




R • S • O



*The intuitive mind is a sacred gift  
and the rational mind is a faithful servant.*

*We have created a society that honors the  
servant and has forgotten the gift.*

ALBERT EINSTEIN



*introduction*

New creative ideas and concepts are needed to have an effective basis for building the character of a brand.

In fashioning a brand, we firmly believe that a blend of flavors manifested through the mind and soul is essential in inspiring a sense of wise contentment. Individuals are built on an amalgamation of 'senses' which in turn regulates the movement and motion of our thoughts. This exploration of sense is in essence a way to disclose the truth.

# ELOQUENTLY IGNITES YOUR BRAND'S SOUL

We are a creative igniter focus on brand blueprint, branding identity, communication and campaign doing storytelling for hospitality, wellbeing, lifestyle, art, and culture. We believe that a great experience begins with a journey inward on strategic vision — always with the people in mind and truth in heart.

The notion of an iconic brand experience is more than a pretty logo or good service. It's about driving home a vision, a mission, and an uncompromising sense of authenticity, ensuring your brand makes a personal, enduring impact.



This is how  
we make a  
difference

*objectives*

We unify hearts, minds, and dedication while combining insight with passion, sense with communication and beauty within creation. We are about listening, particularly to your stories, needs and wants, then translate it into a brand narrative with an impact. **We bring your truth to light through clear sustainable strategies,** translating it into creative concepts, content, campaigns and of course a clear and strong identity. We ensure your brand oozes sense, ensuring the right associations, making your business relevant and ready to be here for the long game.



How we  
get there ?

## *objectives*

Together, we set and identify your brand's goals as well as the best way to get there. We provide the **foundation for a strategic concept and a creative framework** to support the entire process of creation. It's the implementation of that concept that ensures your message is heard and understood by your various target groups, making your company relevant and fresh.

# Brand

*manunggaling*

*roso,  
cipta  
ian*

*karso.*

the amalgamation of  
intuition, intention,  
and inspiration

R•S•

*values we live by*

Most brands just take up space. But a brand with soul has an attraction of its own. Your brand is what builds connection and speaks to your ideal guest.

OUR  
METHOD

Our signature branding approach for developing an established and cohesive brand identity for new and scaling businesses does not simply focus on the intellectual aspects of creating a brand, in turn it strives to make sense of the social, emotional, and spiritual aspects of creation.

RASA  
*sense*

YOUR PURPOSE  
VISION & MISSION  
VALUE PROPOSITION

KARSA  
*intention*

RESEARCH & ANALYSIS  
POSITIONING  
CONCEPT DEVELOPMENT  
CONCEPT VALIDATION  
BRAND ESSENCE

CIPTA  
*inspiration*

STRATEGIC PLAN  
CREATIVE DIRECTION  
ACTION PLAN  
PROJECT TIMELINE

KARYA  
*creation*

PRODUCTION  
EXPERIENCE  
QUALITY CONTROL  
RETAINMENT



*values we live by*

# RASA

*intuition*

Getting it right at the start is essential to a successful hotel rebranding. Together, we set and identify your brand's goals as well as the best way to get there. **At this stage grounds our ability to sense**, leads us to create a brand that is ultimately smarter, wiser and more consistent. **Therein lies the importance of 'sense of knowing'**: it puts us, the brand owner in a state of full awareness of how to brand the products / service perfectly and in balance with the present.

# KARSA

*intention*

This phase **grounds the power of the soul** in the branding development. Karsa signifies the strong sense of will that stems from the brand owner on **how to brand the product / service based on research analysis, which in turn lead to reflective actions for us to engage and solve.**

# CIPTA

*inspiration*

Creativity is the **power of reason**. Cipta represents the power of creative ideas in creating something new; **symbolising creative and authentic inspiration. This is the state of flow.** We provide **the foundation for a strategic concept** and a creative framework to support the entire process of creation. Instead of just making a cosmetic change such as a logo and new livery which is really only seen on the surface, the key point is **to truly identify what part of your business strategy will truly change and build the new brand identity around that new target or belief system.**

# KARYA

*creation*

The last phase is the concrete results of creation that is **driven by unwavering originality**. The design of the new brand strategy, identity visuals, and communication campaign. To ultimately develop a brand that brings success and sustainable business that is beneficial for all stakeholders. **It's the implementation of that concept and strategies that ensures your message is heard and understood by your various target groups**, making your company relevant and fresh.

A wooden cabinet with 18 compartments, each containing a key with a decorative tassel. The tassels are in various colors including grey, red, blue, and gold. The keys are of different shapes and sizes, some with intricate designs. The cabinet is made of dark wood and has a grid-like structure.

# What We Do

“Sinau ngraosake lan nyumerepi tunggalipun manungsa, tunggalipun rasa, tunggalipun asal lan maksudipun ngagesang”

•  
RMP SOSROKARTONNO

*“We need to realise, learn and sense that humans are part of a singular whole; with one feeling that comes from a the same source that lets us understand the meaning and purpose of life”*

We're a *hospitality, lifestyle, and experience creative igniter* focused on beauty and sustainability.

We believe that a great experience begins with a journey inward on strategic vision — always with the guest in mind and truth in heart.

*concept creation*

- Discovery
- Insights & analytics
- Innovation
- Development of existing concepts
- Collaboration
- Consultation

*strategy*

- Research & Development
- Vision, Mission, & Values
- Naming
- Positioning
- Personality
- Messaging
- Storytelling

*brand identity*

- Identity Design
- Brand Standards
- Print & Digital
- Packaging & Labeling
- Copywriting
- Photography
- Video & Motion

*experience*

- Art Installation
- Artistic Decoration
- Creative Styling
- Signage & Way Finding
- Environments
- Touch Points
- Website Design

*marketing*

- Strategic Plan
- Content Creation
- Social Media
- Campaign Activation
- Brand Launch
- Event & Promotion

*consultation*

- Evaluation
- Service Concept
- Interior Design Direction
- Operations Guide

# ROSO Brand DNA

*r a s a*

*k a r s a*

*c i p t a*

*k a r y a*

Discover  
*Brand Insights*

Define  
*Brand DNA*

Differentiate  
*Brand Strategy*

Develop  
*Brand Identity*

Distinct  
*Brand Message*

Deliver  
*Co-Creation*

Competitor Mapping  
Identify Market Trends  
Primary Research  
Analyse the Business  
Audit Communications

Segmentation  
Targeting  
Buyer Persona  
Reason Why &  
Reason to Believe  
Brand Personality  
USP  
Brand Essence  
Brand Goal  
Concept Development  
Naming

Brand Architecture  
Brand Positioning Strategy  
Brand Statement  
Brand Promise  
Brand Strapline

Brand Intent  
Brand Analysis  
Brand Strategy  
Identity Development  
Design Implementation


Communication Intent  
Brand Messaging  
Architecture  
Content Pillars  
Art Direction  
Brand Campaign

Co - Creation

# Our Works







We work with brands that inspire a new sense of place and luxury. We believe that tomorrow's successful brands are built on culture-defining concepts and appreciation, creating sincere brand stories and meticulous strategies to compete at a higher level of boutique hospitality experiences.

Each of our projects shares a common thread: it reflects the vision of the brand founders who are determined to make exciting changes in their industries. We then collaborate and translate the excitement into a brand narrative with an impact.

THE GUNAWARMAN

# The Game Changer

*Jakarta's leading  
small luxury hotel*

*our works*



THE GUNAWARMAN  
JAKARTA

One of our bucket list checked. Looking back on the celebrated moments of taking part in the creation of Jakarta's leading small luxury hotel. While most hotels undoubtedly enjoy the benefits of being part of a global brand, The Gunawarman places enormous emphasis on celebrating the individuality of a hotel.

The vision of the founder was apparent, to lead a new generation of luxury hotels. We quickly realized that we were challenged to develop a brand to distinguish establishment from the rest of the competition, set on a global standard.

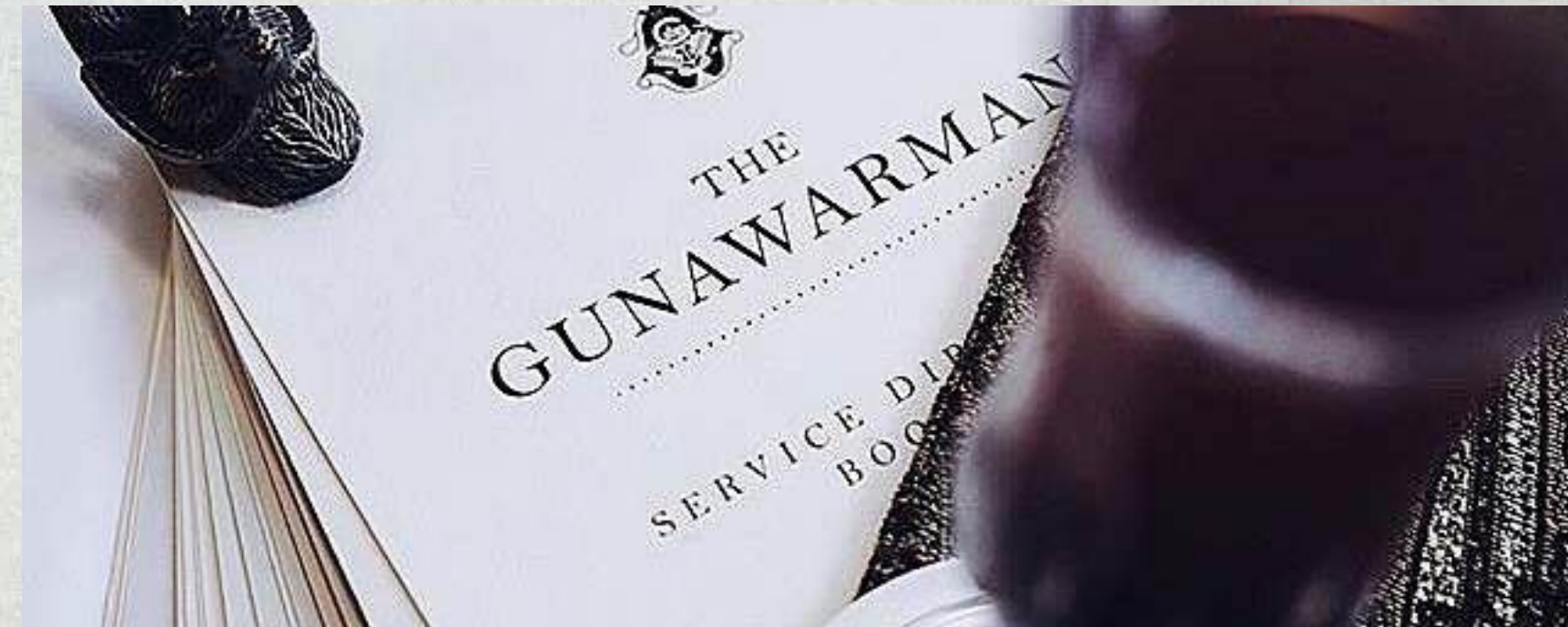
*We listened and delivered.*



Carving the identity, we took a play on the coat of arms. The heraldic symbol represents the hotel's core values, while the emblematic symbols signify the aesthetics of *harmonious conception of sophistication*, eccentricity and extravagance. Together, it creates a new and inimitable shape that resonates with the key elements that give the identity of the hotel its unique flavor.

The collaboration was close to electrifying. We mindfully translated every reverie and story into deliberate creative mapping. I remember the journey to be painstakingly inspirational. Starting from flew to New York setting up artworks commissioned by Donald Robertson, curating amenities by Penhaligons, down to developing uniform with New York Fashion Week debutante Auguste Soesastro. **Yes, We were fueled up.**

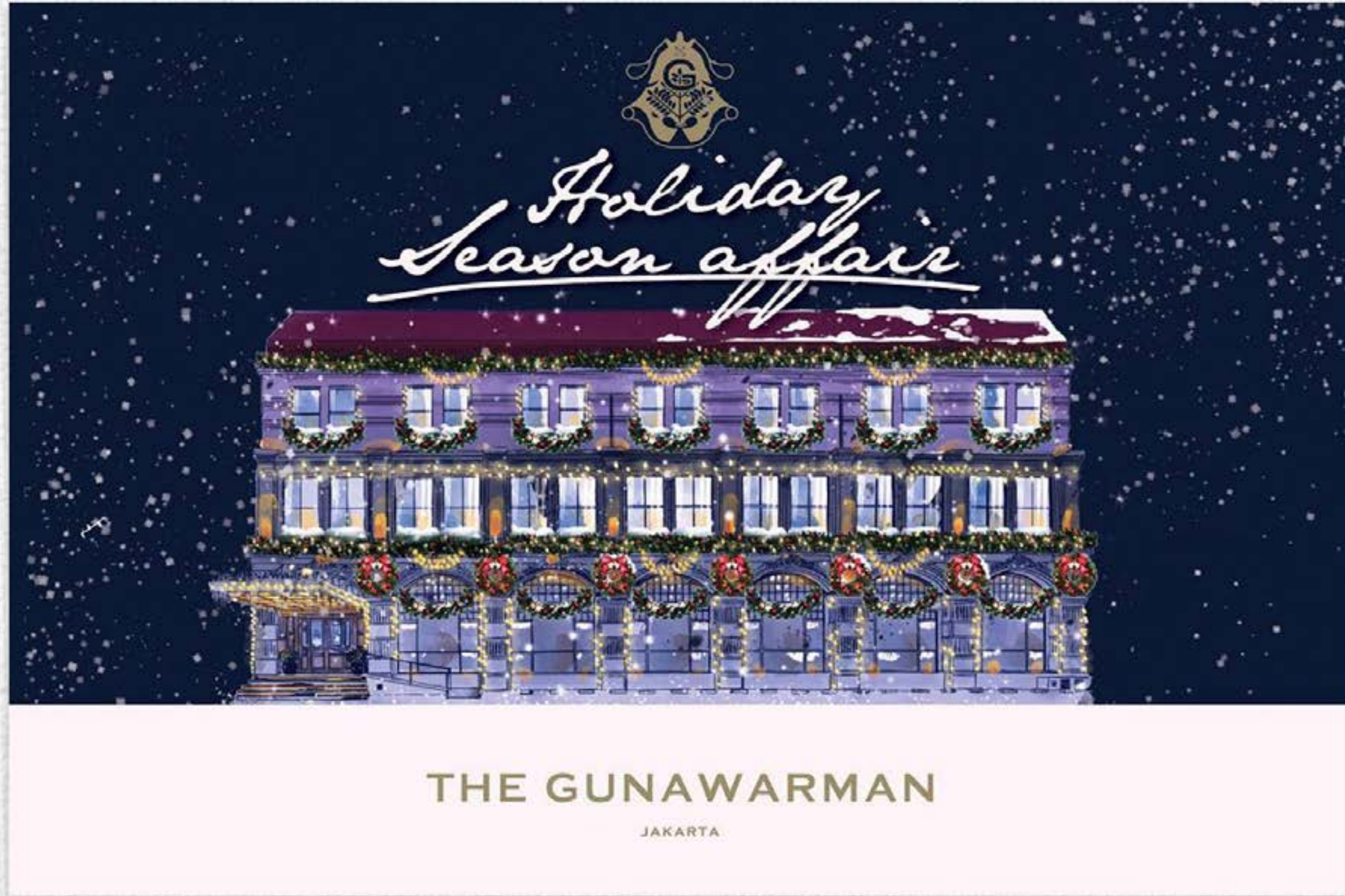




The attention to detail reflects a comprehensive strategy for the targeted customer experience—a modification of conventional hospitality to a comprehensive, experientially coherent, and moving brand encounter.

This collaboration shows that personality is ultimately what matters.







*client*

Syah Establishments

*services*

Concept Development, Research & Analysis, Positioning, Collaboration, Social Media, Creative Content, Communication Strategy, Campaign, Grand Opening, Marketing Strategic, Artistic Decoration & Styling, Brand Positioning, Brand Strategy, Brand Identity + Logo Design, Brand Style Guide, Website Design, Packaging Design, Print Collateral, Copywriting



LING-LING

# A Foxy Dim-sum Eatery

*stay true to its  
authentic Canton  
& Hakka origins*

*our works*



A playful twist of Chinoiserie design style. We adhere to the asymmetrical shapes, blue-and-white porcelain motifs, whimsical patterns and figures, and ornate scenery.

Ling Ling, the exotic, intimate, and unexpected spirit, challenges us to alter the familiarity and comfortable disposition of the very word. The word "ling," which means "delicate," is commonly used as a Chinese girl's name.



The concept of the restaurant was inspired by and revolves entirely around Ling Ling as a character—a girl born in 1930s Shanghai who grew up in China's Canton and Hakka regions.

The idea of bringing Ling Ling to life as a personality of style, heritage, and tradition underpins the concept development. The spirit transformed into the core character of one curious fox is given a whimsical twist, inspired by the wit and charm of the founder, Justina Harjono.

We explored the classic Chinoiserie design style to revive the traditional sense. A heavily emulated design thanks to its whimsical, fantastical scenery and playful flourishes contribute to a charming design aesthetic. We developed illustration with a fresh collection of vivid prints of Chinese figures, natural landscapes, mythical beasts, and pagodas.





Extensive ornamental settings were used in playful attempts to bring the concept to life: including skate deck artwork, bespoke triptych frames, custom oriental wall frames, hand-painted murals, vintage brass ornaments, and custom porcelain painted-signages for that extra romantic touch.

銀  
狐



Lingling

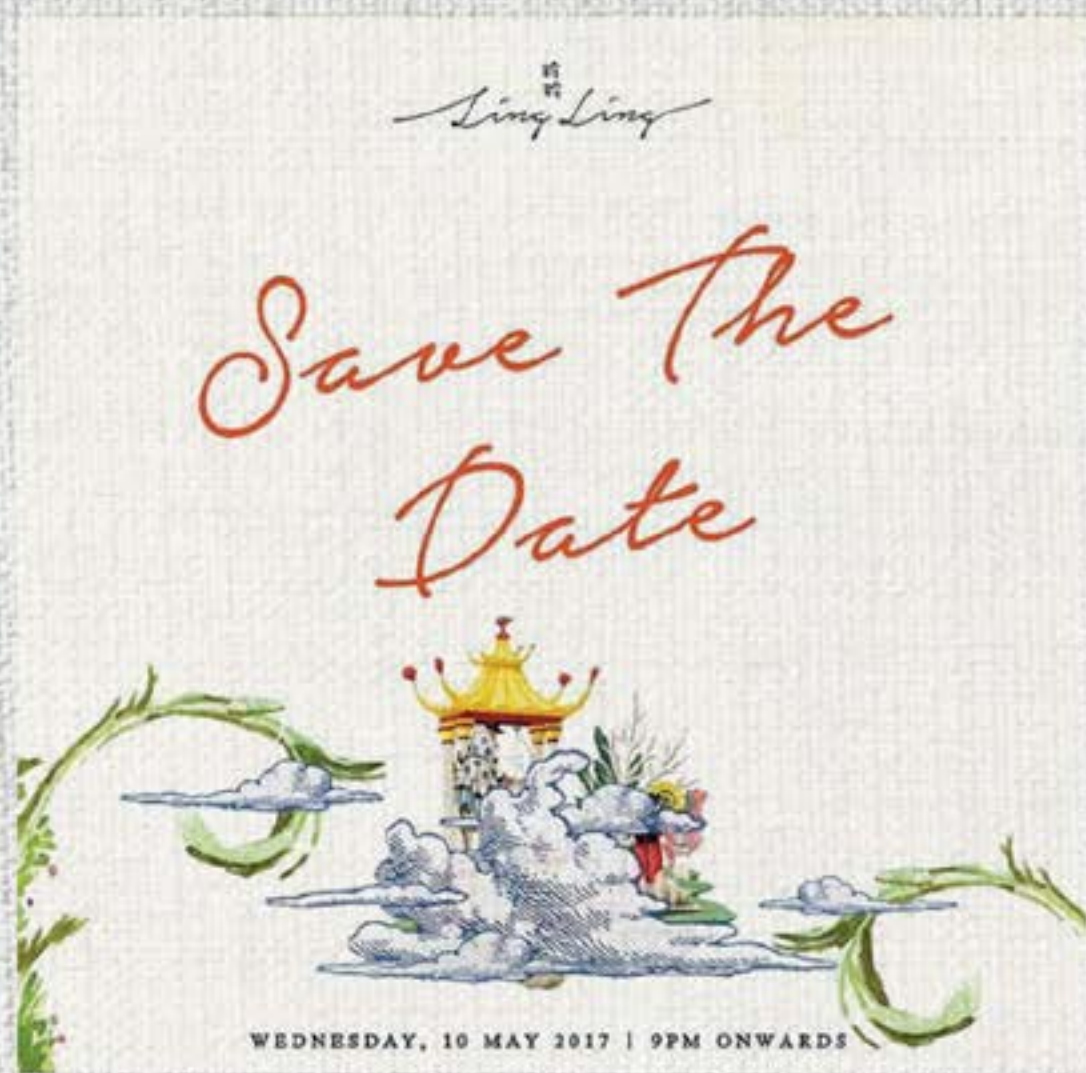




We've never had a better time working on environmental branding. The brand identity exploration heavily used blown-up versions of fanciful, opulent, and idyllic imagery. The artisanal exploration is limitless, from custom Chinese jade stamp set, personalized aromatherapy candles, to menu design inspired by vintage children books.











*client*

Syah Establishments

*services*

Brand Positioning, Brand Strategy, Brand Identity +  
Logo Design, , Brand Style Guide, Website Design,  
Packaging Design, Social Media, Print Collateral,  
Space Branding + Decor

HOTEL MONOPOLI

*our works*

# Reinvents Hospitality

HOTEL  
MONOPOLI

A hotel lobby is not a place we stay in for long. Until Hotel Monopoli came and reinvented the lobby life of Jakarta. When we hear the word Monopoli, we think of something dynamic, trademark, industry, and universal. We definitely want to keep its image separate from the board game.

We're finally getting into the retro niche outline, making it iconic while remaining familiar. We experimented with different shapes and motion to elevate the characters, transforming the bold signature colors into a playful code.

Storytelling and copywriting is crucial. Puns, taglines, buzzwords, and everything in between. Bringing the vibrant and youthful energy to life through powerful and moving design language and processes.

We're on the run to set the overall mood and tone—to influence how people feel and behave whenever an encounter happens. The hotel addresses the industry's urgent need to create a flexible urban lifestyle and creative hub where we can hang out, eat, drink and celebrate.

**A soulful city hotel distinguishes itself from the usual boutique hotels.**

As professional city dwellers, we were eager to begin working on the concept development and brand blueprint. The energy was bursting at the seams. Hotel Monopoli exudes a witty, rebellious, hip, and smart attitude. Well it's pretty contagious when you stimulate curiosity and possibilities.





For the launch campaign, we worked with young & local artists and makers to get the mood and tone just right. Overall, it was a diverse and inclusive approach anchored by shared values.

Bringing the core values and brand personality to life. Fresh. Vibrant. Passionate. Authentic. Lively.



HOTEL  
MONOPOL

HOTEL  
MONOPOL

the moo  
Hotel Monopol  
the roo





A playful mind and a tease of words. The brand campaign's tagline arouses curiosity and opens up new possibilities. Everyone suddenly wanted to be a part of it. It was definitely infectious.

With the brand's target psychographic segmentation being the young and restless, the campaign speaks to them with the same vibes and attitude. A straightforward and energizing call to action. There is no better time than now.



The urgency of now embodies the soul and spirit of Hotel Monopoli and all activities revolve around it. Now is the time to start living.

Ultimately, to establish Hotel Monopoli as a pioneer in the lifestyle hotel category, giving customers a brand experience that is top of mind.

**ART**

Hotel Monopoli curated exhibition space  
A visual celebration of our collaborators:

**SEJAUH MATA MEMANDANG  
LEANDRO QUINTERO  
JULIAN LATIF, SVAS LIVING  
GOOD VIBES ORGANIC**

**HOTEL MONOPOLI**  
23<sup>rd</sup> February - 9<sup>th</sup> March 2018  
Jl. Taman Kemang No. 12, Kemang, Jakarta Selatan

**NOW**





## *client*

Syah Establishments

## *services*

Concept Development, Research & Analysis, Positioning, Collaboration, Social Media, Creative Content, Communication Strategy, Campaign, Grand Opening, Marketing Strategic, Artistic Decoration & Styling, Brand Positioning, Brand Strategy, Brand Identity + Logo Design, Brand Style Guide, Website Design, Packaging Design, Print Collateral, Copywriting

SOFIA

*our works*



On a treat *for*  
Sophistication

S o f i a

Redefining the exquisite classic European, Asian, and Mediterranean cuisine restaurant and lounge by selecting well crafted experience through development of brand DNA, naming strategy, branding identity, and communication campaign done wholeheartedly.

Sofia's arrival marks an exciting shift in Jakarta's culinary scene, with an exquisite dining experience underpinned by a generous dose of intimate hospitality and a sense of personalized luxury.

The design and décor drove us to create a sensuous branding identity to celebrate the commencement of a delightful dining experience.

When we first heard about the concept and interior direction of the restaurant, we immediately recognized that the naming development should resonate with elegance and affectionate fare.



*S o f i a*

Sofia's name means "wisdom".  
Its gentle sound carries a feminine  
feel that tempers with gentleness.  
It has a comforting flavor that is  
reminiscent of an exquisite dining  
experience.





*client*

Syah Establishments

*services*

Concept Development, Research & Analysis, Naming, Positioning, Collaboration, Social Media, Creative Content, Communication Strategy, Campaign, Grand Opening, Marketing Strategic, Artistic Decoration & Styling, Brand Positioning, Brand Strategy, Brand Identity + Logo Design, Brand Style Guide, Website Design, Packaging Design, Print Collateral, Copywriting

CSABA

*our works*

# Downstairs Confidential Luxury



CSABA

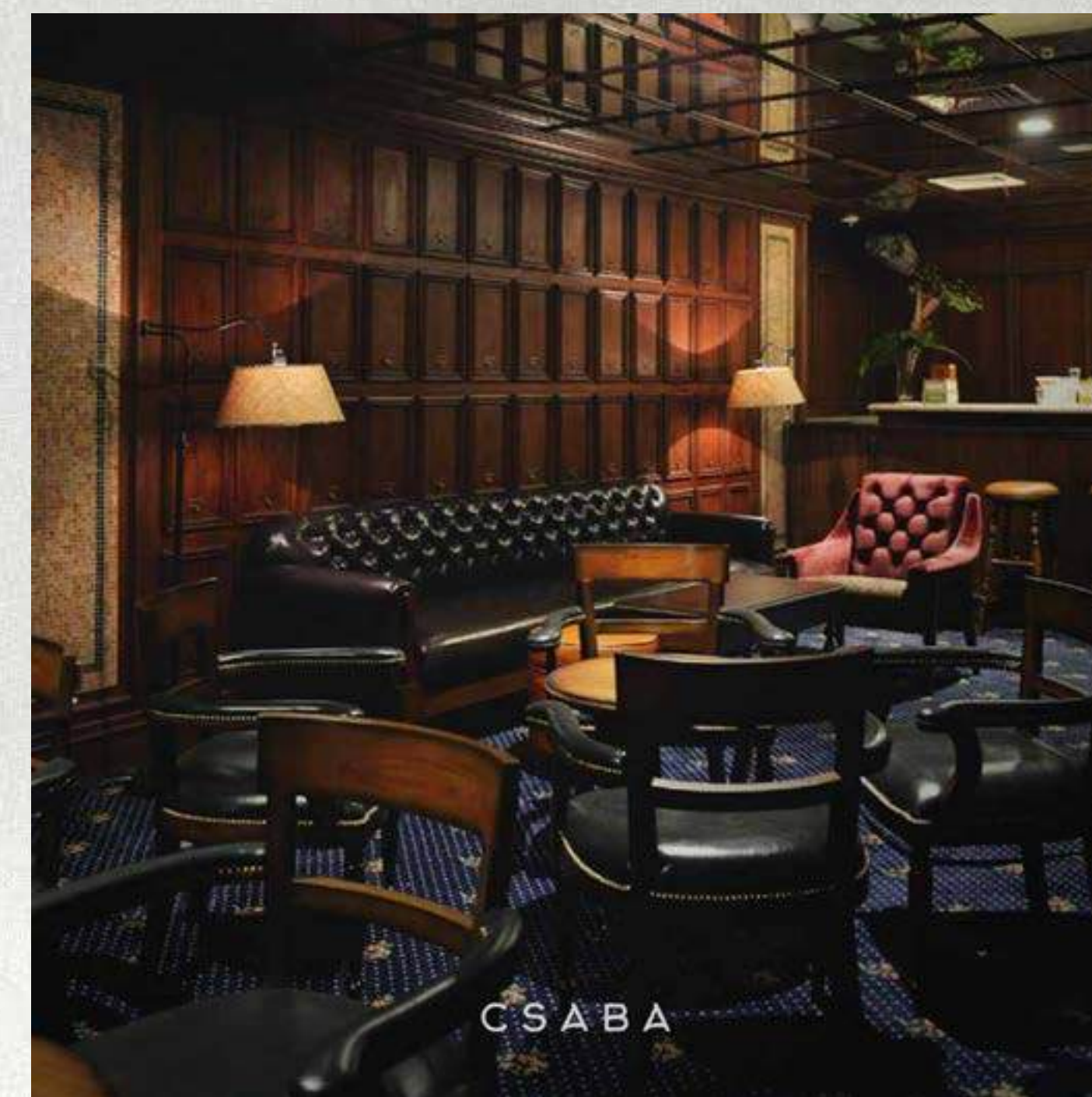
It was every gentleman's dream to be enlisted as member and lavish in a private and sophisticated lounge made exclusively for memberships and hotel guests only. And we were privilege to be a part of the originator to tailor-made the brand experience.

Wooden walls, designer leather armchairs, custom bookshelves and a bar. The décor details lead us to acquire the daintiest taste. The wall-mounted lockers for their members' premium bottles and private rooms show us the way to develop a discreet understanding commissioning only finest customs production.

The formidable name derives from Hungarian mythology, Prince Csaba who was the youngest son of Attila, King of the Huns. The notion of a fierce and skilled warrior who led the Huns to victory in all the battles they encountered over the ages, analogous with the powerful vigor of the establishment.







*client*

Syah Establishments

*services*

Concept Development, Naming, Brand Positioning, Brand Strategy, Brand Identity + Logo Design, Brand Style Guide, Packaging Design, Print Collateral, Communication, Copywriting



THE MOON, THE ROOM & BLOOM

*our works*

# Dance Out

*and take a plunge*

That year, we were working hard behind closed doors to develop three different brands under one roof: a basement club, rooftop lounge, and lobby restaurant.

The brand naming process was critical to establishing affinity with the target audience and initiating the first steps toward brand recognition.

We devised a play on the letter “OO”, resulting in evocative names that remain true to the brand DNA while staying within the context of each concept and objective.

It's exciting to see a collection of dining and drinking establishments come together to advance the concept of what a lifestyle hub can be. Under one roof at Hotel Monopoli, an eclectic atmosphere is celebrated.





# MOON, ROOM, BLOOM



To capture the essence of each brand, a fluid and dynamic identity was required. A lighthearted look at summer and the city, The Moon, located on the rooftop, serves as an urban oasis. We developed the identity to provide the closest relaxing sensation to that of a beach and sunbathing. Subtly distorted characters, oceangoing images, and nostalgic colors were apparent.

The Room was a different story. With their iconic red and purple hues, the basement bar and club were ideal for leaving the commotion of the outside world behind and kicking back with a different dimension to your night out. The identity development responds to the witty and playful nature of the brand DNA while remaining intimate and obscure.







Bloom was the building's heart, serving everyday comfort food from breakfast to late night cravings. We experiment with natural light to create dynamic environmental branding that responds to a unique sense of place.



*client*

Syah Establishments

*services*

Concept Development, Naming, Brand Positioning, Brand Strategy, Brand Identity + Logo Design, Brand Style Guide, Packaging Design, Print Collateral, Communication, Creative Content, Copywriting



MARI BEACH CLUB

*our works*

Originating a  
sense of true  
Balinese culture

*and its tropical  
magnificence*

*mari*  
BEACH CLUB

**A project three years in the making.**

“Soul to Soul”, a concise brief from Felly Imransyah, the owner of the upcoming fully-fledged beachfront experience that breaks the Bali beach club mould-- presenting timeless Indonesian traditional design and hospitality. We translate the notion into a well-rounded concept and creative development.

We are responding the attitude of a beach club that fit the land - taking care the environment while creating a functioning ecosystem in the process. Highlighting the organic and sustainable approach the beach club is trying to achieve, we develop identity, creative, communication and artistic collaboration that draw inspirations from nature, cultural, local wisdom, and mostly genuine connection.

The identity revolved around Balinese Bohemianism, proud to the culture and ritual, true to its heritage. The logotype inspired by the flowing gesture of Balinese traditional dance movement, from the delicate motion of the dancers to the floating fingers and wavering scarves. The dynamic outline forms a tribute to the gentle flow of nature: the ocean breeze that forms the restless waves.





We are incorporating the organic shapes and natural composition that inspired by the landscape and architecture into a graphic play. Fashioning the utmost of eco conscious, cultural, and locally sourced design implementation into the process.





draped  
in  
culture

naxi  
BEACH CLUB

For those of you who seek a TROPICAL PARADISE  
enjoying all nature that mother nature has provided  
❖ while being deeply immersed with the local culture.



## the story



The allure of tourism of Bali is undeniable. Proud to its culture and ritual, true to its heritage. The bare gorgeous landscapes and majestic coastlines awed you into silences. Its music drown you into trances. The sacred art and secret culture enchant your mood. Until wherever you look you saw the sight of God. It was pure and undefiled, unstaged true to its roots.

Yet it evoke something primal to your core. An incredible vibrant living theatre wrapped in an Island. Compelled and harmonious a beauty DRAPED IN CULTURE.








all-day  
brunch \*

every THURSDAY & FRIDAY

50% off for brunch menu\*

\*valid through September 1<sup>st</sup> - 30<sup>th</sup>


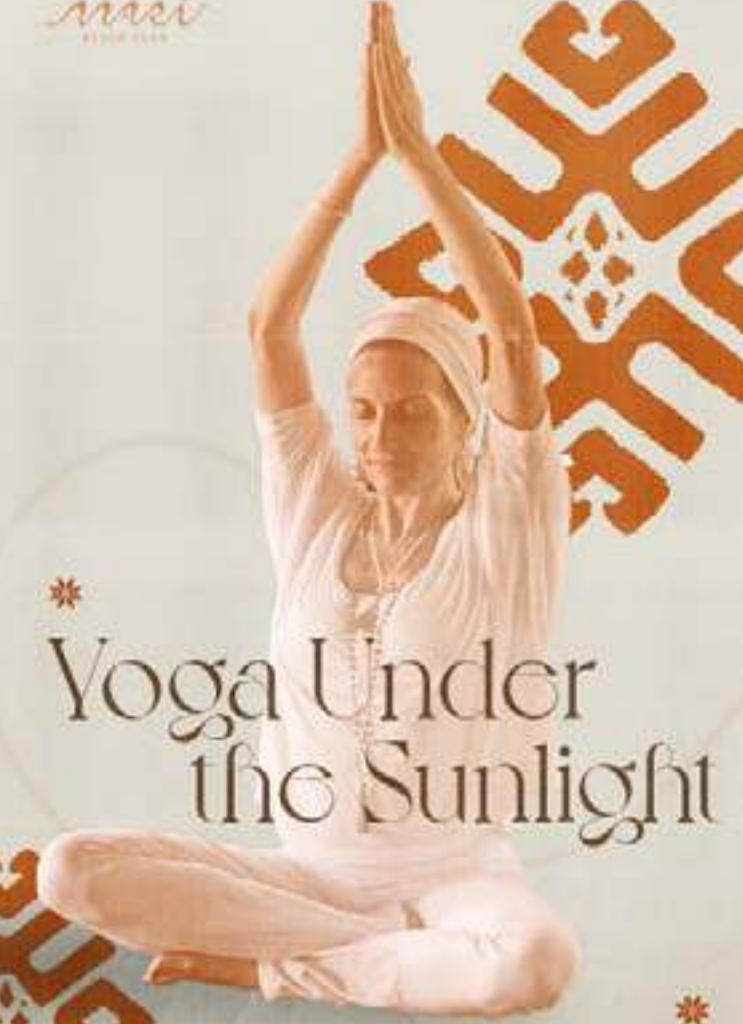



cocktail  
in the afternoon

13.30pm – 15.30pm

50% off for selected cocktails\*



maribeachclub.com | *rsvp* to +62 812365412

Yoga Under  
the Sunlight

tunes by  
BLACK  
COFFEE

Thursday  
26.08.21

Soul & Sound

Saturday 28.08.21

guided by  
BLACK  
COFFEE

starts at  
5PM  
ONWARDS



mari beach club

# Mari Beach Club







*client*

Syah Establishments

*services*

Concept Development, Research & Analysis, Positioning, Collaboration, Creative Content, Communication Strategy, Campaign, Social Media, Artistic Decoration, Brand Positioning, Brand Strategy, Brand Identity + Logo Design, Brand Style Guide, Website Design, Packaging Design, Print Collateral, Copywriting

MARAWA BEACH CLUB

# The New Prestige Icon *of West Sumatra*

*our works*

*marawa*  
BEACH CLUB

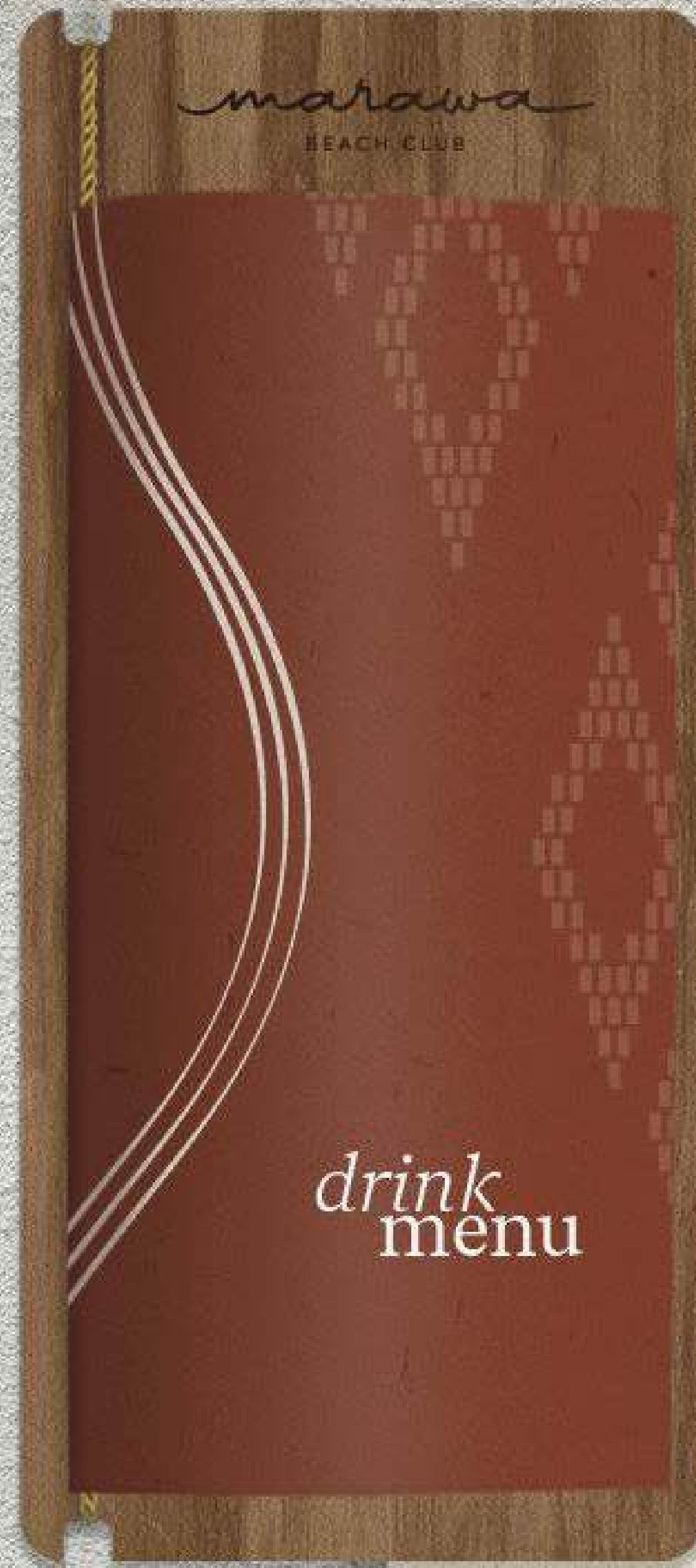
We took the cue from the gentle flow of the waves and surrounding nature, where the Air Manis Beach was the inspiration for developing the brand identity.

Translating the personal handwriting of one of Marawa Beach Club's owners led to an intimate and soothing logo identity. Integrating Songket Minangkabau motifs as graphic elements for cultural identity.

A favorite tourist site for local and foreign tourists because of the beautiful views of Mount Padang, Marawa Beach Club is a stunning paradise island escape and West Sumatra's *first ever* beach club.

Aim to be the premium lifestyle tourism icon representing the province, a statement which has proven to boost the number of tourists visiting the area.





Imagine white sands, crystalline waters and green mountains as the sun descends below the horizon. A picturesque sunset scene straight off a postcard.

Illuminating the architecture that uniquely illustrates the iconic roofs of Rumah Gadang, West Sumatra's traditional houses with its spike-shaped roof top. Marawa Beach Club is the new icon of Air Manis Beach that is closely related to the legend of Malin Kundang in West Sumatra.

# marawa beach club



## *client*

Syah Establishments

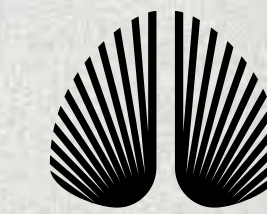
## *services*

Brand Identity, Billboard, Print Collateral



JA'AN BALI

# Always a Great Night Out



JA'AN BALI

We have nothing but respect for Ja'an. We know how difficult it was to run a F&B business during the pandemic, let alone thrive.

Beginning with the first quarter of this year's pandemic when the project started, we have seen Ja'an thrive to be stronger than ever. Even in the slowest months in the industry, their queues are long.

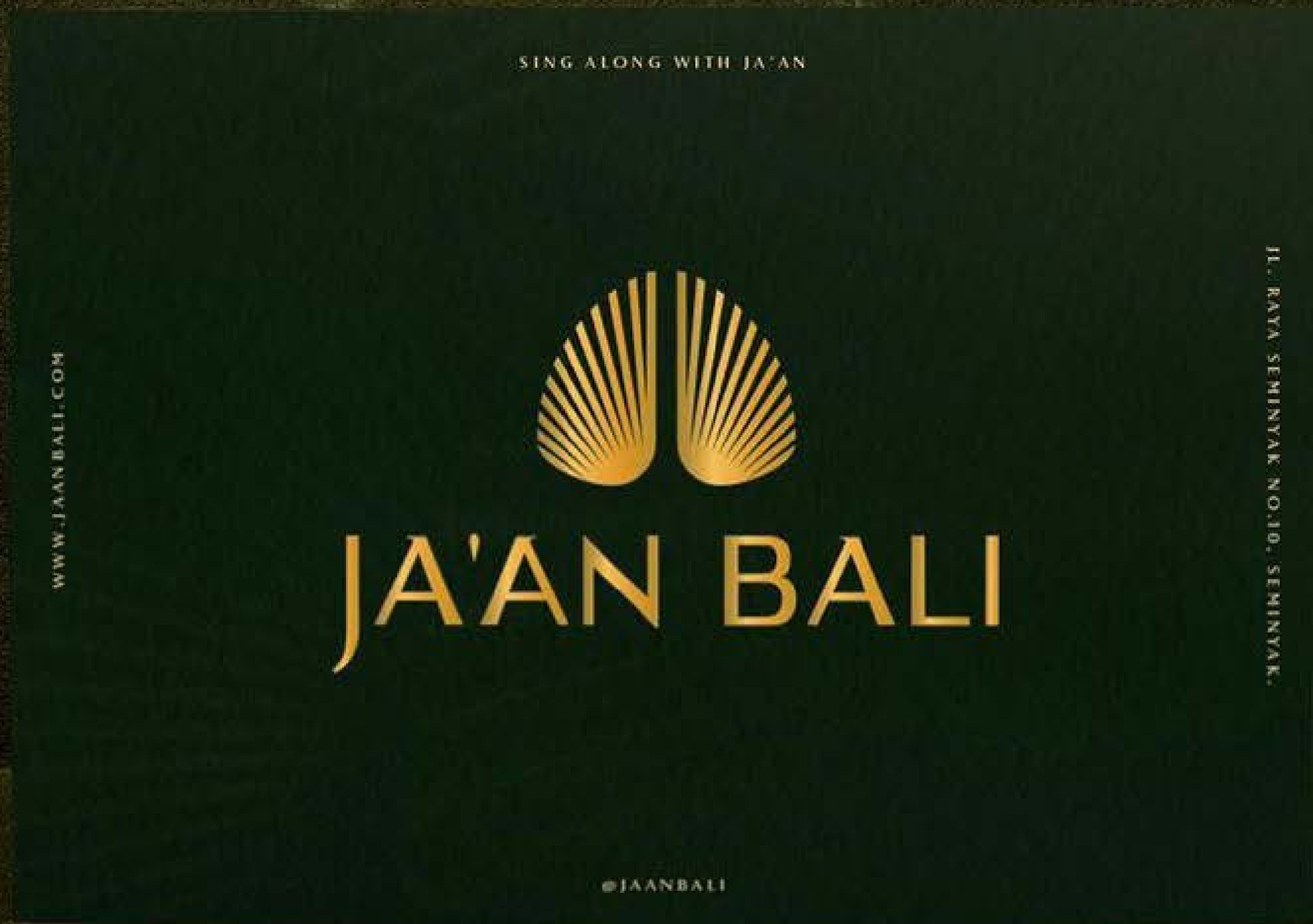
Ja'an has set the standard for the local party scene and lifestyle since its reopening in 2018. One of the most spacious indoor live music venues in Bali, and a pioneer in the Top 40 live music scene.

We were intrigued to have worked with Calvin and Yuniar Wiratha, whom we regarded as a low-profile local F&B powerhouse couple.

The company has decided to take a new dimensional approach to design and product development under their hands-on leadership. Beginning with rebranding identity, the year will conclude with an exciting surprise.

We took a more streamlined and contemporary approach to Art Deco, with the aesthetic still visible in the line structures and forms.





The logotype is designed in a bold and glam style with a classic flair, creating a sense of approachable luxury. The logogram shines through the playful geometric shapes, establishing the mirrored letter J as a prominent industry mark.

The iconic shape represents the beaming stage lighting that emphasizes Ja'an's live music glaring stage as one of their strengths.

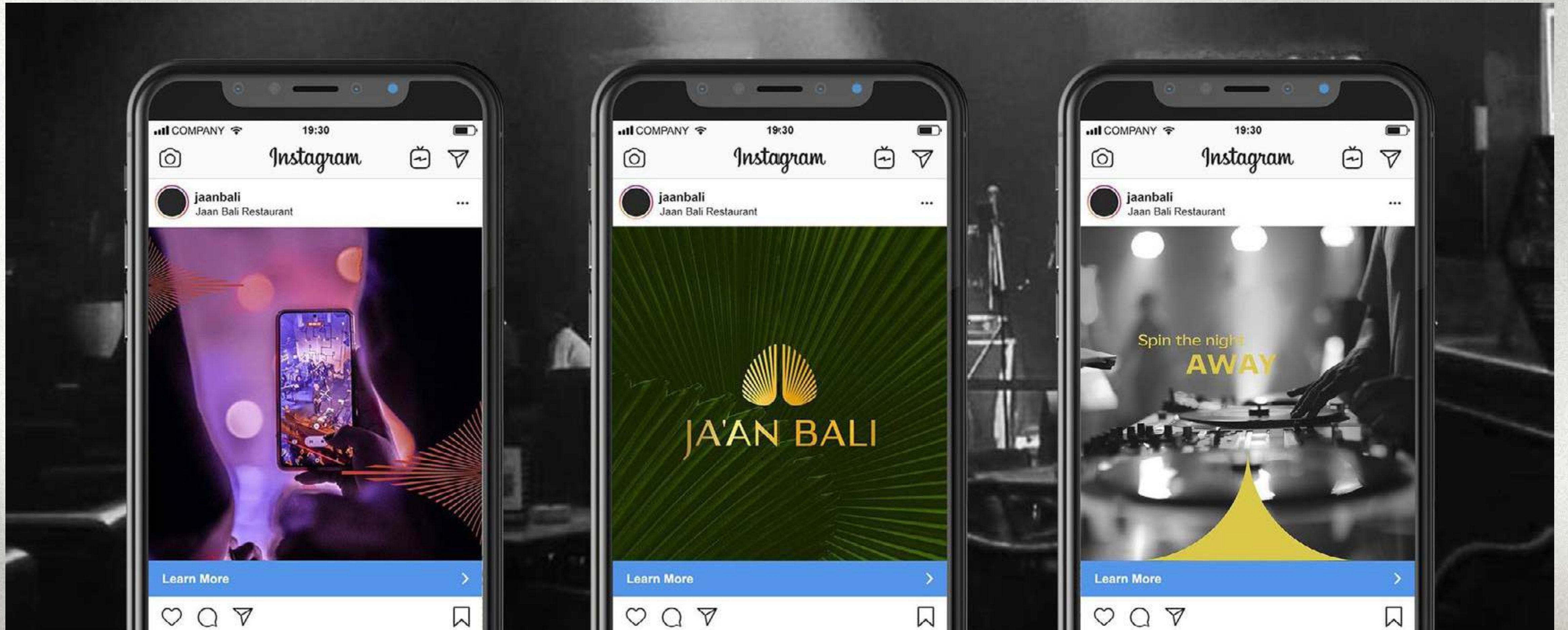




Playing with the shapes and patterns of tropical elements and cultural symbols creates a fascinating archetypal identity. A take on Global Eclectic Deco, with a tropical island flair as the main highlights. Including exclusive bold geometric lines as well as exciting shapes.

As a playful super graphic, mountainous landscapes, majestic plants, the island's sun rays, and Bali Starling (Burung Jalak Bali)—the iconic national bird of Bali—are depicted.







The rebranding is intended to set Ja'an apart from its competitors and position the brand at the forefront of its category.

By embracing its distinct brand story as a subsidiary of one of Bali's most illustrious local F&B groups as its DNA. And to further the overall design look while maintaining the same playful spirit and vibe.

## *client*

Ja'an

## *services*

Concept Development, Research & Analysis, Positioning, Collaboration, Social Media, Creative Content, Communication Strategy, Brand Positioning, Brand Strategy, Brand Identity + Logo Design, Brand Style Guide, Packaging Design, Print Collateral, Copywriting

ATHALIA

# A Tale Every Woman Should Wear

*our works*

## A T H A L I A

It is not every day that we come across a kindhearted soul who exudes the essence of their creation. For us, it was the day we first met Erlya, the creator of Athalia.

The abaya brand has a striking image of elegance, luxury, and simplicity and is derived from divine values that surround its beauty in Faith, Prayers, and Kindness.

We seized the chance to elevate the brand identity, which would mount it to compete on the international market.

We carefully crafted an identity that showed connections to its design principles while remaining contemporary and timeless.

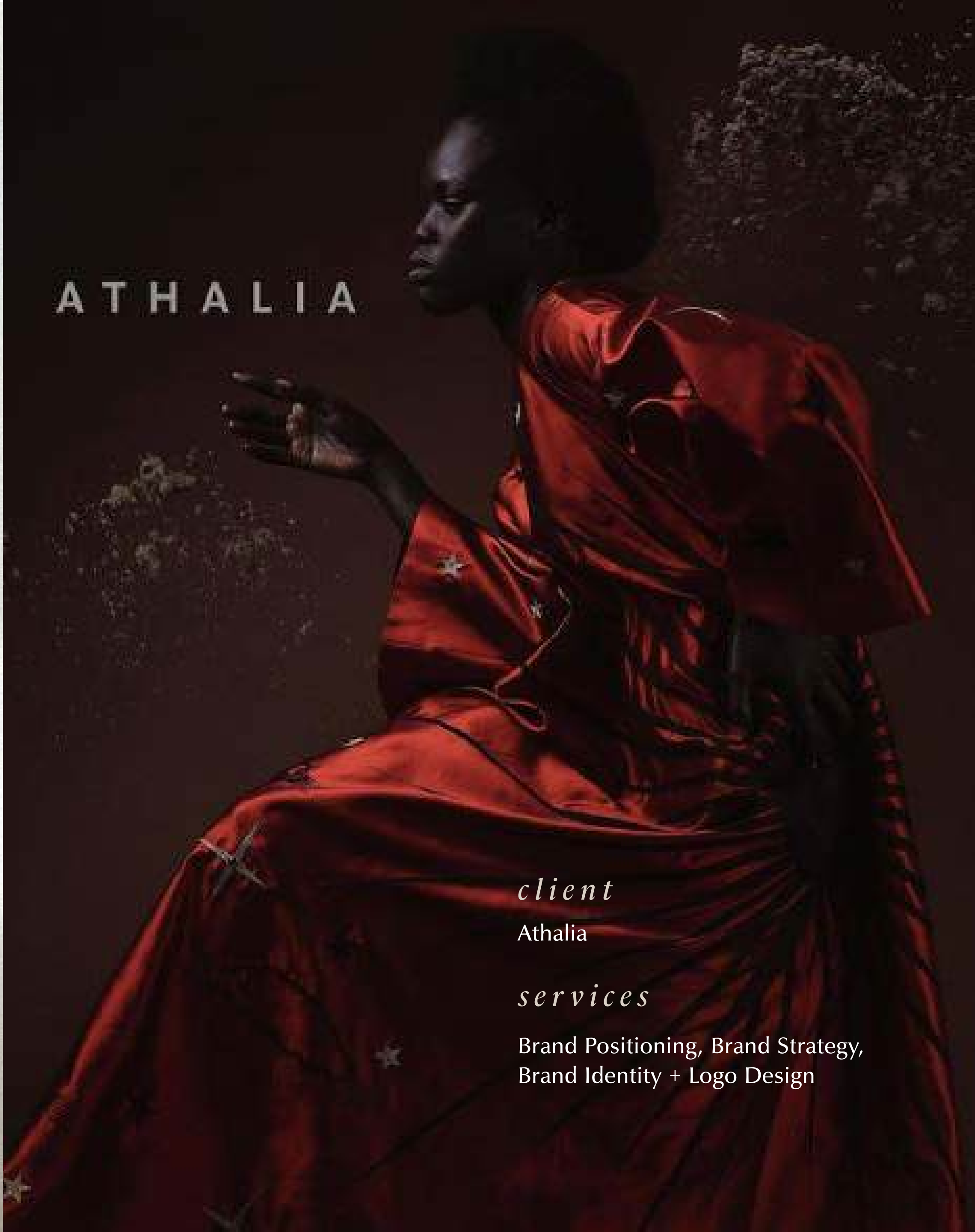
The objective was to underline its key values in order to embrace the multidimensional nature of a woman. The logo portrays Athalia as a strong, bold, and confident persona; represents strength and simplicity all at once.

As an inspiration, Athalia communicates ideas about culture, women's rights, and child education. It primarily target women as an empowering brand.

**This teamwork has won our gentle hearts.**



ATHALIA



ATHALIA

*client*

Athalia

*services*

Brand Positioning, Brand Strategy,  
Brand Identity + Logo Design

RAMAYANA BESPOKE TAILOR

*our works*

# The Legacy :

*a seamless  
custom-tailored suit  
open all doors*



*Bespoke Tailoring*  
**RAMAYANA**  
AT GUNAWARMAN 61

Wv Bespoke Tailor has made its mark on the tailoring world since opening its doors in 1970, and is proudly owned and operated by devoted craftsmen crafting the finest garments.

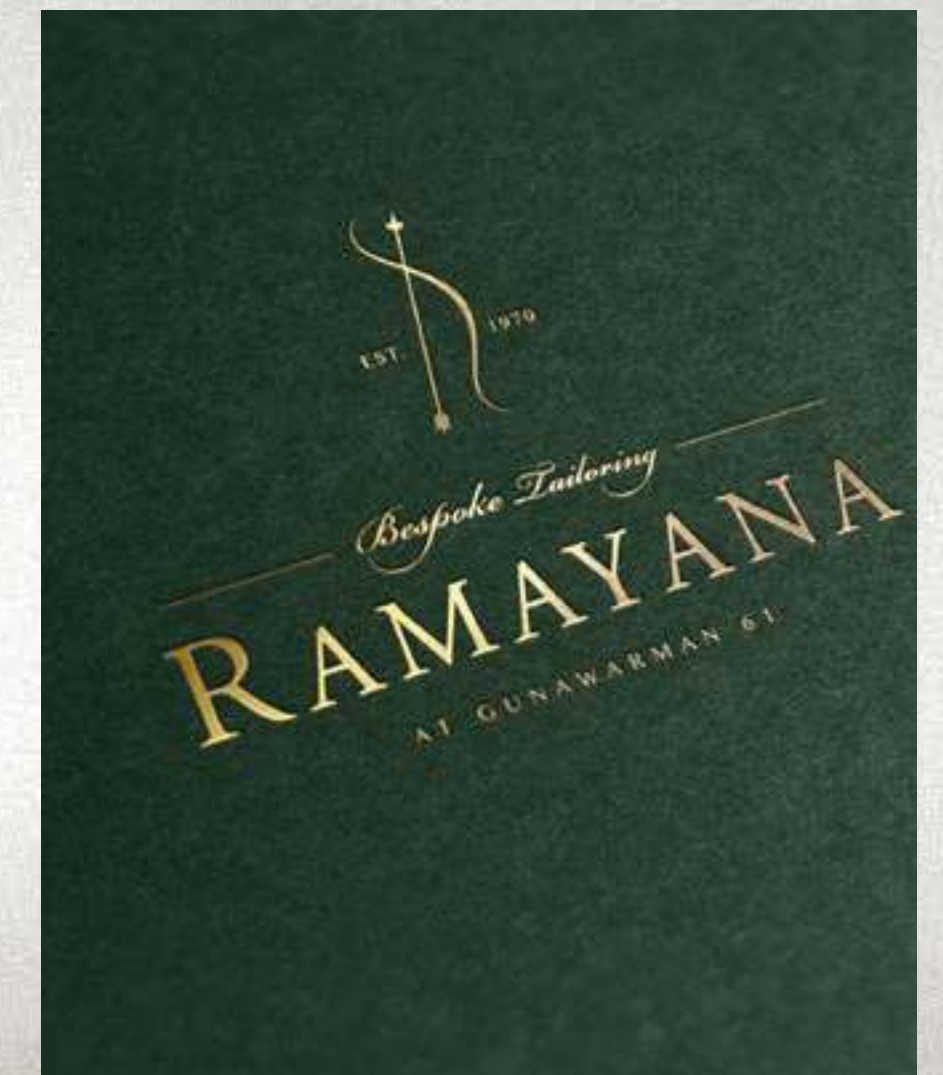
It is critical to attract a new generation of customers by capturing their attention with the brand's authentic story. It was done in a way that was still relevant to long-standing, loyal clientele.

Through the rebranding identity processes, we hope to reflect the brand's high quality craftsmanship. The identity was built on the legacy of Ramayana Bespoke Tailor to maintain its position as the leading bespoke tailor in the capital.

Bespoke garments are *one-of-a-kind pieces* created in collaboration between the tailor and the client. It is a one-of-a-kind map of the client's body, with all of its flaws and beauty. And Deepak Samtani sure is the expert in made-to-measure.

We created a comprehensive set of brand collateral using the highest-quality materials to ensure that all touch points reinforced the brand's quality. We went above and beyond to create the more esoteric fineries of the experience, such as the personalized woven labels stitched into each suit, passport books to track the progress of each suit's order form, and the entire brand atmosphere of the bespoke lifestyle interpreted.

The color palette was created to complement the suits' sober, soft-to-the-touch wools and cashmeres, as well as the suit linings. The British archive typography set is used in a fluid manner to reflect the structured but personalized nature of the suits themselves.







Ramayana is one of the most popular epics written in Sanskrit from ancient India. The poem describes the royal birth of the god Rama in the kingdom of Ayodhya, his tutelage under the sage Vishvamitra, and his success in bending Shiva's mighty bow at the bridegroom tournament of Sita, the daughter of King Janaka, thus winning her for his wife.

The finely crafted bows and arrows represent Rama's great strength, goodness, worthiness, and divine origins. The power of a perfectly proportioned suit is represented by the amalgamation of strong and soft lines in the logogram.



ramayana





*client*

Ramayana Bespoke Tailor

*services*

Brand Positioning, Brand Strategy, Brand Identity + Logo Design, Brand Style Guide, Website Design Guide, Packaging Design, Print Collateral, Clothing Label Brand, Space Branding.

BAHA GIA

*our works*

When you feel  
good in a clothing,  
*yes,  
anything can happen.*

## B a h a G i a

The name of the brand says it all: Baha Gia. Naturally, the ever-graceful and joyful personality of Bianca A. Lutfi served as inspiration for the brand story and identity creation.

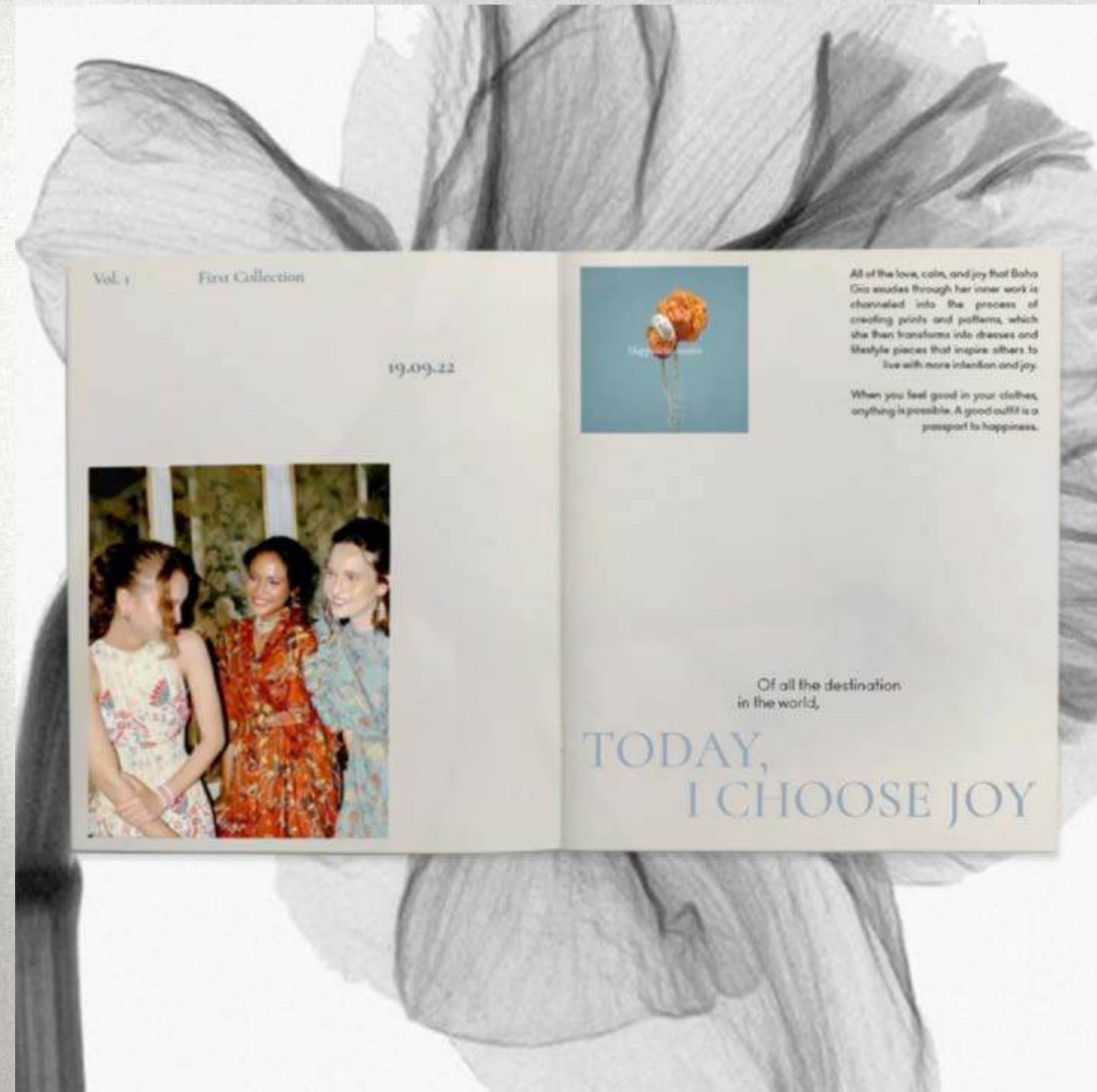
There are numerous ways to spread joy, and for her joy is about spreading the excitement of Indonesia's rich culture through the confidently printed dresses of Baha Gia.

**"Of all the destinations in the world, Today I choose Joy"**

It's a mantra for the brand rather than just a tagline. A wearable inspirational anthem for women to confidently and carefreely celebrate life. To eventually live with more intention and joy.







*client*

Baha Gia

*services*

Brand Identity, Label System, Packaging System, Print Collateral, Brand Tagline

GOODVIBES

# The Powerhouse of Ethical and Natural

*personal care  
& aromatherapy*

*our works*

## GOODVIBES

We believe that craftsmanship is a state of mind, and Gina Priadini, the founder & CEO of Goodvibes lives by it. To have witnessed every effort they made to exercise the practices— the quality that is honed, refined, and practiced within each preparation, formulation, testing, packaging, and throughout GoodVibes entire business process – was something else.



Often, brands don't openly talk about what it means to have sustainable and ethical business practices. **Goodvibes** went to great lengths to ensure they **did**. From selecting mostly Ecocert ingredients, inclusive work environment, human resource development, resource & waste management, charitable giving, thoughtful packaging, up to transparent sustainable reports. Gina's perseverance has proven to lead GoodVibes to close a global hotel chain deal only three years since it was established.

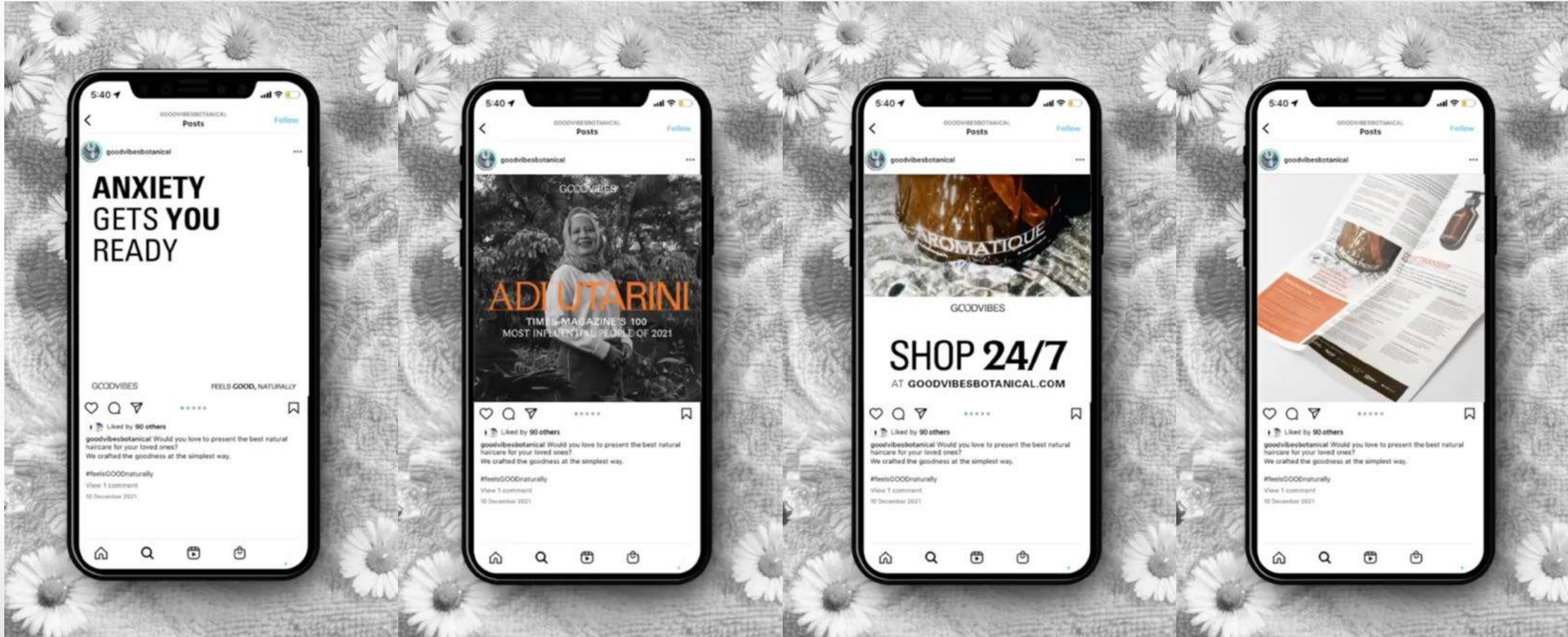
During the six-month period, Roso was there at every step of the way to craft an aligned brand DNA along with rebranding-identity to re-energise the brand and live up to their mission of becoming one proud Indonesian Brand with the credential of ecocert that is not only natural and organic, but also genuinely green and ethical in daily moves.

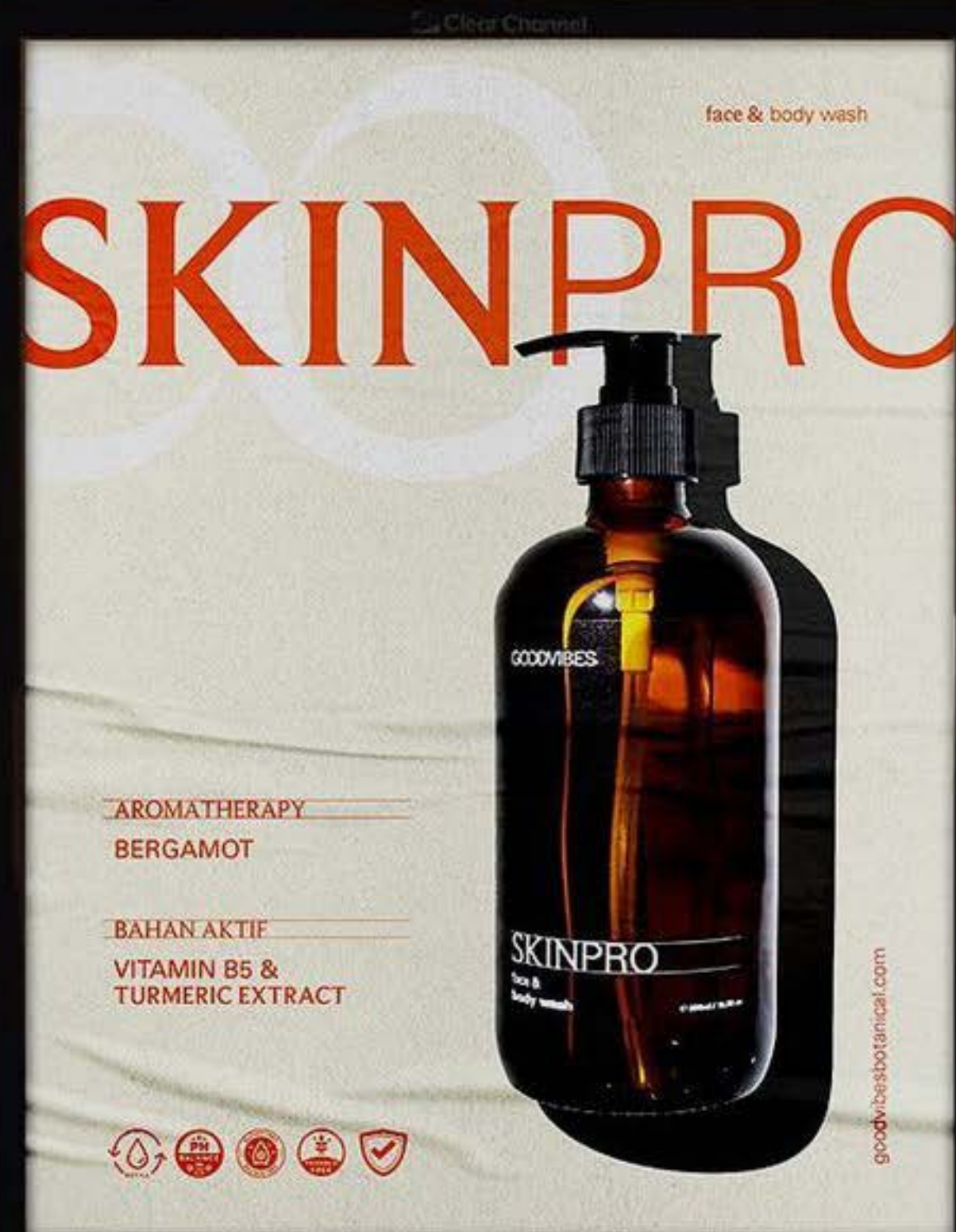




Developing integrated communication strategies that embody the company's vision, mission, and values. Produce key messages that resonate most with the right audience. And to essentially ensure the delivery of their compelling messages, and ways to better connect to their customers.







*client*

GOODVIBES

*services*

Creative Content, Communication Strategy, Brand Positioning, Brand Strategy, Brand Identity, Brand Style Guide, Packaging Design, Print Collateral, Brand Communication, Copywriting

WATERHOUSE PROJECT

Building  
Water Houses  
All Around  
Indonesia  
*one at a time*

*our works*

*Waterhouse*  
PROJECT

A calming and sincere line that is representative of the brand's mission is produced by the gentle stroke of the logotype and the natural color scheme, which brings out all of the tones of the water.

Additionally, the key visual systems used throughout the branding identity are formless and calming, drawing inspiration from the gentle fluidity of water.

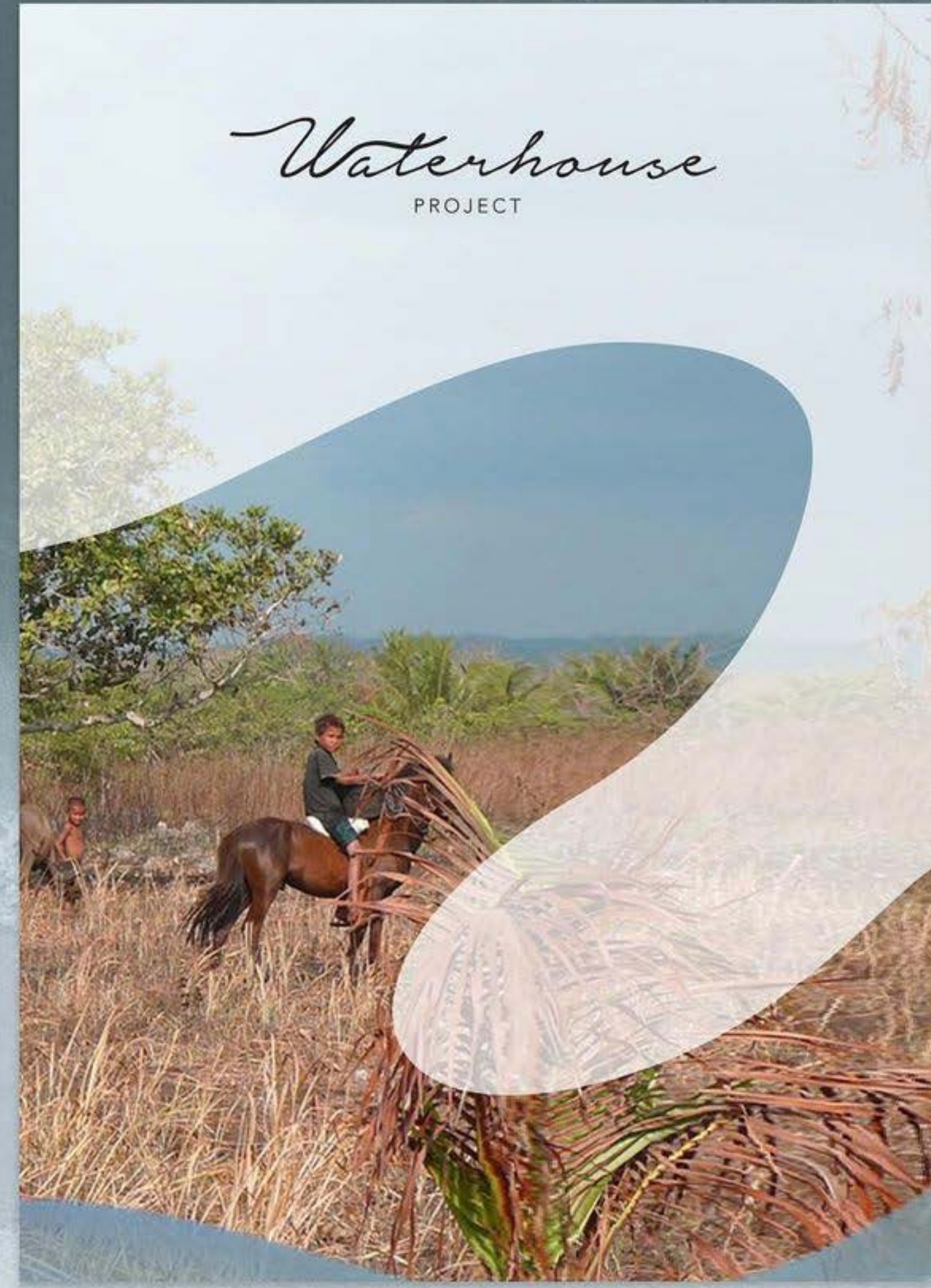
The goal was to develop a brand identity that felt direct and honest. And just like that, the collaboration was in full swing, drenched in inventiveness.  
*A drinkable solution.*





*Waterhouse*  
PROJECT

**Building  
Water Houses  
All Around  
Indonesia**  
*one at a time*

A central panel with a light beige background. It features the 'Waterhouse PROJECT' logo at the top, followed by the title 'Building Water Houses All Around Indonesia' in a serif font, and the subtitle 'one at a time' in a smaller, italicized font. A blue wavy graphic element is overlaid on the bottom of the panel.



Behind the charming natural beauty and promising tourism potential of the land of Sumba, the access to clean water in eastern Indonesia is still very poor. Every morning mothers and children have to travel up to four hours to collect clean water at the bottom of the source.

Departing from these conditions, four best friends sparked a movement called the Water House Project. This non-profit movement was initiated in 2016 to provide easy access to clean water in various parts of Indonesia.

*client*

Waterhouse Project

*services*

Brand Positioning, Brand Strategy, Brand Identity + Logo Design



I AM HOPE

Based on  
True Stories:  
In the Mission  
*to revolutionized hope*

*our works*

*I am*  
HOPE

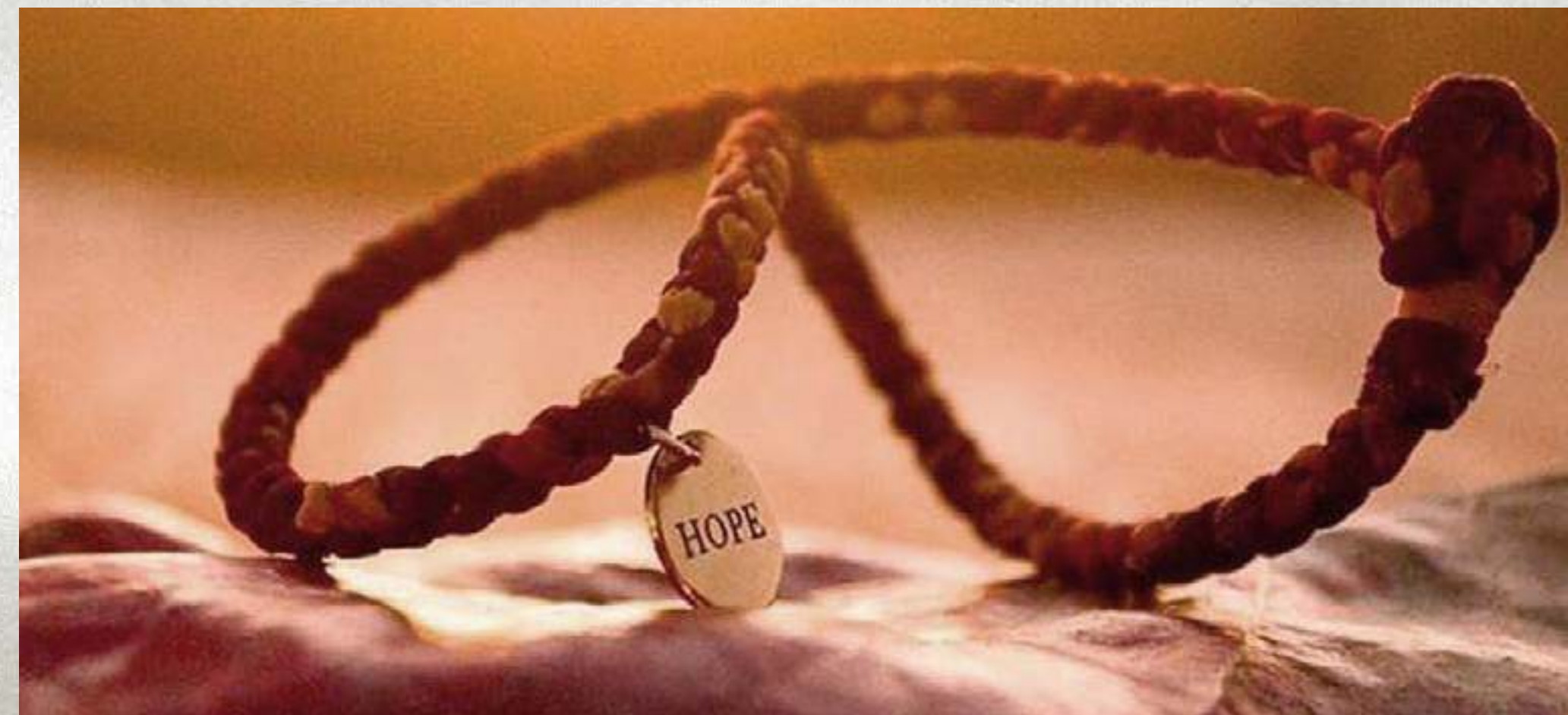
The title is a personal reminder of all the times we made it through. It was an instant connection. The film is based on the Gelang Harapan movement in Indonesia, which has helped cancer patients and families all over the country. The initiative was an inspiring act.

When we first met the fantastic team of founders, producers, and director I Am Hope the movie, they were on a mission to raise public awareness, and our goals were clear: to create an identity that would help them revolutionize their campaign and promotional tools.

Happiness. Love. Peace.  
Good Feelings and Optimism.

To energize the playful positive vibes, water colored graphic elements were used. Bring back childhood memories while adding a touch of Ghea Panggabean's signature "kain jumputan" also known as "kain pelangi," which represents the very word Hope.

We used a play on the letter O to create a round shape that shadowed the light beam of planet Earth from the sun. A representation of the journey of hope, showing that even in the darkest of times there will always be light. Casting the shadow of our burden behind us.





## client

Gelang Harapan

## services

Brand Positioning, Brand Strategy, Brand Identity + Logo Design, Brand Style Guide, Website Design Guide, Packaging Design, Print Collateral, Brand Campaign, Brand Communication

AIRPORT ART PROGRAM

ART PROGRAM BANDARA  
IGUSTI NGURAH RAI

# Tri Hita Karana

*Art in Harmony*

2022

BALI

Featuring cultural expression of local artists who have created a great source of inspiration for us to #RecoverTogetherRecoverStronger on a national and global scale.

Celebrating the newly beautified I Gusti Ngurah Rai Bali International airport to welcome the G20 summit delegates, Roso took part in the initial concept development and research, gathering, and selection process of local artists and craftsmen to build cultural narratives through iconic masterpieces.

Under the lead of Paku Projects it was a strong collective action rooted upon local wisdom in the spirit of driving creative solutions for systemic change. Connecting designers, master craft, artist, and craftsmen to work, innovate, inspire, and collaborate together.



Art is one of culture elements that show the identity of a nation. All the commissioned artwork conceptions were deeply rooted in Tri Hita Karana, the harmonious lifestyle on maintaining the balance of the spiritual and physical worlds. Ties together the relationship of a person with God (Parahyangan), Nature (Palemahan), and fellow human beings (Pawongan).

Glancing at the beautiful work of:

**Yoka Sara** - Mataya Gate @yoka\_sara

**Wayan Upadana** - Paradise Scape @wayanupadana\_studio

**Kadek Armika** - Wana Rupa Segara Gunung @armika\_kadek

**Made Wiguna Valasara** - Konstruksi Semesta @valasara

**Gus Ari** - Tree of Life @gus\_ari\_bali\_kui

**Atelier Seni** - Nawa Dewata @atelierseni

**Raka Bernat** - Palemahan @raka\_dalem\_bernat

## *client*

Paku Projects

## *services*

Artist Curation Team, Signage Design,  
E-booklet Design



LUCY CURATED COMPOUND

# A Space Celebration of Collaboration

*our works*



Translating Lucy Group's vibrant vibes into a more urban and bold design direction. A playful take on geometric letter shapes inspired by building blocks.

LCC Adityawarman is also the home of Lucy group's two new F&B brands that launched at the same time.

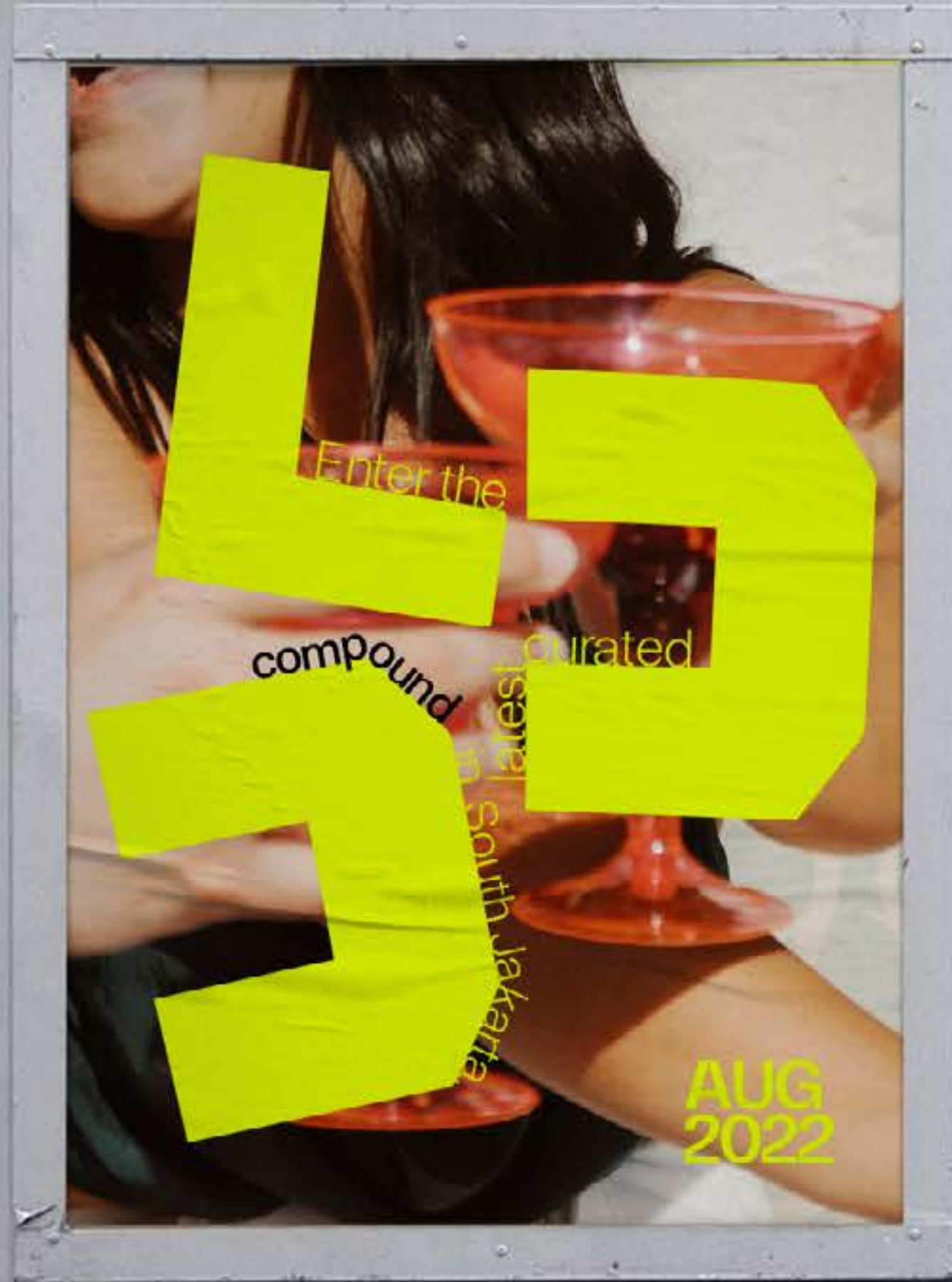
A communal space that brings together the cool kids on the block under one roof.

Staying true to its prominent location in Adityawarman, South Jakarta, the brand identity design establishes a continuous, fluid interaction between its surrounding space and architecture.

An exploration of the building's blueprint dedicated to the collaborative celebration of treats. Another journey to find the beauty of simplicity here at Roso.









*client*

Lucy Group

*services*

Brand Positioning, Brand Strategy, Brand Identity + Logo Design,  
Brand Style Guide

SPIEGEL

# The Heritage Icon *of* Semarang



*our works*

**SPIEGEL**  
EST 1885

The restoration of H. Spiegel was started in 2013 with the romanticism of Semarang's past architectural glory in mind. Pouring heart and soul into the project, two years later, the heritage building opened its door as an F&B establishment with the name of Spiegel Bar & Bistro.

In Kota Lama Semarang, Spiegel has become an inclusive destination within a sophisticated environment where locals, out-of-towners, expats, and international tourists meet. Inside, backpackers from abroad share the space with businessmen. Outside, passers-by view the building as an icon, admiring and photographing the once-abandoned city landmark.





Spiegel is here to stay, merging with the Tavern Group after a decade, presenting an opportunity for the brand to engage in comprehensive communication through a rebranding effort. The brand will persist in its pursuit of innovation to create a sound and sustainable business growth.

The rebranding aims to retain the audience that has contributed to Spiegel's success while organically attracting new customers. The community lies at the heart of sustainability, and through the rebranding, we intend to establish a connection with the city and its residents.

SPIEGEL  
EST 1885  
ALL DAY BAR & DINING

TWO IS BETTER THAN ONE

Buy 1 Get 1 for our wine glass after 2 Dining menu.

Jl. Letjen Suprpto No. 37  
Kota Lama, Semarang

RSVP to  
+62 812-914-1506

SPIEGEL  
EST 1885  
ALL DAY BAR & DINING

*One Fine Wine*

Get a 20% Discount for Wine by the Glass for your dinner.

This promo will be ignored after purchasing 2 Main Course.

Jl. Letjen Suprpto No. 37  
Kota Lama, Semarang

RSVP to  
+62 812-914-1506

SPIEGEL  
EST 1885  
ALL DAY BAR & DINING

*Late Breakfast Instead*

Enjoy our breakfast from 11am to 12pm and get 1 side dish and 1 free drink.

Terms & conditions applied.

Jl. Letjen Suprpto No. 37  
Kota Lama, Semarang

RSVP to  
+62 812-914-1506

SPIEGEL  
EST 1885  
ALL DAY BAR & DINING

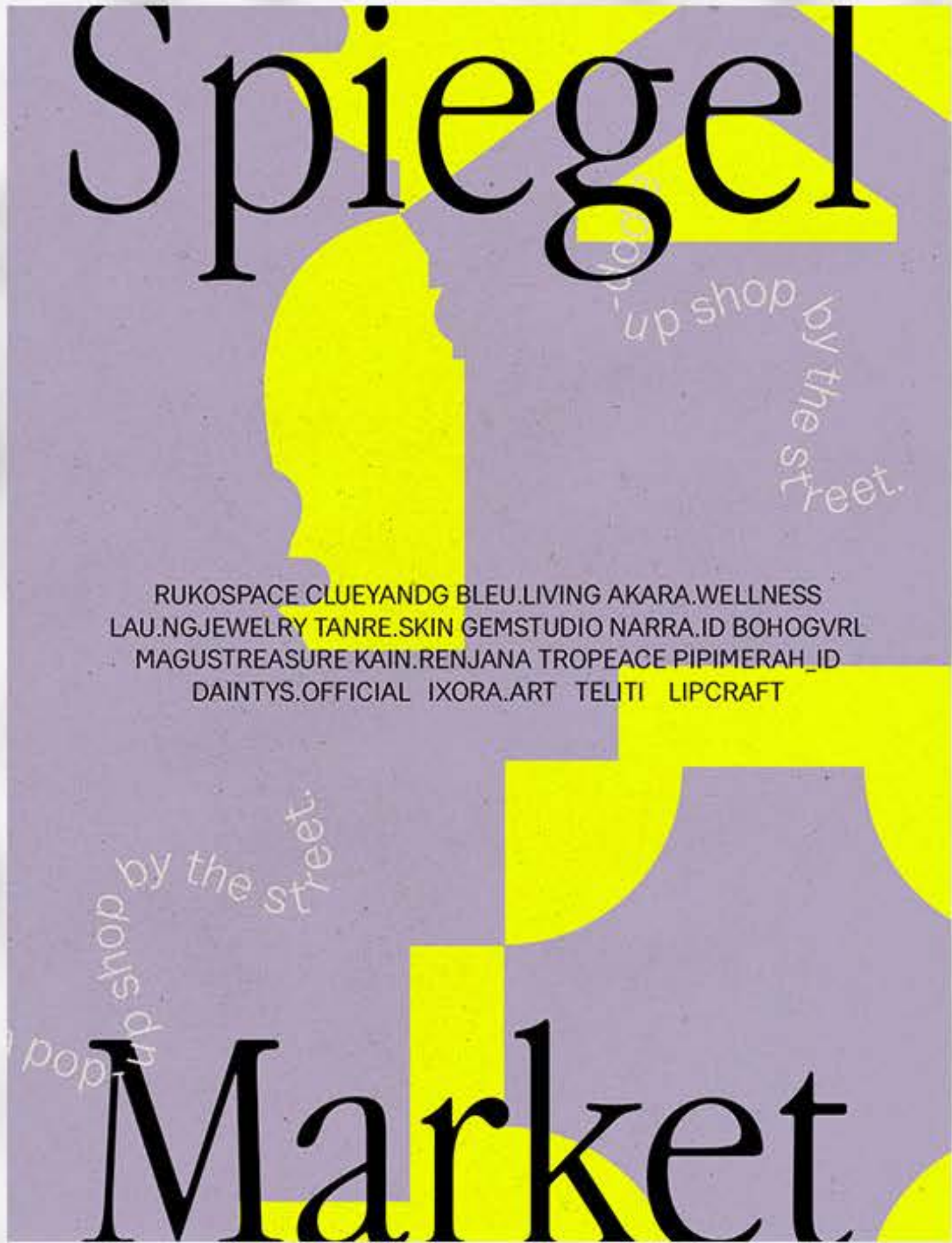
Classic Meatballs

Our go-to grandkids' favourite lunch!

*Mama of the month*

Jl. Letjen Suprpto No. 37  
Kota Lama, Semarang

RSVP to  
+62 812-914-1506





*client*

Spiegel Bar & Bistro

*services*

Concept Development, Research & Analysis,  
Positioning, Collaboration, Social Media, Creative  
Content, Communication Strategy, Brand  
Positioning, Brand Strategy, Brand Identity + Logo  
Design, Brand Style Guide, Packaging Design,  
Print Collateral, Copywriting



R • ∫ ◦

*thank you*