

FARAZ DESIGN

BRAND & PACKAGING DESIGNER

Custom lettering. Complete visual systems.

Distinctive identities. Built to work across a range.

I’m Faraz, a Montréal-based brand and packaging designer. I build visual identities, develop product ranges and draw custom lettering. My work connects the character of an artist’s practice with the structure of commercial design.

WHAT I BRING

- Identity development
- Packaging systems & artwork
- Custom letterforms
- Print, apparel & digital applications

EXPLORE THE WORK

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IDENTITY / CAFFEINE PACKAGING

VYBE

MY ROLE

Visual identity and front, back and side-label artwork.

DESIGN DECISION

I paired an angular wordmark with a dark base and flavour-specific imagery. Fixed positions for the brand, flavour and product information keep the range recognisable as the colour changes.

DELIVERED

Six flavour directions, lid artwork, side wraps and reverse labels.



AI-assisted studio mockup / Original label design

A clear hierarchy across six flavours.

One repeatable structure supports distinct flavour artwork across a compact circular format.



FIXED ELEMENTS

Wordmark, product category and information order.

VARIABLE ELEMENTS

Flavour colour, imagery and product name.

PRODUCTION SCOPE

Coordinated face, back and side-label artwork.

IDENTITY / NICOTINE PACKAGING

CALI

MY ROLE

Brand identity, flavour architecture and label artwork.

DESIGN DECISION

The bear emblem and circular frame anchor the family. I used controlled colour changes and a stable label hierarchy to distinguish nine flavours without changing the identity.



DELIVERED

Nine flavour lids, side-label artwork and a consistent packaging family.



Original range / AI-assisted studio mockup

IDENTITY / NICOTINE PACKAGING

Gum Pillows

MY ROLE

Brand identity and a five-flavour packaging family.

DESIGN DECISION

Rounded lettering and pillow-shaped illustrations give the name a visual form. I retained that silhouette across the range, using flavour colour to separate variants and a side wrap for supporting information.

DELIVERED

Five flavour lids and coordinated side-label artwork.



Five original variants / AI-assisted studio mockup

MUSIC / BRAND IDENTITY

Uniqueness Music

MY ROLE

Brand direction, logo, typography and digital content graphics.

DESIGN DECISION

I combined a deer and diamond into a geometric emblem. Atmospheric colour gives the identity a music-led mood, while a defined construction and consistent lockups hold the system together.

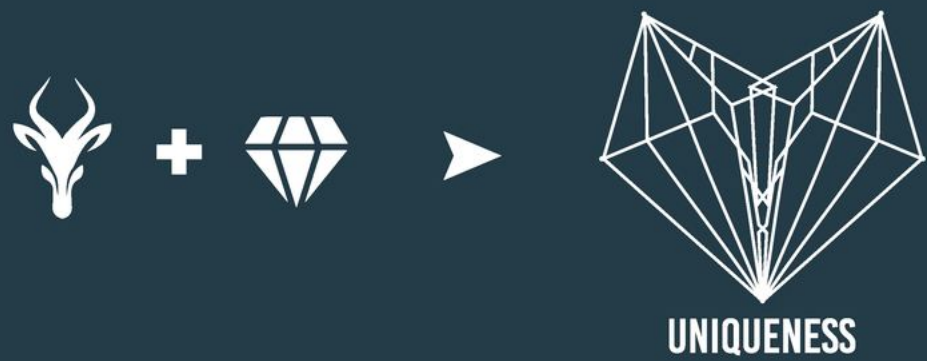
DELIVERED

Identity guidelines, YouTube banners and thumbnails, intro video and custom music equalizer.



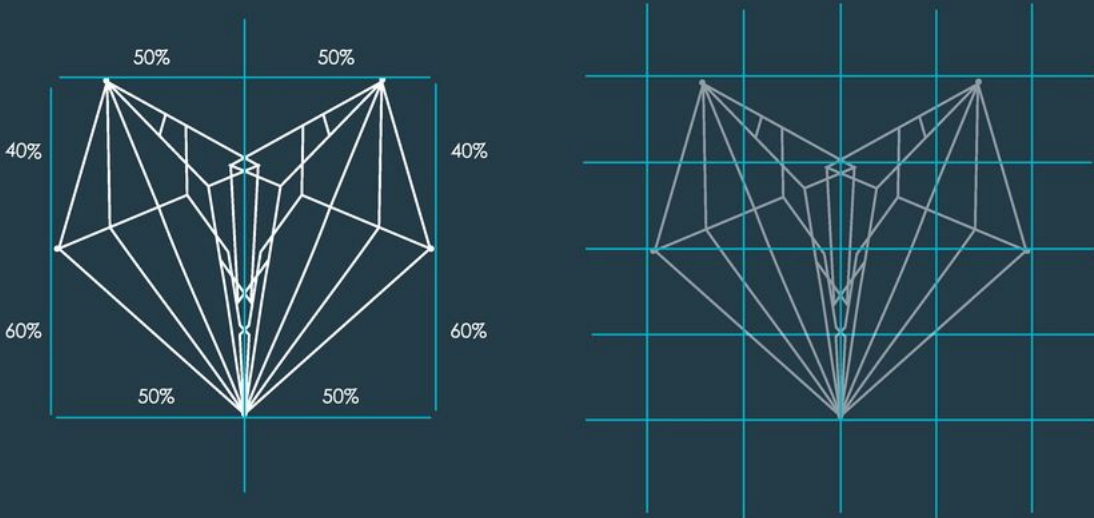
Identity presentation / Original project artwork

The idea, made into a repeatable mark.



CONCEPT

Deer and diamond references resolve into one emblem.



CONSTRUCTION

Proportions and alignment define a consistent drawing.





One identity across different touchpoints.

Selected stationery, mobile and merchandise mockups show the shared emblem, palette and image direction. The wider project also included YouTube graphics and motion assets.

THE SQUISHLIST

Custom letterforms by Faraz Khadivdjam.

I drew the product-name lettering and developed the packaging artwork within the existing Squishlist masterbrand. Each name has its own letter shapes, rhythm and colour treatment.

MY ROLE

Custom display lettering
Product-name typography
Label composition & artwork



Banana Frosting / Original custom lettering and label artwork. AI-assisted imagery is used in this project.

The lettering carries the identity.

Original Banana Frosting working versions retain the custom letterforms while exploring different background treatments.



LETTER CONSTRUCTION

Compressed proportions, uneven rhythm and extended terminals give the name a recognisable silhouette.



READABILITY

Heavy outlines separate the letterforms from the detailed imagery and keep the name dominant.



EVIDENCE SHOWN

Three versions from the original working PDF, preserving the actual design variations.

Different names. Individually drawn voices.



Custom product lettering and packaging artwork by Faraz. Existing masterbrand; AI-assisted imagery and presentation mockups.



Banana Frosting



Bubblegum Gelato



Pre 98 Bubba

FASHION / BRAND IDENTITY

UFO Fashion

MY ROLE

Founder and designer: identity, apparel graphics, content and brand presentation.

DESIGN DECISION

I developed a compact saucer emblem and narrow wordmark that work at label size. Expressive collection graphics provide variety while the mark connects the garments, tags and digital presentation.

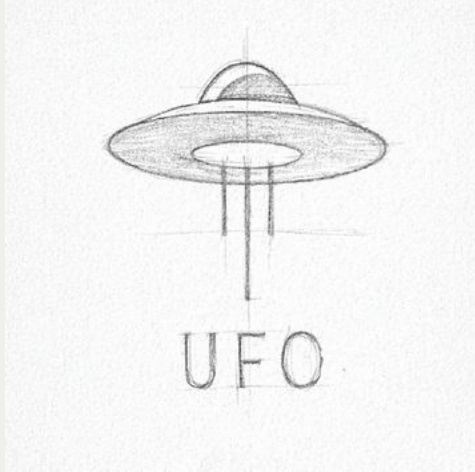
DELIVERED

Logo, garment graphics, hangtags, labels and social content direction.



Collection presentation / @ufo.fashion

From a hand-drawn idea to a collection.



ORIGINAL SKETCH



RESOLVED IDENTITY



The same mark connects the collection, down to its smallest physical details.

BRAND / PRODUCT RANGE

100's Vapes

MY ROLE

Logo development, packaging artwork and range graphics.

DESIGN DECISION

The character-based logo stays consistent while flavour artwork changes. A repeated vertical layout gives each product its own visual world while retaining a recognisable place in the family.

DELIVERED

Brand mark, packaging variants and coordinated product presentation.



Packaging application / Original brand mark

A shared structure with room for expression.



Eight selected artwork directions / Consistent logo, vertical pack format and product presentation.

IDENTITY / FLEXIBLE PACKAGING

Happy Hippie

MY ROLE

Wordmark, pouch graphics and production artwork.

DESIGN DECISION

A shared character and expressive colour system connect day, night and strength variants. I carried the visual language through the front panels, reverse information and flat production layouts.

DELIVERED

A coordinated pouch family, front and reverse panels, and production layouts.



Packaging mockup / Original production layouts

IDENTITY / CARTON GRAPHICS

Dark Matter

MY ROLE

Visual identity, typographic composition and carton artwork.

DESIGN DECISION

I used a black-and-magenta palette and expressive type to make the front panel the focal point. The connected carton layout carries the identity onto the side panels and supporting information.

DELIVERED

Carton face, supporting panels and folding layout.



Original carton layout / AI-assisted presentation

IDENTITY / BOARD GAME

Actualize This

MY ROLE

Visual identity and graphic design across the game components.

DESIGN DECISION

A shared frame, warm palette and coordinated typography give the set a coherent world. Distinct card colours separate content families while repeating the same visual language.

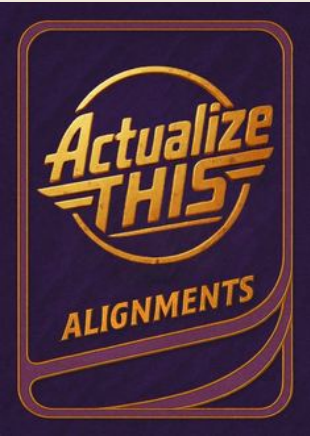
DELIVERED

Game box, board, rulebook and four card families.



AI-assisted imagery / Presentation mockup

A consistent system across every component.



The repeating frames, typography and card-family colours connect the pieces and organise the game content.

Board / Box / Rulebook / Four card families

Faraz: identity, layout and component design. AI-assisted imagery is used within the project.

CIGARETTE / CARTON PACKAGING

Manhattan

MY ROLE

Packaging graphics and two visual directions.

DESIGN DECISION

The black direction uses a script wordmark and gold skyline; the light direction uses architectural lettering. Both organise the brand within the same warning-heavy carton format.

DELIVERED

Two design directions, front panels and complete carton artwork.



AI-assisted studio mockup / Original carton designs

Two visual directions. One packaging format.



SCRIPT + SKYLINE



ARCHITECTURAL LETTERING

Original artwork shows how the front-panel identity works with warnings, folds and supporting panels across the carton.

GONG



My artist practice is where I explore letter structure at full scale: rhythm, weight, negative space and the way one shape meets another.

That practice informs the custom lettering I bring to commercial projects such as The Squishlist.



@GONGGRAFFITI

LET'S MAKE A MARK.

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