

# BRAND

Brand Guidelines  
Document for personal  
brand - Haznavi.

# GUIDELINES

Haznavi is dedicated to crafting unique and impactful visual identities that bring brands to life.



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# INTRODUCTION

Create visually striking, meaningful, and functional designs that leave a lasting impression.

**More Than Just a Logo  
Design with Purpose  
Crafting Brand Experiences  
Bringing Ideas to Life  
The Power of Visual Identity  
Let's Create Something Unforgettable**

# HAZNAVI

Haznavi is more than just a design studio—it's a creative force dedicated to shaping bold, cohesive, and unforgettable brand identities. As a graphic designer, I specialize in crafting complete visual identity packages that bring brands to life. From logos and typography to packaging and digital presence, every element is carefully designed to reflect the essence of each brand. My goal is to create visually striking, meaningful, and functional designs that leave a lasting impression. As a graphic designer specializing in complete visual identity packages, I don't just create logos—I craft entire brand experiences. From typography and color palettes to packaging and digital presence, every detail is meticulously designed to tell your brand's story. My goal is to help businesses and individuals establish a visual identity that is not only beautiful but also meaningful and functional.

Haznavi is built on the belief that design is more than just visuals—it's a

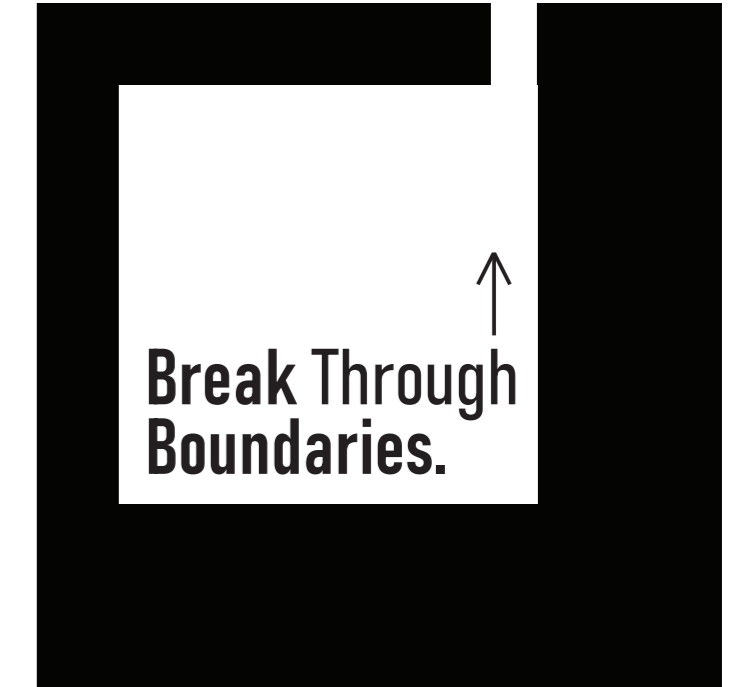
language, an emotion, and a connection. Whether you're launching a new brand or refining an existing one, I'm here to bring your vision to life with creativity, strategy, and a keen eye for detail. At Haznavi, design is not just about aesthetics; it's about strategy, purpose, and connection. I believe that a strong visual identity has the power to build trust, evoke emotions, and establish a brand's place in the world. Whether you're an emerging entrepreneur, an established business in need of a refresh, or someone looking to bring your vision to life, I am here to make your brand stand out. This booklet is a glimpse into what Haznavi represents—the mission, the values, and the creative philosophy behind my work. It's a reflection of my dedication to helping brands find their voice through design. So, let's embark on this journey together and create something unforgettable.

## 01 INTRODUCTION



# Brand Values

- ▣ Creativity
- ▣ Authenticity
- ▣ Precision
- ▣ Strategy
- ▣ Adapting and growing



**Purpose** Create.  
Define. Raise.

Positive/Negative

03 LOGO

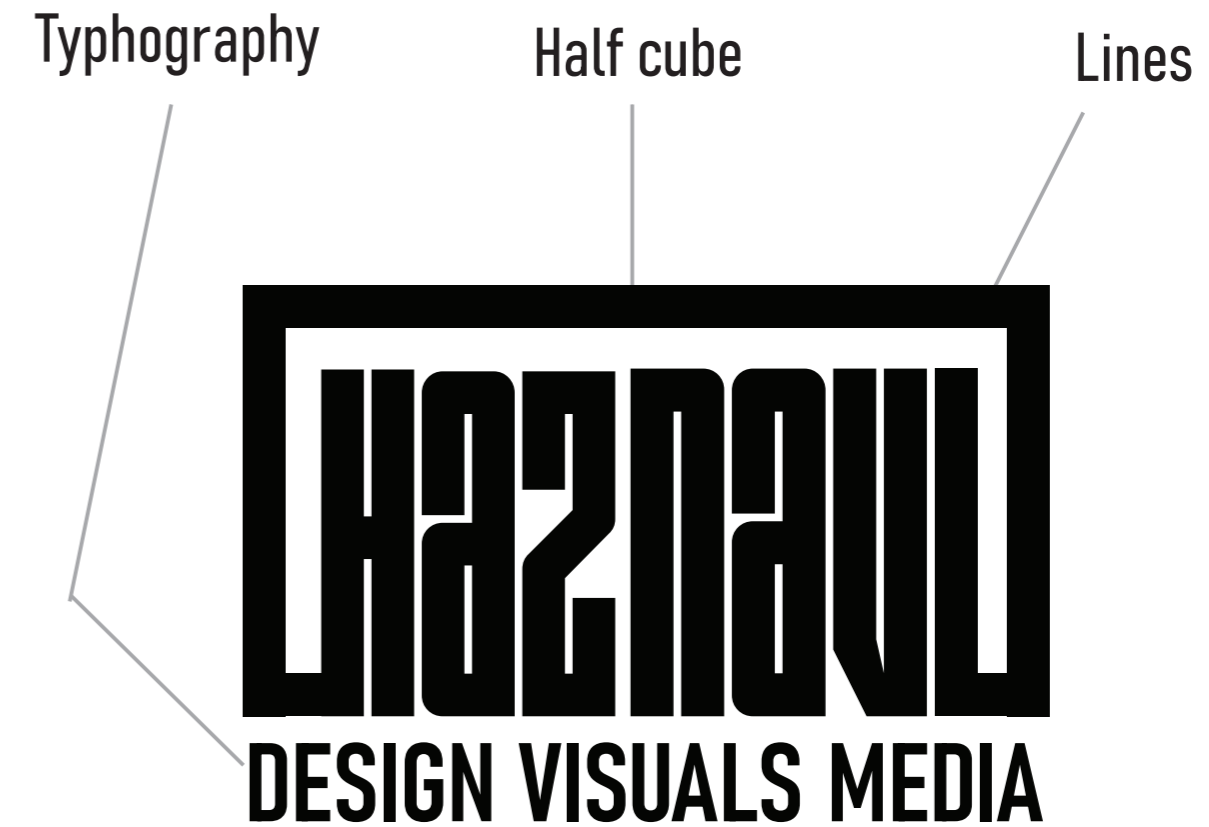


**Black/White**

# Elements

The custom "haznavi" logo represents more than just initials; it embodies the harmony between two forces, carefully balanced within the framework of a half-square. The half-square symbolizes the continuous evolution—piece yet to be completed. The dynamic structure of the letters offers a sense of movement, reflecting a brand that is always advancing, adapting, and expanding.

## 03 LOGO



## Brand Name

CONCEPT TO  
CREATION

The Haznavi logo was crafted using a structured design approach, combining precision with creativity. By utilizing lines and circles as the foundation, I constructed the letterforms with balance and harmony. The Shape Builder Tool played a key role in merging and refining these geometric elements, ensuring a clean, modern, and cohesive design. Every curve and connection was intentionally designed to reflect Haznavi's identity—bold, innovative, and timeless.



HAZNAVI

# TYPOGRAPHY

The Haznavi logo features Outward as its primary typeface, chosen for its striking height and bold presence. Its clean yet eye-catching design ensures strong readability while maintaining a modern, cohesive look.

## Outward

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## 03 LOGO

# Bahnschrift

The Haznavi logo uses Bahnschrift, a modern and structured typeface that balances precision with boldness. Its clean, geometric design reflects innovation and professionalism while maintaining a sleek, contemporary edge—perfectly aligning with the brand's vision

## SemiBold Condensed

Aa

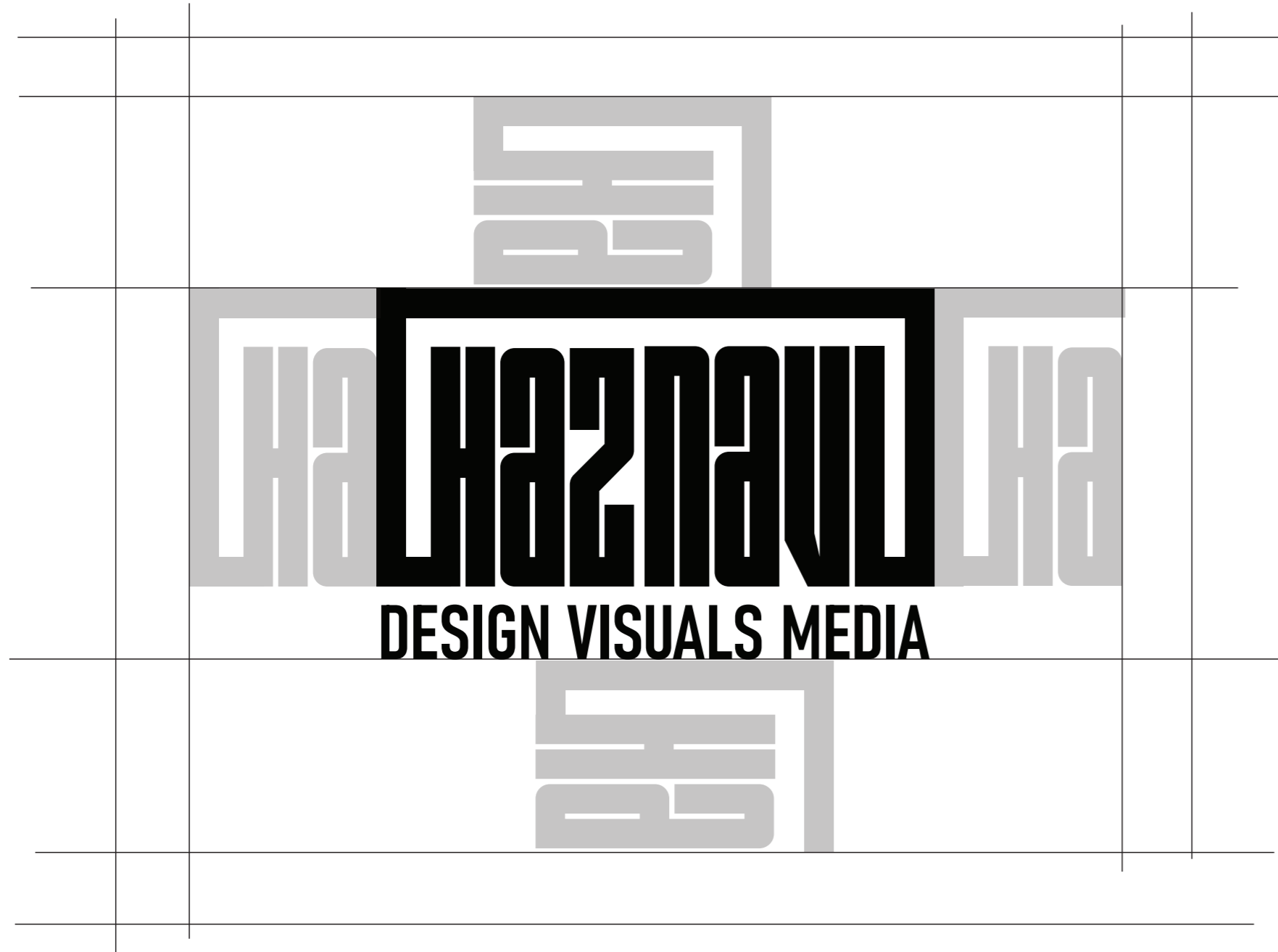
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## SemiLight Condensed

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### 03 LOGO

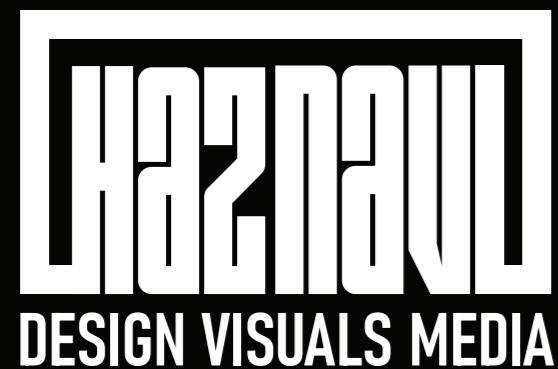


Clear space ensures that a logo remains legible, impactful, and visually balanced in any application. It prevents overcrowding by keeping the logo free from distractions, maintaining its integrity and recognition. Proper spacing enhances readability, professionalism, and brand consistency, ensuring the logo stands out across different media and backgrounds.

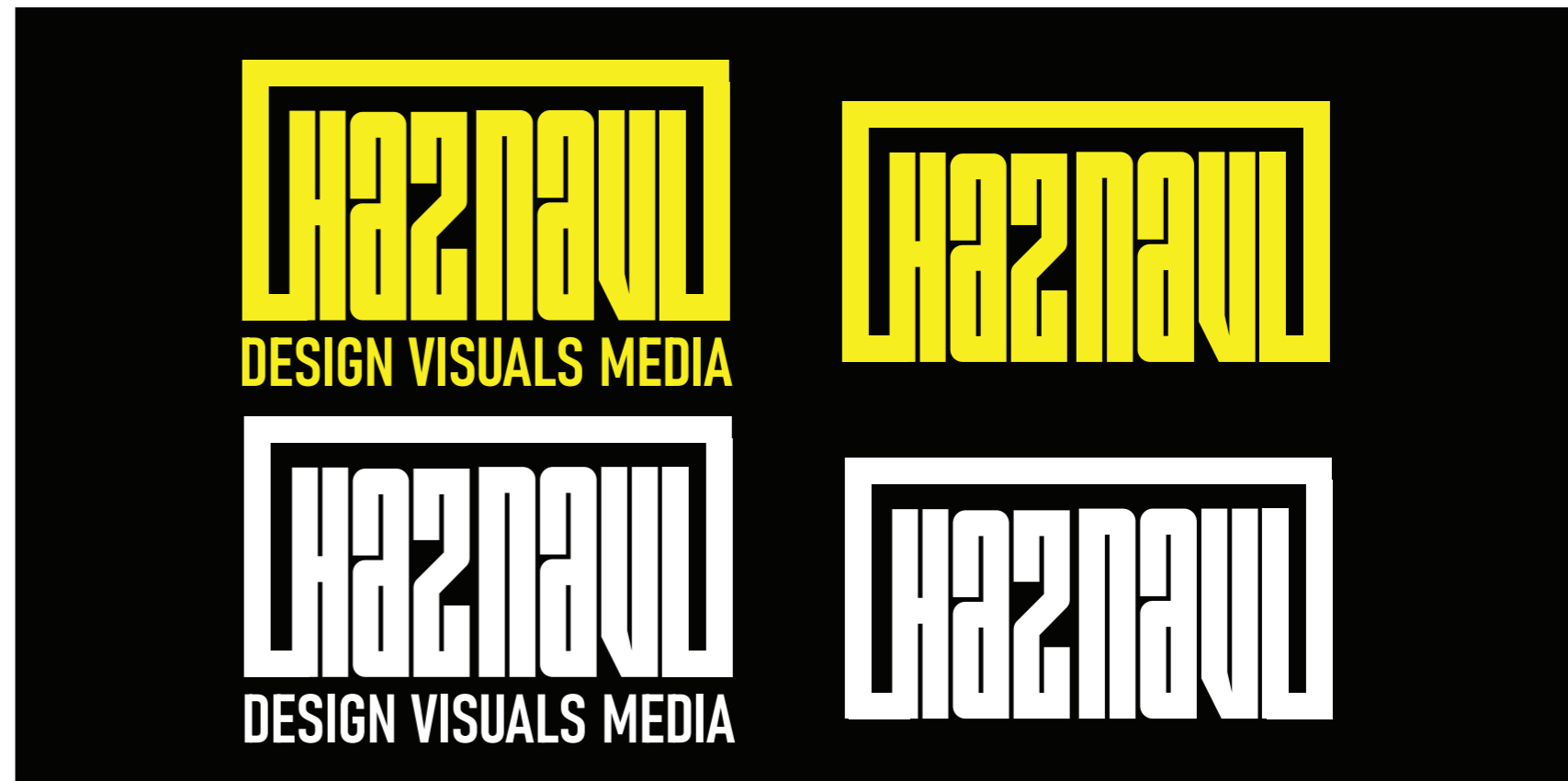
**CLEAR SPACE**

## HAZNAVI LOGO ICON VERSION.

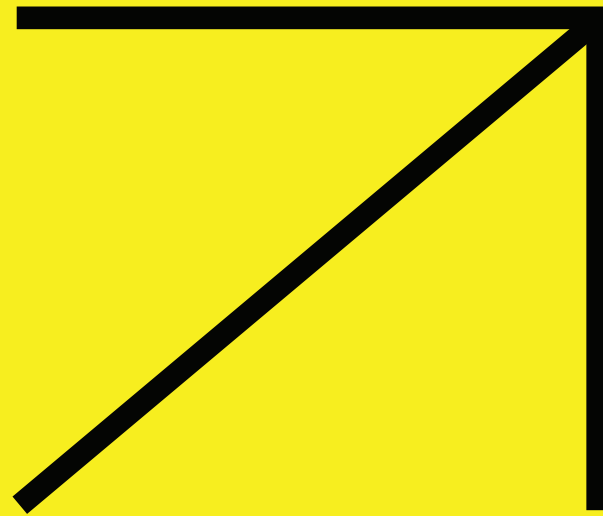
The Haznavi logo is designed in multiple variations to ensure flexibility across different applications.



## 03 LOGO



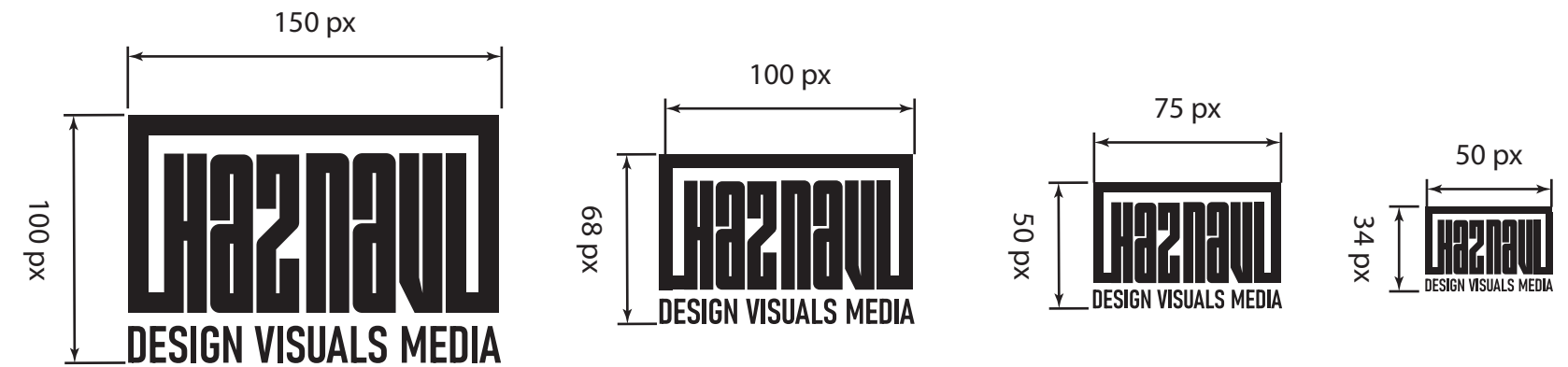
# SCALING



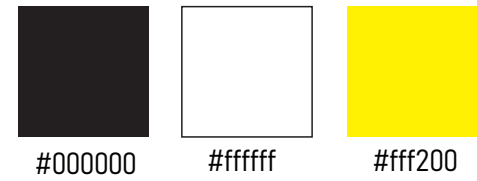
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## 04 SCALING

Scaling different versions of the logo, it stays clear and recognizable whether it's big or small.



# COLOR



When designing the Haznavi logo, I wanted to keep the color palette minimal yet impactful. Instead of overwhelming it with multiple colors, I focused on just three—black, white, and yellow. Black and white ensure a timeless, versatile look, while yellow adds a bold, energetic touch. This limited palette keeps the branding strong, modern, and easily recognizable without unnecessary distractions.

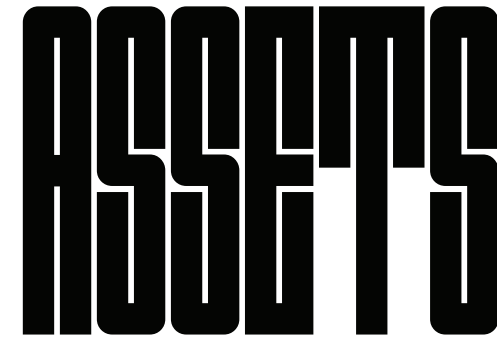
More interesting colors to work with:



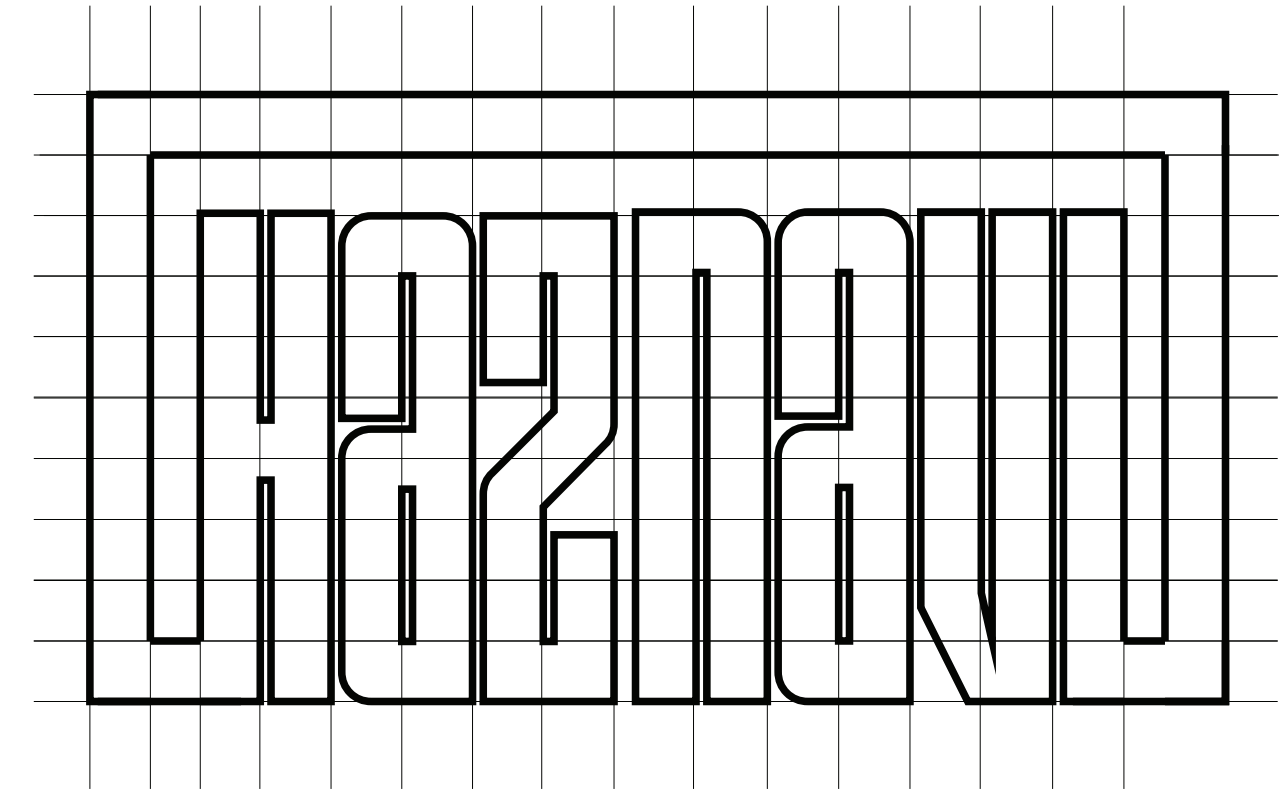
# GRID/GUIDE



Connecting the letters



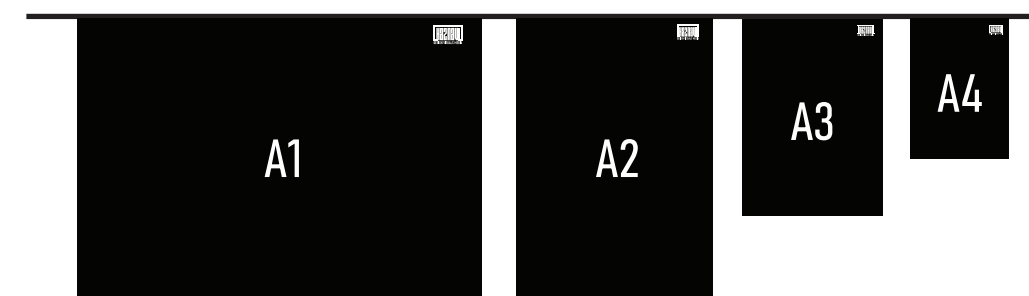
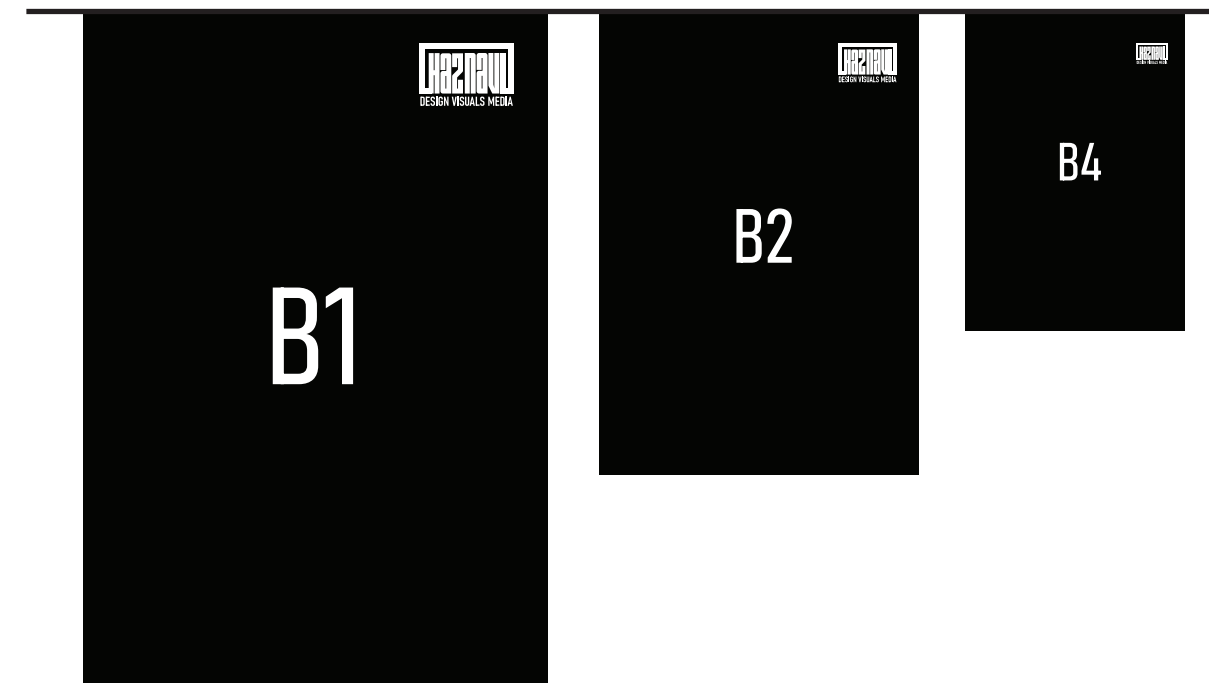
The Haznavi logo is built entirely from typography, making the type itself the core visual asset. I used consistent letter weight throughout to maintain a clean, cohesive structure. Inspired by geometric forms, I integrated a 'half-cube' element to subtly connect one side of the logo to the other—creating a sense of unity, balance, and movement within the type. This approach gives the logo a strong identity without relying on external symbols or icons.



# BRANDING

PATTERNS-LAYOUT-SOCIAL MEDIA

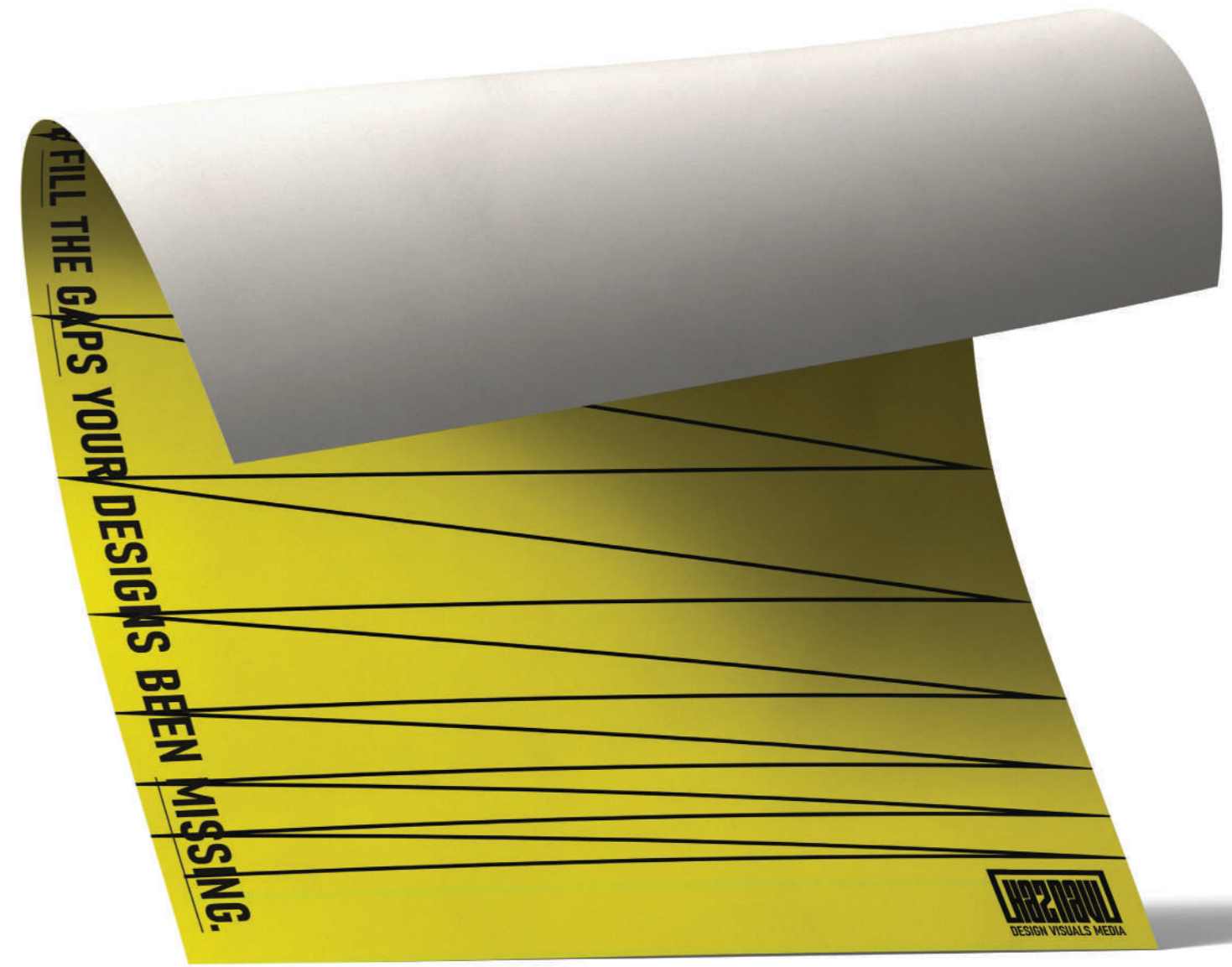
## 05 VISUAL







05 VISUAL

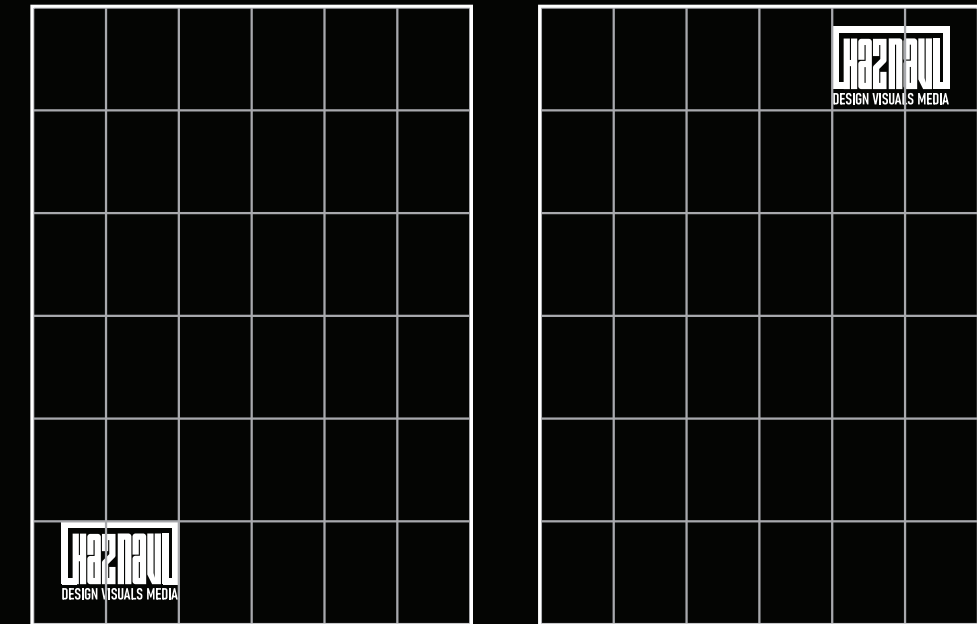


# CORRECT LOGO PLACEMENT

## 05 BRAND

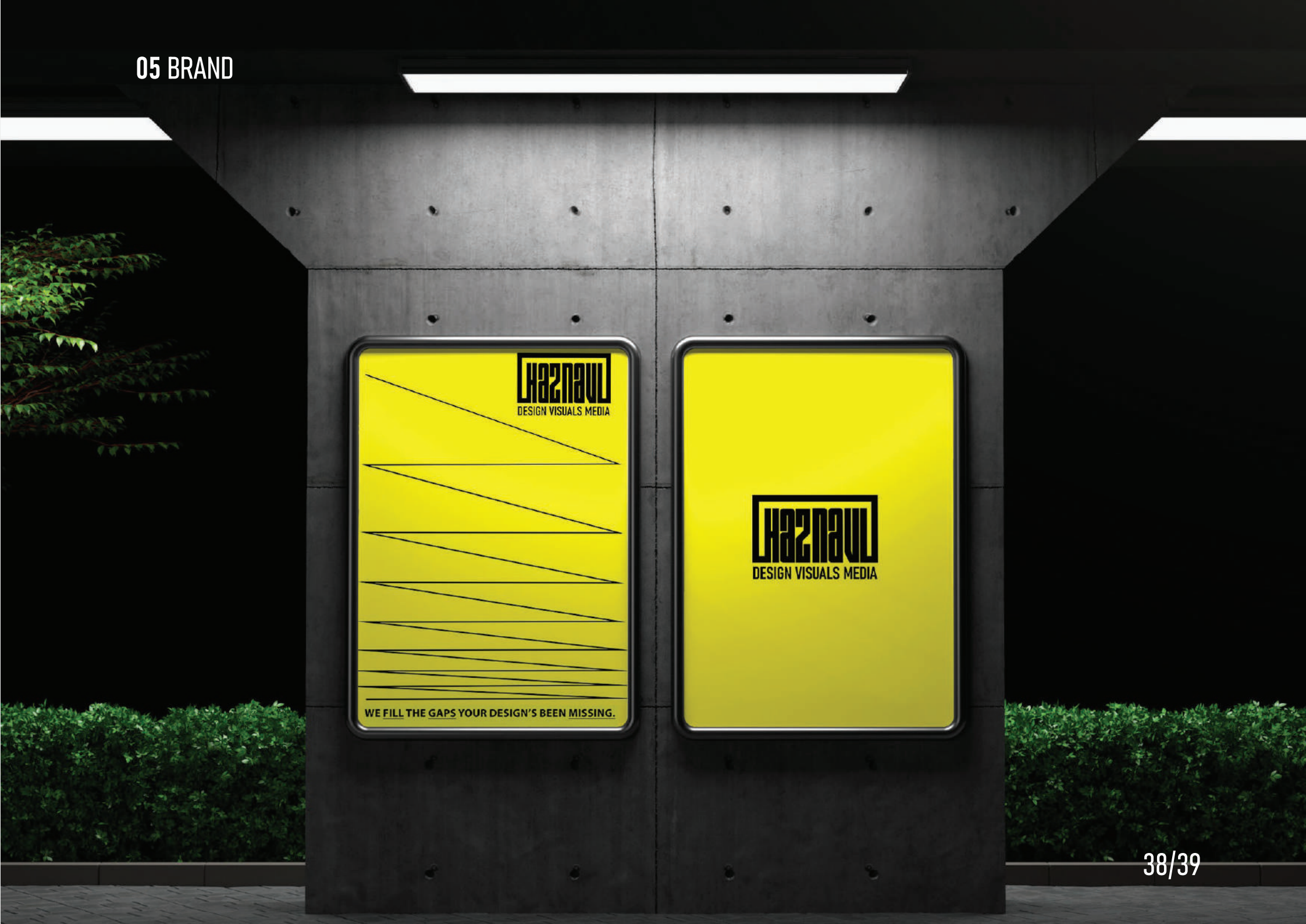
### Correct logo placement.

Placing a logo correctly is essential because it ensures brand visibility, consistency, and professionalism. A well-positioned logo strengthens recognition and trust, while poor placement can confuse or weaken the overall message. It's not just about looking good—it's about making your brand unforgettable.





Brochure design for Haznavi is all about blending bold creativity with clear communication. Every element—from layout to typography—reflects the brand's unique identity



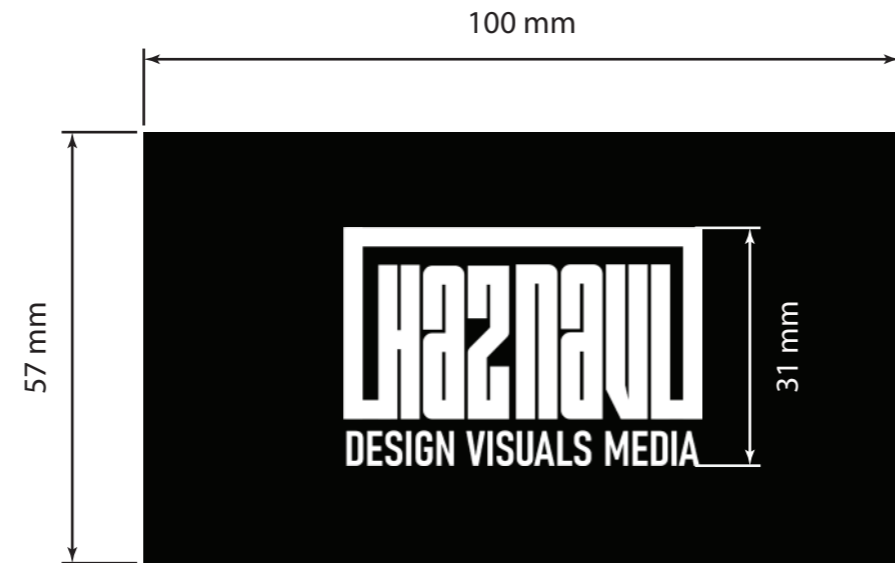


05 BRAND



## Business Card Design.

A minimalist business card speaks volumes with less. Clean lines, ample white space, and purposeful typography create a sleek, modern impression that reflects professionalism and confidence. It's not just a contact card—it's a statement of refined identity.





T-shirt design.

## 06 BRAND



### Logo Presentation

To showcase the versatility and strength of the Haznavi logo, I applied it across a range of carefully selected mockups. Each application was chosen to highlight a different aspect of the brand's personality — from minimalistic and refined to bold and dynamic.



