

# Portfolio 2020

tom  
studi

**2020**

Generasi Electronic  
Pintu

Brownfox Studio

**2019**

Adam's

Museum Macan

Talent Cap

Herbamojo

KAI

**2018**

Herbana

LET Coffee and Eatery

# Generasi Electronic

DATE COMPLETED

**Dec 2020**

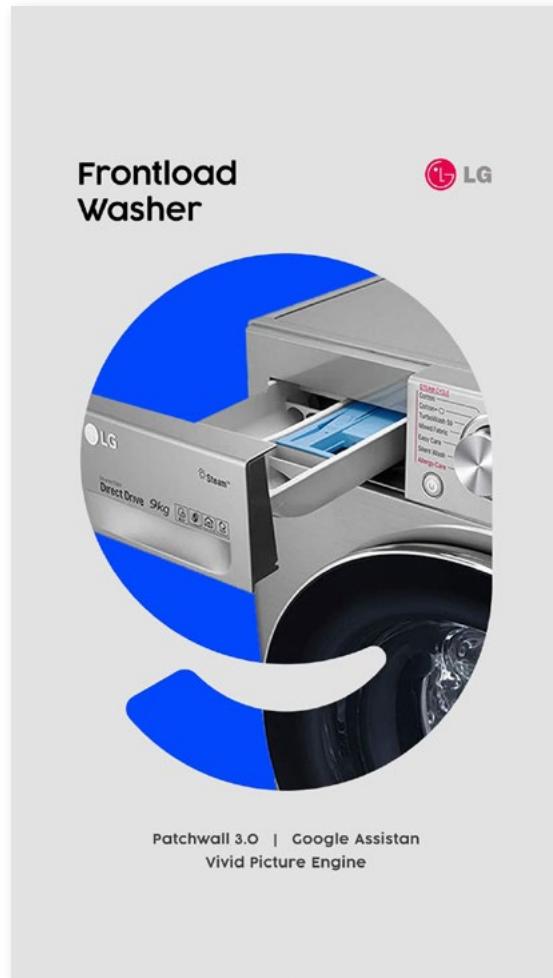
SERVICE

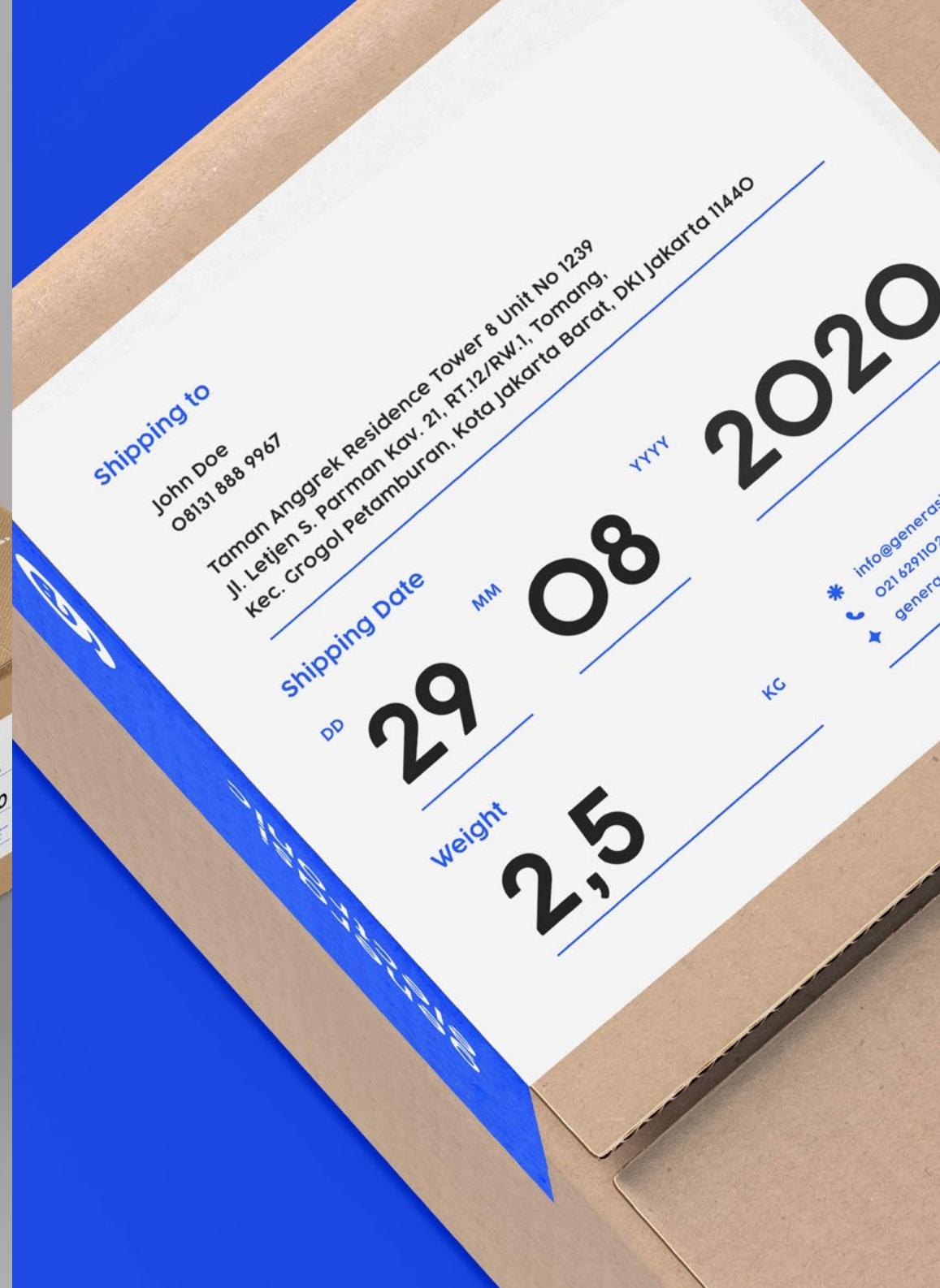
**Brand Identity**

Generasi Electronic is a new online entity that aims to create a new experience with the best price for customer in acquiring electronic products from a small TV remote to a massive refrigerator. We equipped Generasi Electronic a new brand identity that utilize progressive nad bold design elements to further emphasize is strong proffesionalism and character.









generasi  
electronic

Jane Kusurah  
Managing Director  
+62 813 5380 2128

Ruko Gloriet Plaza Blok B No. 7  
Jakarta Barat, 11100  
021 5281532 | 021 6297094  
info@generasielectronic.com

Kepada Yth,  
Mr. John Smith

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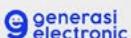
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Best Regards,



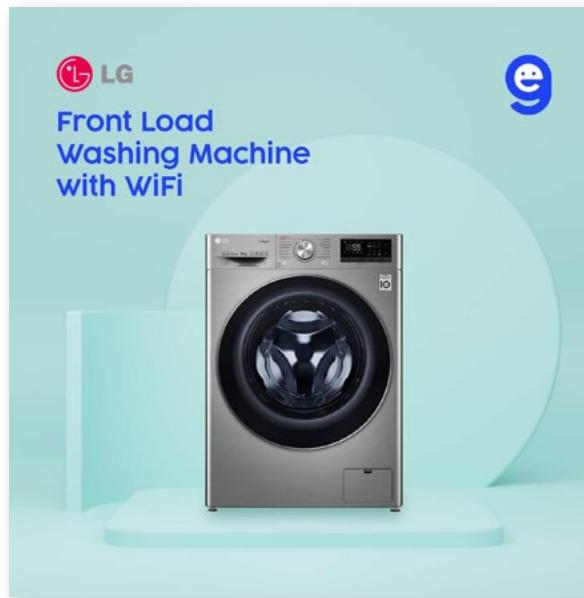
Mrs. Jane Doe



Ruko Gladik Plaza Blok B No. 7  
Pinggiran, Kec. Temon Sari,  
Jakarta Barat, 11510

T : 021 639002 / 021 6397084  
E : info@generasielectronic.com  
W : generasielectronic.com

# Everything You Need to Know About Ovens



# Pintu

DATE COMPLETED

March 2020

SERVICE

Brand Identity

Pintu is a digital platform that aims to make cryptocurrency easier to be accepted and digested by people. Thus, enabling anyone to send money anywhere around the world, akin to a 'Pintu Kemana Saja' (The Anywhere Door).

Pintu's visual identity is formed on the premise of pintu as a portal or a gate that promises a thrilling adventure to a whole new realm. This idea is stylistically distinctive within the industry while functioning well as a smart visual analogy for the progressive nature of the brand, as well as the transition to a new and fresh fin-tech approach.







pintu

Brand Voice

Futuristic  
Trustworthy  
Welcoming  
Exciting



Logo Color

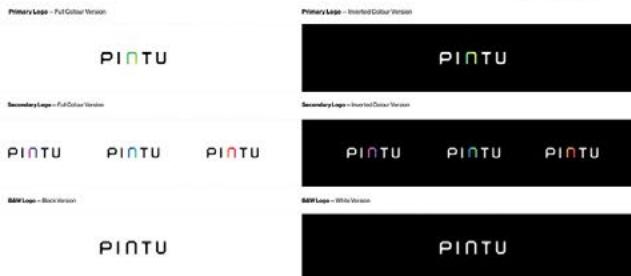
PINTU

The Logo uses fresh neon greens and bold yellow gradient, which is stylistically distinctive within the industry while functioning well as a smart visual analogy for the progressive nature of the brand, as well as the transition to a new and fresh fin-tech approach.

Logo Graphic Style

PINTU

The typography is custom designed to complement the portal. Its clean and well-balanced anatomy has the geometrical precision of the Portal. The straight lines & curves are reflected in our vector-based illustrations.



Gradient Highlight



Pintu's iconic gradient can be applied across various media that makes it unmistakably Pintu. As a border for Pintu's mobile application, website, or even as simple as a phone wallpaper.

Guide for Creating Portal Graphic Elements

1

Portal has to be rounded and relatively thick.



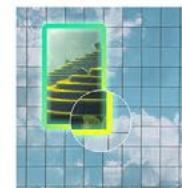
2

Cut the Portal to half if it is on the ground.



3

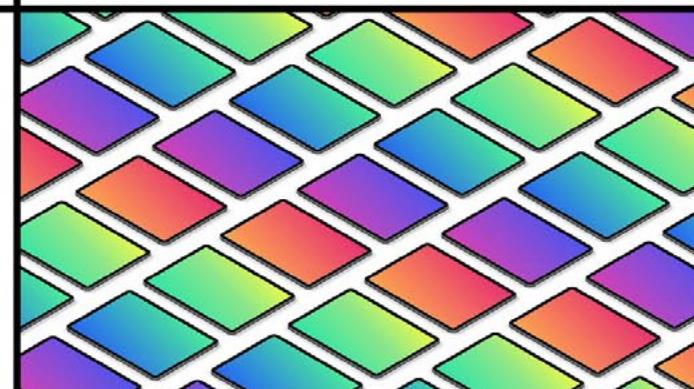
Cover the bottom if the Portal is above ground.



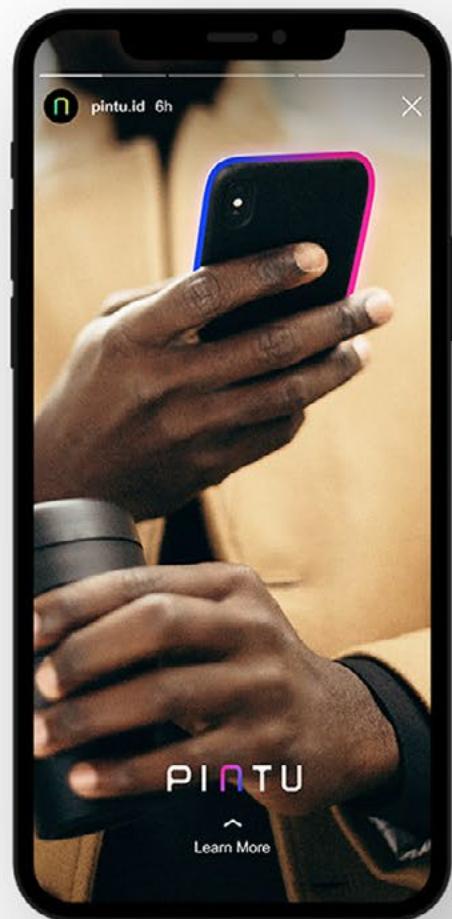
Colour Inspiration



The colour palette took its inspiration from Indonesian Rupiah banknotes, to reflect the financial aspect of the brand and to pay tribute to the country. The colour was then combined to form these 4 vibrant gradients.







# Brownfox Studio

DATE COMPLETED

**February 2020**

SERVICE

**Website Development**

As an ever-growing studio, Brownfox Studio updated its looks to reflect its new season and direction. We worked together to crafter their new company website that can deliver their vision. The result is a minimalist and clean website with bold typography that is further enhanced with a strong interactive animation.



● ○ ■ ⟲ ⟳ 🔍

brownfoxstudio.com

PROJECTS +INFO-

# Brownfox Studio

## WHO WE ARE ↴

At Brownfox Studio, we are all about creating design with personalities, bringing together a creative team of illustrators, photographers, writers, stylists, interior designers and architects. With the same passion for unleashing the soul and potential of your brand.

## SERVICES ↴

Our services comprise everything from consultancy to execution of branding, publications, digital media, environment design and packaging that are timeless, aesthetic, and most importantly accessible.



IG BE

✉ INFO@BROWNFOXSTUDIO.COM

**Brownfox Studio**

Monokuro  
Branding — 2020

Bento meals meet tapas dishes at Japanese fusion restaurant, Monokuro. We complemented Monokuro's contemporary culinary concept by removing clichéd, Japanese typography off the table, serving instead stylish organic illustrations inspired by nature's fluid contours. The tactility of the paper finish we utilized for restaurant collateral emulates the attention to detail exhibited by Japanese stationery.

X

OPENING HOURS  
08:00 - 23:00

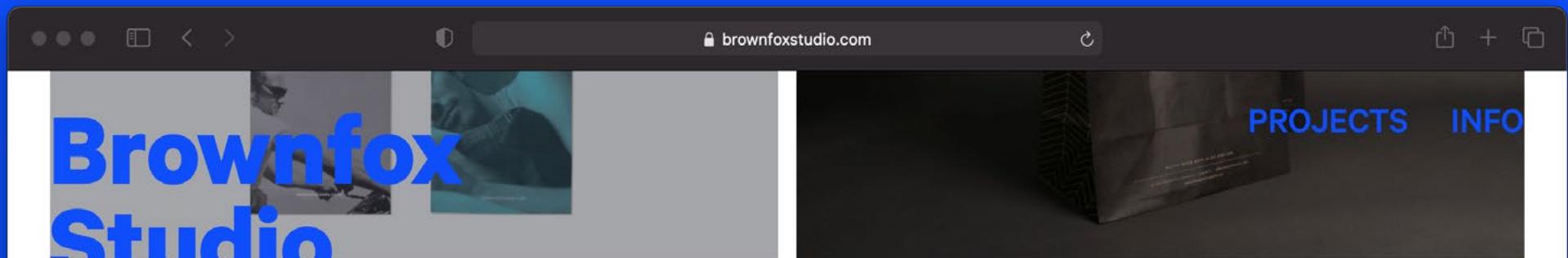
MONOKURO

+62 813 8289 6565

RUKO GOLDEN 8 BLOK H, NO. 31  
GADING SERPONG, TANGERANG

IG BE

Share  
Facebook, Pinterest, Tumblr,  
Mail this project to a friend.

A screenshot of a website in a browser window. The address bar shows 'brownfoxstudio.com'. The main content area features the 'Brownfox Studio' logo in large blue letters, with 'Branding — Morrissey' below it. To the right, there's a dark image of a product box with 'PROJECTS' and 'INFO' buttons above it.

The cover of 'DestinAsian' magazine from 2015. It features a woman in a white dress standing on a boat, looking at a sailboat in the background. The title 'DestinAsian' is at the top, and '2015 Readers' Choice Awards' is mentioned on the left.

A branding design for 'OLIVIER'. It features a close-up profile of a woman's face on the left and a large, textured graphic of what looks like raw fish or leaves on the right. The text 'Fine Establishment' is above 'OLIVIER', and the website 'WWW.OLIVIERJKT.COM' is at the bottom.

**Brownfox Studio**  
Branding — Morrissey

**Branding — The Immigrant Dining Room**

**Editorial Design — Destinasian 82**

**Branding — OLIVIER**  [INFO@BROWNFOXSTUDIO.COM](mailto:INFO@BROWNFOXSTUDIO.COM)

# Adam's

DATE COMPLETED

**May 2019**

SERVICE

**Brand Identity**

Adam's is a brand that develops product towards men's most uncomfortable issues - one of it is targeting for those who are experiencing hair loss. The brand was crafted through careful usage and placement of simple and clean graphics, a bold layout and that communicates its message clearly, creating a sophisticated look with a single purpose to build trust.



A'

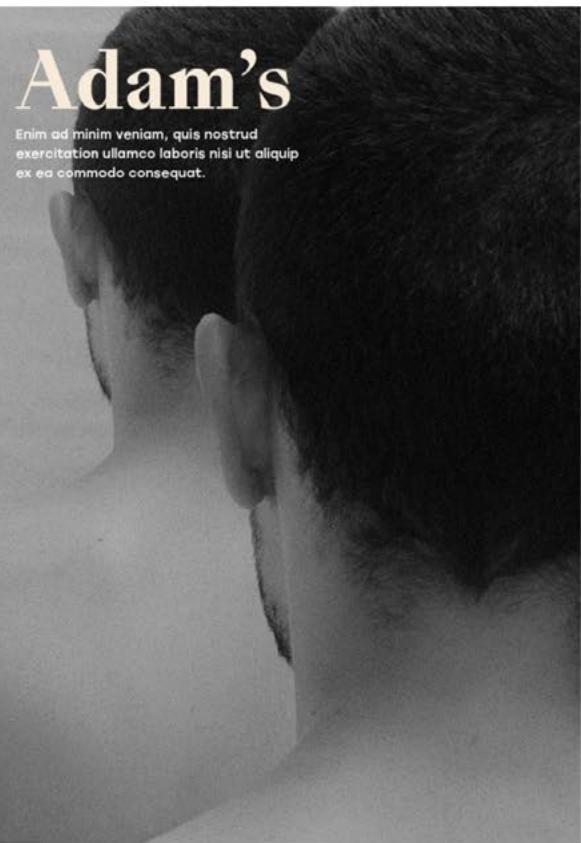
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# Adam's

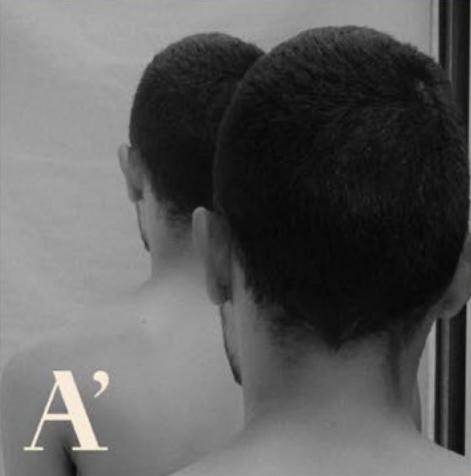
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# A'



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# Adam's



A'

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A'

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# Museum Macan

LAST UPDATED

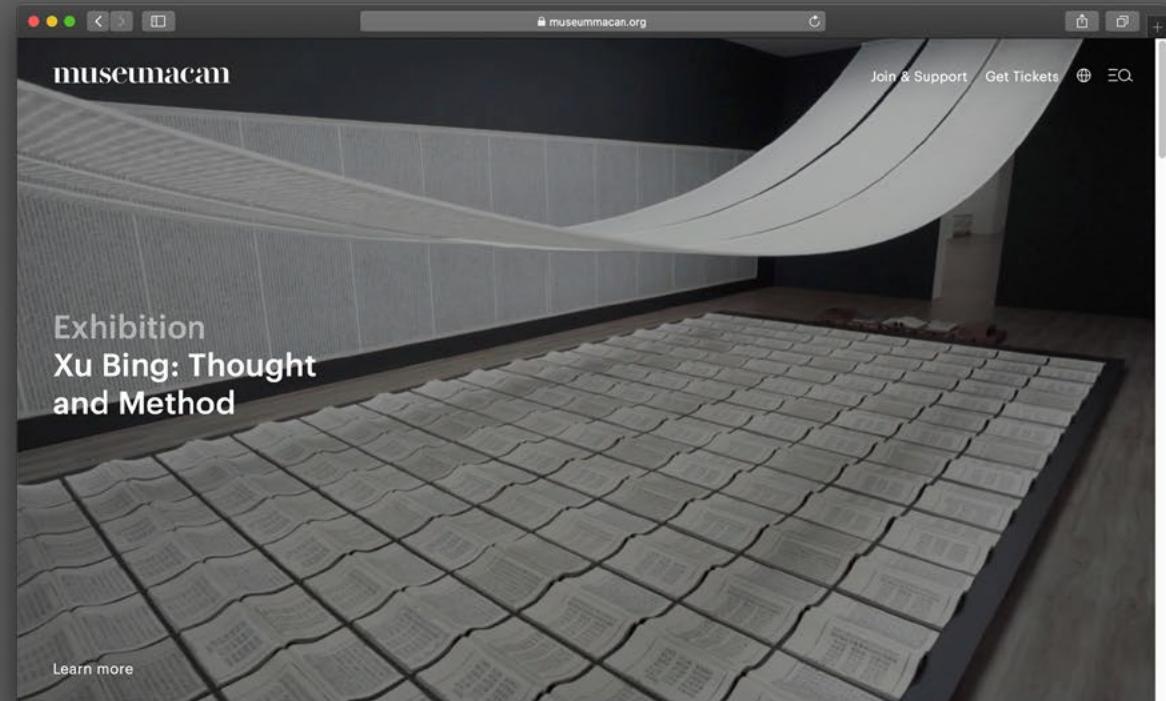
September 2019

SERVICE

UX Design,  
Website Development

As one of the world's greatest place, its worldwide traction requires a better online portal that delivers what the museum stands for. We work directly with the Design Team in Museum MACAN, to deliver a great User Experience and Website Functionality. While also developing internal online tools that helps the Museum the day-to-day communication.

The website has been continuously maintained and updated to incorporate new content and features.



museummacan.org

Join & Support Get Tickets + EQ



## Learning Through Art

Education is central to Museum MACAN's vision and ethos. We offer a variety of programs that cater to the different needs of our visitors, these programs relate to the art on view and change regularly. We are committed to making art accessible to the wider public, especially children.

[Learn More](#)

museummacan.org

Join & Support Get Tickets + EQ

## Filter Exhibition & Events

Search by keyword

By Time

Tomorrow

This Weekend

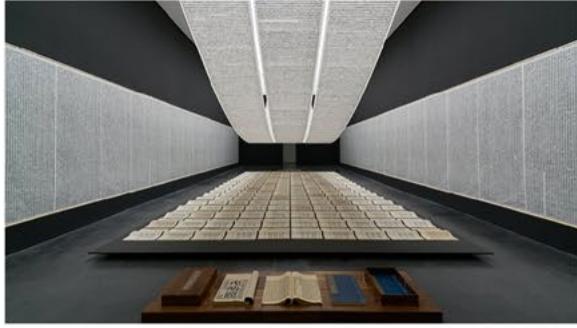
Next Week

December 2019

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
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| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 |    |    |    |    |

+ By Type

### EXHIBITION



Xu Bing: Thought and Method

31 August 2019 — 12 January 2020

### TALK



APIK

EXHIBITION-MAKING AND EDUCATION: STORIES FROM NEW DELHI AND BERLIN

Cerdas dan terbuka untuk dunia

Bekerja sama dengan museummacan

Exhibition-Making and Education: Stories from New Delhi and Berlin

Thursday 12 December 2019 16.30 - 18.30

### OTHERS



#MACANTurnsTwo

Malam di MACAN

### MACAN SOCIETY-ONLY



museummacan.org

Join & Support Get Tickets + EQ

## Support Us

### MACAN Society Membership



**See, Learn and Discover Together.** Join MACAN Society to meet friends and experience a world of modern and contemporary art, with benefits and savings available only to Members. Get first access to our programs and behind the scenes opportunities, discounts and exclusive invitations. Subscribe yourself, your family or send it as a gift to another art lover. Sign up today to begin your subscription.

Individual 300,000 IDR / year

Student 180,000 IDR / year

Family 750,000 IDR / year

# Talent Cap



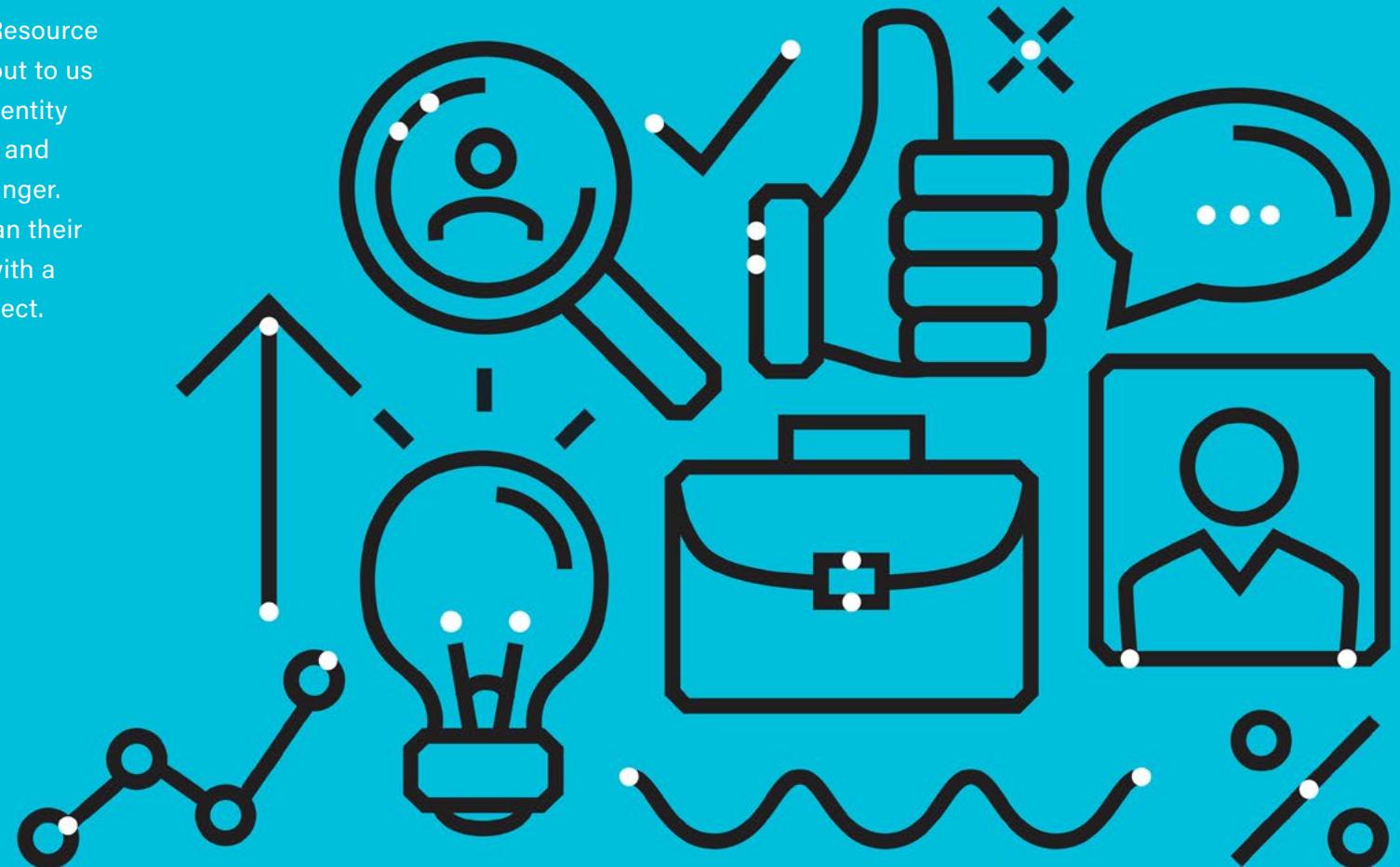
DATE COMPLETED

March 2019

SERVICE

**Branding,**  
Website Development

Talent Cap is a Malaysian Based Human Resource Company founded in 2011. They reached out to us in 2018, to assist them in crafting a new identity that better reflects their company's vision and mission as company that seeks game-changer. The result was a brand that is different than their competitors, by creating a playful visual with a tone of voice that invites the reader to reflect.



# Open Source Leadership

Rewriting the Rules of Management



talentcap

talentcap.com.my

Us in a Nutshell Happy Stories Call Us

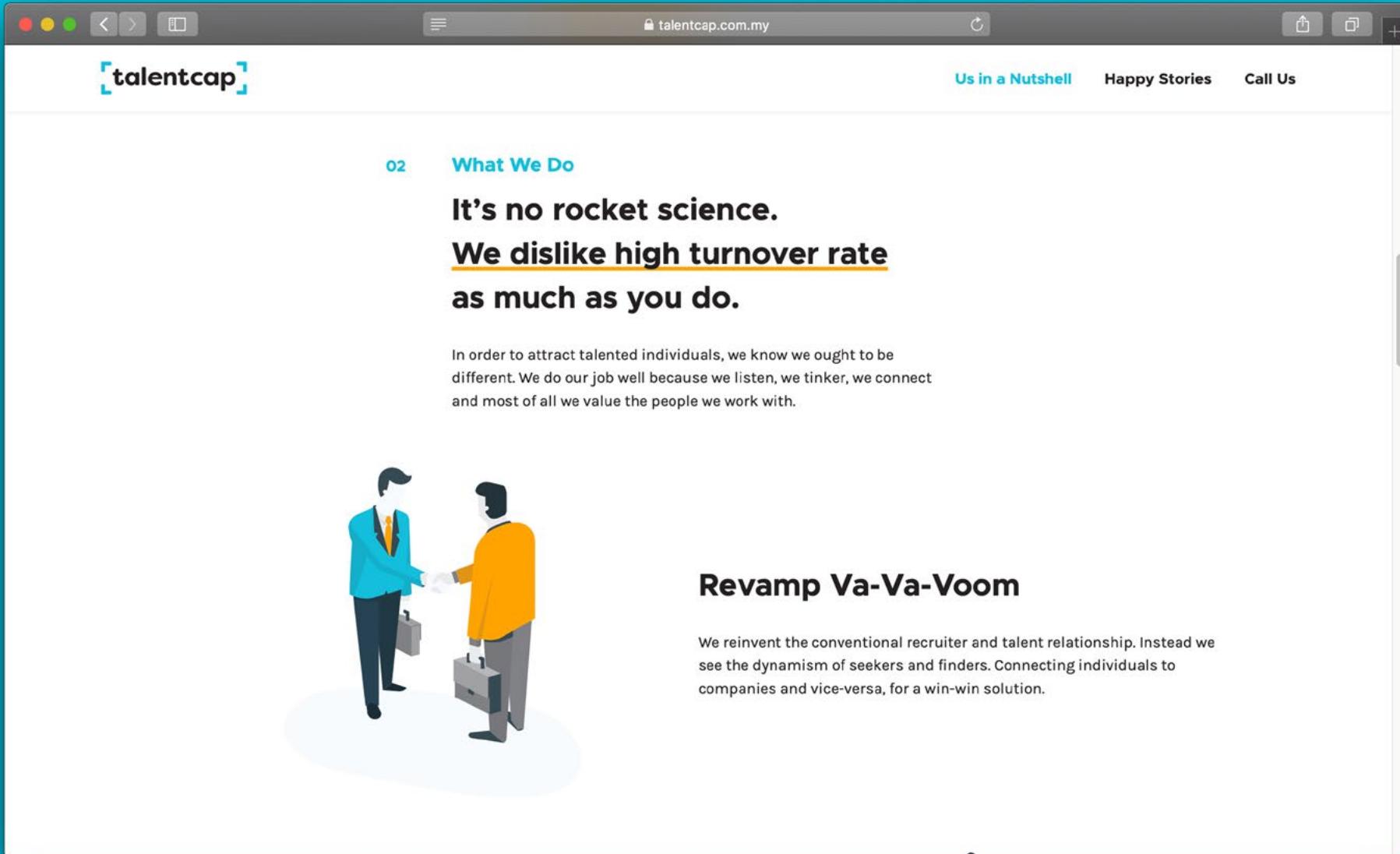
## People leave their job because they feel stuck in their current role

We help you find out your strong points and help you prepare for the next stage of your career, even if it's world-domination you have in mind. You have to start somewhere, and we're here to pinpoint where you can be off next in your career path.



• • • •

A screenshot of a web browser displaying the homepage of talentcap.com.my. The page has a teal background. At the top left is the talentcap logo. At the top right are three navigation links: "Us in a Nutshell", "Happy Stories", and "Call Us". Below the header is a large, stylized illustration of an open book with orange highlights. A glowing lightbulb is positioned above the center of the book, surrounded by dashed lines and small circles, symbolizing ideas and innovation. To the left of the book, the text "An Open Book" is displayed in bold black font. Below this, a paragraph of text reads: "We encourage criticism and receive them like a badge of honour. We know it's a way to put our best foot forward at every chance we got." At the bottom center of the page, there is a horizontal ellipsis consisting of five small dots.

A screenshot of a web browser displaying the [talentcap.com.my](http://talentcap.com.my) website. The page has a white header with a dark grey navigation bar. The header includes the **talentcap** logo, a search icon, and links for "Us in a Nutshell", "Happy Stories", and "Call Us". Below the header, the main content area has a light grey background. A section titled "02 What We Do" is visible. The main headline reads "It's no rocket science." followed by a sub-headline "We dislike high turnover rate as much as you do." Below this, a paragraph explains their approach to attracting talented individuals. To the left of the text, there is an illustration of two stylized business figures, one in a blue suit and one in an orange shirt, shaking hands over a white circular graphic. To the right of the text, there is a section titled "Revamp Va-Va-Voom" with a descriptive paragraph.

**talentcap**

Us in a Nutshell Happy Stories Call Us

02 What We Do

**It's no rocket science.**

**We dislike high turnover rate**

**as much as you do.**

In order to attract talented individuals, we know we ought to be different. We do our job well because we listen, we tinker, we connect and most of all we value the people we work with.



**Revamp Va-Va-Voom**

We reinvent the conventional recruiter and talent relationship. Instead we see the dynamism of seekers and finders. Connecting individuals to companies and vice-versa, for a win-win solution.

# Herbamojo

DATE COMPLETED

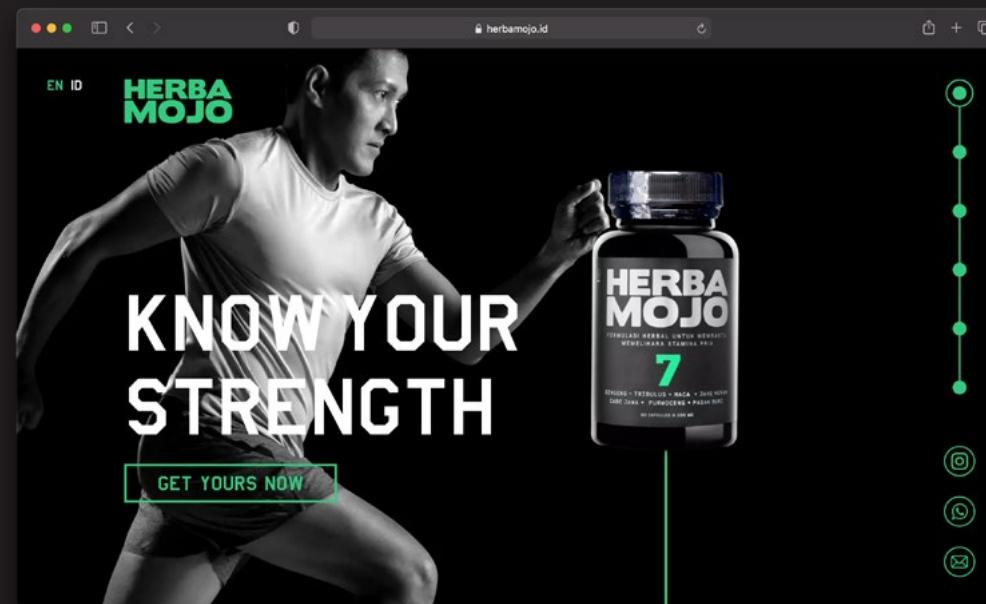
**September 2018**

SERVICE

**Website Development**

Following the success of Herbana, the team behind it launch a new line of product called "Herbamojo" that is specifically targetted for Men's health and performance. We collaborated with MALT studio to execute a website that can bring forth their vision and character.

The website has been continuously maintained and updated to incorporate new content and features.



EN ID

# ABOUT

# HERBA MOJO

HERBAMOJO is a high quality herbal formula to support male stamina. HERBAMOJO contains 7 key herbal ingredients that works optimally to help improve energy, immunity and performance.

 100% NATURAL  
 BPOM APPROVED  
 HALAL  
 HIGH QUALITY EXTRACTS  
 EXPERTLY RESEARCHED  
 QUADRA EXTRACTION SYSTEM



herbamojo.id

FORMULASI HERBAL UNTUK MEMBANTU MEMELIHARA STAMINA PRIA

7

GINSENG + TRIBULUS + MACA + JAHE MERAH  
CABE JAWA + PURWOCENG + PASAK BUMI

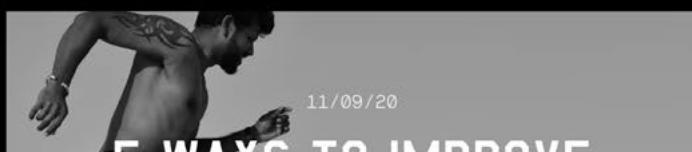
60 CAPSULES • 500 MG

SHOP



# JOURNAL

HERBA  
MOJO



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●

□

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herbamojo.id



EN ID

# PACKAGING AUTHENTICATION

**HERBA  
MOJO**



HOLOGRAM SEAL

CONTAINS  
JAMU LOGO



METALLIC COLOR ON THE  
HERBAMOJO LOGO

**HERBA  
MOJO**

FORMULASI HERBAL UNTUK MEMBANTU  
MEMELIHARA STAMINA PRIA

7

GINSENG + TRIBULUS + MACA + JAHE MERAH  
CABE JAWA + PURWOCENG + PASAK BUMI

60 CAPSULES @ 500 MG

CLEAR AND CONCISE  
LABEL DESIGN





EN ID

[BACK TO JOURNAL](#)

HERBA  
MOJO

11/09/20

PREVIOUS  
JOURNAL

NEXT  
JOURNAL

# 5 WAYS TO IMPROVE BLOOD CIRCULATION

As one of the most important functions in the body, blood circulation is highly crucial to transport oxygen to the entire body organs. Not having enough oxygen in your body may cause fatigue, to even other chronic illnesses. Therefore, it is recommended to implement healthy habits so your blood circulation can run

# KAI

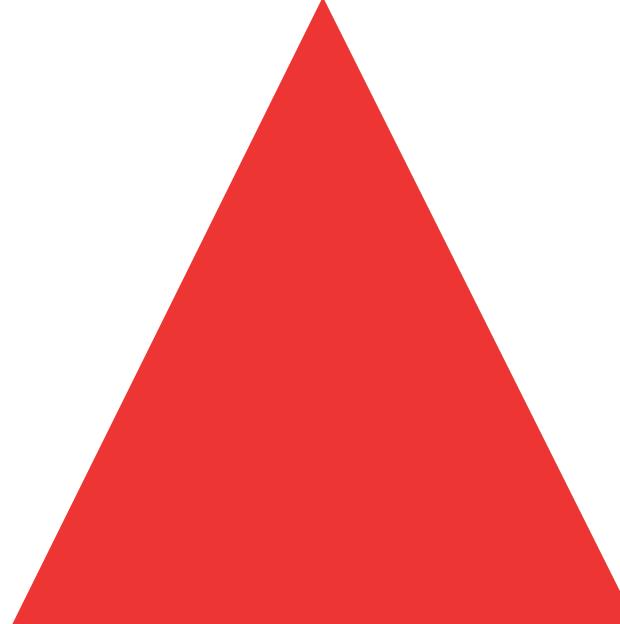
DATE COMPLETED

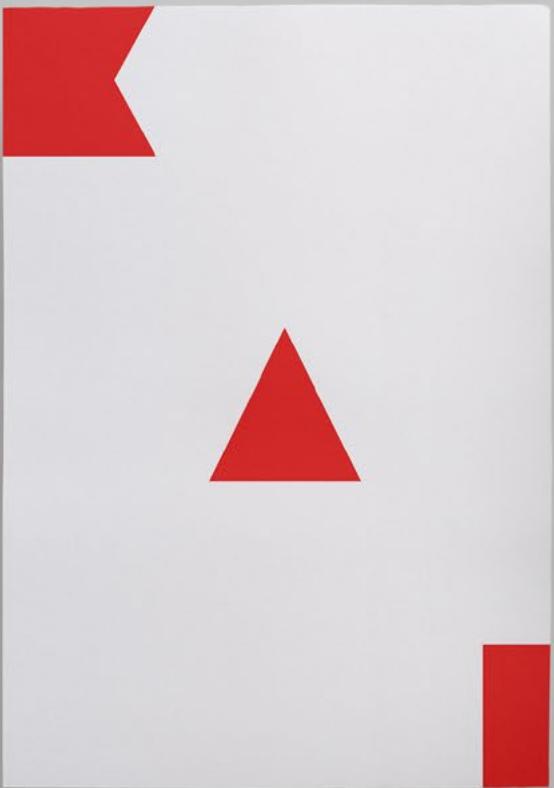
**September 2018**

SERVICE

**Brand Identity**

KAI was formed from Anomali Coffee to hold the ever growing food and beverages services of Anomali Coffee, such as Coffee Equipment Supplies, Green Beans Trading and Coffee Training. We created a brand that embodies its Indonesian roots while emphasising on its vision to bring an additional edge and modernisation to the Indonesian Coffee Industry.







# Herbana

LAST UPDATED

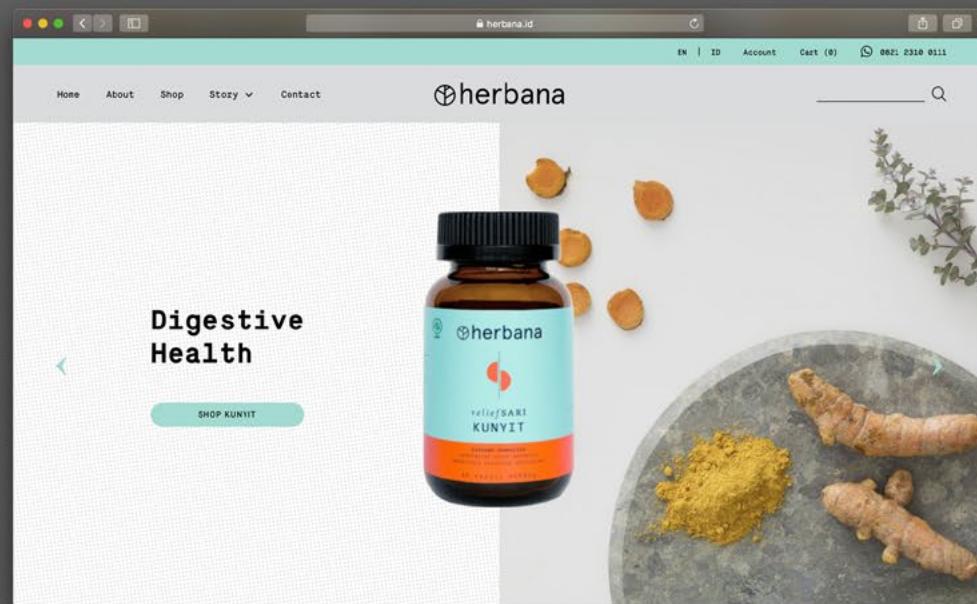
July 2018

SERVICE

**UX Design,  
Website Development**

In 2016, the newly established company seek to create a website that is capable to represent their company's story. We collaborated with MALT studio in creating a an end-to-end bespoke e-commerce website aimed not only functionality but also visual experience.

The website has been continuously maintained and updated to incorporate new content and features.





herbana.id

EN | ID Account Cart (0) 0821 2310 0111

Home About Shop Story Contact

# herbana

BPOM 100% Halal

Approved Natural MUI



Locally Sourced

All of Herbana products are sourced and processed in Indonesia.  
We work closely with local farmers, so we can monitor and control

herbana.id

EN | ID Account Cart (0) 0821 2310 0111

Home About Shop Story Contact

herbana

reliefSARI

Pasak Bumi

IDR 248.000

Taken from the root of the plant, our Pasak Bumi extract works to maintain male sexual health. Pasak Bumi serves as a natural aphrodisiac for men by increasing testosterone levels. It is good for maintaining sustained energy, improving blood circulation and for immune support. Traditionally, this herb has also been used to treat malaria and hypertension.

Each bottle contains 60 capsules.

QUANTITY — 1 ADD TO CART

GOOD FOR

HOW TO USE

INGREDIENTS

# LET Coffee and Eatery

DATE COMPLETED

**January 2017**

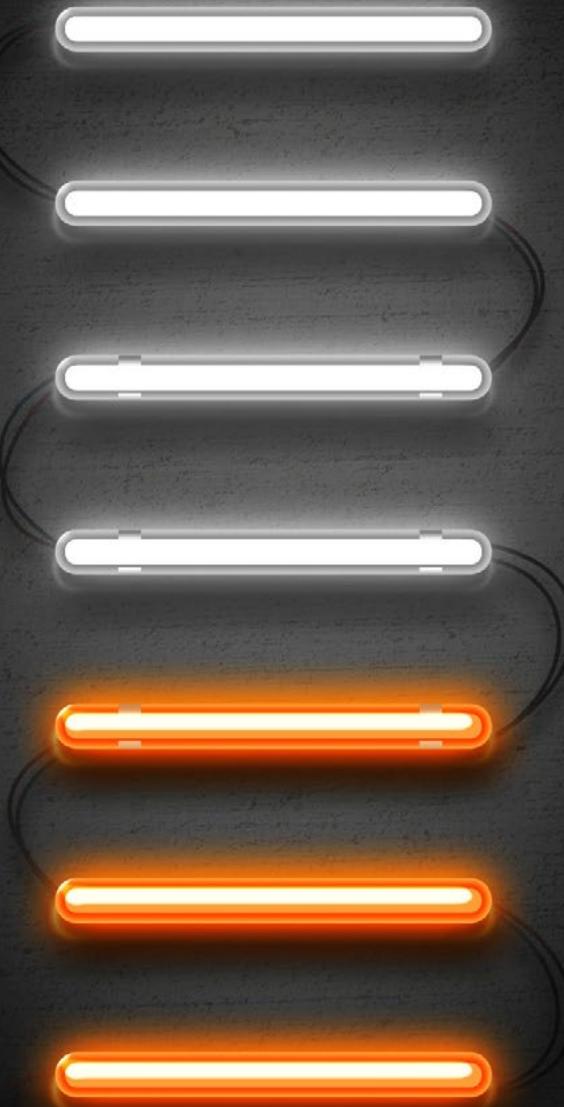
SERVICE

**Brand Identity**

The coffeeshop LET, is a small coffeeshop established in 2017. The name LET is derived from 'Lima Enam Tujuh' an Indonesian word for 'Five Six Seven'. The whole design revolve around the meaning of LET while adding a contemporary twist to it.



The logo consists of four vertical white bars of equal height positioned to the left of the letters 'LET'. The letters 'LET' are rendered in a bold, orange, sans-serif font. The 'L' is a standard 'L' shape, the 'E' is a tall, narrow rectangle, and the 'T' is a shorter, wider rectangle.



||||LET

||||LET

||||LET

LET COFFEE  
& EATERY

Mon-Sat  
07.00-20.00  
Sun  
10.00-20.00  
Jl. Letjen S. Parman  
(022) 388 85 567  
@letcoffee

# Thank You

[hendhy@tomostudio.id](mailto:hendhy@tomostudio.id)

tom  
studi○○