

Portfolio 2020

2020	Generasi Electronic Pintu Brownfox Studio
2019	Adam's Museum Macan Talent Cap Herbamojo KAI
2018	Herbana LET Coffee and Eatery

Generasi Electronic

DATE COMPLETED

Dec 2020

SERVICE

Brand Identity

Generasi Electronic is a new online entity that aims to create a new experience with the best price for customer in acquiring electronic products from a small TV remote to a massive refrigerator. We equipped Generasi Electronic a new brand identity that utilize progressive and bold design elements to further emphasize its strong professionalism and character.





Frontload
Washing Machine
with Wifi

ORIENT



Patchwall 3.0 | Google Assistan
Vivid Picture Engine

Frontload
Washer

LG



Patchwall 3.0 | Google Assistan
Vivid Picture Engine

LG

Mi LED
Android TV

Direct Drive
Energy Saver
Effective Spin Cycle

SHOP NOW



shipping to

John Doe
08131 888 9967

Taman Anggrek Residence Tower 8 Unit No 1239
Jl. Letjen S. Parman Kav. 21, RT.12/RW.1, Tomang,
Kec. Grogol Petamburan, Kota Jakarta Barat, DKI Jakarta 11440

shipping date

DD

29

MM

08

YYYY

2020

Weight

2,5

KG



info@generasi
021 6291102
generasi



Kepada Yth,
Mr. John Smith

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Best Regards,



Mrs. Jane Doe



Pulver Shadok Plaza Blok B No. 7
Pasar Minggu, Kari, Samsan Sari
Jakarta Barat, 10130

T : 021 6291002 / 021 6291094
E : info@generalelectronic.com
W : generalelectronic.com

Everything
You Need
to Know
About Ovens



Front Load
Washing Machine
with WiFi



12.12
Flash Sale

Get 12% off your first order
with minimum purchase of
IDR 2,500,000!



Pintu

DATE COMPLETED

March 2020

SERVICE

Brand Identity

Pintu is a digital platform that aims to make cryptocurrency easier to be accepted and digested by people. Thus, enabling anyone to send money anywhere around the world, akin to a 'Pintu Kemana Saja' (The Anywhere Door).

Pintu's visual identity is formed on the premise of pintu as a portal or a gate that promises a thrilling adventure to a whole new realm. This idea is stylistically distinctive within the industry while functioning well as a smart visual analogy for the progressive nature of the brand, as well as the transition to a new and fresh fin-tech approach.





PINTU

Futuristic
Trustworthy
Welcoming
Exciting



PINTU

The Logo uses fresh neon greens and bold yellows gradient, which is stylistically distinctive within the industry while functioning well as a smart visual analogy for the progressive nature of the brand, as well as the transition to a new and fresh hi-tech approach.

PINTU

The typography is custom designed to complement the portal. Its clean and well-balanced anatomy has the geometrical precision of the Portal. The straight lines & curves are reflected in our vector-based illustrations.

PINTU

PINTU

PINTU PINTU PINTU

PINTU PINTU PINTU

PINTU

PINTU



Pintu's iconic gradient can be applied across various media that makes it unmistakably Pintu. As a border for Pintu's mobile application, website, or even as simple as a phone wallpaper.

1

Portal has to be rounded and relatively thick.



2

Cut the Portal to half if it is on the ground.



3

Cover the bottom if the Portal is above-ground.



Persian Rose
Hellefoppe Purple
Blue Ribbon

Blue Ribbon
Screaming Green

Java Teal
Golden Pizz

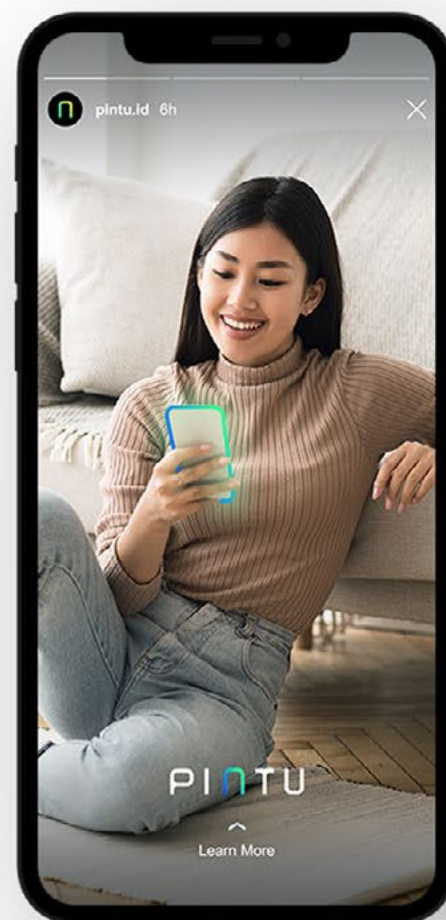
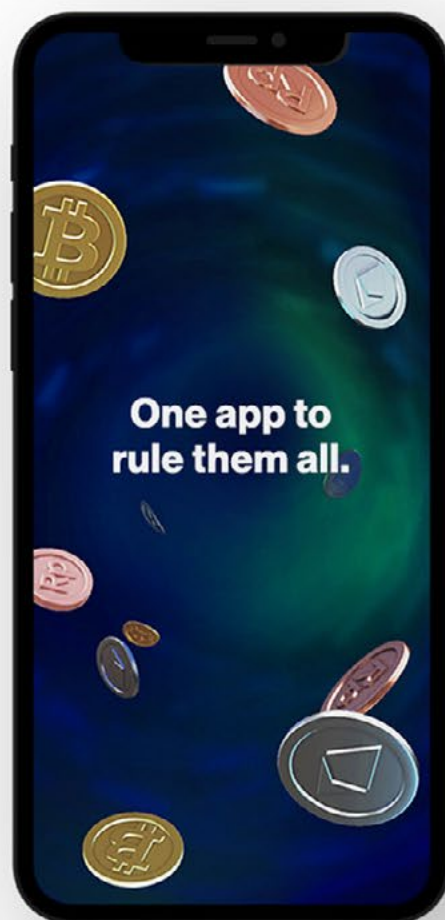
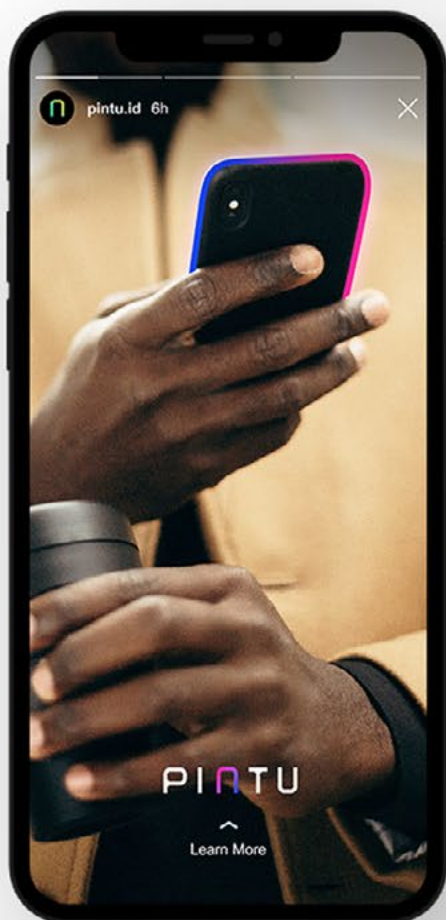
Yellow Orange
Razzmatazz Pink



The colour palette took its inspiration from Indonesian Rupiah banknotes, to reflect the financial aspect of the brand and to pay tribute to the country. The colour was then combined to form these 4 vibrant gradients.







Brownfox Studio

DATE COMPLETED

February 2020

SERVICE

Website Development

As an ever-growing studio, Brownfox Studio updated its looks to reflect its new season and direction. We worked together to crafter their new company website that can deliver their vision. The result is a minimalist and clean website with bold typography that is further enhanced with a strong interactive animation.





brownfoxstudio.com



Brownfox Studio

PROJECTS

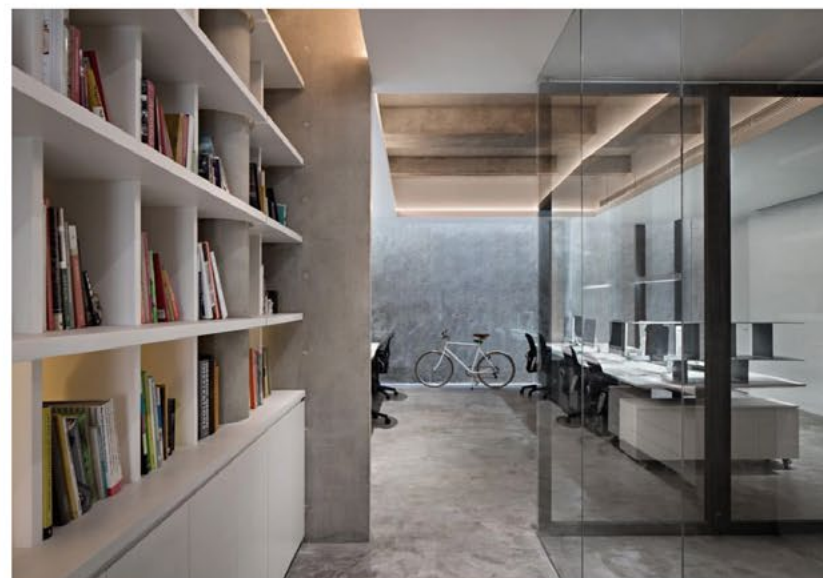
INFO

WHO WE ARE ↘

At Brownfox Studio, we are all about creating design with personalities, bringing together a creative team of illustrators, photographers, writers, stylists, interior designers and architects. With the same passion for unleashing the soul and potential of your brand.

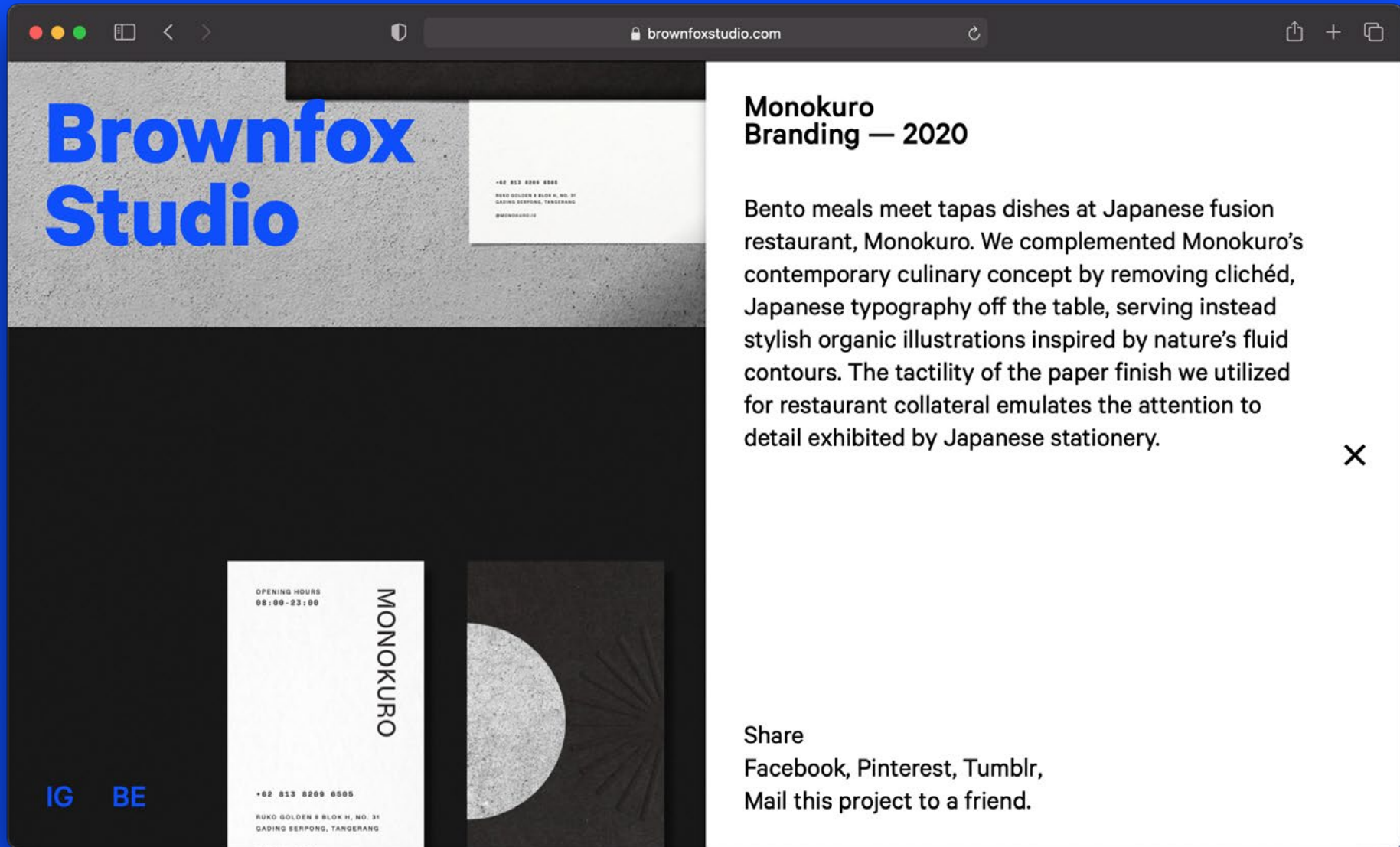
SERVICES ↘

Our services comprise everything from consultancy to execution of branding, publications, digital media, environment design and packaging that are timeless, aesthetic, and most importantly accessible.



IG BE

✉ [INFO@BROWNFOXSTUDIO.COM](mailto:info@brownfoxstudio.com)



Brownfox Studio

+62 813 8209 8505
RUKO GOLDEN 8 BLOK H, NO. 31
GADING SERPONG, TANGERANG
@MONOKURO12

OPENING HOURS
08:00 - 23:00

MONOKURO

+62 813 8209 8505
RUKO GOLDEN 8 BLOK H, NO. 31
GADING SERPONG, TANGERANG

IG BE

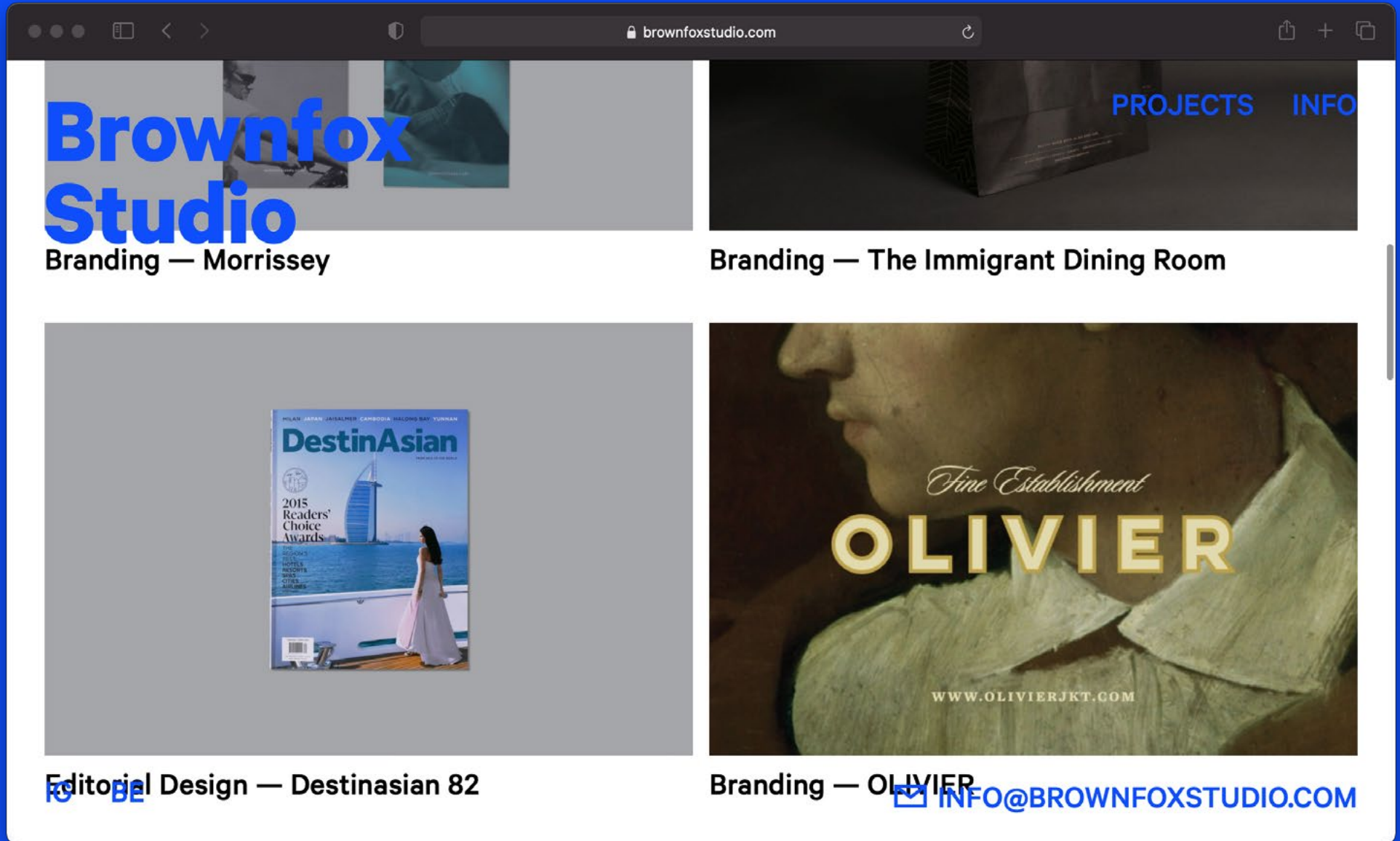
Monokuro Branding — 2020

Bento meals meet tapas dishes at Japanese fusion restaurant, Monokuro. We complemented Monokuro's contemporary culinary concept by removing clichéd, Japanese typography off the table, serving instead stylish organic illustrations inspired by nature's fluid contours. The tactility of the paper finish we utilized for restaurant collateral emulates the attention to detail exhibited by Japanese stationery.



Share

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Mail this project to a friend.



Brownfox Studio

Branding — Morrissey

PROJECTS INFO

Branding — The Immigrant Dining Room



Editorial Design — Destinasian 82



Branding — OLIVIER

INFO@BROWNFOXSTUDIO.COM

Adam's

DATE COMPLETED

May 2019

SERVICE

Brand Identity

Adam's is a brand that develops product towards men's most uncomfortable issues - one of it is targeting for those who are experiencing hair loss. The brand was crafted through careful usage and placement of simple and clean graphics, a bold layout and that communicates its message clearly, creating a sophisticated look with a single purpose to build trust.



A'

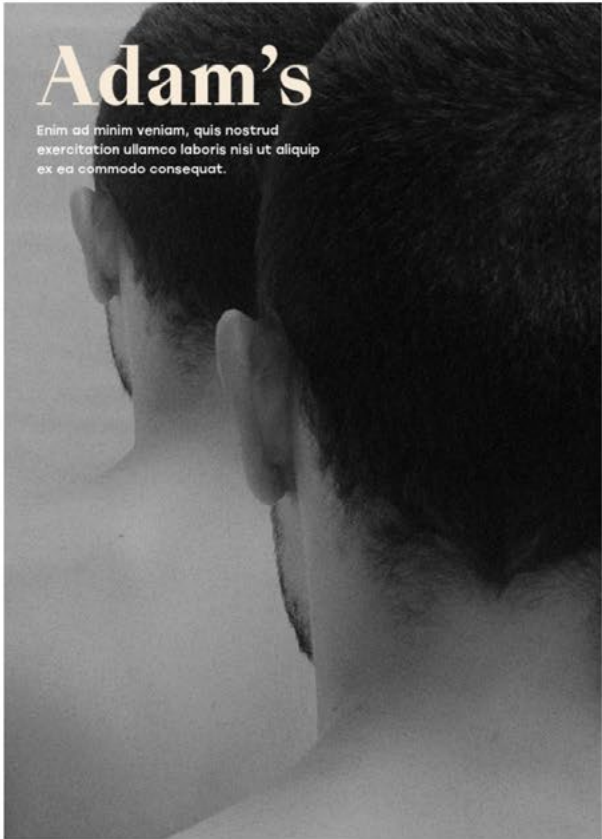
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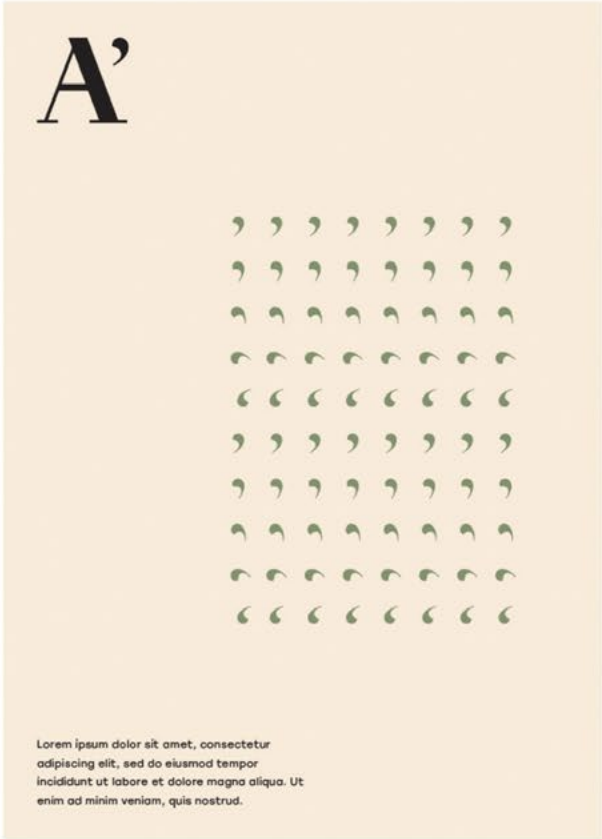
A'

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Adam's

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Adam's

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Museum Macan

LAST UPDATED

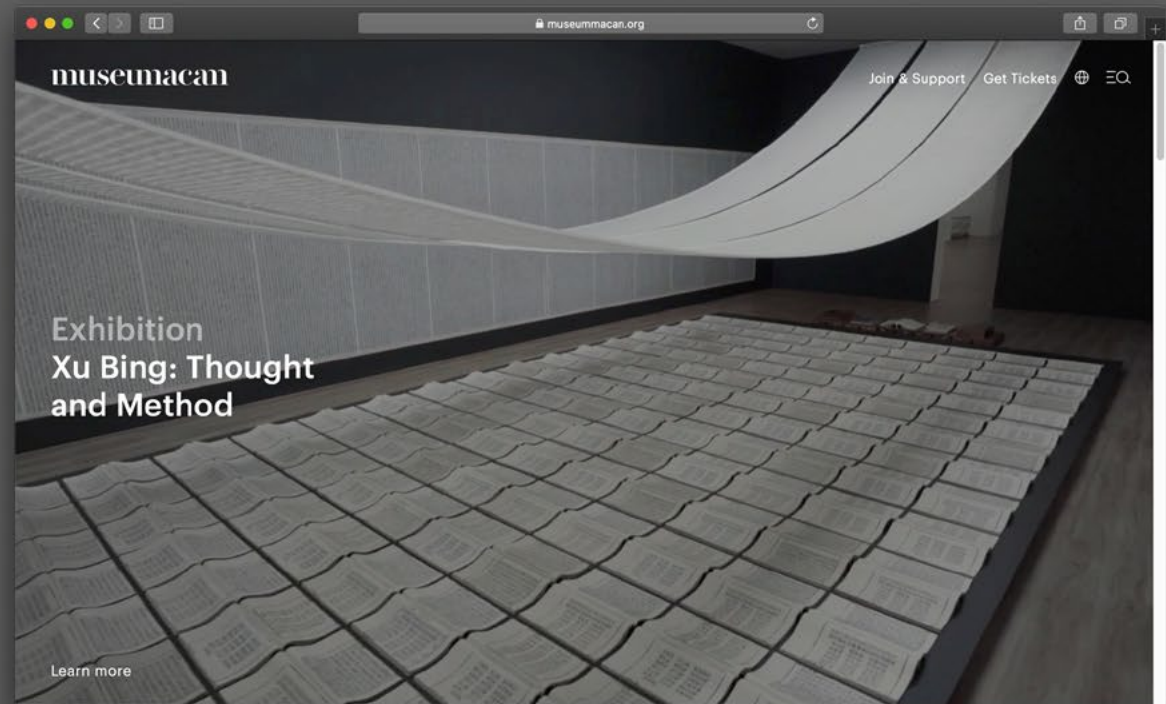
September 2019

SERVICE

**UX Design,
Website Development**

As one of the world's greatest place, its worldwide traction requires a better online portal that delivers what the museum stands for. We work directly with the Design Team in Museum MACAN, to deliver a great User Experience and Website Functionality. While also developing internal online tools that helps the Museum the day-to-day communication.

The website has been continuously maintained and updated to incorporate new content and features.





museummacan.org



museummacan

[Join & Support](#) [Get Tickets](#) [🌐](#) [🔍](#)



Learning Through Art

Education is central to Museum MACAN's vision and ethos. We offer a variety of programs that cater to the different needs of our visitors, these programs relate to the art on view and change regularly. We are committed to making art accessible to the wider public, especially children.

[Learn More](#)

Filter Exhibition & Events

 Search by keyword

- By Time

Tomorrow
This Weekend
Next Week

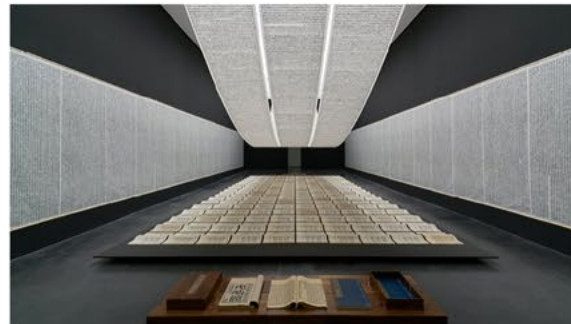
December 2019

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29	30	31				

+ By Type

EXHIBITION



Xu Bing: Thought and Method

31 August 2019 — 12 January 2020

TALK



Exhibition-Making and Education: Stories from New Delhi and Berlin

Thursday 12 December 2019 16.30 - 18.30

OTHERS



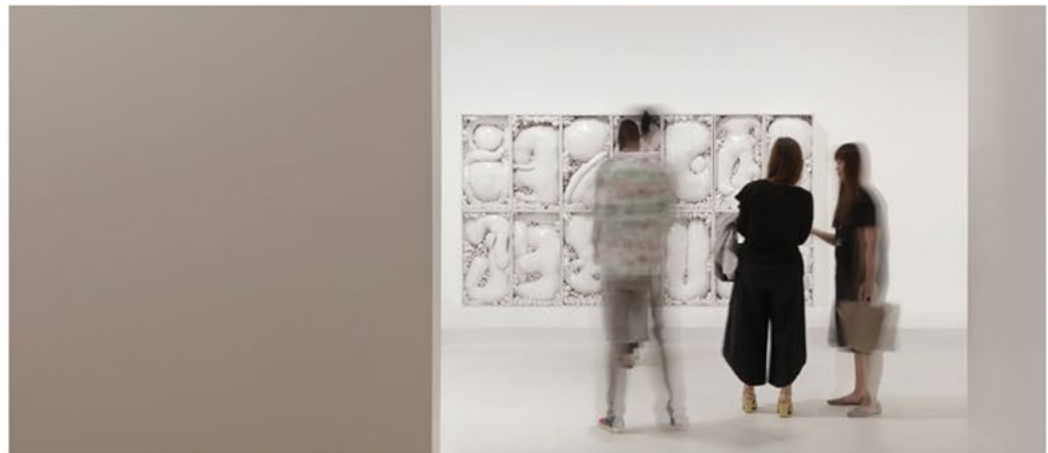
MACAN SOCIETY-ONLY



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MACAN Society Membership



See, Learn and Discover Together. Join MACAN Society to meet friends and experience a world of modern and contemporary art, with benefits and savings available only to Members. Get first access to our programs and behind the scenes opportunities, discounts and exclusive invitations. Subscribe yourself, your family or send it as a gift to another art lover. Sign up today to begin your subscription.

Individual 300,000 IDR / year

Student 180,000 IDR / year

Family 750,000 IDR / year

Talent Cap



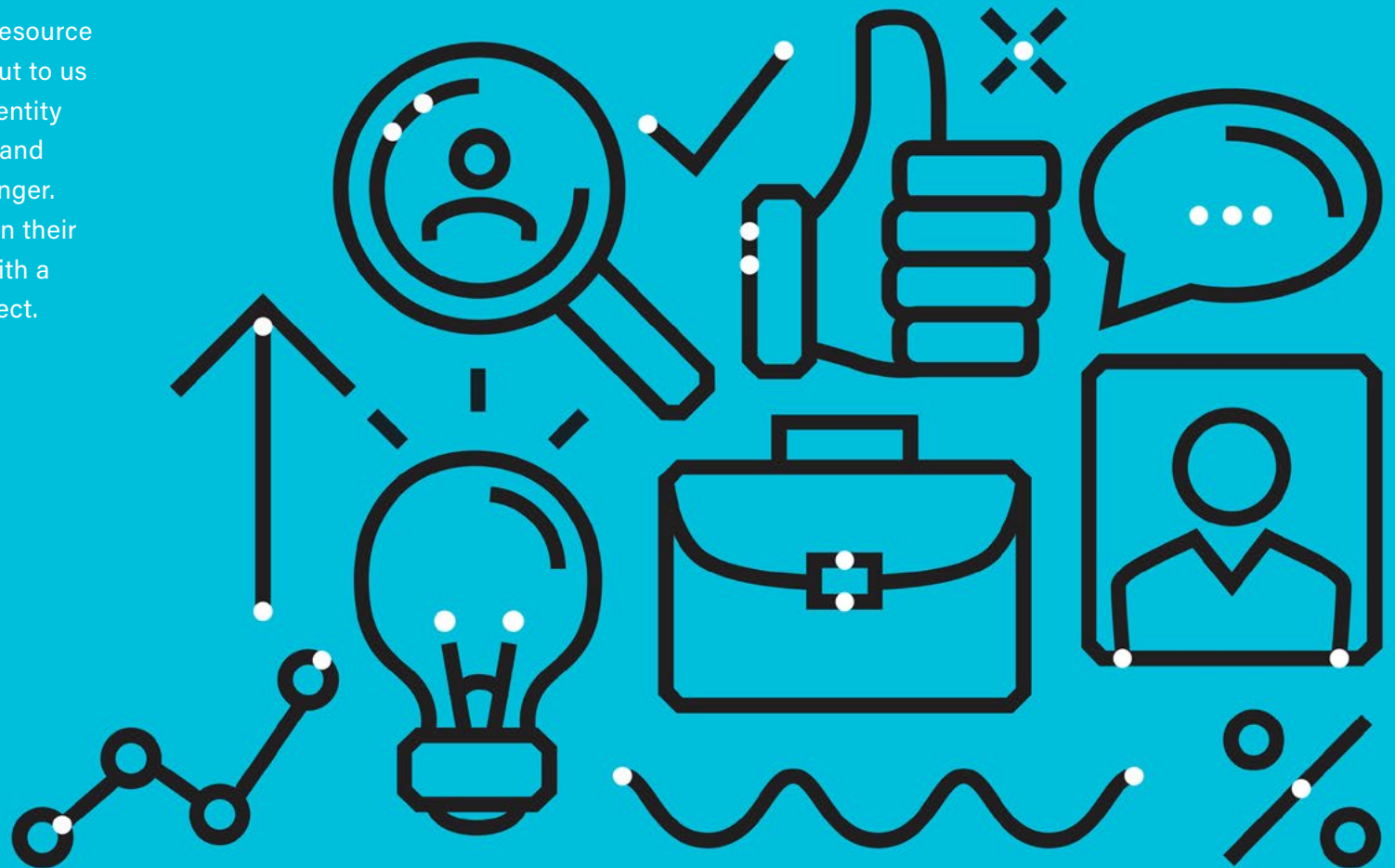
DATE COMPLETED

March 2019

SERVICE

Branding,
Website Development

Talent Cap is a Malaysian Based Human Resource Company founded in 2011. They reached out to us in 2018, to assist them in crafting a new identity that better reflects their company's vision and mission as company that seeks game-changer. The result was a brand that is different than their competitors, by creating a playful visual with a tone of voice that invites the reader to reflect.



Open Source Leadership

Rewriting the Rules of Management



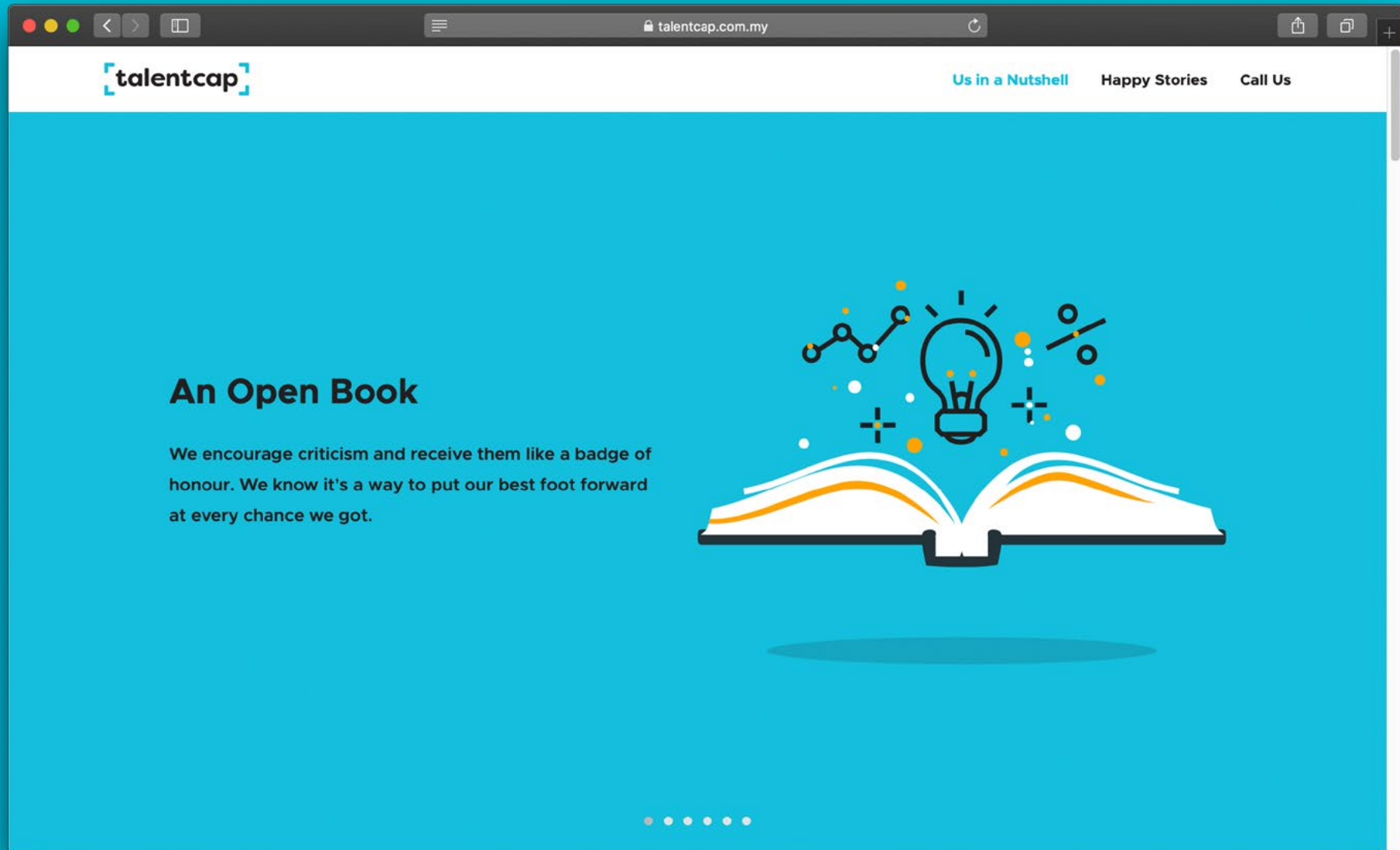
NICE TO
MEET YOU!



People leave their job because they feel stuck in their current role

We help you find out your strong points and help you prepare for the next stage of your career, even if it's world-domination you have in mind. You have to start somewhere, and we're here to pinpoint where you can be off next in your career path.





02 What We Do

**It's no rocket science.
We dislike high turnover rate
as much as you do.**

In order to attract talented individuals, we know we ought to be different. We do our job well because we listen, we tinker, we connect and most of all we value the people we work with.



Revamp Va-Va-Voom

We reinvent the conventional recruiter and talent relationship. Instead we see the dynamism of seekers and finders. Connecting individuals to companies and vice-versa, for a win-win solution.

Herbamojo

DATE COMPLETED

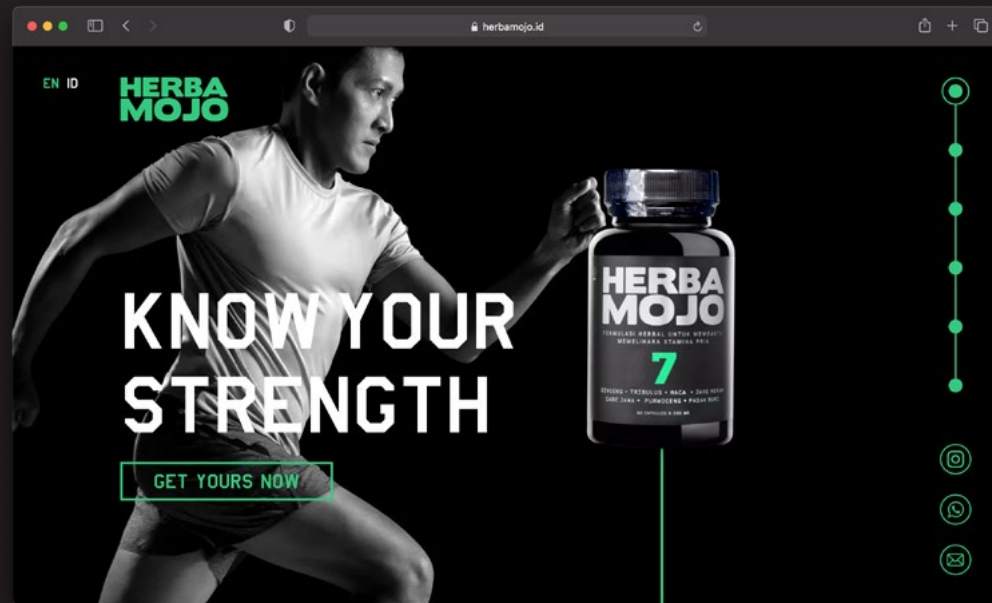
September 2018

SERVICE

Website Development

Following the success of Herbana, the team behind it launch a new line of product called "Herbamojo" that is specifically targetted for Men's health and performance. We collaborated with MALT studio to execute a website that can bring forth their vision and character.

The website has been continuously maintained and updated to incorporate new content and features.



ABOUT HERBA MOJO

HERBAMOJO is a high quality herbal formula to support male stamina. HERBAMOJO contains 7 key herbal ingredients that works optimally to help improve energy, immunity and performance.



100%
NATURAL



BPOM
APPROVED



HALAL



HIGH QUALITY
EXTRACTS



EXPERTLY
RESEARCHED



QUADRA
EXTRACTION
SYSTEM



SHOP





herbamojo.id



EN ID

JOURNAL

HERBA
MOJO

30/11/20

5 SIMPLE STEPS TO GET
A GOOD NIGHT'S REST

09/11/20

5 BENEFITS OF
STRETCHING FOR
PHYSICAL HEALTH

21/09/20

5 REASONS WHY MEN
SUFFER FROM HAIR
LOSS

5 BENEFITS OF
SPENDING TIME
OUTDOORS

11/09/20

5 WAYS TO IMPROVE

04/09/20

WHY OXYGEN INTAKE IS



EN ID

PACKAGING AUTHENTICATION

HERBA
MOJO

HOLOGRAM SEAL

CONTAINS
JAMU LOGO



METALLIC COLOR ON THE
HERBAMOJO LOGO

CLEAR AND CONCISE
LABEL DESIGN





KAI

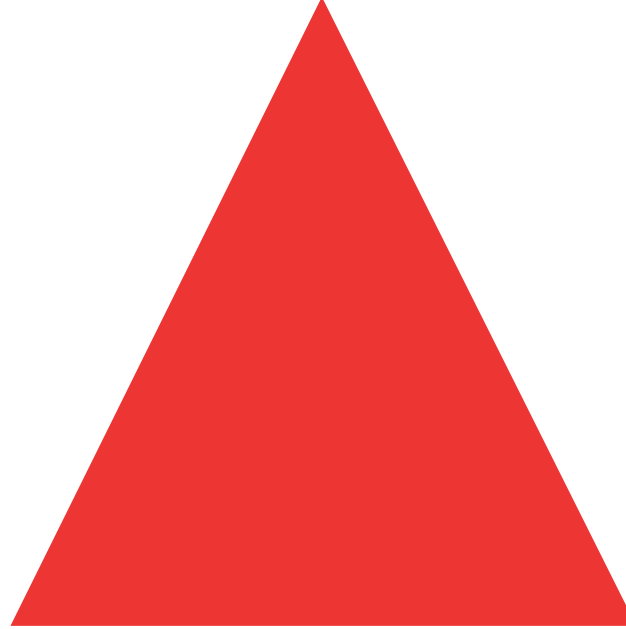
DATE COMPLETED

September 2018

SERVICE

Brand Identity

KAI was formed from Anomali Coffee to hold the ever growing food and beverages services of Anomali Coffee, such as Coffee Equipment Supplies, Green Beans Trading and Coffee Training. We created a brand that embodies its Indonesian roots while emphasising on its vision to bring an additional edge and modernisation to the Indonesian Coffee Industry.







Herbana

LAST UPDATED

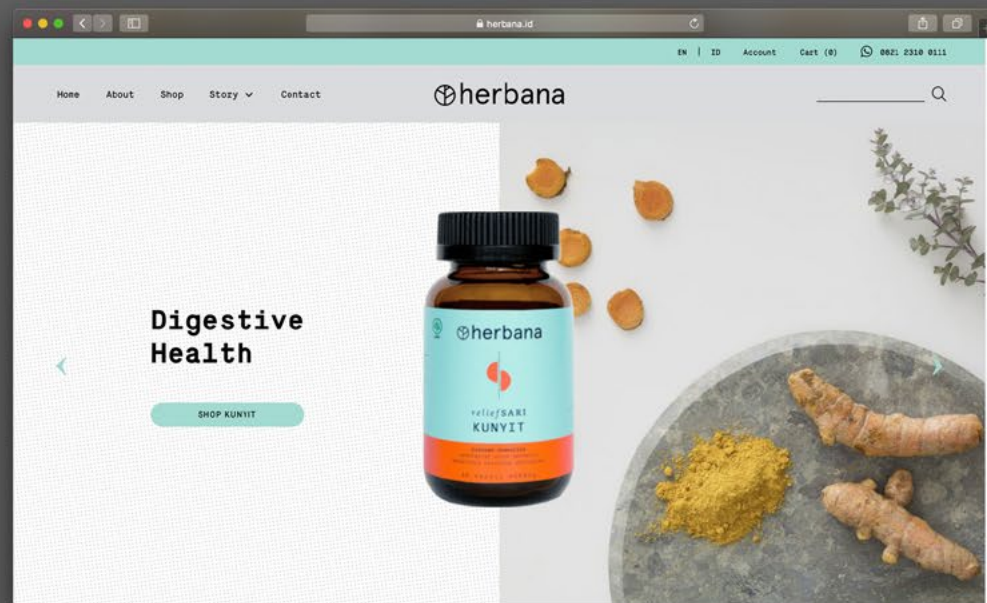
July 2018

SERVICE

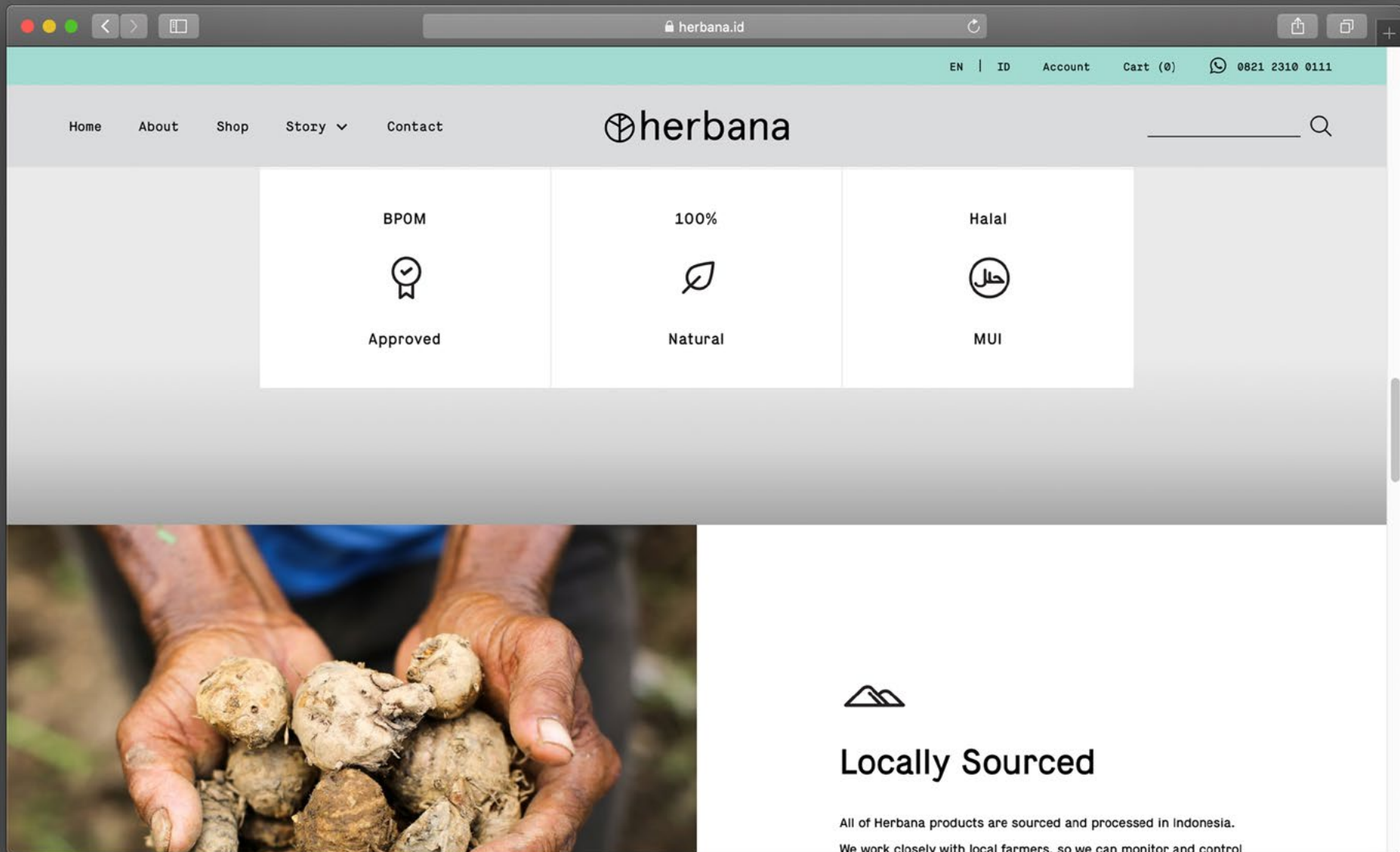
**UX Design,
Website Development**

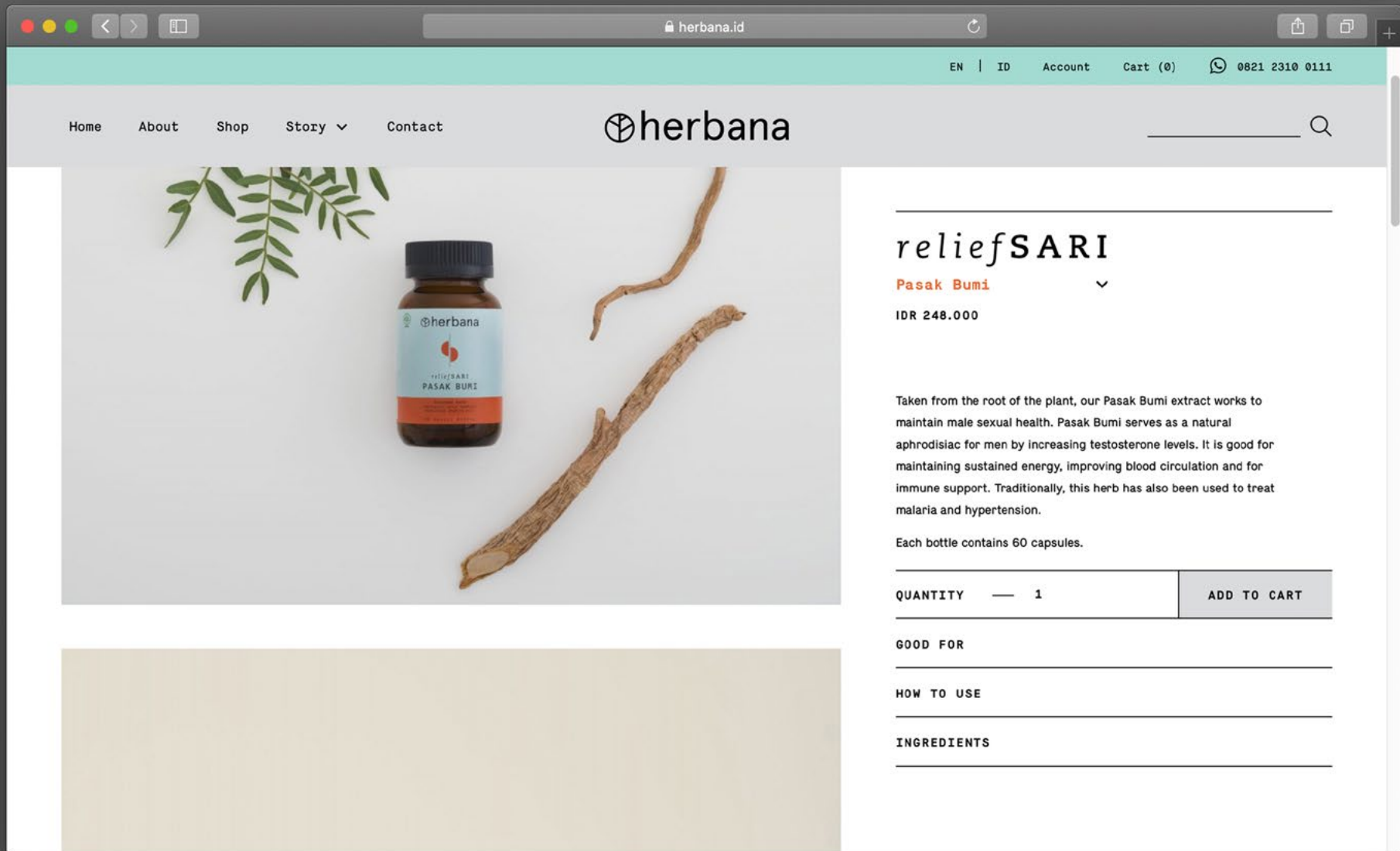
In 2016, the newly established company seek to create a website that is capable to represent their company's story. We collaborated with MALT studio in creating a an end-to-end bespoke e-commerce website aimed not only functionality but also visual experience.

The website has been continuously maintained and updated to incorporate new content and features.









LET

Coffee and Eatery

DATE COMPLETED

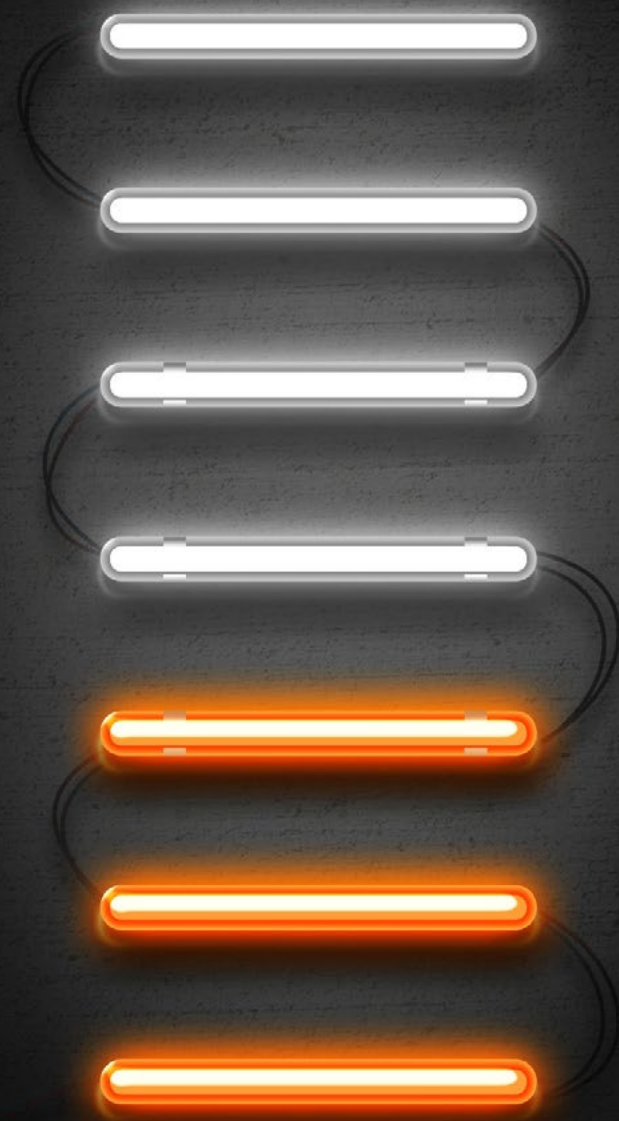
January 2017

SERVICE

Brand Identity

The coffeeshop LET, is a small coffeeshop established in 2017. The name LET is derived from 'Lima Enam Tujuh' an Indonesian word for 'Five Six Seven'. The whole design revolve around the meaning of LET while adding a contemporary twist to it.

|||||LET





LEI

LEI

LEI COFFEE
& EATERY

Mon-Sat
08.00-20.00
Sun
12.00-20.00
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Kiv. 21, Riga
(022) 585 85 567
@leicoffee

Thank You

hendhy@tomostudio.id

