

I NEED A JOB
the right job, a job i'll love

EDBERT B.
LEO
GRAPHIC
DESIGN
PORTFOLIO



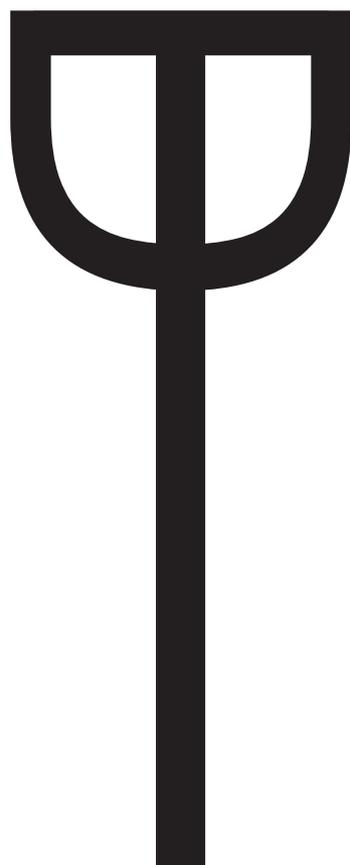
ABOUT ME

Hello, my name is Edbert Bruguera Leo and i'm a freelance graphic designer and brand consultant based in Jakarta.

I have worked with different businesses and individuals and now i wanted to work for you.

CREATIVE EDBERT

PORTFOLIO

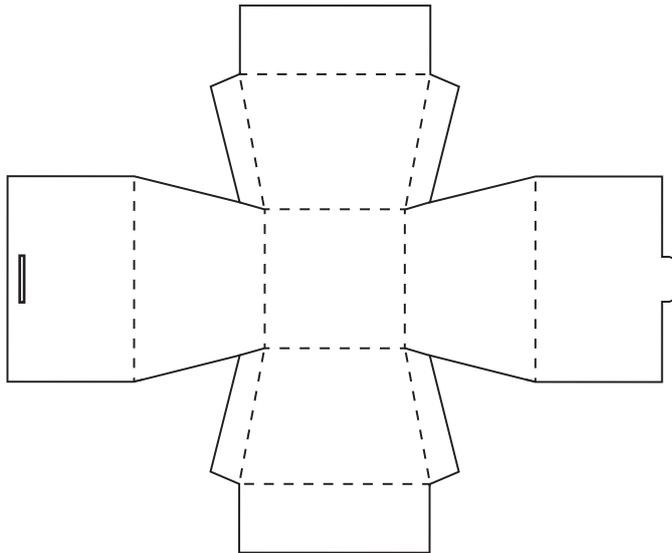


AYAM PECINAN

Identity Design and Packaging

“Early Bird gets the worm”. The owner opens his business very early in the morning around 5 a.m. and there is no other symbols that could describe this restaurant better than the “Rooster”.





Hainanese chicken rice originally comes from Hainan province in Southern China and becomes very popular among the Indonesian. Many restaurant sell this kind of food and almost every dish taste the same. So the idea is to make something different on the outside so it will attract customers at first glance.



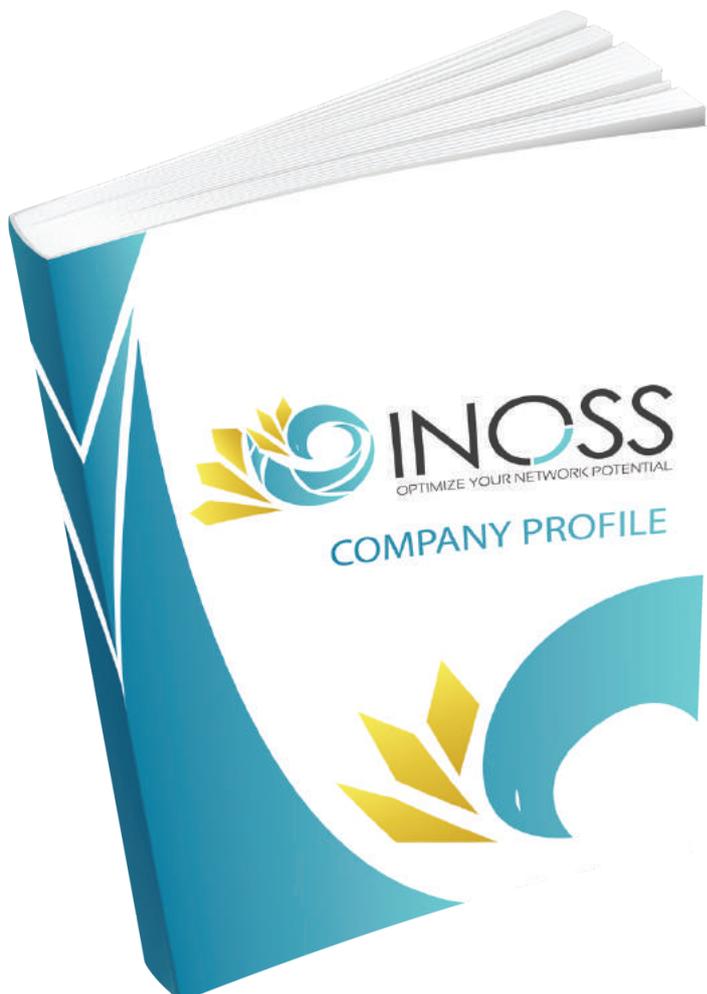
An oyster pail or the western's chinese take out box is so rare here that it is kind of unique. By design, Ayam Pecinan's chinese take out box will look better than the other competitor whose still using styro-foam container.



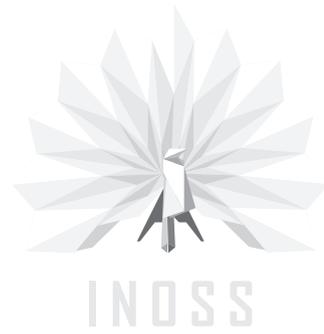
INOSS

Rebranding

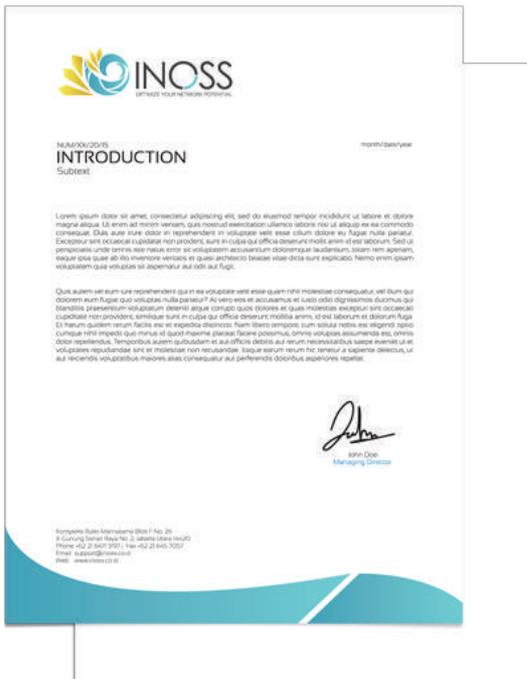
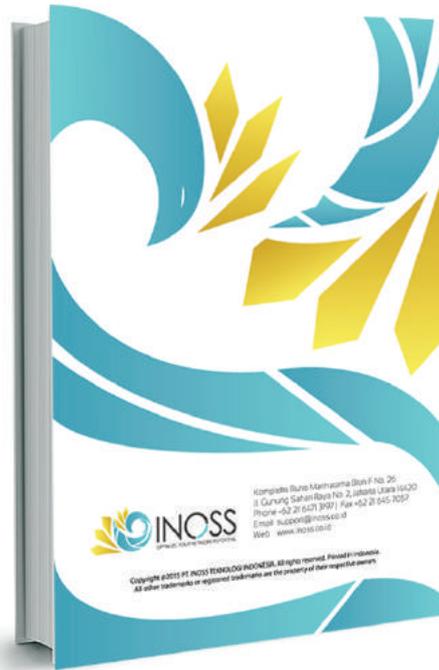
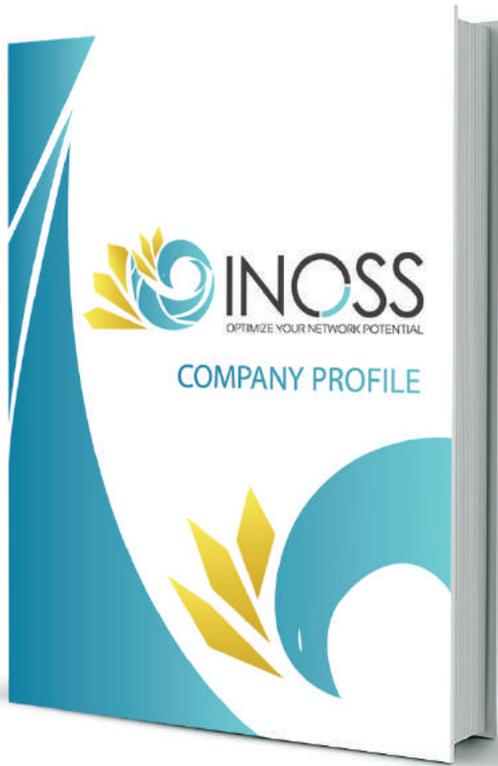
“We are changing everything”. From selling IT stuff to a network solution company, the company really changing everything from the inside to the outside.



Their former logo itself was designed by me and my partner about years ago and the concept was base from a peafowl/peacock origami. The client said that they still wanted to keep the “bird logo” so i came with the idea to make it more modern and high tech to make it suitable for their company business.



At first i didn't really understand their business because it's kind of complicated, but in the end i got the general idea that their business is about protecting the server from network threat. After brainstorming and studying a little about the field i concluded that the brand will give an image about protection, like an animal that stay alert everytime.



SEKOCI PROJECT

Branding

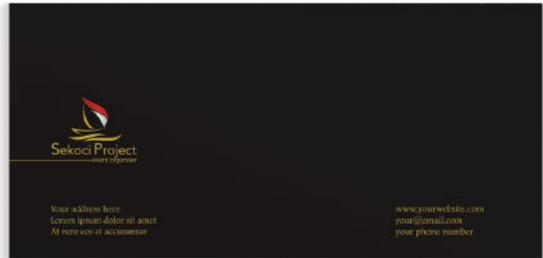
“There must be an Indonesian Flag”. Sekoci is a lifeboat in english, as the company name implies, the visual of the logo should be around boats. So the problem is just how the brand looks professional as an event organizer not as some boat companies.





I made the logo literally looks like a boat with a bird on the edge. The first concept was to make something with guidance as the meaning but something feels off. A lifeboat is made to save lives and an event organizer purpose is to make the event and all people inside a success. I concluded that the logo should be made more simple and easy to remember because they also have a simple purpose.





SUMMARECON SERPONG

Mock up Catalog

“Can u give me a fresh new idea”. Having been in the property development for years, they kind of stuck with the old design and always reuse it all over again.



The Harmony Of Healthy Living

Kini hadir **The Springs**. Sebuah hunian baru yang dikembangkan dengan konsep harmoni akan hidup sehat untuk kenyamanan hidup Anda dan keluarga. The Springs dibangun di area seluas 120 ha, terdiri dari 12 cluster dengan design yang up to date, dilengkapi sebuah Country Club dengan fasilitas yang lengkap serta Club House dan kolam Renang di setiap cluster.



The concept has to be different from before, so i first studied their old catalog and the design was clean and simple. They don't use too much extra graphic and very straightforward. After that i went to the site where the houses are going to be build to see the surrounding area. There are a lot of trees and it's very refreshing. I went to the lake nearby and it rained not long after i arrived.

When i see the water dropped into the lake and rippled, an idea suddenly came to me. The rest is just me brainstorming from the old catalog but the general design theme was a water rippled creating reflection of the natures around it.



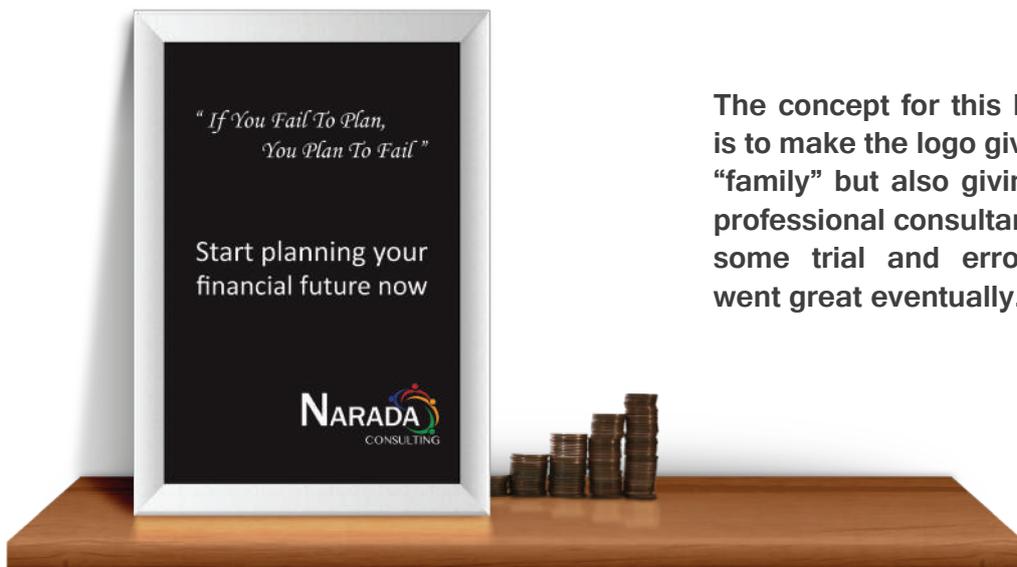
NARADA CONSULTING

Branding

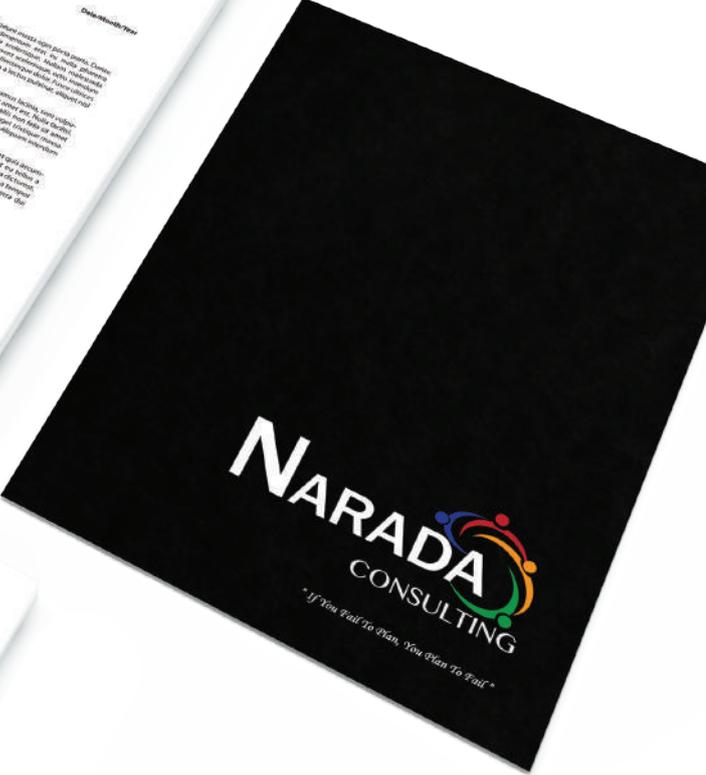
“We treat our client like family”. They wanted to be different on how to treat their client. If their client succeed in having a good financial life, they would be happy too.



The name “Narada” came from the name of the Client’s children and hindus God that gives information just like a journalist. The hardest part about this project was making a visual that the client want but the use of color are limited. He really fond of Google’s Company and wanted to have the same colors as them.



The concept for this brand identity is to make the logo gives a sense of “family” but also giving a sense of professional consultant into it. After some trial and error, everything went great eventually.



THE ICE CREAM LOUNGE

Branding and Brand Consulting

“We wanted to be the center of all ice cream in this amusement park”. All in one ice cream cafe that will be built on the edge of the amusement park (Dufan, Ancol) and people barely pass through it, that some good spot right there.



First of all, i need to know the target market in this amusement park so the design will be suitable for them. Seems that the lower middle class more dominant in this place so i have to make the design not too intimidating for them but can still good enough to attract middle to upper class.

The logo itself is simple not too fancy yet cool enough for the teenager to young adult.



The real problem is how to attract customer on the first sight as the place isn't very good. One solution is to make the place looks interesting and the other to give out brochure with a great offer to make a crowd coming. One thing i learned from this project is that crowd always attract more crowd.





The exterior is design with 2 point of sales, one on the inside and one on the outside. Both of them place on the corner of the store side by side so when customer queue in line it will make the store looks crowded. After a few month with this method the client achieved ROI.



Ai-Tech

Stationary and Brochure Design

“The design should represent bikers”. I wasn’t really sure about accepting the project before because i really had no idea about automotives but i really like challenges.



The truth is i didn't have any idea at all until near the dead end of the project. Googling didn't help much as it was just showing me people with black jacket riding harleys. I missed the very essential things about the company and that is their spare parts. So i tried to draw the parts and tweak it a little so it would look cool.



