



# Grand Duta City Bekasi Handbook



Our services:  
Brand Identity  
Industry:  
Residential

Grand Duta City is an affordable residential area situated in various developing areas, with a particular focus on Bekasi in this project. We recognize the importance of creating a comprehensive handbook that caters to the needs of our target audience.

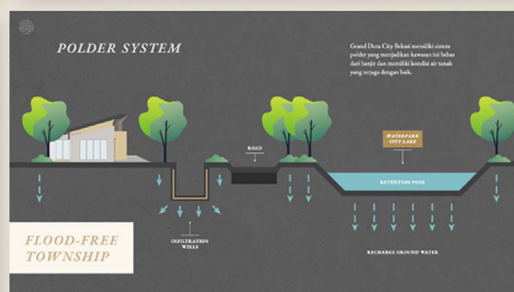
# Hopeful Imagery, Legibility, Reading Flow

To achieve this, we have taken a unique approach that emphasizes the product, the legibility of the text, and an enjoyable reading flow, while also prioritizing design aesthetics.





Acknowledging the challenge of creating a design language that appeals to our target market, which is SES C. Therefore, we have customized our design approach to ensure that it caters to the specific needs and preferences of our target audience. Incorporated design elements that are both aesthetically pleasing and functional, with the aim of enhancing the reading experience in the handbook.







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