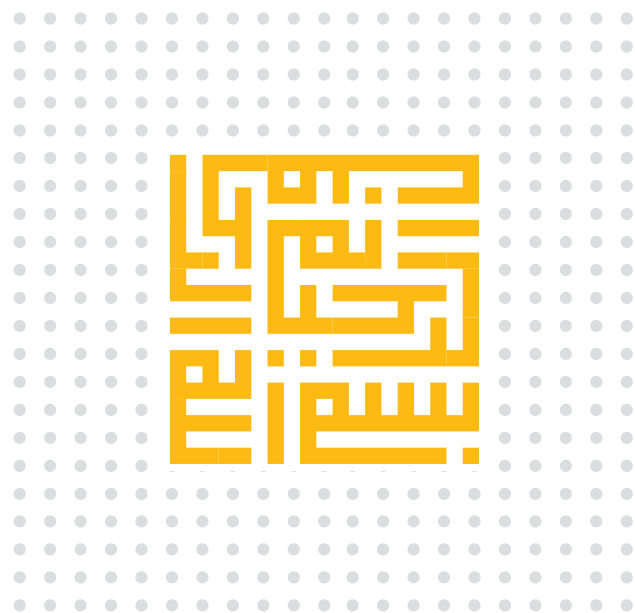


**ABA
DIGITAL
CULTURAL
FOUNDATION**

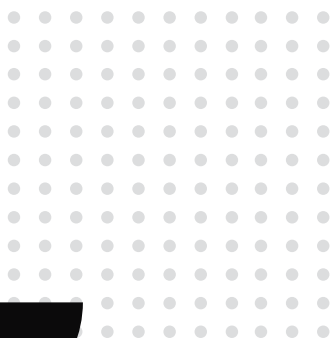




ABA Creative Advertising Agency

A decorative graphic consisting of a yellow dot connected by a thin yellow line to a horizontal yellow line extending towards the right edge of the page.

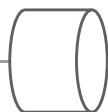
ABAMedia is a creative content production platform with the approach of providing creative solutions for content production, publishing, and distribution. We at ABAMedia rely on and benefit from up-to-date knowledge and expertise to produce informative, entertaining, and engaging content about commercial, cultural, educational, and consumer products and services. We also provide specialized content about the services and products of various organizations, companies, and commercial enterprises in the form of visual, audio, and written content. ABAMedia will be with you from the beginning that is consulting, research, strategy design, branding, visual identity design {logo design, motion, and office papers} and will help you through advertising campaigns, graphic art production, advertising photography, advertising reportage shooting, promotional videos, out-of-home advertising, advertising with billboard design, etc.



C R E A T I V E



C O-M30-Y100-B0



T I S N G



- Visual identity
- Ads.
- Photography
- Packaging
- Print & merchandise



DESIGN

SERVICE

C O-MO-YO-B100

A D V E R

Visual Identity

Logo Design

A logo is the symbol of a brand's visual identity. It is an element that exposes the brand to the eyes of beholders and makes it recognizable and in a way immortalized in the minds of the audience. Only a creative and unique logo attracts the attention of the audience and stays in their minds. Success in branding has several elements, of which logo design is one of the most effective. Therefore, one of the first measures of branding and business development is inevitably logo design. ABAMedia, with years of experience and the help of its expert teams, has had the opportunity to design a variety of logos for different businesses including major brands.





پارک جنگلی تازوان، بلوار آفتاب، آکواریوم اصفهان
تلفن: ۰۲۶۷۷۰۰۱۳ - فکس: ۰۲۶۷۷۸۰۰۱۳
www.isfahanaquarium.ir



Visual Identity

Stationary

Another symbol of visual identity is office papers. Office papers and logos complement each other to show a brand's identity. The integrity and attractiveness of a brand in the first stage can be manifested through the office papers used and distributed by the brand. Office papers include business cards, letterheads, envelopes, invoices, and folders. What is very important in the design of office papers is the need for visual coordination and fit in all papers, and the more this coordination and fit, the more impact they will have on the minds of the audience.

Color Spectrums & Color Codes

The color in visual communication is very important and helps to create a special feeling toward the brand. Appropriate organizational colors attract the audience, brand growth, and development, as well as creating a deep cognitive relationship between the brand and the audience. Organizational colors are determined according to the business context and personas of the audience. All visual identity projects are defined based on organizational colors, and this unification strengthens the brand image and deepens the brand experience.



RGB
92-48-145

CMYK
80-98-00-00



RGB
00-163-230

CMYK
100-07-00-00



RGB
57-154-76

CMYK
77-11-93-07



RGB
255-228-00

CMYK
00-06-100-00



RGB
239-61-35

CMYK
00-91-100-00



RGB
195 21 95

CMYK
13-100-37-09



Visual Identity

(Print and OOH Advertising)

Print advertising is advertising that through its print nature, provides tools for the employers to use in order to advertise their businesses. Printing catalogs, posters, brochures, boxes, advertising stands, etc. are examples of print advertising.

OOH, or out-of-home advertising refers to the physical elements that are visible to the audience in public places as advertising. Billboards and large LED screens are examples of out-of-home advertising. OOH advertising attracts the attention of many people and is able to do advertising on a large scale.



آکواریوم
اصفهان
ISFAHAN
aquarium



به تماشای زیبایی اعماق اقیانوس‌ها
در تونل آکواریوم اصفهان



فاما
Furnishing Your Moments



Visual Identity

Catalogs and Brochures

Catalogs and brochures are a bridge between brand services or products and customers or consumers and are one of the most important tools for identifying a brand's or organization's products or services. Catalogs can be evergreen marketing tools always available to provide services or introduce goods. Professional use of graphics can dramatically increase the appeal and effectiveness of brand catalogs and brochures.

In designing catalogs and brochures, first, the field of brand activity is considered, then the catalogs and brochures are designed in accordance with the predetermined policies and goals of that brand and based on professional principles of marketing and graphics, in order to attract the brand's target audience.



H E A D E R

B C







In designing catalogs and brochures, first, the field of brand activity is considered, then the catalogs and brochures are designed in accordance with the predetermined policies and goals of that brand and based on professional principles of marketing and graphics, in order to attract the brand's target audience.







Fama furniture OOH advertising campaign fits the brand's visual identity



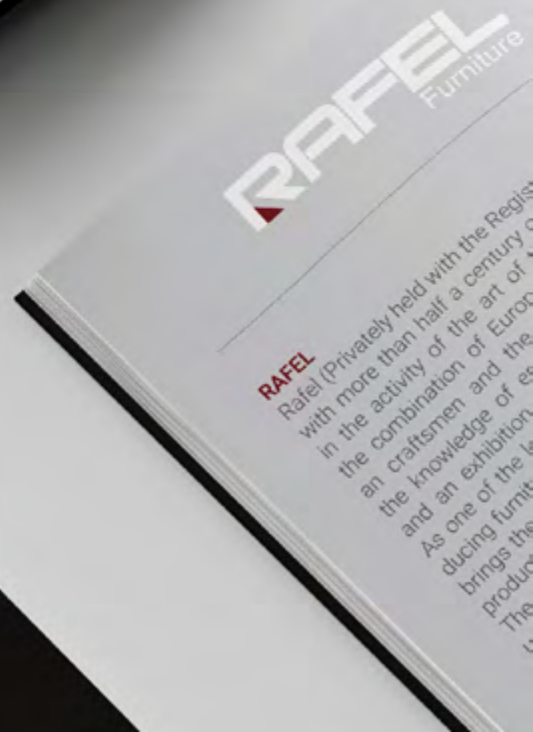




of
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of the habitat
erving the habitat
ests, to produce a
t of natural resources



www.rafel.ir
Telegram: @rafelfurniture
www.aparat.com/rafelfurniture



RAFEL

Rafel (Privately held with the Register with more than half a century of in the activity of the art of the combination of European and the craftsmen and the knowledge of es and an exhibition the level of the le As one of the le ducing the The product The



Designing a 360-degree advertising campaign
for Rafel Furniture Company





MONOGRAM DESIGN





S I N A G E

R E B R A N D
DESIGN



REBRANDING





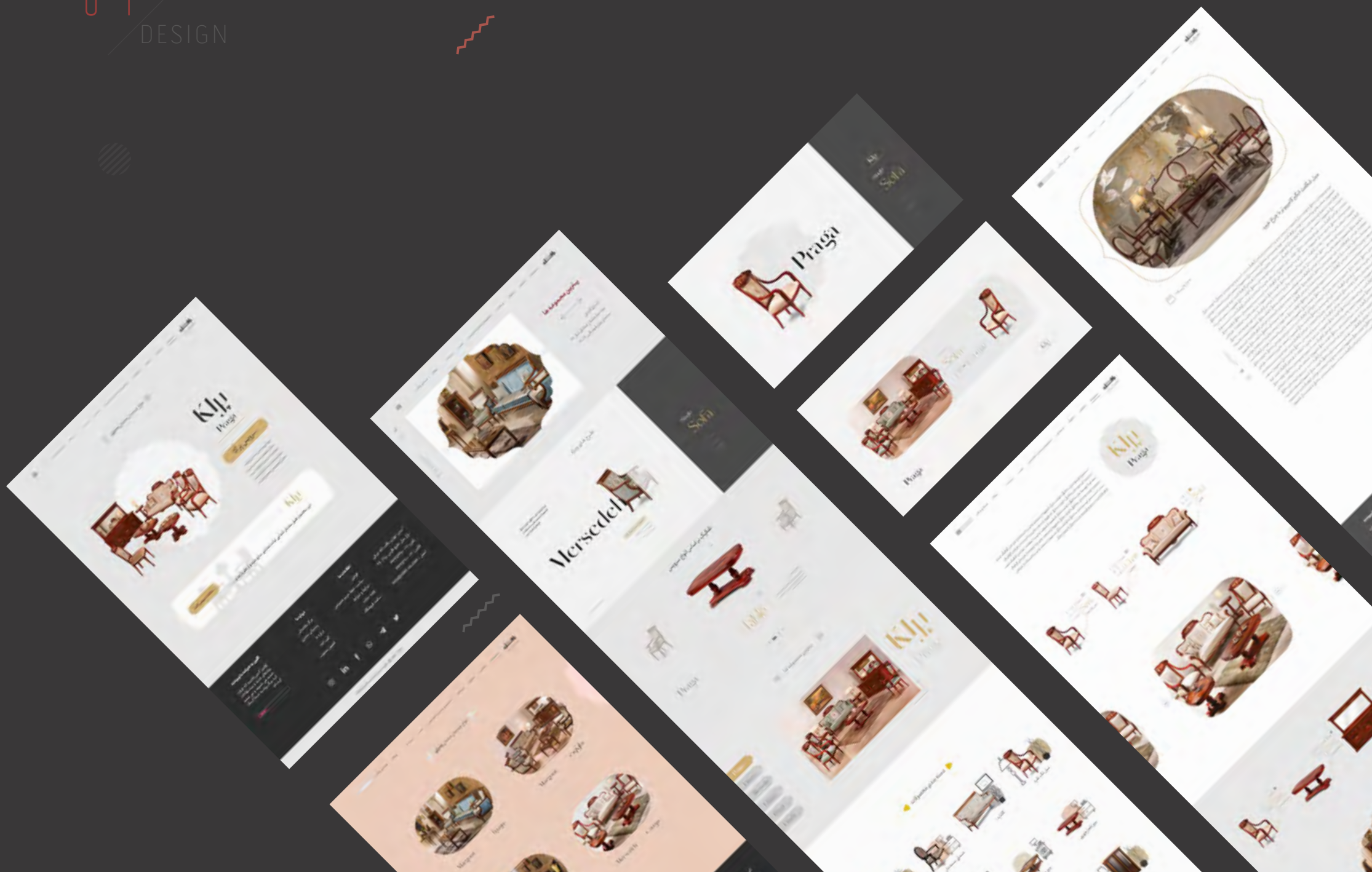
W I N D O W - S H O P

DESIGN





U I
DESIGN





F O L D E R / DESIGN





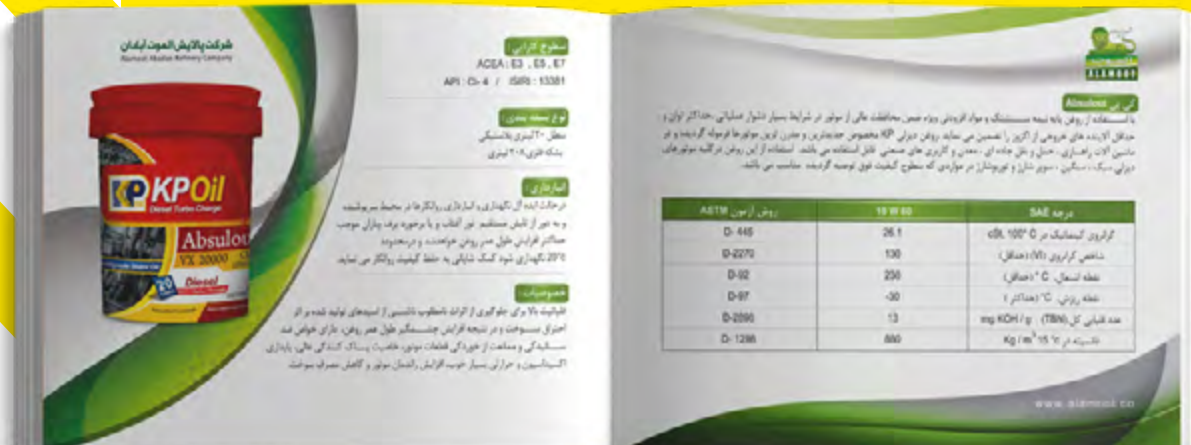
Out-of-home advertising is advertising that targets the audience outside their homes (i.e. in public places). One of the important factors that need to be considered when designing OOH advertisements is to pay attention to the coordination of the visual identity of the OOH advertisements and the visual features and characteristics of the advertised product.



PACKAGING

Packaging design in accord with
the visual identity of the brand







Packaging is a very important element in brand identity and marketing, to the extent that companies, factories, and all manufacturers use it to increase the competitiveness of their brand in domestic and international markets. Creative and suitable packaging is very effective in attracting customers and creating a brand. The functionality and attractiveness of packaging are two very important principles in its design.





Kita



Packaging should be such that people instantly recognize it and, in a sense, creates an identity for the brand. In packaging design, art and technology are used simultaneously to attract the attention of the audience. Creativity in packaging is one of the most important factors resulting in customer choice and boosting sales. Creativity in packaging first attracts the customer's attention and then makes it easy to use and maintain the product at home. These factors lead to customer satisfaction and ultimately, they remaining loyal to the brand.



Kita

Age Group	Percentage
18-24	100%
25-34	85%
35-44	70%
45-54	55%
55-64	40%
65-74	25%
75-84	10%
85+	5%





DIGITAL DEVELOPMENT

A P P



User interface design for Politician application

News

Politician is a media and practical information application in the field of rules and what comes to pass in the Iranian parliament and the government, which was designed by the order of The Parliament of Iran in 2016.



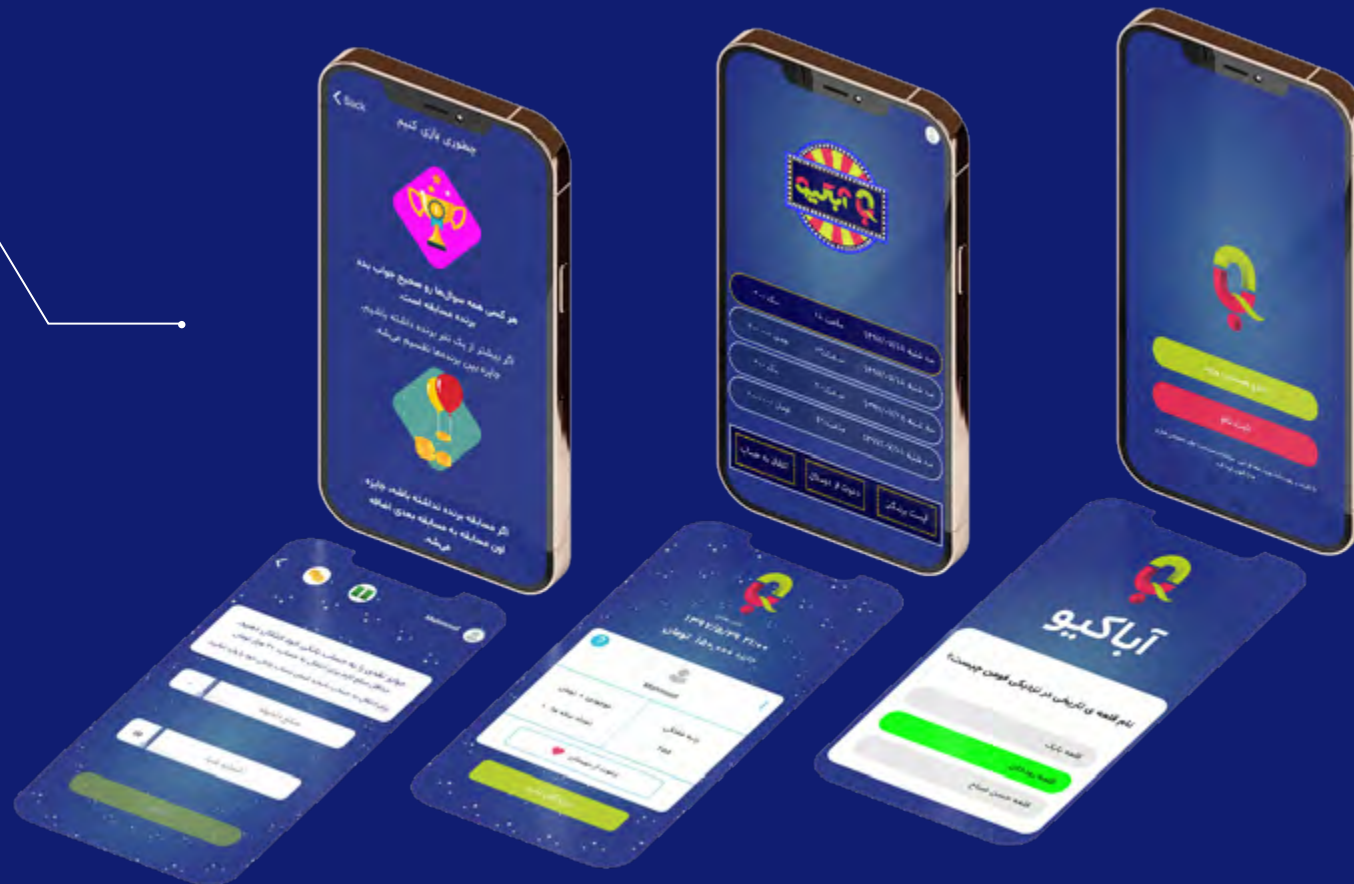
P O L I T I C I A N A P P



I C O
N S



User interface design for ABA Q online contest



The user interface of a website or application represents the brand image. The user interface must be focused on enabling maximum usage and quality user experience, and the reason it is important is that it can determine the extent of your ability to provide a memorable experience for the user.

ABA Q APPLICATION





Another one of our products is Qiddo interactive app that was designed by ABA Arts and cultural Foundation. Qiddo is an educational and entertaining application for children and teenagers. Features of this application include the following:

- Live broadcast of various streaming media simultaneously for all users
- Users will be able to chat during live streaming through the application interface
- Ability to hold three-choice competitions with different topics among users
- Ability to create video archives of produced streams and shows





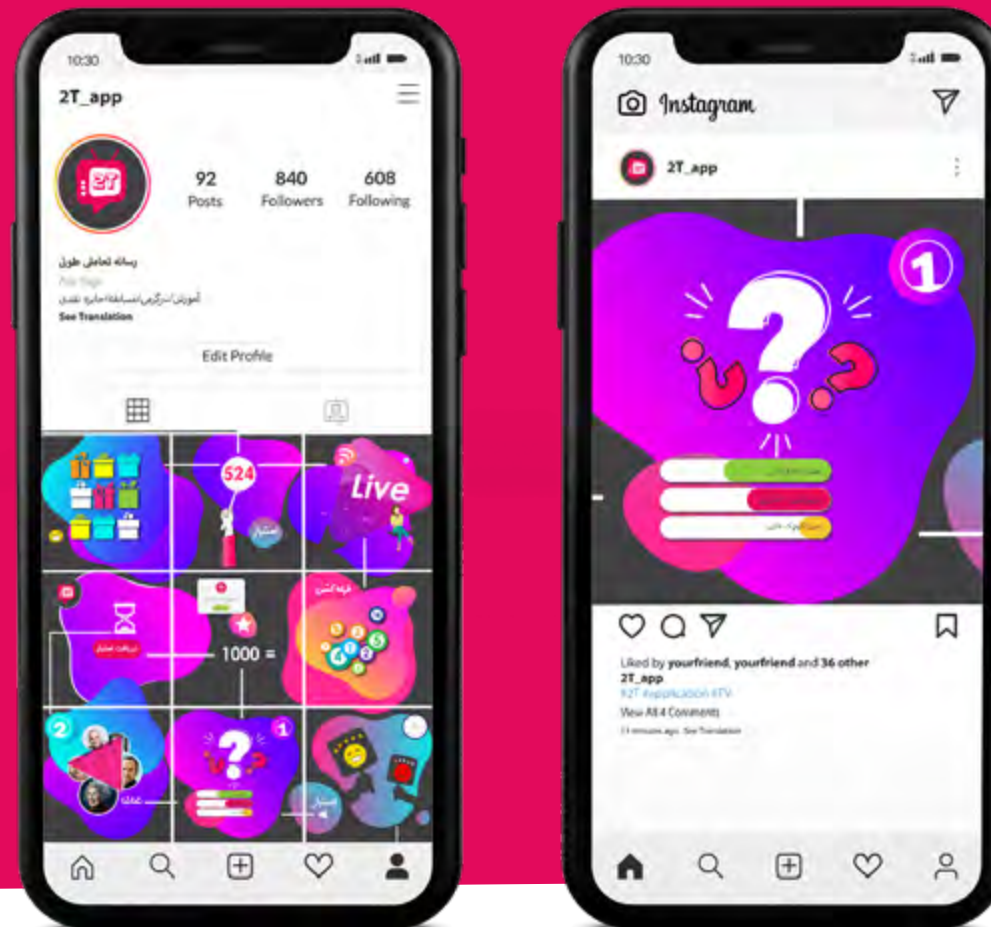


2 T T V A p p

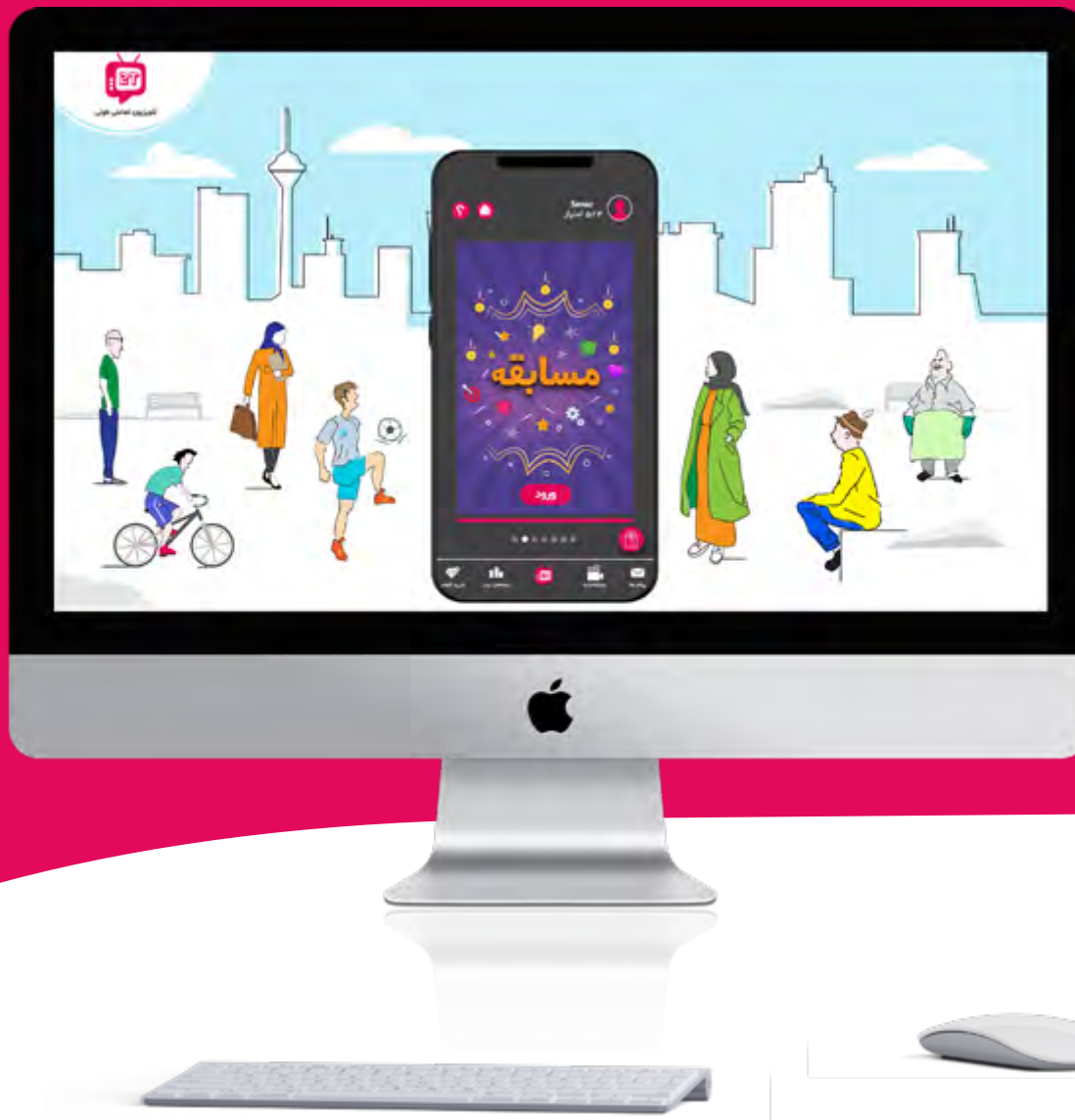


2T Interactive TV

2T application is an innovative interactive medium in the entertainment industry, which is a creative product of ABA Arts and cultural Foundation. In this application, there is video content on various topics. These topics range from educational to entertainment and psychology. One of the special features of this application is how users should interact with videos. Users can talk to each other while watching videos, take part in polls, and answer questions. With 2T app, you can pleasantly spend your spare time, and on top of that, by winning points, you can also win the periodic lottery prizes of this app.



Interactive TV allows the user to communicate actively with it so that the viewer can receive content around the subject they are interested in through a communication network. This way, Television can provide and make available content specific to the viewer based on their taste, interest, or expertise.



2T Interactive TV

Having a visual identity, brand message, and the use of relevant and attractive content, strengthens the brand both online and offline, and the business will have a predefined program to coordinate the visual identity of the website, application, and other digital products so that they can ride the waves of marketing and sales much more smoothly.



Designing HiBoom applications

A p p l i c a t i o n



H i B o o m

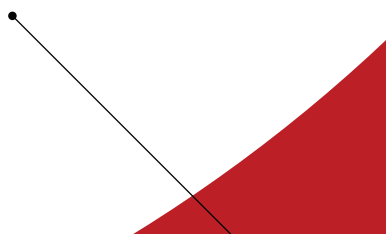


www.eghtesadonline.com

I C A T I O N

Branding goes beyond creating a name or designing a professional logo. Branding is the way in which customers understand and experience a company's products and services. Profitability by attracting loyal customers is an advantage that branding offers and a professional website design can have a significant impact on branding. A good and appealing website should be developed in terms of SEO, graphics, user interface, information architecture, conversion rate, significance and relevance, speed, etc. Considering all these factors in such a way that helps the brand and the website meet the world standards as closely as possible and also be in line with the goals of the business, requires analysis and review by a team of experts in the field of digital marketing. With years of experience in programming and designing websites and online systems and launching various online businesses, ABAMedia team is an expert that specializes in professional web design.





A P P L



O N L I N E

چابک آنلاین

Designing the visual identity of Chabok Online website

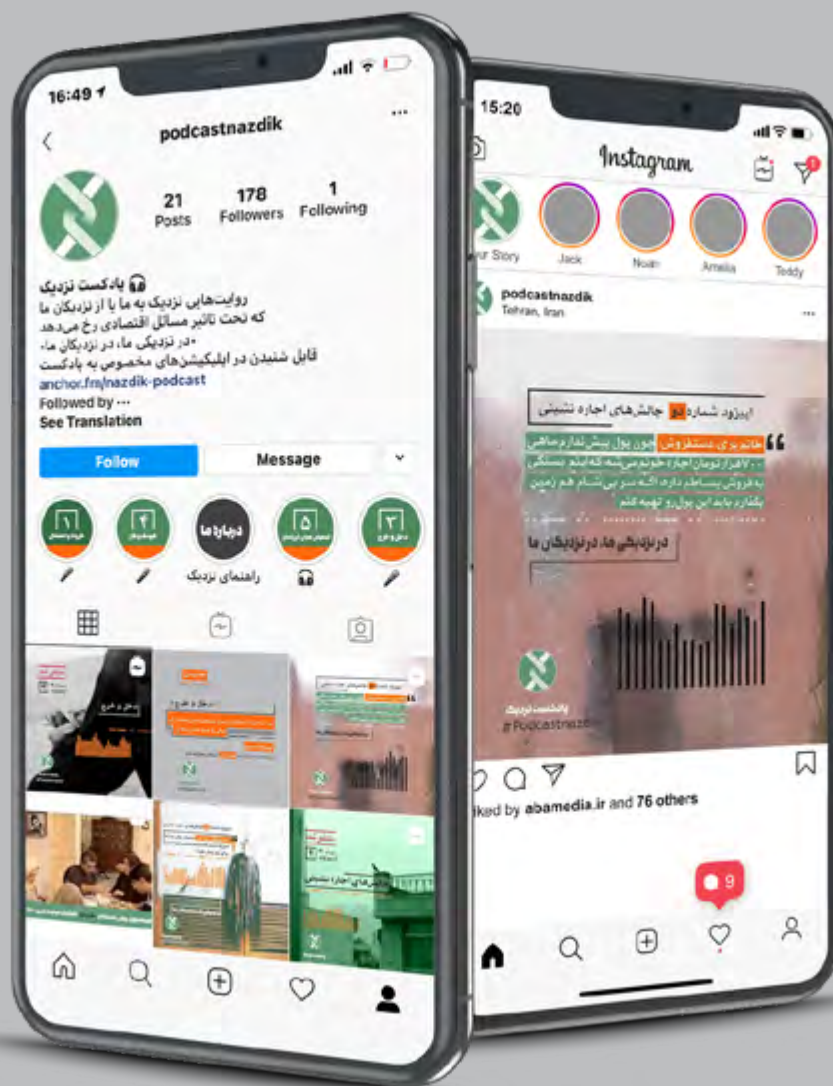


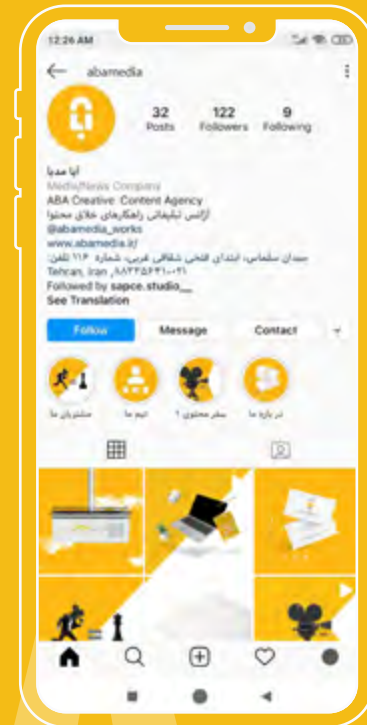
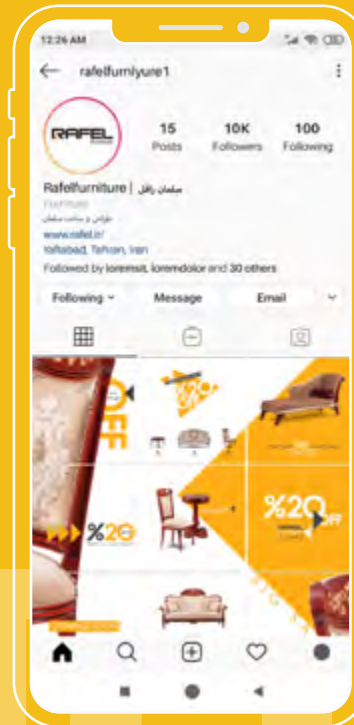
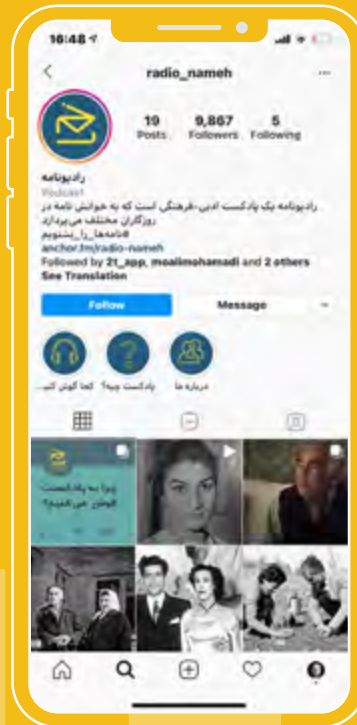
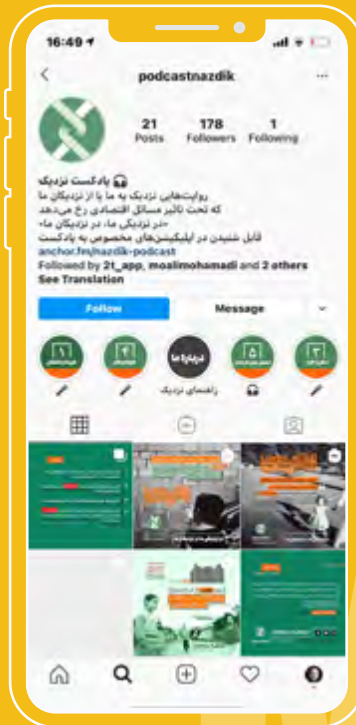
C H A B O K





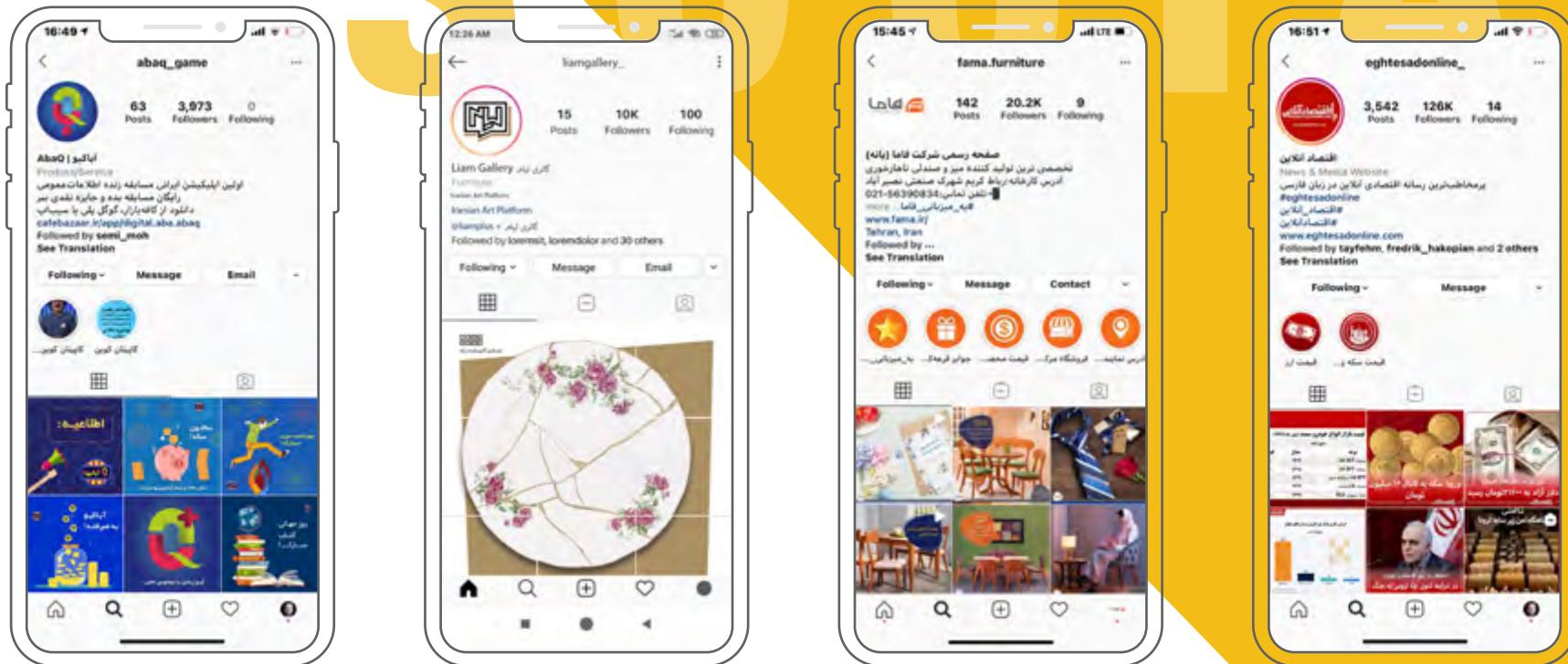
رادیو نامه
Radio Nameh





Visual identity design for social networks

SOCIAL



S O C I A L M E D I A

Visual identity design for social networks



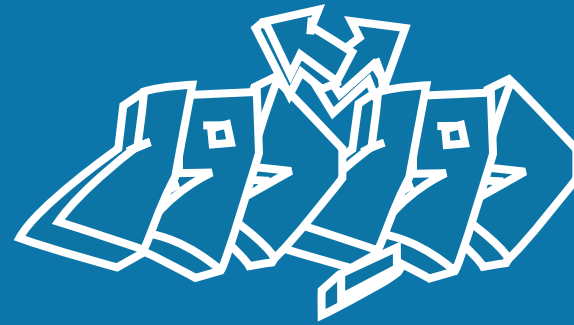
D O C U M E N T A R I E S



MEDIA

PRODUCTS

M O V I E S



Dor Dor Puppet Show Series



Dor Dor puppet series is a product by the video content department of the ABA Arts and cultural Foundation. Dor Dor is a 45-episode interactive puppet show series that was produced in the summer of 2019 by the ABAMedia content production team based on a design by Mehdi Talajouy and Sanaz Tayefeh, produced by Sanaz Tayefeh and Mahmoud Bagheri, over a period of 4 months of pre-production and 3 months of production.



eries •



D O R D O R



T V S



D O R D O R



Shervin Shirinbayan decides to produce an informative and educational show on the subject of teenagers, but he does not find the desired expert to do the job! Meanwhile, Kambiz Nojavan (literally translated to teenager) shows up. Kambiz is not a teenager, but in his own words, he knows teenagers better than they do, and that is why his surname is a Nojavan and insists on being the expert on the show ...



Dor Dor Puppet Show Series





D O R D O R T V S H O W





s s o r



Series

Professor O Puppet Series



Professor O, a product of ABA Arts and cultural Foundation is a 45-episode puppet series, which was produced in the fall of 2019 by the ABA content production team based on a plan by Sanaz Tayefeh and Mehdi Talajouy and produced by Mahmoud Bagheri and Sanaz Tayefeh. The show was produced with 4 months of pre-production and 3 months of production.

P r o f e

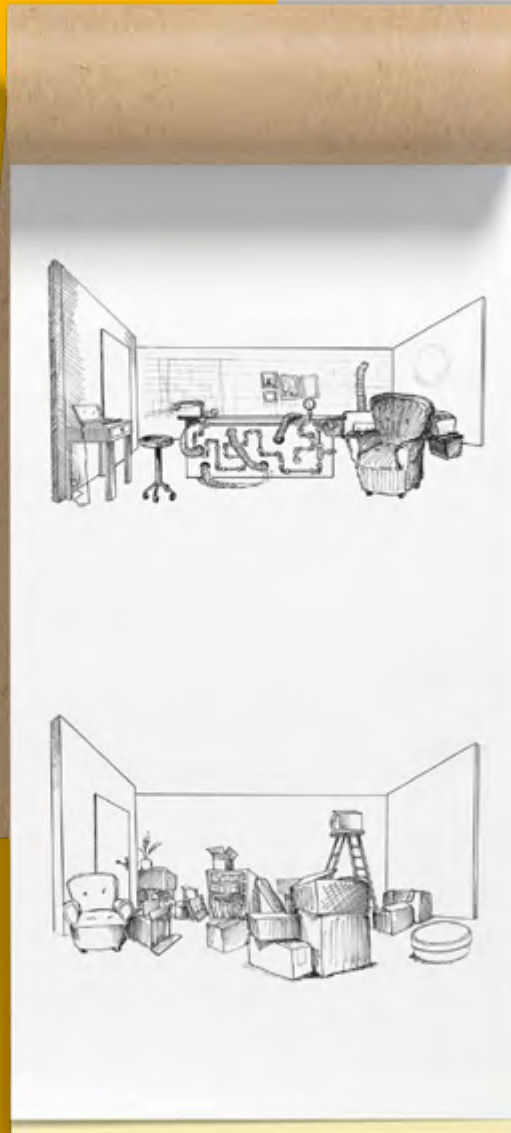
TV

Professor

T V - S e r i e s



An inventor named Professor O after forty years manages to convince his parents to let him live independently. He rents a place for himself to pursue his inventions in peace and quiet. But there is no peace in the new place either. Is it possible to have any peace at all with the children of the landlord present all the time (named Ghashang and Zerang)?!





Professor O Puppet Series

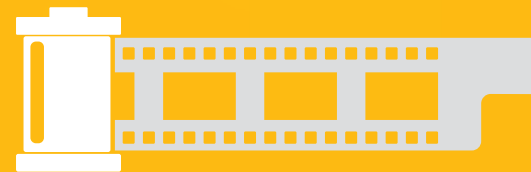


● P r o f e s s o r





C O-M30-Y100-B0



F i l m C a n i s t e r



S
T
U
D
I
O

DIGITAL CAMERA



ADVERTISING


PHOTOGRAPHY

C O-MO-YO-B100



ADVERTISING PHOTOGRAPHY

Advertising photography is a branch of commercial photography with the main purpose of promoting a product or service with an emphasis on the capabilities and unique features of that product or service. This genre of photography due to its significance and specialized aspects requires skills, techniques and experienced people, for this reason, in the field of advertising photography, it is always a good idea to seek help from an advertising agency that has a specialized photography studio of its own










ADVERTISING





ABA MEDIA ADVERTISING PHOTOGRAPHY

ABA Industrial& Advertising Photography Studio was established in Tehran in 2019, following 20 years of work experience and continuous presence in the country's advertising industry, since the late 2000s, and has continued to operate continuously in the field of advertising until today. Today, this center has the advantage of working with the most experienced experts and photographers in the industry, and the most up-to-date professional equipment for photography, imaging, and studio lighting, as well as the use of the most recent methods in all fields of commercial photography and imaging including but not limited to architecture, fashion, production lines and industrial factories, food, automobile and auto parts and accessories and industrial products and household appliances. In order to provide the best and highest quality customer service, this center has the ability to provide photos with the highest quality and accuracy and in the largest sizes possible if necessary, by using large format studio cameras and using a variety of techniques, including a digital background (with resolutions of more than 160 megapixels). Due to the importance of creating the right setting and lighting in studio advertising photography, our experts use the best and most accurate lighting tools available as well as the most specialized methods of designing, arranging, and lighting to make the products and objects of photography look as attractive to the audience as possible.





P H O T O G R A P H Y



\\\\\\\\\\ A D V E R T I S I N G

FURNITURE

P h o t o g r a p h y





Stage design, decor, lighting,
and studio design resembling
residential space, for specialized
setting and photography of
dining furniture

PHOTOGRAPHY



FURNITURE

Behind The scenes





INDUSTRIAL PRODUCT PHOTOGRAPHY

Industrial and advertising photography for products

Advertising product photography is photography that depicts the essence of a product/service and is done with the aim of being able to show the product to the audience without using editing or any special effects and with complete fidelity to reality. An industrial photographer, relying on advanced photography techniques and experience, makes every effort to capture the distinctive features and characteristics of a product.

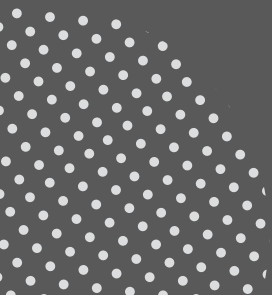




PHOTOGRAPHY

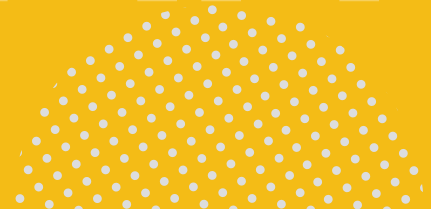
IRON







PHOTOGRAPHY



INDUSTRIAL



KITCHEN





PRODUCT
PHOTOGRAPHY

INDUSTRIAL

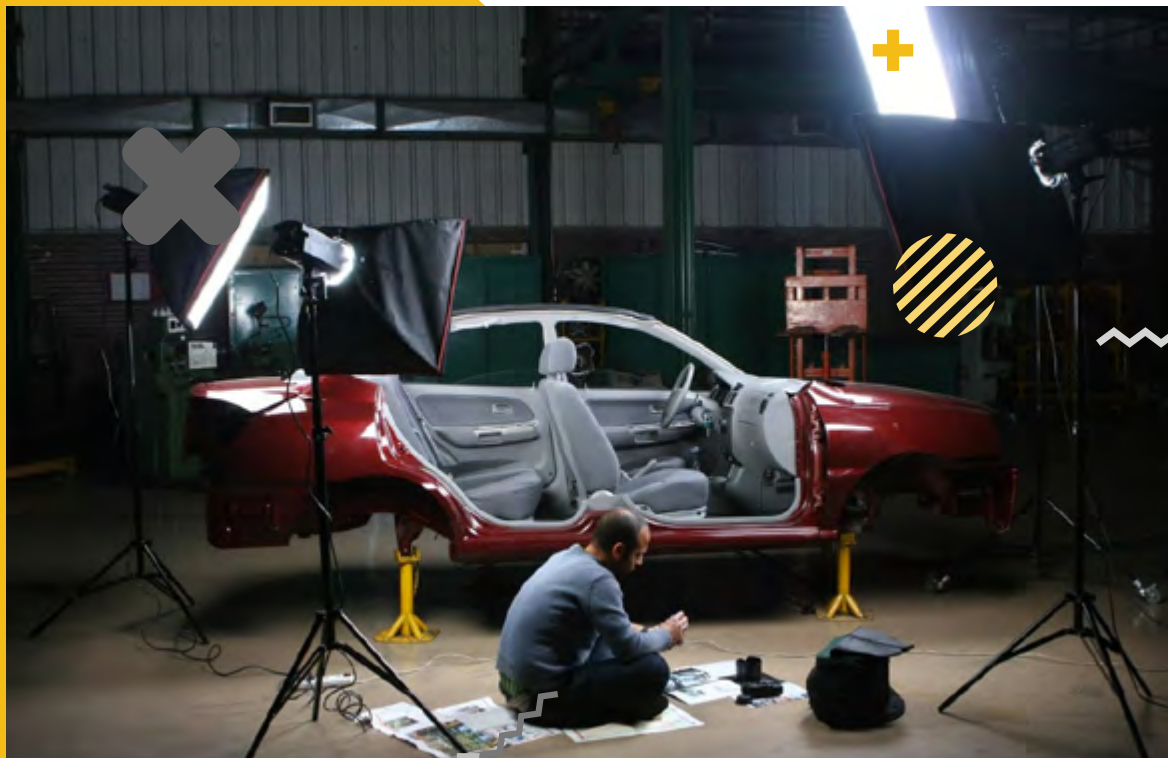


INDUSTRIAL



PRODUCT
PHOTOGRAPHY





CAR

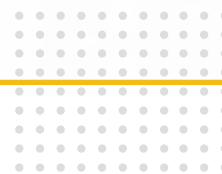






PHOTOGRAPHY

A D V E R T I S I N G





Automobile Advertising Photography



Automobile photography is undoubtedly one of the most important fields of work when it comes to industrial photography and advertising. Challenges related to lighting, light reflection on body material, shooting angles, as well as limitations related to studio space and the large size of automobiles, make this one of the most specialized and challenging sub-species of commercial photography.

At ABAMedia Studio, with years of experience in the automotive industry advertising, and using the latest equipment and specialized knowledge in the field of automobile photography, we are able to provide the highest quality and accuracy in photography and video projects related to automotive industries.



CAR







• ADVERTISING ::

PHOTOGRAPHY
FOOD









ADVERTISING

I O N



|| **TVC**

C R E A T I V E

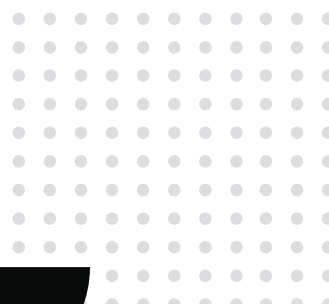
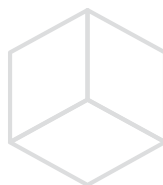
Teaser



C O-M30-Y100-B0



TVC



P R O M O T

+

+

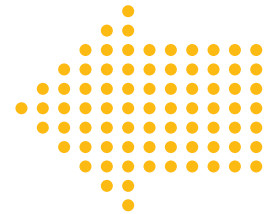
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S T U D I O



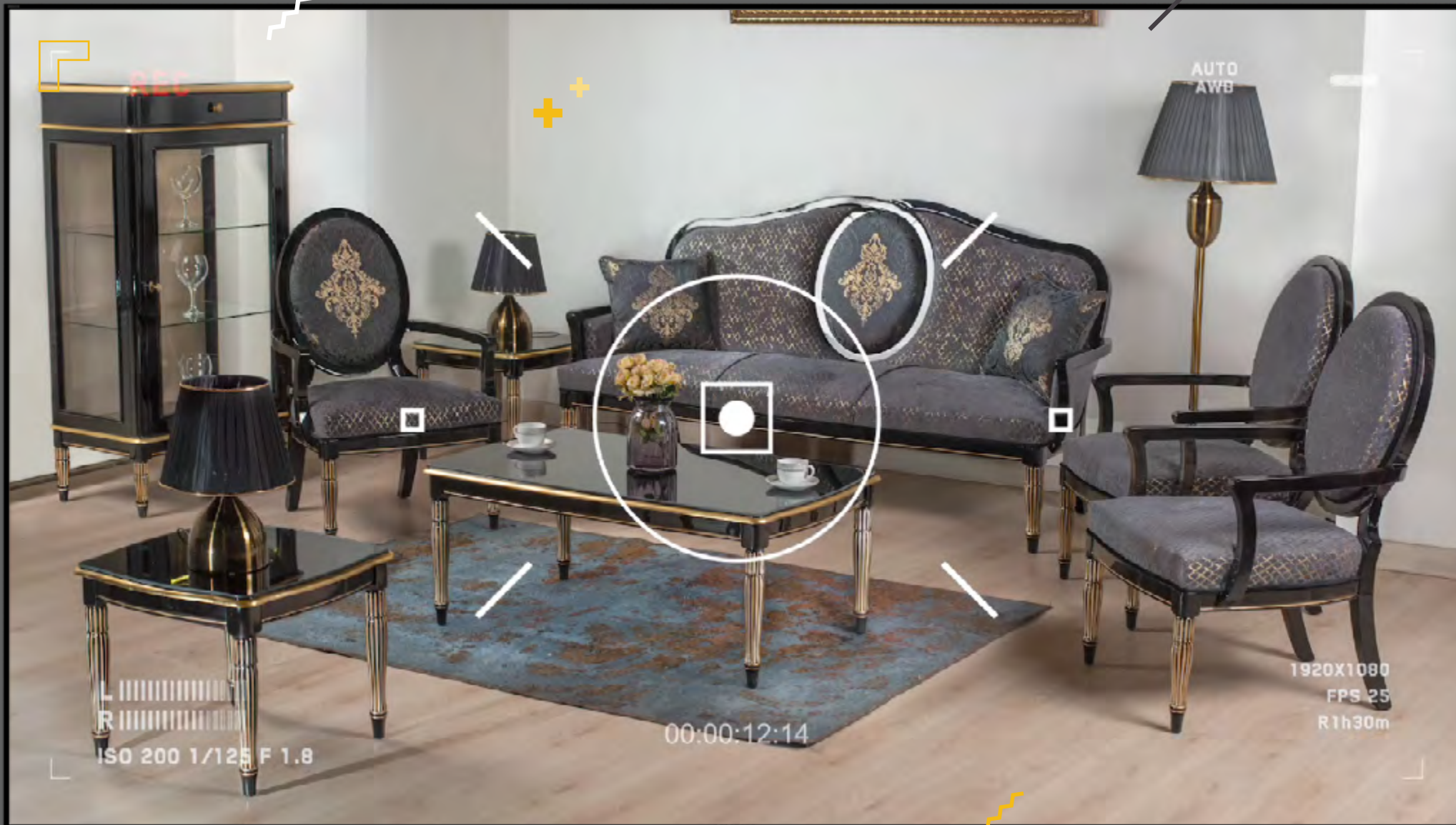
MEDIA



SERVICE

A D V R T I S I N G





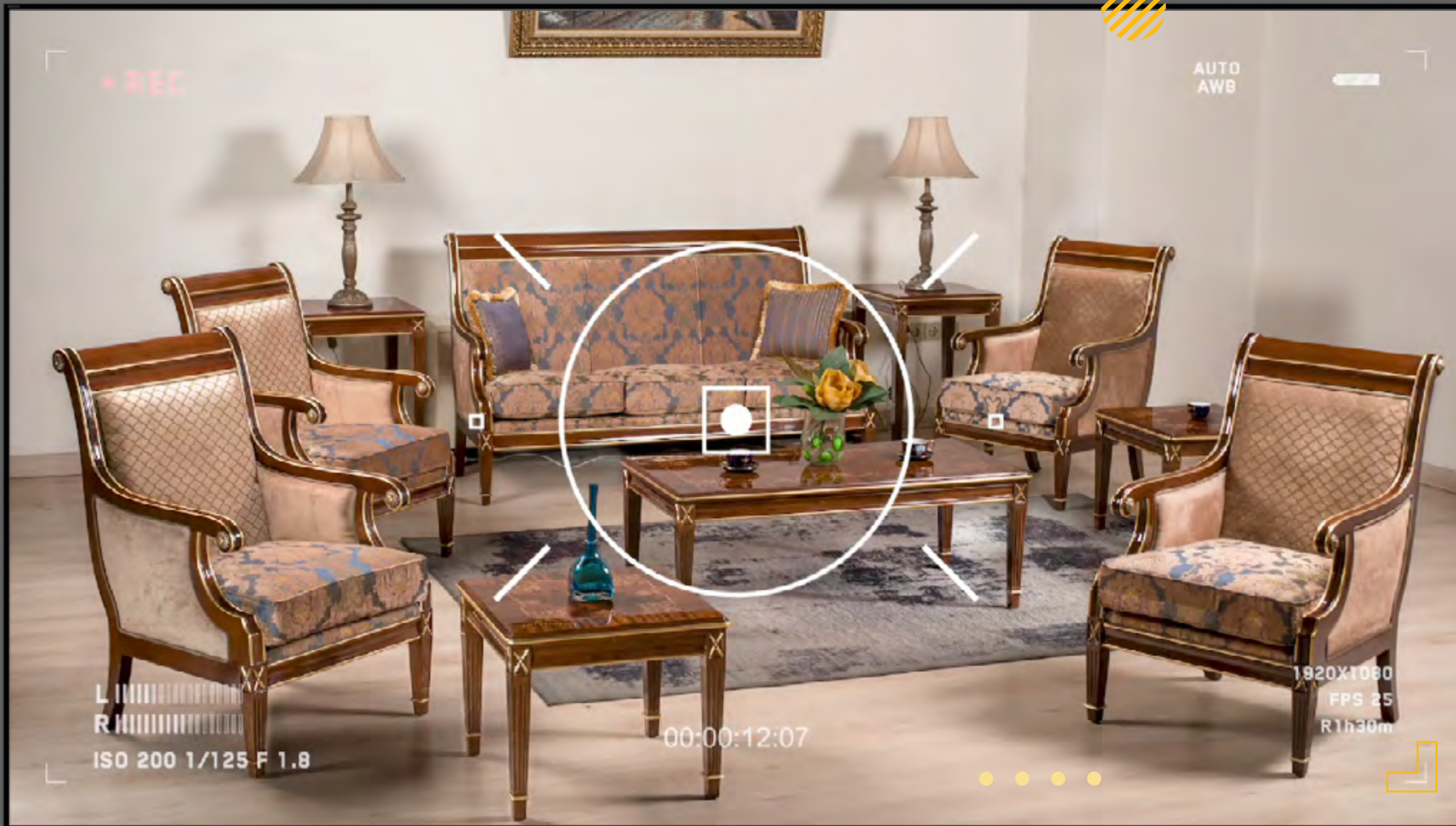
SONY





REC

AUTO
AWB



L
R
ISO 200 1/125 F 1.8

00:00:12:07

1920X1080
FPS 25
R1h30m



SONY





Promotional Videos

According to the latest statistics, 53% of the total advertising costs in the world are related to the production of promotional videos. Given that people enjoy watching videos and find them quite entertaining, it is possible to create a memorable experience in the minds of the audience by using promotional videos. One of the salient features of promotional videos is creating and evoking new emotions in the audience, and in today's business world there is nothing more important than evoking and creating a sense of interest and need in your audience. For this reason, promotional videos that are released and published on important and popular broadcast platforms such as YouTube, Vimeo, etc. have become a powerful and effective medium for communicating with millions of potential customers.



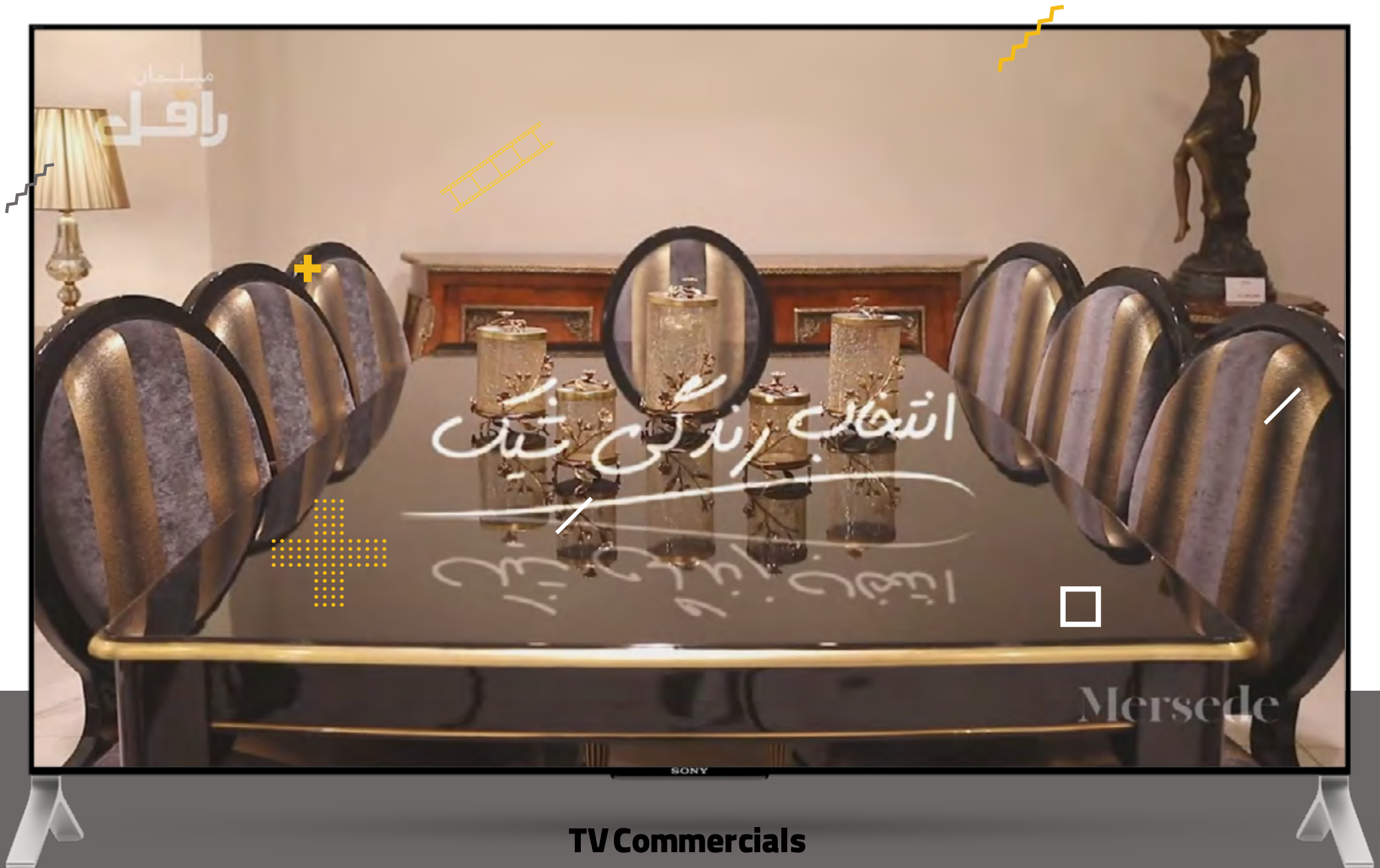
MEDIA SERVICE



Computer Tracking and Special Effects

Special effects are in fact manipulation and editing of the image in order to achieve looks and scenes that are impossible or very expensive to build and create in reality. With the help of computer special effects, text can be embedded in the videos or the product or service can be represented in a different and creative context, thus arousing the attention and emotions of the audience.





TV Commercials

TV commercials, with the help of being broadcast through a comprehensive and influential medium, have the ability to convey the brand advertising message to a wide range of audiences. A significant part of every community, depending on their interests and moods, watches some TV from time to time. This has given television advertising, as a high-availability medium, a prominent role in advertising campaigns.







OUR TEAM

S T U D I O

XXXXXX

born in 1980

Master of Art Research ,University of Science and Culture, Tehran

Bachelor degree in Theater stage Design, Faculty of Fine Arts, University of Tehran

Bachelor degree in Music, Composition, Faculty of Art and Architecture, Islamic Azad University of Tehran

Graduated from the Advanced filmmaking course, Hamedan Young Cinema Association

Official member of the Iran Advertising, Architectural And Industrial Photographers Association, Iranaipa

Lecturer, Department of Design and Architecture, Iranian Center for Architecture

Industry and advertising photographer

20 years of experience in the advertising and content production business

Producer and Interior designer

Designer and researcher in the field of decoration and furniture

MEHDI

TALAJOUY



XXXXXX

**Chairman of
the Board and
Art Director**

SANAZ

TAYEFEH



XXXXXXXX

**Board member
and CEO**

XXXXXXXX

born in 1981

Master of Interior Design , Faculty of Art, University of
Strasbourg, France

Bachelor of Design , Faculty of Art, University of
Strasbourg, France

Bachelor in stage design, Haute School Arts Du Rhin -
Strasbourg, France

Bachelor of Theater Stage Design, Faculty of Fine
Arts, University of Tehran

Lecturer, Department of Theatre Faculty of Fine Arts,
University of Tehran

Lecturer, Department of Design and Architecture,
Iranian Center for Architecture

Producer, Set designer, interior designer and furniture
designer

Art director, designer and mobile app Developer



ARMAN
ABBASI

XXXXXXX
Executive Assistant



FARSHAD
MORTEZA

XXXXXXX
The Senior Motion Designer



Parsa

Amini

XXXXXX

SEO Specialist



ALI

ALMASI

XXXXXX

Senior web Designer



Farzaneh



Khosravi



Senior Graphic Designer

C O-MO-YO-B100



ABA

ABA Creative Advertising Agency

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Fathi Shaqaqi St, No. 118

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Mobile: (+98) 9121408098
(+98) 9011408098



Feel your own presence