

Raa'na Bakhtiari

Visual Designer & Brand Identity Designer

2014 - 2026

About ME



I am a Graphic Designer, Brand Identity Designer, and Photographer with over 12 years of experience in branding, visual communication, and content creation.

Holding a Bachelor's degree in Painting from Soore University, I have collaborated with startups, advertising agencies, restaurants, fashion brands, and independent businesses throughout my career.

My work focuses on brand identity design, packaging, advertising materials, and photography.

I am passionate about creating meaningful visual identities that tell a brand's story and build lasting connections with its audience.

Education

Bachelor Of Painting From Soore Art University (2014 - 2019)

Contact Information

✉ rana312tari@gmail.com

☎ +98 937 268 5034

📷 [raa.nna](https://www.instagram.com/raa.nna)

Experience & Skills

Arizeh App (Startup) 2015 - 2016
Graphic Designer / Content Creator

Reverse Studio 2017 - 2018
Graphic Designer / Photographer

Reihanet Advertising Agency 2019
Graphic Designer / Visual Designer / Photographer

Boomi Restaurant 2019 - 2024
Graphic Designer / Photographer / Content Creator / Social Media Manager

Nutgy 2025 - Present
Graphic Designer / Packaging Designer

Freelance Graphic & Brand Identity Designer 2015 - Present



Brand Identity



LAZ COFFEE

Laz Cafe

The Visual Identity of Laz Café Is Built on Simplicity, Clarity, and a Modern Urban Aesthetic.

Gray and White Serve as the Foundation of the Color Palette, Creating a Clean, Neutral, and Minimalist Atmosphere. Orange Is Used as the Accent Color, Representing the Brand's Energy, Warmth, and Vibrancy.

The Laz Logo Features Simple, Highly Legible Forms, Ensuring Strong Recognition and Consistent Performance Across Different Sizes, Especially on Takeaway Packaging.

Every Visual Element From Typography to the Color Palette Has Been Carefully Coordinated to Reinforce the Brand's Minimalist, Approachable, and Welcoming Character.

Logo



Main Logo



Secondary Logo

Colore Palete



"RGB" #666666

"CMYK" C:60 M:51 Y:51 K:20



"RGB" #CDCACA

"CMYK" C:19 M:16 Y:16 K:0



"RGB" #F26122

"CMYK" C:0 M:77 Y:100 K:0



"RGB" #FFFFFF

"CMYK" C:0 M:0 Y:0 K:0

English Font

"Peyda Regular"

Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

"Peyda Semi Bold"

Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

"Peyda Extra Bold"

Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Persian Font

"Peyda Regular"

الف ب پ ت ث ج چ ح خ د ذ ر ز ژ س ش ص ض ط ظ
ع غ ف ق ک گ ل م ن و ه ی

"Peyda Semi Bold"

الف ب پ ت ث ج چ ح خ د ذ ر ز ژ س ش ص ض ط ظ
ع غ ف ق ک گ ل م ن و ه ی

"Peyda Extra Bold"

الف ب پ ت ث ج چ ح خ د ذ ر ز ژ س ش ص ض ط ظ
ع غ ف ق ک گ ل م ن و ه ی





KHALEH KHANOU



Khaleh Khanoum

Khaleh Khanom Is One Of The Long-Established Brands In Tehran's Sepahsalar Bazar, With Years Of Experience In Designing And Producing Luxury Women's Formal Shoes And Handbags. The Brand Has Always Been Recognized For Its Quality, Elegance, And Attention To Detail.

Throughout The Redesign Process, The Goal Was To Preserve The Brand's heritage and authenticity while creating a visual language that aligns with contemporary needs. The logo, color palette, and other visual identity elements have been redesigned with a minimalist and luxurious approach to enhance brand consistency, strengthen recognition, and reinforce its position in the minds of today's audience.

Logo



Colore Palete



"RGB" #1B5123

"CMYK" C:85 M:41 Y:100 K:43



Gold Color in Print



"RGB" #F2EDE6

"CMYK" C:20 M:17 Y:16 K:0

English Font

"Doran Regular"

Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

"Doran Bold"

Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

"Doran Extra Bold"

Aa Ba Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Persian Font

"Doran Regular"

الف ب پ ت ث ج چ خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ک گ ل م ن و ه ی

"Doran Bold"

الف ب پ ت ث ج چ خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ک گ ل م ن و ه ی

"Doran Extra Bold"

الف ب پ ت ث ج چ خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ک گ ل م ن و ه ی







SAVAYS
SAGHAR MOAZZAMI

SAVEYS

The Brand Was Founded By Young Fashion Designer Saghar Moazzami With The Vision Of Creating Distinctive Luxury Apparel. More Than Simply Designing Clothing, The Brand Reflects A Creative Perspective That Brings Together Elegance, Quality, and Contemporary Style.

The Visual Identity Is Built Upon Simplicity, Sophistication, and Timeless Beauty. The Logo, Typography, and Other Graphic Elements Have Been Designed With A Minimalist Approach To Express The Brand's Luxury Character While Creating A Cohesive, Memorable, and Distinctive Identity.

Logo



Colore Paleta



"RGB" #000000

"CMYK" C:100 M:100 Y:100 K:100



"RGB" #FFFFFF

"CMYK" C:0 M:0 Y:0 K:0



"RGB" #D1D1D1

"CMYK" C:17 M:13 Y:13 K:0

English Font

"Doran Regular"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

"Doran Bold"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

"Doran Extra Bold"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Persian Font

"Doran Regular"

الف ب پ ت ث ج چ خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ک گ ل م ن و ه ی

"Doran Bold"

الف ب پ ت ث ج چ خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ک گ ل م ن و ه ی

"Doran Extra Bold"

الف ب پ ت ث ج چ خ د ذ ر ز س ش ص ض ط ظ
ع غ ف ق ک گ ل م ن و ه ی



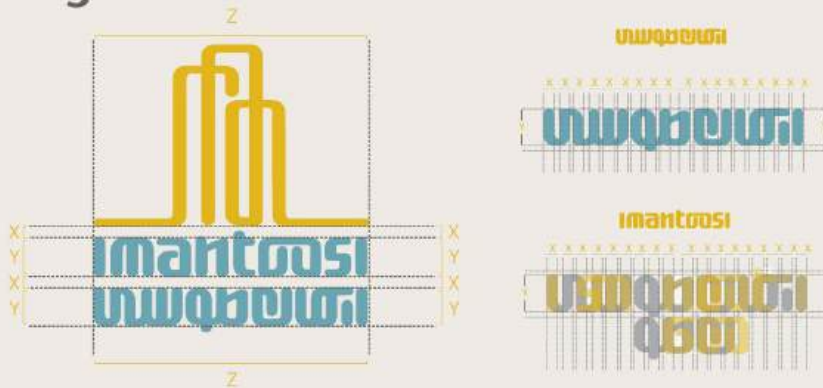


IMAN TOOSI

Iman Toosi Is An Architect And Designer Whose Work Is Defined By A Modern Approach To Creating Timeless And Functional Spaces. Simplicity, Proportion, and Attention To Detail Are Fundamental To Every Project, Resulting In Architecture That Balances Form, Function, and Identity.

The Visual Identity Is Inspired By The Concepts Of Stability, Balance, and Structure. The Logo and Supporting Graphic Elements Have Been Designed With A Minimalist Geometric Language To Reflect The Brand's Professional Character While Communicating Precision, Strength, and Timelessness Through Simplicity.

Logo



Colore Palete



English Font

"Calibri Regular"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

"Calibri Bold"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Persian Font

"Iran yekan Regular" الف ب پ ت ث ج ح خ د ذ ر ز ژ س ش ص ض ط ظ
ع غ ف ق ک گ ل م ن و ه ی

Iran Yekan Bold" الف ب پ ت ث ج ح خ د ذ ر ز ژ س ش ص ض ط ظ
ع غ ف ق ک گ ل م ن و ه ی



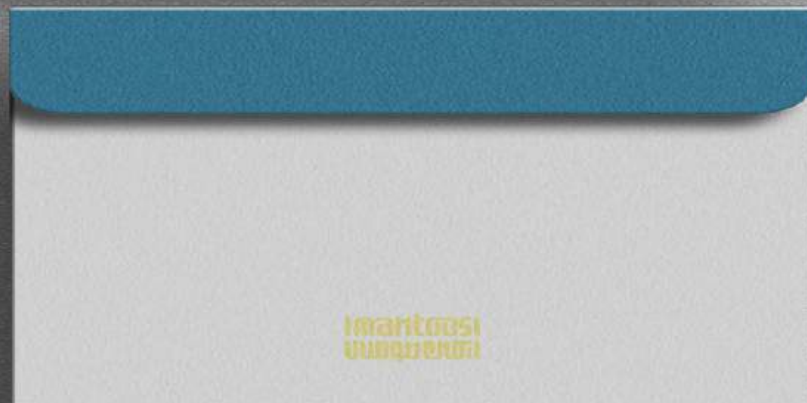
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ՄԱԳԵՍԿԱՆ

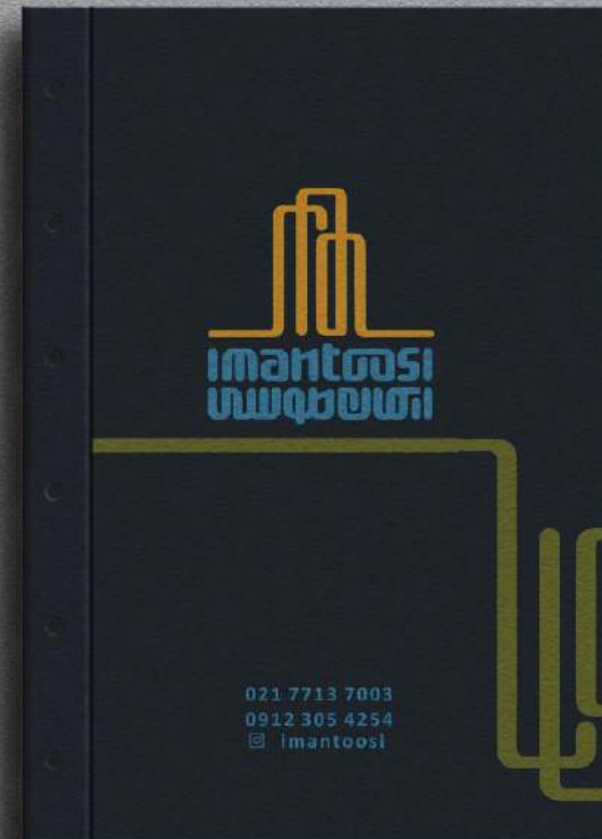
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ՄԱԳԵՍԿԱՆ

imantotsi



Color Palette



LOGO DESIGN



NAGHMEH CHOOB

Nissant



TARAVATI DESIGN



CHIDNIK



LEILA PARTIA



Avand



za ZARRASBEFI

ECLAT
PASTRY



AVAYE KOHAN

Menu DESIGN

Two Design Menu For BOOMI



Food Menu



Event Menu



CD Pack Design

Seasonal Cover CD For Boomi Restaurant



Branded Environment Design

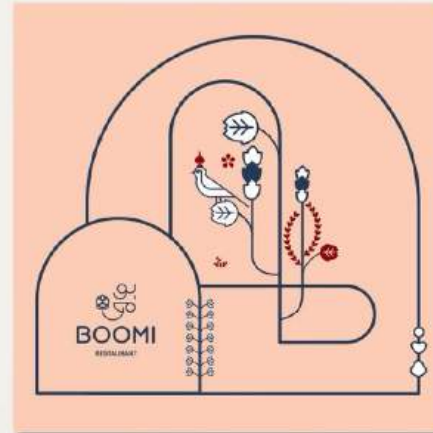
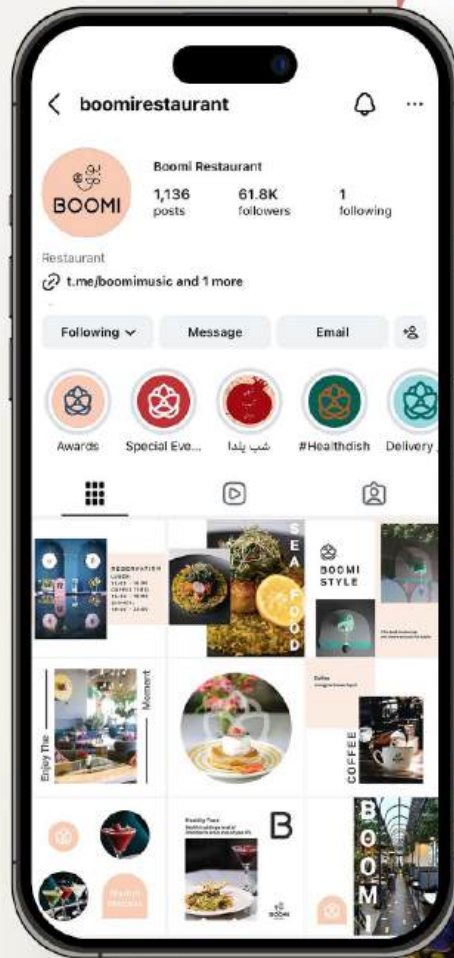


Cushion Design For Boomi

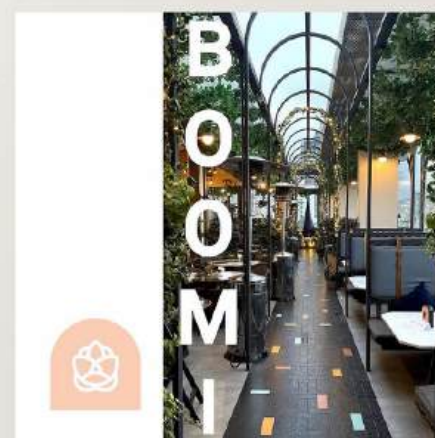
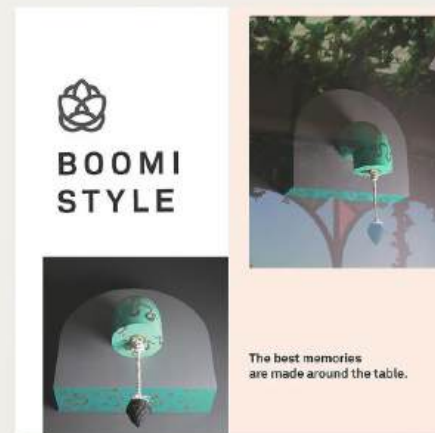


Instagram Layout

Instagram Layout



Instagram Layout



Cataloug Design

NUTLEY
GET ENERGY

NUTLEY
GET ENERGY

ارتباط با نوتلی
برای دریافت کاتالوگ و خرید
با ما در تماس باشید
☎ 021-54395400
☎ 021-54395401
📧 info@nutley.com



نوتلی انرژی سالم شما
نوتلی، یک برند ایرانی است که با استفاده از مواد طبیعی و سالم، تنوعی از محصولات را عرضه می‌کند. این محصولات شامل انواع مغزها، دانه‌ها و میوه‌های خشک است که با طعم‌های مختلف عرضه می‌شوند. نوتلی با استفاده از فرآیندهای مدرن، کیفیت و بهداشت محصولات خود را تضمین می‌کند و به شما کمک می‌کند تا انرژی خود را تجدید کنید و یک سبک زندگی سالم‌تر را تجربه کنید.

مکان و نحوه خرید نوتلی
نوتلی در سراسر ایران در دسترس است. شما می‌توانید از طریق وبسایت ما، اپلیکیشن یا مراکز فروش حضوری، محصولات نوتلی را خریداری کنید. برای اطلاعات بیشتر، با ما تماس بگیرید.

نوتلی انرژی سالم شما



فهرست:

- انواع دانه‌ها
- انواع مغزها
- انواع میوه‌های خشک
- انواع ترکیب‌ها
- انواع بسته‌بندی‌ها
- انواع طعم‌ها



نوتلی انرژی

نوتلی، یک برند ایرانی است که با استفاده از مواد طبیعی و سالم، تنوعی از محصولات را عرضه می‌کند. این محصولات شامل انواع مغزها، دانه‌ها و میوه‌های خشک است که با طعم‌های مختلف عرضه می‌شوند. نوتلی با استفاده از فرآیندهای مدرن، کیفیت و بهداشت محصولات خود را تضمین می‌کند و به شما کمک می‌کند تا انرژی خود را تجدید کنید و یک سبک زندگی سالم‌تر را تجربه کنید.





Website Banner



Packaging DESIGN

Metal Box



Final Box



Product Package



Label DESIGN

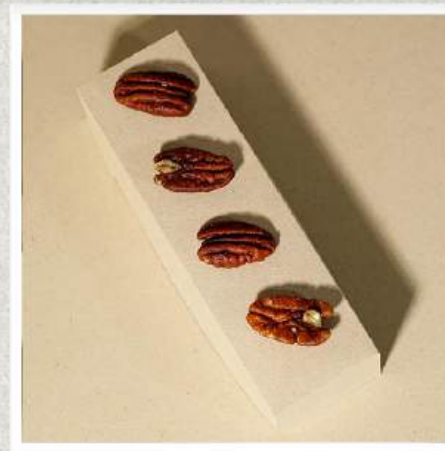
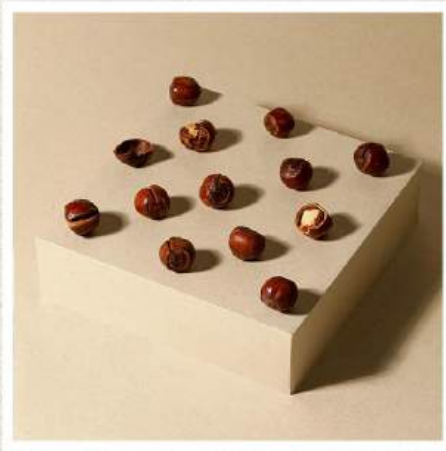


Photography

Photography For Boomi



Photography For Nutgy



Thanks For Watching