ENVIRONMENTAL
GRAPHIC DESIGN

REZA FARZANEH.studio
Visual & Brand Designer

ENVIRONMENTAL GRAPHIC DESIGN

Beyond the Surface

Environmental Graphic Design is where brand identity moves beyond graphic surfaces and becomes part of the built environment. My approach to this discipline grows out of a broader practice in brand and visual design, where visual systems are developed to remain clear, scalable, and consistent across physical contexts.

In my design process, work often begins with the core elements of a brand such as identity, typography, and visual language. As these elements evolve into a complete system, they must eventually extend into three dimensional space. Environmental graphic design translates these systems into spatial applications that guide and engage people as they move through an environment.

Designing for the built environment requires an understanding of architectural scale. Visual elements must remain legible across different viewing distances and perform effectively on a variety of surfaces. This involves careful consideration of materials, fabrication methods, lighting conditions, and installation constraints so that the design functions properly in real world conditions.

At this scale, environmental graphics operate at the intersection of brand identity, architecture, and human movement. The role of design is not only to provide visual expression, but also to support orientation, communicate information, and maintain a coherent brand presence throughout a physical environment.

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PROJECT CATEGORIES

The projects in this portfolio represent a range of spatial environments where environmental graphics support navigation, communication, and brand presence. Each category reflects a different context in which visual systems interact with architecture and user experience.

Healthcare Environments
Clinics, medical laboratories, and healthcare related facilities where clarity, intuitive wayfinding, and visual consistency are essential.

Corporate and Office Environments
Workplace interiors where environmental graphics reinforce brand identity and support communication within professional environments.

Retail Environments
Mobile stores, fashion boutiques, accessory shops, supermarkets, and toy stores where environmental graphics support brand visibility and enhance the customer experience.

Food and Hospitality Environments
Restaurants, cafés, food courts, and ice cream shops where graphic elements contribute to atmosphere, brand storytelling, and customer engagement.

Industrial and Production Environments
Factories and production facilities where large scale graphics communicate identity, safety information, and spatial organization.

Learning and Coworking Spaces
Libraries and shared work environments where graphics help organize information, guide users, and support collaborative environments.

You can explore short behind-the-scenes videos of these executions on my YouTube channel.

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BEHSA

Dental and Maxillofacial Clinic | Healthcare Environments | 2023



IDEAL

Medical Laboratory | Healthcare Environments | 2021













RUBIKA

Social Media Platform | Corporate and Office Environments | 2022



















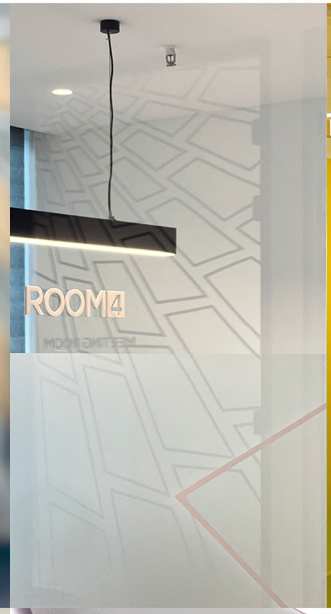
IMA

Iran Management Association | Corporate and Office Environments | 2023



















SOROSH

Cinema-related creative office | Corporate and Office Environments | 2021













DAVIN

Creative Venture Capital | Corporate and Office Environments | 2022



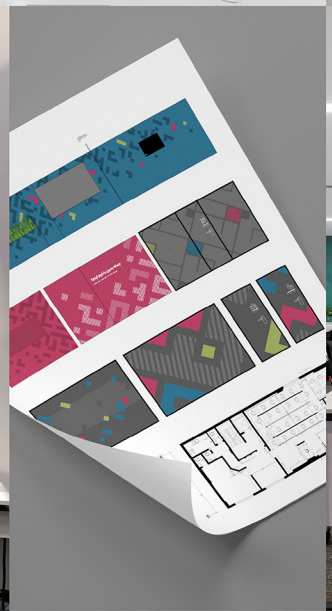
AYENE

Cinema-related creative office | Corporate and Office Environments | 2021













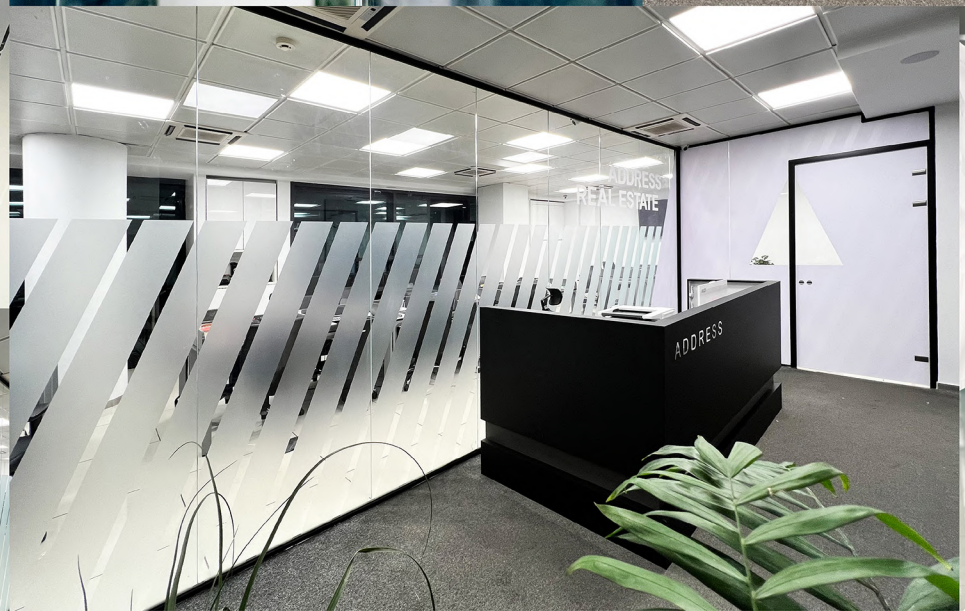
ADDRESS

Realestate | Corporate and Office Environments | 2023















SEPEHR

Venture Capital Firm | Corporate and Office Environments | 2021















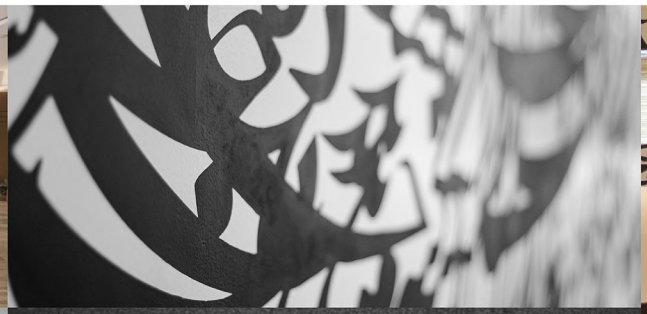




MEHR O MAH

Food Court | Food and Hospitality Environments | 2019























SUB ZERO

Italian Gelato | Food and Hospitality Environments | 2018























HAFT ASEMAN

Roadside Restaurant | Food and Hospitality Environments | 2020



MELORIN

Jewelery | Retail Environments | 2021

















BETERNES

Medical Equipment Company | Industrial and Production Environments | 2020









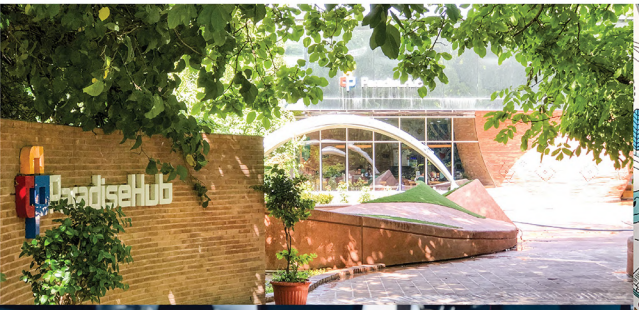






PARADISE HUB

Coworking Spaces | Bagh e Behesht Branch | Learning and Coworking Spaces | 2021









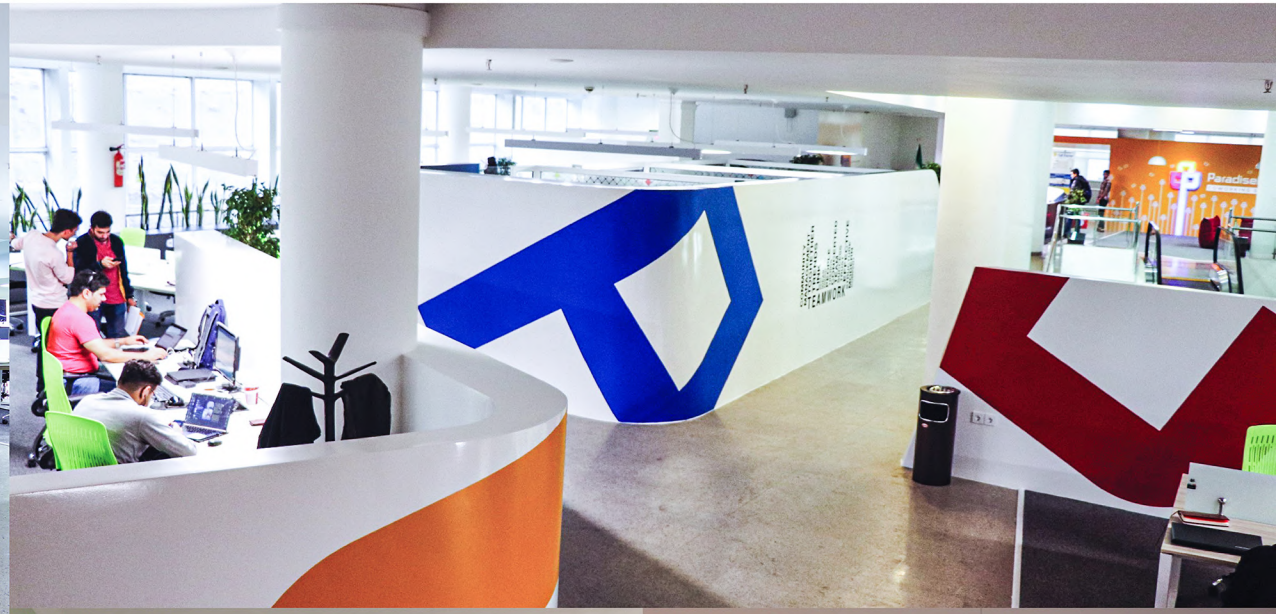


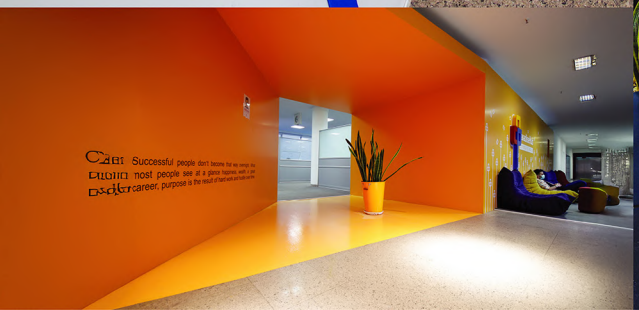


PARADISE HUB

Coworking Spaces | Olom Tahghighat Uni Branch | Learning and Coworking Spaces | 2023











SILO

Coworking Spaces | Learning and Coworking Spaces | 2021



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PARADISE HUB

Coworking Spaces | Qazvin Branch | Learning and Coworking Spaces | 2022



PARADISE HUB

Coworking Spaces | Elm o Sanat Branch | Learning and Coworking Spaces | 2021



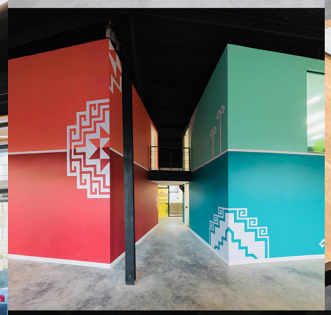
PARADISE HUB

Coworking Spaces | Sanandaj Branch | Learning and Coworking Spaces | 2022





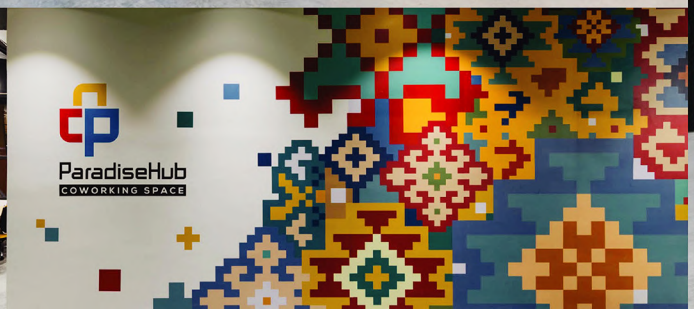












PARADISE HUB

Coworking Spaces | Bagh e Mozaffar Branch | Learning and Coworking Spaces | 2022



PARADISE HUB

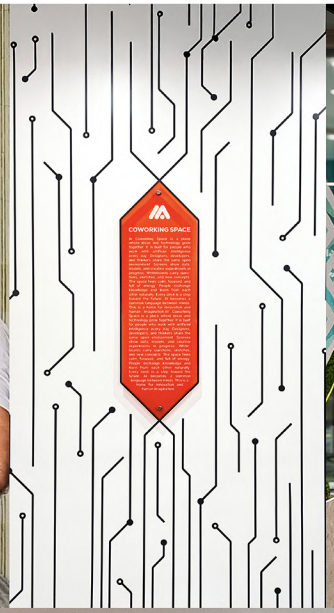
Coworking Spaces | Ab o Atash Branch | Learning and Coworking Spaces | 2024



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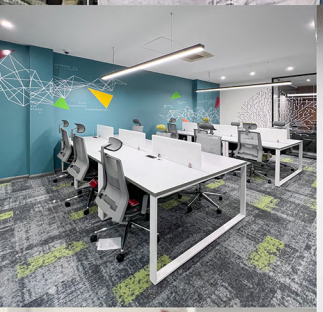
Coworking Spaces | Learning and Coworking Spaces | 2024







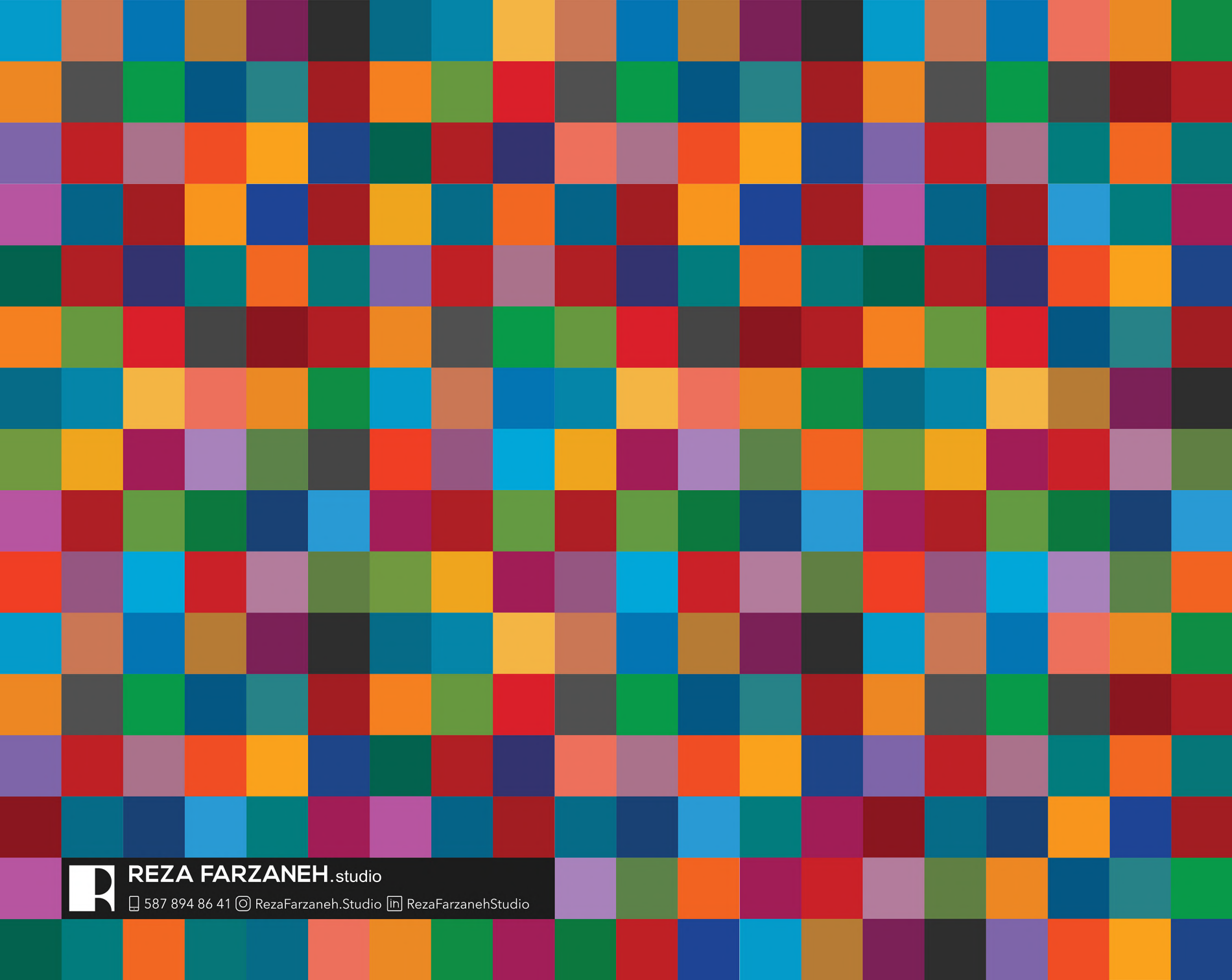











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