




# Semiotic Parades



LOGO CREATIONS



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The challenge of creating a logo for us is about a celebratory moment to interpret the authentic meaning of each brand name.

Semiotic parades were thrown back and forth to get the most representative energy from each name. Whether implicit or explicit, denotative or connotative, literal or figurative.

We love the process of digging and exploring each meaning whether it is a product, or a service, or a small to large scale business, or an individual brand to a communal group identity.

# Logo



can be extracted easily in various ways and by anyone, but the interpretation and perspective of meaning will forever be an authentic personal touch.

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03.

ACTTHINK CLUB



### BRIEF BACKGROUND

#### BRAND TYPE :

Social Club Community

#### BRAND MISSION :

Focuses on self-development activities in the world of acting, especially in the designation of films





## INTERPRETATION KEY POINT

composed with 2 circular dot shapes connected by a curved line to represent the 2 main points connected in an arch of continuity.

### 1. Circular Point Forms:

**a. Act & Think;** gives special emphasis to the most dominant element in the discourse of this community. that Act and Think are the initial axis in developing oneself in the field of acting.

**b. Talent & Role;** gives special emphasis on the process of connection between the character playing and the character being played.

### 2. Curved Line:

**Character Arc;** the path that a character follows during the course of a story. The character arc involves difficulties and challenges, as well as some changes to the character, and ultimately leads to a resolution. This helps create a character that the reader will identify with and support, but also makes for an interesting plot.

### 3. Handwriting Font

Reinforces an authentic feel for each individual involved to develop themselves reach their signature performance in the role-played learning cultivated in this community.



## SINEKREAT

### BRIEF BACKGROUND

#### BRAND TYPE :

Film Community Media

#### BRAND MISSION :

Becomes a media channel that discusses everything about film, formed by local spirits who want to increase literacy and education about film and cultivate an interest in appreciation of film.





## INTERPRETATION KEY POINT

is composed of 2 main objects, each of which carries its own identity of meaning.

### 1. Clapper Board

The signaling device in this film production was chosen to be a symbol that represents the elements of cinema. Its function, which literally marks the beginning of a scene, is analogous to a miniature discussion scene that raises various topics.

### 2. Chat Bubble

This conversation symbol was chosen to represent the perspective of "discussion" which is the basic purpose of this media, which is to become a forum for literacy and education for the general public.

ANGKRINGAN  
KITA BERSAMA

**angkringan**  
KITA BERSAMA

**BRIEF BACKGROUND****BRAND TYPE :**

Street food & Coffee Shop

**BRAND MISSION :**

a coffee shop outlet that carries the original ethnic identity of angkringan which is typical in Central Java and Jogjakarta. Presented with a touch of modern packaging and can target the young age segment. making this place an alternative hangout place that has its own style and uniqueness.







## INTERPRETATION KEY POINT

Made from a combination of objects that have the authentic identity of Angkringan in the original packaging.


### 1. **Small cup shape**


The form of coffee serving that has a classic impression in appearance, raises the element of the manufacturing process that uses the manual brewing method and prioritizes the distinctive flavors of each selection of coffee beans. both in taste, texture and unique aroma.

### 2. **"Pikulan"**

Is a form of selling cart that is carried by being carried so that it can move places easily, originally, this cart is a representation of angkringan which is actually a street food stall.

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