

ilmupadi  
DESIGN



# ABOUT US

Hello..

## Who we are?

Ilmupadi is a branding and advertising company which is below Pt.Maharani Infotech Solutions, that is located in Jakarta.

Branding plays an important role in all of the different kinds of business!. What is branding? Branding is a differentiation. It creates trust towards the consumers upon the product that is offered. In creating a brand, the concept plays a big role in relation to the product itself and the company as a whole. With the right kind of marketing strategy through branding, products then could reach a maximum level of sales. Contact us for the assistant in helping branding concepts and strategies to fully analyze your business!

## Our story

It all started when a young man in the year of 2007 had the idea to build a business related to creativity. A freelance designer then became his first step. Needing the growth to expand his personal idea of work, a team was formed consisting of people who works with creative minds. Ilmupadi was then formed.

It was also inspired by the Indonesian philosophy if "ilmu padi" or so called the " science of paddy plantation" which explains how the more the paddy was grown fully, the more it would curve downwards. This is fully an analogy of our working commitment. Our service of work will increase as the number of creative individuals increases.

We Ilmupadi believes that a successful design would go through a unexpectable process, which are systematically planned thoroughly.



## Simple steps

### 1. Consultation

There might be some complication to start with. This is the stage to show the big picture of conceptual ideas. All ideas and concept are to be help by our team in digging deeper to analyze the clients demand. We will analyze the different aspects of the ideas in regards to the complications and problems.

### 2. Process

After we recieved the concepts and ideas, our team will process and brand everything visually. The next step will involve us in giving different choices of concepts and alternatives that are made by us.

### 3. Result

We are committed to show the maximum outcomes of our work, by matching our agreement with the demand from the client, both the punctuality of time and the quality of concepts. In this process, client will then recieve the fnal product of our branding work with several options after going through different steps of revisions.

## Reason to work with us

### 1. Priority

Our main priority is simply to fulfill what the client demands. The satisfaction of our client will be our priority in providing our service.

### 2. Fresh Idea

There will always be new ideas and concepts that are given from us to show the development of designs, but most importantly without losing or deviating from the original concept given from the client.

### 3. Inovation

We always show our effort to imporvise our clients main goal. With the provided material, we will manage to develope every single concepts into a sastifactory and wonderous finishing brand to fulfill our clients need.

### 4. Quick response

The punctuality of our time is one of our teams biggest value. All of the demands that are required are to be done within an efficient amount of time.

### 5. Experience based

With several years of designing expeirences, the quality that are to be offered will be a high-end offer.

### 6. Friendship

Partnership will not be our main goal with our client, but to have a sense of belonging in our company. All of the demands from the client will be applied with our greatest efficiency.



## Vision

A company that provides conceptual ideas and strategies for our client, by assisting all kinds of marketing plans to increase sales of product.

## Mission

To assist a fast-working, fresh and innovative service, by enriching partnership in order to reach satisfying results.

# SERVICE

What we do..



## Brand Identity Building

To build an image of a business' identity is crucial, where marketing strategy and marketing analysis is an important step to build the identity. Product differentiation must be made through a well planned strategy, which becomes the main step for a company to increase sales and to gain market share amongst other competitors.

### Features

- mind mapping
- business naming
- alternative konsep logo
- soft copy package files
- stationery sets
- corporate photograph
- product photograph
- corporate video profile
- product video profile
- corporate copywrite
- market research
- bussiness concept and history
- tagline concept
- tagline
- identity application



## Website Building

As online business develops rapidly, website holds an important role that becomes a mandatory for all businesses. Our team will help the planning and making of websites that intergrates ideas, strategies and concepts in order for a website to be formed and ready to be launched for use. Website that are made will be the strand of work between the online and offline activity.

### Features

- responsive website
- website naming
- good quality domain and hosting
- flexible website design style concept
- user friendly design concept
- corporate copywrite
- content and images
- corporate email account



## Website Management

The important role of online business is the right kind of website management. If our client has a fully functional website but with limited time and SDM, we will assist to help to maintain that particular issue, which includes concept making in the content, and strategy planning of the content that should be inputted and updated.

### Features

- concept and content strategy
- content development
- content update
- image update



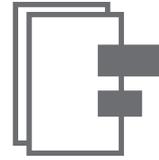
## SEO & Social Media

Seo holds another important role in online marketing. This allows people to optimize the productivity of Google. We will enable people to easily find your business' name in their search engine.

Social media is one of the greatest support to market your business. The fact that consumer needs quickly increases rapidly, therefore social media will greatly be needed. We will help you to manage through Facebook, twitter, instgram, path and other social media that suits for your needs. We will also help to build an attractive site and complete updates of your content.

### Features :

- easy keyword
- friendly URL
- concept and strategy content
- content development
- content update in social media
- image update in social media



## Corporate Identity

The competitiveness of business world is surely one of the greatest challenge for every people. All companies that are strongly built will usually have a so called "red line" or main differentiation to stood differently amongst the others. That is the reason why the need of corporation identity is so much needed to get your business to be known widely around the world of business. We are able to facilitate your business when there is a need of marketing strategy ; a new logo.

### Features

- company profile
- product profile
- stationaery set
- packaging
- wallpaper
- car branding
- uniform
- GRAPHIC STANDART MANUAL SET
- etc



## Advertising Material

Marketing is the end-process of all business. The success of a business relies heavily towards how strong the marketing strategy of the business itself. The supportive marketing process is the creation of advertisement. The importance of it is the main goal for us to assist your business to create advertisement materials base on differentk inds of products through creative and efficient process of work in order for the products to be more noticed and well-known amongst the society.

### Features

- poster
- company profile
- brochure
- video advertising
- online banner/ad
- flyers
- billboard
- gifts
- merchandise
- etc

# WORK

What we have done..



# DEHAEN DANUM INTERNATIONAL

KIND OF WORK : LOGO / IDENTITY / PRINT

## BACKGROUND

Indonesia is famous for its coffee export activity which is well known throughout the whole world. This somehow becomes one attractive matter for business' to be interested in doing business in coffee beans. At this moment of time, coffee bean business is dominated mostly by foreign business'. The irony comes in how 70% of coffee beans that are among the market comes from Indonesia, and this is the reason why DDI is important enough to gain back the majority marketshare of coffee beans that should have been owned by Indonesia.

Ilmupadi realized that to compete with the global market, bringing Indonesia to be more known is a challenge. Ensuring a product's quality is not everything, because DDI must be present to show the originality to bring Indonesia's culture in the eyes for the global market.

## SOLUTION

Inspired by the fact that Indonesia rich country known by its agriculture, the logo by DDI was formed based on the shape of coffee leaf. Ilmuadi also creates an identity that is inspired by the Indonesian Culture of Batik. The motives of Batik are applied in every stationery that is owned by DDI.

It was a pleasure for DDI to be accepted in the launching that was held in the Caffe Culture Expo in 2014 at London. Many appreciations were accepted by DDI from many world wide multinational companies. DDI was present not only to bring its high quality product from Indonesia, but also to show their identity that shows the uniqueness and a sense of nationalism. The whole act has the purpose to introduce batik as one of Indonesia's most famous culture for the world to know.



DeHaen Danum  
INTERNATIONAL



# MING DINING STATIONERY & BOOK OF MENU

KIND OF WORK : IDENTITY / PRINT

## BACKGROUND

Ming Village did a re-branding for its restaurant. The purpose of Ming Village in their re-branding into Ming Dining is to increase their quality and service aspect. It also has the purpose to increase the target market for a higher social class sector.

To increase the quality of Ming, several things such as the food quality, presentation, and visual language that are used in the restaurant are to be upgraded. The increase of target market by Ming was one of the biggest issue for Ilmupadi.

## SOLUTION

To have a sense of luxury feeling and exclusiveness of Ming Dining's service, a new identity was to be built with greater expenditure of image. Black and Gold became the chosen color to represent the right brand identity of Ming Dining. Ilmupadi gave an illustration of phoenix for Ming Dining's logo. This was inspired from the different signs of dynasty's in the era of Ming Dynasty. The phoenix logo acts as a king amongst the other kinds of birds and usually was used to show the importance of luxury goods.

According this philosophical view of Ming Dining, we would like to give an impression that Ming Dining would be known as a luxurious and exclusive restaurant. A restaurant that offers high quality food which will lead against other competitors.

The Grand Opening of Ming Dining was held on February 2015 which was also on the month of the 2555th Chinese New Year. On that day, Ming Dining received a positive response. The waiters who were in Ming Village previously felt a significant change in the feeling of the food, both in the aspect of quality and also visually. The Grand Opening increases a significant amount of sales.





# TELKOMSEL CRM PROJECT

KIND OF WORK : PUBLIC / PRINT

## BACKGROUND

The increase of consumer demand towards the quality of Telkomsel helps Telkomsel to create a new system. The new system was name CRM (Customer Relationship Management) that has the purpose to simplify Telkomsel's Internal Communication that provides a better support for their customer.

To introduce the new system amongst Telkomsel internally, a new campaign was held internal for the people of Telkomsel. Ilmupadi planned this campaign. Clearly this campaign was held with full enthusiasm, presented with joy, and was showing clear steps to explain internally about this new idea.

## SOLUTION

By using the right kind of interactive language to attract people, it becomes the main key to be more curious towards this "new" campaign. The visual language that intergrates a joyous feeling becomes one of the key for this campaign so that there are much more attentional in Telkomsel internally.





# SANCORINO INDONESIA

KIND OF WORK : PRINT / WEBSITE

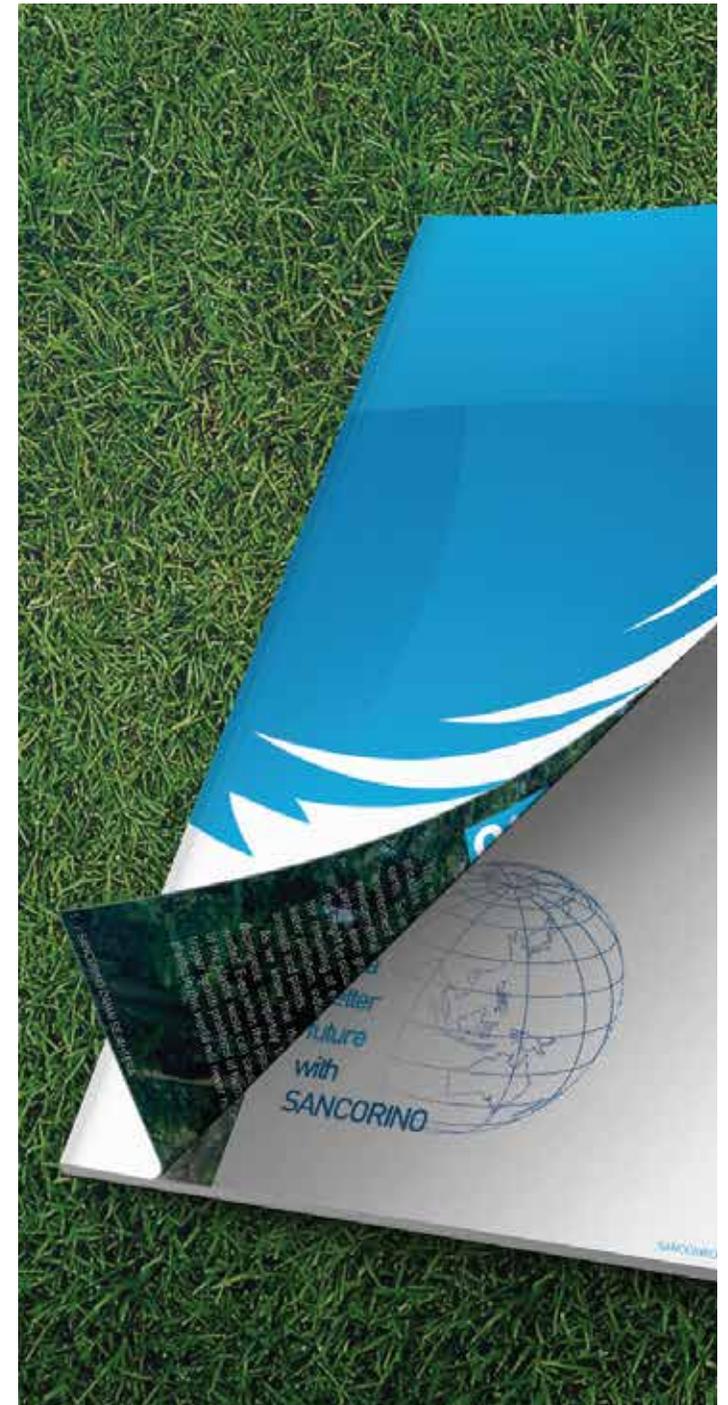
## BACKGROUND

Sancorino is a company that is active in the sector of recycling plastic materials such as HDPE. This company has been producing recyclable plastic and at this moment with an ideas to widen its market both inside and outside the country. The plan to have market expenditure becomes a new and fresh marketing strategy.

The society nowadays realizes that recyclable plastic are not as good as plastic itself, and it greatly affects the market. Sancornio needs a strategy to rebuilt the knowledge of knowing the market view upon this sector, which is how recyclable plsatic is far more beneficial. Recyclable plastic do have a lower price with the same quality as orignial plastic, which relates directly to Sancorino's mission that aims to be the most outstanding recycling plsatic company in Indonesia.

## SOLUTION

The external environment condition becomes the main key for Ilmupadi to act upon this project. "Eco-friendly" and "go green" becomes the basis of every single visual language that is to be applied into the Company Profile and Product Profile that would be branded into a book and video. On the other hand, to increase market expenditure, we created a website.





# RUMAH MANUSIA

KIND OF WORK : LOGO / IDENTITY / PRINT / WEBSITE

## BACKGROUND

This company plays a role in the sector of Human Training. The name “House of the People” itself was taken from the phrase House for the People. The tagline that was proposed by this company is “We understand human”. The high demand of identity.

## SOLUTION

We made a logo that was in a form of a house which was also intergrated with a human body part, which is the human head. The meaning of the logo itself is a house of the people for all of the people without any exceptions. On the other hand, the spiky shape in the human head is to represents the meaning of all human with different kinds of mindsets. It is also symbolized how humans are all unque and meaningful, and everything starts from the mindset of humans.





# PILAR 8

KIND OF WORK : LOGO / IDENTITY / PRINT

## BACKGROUND

Pilar 8 is a company that plays a role in the sector of steel construction. The name "Pilar 8" has a meaning of a pillar that acts as the strongest foundation of a building and the number 8 or the shape itself is somehow related to infinity. The need of stronger company identity.

## SOLUTION

The logo that was made emphasizes more on pillar 8 as a company that is strong and firm. The box shaped sign is shown to represent the firmness of the company. The steel colour that was used becomes the main goal of this company. The gradation that was given symbolizes a dynamic sense, in a way that shows that the company is not stiff but rather flexible in building a relationship.

The logo for PILAR 8 features the word "PILAR" in a bold, sans-serif font, followed by the number "8". The letters are filled with a vertical gradient from black on the left to white on the right, giving them a three-dimensional, metallic appearance. The "8" is also filled with a similar gradient, though it is slightly more rounded and stylized.



# FUSIÖN

KIND OF WORK : LOGO / IDENTITY / PRINT

## BACKGROUND

Fusion is short for “ Fun and Sport Indonesian-Osterreich Network”

The original idea was formed from the formation of Indonesia’s Youth Gathering in Austria as an organization of Indonesian youth that lives abroad in Austria. They are active in doing many activities in their own organization. One of them is Fusion. The Indonesia motto “Bhinneka Tunggal Ika” acts as an inspiration to them to carry out events that leads 2 different cultures, which are Indonesian and Austrian culture. This event consists of sports, musics and arts activity. Their main need was to publicly present this idea through visual language.

The need to have an identity design for this event was needed. Aside from showing a design identity, it was also used for publication and other related matters. It is not a simple task to integrate the two cultures together.

## SOLUTION

The logo itself was made based on the shape of each country of both Indonesia and Austria. The writing “Fusion2014” was used to attract and remind the public upon this event that has been going for 60 years. The colors were taken directly from the Austrian flag and Indonesia which is also integrated with other colors related to each of their cultures.

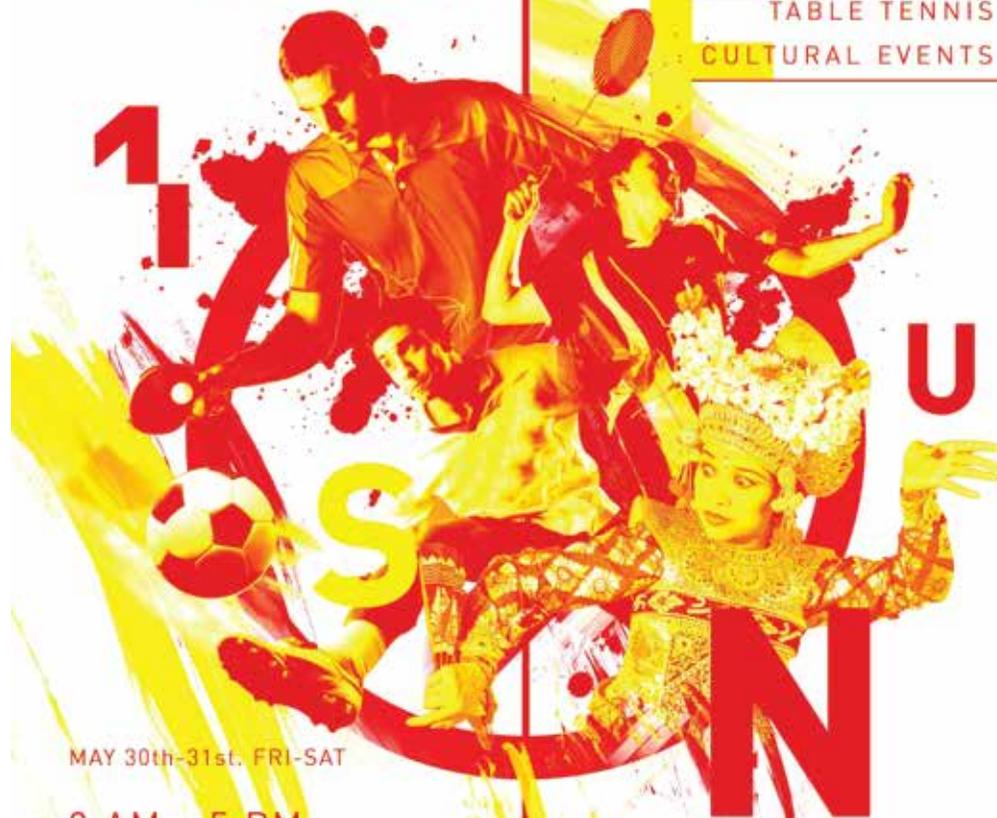
We made a systematic icon for every different competition. The icons were made to be able to differentiate the different kinds of competitions.





Festival Culture and Sport  
Indonesien-Österreich Networking  
to commemorate the 60th  
anniversary of bilateral cooperation  
between Indonesia and Austria

BADMINTON  
MINI SOCCER  
TABLE TENNIS  
CULTURAL EVENTS



MAY 30th-31st. FRI-SAT

9 AM - 5 PM

SPORTCENTER DONAU CITY  
ARBEITERSTRANDBADSTRASSE 128,  
1200 WIEN

TWITTER :  
@fusioen2014

WEBSITE :  
<http://festfusion.wordpress.com>

**CONTACT PERSON**  
Pandu - bramono.pandu@gmail.com

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**CULTURAL EVENTS**  
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# RAJOU 2012

KIND OF WORK : PUBLIC / PRINT

## BACKGROUND

Rendang and Nasi Goreng is one of Indonesia's famous traditional food that was once named as one of the most popular food around the world. This was also proven by a survey that was held by CNN that was published in CNNGo. The survey was published in CNN's facebook page.

The popularity of rendang and nasi goreng was ranked first and second as the most popular food, which Masaman Curry from Thailand was placed as third after it.

This fact was legally publicized by CNN. "After 35000 reviews were analyzed, the most delicious food in the world is no longer Massaman curry, but in fact a spicy dish full of spices from West Sumatra". By the fact given, the result of the survey was published on CNN website on 7th of September 2011. Other famous Indonesian dish such as sate was also reviewed as the 14th most delicious dish.

This creates a sense of pride towards Indonesia. It inspired the Minister of Tourism and Leisure to held an event called Rajou (Rendang Journey) as a yearly event with a purpose to commomerate Indonesian food.

But how could this be represented for the society visually? What becomes the key to attract the society's attention toward other indonesian food aside from Rendang?

## SOLUTION

Ilmupadi does not only focuses to represent rendang itself, but also focuses on how to promote Indonesia's culture and other related matter in relation to rendang. Knowing that the other related matter becomes the importance of how rendang was created, which in fact is a dish from Minangkabau. The representation through several different kinds of visual media is important in how Rendang could be brought clearer that it is not only just a dish, but also a culture.





RAJOU 2012  
TASTE THE RICHNESS  
OF INDOONESIAN SPICES

# Rendang Journey 2012

*Taste The Richness of Indonesian Spices*

OUR EVENT SERIES:

- SEMINAR - KEMENPAR/KRAF BUILDING 13 OKTOBER
- FESTIVAL & COMPETITION - LAPANGAN BANTENG 17 NOVEMBER
- AMBASSADOR GALA DINNER - WARTIG UIN 21 NOVEMBER
- RAJO 2012 TOUR - PADANG 30 NOVEMBER-6 DESEMBER

*Be a part of the journey!*

Face of Indonesia  TRANS 7  femina

# TJS LION

KIND OF WORK : LOGO / IDENTITY / PRINT

## BACKGROUND

Tunas Jakasampurna School located in Bekasi has an elective program that previously had brought many achievements in its sports department. This in fact pushes the school to create a brand by the name of TJS School for the purpose of showing a more organized elective program that mainly focuses on sports.

A fully done concept and strategy was needed to show TJS School's identity. The brand did not only act to decorate, but mainly to give the sense of trust for all of the members of the elective from TJS. It also gave the sense of respect towards opposing players at sport matches.

## SOLUTION

The shape of the lion was used as the main logo of TJS School. Ilmupadi was inspired from the bravery of a lion which usually comes in packs. Lions usually use several different ways to catch their preys by using their fierce roaring, where it is really suitable for the atmosphere at the court. This matches the whole scenery of a sports match knowing that it relates with bravery, strength and teamwork. The thick typography of TJS gives a sense of strength, undefeated and other sense that supports a competitive feeling in a game.





# RFT AUTOSPEED

KIND OF WORK : LOGO / IDENTITY / PRINT

## BACKGROUND

After becoming the champion of 2011 Pacific Cup in Australia, New Zealand, and Caledonia, Rifat Sungkar opened their new automotive garage that is located in Pondok Cabe Ilir with the name of FRT motorsport. They was in need of a new logo and identity to be used for their automotive garage. With the name that was previously famous, it was not quite a challenge to start their business.

Visual language is more important comparing it to the popularity that RFT motorsport has. Logo and identity that will reflect itself to more market awareness was what they need to brand out FRT motorsport.

## SOLUTION

By using the keyword "Fast as simple" a logo and identity was created to give an effect of fastness and simple characteristic of Rifat himself.



# RFT *autospeed*



*tune up . service . performance*

# TOM HUT

KIND OF WORK : LOGO

## BACKGROUND

A cook who got his education in America went back to Indonesia and wanted to start his own business in the sector of culinary. He wants to sell America's favorite food, which is hamburger. The plan was to open a business in the year of 2011.

The will to open the restaurant was then poured out into ideas. After several interviews and discussions, it was found out that he was really attached to his nationalism towards Indonesia and his Batak culture. Initially, it was confusing on how to integrate such ideas into a logo to be made and branded. How to integrate both the American and Indonesian culture into one idea?

## SOLUTION

An idea then was brought up, which was quite unique. We named the restaurant name "Tom Hut". Why Tom Hut? Tom is a part of sitompul which is actually the family name of the owner's father, and Hut comes from Hutagalung which is the family name from his mother. It is somehow unique enough.



# NIKI HARUM

KIND OF WORK : LOGO

## BACKGROUND

Niki Harum is one of the a chilli product in Semarang tageting middle to low income people. The market is huge but has a weakness in branding. They are in need to change the logo and open a new market in Jakarta.

The logo that was made still uses the chicken as the icon as the previous logo. With the new logo made, they wish that it will fix the branding of the products and would be better known as a chilli product of higher quality.

## SOLUTION

The chicken facing to the right and the letter NH on the wings becomes the logo. It gives a subliminal message for the customer who will buy their products.



# ALBECHA FISHING

KIND OF WORK : WEBSITE

## BACKGROUND

Albecha is a fishing gear company which exclusively target high income people. They wanted to increase their sales by creating an online web store and e-commerce intergrated to it.

How to create a website that will give out a vivid information about fishing gears, specifications and the availability of each products. Another matter that was brought up was the availability for the customers who will feel a greater essence of fishing when they open the Albecha website.

## SOLUTION

The Home page of the website was designed with fishing scenery. With the variations of layout, it will somehow affect the customers to have the tendency in wanting to go fishing. A clear information was also presented in the website so that customers will not face difficulty to know the availability of the fishing gears to fish and would ease them to order it. Several different figures are also provided such as one stop shopping service , several supporting informations upon finshing and information regarding events from the community.







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