



Brand Identity for Ottolima Group



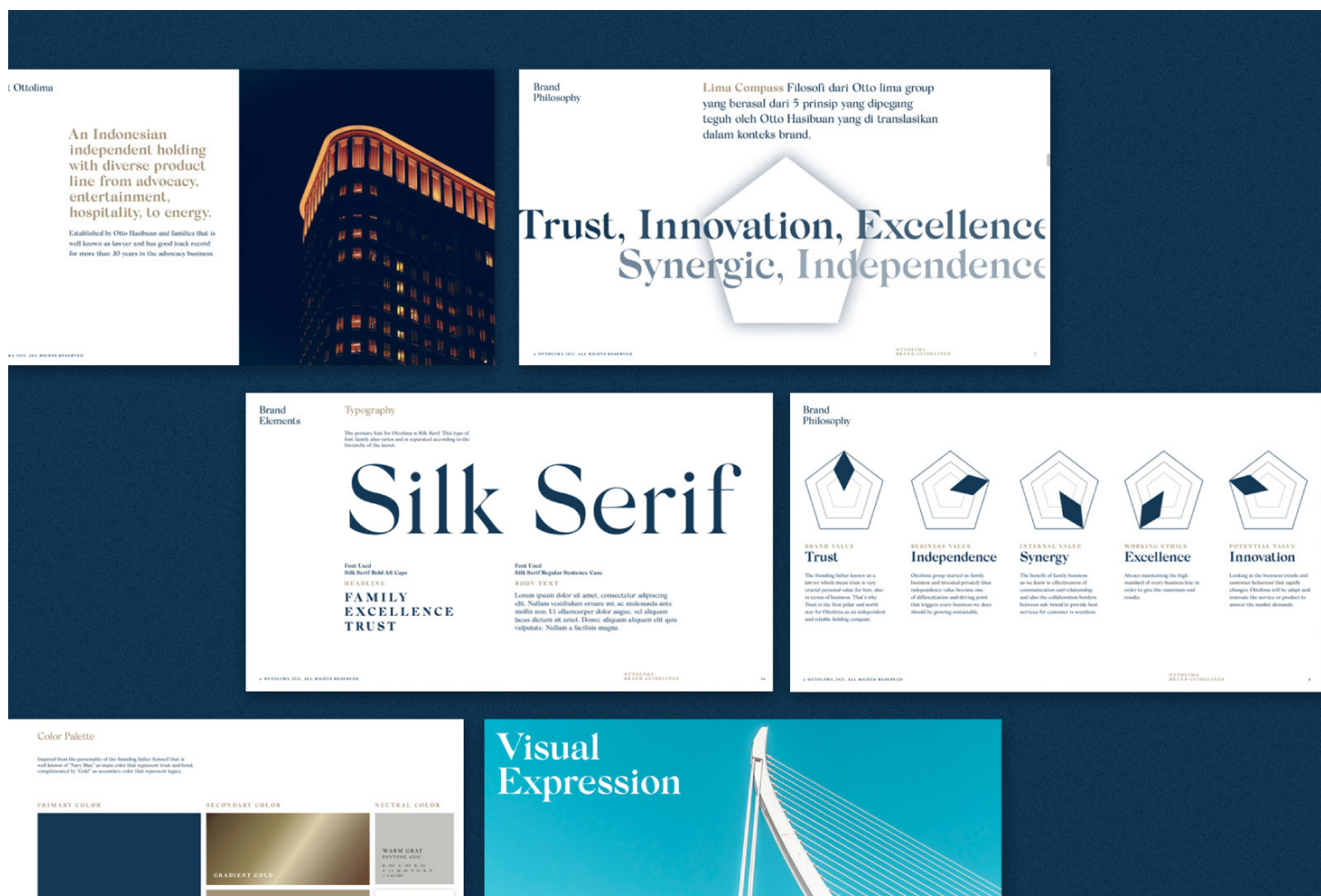
Our services:
Brand Identity

Industry:
Corporate

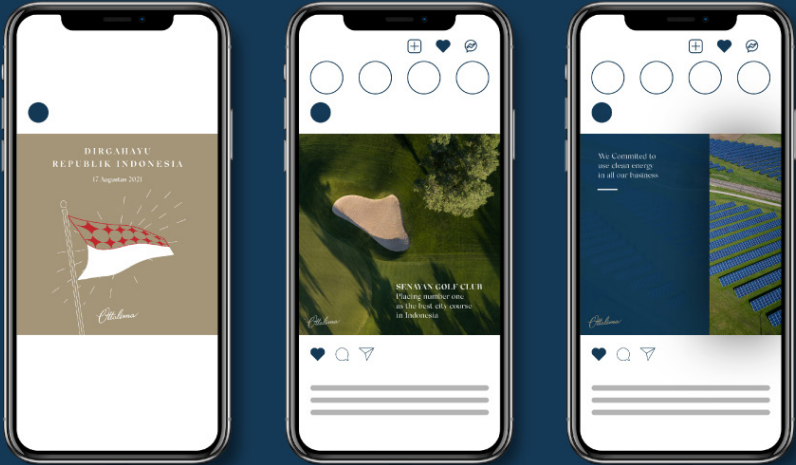
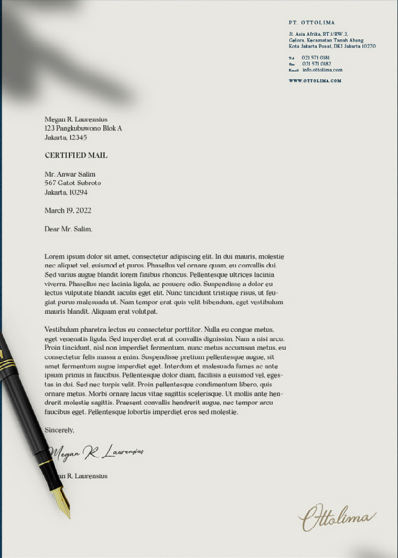
Brand identity for an Indonesian independent holding with diverse product line from advocacy, entertainment, hospitality, to energy. Established by Otto hasibuan and families that is well known as lawyer and has good track record for more than 30 years in the advocacy business.

The Visual Identity

We believe that people use signatures as a way to express their personality, thus the brand identity inspired from the signature of Otto Hasibuan himself to directly reflect his spirit & persona at the forefront of the brand



A collection of Ottolima brand stationery items arranged on a light brown surface. The items include: a laptop with a silver screen displaying 'About Ottolima' and a dark blue back with a gold honeycomb pattern; a dark blue folder with 'Ottolima' in gold script; a dark blue envelope with 'Ottolima' in gold script and contact information on the inside flap; a dark blue business card with 'Ottolima' in gold script; a white business card for 'YARUB HASBIAN' with contact details; a silver pen; a silver paperclip; a silver binder clip; and a small circular Ottolima logo.





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