

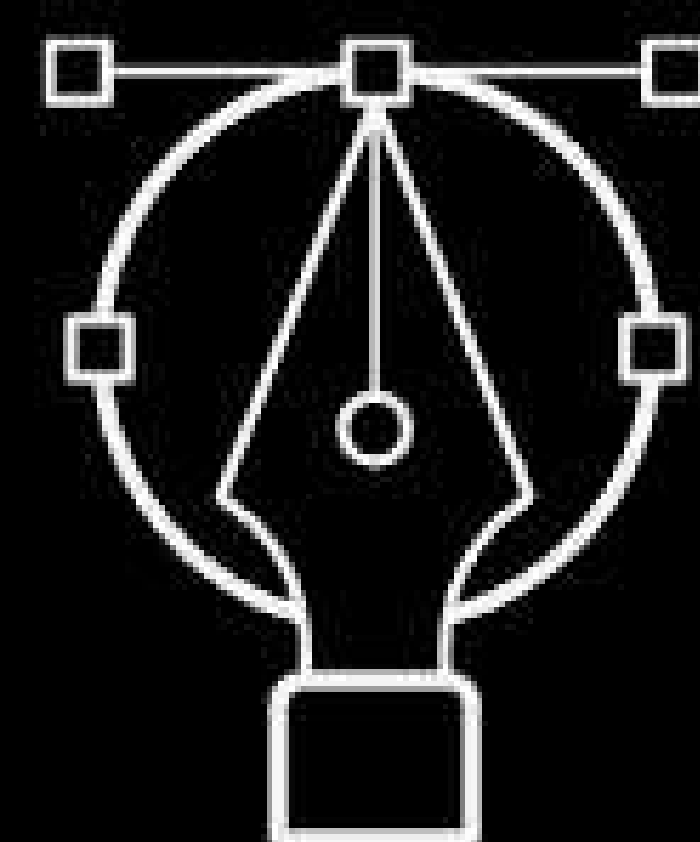


PORTFOLIO

SINAN DERA KHSHAN | STUDIO DERA KHSHAN

VISUAL IDENTITY DESIGNER SPECIALIZING IN CLEAN, PURPOSEFUL, AND FLAT DESIGN. THIS PORTFOLIO OFFERS A GLIMPSE INTO MY DESIGN APPROACH AND VISUAL LANGUAGE. FOR A COMPLETE SELECTION OF PROJECTS AND CASE STUDIES, PLEASE VISIT MY WEBSITE.





DESIGN STYLE: MODERN FLAT & MINIMALIST DESIGN
**CLEAN, SCALABLE, AND TIMELESS VISUAL
IDENTITIES BUILT WITHOUT GRADIENTS, SHADOWS,
OR UNNECESSARY VISUAL EFFECTS.**

WITH MORE THAN A DECADE OF PROFESSIONAL EXPERIENCE IN
BRANDING AND VISUAL IDENTITY DESIGN, I HAVE HAD THE
OPPORTUNITY TO CONTRIBUTE TO OVER 1,000 PROJECTS ACROSS A
WIDE RANGE OF INDUSTRIES IN IRAN AND INTERNATIONAL MARKETS.
MY WORK IS ROOTED IN CLARITY, SIMPLICITY, AND STRATEGIC
THINKING, WITH A STRONG FOCUS ON CREATING DISTINCTIVE AND
LASTING BRAND IDENTITIES THROUGH MODERN FLAT DESIGN
PRINCIPLES.

AS THE FOUNDER AND CREATIVE DIRECTOR OF DERAKHSHAN STUDIO
AND DESIGNLAND, I LEAD MULTIDISCIPLINARY TEAMS DEDICATED TO
DEVELOPING COMPREHENSIVE BRAND EXPERIENCES. OUR APPROACH
EXTENDS BEYOND VISUAL IDENTITY SYSTEMS TO INCLUDE SONIC AND
AUDITORY BRANDING, ENABLING ORGANIZATIONS TO BUILD STRONGER,
MORE MEMORABLE CONNECTIONS WITH THEIR AUDIENCES ACROSS
MULTIPLE TOUCHPOINTS.

THROUGHOUT MY CAREER, I HAVE COLLABORATED WITH CLIENTS
RANGING FROM INTERNATIONAL SPORTING EVENTS, MEDIA
ORGANIZATIONS, DIGITAL PLATFORMS, AND CULTURAL INSTITUTIONS
TO CONSTRUCTION COMPANIES, GOVERNMENT BODIES, STARTUPS, AND
ESTABLISHED BUSINESSES. THIS DIVERSITY OF EXPERIENCE HAS
ALLOWED ME TO UNDERSTAND THE UNIQUE CHALLENGES OF
DIFFERENT INDUSTRIES WHILE MAINTAINING A CONSISTENT
COMMITMENT TO STRATEGIC DESIGN EXCELLENCE.

EVERY PROJECT IS APPROACHED AS AN OPPORTUNITY TO CREATE
MEANINGFUL BRAND VALUE THROUGH THOUGHTFUL DESIGN, CLEAR
COMMUNICATION, AND A DEEP UNDERSTANDING OF AUDIENCE
PERCEPTION. WHETHER DEVELOPING A COMPLETE IDENTITY SYSTEM,
REFINING AN EXISTING BRAND, OR CRAFTING A MULTISENSORY BRAND
EXPERIENCE, MY GOAL REMAINS THE SAME: TO CREATE IDENTITIES
THAT ARE RECOGNIZABLE, RELEVANT, AND BUILT TO ENDURE.

DESIGN PHILOSOPHY | PRINCIPLES

- I BELIEVE EFFECTIVE DESIGN IS NOT DEFINED BY COMPLEXITY, BUT BY CLARITY. EVERY IDENTITY SHOULD COMMUNICATE ITS MESSAGE WITH PRECISION, REMAIN RECOGNIZABLE ACROSS DIFFERENT PLATFORMS, AND ENDURE BEYOND TEMPORARY TRENDS.
- MY WORK IS BUILT UPON A MINIMALIST AND FLAT DESIGN APPROACH, ELIMINATING UNNECESSARY VISUAL EFFECTS IN FAVOR OF STRONG CONCEPTS, BALANCED COMPOSITION, AND PURPOSEFUL SIMPLICITY. RATHER THAN RELYING ON DECORATION, I FOCUS ON CREATING DISTINCTIVE VISUAL SYSTEMS THAT STRENGTHEN RECOGNITION AND BUILD LONG-TERM BRAND VALUE.
- EVERY PROJECT BEGINS WITH UNDERSTANDING THE BRAND, ITS AUDIENCE, AND ITS OBJECTIVES. THROUGH STRATEGY, CONSISTENCY, AND THOUGHTFUL EXECUTION, I AIM TO CREATE IDENTITIES THAT ARE CLEAR, MEMORABLE, SCALABLE, AND TIMELESS.
- CLARITY OVER COMPLEXITY : I PRIORITIZE CLEAR COMMUNICATION OVER VISUAL NOISE.
- PURPOSE-DRIVEN DESIGN : EVERY ELEMENT EXISTS FOR A REASON.
- CONSISTENCY BUILDS IDENTITY : STRONG BRANDS ARE FORMED THROUGH COHESIVE SYSTEMS.
- MINIMAL BUT INTENTIONAL : SIMPLICITY IS MEANINGFUL ONLY WHEN IT IS DELIBERATE.
- TIMELESS THINKING : I DESIGN BEYOND TRENDS TO CREATE LASTING VISUAL VALUE.



Thank you for your time and thoughtful attention.

BIO'L

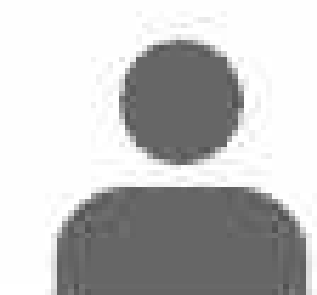
FOR WHO YOU ARE !

Visual Identity Design

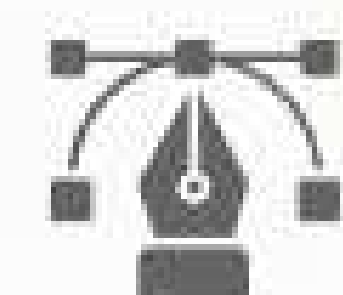
Commissioned by Shokouh Manesh Group

BIOL is a leading Iranian skincare and personal care brand under the Shokouh Manesh Group, one of the most established distributors and manufacturers in Iran's beauty industry. The brand was founded in 2015 (1394) and has since developed a strong presence in the cosmetic and personal care market.

This project focused on the development of a complete visual identity system for BIOL, aiming to reinforce its position as a modern, trustworthy, and science-driven skincare brand.



Shokouh Manesh Group



Visual Identity Design



2015

The design approach emphasized clarity, purity, and minimalism, reflecting the core values of skincare: trust, hygiene, and effectiveness. The visual language was built around a clean and contemporary aesthetic, ensuring consistency across packaging, brand communication, and marketing assets.

The result is a cohesive identity system that supports BIOL's growth as a competitive and recognizable brand in both domestic and regional markets.





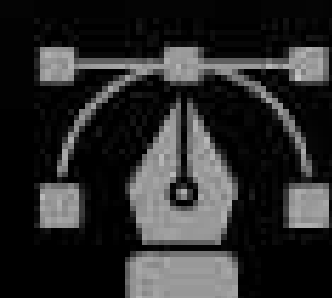
Brand Identity Design

ariantel was one of the pioneering Mobile Virtual Network Operator (MVNO) initiatives in Iran's telecommunications industry. The project aimed to establish a modern, reliable, and technology-driven mobile operator brand capable of competing within a rapidly evolving digital landscape.

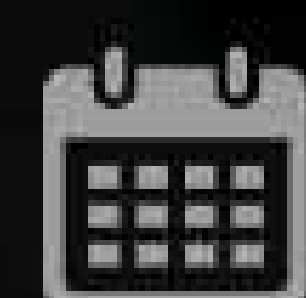
The visual identity was developed in 2016 (1394) as the first step toward building a distinctive and recognizable telecommunications brand. Inspired by the concepts of connectivity, communication, signal transmission, and human interaction, the logo combines dynamic curved forms to create a memorable symbol that reflects seamless network experiences and continuous connection.



jaehan aragham pars



Brand Identity Design



2016

Project Scope: • Brand Strategy • Logo Design • Visual Identity System • Color Palette Development •
Typography Selection • Brand Applications

Industry: Mobile Telecommunications (MVNO)

Year: 2016 (1394)



Visual Identity Design

Commissioned by Body Spinner Group

Hi Mod is a minimalist women's fashion brand developed as a sub-brand under Body Spinner Group. The project was initiated to create a contemporary clothing identity that balances minimal design language with a subtle sense of luxury.

The primary objective was to design a visual identity system that reflects modern femininity through restraint, simplicity, and refined aesthetics, while still maintaining a premium brand perception within the competitive fashion market.

The design approach focused on clean typography, reduced visual noise, and a sophisticated minimalist structure, ensuring consistency across branding applications, packaging, and product presentation.



The final identity system establishes Hi Mod as a modern, understated fashion label with a clear emphasis on elegance through simplicity.

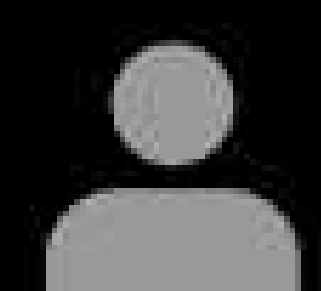




Brand Identity & Retail Experience Design

Pexelii was developed as an official retail identity for Sony imaging products in Iran, operating under Pars Electric. The project was positioned to provide a structured and localized brand presence for Sony's photography and imaging ecosystem within the regional market.

The primary objective was to establish a coherent visual identity and retail experience system that aligns with the standards of an international technology brand while adapting to local market requirements. The design direction focused on clarity, technological precision, and a modern retail experience centered around imaging products. My role involved the development of the brand identity system and the visual language for the retail environment, ensuring consistency across physical touchpoints and communication assets. The project was developed alongside other design teams as part of a broader implementation structure.



Pars Electric



Brand Identity & Retail Experience Design



2018

The final outcome presents a unified retail identity that reinforces Pexelii's position as an official Sony imaging distributor, with an emphasis on professional presentation and a modern consumer technology experience.



Bellava

Brand Identity

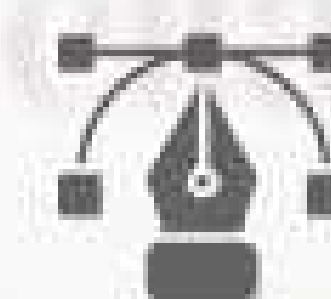
Bellava is a specialized online platform for cosmetics and skincare products, focused on providing a curated digital shopping experience within the beauty industry.

The project involved the development of a cohesive brand identity and the design of a complete UI/UX system for the e-commerce platform. The objective was to create a seamless and intuitive user experience while maintaining a refined and modern visual identity aligned with contemporary beauty retail standards.

The design approach emphasized clarity, minimalism, and user-centered interaction, ensuring that the platform remained both visually elegant and functionally efficient. Collaboration with an external design team contributed to the development of a structured and scalable digital system.



Digital Beauty Retail Group



Brand Identity



2019

The final outcome is a unified brand and interface design that positions Bellava as a modern and accessible online destination for beauty and personal care products.



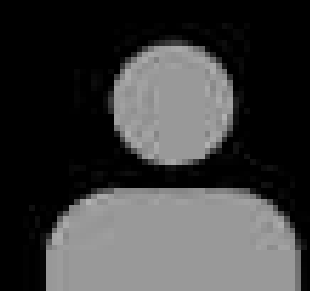
RAZAGHI

Brand Redesign & Strategic Visual Direction

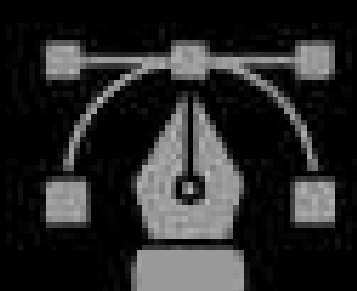
RAZAGHI is one of Iran's most distinguished hospitality groups, operating across premium restaurants and cafés while maintaining an integrated approach to food production and service quality.

The project focused on redefining the brand through a contemporary visual direction and a refined identity system that reflects the group's reputation for luxury, quality, and formal hospitality. The objective was to elevate the brand experience while preserving its established heritage and reputation.

Developed alongside the contributions of other creative teams and design studios, the redesign aimed to create a more cohesive and sophisticated brand language across customer touchpoints and communication assets. My role focused on shaping the visual identity and contributing to the brand's renewed direction with an emphasis on timeless elegance, premium aesthetics, and consistency.



Razaghi Group



Brand Redesign & Strategic Visual Direction



2020

The result is a modernized identity system that strengthens RAZAGHI's position as a leading hospitality brand, balancing tradition with a contemporary perspective.



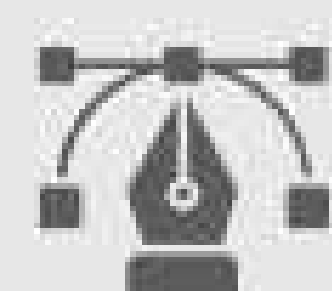
Brand Identity System Design

FAWEI was developed as a subsidiary brand within the Silver System ecosystem, positioned to operate as an alternative representation of Huawei products in the Iranian market, where direct official support from the parent brand was not available.

The objective of this project was to create a structured and credible brand system capable of filling the gap between global technology branding standards and local market constraints. FAWEI was designed to function as a reliable retail identity, maintaining consistency with international technology brand aesthetics while adapting to regional operational requirements.



Silver System



Visual Identity Design



2021

The visual identity system focused on clarity, trust, and technological sophistication, ensuring the brand could operate seamlessly across retail environments, communication platforms, and customer-facing touchpoints.

The result is a scalable brand framework that supports FAWEI's role as a structured and recognizable technology distributor within the Iranian market.

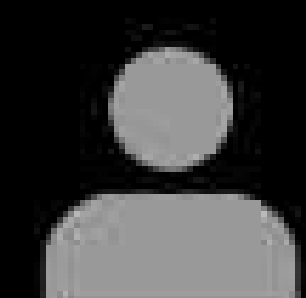




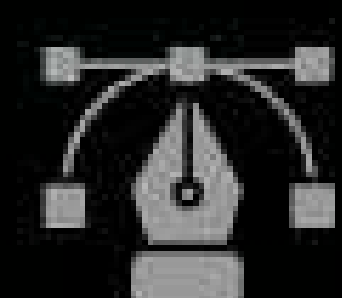
Visual Identity & Marketing System Design

SATRAS is a modern luxury fragrance brand under Iran Atr, based in Isfahan, Iran. The project was developed within a complex branding context, involving the evolution and refinement of an existing identity system with multiple visual inconsistencies across applications.

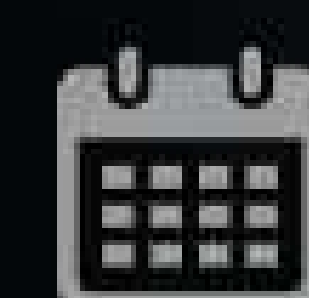
One of the key challenges of the project was the flexible usage of the crown symbol within the logo system, which in certain applications required adaptation or removal based on format constraints and brand communication needs. The redesign process focused on resolving these inconsistencies while preserving the core identity and maintaining brand recognition.



Iran Atr



Visual Identity & Marketing System Design



2022

The objective of this project was to establish a cohesive visual identity and marketing system suitable for a premium fragrance brand operating in a competitive luxury market. The design direction emphasized elegance, restraint, and modern luxury aesthetics, ensuring consistency across packaging, promotional assets, and brand touchpoints.

The final outcome is a structured and adaptable identity system that strengthens SATRAS's positioning as a contemporary fragrance brand within Iran's luxury cosmetics industry.





Brand Identity & Lifestyle System Design

CHOGĀN was developed as a premium lifestyle and apparel brand inspired by the heritage and cultural significance of polo, one of Iran's oldest and most distinguished traditions. Commissioned by the Iran Polo Federation, the project aimed to revive and reinterpret the spirit of Chogān through a contemporary brand identity rooted in authenticity and timeless elegance.

My role encompassed the creation and development of the brand identity system, establishing a visual language capable of connecting historical heritage with a modern lifestyle audience. The design approach focused on sophistication, understated luxury, and a strong sense of cultural character, allowing the brand to extend across apparel, accessories, and brand communications.



Iran Polo Federation



Brand Identity & Lifestyle System Design



2023

Following the completion of the project, brand management and future development were transferred to the Iran Polo Federation. The result is a brand framework designed to preserve and celebrate the legacy of Chogān while presenting it through a modern and internationally relevant perspective.





Visual Identity & Marketing Design

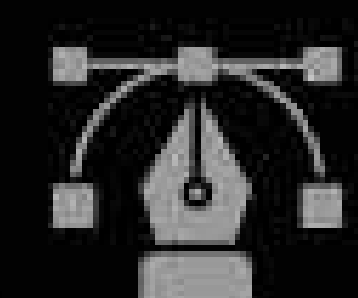
Free Zone, Anzali, Gilan, Iran

This project involved the development of a complete visual identity and marketing system for Hamers Mall, positioned as one of the most intelligent and forward-thinking shopping centers in the Middle East, located in the Anzali Free Zone in northern Iran.

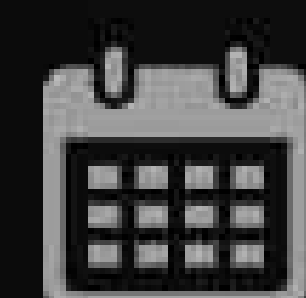
The goal of the project was to create a cohesive and scalable brand identity that reflects innovation, luxury, and a modern retail experience. The system was designed to support both physical and digital touchpoints, ensuring consistency across environmental graphics, promotional materials, and customer-facing communication.



Lotus Company



Visual Identity & Marketing Design



2024

The visual direction focused on a premium and minimal aesthetic, combining deep green, black, and gold as core brand colors to communicate sophistication, trust, and exclusivity. Every element was designed to reinforce Hamers Mall's positioning as a next-generation commercial destination.

Free Zone, Anzali, Gilan, Iran | 2024 (1403)

Commissioned by Lotus Company



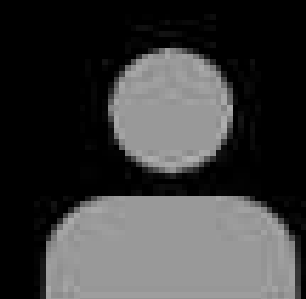


Broadcast Identity System

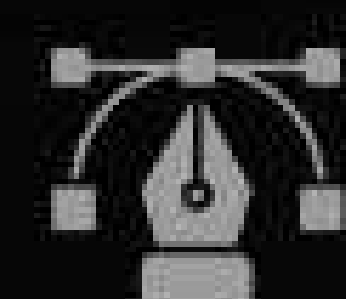
Persiana Media Group is an international broadcasting network operating a growing family of television channels for Persian-speaking audiences worldwide.

Developed by Derakhshan Studio, the project involved the creation of the primary network logo and the visual identities of its affiliated channels, establishing a cohesive and scalable brand architecture across the group's media ecosystem.

The objective was to build a contemporary identity system capable of maintaining consistency across multiple channels while preserving the individuality of each sub-brand. The design approach focused on clarity, recognition, and flexibility across broadcast and digital platforms.



Persiana Media Group

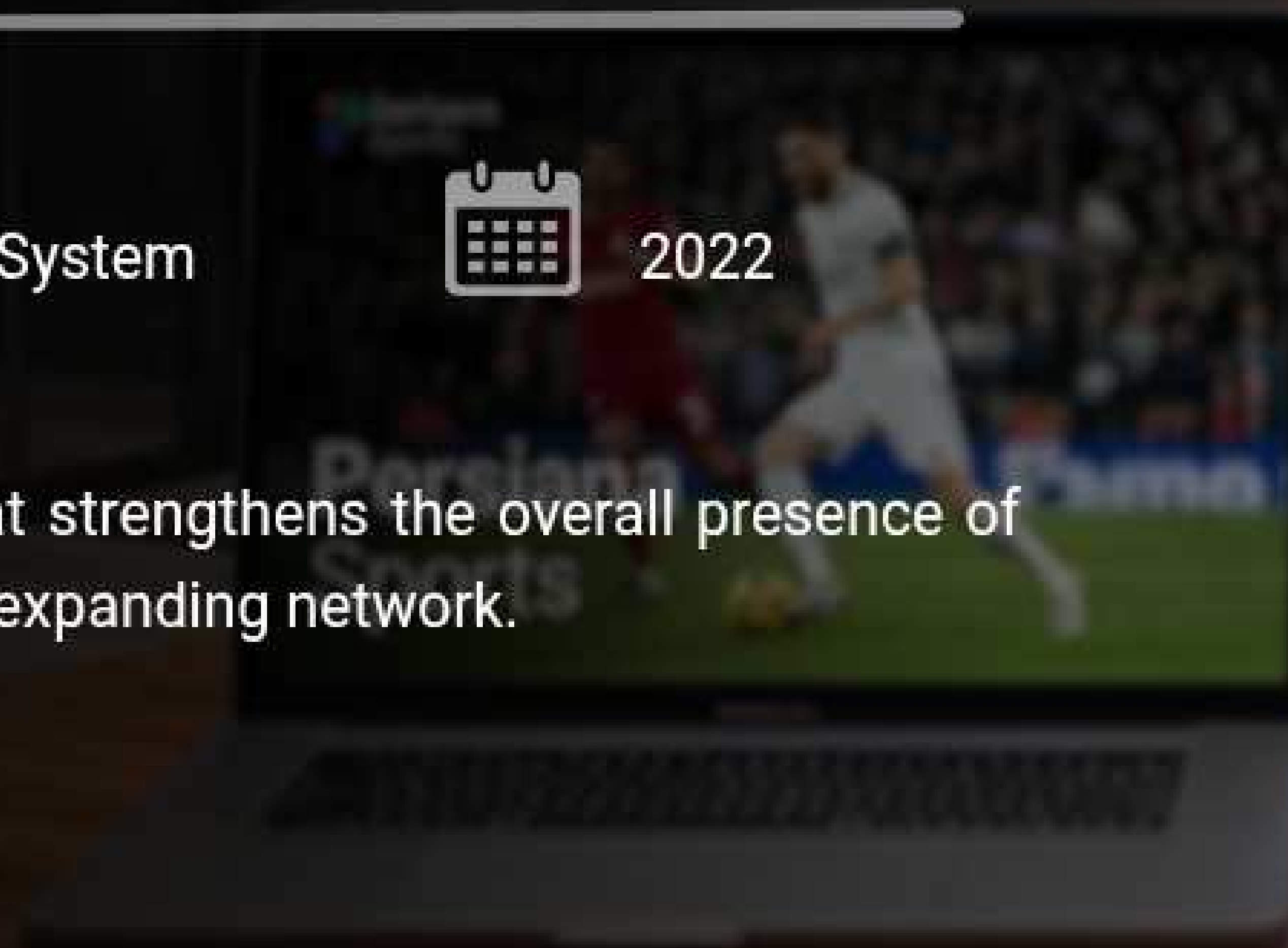


Broadcast Identity System



2022

The final identity system provides a unified visual language that strengthens the overall presence of Persiana Media Group and supports the continued growth of its expanding network.



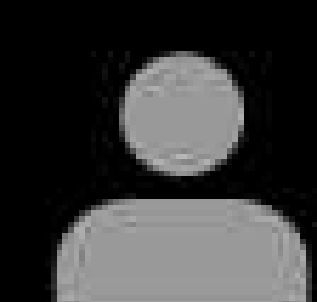


Digital Media Network — Brand Identity System

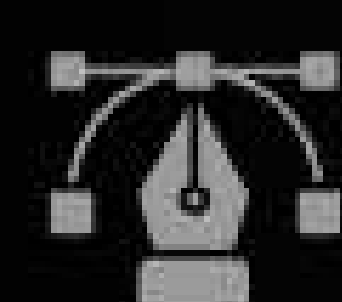
This project involved the development of a comprehensive visual identity system for a multi-channel digital media network producing educational, scientific, and entertainment content in Persian, English, and Arabic.

The network operates across multiple content platforms with a continuous focus on high-quality video production and knowledge dissemination. The objective of the project was to establish a unified visual language capable of supporting a multilingual and multi-channel media ecosystem while maintaining consistency across all digital outputs.

My role focused on designing the brand identity system and visual structure for the group and its associated channels, ensuring coherence across motion graphics, digital assets, and content branding.



Onten Group



Digital Media Network — Brand Identity System



2023

The final outcome delivers a flexible and scalable identity system designed for a constantly active media environment, where content production and audience engagement remain ongoing and dynamic.



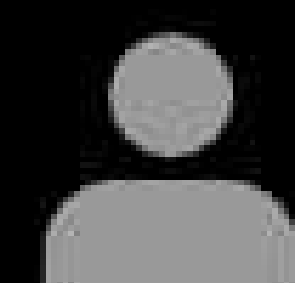


SIMORGH THINK TANK

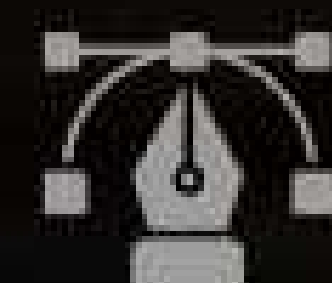
Visual Identity System

The Simorgh Future Studies Think Tank is an independent research and media organization dedicated to strategic foresight, future studies, and public awareness. Founded under the direction of Dr. Mehdi Motaharnia, the organization produces analytical and educational content across various media platforms.

The project focused on developing a comprehensive visual identity system capable of supporting both research and media activities while maintaining a coherent and recognizable brand language. The design approach emphasized clarity, authority, and adaptability across digital and communication platforms. My role involved the creation and development of the visual identity system and media branding assets. I continue to serve as a member of the organization's Art Department, contributing to the ongoing evolution of its visual communication and creative direction.



Dr. Mehdi Motaharnia



Visual Identity System



2024

The final outcome is a flexible identity system designed to support a continuously evolving ecosystem of research, media, and public engagement.



Visual Identity Redesign

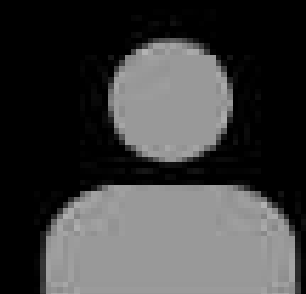
Filimo, the largest streaming and digital entertainment platform in Iran, underwent a comprehensive visual identity redesign aimed at strengthening its position within the country's rapidly evolving media landscape.

The project was developed collaboratively with 1001 Ideas and multiple creative teams under the direction of Sabaldea and SabaVision. While the rebranding initiative involved a broad multidisciplinary effort, our contribution through Derakhshan Studio focused on the graphic design aspects of the new visual system.

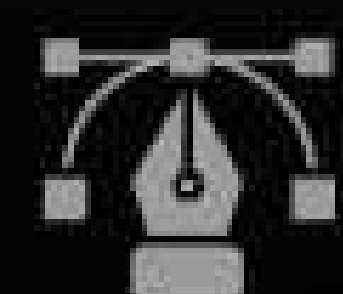
The objective was to create a more unified, scalable, and contemporary identity capable of supporting Filimo's expanding ecosystem across digital platforms and audience touchpoints. Particular attention was given to maintaining familiarity while introducing a refined visual language suited to a leading entertainment platform.



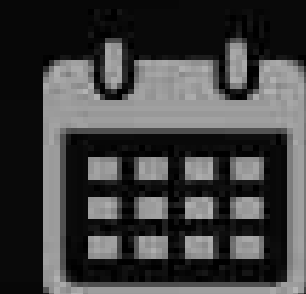
ما دنبال داستانییم



Sabaldea & SabaVision



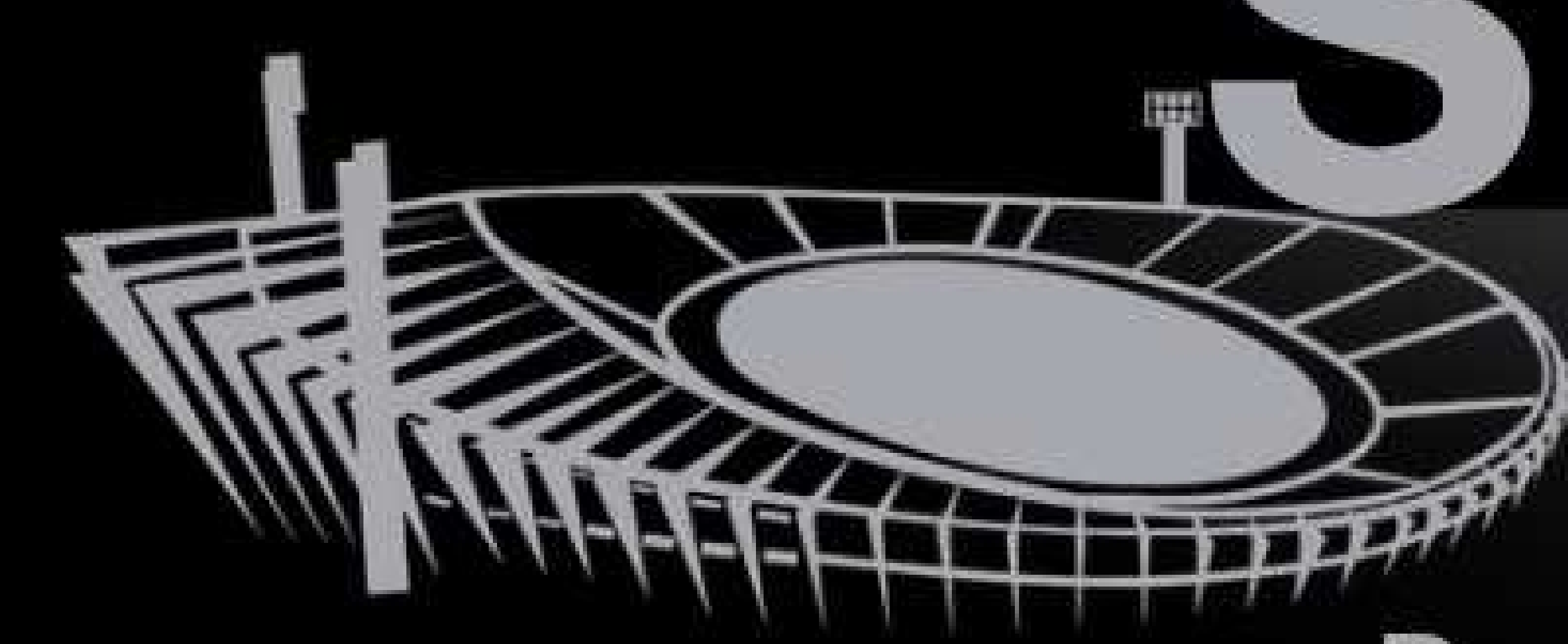
Visual Identity Redesign



2025

The final outcome delivers a cohesive identity system designed to enhance Filimo's presence across its media ecosystem and reinforce its position as Iran's leading streaming service.

Graphic design services were developed by Derakhshan Studio as part of a larger collaborative rebranding effort involving multiple creative teams.



Sports



Branding & Identity



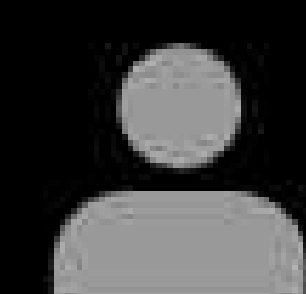
KISH

Visual Identity System

This project presents the visual identity system for the World Men's Fitness Championship – Men's Division, hosted in Kish, Iran in 2024 as an international competition featuring elite athletes from around the world.

The concept, "Sculpted Gods Lineup," redefines competitive fitness through a sculptural and mythological lens, positioning athletes as contemporary embodiments of strength, discipline, and physical perfection.

The visual direction focuses on the human body as a monumental form, using cinematic lighting, minimal environments, and low-angle compositions to emphasize presence and anatomical precision. The stage is treated as a silent, museum-like space where the athletes become living sculptures rather than traditional competitors.



Ministry of Sports and Youth Affairs



Visual Identity System



2024

The identity system was developed for use across key visuals, broadcast graphics, and event applications, ensuring a cohesive global championship presence with a refined and conceptual visual language



APDG 10

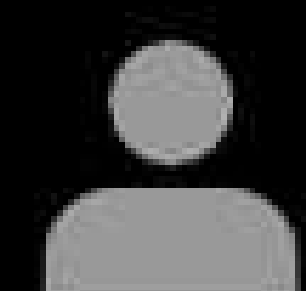
Visual Identity Design

APDG — Asian Deaf Games Identity (Tehran 2024)

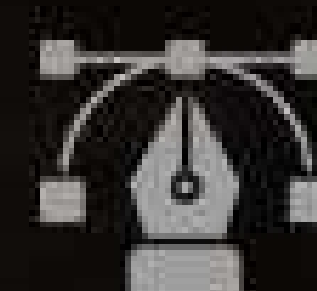
Visual Identity Design for the 10th Asian Deaf Games, commissioned by the Ministry of Sports and Youth Affairs.

The project was developed for Tehran 2024 under the official title APDG, focusing on a communication system beyond sound, where movement, gesture, and visual rhythm define the core identity language.

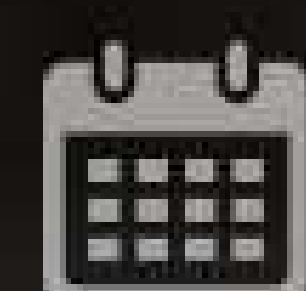
A complete identity system was designed including logotype, typography, color structure, and visual patterns inspired by sign language and kinetic motion.



Ministry of Sports and Youth Affairs



Visual Identity Design



2024

Although the event was later relocated to Malaysia and the Tehran edition was canceled, the full identity system was completed as a conceptual and applied design framework for a continental sporting event.

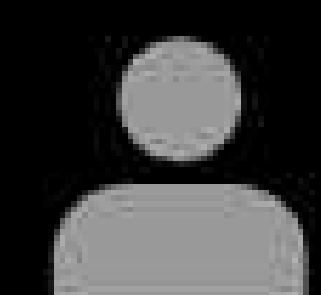




Polo Team Apparel Design

Developed in collaboration with Derakhshan Studio, this project focused on designing the official apparel collection for the Iranian polo team. Created for international competitions, the collection combines athletic performance with the heritage and elegance of polo.

Featuring branding elements from Chogan, the visual language was designed to balance functionality, team identity, and a refined contemporary aesthetic. Every detail, from color selection to graphic placement, was carefully considered to ensure consistency across competition and presentation environments.



Ministry of Sports and Youth Affairs



Polo Team Apparel Design



2025

The result is a unified apparel system that reflects the spirit of modern polo while preserving the cultural character and prestige associated with the sport.

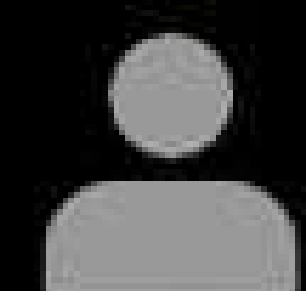




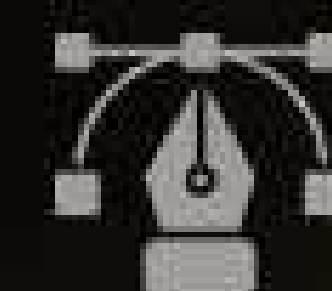
Visual Identity System

This project presents the visual identity system for the World Military Polo Championship, hosted in Tehran in 2026 under the authority of the Iran Polo Federation and sanctioned by CISM (Conseil International du Sport Militaire), the governing body for international military sports competitions.

The championship brings together military polo teams from around the world, positioning the sport within a framework of discipline, precision, and controlled intensity. The visual direction was developed to reflect this duality: the elegance and tradition of polo contrasted with the structured rigor of military competition.



Ministry of Sports and Youth Affairs



Visual Identity System



2026

The key visual emphasizes cinematic realism, capturing the sport not as a decorative tradition, but as a high-stakes international contest defined by precision and physical power. The identity extends across multiple applications including event posters, broadcast visuals, branding elements, and environmental graphics, ensuring consistency across both physical and digital platforms.

The graphic consists of five horizontal bars of varying lengths on the left, creating a stepped effect. To the right of these bars is a dark silhouette of a city skyline, featuring several skyscrapers. The word "Selected" is written in a large, bold, white sans-serif font, with the "S" partially overlapping the bars. Below "Selected", the words "International Projects" are written in a smaller, white sans-serif font.

Selected

International Projects

patine

Brand Identity Design

Patine Parsi is a sub-brand of MaisonCléo, positioned within the anti-fashion movement, focusing on simplicity, reduction, and resistance to fast trends.

The project was designed in 2018 with a clear conceptual direction: minimalism as a statement against seasonal fashion cycles. The identity system was built around a restrained visual language, emphasizing clarity, silence, and intentional absence of excess.

A dominant red tone was introduced to express a subtle yet strong sense of femininity, creating tension between softness and resistance within the brand's visual character.



The result is a minimal but emotionally charged identity system that aligns with the anti-fashion philosophy of MaisonCléo while maintaining its own distinct voice.



beaulis

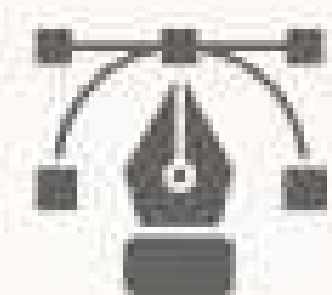
Brand Identity & Packaging Design

Beaulis is a cosmetics brand developed for Gratis, created for distribution across Middle Eastern markets. The brand was positioned within the affordable beauty segment, targeting a young audience with a strong focus on accessibility, everyday usability, and contemporary appeal.

The identity system was designed in 2019 with a clear emphasis on regional adaptability and visual clarity. The goal was to build a flexible brand language capable of performing consistently across diverse cultural and retail environments, while maintaining a recognizable and cohesive character.



Gratis



Brand Identity & Packaging Design



2019

The visual direction focused on simplicity and approachability, allowing the brand to communicate directly within a highly saturated beauty market. Typography, color structure, and graphic elements were developed to support quick recognition and strong shelf impact.





Brand Identity Design

Liefermia.de is a German food delivery platform based in Düsseldorf, operating in the online food industry .

The project was commissioned by Druck Planet, where I worked as the brand identity designer responsible for developing the visual language and core branding system.

The goal was to create a clear, scalable identity that communicates speed, accessibility, and everyday convenience within a competitive digital food delivery market in Germany.



The system was designed to function across digital platforms, app interfaces, and marketing materials, ensuring consistency and strong brand recognition.



Thank you for taking the time to explore this collection of work.

Over the years, I have had the privilege of contributing to a wide range of projects across branding, media, sports, fashion, retail, and digital experiences. Every project presented here represents not only creative solutions, but also years of collaboration, learning, and passion.

I would be delighted to hear your thoughts, suggestions, and feedback. If you have any comments, ideas, or simply wish to connect, feel free to reach out through my website, email, or WhatsApp.

This journey would not have been possible without the talented friends and collaborators who stood beside me at Derakhshan Studio. Working together has been both an honor and a source of inspiration, and I am sincerely grateful for their trust, creativity, and companionship.

For more than a decade, I have proudly walked this path, and I look forward to everything that lies ahead.



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Sincerely

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