



2020

BRANDING

A GRAPHIC DESIGN PORTFOLIO BY



engineroom

branding ; the act of giving a company a particular design or symbol in order to advertise its products and services

Graphic Design Made Simple



Graphic Design Capabilities

Brand Identity
Brand Collateral
Brand Guideline
Signage & Wayfinding
Packaging & Ticketing
Visual Merchandising
Environmental Graphics

Team of Experts





Digital Lounge *at Home*
kemang raya 47

MONDAY - SUNDAY
8AM - 8PM

CIMB NIAGA

BRAND COLLATERAL | SIGNAGE & WAYFINDING | ENVIRONMENTAL GRAPHICS

The pilot store concept for CIMB Niaga Digital Lounge is generated to convert the conventional banking into digital operations. A holistic design approach was achieved by developing branded signage, wayfinding and environmental graphics to complement the new interior concept.





VIDEO BANKING



Product Information



Best Deal & Promotion



Transfer, Payment,
Purchasing & Top up



MORE
UPSTAIRS



THIRSTY?



TOILET



STAFF
ONLY

24 hr atm

Digital Lounge at Home



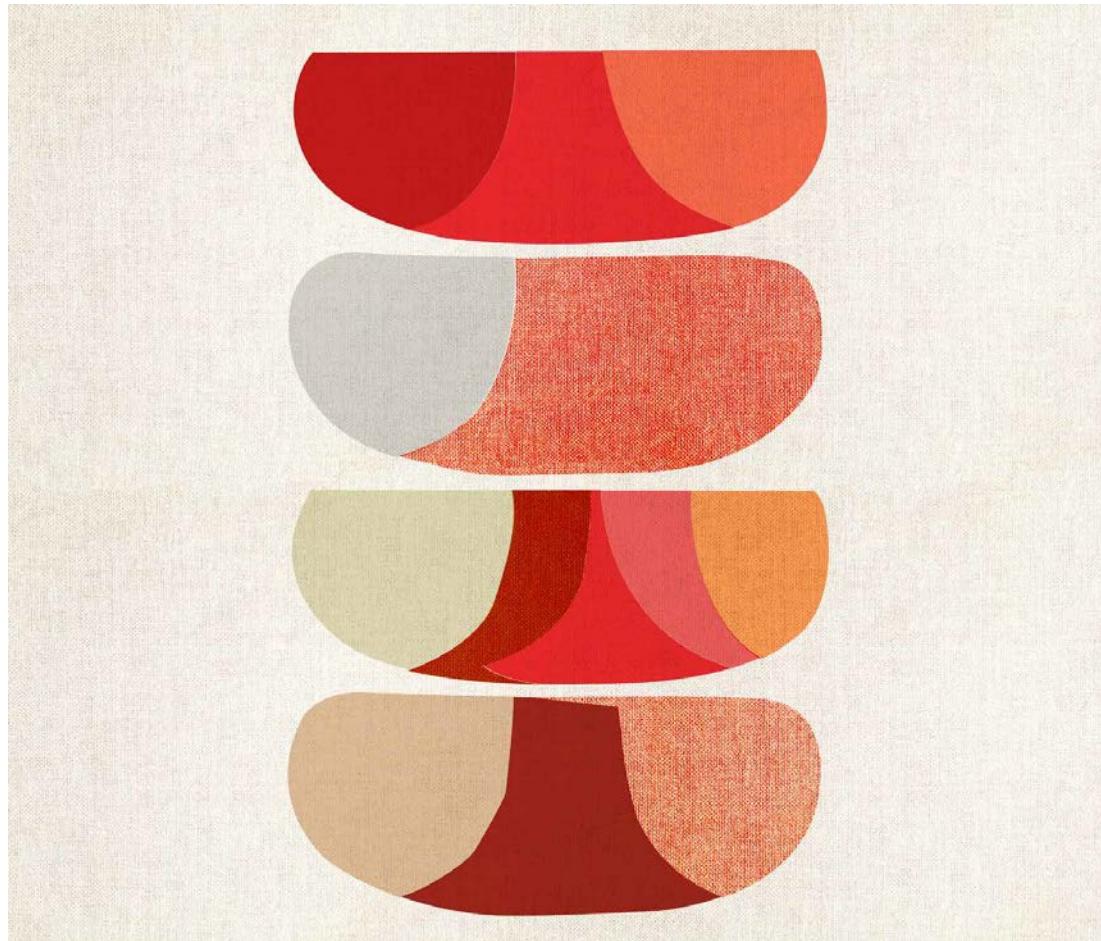
MONDAY - FRIDAY
8AM 5PM



1.355

Vinyl sticker, 1355mm W x 1020mm H

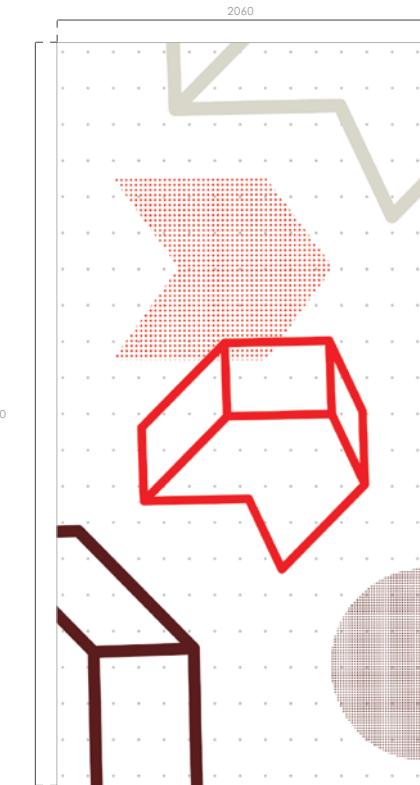
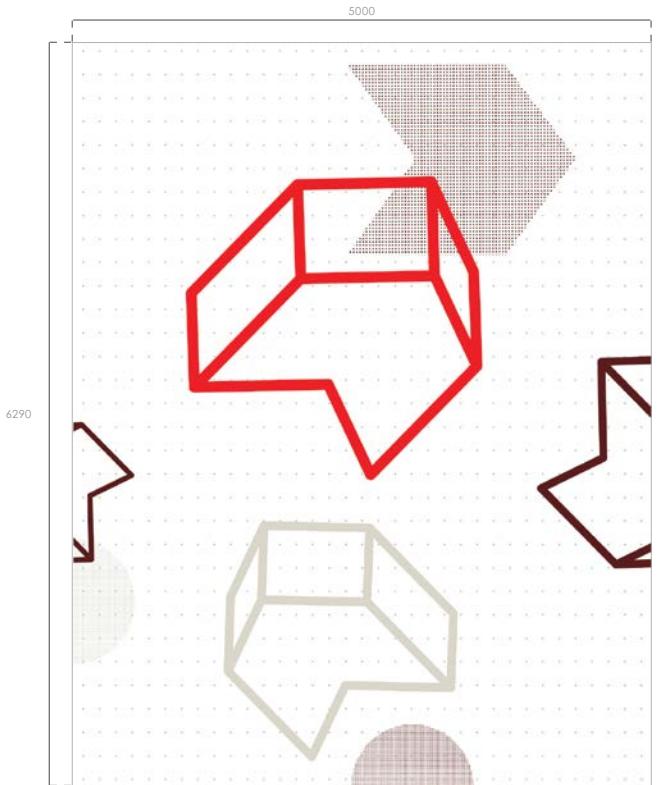
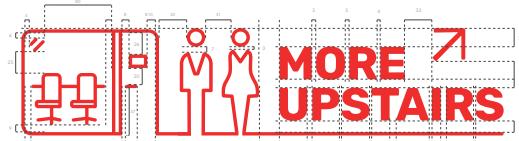
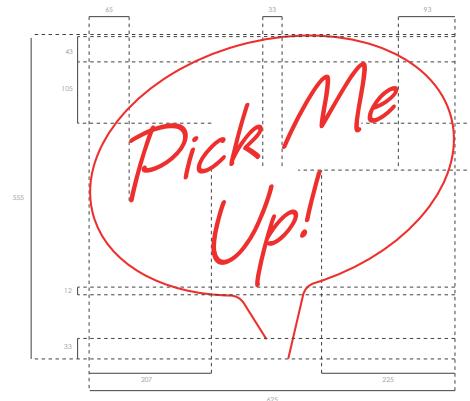




Printed Wallpaper



Printed Wallpaper





COLD STORAGE

SIGNAGE & WAYFINDING | PACKAGING & TICKETING | ENVIRONMENTAL GRAPHIC

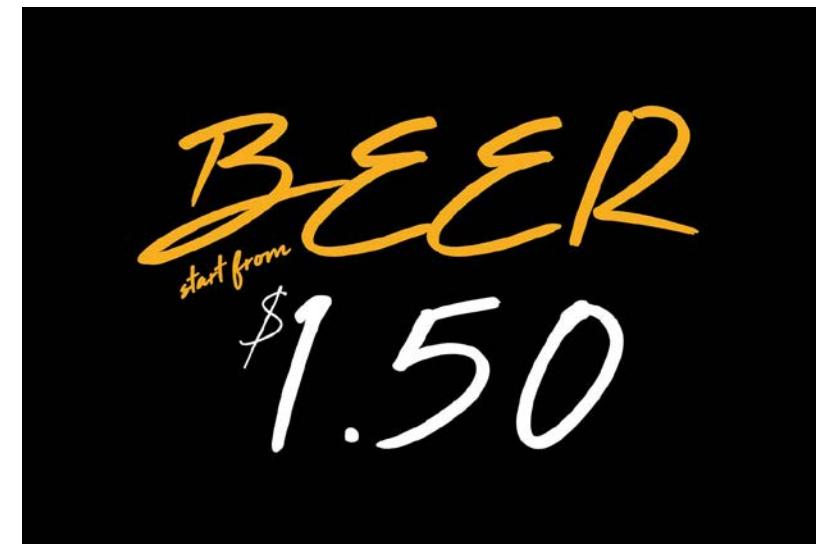
A new concept for the BWS department was created to respond to the unique Singaporean target market. The signage and promotional visuals were strategically designed to stimulate customer buying decision as well as initiating cross promotion.

Buy
3
RED
WINES
and get
\$8

TAKE ME HOME
WITH YOUR SELECTED
WINE

merlot	pinot noir	bordeaux	sauvignon	shiraz
← \$40	← \$50	← \$40	← \$50	← \$40





Printed Board





Wine Tasting Guide



Cold Storage
My Cold Storage

(1) Wine tasting
2. Wine pairing
3. Wine storage
4. Wine accessories
5. Wine knowledge

Anggie TAN



TASTING Schedule

13 : 00 - 14 : 00
16 : 30 - 17 : 30
19 : 00 - 20 : 00

Please be here 5 mins before



Reserve and enjoy
Wine tasting \$6.80
(Included selected wine and paired food tasting)

Cold Storage
My Cold Storage

(1) Wine tasting
2. Wine pairing
3. Wine storage
4. Wine accessories
5. Wine knowledge

ARYAN AARAV

Reserve and enjoy
Wine tasting \$6.80
ENQUIRE NOW!
LIMITED FOR 30 pax/session

Selected wine and paired food tasting are included



CAPE MENTELLE

The Cape Mentelle Heritage
The wavy logo is based on the nearby
Cape, named by the French Baudin Expedition
which charted the coast of Western Australia
in 1801.



\$71

Hennessy X.O.

Jas Hennessy & Co., or more simply Hennessy,
is a cognac house with headquarters in
Cognac, France. Hennessy & Co. sells
about 50 million bottles a year worldwide,
or more than 40 percent of the world's cognac,
making it the world's largest cognac producer.



\$386

CHANDON

Youville Domaine Chandon is a winery
located in Napa Valley in the town of Youville.
Established in 1973 by
Maurice Chandon de Briasson and John Wright
and was the first French-owned sparkling wine
producer in Napa Valley.



\$45

CLOUDY BAY NEW ZEALAND

Cloud Bay is located in the Marlborough
region of New Zealand. The wines are praised
noted for its Sauvignon blanc wines, and have
played an important part over time in
establishing New Zealand and Marlborough's
reputation.



New Zealand

\$72



THE CELLAR

MIX & MATCH
ALL WINES*
**Extra
8% OFF**
Every 6 or 12 bottles
Purchase of 6 or 12 bottles
The more you buy, the more you save.



Weekend
**Exclusive
OFFER**

FINE & RARE
TASTING BAR

RED

WHITE

AUSTRALIA

RED

NEW WORLD

OLD WORLD

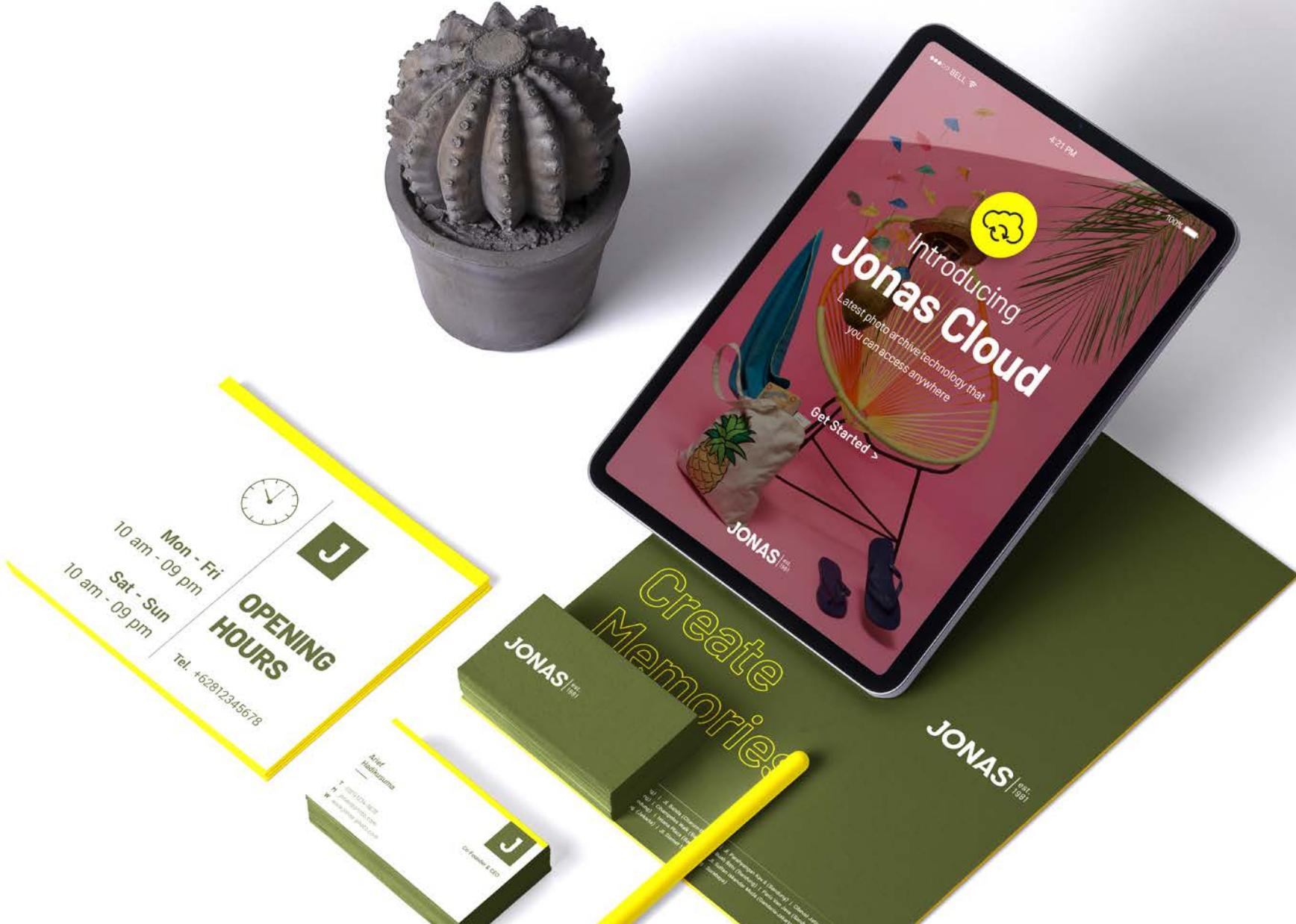
CLASSICS

NEW WORLD

CLASSICS

OLD WORLD

CLASSICS



JONAS

BRAND IDENTITY | BRAND COLLATERAL | SIGNAGE & WAYFINDING

onas brand transformation has successfully lifted up the brand image, while staying relevant to their target market. With friendly and approachable look and feel, the new brand expression works harmoniously with the new store concept.

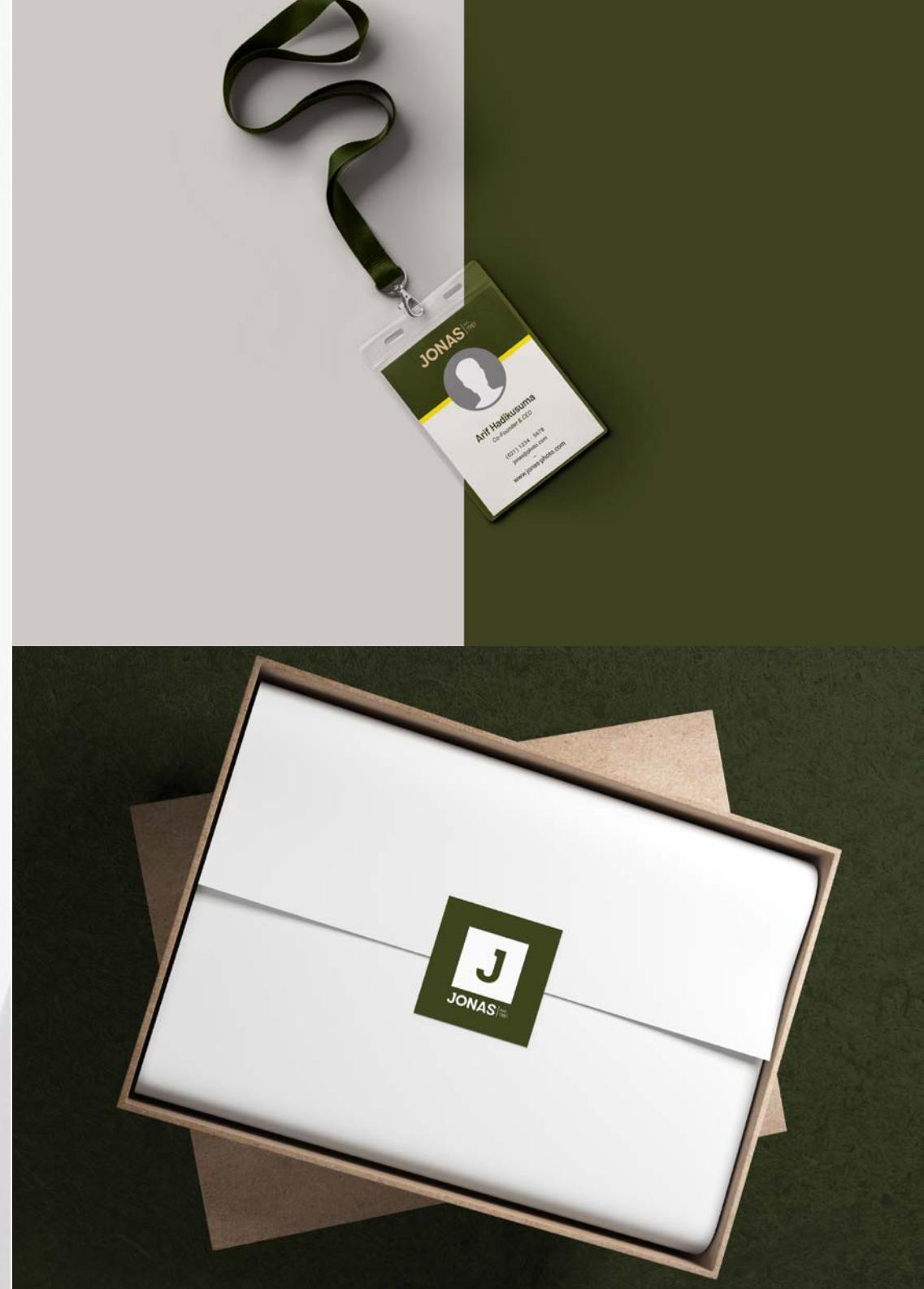
JONAS | est.
1981

J

JONAS | est.
1981

JONAS | est.
1981

JONAS | est.
1981



Lebih Rame, Lebih Murah!

Dapatkan promo menarik untuk mengabadikan momen berharga bersama teman-teman hanya dengan membayar 50 ribu rupiah per-orang.

Mulai dari
50K/Orang



JONAS | est.
1981

Foto
bareng
pacar,
GRATIS
frame couple



JONAS | est.
1981

Hanya
Rp 150.000
-

Buy 3
Items &
Print Your
Photo with a
**Special
Price**



JONAS | est.
1981

Decorate
Your
House
with
Us



JONAS | est.
1981



STORE POLICY

Payment

Pelunasan merupakan syarat order studio dan printing masuk ke proses produksi

Edit SO tidak dapat dilakukan setelah pelunasan

Studio Reservation

Pembayaran reservasi studio sebesar 5% di awal

Product Exchange

Sales return merchandise dapat dilakukan dengan syarat dan ketentuan yang berlaku paling lambat 3 hari sejak tanggal pembelian.

Order Collection

Pengambilan order paling lambat 30 hari setelah tanggal order selesai, selebihnya di luar tanggung jawab pihak Jonas

Festival Citylink
Jl. Peta No.241, Suka Asih,
Bojongloa Kaler, Suka Asih,
Bojongloa Kaler, Kota Bandung,
Jawa Barat 40232

09.00 - 22.00
p. (022)6128557
www.instagram.com/jonasphotoid

JONAS | est.
1981

J

JONAS | est.
1981

W. www.jonasphoto.id
IG. @jonasphotoid
P. +6281234567

Festival City Link (Bantargebang) | Jl. Bandar Cikarang-Bekasi | Jl. Parahyangan Kav. III (Bandung) |
Cibinong Jatinangor (Jawa Barat) Trans Studio Mall (Bandung) | Champs Elysees Walk (Bandung) |
Batu Bolong (Bandung) | Pacific Mall (Bandung) | Bandung Indah Plaza (Bandung) |
Intima Plaza (Bandung) | Jl. Suban Iskandar Mardiyah (Cirebon) Jalan Raya Puri Pakuan (Jatimera) |
Summarecon Mall Serpong (Tangerang) | Jl. Sharet 25 (Gembira 2 - Surabaya)



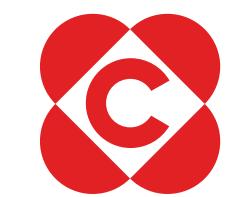
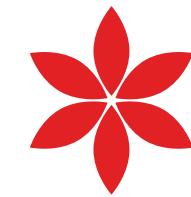
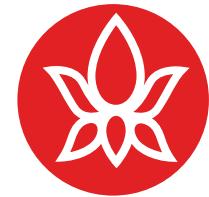
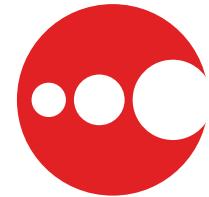
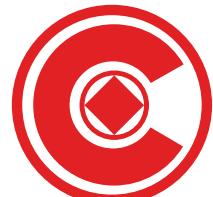
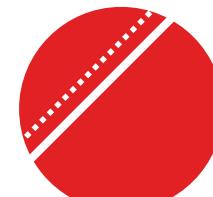
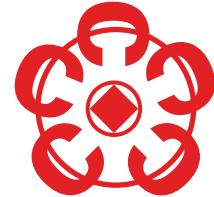
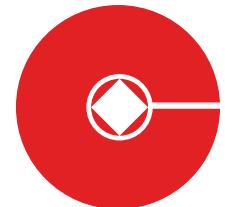
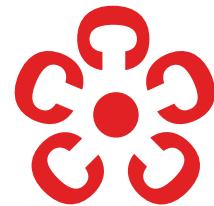


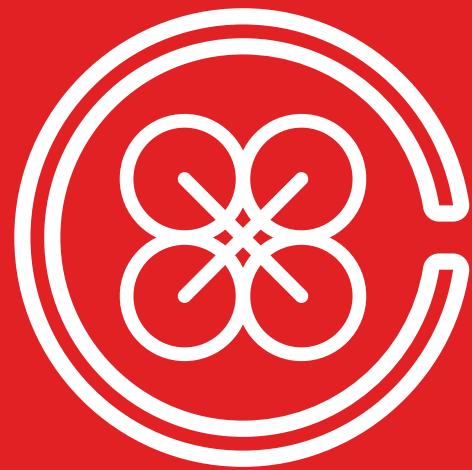


CANIFA

BRAND IDENTITY | BRAND COLLATERAL | BRAND GUIDELINE

New brand identity for Canifa was established to ensure the brand stays competitive in the fast-fashion market. A simple but bold approach was translated coherently across logo, visual guideline book, through to stationary design.





canifa



03.3 DEMOGRAPHIC ANALYSIS
Nan Chiau City/Selangor

Customer Characteristic

- Market Segment:** Individuals in the Market "if any decision that counts, I take other solutions for reference only."
- Demographic:** Dynamic "Use for the moment"
- Shopping Behavior:** Shopping strategy in higher economy, Consuming less but are buying the same brand.
- Attitudes/Personality:** Not easily persuaded (price promotions alone is not enough)
- Consumer Behavior:** Early Adopters—High adaptiveness allows for early hit
- Product:** Best experience products, best experience efficient products
- Quality of Visual Perception:** Low

03.3 CHARACTERISTIC OF TARGET CONSUMER
Other Asian Market

Country	GDP (USD)	Population	Median Age	Male (%)	Female (%)
Thailand	USD 406.8 Billion	65.3M (2016)	Median Age: 37 (2017)	46%	54%
Japan	USD 4939.4 Billion	128.8M (2016)	Median Age: 44 (2017)	49%	51%
Indonesia	USD 923.3 Billion	250.9M (2016)	Median Age: 28 (2017)	46%	54%

Thailand
USD 406.8 Billion
Population: 65.3M (2016)
Median Age: 37 (2017)
Characteristics:
- Progressive & open minded
- More independent & self-reliant
- More competitive over being one of many brands
- More inclined to buy local products
- Influenced by social media
- TV advertising is still viewed positively
- Online shopping is becoming more popular
- Online shopping is becoming more popular, especially for clothing and accessories

Japan
USD 4939.4 Billion
Population: 128.8M (2016)
Median Age: 44 (2017)
Characteristics:
- Progressive & open minded
- More independent & self-reliant
- More competitive over being one of many brands
- Influenced by social media
- TV advertising is still viewed positively
- Online shopping is becoming more popular
- Online shopping is becoming more popular, especially for clothing and accessories

Indonesia
USD 923.3 Billion
Population: 250.9M (2016)
Median Age: 28 (2017)
Characteristics:
- Progressive & open minded
- More independent & self-reliant
- More competitive over being one of many brands
- Influenced by social media
- TV advertising is still viewed positively
- Online shopping is becoming more popular
- Online shopping is becoming more popular, especially for clothing and accessories







HEINEMANN
PACKAGING & TICKETING

This tender for Heinemann Travel Retail was conducted specifically for the sweets and confectionary department. The brief requested for an engaging, interactive and eye-catching tender packaging for airport authority submission.



HEINEMANN



1

2

3

Cover top view

Story telling...

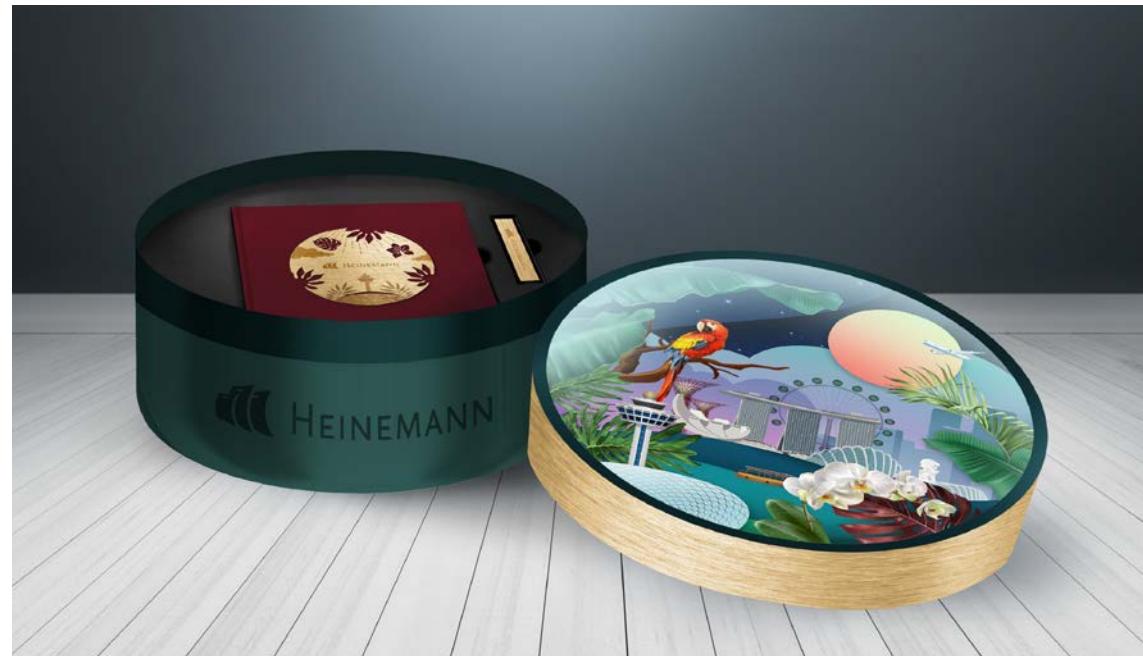
Our Proposal for Changi Airport

Our Proposal for Changi Airport

89.5%

Tenderer Profile

4.21



Our Proposal for Changi Airport

Our Proposal for Changi Airport

89.5%

Tenderer Profile

4.21

Our Proposal for Changi Airport

Our Proposal for Changi Airport

89.5%

Tenderer Profile

4.21



GROUND CONTROL

BRAND IDENTITY | BRAND COLLATERAL

Brand Identity and Collateral was created for Ground Control travel retail to suit their refreshed visual image.

ADAM SUMMERSVILLE

Founding Partner

M +61(0)440 282 890
E adam@groundcontrolglobal.com
A Street Level, 700 Collins Street,
Docklands VIC 3008

www.groundcontrolglobal.com



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WHY GROUND CONTROL?

Ground Control is a leading F&B advisory for Airports, Stadiums and Brands. Supported by a global team, the business is spearheaded by Adam Summerville and Kevin Zajax.

01 Over 50 years industry experience

02 Led businesses with over 300 F&B outlets across the Middle East, Asia, Australia and New Zealand.

03 Positively disrupted an industry, delivering game-changing dining experiences at renowned international airports (Dubai, Sydney, Changi Singapore, Auckland)

04 Successfully expanded brands & concepts internationally

05 Principal F&B consultants for internationally rated stadiums & stadium redevelopments

06 Over 40 global awards under their stewardship



—
ADAM SUMMERVILLE

An experienced executive with proven results over 30 years in hospitality, running my own restaurants and bars as well as holding senior positions with multi-national companies.

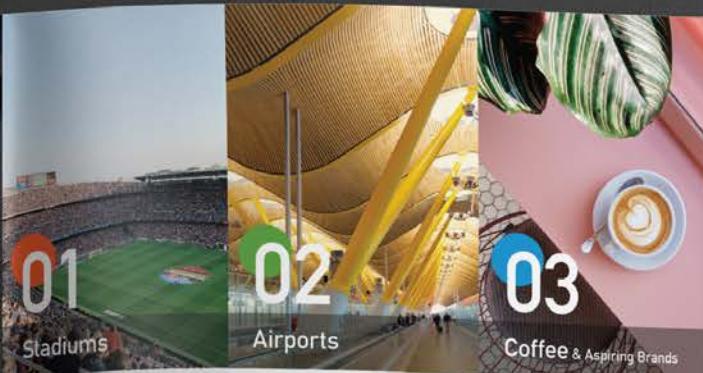
I have built successful businesses, including significant turn-arounds resulting in global recognition in the industry.



—
KEVIN ZAJAX

Dynamic, commercial executive with proven results over 25 years in the FMCG and F&B industries, across emerging and mature markets, in MNC's as well as start-ups.

I have successfully transformed single-brand domestic businesses to multi-brand international leaders, positively disrupting industries along the way.



Strategy & Consultation

- F&B Strategy Development
- Value Stream Assessment
- Brand and Partner Identification and Scouting

Master Planning, Tender Preparation & Execution

- Master Planning: New or Existing Precincts, Terminals or Stadiums
- Go-to-Market Execution - Expression of Interests, Tenders, Evaluation, Negotiation
- Concept Planning and Localisation

Brand Advisory

- Brand Growth Strategies | Routes to Market, Feasibility Assessment, Target Market Identifiability, Benchmarking
- Commercial Support: Franchise Agreements, Disclosure Documents, Development Agreements, License Agreements
- Expansion Preparation | Franchise Manuals and Operation Manuals

Optimised Store Sales

Tailored Time, Place & Occasion Offers

CX ↑ ROI ↑

Tried & Tested Tools for Growth

Proven Commercial Models



OUR CLIENTS



www.xfactordisplays.com



X-FACTOR

BRAND IDENTITY | BRAND COLLATERAL

Brand Identity and Collateral was created for x-factor to create a distinct brand image and impact full presentation.



We provide high performance design and delivery services where we lower CAPEX and OPEX whilst increasing the overall quality

23⁺

Countries We Work

60⁺

Designers

30⁺

Years in Business

x-factor are Asia Pacific's leading Display and Activations company.

We help global brands design and execute ongoing, high impact activations and displays across the Retail, Commerce and Exhibition sectors.

With an emphasis on speed to market, high quality, and scalability combined with a scientific approach to increasing customer engagement, x-factor are your preferred partner on your next activation.

OUR SERVICES END TO END SOLUTION



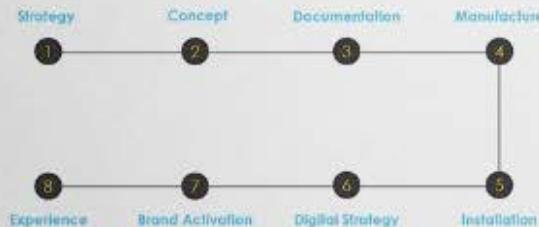
DESIGN



MANUFACTURE



INSTALL



TYPE OF DISPLAY

IN-STORE SOLUTIONS

PoS Displays
Fixtures
Shop-in-shop
Branded Displays (Walls & Gondolas)
Visual Merchandising Displays
Digital & Signage



SEMI-PERMANENT DISPLAYS

Kiosks
Column displays
Shop / Window Displays



TEMPORARY DISPLAYS

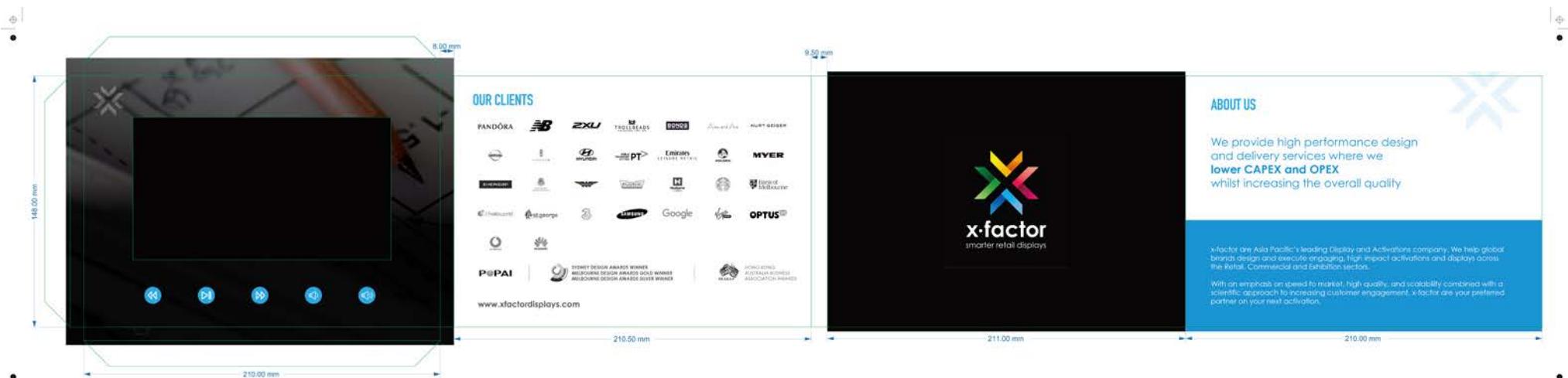
Pop-Ups
Exhibitions
Events





WE CREATE
SMARTER
RETAIL DISPLAYS







GREATER GROUP

VIDEO CREDITS

Attractive and unique video credits for greater group from the video design through to production.

ABOUT US

greater group is a multi-disciplinary, global retail design and build agency. We have been creating intelligent retail environments for over 30 years.

Our team work strategically with the world's leading brands to understand and respond to their unique business needs and objectives. Together we strive to ensure our design solutions execute the absolute desired results for the brand.

Combining our extensive expertise, we deliver high impact, high return stores and endeavour to provide clients with an attentive, well-rounded service throughout our journey together.

DESIGN

BUILD

ENGAGE

WE ARE A
GLOBAL MULTI-DISCIPLINED
RETAIL AGENCY



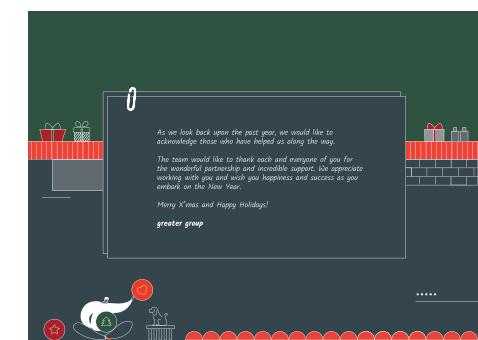
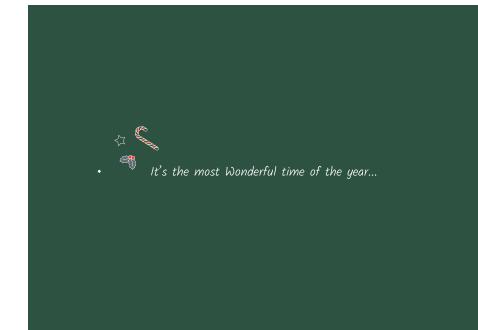
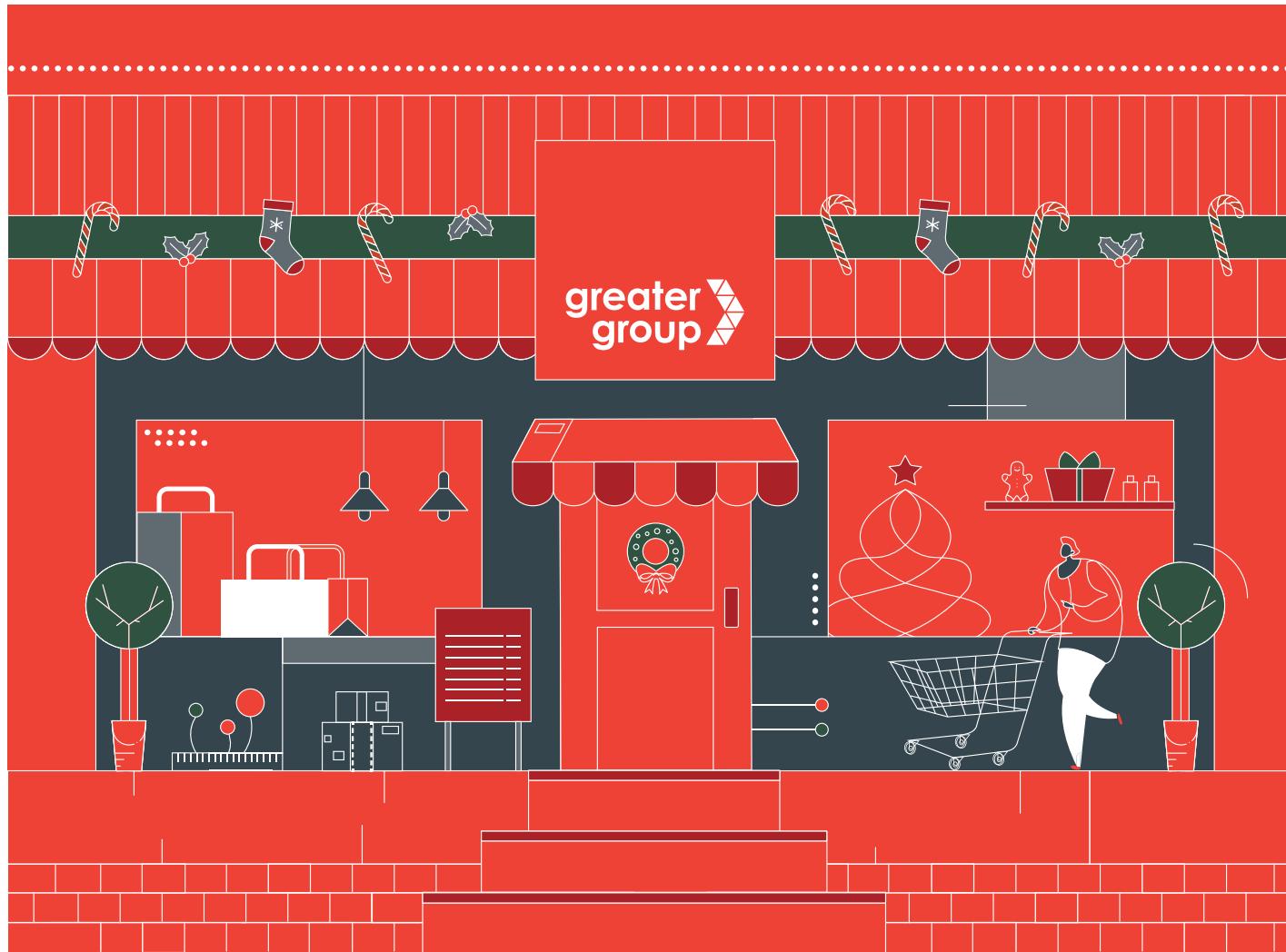




GREATER GROUP

BRAND COLLATERAL

Christmas Video Card was created for Greater Group from conception through to production.





EAT & EAT

BRAND IDENTITY | PACKAGING & TICKETING | ENVIRONMENTAL GRAPHIC

A new brand identity concept for Eat & Eat food court is proposed to attract the current millennial market, as well as existing market.



EAT
AND
EAT

eat
and
eat

EAT
AND
EAT



Eat
&
Eat

EAT
EAT





Printed Menu





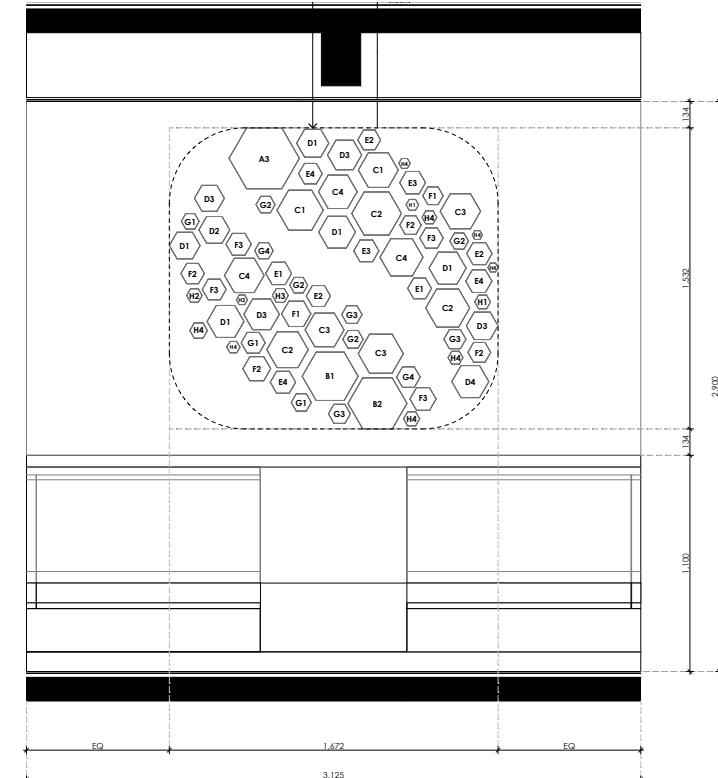
MAXX COFFEE

BRAND IDENTITY | ENVIRONMENTAL GRAPHIC | PACKAGING

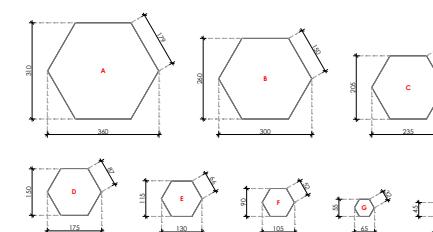
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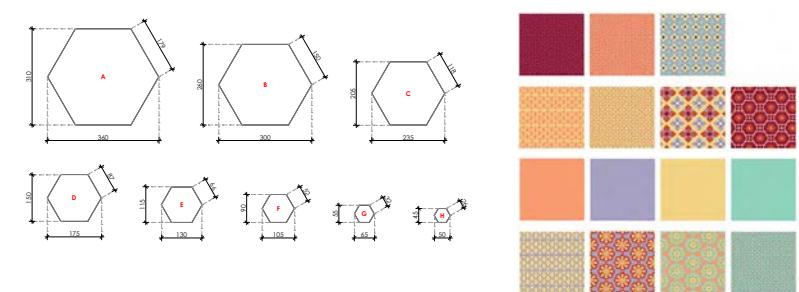
Art Elevation



Artwork Moduls

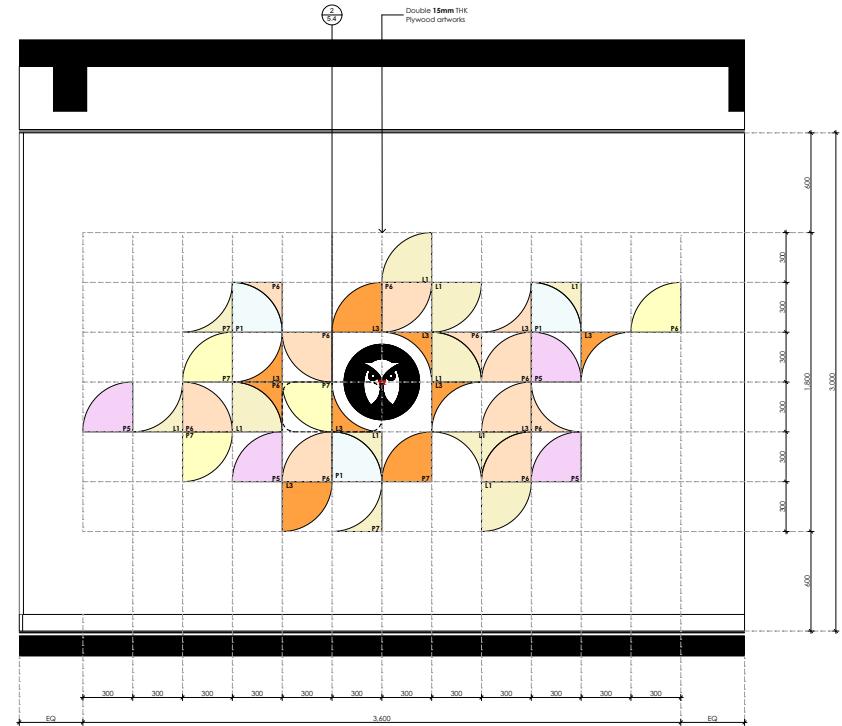


Material & Color Scheme

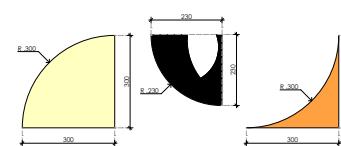




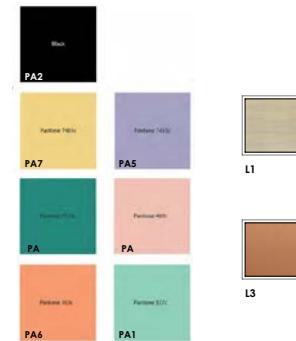
Art Elevation



Artwork Moduls



Material & Color Scheme



Printed Hoarding

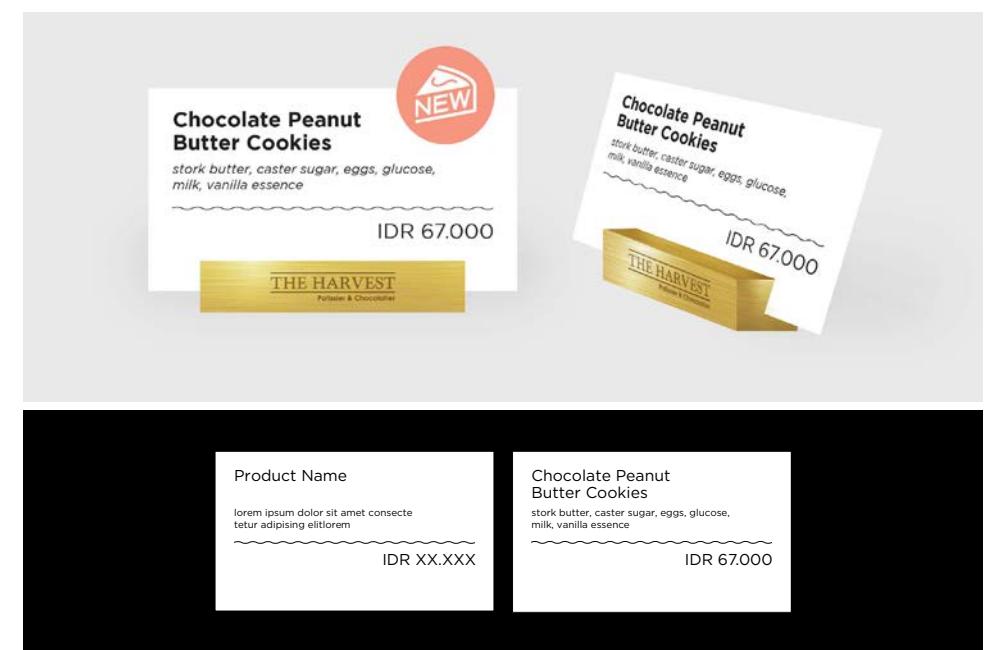




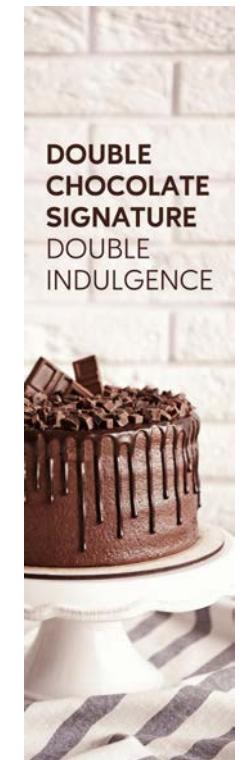
THE HARVEST

SIGNAGE & WAYFINDING | ENVIRONMENTAL GRAPHIC

New visual graphic suite, including environmental graphics, signage and ticketing, is introduced to complement the newly designed outlet.

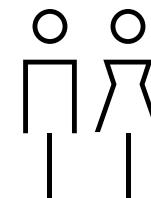


Printed Ticketing





COOKIES
HAMPERS
CHOCOLATE
JAM
GIFTS





MATAHARI

VISUAL MERCHANDISING | ENVIRONMENTAL GRAPHIC

With new Visual Merchandising strategy in place, Matahari is transforming their brand to keep up with their evolving target market as well as to increase their sales. A visual hierarchy and guideline are proposed for easy implementation across the department store.





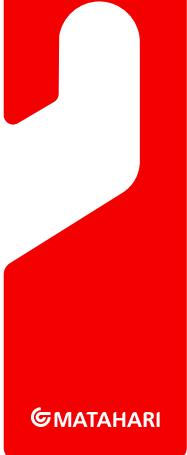


ESSENTIALS
100% COTTON
DRESS
Rp 99.900

N NEVADA

	Pria Men
	Wanita Ladies
	Remaja Youth
	Anak-Anak Children

	Sepatu Shoes
	Aksesoris Accessories
	Tas Handbags

50%
DISKON

MATAHARI

NEW ARRIVALS

MATAHARI

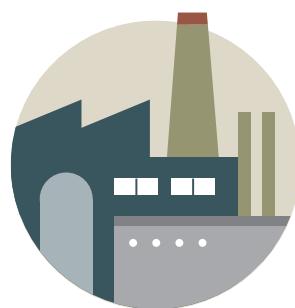
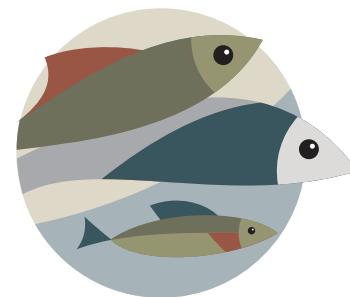
ESSENTIALS

MATAHARI

STANLEY ADAMS PANTS NORMAL Rp 179.200 SEKARANG Rp 119.900 <small>*Tipe dan ketentuan berlaku.</small> MATAHARI	WRANGLER STARTING FROM Rp 99.900 <small>*Tipe dan ketentuan berlaku.</small> MATAHARI
BALLIN PANTS NORMAL Rp 179.200 SEKARANG Rp 120.900 <small>*Tipe dan ketentuan berlaku.</small> MATAHARI	DENIM STARTING FROM Rp 450.900 <small>*Tipe dan ketentuan berlaku.</small> MATAHARI
STANLEY ADAMS PANTS NORMAL Rp 179.200 SEKARANG Rp 119.900 <small>*Tipe dan ketentuan berlaku.</small> MATAHARI	

BELI 3 GRATIS 2 <small>*Tipe dan ketentuan berlaku.</small> MATAHARI	BELI 1 DISKON 30% <small>*Tipe dan ketentuan berlaku.</small> MATAHARI
BELI 2 GRATIS 1* <small>*Tipe dan ketentuan berlaku.</small> MATAHARI	BELI 2 DISKON 50% <small>*Tipe dan ketentuan berlaku.</small> MATAHARI





AGL AUSTRALIA

BRAND IDENTITY | ENVIRONMENTAL GRAPHIC | PACKAGING

Design a AGL brand guideline as well as the informational environmental graphic design panel to be placed in Hastings Australia.

Printed Board





Printed Board



KITCHEN COLLECTIVE

BRAND IDENTITY | GRAPHIC ELEMENT

Revamping Kitchen Collective branding, graphic element, and corporate stationery to match their customer profile.





04.10.2018

Ronny Reader

CEO, Company Name
123 Address St
Anytown, ST 12345

Dear Ms. Reader,

Loreum ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercit ation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Sincerely,

Your Name

123 YOUR STREET, YOUR CITY, ST, 12345 - 123.456.7890 - EMAIL@EXAMPLE.COM - EXAMPLE.COM

Thank You

hello@engineroomglobal.com
www.engineroomglobal.com

