# Our Work & Life | 2023

### Designing "What's Next?"

We are a creative studio that believes in the power of design to tell stories and shape experiences.



Our Work & Life | 2023



### Dear Leaders

Tajrobeh is a design center that puts people before technology. We bring insights to life. We design products, services and systems to make living more intuitive.

### What we do

As businesses, cultures and clients evolve, so do our services. Whether it's designing a product, creating a new brand identity, developing a service, or planning and rendering a campaign, we dare ourselves on never getting comfortable.

We walk through different fields to explore work and life systems.

Business Identity Services Products Systems

Digital Strategy Communications Education

## We create tailor-made design solutions

helping companies and brands to develop a unique voice & style.

Here is what we can do for you:

### — Integrated Brand Design Program —





# Identity and Brand Design

We help transform brand visions into a unique, authentic and memorable identity that communicates core philosophy and <u>insights of the company</u> with powerful clarity and cultural relevance, so that it creates a clear definition and emotion of the brand in the users' minds.



### The Goals of the **Brand Identity Design Project:**



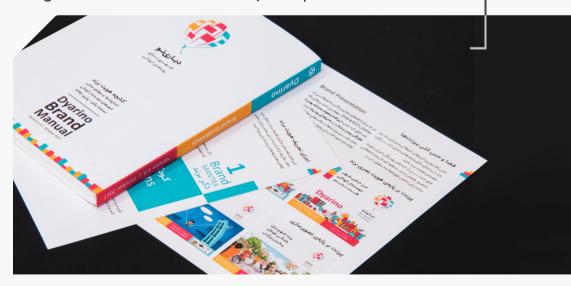
## We help you stand for something.

The overall goal of defining the brand guidelines is to create a reliable consistency through all aspects of the brand, so that the identity of the business will be rendered in all touchpoints and activities in an integrated and harmonious fashion.



### Creating a Consistent Identity

At the end of every Identity Design Project, we create and deliver a <u>guidebook</u>, containing the definition and design for all of the Brand Identity Components.





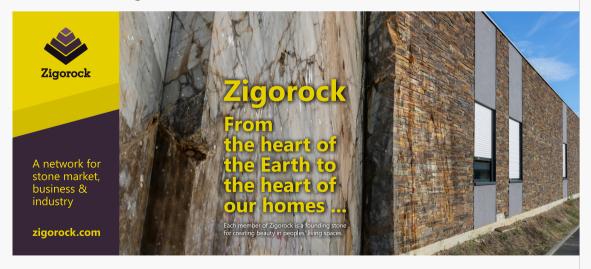


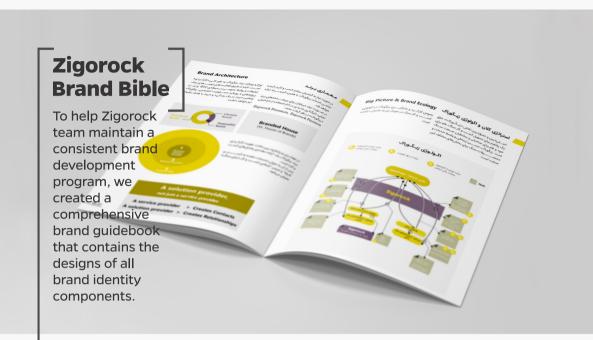
### Brand Identity Design for Zigorock

Zigorock is a modern digital platform to bring out the huge potentials of stone industry and market. By digging deep into the Business Ecology and Relations, we discovered the opportunities and defined the "Value and Service Positioning" of Zigorock as a "Business Partner/Provider".



To give the brand a human-touch, we communicated the real impact of the brand (the core Brand Story of Zigorock) through visual advertising artworks.







# Visual Identity & Brand Style

Help your audiences to understand you, before using your product.

Touch them early.

People's interaction with your brand begins way before them using your product or service. Users, experience the presentation of the product, prior to using the product itself.

The messages that you deliver through your visual and sensory identity, are part of the basic elements that define your positioning and users' expectations of your brand.



### Create a great style telling a great story

Designing an integrated sensory identity and graphics for your brand -through time- can help you to create a consistent and long-lasting impression and presence. Also making it easier for you to launch and introduce your new products to market. Your design team should translate your brand philosophy and visions to a unique, recognizable and integrated visual and sensory style.



### Visual Identity Design for SBT Electric

SBT is a Motor Drive Manufacturer with High-End Technology and Attitude. With 10 years of experience, SBT asked us to redesign its brand identity and face. The design mission began by analyzing the brand competencies and attitudes.

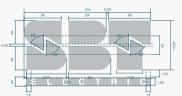


### Your looks should reflect your soul ...

We tried to synthesize all aspects of SBT brand into one coherent and integrated exposure .

The logo is inspired by fundamental characteristics and function of the brand.







### Create a harmonious visual system

An integrated visual system, ensures <u>consistency</u> through all digital and non-digital touch points.







### Visual **Identity Design for**

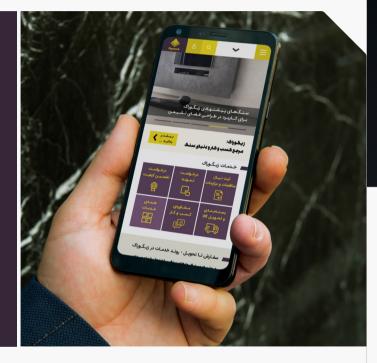
**Zigorock** 

The visual presentation of Zigorock communicates the core values and functions of the brand: Being dynamic and energetic, Standing together, Being Consistent, firm and reliable, ...



### Zigorock

Inspired by the form of a Ziggurat, the logo sends a message about "building upon each other" and "being a part of a bigger picture".





































### **Translating** "Vision" to "Style"

We aim to create a seamless visual experience through all media and channels to translate all visions and values into one coherent style.









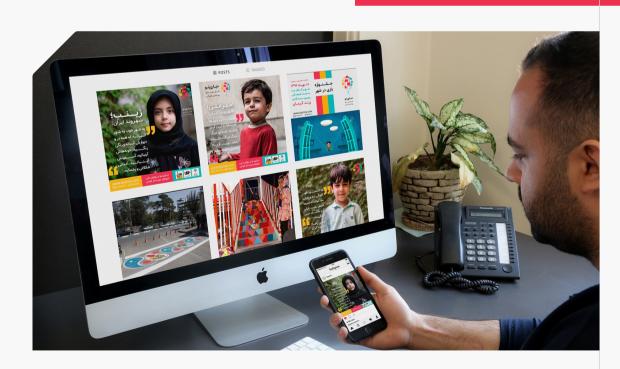
### Visual Identity Design for

### **Dyarino**

Hamnava, an institute who delivers parenting and childhood development programs, asked us to design the identity and brand experience for the Child-Friendly Cities of Iran. A national project that aims to create a better living and thriving experience for children and ultimately for all the people.



The visual identity, including logo, creates a playful sense for the city. Where Playing, Dream and City come together.





### Branded graphics should <u>help people connect</u> to your identity at a <u>visceral</u> level.

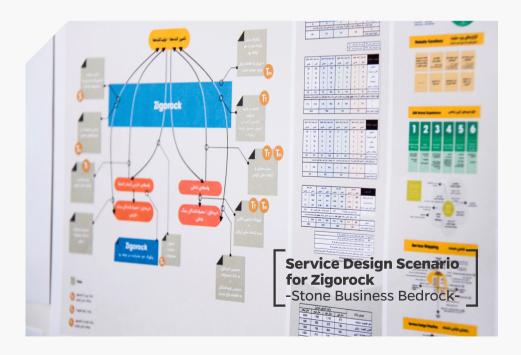




## Service Design

From service scenario to customer journey, we help orchestrate seamless, impactful experiences and desirable services.

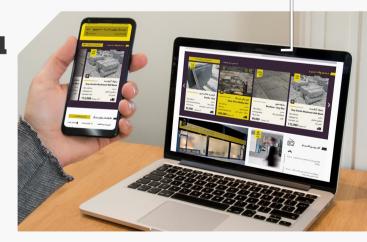
We design experiences that shape how customers interact with your brand in every direction and at each touch point.





Most of the times, what users need and desire are different than what we imagine they need and desire. That's why we need to design the architecture of services and the structure of delivery process, with a precise scenario at each and every touch point, considering functions, feelings, emotions and overall experience, through user journey map. A process that delivers a <a href="Human-Centered">Human-Centered</a> service (not Technology-Centered) to satisfy a clear need.

We help you be there for People.



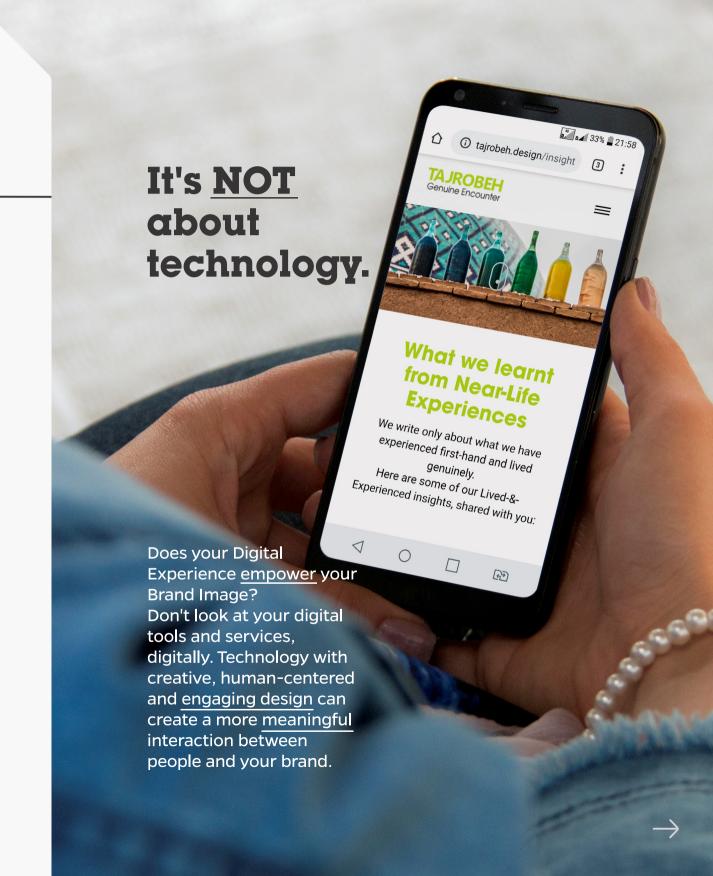
## Digital Design & Media

Style

Create a seamless human-friendly experience through all digital touch points.

Designing Websites, Apps and software <u>interfaces and interactions</u>, we craft seamless digital products and experiences that <u>align</u> users, content, technology, and media insights across platforms, screens and channels.

People buy experience, not technology.

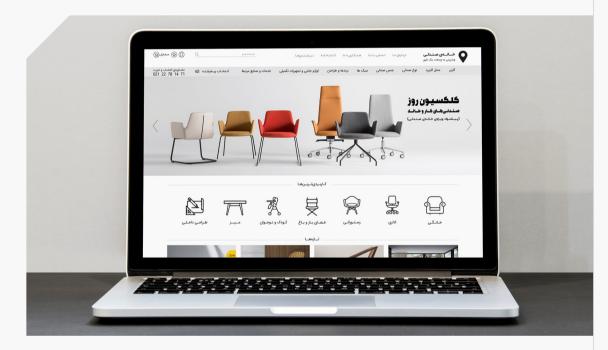




### User Experience & Interface Design for

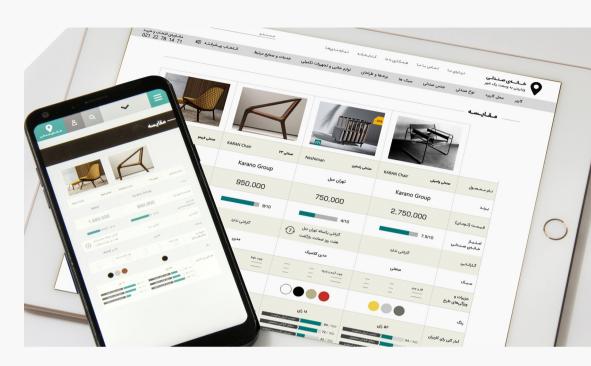
Khaneyeh Sandali (House of Chairs)

Established in 2017, Khaneyeh Sandali today is an online portal for searching, reviewing and selecting chairs and chair suppliers in Iran.

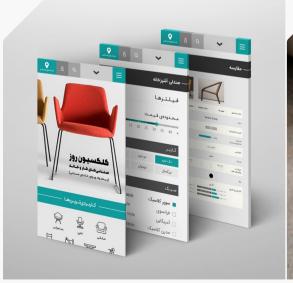


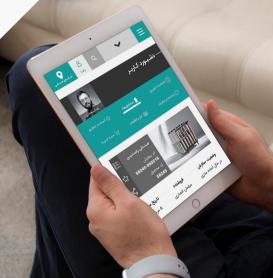


The emotional mood of the digital experience was developed prior to functional attributes. We designed the entry point as an emotional first impression of the brand and then added functional tools and accesses.



To design the basic structure of user experience and user interface, we mapped all the <u>users' needs alongside suppliers' requirements</u> and business tools to create a comprehensive service infrastructure.









### User Experience & Interface Design for

PLANET
Application

Through the day, we use multiple Applications on our smart phones to manage our daily routines.

We combined the most used gadgets and needs into one simple and integrated App.





Two <u>Dark and Light</u> themes were developed to unbore the constant interaction with the App.



We chose <u>elegant simplicity</u> as our visual approach <u>to lighten up</u> the the users' ever more complex interaction with their mobile phones. The paper clip logo represents this simple, yet effective approach.







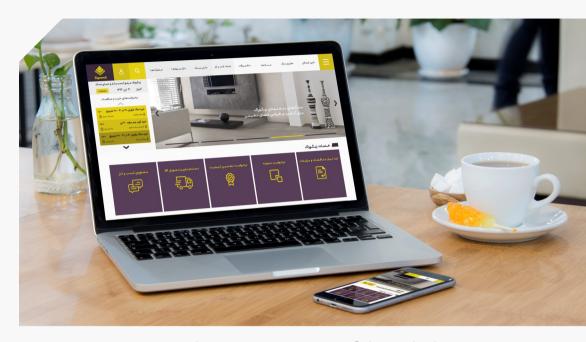
### User Experience & Interface Design for

Zigorock

With 10 years of experience, the founders of Zigorock asked us to design an online market and service to revolutionize the current traditional stone business.







Designing the Structure of Digital Experience

The overall structure of the web site covers the 3 layers of Zigorock functions:

- A Business solution provider;
- a Business platform provider; and
- a Business <u>network</u> hub.





## Copy Writing & Brand Tone



### Be incredible

We develop <u>brand literature</u> based on brand identity and DNA to deliver clear <u>messaging</u> and effective emotional bonding that connects with audiences naturally.



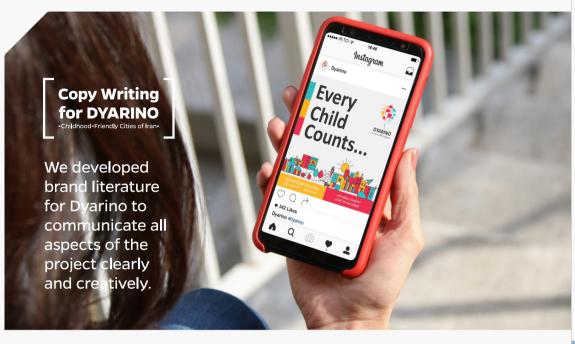
### Show them that you get it.

Not every "Beautiful" and "smart" slogan is suitable for any kind of brand (if any!).

The brand dialogues should be <u>"clear" and "believable"</u>. Designing clear, meaningful and honest copies that resonate with deep human emotions and insights, can imply a humane and lively brand character.







We expect a certain kind of tone and literature for each kind of character. You should develop your Brand Tone based on your Brand Identity and Brand Style. To get a unique emotional position and presence in the audiences' minds, the brand should be able to communicate with them as an organic and lively character.



### We cover all aspects of the brand through Copy writing.







### Integrated Brand

### Communications

### & Advertising

Give people an opportunity to love you.

We help brands to communicate to their audiences by bringing brand story to life through strategic creative campaigns that combine audiences' insights, brand values and cultural awareness.

Your advertising should be a part of a bigger program called "Integrated Brand Experience Design". A program that creates a relation between you and your audiences with a long term approach and deep human sympathy and empathy. Your target audiences should be able to know "Where you stand" and "What you stand for". "What your values are" and "What impacts you will have on their lives".



### Think with your sympathy, not with your reason!

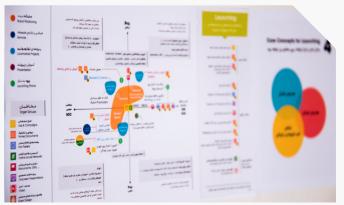
It's easy to misunderstand "Fame" for "Love"; "Attention" for "Relation". Advertising programs and campaigns are not isolated projects. You can't separate them from the rest of your business ecology. Your advertising efforts should first communicate your "Brand Story", your core visions and values. Today people buy stories and experiences, not just products. They don't need you tell them "How good you are"; They want to hear genuine stories. Life stories that inspire and impress them to live in a better and more humane way.



### **Advertising** Campaign for Dyarino

Hamnava, a Parenting and Childhood Development institute, asked us to design a brand awareness campaign for the Child-Friendly Cities of Iran. A national project that aims to create a better civic experience for children and people.





### **Planning the** Campaign

To touch people and launch the brand, we aligned all communication programs with brand target audiences.

### Pre-Launching Awareness Program (Digital & Environmental)

Before the main campaign, We asked some people of Zarand (a city in Kerman province of Iran, as the first Child-Friendly City of the country) to invite other citizens to the events. designed for National Children Week (In October).



Through different sort of media channels, we tried to reach as many people as possible and invite them to join and participate in our launching campaign.







What do children think about a friendly city?

Toktam, Citizen of Zarand:

"

I'd like my city to be as colorful as a rainbow.

Translated from Fars



As the brand insight of Dyarino is that "Every child is a first-class citizen", we asked children about how they think and feel about a friendly and nice city.









### **Children as Citizens**

During main campaign, the city billboards and media were full of children, commenting about their desired city.

We tried to communicate to public in a <u>Sub-Councious</u> level that children and their feelings matter and should be considered to shape the civic life.





# Children as Citizens, deserve beeing expressed, heard and understood.

Inspired by children and their comments about their favorite city life, we designed art works, illustrating desired and lovely cities and civic experiences for children.









### **Event Design**

Multiple public events were designed to be held during the National Children Week, such as "Coloring the streets of the city" and "Games, involving children and parents simultaneously".







We involved <u>almost every citizen</u> to join and help us in this campaign in any way they could.





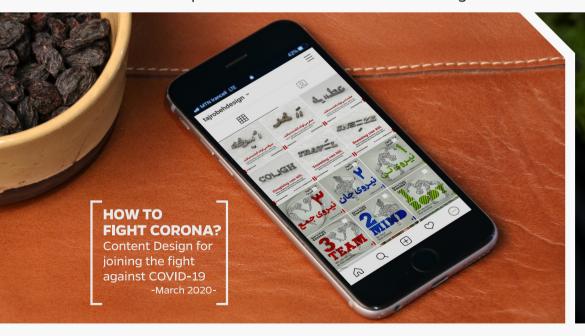


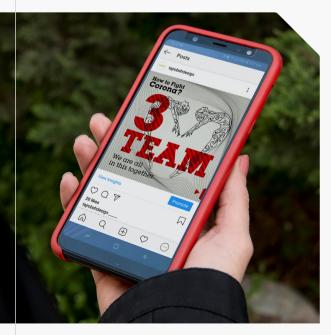


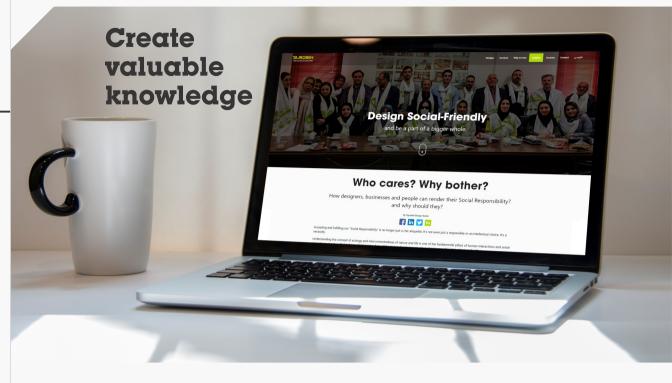
### Content

### Strategy & Inbound marketing

We help brands to develop their strength and presence through strategically <u>designed contents</u>; amplifying brand stories by crafting relevant contents and messaging frameworks that meet the unique needs and motivations of the target audience.







Creating and delivering useful and easy-to-digest contents can have several benefits for your brand:

- As "knowledge is Power", your audiences will trust you more;
- By creating "useful" contents, you may <u>convert</u> potential customers to active and engaging ones; and
- When users feel that they need something new (through encountering with your content), you'll be there for them to give them relevant offers.

# Business Development & Design Consulting

It takes some sweat to come up with a great solution. That's why it's important to us to work with clients that demand great works. Mediocre work is killing.



We help you know more about Design and its functions and values in your brand. Hire Design Wisdom to empower your corporate soul.

## Design is shaping tomorrow, now.

We're driven to help transforming companies to have a unique voice in the challenging, fluid and transparent world. Here is how we can consult you:

**Design Installation** 

We help you <u>combine Design</u> Insights with your strategies at every level, so that you can shape the way your organization works in a more organic and soulful way.

Business
Development
Consulting

We help you to connect the dots among people, products, context, culture, economy and business ecology to identify <u>Aha</u> moments that inspire new ideas and opportunities.

Financial
Consulting
for CostBenefits of
Design

We help you estimate the possible and probable economic impacts of your design decisions and get an insight about how to invest in Design and how to balance its costs and values.

### Dear People

### We are here for you.

Tajrobeh Design is a Socially-Counscious Company.



human beings.

### Social-Responsible

### Design & Civic Work

Tajrobeh is passionate about projects for non-profit groups to help making a better world for all humanity. Projects about human rights, public health, environmental issues, empowering children, education, equality rights, and people's wellbeing.



Our team, joining Ghoghnoos NGO
-Burnt Patients Support Organization-



در شام مافان تبانه روز از سدود ندوان مسر وروای این درب الردا خودداری ندارید

WITH



### Identity & brand Development for

### **Ghoghnoos NGO**

**Burnt Patients Support Organization** 

- Ghoghnoos means Phoenix in Farsi -



Ghoghnoos is a non-profit NGO that supports Burnt Patients in Iran.

We joined them to design an identity for the organization that resonates with people and communicates their goals, services and needs, clearly.

Through the Brand Guidbook, we managed to create an integrated internal culture for the Brand Ambassadors.



### Getting deep into the roots of the problem(s)

We chose our design approach and development strategies by finding insights about how people think about Getting Burnt and Being Burnt.



### **STANDING AGAINST BURNING...**

Ghoghnoos communicates the concepts of "Hope" and "Being Reborn" through its visual identity in all of its touchpoints.

These concepts are inspired by Phoenix as a representation of the brand story.











### 360° Communications and Campaign Design

We designed and ran multiple campaigns to raise awareness about the problems, solutions, prevention methods and also about the brand and its ambassadors.





This was -and still is- one of the most challenging projects we've ever done. We keep loving it...



### Dear Audience

Tajrobeh is not just about styling and forming. Making beautiful is not enough. Design should have a soul. It should go far beyond appearances. Tajrobeh aims to have a genuine encounter with design problems and life challenges. Understanding the fundamental reasons and insights of every design is the base platform for achieving a great result in Tajrobeh.

### Why do we Design?

For us "Design" is an experience of adding value and meaning to life through creating and improving services, products, environments and systems. A process that harmonizes experiences with physiological, psychological and cultural aspects of human beings.

Our success metrics is the net positive contribution to human life.



satisfaction.

### **Our Audiences: Entrepreneurs Business** and Leaders **Managers** Those people who dare to push, advocate and create for a better world: Start-ups Boundary & Dreamers **Pushers**

### **Our Values:**

### 1. Meaning

Do we add meaning to something?

### 2- Value

Do we create some real value?

### 3- Passion

Is it genuine? Do we enjoy it? Does it move us? inspire us?

### 4- Insight

Is our vision based on knowledge. research and experience?

### 5- Design

Attention to detail is everything.

### 6- People

Is what we're designing humane?

### 7- Quality

If it's not of the highest qualities, it won't leave our studio.

### 8- Genuity

We like honest work. not work that asks us to manipulate people.

### **Our Ground Rules:**

Here are our basic values for participating in a project:

1- Good design is for good clients. 2- Value-based fee

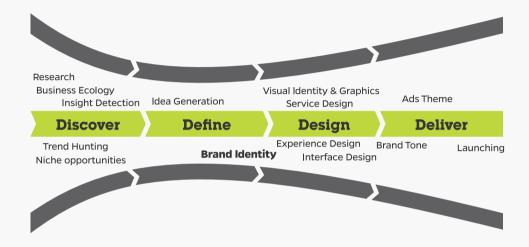
3- You'll deal directly with us.

4- We are a **Socially-Conscious** Company.

Above all else, we love what we do. We live this. We share values. We have principles. We lead our clients to brave decisions. ... and we love mother Earth.

### How do we Design?

We operate on the cutting edge of what's happening now. We experiment. We take detours. We hate comfort zones. Here is our overall process:



Honestly, it's more like this:)



### We make it personal!

We're used to work in ambiguity. We immerse ourselves in the condition, context and culture to get a intuitive and genuine feeling and insight about the project.

Here are our main steps through the design process:

### 1. Research with hunger:

We immerse ourselves in the subject, context and culture. We listen with our hearts. We detect what's beneath the surface and between the lines. We dig deep. We hunt and analyze social, cultural and economic factors to identify powerful trends and draw meaningful insights. We question everything.

### 2. Exploring possible and impossible opportunities and solutions:

We locate paths and create a new stories worth telling. We solve problems. We revise, reinvent and innovate to create an integrated organic soul and body for your brand.

### 3. Designing the Identity and Experience:

We handcraft each touch point so that each encounter inspires people to take action. By building a cohesive visual and sensory identity and experience -the packaging around your story- we create the emotional reasons! that allow people to walk in and want to stay.

### 4. Building the synergy:

We build capacity around your brand. We start movements, not trends. We design insightful campaigns to connect people, places and things to build your army. We get people to care; To believe; To show up; To participate; To take action and charge your brand with their passion.

### 5. We'll be there for you:

We know it's hard to see the end from the beginning when you're going where no one else has gone, that's why we design for long term and stand right next to you in the rabbit holes. We're in it for the long run. And of course our clients are always a part of our design team.

### Dear Nerds

We work with clients, designers and dreamers of all sorts and sizes. You don't need to be a business titan for us to consider your project or capabilities; you just need to dream and dare big!

### **Design Courses**

Tajrobeh aims to share its insights, which are earned through genuine encounters with life and work.

Read more about and join our courses in the "courses" section of our website: www.tajrobeh.design



Course #1



This course gives learners and designers a <u>Fundamental</u> Road Map to navigate through Design world and move forward in the design profession. In this 8 sessions course we present our insights about fundamentals and <u>functions of Design</u> which we achieved through our nearlife experiences.

### Who is this course for?

Junior Designers Designers with learning minds

Start-ups & Dreamers

Design lovers, Geeks and Nerds

### 8 Sessions to immerse and develop insights and roots in design ...

**1** DNA and Nature of Design

D. powers & functions

2 Design Experience

How design impacts life?

**3** Design Shapes Living

System thinking

4 Experience Design

Design the flow of life

**5** Dealing with Design

Process & Methods

6 Business & Identity Design

Shaping Brands

**7** Design Business

Design as a Profession

8 Designers'
Style

Thriving as a Designer

To book for this course, send

"Course #1" or "Design Insights",
[your name], [your cell number], and [your email],
via Telegram or SMS to the number:





Insights for Business Managers and Leaders

The managers and leaders of businesses and brands should have a clear mind and expectations about the design processes, design outcomes and design impacts, so that they'll be able to install design on their businesses effectively and create a reasonable balance between its costs and benefits.

This 4 sessions course is the fruit and essence of our learnt insights and experiences through various design challenges with different sorts of clients.

The goal of this course is to give managers and leaders the power to understand design intuition and style, and create a clear communication with their design teams. And of course using design outcomes to empower their business.

### Who is this course for?

Entrepreneurs and Leaders

Business Directors

Start-ups & Dreamers Innovation Managers

### 4 Sessions to get a vision about Design and its role in Business ...

### DNA and Nature of Design

- What is Design? Why Design?
- What is Design Thinking & Intuition?
- How designers think and live?
- Creative Thinking in design;
- Why invest on design?
- Economic impacts of design.

### 2 Design Playgrounds

- What are design fields?
- The Experience Design;
- What is attraction?
- The relation among
  Attraction, Beauty and Design:
- How Attraction can be created in a business?
- Taste Vs. Style. What's their function?

### **3** Design Management

- How to choose a design team (or a designer)?
- Outsourcing or domestic team?
- How to ask and receive design from designers?
- Taste Vs. Design;
- The relation between design dept. and other departments (e.g. Marketing, Ads & Pr, Management).

### Business Design

- The role of design in Business Development;
- The relation between Design & Advertising;
- The relation between Design & Identity;
- The relation between Design & Business Canvas;
- Integrated Design.

To book for this course, send

"Course #2" or "Insights for Leaders", [your name], [your cell number], and [your email], via Telegram or SMS to the number:





Inspired by Acting Training
Programs, this 1 session
workshop helps you develop
your senses, through physical,
mental and intuitive exercises
to create a better
communication with your
"self", your surroundings and
other human beings around
you. You should be prepared
for 6 hours of physical and
mental activities.

Thinking, feeling and emoting exercises for nurturing the intuition.

Converting "Knowledge" to "Insights" is possible through real and genuine learning experiences. There are so many learning sources for designers, outside the Design world.

In this experience workshop, you'll learn how to use your body, mind and intuition to explore new corners and allies of life to tackle design and other creative challenges.

### Who is this course for?

Designers & Artists

Leaders & Managers

Creative Workers

Design lovers, Geeks and Nerd 1 Session (6 hours) practical & physical workshop to develop your living senses.

**Physics & Spacial Sense** 

**Human Interconnectedness** 

**Intuitive Detection & Decision Making** 

To book for this workshop send

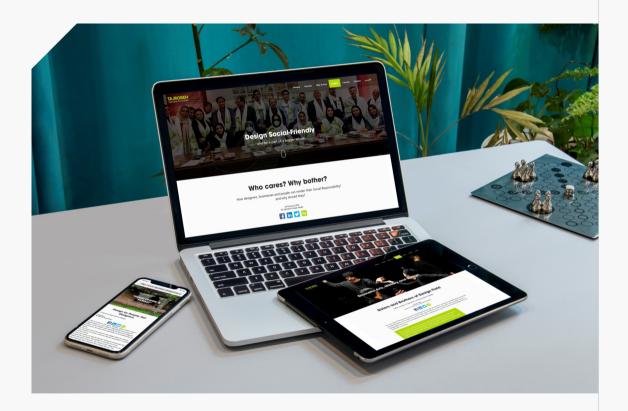
"Workshop #3" or "Intuition",
[your name], [your cell number], and [your email],
via Telegram or SMS to the number:



### **Our Design Insights**

Insights are achieved through experiencing and interacting with life. You can <u>read</u> about what we learnt from Near-Life Experiences, in the "Insight" section of our website.





We write only about what we have experienced <u>first-hand</u> and lived genuinely.

### **Our Opportunities**

We invite you to join us if you feel a fire in your heart and gut for designing great experiences. To see different departments of our studio, you can check "Services" section of our website.



Here are some of our preferred <u>expertise</u> that you can apply for:

**Design Researcher** & Analyst

**Experience Developer** & Service Designer

**Graphic Designer** 

**Creative Visuals**& Concept Artist

Interface & Interaction Designer

Copy Writer & Content Developer

**Advertising Creative** 

**Project Director** 

To apply for a job or internship, please send us your request and portfolio via Telegram or e-Mail:



experience@ tajrobeh.design



### Dear Life



Business and Life-Systems Development through Design & Near-Life Experiences.

### **TAJROBEH**

TRADEMARK

\Tadzrɔ̂bɛ\

- 1. noun, Experience.
- 2. noun, Trademark

\_\_\_\_\_



Tajrobeh Design Center

- 0098 902 77 77 509
- 0098 (21) 22 57 91 22
- f / tajrobehdesign
- in Be P / tajrobeh

experience@tajrobeh.design www.tajrobeh.design

Made in Earth | 2023

Endless ...