GRAPHIC DESIGN

JR Arash | Jr-Arash

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+98 902109269	www.jr-Arash.ir	

- •product catalogs include:
- •digital e-catalogs
- •printed catalogs
- •web catalogs
- •printed catalogs
- •virtual catalogs

What is Catalog Desing?

A catalog is a visual design product that shows potential clients your products or services.

Prepared by

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Jr-Arash

What is the format of catalog?

Catalogs are created using digital tools, and today most companies use only digital means to distribute and promote their documents.
A digital catalog is usually created in the PDF format, for fast and easy delivery to customers.

8.5 x 11. The #1 most popular size for a catalog is the standard 8.5 x 11. This size gives designers enough space to fill your catalog with details and images of your products.

table of content

05 page
Logo Design

20 page
Print Template Design

Lorem ipsum can be helpful during the early stages of the product design process, but once you move to mid- or even high-fidelity design, you should practice content-first design. Lorem ipsum can be helpful during the early stages of the product design process, but once you move to mid- or even high-fidelity design, you should practice content-first design.

001

logo identity

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LOGO

logo design

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Logo Identity

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Summary

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logo concept

JR Arash	JR Arash	JR Arash	JR Arash
Final Part	Part 3	Part 2	Part 1

black color

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002

logo making & cleasrspace

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Logo Identity

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Select Style

Select Name

JR Arash

Final Part

Summary

Lorem ipsum can be helpful during the early stages of the product design process, but once you move to mid- or even high-fidelity design, you should pract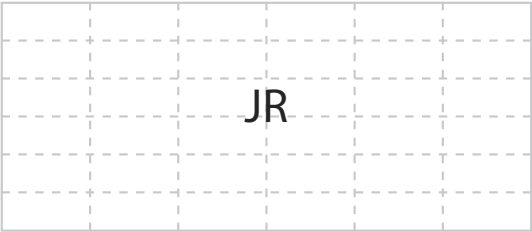ice content-first design. Lorem ipsum can be helpful during the early stages of the product design process, but once you move to mid- or even high-fidelity design, you

JR Arash

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logo size & color

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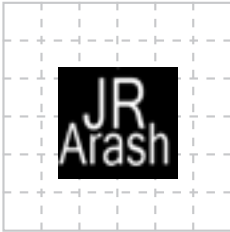
Logo Identity

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1.5 inch

1.5 inch

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more color

Red Color   Gray Color   Blue Color

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003

color setting

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COLOR

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Color Setting

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Inside White

Outside Black

black color

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orange color

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color pallete

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Color Setting

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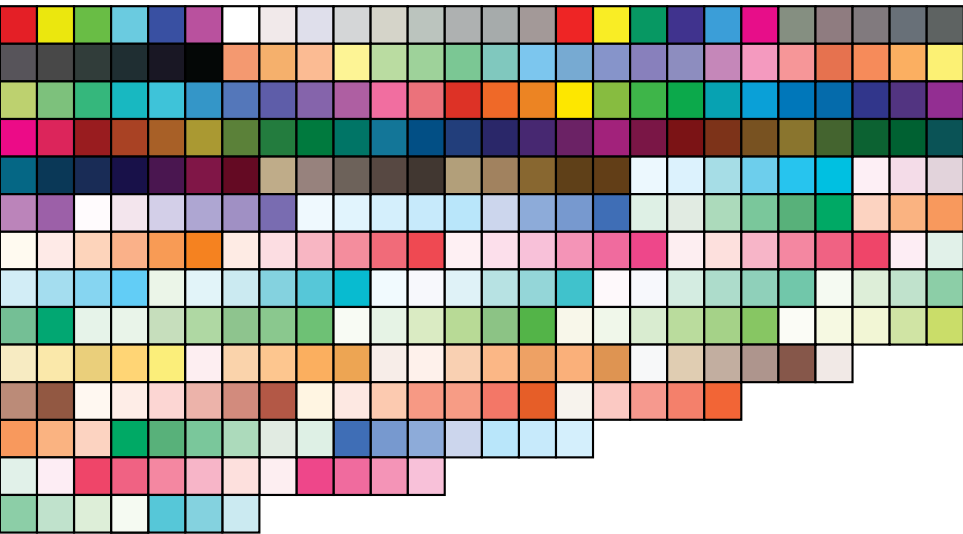
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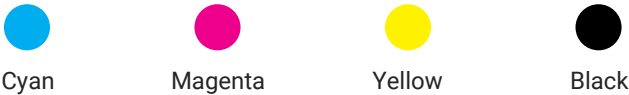
color swatches

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master color

Cyan

Magenta

Yellow

Black

color code

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Color Setting

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cmyk color

C
Cyan

M
Magenta

Y
Yellow

K
Black

rgb color

R
Red

G
Green

B
Blue

color code

Red
C-0, M-100, Y-100, B-0

Green
C-100, M-0, Y-100, B-0

Navy
C-100, M-100, Y-0, B-0

Violet
C-70, M-100, Y-0, B-0

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fonts style

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FONTS

used fonts

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Arial

Lorem ipsum can be helpful during the early stages of the product design process, but once you move to mid- or even high-fidelity design, you should practice content-

Hairline

Light

Regular

Bold

Black

B Nazanin

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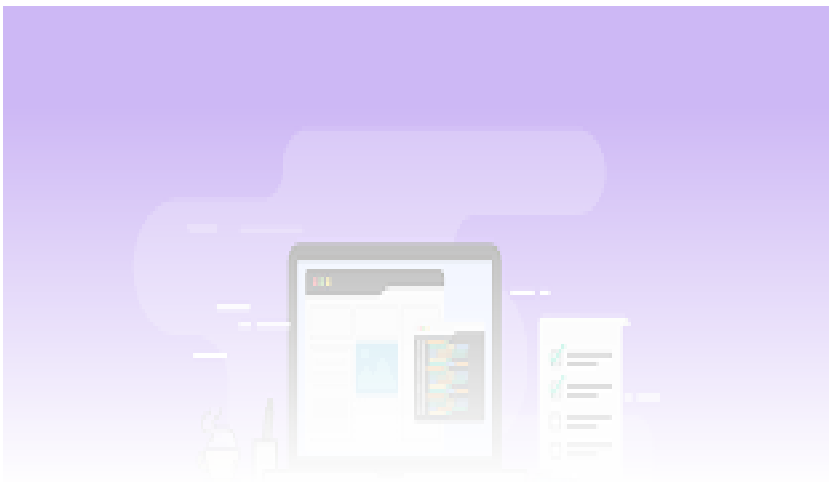
Thin

Light

Regular

Bold

Black

14 pt fonts	Jr Arash Design
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18 pt fonts	Jr Arash Design
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22 pt fonts	Jr Arash Design
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Web Design

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brand typography

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Capital Letter	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Small Letter	a b c d e f g h i j k l m n o p q r s t u v w x y z
Numeric	1 2 3 4 5 6 7 8 9 0
Special Letter	* - + / ! @ # $ # ^ & * ( ) _ + = ` ~ : ; " ' | \ ? . , < >

Branding Guidelines

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#Designing

Size and model of 2 pictures

Picture Without logo

Picture With logo

Office Design

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Brand Image
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#serial no.

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Brand Image
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print template Design

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PRINT

template design

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Print Template

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✔ **Business card**

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✔ **Letterhead**

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✔ **Envelop**

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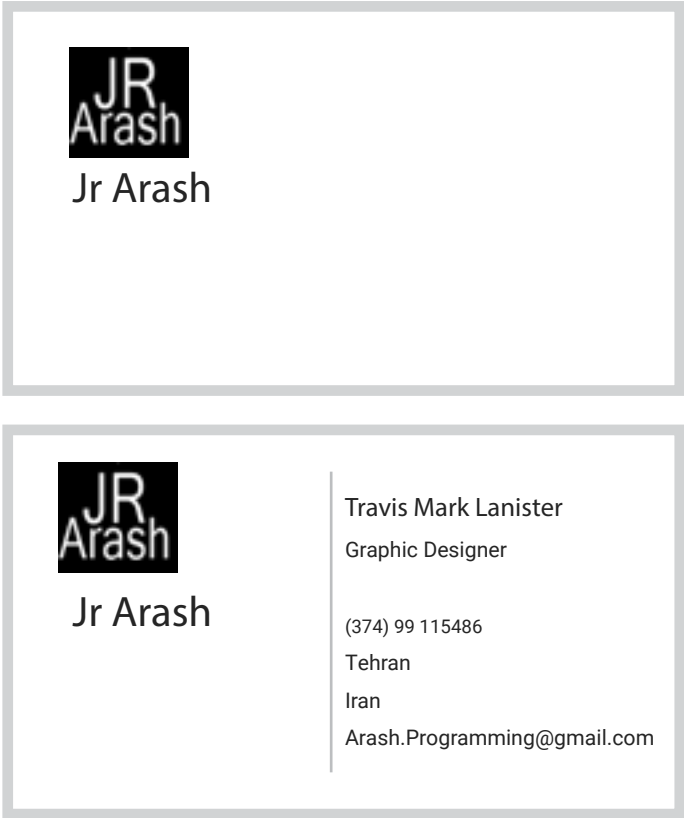
✔ **Signage**

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007

business card

Lorem ipsum can be helpful during the early stages of the product design process, but once you move to mid- or even high-fidelity design, you should practice content-first

Color Setting

Jr Arash

Travis Mark Lanister
Graphic Designer

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Arash.Programming@gmail.com

Jr Arash

Lorem ipsum dolor
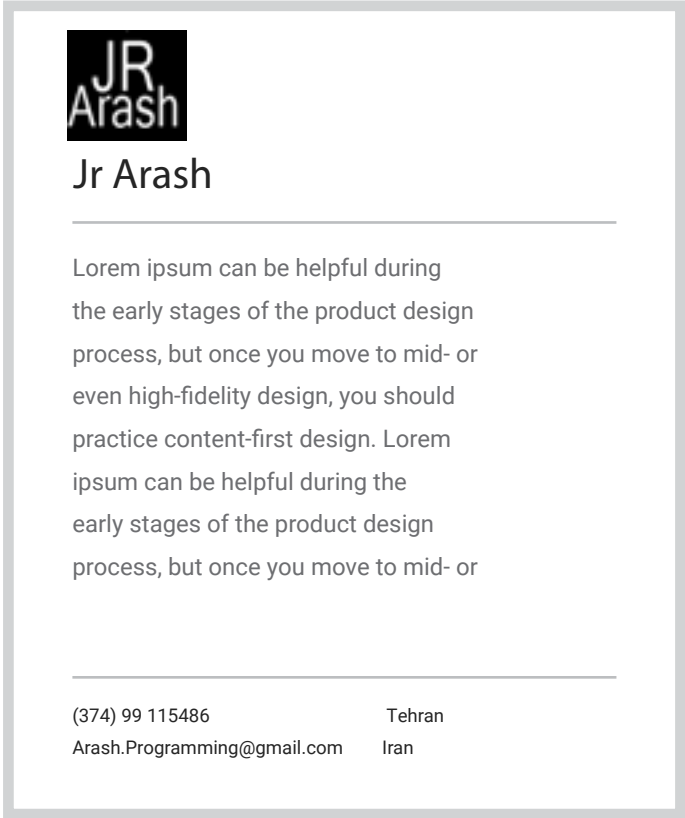dui vel class erat mauris
Lacusno

Print Size: 3.5x2 inch

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Brand Grid & Collumns

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Color Setting

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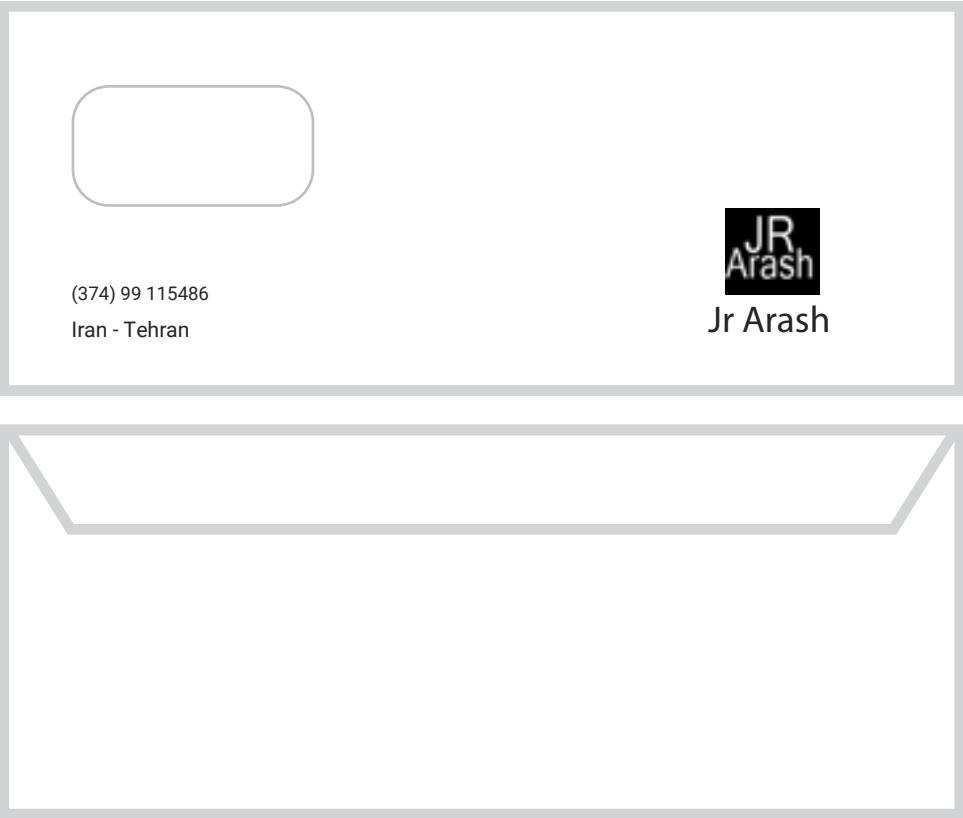dui vel class erat mauris
Lacusno

Print Size: 8.5x11 inch

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envelop

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Color Setting

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Iran - Tehran

JR
Arash

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Lorem ipsum dolor
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Print Size: 8.27x3.9 **inch**

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signage

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Color Setting

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Arash

Jr Arash

brand signage

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Arash.Programming@gmail.com

Lorem ipsum dolor
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Lacusno

Print Size: 3.5x2 inch

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brand icon Set

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