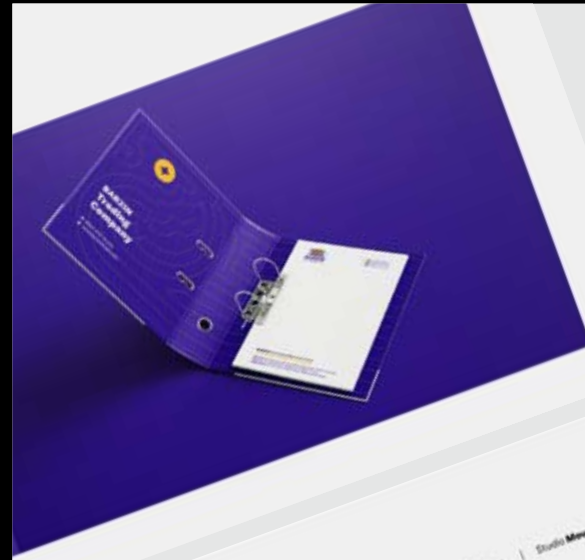
Barzin letterheads provide a professional canvas for official communications. The header includes the primary logo and brand colors, while typography ensures readability. Margins, spacing, and alignment are carefully designed to maintain visual hierarchy. Letterheads are adaptable for both print and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



Branded Office Materials

Barzin's full stationery set includes business cards, letterheads, envelopes, notepaper, and more. These elements are designed to maintain visual hierarchy and brand recognition across all communications. The design ensures legibility and a professional appearance, reflecting the brand's commitment to excellence.





05 Stationery

Branded Office Materials

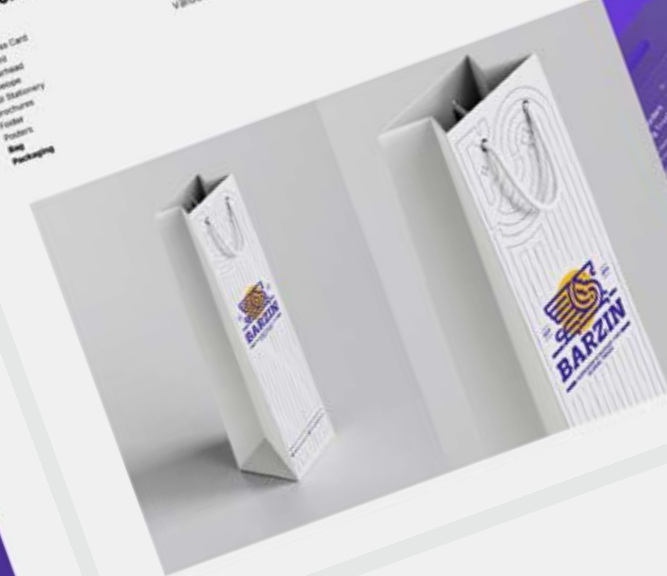
Posters are visual tools for promotion, announcements, and campaigns. Barzin brand posters are designed for high visual impact, clear messaging, and engagement. Layout and imagery are designed for high visual impact, clear messaging, and engagement. Branded bags extend Barzin's visual identity to tangible, everyday items. They combine functional design with brand values, conveying professionalism and providing a consistent experience for clients, partners, and employees. Branded bags enhance brand visibility, convey professionalism, and provide a consistent experience for clients, partners, and employees.



05 Stationery

Branded Office Materials

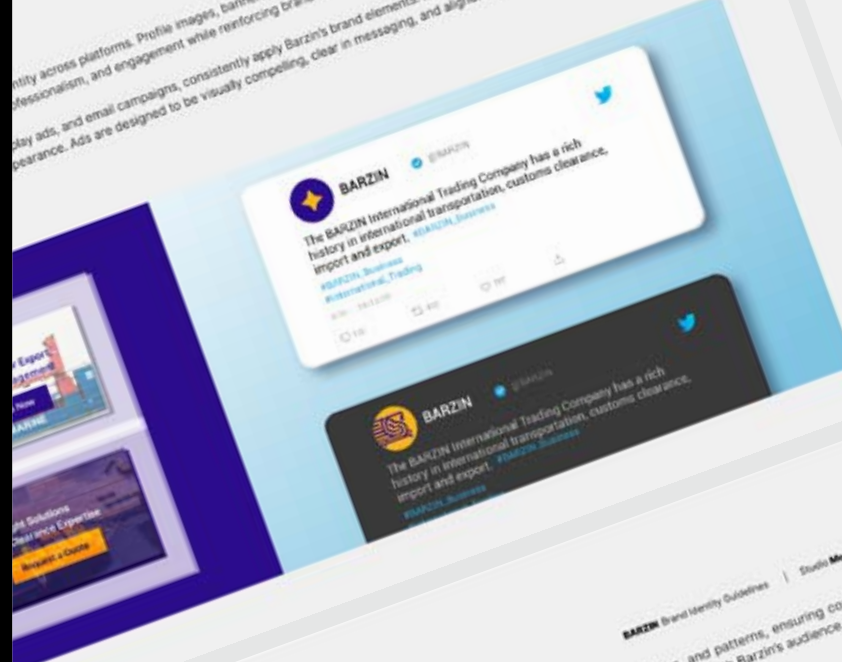
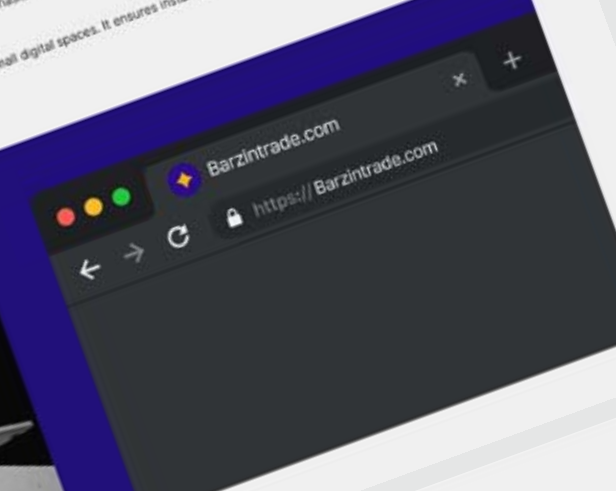
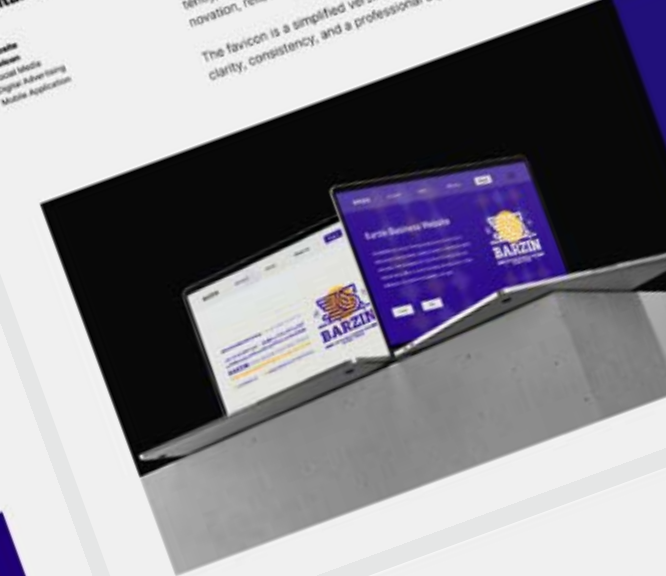
Barzin packaging integrates logo, color palette, typography, and brand patterns to create a cohesive visual identity. The design ensures strong recognition and consistency across all touchpoints, reflecting the values of quality, elegance, and reliability while ensuring strong recognition and consistency across all touchpoints.



06 Digital Media

Online Presence Assets

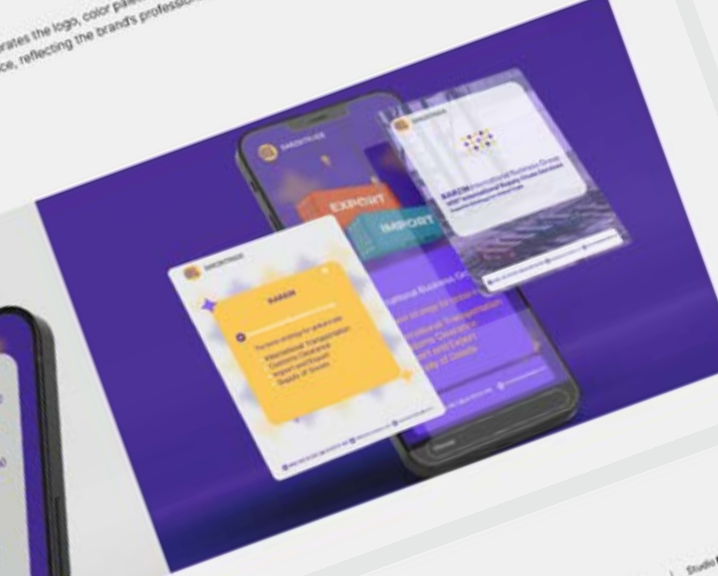
Barzin's website serves as the primary digital platform for brand communication and engagement. It features a modern, user-friendly design that reflects the company's values of innovation, reliability, and global presence. The website is optimized for various devices and screen sizes, ensuring a consistent and professional digital identity. The website is optimized for various devices and screen sizes, ensuring a consistent and professional digital identity.



06 Digital Media

Online Presence Assets

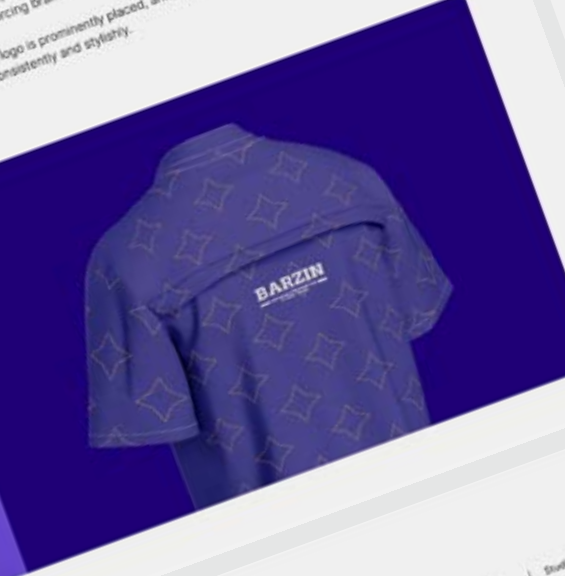
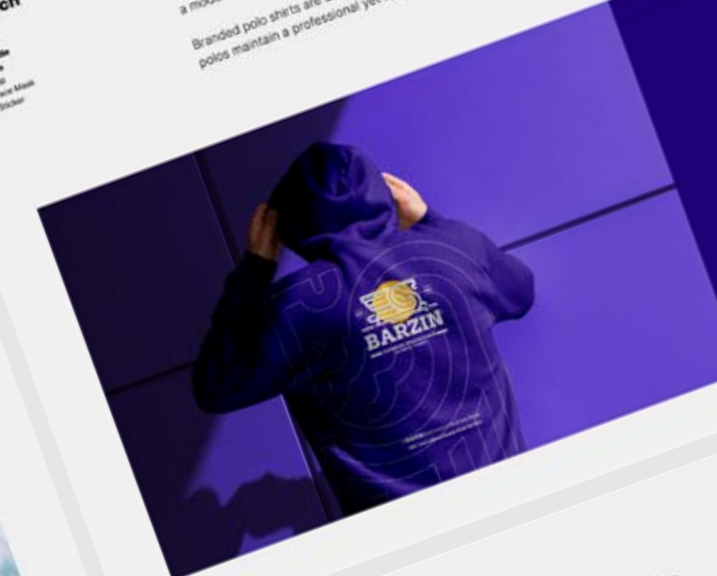
Barzin's mobile application extends the brand's digital presence. It incorporates the logo, color palette, typography, patterns, and iconography consistently. The design ensures intuitive navigation, a user-friendly interface, and responsive performance, reflecting the brand's professionalism, innovation, and commitment to customer experience.



07 Merch

Branded Merchandise

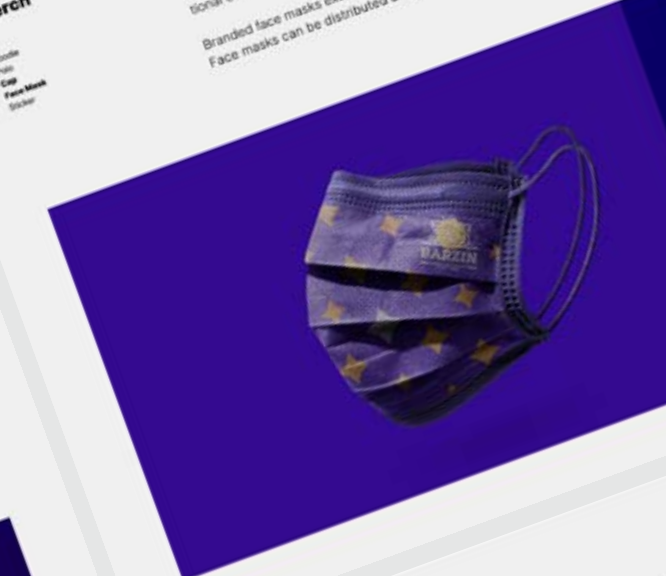
Branded hoodies combine comfort, functionality, and Barzin's visual identity. The logo, color palette, and brand patterns are applied consistently to reflect professionalism and a modern aesthetic. Hoodies are used for staff uniforms, events, or promotional giveaways, reinforcing brand recognition in everyday wear. Branded polo shirts are designed for staff uniforms, events, or promotional giveaways, reinforcing brand recognition in everyday wear. Branded polo shirts are designed for staff uniforms, events, or promotional giveaways, reinforcing brand recognition in everyday wear.



07 Merch

Branded Merchandise

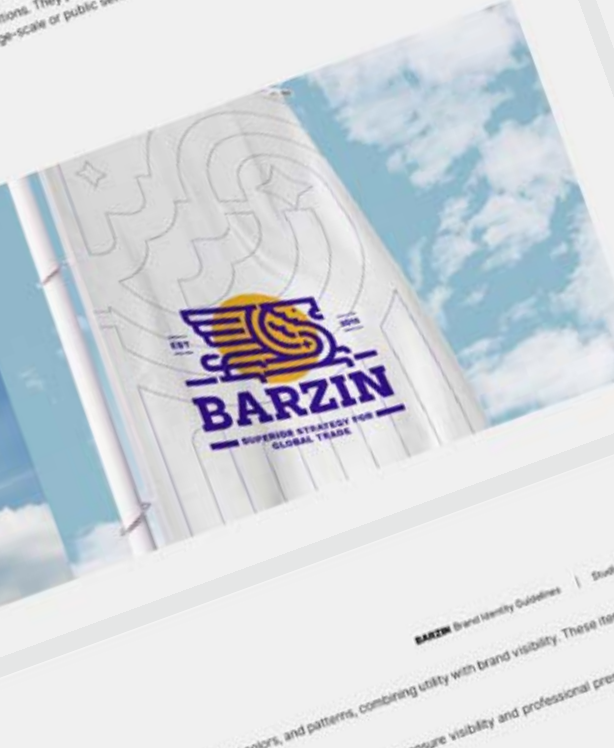
Branded caps enhance visibility and brand recall in casual or promotional settings. They feature the logo and brand colors while maintaining a clean, stylish design. Caps can be used at events, outdoor promotions, or as merchandise to engage audiences. Branded face masks extend Barzin's visual identity into safety and wellness accessories. They feature the logo and brand colors while ensuring comfort and functionality. Face masks can be distributed as corporate merchandise, promotional items, or staff safety equipment, reinforcing brand presence in everyday contexts.



08 Brand Applications

Usage Across Touchpoints

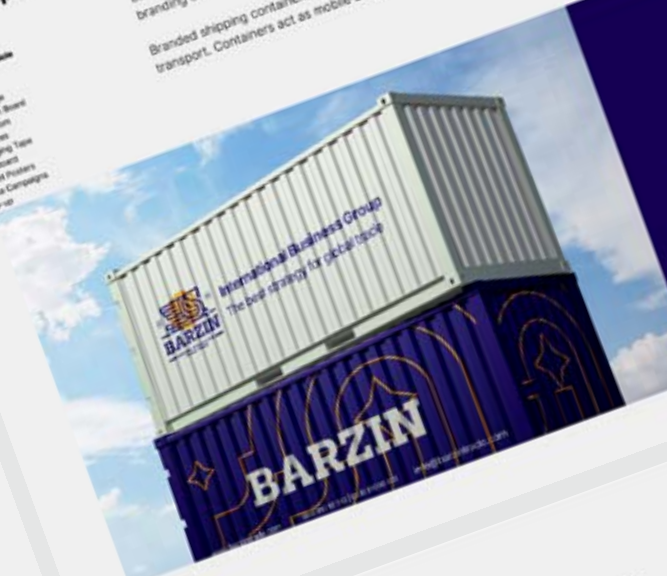
Branded flags carry Barzin's visual identity in outdoor events, corporate spaces, and exhibitions. They prominently feature the logo, brand colors, and patterns. Flags enhance brand visibility, reinforce recognition, and create a professional, cohesive presence in large-scale or public settings.



08 Brand Applications

Usage Across Touchpoints

Barzin-branded transport vehicles extend the brand's visibility on the move. Logo, color palette, and brand patterns are applied consistently across trucks, vans, and cars. Vehicle branding ensures professional appearance, reinforces identity, and promotes Barzin during logistics operations. Branded shipping containers showcase Barzin's global reach and professionalism. The logo, colors, and patterns are applied to maintain recognition and consistency during transport. Containers act as mobile brand ambassadors, reflecting Barzin's reliability and international presence.



08 Brand Applications

Usage Across Touchpoints

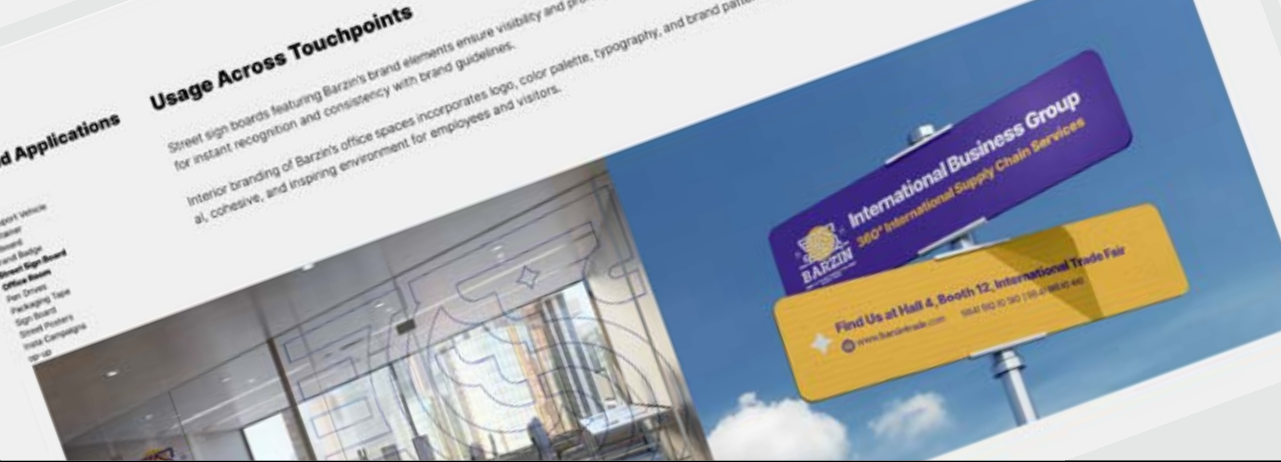
Billboards are high-impact advertising tools. Barzin's billboards utilize the logo, color palette, typography, and brand patterns to create a professional and cohesive visual identity. Layouts prioritize readability from a distance while maintaining a professional and cohesive visual identity. Brand and badges are small yet impactful elements for employees, events, or merchandise. They feature the logo and brand colors while ensuring consistency and recognition of Barzin's identity in close-contact environments.



08 Brand Applications

Usage Across Touchpoints

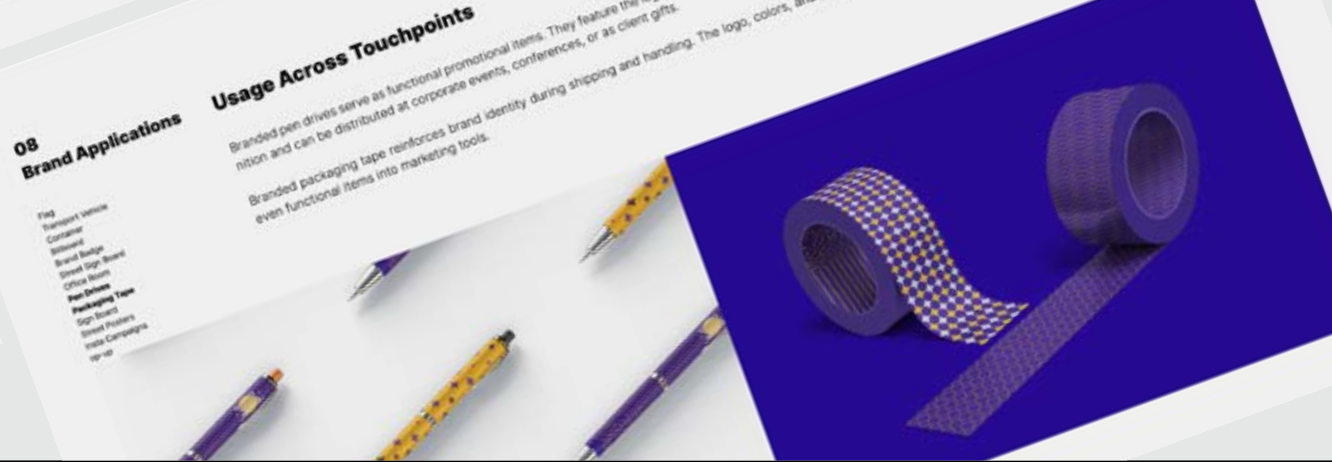
Street sign boards featuring Barzin's brand elements ensure visibility and professional appearance in public and corporate environments. Logo, colors, and patterns are applied for instant recognition and consistency with brand guidelines. Interior branding of Barzin's office spaces incorporates logo, color palette, typography, and brand patterns. Wall graphics, signage, and furniture elements create a professional, cohesive, and inspiring environment for employees and visitors.



08 Brand Applications

Usage Across Touchpoints

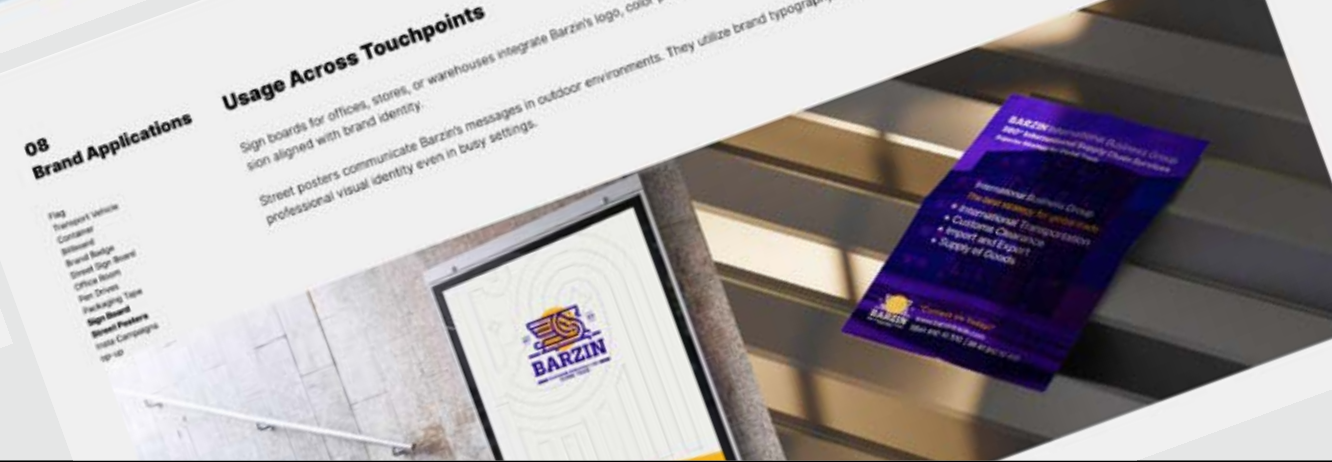
Branded pen drives serve as functional promotional items. They feature the logo, brand colors, and patterns, ensuring visibility and professional presentation, transforming even functional items into marketing tools. Branded packaging tape reinforces brand identity during shipping and handling. The logo, colors, and patterns ensure visibility and professional presentation, transforming even functional items into marketing tools.



08 Brand Applications

Usage Across Touchpoints

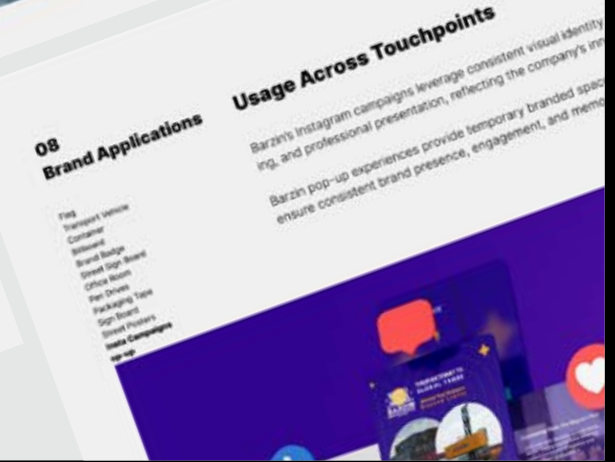
Sign boards for offices, stores, or warehouses integrate Barzin's logo, color palette, and brand patterns. They utilize brand typography, colors, patterns, and logo placement to ensure clarity, visibility, and alignment with brand identity. Street posters communicate Barzin's messages in outdoor environments. They feature the logo, brand colors, and patterns, ensuring visibility and professional visual identity even in busy settings.



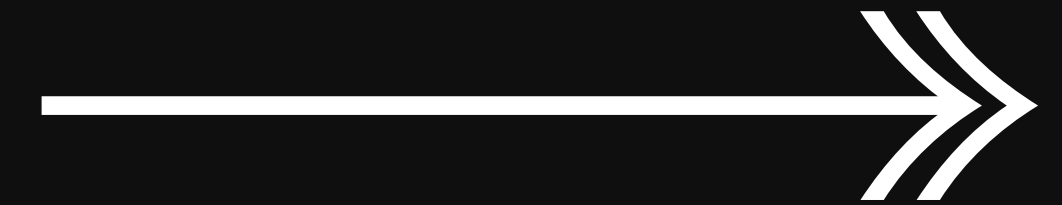
08 Brand Applications

Usage Across Touchpoints

Barzin's Instagram campaigns leverage consistent visual identity and professional presentation, reflecting the company's values and ensuring consistent brand presence, engagement, and recognition. Barzin pop-up experiences provide temporary branded spaces that ensure consistent brand presence, engagement, and recognition.



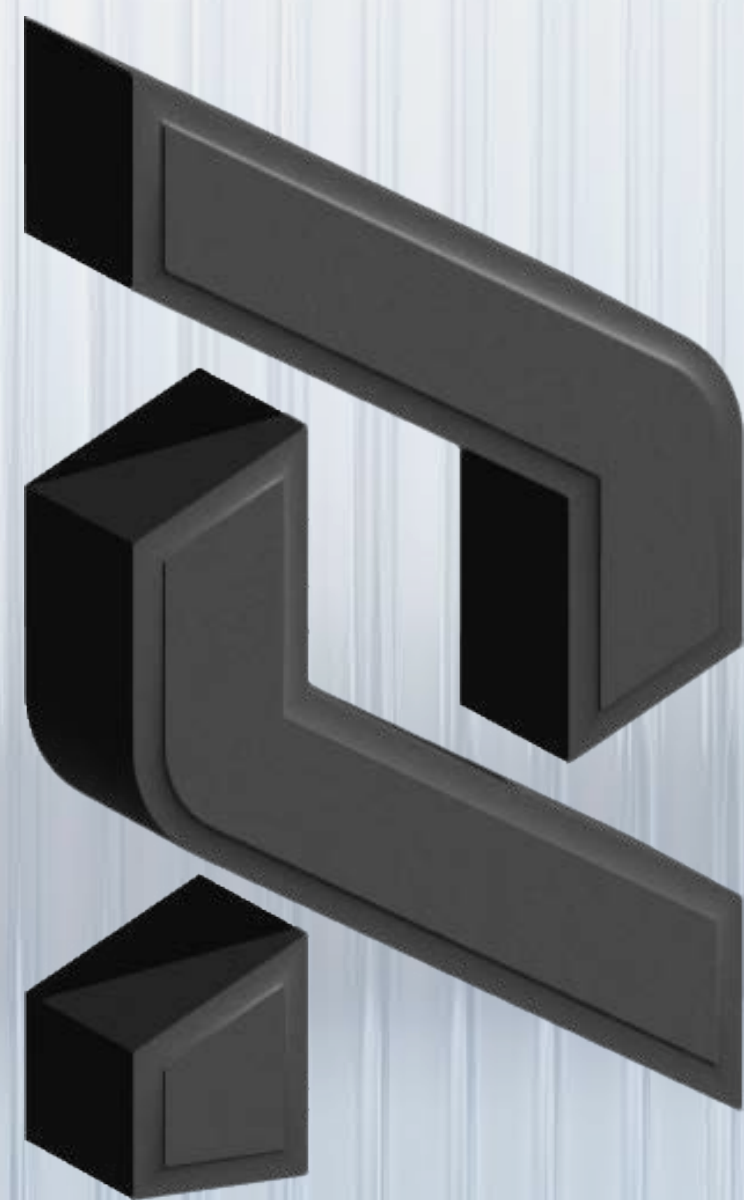
Strategic Brand Architecture, From Concept to Visual Identity Design



RENVIA CAPITAL

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

Duration: 8 Weeks
Year: 2026



Renvia
Capital



Renvia Capital

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Ideas, Engineered into Systems.**

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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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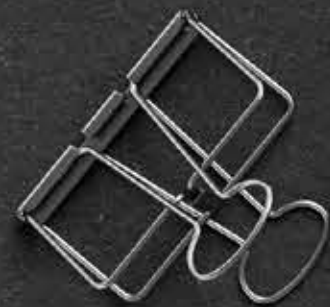
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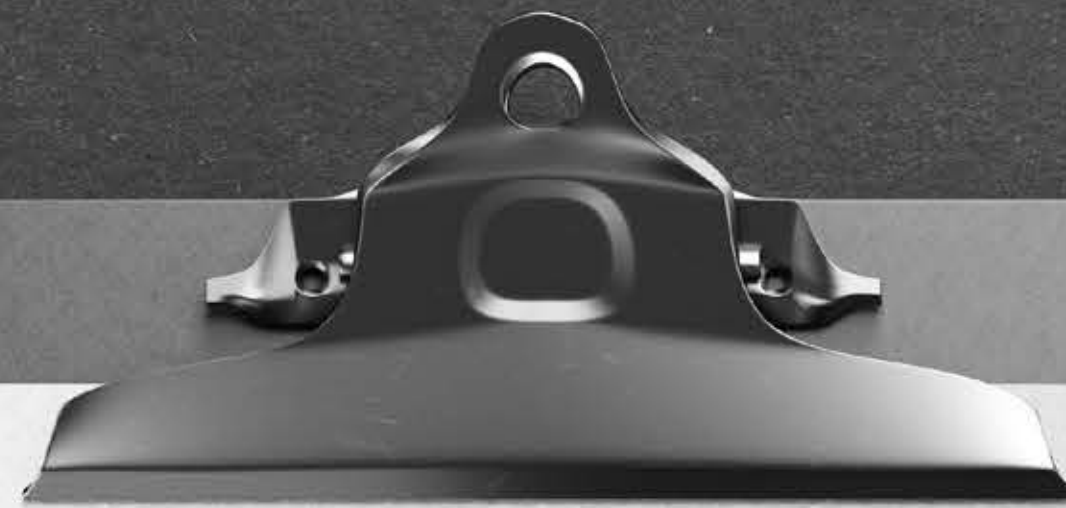
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Date
Number
Annex



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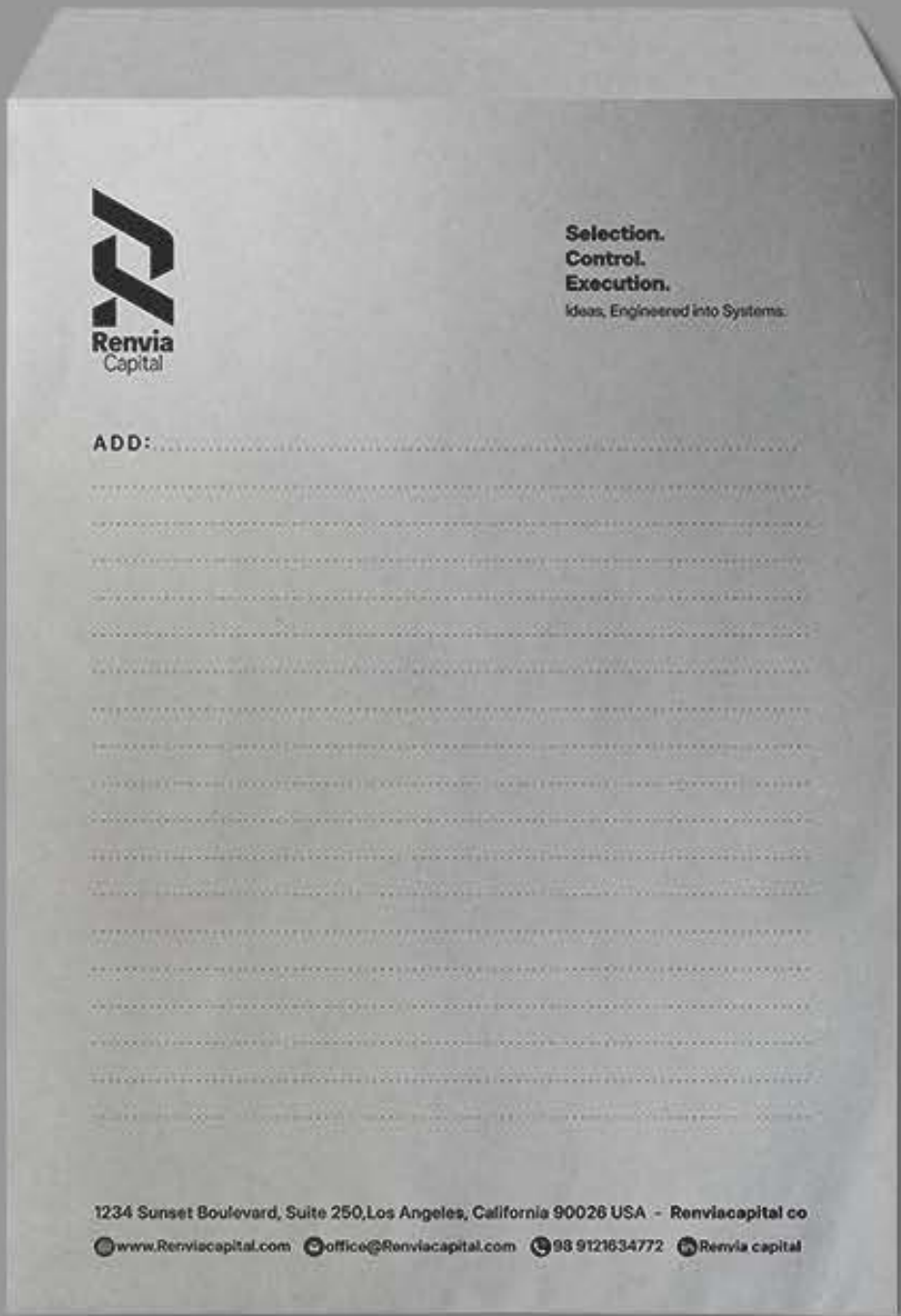


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A large, stylized, 3D graphic of the letter 'R' composed of dark, angular blocks, serving as a background for the text.

Renvia Capital

**Systems don't happen
They are engineered**

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A stylized 'R' logo composed of two dark, angular blocks.

**Renvia
Capital**

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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

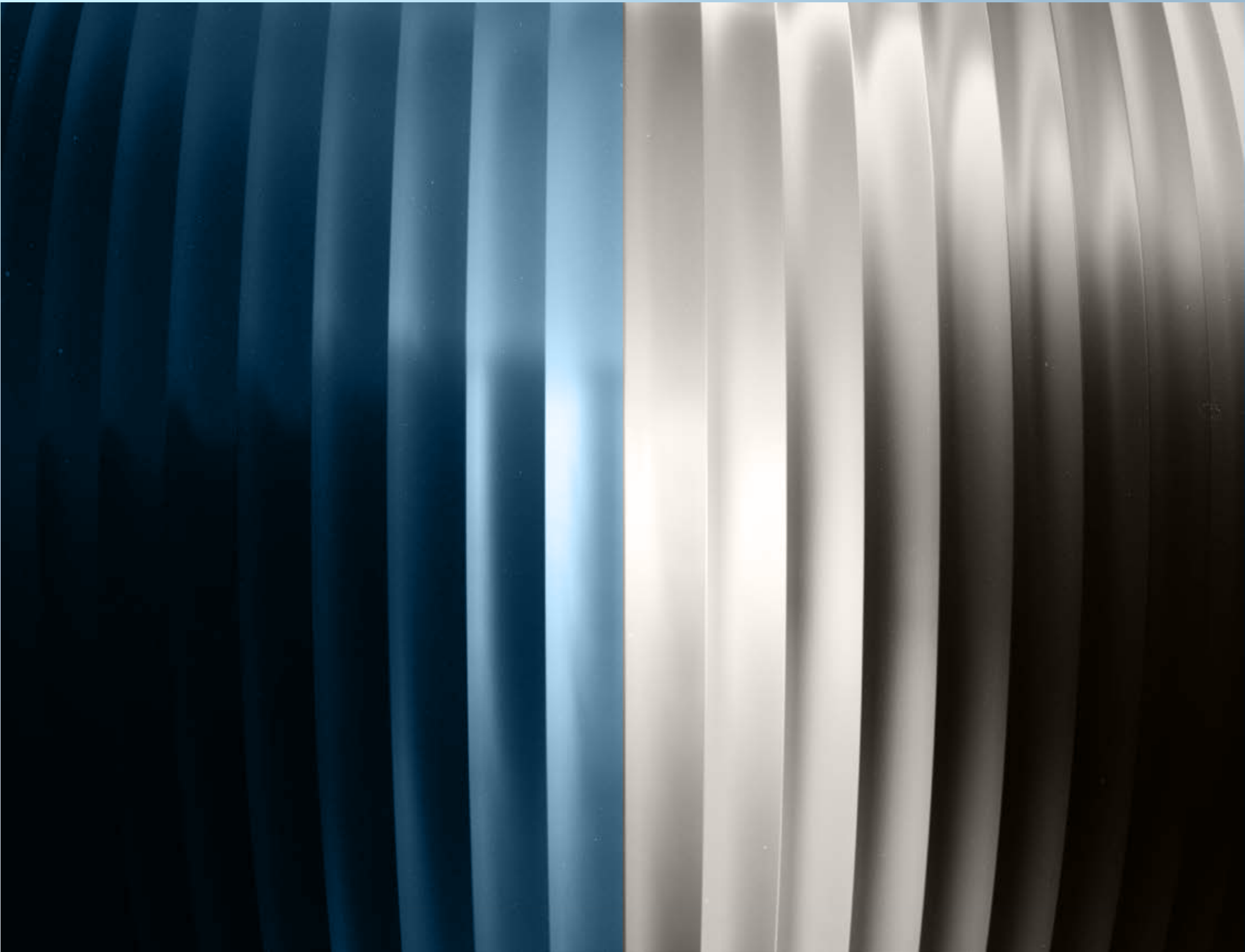
Structural Gray

PANTONE Cool Gray 1 U

#d9d8d6
217,216,214

Clinical Blue

#c9e9ff
201,233,255

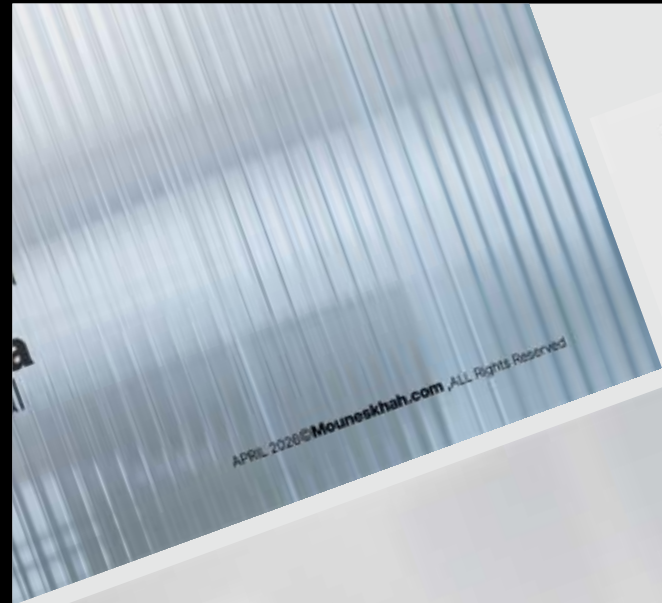


Systemic Blue

#567d96
86,125,150

Matte Titanium

#b2ada7
178,173,167



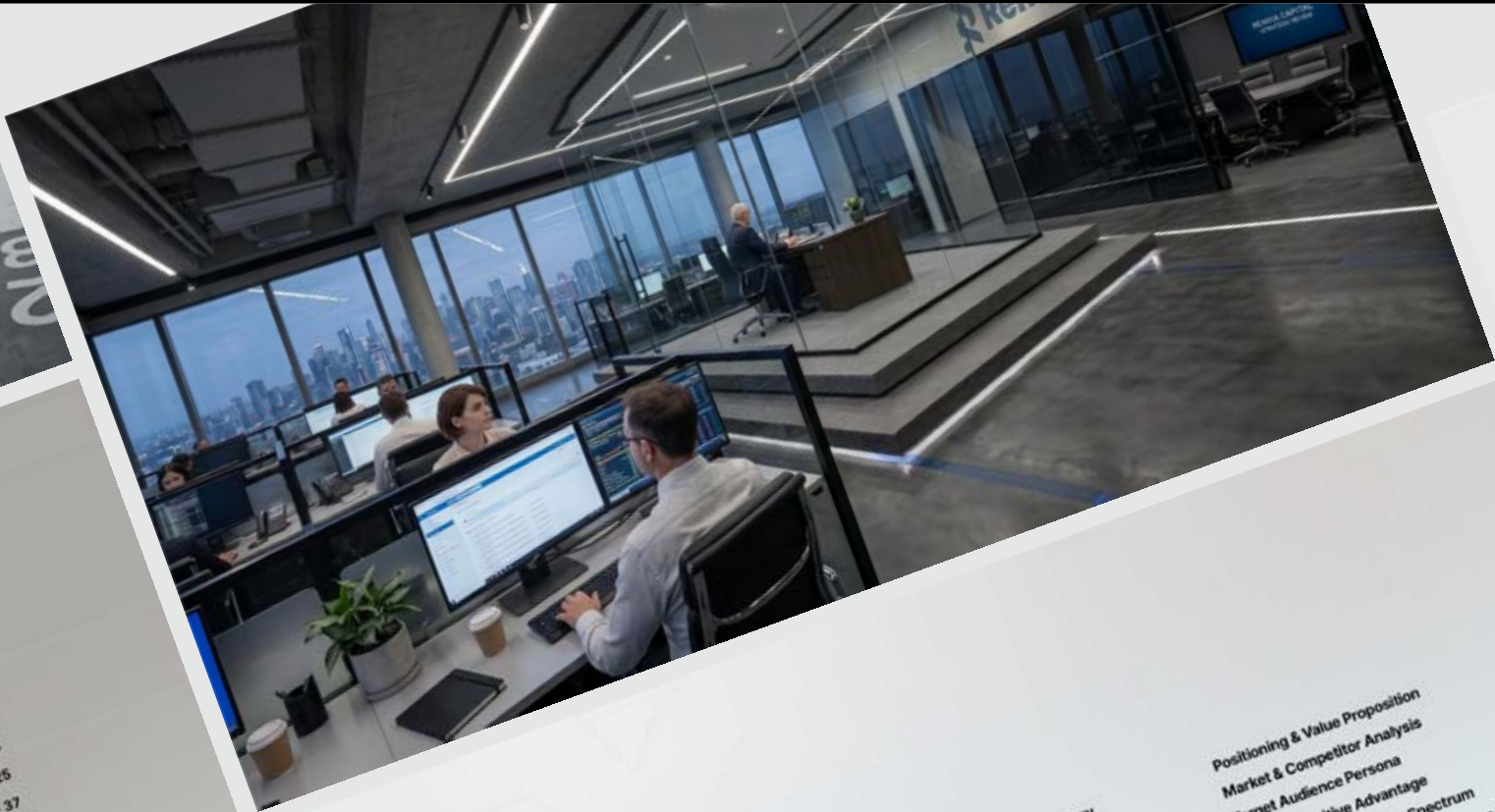
Renvia Capital Brand Identity System

Renvia Capital Brand Identity System. It serves as the foundational framework and identity—a comprehensive, engineered system that translates core strategies into a visual, auditory, and consistency.

Reference for preserving formal integrity, structural authority, and conceptual coherence (R). A precisely calibrated framework ensuring that every expression of the brand—from its most expansive physical presence—remains a faithful reflection of its core values and level of global standards.

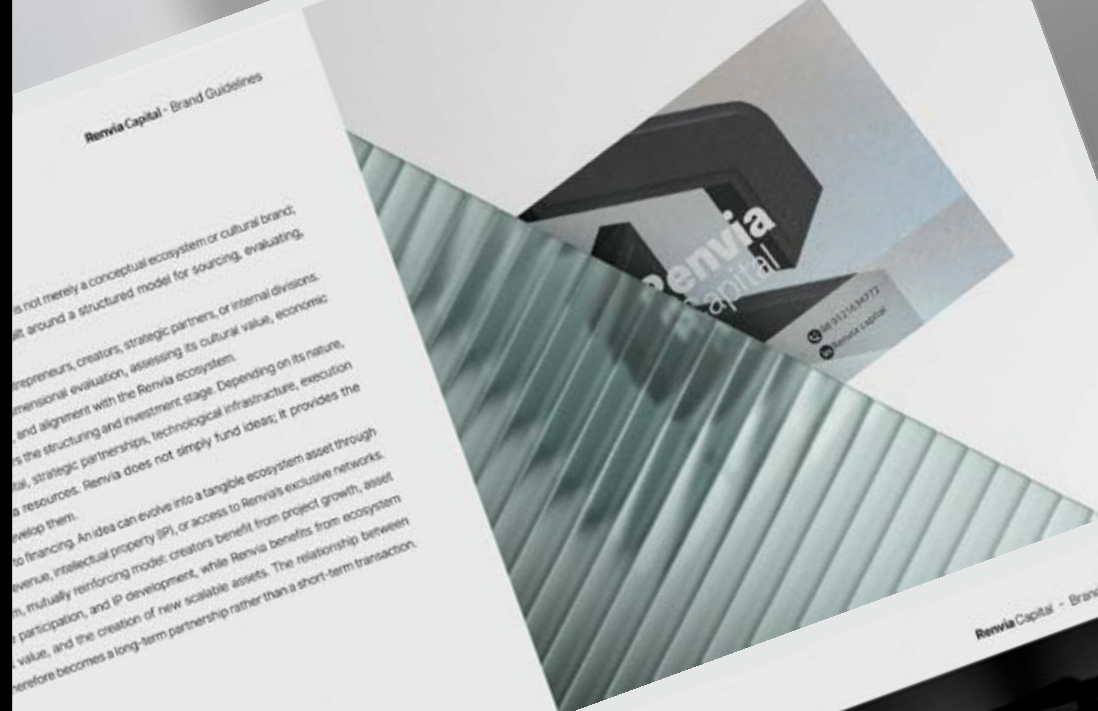
09 — Spatial Ecosystem

Basement Level (-1): The operational and wireless infrastructure of the Renvia building is located on this level. A private parking facility, gym, and swimming pool share the same floor, while each is designed as an independent environment with no functional overlap, preserving user privacy, focus, and tranquility. This level forms the first layer of the supporting architecture of the Renvia ecosystem, bringing together infrastructure, wellness, and readiness for professional performance. High-quality materials, controlled lighting, and engineered circulation paths create an environment that communicates security, order, confidence, and quality from the moment of entry.



09 — Spatial Ecosystem

First Floor (+1): This floor is where culture, art, and capital converge. Music, art galleries, performing arts, studio, cinema, and the conference hall operate as an integrated cultural ecosystem. The main hall, defined by its high ceiling and open architectural volume, presents artworks and musical instruments not as decorative elements, but as cultural assets and instruments of brand storytelling. The glass management room, positioned only two steps above the gallery level, symbolizes "oversight without separation"—establishing a direct connection between creativity and leadership.

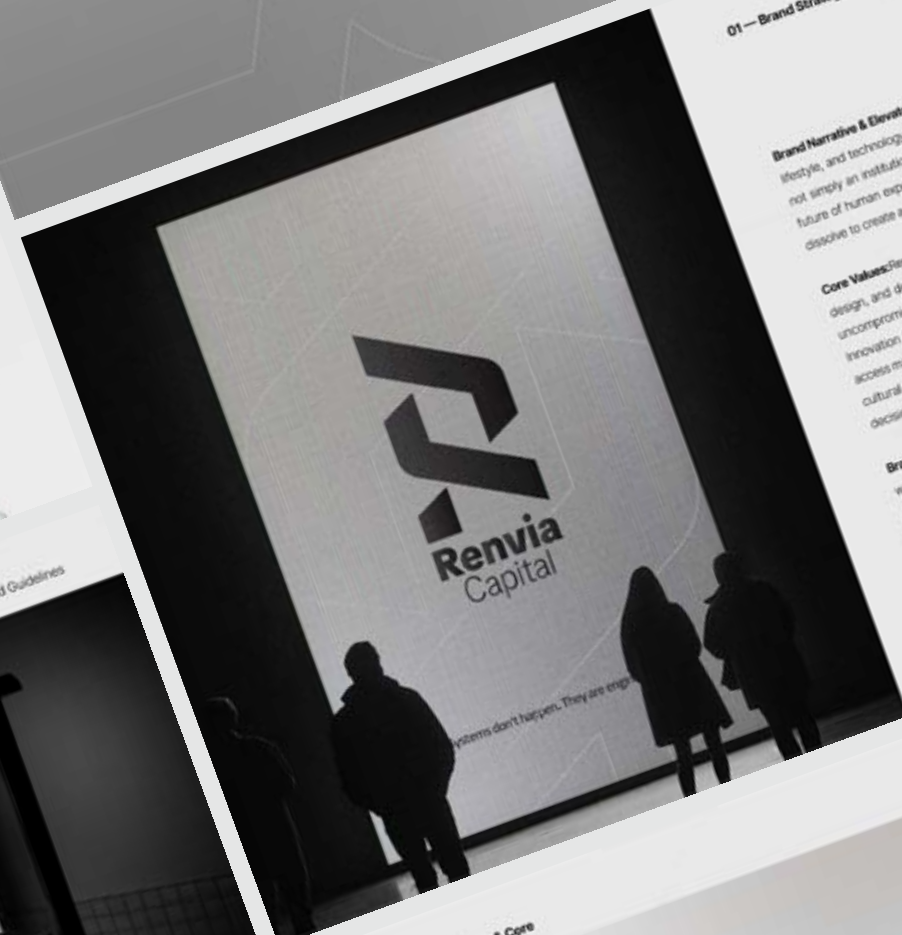


01 — Brand Strategy & Core

General
Structured / Supportive
Narrative / Simple
Relationship-Driven / Results-Oriented
Minimal / Inspirational

Investor
Idea Owner / Founder
Media
Business Partner
Social Media

to the audience and communication context while consistently maintaining its core identity: professional, luxurious, precise, and forward-thinking. Across every channel, avoiding exaggeration and overly promotional language. Investors: Formal, analytical, and data-driven, with emphasis on financial transparency, and creators: More exploratory, supportive, and development-oriented, while maintaining precision, structure, and strategic discipline. Media: mutually reinforcing roles: creators benefit from project growth, asset participation, and IP development, while Renvia benefits from ecosystem value, and the creation of new scalable assets. The relationship between value, and the creation of new scalable assets. The relationship between value, and the creation of new scalable assets. The relationship between value, and the creation of new scalable assets.



01 — Brand Strategy & Core

1-Stealth Positioning & Deployment
2-Access Scarcity & Gated Entry
3-Validated Network Effect

4-Filtering Rate Index
5-Non-Replicability & Defensive Moat
6-Premium Margin Optimization



01 — Brand Strategy & Core

Brand Narrative & Elevator Statement: Renvia Capital is a global ecosystem where culture, capital, design, and technology converge within a sophisticated, integrated, and intelligent structure. It is not simply an institution or a collection of projects, but an infrastructure designed to redefine the future of human experience—where the boundaries between economic, culture, and technology dissolve to create a new system of value and experience.

Core Values: Renvia's identity is built upon a set of foundational values that guide the development, design, and decision-making of its ecosystem. The brand is committed to global excellence and uncompromising quality, while integrating culture, capital, and experience as a unified whole. Innovation is driven by emerging technologies and artificial intelligence, supported by intelligent access management as a core pillar of the ecosystem. Renvia also prioritizes the creation of enduring cultural assets, confidentiality and trust, and a human-centered approach to every design and decision.

Brand Promise & Sustainable Advantage: Renvia promises that every interaction with its ecosystem will lead to a higher level of access, experience, and value, extending beyond conventional standards across culture, capital, and lifestyle. At the heart of this promise lies a simple principle: the seamless integration of access, experience, and capital within one unified system. Renvia is not merely a provider of services or experiences; it is a builder of a new value system in which every connection, interaction, and participation contributes to a larger, more meaningful ecosystem.

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 Persona
Key Competitive Advantage
Strategic Tone of Voice Spectrum
Implementation & Key Performance Indicators
Performance & Ecosystem Health



01 — Brand Strategy & Core

Renvia Performance & Ecosystem Health Measurement System:

- At Renvia, brand performance is evaluated across seven core dimensions: Brand, Capital & Trust, Innovation, Project Performance, Ecosystem & Partnerships, User Experience, and Sustainable Growth. Within the brand dimension, key measures include awareness and visibility within target markets, brand credibility and positioning, cultural impact, audience satisfaction, and likelihood of recommending the brand. Within Capital & Trust, key indicators include investor confidence and retention, capital raised, deal-to-contract conversion rate, and continuity of long-term partnerships.
- Within Innovation, Renvia measures the number of ideas evaluated, idea acceptance rate, project success rate, idea-to-execution conversion, and the speed at which ideas are transformed into products. Project performance focuses on overall success, output quality, adherence to timelines, and financial or economic impact of each project. At the Ecosystem & Partnerships level, key indicators include the number of active partners, partnership satisfaction and retention, and the overall impact and quality of active partners.
- Sustainable Growth is measured through the number of new projects, the number of different areas of the ecosystem, and the overall satisfaction and retention of the ecosystem. Key indicators include the number of new projects, the number of different areas of the ecosystem, and the overall satisfaction and retention of the ecosystem.



01 — Brand Strategy & Core

Market & Competitor Analysis: While competitors focus on rapid scalability, mass acquisition, and marketing-driven growth, Renvia operates at the pre-market layer: its differentiation lies in vetted access, rigorous selection, and exclusivity. We do not compete within markets; we compete above the playing field.

Target Audience Persona: Renvia is not designed for entrepreneurs at large. Its ecosystem is built for founders and operators aged 45-55 with a strong systems-building mindset. They think long-term, embrace sophisticated structural control, and execute with the potential to reshape the playing field.

Key Competitive Advantage: Renvia's core advantage is the Power of Selection, supported by its Idea Lifecycle System. We do not simply finance ideas; we transform them through deep evaluation, structure development, and controlled advancement into non-replicable systems with enduring competitive advantages.

02 — Brand Logo & Architecture

Level of Renvia's Expression of Authority: The logo represents the highest level of the brand's visual expression. This chapter provides a precise, engineered examination of its form, designed to eliminate visual deviation and preserve its structural integrity. Its purpose is to ensure the accurate reproduction of the logo through generated precision, adherence to clear space requirements, and preservation of the brand's authority in all applications—from large-scale physical applications to the smallest digital screens.





Renvia Capital - Brand Guidelines



Renvia Capital - Brand Guidelines



Renvia Capital - Brand Guidelines

Space defines the strategic distance and invisible yet the logo. It prevents any intrusive visual element from entering the logo. The brand is consistently presented in its most isolated and clear space is calculated as twice the width of the rectangle. Minimum size requirements must be strictly followed in all digital applications to ensure that the structural integrity of the logo is maintained.

Placement: Placement rules are particularly strict when the logo appears on backgrounds with strong light and shadow contrasts. The Renvia logo must be placed on a background that is strictly prohibited when placed on a background with a color that is too similar to the logo's primary color. The logo must be protected using a flat darkening mask with a 50% opacity, ensuring consistent legibility and preventing the background from compromising the integrity of the brand mark.



03 - Color Architecture & Systems

Matte Titanium
PANTONE 401 U

Structural Gray
PANTONE Cool Gray 1 U

Systemic Blue
PANTONE 5415 C

Matte Platinum

Future Blues

Vision Purples

Strategic Gold

Luxury Metals

Capital Greens

Future Blues

Vision Purples

Strategic Gold

Luxury Metals

Capital Greens

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Capital Greens

Future Blues



Dashboard & Data Portal Design: Renvia dashboards and graphics interfaces rely on rigid grid systems, a monochromatic palette, and sharp geometric shapes to ensure clarity and precision.

Authentication System Design: Login interfaces function as secure digital gateways. Dark backgrounds, minimal layouts, 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.



Webinar & Online Presentation Templates: Renvia's live interaction spaces are designed as Strategic Briefing Rooms, moving beyond conventional webinar formats. Dark geometric framing, minimal UI noise, and focused lighting on critical data create the atmosphere of a private boardroom, preserving the authority and exclusivity of information.

AR & VR Experiences: Immersive environments transform strategy into a three-dimensional experience rather than entertainment. Industrial rendering, monochromatic architecture, and Obsidian Black dominance create controlled spaces where users can explore complex data and networks within a structured physical environment.

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.

07 Merch & Corporate Gear

Unified Extension & Physical Exclusivity: Products and gifts serve 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 minimal 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

07—Merch & Corporate Gear

T-Shirts & Polo Shirts: These items are designed for the internal team, operational staff, and controlled public events. The focus is on comfort, visual consistency, and a discreet expression of the brand identity. Production should use heavyweight cotton fabrics with a complex matte surface. Branding is limited to tone-on-tone embroidery or an extremely subtle embossed print, applied only to restricted areas such as the collar or front panel.

Hoodies, Jackets & Outerwear: This category is intended for senior internal teams, project managers, and formal settings within the ecosystem. The garments should feature a structured silhouette with geometric, tailored cuts. The use of tactical and waterproof materials, such as Gore-Tex, is mandatory. All hardware, including zippers and buttons, must be crafted from heavy-duty metal with a matte black finish. The Renvia mark should appear exclusively as a very small, anodized metal plaque positioned on the sleeve.



07—Merch & Corporate Gear

Headwear & Caps: These items are designed for the operational team, events, and controlled public programs. Caps feature highly structured silhouettes crafted from heavy-duty, abrasion-resistant materials like nylon. The use of plastic sizing straps is prohibited. Size adjustment must be achieved through matte-finished metal buckles and concealed fabric straps. The logo is applied via a monochrome heat stamp or a matte rubber patch applied to the cap.

Uniforms & Dress Codes: This tier is designated for formal events and corporate showcases. The design language must remain fully strategic, aligned with the level and context of each occasion.

At this level, the garment functions as a representative of the brand, with the highest level of precision in silhouette, color, materials, and construction.



07—Merch & Corporate Gear

Bags & Backpacks: These items are designed for investors, executive teams, and the secure transportation of sensitive documents and strategic equipment within the ecosystem. The exterior of the bags should be constructed from technical materials or abrasion-resistant military-grade nylon, maintaining a highly material aesthetic with no protruding pockets and concealed, anti-theft zippers. In contrast, the interior should feature a highly structured and precision-engineered layout, with dedicated compartments for the accurate organization and secure placement of strategic tools and equipment.

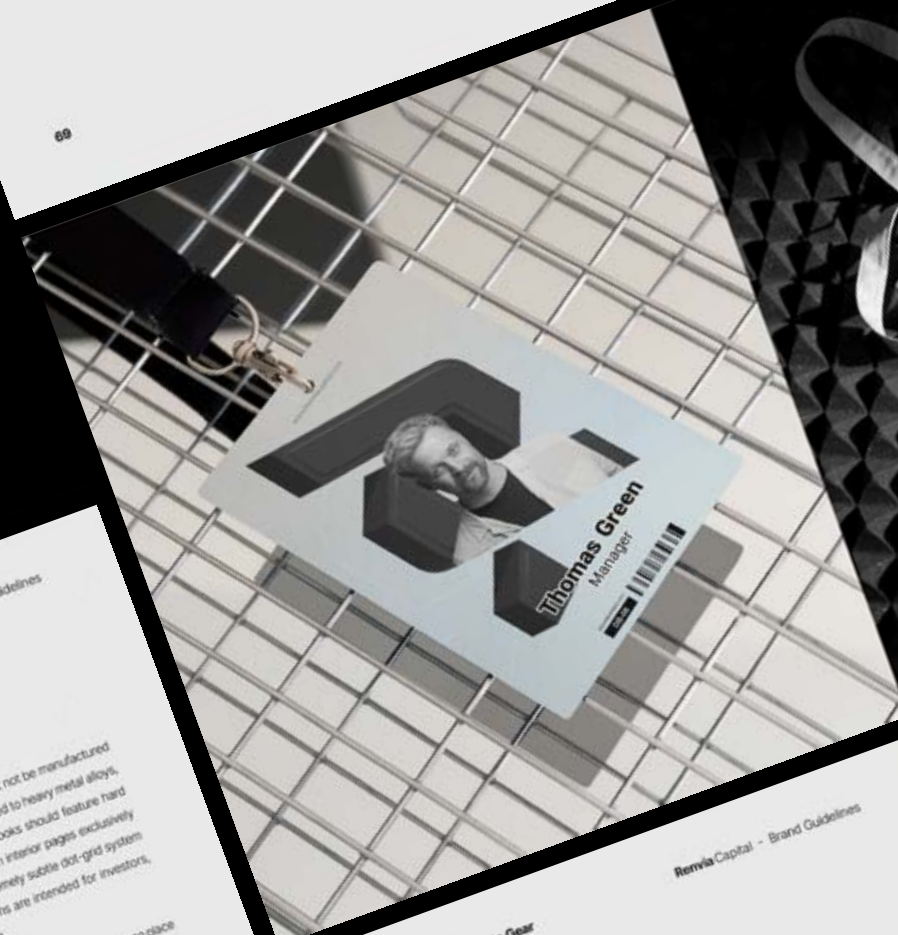
Technological Accessories: These items are intended for key investors, senior executives, and strategic partners. Materials are strictly limited to anodized aluminum, dense matte silicone, or dark carbon fiber. No colored printing is permitted. The Renvia mark should be applied exclusively through extremely subtle laser engraving, visible only under specific angles of light across metallic surfaces.



07—Merch & Corporate Gear

Premium Stationery & Notebooks: Renvia pens and writing instruments must not be manufactured from lightweight or inexpensive plastics. Approved materials are strictly limited to heavy metal alloys, such as brass or stainless steel. Finished in matte black, corporate notebooks should feature hard covers made from bookbinding cloth (Dainik) or matte polymers, with interior pages exclusively using heavyweight, uncoated paper. Pages should incorporate an extremely subtle dot-grid system to support the precise capture and organization of ideas. These items are intended for investors, senior executives, and formal meetings within the Renvia ecosystem.

Mugs & Drinkware: Ceramic vessels, glassware, and conventional promotional ceramics have no place within this system. Mugs and flasks should be produced exclusively from heavy, matte-finished ceramics with concrete or stone-like textures, or double-wall stainless steel with a dark matte powder-coated finish. The brand mark should be applied solely through flush laser engraving or blind embossing directly onto the surface. This category is designed for use across all organizational levels, as well as within formal and meeting environments.



07—Merch & Corporate Gear

Corporate Textiles & Patterns: Any use of decorative, floral, or colorful patterns on textiles is strictly prohibited. Renvia's corporate patterns consist of precise geometric grids, isometric lines, and minimal motifs, exclusively woven as tone-on-tone treatments—dark on dark—where the fabric itself provides the visual texture. The patterns should be applied to all corporate textiles, including uniforms, to reinforce the brand's presence throughout the audience's everyday experience.

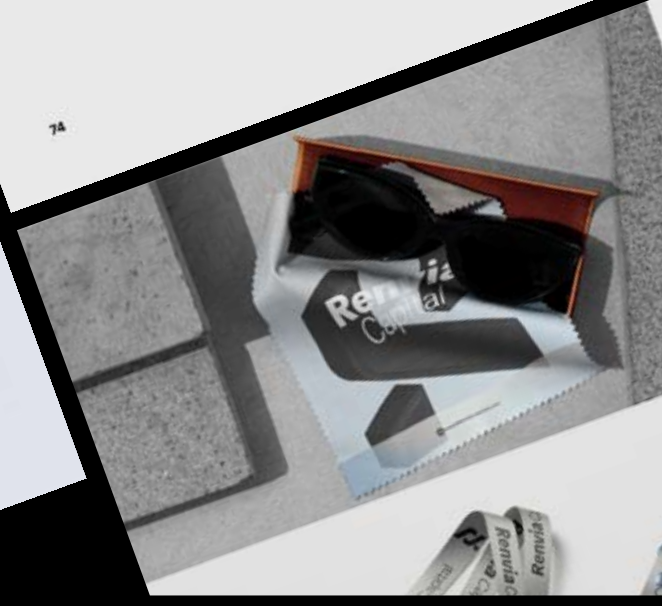
Seasonal & Occasion Gifts: Renvia gifts are not decorative or disposable objects. These items should be crafted from high-quality materials, such as ceramic, wood, or metal, and must be highly functional, durable, and rooted in a balanced aesthetic. They should embody the brand's values, such as precision, control, and execution, while preserving its character and relevance over time for all investors, strategic partners, and VIP guests.



07—Merch & Corporate Gear

Keychains, Lanyards & Tags: These items are defined as layers of access control and identification within the Renvia ecosystem. Lanyards are constructed from heavy-duty, high-strength industrial webbing, comparable to safety equipment, while carabiners are made exclusively from machined steel with a matte finish. Attached metal plates feature unique tracking codes engraved through recessed engraving, reflecting the systematic and security-driven nature of the brand. These items are primarily intended for internal teams and operational-level personnel.

Lifestyle Accessories: This category includes items such as flasks, umbrellas, and everyday tools, designed around durability, weight, and functionality. Their construction is strictly minimal and free from unnecessary ornamentation, utilizing industrial materials such as double-wall stainless steel and metal powder-coated finishes. These items are designed for investors, senior teams, and VIP guests, serving to reinforce the brand's presence throughout the audience's everyday experience.



Signage
Fleet Branding
Exhibition Booths & Pop-Ups
Campaign & Conference Kits
Event Branding
Dielines & Shipping Cartons
Packaging Tapes & Labels
Retail Displays & Point-of-Sale Materials
Physical Execution of Executive Gifts

08 — Brand Applications

Storefront & Entrance Signage: Territorial Marking. Renvia's exterior signage is not designed to attract customers; it functions as dark, matte metal 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 their rooms, while extending the systems' architectural language and happen 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 controlled order within—engineered to communicate a sense of restricted Access.

08 — Brand Applications

Billboards & Outdoor Advertising: Visual Pause. 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, angular architectural imagery with high contrast, and extensive minimalist typography impose the weight of the brand's presence upon the environment.

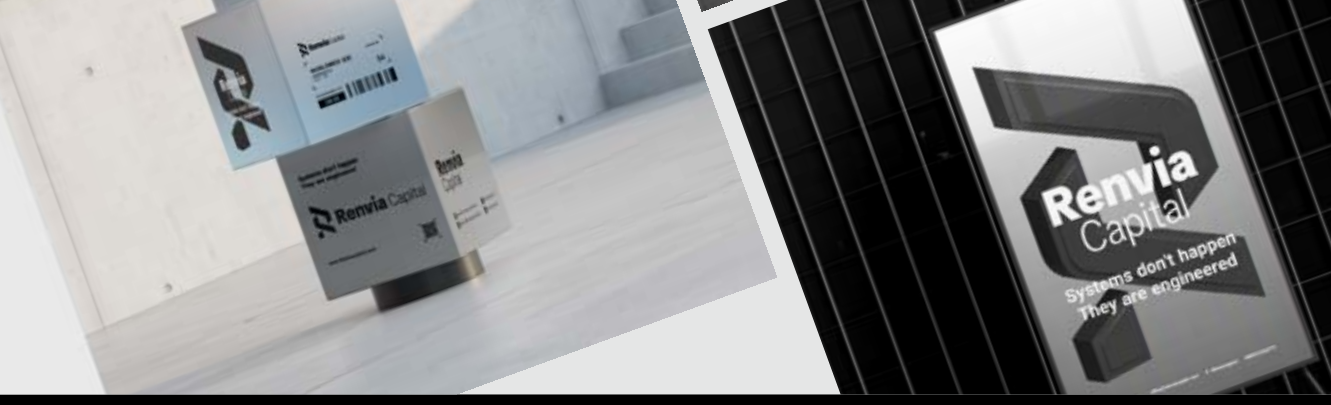
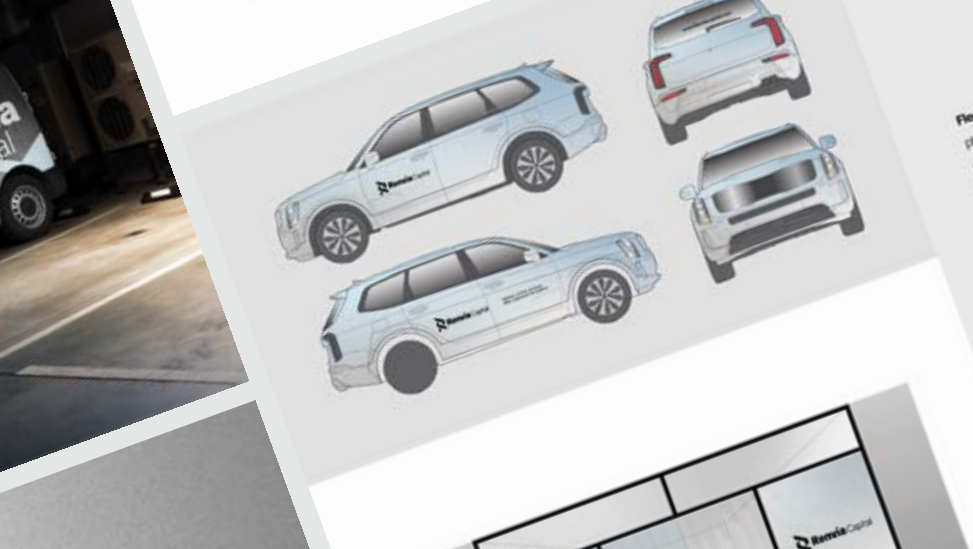
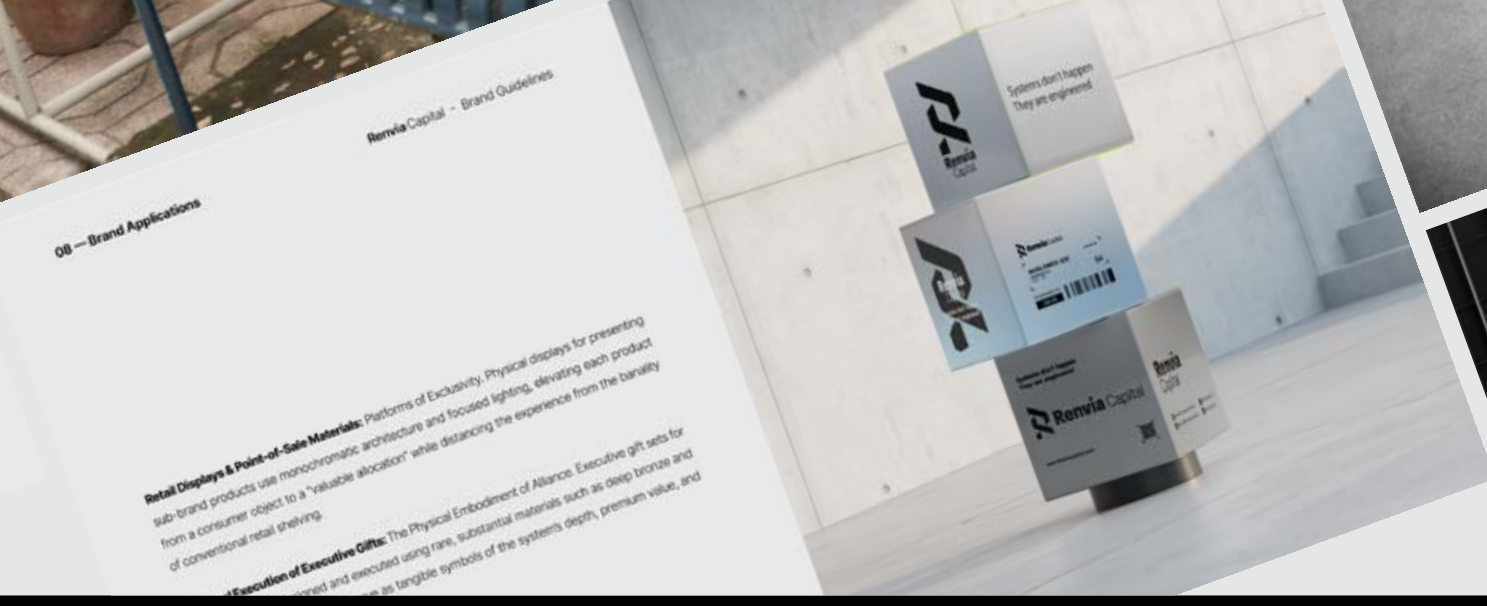
Flags & Street Signage: Flags and environmental barriers should be produced from exceptionally heavy canvas or industrial-grade fabrics in a monochromatic palette, preventing uncontrolled movement in the wind. Street signs should feature rigid geometric forms and machined bases, standing like architectural columns to clearly mark access routes into the system's territory.



08 — Brand Applications

Dielines & Shipping Cartons: Packaging and shipping at Renvia are part of the quality experience, not merely a protective layer. Carton structures are designed with 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 net, merely a protective layer. Carton structures are designed with 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.



08 — Brand Applications

Fleet Branding: Renvia's fleet forms part of the brand's operational infrastructure, a physical extension within the urban environment. Operational and executive vehicles are designed in a physical language, matte materials, and tone-on-tone brand marks to convey precision, and organizational consistency without unnecessary visual clutter. They are not only authority, but also the operational discipline, reliability, and the services across external interactions.

Exhibition Booths & Pop-Ups: Renvia's presence at events is designed to be purposeful environments. Booths function as semi-isolated zones, enclosed and professional identity while enabling limited yet targeted audience interaction. Beyond information delivery, these spaces serve to create meaningful relational value within the Renvia ecosystem.

Campaign & Conference Kits: Renvia's presence at events is designed to be purposeful environments. Booths function as semi-isolated zones, enclosed and professional identity while enabling limited yet targeted audience interaction. Beyond information delivery, these spaces serve to create meaningful relational value within the Renvia ecosystem.

Event Signage: Renvia's presence at events is designed to be purposeful environments. Booths function as semi-isolated zones, enclosed and professional identity while enabling limited yet targeted audience interaction. Beyond information delivery, these spaces serve to create meaningful relational value within the Renvia ecosystem.

Thanks For Watching