

"THIS WAS NOT DONE BY ACCIDENT,  
BUT BY DESIGN."

-SHERLOCK HOLMES-

# ARIEF HARYONO



## OBJECTIVE:

To see the problems that I'm in, analyze situations, and design the solution.

## ABILITIES:



## HOBBIES:

Seeing, hearing, thinking,  
travelling.

## EXPERIENCES:

- Founder of IT Club in 65 Senior High School
- Graphic design instructor 65 Senior High School IT Club
- Jury of short movies competition in iTeenager 2012
- Contributor of Hayok exhibition 2014 in Telkom University

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# PORTFOLIO

- BRANDING & PRODUCT DESIGN -



### Logo Concept

#### Logotype

**Wening**

Logotype Wening uses base font of "Abraham Lincoln" which is modified with addition of the ascender letter essence to improve the traditional impression.

#### Logogram



#### Color Scheme



#### Abraham Lincoln Font :

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

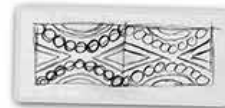
#### Javanese Ascender Letter

mꦩꦺꦤꦶꦁ

Wening logograms applied two wave-like shapes and at the bottom of the wave-like that form the surface of the water to strengthen the image Wening as pure water from wave-like springs.

### Design Concept

#### Sketch



#### Digitalization



#### Colour Scheme



Wening packaging design concept uses the essence of Indonesian batik patterns to reinforce the image of Wening as traditional drinking water. The use of light blue in addition to reinforce the impression of a fresh, blue color is also used to attract attention, especially among children and adolescents.

### Packaging Product Elements



### Applied Design



# PORTFOLIO

- BRANDING & PACKAGING -



## Batik Djokdjadisional

Dari Kain Batik Terbaik



# PORTFOLIO

- RESTAURANT MENU DESIGN -



# PORTFOLIO

- CONCEPT GAME POSTER -



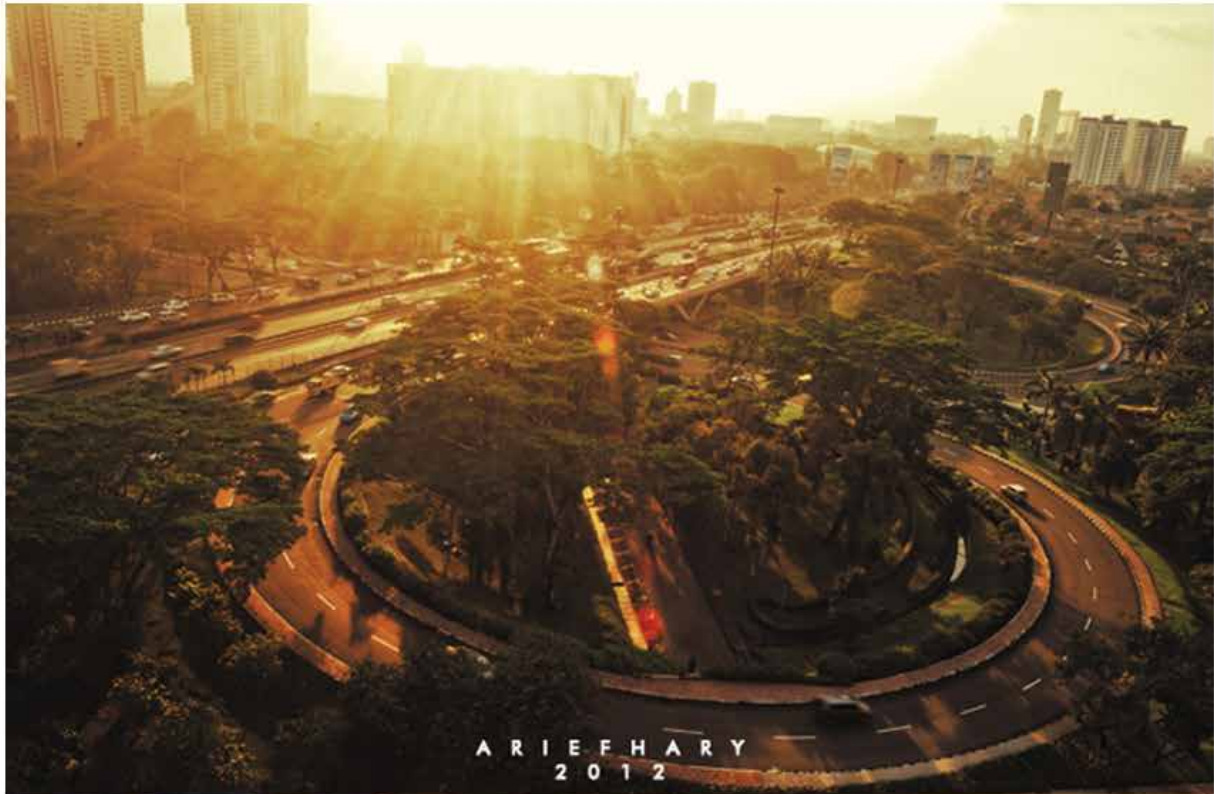
# PORTFOLIO

-STAGE PHOTOGRAPHY-



# PORTFOLIO

-CITYSCAPE PHOTOGRAPHY-



# PORTFOLIO

- CONCEPTUAL PHOTOGRAPHY -

