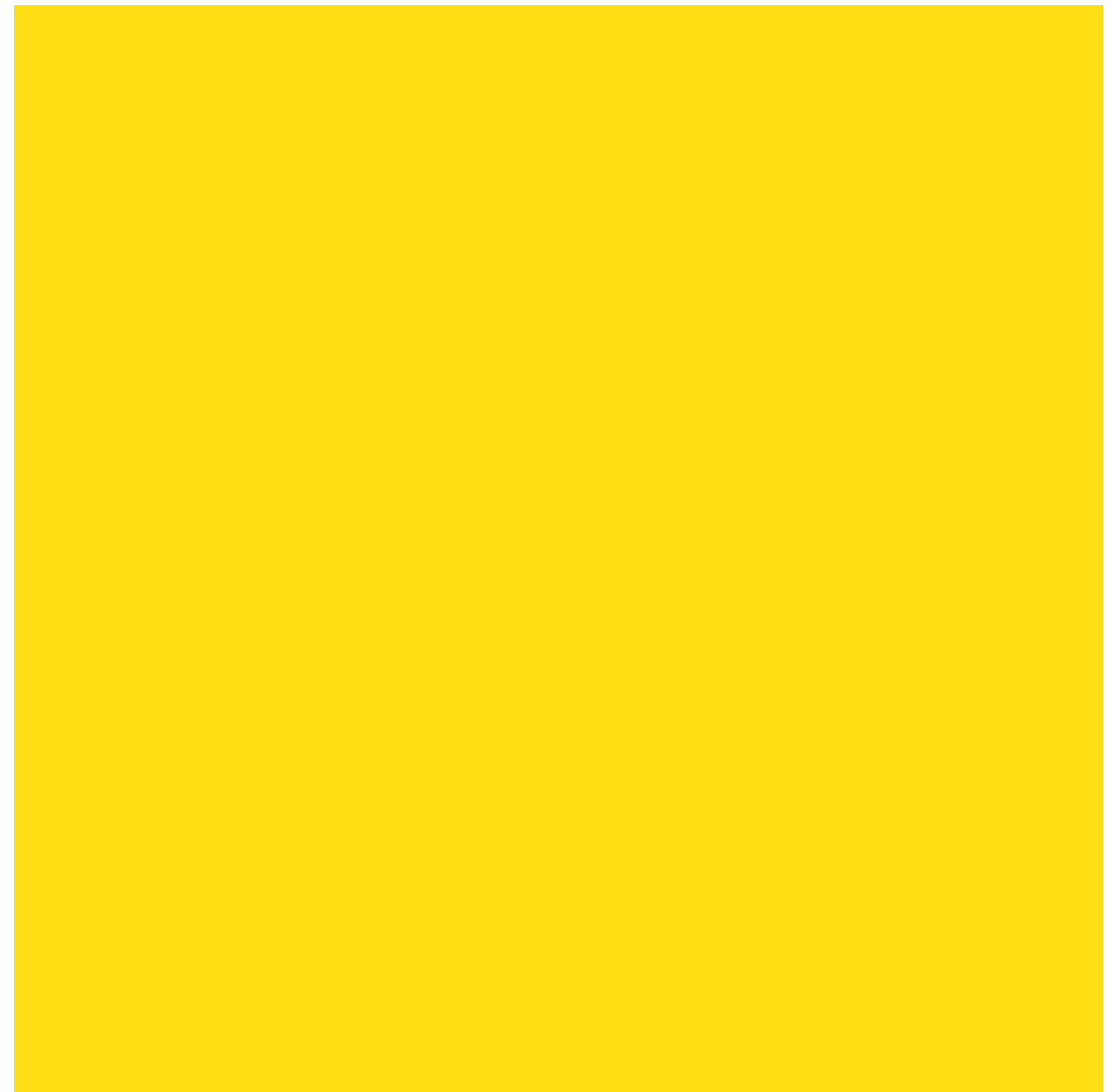


# Visual Design

Ali Noorani



This portfolio is for viewing only.

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# About me



Hi,  
**My name is Ali Noorani.**

I am a UX Designer with a MULTIDISCIPLINARY background in graphic design, television and journalism.

I am a great storyteller.

Here is one of my visual design case studies.



LINKEDIN

[https://linkedin.com/  
in/ali-noorani](https://linkedin.com/in/ali-noorani)



WEBSITE

[noorani.work](http://noorani.work)



EMAIL

[noorani.ali@gmail.com](mailto:noorani.ali@gmail.com)



MOBILE

[\(437\)376-2444](tel:(437)376-2444)

# Project:

LOGO & STATIONERY SET DESIGN  
FOR IDEH HUB

# Branding for Crowdfunding

By: Ali Noorani

Id<sup>E</sup> HUB

*hub*

**ide hub**

Id<sup>E</sup> HUB

*hub*

ide hub

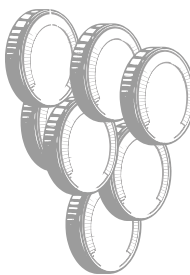
**IDE HUB**

***ide* **HUB****

ide hub

**IDE HUE**

Id<sup>E</sup> HUB



*ide hub*

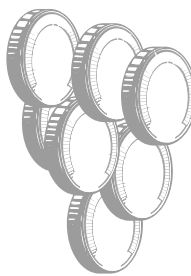
Id<sup>E</sup> HUB

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idEe

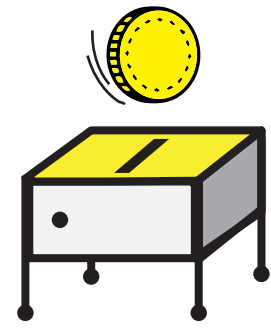
*hub*

HUB



idEe

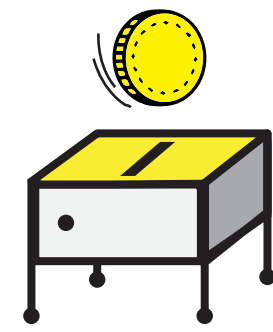
*hub*



# Goal

Create an original, stylish, and memorable brand identity for Ideh Hub crowdfunding company.

\*Ideh in Persian is a loan word meaning idea.



# Company profile

IDEH HUB is a boutique startup consultancy platform providing leading-edge advisory services to the Iranian startup ecosystem.

## **Functions**

- Procures insights from industry research and financial analysis to help companies
- Helps startups capture new opportunities to achieve profitable growth.
- Supports the local business community in establishing sustainable startups

To understand what direction the brand should take, I consulted the company and brainstormed the main attributes they were looking for. We came up with the following keywords.

# Brand attributes

- trustworthy
- committed
- discipline
- cool
- honest

The central idea of the logo that I made comes from combining its two parts, “idea” and “hub” and compressing the repetitive H in the middle in a way that makes it stand out. It is easier on the eye yet unique and memorable.

The journey starts with the dot on the “i”.

Here, the sans-serif IDEH features a more vibrant style reminiscent of the unlimited nature of ideation.

The logo consists of the word "idei" in a lowercase, green, sans-serif font. The letter 'i' has a distinct dot above it. The 'd' and 'e' are connected, and the 'i' and 'd' are also connected. The 'H' is integrated into the 'e' and 'i' in a way that makes it stand out. The logo is set against a solid yellow background.

The design then reaches its turning point when crossing to the HUB's more official and disciplined atmosphere: more stable, trustworthy and result-driven.

A space has been added between the two halves to give the eye a rest to absorb the crossover.

HUB is the more serious side of the project. The serif font shows the official and legal aspect. It is clean and concise.



IUB.



# ide@HUB.

ide@HUB.

The dot on the left started a bit off, with the effort to find investment and has now matured and came to fruition. In fact, the work is done now.

Period.

# idef IUB.

In this timeless logo, colors have been carefully picked to convey intelligence, thoughtfulness, creativity, and a modern vibe.



ideahub.

*idea* shines like a light bulb.

*hub* captures and anchors it.

The company also needed an independent monogram that would complement its logotype and brand message.

I focused on the initials of Ideh & Hub.

From early on, the bridge on the *H* and the figure-like shape of *i* presented potential for exploration.

And came up with...

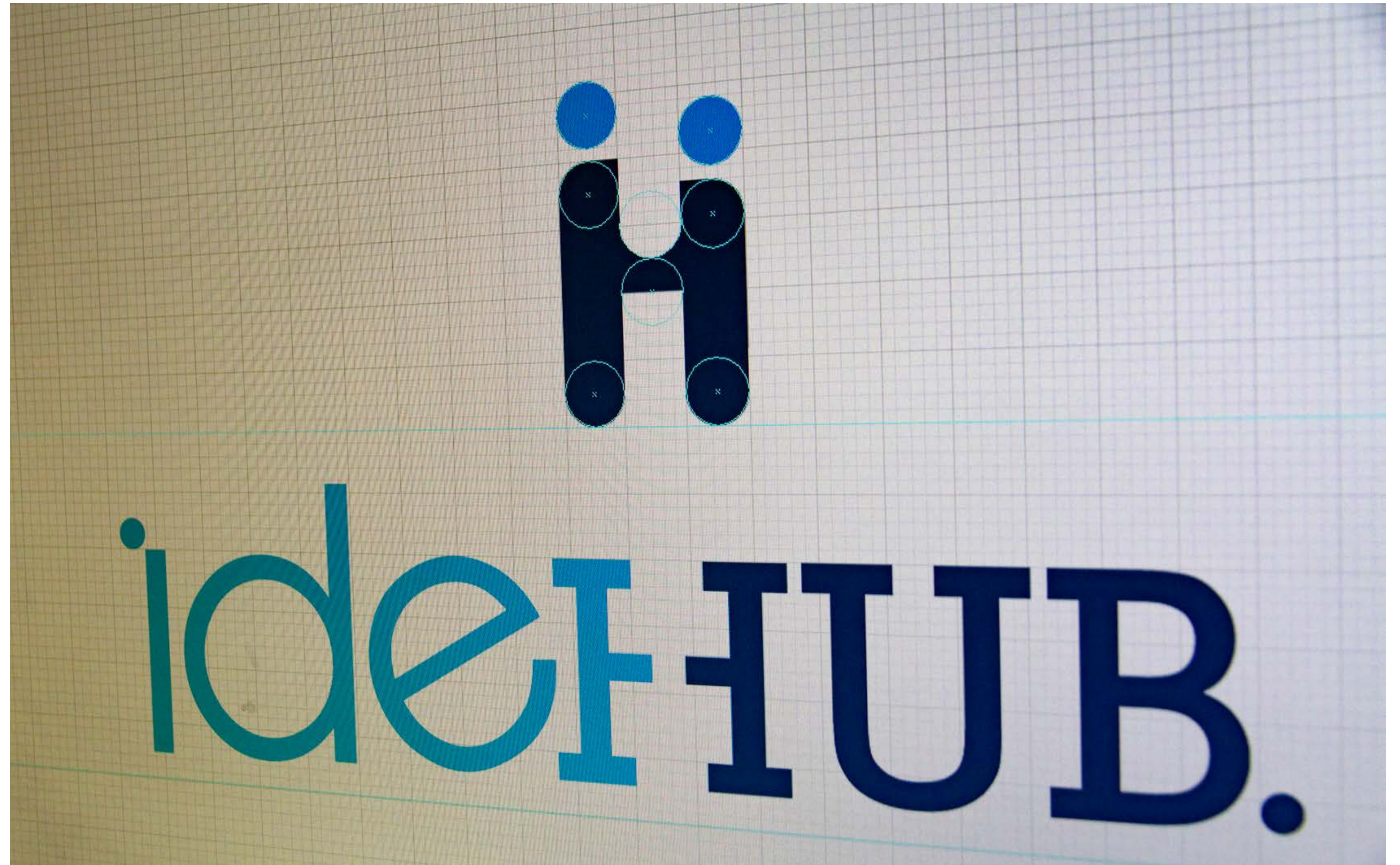
**3 designs**







And chose this version  
as the final.





# A monogram that goes beyond initials...

- designed as a meaningful symbol
- directly connected to crowdfunding and human networks
- the two figures are interacting and connecting
- can be seen as shaking hands or exchanging something, like attracting investment or sharing ideas



# All about ideas...

- Colors remind viewer of the logotype
- The heads of two human figures, are lit up with ideas, as with the “ideh” in the logotype.
- People’s minds are connected through the bridge of Hub.

This monogram can be used in all kinds of places at all sizes, where use of logotype may not be suitable.





# Preview





The use of color conveys intelligence, thoughtfulness, creativity, and modern vibes.

The color palette is based on dark blue and gray, which inspire thoughtfulness, smartness, trust, and calmness.

It is invigorated and completed with two shades of sky blue and yellow.





# Business card



# Envelopes

I intentionally minimized design on the envelopes to keep as much space as possible for writing.





# Thank you



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A LAUNCHPAD *for*  
**GREAT IDEAS**  
WWW.IDEHUB.IR





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