Visual Identity Guidelines

marjane
graphic designer

Table of Contents

Introduction

This graphic charter was created and developed as part of my studies and professional
journey as a student in digital design and an aspiring graphic designer.
It is based on the intention to establish a clear and coherent visual identity, systematically
applying and respecting typographic rules, color choices, and layout principles.
Its origin lies in the need to structure and present all of my work in a professional
and effective manner, guiding the visual presentation of my projects while providing
an aesthetic experience for visitors to my portfolio.

The target audience includes potential clients & collaborators in the field of graphic
design. It is also aimed at enthusiasts of the field, as well as recruiters and professionals
interested in my expertise and approach to graphic design, showcased through
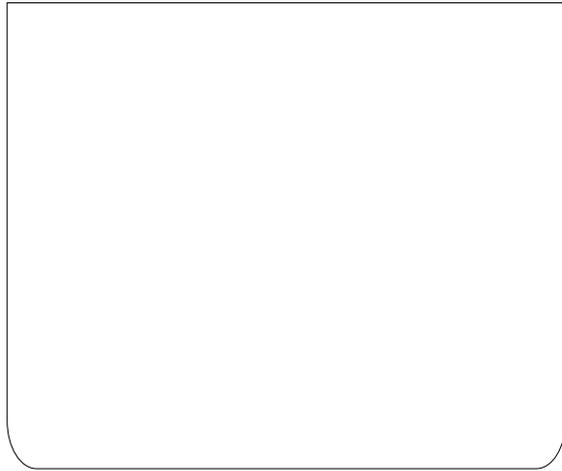my portfolio and work.

Website

The visual representation of my web portfolio revolves around three key concepts.
These principles guide every aspect of the layout, ensuring a polished and intuitive
presentation. The principle of left-bottom alignment is consistent across the entire website.
Specific rules govern the arrangement of elements to guarantee a harmonious
and effective visual experience, whether on desktop or mobile, enabling smooth
navigation and a responsive design.

Modernity.__Harmony.__Structure

Website Colors

ffffff

Primary background color
Allows for good readability and
a clean, minimalistic look
70%

090bf2

Electric blue
Provides visual accents (buttons,
links, graphic elements)
10 %

000000

Applied to text
Provides contrast
20 %

Three main CSS colors: White, Blue, Black
These colors create a balanced visual universe,
reflecting both a modern and clear design structure.

Website Fonts

Wix Madefor Display
sans-serif

Minimalist font
providing simplicity and clarity.

Choice of a single sans-serif, light font for the entire portfolio website,
providing an effective, logical, and minimalist visual experience.

Logo

I wanted to capture the essence of my work through my logo, which reflects my
explorations in the two main fields of graphic design: digital and print.
I also aimed to highlight the first name "Marjane," evoking a sense of elegance
and uniqueness, as it is both rare and characterized by a soft yet assertive sound,
inspiring compositions that balance modernity and tradition.

My logo research revolves around two main axes :
the combination of print and digital, and personal identity.

Logo Research

MARJANE   MARJANE

MARJANE   MARJANE

Logo Research

marjane

marjane

marjane

marjane

marjane

marjane

marjane

Soligant regular

Final Logo

marjane

graphic designer

Wix Madefor Display

Combination of Print and Digital :
Handcrafted, serif typography evokes a connection to print design.
The clean composition, straight lines, and minimalist forms reflect the precision of digital design.
Curves introduce a sense of reading flow, suggesting motion and creating visual progression.
This composition achieves a balance between tradition and modernity.
Personal Identity : The logo emphasizes the first name Marjane,
which has Oriental phonetic qualities, using traditional serif typography.
Organic curves provide fluidity and a personalized touch for a unique name.
This logo aims to convey a professional, elegant, and personal image of my identity as a graphic designer.

Logo Grid

marjane
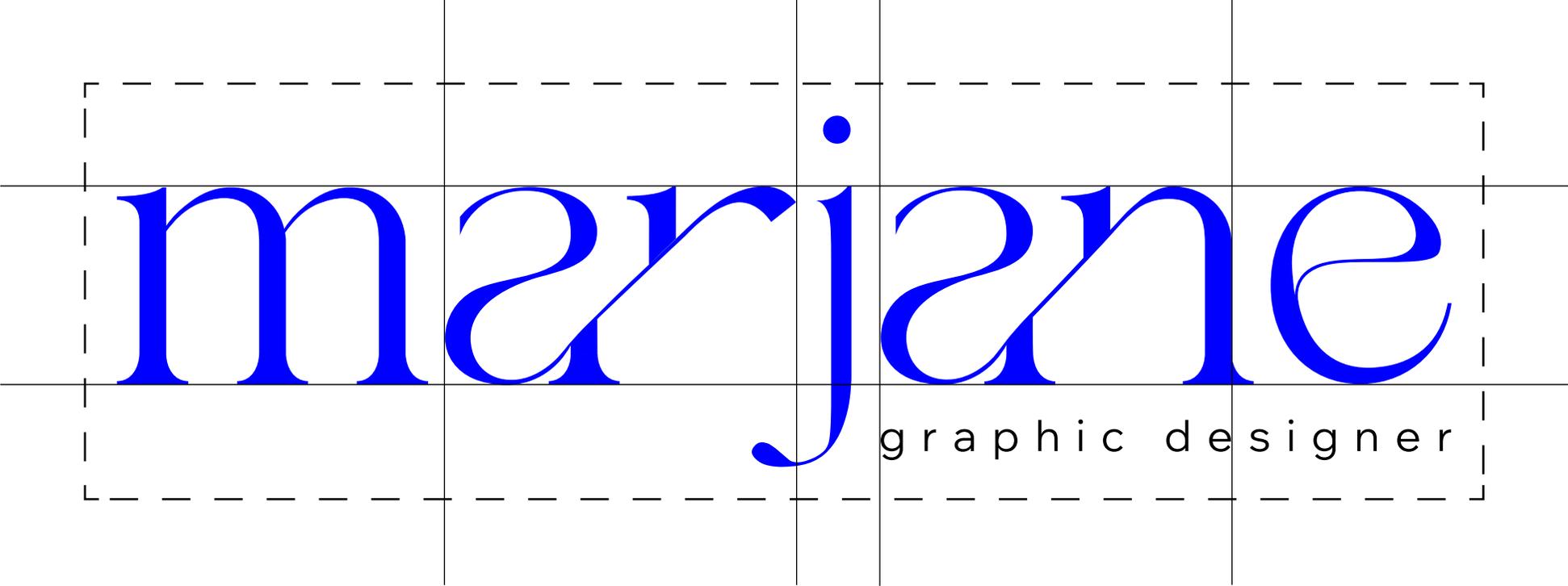
graphic designer

Protected Area – 5 mm

Logo Black & White

marjane
graphic designer

marjane
graphic designer

Logo Size

H : 170px

marjane

graphic designer

H : 128px

marjane

graphic designer

H : 85px

marjane

graphic designer

min H : 45px
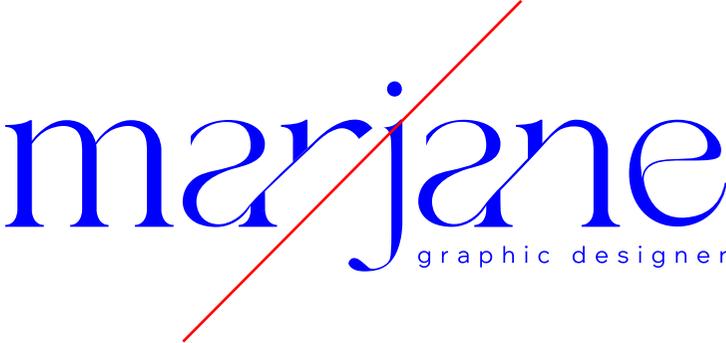
marjane

graphic designer

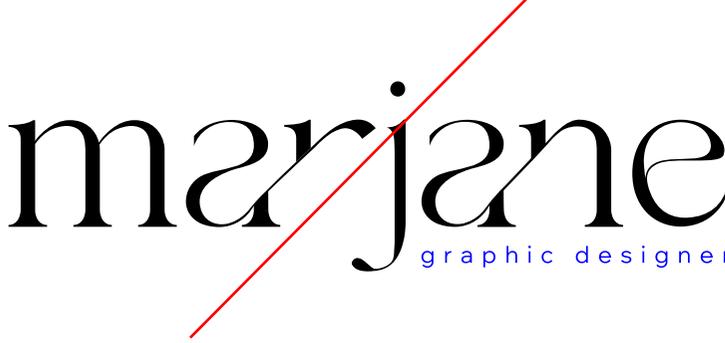min H : 25px

marjane

Do's & Don'ts

Applications

The variations of my visual identity are applied across different communication
materials, such as my business card, letterhead, CV, and the homepage of my online
portfolio. Each of these materials embodies a part of my graphic identity while following
precise guidelines regarding typography and color.
This visual consistency ensures aesthetic unity and strengthens the recognition
of my personal brand. Thus, every visual element adheres to a shared graphic charter,
creating a harmonious whole across all formats.

Resume

marjane

I'm a Graphic.__Typographic.__Brand.__Print.__UI.__Motion.__Designer based in Paris.__   I'm a Graphic.__Typographic.__Brand.__Print.__UI.__Motion.__Designer based in Paris.__

Paris 17e
(33+) 7 66 36 51 05

marjane.yfs@gmail.com
marjaneyefsah.com
Ig : marjane.fr

Education

DNMADE Augmented Graphic Design
J. Prévert, Boulogne-Billancourt 92100   2023.__2026
STD2A High School Diploma Art & Design
École Boulle Paris 75012   2020.__2023

Experience

Internship
HEAZ.__Seoul South Korea
Branding.__Design communication company   2025.__3 months
Polygraphe.__Chaville France
Digital & Traditional.__Printing Company   2024.__1 week

Events
Paris Packaging Week 2026.__International Packaging Trade Fair
Bilingual Representative & Designer at HEAZ (Seoul)
Project presentations.__Client relations.__Partner interactions

Workshops
Screen Printing.__Emeline Martin   2026
Risography.__Robin Abreu   2024
Fanzine.Risography.__Quintal Printing & Publishing   2024
Game Design.__Tatiana Villela dos Santos   2024
Bookbinding.__Gabrielle Vaury   2023

Collaboration
Departmental Museum.__Albert-Kahn   2026

Skills

Software
Indesign_Illustrator_After Effects_Bridge_Photoshop_Prepiere pro
Figma.__Blender.__Glyphs.__Resolume.Arena.__Unity
Web Languages (HTML_CSS_JS)

Techniques
Risography.__Screen Printing.__Linocut.__Photography.__Bookbinding

Langues
Français.__Anglais.__Coréen.__Espagnol

Business Card V.1

.____I'm a Graphic Designer.__based in Paris.__Contact me for work !____.

marjane
graphic designer

.__Graphic .__Typographic .__Brand .__Print .__UI .__Motion .__Designer__.

marjaneyefsah.com	Website
marjane.yfs@gmail.com	Mail
marjane.fr	Ig
(33+) 7 66 36 51 05	Tel

Business Card V.2

marjane
graphic designer

marjane
graphic designer

Marjane Yefsah

marjaneyefsah.com
marjane.yfs@gmail.com
07.66.36.51.05
Ig : marjane.fr

Marjane Yefsah

marjaneyefsah.com
marjane.yfs@gmail.com
07.66.36.51.05
Ig : marjane.fr

Stickers