

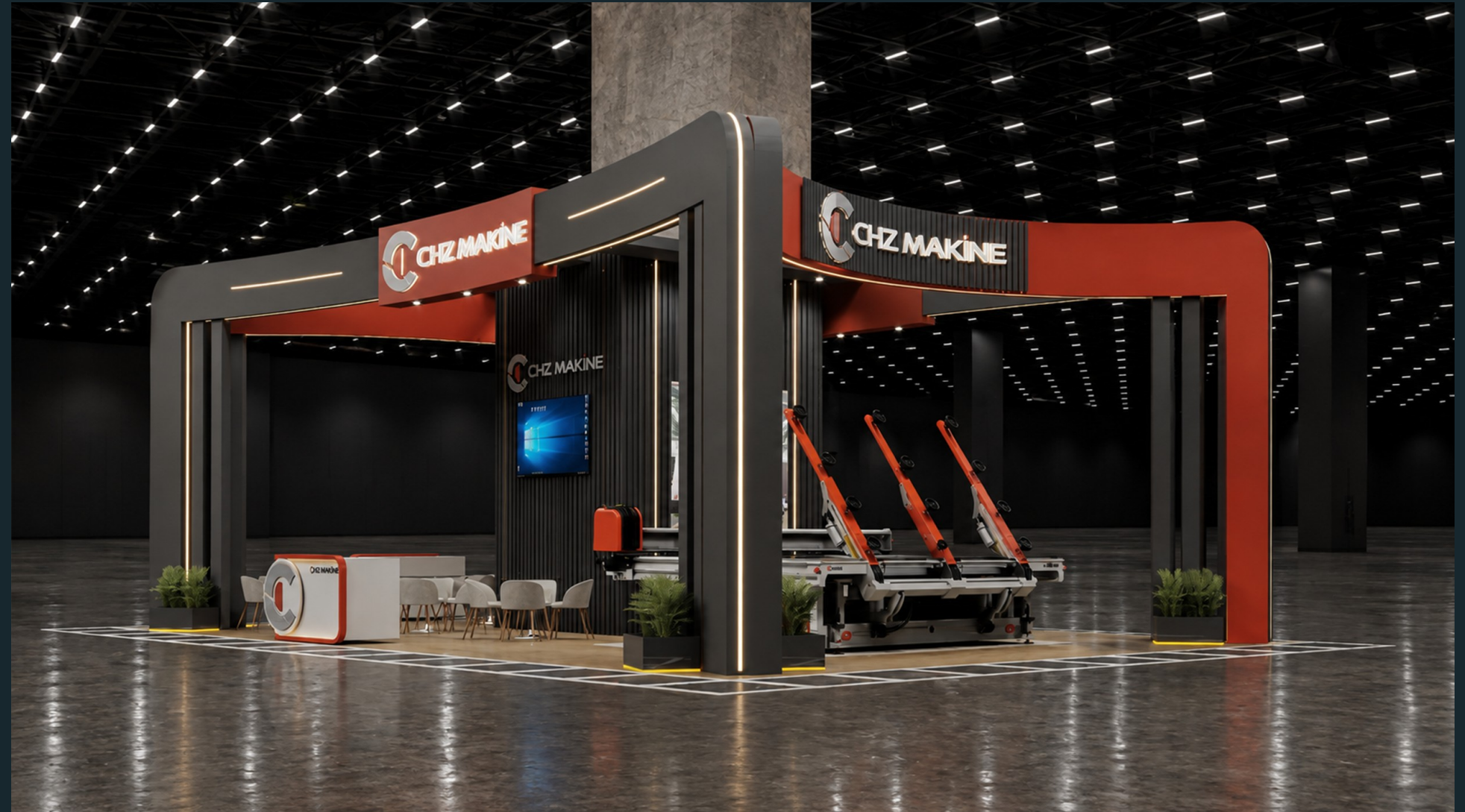
FROM BRAND TO SPACE.

Concept design
and 3D visualization

Five projects exploring brand identity, color,
layout and spatial experience.

Saeed Arab Yousefi

Istanbul



CHZ MAKİNE / 3D DESIGN RENDERING

Design that brings ideas into view.

SAYVIZ Studio / Saeed Arab Yousefi

An independent design studio based in Istanbul. I create exhibition stand concepts, 3D models and visualizations for exhibition contractors and brands.

DESIGN APPROACH

I consider brand identity, product requirements and site conditions together. Color and form decisions become a visual presentation that helps clients review the design from multiple viewpoints.

MY ROLE ACROSS THIS PORTFOLIO

Concept development, exhibition stand design, 3D modeling and visualization for all five projects.

The diagrams interpret the supplied logos and renderings. Color swatches are representative tones, not official brand color specifications.

01	CHZ MAKİNE	03
	Machinery display / Island stand	

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	Double-deck stand / Interiors	

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SELECTED PROJECT

CHZ MAKİNE

Machinery display / Island stand

An open stand designed around machinery display. Red and charcoal frames create a distinctive brand presence across multiple aisles. The existing hall column is considered alongside the central vertical feature.

PRESENTATION

3D design renderings



Concept / stand design / 3D visualization: Saeed Arab Yousefi

AREA

13 × 9 m / 117 m²

SITE CONSTRAINT

Max. height: 5 m

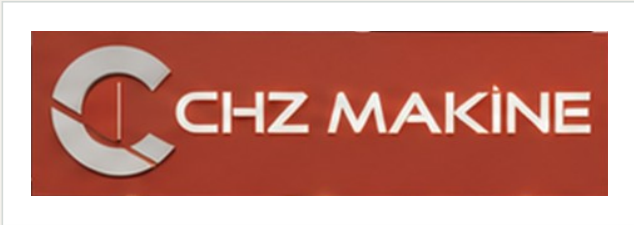
FOCUS

Machinery + meetings

Translating brand identity into space.

CHZ MAKINE / Logo, color palette and design applications

01 / LOGO REFERENCE

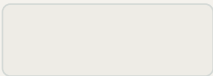


Logo detail from the rendering

02 / COLOR PALETTE



Red
Brand accent



White
Logo contrast



Charcoal
Frames and panels



Wood
Warm flooring

03 / SPATIAL APPLICATION

The red-and-white contrast of the logo display carries through to the overhead bands and reception counter. Charcoal surfaces frame the machinery and branding; wood flooring adds warmth to the meeting area.



1 Red brand band

The red logo background extends into the upper stand frame.

2 Charcoal frame

The dark frame sets off the red surfaces and light-colored logo.

3 White reception counter

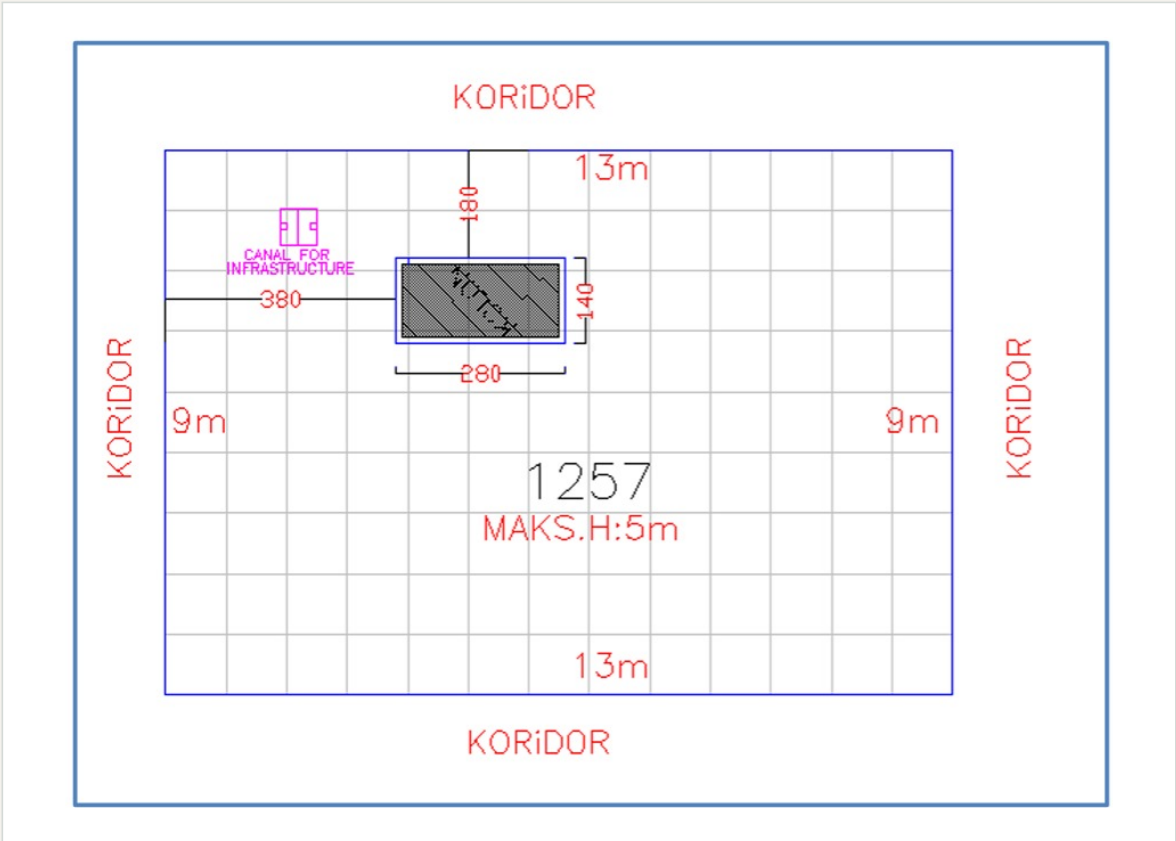
A light-colored counter gives the brand mark a clear presence at the entrance.

Colors may vary with lighting and materials in the renderings.

Site and layout.

CHZ MAKİNE / Source documents and spatial relationships

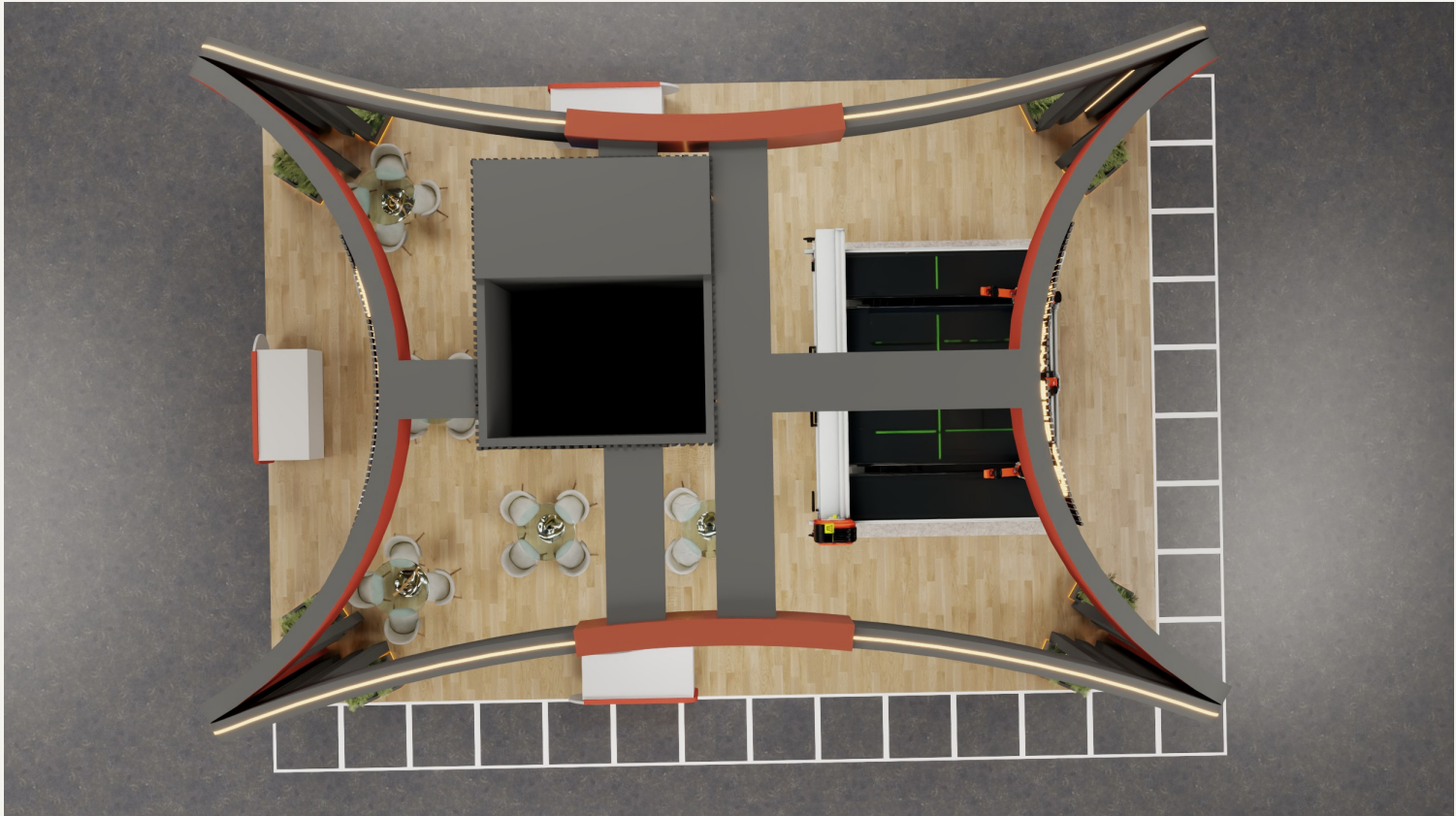
01 / DIMENSIONED SITE PLAN



The source plan shows aisles on all four sides, a hall column and a service point. Area and height data come from this plan. Source key: KORİDOR = aisle; MAKS.H = maximum height.

Plans are reproduced from the source files. Layout visualizations are not construction drawings.

02 / 3D LAYOUT / TOP VIEW



The top view shows the relationship between the machinery, seating groups and reception points.

Views of the space.

CHZ MAKİNE / Additional perspectives



01 / APPROACH FROM THE AISLE

Open sides allow visitors to view the machinery from multiple angles.

All images are 3D renderings of the design.



02 / AERIAL PERSPECTIVE

The machinery, hall column and meeting areas are brought together within a single spatial composition.

SELECTED PROJECT

ELTRON

Double-deck stand / Interiors

A double-deck stand concept defined by a white primary volume, blue frames and vertical elements. Ground-floor reception and meeting areas are complemented by a separate lounge on the upper level.

PRESENTATION

3D design renderings



Concept / stand design / 3D visualization: Saeed Arab Yousefi

CONFIGURATION

Double-deck concept

STAND NUMBER

705A1

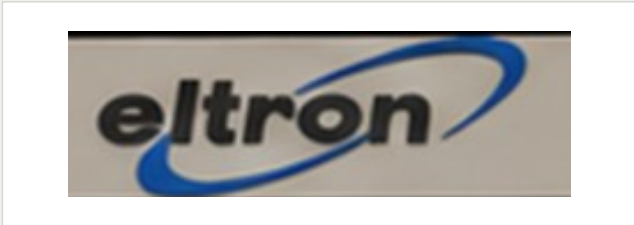
FOCUS

Meetings + presentation

Translating brand identity into space.

ELTRON / Logo, color palette and design applications

01 / LOGO REFERENCE



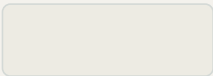
Logo detail from the rendering

02 / COLOR PALETTE



Blue

Logo and accents



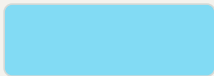
White

Primary volume



Charcoal

Graphic contrast



Ice blue

Lighting accents

03 / SPATIAL APPLICATION

The blue sweep of the logo is echoed in the vertical elements and main frame. Light surfaces carry the branding, while ice-blue lighting outlines the edges of the stand.



1

Blue frame

The blue in the logo repeats along the high perimeter frame and vertical elements.

2

White primary volume

Light surfaces provide a backdrop for the logo and product graphics.

3

Edges defined by light

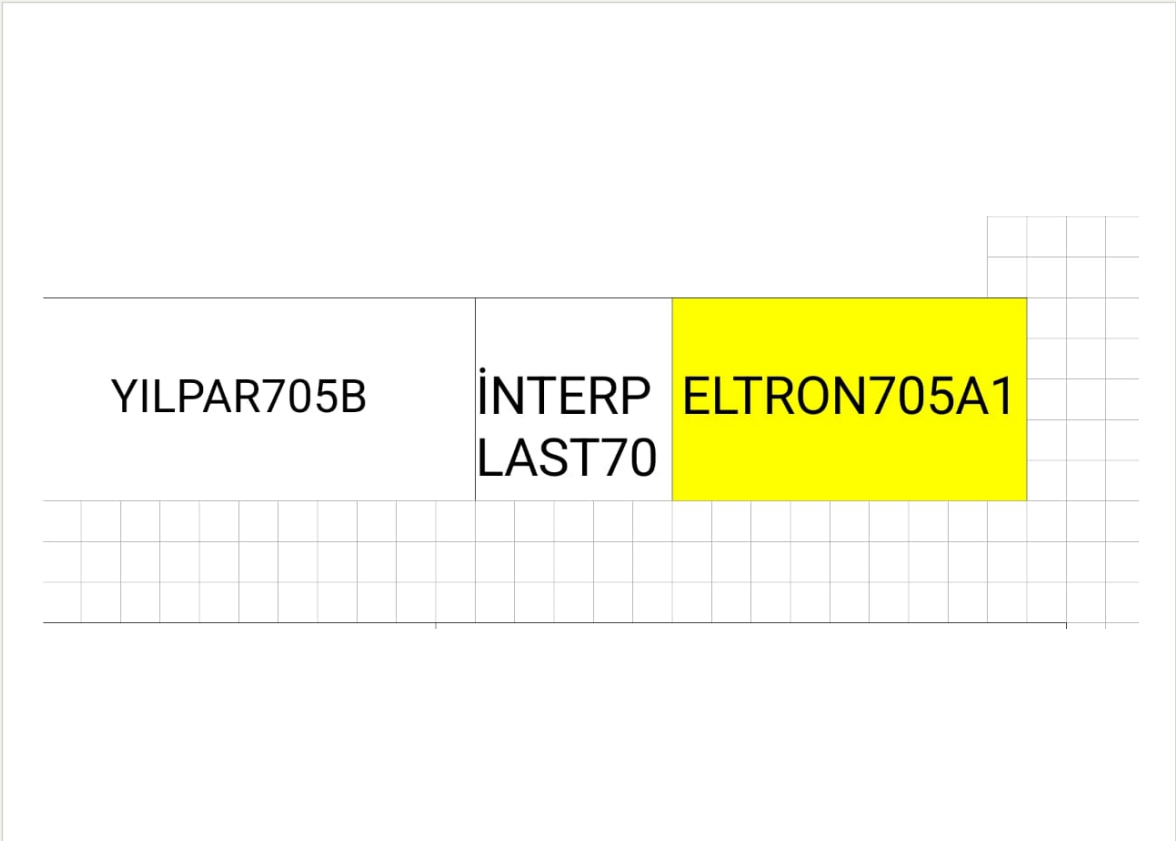
Ice-blue lighting traces the outline of the main form.

Colors may vary with lighting and materials in the renderings.

Site and layout.

ELTRON / Source documents and spatial relationships

01 / LOCATION ON THE ORGANIZER PLAN



The source layout identifies the ELTRON plot as 705A1. No floor area is stated because this excerpt does not provide legible dimensions.

Plans are reproduced from the source files. Layout visualizations are not construction drawings.

02 / GROUND FLOOR / 3D TOP VIEW



With the upper floor hidden, the model view reveals the relationship between ground-floor seating, reception and the staircase.

Views of the space.

ELTRON / Additional perspectives



01 / GROUND FLOOR / MEETINGS

Product graphics, meeting tables and the stair connection form a coordinated ground-floor setting.

All images are 3D renderings of the design.



02 / UPPER FLOOR / LOUNGE

The upper-level lounge provides a separate meeting setting enclosed by glass balustrades.

SELECTED PROJECT

ELEKTROMAG

Industrial brand / Wide frontage

A stand organized around two open wings and a strong central feature. Cyan lighting against dark surfaces translates the brand identity into architectural frames across a wide frontage.

PRESENTATION

3D design renderings



Concept / stand design / 3D visualization: Saeed Arab Yousefi

AREA

16 × 8 m / 128 m²

SITE CONSTRAINT

Max. height: 5 m

STAND NUMBER

1003

Translating brand identity into space.

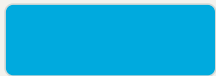
ELEKTROMAG / Logo, color palette and design applications

01 / LOGO REFERENCE



Original logo file

02 / COLOR PALETTE



Cyan

Logo and outline



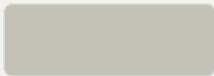
Indigo

Logo reference



Charcoal

Main surfaces



Light gray

Counters and seating

03 / SPATIAL APPLICATION

Cyan from the logo becomes the main accent across the stand. Indigo remains a logo reference, while charcoal surfaces emphasize the illuminated frames. Light-gray furniture balances the contrast.



1 **Cyan accents**

The logo outline color continues along the edges and reception counter bases.

2 **Dark main surfaces**

Charcoal panels form a backdrop for the lighting and product graphics.

3 **A central brand feature**

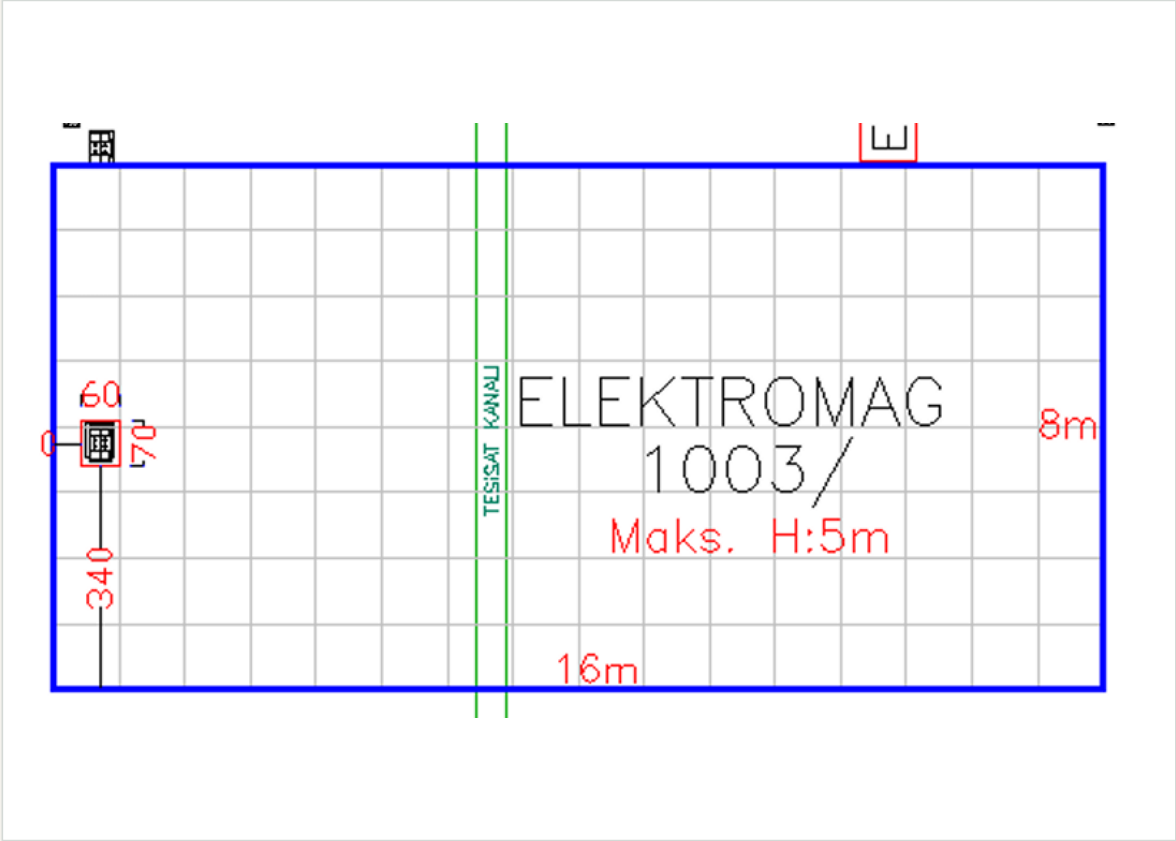
An enlarged logo marks the vertical focal point connecting the two open wings.

Colors may vary with lighting and materials in the renderings.

Site and layout.

ELEKTROMAG / Source documents and spatial relationships

01 / DIMENSIONED SITE PLAN



The source plan marks a 16 × 8 m plot, a 5 m height limit and a service channel. It defines the site before furniture layout. Source key: TESİSAT KANALI = service channel; MAKS.H = maximum height.

Plans are reproduced from the source files. Layout visualizations are not construction drawings.

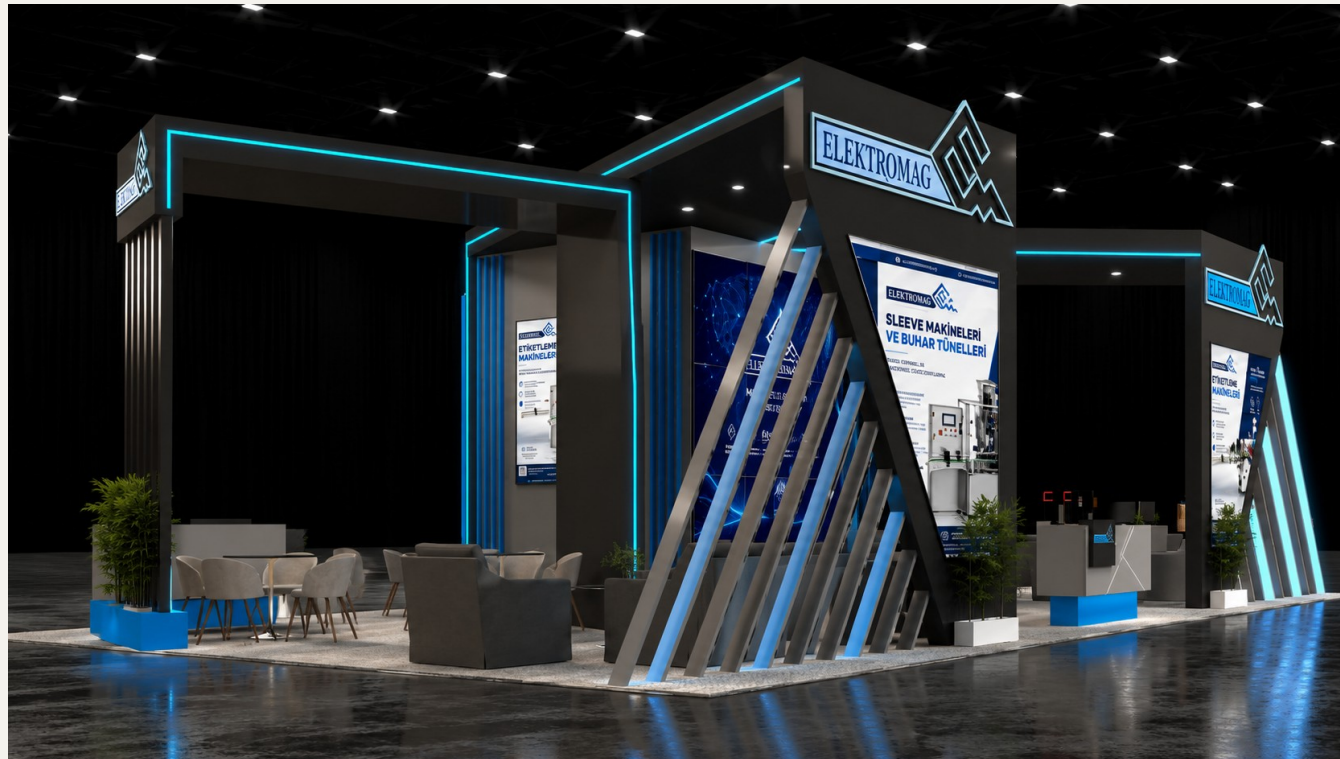
02 / SUPPORTING PERSPECTIVE



Reception points at both ends frame the central branding and graphic panel, establishing the stand frontage.

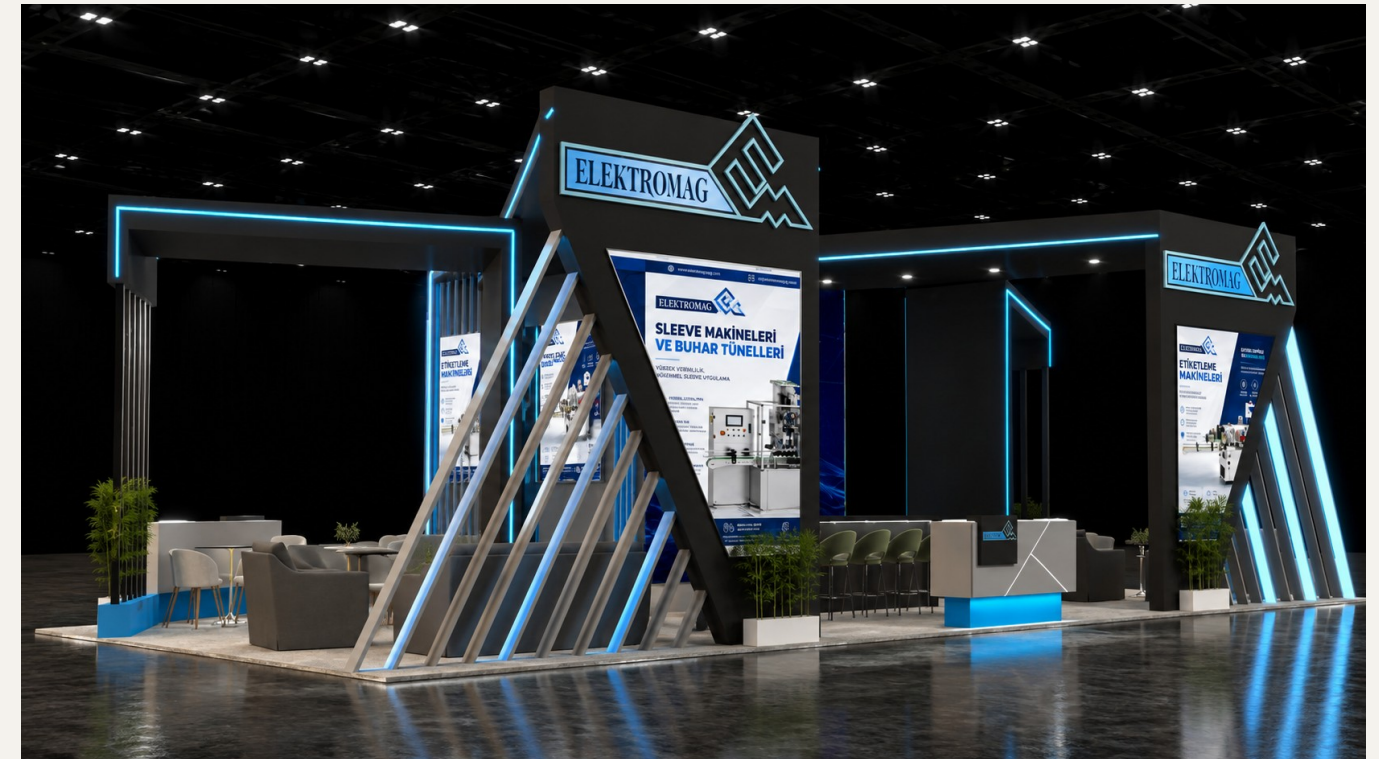
Views of the space.

ELEKTROMAG / Additional perspectives



01 / DIAGONAL FRAMES

Angled elements and lighting lines create a visual rhythm across different viewpoints.



02 / OPEN FRONTAGE AND SEATING

Seating groups, reception counters and product graphics are composed against the dark stand volume.

All images are 3D renderings of the design.

SELECTED PROJECT

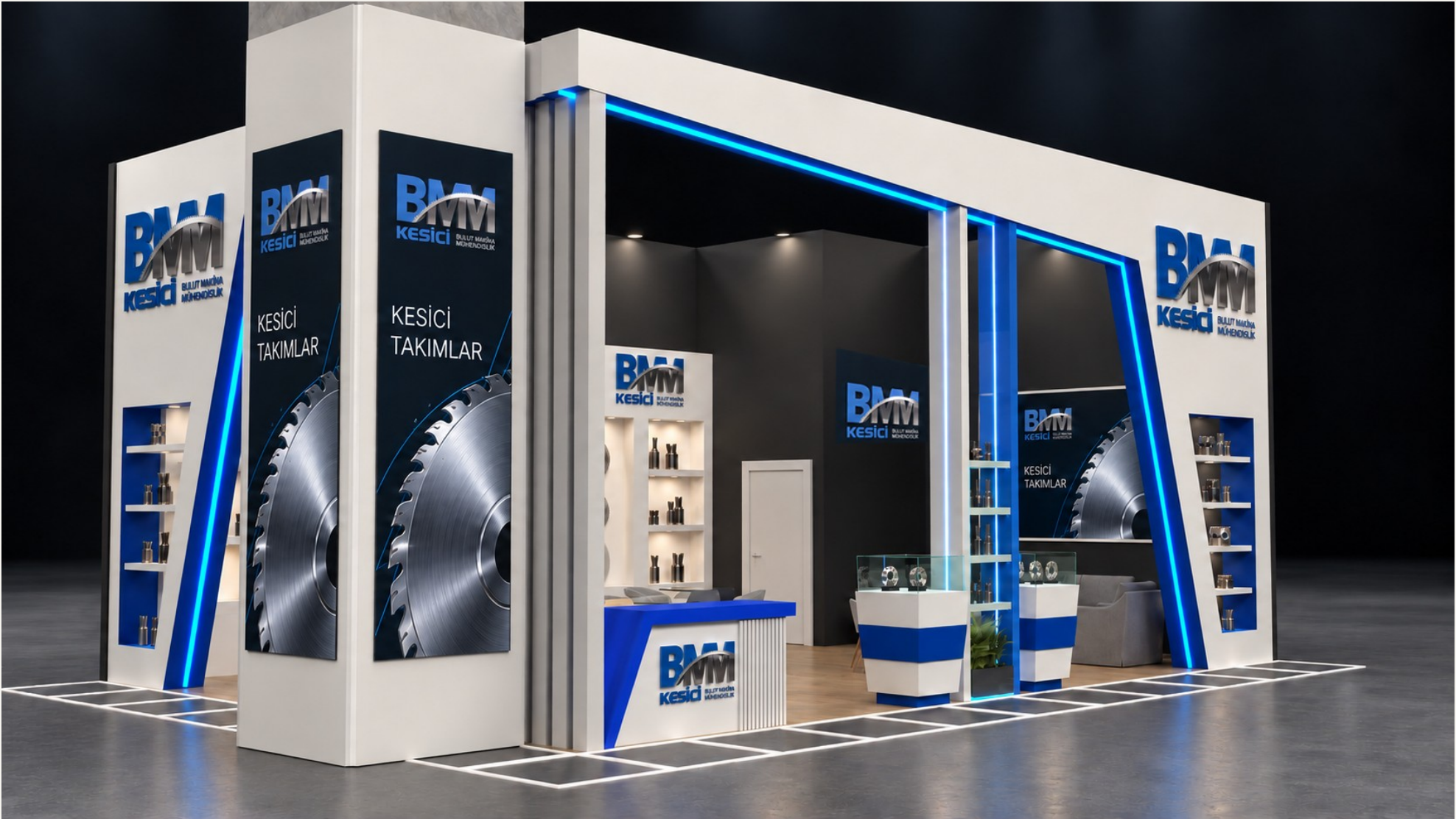
BMM KESİCİ

Product-focused stand / Display

A stand focused on cutting tools and equipment. Illuminated niches, glass display cases and open meeting areas are brought together within a blue-and-white architectural frame.

PRESENTATION

3D design renderings



Concept / stand design / 3D visualization: Saeed Arab Yousefi

DISPLAY

Shelves + glass cases

CONFIGURATION

Open entrance frontage

FOCUS

Products + meetings

Translating brand identity into space.

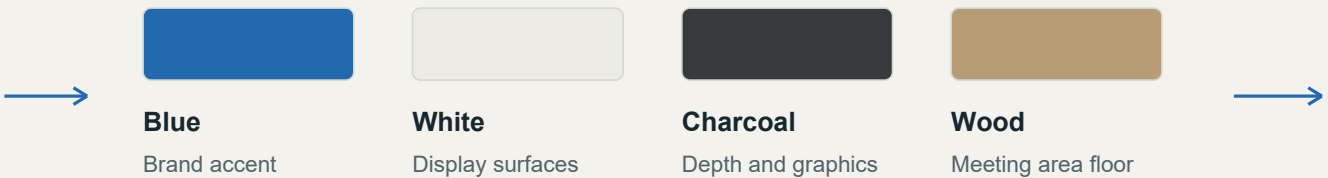
BMM KESİCİ / Logo, color palette and design applications

01 / LOGO REFERENCE



Logo detail from the rendering

02 / COLOR PALETTE



03 / SPATIAL APPLICATION

Blue from the logo repeats in the entrance frame, reception counter and display bases. White shelves highlight the metal products; dark backdrops and wood flooring add depth to the composition.



1 Blue brand accents

The logo color repeats across the counter and product plinths, creating visual continuity.

2 White display surfaces

Light shelves and framing surfaces provide a clear setting for small products.

3 Charcoal backdrop

Dark surfaces distinguish the illuminated displays and product graphics.

Colors may vary with lighting and materials in the renderings.

Site and layout.

BMM KESİCİ / Source documents and spatial relationships

01 / 3D MODEL TOP VIEW



02 / LAYOUT OVERVIEW

Perimeter displays, central meeting tables and product plinths at the entrance define the layout.

No separate 2D plan is available in the project files. This image is a top view of the 3D model, not a dimensioned technical drawing.

Plans are reproduced from the source files. Layout visualizations are not construction drawings.

Views of the space.

BMM KESİCİ / Additional perspectives



01 / AERIAL PERSPECTIVE

The aerial view shows the relationship between the open entrance, perimeter shelves and meeting areas.

All images are 3D renderings of the design.



02 / DISPLAY DETAILS

Cutting tools are presented at different scales through display niches and glass cases.

SELECTED PROJECT

TÜRKOĞLU

Compact stand / Built project

A compact stand combining reception, product display and meetings. Angled white frames, blue brand accents and illuminated shelves give the design a clear visual identity.

BUILT PROJECT

No photographs of the built stand are available. All images shown are 3D renderings.



Concept / stand design / 3D visualization: Saeed Arab Yousefi

STATUS

Built

STAND NUMBER

517A

VISUALS

3D design renderings

Translating brand identity into space.

TÜRKÖĞLU / Logo, color palette and design applications

01 / LOGO REFERENCE



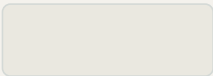
Logo detail from the rendering

02 / COLOR PALETTE



Blue

Logo and accents



White

Primary frame



Charcoal

Backdrop



Wood

Warm flooring

03 / SPATIAL APPLICATION

The blue T from the logo is enlarged on the reception counter. Blue edge accents trace the white main frame; a dark service wall and wood flooring balance the display and meeting areas.



1

Blue brand identity

The logo blue carries through to the T on the counter and the frame edges.

2

White display surfaces

Light surfaces support the branding and illuminated shelving.

3

Dark backdrop

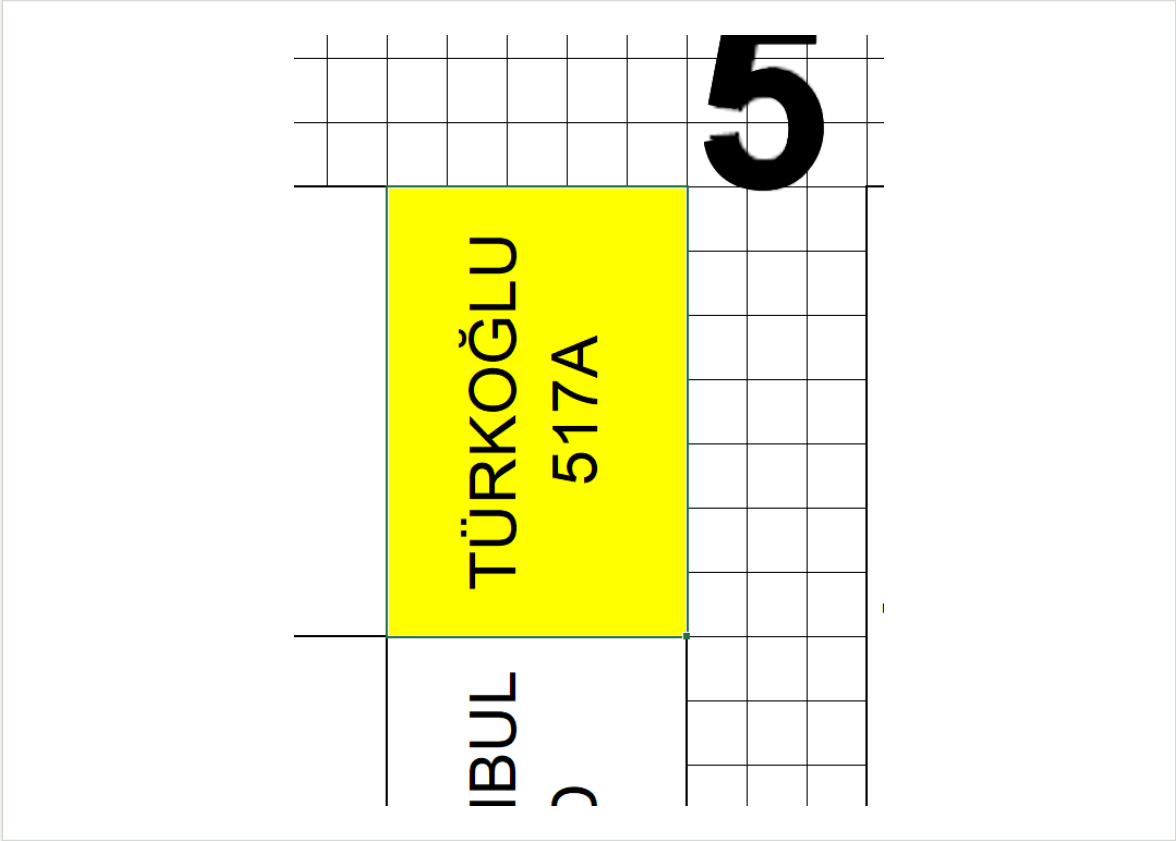
The charcoal service area contrasts with the light display surfaces.

Colors may vary with lighting and materials in the renderings.

Site and layout.

TÜRKOĞLU / Source documents and spatial relationships

01 / ORGANIZER LAYOUT PLAN



The source image identifies the TÜRKOĞLU plot as 517A. As no dimensions are shown, it is used only as a location reference.

02 / 3D LAYOUT / TOP VIEW



The top view brings together the reception counter, meeting tables and perimeter display shelves.

Plans are reproduced from the source files. Layout visualizations are not construction drawings.

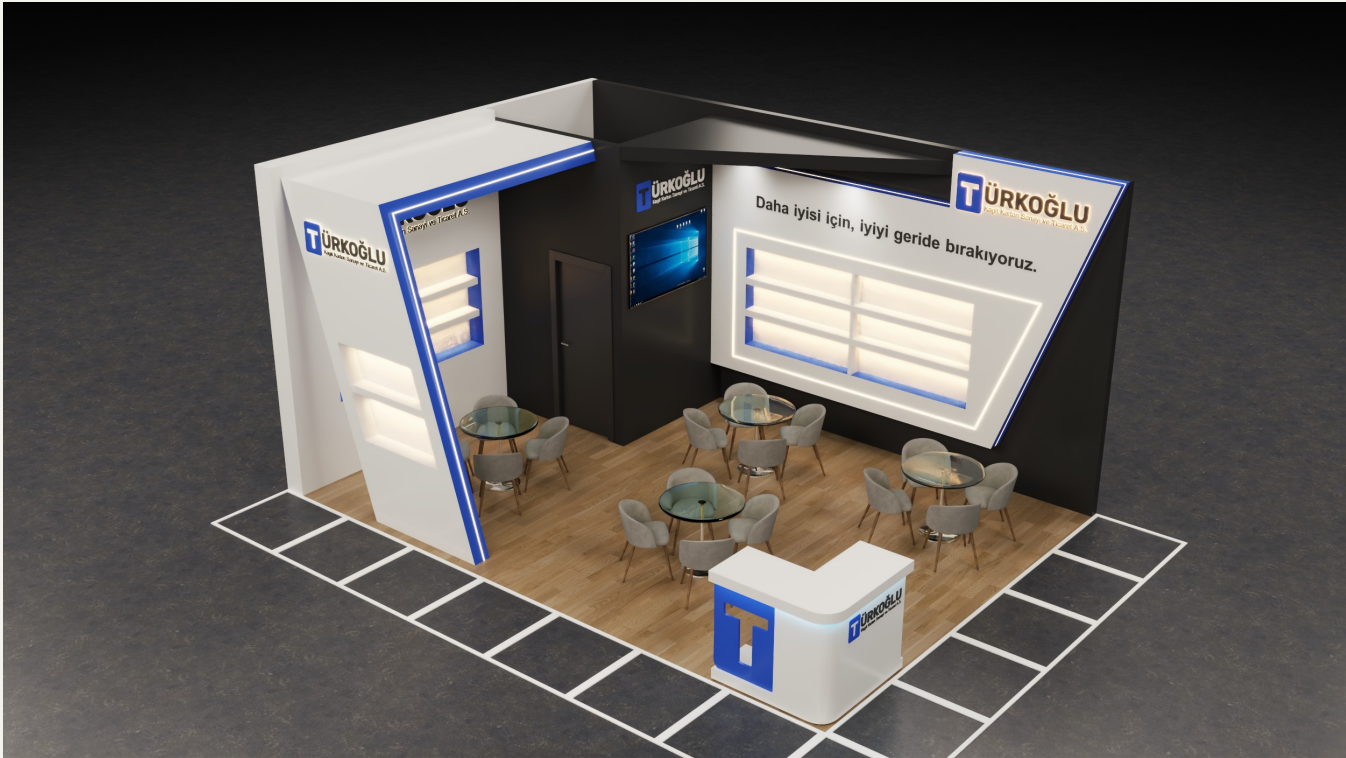
Views of the space.

TÜRKÖĞLU / Additional perspectives



01 / FRONTAGE AND BRAND MARK

The blue T integrates the reception counter into the brand identity.



02 / AERIAL PERSPECTIVE

Display walls and seating areas reveal the overall organization of the compact stand.

BUILT PROJECT / IMAGES ARE 3D RENDERINGS

LET'S SHAPE YOUR NEXT PROJECT TOGETHER.

Project-based design support for exhibition stand concepts, 3D modeling and visualization.

01

BRIEF

Site dimensions, open sides, brand assets, product requirements and delivery timeline.

02

CONCEPT

Brand, color and layout developed as one coherent design.

03

PRESENTATION

The approved design presented through 3D renderings from multiple viewpoints.

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