

PORTFOLIO

**Branding
& Visual
Identity
Design**

DYNAMICA
DESIGN CREATIVITY
FOR VISIBILITY

   dynamica.design

ABOUT

At Dynamica Design, we create thoughtful visual solutions that help brands communicate clearly, connect with their audience, and stand out with confidence. Based in Vancouver, Canada, we combine creativity, strategy, and attention to detail to deliver polished and purposeful design.

What We Do

We offer creative design solutions tailored to each brand's unique vision and needs. From concept development to final execution, we focus on creating work that is visually strong, relevant, and effective across different platforms.

Our Approach

-Strategic Creativity

We combine creative thinking with purposeful design to develop work that is not only beautiful, but also meaningful and effective.

-Thoughtful Execution

Every detail matters. We value precision, consistency, and quality throughout the design process.

-Audience Awareness

We design with people in mind, ensuring that each visual solution feels relevant, engaging, and aligned with its intended audience.

Our Expertise

- Brand Identity & Visual Systems
- Logo Design & Brand Guidelines
- Social Media Branding & Campaign Assets
- Packaging & Print Design
- Marketing & Promotional Materials

Why Dynamica Design

- Premium, detail-driven design
- Clear and professional communication
- Creative solutions with strategic value
- Flexible and collaborative process
- Strong focus on quality and consistency

At Dynamica Design, our goal is to create work that not only looks refined, but also strengthens the presence, message, and impact of every brand we work with.



Azadeh Monshizadeh

Design Manager | Senior Brand & Graphic Designer

Design Manager & Graphic Designer with 17+ years of experience specializing in brand identity, visual communication, and strategic design. Holding a Bachelor's degree in Graphic Design with an A+ GPA, she has led and contributed to projects across Canada, the USA, the UAE, Qatar, Oman, and Iran. Currently part of Dynamica Design in Vancouver, she is recognized for her reliability, attention to detail, and ability to deliver thoughtful, high-quality design solutions.

Awards

- GDUSA American Graphic Design Awards — Winner, TeddyTech Visual Identity Design (2025)
- Hiiibrand International Brand Awards — Excellent Brand Award, NAJ Construction Brand Identity
- International Youth Visual Arts Festival — Champion (2009)
- Magham Avaran Festival, Semnan, Iran — Champion (2009)
- International Salon of Graphics Humor – Lima — Acknowledgment Diploma (2008)
- Shahroud Payam Noor University Cultural Festival — Champion (2007)
- Peace Poster & Caricature Exhibition, Tehran — Champion (2006)
- 1st Tehran Visual Art Artists Festival — Champion (2006)
- 1st Visual Arts Festival, Shahroud — Third Place (2003)

Selected Exhibitions

- 3rd Visual Arts Festival, Iran
- International Cartoon Festival – Heist, Belgium (2007)
- 15th Jamal Nader Cartoon Competition, Turkey (2007)
- Montenegro Cartoon Exhibition (2007)
- 16th Euro-Kartoenale Biennial (2007)
- 25th Aydın Doğan International Cartoon Competition, Turkey (2007)
- China Freecartoons International Festival — 5th Place (2006)

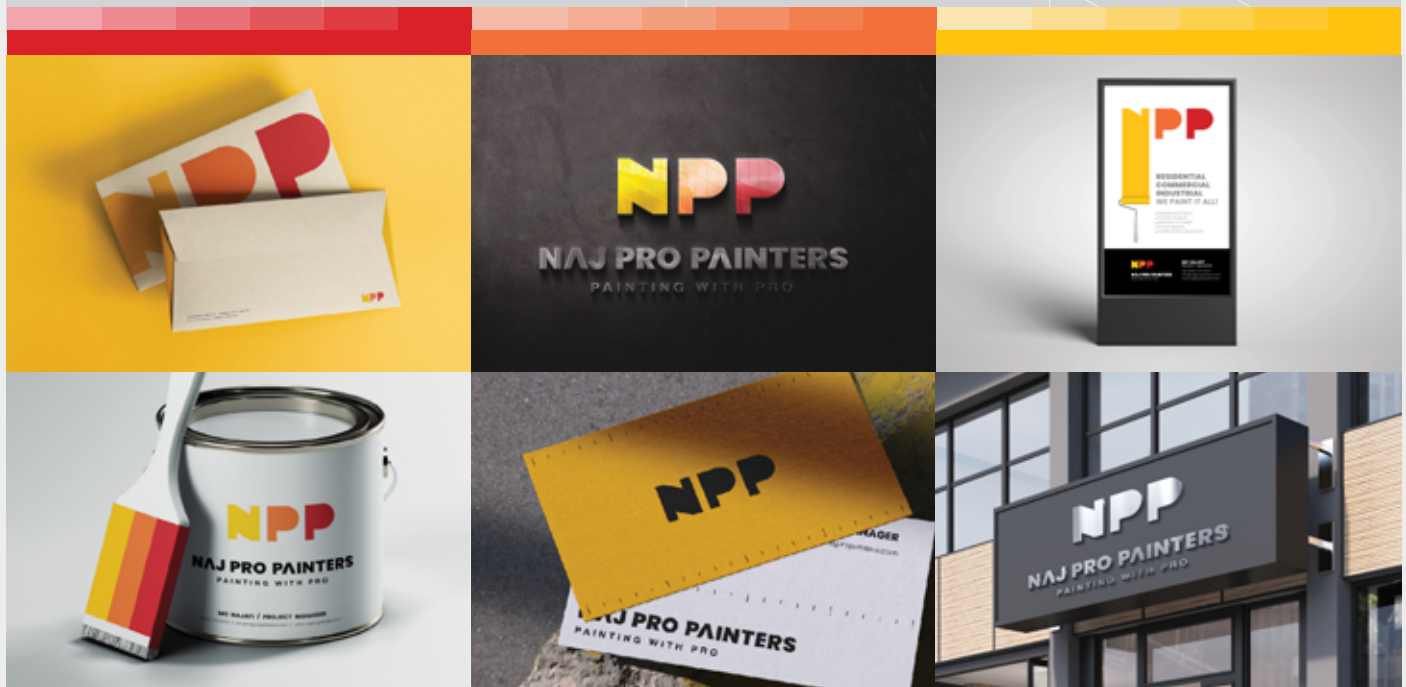


Cameron Zarrinkamar

Sales Manager

With over 20 years of experience in B2B and B2C sales, Cameron has worked across diverse industries, developing a deep understanding of market dynamics and business growth. His strategic approach complements Dynamica Design's creative expertise, helping clients build impactful brands that stand out and succeed.

**LOGO
REDESIGN
& VISUAL
IDENTITY**



REDESIGN STRATEGY

NPP's previous identity lacked differentiation and did not fully reflect the company's energetic, modern, and professional character. The redesign introduced custom NPP letterforms inspired by paint rollers, brush movements, and painted surfaces, creating a distinctive and recognizable logo. A vibrant palette of yellow, orange, and red was chosen to express energy, creativity, and optimism while helping the brand stand apart from competitors.

The new visual system was designed to work consistently across signage, business cards, uniforms, equipment, print materials, and advertising.

MVP & Implementation

The identity was first tested through key customer-facing applications such as signage, business cards, promotional materials, and branded equipment before being expanded across the full brand system.

Brand Impact

The new identity received strong positive feedback, especially for its bold colors and distinctive visual style. After implementation, NPP saw stronger customer interest, increased inquiries, and better brand recognition.

Overall, the redesign created a more cohesive, memorable, and competitive brand presence.



REDESIGN STRATEGY

NAJ Construction's previous identity lacked consistency and a clear visual direction. The redesign transformed it into a modern, minimal, and distinctive brand with cleaner typography, stronger proportions, and a refined black, white, and light blue color palette.

The new identity was applied across business cards, signage, stationery, promotional materials, and advertising, creating a more cohesive and professional brand presence.

MVP & Implementation

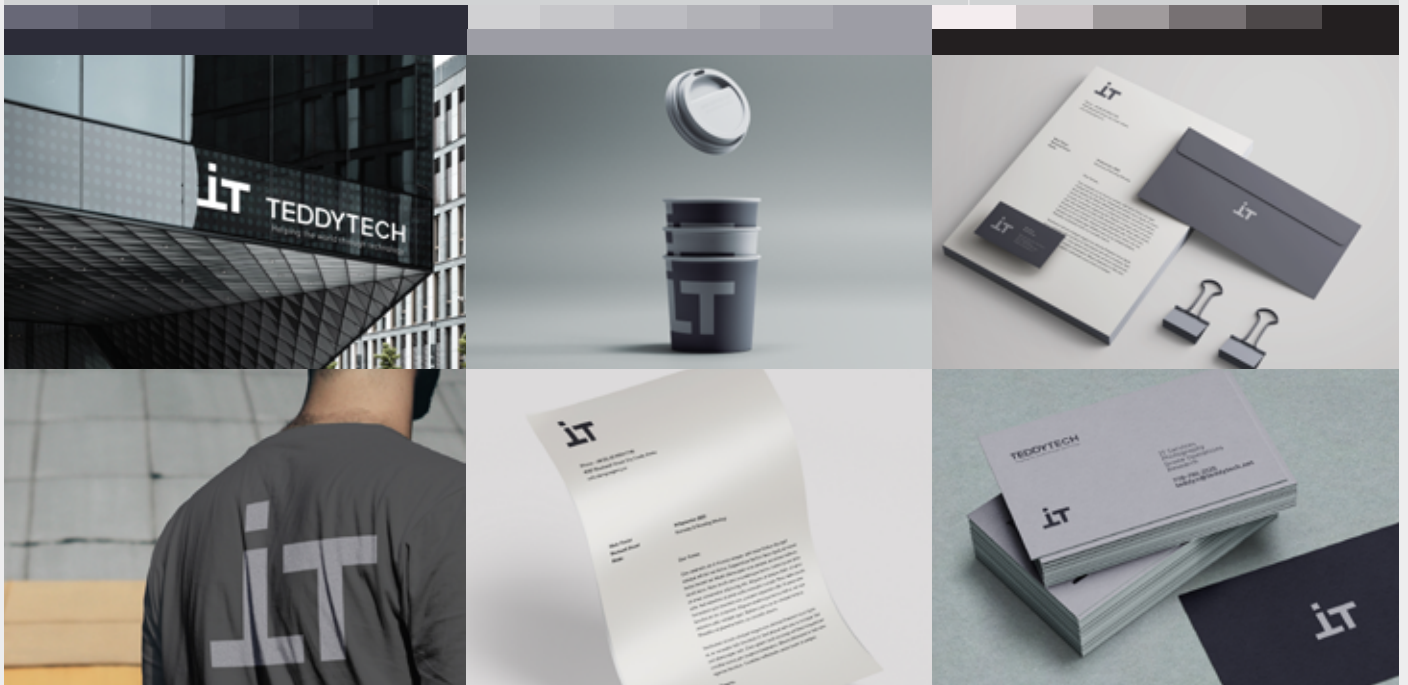
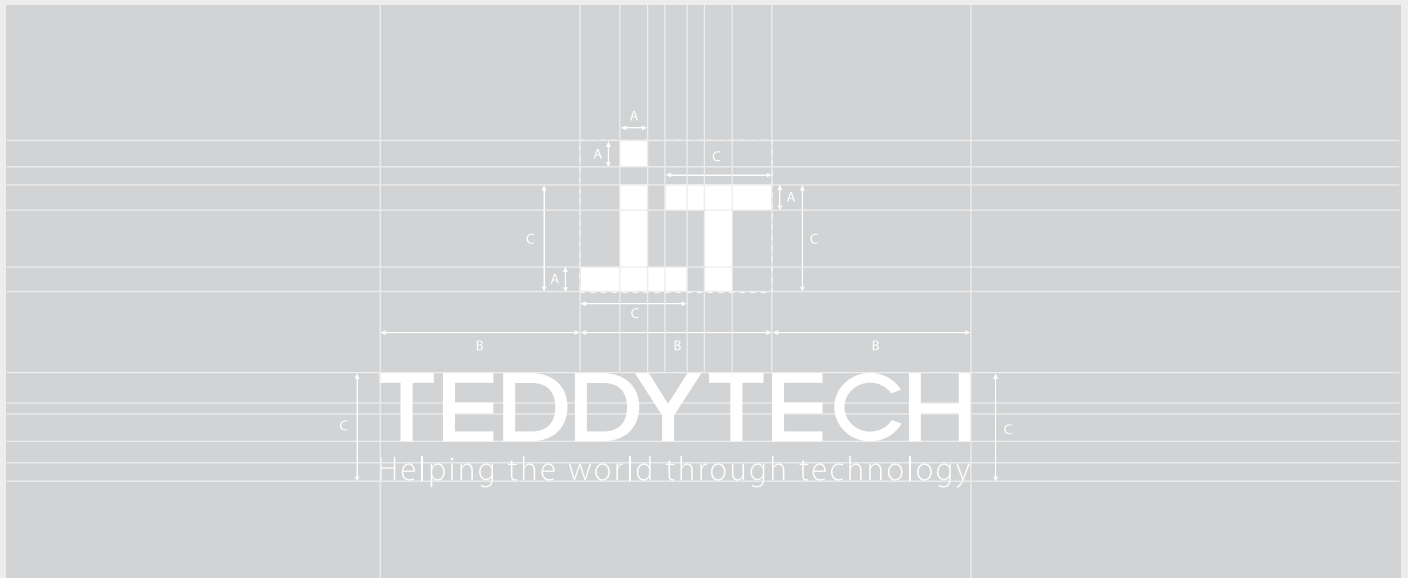
The redesigned identity was first tested through key customer-facing applications before being expanded across the full visual system.

Brand Impact

The redesign received highly positive feedback for its simplicity, color palette, business cards, and advertising visuals. NAJ also saw stronger customer interest, increased traffic, and greater brand recognition.

Overall, the redesign helped reposition NAJ as a more modern, polished, and recognizable construction brand in the Vancouver market.

**BRANDING
& VISUAL
IDENTITY
DESIGN**



BRAND STRATEGY

TeddyTech's identity was created from the ground up to establish a modern, distinctive, and technology-focused brand.

The logo uses a minimal geometric symbol inspired by both the TeddyTech initials and technology, creating a memorable mark with a subtle hidden meaning. A refined neutral palette with a cool accent supports a clean, innovative, and professional image.

MVP & Implementation

The identity was introduced across key applications such as stationery, business cards, signage, apparel, packaging, and digital materials to ensure consistency across customer touchpoints.

Brand Impact

The identity received strong positive feedback for its simplicity, originality, and distinctive symbol. The hidden meaning within the logo encouraged a second look and helped make TeddyTech more memorable and recognizable.

Overall, the new identity strengthened the company's visual presence and positioned it as a confident and modern technology brand.



BRAND STRATEGY

Closed Loop's identity was created to position the company as an innovative, design-driven technology brand with a strong and recognizable presence.

The logo combines interconnected forms to represent continuity, connection, and the closed-loop concept. A distinctive teal palette adds a modern, sophisticated character and helps the brand stand apart from competitors.

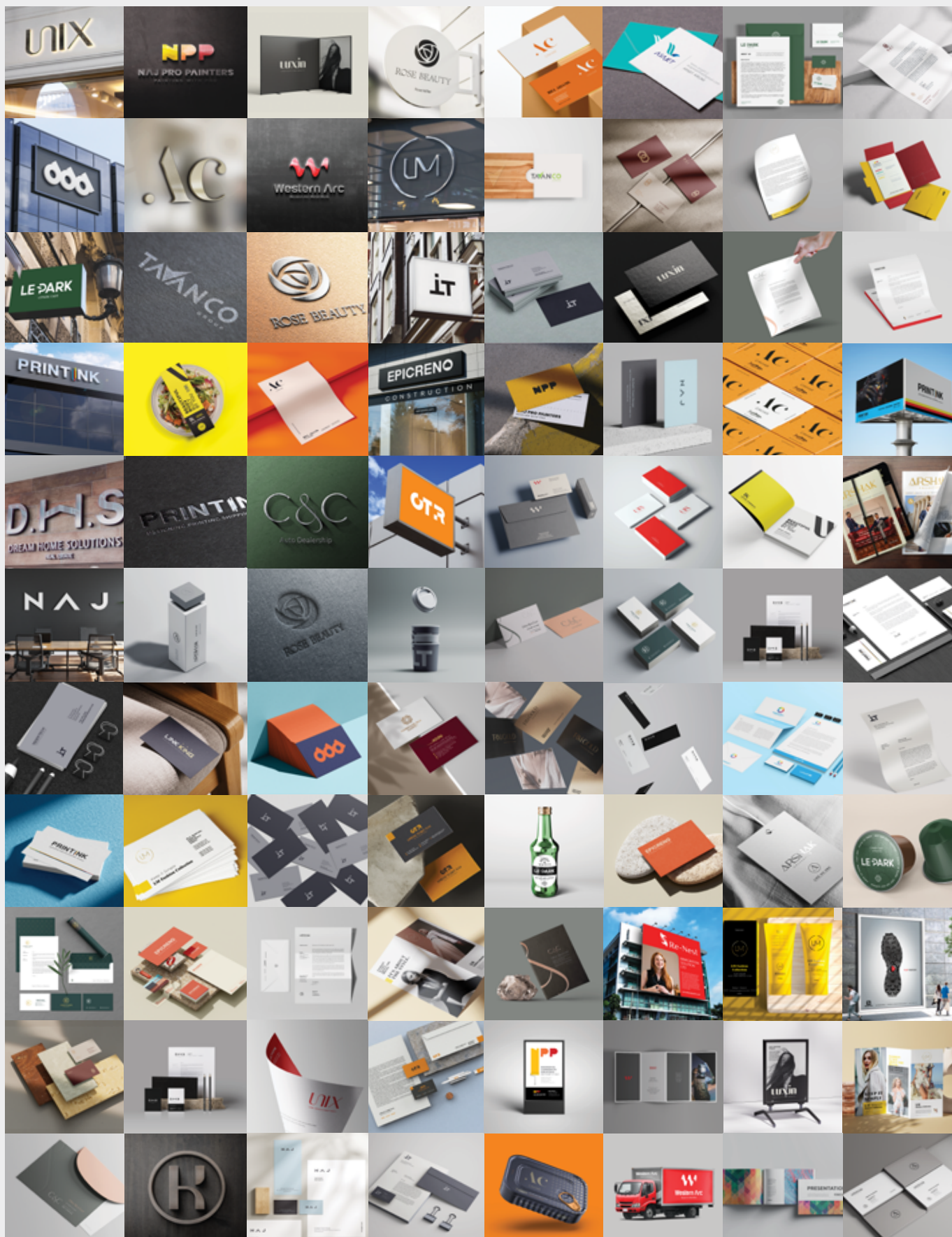
MVP & Implementation

The identity was applied across business cards, apparel, signage, packaging, promotional materials, and other key customer-facing applications to create a consistent brand experience.

Brand Impact

The identity received strong positive feedback for its color palette, minimal style, and cohesive visual system. The new branding increased visual recognition, attracted greater interest in the company's services, and contributed to a noticeable rise in customer inquiries.

Overall, the identity helped establish Closed Loop as a more memorable, confident, and competitive technology brand.



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