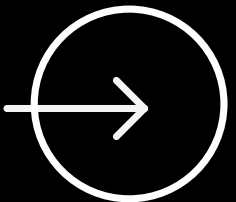


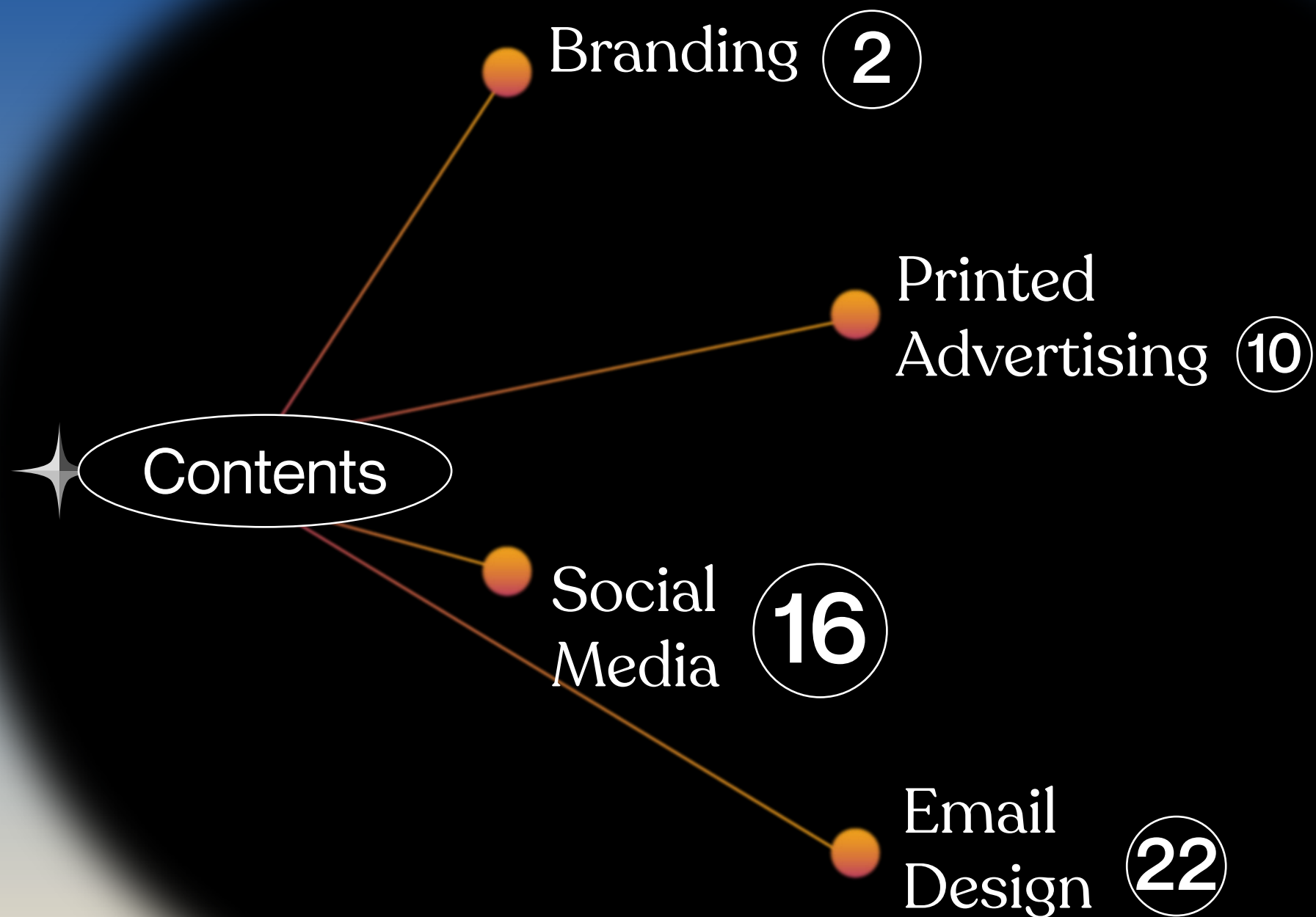
✦ Graphic Design

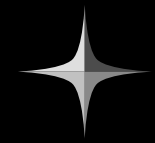
# Portfolio

Branding /  
Printed Advertising /  
Social Media

Selected Works of  
Diar Hendraloka  
2018 - 2022







# Branding



# Deliche Food

## Brand Identity

Culinary Brand  
2020

Logo Design  
Typeface Usage  
Photo Direction  
Social Media  
Main Label



## Introduction

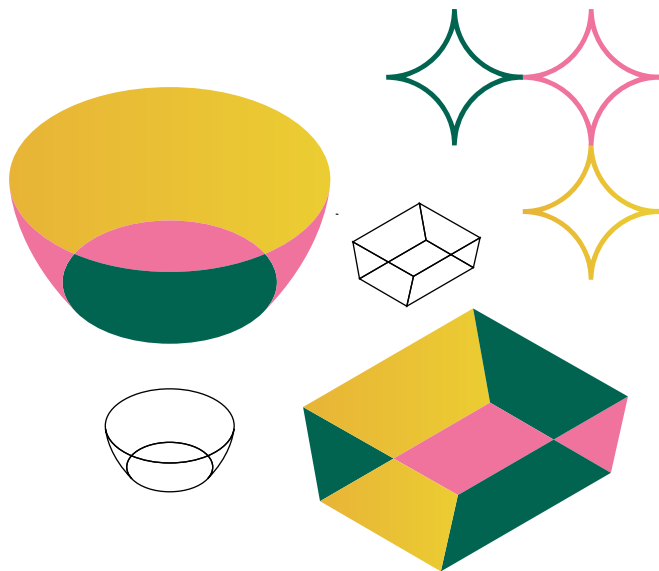
deliche is a frozen food brand that sells various modified Indonesian snack/side dish and focused on brand building. The young and playful image was stressed in the visual design's shape & usage accompanied by the use of a dynamic color pallet that is full of energetic colors. This young and playful look was further confirmed by the communication tools used to transmit the brand identity.

## Keywords: Young & Playful - Personal - Passionate

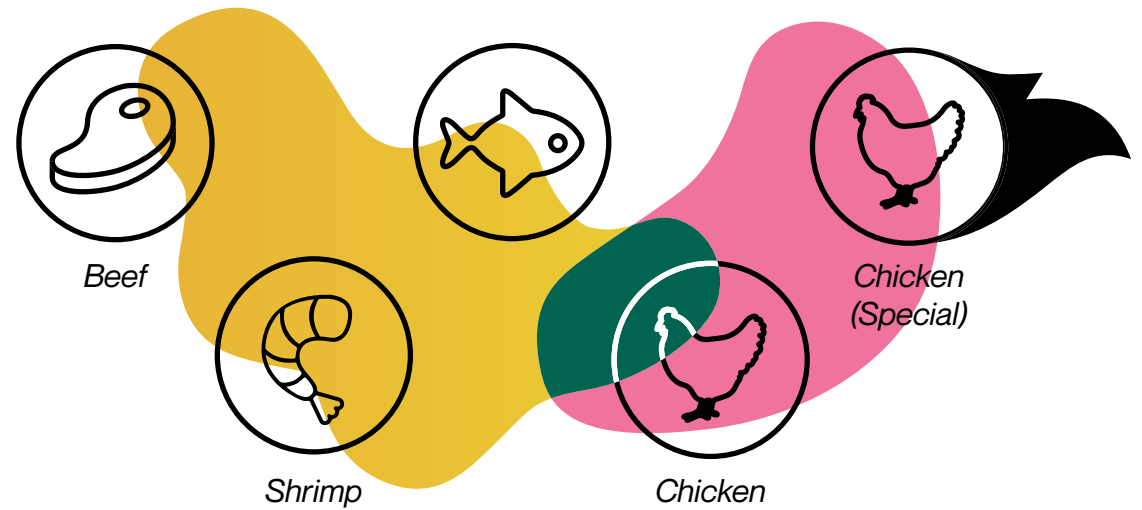




## Brandmark



## Icon

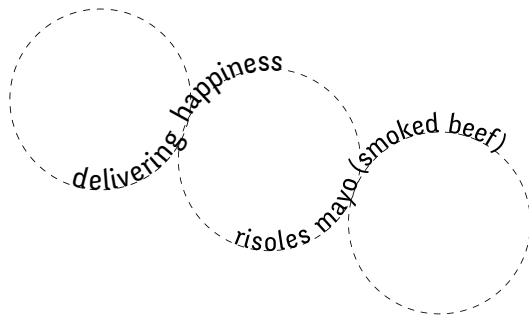


## Typeface Usage

**a b c d e f g h i j k l m n**  
**o p q r s t u v w x y z**

a b c d e f g h i j k l m  
 n o p q r s t u v w x y z

No uppercase usage in all of  
 the promotion materials



**Product Sticker**



Using handwritings to gives more personal touch to the brand





## ● Photo Direction & Social Media



# Little Plates

## Brand Identity

Cooking Journal  
2020

Logo Design

Tagline

Collateral

Website Draft

Engagement Tools



## Introduction

Little Plates is a cooking journal dedicated to giving tips, twist, and recipes to turn particular ingredients into a spectacular food within small plates. They also show that making good food is fun to prepare, with easy step-by-step instructions. Cooking is meant to be enjoyable.

## Keywords : Playful yet elegant - Warm - Twist / Experimental

### Logo

Little © Plates

### Typeface

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Brandmark



### Medium

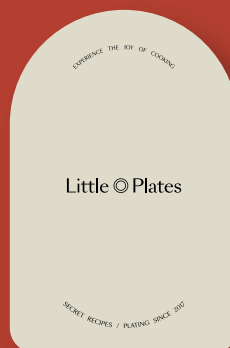


Circular  
Artboard  
Structure

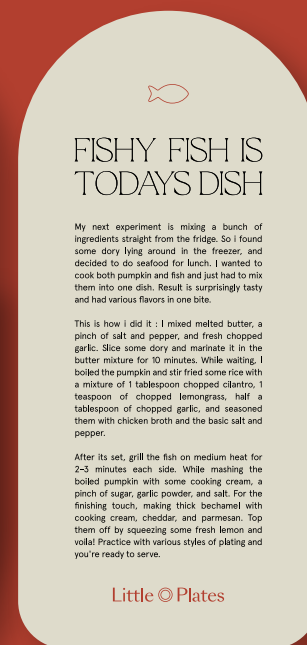
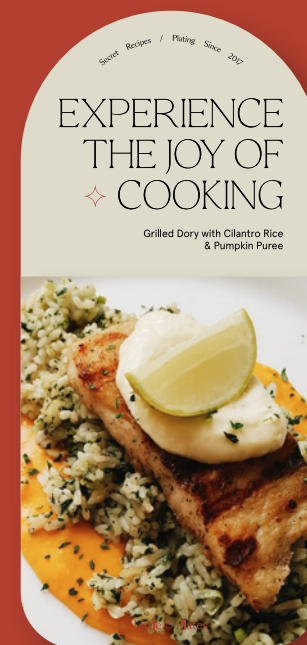
# Printed Recipee



Recipe Card A



Business Card

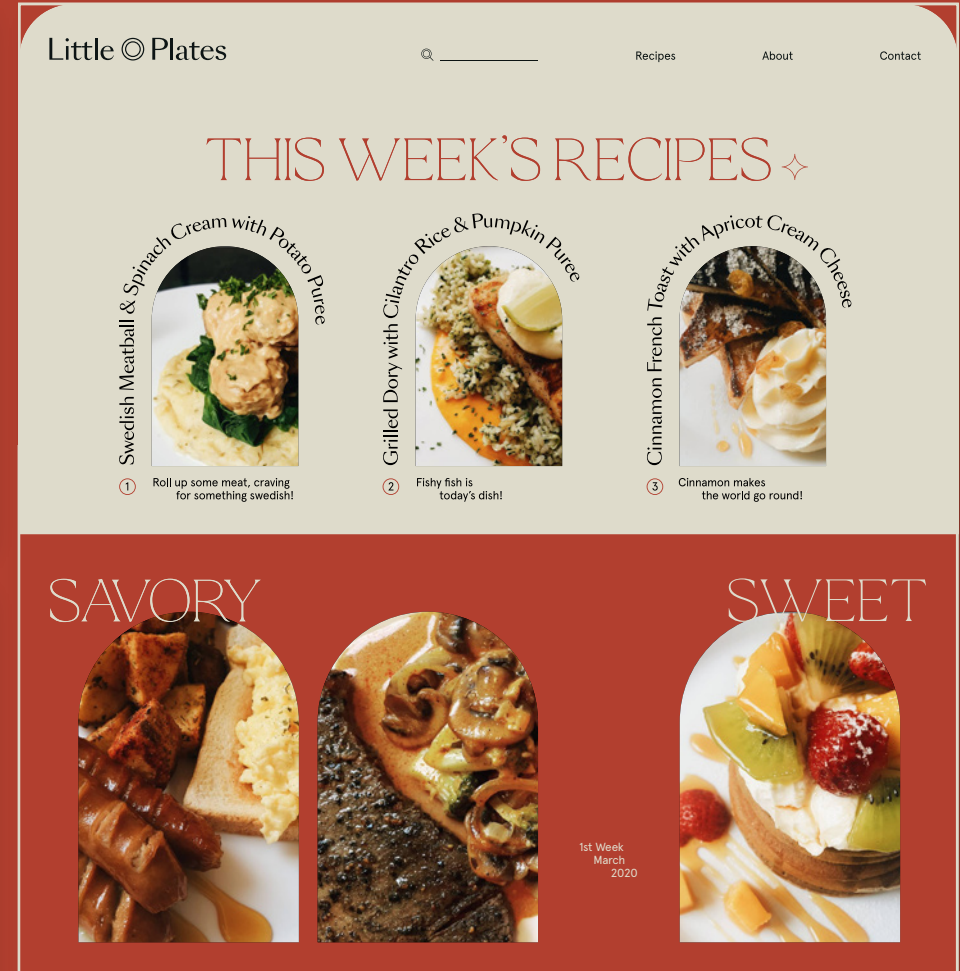
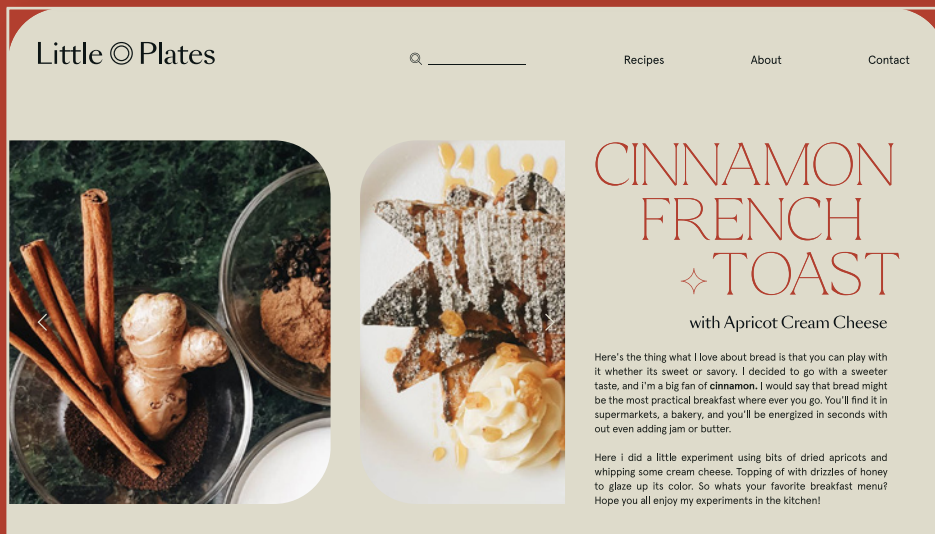


Recipe Card B



Promotion Card







# ✦ Printed Advertising



# Little Plates

Trifold Brochure  
Cooking Class  
2020





# Thirty Eight Goods

Trifold Brochure

Menu

2021



# Pizza e Birra

1 Side Flyer  
Event  
2020





# AirBNB Flyer

1 Side Flyer  
Room For Rent  
2020



Ginza / Tokyo  
中央区, 東京都, Japan

\$42 / night

## Room in Boutique Hotel

by Hotel Vintage

Room size : 25m<sup>2</sup>  
Bed : Double 200 x 140 (2), Sofa Bed  
Capacity : 5 person

★ WiFi · Elevator · Bathtub · TV · Air Conditioning · CCTV

This hotel is very close to Tokyo Station, takes only a few minutes to go there by train. Moreover, you can go to Tsukiji and Ginza that are famous areas in Tokyo, takes less than 5 minutes by train.

License number  
Hotels and Inns Business Act | 東京都中央区所長 中橋 猛 | 28 中保生環き 第190号

## Room in Boutique Hotel

by Hotel Vintage

### For Rent

- Check-in: 3:00 PM - 9:00 PM
- Checkout: 10:00 AM
- Self check-in with lockbox
- 🚭 No smoking
- 🐾 No pets
- 🎉 No parties or events

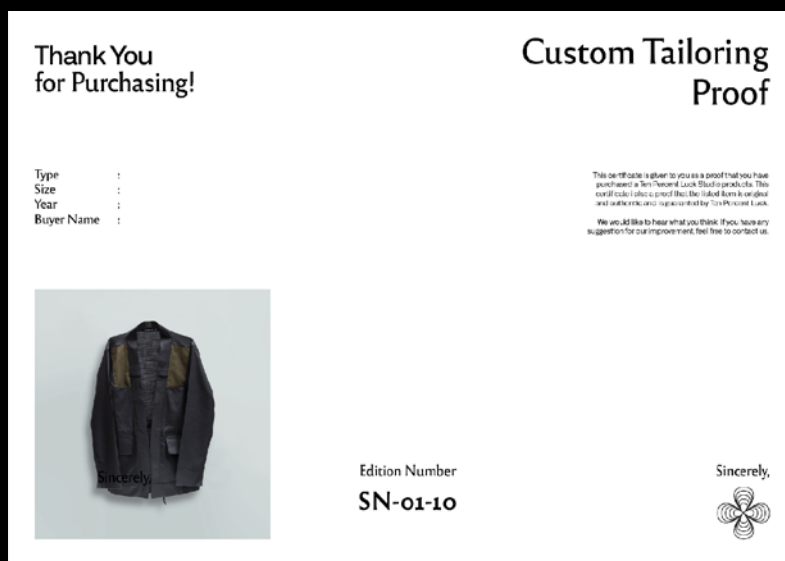
中央区, Ginza / Tokyo  
東京都, Japan

中橋 猛 | 28 中保生環き 第190号

# Ten Percent Luck

Various Media  
Collateral  
2019

Certificate  
Business Card  
Brochure  
Price Tag  
Thankyou Note



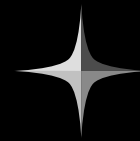


# Visit Bali

**Bifold Brochure**  
Travel Advertising  
2020



# Social Media

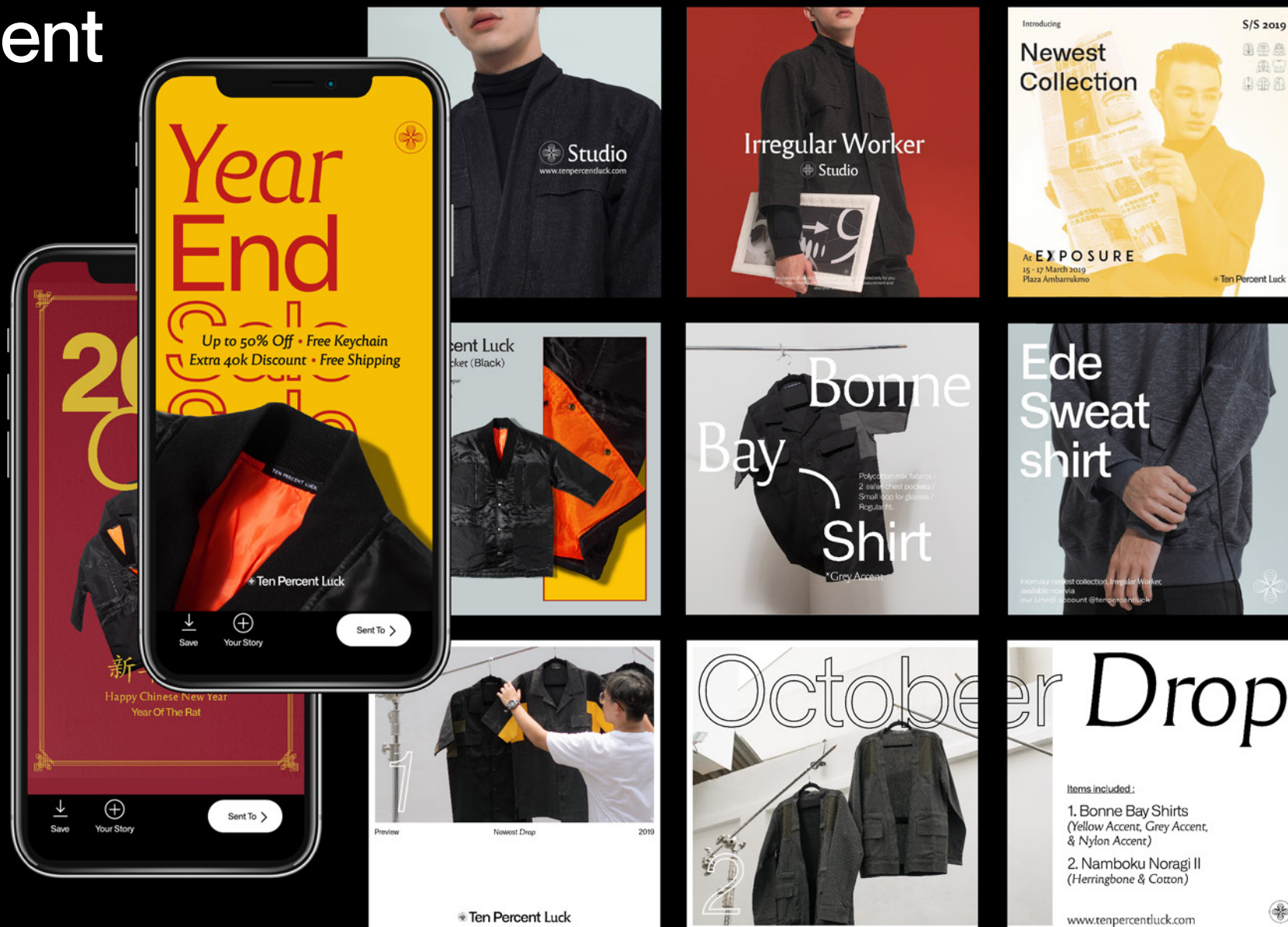




# Ten Percent Luck

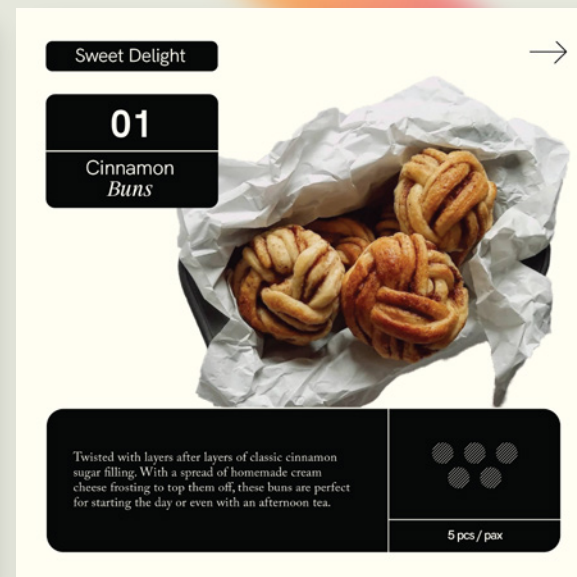
## Various Media

Instagram Post  
Instagram Story  
Facebook Ads  
E-Commerce  
2019



# Thirty Eight Goods

Carousel  
Instagram Post  
2022





# Other Design (A)

**Carousel**  
Ten Percent Luck  
2022



**Single Post**  
Euphoria Extractions  
2022

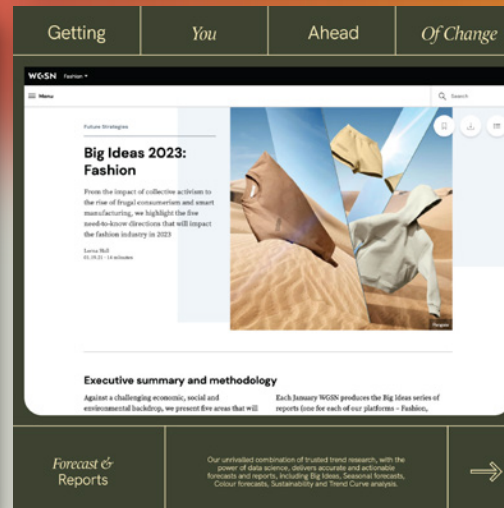
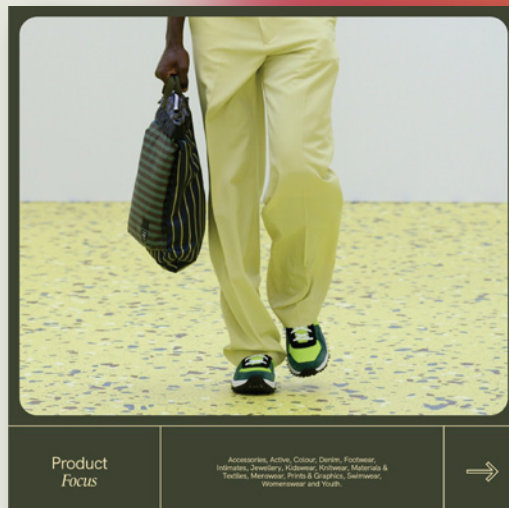


# Other Design (B)

Carousel

WGSN

2022

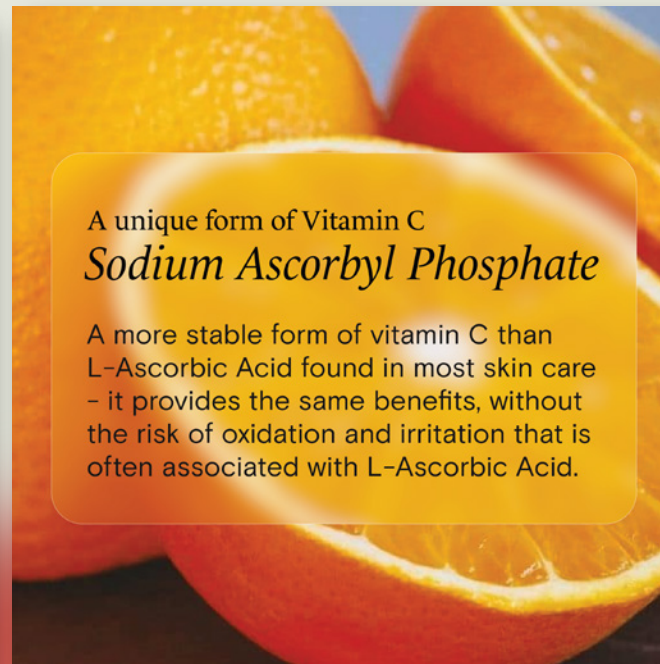
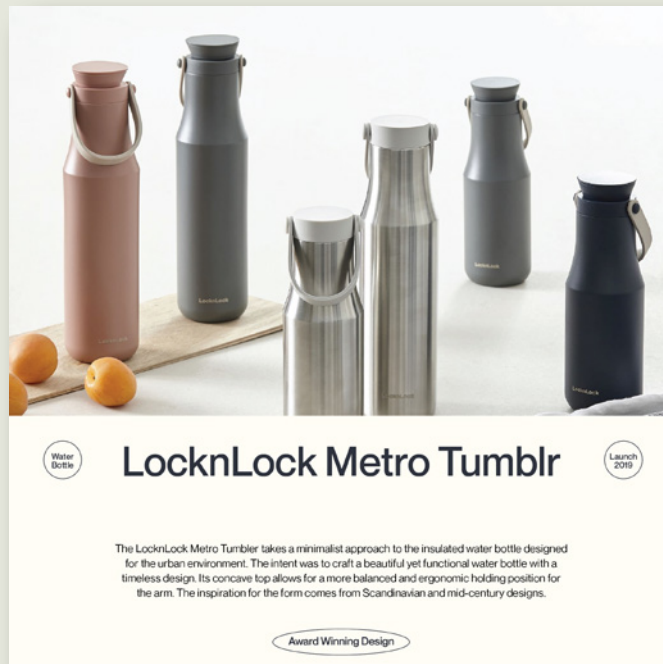


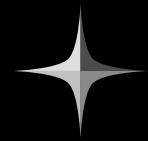


# Other Design (C)

Single Image

Various  
2022





# Email Design



# Thirty Eight Goods

Email Marketing  
Product Promotion  
2022





# Visit Bali

Email Marketing  
Product Promotion  
2022



Scroll Down





# Little Plates

Email Marketing  
Product Promotion  
2022





Thank You.

Diar Hendraloka  
diarhendra (at) gmail.com  
Jakarta, Indonesia

CV available upon request  
Branding, Editorial, Photo Editing  
Email for further information

Kindly check my other works:  
Ten Percent Luck  
(Fashion Design)

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