

Jippy Rinaldi™

DESIGNSTUDIO

PORTFOLIO

2011



good design should still have its appeal throughout the years.

INTRODUCTION

Jippy Rinaldi Design Studio

Jippy Rinaldi

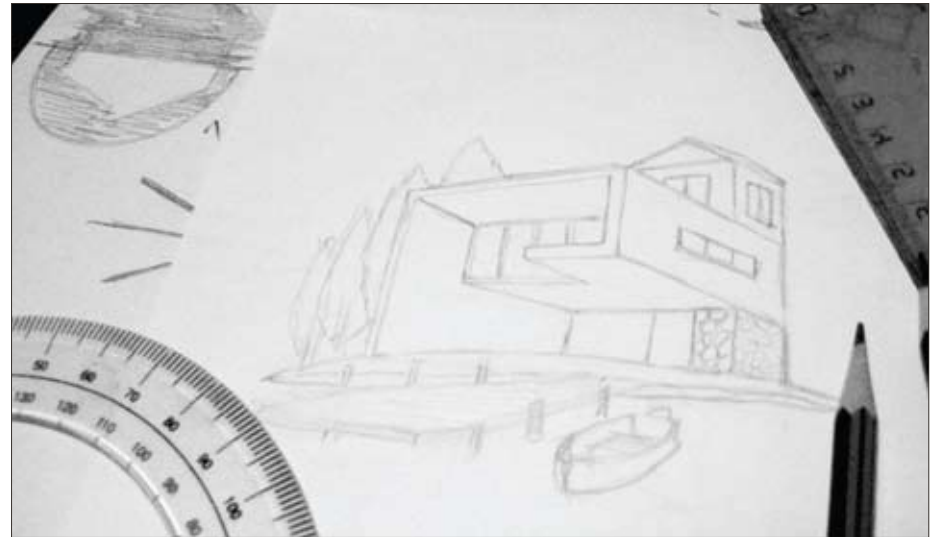
DESIGNSTUDIO

Jippy Rinaldi Studio is a brand identity design practice in Jakarta, Indonesia. Our studio develop brand identity for clients from various business field. We collaborate closely with our clients to produce an international standard work. Our main services include logo design, visual identity, editorial design, website, package design and typography.

In our studio, we believe good design should still have its appeal throughout the years. They should also deliver truth values of themselves and be presented in clear, simple and memorable ways. Every projects in our studio always begin with a rock-solid foundation: thorough evaluation of top-notch solution, research & analysis and frank advise.

If you'd like to talk to us about how we can help you, collaborate or request further information, please say hello and leave us a message. Thank you!

Our works also featured at www.bahance.net, www.logopond.com, www.logogala.com
Browse the gallery and enter keyword : *Jippy Rinaldi*.



TEAM

Jippy Rinaldi Design Studio

JIPPY RINALDI
Principal &
Creative Director

Born and raised in Jakarta, Jippy Rinaldi started his career as a graphic designer at local advertising agency. He spent the next ten years develop logos, custom typography, art directing and branding. In 2007, he gathered a small group of multi disciplinary professionals to form his own company where he can explore his passion more on art and business.

As a creative director, he inspires every projects with passion, energy and intellect. Since established his studio, he has collaborated with clients from various markets. In his spare time, he is a commuter by bicycle, a chef at his house, magazine collector and music & lyric enthusiast.

REZA MUHAMMAD
Web-based
Specialist

Reza Muhammad born and raised in Jakarta. He moved to Jakarta after college in Toronto to join an IT consultant company. In 2007 he join our team and responsible for every web based output in the studio. He is also the founder of Sixceed Inc., a web based application developer company. An avid Mercedes-benz modificatory, he regularly meditate by having chinese noodle as his breakfast every tuesday morning.



ANASTASIA RIVALI
Art Director

As an art director for publishing projects, Tasia gain her extensive skills from her passion in editorial design, photography and traveling. Tasia balances the studio's creative and business energies by frequently organized compulsive late lunch or supper. A huge fan of Erykah Badu and Jill Scott, she is also a design consultant for award winning travel magazine, JalanJalan.

MELBY SJAMSUDDIN
Special Project

Born in Melbourne and raised in Jakarta, Melby Syamsuddin is now a citizen of Brisbane. He is the only member who write emails in binary. Melby is an amateur road bike athlete, an avid photographer and Tiesto's huge fan. He was held responsible for spreading mac-fever in jakarta in late 90's.

CINEMATIC LAKEHOUSE

Corporate Identity Development

Project owner

PT Cinematic Indonesia

Timeline

Mar 2010 - Jul 2010

Project launch

Aug 2010

Published at

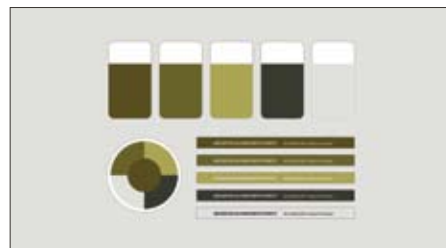
**www.logopond.com
www.behance.net**

Cinematic Lakehouse is a production house and photography studio that produce music video, television commercial and wedding documentary. Our challenge was to build a corporate identity from ground up, from advising brand name, designing logo and develop print collaterals.

We were excited when the client took our advise and came up with the name. Driven by the name, we design the mark to be iconic and memorable. Our goal is to express the studio's approach and style which they had delivered to their customer. The clean, modern and minimalist visual identities are aimed to deliver the message of professional and excellent services.

This company profile showcased four of our milestone projects. Presented comprehensively to illustrate our ability. Visit www.jippyrinaldi.com for more updated works.





CINEMATIC LAKEHOUSE

Corporate Identity Development

all works





GARDIO HELMET

Brand Identity Development

Project owner

PT Dynaplast Tbk.

Timeline

Dec 2007 - Dec 2008

Project launch

Dec 2008

Published at

www.gardio.co.id

Gardio is a motorcycle helmet brand owned by PT. Dynaplast Tbk. through its subsidiary company, Rapidtech. The project ignited as a pilot project for Dynaplast to enter a mass production industry. Gardio produce SNI-certified motorcycle helmets and market its products through-out Indonesia.

Our Studio was assigned to develop brand strategy and identity. Choosing the brand name was also part of the project. The challenge was to create a comprehensive identity system which have a bold character in simple, fresh and iconic presentation and have to reflect its values.

The branding program was built based on the results of our extensive market research. The research assessed motorcycle riders opinion and interviewed stakeholders. The name Gardio, derived from “Guard” and an illustration of shield was the central idea for the logo. The concept of “Safety is an Attitude” was then incorporated to the brand values.

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GARDIO HELMET

Brand Identity Development

Product





TUNE8

Brand Identity Development

Project owner

PT Tunes 8 Indonesia

Timeline

Jan 2009 - Aug 2009

Project launch

Dec 2009

Published at

www.tune8.co.id

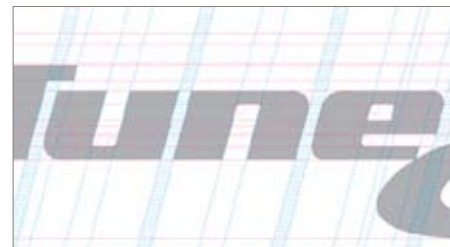
Tune8 is a car care brand which market through-out Indonesia. Tune8 products developed, manufactured and distributed by PT Tunas Delapan Indonesia which had 15 years experience in distribute car care brand. Tune8 developed as a local products which expected to meet consumers expectation for an affordable and reliable products.

Tune8 account was a full service project. Jippy Rinaldi Studio assigned to develop comprehensive brand identity and innovative marketing program.

The name Tune8 derived from tune and aid. The core idea is “an aid to maintain your vehicle in its perfect form”. In developing time, the client decide to revolved word “aid” to a number 8, which in chinese heritage represents prosperity.

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TUNE8

Corporate Identity Development

Product





SHABU NOBU

Brand Identity Development

Project owner

PT Nobu Indonesia

Timeline

Dec 2007 - Dec 2008

Project launch

Dec 2008

Published at

www.logopond.com
www.behance.net

Shabu Nobu is a Japanese fusion restaurant in Jakarta. The restaurant specialty is shabu-shabu and tempura. Shabu Nobu considered by The Jakartans as one of must-try shabu-shabu restaurant and have been featured in various publications.

Shabu Nobu created to follow the success of Sushi Nobu. Nobu Indonesia as the brand owner asked Jippy Rinaldi Studio to develop brand identity and manage food photography to be incorporated in its all marketing collaterals.

The logo illustrates a swirling soup in shabu pot. It was developed in such a way to give Japanese expression in simple and modern look and feel. The identity symbolizes warm, enthusiastic and dynamic spirits in serving the best for its customers.

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