



PIDS
STUDIO



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$$g + 8 = 8$$



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$$g + 8 = 8$$

MONOGRAM LOGO GOT EIGHT
CLIENT - MALAYSIA

GOT
EIGHT

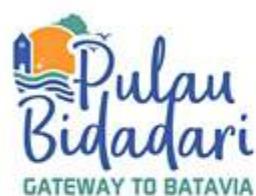


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• MAIN LOGO •



• LOGO CONFIGURATION ON WHITE AND DARK BACKGROUND •



• T-SHIRT •



• LOGO CONCEPT & PHILOSOPHY •



RESORT
Tempat beristirahat/singgah di tepi pantai yang eye-catching dan nyaman. Serta terdapat beberapa bangunan berasal dari abad.

GREEN TREE + FLYING BIRD
Pepohonan hijau dan burung terbang menggambarkan lingkungan yang asri, sehat, nyaman dan natural.



SUNSET + SPARKLING
Sunset dan kilauan identik dengan keindahan, selain terdapat tempat istirahat yang nyaman pengunjung juga bisa menikmati setiap pengalaman yang tersaji di tempat ini.

- #3050A2: Kenyamanan, ketenangan dan menjacu ke air/pantai/lautan
- #F19933: Pendar Cahaya, keindahan, ketenteraman dan keramahan
- #559F96: Alamiah/Natural, Rindang, Oksigen/Nafas kehidupan



• UNIFORM •



• TOTE BAG •

REBRANDING PULAU BIDADARI (KREAVI CHALLENGE)
COMPETITION - INDONESIA

PULAU
BIDADARI



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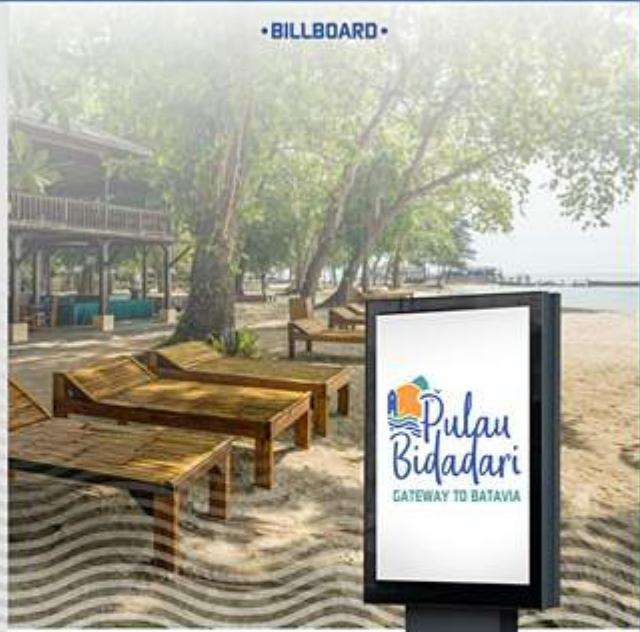
• BUSINESS CARD •



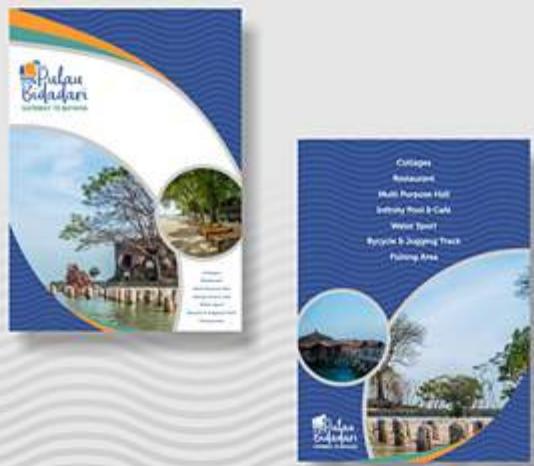
• LETTERHEAD •



• BILLBOARD •



• FLYER •



• ENVELOPE •



• BUILDING SIGNAGE •



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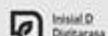


Logo Configuration



Logo Concept & Philosophy

Logomark

Initial D
DigitarasaSindok
Menggambarkan bisnis kuliner
(F&B)Teknologi (Layar/Gadget)
Menggambarkan Pengembangan
bisnis kuliner dengan ide-ide segar
dengan dibantu teknologi dan
digitalisasi agar bisnis kuliner lebih
berkembangAkselerasi (Trek Roller Coaster/Roket)
(Percepatan pengembangan
bisnis kuliner F&B)Panah keatas
Membantu mengoptimalkan/
memaksimalkan potensi bisnis
kuliner agar siap di pasar

Typegraphy

Ramerilja (Idenya modifikasi khususnya pada huruf "g")

Jenis typegraphi yang dinamis, mempunyai tingkat keterbacaan yang tinggi, ortogonal namun tetap berkenaan modern dan futuristik.

Color

R:255 G:204 B:0 (#FFCC00)

R:220 G:176 B:0 (#DCB000)

R:255 G:255 B:255 (#FFFFFF)

R:51 G:51 B:51 (#333333)

energi, pialah, kehangatan, rasa bahagia,
optimis.kesederhanaan, perlindungan, dan keceremanangan.
anggun, tetapi tegas, kuat dan profesional.

Logo Placement



Logo Placement

Social Media



Backdrop



T-Shirt



Notebook



Booklet

kreavi.com/ivardipra



DIGITARASA (KREAVI CHALLENGE) COMPETITION - INDONESIA

DIGITARASA



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