Design for Business





studiodamara.com



# FDESIGN



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Hello! We are Studio Damara. We help entrepreneurs, start-ups, scale ups, and agent of changes to create a brand that connects and engages. Our works are driven by data research and technology. We inject strategic thinking to every of our works, so that your brand is not only aesthetically pleasing, but also resonates, so your business could thrive and grow.



WHO WE ARE

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

Est. 2016.

STUDIODAMARA.COM

HI@STUDIODAMARA.COM

Our Work



STUDIO DAMARA

#### **OUR VISION**

# MAKING INDONESIA BETTER, VISUALLY.

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ONE BRAND AT A TIME, ONE BRAND EVERYTIME.



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# 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

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## brand strategy & logo development



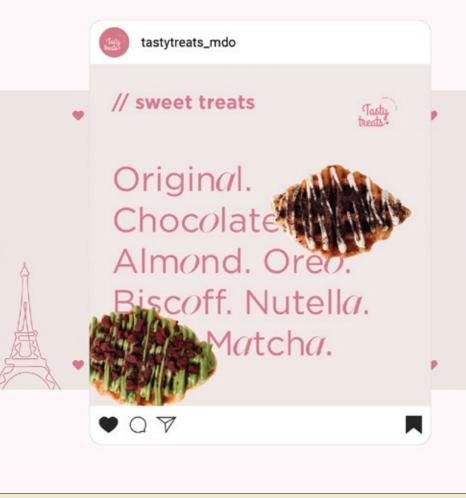
In this service scope, we are commited to create a brand story that does not only attracts, but also engages. An effective brand goes beyond beautiful types and icons – it is a combination of your passion, who you are as a business owner, and reflection of your vision, mission, and promise as a brand. 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.

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## creative design & photography



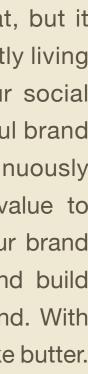
## social media management



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 affilliates, 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.

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.





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## Our Values

### 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?



## 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 internationally, 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















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# P R E V U U S C L U L S L U L S S L U S

Tasty treats.

















## 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

COFFEE & SPACE

Brand Strategy & Logo Development

Product Photography

Social Media Management

Marketing Campaigns



COMPANY PROFILE

## С С С С С С С С







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.



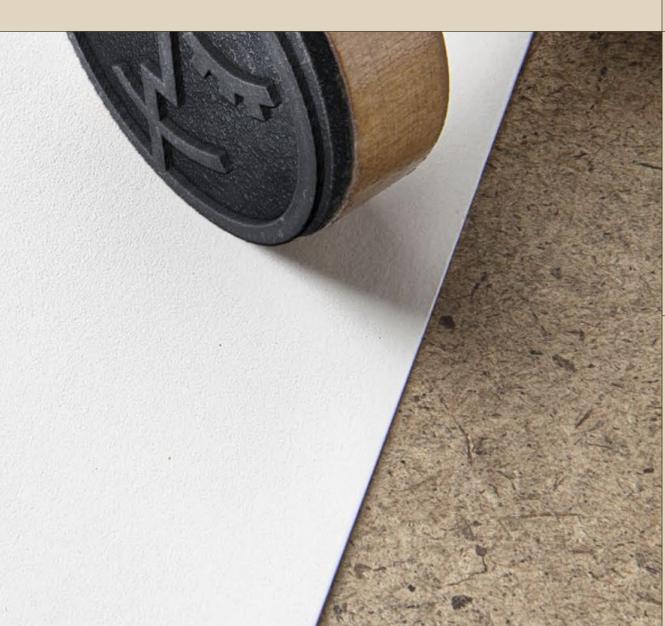
#### CREATIVE PEOPLE

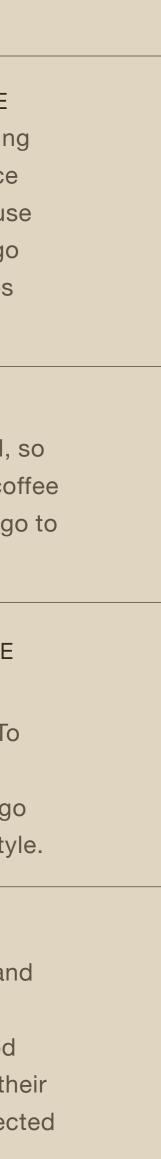
A comfortable space to get productive for the creative! To enhance the creative selling point, we are deriving our logo from Picasso's famous art style.



#### 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.

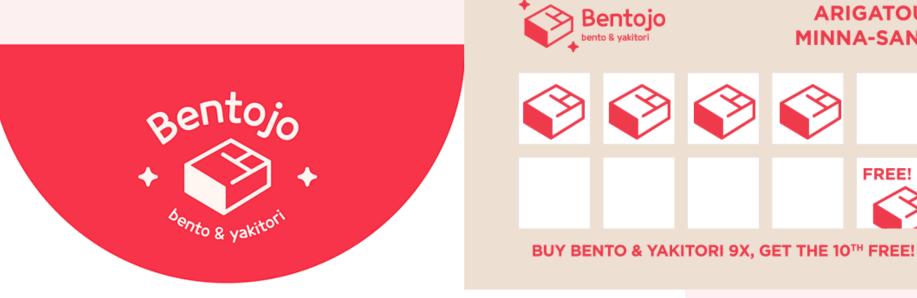












То Jane Smith Head of Marketing of Sociolla

Lorem ipsum, or lipsum as it is sometimes known, is dummy text use in laying out print, graphic or web designs. The passage is attributed to an unknown typesetter in the 15th century who is thought to hav scrambled parts of Cicero's De Finibus Bonorum et Malorum for us type specimen book.

The purpose of lorem ipsum is to create a natural looking block of text (sentence, paragraph, page, etc.) that doesn't distract from the layout. A practice not without controversy, laying out pages with meaningless filler text can be very useful when the focus is meant to be on design, not content. The passage experienced a surge in popularity during the 1960s when Letraset used it on their dry-transfer sheets, and again during the 90s as desktop publishers bundled the text with their software. Today it's seen all around the web; on templates, websites, and stock designs. Use our generator to get your own, or read on for the authoritative history of lorem ipsum.

Best regards,



Bentojo bento & yakitori



## Itadakimasu Minna-san! いただきます



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ARIGATOU MINNA-SAN!

FREE!

ARIGATOU

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BENTOJO, MANADO

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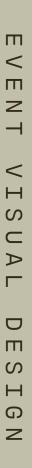


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PROJECT DONE IN

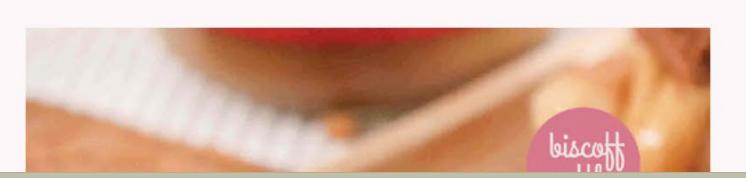












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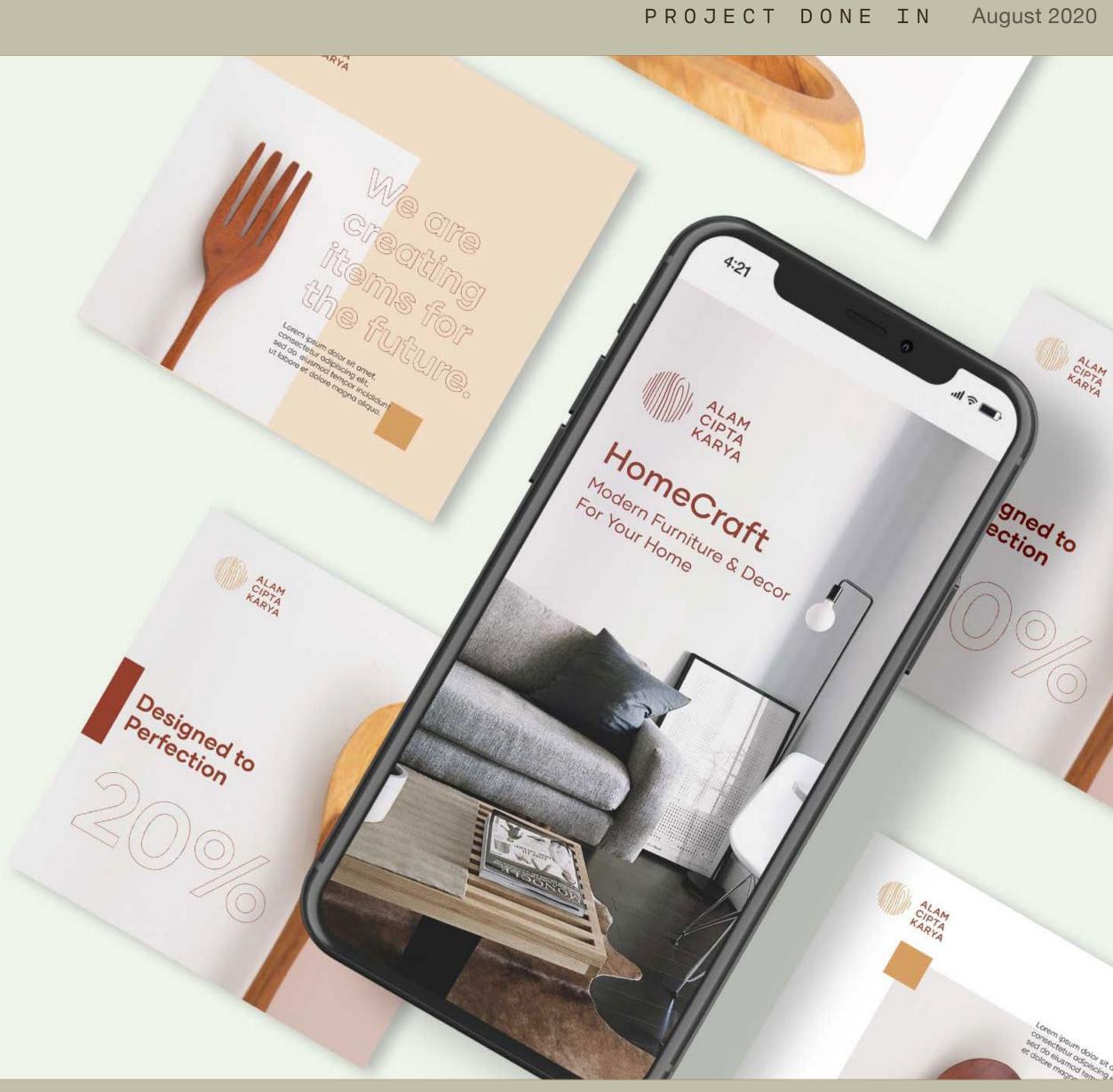
## // sweet treats





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### Previous Projects 7







### **SPECULOOS**

noun; /spe:ky lars/

type of spiced shortcrust biscuit which originates from Netherland, often associated as heavenly snacks because it tastes sooooooo good and so worth every calories.

LARÉIA

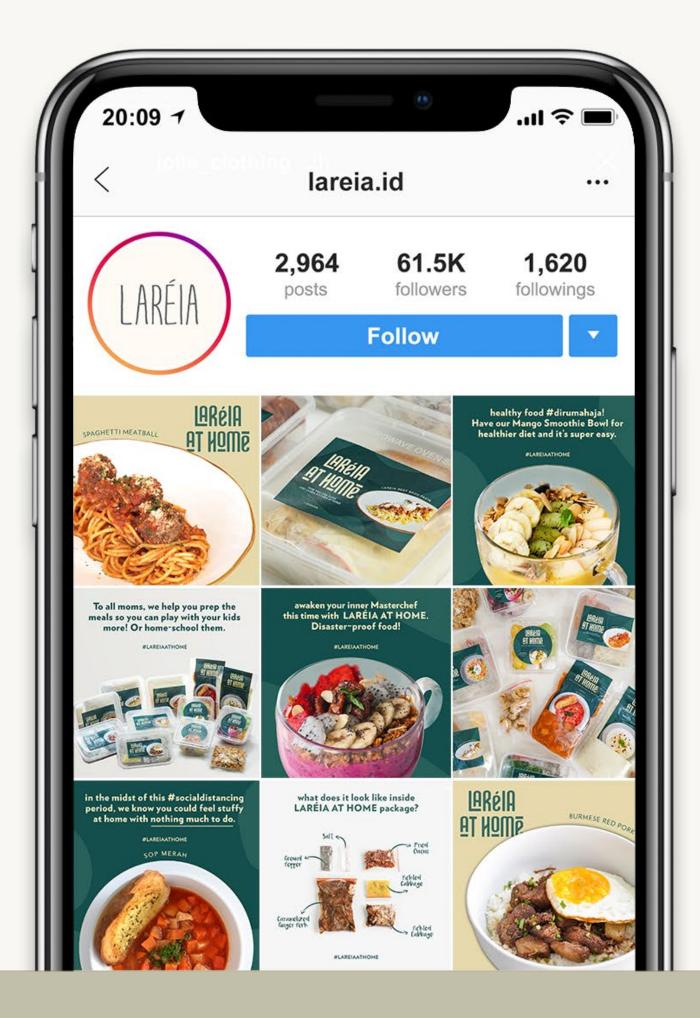
MEET OUR BEST SELLING





### LARÉIA's DAILY

### **INSTAGRAM CONTENT**





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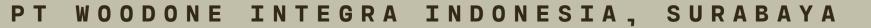






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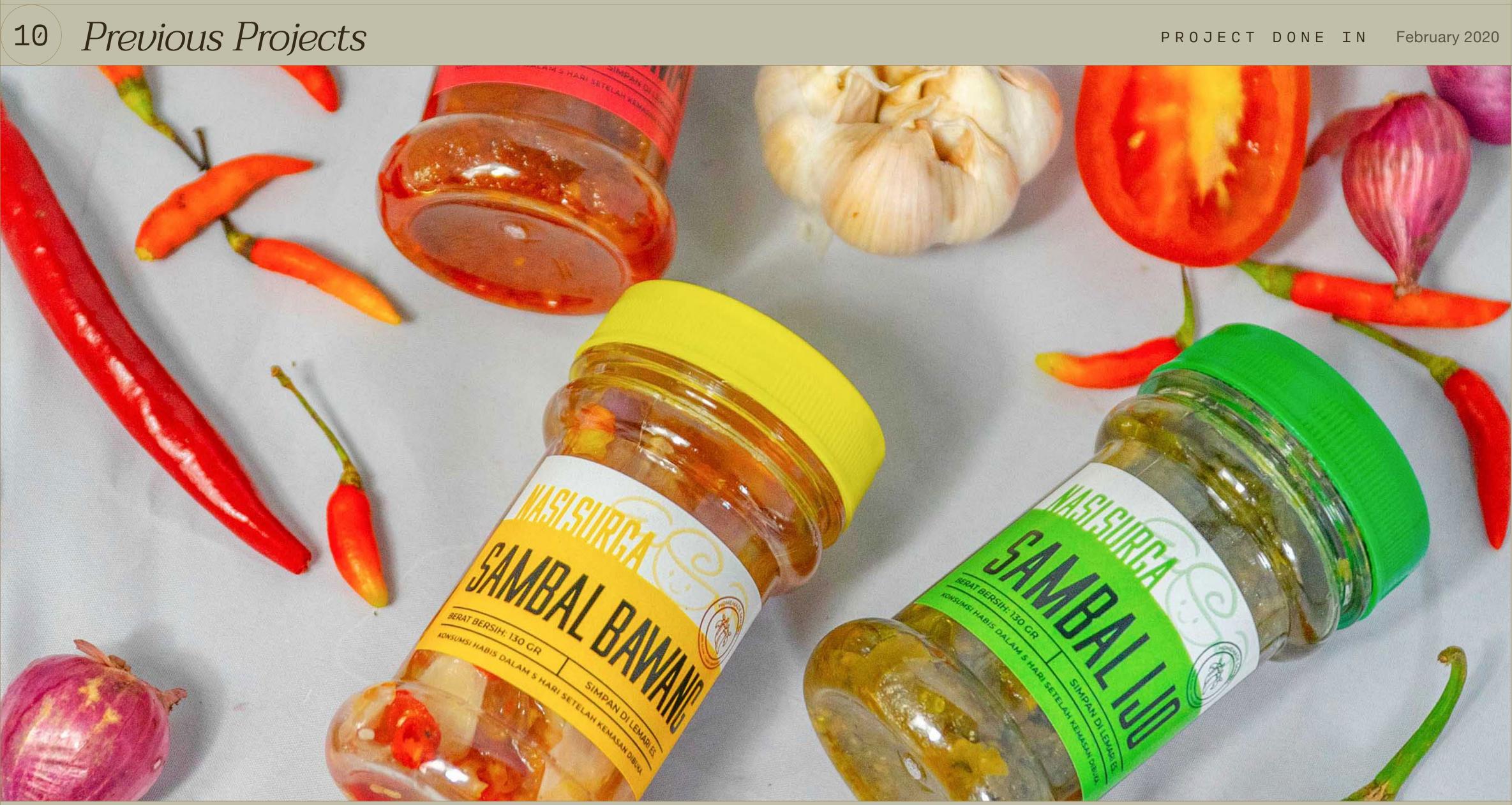












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#### PROJECT DONE IN October 2019



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# LET'S WORK ON SOMETHING FUN, TOGETHER!

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