

# — PORTFOLIO



HIA STUDIO

# About us.

— *Since 2018*

**HIA is a Jakarta-based design studio**  
focused in thoughtful, compelling  
and approachable branding and  
illustration.

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# — WORK.

LOGO & BRAND

ILLUSTRATION ART

NON COMMERCIAL



# — LOGO & BRAND

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# Logotype Sunset Studio



Sunset is a new studio photography based on Bekasi, Indonesia.



The concept is combine the ring of lens and lettering of sunset



We build some logotype for this studio

# Gilo Coffeshop

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## The Gilo

is coffeshop based in  
Bekasi

## Concept

Make a some letter  
authentic for the brand



## Story

We meet three times for  
a week with Gilo. Enjot  
the result.

# A New Brand Marque

We contacted on August, 2018. We have a good idea to make a some campaign for celebrate Indonesia Independence Day 2017.



## Marque

fashion a new brand based in Jakarta. They have lot kind of clothes, shoes, and jacket.

## Concept

Hand lettering and use the word “mark” to include the clip

# Brand Destination Setu Tonjong

## Setu Tonjong

is one of the beautiful lakes in Bogor. We made this place as a case study for college assignments.

We are doing a thorough data search to create a good brand identity for Setu.

## Concept

Lifting exotic power from Setu Tonjong

#visitsetutonjong





# — ILLUSTRATION

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## Concept

A pinisi ship sailing symbolizes the past Batavia life with the twilight of the sky



# Batavia Illustration

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We contacted to some client, and they and they want us to make an illustration of the old city of Jakarta as a wall decoration of his house

Concept : A pinisi ship sailing symbolizes the past Batavia life with the twilight of the sky

# — LAYOUT MAGAZINE

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PORTOFOLIO ↓

# Layout Magazine

We made this layout for study purposes. This is just a fictional magazine.



## **HIA Studio**

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## **Call us**

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## **Get in touch**

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## **Social**

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“We believe brands  
have to do more

