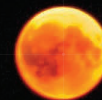


portfolio


ARi studio





Who we are

At ARiMarCom, we are driven by conceptuality and the narrative behind every design. Our passion lies in crafting designs that not only look stunning but also tell compelling stories. With a focus on storytelling and conceptualization, we aim to evoke emotion, spark curiosity, and leave a lasting impression. Join us as we embark on a journey of creativity, where every design is imbued with meaning and purpose.

Our clients



2014-2024

POSTERS & BILLBOARDS

Visual Identity

These three together beyond all political relations, have caused Iran to be among the world's most important top leaders in some fields todayThese three together beyond

Tourism Bank



We are collaborating with the Tourism Bank on communication and advertising campaigns. Our studio is responsible for designing promotional materials for Tourism Bank's marketing initiatives.

Tourism Bank is the first specialized and private bank in the field of tourism in Iran. With an emphasis on the tourism industry, the bank operates by allocating financial resources specifically. Like other banks, Tourism Bank engages in banking activities, but its investment focus is on tourism.

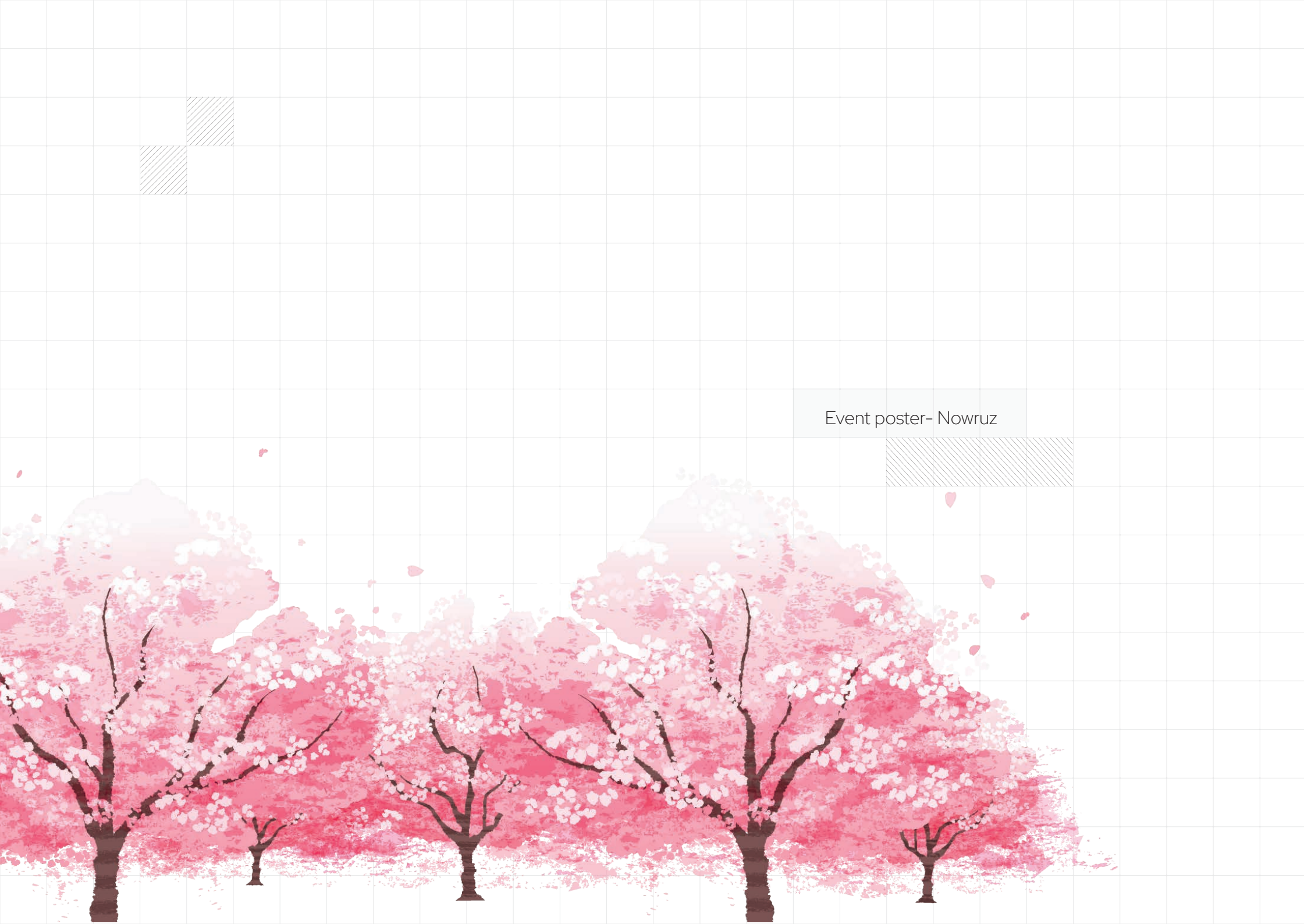
Communication campaign





Event poster- Ramadan





Event poster- Nowruz





Event poster- Nowruz



Billboards

Communication campaign



Event poster-christmas



Branding Campaign

آغاز سیزدهمین سال خدمتگزار





Communication campaign





Communication campaign



Event poster-christmas



Communication campaign



Billboards

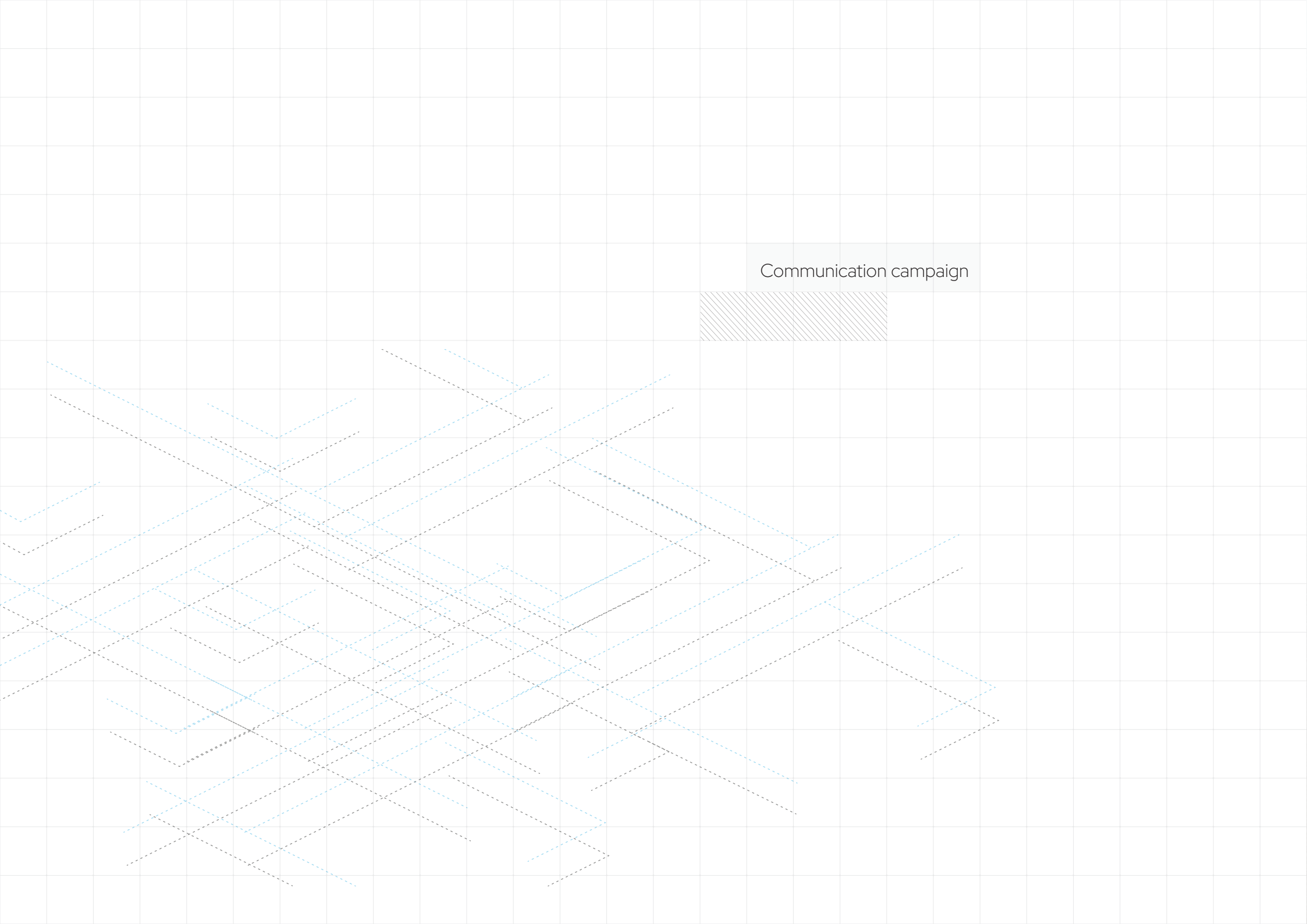
Communication campaign





Communication campaign





Communication campaign



Billboards

Communication campaign



EN Bank



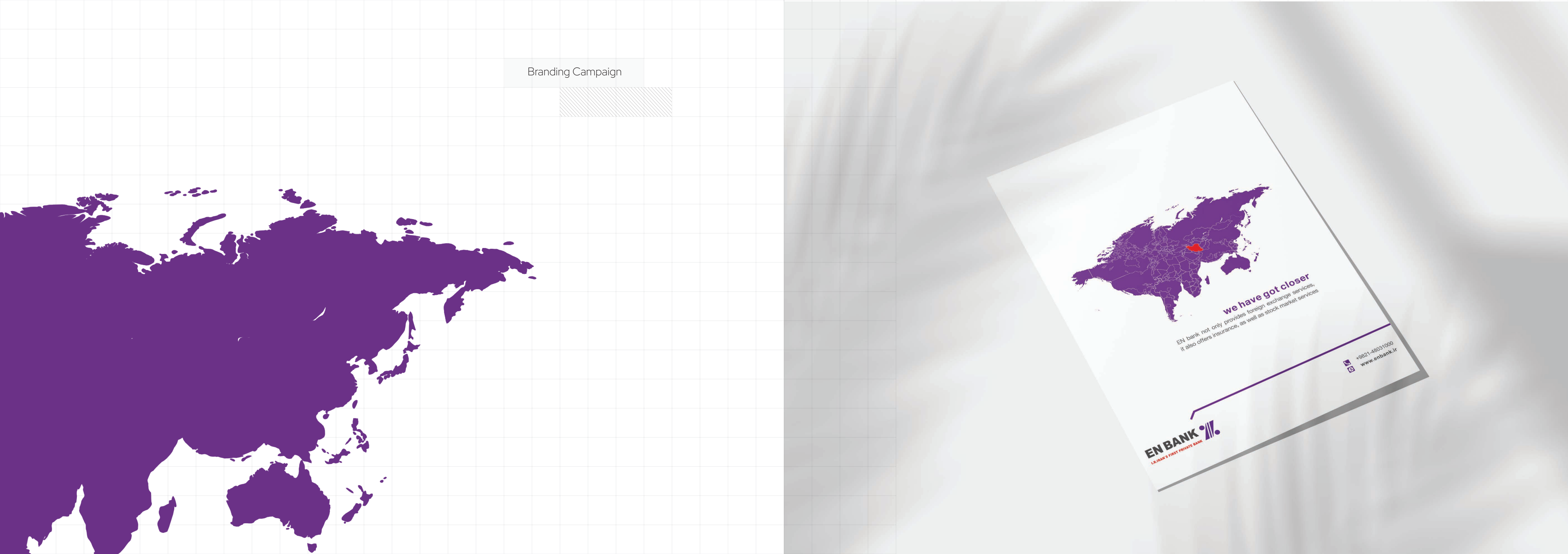
Eghtesad Novin Bank, established in 2001, is the first private bank in Iran following the Islamic Revolution. The bank offers a wide range of innovative banking services, including financial, credit, foreign exchange, and investment services. With an extensive network of branches across the country, Eghtesad Novin Bank is recognized as a leader in the private banking sector in Iran.

Visual Identity

These three together beyond all political relations, have caused Iran to be among the world's most important top leaders in some fields today. These three together beyond

Communication campaign





Branding Campaign

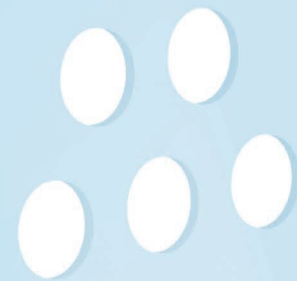




Poster advertising-Tree planting day



Communication campaign



KarafarinBank



Fitr Our design studio collaborates with Eghtesad Novin Bank, providing creative solutions for their communication and advertising campaigns. We specialize in crafting compelling designs tailored to Eghtesad Novin Bank's brand identity and marketing objectives.

Digital banner for special occasion-Eid Al Fitr



Saman Bank



Saman Bank, one of the first private banks in Iran following the Islamic Revolution, was established in 2002. Renowned as a leader in the private banking sector, the bank offers a comprehensive range of services in finance, credit, foreign exchange, and investment. Leveraging advanced technologies and an extensive network of branches nationwide, Saman Bank strives to meet the diverse needs of its customers with the highest level of service excellence.



Gift card festiva

2020

PET PLANET

Visual Language

Pet Planet is a veterinary clinic dedicated to providing compassionate and comprehensive medical services, ensuring the health and happiness of pets.

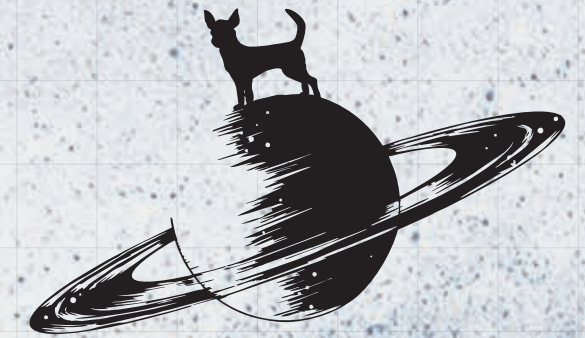
Concept

Central to our design ethos is the conviction that each pet represents a cherished luminary within the celestial expanse of the animal galaxy. This guiding principle permeates every facet of our visual identity, with each element meticulously crafted to honor the profound bond between pets and their guardians. Our mission underscores the critical importance of providing optimal healthcare for every pet.





logo design



When conceptualizing the logo for Pet Planet, we aimed to seamlessly integrate motifs of pets and celestial bodies.



Visual Language





2014

NIGHTSKY

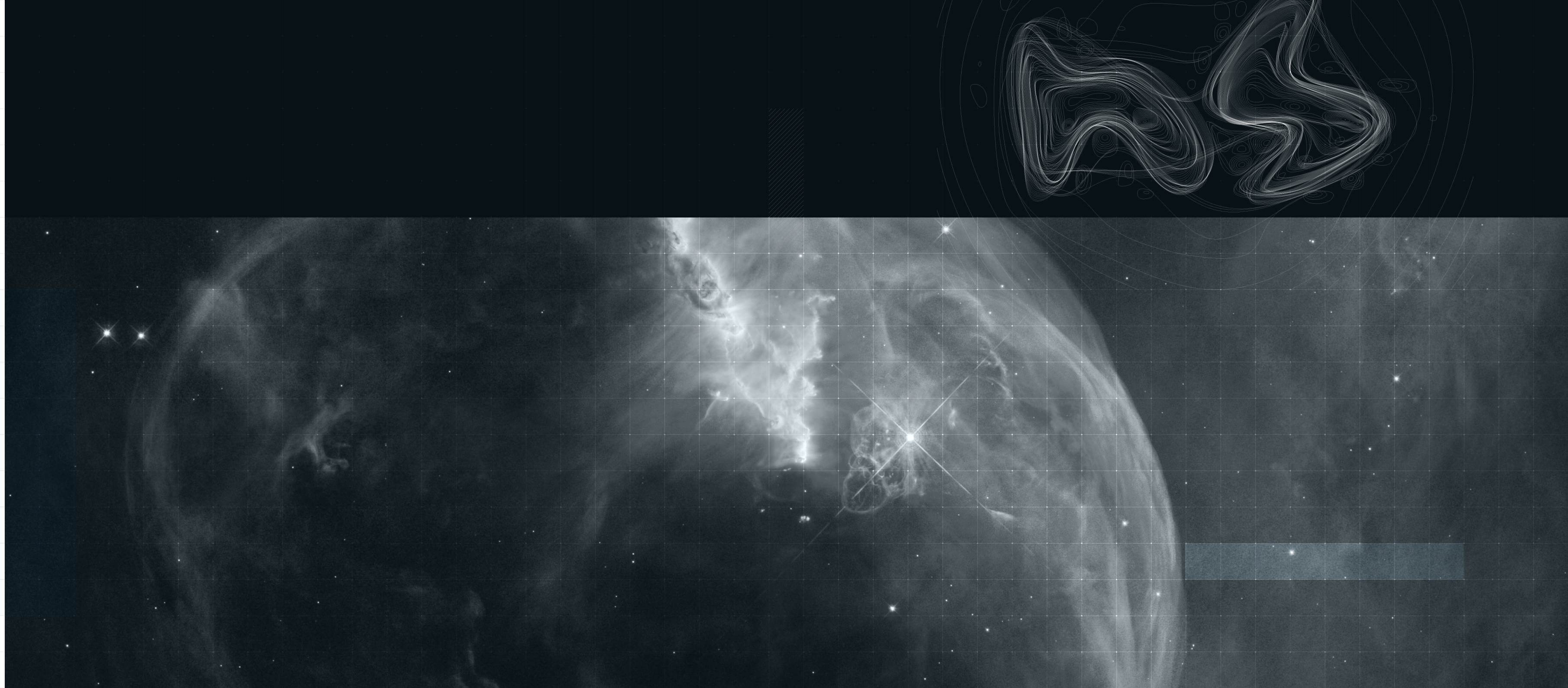
Visual Language

The Night Sky Institute, founded in October 2002 and led by Behrang Amin-Tafreshi, is a scientific and cultural organization. With an expert team, we provide astronomical tools, develop educational resources, offer training to astronomy enthusiasts, build observatories, and serve as the largest supplier and importer of astronomical equipment.

Concept

The overall design aims to inspire awe and curiosity, inviting viewers to delve into the depths of space through the lens of Night Sky Company's telescopes. It is a visual journey that encourages exploration and the pursuit of knowledge, bridging the gap between humanity and the cosmos.

Lines connecting various shapes evoke the image of constellations, highlighting the interconnected nature of celestial objects and the human desire to understand them.



Visual Language





2018

MERIKH

Visual Identity

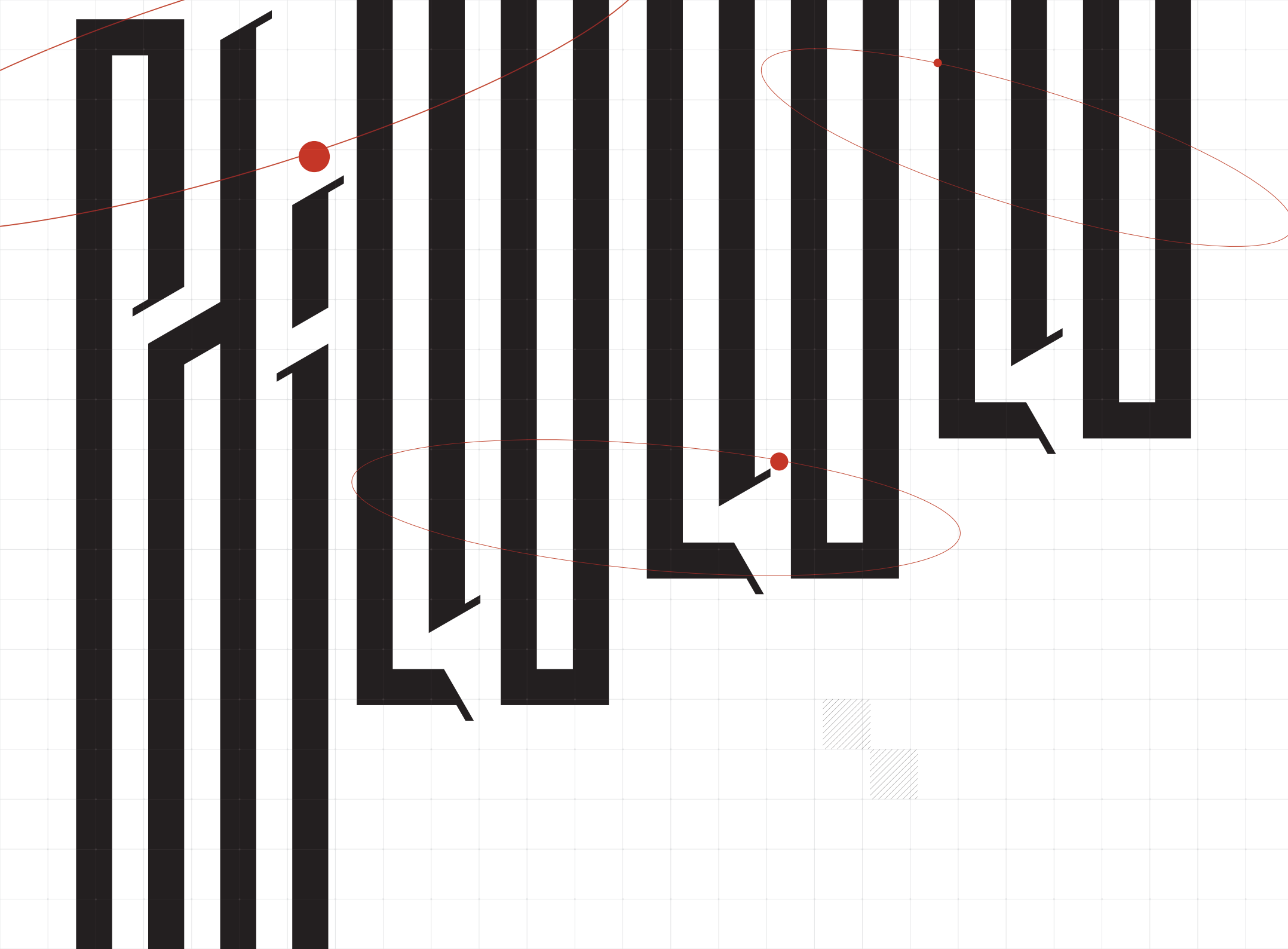
Merikh Design Planet is a distinguished design studio renowned for merging artistry with technology. Merikh Design Planet elevates brands and creates immersive digital innovations.

Concept

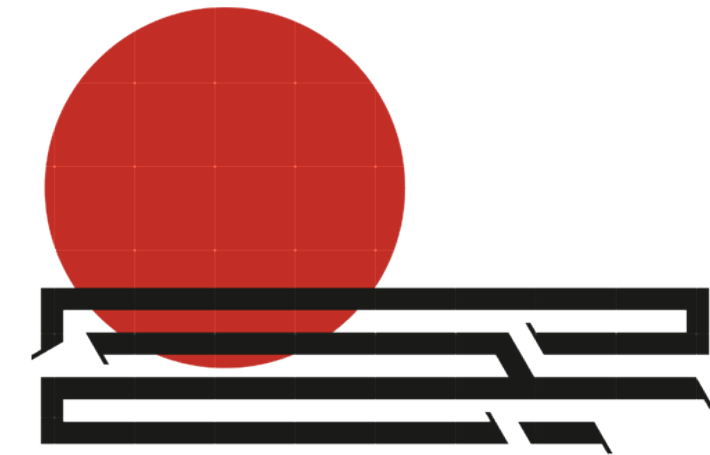
The design concept embodies Merikh Design Planet's mission to push the boundaries of design, drawing inspiration from the vastness and mystery of the cosmos. It is a visual representation of the company's commitment to exploring new horizons in design, just as humanity explores the red planet.

This concept is not just a visual strategy; it is a narrative that invites clients to join "Merikh Design Planet" on a journey of discovery and creativity, where the possibilities are as limitless as the universe itself.





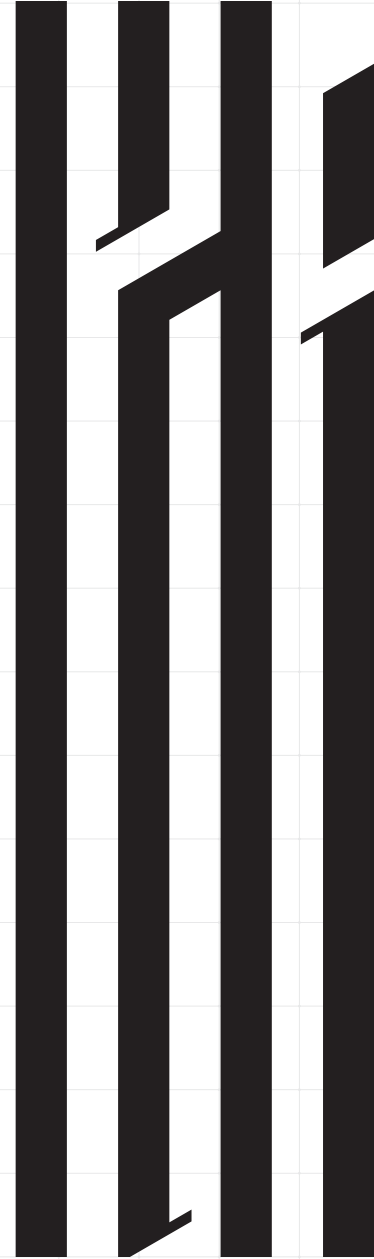
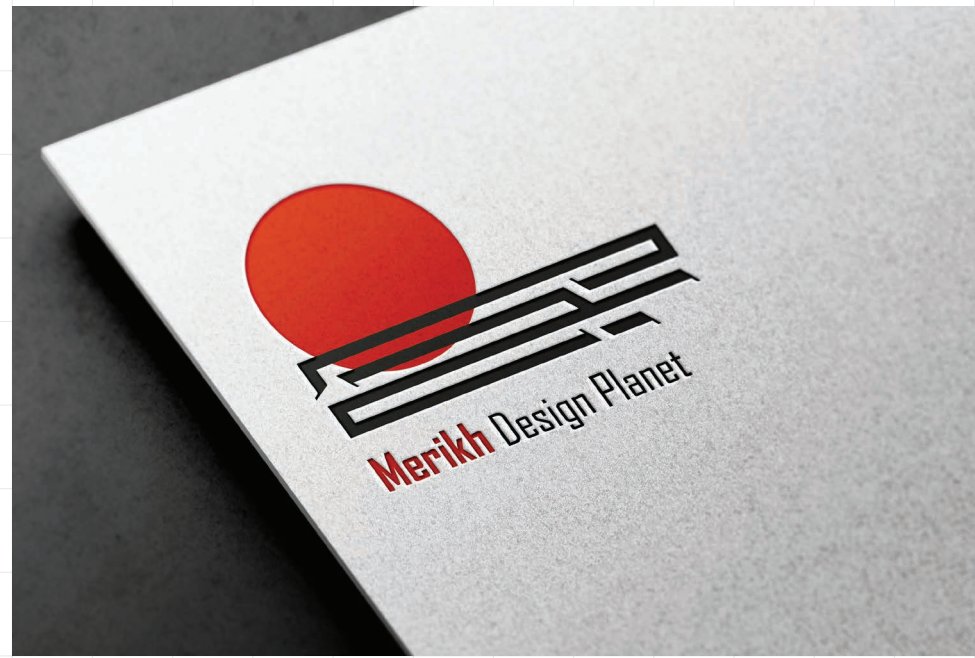
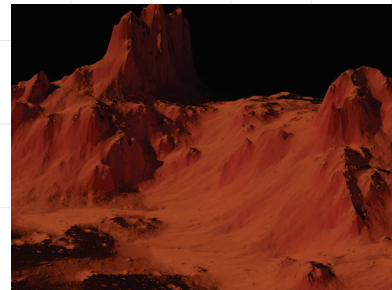
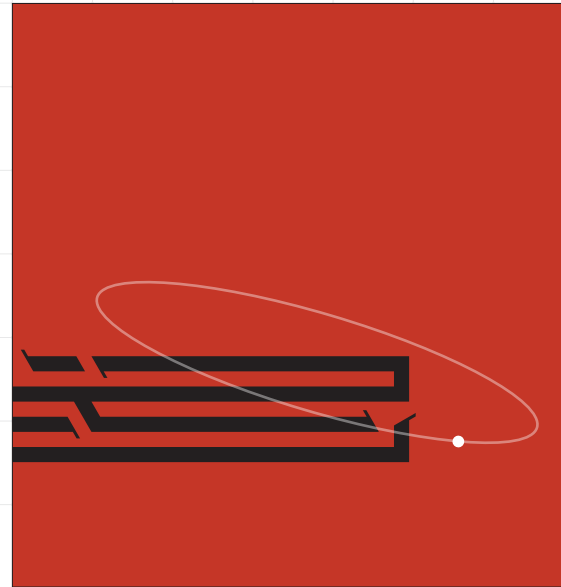
logo design



Merikh Design Planet



Visual Identity





Mr. Saturn



Mr. Earth



2023-2024

HOMAYOUN SHAJARIAN

Homayoun Shajarian is renowned as one of Iran's most distinguished musicians. With his extraordinary voice and magnificent performances, he establishes a unique connection with his audience. His relentless dedication to preserving Iran's musical heritage has earned him a special place in the country's cultural and artistic landscape. Our studio had the honor of collaborating with him on designing his visual identity and creating designs for his mini-album and singles.

همایون شجریان

Homayoun Shajarian

Cover Art
Video Motion



The album cover design for Homayoun Shajarian meticulously honors his traditional musical style. By utilizing the elegant Nastaliq script, deeply rooted in Iranian cultural heritage, the design exudes a distinctive sophistication. The artwork is thoughtfully crafted to harmonize with the emotional tone of the music and lyrics, offering a visual experience that enhances the authenticity and depth of Shajarian's artistry. This approach ensures that the cover not only reflects the profound cultural roots of the music but also resonates with the listener's emotional journey.



Cover Art
Video Motion



2023

UPERA

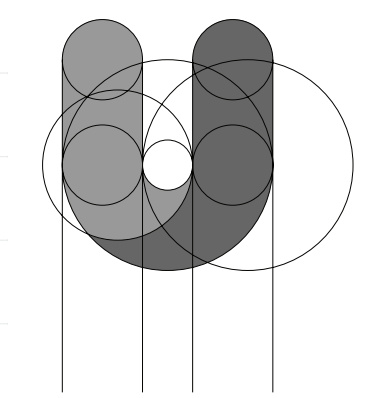
Visual Language

Uperra is one of the pioneering legal platforms for offering movies and TV series in Iran. In 2022, they launched their Video on Demand (VOD) service.

Concept

The concept of integrating the form of the letter “U” with the circle to symbolize the connection between our world and the world of Upera is a thoughtful approach.





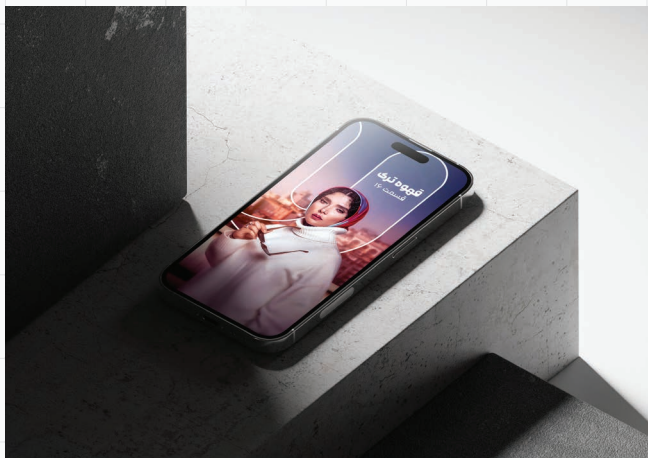
Utilizing the golden ratio in the logo design not only enhances visual harmony but also resonates with the universal principles of beauty and balance. This strategic use of geometry and symbolism in design can create a powerful and memorable visual identity that stands out in the global marketplace.

In designing the bilingual typography for Upera, our objective was to develop a form that harmonizes with the existing concept and logo, ensuring a cohesive visual identity. By integrating elements of energy and youthfulness, we sought to engage a younger demographic effectively. This strategic design choice not only reinforces brand recognition but also positions Upera as a dynamic and innovative presence in the market.





Visual Identity



2023

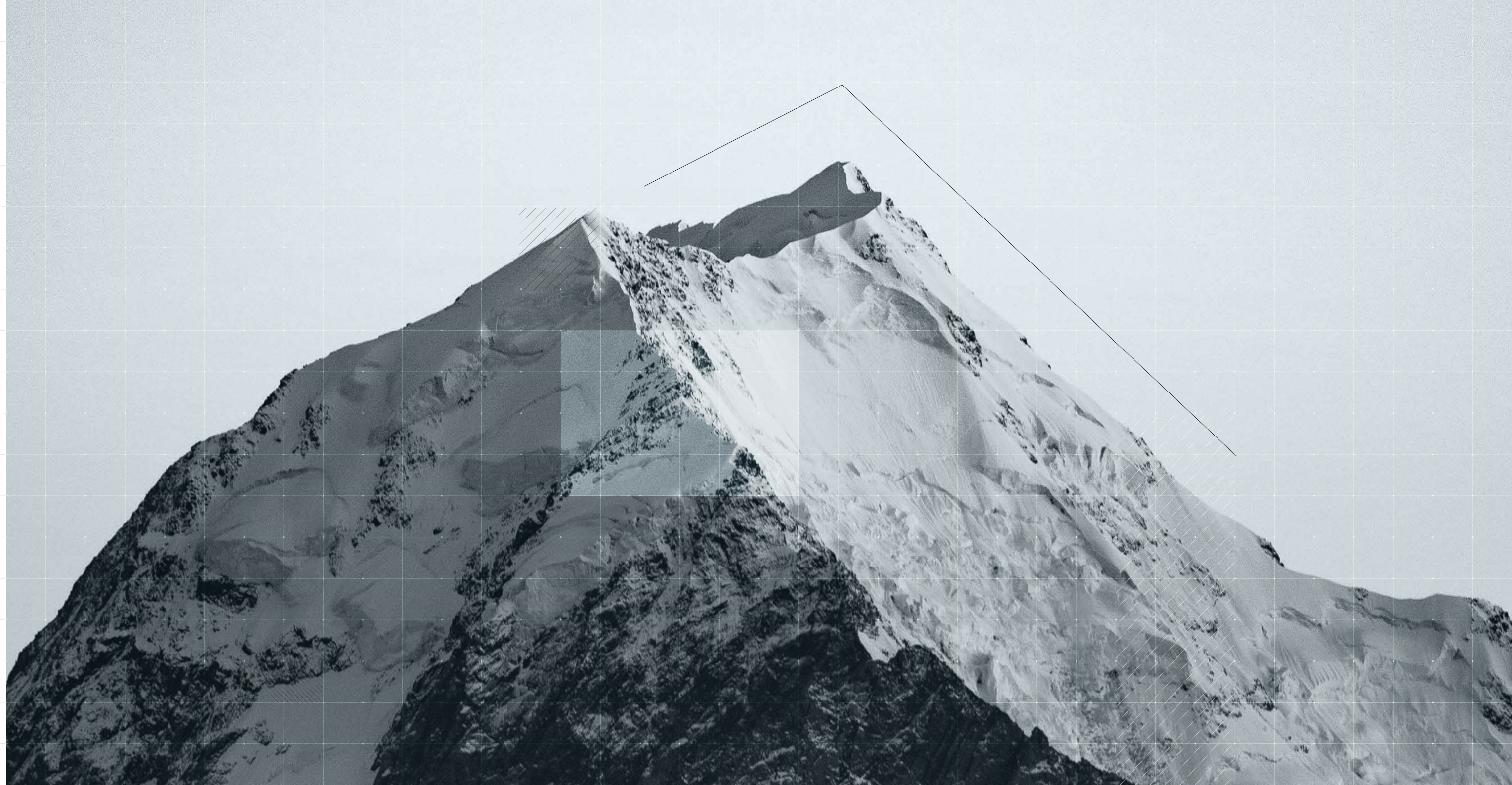
PAYDAR

Visual Language

Paydar Pardazesh Koshan is a company that imports and sells mobile phones and digital accessories.

Concept

In designing the visual identity for this brand, we focused on the concept of sustainability. After exploring our surroundings and nature, we identified mountains as the most prominent symbol of sustainability. The geometric triangle not only represents the peaks but also conveys a sense of upward momentum and growth.



LogoDesign

For the Paydar Pardazesh logo, we used a simple, modern triangular form to symbolize a mountain.



The pattern is composed of simple linear forms which represent mountains.





2023

KITA

Visual Language

1894-1911

Kita, an educational product developed by Ari Consulting Group, aims to empower individuals in the business sector. Offered as educational kits, it provides users with essential knowledge and skills at a lower cost than traditional consulting services.

Concept

Kita operates in the field of condensing comprehensive educational materials into concise and practical kits. Taking into account the Japanese preference for simplification and adapting objects for use in confined spaces, we have drawn upon Japanese culture and script in crafting Kita's visual identity.





LogoDesign

The Kita logotype design is inspired from Japanese script.



In the pattern design, the emphasis was placed on order, and it was decided to use a grid to demonstrate this organization.





2022

GPW

Visual Language

GP is a workplace culture evaluation system that meticulously examines organizational culture. By fostering an ideal work environment for all employees, it provides a solid foundation for the organization's growth and development.

Concept

In designing GP's visual identity, we drew inspiration from the circle as a symbol of the Earth, the most hospitable planet for human life. This curved and fluid form, beyond its visual appeal, evokes a sense of dynamism, unity, comfort, and well-being. Additionally, the circle signifies continuous movement toward progress and improvement.



Visual Identity

The background is a dark gray grid. On the left, there is a white, stylized profile of a human head facing right. The head is composed of smooth, rounded shapes. A vertical white bar is positioned to the left of the head. A small white sphere is located near the top of the head, and a smaller white sphere is further to the right. The text '2023-2024' is positioned above the word 'PRODUCT'.

2023-2024

P R O D U C T

Alongside the range of services we provide to our studio clients, we also design and develop exclusive products. Our aim is to create innovative, functional designs that meet people's needs while establishing a strong presence in the field of product design.

Exclusive calendar

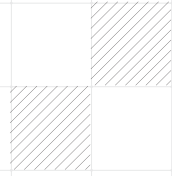
صفحه ۲





Exclusive calendar





ARi studio

Contact us

+98 9125148961
+98 9300879870
+98 2188604272
arigroup.design@gmail.com
www.studio.arigroup.ir

