

LOGO FOLIO

**BRANDING
case STUDIES**





Hossro
KHorsand



PROFESSOR
NAIL



QAAAA

COLLECTIVELY
HERE

LIFeHOUSE

FURNITURE MARKETPLACE

CONTRACT: Conservaco

DESIGNER: Hossro Khorsand

PROJECT: Client described the company mission to become the Amazon for furniture, online and in-store. As a new company, a wordmark was preferred but since they had plans on launching an app down the road, a recognizable mark would be ideal to go with the wordmark.

Presented concepts

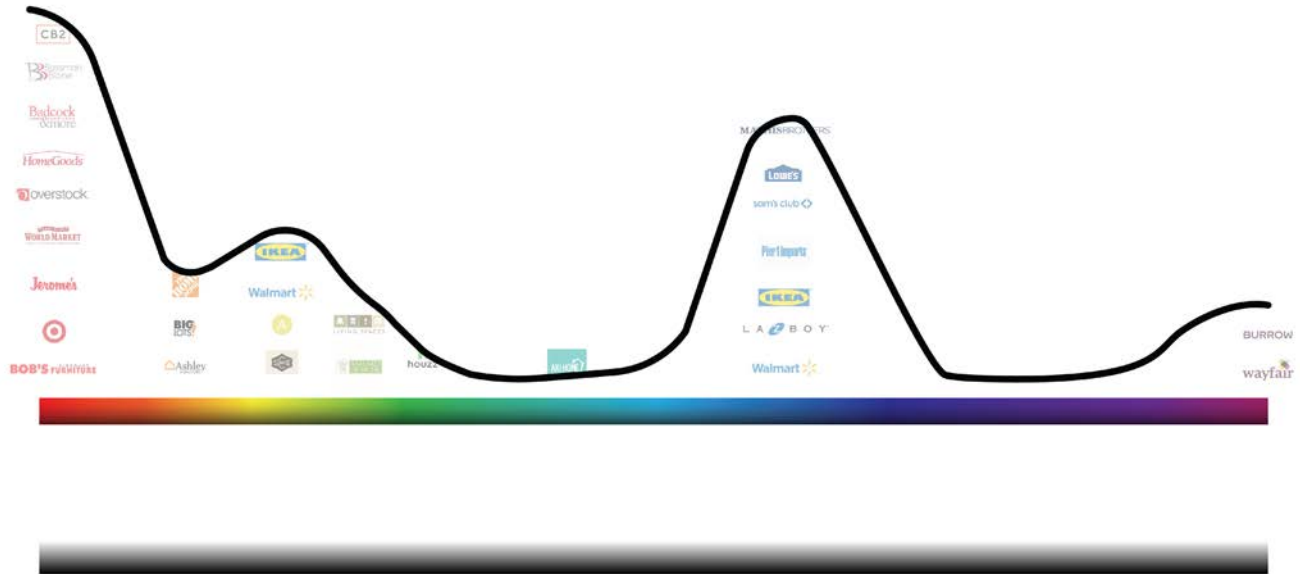
 LIFEHOUSE

lifehouse.
ENJOY LIFE. SAVE MONEY.

 LifeHouse


LIFEHOUSE
ENJOY LIFE. SAVE MONEY.

COMPETITION COLOR SPECTRUM



west elm Raymour & Flanigan
THE CITIZENSHIP Bassett
Crate&Barrel HAVERTYS
PARACHUTE PRITTY BARK

FINAL DESIGN



LifeHouse
ENJOY LIFE. SAVE MONEY.



OTHER EXPLORED COLORS



ARRISTE

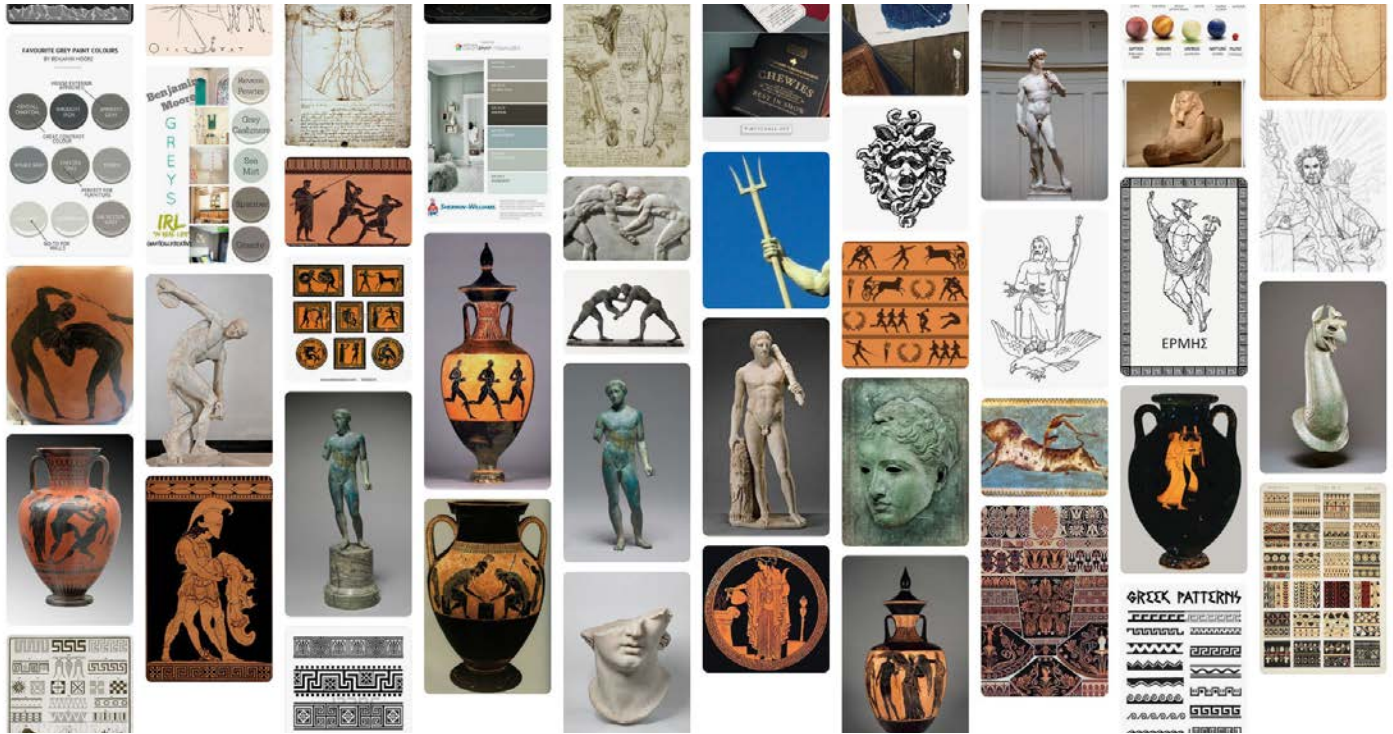
FITNESS MASSAGER BRAND

CONTRACT: Conservaco

DESIGNER: Hossro Khorsand

PROJECT: Client wanted to start a new company called Arriste. The word had greek roots and client really liked the idea that the logo would have a rich story behind it. The product they wanted to launch their brand with was a performance massager for athletes. They described their brand placement as a luxury fitness brand for elite sportsmen and women.

MOODBOARD



Presented concepts



FINAL DESIGN



COLORS

Matte Black

Novelty Gold

Power Red

CONCEPT



+



+



Alpha
(Greek Letter for A)

Infinity Snake
(Greek Symbol)

Parallel Lines
(Muscle Tissue)

TYPOGRAPHY

Heading

Body

Gotham Black

Gotham Bold

Gotham Condensed-Book

Gotham Light

Gotham Book

Gotham Medium

Gotham Condensed-Book

earthS PureST

UPCOMING FOOD BRAND

contract: Conservaco

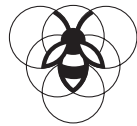
designer: Hossro Khorsand

project: Client had major plans on launching a brand with honey products and then expand to other natural and organic food products down the road. The brand mark needed to be responsive enough to go on various product packaging sizes. Client insisted on including a bee, a beehive, or a flower in the mark.

Presented concepts 1/2

earth's
purest

 EARTH'S
PUREST



EARTH'S PUREST



EARTH'S
PUREST

Presented concepts 2/2



Final Three



ALFINDER

LIFESTYLE PRODUCT MARKETPLACE

CONTRACT: Freelance

DESIGNER: Hossro Khorsand

PROJECT: As an upcoming online marketplace for small brands, Alfinder will be an app for curated everyday products for a healthy lifestyle. The products will be selected and curated by staff. Alfinder consists of the words All+Finder to help the users find the right product without the aid of user data and only with the right computational analysis that is not biased against the user or in favor of a sponsor company. The vision for alfinder is to become a powerful buying engine: the last destination for wellness search.

PRESENTED CONCEPTS



Personalized
Wellness.



Curated
Self Care



Your best you
is here.



Destination:
Self Care



Take Best Care
of Yourself.



Search less.
Live More.

COLOR EXPLORATION



FINAL WORDMARK

Alfinder

Alfinder

Alfinder

APP ICON



COLORS

Royal Purple

Black

Deep Koamaru

TYPOGRAPHY

Heading

Aa

Playfair Display
Regular
Bold

Body

Aa

Gilroy
Light
Extra Bold

S+M.ai

AI & MOBILITY STARTUP

Contract: Freelance

Designer: Hossro Khorsand

Project: As a smart mobility startup with a background in data science, client wanted to kick off the business as an academic medium for smart mobility and electric vehicle industry, and after gaining enough traction start offering business solutions. The challenge was to create a logo that would be adaptable and responsive in many ways. The Visuals should include the name and possibly the website address, and should communicate sophistication, expertise and should reference the computer industry and the mobility industry all-in-one.

PRESENTED CONCEPTS

S+M.Ai

splusm^{ai}

S+M

S+N.ai

S+M.ai

S+M.آی

S+M

FINAL DESIGN



COLORS



CONCEPT



Communication



Mobility & Navigation

SUB-BRAND



TYPOGRAPHY

Heading

Aa

Poppins
Light
SemiBold
Extra Bold

Body

Aa

Poppins
Light

Balance Games

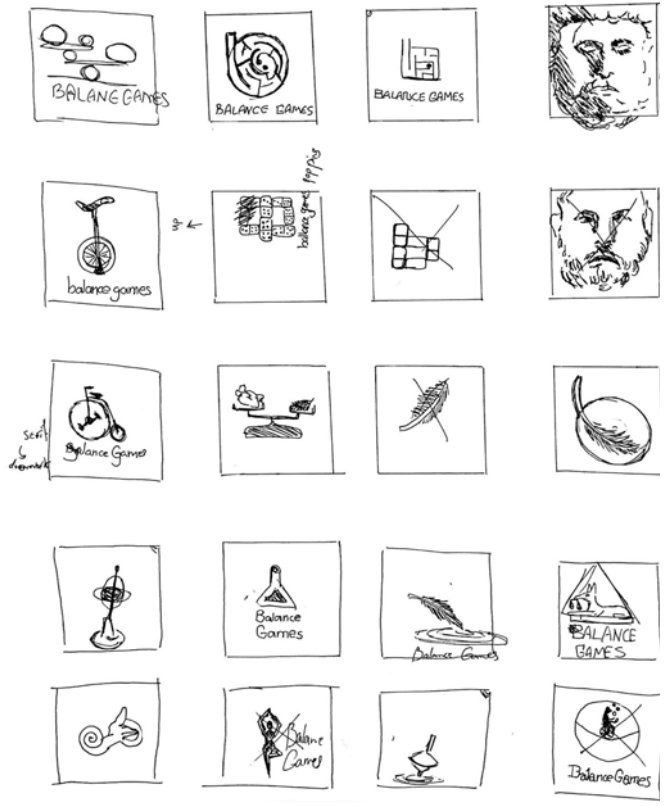
UPCOMING VIDEO GAME COMPANY

CONTRACT: Conservaco

DESIGNER: Hossro Khorsand

PROJECT: Client was a young entrepreneur who was planning on launching a new kind of strategy video game in the upcoming years under the balance games label. The idea behind the name was that with the right data, the company would design more realistic worlds in its games that would mimic real life and society. Client liked the idea of carrying a second meaning with the logo mark.

INITIAL SKETCHES



Presented concepts



COLOR EXPLORATION



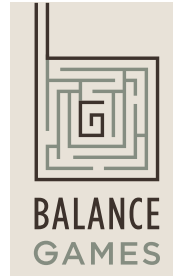
Atlantis



Royal



Riddler



Cinematic

LET'S
CONNECT.



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