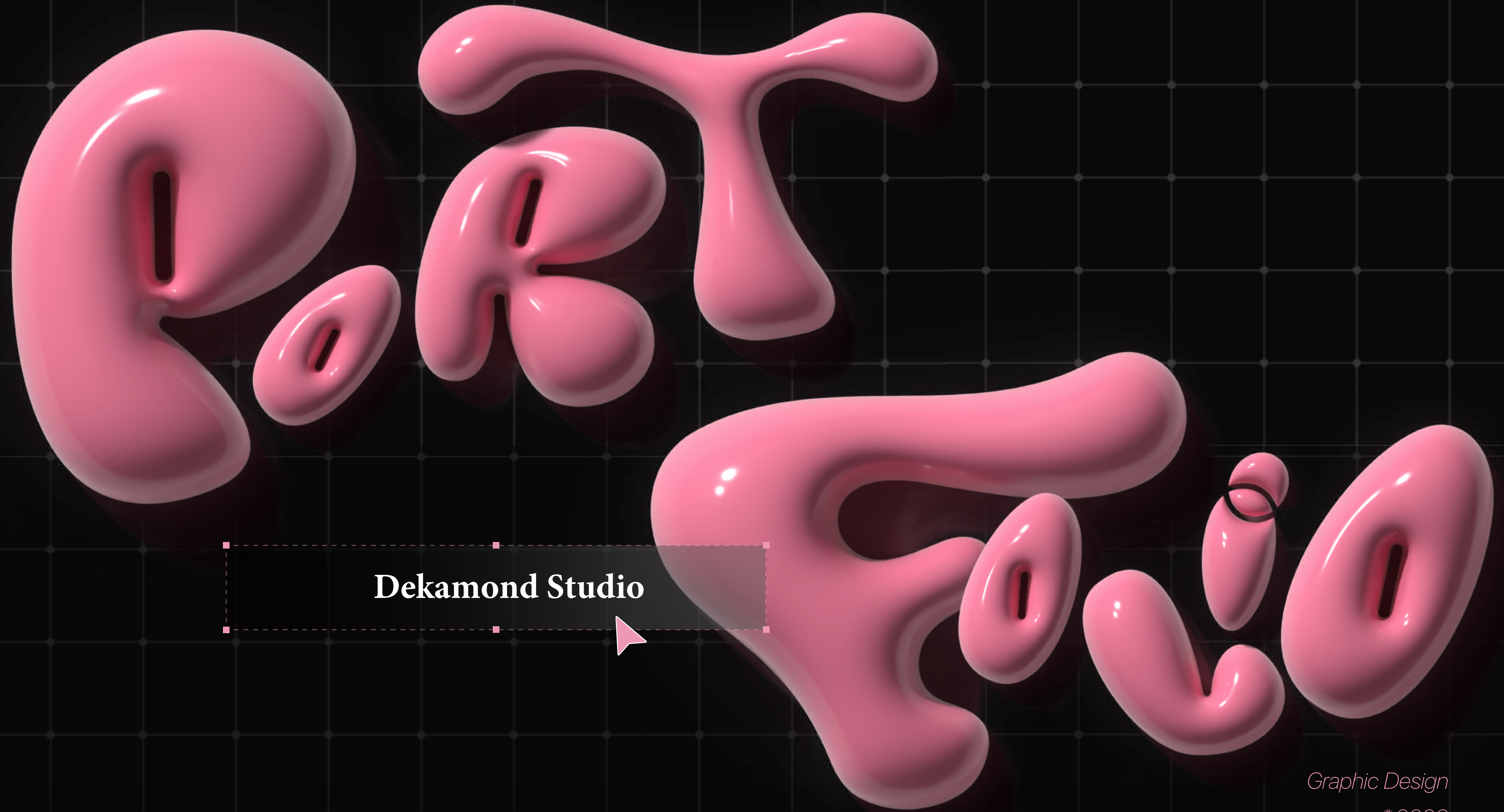




Dekamond Studio

Graphic Design

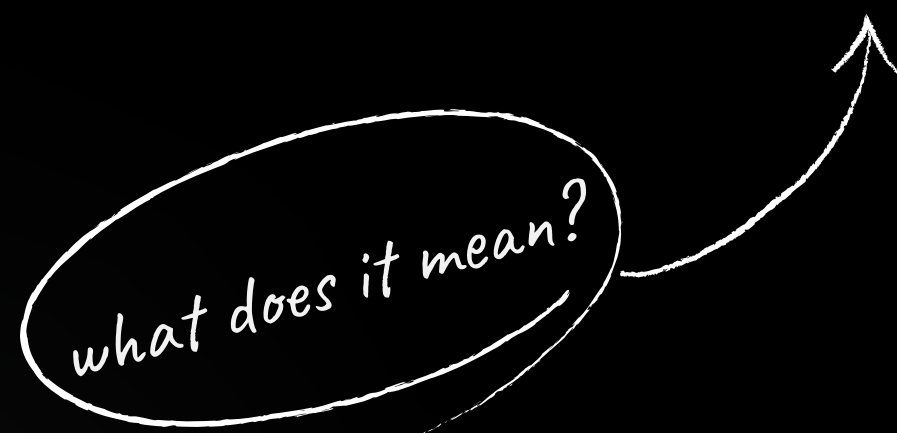
© 2026

Design is not just about pixels,

Designing is:

STORYTELLING
IDENTITY **VALUE** **LOYALTY**
INNOVATION **STRATEGY**

Every **hero** deserves a tailor-made
, fashioned specifically for their greatness.



PROCESS

it means

My mission is to empower purpose-driven and aspiring brands to achieve sustainable growth and societal impact through mindful-designing strategies and solutions.

Design approach begins with building your brand's blueprint, where i roadmap your pathway towards sustainable, scalable growth infused with passion, intention, and clarity for everything ahead.

I find joy and fulfillment in helping people and brands unlock their fullest potential to make a lasting impact in their communities, industry, and the world.

DISCOVERY&STRATEGY

DESIGN JOURNEY

LAUNCH

SUCCESS



TABLE OF
CONTENTS

BRAND
IDENTITY

WIX

BANNER

BRAND
IDENTITY

Rudabeh



i Generate brand identity for jewelry brand



cancel

 Generate



Brand Idea: Rudabeh is an authentic, high-end luxury jewelry brand deeply rooted in Iranian heritage and civilization. The brand's namesake is derived from "Rudabeh", a legendary figure in the Persian epic, the Shahnameh Ferdowsi.

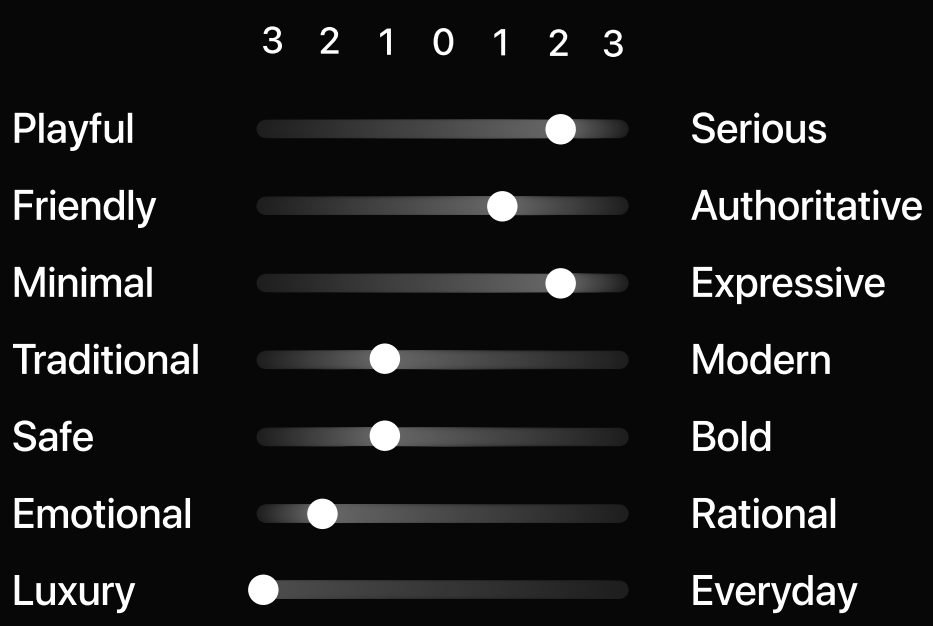
Purpose: To craft luxurious gold jewelry that carries the soul of Persian mythology, turning heritage and elegance into wearable works of art.

Vision: To stand as a global symbol of Iranian beauty and sophistication by elevating ancient cultural stories through modern luxury design.

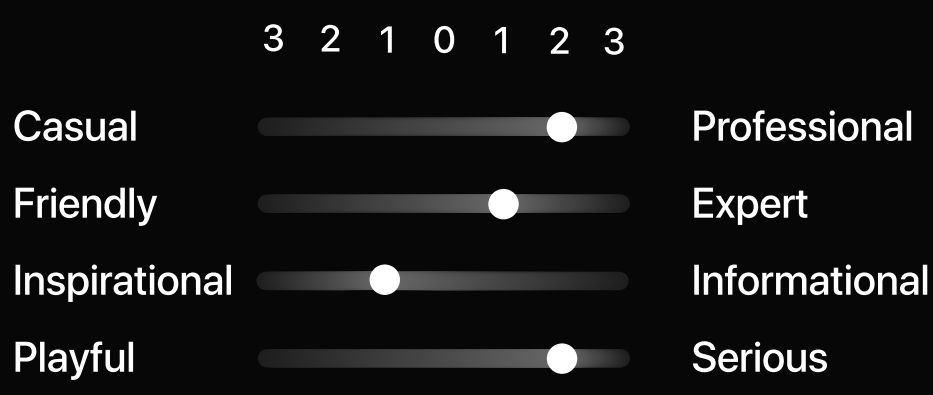
Mission: To create masterfully crafted jewelry that preserves Persian history, celebrates divine femininity, and shares the depth of Iranian artistry with the world.

Values: Heritage, Elegance, Craftsmanship, Cultural Authenticity, Timeless Femininity.

Brand Personality

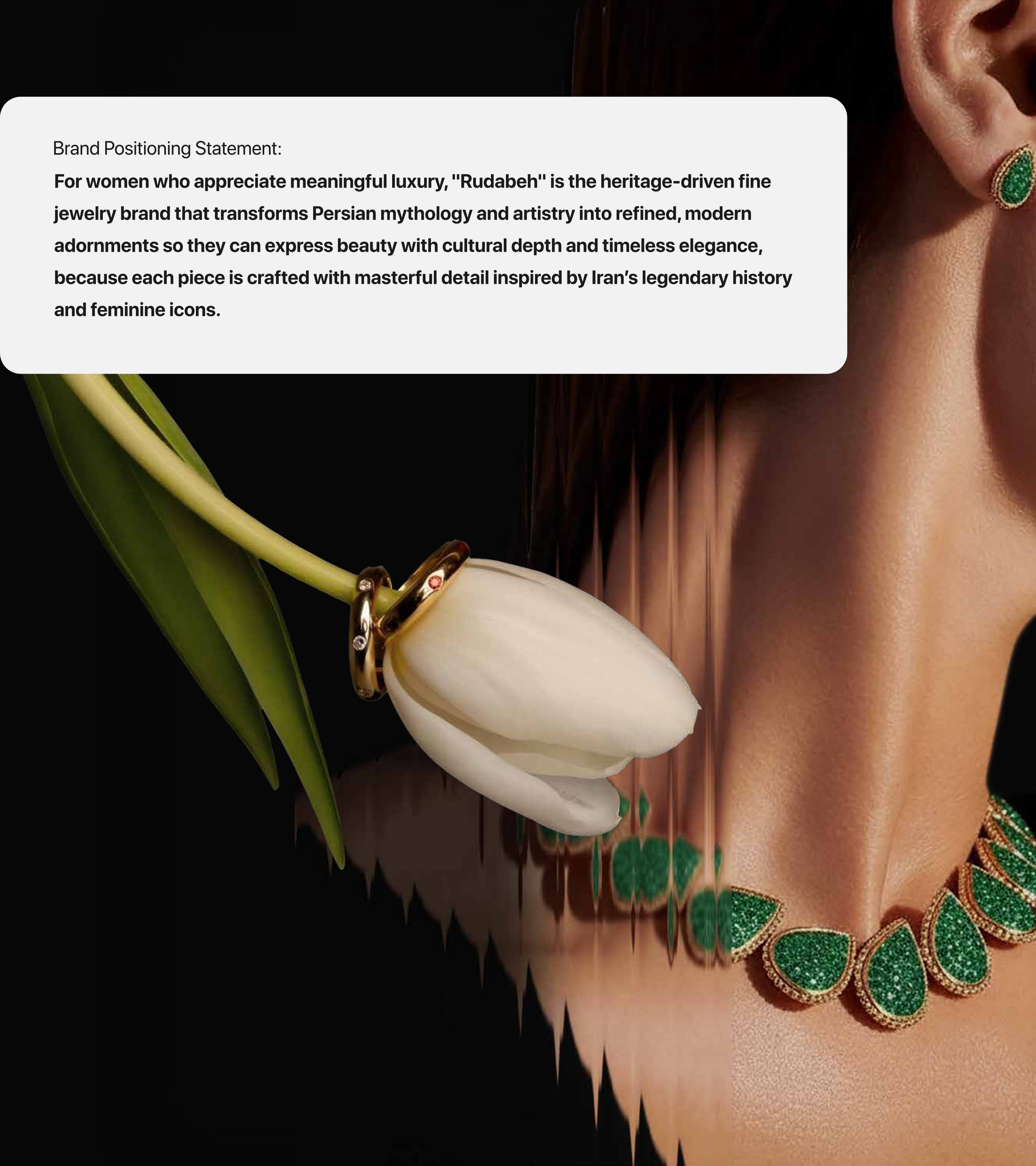


Tone of Voice



Personality: Elegant, poetic, heritage-driven, feminine luxury with a refined and serious voice.

Brand Positioning Statement:
For women who appreciate meaningful luxury, "Rudabeh" is the heritage-driven fine jewelry brand that transforms Persian mythology and artistry into refined, modern adornments so they can express beauty with cultural depth and timeless elegance, because each piece is crafted with masterful detail inspired by Iran's legendary history and feminine icons.



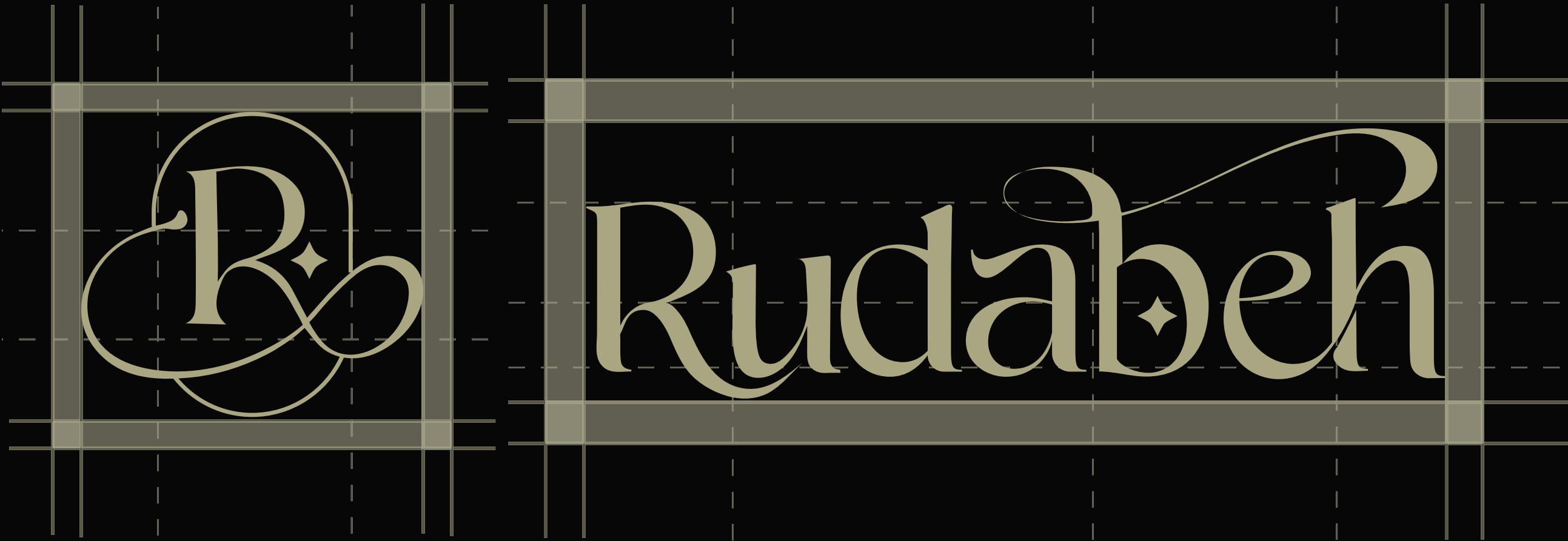
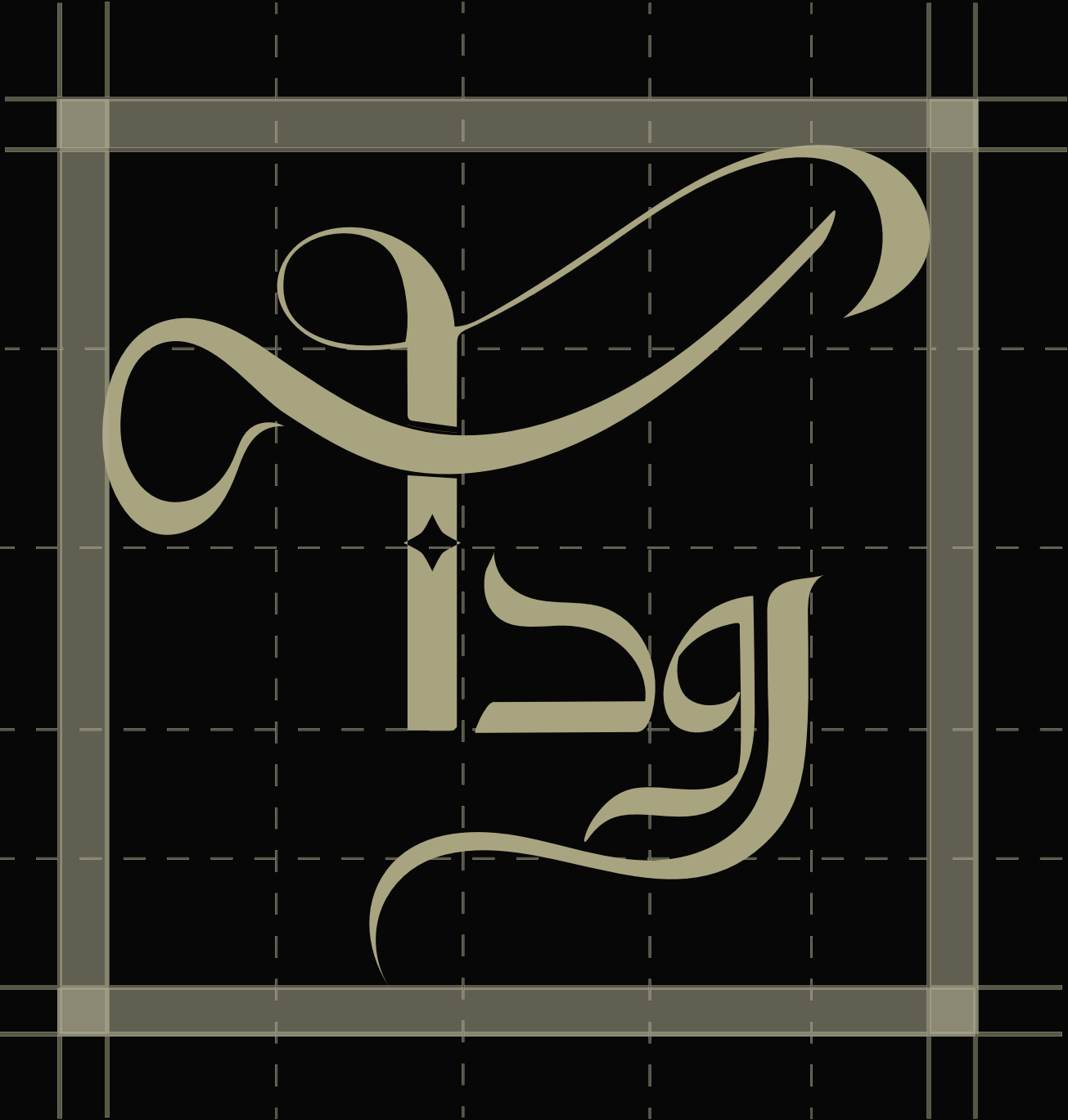
Typography & Logo Concept:

Rudابه's visual identity blends Persian elegance with modern luxury.

The primary Persian logotype draws from refined calligraphic forms, capturing the brand's feminine, poetic, and heritage-driven character.

The English logotype mirrors this sophistication through a graceful serif style with subtle swashes, creating an international yet timeless look.

The emblem serves as a versatile signature mark, symbolizing beauty, craftsmanship, and precious detail.



Cultural Illustration & Pattern Design:

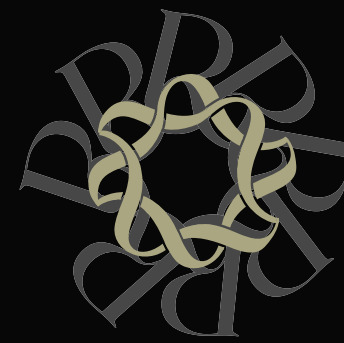
Honoring the brand's mythological roots, the packaging and visual assets feature a stunning, custom gold line-art miniature. This intricate illustration depicts the legendary romance of Zal and Rudabeh. This artistic element transforms the packaging into a piece of storytelling, deeply connecting the consumer to Persian mythology.



-Letter R



-Radial repeat



-Extract rope shape



-Rope depicts
Jewelry chain



-Sparkle to symbolize the
femininity and elegance



Rudabeh
Abstract Mark

Packaging Design



Bracelet Box Packaging



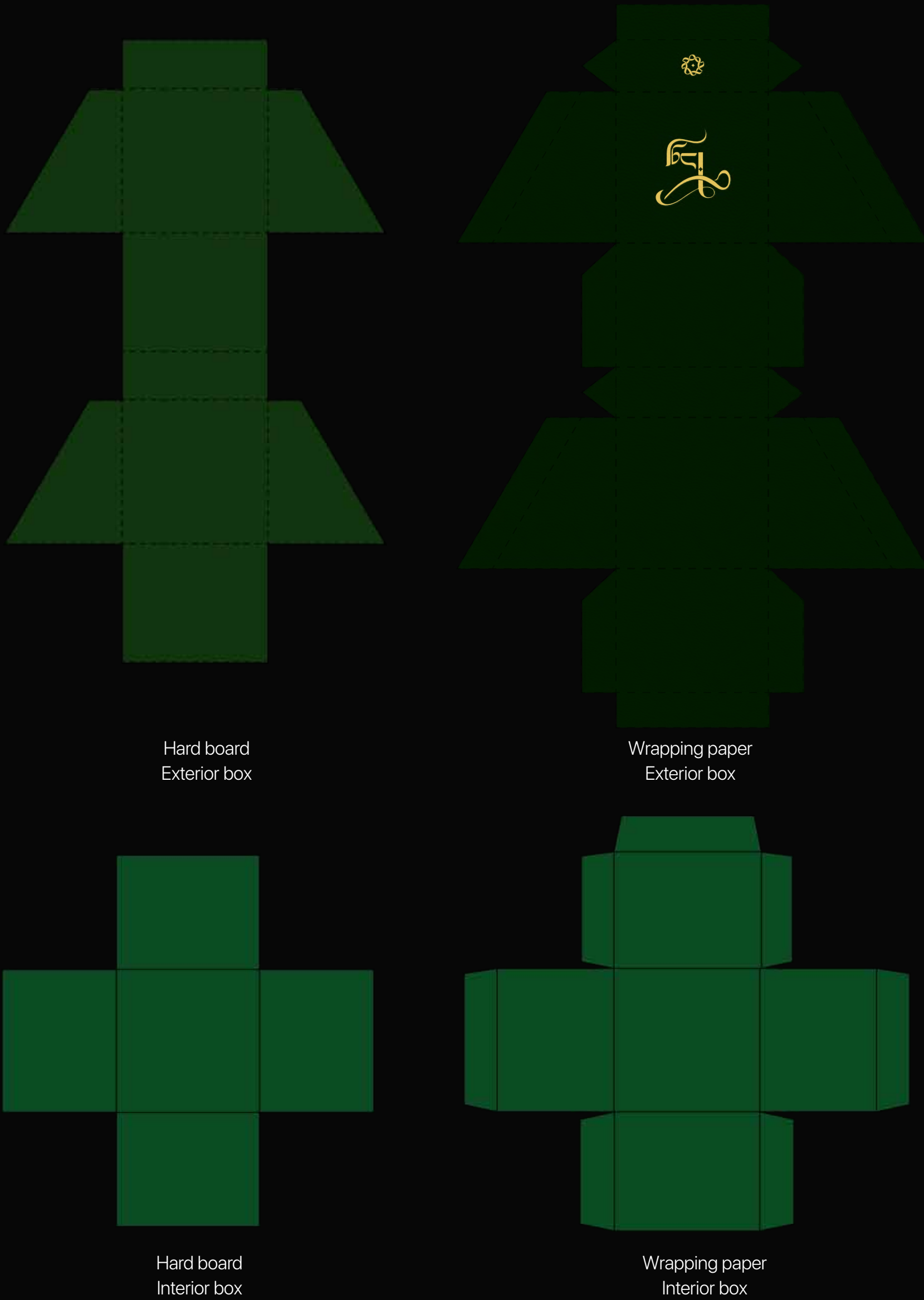
Ring Box Packaging Design:

The ring box is designed to convey luxury and exclusivity, enhancing the emotional value of the jewelry.

The exterior is wrapped in deep green artificial leather with gold foil branding, reflecting elegance and Persian heritage.

Inside, soft green velvet lining creates a refined and protective setting that highlights the brilliance of the ring.

The unique opening structure, inspired by the brand's visual identity, adds a distinctive touch and turns the unboxing moment into a memorable brand experience.



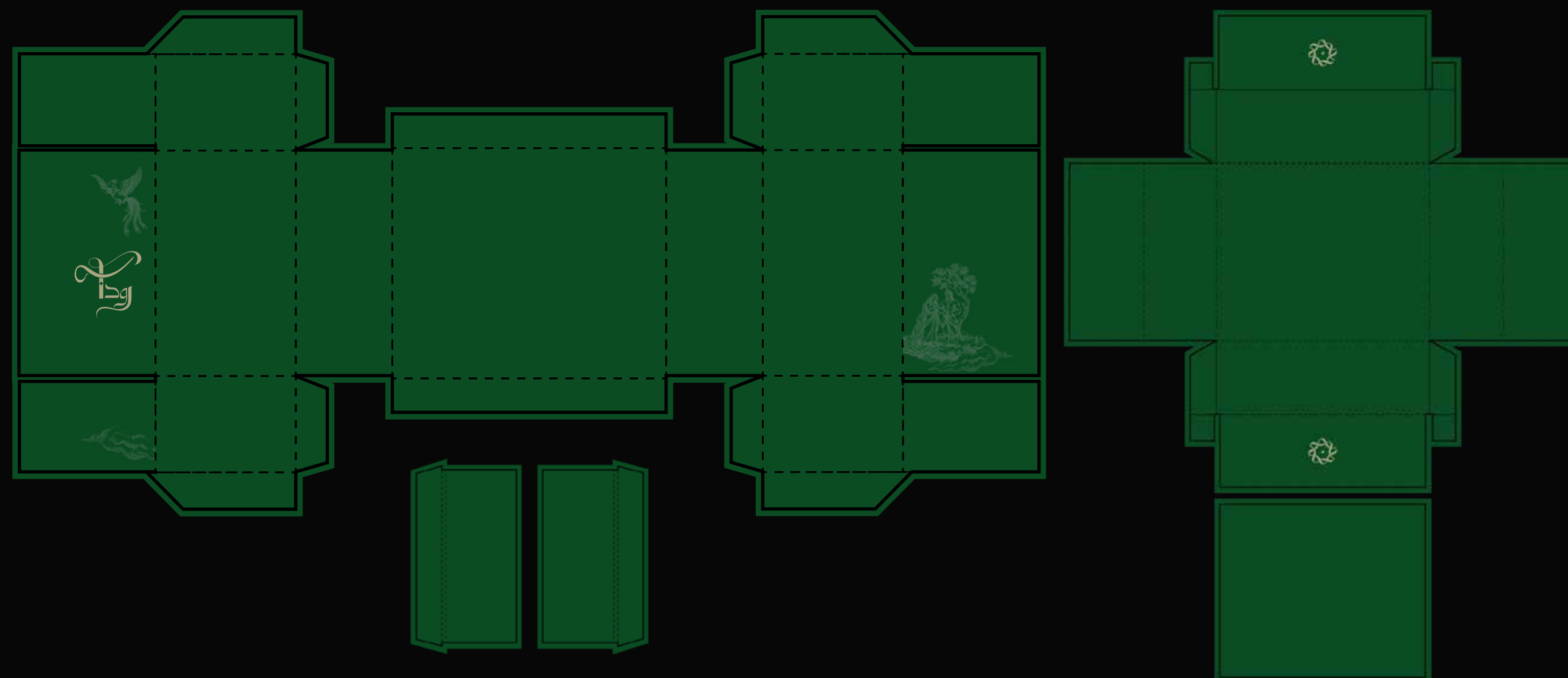
Necklace Box Packaging Design:

The necklace box is designed to reflect Rudابه's luxury and storytelling identity.

The exterior features deep green artificial leather with embossed patterns inspired by the story of Rudابه and gold foil branding, adding a cultural and premium character.

Inside, soft green velvet lining creates an elegant and protective space for the jewelry.

The dual, window-like opening structure frames the necklace at the center, creating a refined unboxing moment while reinforcing the brand's distinctive identity.



Envelope

A collection of three green envelopes and a card. The top-left envelope is a standard green envelope with a gold seal. The bottom-left envelope is a larger, textured green envelope with a gold seal. The top-right envelope is partially visible, showing a gold seal. The card in the center is green with a gold border and the word 'Rudabeh' in a stylized font. The background is a dark, textured surface.



Rudābeh

IV o'zbekiston qitʼasi
999-999-9999

Rudābeh

Rudābeh

IV o'zbekiston qitʼasi
999-999-9999

Rudābeh

IV o'zbekiston qitʼasi
999-999-9999

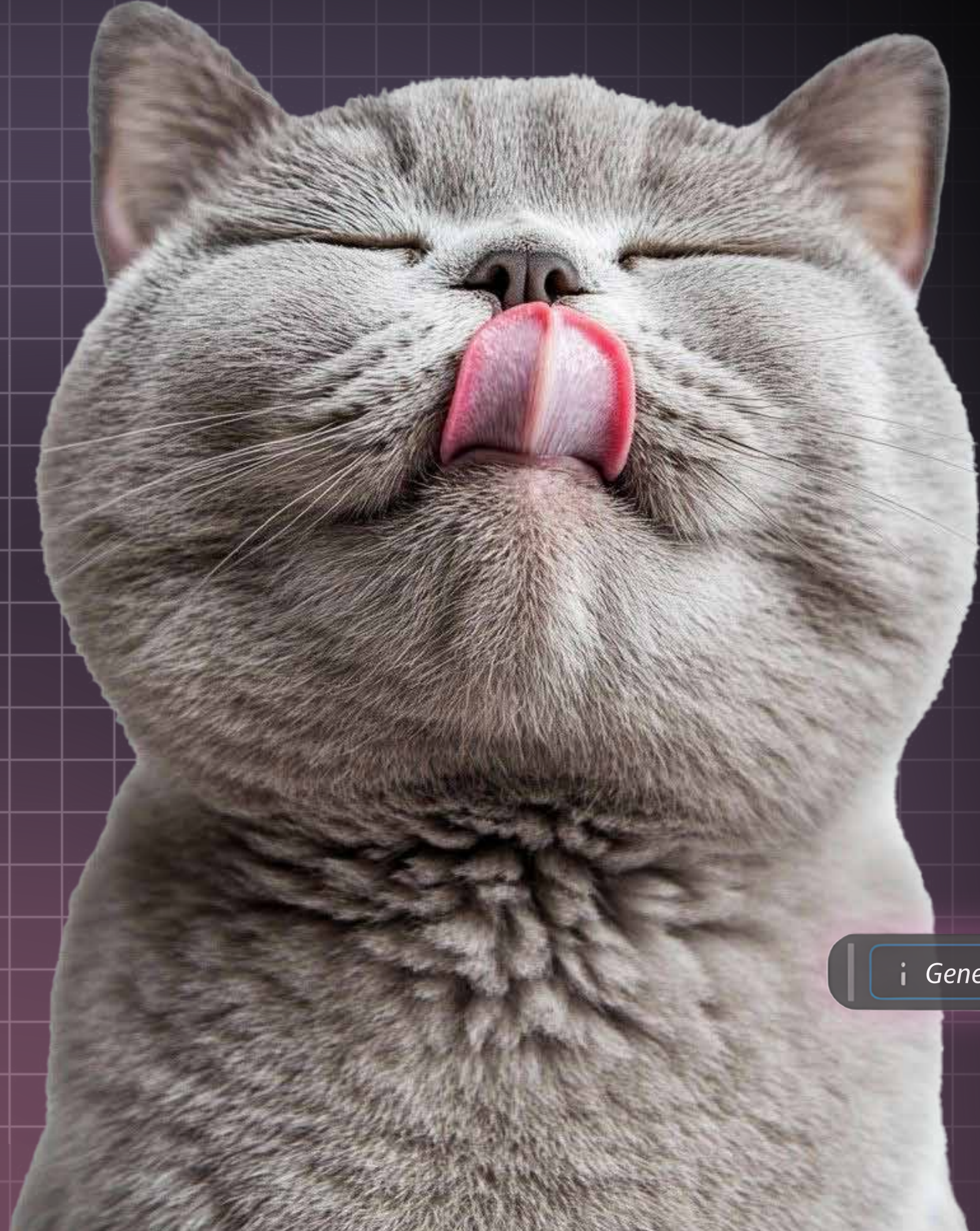
Rudābeh

IV o'zbekiston qitʼasi

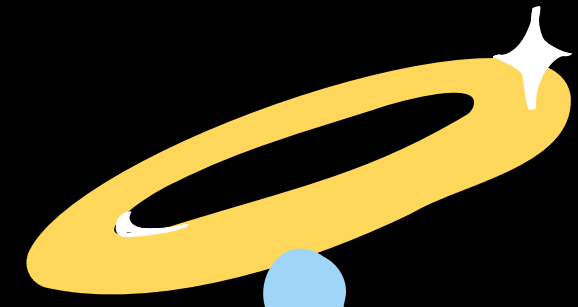
Art Direction & Editorial Campaign:

To position Rudabeh on a global stage, the brand's visual narrative is supported by a high-fashion editorial photography campaign. By placing the elegant jewelry pieces and modern styling against the monumental and historic backdrop of Persepolis, the art direction perfectly bridges ancient Persian civilization with contemporary luxury fashion.

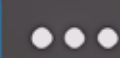




بہشت حیوانات



Generate cute brand identity for petshop



cancel



Generate



Brand Idea: **Located on the beautiful Kish Island, "Animal Paradise" is far more than a conventional pet supply store; it is a warm, community-driven sanctuary for pets and animal lovers alike.**

Purpose: **To create a joyful place where pets and people feel equally welcomed, cared for, and connected.**

Vision: **To become the most beloved pet community hub on Kish Island, where animal lovers naturally gather and pets feel at home.**

Mission: **To provide premium products, professional care, and a warm social space that celebrates the happiness and wellbeing of pets and their humans.**

Values: **Love for animals, genuine care, community connection, playful spirit, and everyday quality.**

Brand Positioning Statement:

For pet owners and animal lovers seeking more than a typical store, "Behesht Heyvanat" is the community-driven pet hub that offers a warm, social, home-like experience, so they can feel connected, supported, and confident in their pets' wellbeing, because Behesht Heyvanat blend premium care with a genuinely friendly, joyful environment where every animal is treated with love.



Brand Personality



Serious

Authoritative

Expressive

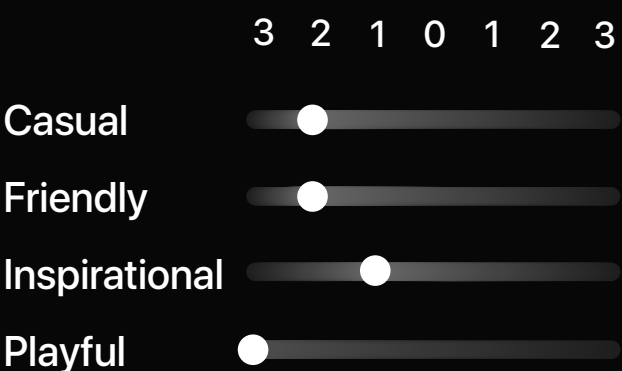
Modern

Bold

Rational

Everyday

Tone of Voice



Professional

Expert

Informational

Serious

Personality: Playful, warm, caring, community-driven, and full of joy for pets and their owners.

Typography & Logo Concept:

The logotype was designed to instantly communicate warmth, friendliness, and emotional connection. The rounded, soft letterforms create a playful and approachable personality that reflects the joyful spirit of pets and the welcoming atmosphere of the shop.

The halo above the lettering visually reinforces the idea of a “paradise” for animals, subtly suggesting care, protection, and love.

The slightly bubbly structure of the typography also mimics the softness and charm associated with pets, making the logo feel lively and memorable rather than formal or clinical.



Color Palette & Pattern Design:

The visual palette was intentionally bright, cheerful, and energetic to reflect the playful world of pets.

The primary blue creates a sense of trust and friendliness, while vibrant accent colors such as yellow, pink, purple, and cream introduce a joyful and light-hearted mood.

The custom pattern features illustrated elements like bones, paw prints, hearts, and pet toys, reinforcing the brand’s fun and affectionate character.

This lively pattern system helps extend the identity across packaging and touchpoints while maintaining a strong sense of warmth, movement, and personality.





HEX #3b393a



HEX #e8a0d0



HEX #9fd5f7



HEX #ffd75b

Character Design:

i created a Friendly, loving, playful, and highly approachable illustrations of pets to make it the standout face of the brand.

The brand strips away the clinical feel of traditional veterinary or pet shops, replacing it with a vibrant, welcoming, and deeply affectionate atmosphere.



Packaging Design:

This packaging was designed for dry food specifically prepared for street cats and dogs or animals that are not household pets.

Matte, zip-lock bags were chosen to protect the food from light, maintain freshness, and allow the package to be easily opened and resealed multiple times.

The visual design follows the warm and friendly identity of the brand.

Playful illustrated pets and soft colors create an approachable and caring feeling, reflecting the brand's attention to animals that live outside traditional homes.

A small transparent window on the front also allows people to see the food inside, helping build trust and communicate product quality.

The packaging communicates that this is not just a product, but part of a caring ecosystem dedicated to supporting and nurturing animals.







پیشگامان
لوچولو دغای پشمالونه





Advertising Posters & Outdoor Campaigns:

Posters extend the brand's playful and friendly identity into advertising.

Bright colors, humorous pet characters, and simple headlines create an immediate emotional connection and make the visuals eye-catching.

By showing pets in fun, relatable situations, the designs reinforce the warm and caring personality of the brand while making the message clear, engaging, and memorable.



نگران نباش،
لباساش با ما!



بهشت
حیوانات

هر چی بخواد،
همینجاست!



بهشت
حیوانات

عیده،
آرایشگاهش با ما!



بهشت
حیوانات

كافه اى

Generate cool brand identity for coffee shop

cancel

Generate

Brand Idea: **Cafe A is a lively specialty coffee shop in the heart of Tehran, designed as an urban sanctuary where premium coffee, friendly service, and a creative atmosphere come together. It's a go-to spot for students, freelancers, and professionals, whether they want to stay, work, unwind, or grab great coffee on the go.**

Purpose: **To create a vibrant urban space where great coffee fuels creativity, connection, and everyday moments.**

Vision: **To become a beloved city-center coffee hub where students, creatives, and professionals naturally gather.**

Mission: **To serve specialty coffee with warmth, speed, and quality—supporting both productive work sessions and quick urban routines.**

Values: **Community, creativity, quality, approachability, and urban energy.**

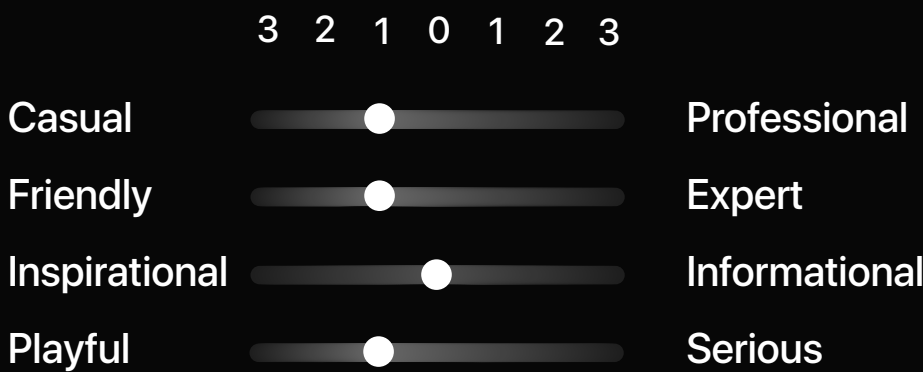
Brand Positioning Statement:

For students, creatives, and busy urban professionals, "Cafe A" is the community-driven specialty coffee shop that offers both a cozy space to stay and a fast, reliable coffee experience so they can recharge, work, or move through their day with ease, because Cafe A combine premium coffee, friendly service, and a vibrant city-center atmosphere.

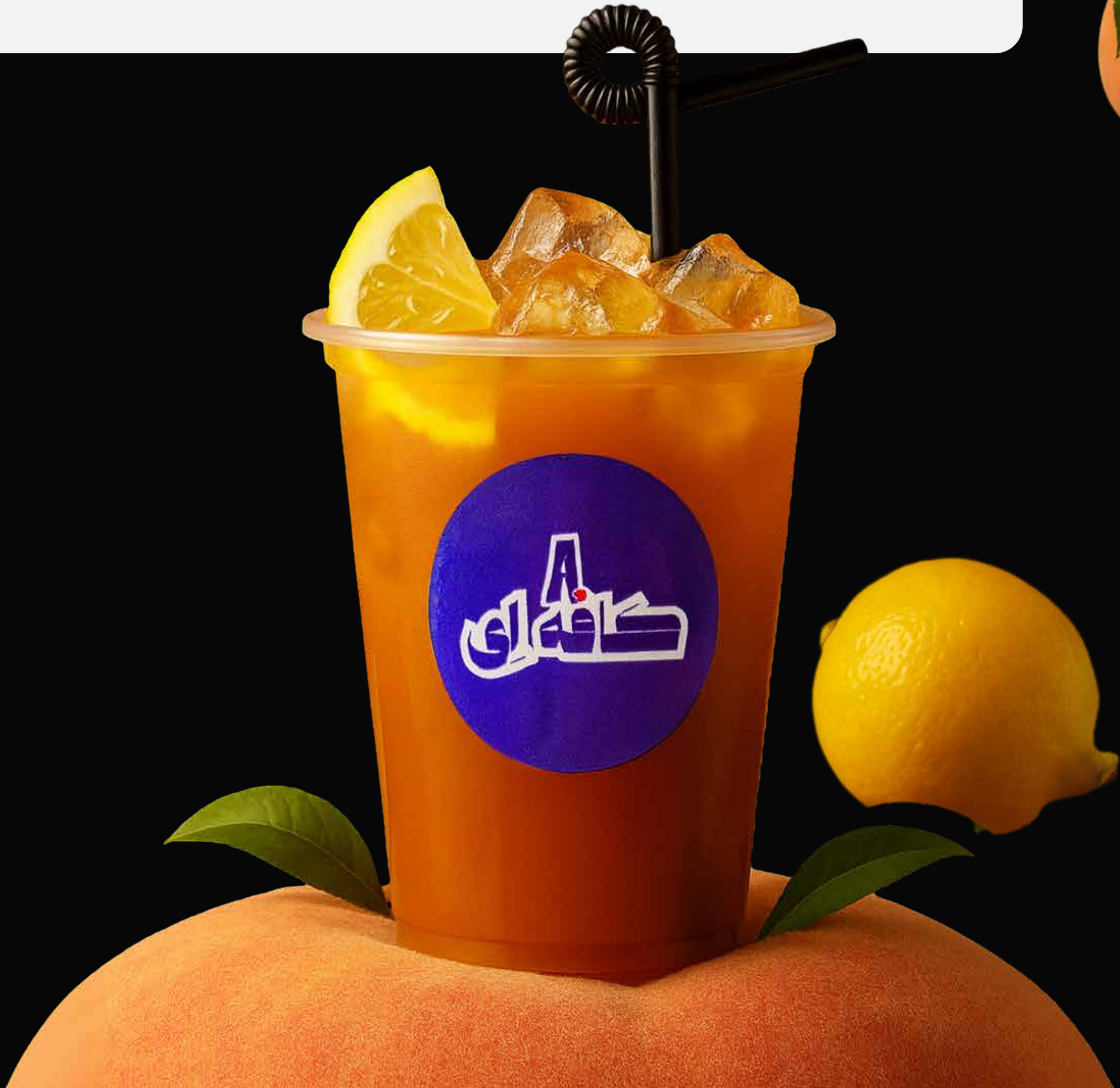
Brand Personality



Tone of Voice



Personality: **Urban, creative, friendly, and energetic — a modern city café that feels social and approachable while still serving quality coffee.**



Typography & Logo Concept:

The typography for Cafe A features a bold, hand-drawn “A” that feels creative, youthful, and slightly imperfect; reflecting the café’s lively, urban personality.

The red square accent adds a modern, energetic touch,

while the illustrated mascot inside the coffee cup reinforces the café’s identity as a cozy, expressive hangout spot. It brings humor and warmth into the visual system and gives the brand a memorable, youthful vibe that stands out in a city environment.

The mix of Persian and English lettering underlines the café’s cultural blend and city-center vibe.

کافه ای

A



A
Cafe

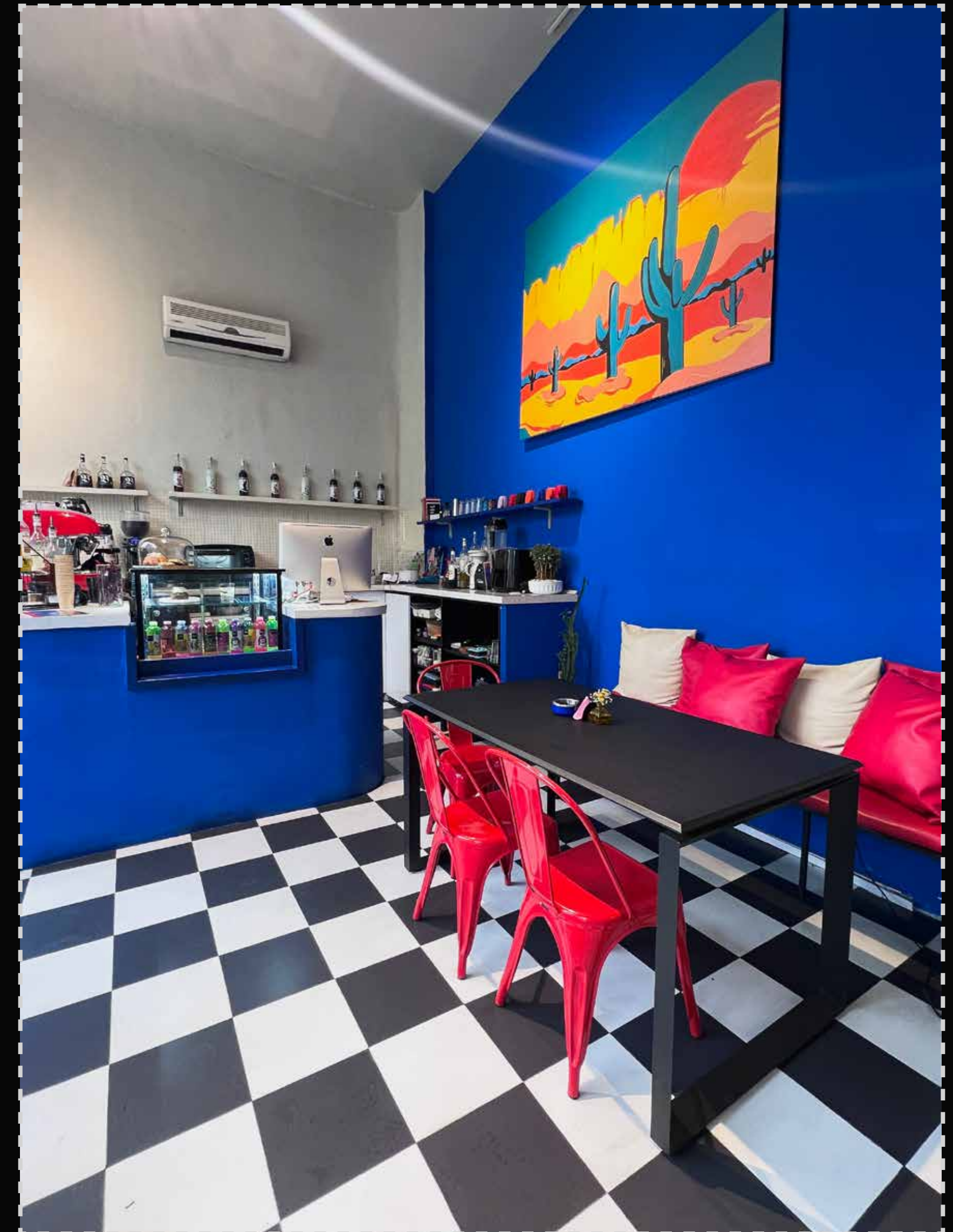
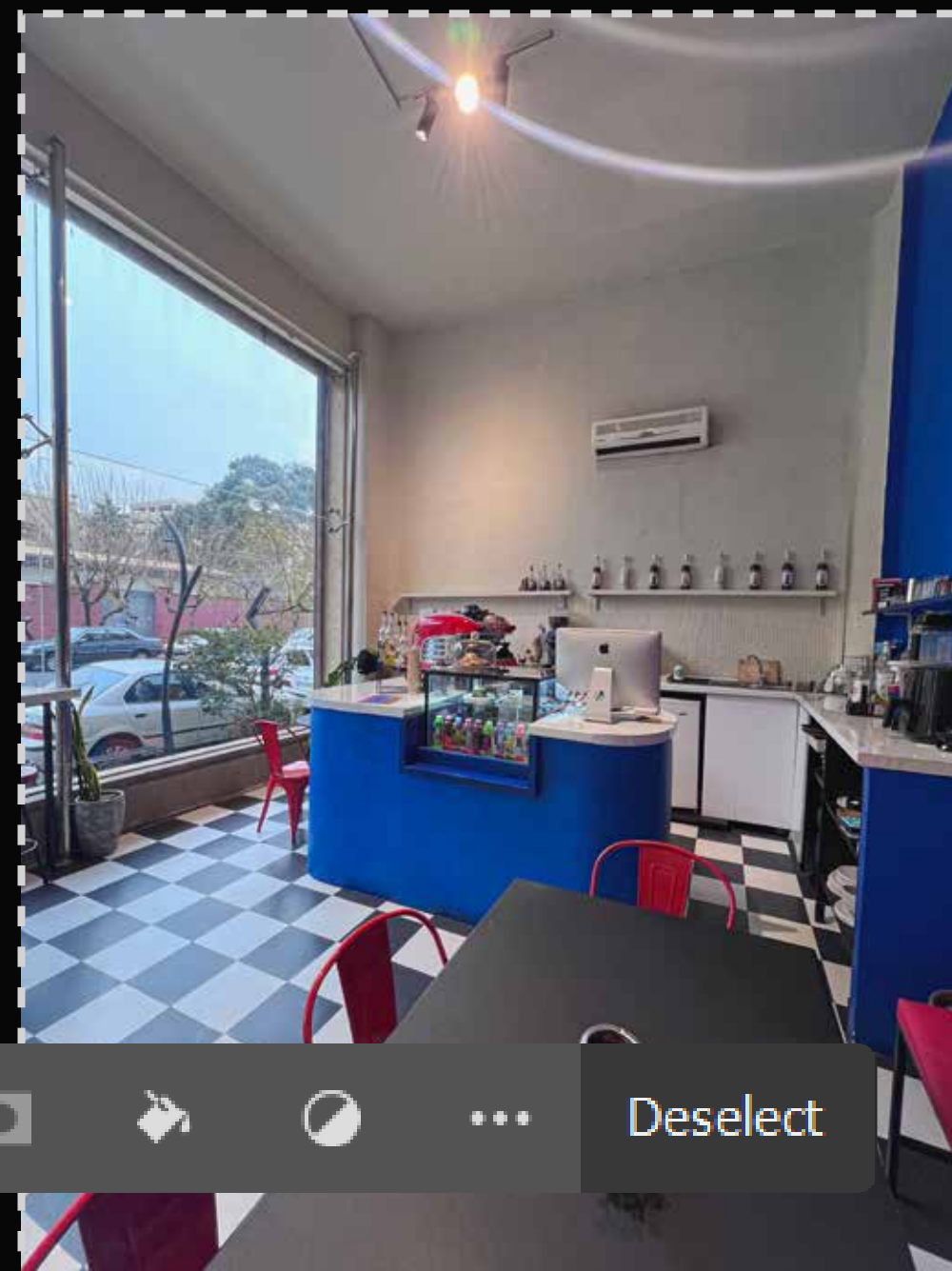
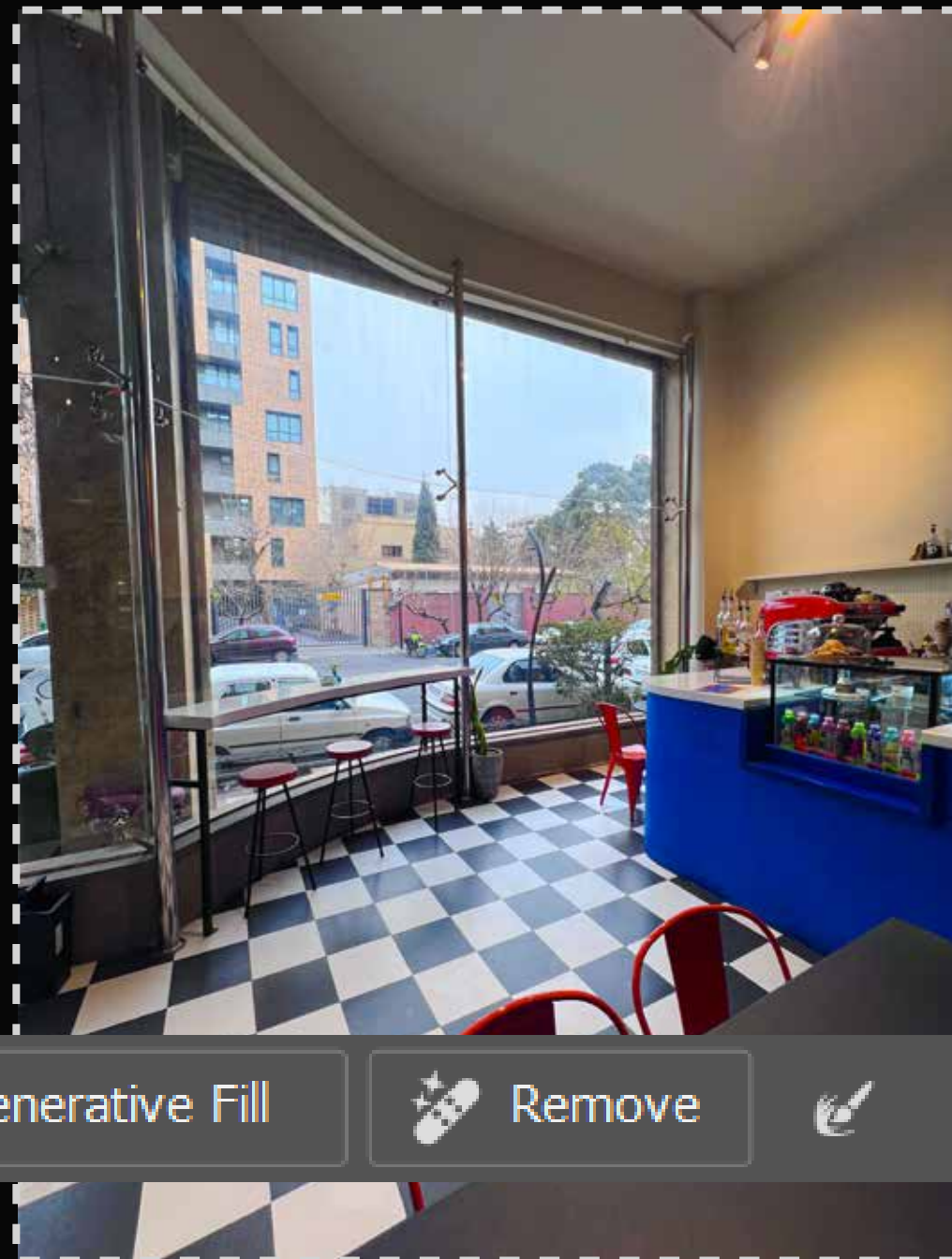


Environmental Inspiration:

The visual identity of Cafe A was developed directly from "the atmosphere and interior of the café itself".

The bold cobalt blue walls, red furniture, and black-and-white checkered floor create a vibrant, playful environment that naturally shaped the brand's visual language.

Elements such as the brand patterns, mascot character, and menu design were inspired by this energetic space. By translating the café's colors, contrasts, and lively urban vibe into graphic elements, the identity feels authentic and closely connected to the physical experience of the café.



Generative Fill Remove Deselect

Character & Pattern Design:

The mascot was expanded into multiple poses to make the character more expressive, relatable, and easy to use across different brand touchpoints.

Each pose captures a different moment from the café experience, helping the brand feel friendlier and more animated.

The black-and-white checkered pattern comes directly from the café's floor, turning a defining element of the interior into a recognizable part of the visual identity.

The secondary graphic pattern is built from café-related illustrations; creating a playful, cohesive system that reflects the everyday energy of the space.



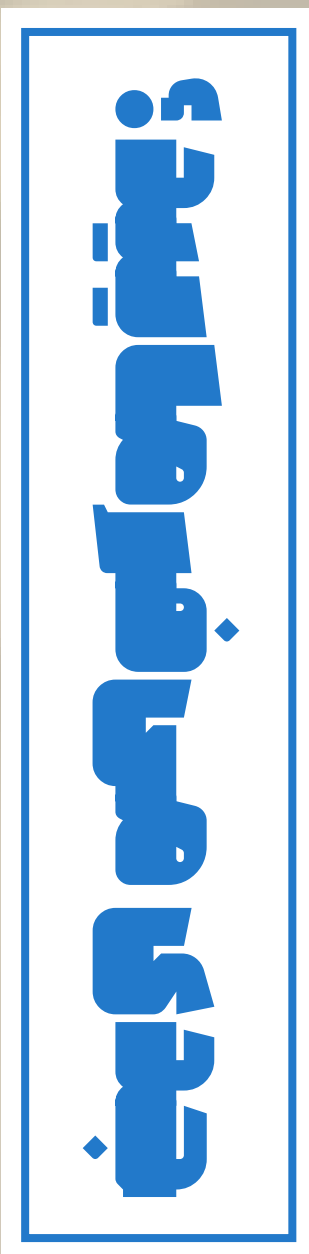
Sticker Design:

A custom hand-drawn sticker set was created to capture the everyday humor and struggles of the café's audience; especially students and office workers. Each sticker uses playful phrases, expressive lettering, and small illustrations that feel personal and relatable.

This set isn't just decorative; it's designed to spark interaction.

Customers can connect with the jokes, share them, or use them on their laptops and notebooks, turning the café's visual language into something they can carry with them.

"The result is a more engaging, community-driven brand experience."



Packaging Design:

The coffee bean packaging was designed to visually extend the identity of Cafe A beyond the physical space of the café.

The bold blue and red color blocks directly reference the café's interior palette, helping the packaging feel instantly connected to the brand environment.

The flowing graphic shapes add movement and energy, reflecting the lively and youthful character of the café.

Combined with the strong “A” logo and simple product information, the design keeps the packaging bold, recognizable, and consistent with the overall visual identity of the brand.









Menu Design



Loyalty Card Design:

The *loyalty card* was designed to encourage customers to return to the café while also making the experience more playful and engaging.

Each time a customer visits and orders, their card gets marked, and after six visits, they receive a free item on their seventh order.

Visually, the card follows the same playful and illustrative style used throughout the café's identity.

The blue color palette, hand-drawn characters, and checkered border connect it directly to the café's interior and graphic system.

The step-by-step character progression turns the process into a small visual story, making the reward system feel fun, memorable, and aligned with the adventurous and friendly personality of the brand.





کافه ای

قهوه من فوای
از من بپرس



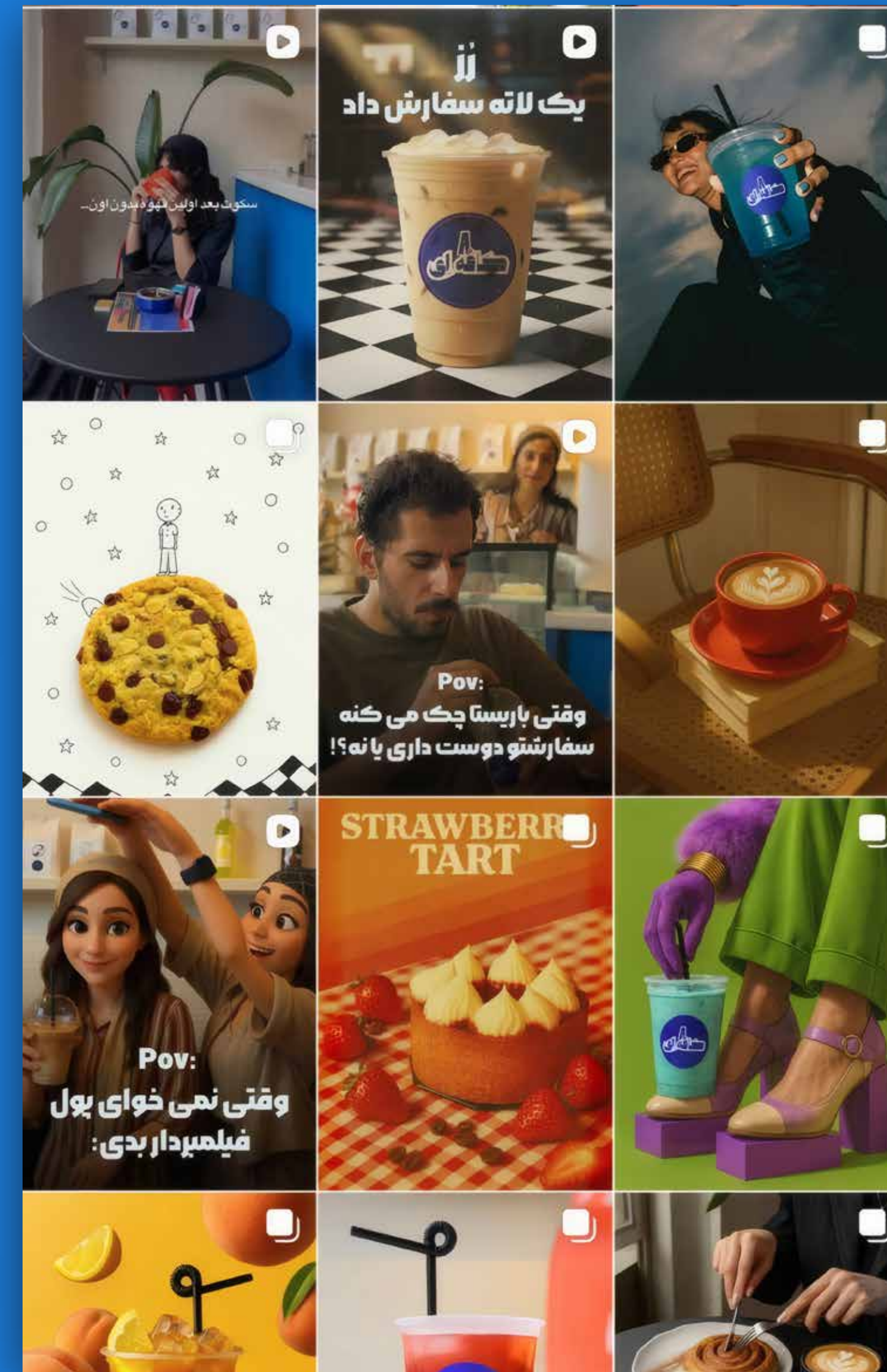
Social Media Design:

The social media content for Cafe A was designed to communicate the feeling and atmosphere of the café rather than simply promoting its products.

The goal is to show the lifestyle and mood customers can experience when they visit the space.

The visuals combine bold colors, playful compositions, and elements from the café's visual identity, such as the blue palette, checkered patterns, and graphic illustrations. By mixing product shots, lifestyle imagery, and creative compositions, the feed feels dynamic and expressive.

This approach helps the audience imagine the vibe of the café: fun, youthful, and a little adventurous; encouraging them to connect with the brand beyond just the drinks.





آوانتیکا

بوتیک دیزاین معماری

i Generate professional brand identity for architectural studio



cancel



Generate

Brand Idea: **Avantica is a boutique architectural design studio that merges timeless architectural principles with forward-thinking design. It delivers refined spatial solution; from architecture and facades to renovations, while exploring new possibilities in modern design and innovation.**

Purpose: **To design meaningful spaces where architectural precision meets bold creative thinking.**

Vision: **To become a distinctive voice in contemporary architecture through innovative, refined, and forward-looking design.**

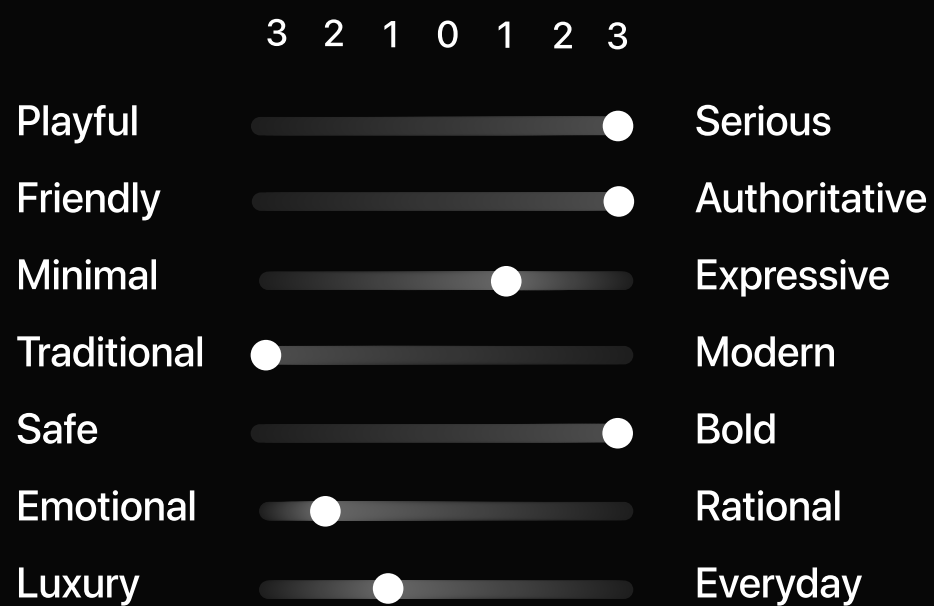
Mission: **To craft thoughtful architectural solutions that balance structural integrity, aesthetic elegance, and modern innovation.**

Values: **Innovation, craftsmanship, precision, creativity, and timeless design.**

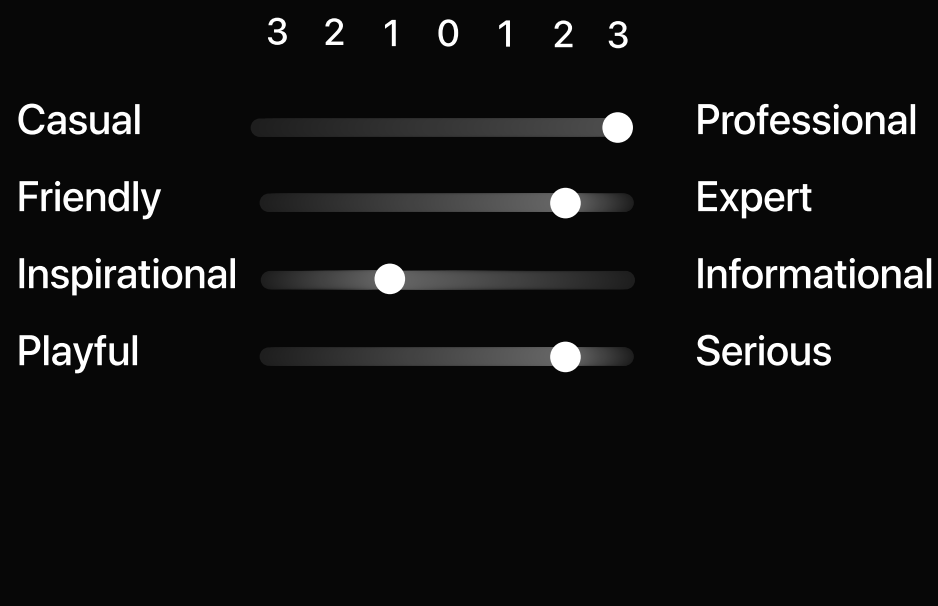
Brand Positioning Statement:

For clients seeking refined and forward-thinking architecture, "Avantica" is the boutique architectural design studio that blends structural expertise with innovative design thinking so they can experience spaces that are both timeless and contemporary, because Avantica combine architectural discipline with a bold, modern creative vision.

Brand Personality



Tone of Voice



Personality: **Innovative, authoritative, modern, and bold — an architectural design studio driven by structural expertise and forward-thinking creativity to shape timeless contemporary spaces.**



Typography & Logo Concept:

The Avantica logo system reflects the brand's architectural mindset; precision, structure, and modern innovation.

The primary Persian logotype is built from bold, geometric forms inspired by architectural grids and structural lines, expressing stability and technical expertise.

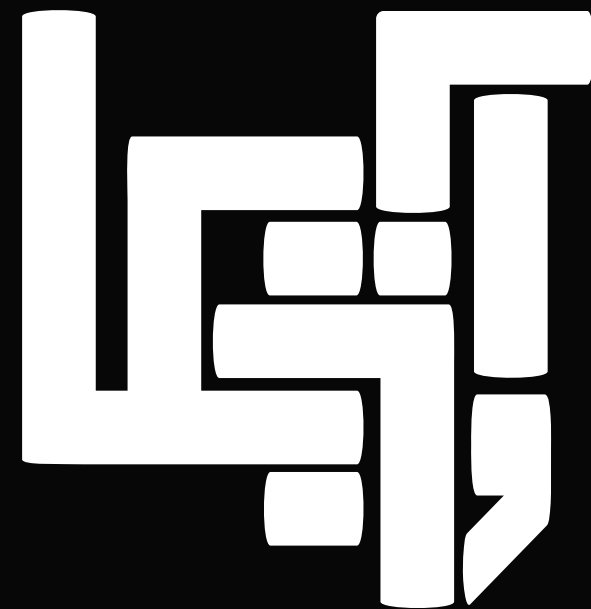
The English logotype follows the same design language, creating a clean and contemporary international presence.

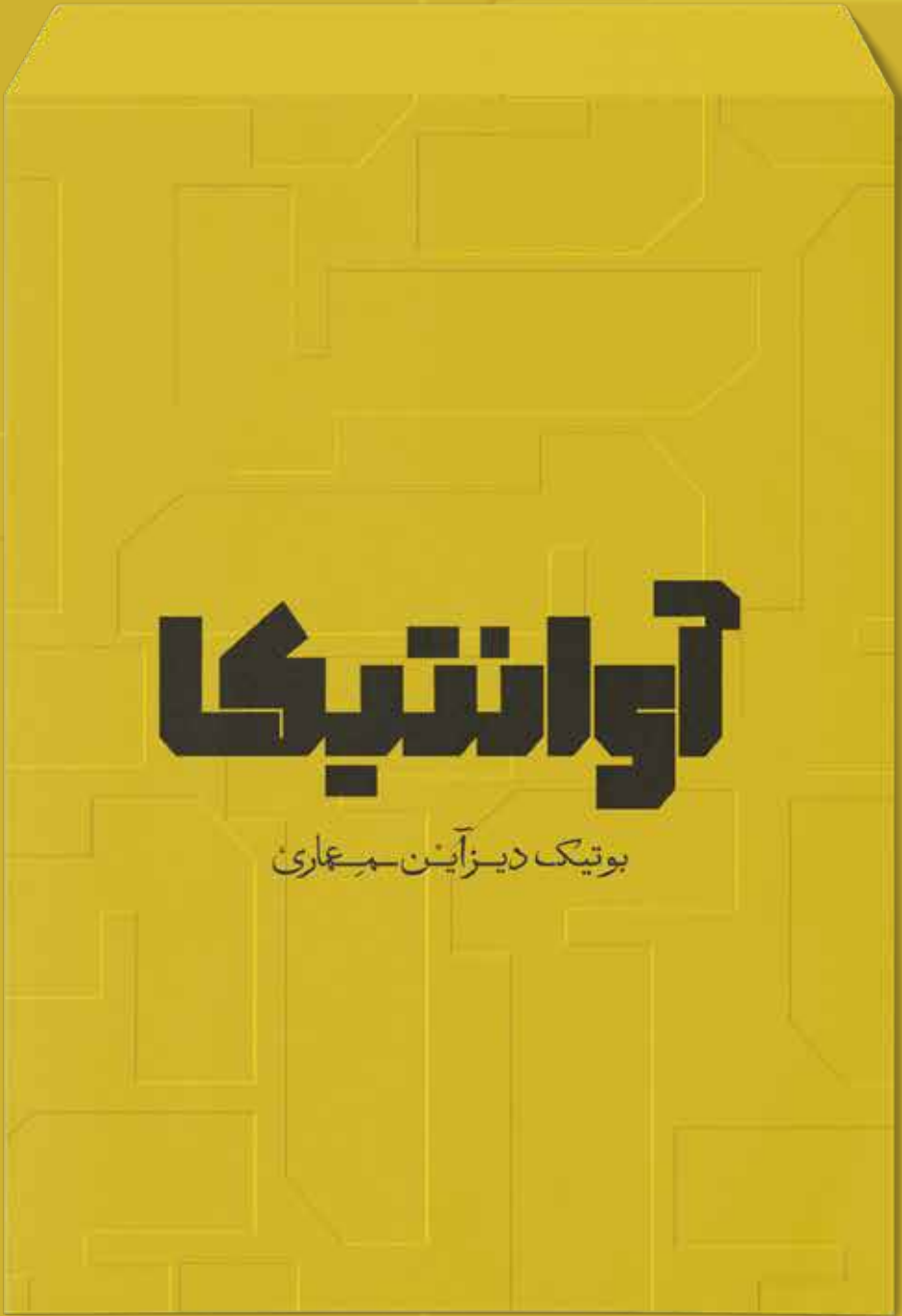
The monogram is derived from the core geometric elements of the logo, forming a compact mark that resembles architectural modules. It is mainly used in patterns and small-scale applications.

An alternate Persian mark provides a simplified version for formal uses such as documents, letters, and stamps, ensuring flexibility while maintaining the architectural character of the brand.



AVANTICA











Rento

Generate brand identity for car rental app

cancel

Generate

Brand Idea:

Rento is a peer-to-peer car rental marketplace designed for Kish Island, connecting travelers and residents with verified local car owners through a simple, transparent, and trustworthy mobile experience.

Purpose:

To make car rental on Kish Island easier, more accessible, and more trustworthy through a community-driven platform.

Vision:

To become the most trusted and convenient mobility marketplace for travelers and locals on Kish Island.

Mission:

To simplify the car rental experience by connecting renters with verified local car owners through a fast, transparent, and user-friendly platform.

Values:

Trust, transparency, convenience, community, and efficiency.

Brand Positioning Statement:

For travelers and residents on Kish Island who need a convenient way to rent a car, "Rento" is the peer-to-peer car rental marketplace that offers a fast, transparent, and reliable booking experience, so they can find the right car with confidence, because the platform connects them directly with verified local owners through a simple and trustworthy system.

Brand Personality

3210123

Playful

3210123

Friendly

3210123

Minimal

3210123

Traditional

3210123

Safe

3210123

Emotional

3210123

Luxury

Serious

Authoritative

Expressive

Modern

Bold

Rational

Everyday

Tone of Voice

3210123

Casual

3210123

Friendly

3210123

Inspirational

3210123

Playful

Professional

Expert

Informational

Serious

Personality:

Modern, reliable, and user-focused — a smart car-rental marketplace designed to make finding and booking the right car fast, transparent, and effortless.

A high-quality, 3D-rendered image of a bright green Dodge Challenger SRT. The car is shown from a front-three-quarter perspective, highlighting its aggressive styling, including the hood scoop, dual round headlights, and black racing stripes. The wheels are black with red brake calipers visible through the spokes. The car is set against a dark, gradient background.

Typography & Logo Concept:

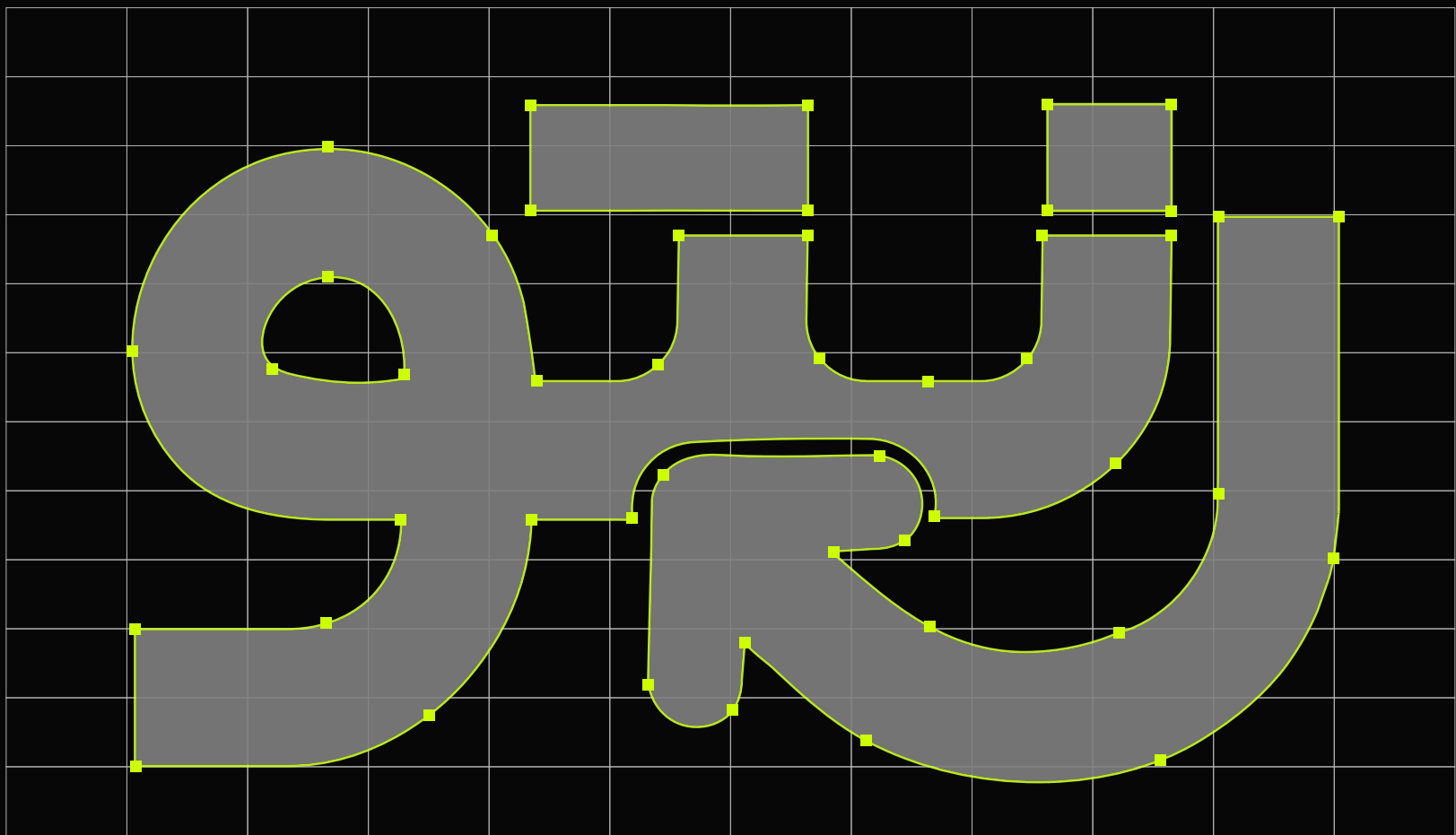
Rento's logo is designed to express mobility, simplicity, and reliability.

The Persian logotype features bold, rounded geometric forms that feel modern and friendly, making it suitable for digital interfaces.

The English logotype follows a clean contemporary style.

The tail of the letter "R" forming an arrow, symbolizing movement, travel, and the start of a journey;

reflecting the seamless car-rental experience the platform provides.



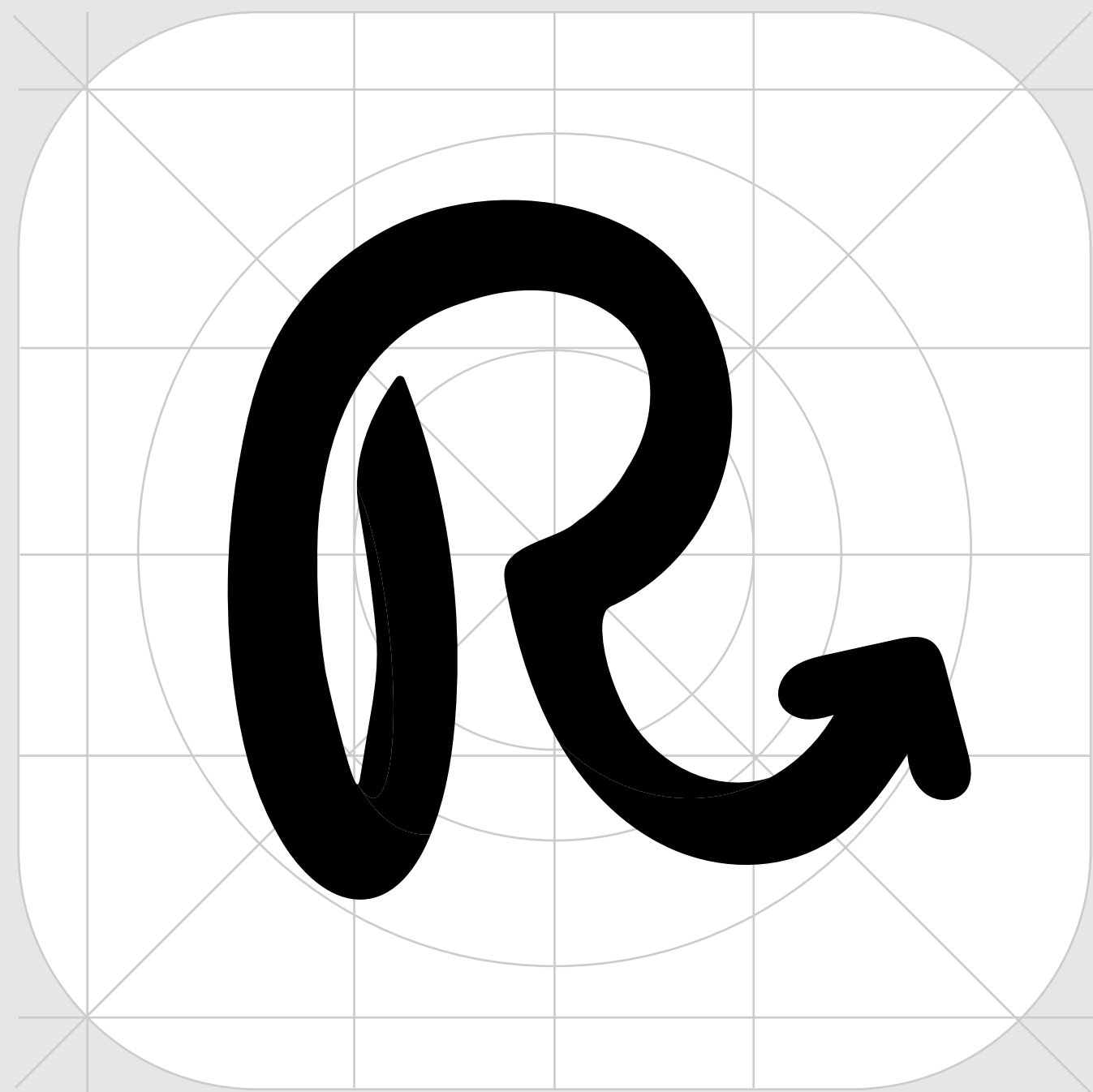
Color Palette:

The palette combines blue, representing trust and reliability, with neon lime green, which adds energy and highlights key actions within the app.

Neutral tones create balance, resulting in a clean and modern digital identity.



Icon







Car air freshener

Business Card

Campaign Goal & Design Rationale:

This campaign was designed to introduce Rento as a simple and reliable way to rent a car in Kish Island.

The main goal is brand awareness among travelers who arrive on the island for leisure, business, or short trips and need a convenient way to access transportation.

Visually, the campaign combines clean app interface visuals, real cars, and recognizable Kish locations to clearly communicate the service while keeping the brand memorable.

The ads are designed for high-visibility environments such as the airport and city streets, ensuring travelers encounter the brand at key moments when they are most likely to need a car.



شروع اجاره

دزرو

اپلیکیشن اجاره خودرو در کیش

کیش بدون ماشین؟
نه دیگه!

اپلیکیشن اجاره خودرو در کیش



خودرو دلخواهتو پیدا کن

روزانه هفتگی ماهانه

تاریخ دریافت خودرو را وارد کنید

تاریخ بازگرداندن خودرو را وارد کنید

رسیدی کیش؟
ماشین داری؟

ماشینتو قبل از سفر رزرو کن

اپلیکیشن اجاره خودرو در کیش

با یه کلیک

ماشینتو کیش ردیفه!

اپلیکیشن اجاره خودرو در کیش



رنیتو
کیش بدون ماشین؟
نه دیگه!

اپلیکیشن اجاره خودرو در کیش



شروع اجاره

رزرو



به کیش خوش اومدی هنوز ماشین نگرفتی؟



دانلود اپلیکیشن

اپلیکیشن اجاره خودرو
نیتو

هنوز ماشین نگرفتی؟

فرمون بگیر

دستت!



اپلیکیشن اجاره خودرو در کیش
رنتو



Benz S63 AMG E
۵ نفر
۱۰۰,۰۰۰,۰۰۰ تومان / روزانه
رزرو

Cadillac Escalade
۴ نفر
۶۰,۰۰۰,۰۰۰ تومان / روزانه
شروع اجاره

Toyota Camry
۴ نفر
۱۰,۰۰۰,۰۰۰ تومان / روزانه
رزرو

Rento

ماشینت انتخاب کن
ماشینت اجاره کن

KW 0013A1

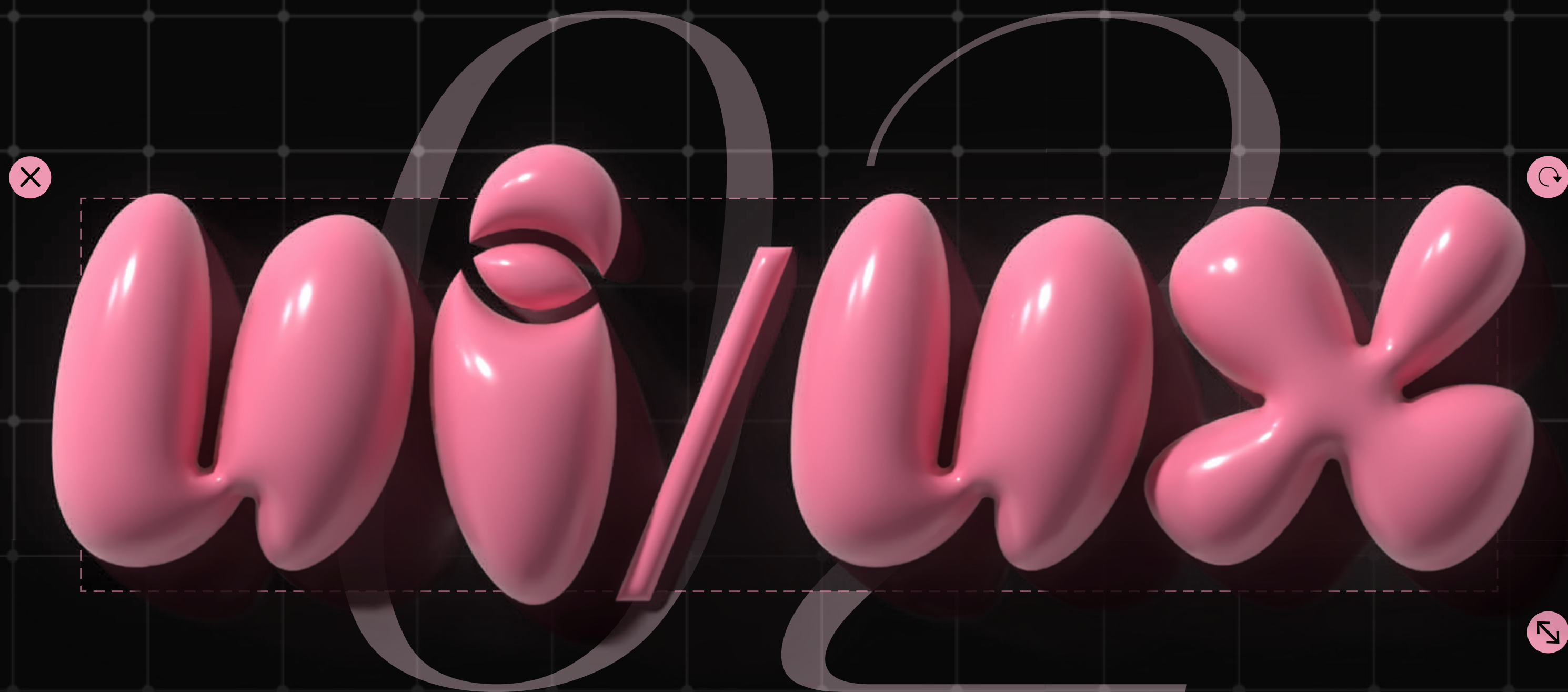
(044) 482-0808

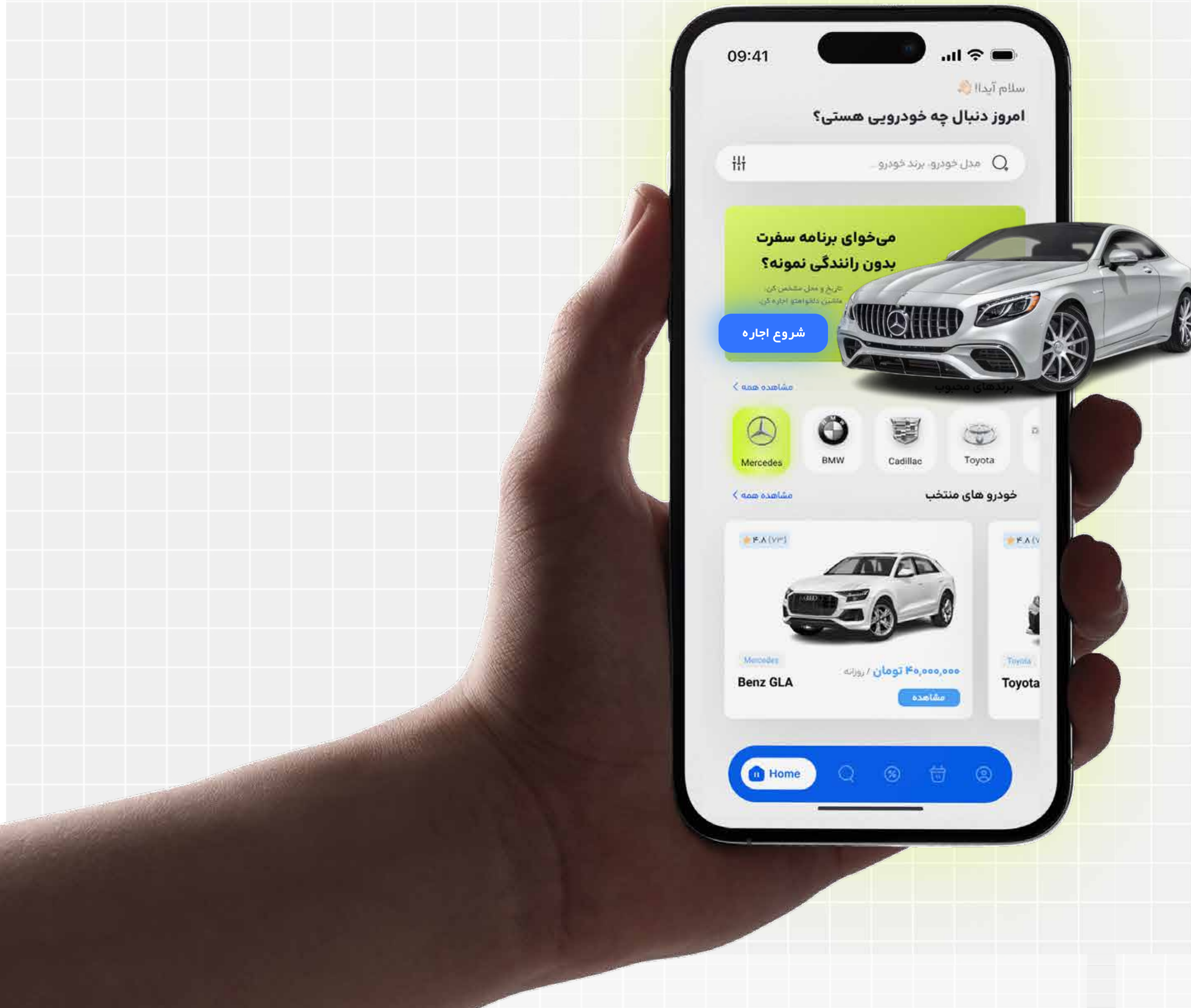
رسیدی کیش؟ ماشین داری؟

ماشینتو قبل از سفر رزرو کن

رنیتو
اپلیکیشن اجاره خودرو در کیش







Rento

Car Rental App

Project Overview:

Rento is a car-rental app designed for Kish Island, built as a peer-to-peer marketplace where users can rent cars directly from real vehicle owners.

The goal of the UX design was to create a simple, reliable, and transparent booking experience that helps users quickly find the right car and complete their reservation with confidence.

The app is designed for three main user groups:

"travelers visiting Kish for leisure, professionals who need a temporary vehicle during their stay, and users renting cars for special occasions or VIP guests."

Problem:

Renting a car in Kish Island is often fragmented and unreliable.

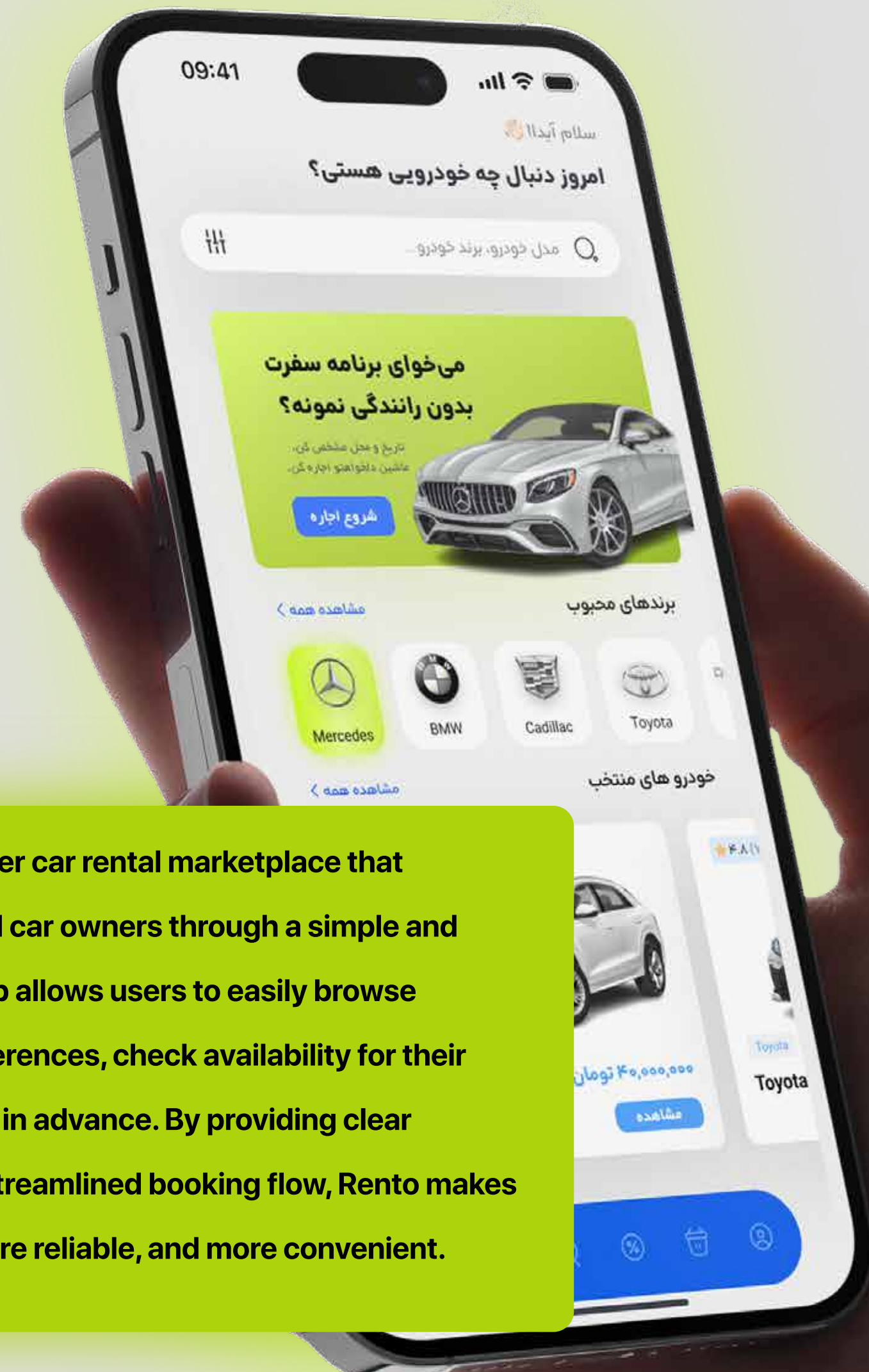
Travelers usually have to rely on scattered rental offices, phone calls, or social media pages with limited information and unclear pricing.

There is no single trusted platform where users can easily compare cars, check availability for their travel dates, and book in advance.

This lack of transparency and verification often creates concerns about trust, pricing, and availability.

Solution

Rento was designed as a peer-to-peer car rental marketplace that connects travelers with verified local car owners through a simple and transparent mobile platform. The app allows users to easily browse available cars, filter by brand or preferences, check availability for their travel dates, and complete bookings in advance. By providing clear information, verified owners, and a streamlined booking flow, Rento makes renting a car in Kish Island faster, more reliable, and more convenient.





Blue

HEX

#0060ea

RGB

0|96|234

CMYK

83|64|0|0

Lime

HEX

#d0fd2b

RGB

208|253|43

CMYK

23|0|100|0

Midnight

HEX

#15141b

RGB

21|20|27

CMYK

76|71|61|78

Dusty White

HEX

#f5f6fc

RGB

245|246|252

CMYK

3|2|0|0

TYPOGRAPHY

English

SF Pro Display UltraLight

SF Pro Display Light

SF Pro Display Regular

SF Pro Display Medium

SF Pro Display Bold

SF Pro Display Heavy

SF Pro Display Black

Persian

Thin آراد

ExtraLight آراد

Light آراد

Regular آراد

Medium آراد

SemiBold آراد

Bold آراد

Button

Regular ایران یکان

Bold ایران یکان

UI overview

Rento's user interface is designed with a clean, minimal, and user-centric approach to support a smooth browsing and booking experience.

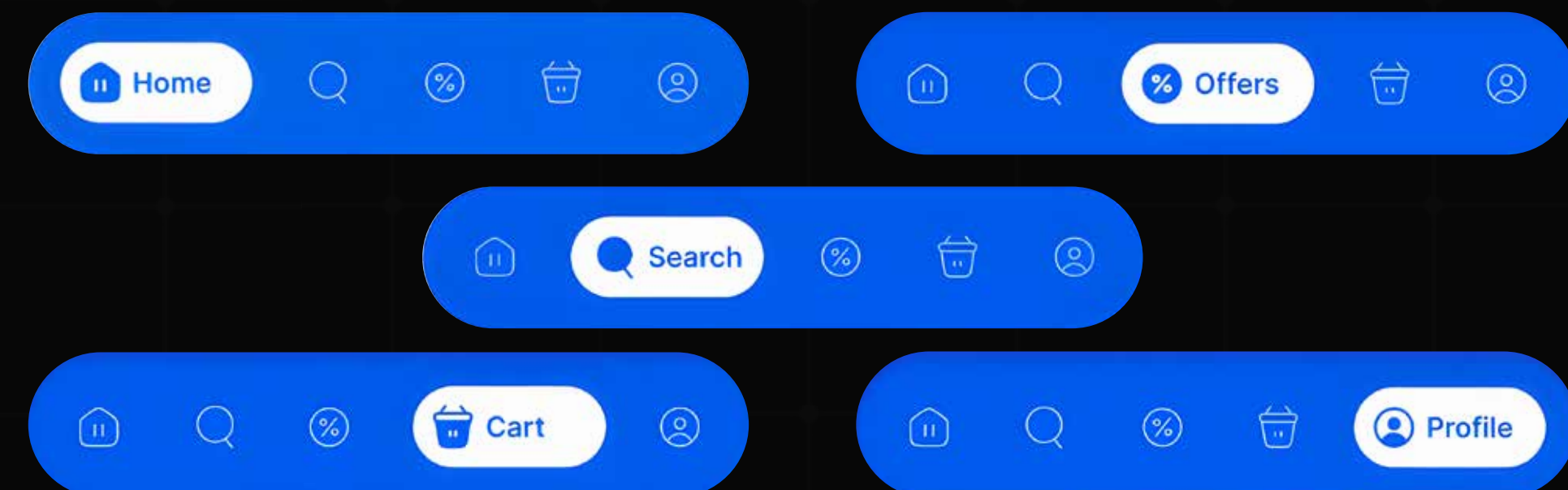


The overall UI uses a card-based layout for displaying cars and key content sections, making information easy to scan and compare at a glance.

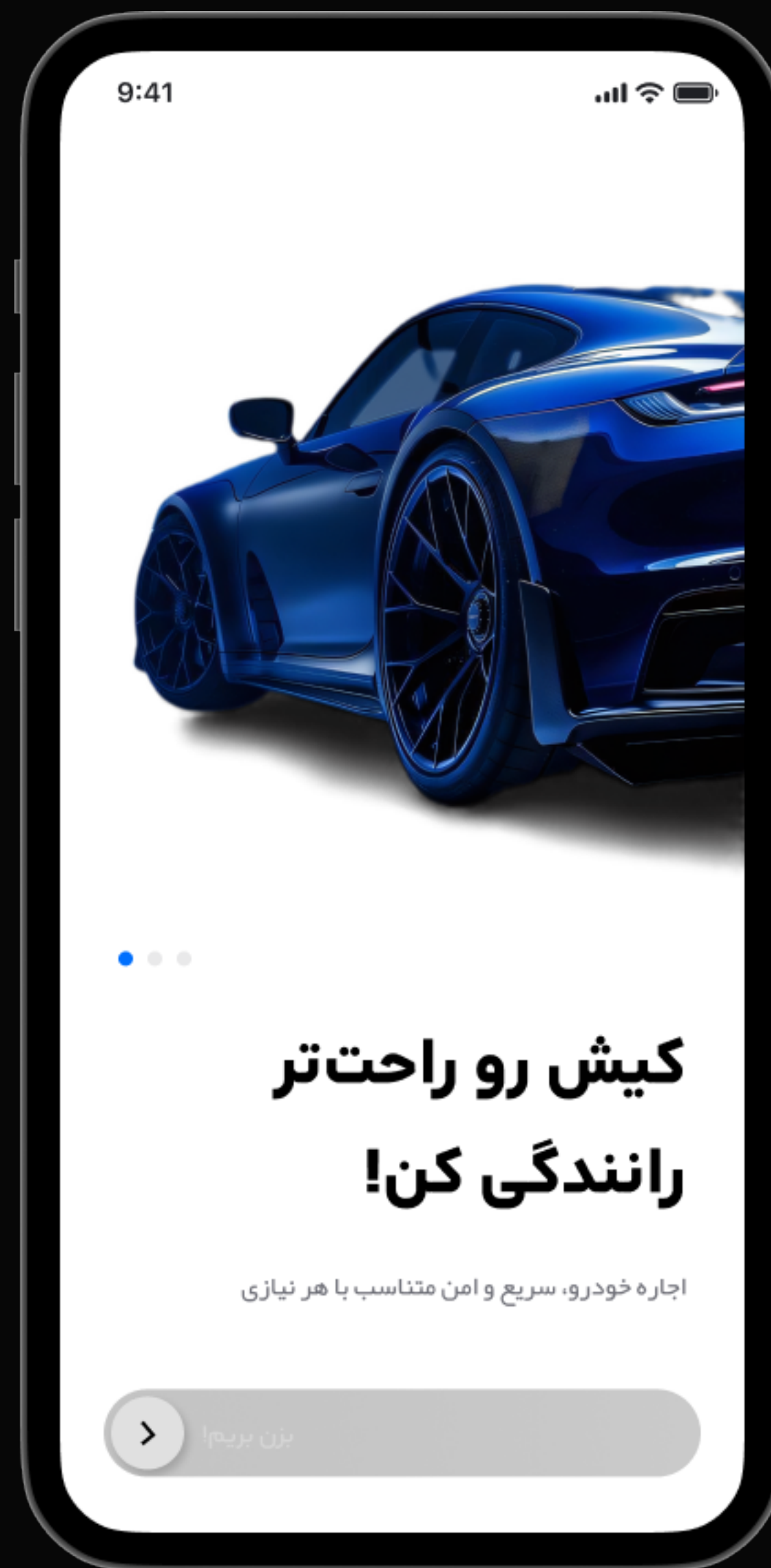
A bottom navigation bar keeps the five main destinations always within reach:

- Home
- Search
- Advanced Booking
- Reservations
- Account

This structure ensures users always know where they are in the app and can move between sections quickly and confidently.



Landing & Onboarding



The app experience begins with a landing screen designed to give users a quick sense of the brand and invite them to start their journey.

The visual atmosphere reflects the feeling of driving in Kish, conveying both freedom and reliability. The message is kept short and clear, guiding the user toward the main action.

A single primary CTA (e.g., "Let's Go") leads directly to the sign-up or login flow, allowing users to move into the app smoothly without unnecessary friction.



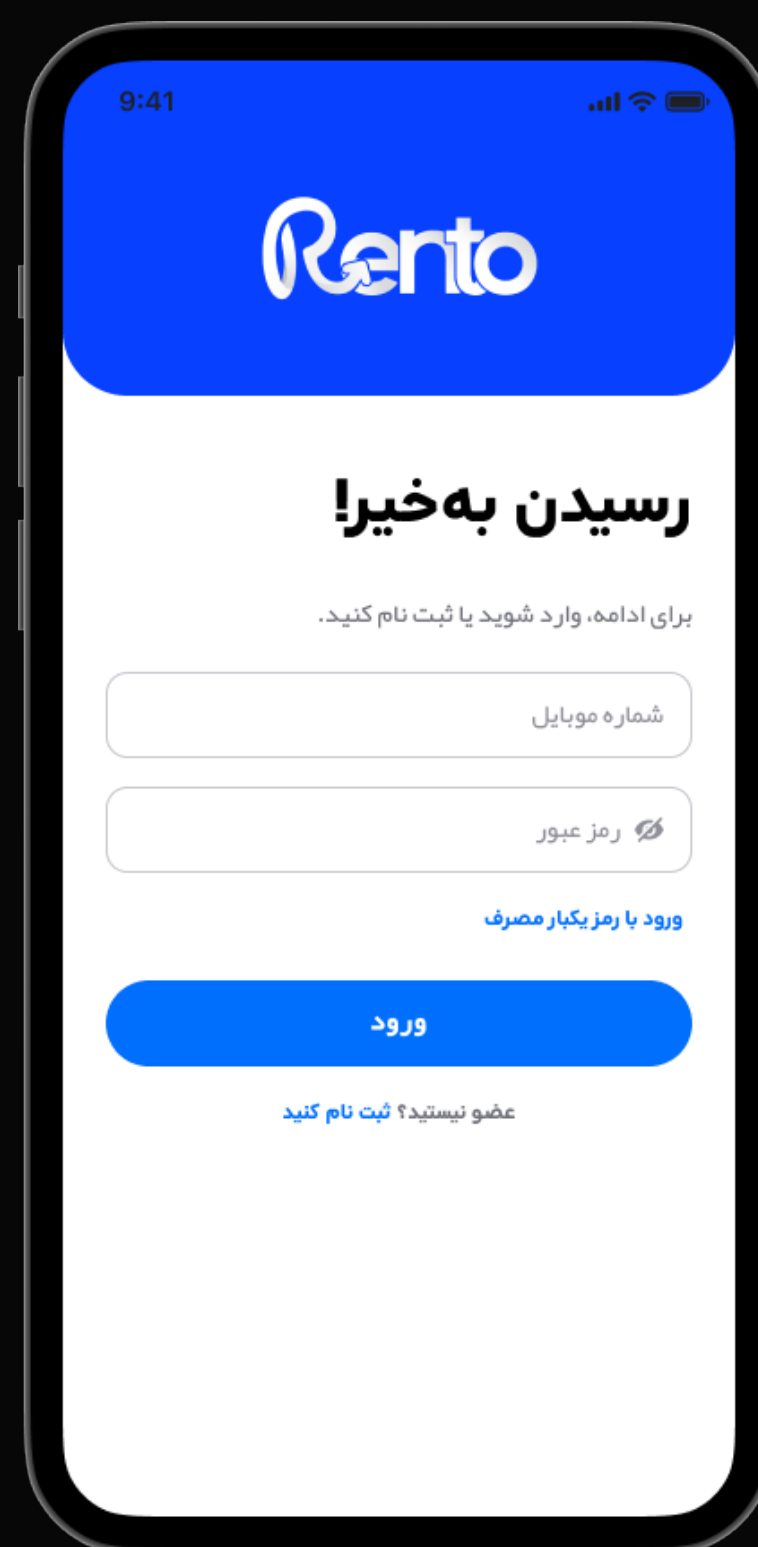
Sign in & Sign Up

The login and registration flow is built around a mobile number and OTP verification system—fast, familiar, and friction-free.

To deliver more personalized results, users answer a quick question right after signing up:

“What is your purpose for renting a car?” (Leisure / Business / Ceremonial)

The process is intentionally short and step-by-step, ensuring clarity and minimizing drop-off during onboarding.



9:41

Rento

رسیدن به خیر!

برای ادامه، وارد شوید یا ثبت نام کنید.

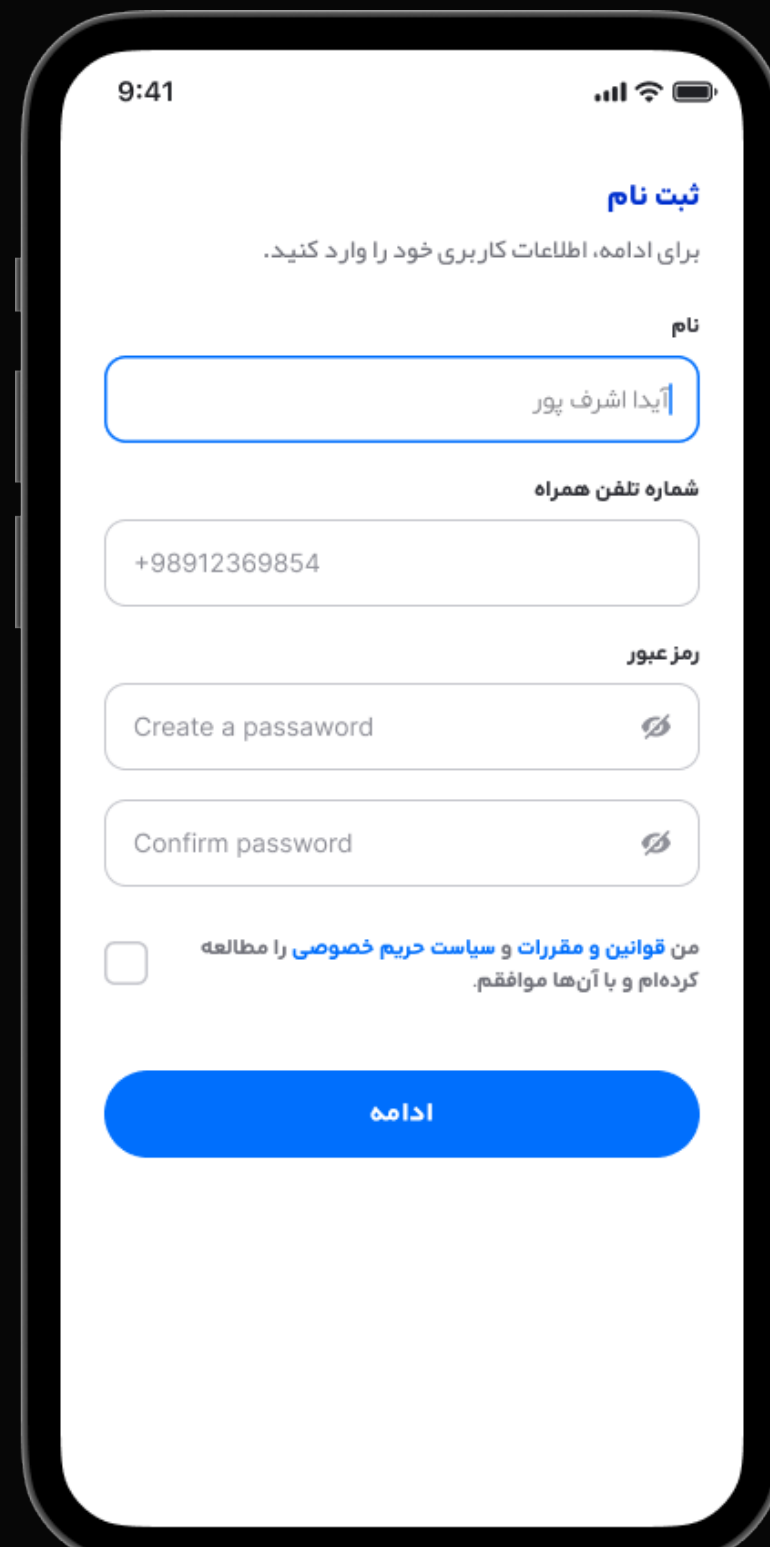
شماره موبایل

رمز عبور

ورود با رمز یکبار مصرف

ورود

عضو نیستید؟ ثبت نام کنید



9:41

ثبت نام

برای ادامه، اطلاعات کاربری خود را وارد کنید.

نام

آیدا اشرف پور

شماره تلفن همراه

+98912369854

رمز عبور

Create a password

Confirm password

☐ من قوانین و مقررات و سیاست حریم خصوصی را مطالعه کرده‌ام و با آنها موافقم.

ادامه



9:41

کد تایید

کد ارسال شده به شماره موبایل خود را وارد کنید

1 |

ارسال مجدد

تایید



9:41

برای نتایج بهتر، هدف شما از اجاره خودرو چیست؟

☒ تفریحی 🏖️

☐ کاری 📁

☐ تشریفاتی ⭐

بزن بریم!



☒ تفریحی 🏖️

☒ کاری 📁

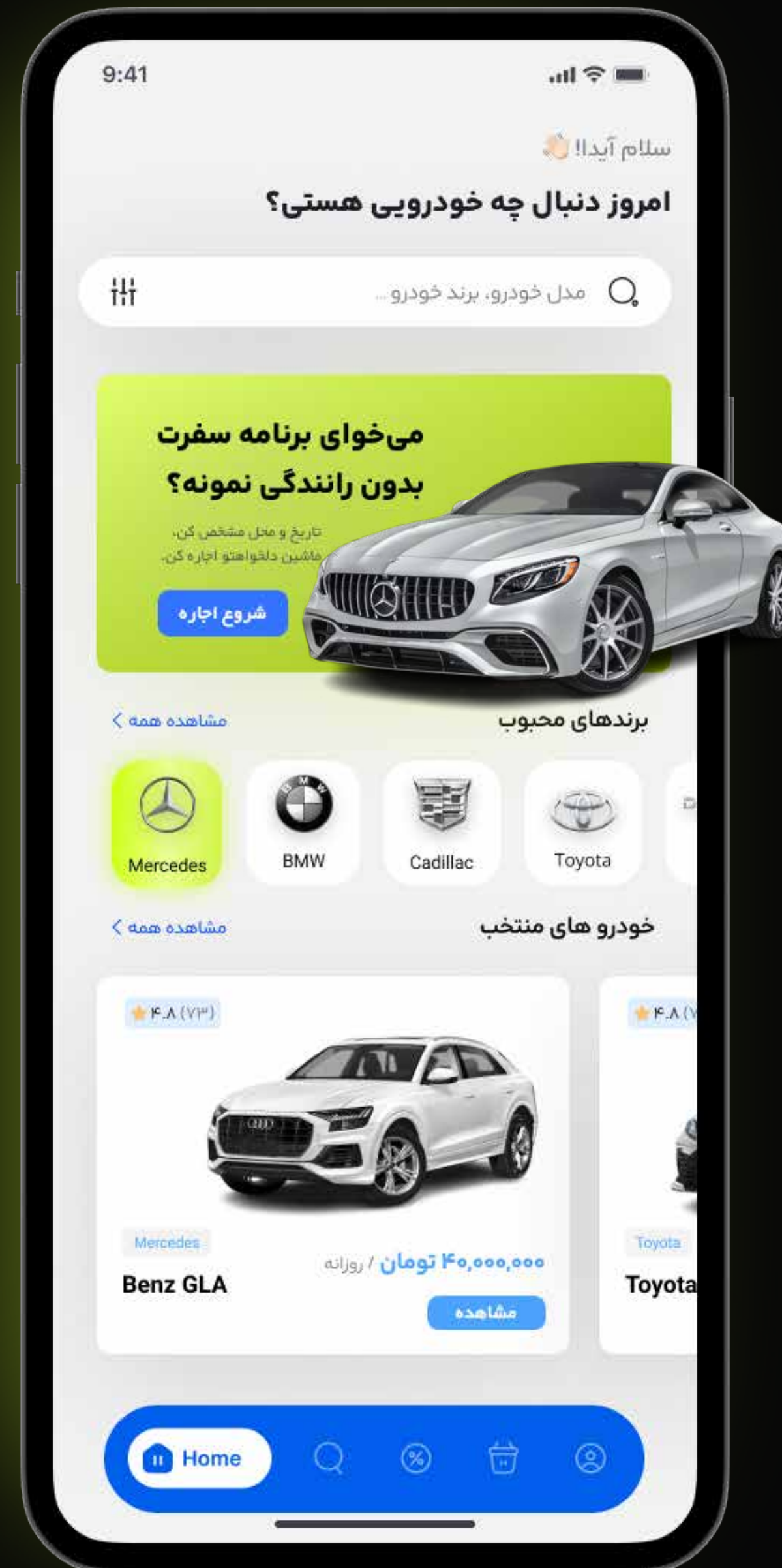
☒ تشریفاتی ⭐

Home

شروع اجاره



مشاهده



Instead of presenting a search form immediately, the Home screen first features a prominent banner highlighting Rento's unique P2P capability.

Below the banner, the page content unfolds vertically:

A brand slider helps users quickly select preferred car makes, fostering a sense of trust and showcasing variety.

A list of cars is presented in a card format, each featuring a large image, car name, key details, and a subtle "View Details" CTA, perfect for the exploration phase.

Slider Component



Booking

The *Advanced Booking* screen is where users define the key parameters of their rental. It's intentionally designed with the clarity of a flight-booking interface, reducing cognitive load and helping users complete the setup quickly.

The form focuses on three essential fields:

- Pickup location
- Drop-off location
- Rental duration (start and end dates)

Users can also switch between daily, weekly, or monthly rental modes, allowing them to tailor the search to their exact needs with minimal effort.

روزانه

هفتگی

ماهانه

The main booking screen features a blue background. At the top, there's a status bar with the time 9:41 and signal icons. Below it is a yellow circular logo with a stylized 'R'. The title 'خودرو دلخواهتو پیدا کن' (Find your desired car) is displayed in white, with a red car icon. Three buttons for rental duration are shown: 'روزانه' (Daily), 'هفتگی' (Weekly), and 'ماهانه' (Monthly). The pickup and drop-off location fields are labeled 'محل تحویل خودرو' and 'محل عودت خودرو' respectively, with location pins and a swap icon. The rental dates are shown as 'تاریخ عودت ۱۴۰۴/۱۲/۱۱' and 'تاریخ تحویل ۱۴۰۴/۱۲/۱'. A large blue button at the bottom is labeled 'جستجو خودرو' (Search car). The bottom navigation bar includes icons for home, search, offers, cart, and profile.

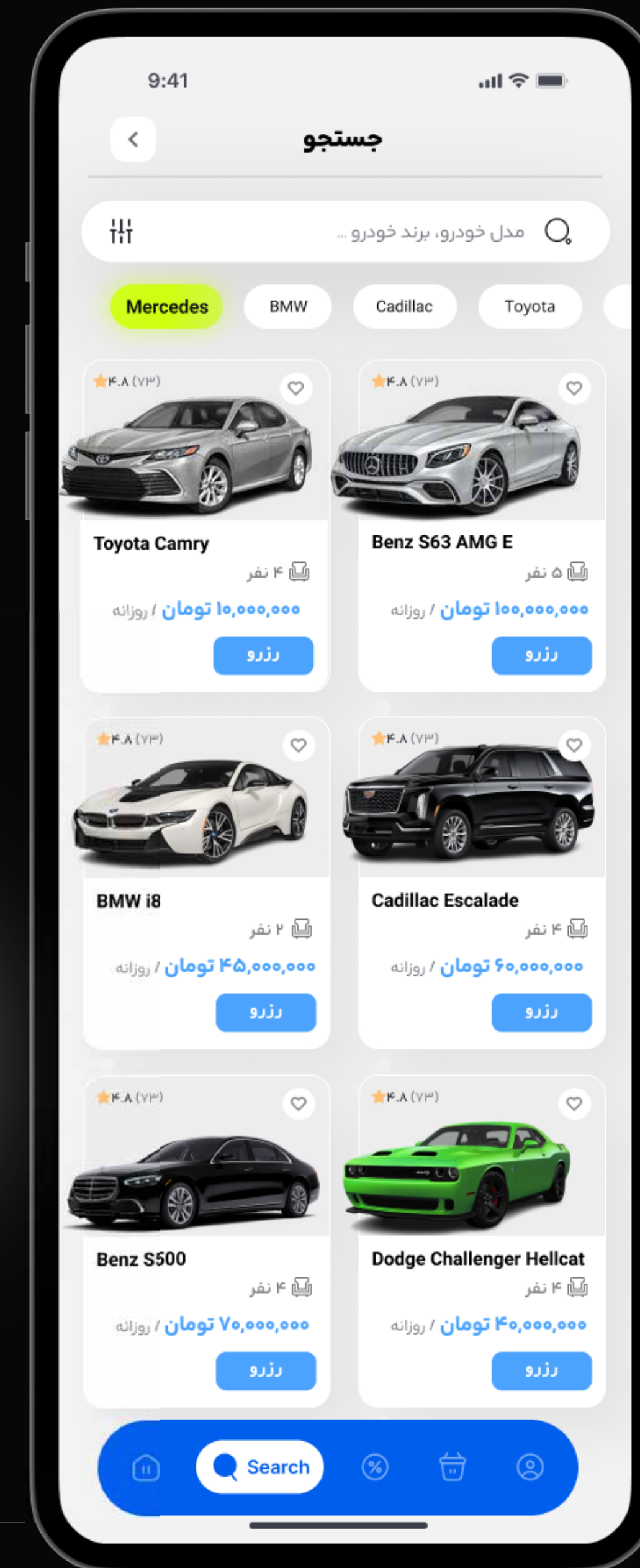
This calendar view is titled 'تاریخ تحویل خودرو' (Car pickup date) and 'تاریخ دریافت خودرو را وارد کنید' (Enter the car pickup date). It shows 'Today, October 17' and a calendar for October 2023. The date 17 is highlighted in blue. A blue arrow button is at the bottom right.

This calendar view is titled 'تاریخ عودت خودرو' (Car return date) and 'تاریخ بازگرداندن خودرو را وارد کنید' (Enter the car return date). It shows 'Today, October 17 2023' and a calendar for October 2023. The date 26 is highlighted in blue. A blue arrow button is at the bottom right.

Search Result

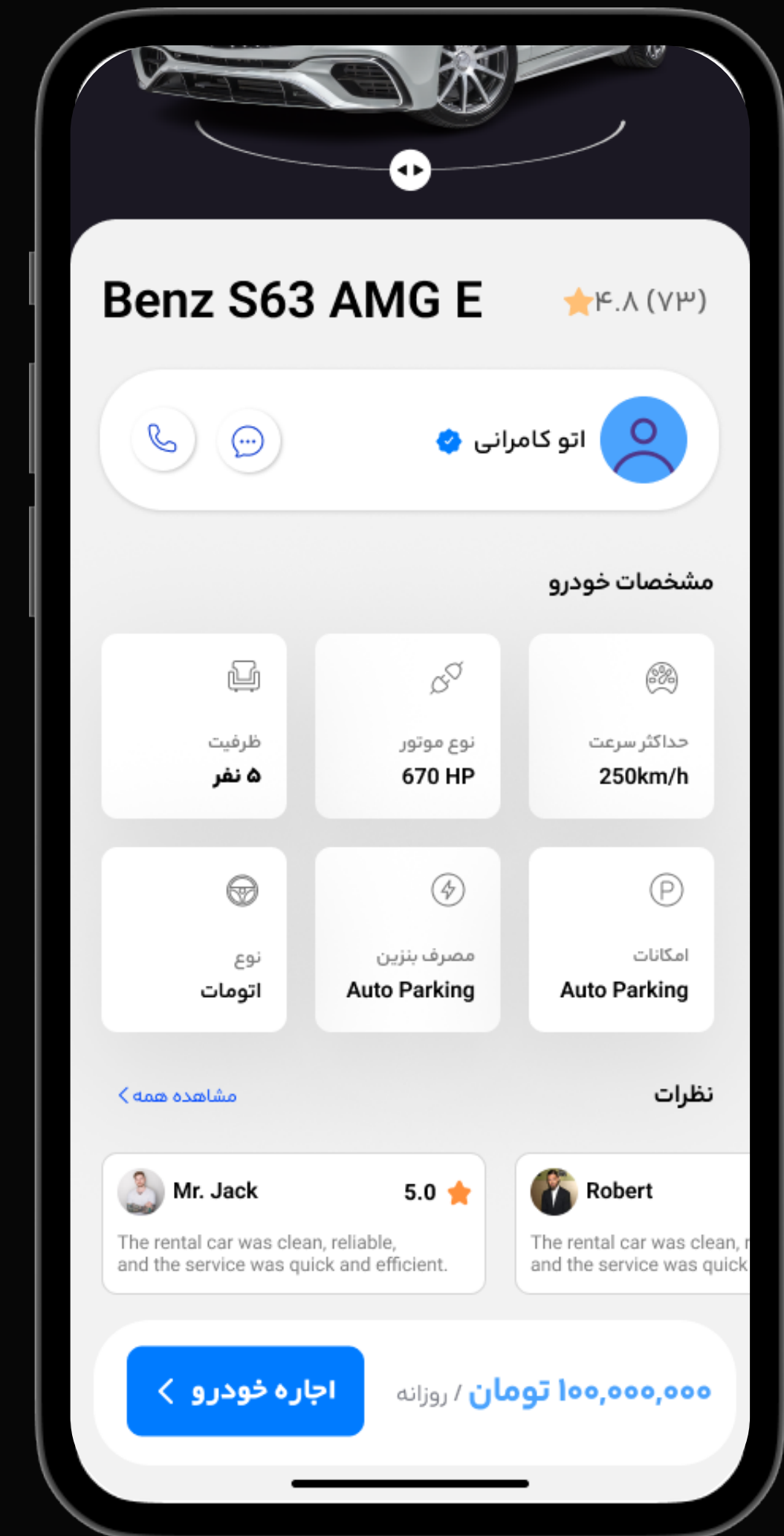
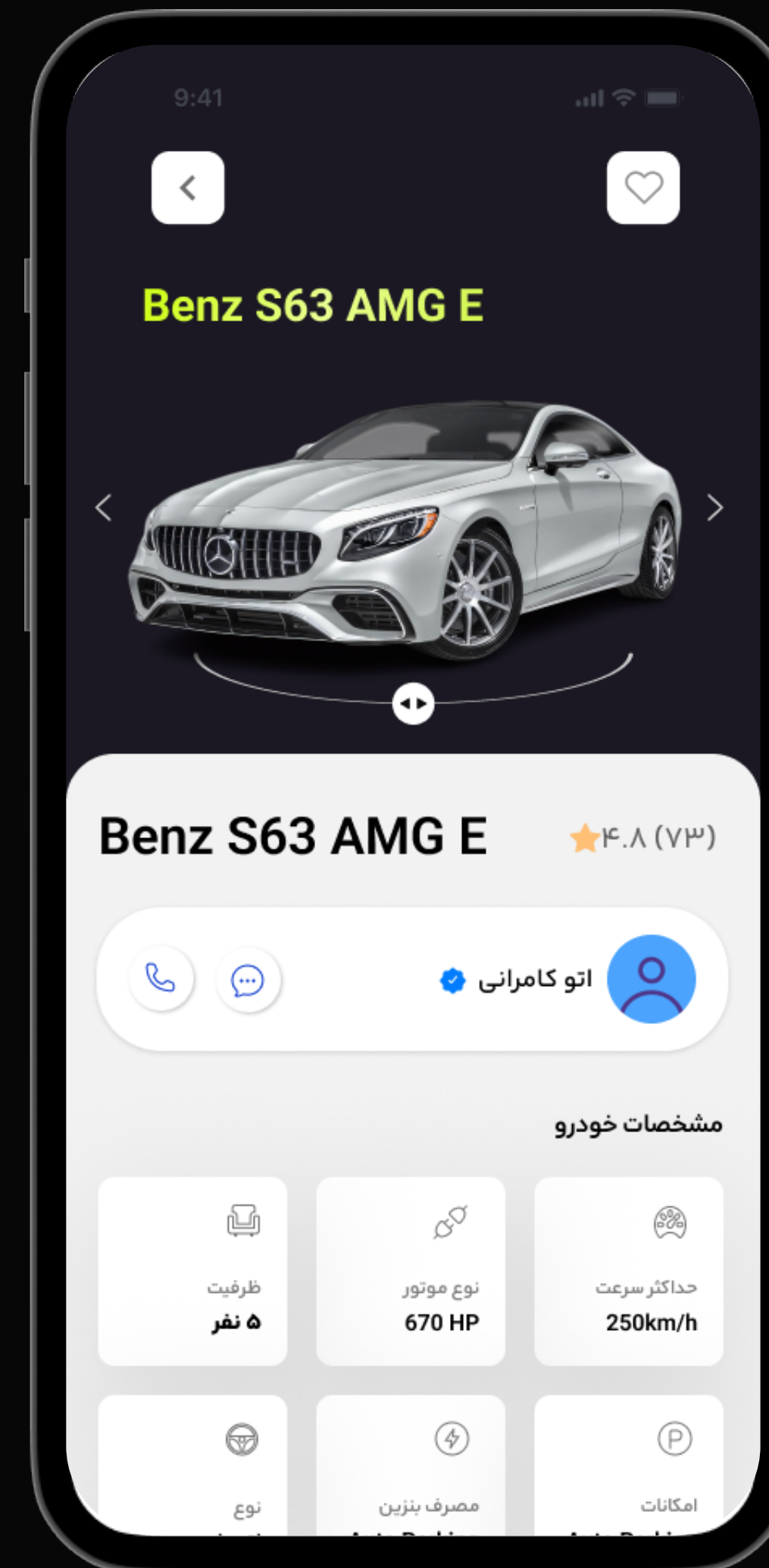
Results are displayed in a card-based layout that makes cars easy to scan, compare, and browse through quickly.

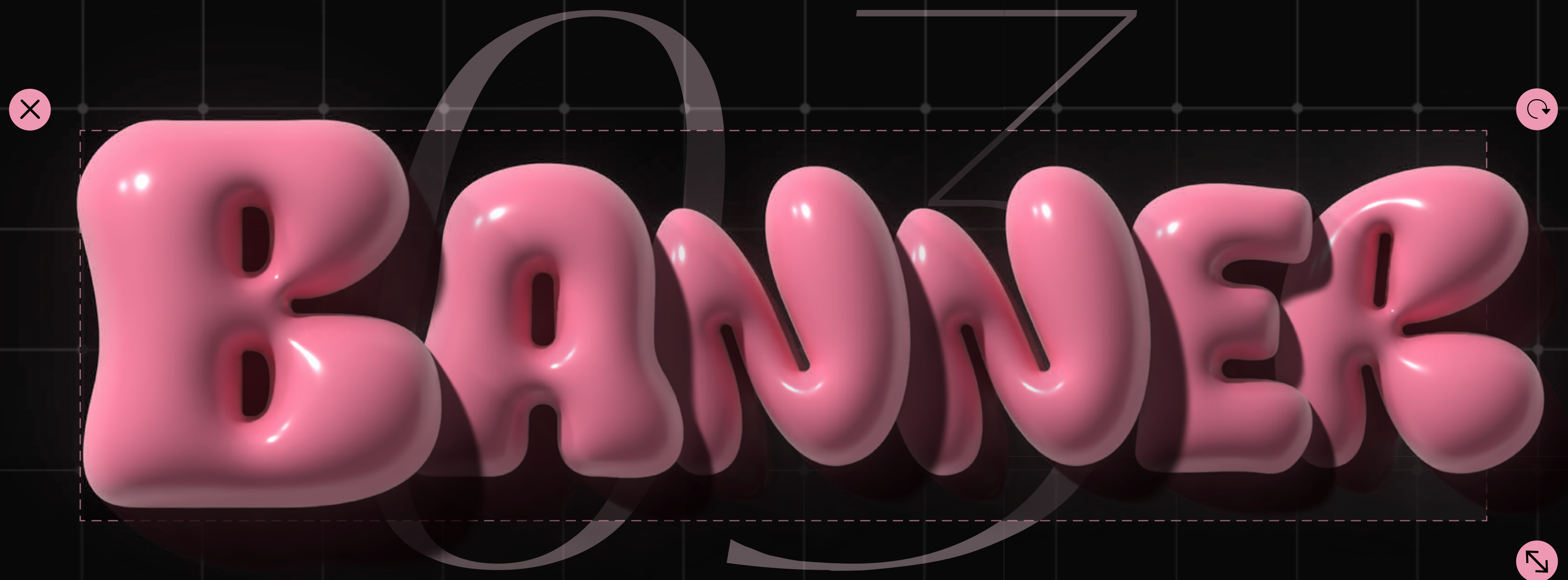
At the top, a brand filter slider allows users to instantly narrow results by selecting a specific car brand. This approach matches how many users naturally choose cars, starting with the brand, making the search process faster and more intuitive.



Car Detail

The Car Detail screen is designed to support quick and confident decision-making. It presents essential vehicle information clearly while building trust with the car owner. Key elements include a large interactive image gallery (supporting 360° views/rotation), scannable vehicle specs, an owner profile card, a summary of the user's selected dates and locations, and a clearly visible price with





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تابستان امسال **عسل**ی باش!

محصولات برنزه شیک

مشاهده و خرید <

Now, let's tailor the **cloak**
that only your brand can wear.

A red superhero cape is shown flowing to the right. The word "cloak" is written in a bold, pink, sans-serif font above the cape. The cape has a white outline and a small white highlight on its upper edge.

THANKS FOR
WATCHING

Aida Ashrafpour

Graphic Design

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