

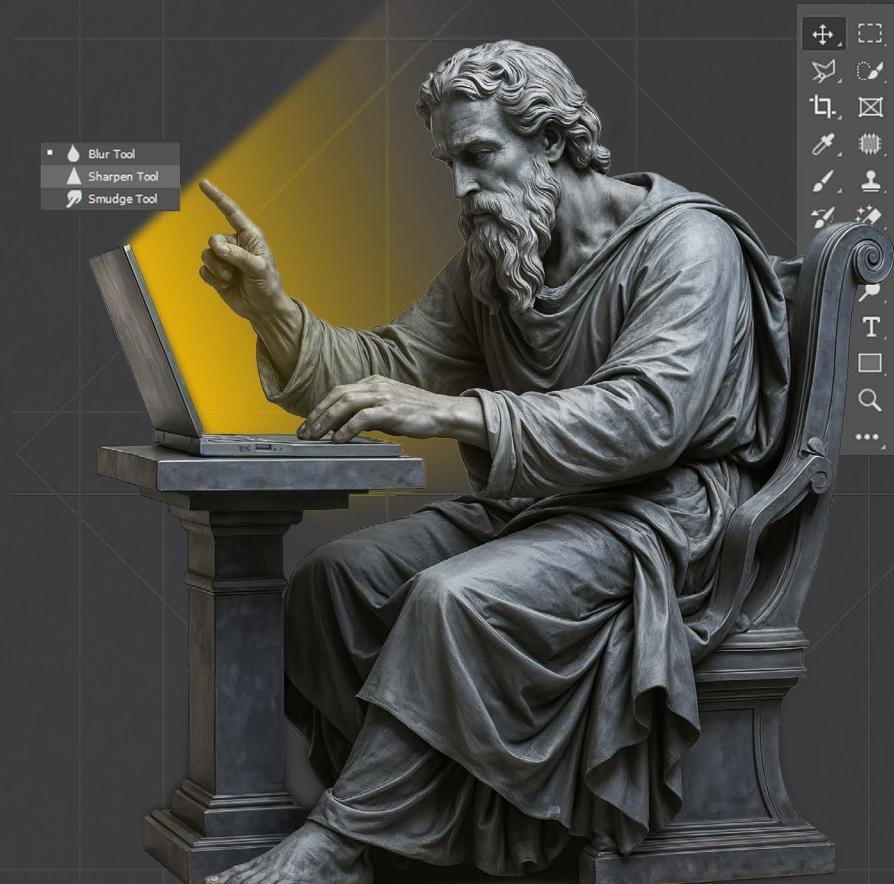


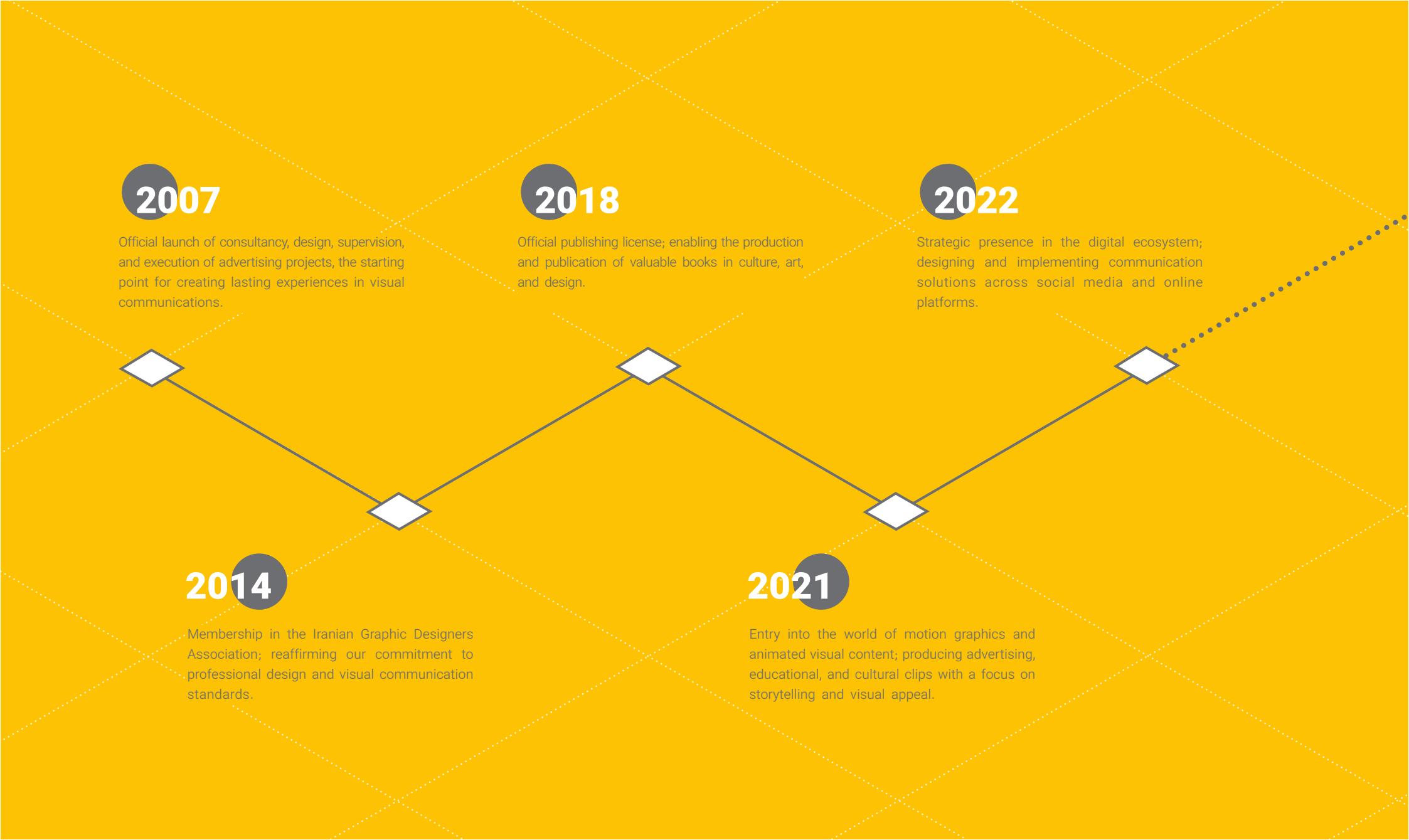
Fara
Advertising Agency

Fara Advertising Agency;

Fara Advertising Agency began 18 years ago with small but passionate steps. We believed that graphic design and visual identity are the cornerstone of every business, and thousands of successful projects over the years have proven this belief.

Fara is not just an advertising agency; it is a window to showcase brand capabilities, an opportunity for growth, a platform to turn small ideas into renowned names, and ultimately, a creator of brands' futures.





2007

Official launch of consultancy, design, supervision, and execution of advertising projects, the starting point for creating lasting experiences in visual communications.

2018

Official publishing license; enabling the production and publication of valuable books in culture, art, and design.

2022

Strategic presence in the digital ecosystem; designing and implementing communication solutions across social media and online platforms.

2014

Membership in the Iranian Graphic Designers Association; reaffirming our commitment to professional design and visual communication standards.

2021

Entry into the world of motion graphics and animated visual content; producing advertising, educational, and cultural clips with a focus on storytelling and visual appeal.

Our Mission

We believe that advertising and visual identity are a story, a feeling, and a lasting experience for brands and their audiences.



Partnership, Not Just Service

We stand with you, not in front of you. We listen to your concerns, understand your dreams, and walk step by step with you to achieve them.



Ambition with Creativity

From day one, our path has been defined by innovation, courage, and a fresh perspective. Creativity is the essence of Fara.



Experience Backed by Expertise

18 years in advertising, design, publishing, and content creation have made us a team with both experience and insight, constantly learning and evolving.



Fara is a Window For Brands

To Showcase Their Capabilities



Visual Identity

Visual Identity & Branding:
Creating lasting and memorable
brand identities.

Content Production

Publishing & Content Production
Delivering your message in the most
effective way.

Motion Graphics

**Professional Motion Graphics &
Visual Advertising:**
Crafting compelling visual stories.

Interaction

Client-Centric Approach
We believe in collaboration around
the table, not confrontation.

We help



highlight your
brand's strengths



visualize ideas



transform small brands
into major names

Fara always aims beyond the present, focusing on customer satisfaction and trust as the ultimate success.



Some of our proud collaborations include:

Our pride lies in the enduring partnerships we have built with the names we've accompanied, step by step, through the intricate journey of advertising and branding and will continue to walk beside.

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Our Services

Graphic Design & Visual Identity Unit



Brand Strategy:

Developing branding strategies and helping to create a distinctive and authentic brand identity.

Visual Identity Design:

Creating logos, color palettes, typography, and other brand visual elements.

Naming:

Crafting memorable and appealing names for brands and products.

Packaging Design:

Designing creative and attractive product packaging.

Infographics:

Conceptual mapping through form, shape, and sometimes animation to simplify complex data.

Print Advertising Design:

Designing brochures, catalogs, posters, and banners with professional graphic standards.

Motion Graphics & Animation Unit

2D Motion Graphics:

Professional design aligned with each client's branding strategy.

Infographic Animation:

Presenting data and information in an engaging and easy-to-understand animated format.

Logo Motion:

Creating dynamic animated logos that reinforce brand presence.

Kinetic Typography:

Using animated text and motion type to effectively communicate key messages.

Stop Motion:

Producing unique frame-by-frame content with artistic visual storytelling.





Digital Content Design & Production Unit

Website Design:

Creating beautiful, functional, and responsive websites optimized for all devices.

Social Media Management:

Daily management of brand accounts across platforms (Instagram, Telegram, Facebook, and more).

Graphic Post Design:

Designing creative and visually appealing social media posts.

Content Creation:

Producing written, visual, and video content for websites and social media to attract and engage audiences.

Motion Graphics & Animation:

Producing animated videos and motion graphics to convey advertising messages effectively.

Podcast & Audio Content:

Creating professional audio content for social media platforms and websites.

Creative Ideation Unit

Original Concept Development:

Generating innovative and strategic core ideas for campaigns.

Slogan Writing:

Creating memorable and impactful advertising slogans that resonate with audiences.

Custom Promotional Gifts Design & Production Unit

Corporate & Executive Gift Design:

Designing and producing exclusive corporate and managerial gifts.

Packaging & Personalization:

Custom packaging and branding for promotional gifts to enhance brand presence.





Together at Fara

Seven Steps to Creating a Lasting Brand Experience



01. Attentive Listening, The Beginning of Understanding

Everything starts with listening. Through detailed briefs and purposeful conversations, we ignite the discovery of your brand's true essence.



02. Deep Discovery, Research and Strategy Development

With a thorough understanding of the market, competitors, and audience mindset, we gain a complete view of the playing field to design the right path forward.



03. The Boiling Point, Concept Creation

Here, the brand's identity takes shape, the core essence that fuels all ideas, tones, and decisions that follow.



04. Ideas with Pulse, Crafting Creative and Impactful Concepts

From the heart of the concept, we create ideas that are alive, dynamic, and capable of stopping the audience in their tracks.



05. The Right Voice, Choosing the Perfect Communication Channels

Good ideas need the right platforms. We select media channels that are not too many, not too few, just the right ones.



06. Flawless Execution, Bringing Ideas to Life

Precision, order, and meticulous attention to detail ensure that everything is executed exactly as it was envisioned.



07. The Conversation After "Hello", Evaluation, Support & Continuous Care

The end of a project is not goodbye, it's the start of an ongoing dialogue. We analyze, learn, and nurture the path we've built together.

What We Create



Five Years of Collaboration with Entekhab Electronics Industrial Group

- ▶ Development and execution of advertising campaigns aimed at brand positioning and strengthening internal corporate culture.
- ▶ Concept development and scriptwriting; production of over 600 motion graphics for cultural, educational, and informational purposes.
- ▶ Content creation and management for the "Tabassom" social media project, including visual design, written content, competitions, and special promotional campaigns.
- ▶ Design and layout of books, catalogs, performance reports, brochures, and digital magazines.
- ▶ Design of exclusive corporate calendars, planners, and annual diaries for affiliated companies within Entekhab Group.
- ▶ Design and production of trophies, promotional gifts, and branded corporate items.





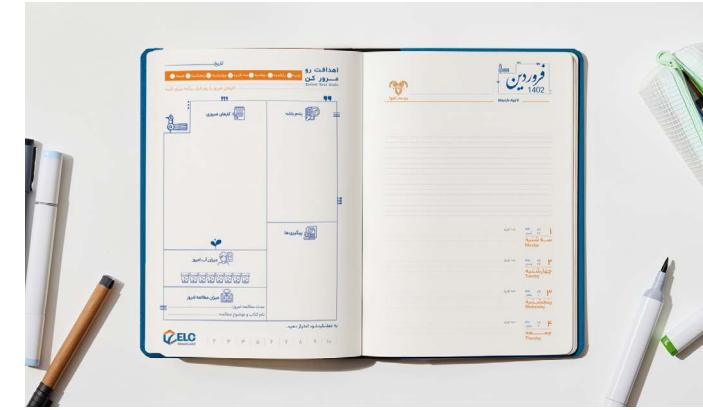
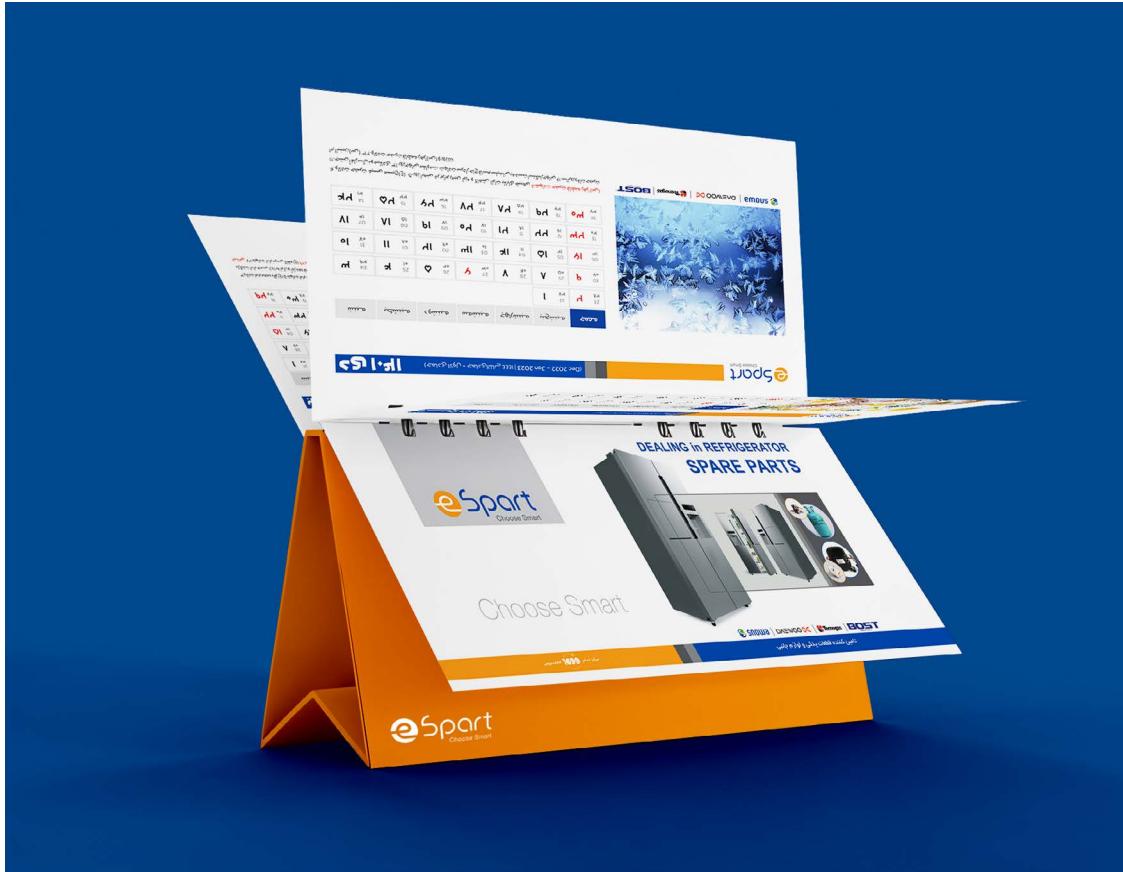
Product Label and Specification Design

Design of various labels including:

- ▶ Product identification labels
- ▶ Technical specification labels
- ▶ Warranty and service labels
- ▶ Energy efficiency labels
- ▶ Pricing and safety warning labels



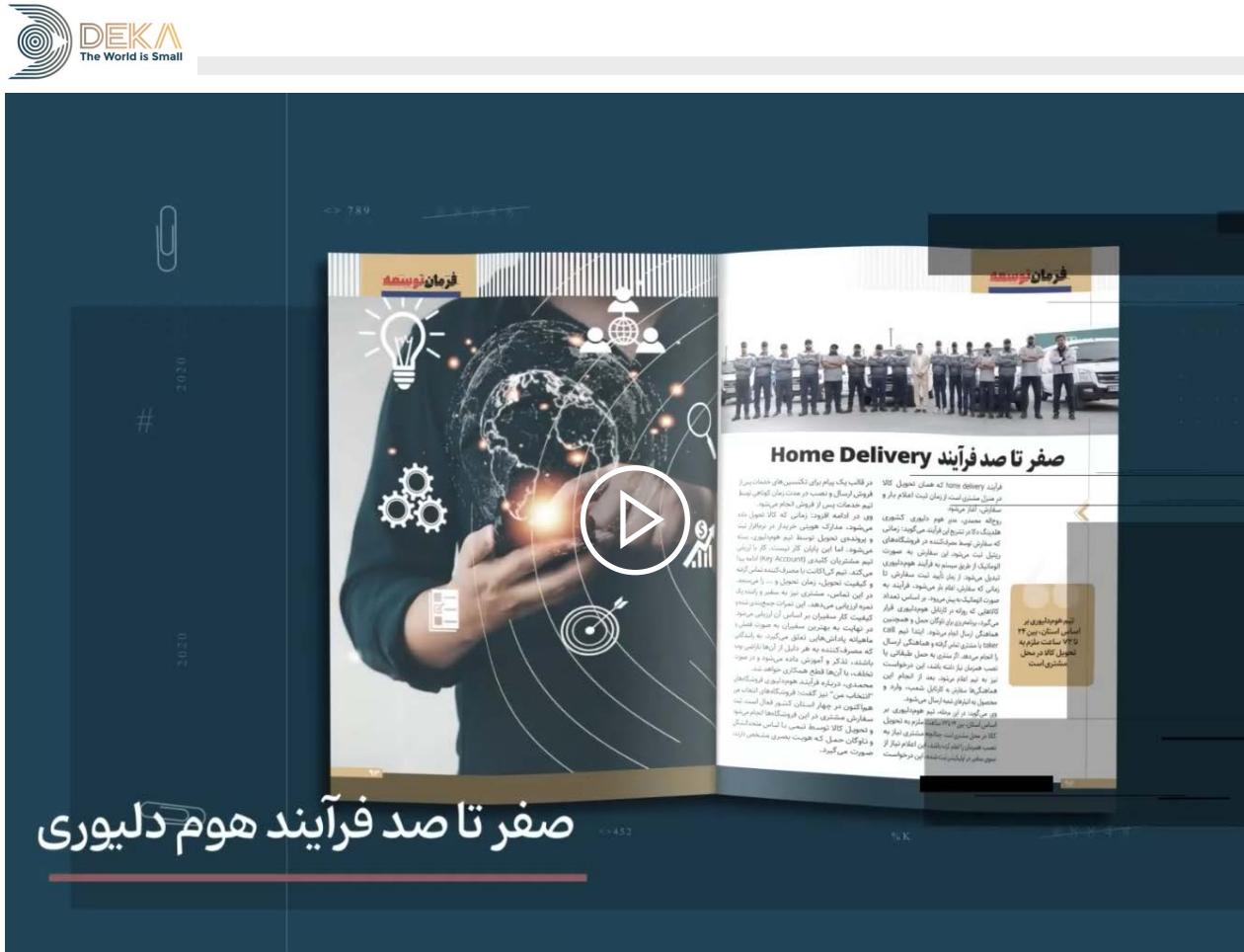










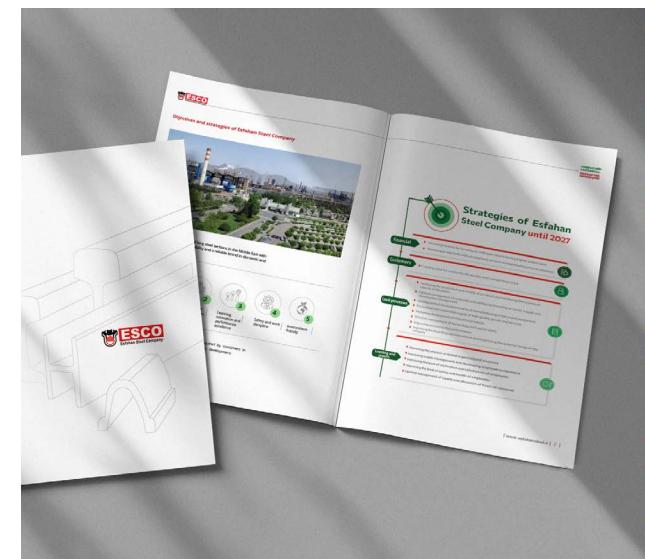
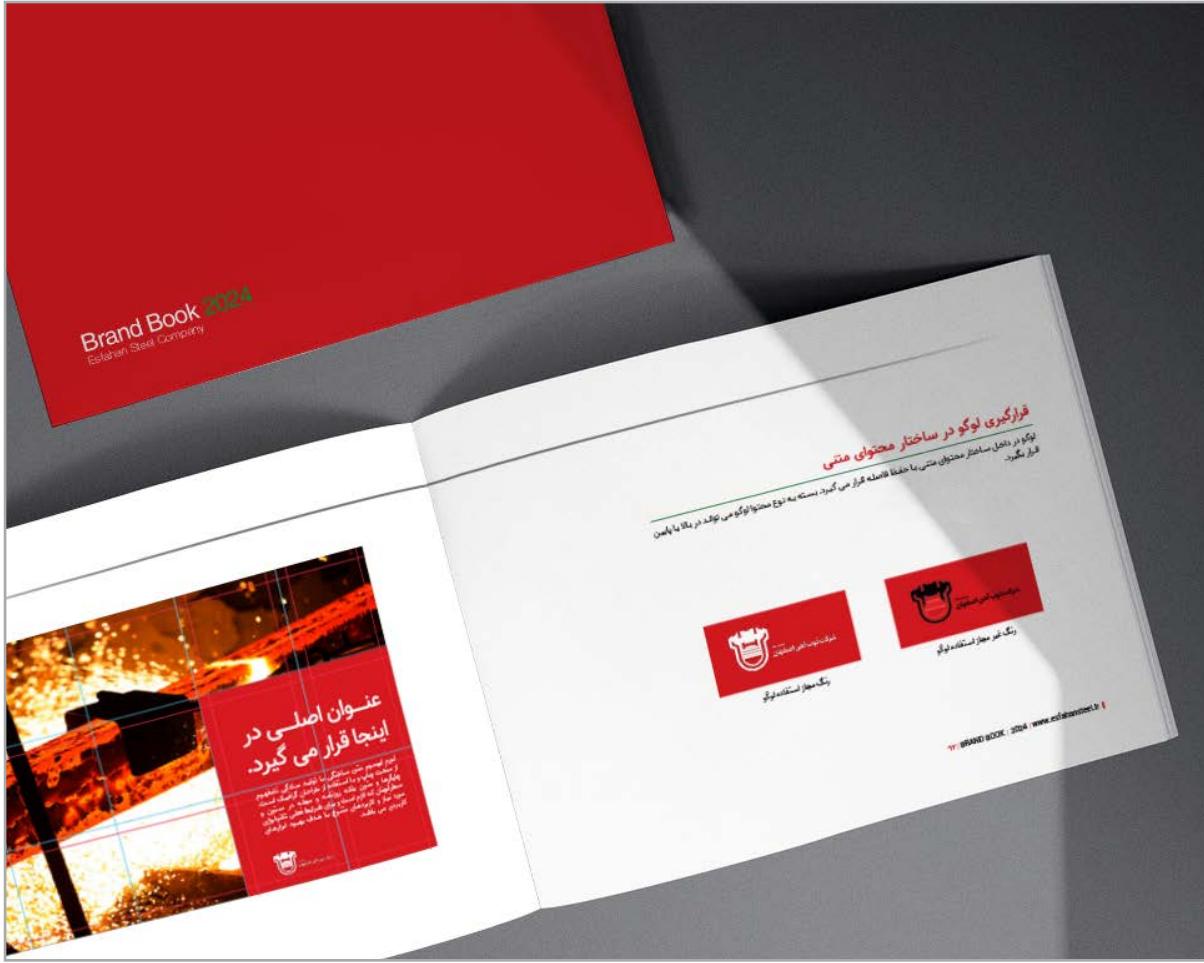




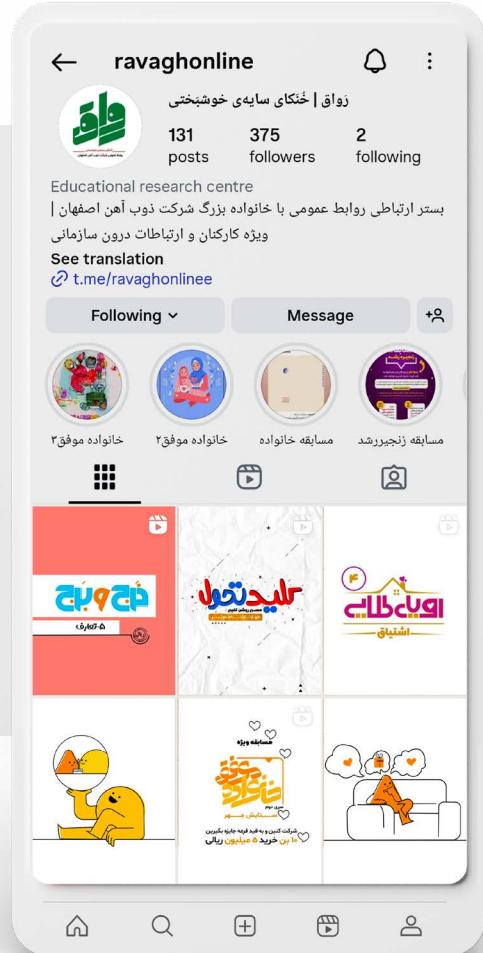
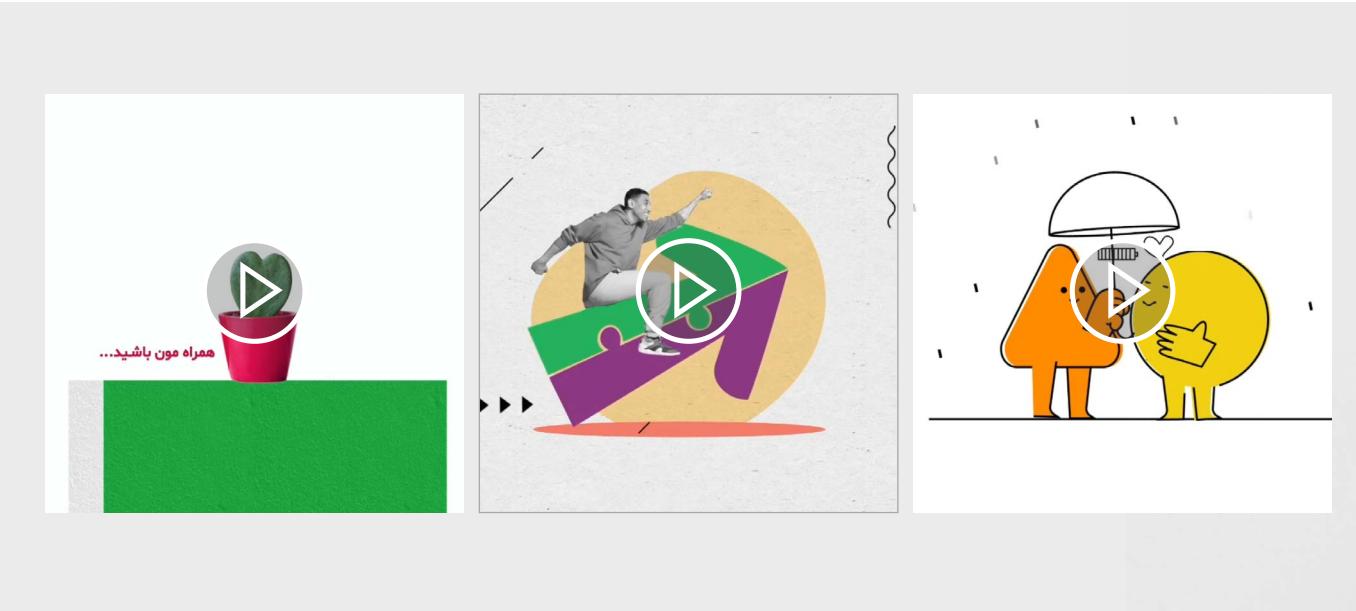
Two Years of Collaboration with Isfahan Steel Company (Zob Ahan)

- ▶ Design of the corporate Brand Book, Sustainability Catalog, and Multilingual Product Catalogs.
- ▶ Concept creation and production of over 200 motion graphics for cultural, educational, and informational themes.
- ▶ Development of internal environmental advertising campaigns to enhance corporate culture and brand perception.
- ▶ Management of social media presence, including content creation, audience engagement, SEO optimisation, competitions, and promotional events under the "Ravaq" brand.













**BrandLaunch & Continuous Collaboration
with Saman Saneh (ParamountBrand)**

- ▶ Corporate and visual identity design.
- ▶ Product packaging design.
- ▶ Notebook and stationery cover and inner layout design.
- ▶ Product transport vehicle branding.

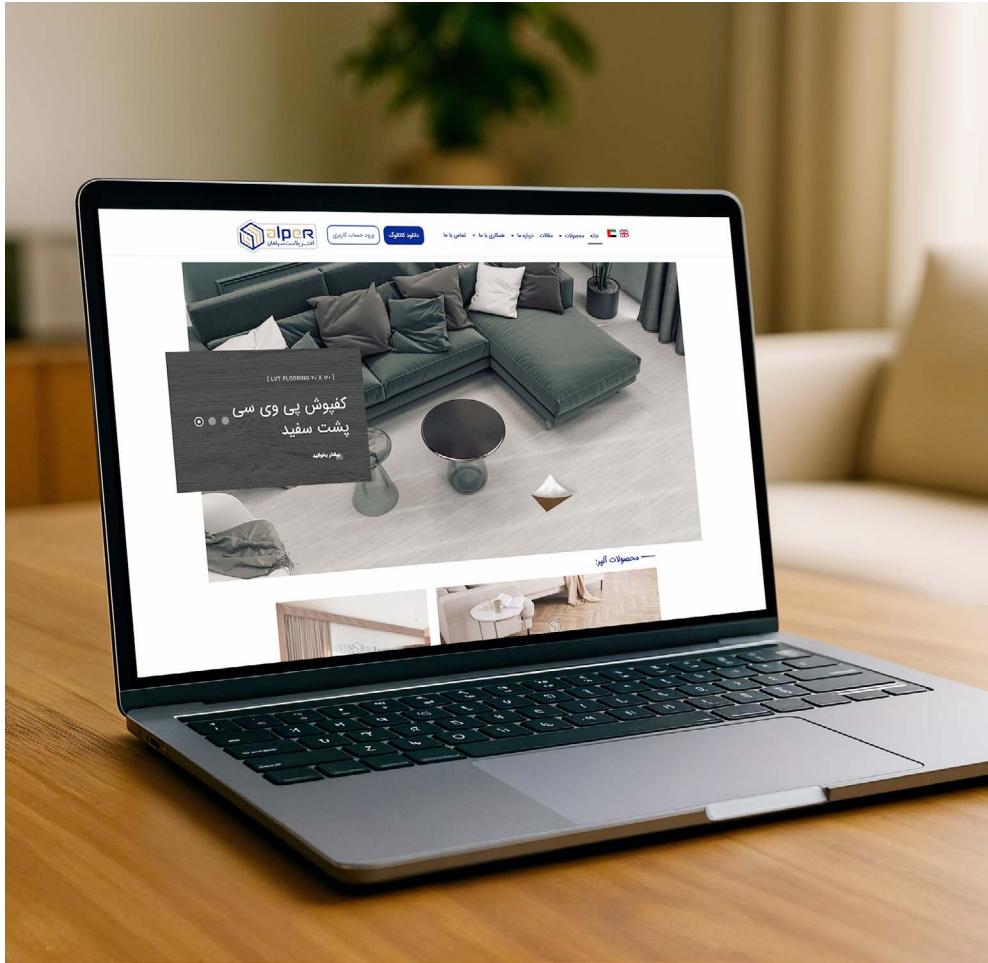




Brand Launch & Collaboration with Akhtar Plast Sepahan (Alper Brand)

- ▶ Brand identity and corporate visual system design.
- ▶ Product catalog design.
- ▶ Custom website design, optimised for mobile, tablet, and widescreen displays.



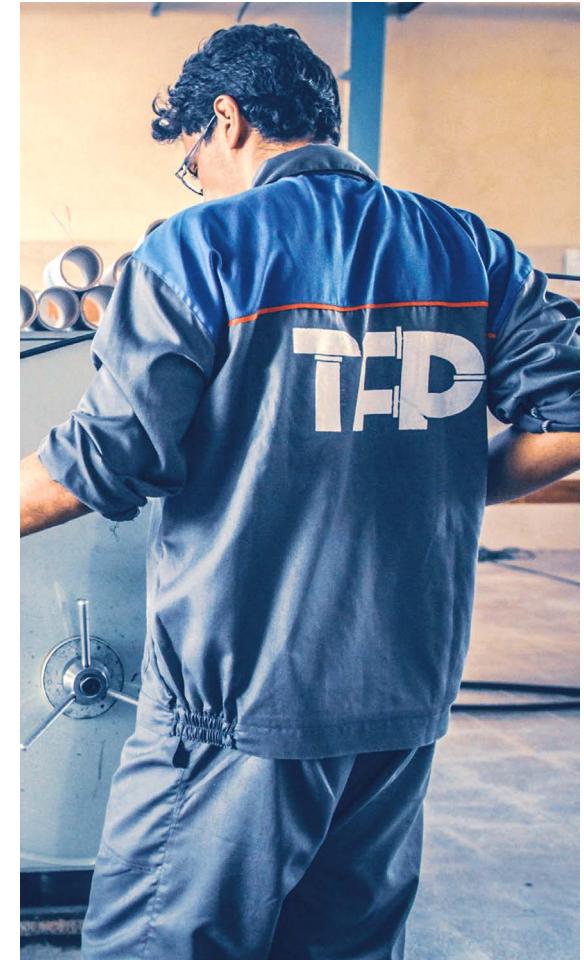
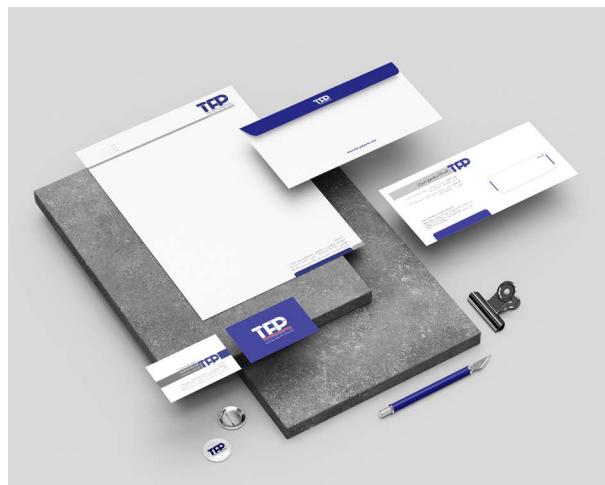




Brand Launch & Collaboration with Tiran Polymer Fittings Company (TFP)

- ▶ Design of logo, brand identity, and corporate visual guidelines.
- ▶ Multilingual product catalogs and brochures.
- ▶ Creative product packaging, including exhibition-exclusive editions.
- ▶ Industrial photography for marketing materials.









Brand Launch & Collaboration with Vanguard

- ▶ Design of logo, visual and corporate identity.
- ▶ Product packaging design and presentation materials.







Contact Us

www.faraa.ir