

---

Phoebe  
Widjaja

---

PORTFOLIO 2015

## Contents

- 1** Branding Identity  
Es Italia Ragusa
- 2** Social Campaign  
Yuk Baca Buku
- 3** Editorial Design  
NAKAMA Magazine
- 4** Packaging Design  
Baltic Ice Cream



# 1

## Branding Identity Es Italia Ragusa

Re-branding identity project of an old, yet famous, Italian ice cream (not gelato ice cream) cafe "Ragusa", Jakarta. The cafe was, and still known to have nostalgic and old-ish atmosphere, thus the reason of using sepia themed color and old things about ice cream as super-graphics.

### LOGO



### COLOR SCHEME

#### Warna Primer

C : 20%  
M : 30%  
Y : 70%  
K : 50%

C : 20%  
M : 30%  
Y : 70%  
K : 30%

C : 0%  
M : 10%  
Y : 40%  
K : 30%

#### Warna Sekunder

C : 10%  
M : 20%  
Y : 40%  
K : 30%

C : 10%  
M : 20%  
Y : 40%  
K : 20%

C : 10%  
M : 10%  
Y : 30%  
K : 10%

### TYPOGRAPHY

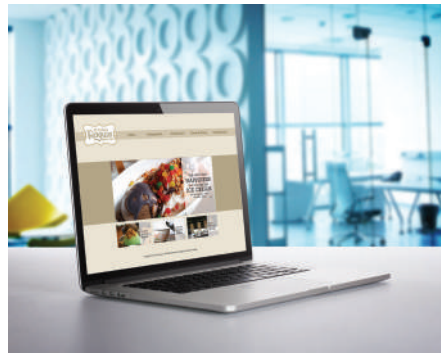
#### Rockwell

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,:;?'@#%&'()\*

#### Syntax LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,:;?'@#%&'()\*

### SUPER-GRAPHICS



# 2

## Social Campaign

### Yuk Baca Buku

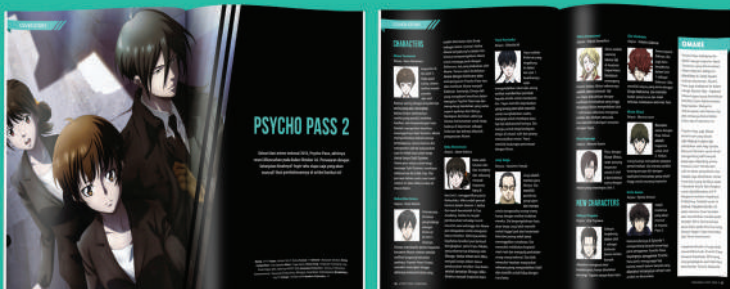
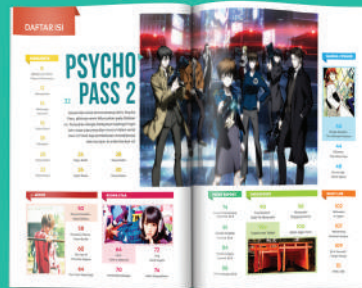
This campaign's goal is to inviting children (10-12 years old) from upper class in Indonesia, to read more books. Because of the campaign audience, I chose to do vector illustration with bright and solid color which attractive for children. The headline and body copy itself are made with child-like style.



# 3

## Editorial Design NAKAMA Magazine

NAKAMA Japan Lifestyle Magazine is brand new magazine made for final project. As its name implied, this magazine is about Japanese lifestyle, mainly anime and manga. This magazine is for 17-25 years old and interested in Japanese lifestyle, thus the reason of using vibrant and colorful color.



# 4

## Packaging Design

### Baltic Ice Cream

Baltic Ice Cream is an old ice cream brand from Indonesia. It was quite known but since the distribution so limited not many people now know about it. The goal of this redesign is to attract younger customers and make Baltic Ice Cream famous once again.



Find out more my portfolio at :  
[phoebewidjaja.com](http://phoebewidjaja.com) and [behance.net/PhoebeWidjaja](https://www.behance.net/PhoebeWidjaja)

---

*Thank  
you!*

---

*...and hire me, please?*