

انجمن صنفی طراحان گرافیک ایران  
Iranian Graphic Designers Society (IGDS)  
عضو شورای جهانی دیزاین (ایکو-دی)



- Official Memmber -

Construction Materials

Food & Beverage

Manufacturing FMCG

EPC TELECOM

Office Automation

Warehouse & Storage

Airport Services

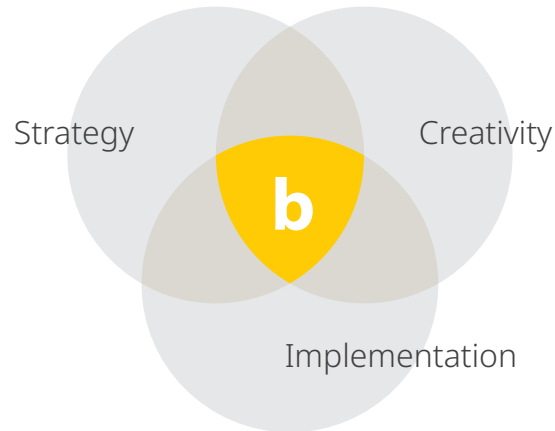
Cosmetics AUTO SERVICES

Security Events

Tools & Parts Trading

**byan.design**

PARIS | TEHRAN | MUSCAT



Having years of experience and knowledge in visual communication and branding, bayan.design is a firm specializing in concept creation, brand development and digital marketing. We transform ideas to identity. Intelligible & Eyesome. We are proud of the support and perseverance of our tasteful staff Who come up with brilliant ideas in the field of branding, digital marketing and design. Systematic management of bayan.design company has proven its strength and power In branding and digital marketing services while shining in digital and print media design, content creation, interior and exterior design. Executing effective and attractive advertising campaigns in order to promote business is our expertise. With a professional team which is a combination of young and talented designers with experienced experts, we will guarantee the best possible and desirable output for our clients.





شرکت بهشت دماوند  
Behesht Damavand Co.



## Hamed Ghassemi | Founder

### Director Managing

Company: Bayan llc. | Iran | 2020 - Present

### Brand Manager

Company: BLUE&P Infrastructure Group | Iran | 2018 - Present

### Marketing Director

Company: Palmore | Oman | 2019 - Present

### Marketing Manager

Company: Unelec International Group | France | 2019 - 2016

### Digital Marketing & Advertising Consultant

Company: Totalia | Iran | 2015 - 2006

### Head Designer

Company: A24 Group | South Africa | 2015 - 2014

### Art Director

Company: Horizon Group | South Africa | 2014

### Marketing Specialist

Company: One Design Interiors | South Africa | 2013 - 2012

### Sales, Design & Project Manager

Company: Sxavolini S.P.A | Iran | 2012 - 2010

### Art Director

Company: Margin Graphic | Iran | 2010 - 2005

### Art Director

Company: Advertising Consultant - Hamrahe Aval (MCI) | Iran | 2009 - 2006



## Mahdi Mahdian | Art Director

- Master in Graphic Design, Tehran University of Art 2004
- Member of IGDS, Iranian Graphic Designers Society
- Member of Institute for Promotion of Contemporary Visual Arts
- Art Director and Executive Director of several biennials, international exhibitions and events
- Presenting Artworks in many prestigious museums and collections around the world

### Teaching, Lecture

Lecturer, Tehran University of Art, 2018 – 2017

Lecturer, Soureh University of Art, 2019 – 2014

### International Awards

International Graphis Annual, "Silver Medal", united states 2016

20th Lahti International Poster Triennial, "Certificate of Honor", Finland 2017

14th International Poster Biennial in Mexico, "Honorary Mention", Mexic 2016

23rd International Poster Biennial in Warsaw, "ICOGRADA Excellence Award", Poland 2012

8th Trnava Poster Triennial, "Honorary Mention", Slovakia 2012

5th Taiwan International Graphic Design Award, "Special Jury Prize", Taiwan 2011







# **Advertising & Digital Marketing**

Dpt.



### **Website Design & Development Services**

- ▶ Business website
- ▶ Ecommerce website
- ▶ Personal branding website
- ▶ Web Application

### **Dedicated Programming & Implementation Of Specific Website Features**

#### **Mobile App and Software Design and Development**

- ▶ Organizational Software: (CRM | Process Management | Dedicated Project Control Tasks | Financial Software, Etc.)
- ▶ Plugins And Extensions

#### **Search Engine Optimization (SEO)**

- ▶ Keywords Research And Development
- ▶ Competitors Analysis
- ▶ SEO Strategy

#### **Preparation And Installation Of Original Analysis Tools**

- ▶ Site Audit: ( Analysis | Troubleshooting | Fixing All Site And Console Errors)
- ▶ Technical SEO: (E.G. Speed Optimization | Infrastructure | Source Code | Mobile Version Optimization | AMP Version Design)
- ▶ Internal SEO: (Content SEO | Information Architecture And Optimization Of Metadata And Schema | Internal Linking | Analysis Of All Errors, 404 Pages, Broken Links, Pages No-Index, And Correction Of All-Concept Pages)
- ▶ External SEO: (PBN Design | Formulation, And Implementation Of Backlink Strategy | Management, Analysis, And Troubleshooting Of External SEO | Modification Of All Inbound And Outbound Links | Ad Reporting | Comment Marketing | Launching Social Signal | GMB Registration And Local SEO)

#### **Social Media Services**

Launching And Updating Profiles  
(Instagram | LinkedIn | Facebook, Etc.)  
Performance Report | Developing A Strategy Tailored To Target Audience  
Increasing User Efficiency And Engagement Rate | Gamification And Increasing, Follower, Likes, Views, Comments  
Centralizing All Online Platforms  
Social Media Robots

#### **IT SERVICES**

Technical Support | Updating | Website Security, And Maintenance

Web Hosting And Email Hosting Services  
Domain Registration  
Assigning Dedicated Hosting And Email Services  
Network Setup | Management Services | Network Security

### **ADVERTISING STRATEGY AND 360 DEGREE CAMPAIGNS AND SPONSORSHIP**

#### **CAMPAIGN ANALYSIS AND OPTIMIZATION**

- ▶ Market Research, Competitors Analysis
- ▶ Planning And Implementing Lead Generation And Database Services
- ▶ Budget Management, Analysis, And Organizational Optimization Of Campaigns To Strengthen Effective Channels
- ▶ Conversion Rate Optimization (CRO) And Increasing Sales Of Targeted Advertising

#### **Outdoor Advertisement**

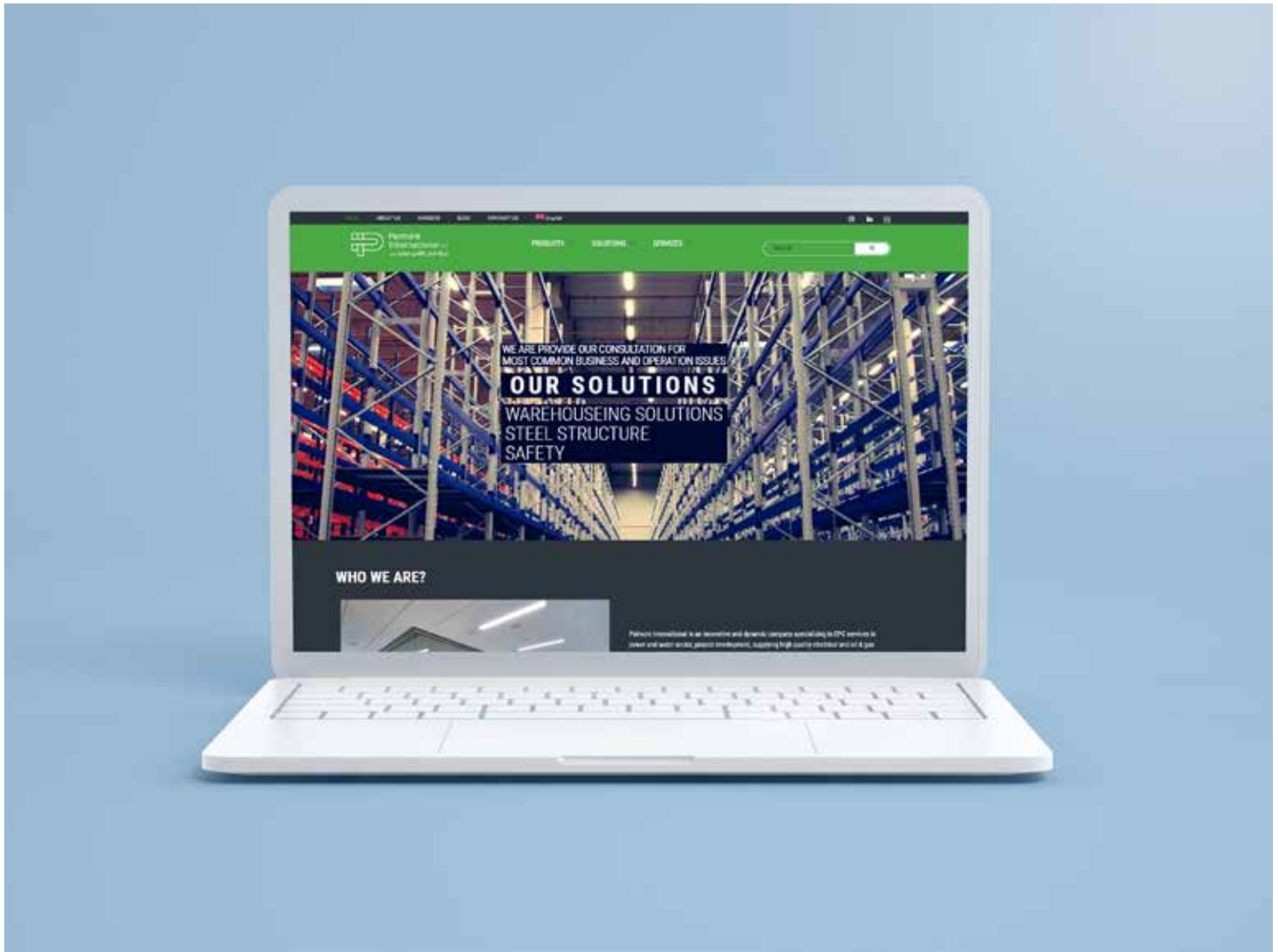
- ▶ Advertising ATL, BTL, TTL
- ▶ Vehicle advertising
- ▶ Performing Roadshows
- ▶ Production Of TV Network And Stream Media Ads
- ▶ Billboard advertising
- ▶ All Public Media Advertising ( Malls | Commercial Complexes, Etc Public Centers (E.G. Airports | Offices, Etc.)

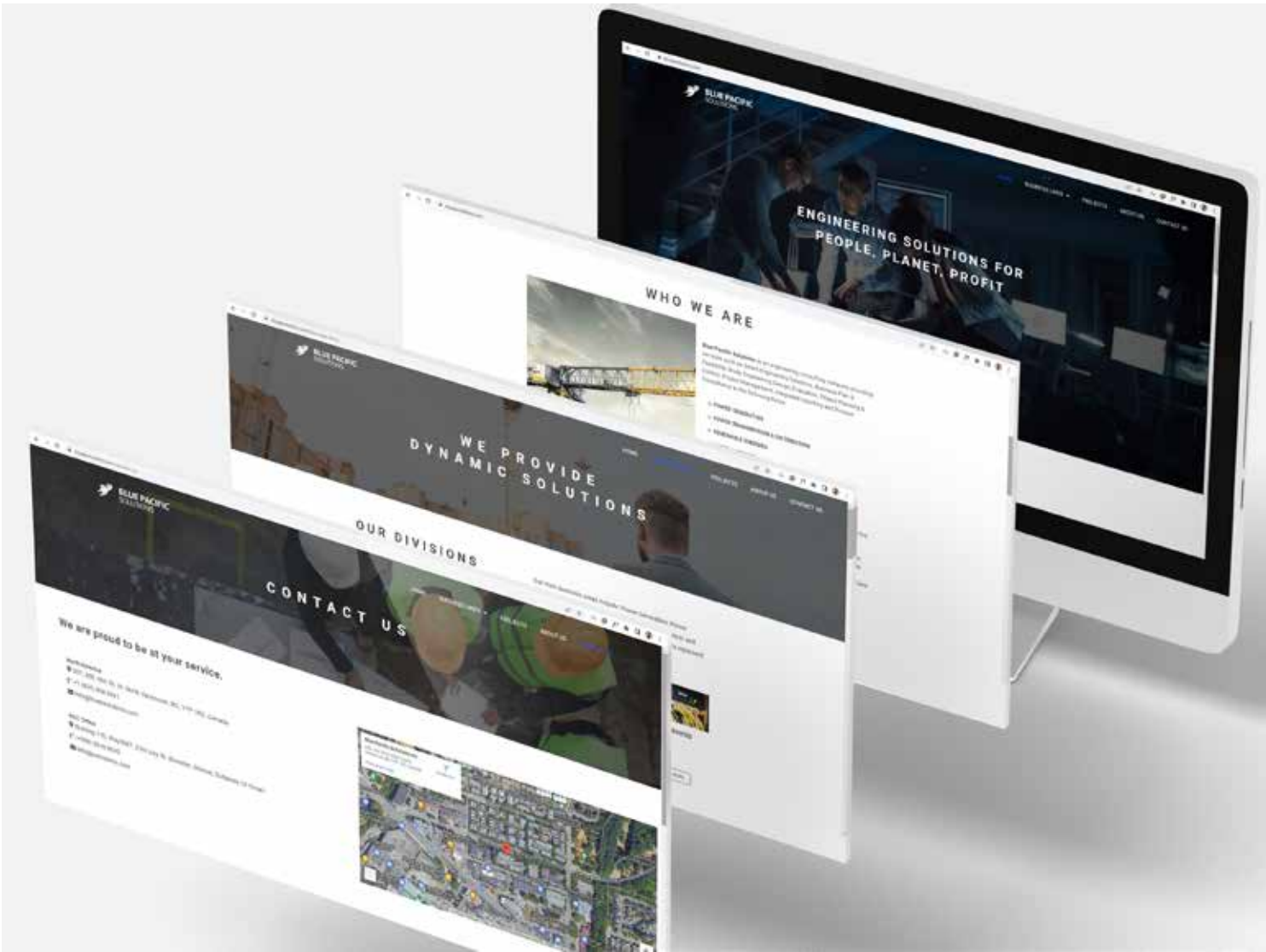
#### **ONLINE ADVERTISING**

- ▶ Click Ads ( Google Ads | Google Display | In-App Ads)
- ▶ Digital Banner Ads | Site-Wide | Sidebar
- ▶ Video Ads And Pre-Roll On Video-Driven Platforms
- ▶ Lightbox, Pop-Up, And Push Notification
- ▶ Email Marketing And SMS Marketing
- ▶ Social Advertising, Social Media Promotions, Influencer Marketing
- ▶ Data Mining And Reporting From All Visitors And Advertising Campaigns

#### **EXHIBITION SERVICES**

- ▶ Holding conferences, exhibitions, events, etc.
- ▶ Designing the annual program of advertising and exhibition calendar
- ▶ Booth, exhibition structures and stands construction and Designing services
- ▶ Unique promotional gifts







## البوابة المعقمة تطهيرك

www.tatheer.tech  
@tatheer.tech



Disinfection Tunnel  
**ECO-1**

• طوله 2.00م \* عرضه 0.80م \* ارتفاعه 1.80م \* يتصل بالأسلاك الكهربائية  
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تطهيرك

## البوابة المعقمة تطهيرك

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@tatheer.tech



Disinfection Tunnel  
**ECO-2**

• طوله 2.00م \* عرضه 0.80م \* ارتفاعه 1.80م \* يتصل بالأسلاك الكهربائية  
• مستشعرات لثبات الأشعة فوق البنفسجية • أنظمة تصفية للضباب • تحكم بلمبة اليرقان • مستشعرات لثبات الأشعة فوق البنفسجية • أنظمة تصفية للضباب • تحكم بلمبة اليرقان • مستشعرات لثبات الأشعة فوق البنفسجية • أنظمة تصفية للضباب • تحكم بلمبة اليرقان

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تطهيرك

Sanitize Your Surroundings and Stay Safe

Sanitize Your Surroundings and Stay Safe

عقم محيطك وابقى آمن

عقم محيطك وابقى آمن

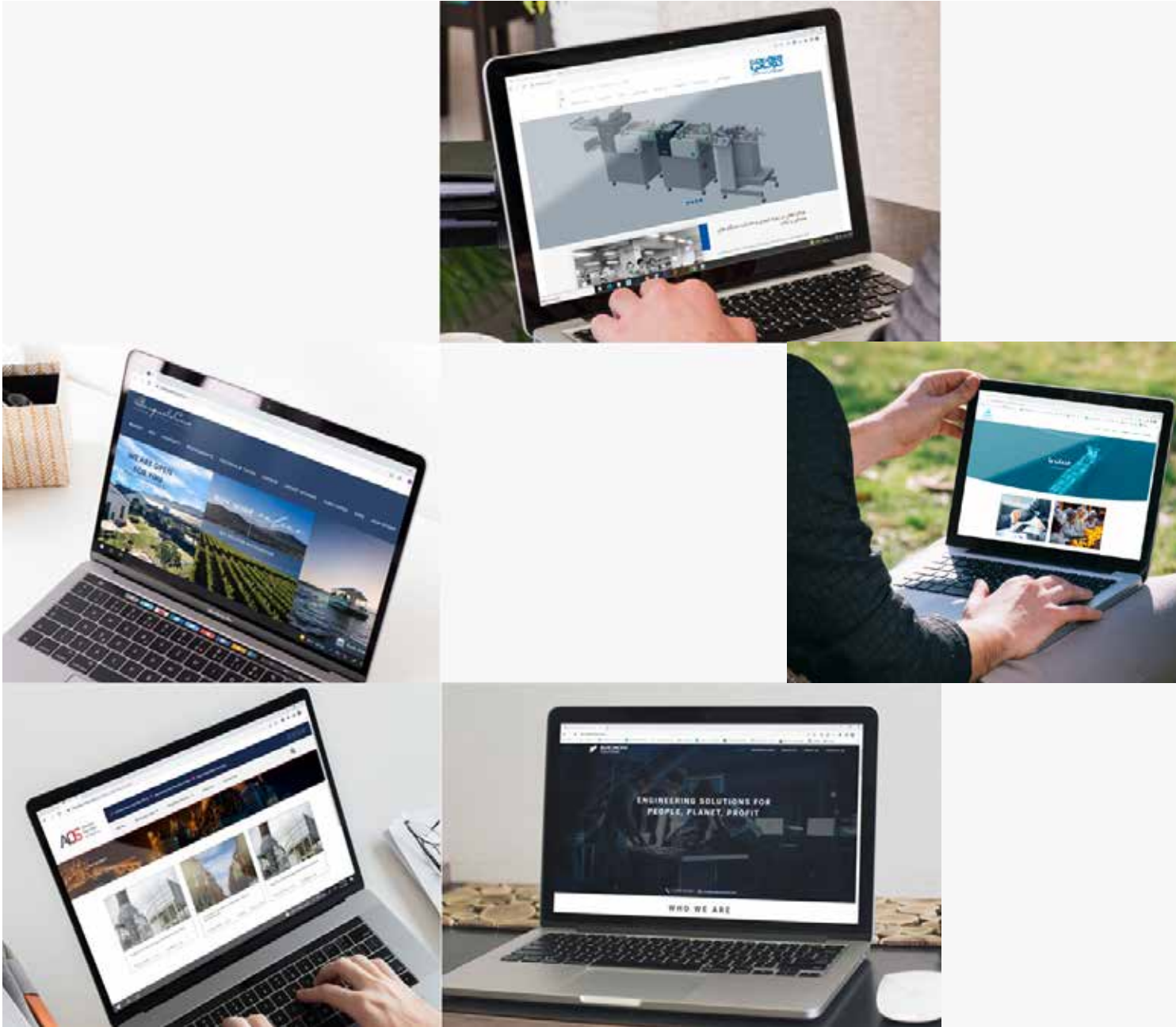


Fogger Machine

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**TATHEER.TECH**  
تطهيرك







**Content  
Creation**  
Studio





**PHOTOGRAPHY SERVICES**

- ▶ Advertising Photography
- ▶ Industrial Photography
- ▶ Portrait Photography
- ▶ Photojournalism
- ▶ Aerial Photography (Heli Shot)

**VIDEO PRODUCTION SERVICES**

- ▶ Advertising Video
- ▶ Photojournalism
- ▶ Documentary

**CHARACTER DESIGN (MASCOT)**

**3D MODELING & ILLUSTRATION**

**INFOGRAPHIC | PICTOGRAM**

- ▶ VIDEOGRAPHY
- ▶ Motion Graphics :(Logo motion | Dynamic Digital Banner)
- ▶ Teaser Advertising
- ▶ Animation

**COPYWRITING**

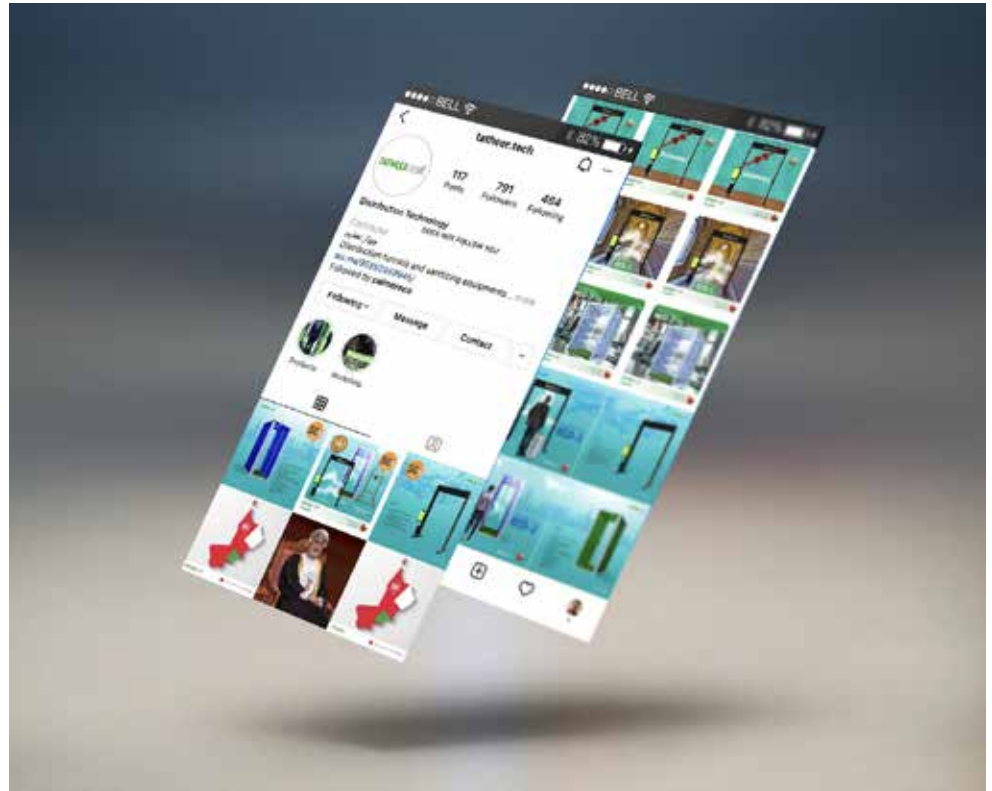
- ▶ Web Writing
- ▶ Publications
- ▶ Introduction of Business (Website | Catalog | Brochure | Business Profile)
- ▶ Writing Captions in English | Persian | Arabic | French etc.



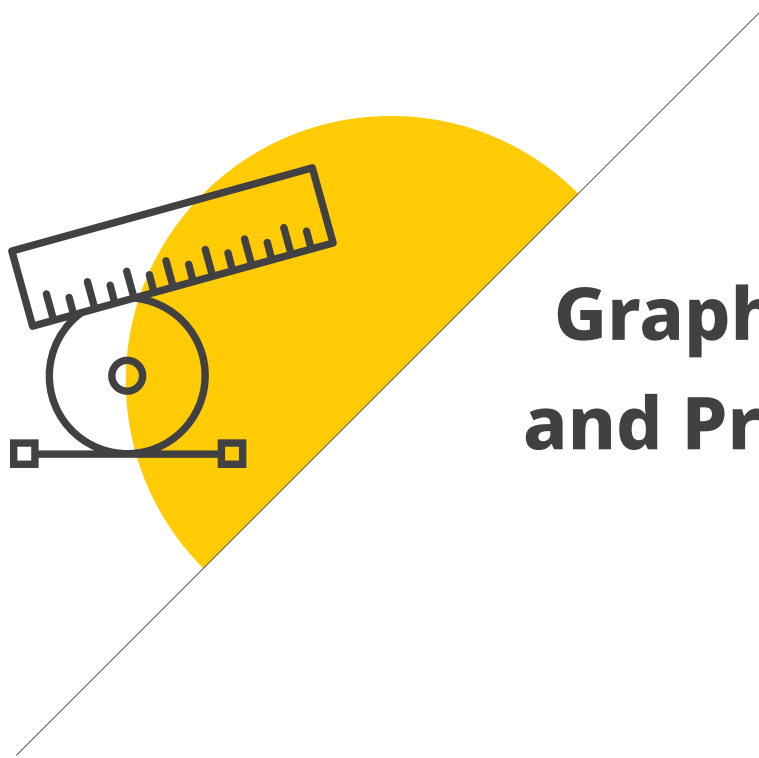
Frames of Motion Graphics











**Graphic Design  
and Print Media**  
Studio

#### **VISUAL IDENTITY**

- ▶ Logo Design
- ▶ Logotype
- ▶ Logo Redesign

#### **OFFICE SET DESIGN**

- ▶ Corporate Stationary (Letterhead, Business Card, Envelope, Folder)
- ▶ Vouchers | Stamp | Folder
- ▶ Letter of Appreciation, Certificates
- ▶ Invitation Card | Greeting and Postcard with Envelope with Special Blade Envelope | Visit Card, Credit Card, etc. | Warranty and Guarantee Card
- ▶ DVD Cover | Desktop Stand | Desktop and Wall Clock Automatically

#### **PRINT MEDIA DESIGN**

- ▶ brochure | Catalog | Magazines
- ▶ Calendar | Instructure note | Booklet |
- ▶ Newspaper Design (general structure of the newspaper, typeface and pagination)
- ▶ Book (layout and illustration)
- ▶ Business Profile | Presentation template

#### **PACKAGING**

- ▶ boxes | Cardboard bag | Disposable tableware design (glasses, plates, saucers, etc.) | Shopping bags | Gift wrap paper | Product label

#### **Outdoor Advertising Structures & Billboards**

- ▶ Entrance table | Decorative tablecloth | Foam board | Poster | Banner Stand (pop-up, roll-up) | Statues and memorials Lightbox | Metal frame

#### **UNIFORM DESIGN**

- ▶ T-shirt
- ▶ Cap
- ▶ Engineering helmet
- ▶ Brooch and badge

#### **DIGITAL MEDIA DESIGN**

- ▶ UI/UXdesign, Application, and Software design
- ▶ CTA
- ▶ Email signature | Email Marketing Template
- ▶ Social Media Posts and Story Templates (carousel post and slider, puzzle post, etc)

#### **TYPEFACE DESIGN**

- ▶ Web Pen Design
- ▶ Title pen design
- ▶ Text font design
- ▶ Design a family of letters in different weights

#### **Print Production**



**Introduction:**

Since 1972 BLUE&P continuously developed capacities, expertise, products and services in power industries and today BLUE&P Group is an international contractor that provides services through its subsidiaries in different infrastructure and development projects.









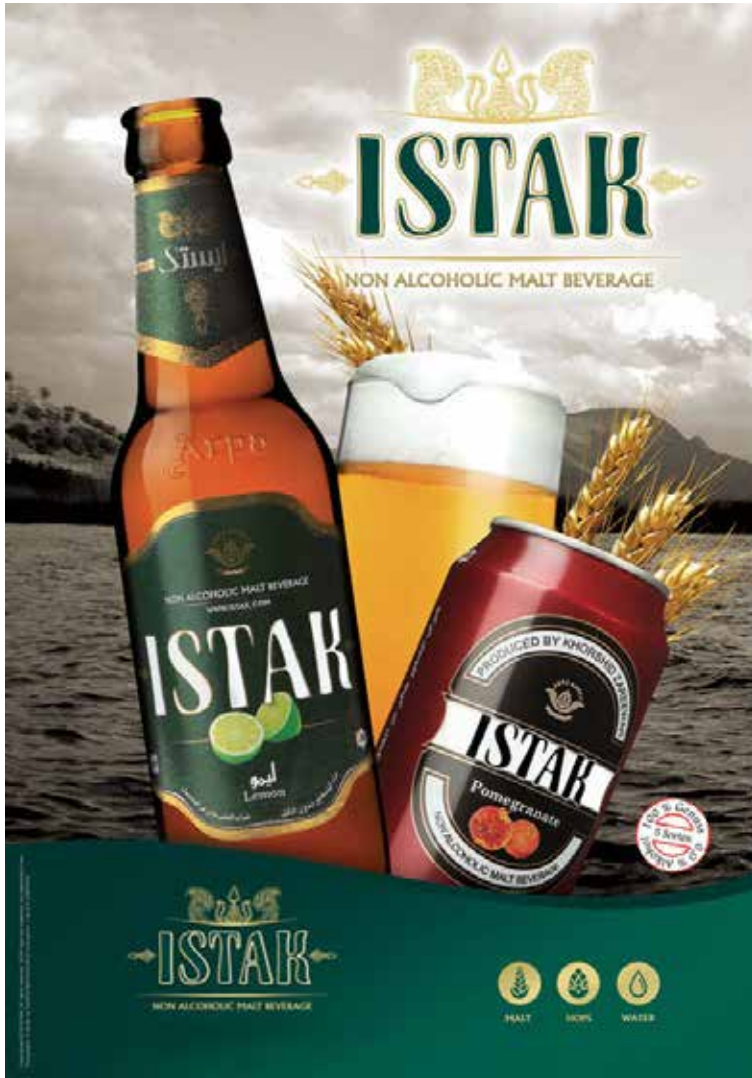




**Introduction:**

Istak is the name of a beverage brand in Iran, which is owned by companies Arpanoosh and Khorshid Zarivar. This company started production in 2003, Rasht, Gilan province, then opened a factory in Sanandaj, the capital of Kurdistan province.

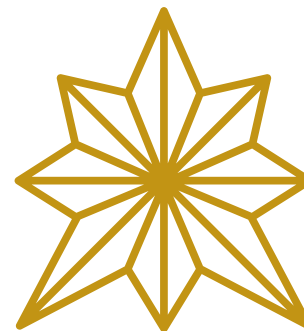






**Introduction:**

Flystar is a leading handling agent and provider of aviation support services in South East Europe. Flystar provides 7/24 representation, supervision and coordination services for private jet flights across our network of FBO's.



**FLYSTAR**







● **Introduction:**

Sirvan is a private construction company active in developing high end residential. They are committed to use the best material as well as the skilled engineers and designers to deliver unique architectural homes to satisfy the taste and lifestyle of the modern era.



**SIRVAN**  
we build homes





● **Introduction:**

Ariana Sazeh Co. is a steel manufacturing firm specializing in design and fabrication of all kinds of steel structures for projects, towers, workshops, warehouses, buildings, sheds, hangars, etc. Located in Kaveh Industrial zone.

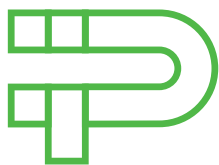


ARIANA  
SAZEH Co.



● **Introduction:**

Palmore International is an innovative company specializing in design, supply, installation and maintenance of industrial warehouses and cold rooms across GCC. Palmore provides Smart, Superior and Cost Effective solutions to their clients to make the project go smoothly from concept to completion.





International





**Introduction:**

Idad Center Group works in the field of interior design and decoration and creates unique designs and supplies furniture for office space as well as home decoration.









**Introduction:**

Benguela Cove is one of Walker Bay's most prominent wine and lifestyle estates and the epitome of luxury living. The lush farmland was developed to create a vineyard, state of the art winery, lifestyle estate and olive groves in 2003.

*Benguela Cove*  
L A G O O N   W I N E   E S T A T E







# **Branding and Strategic Planning**

Dpt.



**Brand consultancy**

- ▶ Brand Development
- ▶ Rebranding Services
- ▶ Brand Strategic Planning
- ▶ Brand positioning & centralizing

**MARKET RESEARCH**

- ▶ Competitors analysis (strengths and weaknesses, threats, opportunities)
- ▶ Target Market identification

**BRAND STRATEGY**

- ▶ brand name
- ▶ Brand structure
- ▶ Brand Story
- ▶ Brand statement, Tagline, Slogan
- ▶ Vision, Mission and Values
- ▶ Brand Identity
- ▶ Brandbook

**DEVELOPING AN ORGANIZATION BRANDING STRATEGY PLAN**

- ▶ Designing and Implementation of Organizational Branding IT Services

**CRM integration solutions**

**Project Documentation in specific and standard templates such as Rup**



**Interior &  
Exterior Design**  
Dpt.



#### **Reconstruction and renovation**

- ▶ Business environment, office, etc
- ▶ Outdoor, garden, Roofgarden
- ▶ Facade design
- ▶ Lighting
- ▶ 3d Modeling

#### **Decorative services**

- ▶ Stepped ceilings, green walls, thermowood walls, bricks
- ▶ Flooring and paving

#### **Exclusive design of all equipments**

(doors, windows, electricity cables and plumbing, cabinets and cupboards, toilets, terraces, valves, switches and sockets)

#### **Analysis of space | Color and Stylistics | Supply and complete design of tools, equipment and materials**

#### **IoT services**

#### **Signs and signboards**

signboards (floor signs, elevator signs, entrance sign boards, door signs) | window graphics | Murals and Wraps | A-frame sidewalk signs | Floor graphics | Safety signs & decals

















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