

VISUAL IDENTITY



MACMURO PROFILE



PENTING!

- 1. RESPONSIBILITY**
- 2. ORGANIZE**
- 3. LEADERSHIP**
- 4. VISION**
- 5. DREAM**
- 6. REALITY**

EVERYBODY ALWAYS HAPPY ON INSTAGRAM

**STUDIO +
DESIGN +
MANAGEMENT**

BUSINESS MANAGEMENT

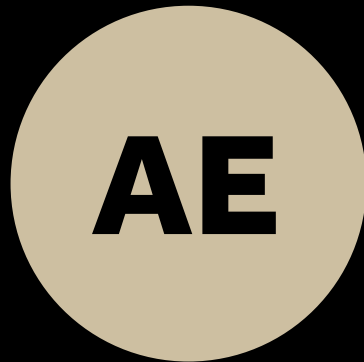
**DESIGN
PROCESS**

+

**BUSINESS
PROCESS**

DESIGN PROCESS

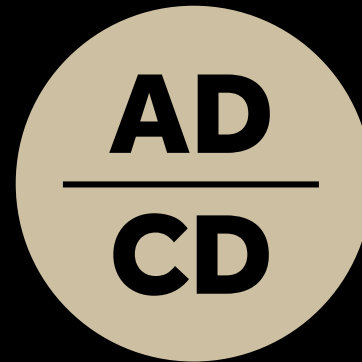
HUMAN RESOURCE



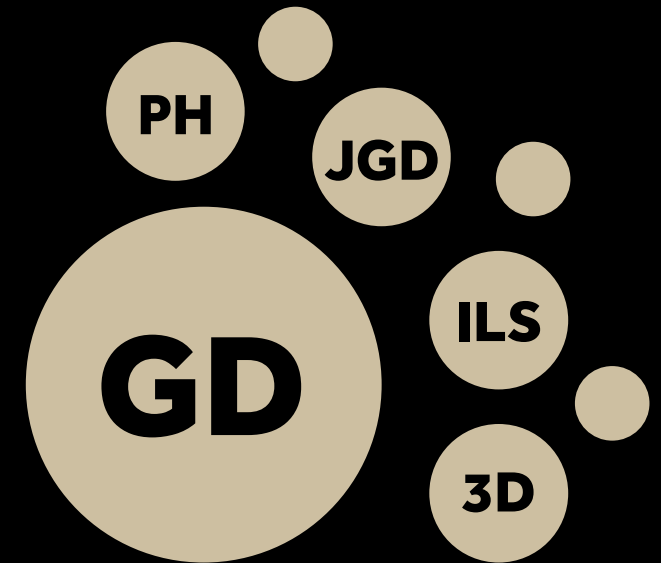
ACCOUNT EXECUTIVE



PROJECT MANAGER



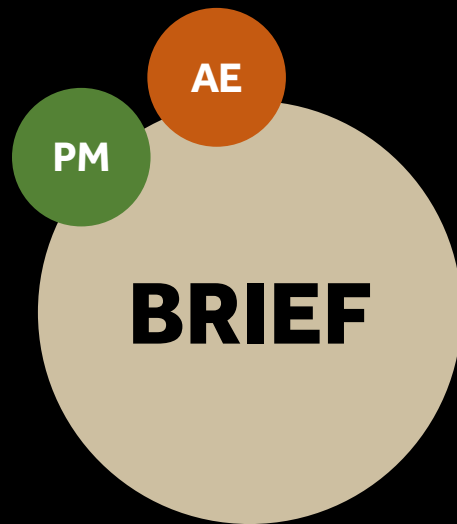
ART DIRECTOR
CREATIVE DIRECTOR



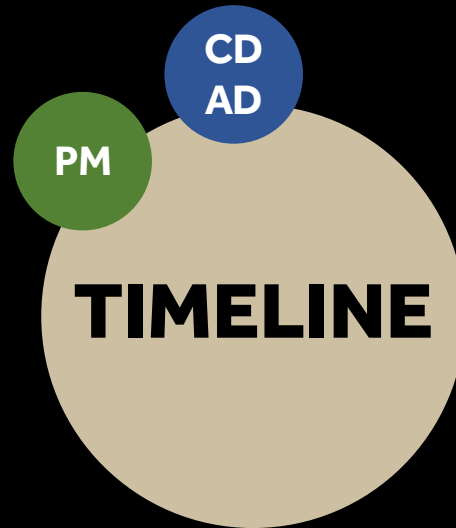
GRAPHIC DESIGNER TEAM
(Junior GD / Illustrator / 3D Artist
/ Photographer / Animator)

DESIGN PROCESS

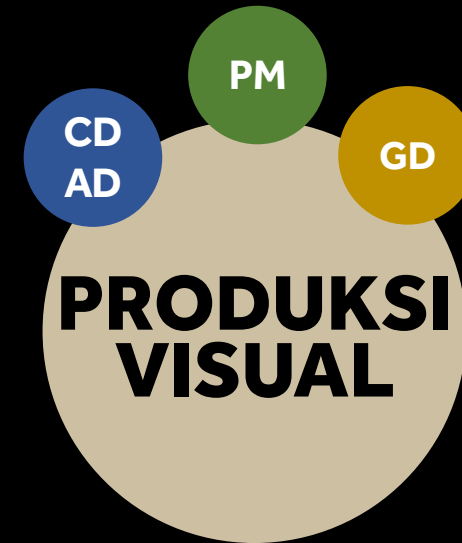
WORKFLOW



- Research
- Grand Concept
- Creative Development
- KPI Project + Deliverable Item



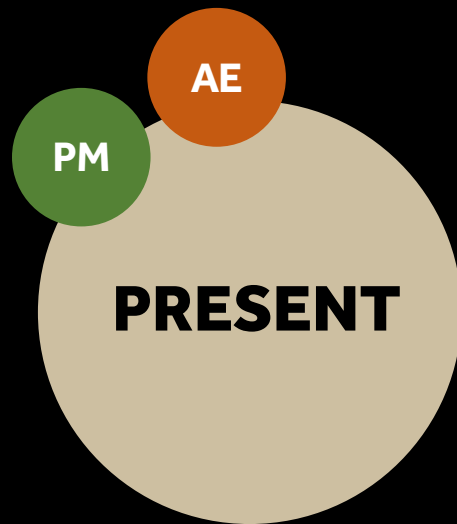
- Tahap Pengerjaan
- Lama Waktu Pengerjaan



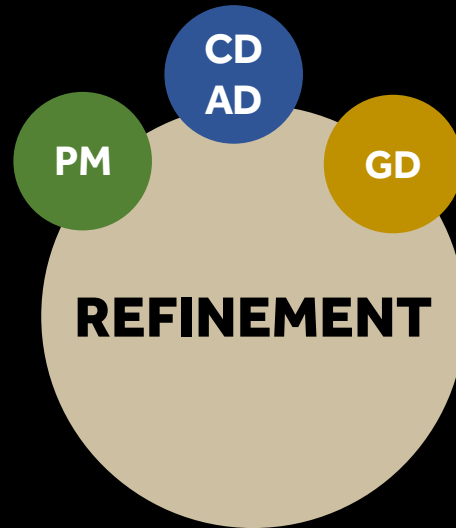
- Eksplorasi Visual
- Supervisi
- Pra Presentasi

DESIGN PROCESS

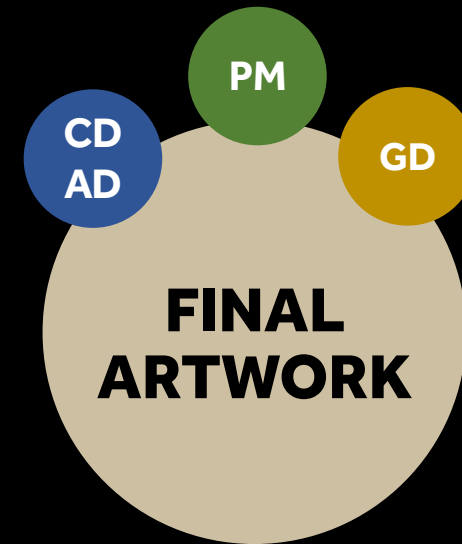
WORKFLOW



- Preview & Presentasi
- Feedback



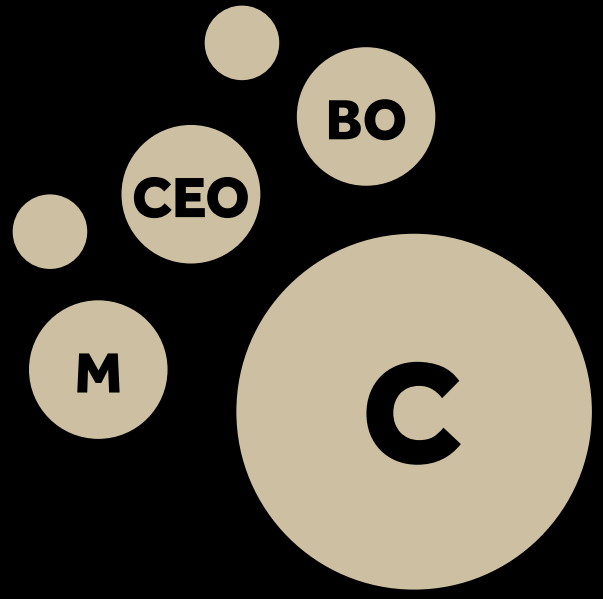
- Revisi
- Re-Present
- Approval



- Finishing
- Packing
- Deliverable Item

BUSINESS PROCESS

HUMAN RESOURCE



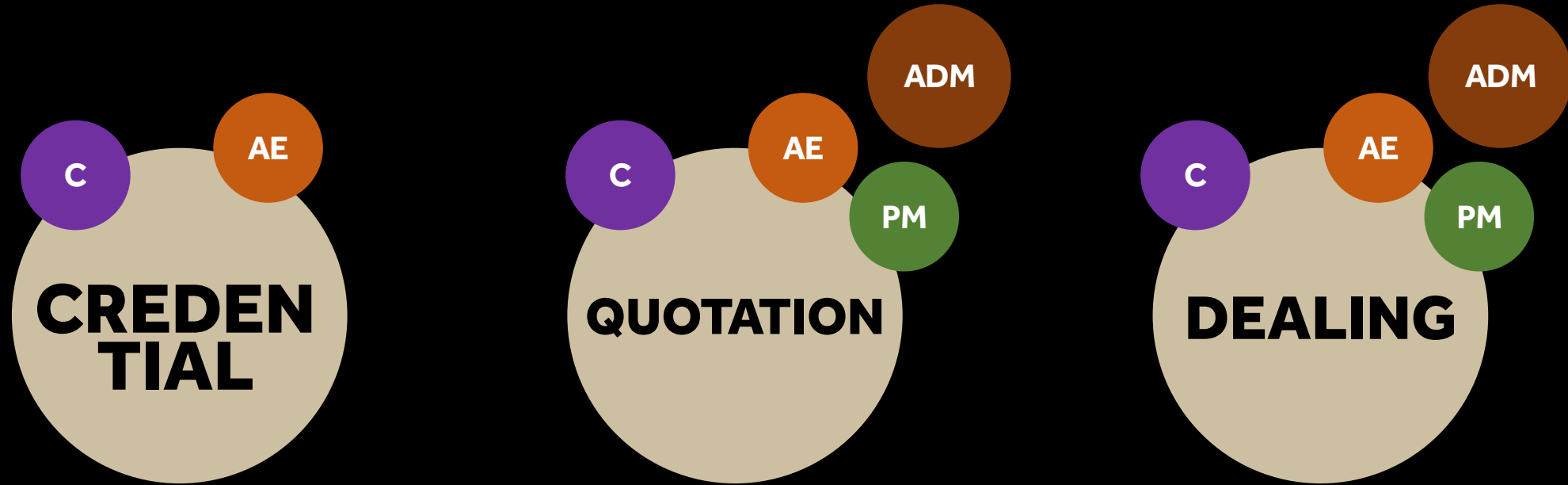
CLIENT
(Business Owner/
CEO / Marketing)

ACCOUNT EXECUTIVE

PROJECT MANAGER

BUSINESS PROCESS

WORKFLOW



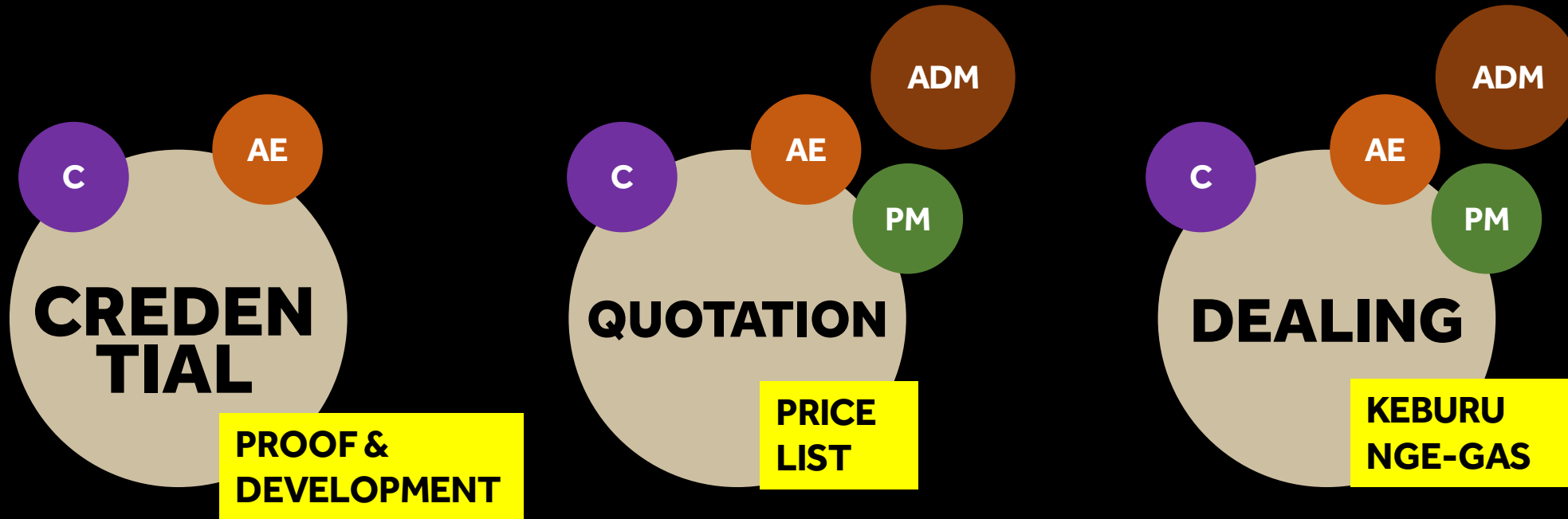
- First Meeting
- Company Profile
- Basic Research (KPI,Need,etc)

- Deliverable Item
- Biaya Pengerjaan
- Lama Waktu Pengerjaan
- Term & Condition

- Negosiasi
- Approval / Reject
- MoU

BUSINESS PROCESS

WORKFLOW



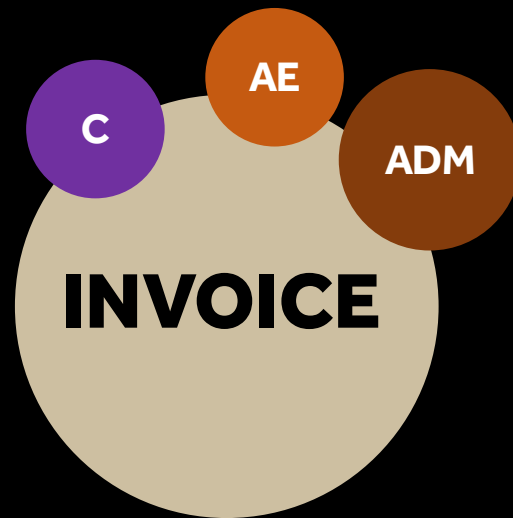
- First Meeting
- Company Profile
- Basic Research (KPI, Need, etc)

- Deliverable Item
- Biaya Pengerjaan
- Lama Waktu Pengerjaan
- Term & Condition

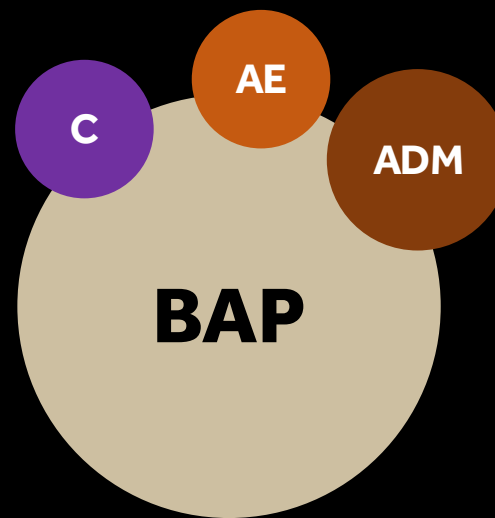
- Negosiasi
- Approval / Reject
- MoU / SPK

BUSINESS PROCESS

WORKFLOW



- Termin Pembayaran
- Metode Pembayaran
- PIC Pembayaran



- Deliverable Item
- Berkas Serah Terima
- Kuitansi
- Berkas Laporan

CREATIVE SIDE

BUSINESS SIDE

AE

M

PM

CD

AD

GD

F

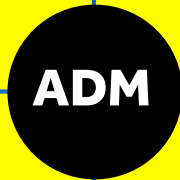
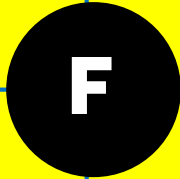
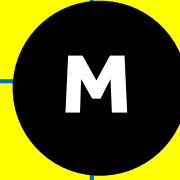
ADM

Pr

GRAPHIC DESIGNER TEAM
(Junior GD / Illustrator / 3D Artist
/ Photographer / Animator)

CREATIVE SIDE

BUSINESS SIDE



GRAPHIC DESIGNER TEAM
(Junior GD / Illustrator / 3D Artist
/ Photographer / Animator)

(M)

(M)

**DESIGNER
MANAGEMENT**

(M)

DESIGNER
MANAGEMENT

sistem kolaborasi antar studio dan antar
desainer dengan value : **transparan,**
komitmen, konsekuen, sepakat.

(M)

DESIGNER
MANAGEMENT

berangkat dari curhat
permasalahan yang sama.

WAVE (M)

Slab! (M)

MACMURØ (M)

StudiBrand.inc (M)

(M)

DESIGNER
MANAGEMENT

siapapun. dimanapun.
kapanpun.

(M)

DESIGNER
MANAGEMENT

selama tujuannya sama :
Connecting & Sharing

Matur Tenkyu

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