

redesign
Logo sign
and visual identity
Grayton

Primary Logo

Logo Sign

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Primary logo : About logotype

Also known as “logotypes”, wordmarks are purely letter-based and
only feature the name of a business.
We're talking no images, icons, or even emblems;
wordmark logos are stripped down,
sometimes even reduced to initials with 1-3 letters.

When to use a logotype ?

A wordmark is a logo that uses a brand name, such as Google, Disney, and Virgin.
They're most effective when your brand has a short and snappy name,
one that is quite distinctive and easy to remember.
The brand name isn't the only consideration.
You'll need to think carefully about typography

Primary color :

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Logo Sign & Visual Element



Logo Sign

Visual Element :

A visual element is any characteristic that we can see, including line, shape, direction, size, texture, color, and value. The design principles for using these elements include balance, gradation, repetition, contrast, harmony, dominance, and unity

Primary color :











Persian Typography

Visual Element :



Persian Typogrphy :

The most distinct features of Iranian graphic design come from the use of a different writing system, and therefore a different typography.
After the advent of Islam the art of calligraphy,
both in Islamic and Iranian cultures, was considered one of the most important art forms.
Although the Persian writing system is closely related to the Arabic,
its function in Iranian calligraphy has developed on
a completely different basis since the 17th century AD

Primary color :

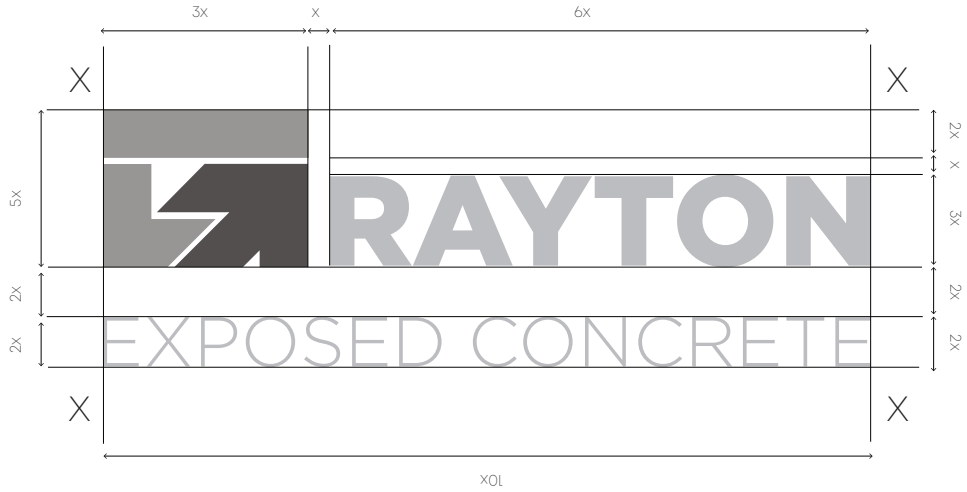




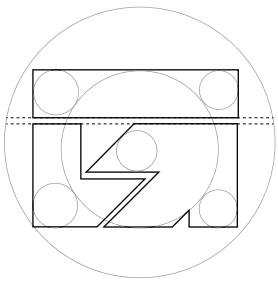




Logo Design Math Grid

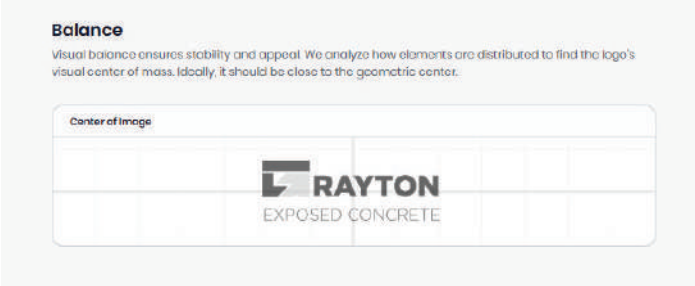


Unit : x

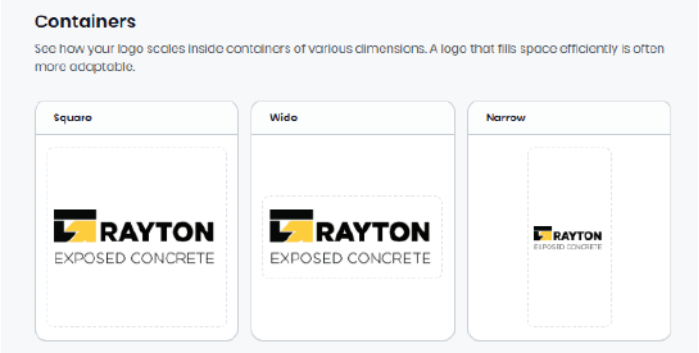


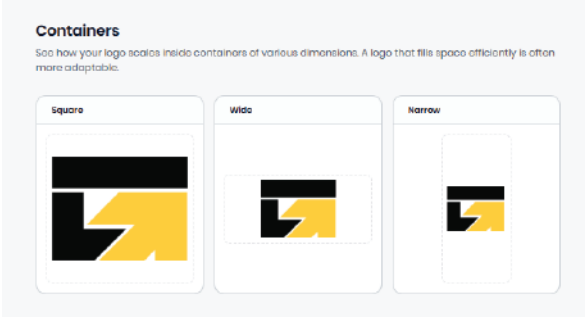
Logo lab

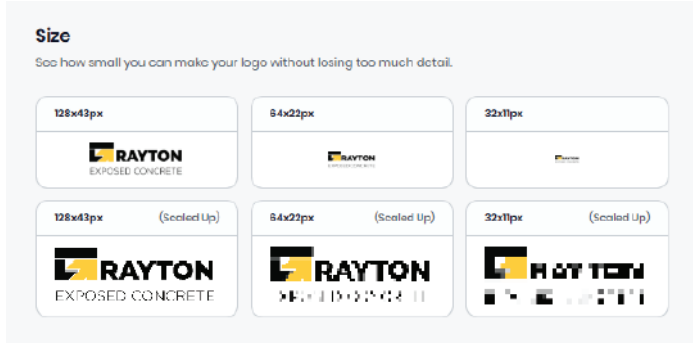
Use these visual tests to self-assess whether your logo has the right characteristics.

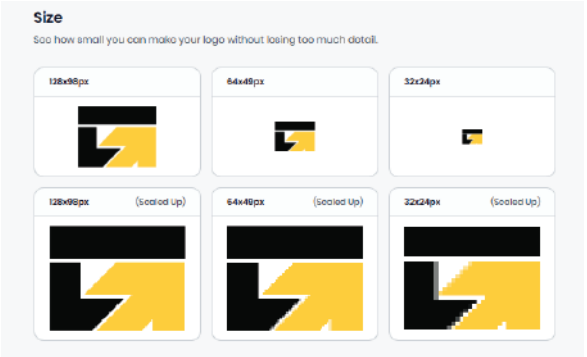












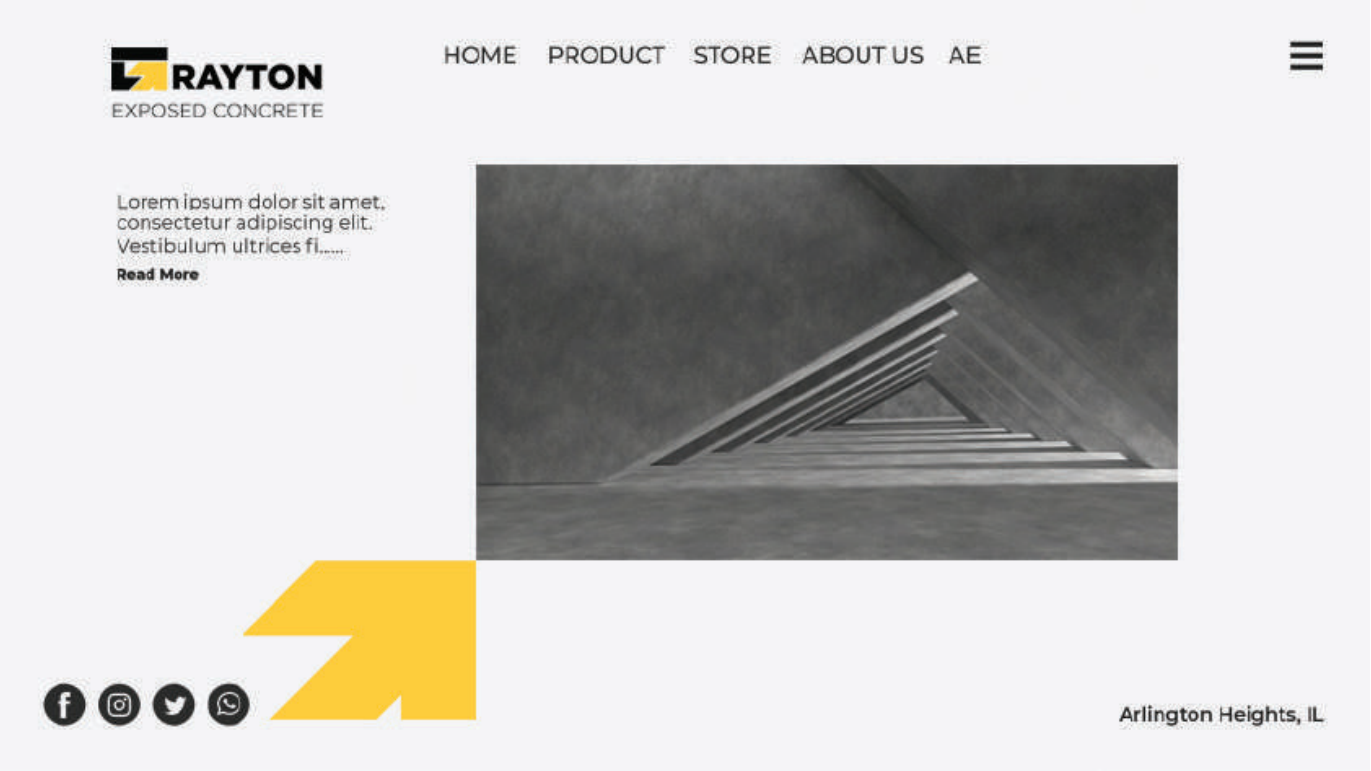
Visual identity



Office Set



Website design



Social Media Uniform

Profile :






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Thank you.