

TIPOGRAFI DESAIN

STATIONERY

17 MARET 2025

Stationery

Dalam bidang Desain Grafis, Stationery merujuk pada penggunaan desain pada alat perkantoran sebagai bentuk branding dan promosi.

Contoh Stationery

- Kartu Nama
- Kop Surat & Amplop
- ID Card & Lanyard
- Map
- Pensil
- Bolpoin
- Notebook



AUSTE MARIE

austemarie.com

06/26/2023
Ashley Smith

Dear Ashley,

I hope you're well. I'd like to update you on our branding service's project timeline. Our team has been working diligently on market research and competitor analysis in recent weeks, gathering valuable insights for your brand identity. Looking ahead, we've outlined a detailed timeline for the next phases, including creative concept development and design refinement. Our goal is to ensure your brand aligns perfectly with your vision and resonates with your audience. Rest assured, we're committed to meeting all project milestones on time. If you have any questions or need to discuss specifics, please reach out. We're excited to bring your brand to life.

Sincerely,
Auste M. Kurcas

Auste M. Kurcas
Founder & Creative Director

contact@austemarie.com
203.703.8277



Creative Studio

Auste Marie Creative Studio

@austemarie

203.703.8277

contact@austemarie.com

We're here to transform the way your business is perceived; to create a brand that reflects your essence and articulates your core values – one that resonates with your audience and gets them excited about your business.

Brand Development
Website Development
Social Media
Photography / Video
Consulting



austemarie.com

Greenwich, Connecticut / New York, New York

We believe in the power of storytelling – the necessity for being unique in a world of sameness, and the responsibility to leave this place a little better than how we came into it.

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*Thank you for
being an amazing client.*

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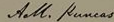
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05/25/2023
Ashley Smith

Dear Ashley,

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SOCIAL MEDIA

For brands looking to elevate their image, increase their reach, and engage with their followers in a more meaningful and impactful way than ever before.



Photography / Video
Social Media Strategy
Creative Direction
Content Ideation
Social Media Management
Training Consulting

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DONIA

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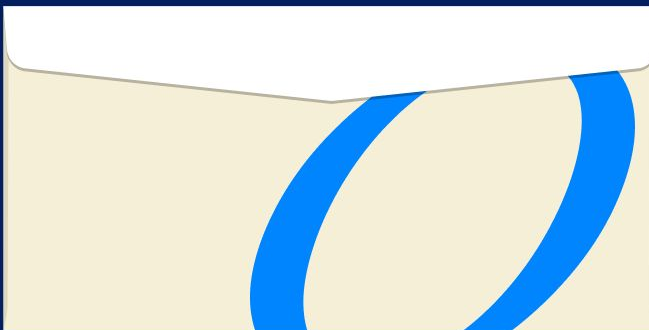
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NAVIGATION SOLUTIONS

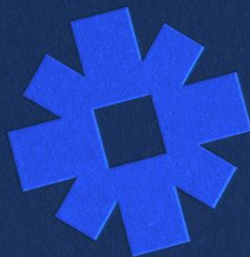


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MARITIME SOLUTION
PROVIDER.

NAVIGATION SOLUTIONS



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Building 7323, 17th Floor – Unit No. 7
Al Khobar 34413, Saudi Arabia

www.nav-st.com



Tote Bag, Packaging, Botol minum, Topi, dst. **Tidak masuk dalam Stationery**, tapi dalam **merchandise**.

PROSES

BRIEF



Berkenaan dengan
branding company



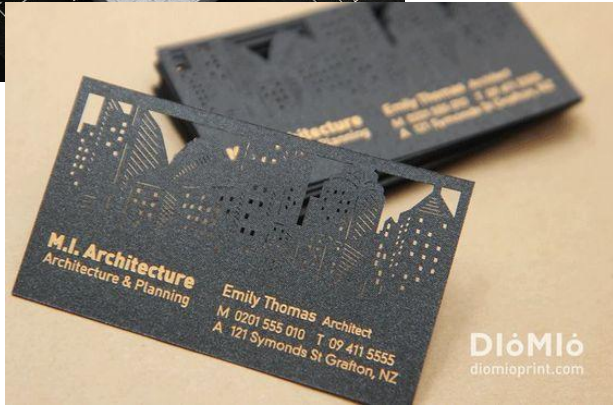
KONSEP



VISUAL



Format, Text, Material, dll



Company VS Personal



TUGAS 1:

Pada tugas ini anda diminta me-redesain satu set stationery. Perusahaan yang didesain ulang berdasarkan **Perusahaan asli**.

- Standar ukuran kartu nama **5,5 x 9 cm**, Ukuran surat dan map **F4**, amplop menyesuaikan ukuran surat
- Konsep sesuaikan dengan perusahaan
- **Ilustrasi/foto tidak boleh mendominasi teks informasi**
- Teknis cetak dan kertas bebas
- Waktu pengerjaan **3 minggu (Libur Idul Fitri)**
- Pengumpulan tgl **7 April 2025**

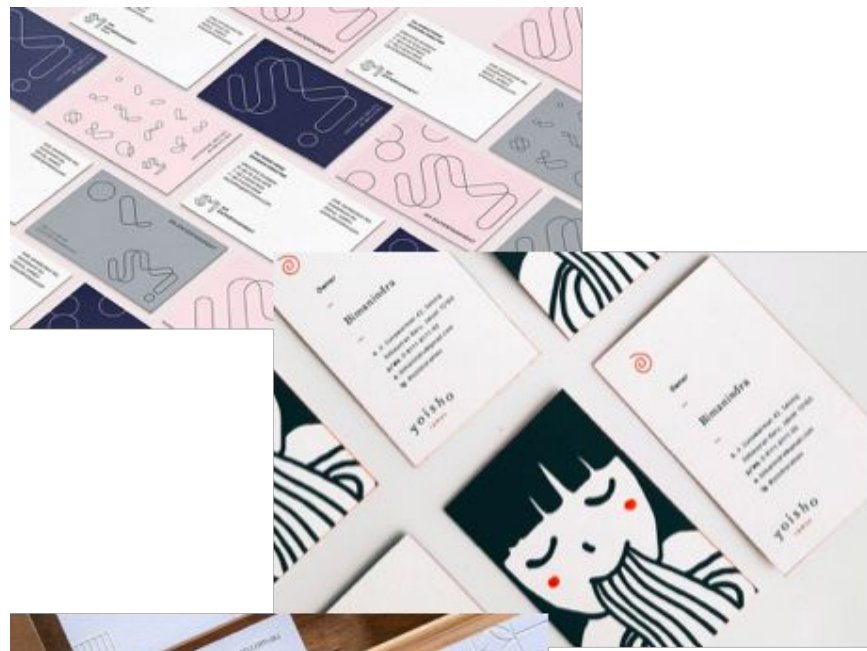


Stationery yang dicetak:

- Kartu nama / Name Card
- Kartu pegawai / Id Card
- Kop Surat / Letterhead
- Amplop resmi
- Map

Tambahan (mockup):

- Pensil / Bolpoin
- USB / Ganci
- Kalender



Jenis perusahaan yang dapat dipilih

- Entertainment
- Food and Beverage
- Studio Desain dan Arsitektur
- Kesehatan
- Asuransi
- Pendidikan (bimbel / les)
- Asosiasi hukum
- Jasa Konstruksi
- Otomotif
- Informatika dan Komunikasi



JADWAL ASISTENSI:

MG 2 (17 Maret) : Asistensi

- Pemilihan Perusahaan
- Asistensi Sketsa awal

MG 3 (24 Maret) : Asistensi

- Elemen Desain, Sketsa final

MG 4 (31 Maret / 7 April) : Asistensi

- Asistensi Dummy cetak (yang tidak dicetak dianggap tidak asistensi)