

SELECTED *work*

Identity systems, campaigns, packaging, and editorial design for culture-forward brands.



2026

Design that gives ideas a clear voice.

SERA FORM is an independent graphic design practice creating expressive, useful identities for hospitality, culture, and conscious consumer brands.

OUR POINT OF VIEW

Strategy first. Character always.

We translate the core of a brand into a visual language that feels distinct, consistent, and ready to grow across real touchpoints.

CAPABILITIES

Brand identity & art direction
Campaign visual systems
Packaging & print
Social and digital content
Editorial design

PRINCIPLES

Clarity over decoration
Systems over one-off assets
Emotion with intention
Useful, accessible outcomes
Thoughtful collaboration

SELECTED PRACTICE

03

Original case studies spanning food, culture, and sustainable beauty.

Three worlds, three visual languages.

01 **Karsa Roastery**

IDENTITY · PACKAGING · SOCIAL FOOD / 2026

02 **Rona Arts Week**

CAMPAIGN · PRINT · WAYFINDING CULTURE / 2026

03 **Pasisir Botanicals**

IDENTITY · PACKAGING ·
EDITORIAL

BEAUTY / 2026

Karsa *Roastery*

A tactile identity for a small-batch roastery that treats coffee as a daily creative ritual—not a luxury performance.

BRAND STRATEGY

IDENTITY SYSTEM

PACKAGING

SOCIAL TOOLKIT

01



Warm craft, bold rhythm.

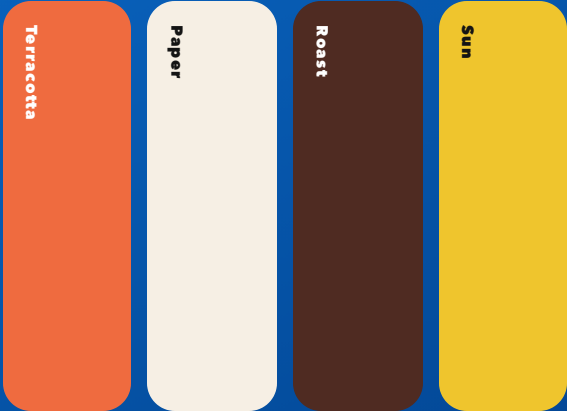
The system pairs an editorial serif with direct utility typography. Cobalt creates confidence; terracotta and paper tones keep the experience human and grounded.

KARSA

ROASTERY • BANDUNG



CORE PALETTE



Roasted with intent.

AVENIR NEXT • SYSTEM TYPE



One system, many rituals.

Packaging, menus, and social content share the same voice: intelligent without feeling precious, warm without becoming rustic.



Karsa

Filter of the day	32
Espresso	25
Flat white	34
Seasonal tonic	38
Oat cacao	36



RONA

A flexible campaign identity for a week of public art, talks, installations, and creative encounters across Bandung.

CAMPAIGN IDEA

POSTER SYSTEM

WAYFINDING

DIGITAL CONTENT

A city in full colour.

A modular language of circles, arches, and vivid colour fields lets every programme feel related while giving each venue its own visual energy.



Built to move through the city.

The toolkit scales from street-scale navigation to pocket tickets and social announcements, keeping orientation clear without losing the festival's energy.





Pasisir *Botanicals*

A calm, coastal identity for small-batch skincare made with traceable botanicals and low-waste packaging.

POSITIONING

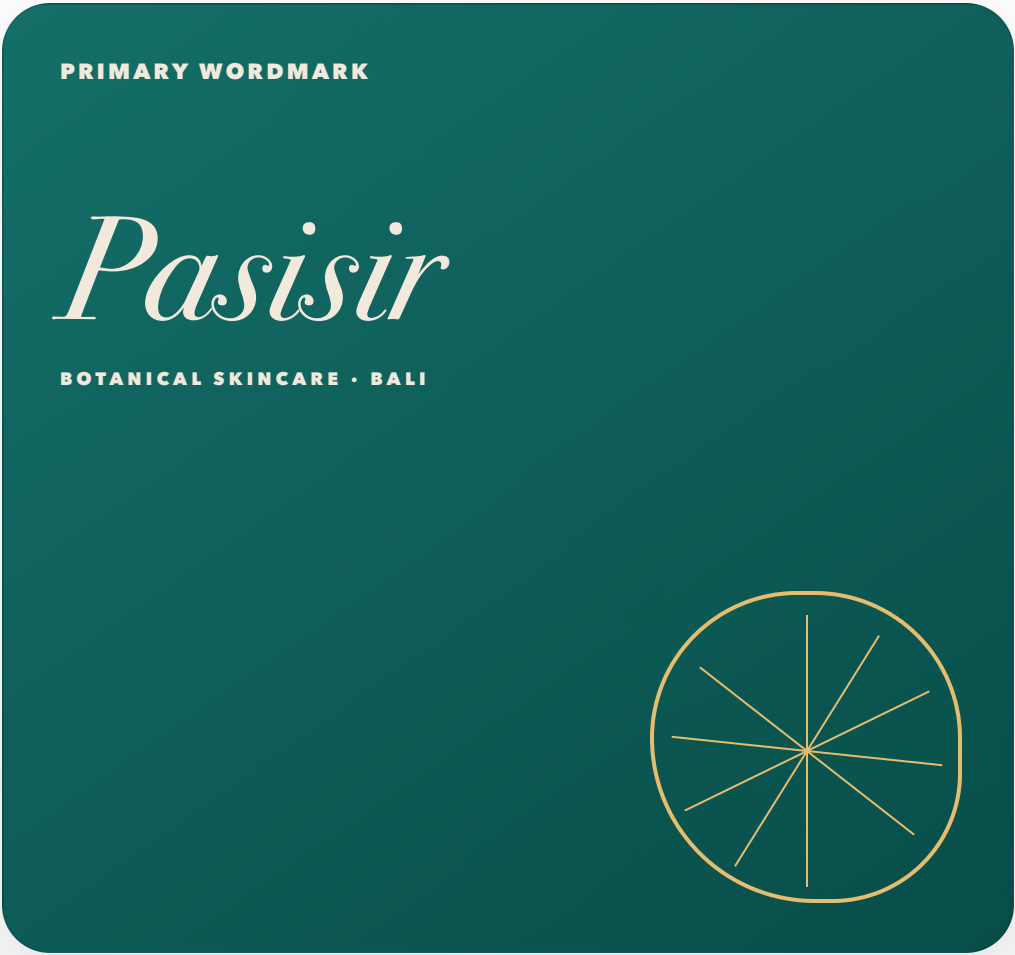
VISUAL IDENTITY

PACKAGING

EDITORIAL TOOLKIT

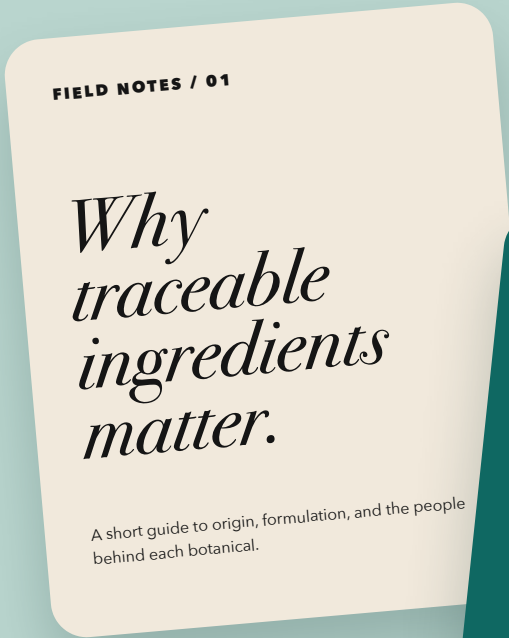
Quietly rooted in the coast.

A tide-inspired shell device, botanical serif, and honest materials form a premium identity that still feels warm, local, and environmentally aware.



A slower kind of beauty.

Product photography and editorial storytelling balance evidence with atmosphere, giving the brand a quiet but recognizable presence.



A clear path from question to visual system.

01

Discover

Clarify the audience, business context, cultural cues, and the real problem the work needs to solve.

02

Define

Build a focused creative direction with positioning, tone, references, and a useful set of design principles.

03

Design

Create the core identity, test it across priority touchpoints, and refine the system through real applications.

04

Deliver

Prepare practical files, templates, and guidance so the identity remains coherent long after launch.

LET'S MAKE *SOMETHING* MEMORABLE.

Concept portfolio created as an original design exercise. Brand names, copy, and case studies are fictional and ready to be replaced with real project content.

START A CONVERSATION

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INSTAGRAM • @SERA.FORM BANDUNG, ID