

STUDIO DAMARA

Design for Business

HELLO!

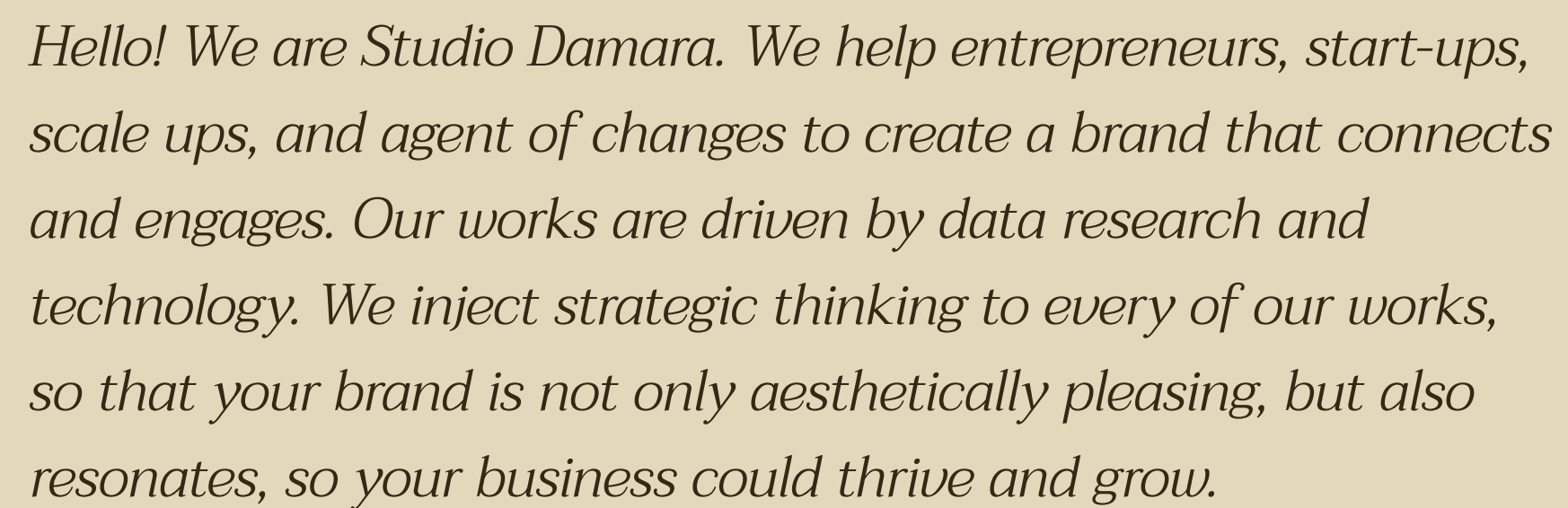
studio
damara

COMPANY PROFILE 2022

studiodamara.com

STRATEGY + DESIGN





We are a multidisciplinary
creative agency, based in
Sidoarjo and Surabaya.

Est. 2016.

STUDIODAMARA.COM

Our Work

HI@STUDIODAMARA.COM

Email

@STUDIODAMARA

Instagram



MAKING INDONESIA BETTER, VISUALLY.

ONE BRAND AT A TIME,
ONE BRAND EVERYTIME.



WHY US?

PASSION, UNDERSTANDING & EXPERTISE

In STUDIO DAMARA we believe in design for business sake. We believe that design should have a strategic foundation underpinned by your business and brand strategy. We go beyond, dig deep, and push boundaries to deliver a more than the status quo. A brand that is uniquely you.



SERVICES

BRAND STRATEGY & LOGO DESIGN

*Brand Naming
Design Strategy
Competitor Research
Copywriting*

SOCIAL MEDIA MANAGEMENT

*Content Creation
Content Management
Caption+Copywriting*

CREATIVE DESIGN

*Visual Identity
Art Direction
Product Photography
Packaging Design
Event Visual Design
Company Profile
Illustration*

*Book Cover Design
Brochures & Posters
Invitations
Annual Reports
Magazines*

SERVICES

1

*brand strategy &
logo development*

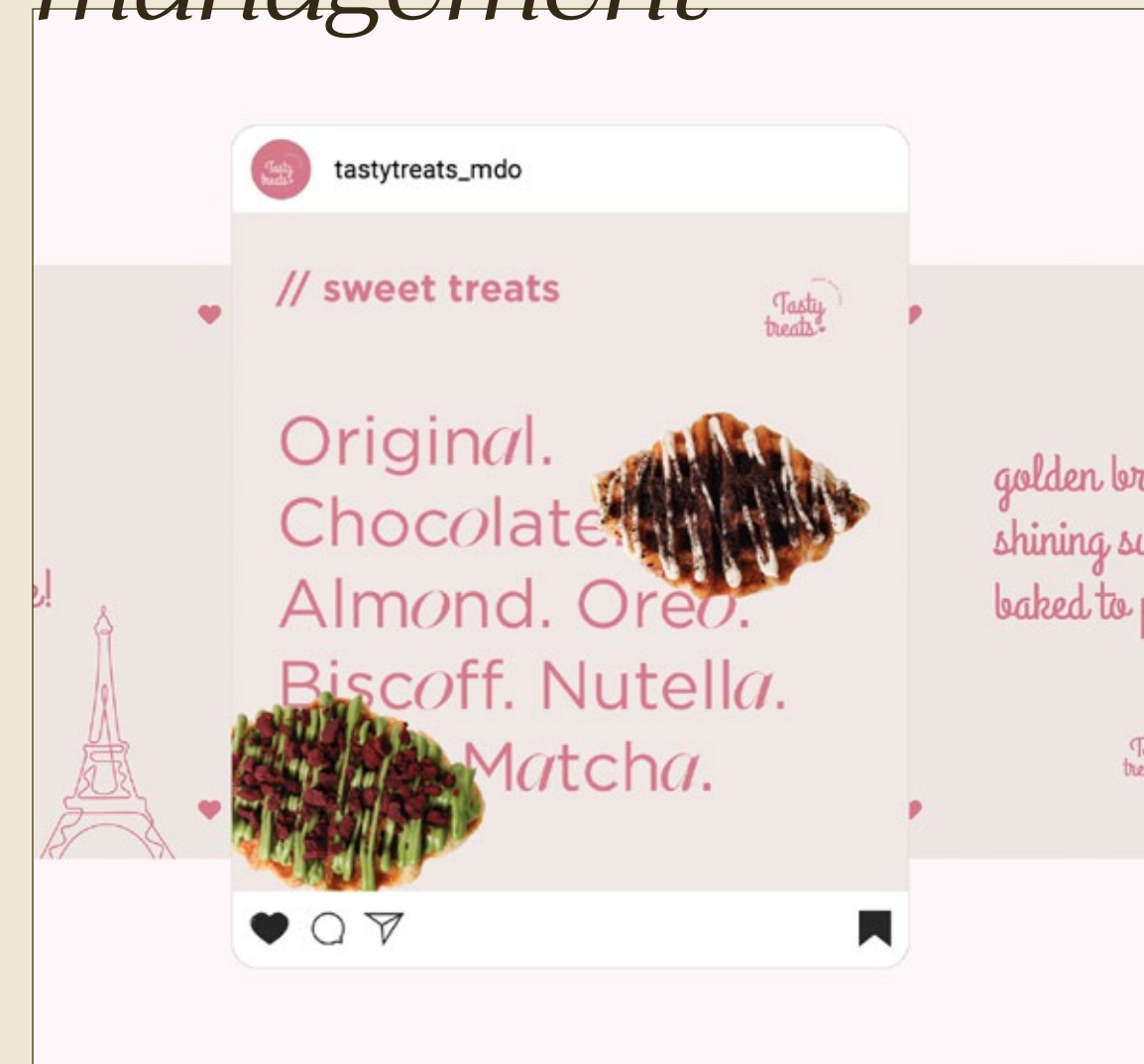
In this service scope, we are committed to create a brand story that does not only attracts, but also engages. An effective brand goes beyond beautiful types and icons – it is a combination of your passion, who you are as a business owner, and reflection of your vision, mission, and promise as a brand. To present it in a visually aesthetic way, Studio Damara has developed a fail-proof framework that has been tested and used for the past 6 years of expertise, to maximize your brand's visual direction.

2

*creative design
& photography*

After a brand has been developed, it's time to create an integrated visuals! Whether it is for your online or offline marketing needs, having a well-designed and integrated company visuals signify your commitment and dedication to your brand. It is crucial to have, especially if you want to scale up your business by gaining more affiliates, partners, even investors. Through our expertise in working with many business entities, we have locked the perfect key on how to appeal your brand to your stakeholders.

3

*social media
management*

Having a beautiful brand and logo is great, but it does not have to stop there. We are currently living in a very visual generation, and with your social media platform, you could create a powerful brand presence and a loyal community by continuously posting an engaging content that gives value to your stakeholders. You could speak up your brand voice, what you believe in as a brand, and build your own community who trusted your brand. With our experience, the journey will be smooth like butter.

HOW WE WORK?



ORIGINALITY

STUDIO DAMARA realizes that a brand is one’s DNA. It should clearly deliver your company’s vision and mission. Thus, we promises a visual breakthrough for your brand. A unique and one-of-a-kind visual that stands out and cut off the competition.



SCIENCE + ART

STUDIO DAMARA knows that branding goes deeper than just creating an aesthetically appealing logo. It should transcends vision and promise, while maintaining its aesthetic purpose. With our fail-proof framework, we will be able to deliver your unique and one-of-a-kind visual solution.



DESIGN FOR BUSINESS

We know what it takes to build a brand but also know every business has unique needs and challenges so our approach and methodology while strategic is never one size fits all, we commit to create a brand that is out of the box – oh, is it there were no box to begin with?

Our Values

@studidamara



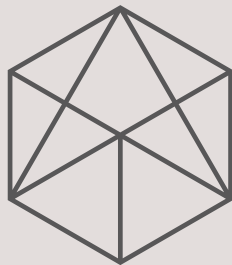
PREVIOUS CLIENTS

Recent Work

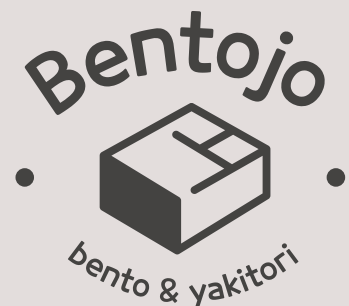
We work with a range of clients of different scales across multiple sectors. We adopt a collaborative style, creating impactful work and delivering effective and meaningful results.

We're proud to have worked on various brands, national-wide and international-ly, but we don't just seek out the biggest names to collaborate with. We get as much satisfaction taking on smaller projects. Most importantly, we're drawn to clients who share our love of design and want to create something that makes a real impact on the way we live our lives. Here are some of the organizations who felt that way too:

FOR A FULL LIST VISIT OUR SITE



PREVIOUS CLIENTS



PROCESS

1

Previous Projects

BRANDING

The concept of the cafe is more of a coffee shop and co-working space, thus we want to create a logo which represents its service. The logo here itself is made out of geometric shapes, to indicate that this is a comfortable space, and we mixed in creative elements, because their target market was young creativepreneurs and professionals, who seeks comfort space in between their hectic days, or simply looking a space where they can be very productive.

We are very proud of this project because the logo we created was a true reflection of the brand, its owner, and its business entity. IT managed to fit all the elements that shapes the vision of the brand.

PROJECT DONE IN

November 2020

FINAL DELIVERABLES



Brand Strategy & Logo Development

Product Photography

Social Media Management

Marketing Campaigns

PROCESS

1

Previous Projects

BEHIND
THE LOGO



LOGO BREAKDOWN



COWORKING SPACE
Since MANIS AE’s main selling point is its comfortable space for working, we decided to use geometric shapes on the logo to create a comfortable vibes for the logo.



COFFEE BEAN
MANIS AE’s is a cafe afterall, so their main products will be coffee drinks. Thus, we want the logo to resemble coffee bean.



CREATIVE PEOPLE
A comfortable space to get productive for the creative! To enhance the creative selling point, we are deriving our logo from Picasso’s famous art style.

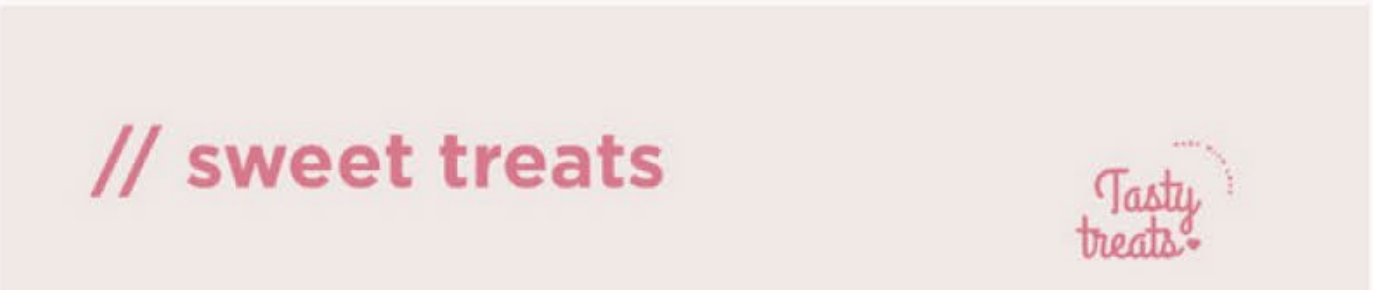
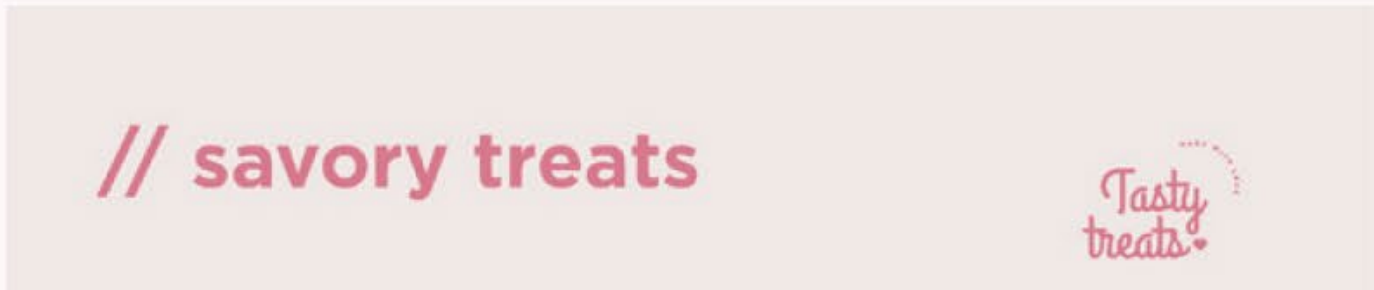
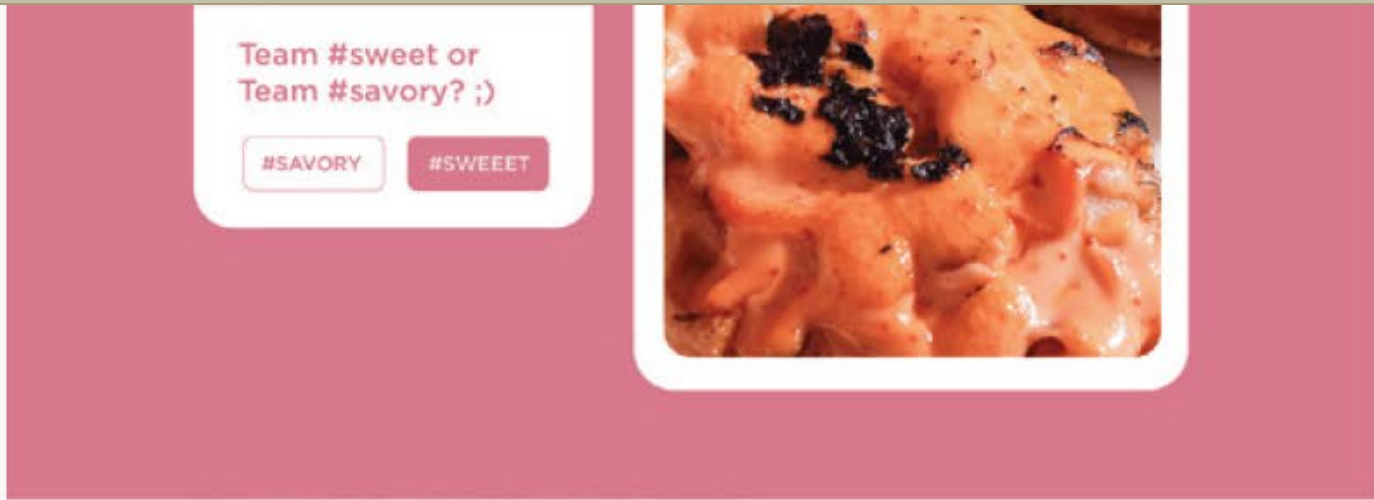


TWO SISTERS
MANIS AE is a cafe owned and managed by two sisters. By putting in the their sisterhood as the of the logo, we hope their warmth and love will be reflected in the brand.





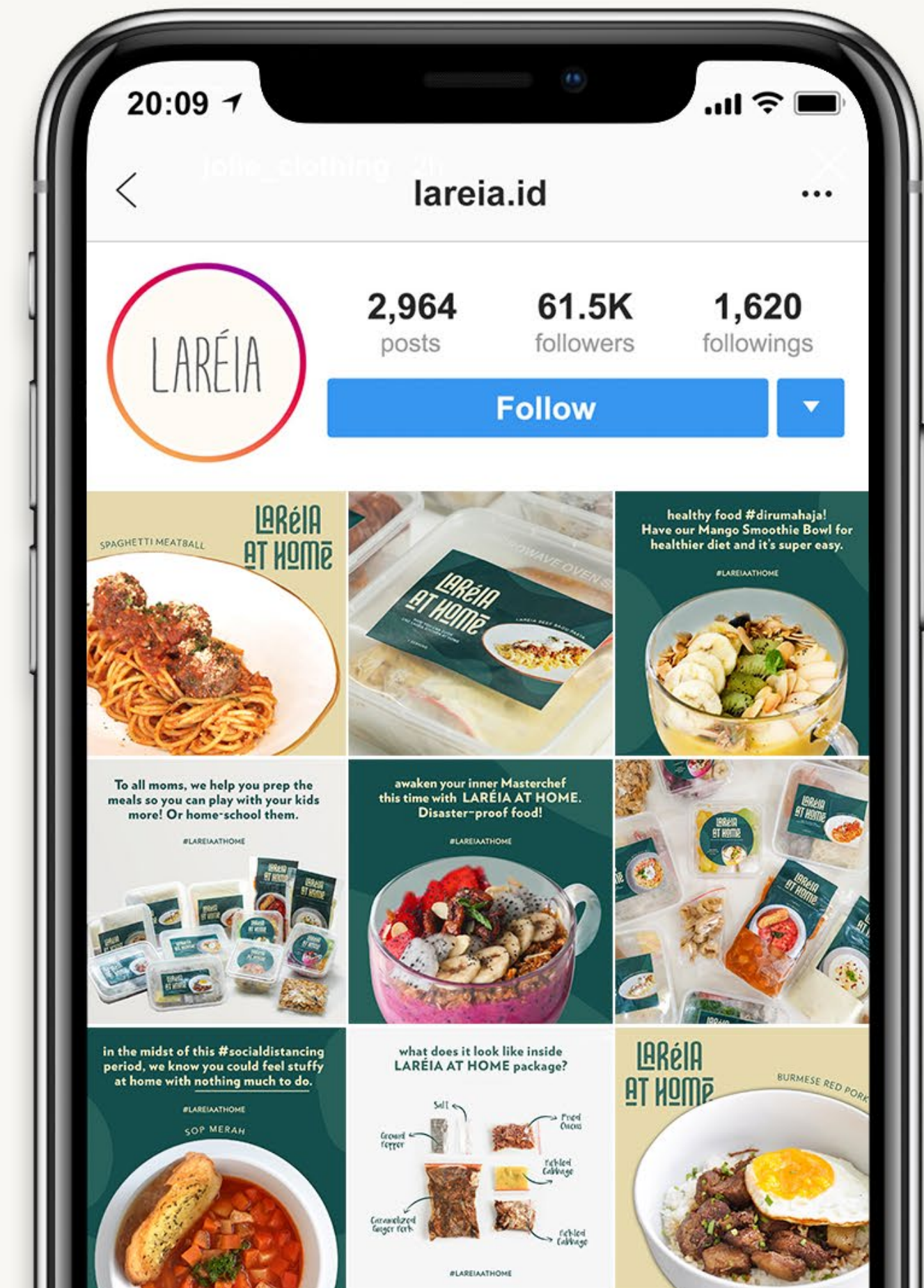








LARÉIA's DAILY INSTAGRAM CONTENT









11 Previous Projects

PROJECT DONE IN October 2019

PORTFOLIO SHOWCASE



PACKAGING DESIGN + PRODUCT PHOTOGRAPHY



LET'S WORK ON
SOMETHING FUN,
TOGETHER!

ADDRESS

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