

DESIGN PORTFOLIO

ABOUT

At TheFlow, our purpose is to distill creativity into simplicity, shaping brand identities that transcend trends and connect deeply with audiences. We believe in the power of minimalistic design to communicate the essence of businesses authentically. Our purpose is to empower brands to speak boldly and concisely, leaving a lasting mark in a cluttered world. Through our designs, we inspire the beauty of restraint and craft visual stories that stand as testaments to the elegance of simplicity. TheFlow exists to transform complexity into clarity, forging meaningful bonds between brands and their audiences through the artistry of minimalism.

**DISTILLING
CONCEPTS INTO
EFFECTIVE
DESIGN SOLUTIONS.**



Amin Ghayouran
Founder /
Creative Director



Aydin Nazmi
Co-Founder /
CEO



M. Shamsaee
Account / Project
Manager



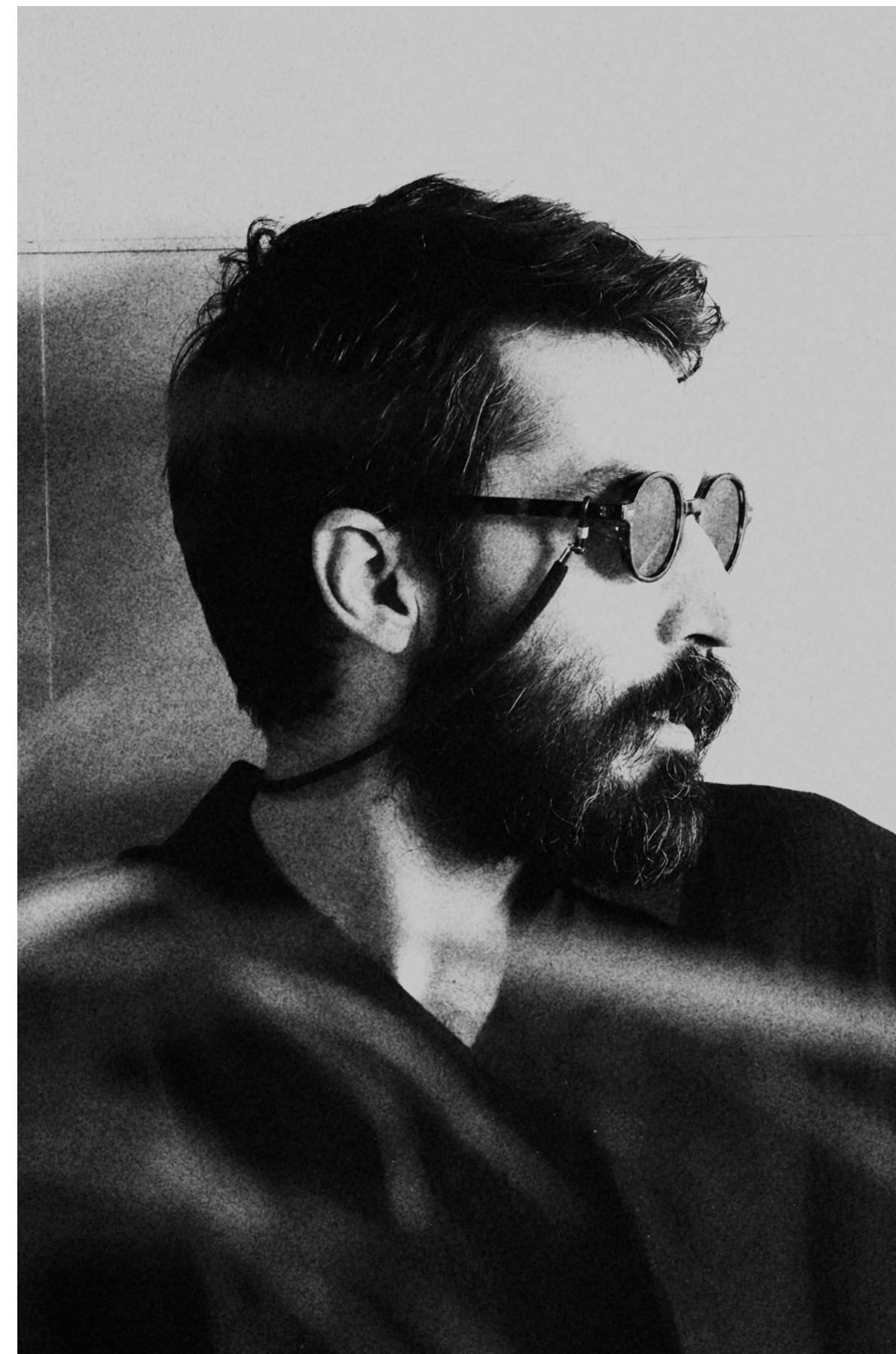
Tara Green
R&D Manager
Designer



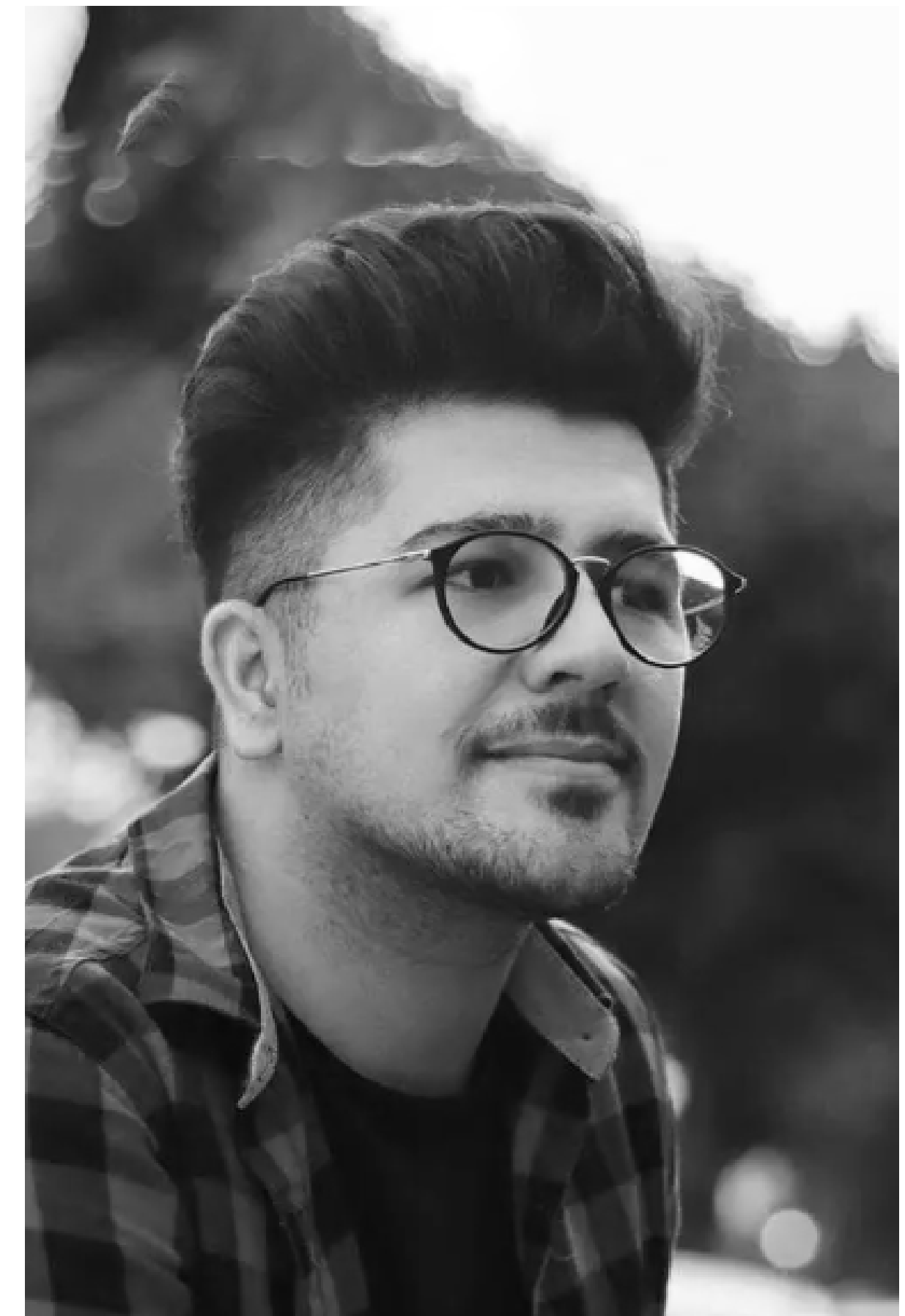
Ali Ahmadi
Art Director /
Designer



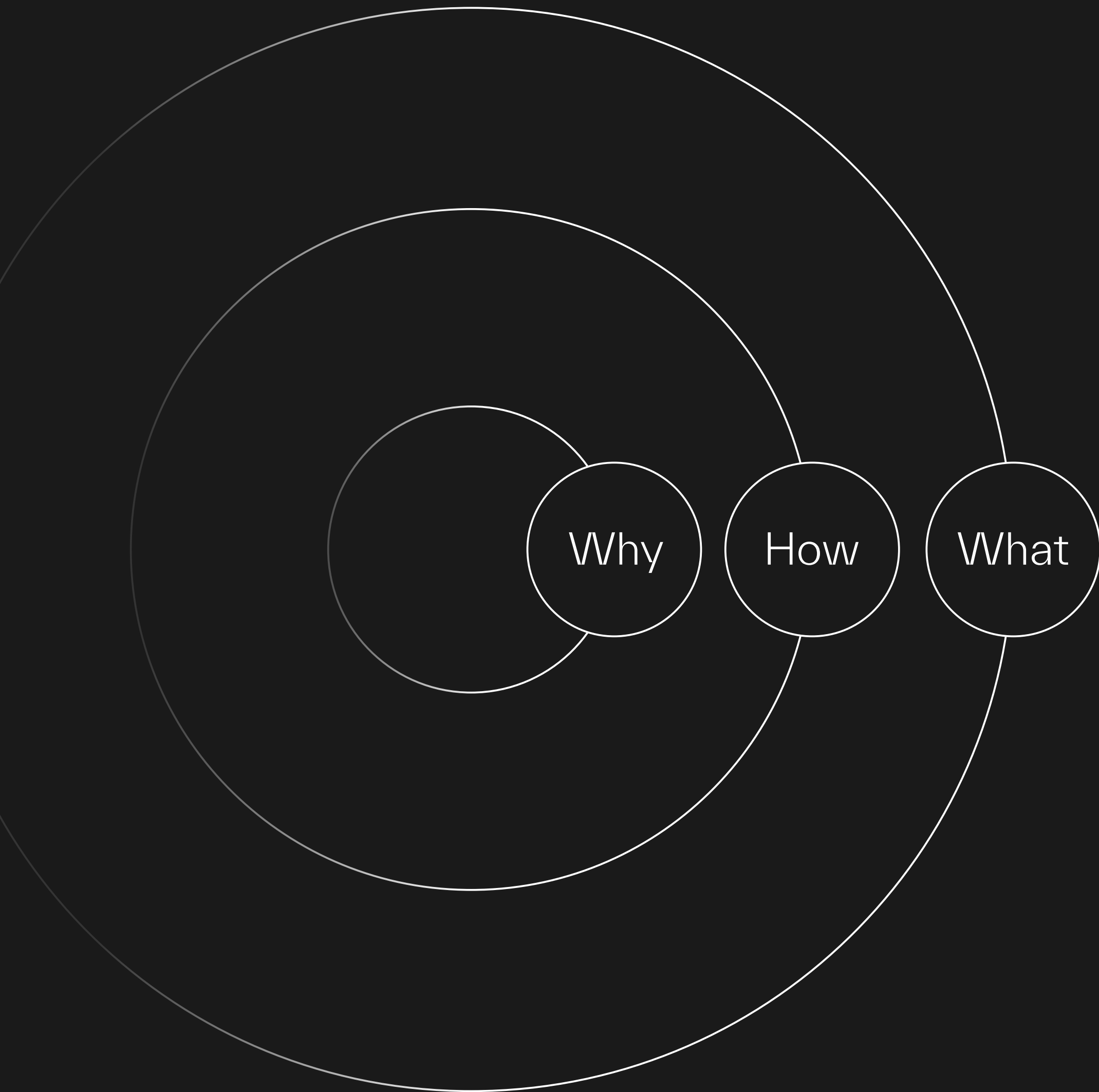
Naghme Kh. Morovat
Graphic Designer /
Illustrator



Saleh Rahimi
Graphic Designer /
Photographer



Afshin Mohammadi
UX / UI
Designer



Why we do what we do

We believe in the power of creativity and innovation to transform brands and create lasting impressions.

How we do it

We infuse playfulness and imagination into our design process, challenging norms to craft distinctive and memorable visual identities.

What we do

We provide innovative branding and logo design solutions that stand out, delivering authenticity and excellence to empower businesses.

SERVICES →

SERVICES

BRANDING

Brand Naming
Brand Identity
Identity Guidelines
Rebranding
Identity Implementation
Marketing Materials

WEB DESIGN

Content Architecture
Visual Concept
UX/UI Design
UI Kit Design
Website Maintenance

PRODUCT DESIGN

Competitors Research

Features Analysis

User Journeys

UX/UI Design

Prototyping

Design System

Product Maintenance

GRAPHICS

Promo Videos

2D & 3D Illustrations

Custom Icons

Interaction design

Motion Graphis

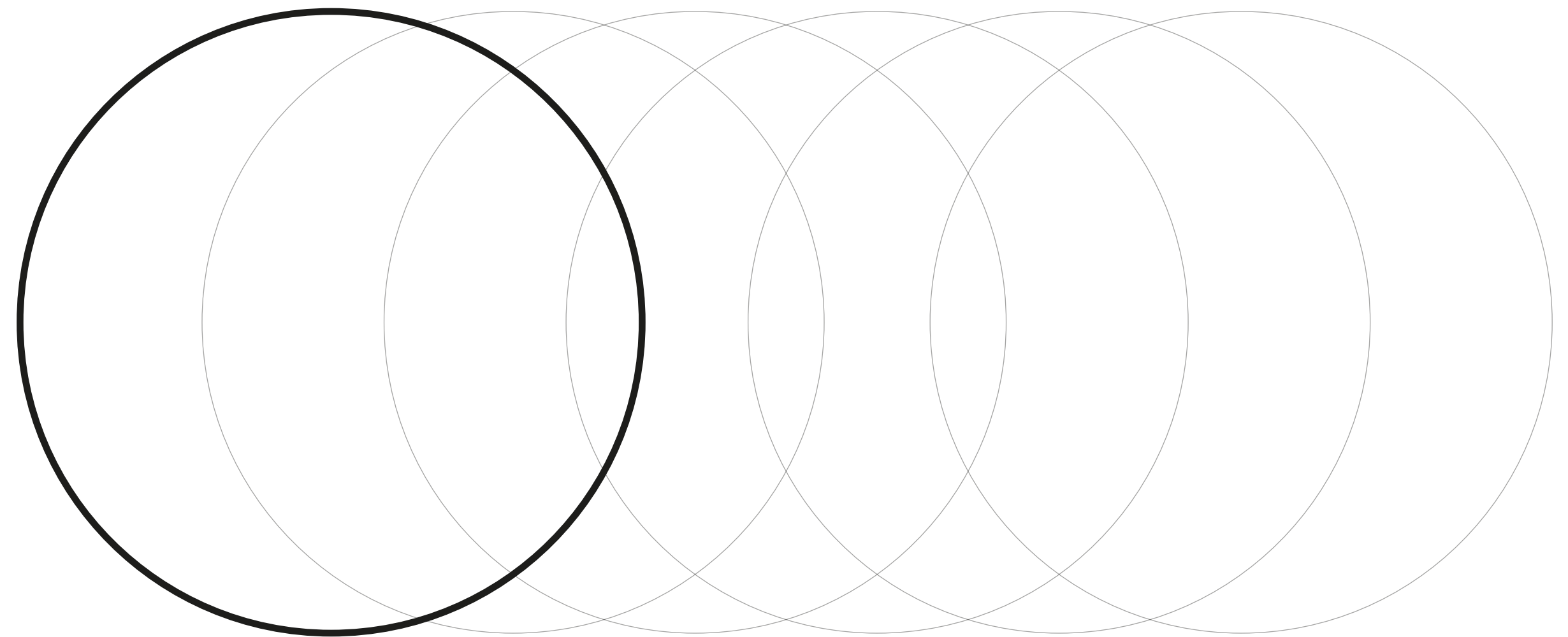
Packaging

WORKFLOW

Brand Identity Design

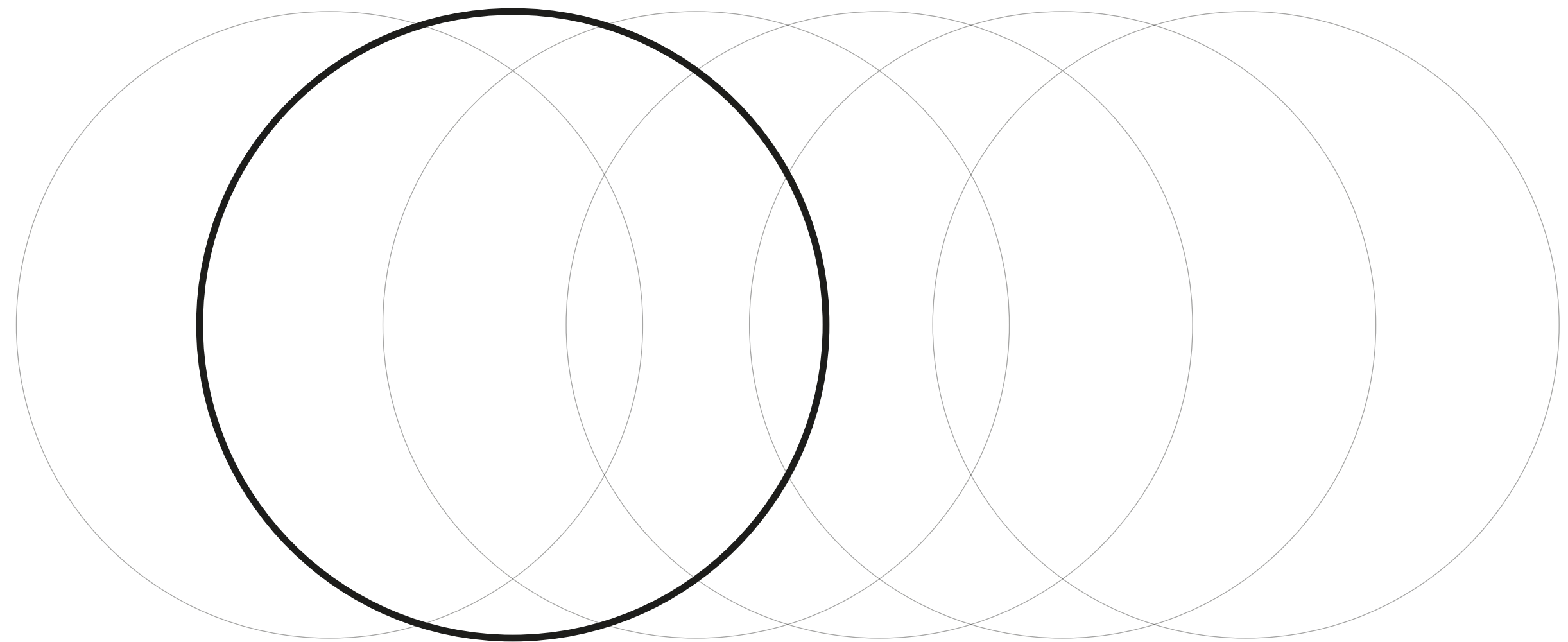
00 ONBOARDING

Questionnaire
Initial Meeting
Proposal
Contract



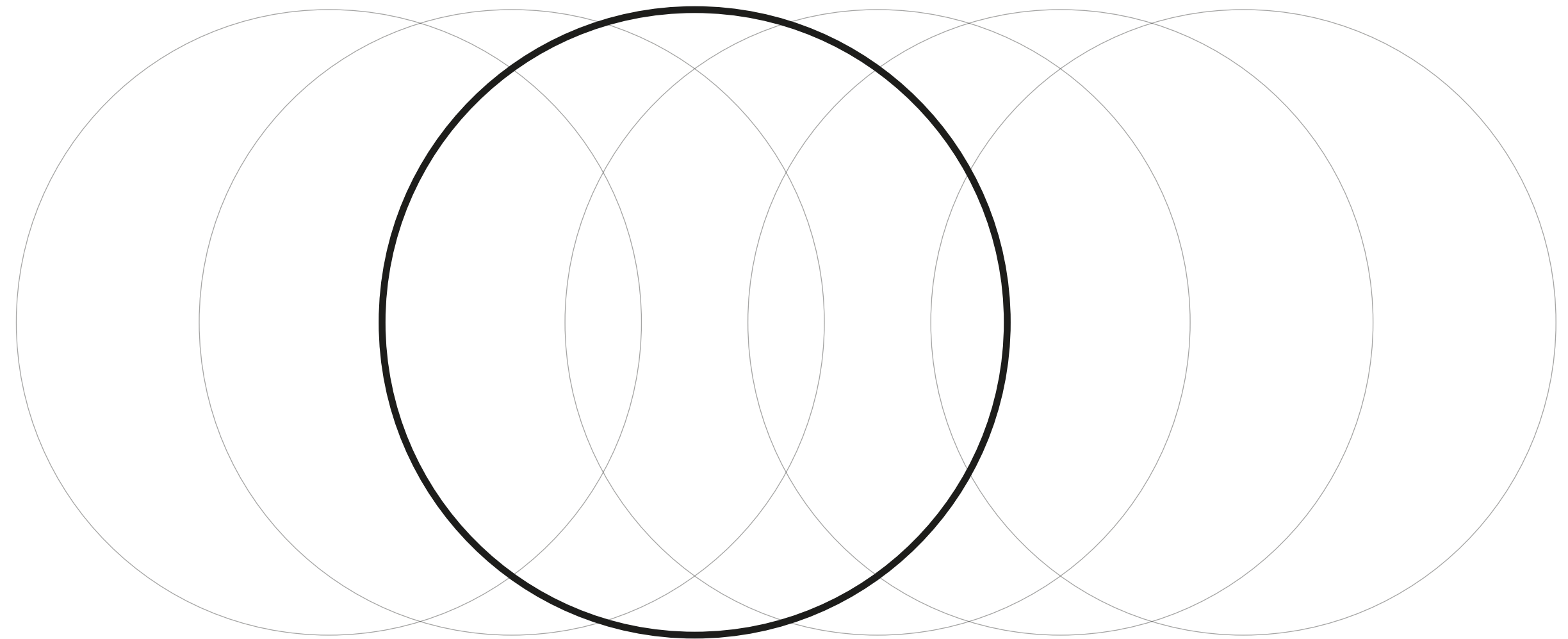
01 DISCOVERY

Discovery Meeting



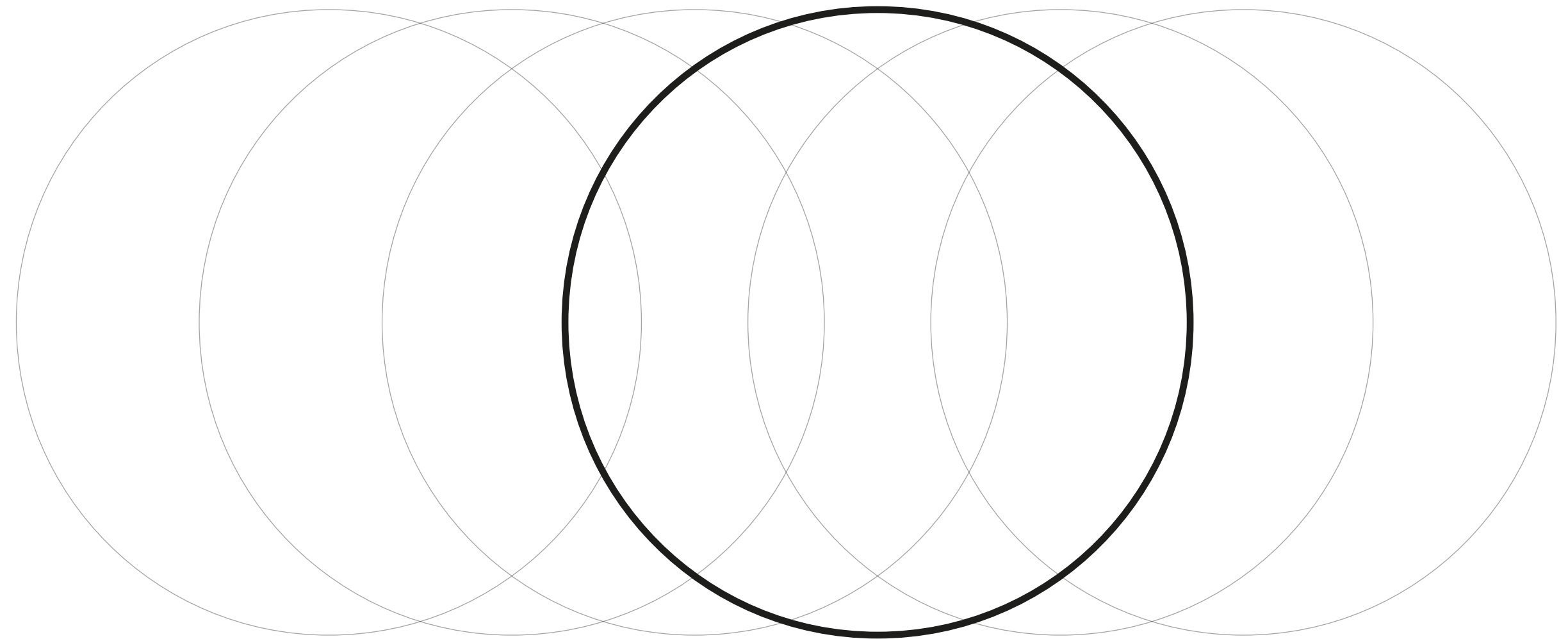
02 DIRECTION

Direction Meeting
(Design Strategy & Visual Direction)



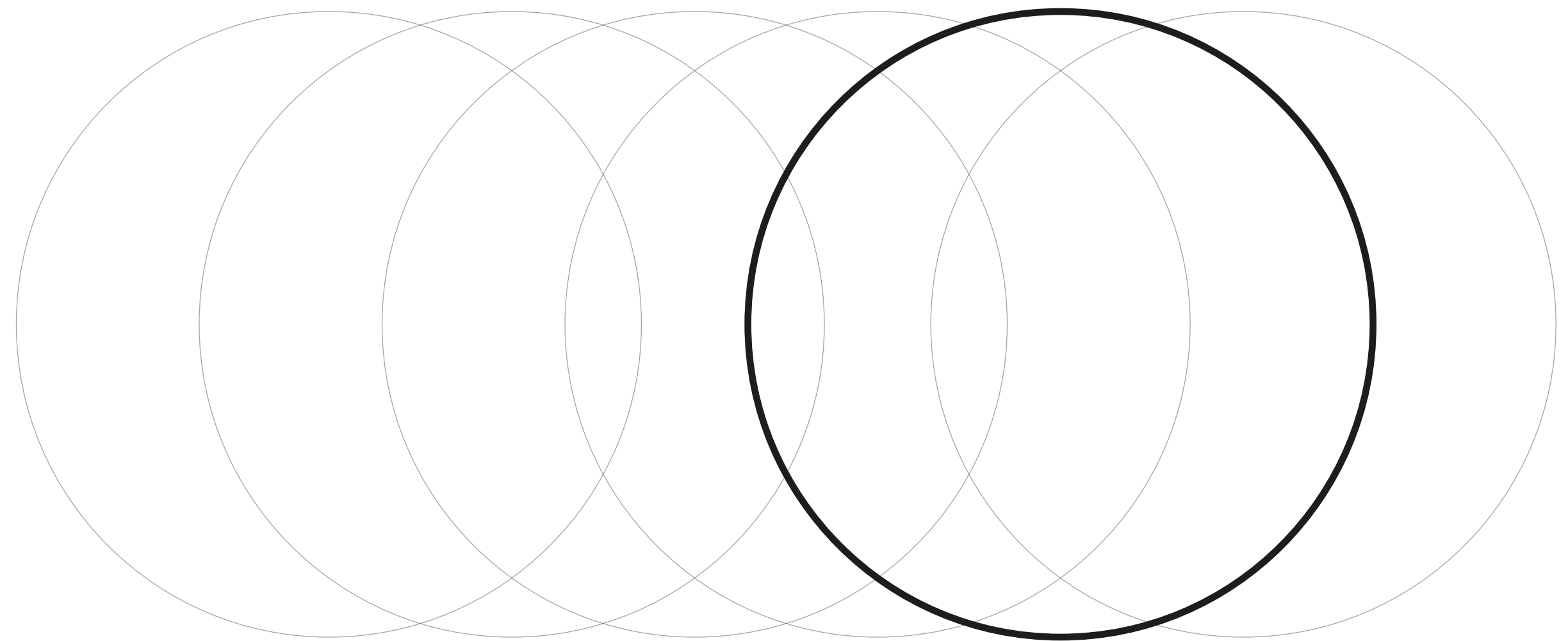
03 DESIGN

Visual Identity Presentation Meeting



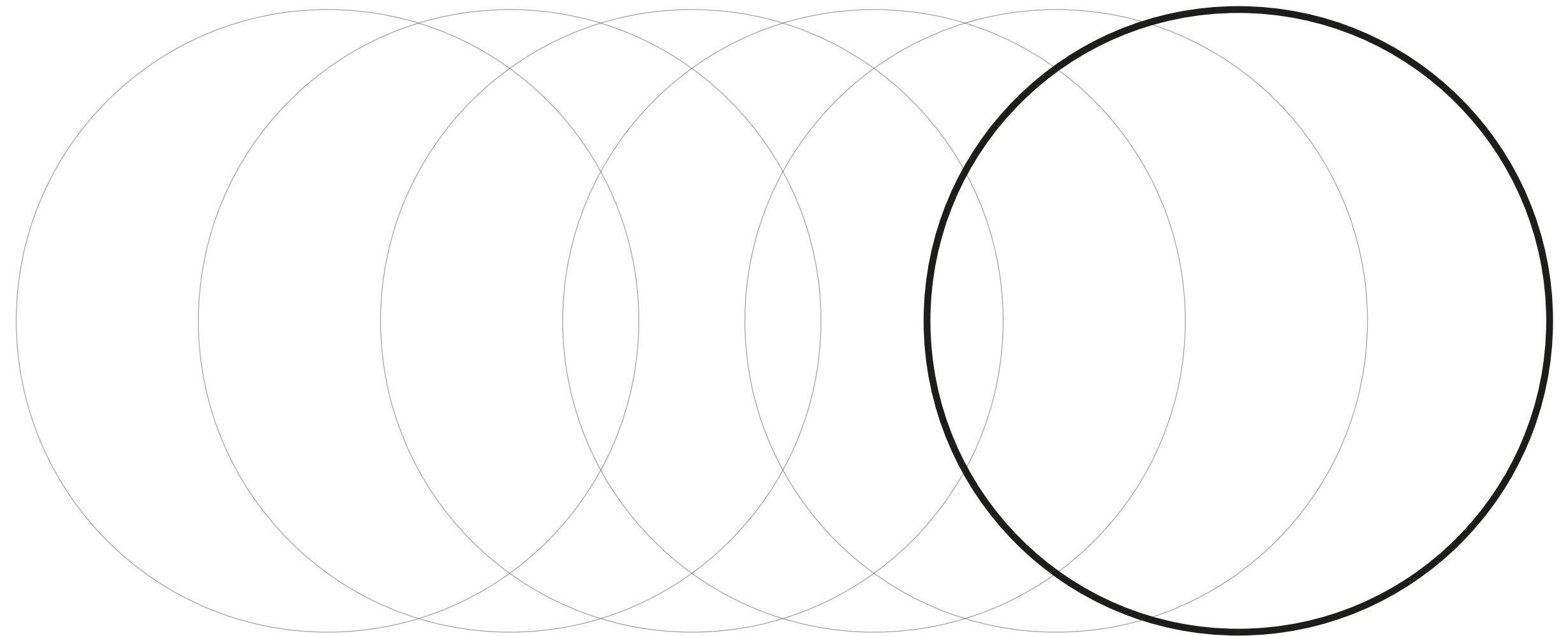
04 (STATIONERY)

Business Card
Letterhead
Envelopes
Folder



05 DELIVERY

Logo Package
Brand Identity Sheet
Identity Guidelines
Handoff Meeting



PROJECTS

DONERTIK

PARS AZARAKHSH

KVZAND

SLENDER

BAMAHAS

PARSPACK

ABNOOS DECOR

HILO

DOTLINE

MELKATO

LOGOFOLIO

DONERTIK

Service

Brand Identity, Packaging

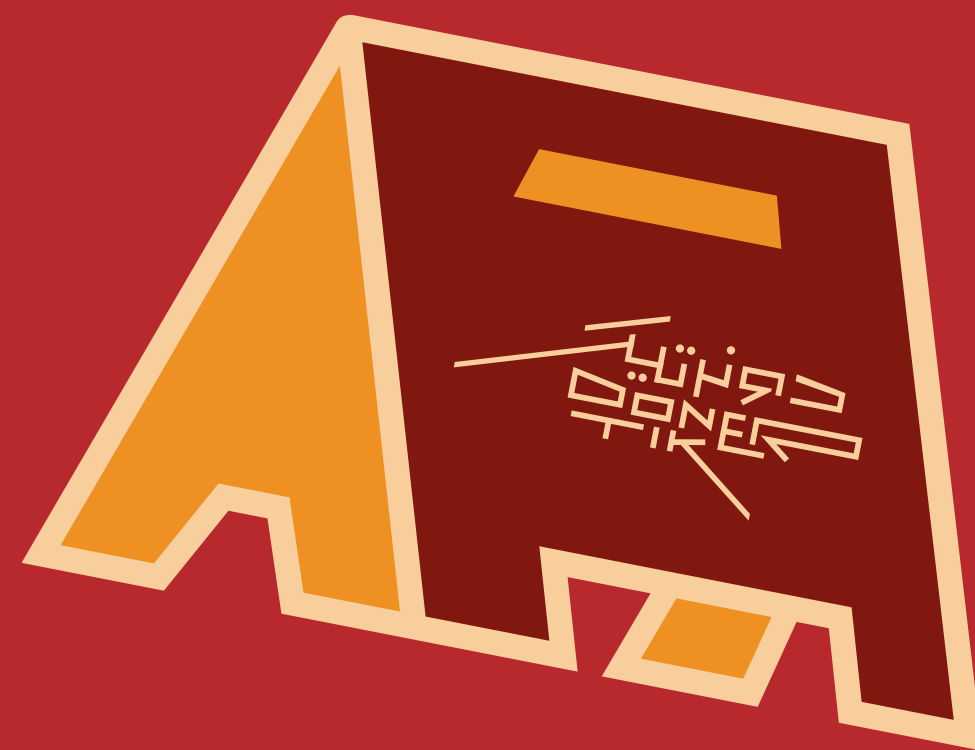
YEAR: 2023











PARS AZARAKHSH

Service

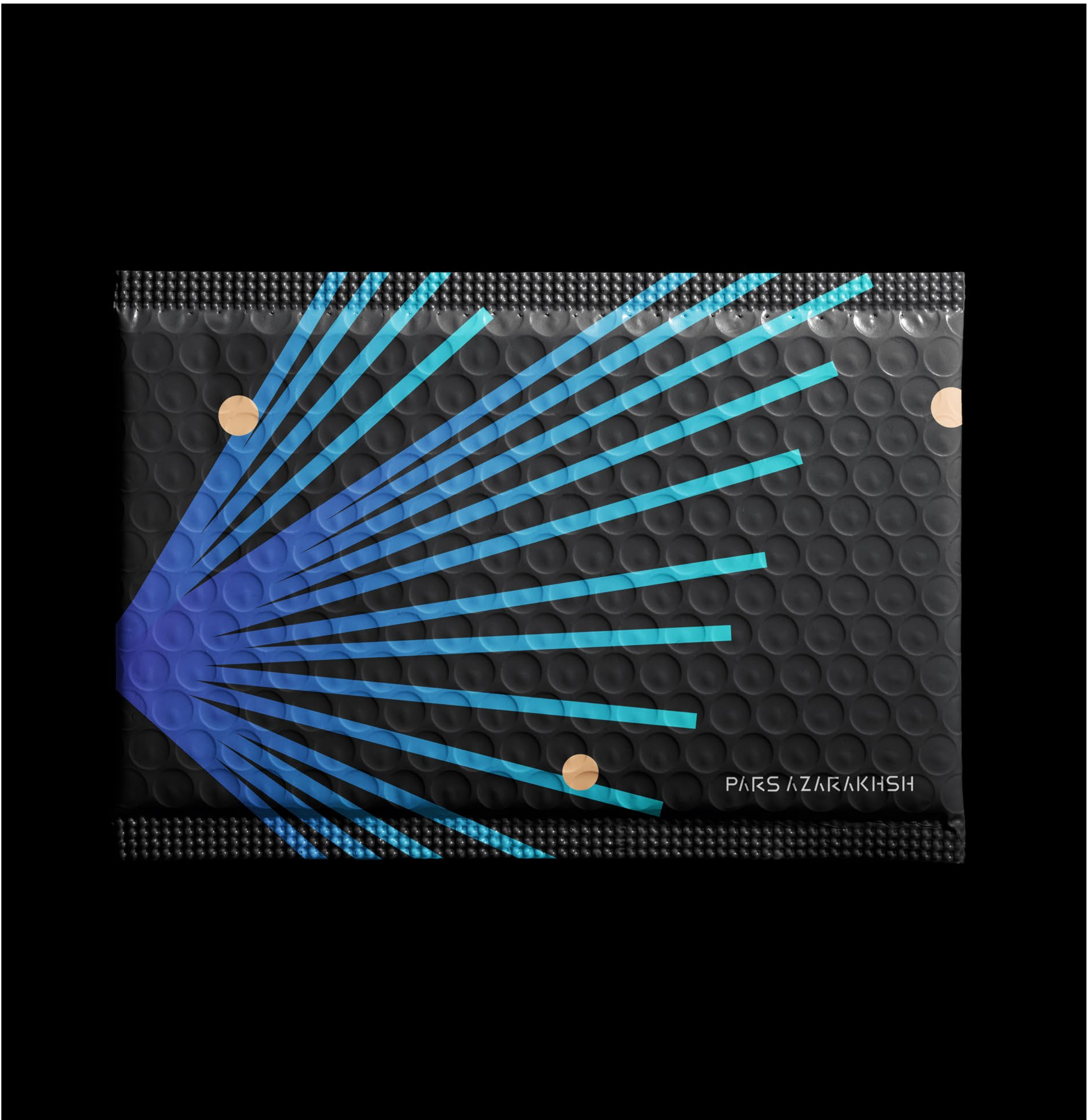
Brand Identity, Website, Motion Graphics

YEAR: 2023









KVZAND

Service

Brand Identity, Packaging

YEAR: 2022









SLENDER

Service

Brand Identity, Packaging

YEAR: 2023





SLENDER™

السلندر

ANOTHER QUALITY IN LAMINATE FLOORING

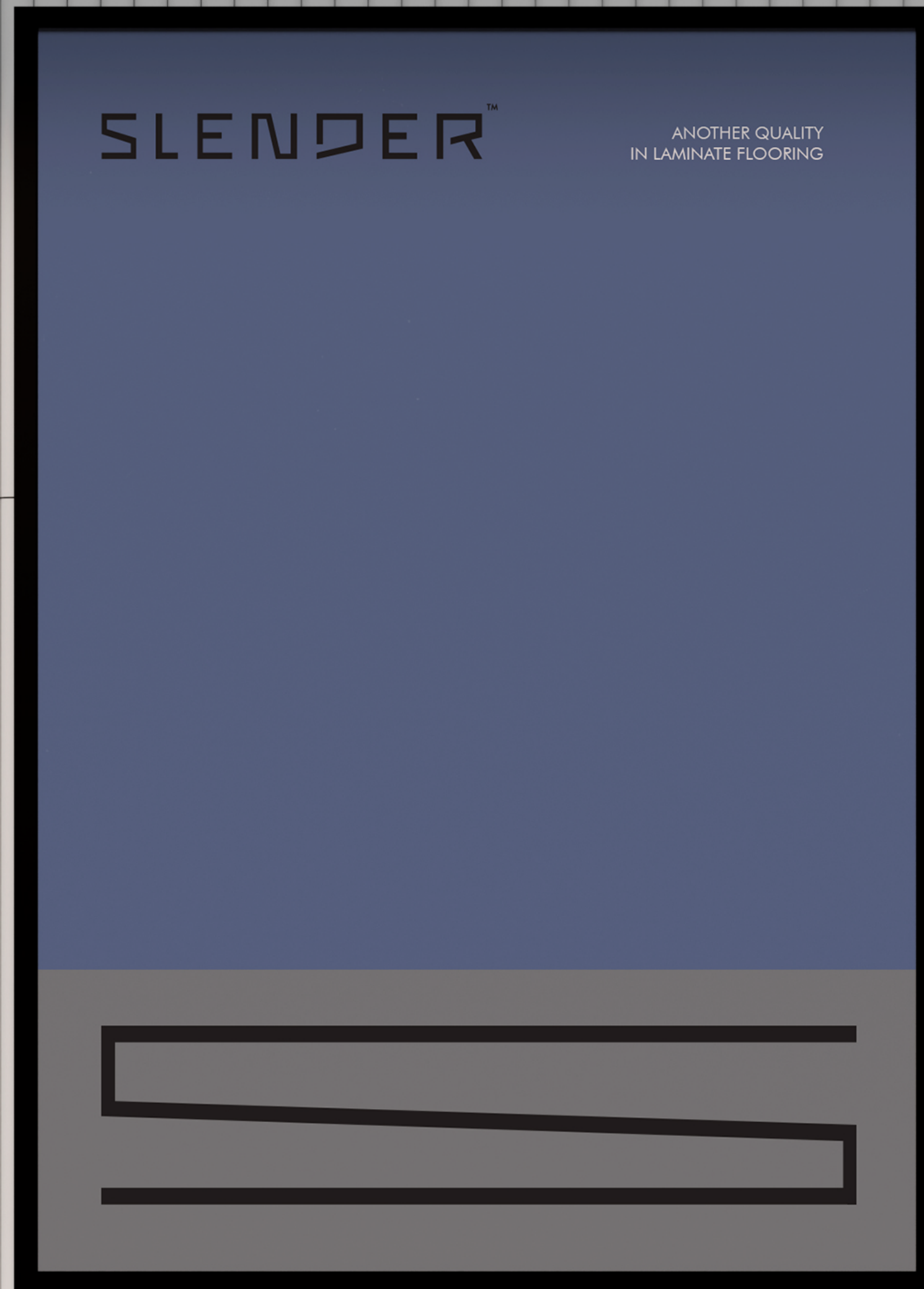
SLENDER™

ANOTHER QUALITY
IN LAMINATE FLOORING

السلندر

SLENDER™

ANOTHER QUALITY IN LAMINATE FLOORING





BAMAHAS

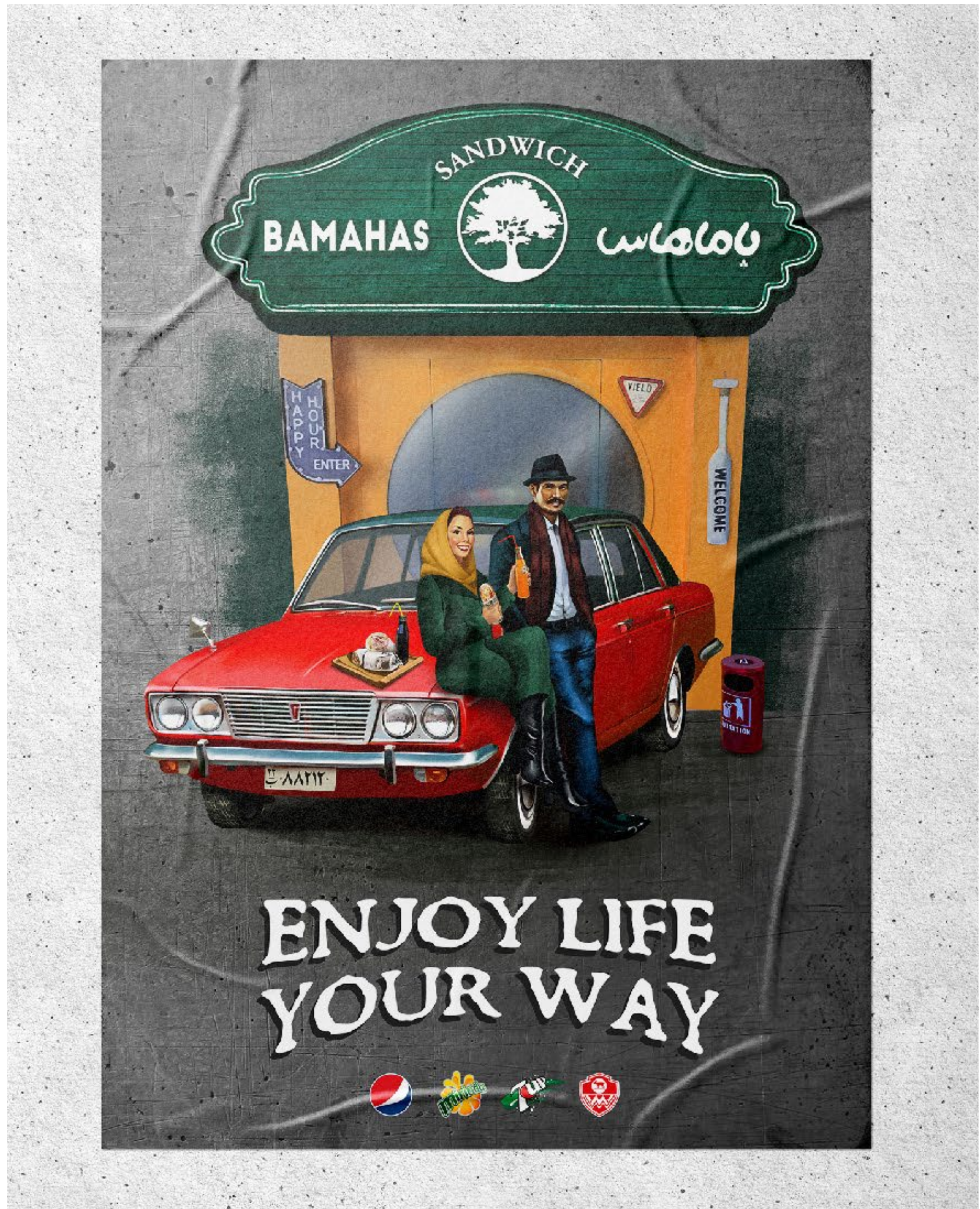
Service

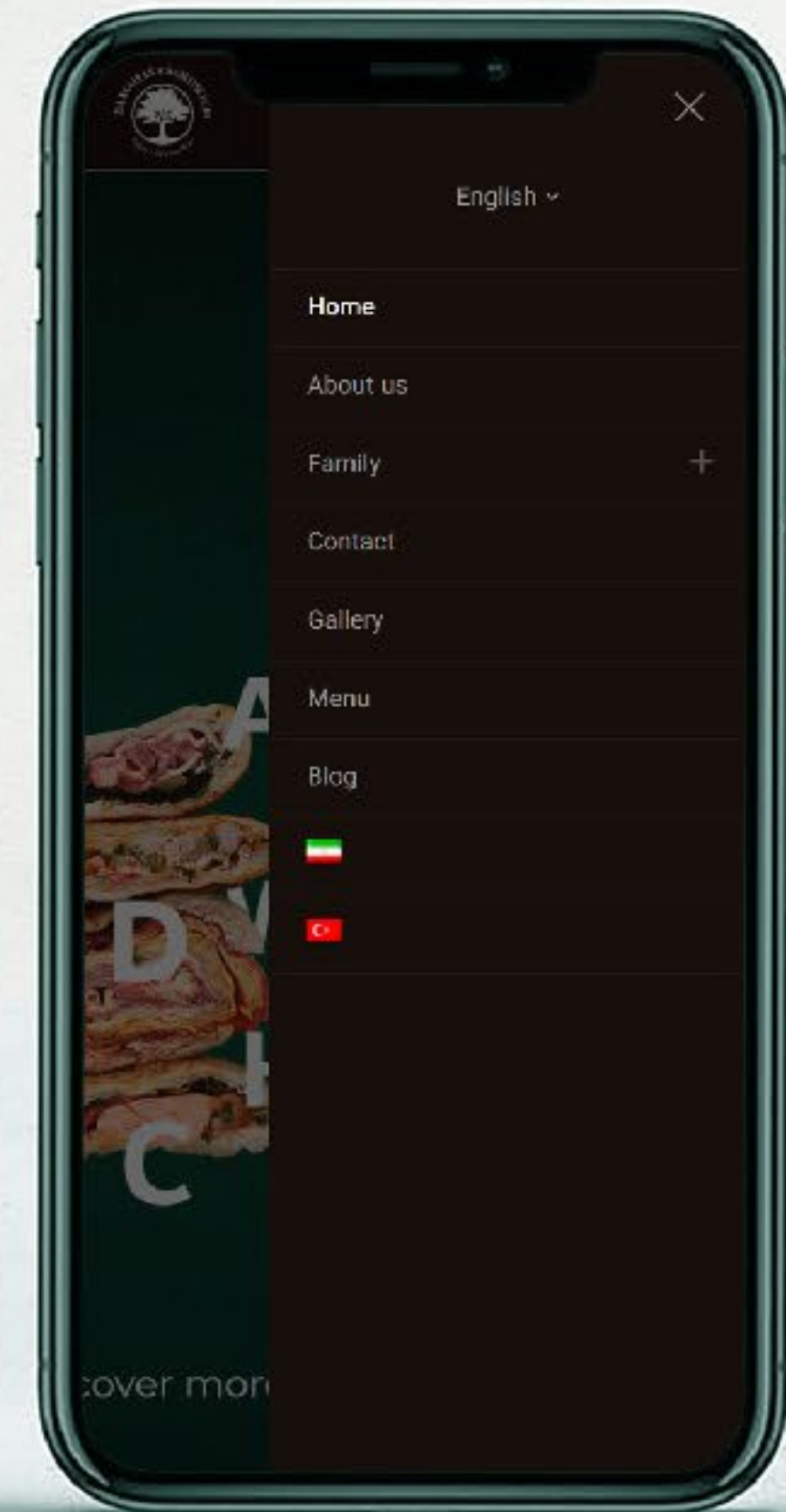
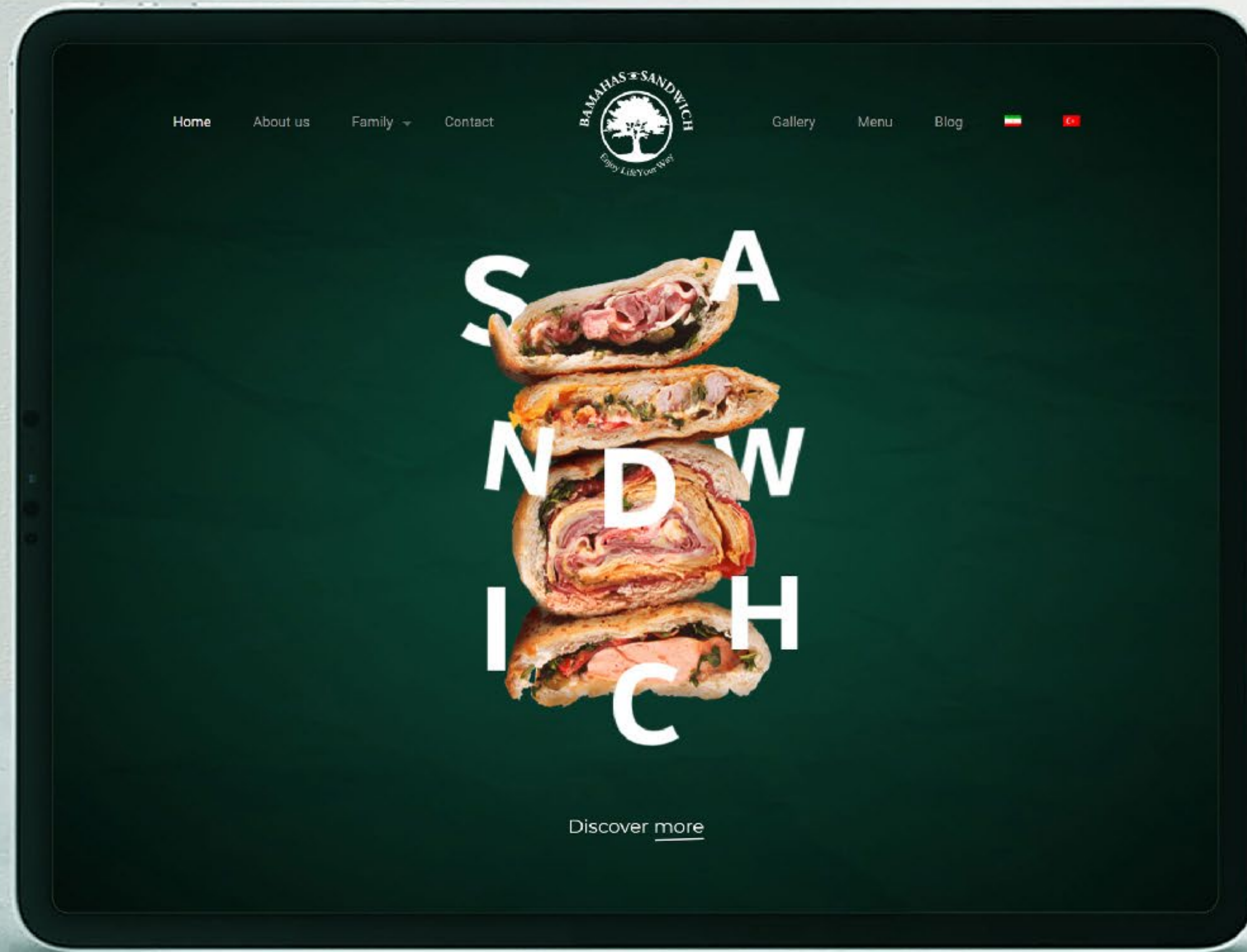
Brand Identity, Packaging

YEAR: 2020











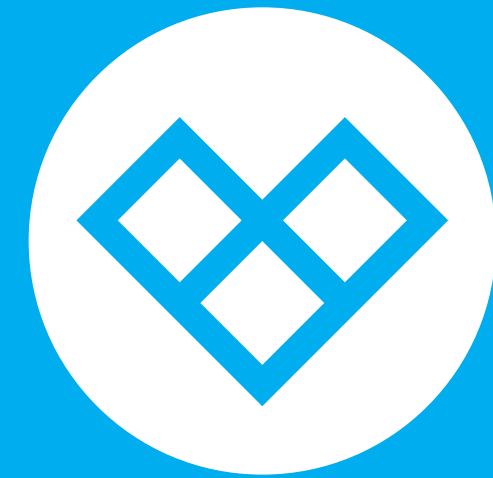
PARSPACK

Service

Brand Identity, Website, Illustration

YEAR: 2021

پار سپک
Pars Pack


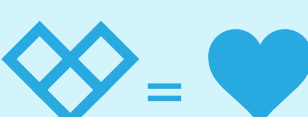




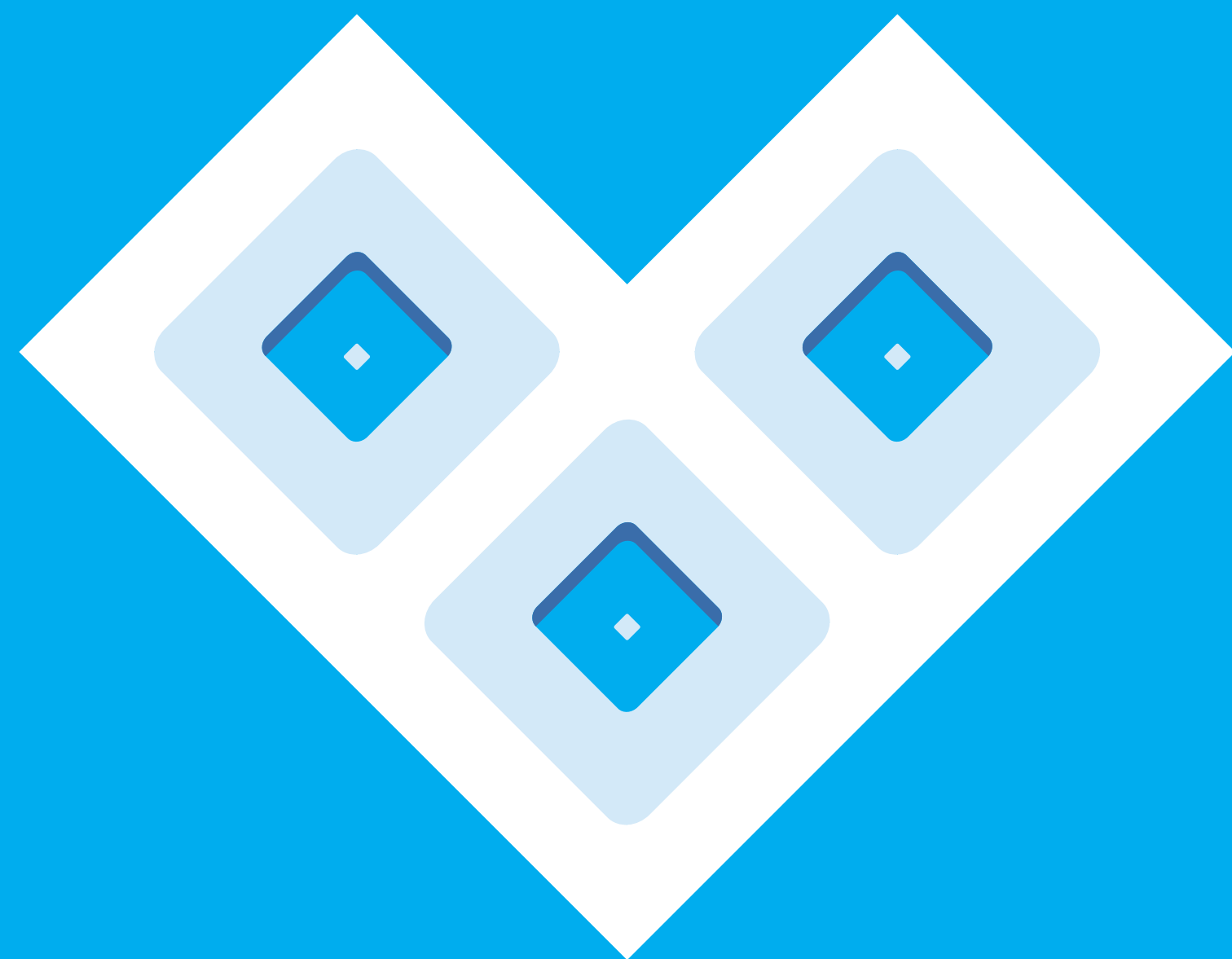
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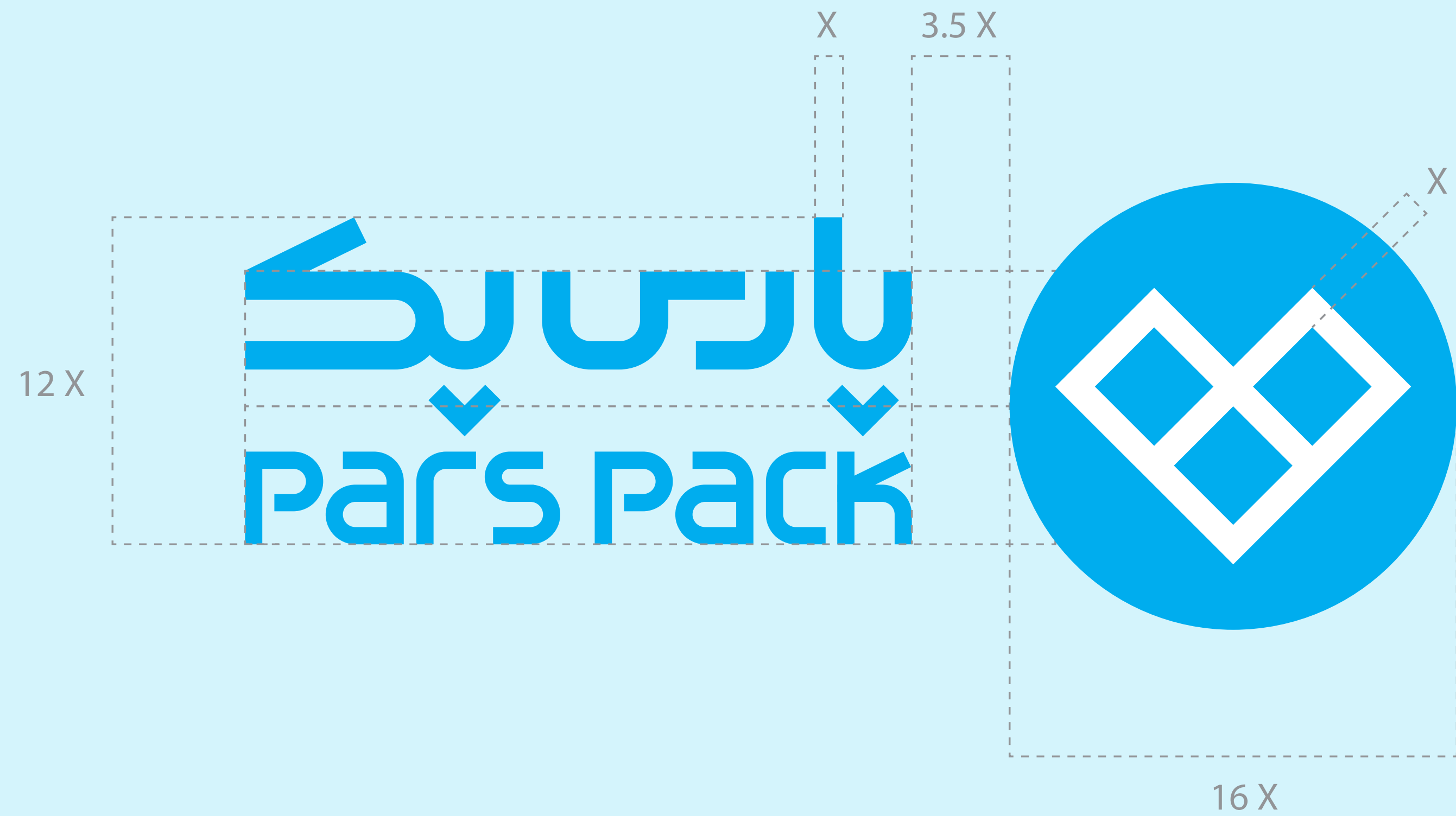


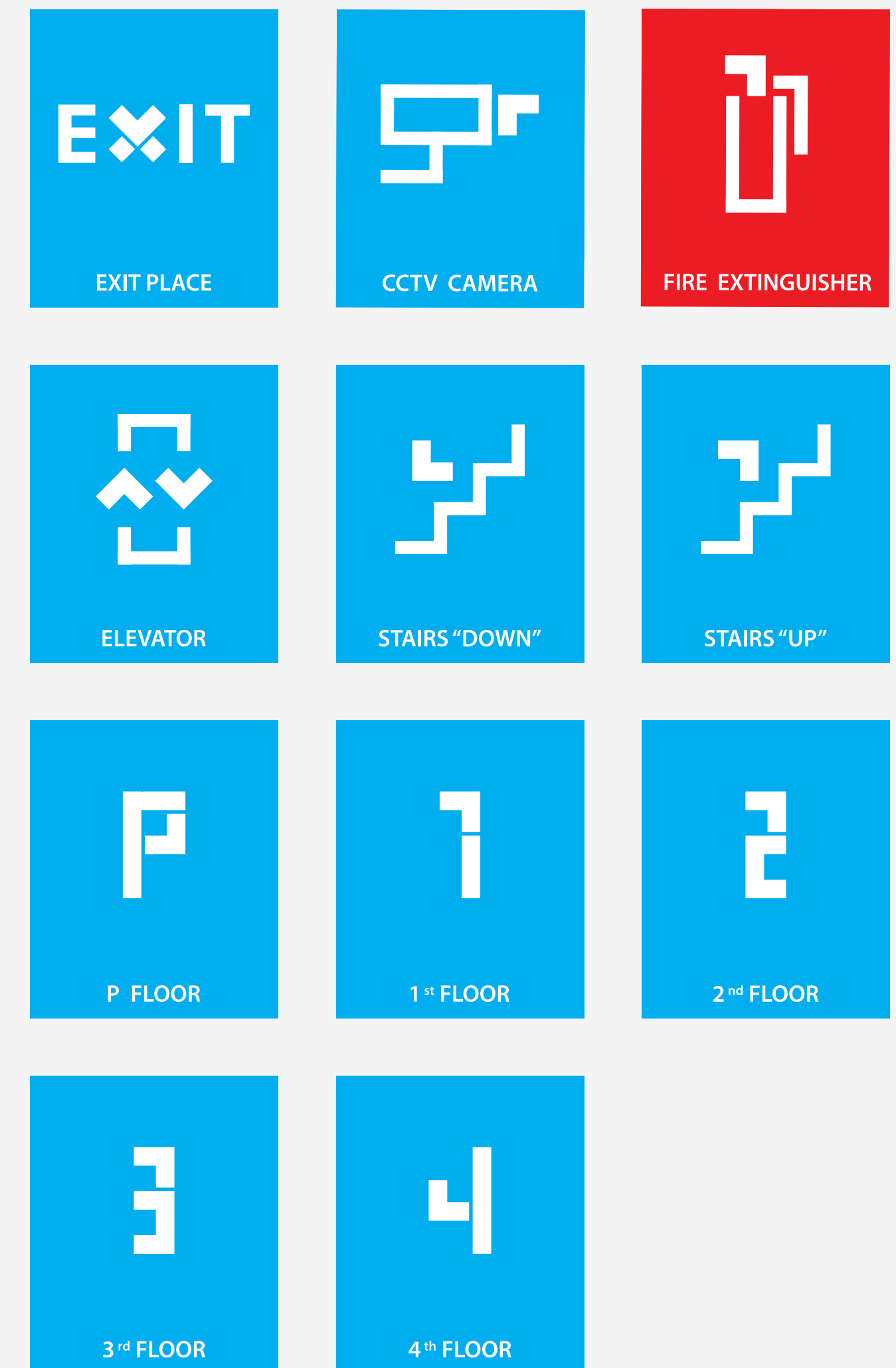
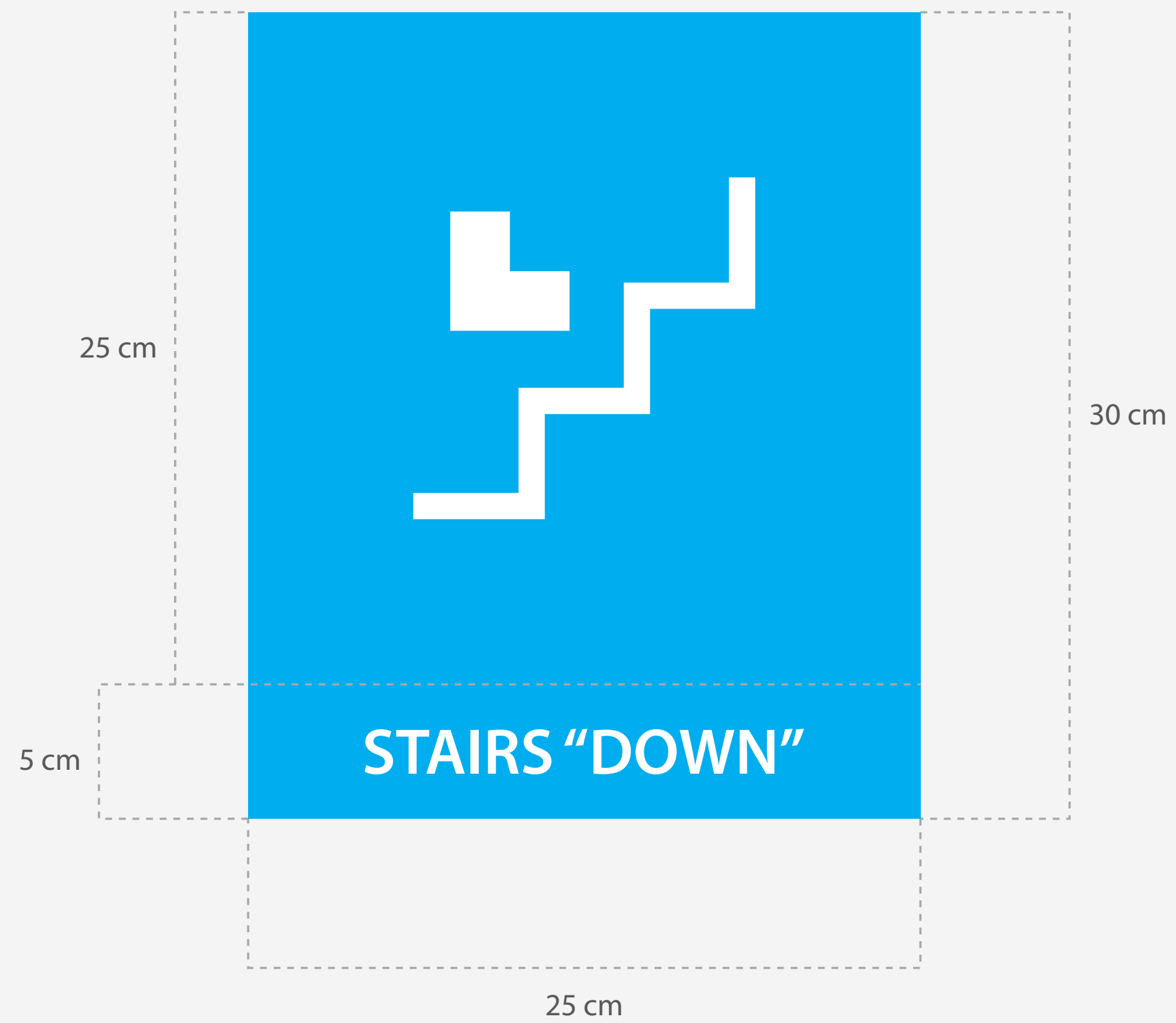
After

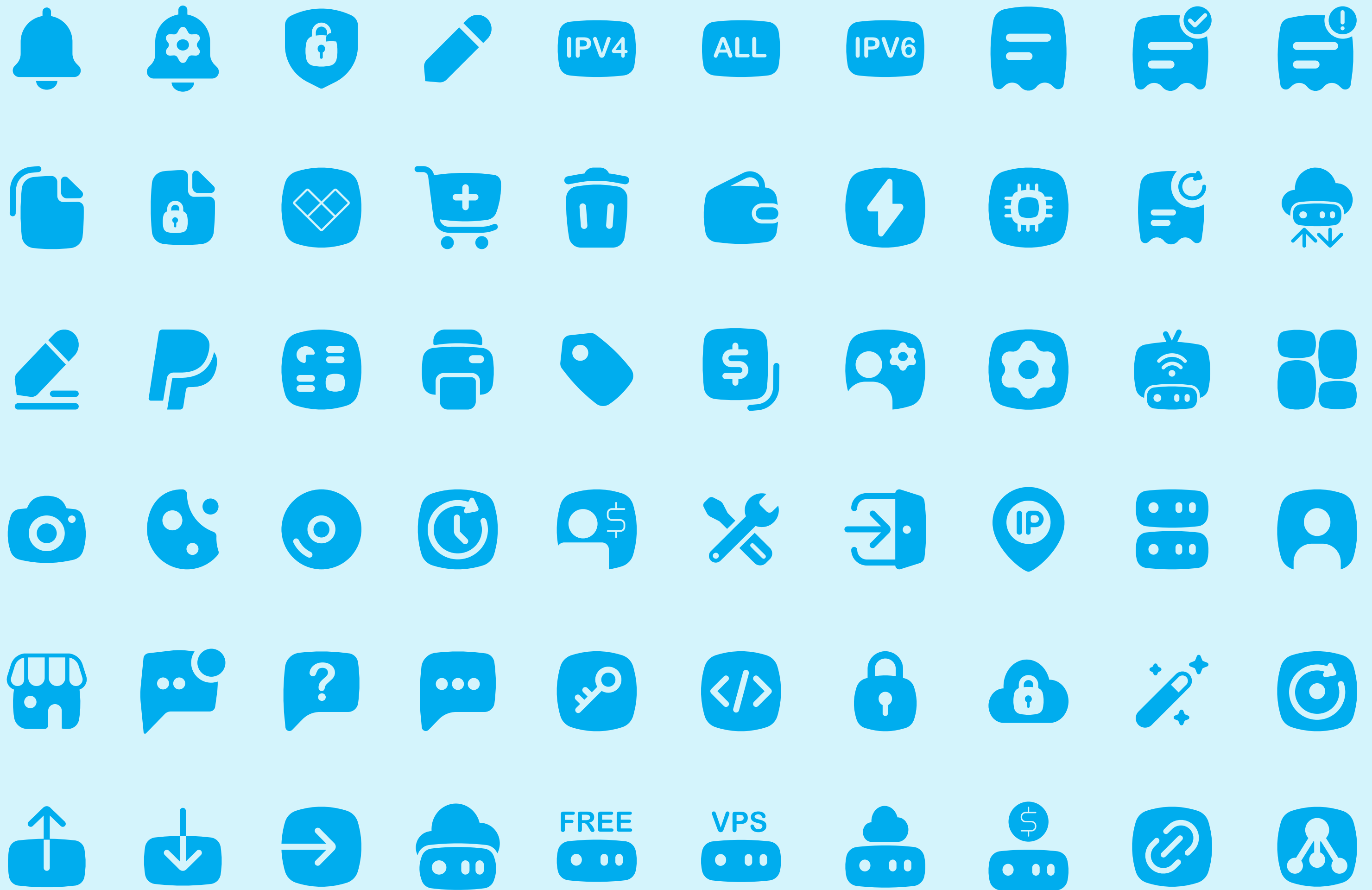
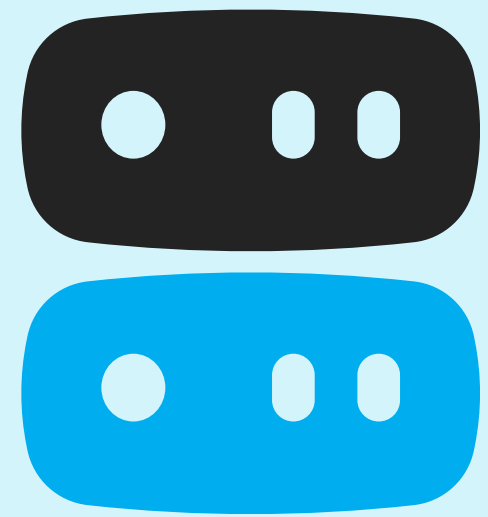


	PARS PACK		USER FRIENDLY
	POINT OF (P) IN PERSIAN ALPHABET		DATA & SERVER









ABNOOS DECOR

Service

Brand Identity, Packaging, Stationery

YEAR: 2023



ABNOOS DECOR



ABNOOS DECORTM
EST. 2022

Hadizadeh

آبنوس دکور



MELAMINE WOOD BOARDS



ABNOOS DECOR

EST. 2022

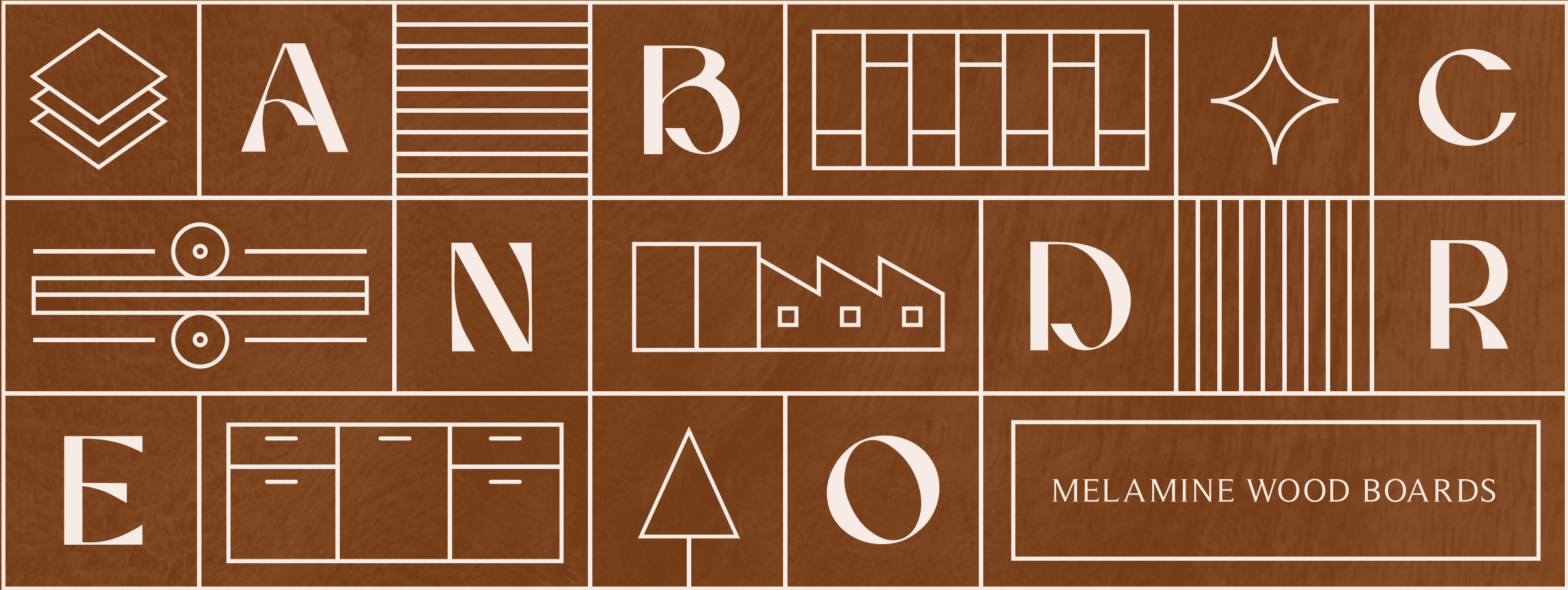


PARTICLE WOOD BOARD

www.abnoosdecor.com

Particle board, also known as chipboard or low-density fiberboard, is an engineered wood product manufactured from wood chips and a synthetic resin or other suitais pressed.

ABNOOS DECOR









HILO

Service

Brand Identity, Packaging

YEAR: 2020





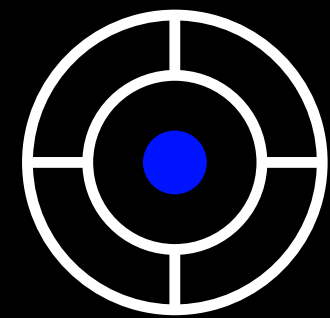


DOTLINE

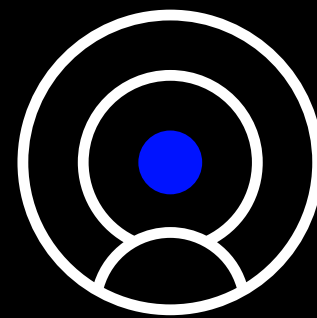
Service
Brand Identity

YEAR: 2023

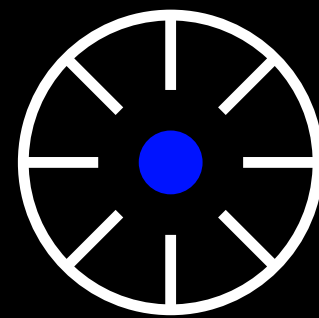




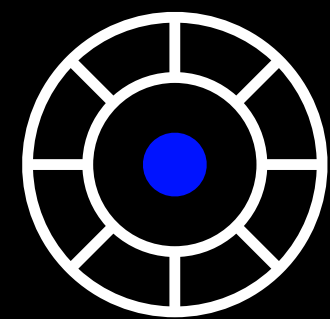
Strategy



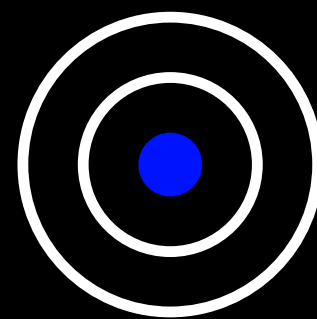
User Experience



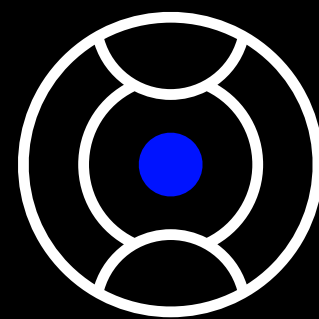
Design



Development



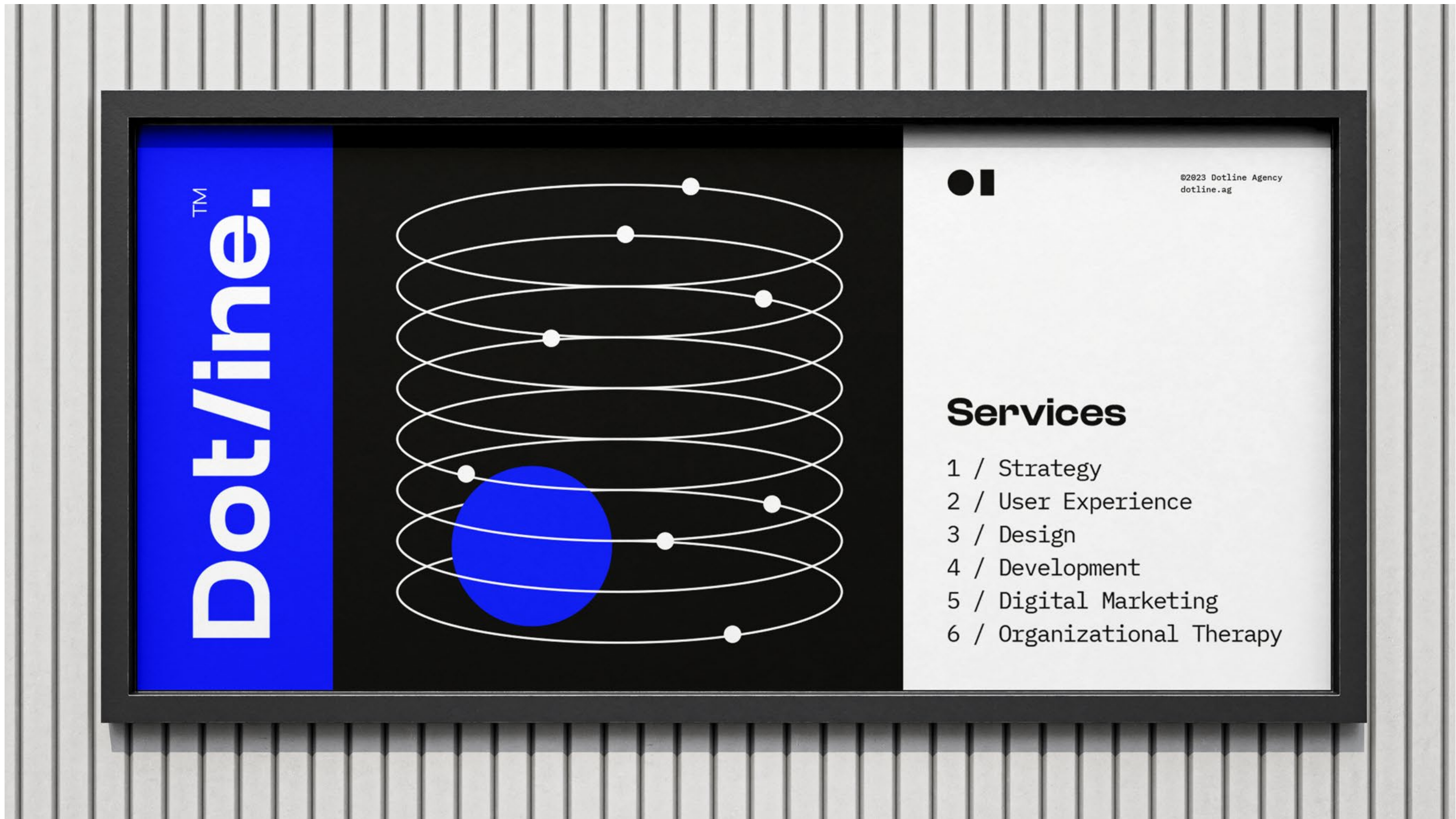
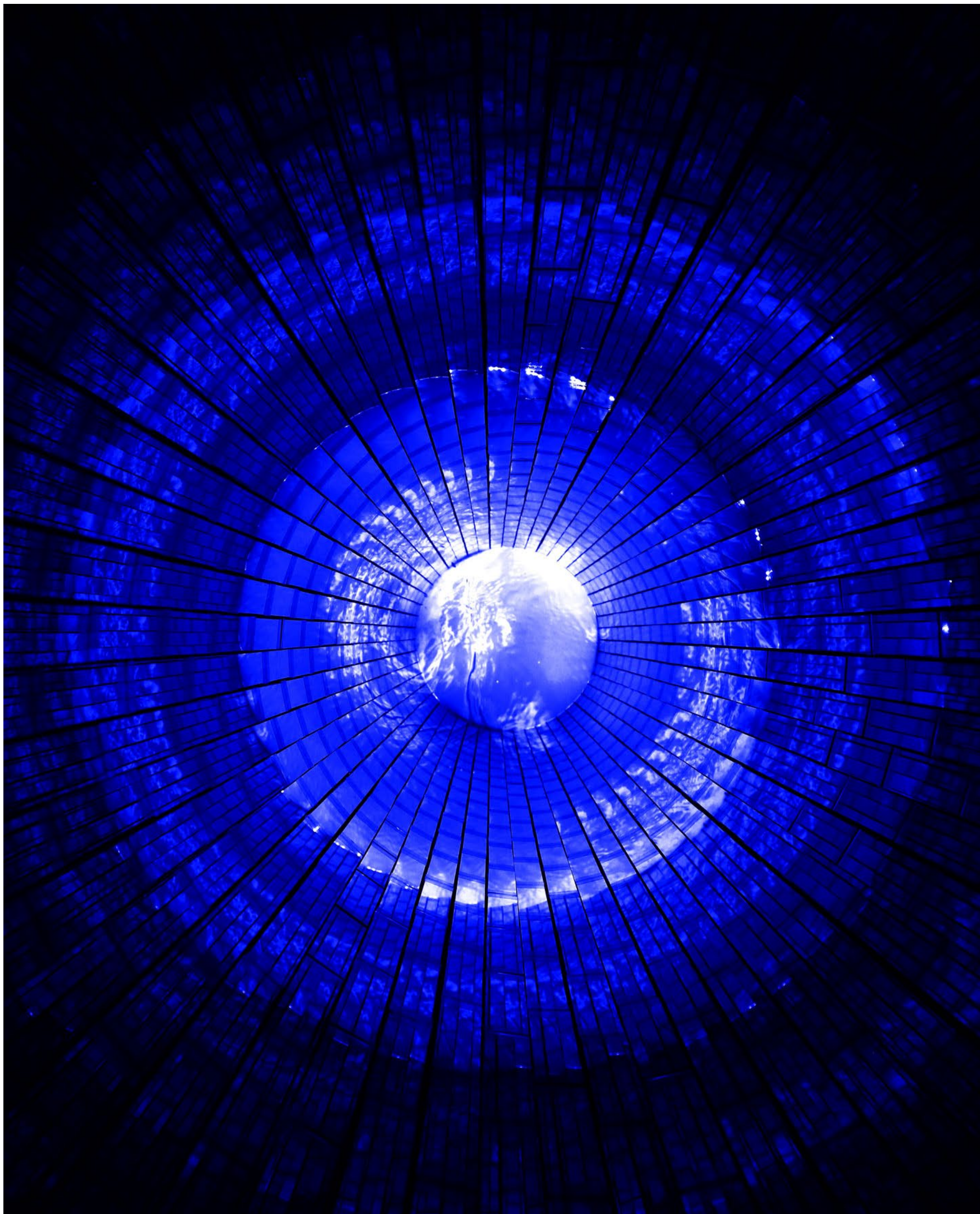
Digital Marketing



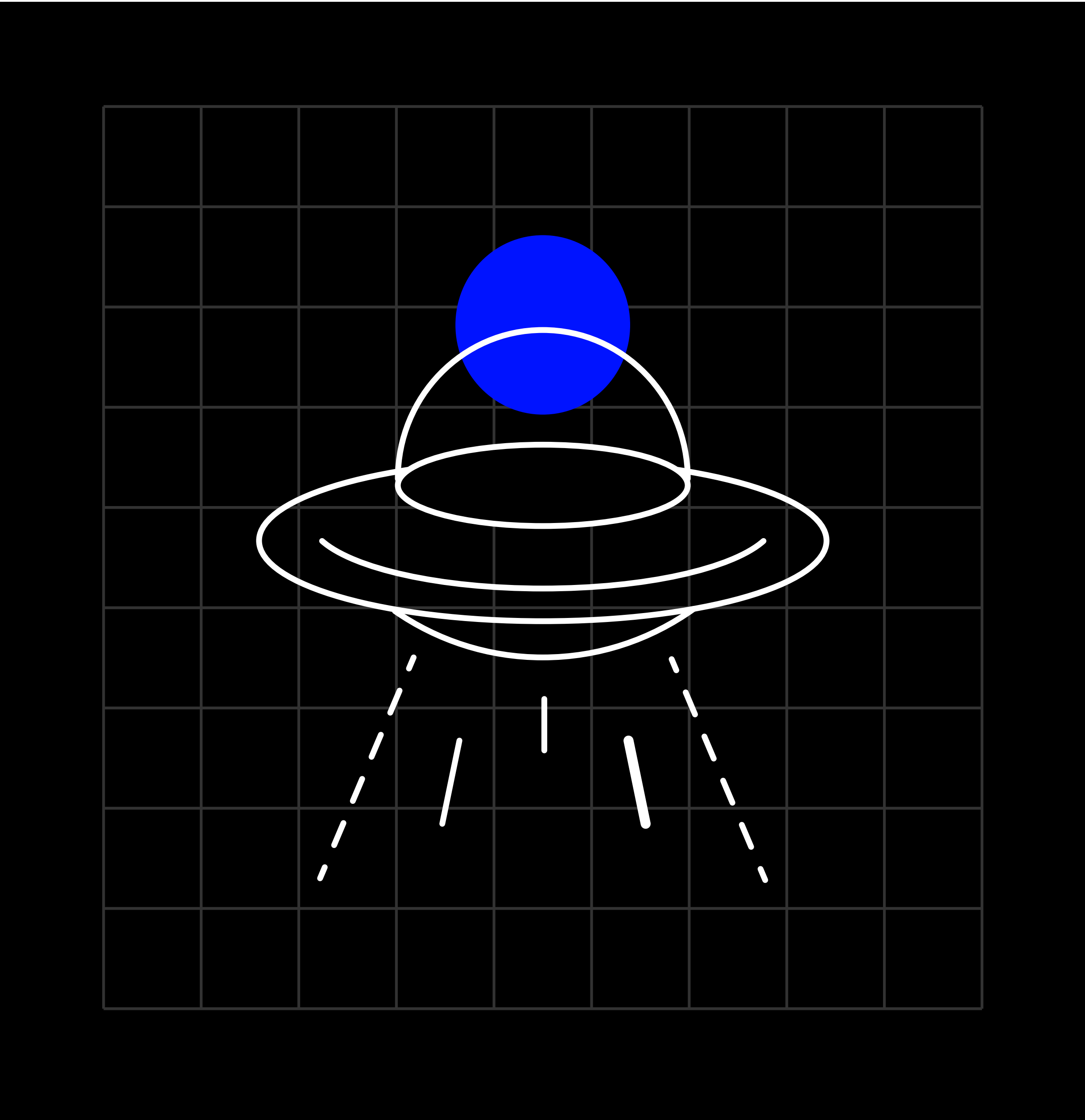
Organizational Therapy

Do it on line.

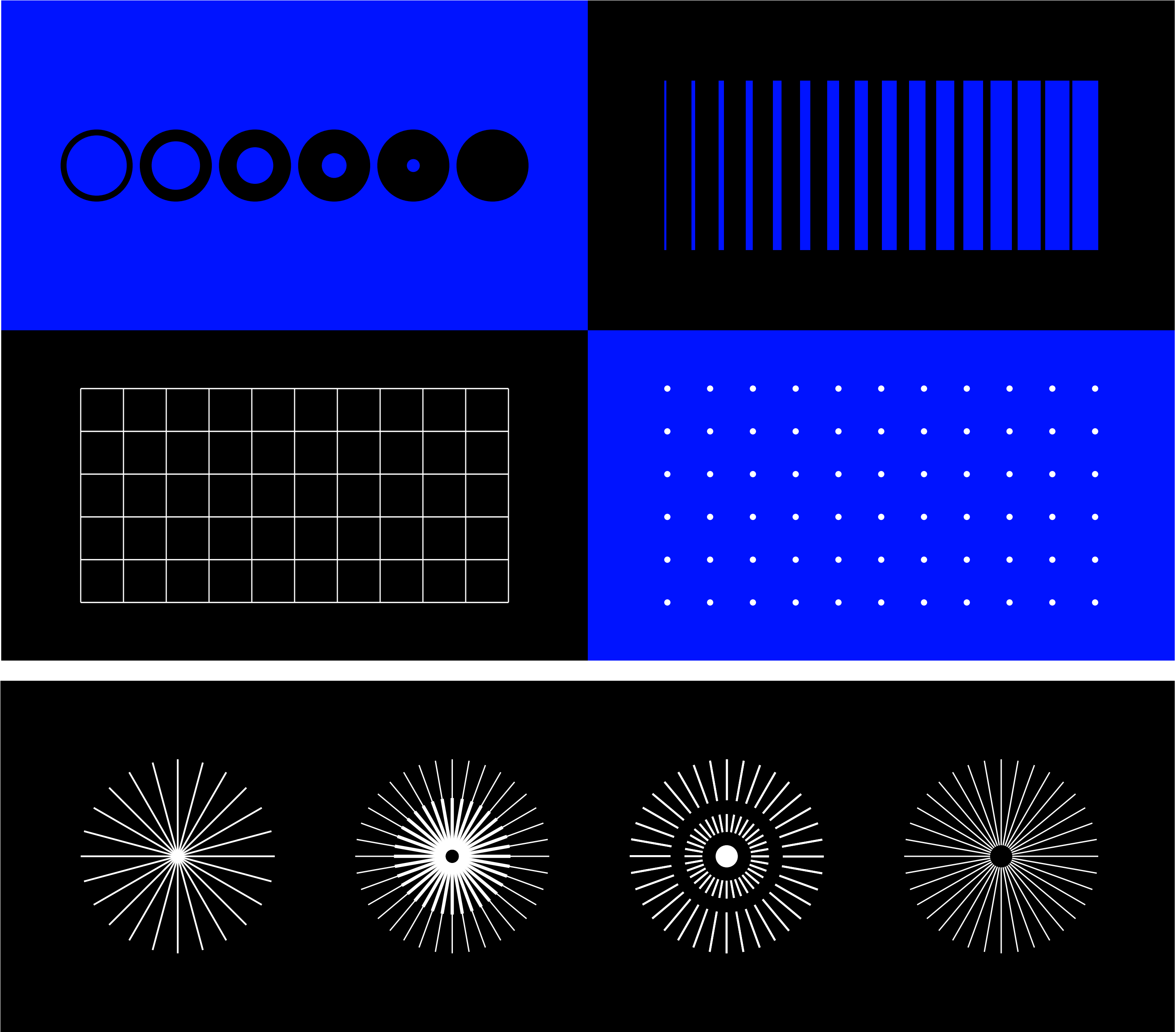
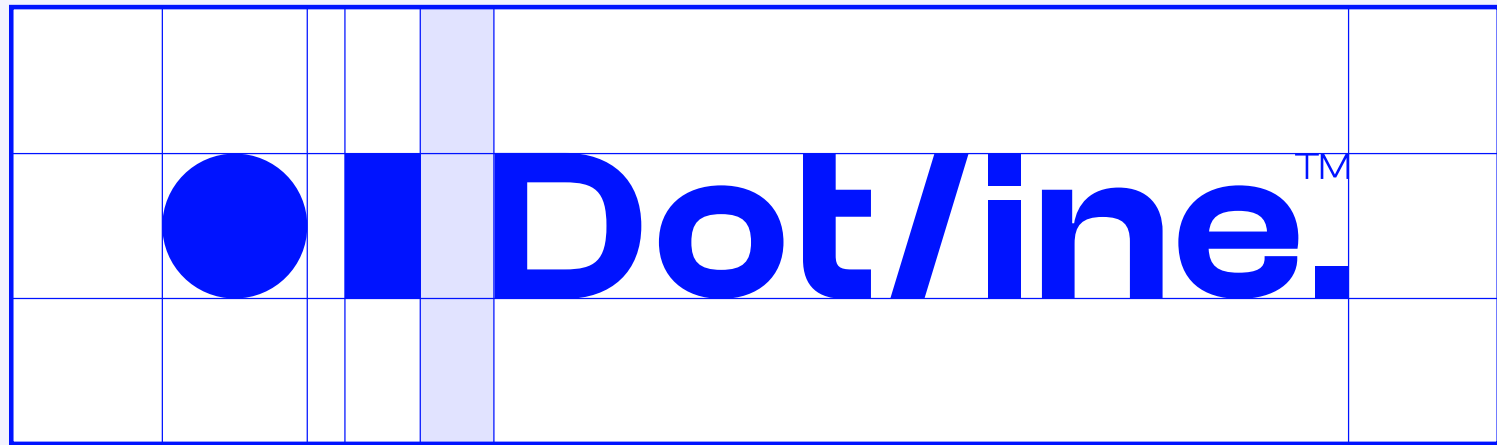
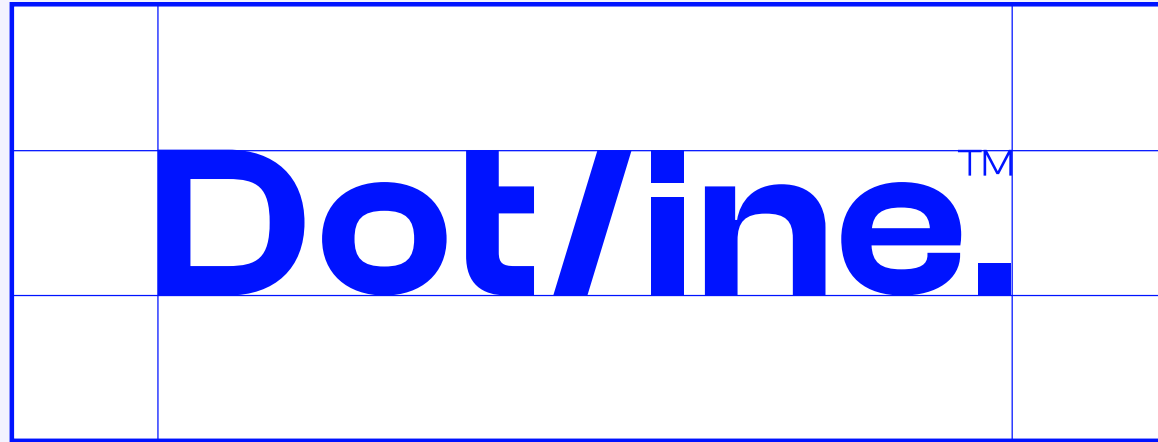
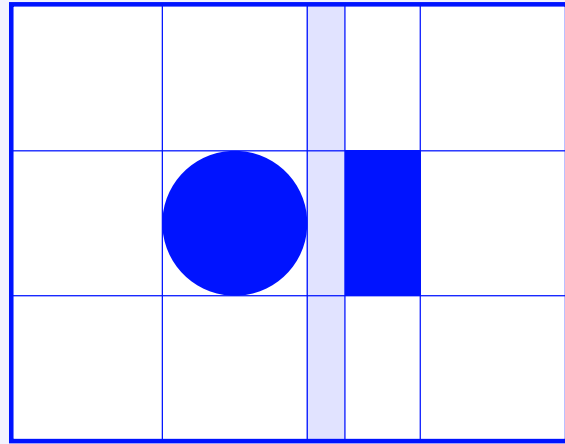




Problems are not stop signs,
they are **guidelines.**



Guidelines



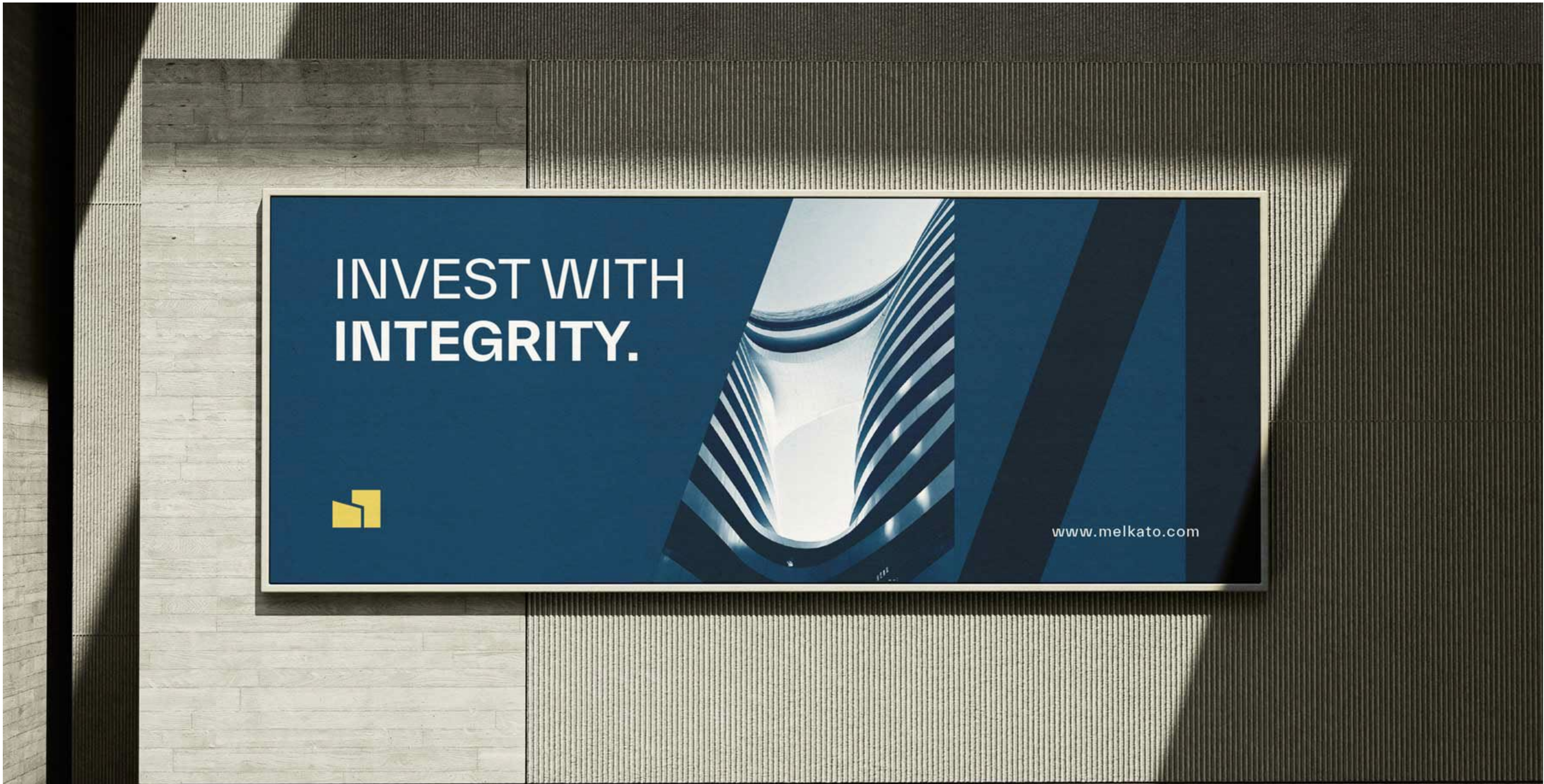
MELKATO

Service

Brand Identity,, Packaging

YEAR: 2023







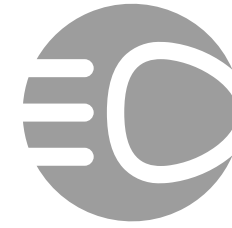


LOGOFOLIO



smartup

www.smartup.ir



HAMRAH MECHANIC

www.dersüdtiroler.at



www.dersüdtiroler.at



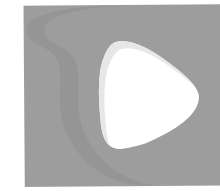
JAKOOB

www.jakoob.ir



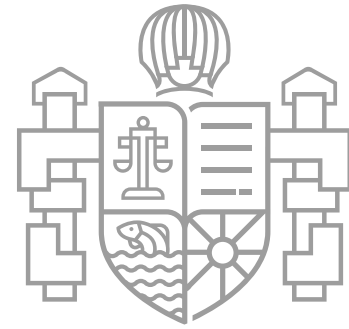
UNID
SOLUTIONS

unid-solutions.com



ZABAN.COM

www.zaban.com



ARAS JAMEE



EEW
Solar & Hydrogen

www.eew.solar



CANINE
BIOSCIENCES LTD

www.caninebio.co.ke



PICKOO
Alternative Food Delivery

www.pickoo.co.uk



MAHED



KALIBA

www.kaliba-reinigung.at

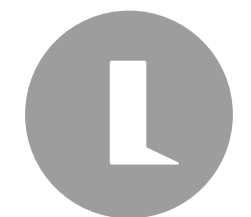
bit
COMMAND

www.bitcommand.com



ورپي برزت

www.hilofloor.com



OFFERLAND™

www.offerland.ca



STEEL AZIN

www.steelazin.com

DAMN
PLASTIC

www.damnplastic.com

CR
COLLECTION RUESCH

www.collection-ruesch.at

CONTACT

Have questions or inquiries? Feel free to reach out to us on the various ways listed below.

E: info@theflow.design

W: www.theflow.design

IG: [@we.theflow](https://www.instagram.com/we.theflow)

T: **0912 153 2311** (Amin Ghayouran)

THANK
YOU FOR YOUR
CONSIDERATION.