



PIKALER CREATIVE STUDIO
Company Profile

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PIKALER CREATIVE STUDIO

PIKALER COMPANY PROFILE 2022
FOR CORPORATE ONLY
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**LIFE IS A VARIETY
OF COLORS**



**TRY TO SEE IT
FROM A DIFFERENT
PERSPECTIVE**



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Who We Are

Pikaler Creative Studio is a creative content agency based in Sidoarjo, Indonesia. Established in 2018, **Pikaler** is here to provide creative and innovative ideas through good storytelling, which are then implemented into a work of digital and audio-visual content.

Pikaler's goal is to enable clients to take advantage of digital developments, and wholeheartedly create the best works that provide great experiences for clients, increasing the brand value and good image of the company. **Pikaler** always provides a variety of colors and different points of view in a story in each of its works.

Established in

2018

Based in

SIDOARJO, ID

We create the best works to provide

GREAT EXPERIENCE

Core values

INTEGRITY

HONESTY

BOLDNESS

RESULT
ORIENTATION



How We Work

We believe in a custom approach. we are committed to giving you only the best possible result. That's why we value meeting you personally to understand your business needs first thing.

Our team is trained to do a lot of research before even starting working, and will always listen to your feedback

Project Brief

Initial meeting to discover the project & identify the needs to be fulfilled.

Research & Concept

We are creating the solution and designing the action plan based on Project Brief.

Design & Development

Execute plans through a creative process & visual updates to the client.

Feedback

Constant interaction with the client to achieve the desired result.

Achievement

Finalization and publication of the result. On-going communication for the support & maintenance.



**Branding
& Visual Identity**



**Audio-Visual
Content**



**Social Media
Management**

Our clients

Until now, Pikaler has reached local and international clients, starting from micro companies to national and multinational companies



...
and many more

Projects



Branding & Visual Identity

We help the brand develop its unique stance and differentiate itself from others in the market through logo, brand color, brand typography, packaging, etc.



TYKET

Miami, USA

Tyket is the first mobile application that combines the interactive elements of social media between artists and fans with a strong platform for coordinating, managing, and promoting live events. This project is our first project working on branding for a company in Miami, US. Feelings of pride and motivation to continue to grow in them starts from here.t

■ LOGO CONCEPT



The curve shape like a parachute describe a company that is always evolving



Simple font describe convinience and good service

■ BRAND COLOR

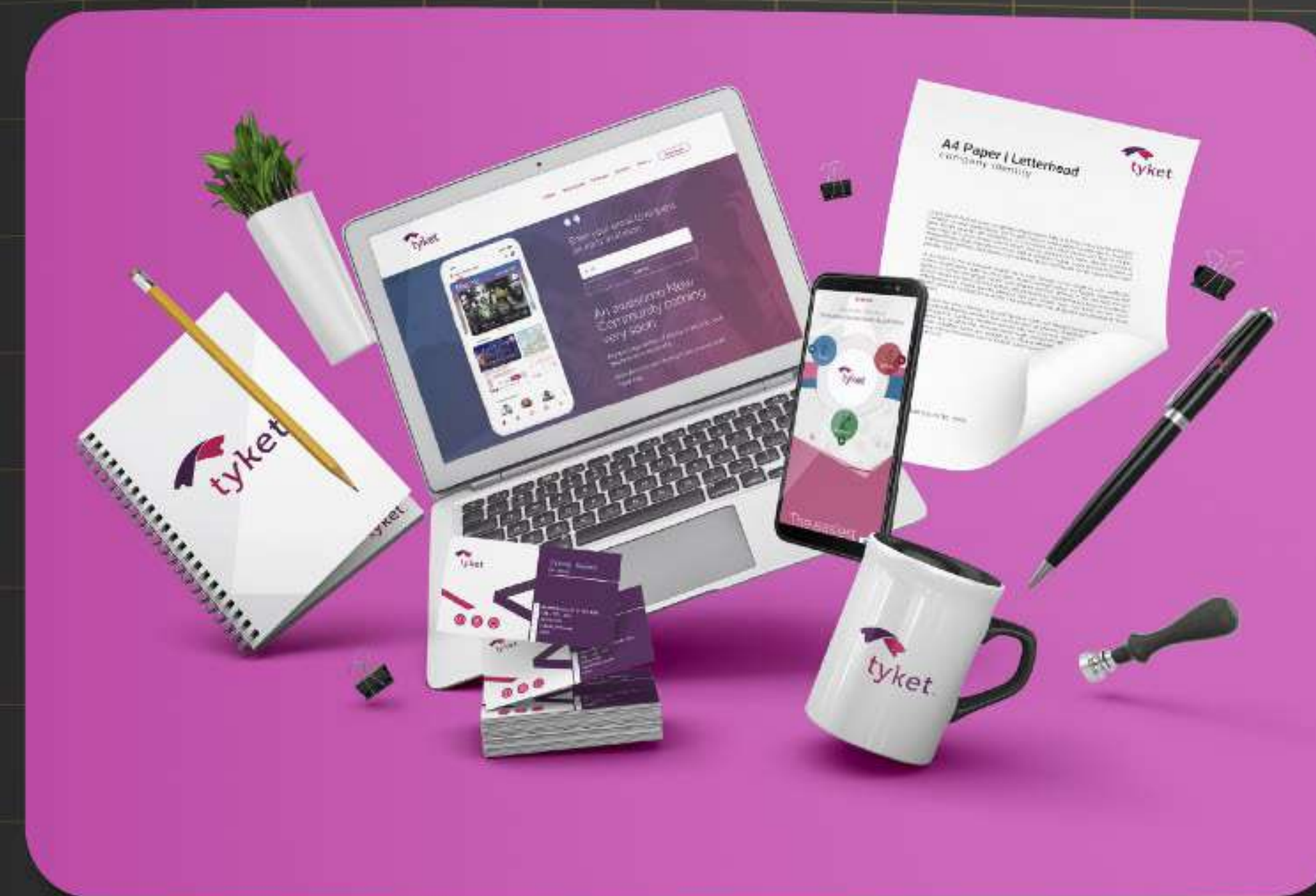
Tawny Port

#551E53

Maroon Flush

#CD215E

■ BRAND IDENTITY



Many companies are revisiting their visual identity concept to make the company more attractive and create a good image for their company

■ BRAND IDENTITY



XEGRA INDONESIA

OVERSEAS EDUCATION CONSULTANS

XEGRA INDONESIA

Solo, Indonesia

Xegra Indonesia is a consulting agency company for education abroad, Xegra guides prospective students to get scholarships to several countries including China, Korea, Japan, Germany, and Turkey. Wte participate directly in brand development and provide creative solutions in every activity.

■ TYPOGRAPHY

Lato | Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato | Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

■ BRAND COLOR

Plum

#7F247E

Brick Red

#AC2949

PT. MADINA MENTARI TEKNOLOGI

Surabaya, Indonesia

PT Madina Mentari Teknologi is a Financial Technology start-up company based in Surabaya. This company continues to grow to meet the needs of an institution or agency's financial and payment system. We develop creative ideas in making company logos and visual identities



PT MADINA MENTARI TEKNOLOGI

■ TYPOGRAPHY

Baloo 2 | Regular
ABSDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Baloo 2 | Bold
ABSDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

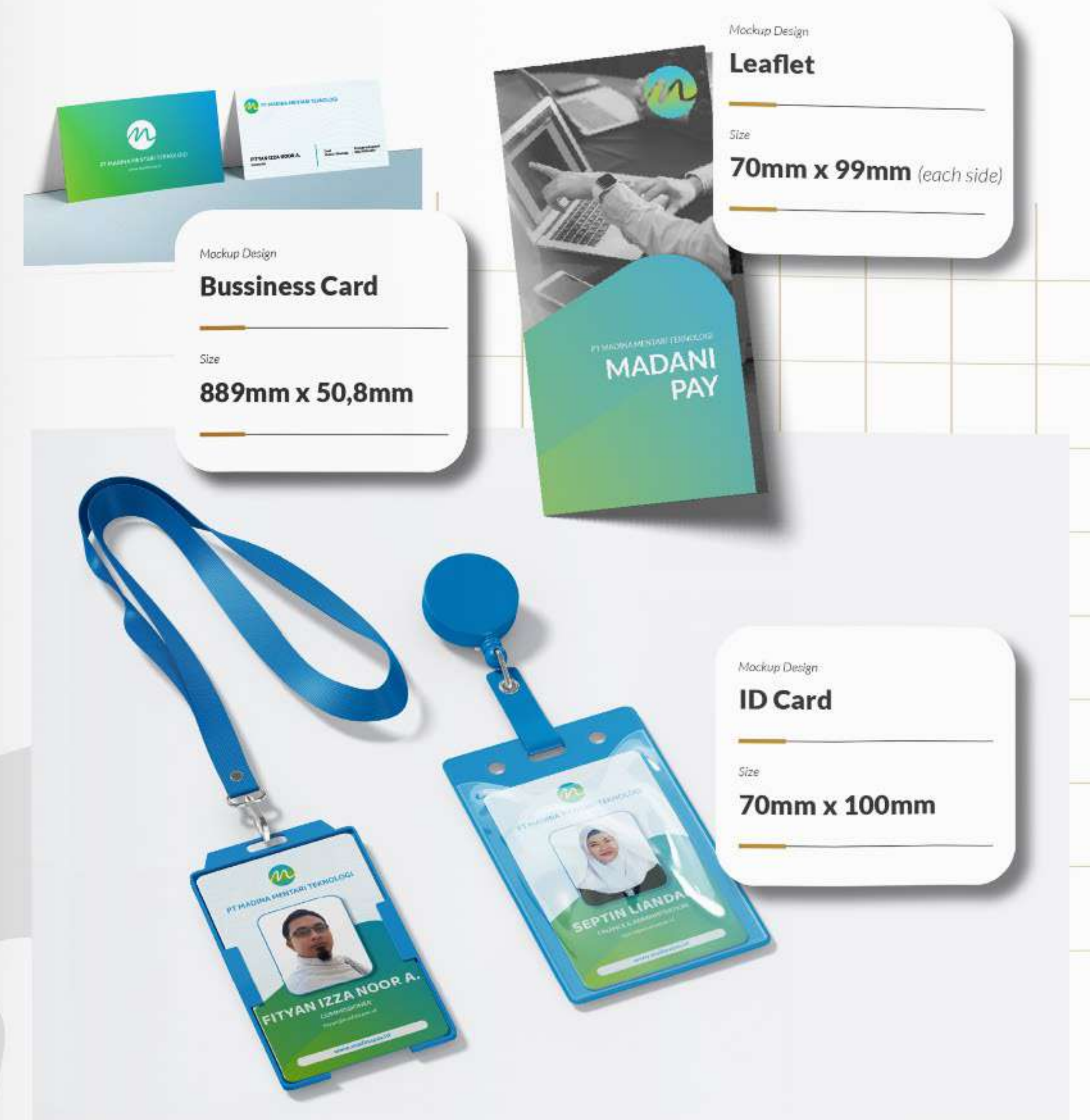
■ BRAND COLOR

Cerulean

#0A9BD8

Citron

#98C120





Madina Pay

Madina pay is a virtual account payment system technology that is integrated with banking and can be used to pay for schools, colleges, e-commerce, and other bills. In this project, we are working on the Branding and visual identity of this fintech product.

■ LOGO CONCEPT



On the payment method, the check mark represents the completed payment proses.



arrow is a symbol of moving forward. as it points upside, the upward arrow considers the bigger picture and perspective.



In Islam, the hexagon shape is a picture of the pillars of faith.

■ TYPOGRAPHY

Baloo 2 | Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Baloo 2 | Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

■ BRAND COLOR

Plantation
#255253

Green Yellow
#A5FF65

Buttercup
#EFAD0A



BLOMAEM

Palembang, Indonesia

Blomaem is a restaurant that serves Asian cuisine. The main menu is Huangmenji - an authentic Chinese food that is rarely tested by Indonesian tongues. This F&B brand will continue to grow and always has its character. We work on all the visual content needs for marketing and branding



25 PROJECTS
PIKALER COMPANY PROFILE



■ BRAND COLOR

Faded
Jade

#416F72

Fire
Bush

#E69223

26 PROJECTS
PIKALER COMPANY PROFILE

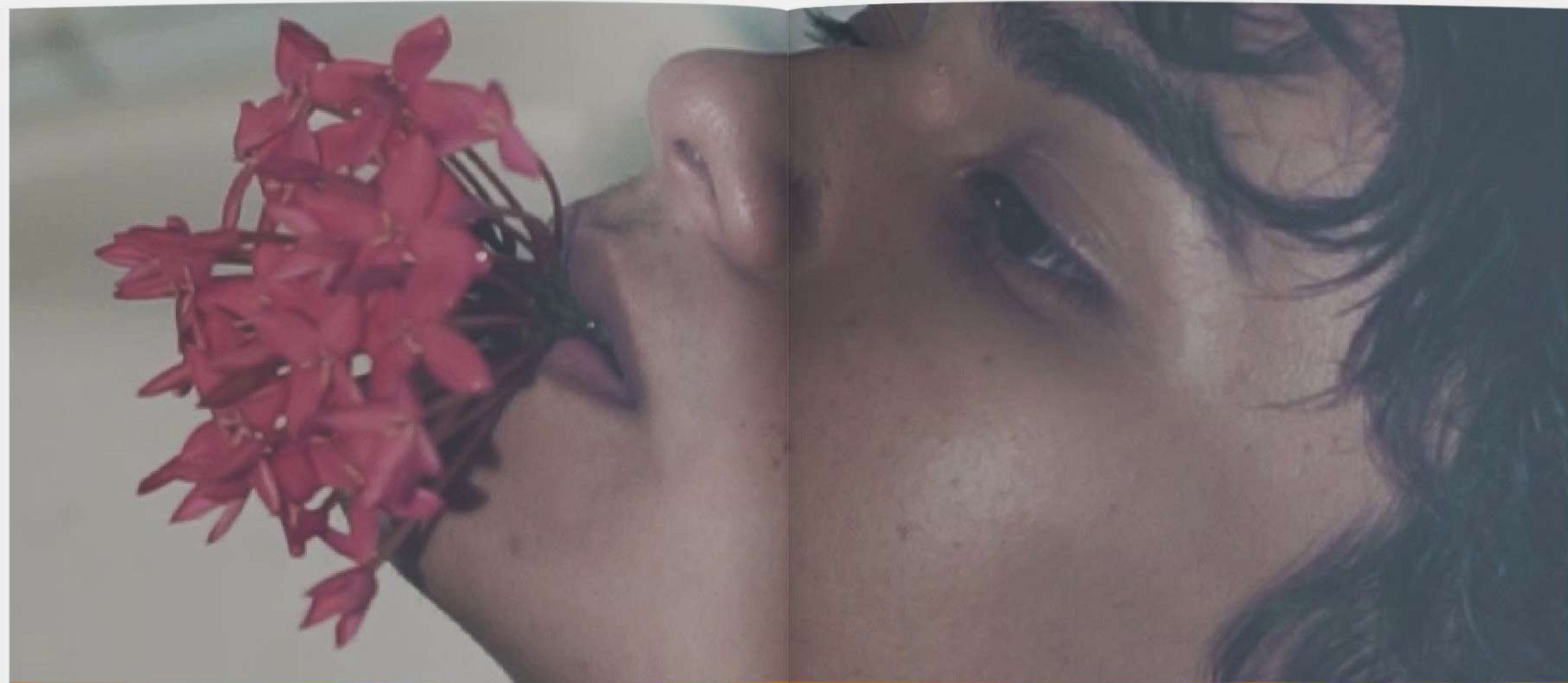


INA Week 2019 held by Indonesian Consulate General in Shanghai
Surabaya, Indonesia

INA Week is an annual program held by Consulate General Of The Republic Of Indonesia in Shanghai. This event included Cultural Performances and Bazaar

■ **BRAND COLOR**





“
**YOUR BRAND
OUR PASSION**

Audio-Visual Content

We develop ideas and creativity through audio-visual content to deliver the brand's messages and help the brand to reach their audiences and customers.

SCAN ME!



or go this page to watch our videos!

<https://bit.ly/pikaler2022>



BANK BRI

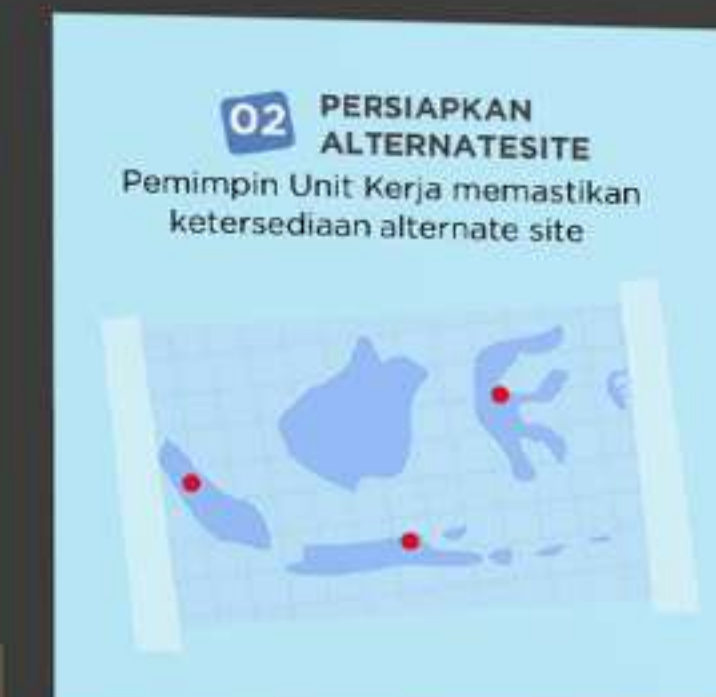
Yogyakarta, Indonesia

Bank BRI is one of the state-owned banks in Indonesia, on this occasion we can express creative ideas in an animated project for public service advertisements regarding the Covid-19 pandemic to be published and campaigned on social media.



Kebijakan Penanganan Wabah

CORONA



**PUBLIC SERVICE
ANNOUNCEMENT**

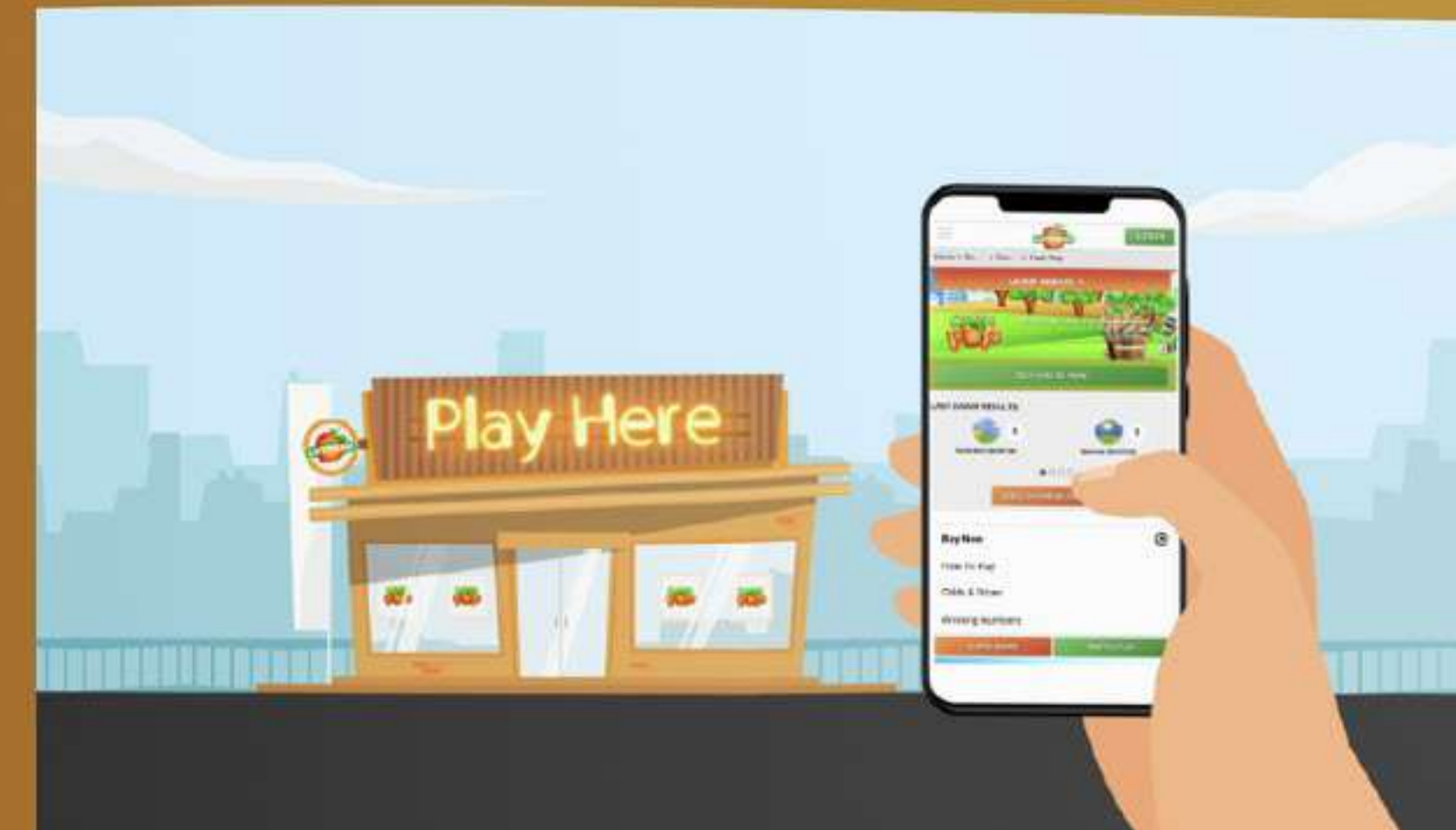


TVC - ANIMATION



Georgia Lottery
Georgia, USA

The Georgia Lottery Corporation, known as the Georgia Lottery, is overseen by the government of Georgia, United States. Pada project ini kami membuat video iklan salah satu produknya yang bernama Cash Pop, ini adalah pengalaman kali kedua mendapatkan klien dari US.



yuwell 鱼跃

Yuwell

Nanjing, China

Yuwell - Jiangsu Yuyue Medical Equipment & Supplies Co., Ltd is a company located in China. Yuwell brings professional health management concepts and advanced product solutions into everyday life. In this project, we created an advertisement for Yuwell's Oxygen concentrator product in Indonesia and filled out Voice Over for a video advert for Yuwell's product for Global.



TVC - ANIMATION



PT. UNILEVER INDONESIA
Surabaya, Indonesia

PT. Unilever Indonesia Tbk is engaged in the manufacturing, marketing, and distribution of consumer goods or daily products. In this project, we are quite proud because we are trusted to work on many audio-visual series contents in the form of explainer videos of work systems for employees, educational videos, and video profiles.



VIDEO CONTENT SERIES

An aerial photograph of a river flowing through a landscape. A dam is visible in the middle ground, creating a reservoir. The surrounding area includes fields, trees, and some buildings. The sky is clear and blue.

COMPANY PROFILE VIDEO



29 PROYEK
SAMPAI DENGAN
TAHUN
2018



PT. WIJAYA KARYA (Persero) Tbk.

Surabaya, Indonesia

PT Wijaya Karya Tbk. or commonly abbreviated as WIKA is an Indonesian state-owned company engaged in the construction sector. This is one of the big projects that we have worked on, which is making some audio-visual content including event videos, safety induction videos and one of them is a video profile of the project we are working on.

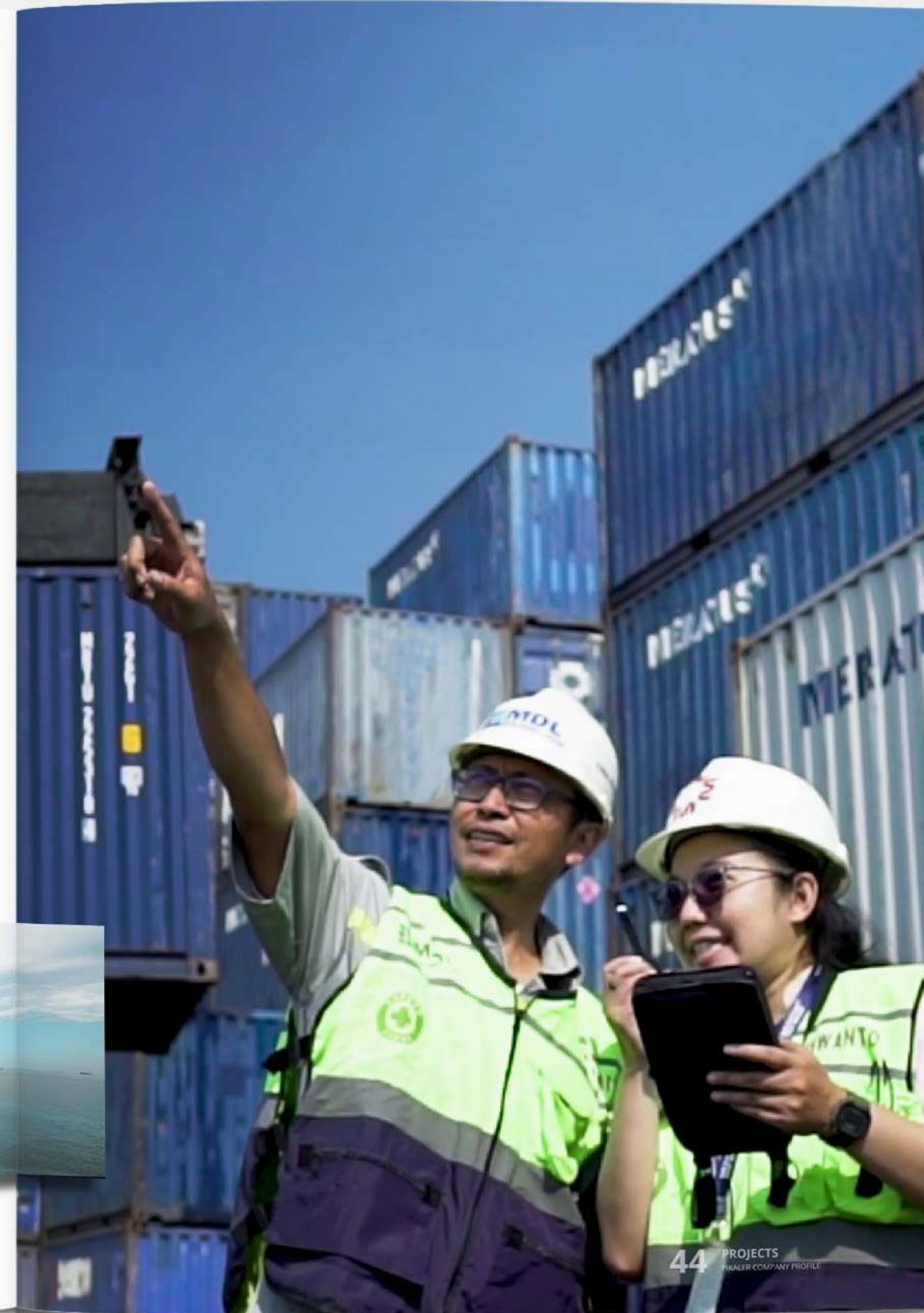
MERATUS

MERATUS

Surabaya, Indonesia

Founded in 1957, Meratus Line was the first Indonesian shipping company to operate container liner services in 1990. This time we were given the trust to create some audio-visual content, one of which is a video profile launching a new depot in Surabaya.

VIDEO LAUNCHING





CASA VERANZA
Surabaya, Indonesia

Casa Veranza is one of the clusters located in the center of Sidoarjo city, the house being developed is a house for the upper middle segment. This is a product knowledge video project that is packaged in a cool and interesting way to watch.

PRODUCT KNOWLEDGE





SD Mumhammadiyah 1-2 Taman
Sidoarjo, Indonesia

SD Muhammadiyah 1-2 Taman is an Islamic Elementary School with the image of a multi-talented school located in Sidoarjo, East Java. one of the clients we have managed branding and visual identity needs since we first founded the company. One of the services we provide is managing their social media.



FILM SERIES

Ruangkasa

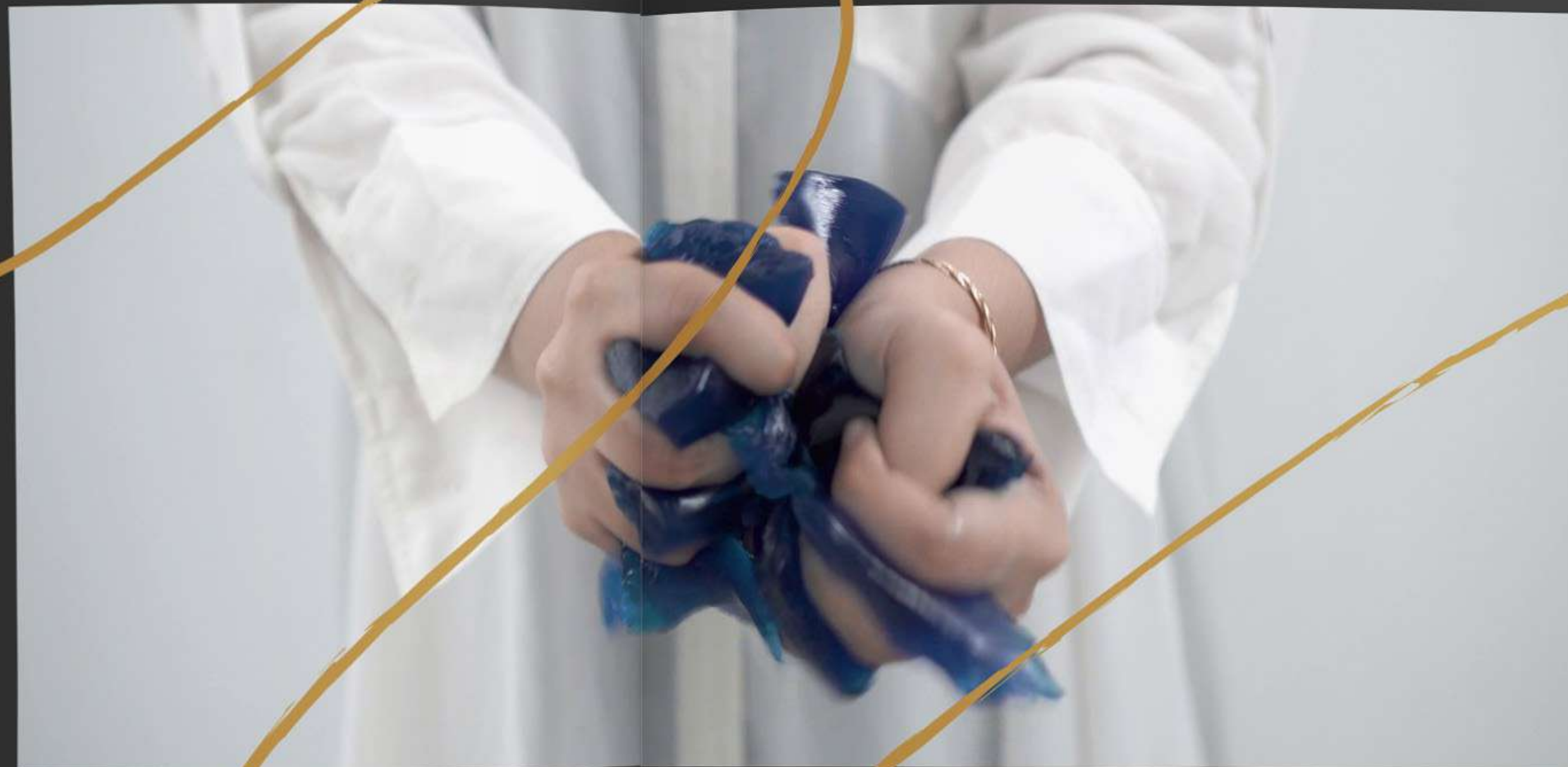
Surabaya, Indonesia

Company/Brand purpose, market, costumers etc. Company/Brand purpose, market, costumers etc. Company/Brand purpose, market, costumers etc.

The main purpose of making a video company profile is to make the company easier to deliver information to the public so that company can attract the attention of investors

SHORT FILM



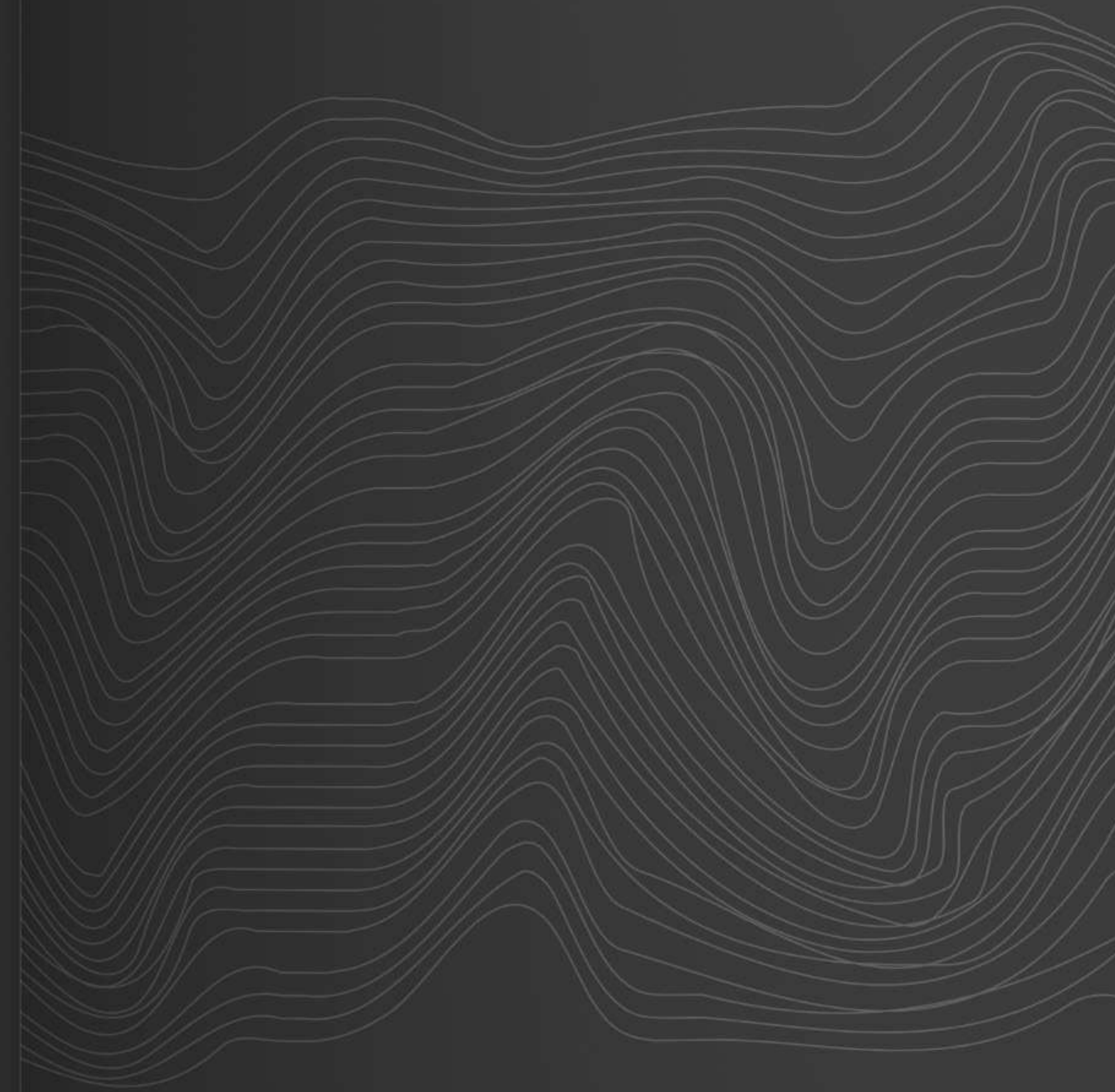


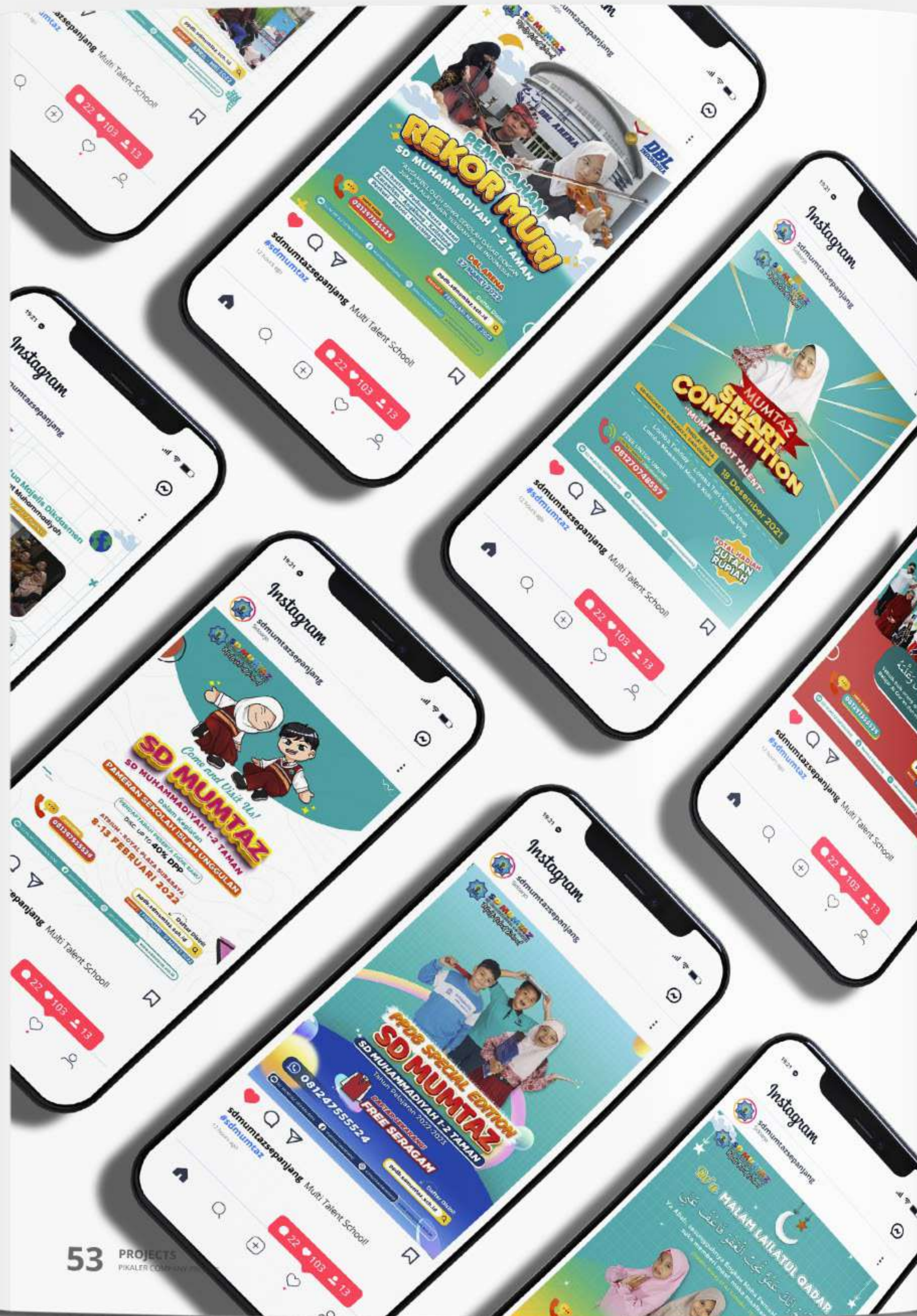
“
Your unique perspective
is your **creative gold**.”



Social Media Management

We create and distribute content for social media profiles, collaborate with influencers, provide community service, and monitor, measure, and report on social media performance.





SD Muhammadiyah 1-2 Taman
Sidoarjo, Indonesia

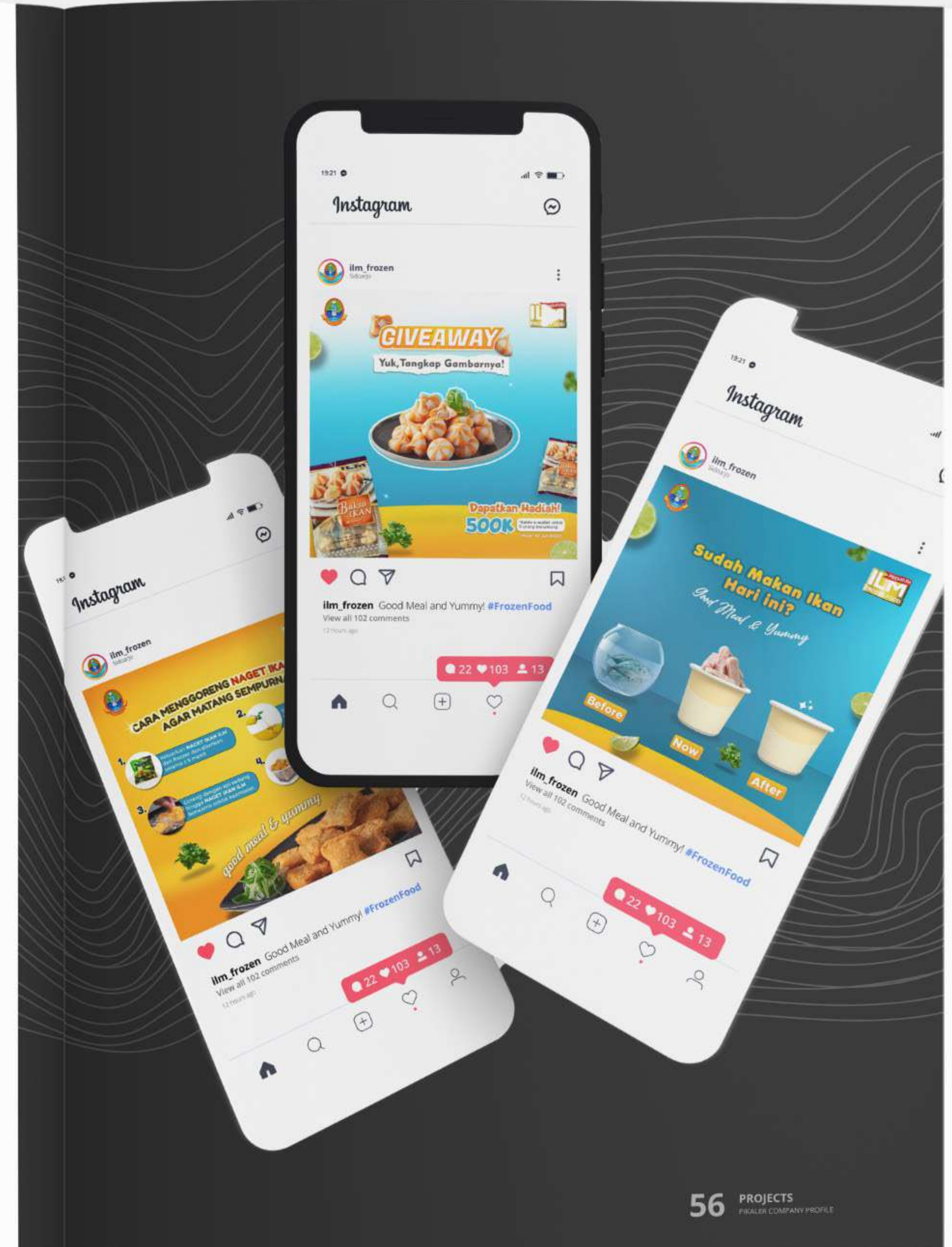
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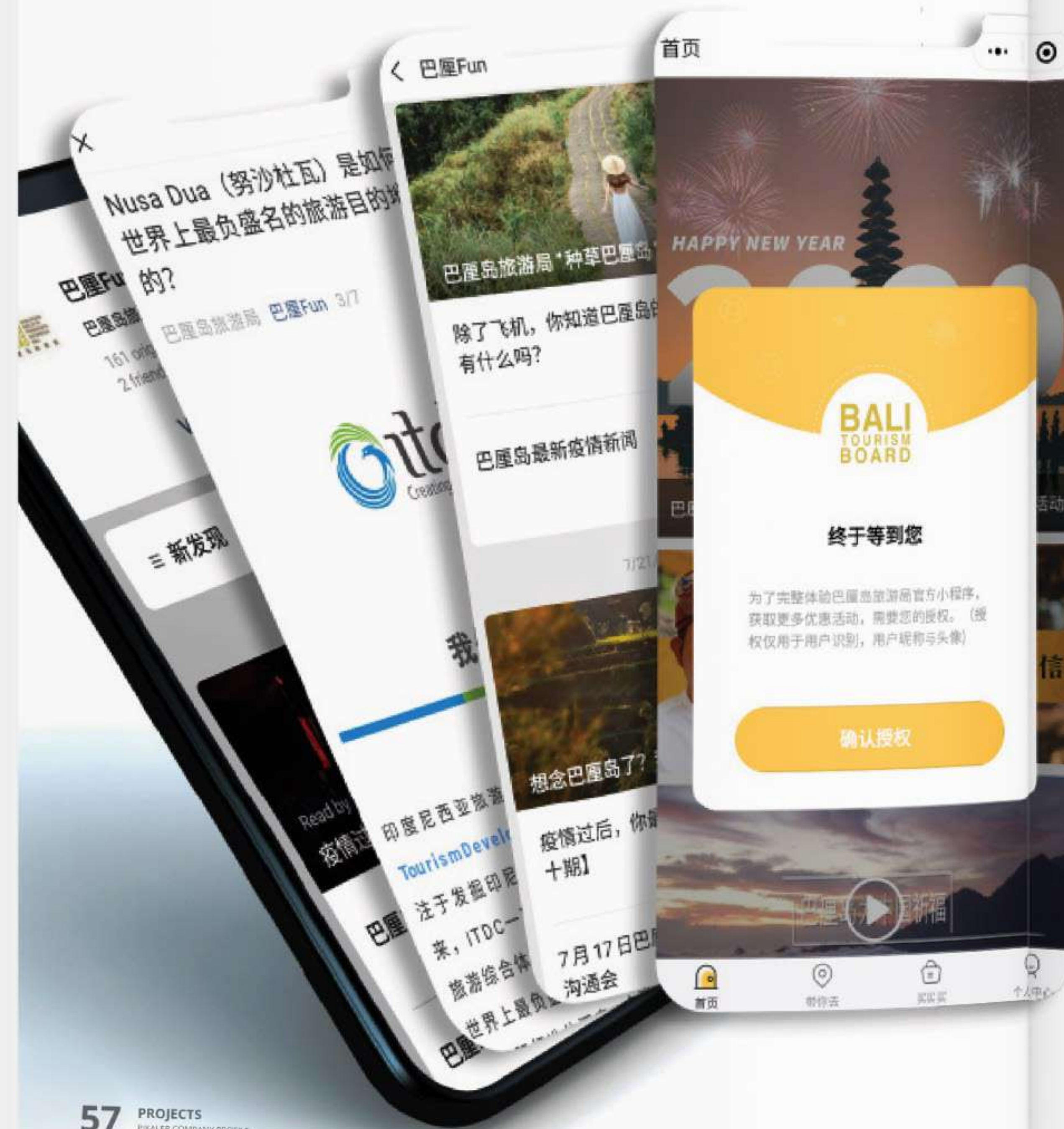


PT INDO LAUTAN MAKMUR

Sidoarjo, Indonesia

PT. Indo Lautan Makmur is a company engaged in the processing of fishery products located in Sidoarjo. We provide all the needs of this company's visual identity branding and social media management





BALI
TOURISM
BOARD
巴厘岛旅游局

Bali Tourism Board

Bali, Indonesia

Beijing, China

Bali Tourism Board (BTB) was formed by nine Tourism Associations in Bali on 1st March 2002 with its main aim to build and develop a better and sustainable tourism industry in Bali and Indonesia.

This project was special because we were able to manage digital content for Bali tourism promotions on social media (WeChat) in China.

Start a conversation with us,
and get your **creative solution**



CV. PIKALER CREATIVE STUDIO



HUE IS RIGHT!

/ (h) yoo /

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