



### HIA STUDIO

# About us.

*— Since 2018* 

#### HIA is a Jakarta-based design studio

focused in thoughtful, compelling and approachable branding and illustration.



#### LOGO & BRAND





## - LOGO & BRAND

PORTOFOLIO  $\psi$ 

### 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

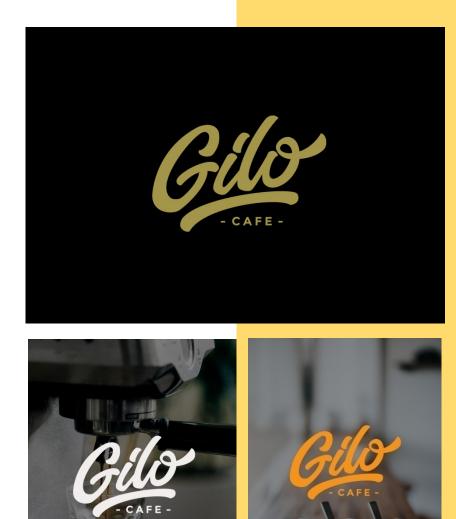


We build some logotype for this studio

### **Gilo Coffeshop**

**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, shocks, 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

PORTOFOLIO  $\psi$ 



### Batavia Illustration

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

#### Concept

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

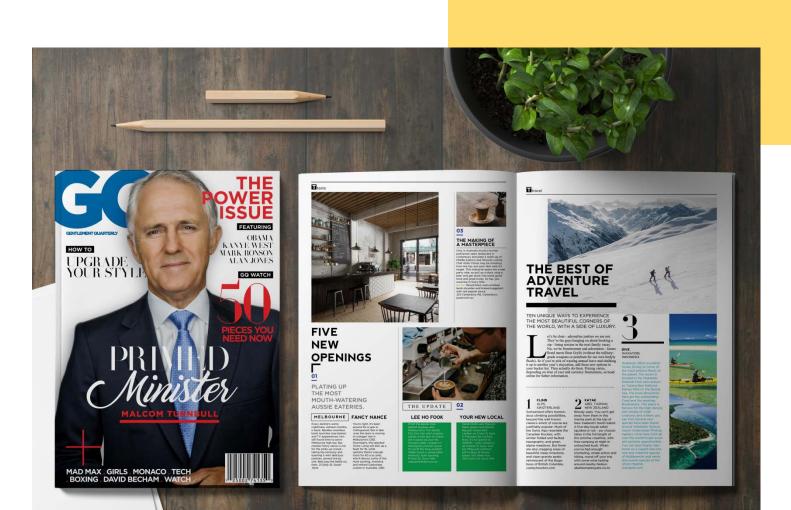


## --- LAYOUT MAGAZINE



## Layout Magazine

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



#### HIA Studio

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#### Social

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## We believe brands have to do more