

At the intersection of concept and creation



چارسو
CHARSOOD

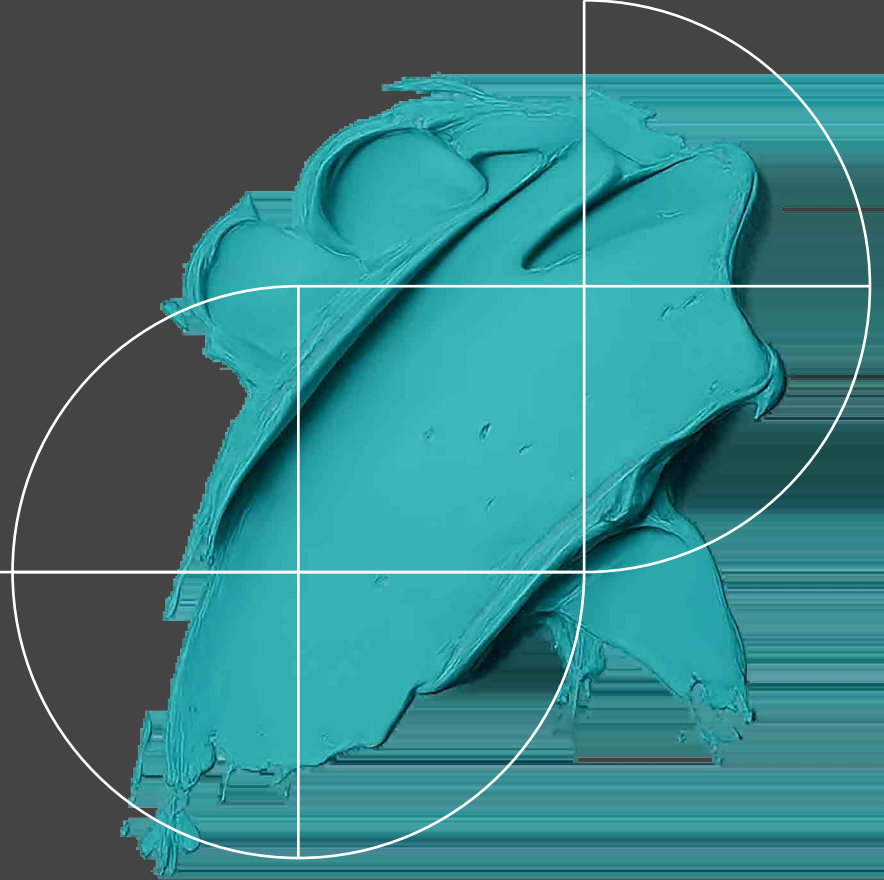
PORTFOLIO

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About Us:

Be Seen from Every Angle...

At Charsoo Creative Advertising Studio, we elevate brands with a blend of strategic thinking, refined aesthetics, and purposeful creativity. Our mission is simple: to transform ideas into visually compelling experiences that not only capture attention, but inspire connection.

With a multidisciplinary team specializing in social media design, graphic communication, advertising campaigns, motion graphics, and professional print production, we deliver solutions that align perfectly with your brand's goals and identity. From concept development to final execution, every step is handled with meticulous care.

Our expertise expands across logo design and redesign, brand identity systems, illustration, photography, videography, and content creation tailored specifically to your audience. Whether you are shaping a new brand or revitalizing an existing one, we ensure that every visual element works together seamlessly to tell a coherent and memorable story.

At Charsoo, we value precision, quality, and your time. Each project benefits from our collaborative approach—where creativity meets clarity, and design transforms into measurable impact.

We craft work that isn't just meant to be seen, but to be felt, remembered, and trusted.

LOGO DESIGN

and brand visual identity



Pishgam Bespar Omid



Brand stationery

Conceptual and Visual Analysis of the Logo
 The logo structure is an abstract combination of the letters P B O, which represent the abbreviation of the company name.
 The logo is also formed from three abstract shapes that visually resemble engineering components. This type of design is highly suitable for fields related to polymer materials and machinery, because:
Polymer characteristics: flexibility, fluidity, and adaptability are reflected through the curved and dynamic forms in the logo.
Machinery and technology: these are often represented by clean lines and precise cuts, which can be seen in the sharp angles used in the composition. These two forms represent the nature of both polymer (soft) and machinery (precise).
Connection between the forms: this connection is reminiscent of polymer chains, molecular bonds, and the flow of molten material in the extrusion process, which directly relates to the world of polymers.
Using this form effectively conveys the concept of polymer without any complexity.
Professional simplicity: the logo has no unnecessary details and avoids visual complexity. It works well even at small sizes on packaging.
Ability to function as a standalone icon: the visual symbol of the logo is strong and independent; even if the text is removed, it still successfully communicates the brand identity.

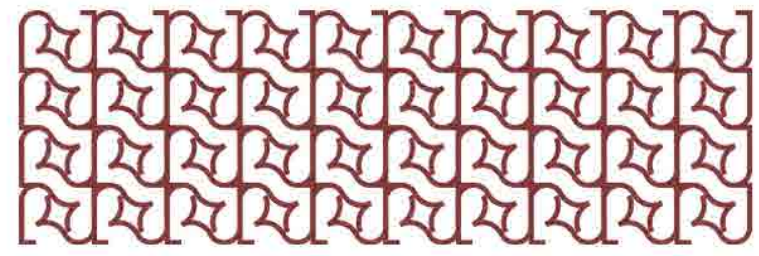
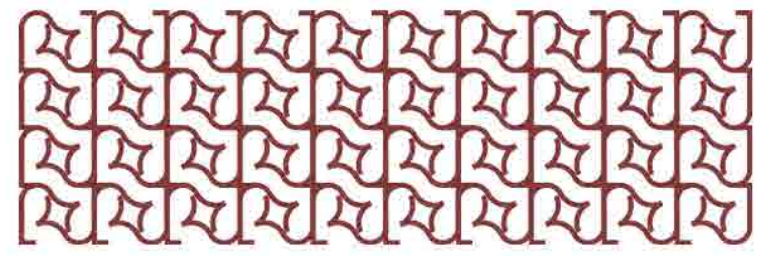


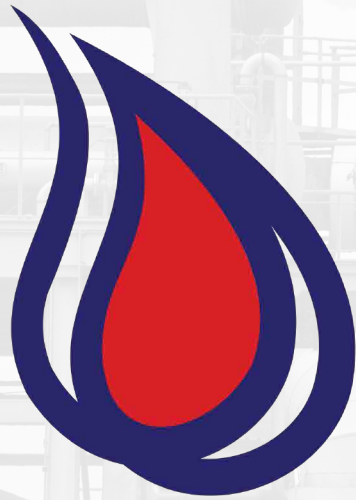


Logo Design



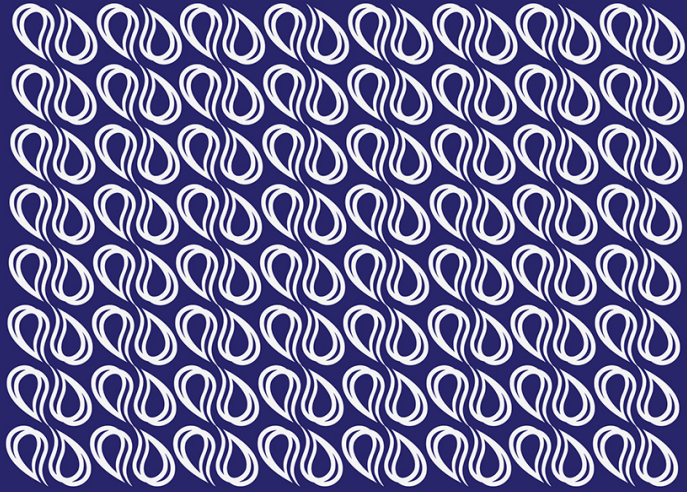
Jewellery



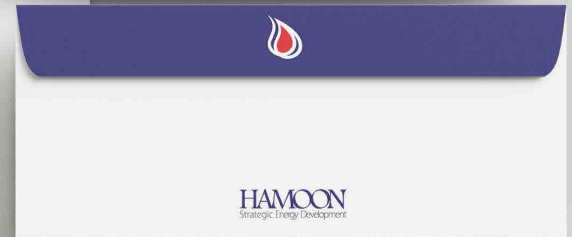
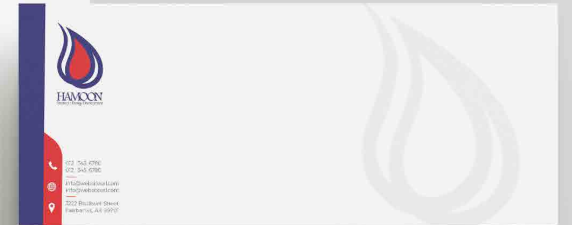


HAMOON

Strategic Energy Development



HAMCOON
Strategic Energy Development



LOGO DESIGN



Catalog Design



Company Catalog Design Jahad Nasr Fars

This brochure was designed to present the capabilities, services, and projects of Jahad Nasr Fars Company. The design focuses on creating a clean and professional layout that aligns with the company's visual identity, using corporate colors and imagery related to infrastructure and construction projects.

The page composition is structured to guide the reader smoothly through the information while maintaining strong visual appeal. Infographics, simple icons, and project imagery were incorporated to communicate key information clearly and efficiently.

The overall design aims to visually reflect the company's professional identity and highlight its role in large-scale infrastructure and development projects.





Brochure design

This brochure was designed to present the Marun Petrochemical Innovation Center with a modern and professional visual identity. The concept combines industrial imagery with technological visual elements to reflect innovation and research-driven development. Cool blue tones and structured layouts were used to create a clean, futuristic atmosphere, while the cover composition symbolizes the connection between human expertise and industry.





Visual Concept & Structure

This brochure was crafted to present specialized information in a clear, accessible, and visually engaging manner. The project focused on developing a cohesive visual identity and communicating key messages as simply and effectively as possible. A green and white color palette was selected to evoke feelings of calm, trust, and wellness, while the structured multi-section layout enhances readability and guides the viewer's eye seamlessly through the content. Information is organized into concise, well-defined sections, supported by ophthalmology-related imagery that reinforces the subject matter. The inclusion of a QR code provides quick, convenient access to additional resources. Overall, the brochure strikes a balance between aesthetic appeal and functional design, serving as an effective communication piece for introducing services and explaining treatment processes.

Office Set



Atrisa
Beauty Clinic
آتریسا
کلینیک تخصصی پوست و مو



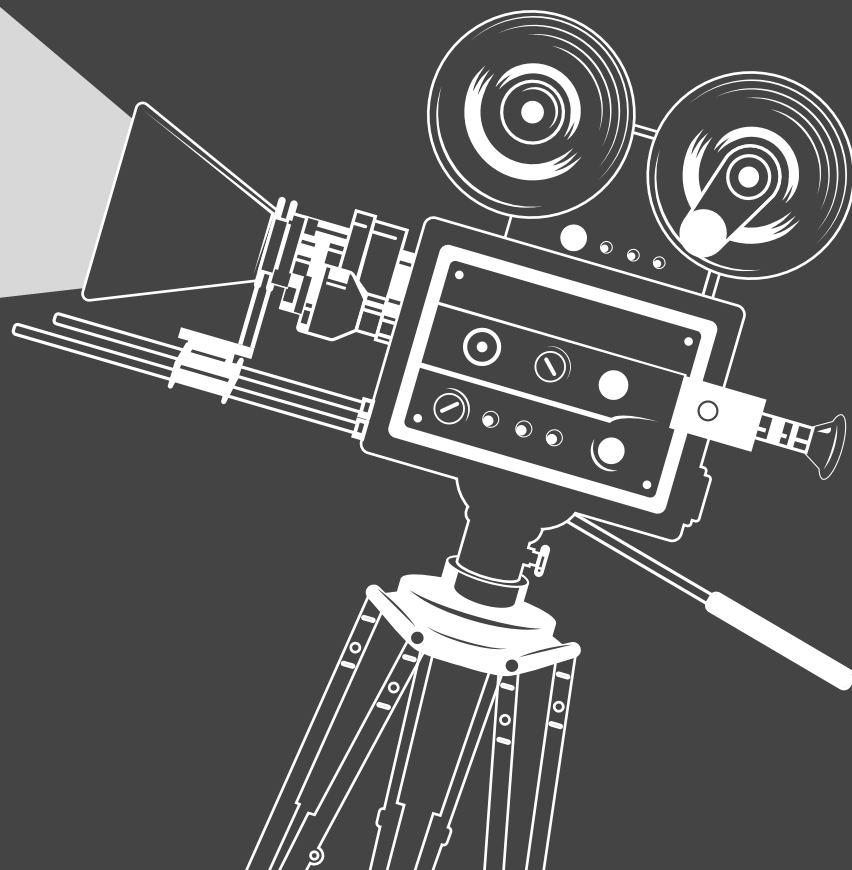
Where Ideas Take Motion

Charsoo Creative Advertising Studio elevates brands through a unique blend of strategic thinking, refined aesthetics, and purposeful creativity.

Our mission is simple: turning ideas into visually captivating experiences that not only attract attention but create genuine connection.

With a multidisciplinary team specializing in video production, film editing, social media content, graphic communication, advertising campaigns, motion graphics, and print production, we craft cohesive solutions that seamlessly align with your brand's vision and goals.

From concept development to final edit, every frame is produced with meticulous attention to detail and artistic precision.



<https://www.aparat.com/v/rko2r8c>

Our clients:

We have had the honor of collaborating with a diverse range of reputable and creative brands. These collaborations -spanning logo design, visual identity, packaging, advertising, and digital projects- have provided us with valuable opportunities to place creativity in service of our clients' professional goals.



Thank You
for your time

