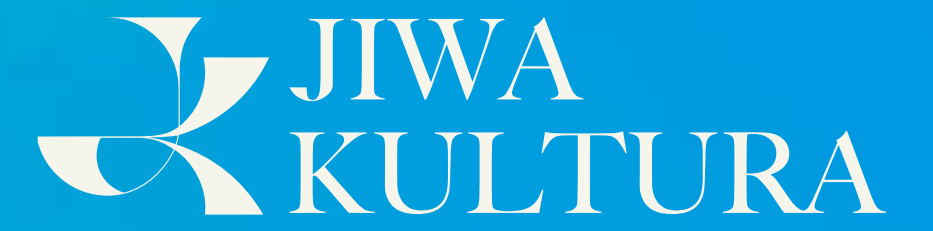
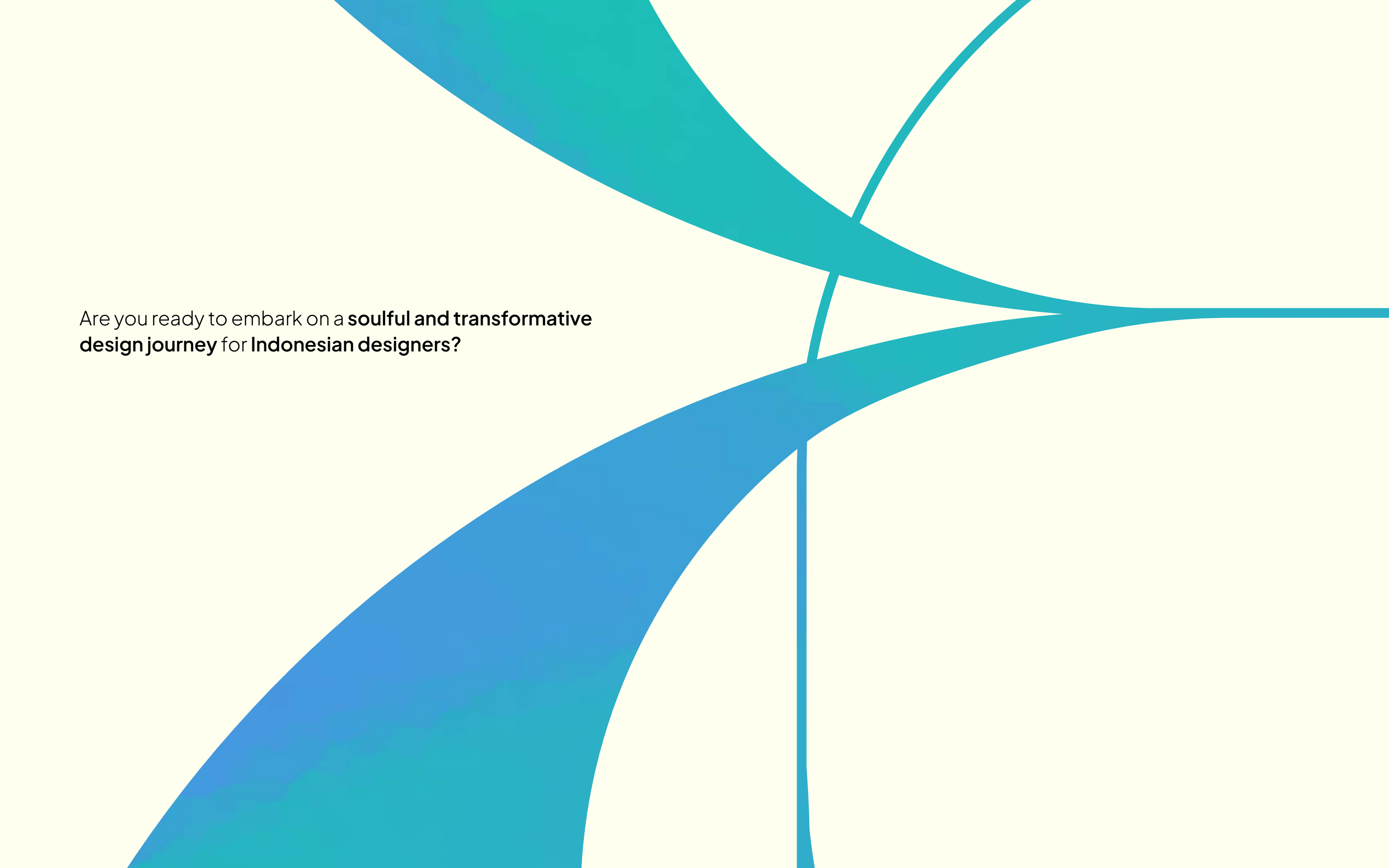


Alma Kirana Amaranggana

22018440



The background features several thick, flowing, curved lines in shades of teal and blue. These lines originate from the top and bottom edges and sweep across the frame, creating a sense of movement and depth. The lines are layered, with some appearing in front of others, adding to the abstract composition.

Are you ready to embark on a **soulful and transformative design journey** for **Indonesian designers**?

An abstract graphic design featuring large, flowing, organic shapes in various shades of blue and teal, set against a white background. The shapes overlap and curve, creating a sense of movement and depth. The overall composition is modern and minimalist.

An exciting journey to rediscover the heart
of Indonesian design, that values **respect,**
responsibility, and authenticity.



JIWA KULTURA

A belief and commitment to reclaim and reintroduce the Indonesian life philosophy into creative processes.

Jiwa Kultura serves as a framework for Indonesian designers to reconnect with their cultural identity in the realm of creation and design.

07
The Brand

25
Identity
System

content

37
Touchpoint



The Brand



Jiwa Kultura's story begins with a recognition of a **cultural disconnection** prevalent in the Indonesian design landscape.



Feeling the pulse of a rapidly evolving industry, Jiwa Kultura emerges as a **beacon of change.**

Born from a belief that design is more than a finished product, it's a **powerful tool for cultural connection**, Jiwa Kultura sets out on a mission to bridge the gap between Indonesian designers and their cultural roots.



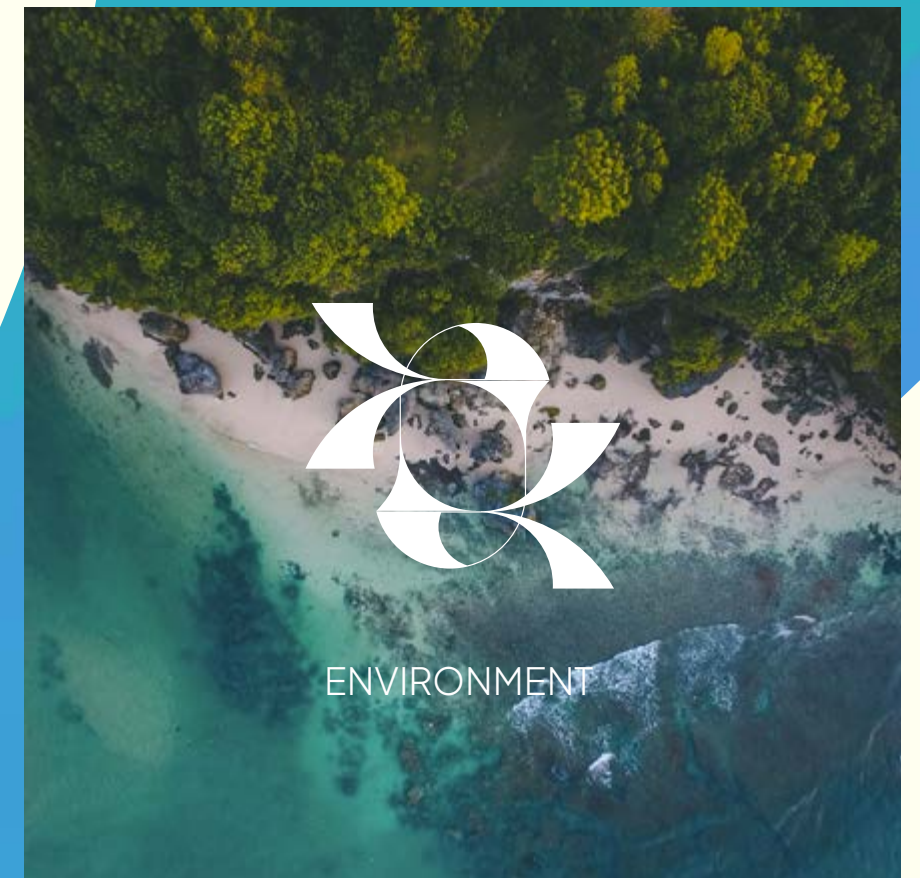
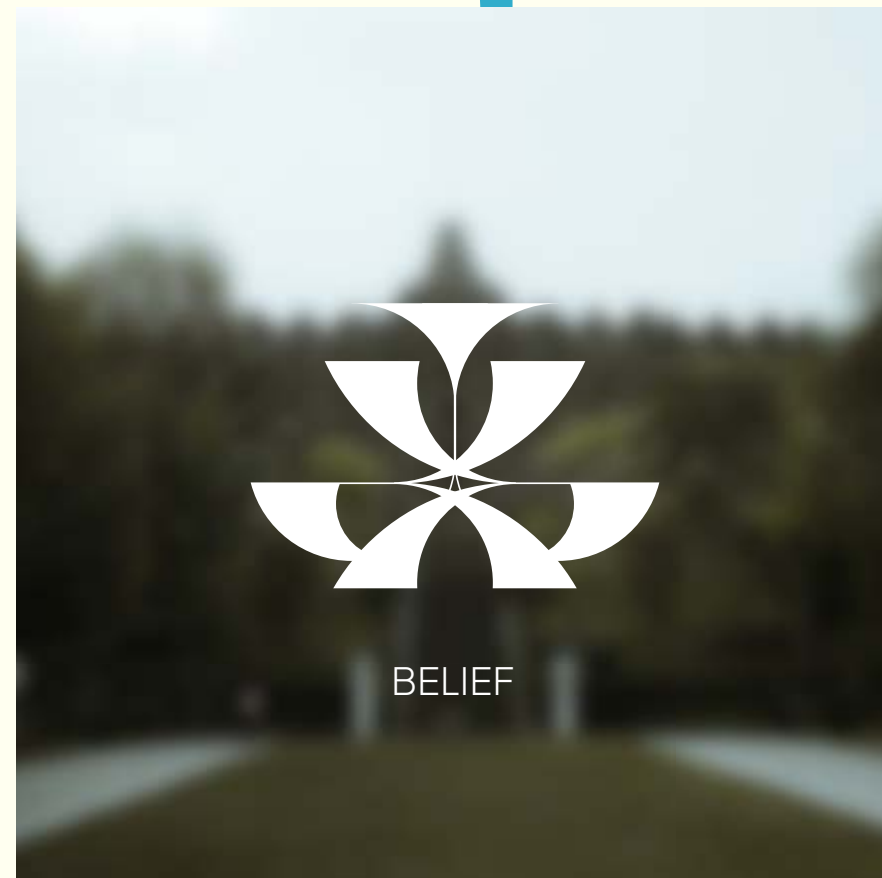
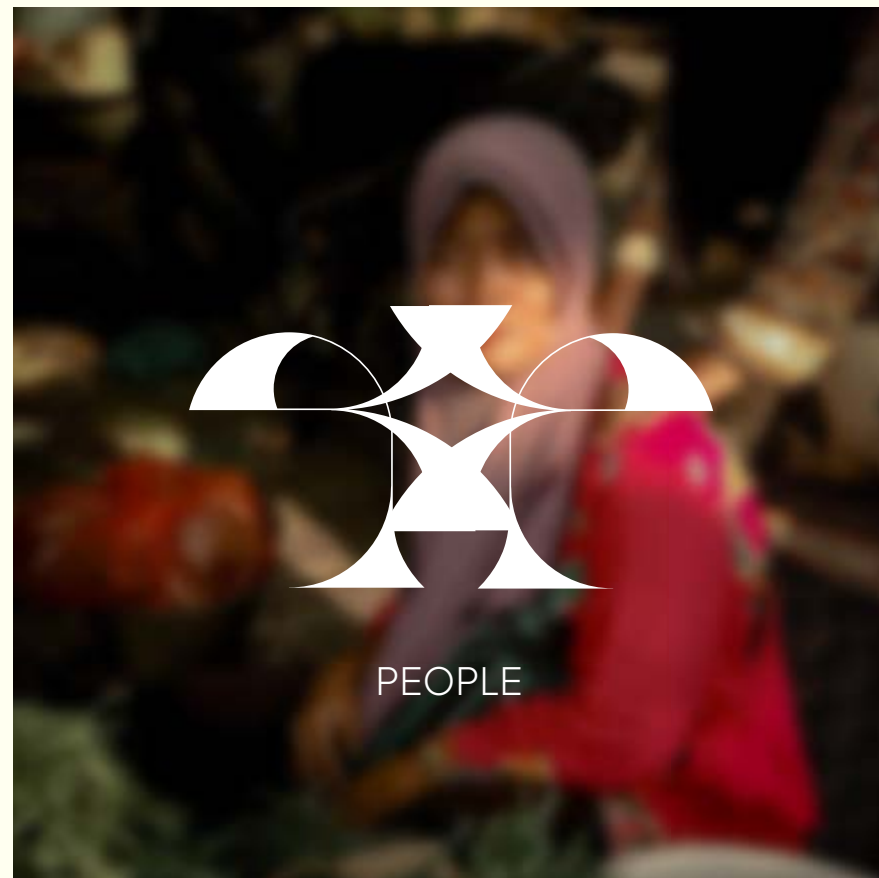
In the heart of this narrative
is a commitment to
"Reclaim, Reconnect, create."

Jiwa Kultura is not just a brand; **it's a way of thinking**, a philosophy of design inspired by the richness of Indonesia's diverse culture.

It aims to break away from the notion that design is a one-dimensional outcome, emphasizing a holistic approach where designers co-create, collaborate, and contribute to a cultural awakening.



Jiwa Kultura becomes a guiding force for designers, encouraging them to delve into the depths of Indonesian philosophy of



and infuse it into their creations.



From the grassroots level of collaborative workshops to the pinnacle of transformative creativity, Jiwa Kultura fosters **a sense of belonging and cultural pride.**

More than just a platform, Jiwa Kultura is a
belief system—

a journey that begins with rediscovering
cultural identity and extends to every
authentic, responsible and respectful
design created.



Jiwa Kultura envisions a design landscape where Indonesian designers not only transform visual elements but also reawaken the soul and mentality intrinsic to their identity, **creating designs that echo the soul of Indonesia.**



Jiwa Kultura invites designers to be part of a movement—

a movement that celebrates, honors, and
revitalizes Indonesian cultural identity in
every stroke, pixel, and creation.



Reclaim,
Reconnect,
Create

Jiwa Kultura's Purpose

To reclaim Indonesian philosophy into
our creative processes

Jiwa Kultura's Vision

A world where Indonesian designers reconnect and celebrate their cultural identity through an authentic, responsible, and respectful approach.

Jiwa Kultura's Mission

Our mission is to empower and inspire Indonesian designers to infuse their creative processes with the rich essence of Indonesian life philosophy. By fostering a community that values respect, responsibility, and authenticity, we aim to contribute to a design culture that truly reflects the spirit and mentality of Indonesia.

Respect



Faith



Sincerity

Jiwa Kultura's Philosophy

Belief



Solemnity



Common Needs



Human-centred



Communal



Jiwa Kultura's Philosophy

People

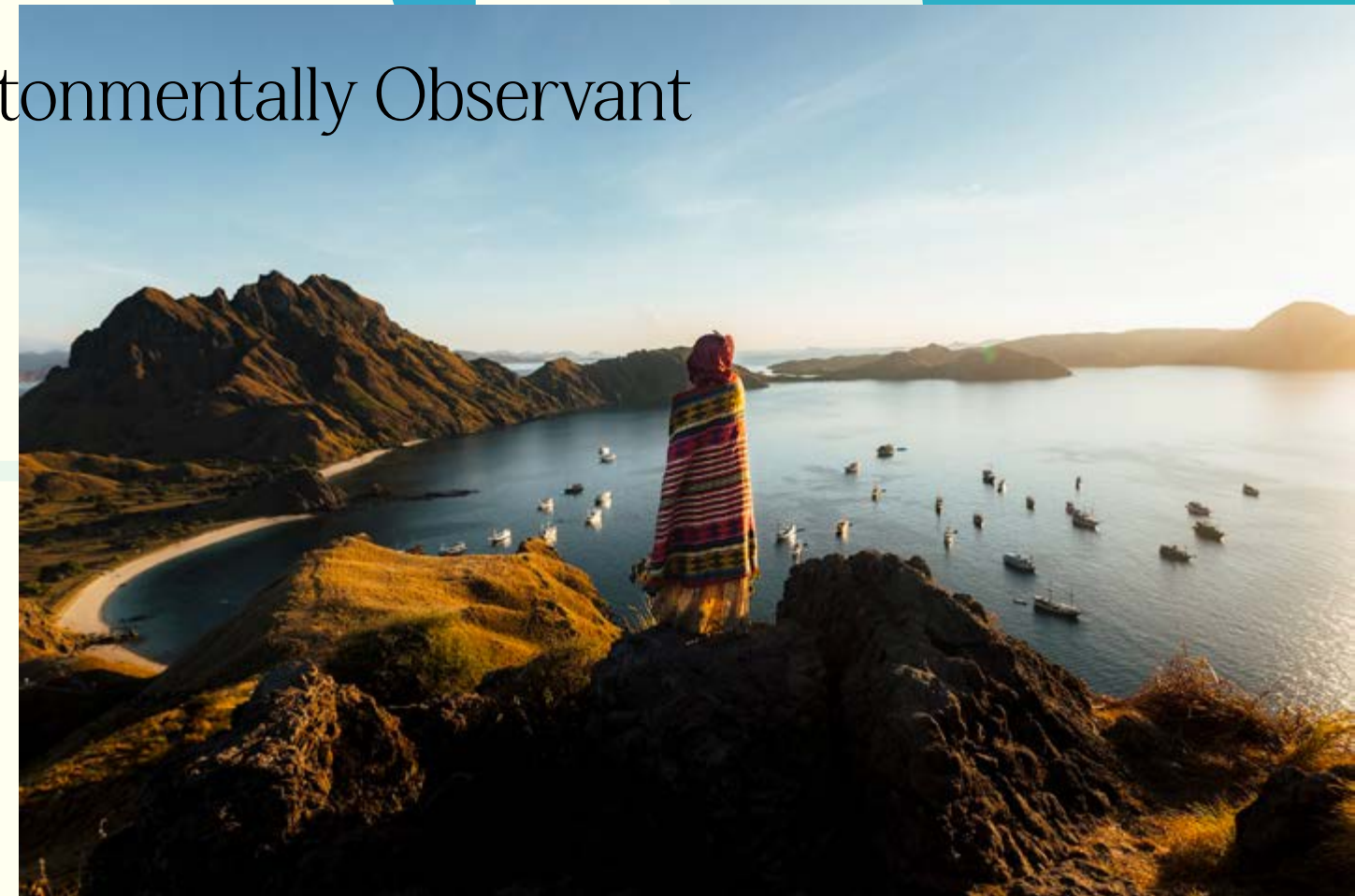




Ecological Intelligence



Environmentally Observant



Jiwa Kultura's Philosophy

Environment

Responsible materials

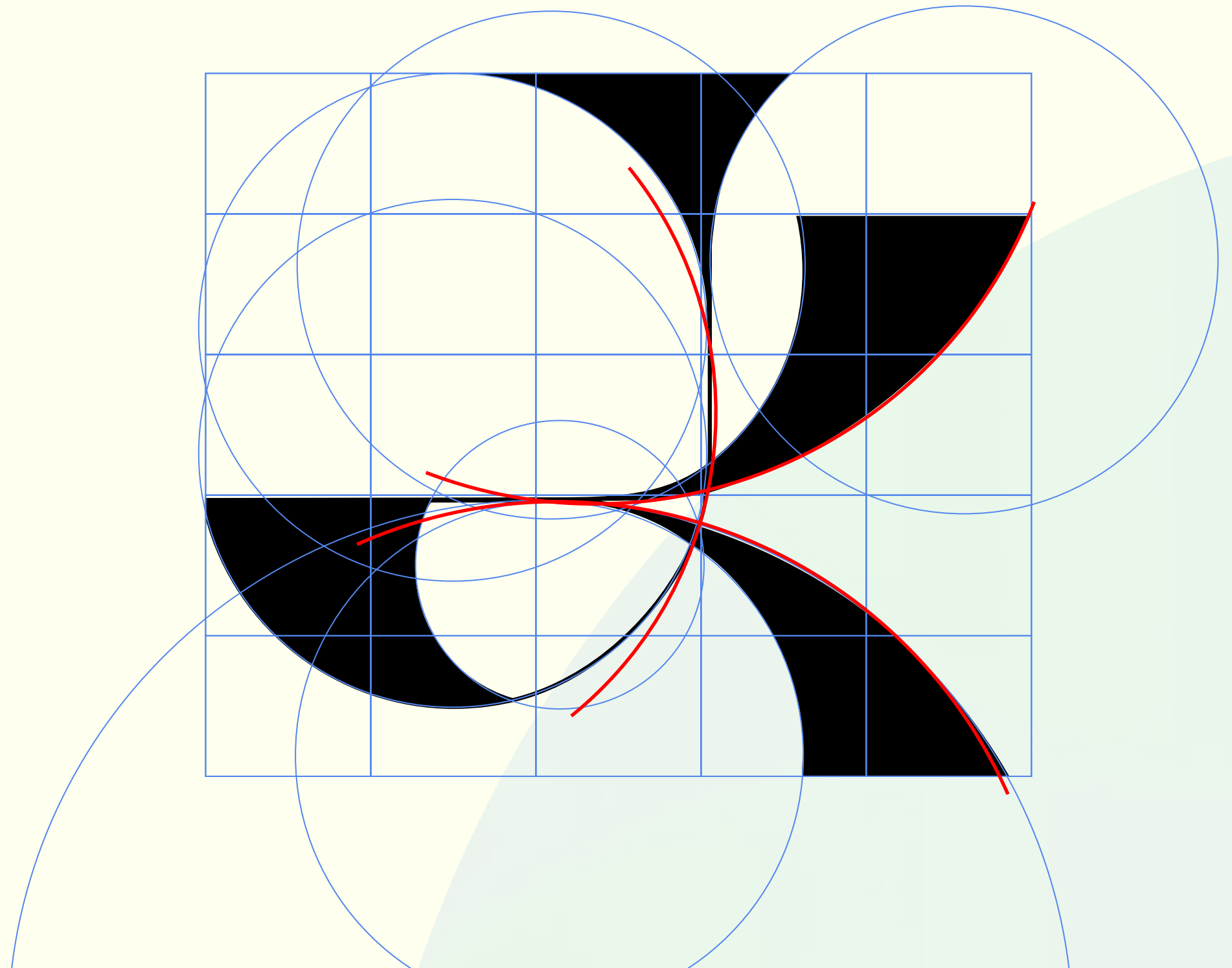


Identity System

Logo

Jiwa Kultura aims to subtly embody Indonesian identity in its essence, drawing inspiration from the cultural practice of hand-kissing, a symbol of respect to the elders, especially within families. This cultural interaction is translated into a symbolic monogram, reflecting the initial encounter between Jiwa Kultura and its audience, the Indonesian designers.

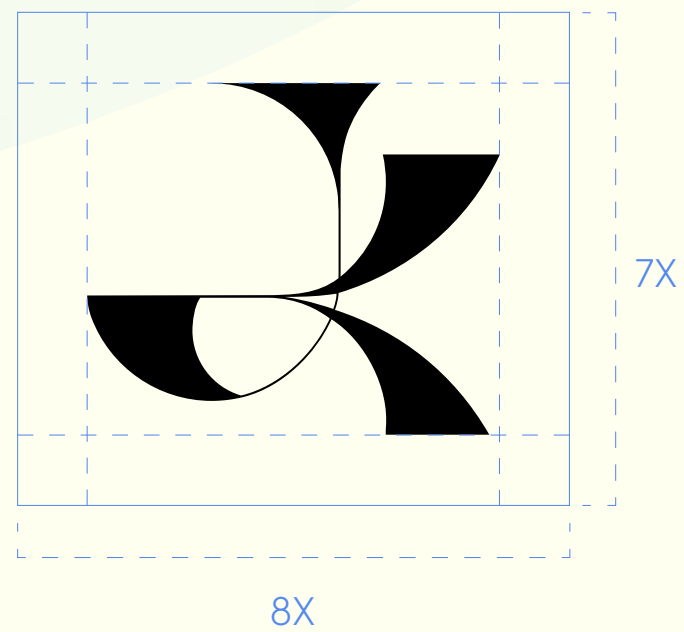
The logo's organic upward curves signify the optimistic journey Jiwa Kultura undertakes with its audience, while the widening shapes at each end represent the expansive creative space Indonesian designers will explore in their journey.



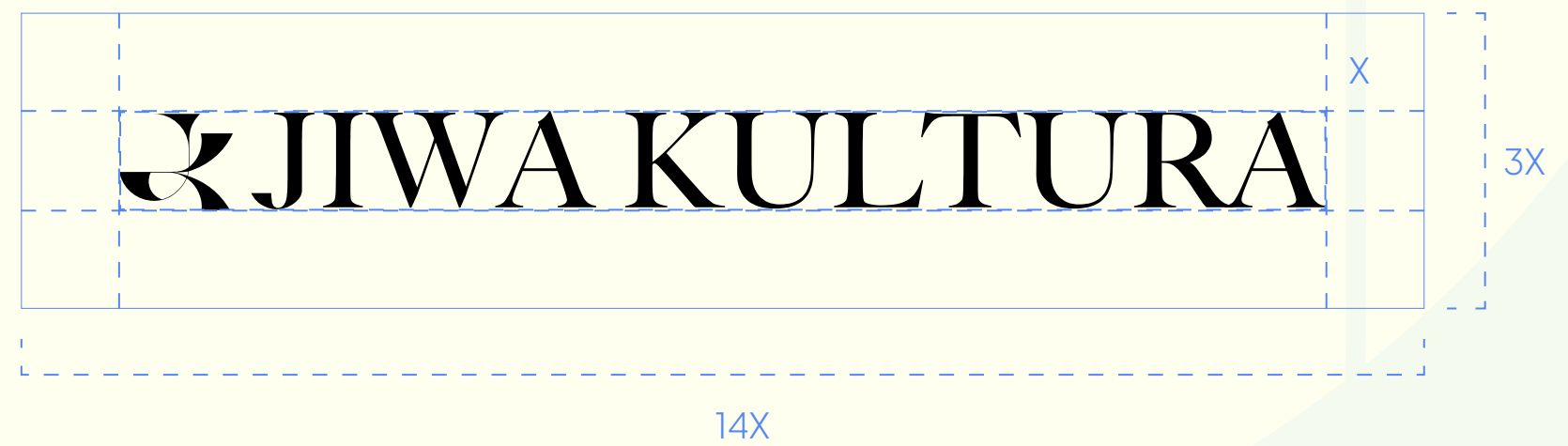
Primary Logo



Monogram



Secondary Logo



Colour

The chosen Samudra Blue symbolizes trust and reliability, mirroring Jiwa Kultura’s core belief, while Nusantara Green signifies Indonesia’s nature and the transformation sought in workshops. The Ivory colour is added to represents sincerity, solemnity and respect.

Samudra Blue

#5588ED

C75 M44 Y0 K0

R85 G136 B237

Nusantara Green

#17C2B1

C90 M0 Y44 K0

R23 G194 B177

Ivory

#FFFFFF0

C1 M0 Y8 K0

R255 G255 B240

Samudra Blue

Nusantara
Green

Ivory

Gradient Treatment

Samudra Blue and Nusantara Green colours blend into an upward gradient, symbolizing the forthcoming fresh, innovative and trustworthy journey.

The gradient can be treated in a more organic curve shapes to represents the dynamic process of the brand.

Basic Gradient

Samudra Blue

Nusantara Green

Gradient Treatment

Samudra Blue

Nusantara
Green

Secondary Colour

Dark Puspa Pink, inspired by Indonesia's vibrant flora, reflects the nurturing aspects of Jiwa Kultura. Reserved for community extensions, it fosters a vibrant sense of belonging. An additional Satwa Orange color, inspired by the magnificent fauna of Indonesia, represents optimism, introduced specifically for Jiwa Kultura's creative challenges, infusing a spirit of continuous creation.

Puspa Pink

#FD6D73

C0 M71 Y39 K0

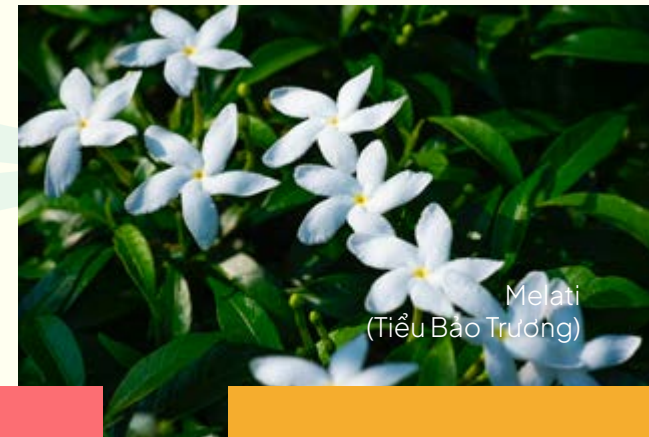
R253 G109 B115

Satwa Orange

#F6AE2D

C0 M39 Y88 K0

R246 G174 B45



Puspa Pink

Satwa
Orange



Typography

The primary typeface for all Jiwa Kultura brand expressions is Jakarta Sans, designed by Tokotype, an Indonesian company specializing in digital typeface design. Jiwa Kultura aims to empower local creation not just through its purpose but also its brand identity system.

The sans serif typeface embodies optimism spirit Jiwa Kultura has. A simple detail of the letter “t” symbolises many of Indoensian traditional roof shape representing home and a sense of belonging.

Krylon is also chosen for highlight/quotes messaging in the brand expressions. The type has a similar details that Plus Jakarta Sans embodies.



Plus Jakarta Sans
SemiBold



Plus Jakarta Sans
Light



Krylon
Regular

Hierarchy Example

Organizing typography is crucial, to ensure clarity and effectiveness of the brand messages. Jiwa Kultura established a hierarchical system based on relative importance, headlines, or body text using scale, colour and function depending on communication needs.

Headline
Krylon in Samudra
Blue or Black

Subhead
Plus Jakarta Sans
Light

Highlight
Plus Jakarta Sans
Medium

Title
Plus Jakarta Sans
Medium

Body
Plus Jakarta Sans
Light

A belief and commitment to reclaim and reintroduce the Indonesian life philosophy into creative processes.

Jiwa Kultura serves as a framework for Indonesian designers to **reconnect with their cultural identity** in the realm of **creation and design**.

Jiwa Kultura’s Community

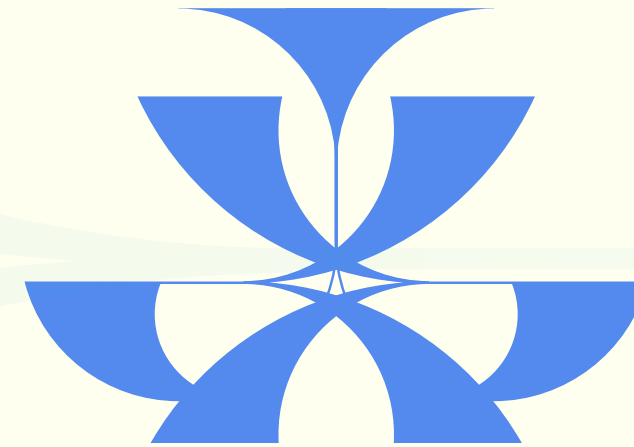
Step into the heart of creativity at Jiwa Kultura Community. It’s more than a forum; it’s a lively space where designers connect, engage in open discussions, share insights, and extend helping hands. This vibrant community is a melting pot of diverse perspectives, fostering an environment of collaboration and mutual growth.

Tagline
Plus Jakarta Sans
Light with colour
treatment

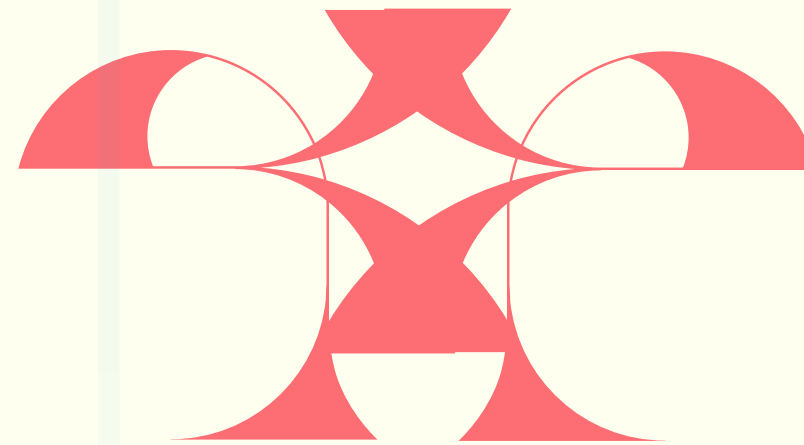
Reclaim,
Reconnect,
Create

Icon

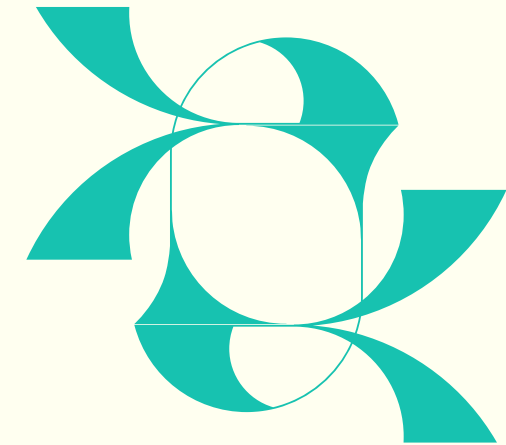
Jiwa Kultura's monogram functions as a device for wide exploration and interpretation such as icons. If needed, this "JK" monogram can be doubled, repeated, reflected, even rotated and transformed into other designated symbolic meanings. However, the basic shape of the monogram can't be disrupted, distorted, tweaked or any ways that could change the shape.



Belief



People



Environment

Brand Touchpoints

Brand Touchpoints

Jiwa Kultura: Journey

A reservoir of creative wisdom offering frameworks, articles, and inspiration.

Jiwa Kultura: Workshops

Crafting brilliance by immersing in Jiwa Kultura's principles of Belief, People, and Environment.

Jiwa Kultura: Community

A sanctuary for collaboration, discussions, and shared experiences among passionate designers.

Jiwa Kultura: Challenge

Annual projects that ignite innovation, applying Jiwa Kultura's essence to real-world designs.

In the realm of Jiwa Kultura, design is a solemn journey, and these touchpoints are the catalysts for elevated creativity and empowered community bonds.

❧ JIWA KULTURA JOURNEY

❧ JIWA KULTURA WORKSHOP

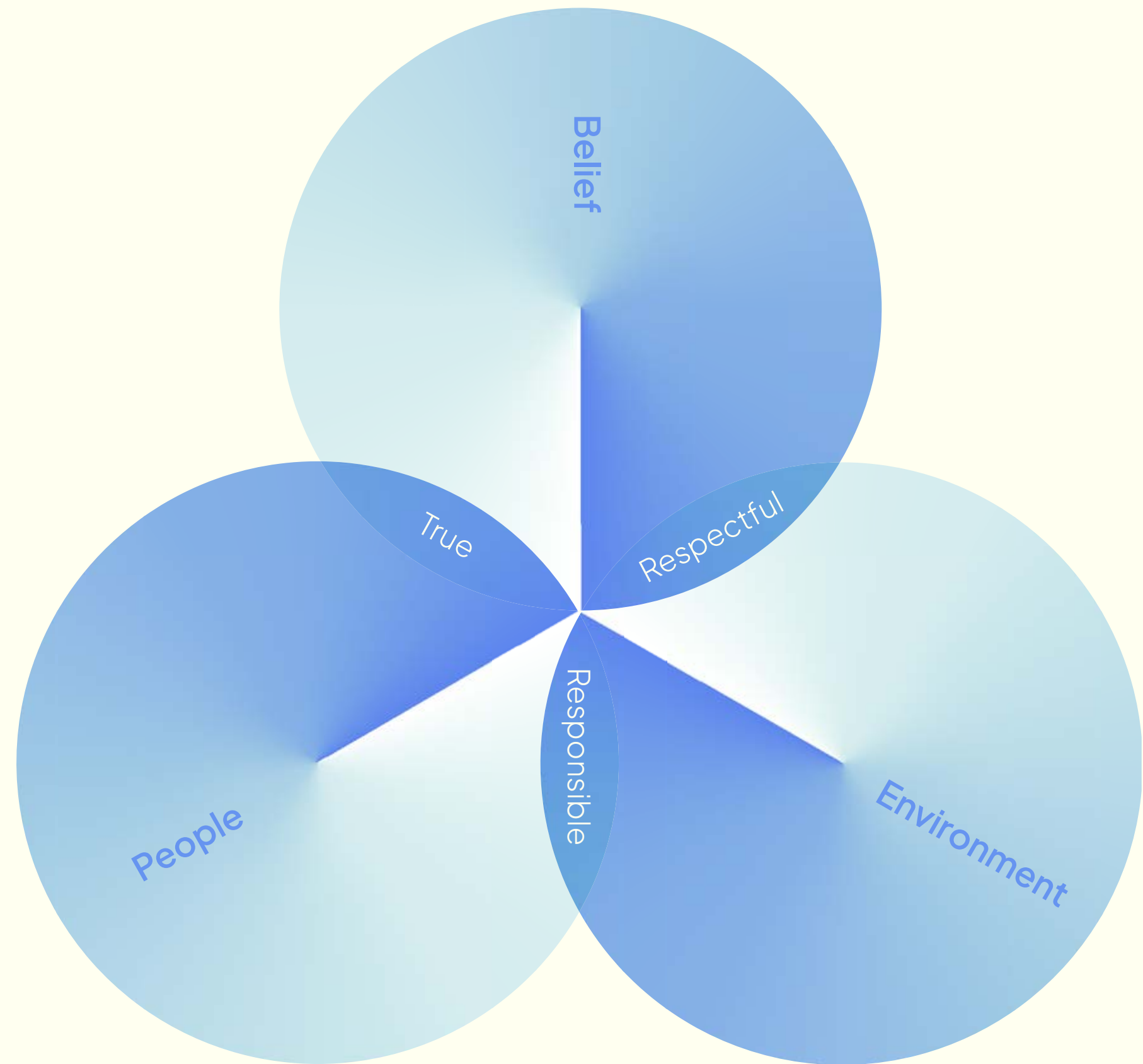
❧ JIWA KULTURA COMMUNITY

❧ JIWA KULTURA CHALLENGE

❧JIWA KULTURA FRAMEWORK

Indonesian Designer's Framework

This framework is a cultural design guide aimed at transforming the practices of Indonesian designers and reshaping the industry's perception. Rooted in authenticity, respect, responsibility, and a connection to Indonesian identity, Jiwa Kultura emphasizes infusing cultural essence into design practices. The framework stands out for its strength in highlighting cultural identity beyond visual ornaments, contributing to the celebration and revitalization of Indonesian cultural identity through traditional philosophies and values.



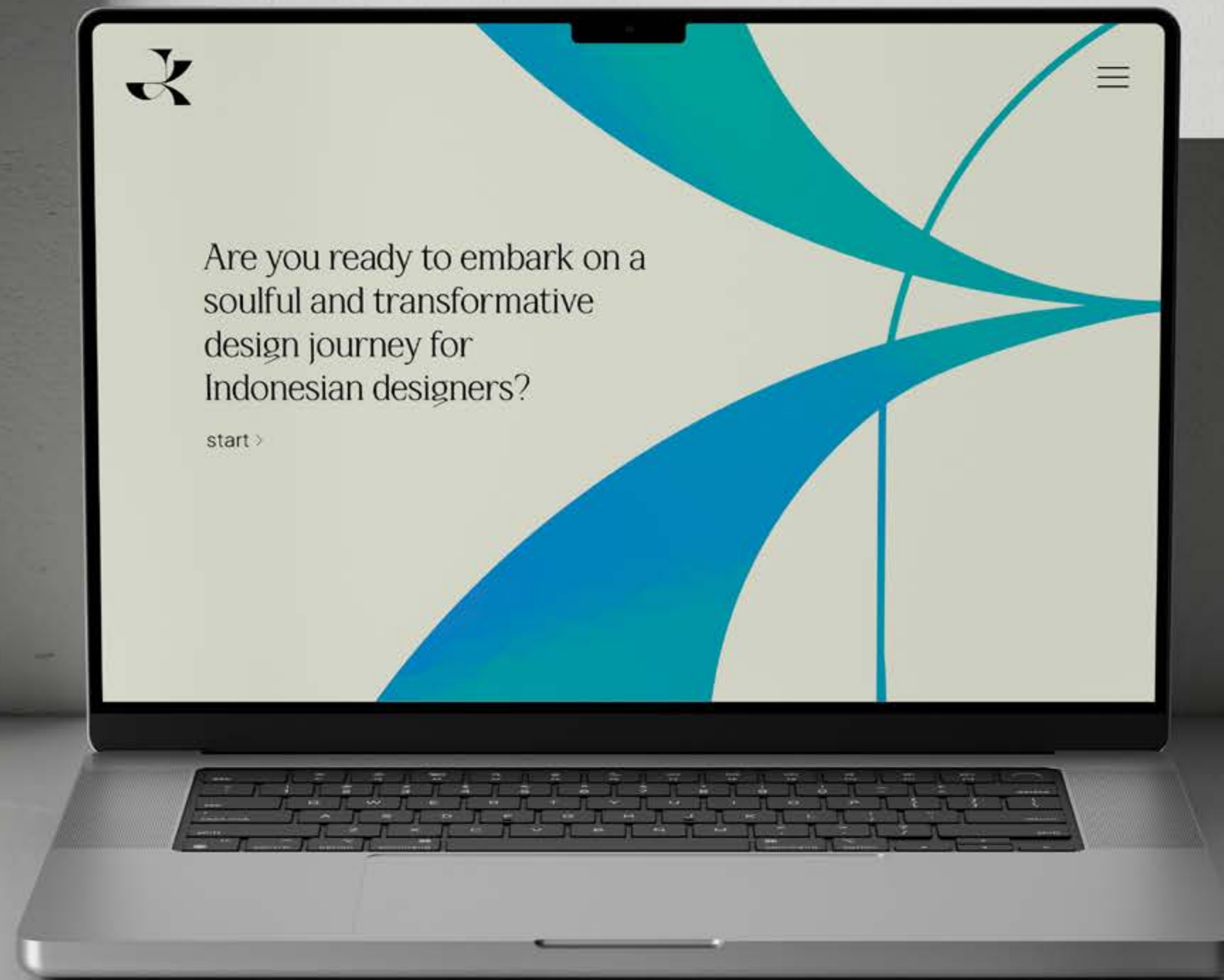
❧JIWA KULTURA JOURNEY



❧ JIWA KULTURA JOURNEY

Discover a rich repository of inspiration and knowledge on our digital platform.

Dive into the world of Jiwa Kultura, an open-source hub where frameworks are shared, and insightful articles about Indonesian philosophies and design practices come to life. It's your go-to resource for a deep exploration of creativity infused with cultural essence.





Framework

Jiwa Kultura Generator

Igniting Creativity with Jiwa Kultura

Welcome to the Jiwa Kultura Generator, a dynamic tool crafted to kindle the flames of creativity in Indonesian designers.

How to Use

Select Your Focus:
Choose whether you want prompts for Belief, People, or Environment, or a





embark on a
formative
for
designers?



Journey
Framework
Workshop
About



About

What is Jiwa Kultura?

Jiwa Kultura is a belief and commi
to reclaim and reintroduce the In
life philosophy into creative proce

Jiwa Kultura serves as a framework for Indonesian designer
with their cultural identity in the realm of creation and design



Framework



Jiwa Kultura's framework is an evolving
narrative, a living testament to the power of
culture in design. It beckons designers to
embark on a cultural odyssey –

a journey where each creation becomes a brushstroke, painting the
vibrant story of Indonesia's identity onto the canvas of design innovation.

Jiwa Kultura's Framework
for Indonesian designer



Journey



All Journal Interview Projects Search



JOURNAL

The Power of People

The People philosophy of Jiwa Kultura centers around human-centric
design. It advocates for designs that are not only visually appealing but,
more importantly, serve the needs and aspirations of the diverse
Indonesian population. People-focused design goes ...

[Read More >](#)



INTERVIEW


Rediscovering Roots: Ayu Cantika's Journey with Jiwa Kultura

In the vibrant landscape of Indonesian design, Ayu Cantika stands out as a
creative force on a mission — a mission deeply intertwined ...


[Read More >](#)








Workshop



[All](#)
[Past Workshop](#)
[Upcoming Workshop](#)




UPCOMING WORKSHOP

Jiwa Kultura Express: A Design Connection Experience

Dive into the heart of Indonesian creativity with Jiwa Kultura Unleashed. In this swift 2-hour workshop, we'll explore the possibility to connect ...

[Read More >](#)



PAST WORKSHOP

Jiwa Kultura Essence: Designing with Purpose

Embark on a transformative journey with Jiwa Kultura Essence, a 3-hour workshop designed to reintroduce Indonesian life philosophy ...

[Read More >](#)

❧JIWA KULTURA WORKSHOP



JIWA KULTURA WORKSHOP

Join us for an immersive experience in our Jiwa Kultura Design Workshops.

Here, the philosophies of Jiwa Kultura are not just discussed but applied. It's a dynamic space where theory meets practice, and designers have the opportunity to weave the cultural tapestry of Indonesia into their own creations.



JIWA KULTURA

Embark on a transformative journey into the heart of Indonesian creativity with Jiwa Kultura's immersive workshop.

Date
1 February 2024

Venue
Pos Bloc Jakarta





Jiwa Kultura Essence:
Designing with Purpose

Overview

Embark on a transformative journey with Jiwa Kultura Essence, a 2-hour workshop designed to reintroduce Indonesian life philosophy into the heart of your creative process. Dive into the principles of People, Environment, and Belief through interactive activities that guide participants in infusing their designs with cultural identity, guided by Jiwa Kultura's commitment to Reclaim, Reconnect, and Create.

Workshop Objectives

- 1. **Reclaim:** Understand the essence of Indonesian life philosophy.
- 2. **Reconnect:** Establish a deep connection with cultural identity through People, Environment, and Belief.
- 3. **Create:** Apply Jiwa Kultura's principles in hands-on design activities.

Agenda

Introduction

Welcome and Icebreaker:
Foster a positive atmosphere with a brief icebreaker activity.

Jiwa Kultura Essence:
An overview of Jiwa Kultura, its mission, and the significance of the three principles.

Session 1: Reclaim (30 mins)

Philosophy Immersion:
Engage in a discussion on the historical and cultural context of Indonesian life philosophy.

Activity - "Symbolic Expression":
Participants create symbols representing the essence of People, Environment, and Belief in their lives.

Session 2: Reconnect (30 mins)

Guided Discussion - "Designing with Identity":
Explore practical ways to infuse cultural identity into the design process.

Activity - "Cultural Collage":
Participants build a collage incorporating elements related to People, Environment, and Belief.

Session 3: Create (40 mins)

Unveiling Jiwa Kultura in Art Exhibition Design
Design an Indonesian Art Exhibition using Jiwa Kultura's Design Framework

- Intro**
- Each team member shares their name, role, and a fun fact.
 - Discuss personal strengths and weaknesses related to design and collaboration.
 - Collaboratively assign roles based on individual strengths to ensure a balanced team.

- Brainstorming Session**
- Brainstorm ideas for the Indonesian Art Exhibition.
 - Encourage the team to align their concepts with Jiwa Kultura's philosophies.
 - Discuss potential themes, art selections, and interactive elements.

- Design Development**
- Teams work on creating a visual representation of their exhibition concept.
 - Consider the color palette, layout, and interactive components, ensuring they align with Jiwa Kultura's essence.

- Team Presentation**
- Each team presents their exhibition concept, explaining how Jiwa Kultura's philosophies are incorporated.
 - Encourage feedback and questions from other teams.

- Reflection and Discussion**
- Reflect on the collaborative process and what aspects of Jiwa Kultura were successfully integrated.
 - Discuss challenges faced during the design process and how they were addressed.



Belief
Spiritual and cultural values deeply rooted in Indonesian traditions, guiding designs with sacred essence and cultural continuity.

Belief
Spiritual and cultural values deeply rooted in Indonesian traditions, guiding designs with sacred essence and cultural continuity.



Reflecting Indonesia's vibrant community life, designs capture shared cultural habits, kinship, and everyday experiences, fostering a sense of unity.

Reflecting Indonesia's vibrant community life, designs capture shared cultural habits, kinship, and everyday experiences, fostering a sense of unity.



Reclaim, Reconnect, **Create**



Environment
Embracing Indonesia's diverse landscapes, designs consider sustainability, local materials, and a harmonious balance with nature for a unique and eco-conscious approach.

How
embod
princi
tolera
divers
under
accep

Consider the role of kinship in Indonesian culture. How does your design encourage positive relationships and connections?

design awareness importance

How can we promote a better understanding of press freedom in India?

How can you capture the spirit of the occasion?

and the
belief?

How does your
the
ritual
in

tain
considering
environment
impact of m
and proc

Materials Issues?

What ways do





Indonesian Designer's Way of Designing

Belief

Spiritual and cultural values deeply rooted in Indonesian traditions, guiding designs with sacred essence and cultural continuity.

How can you incorporate Indonesian beliefs, culture, and values to create a meaningful connection?

How can your design embody the principles of tolerance and diversity, promoting understanding and acceptance?

People

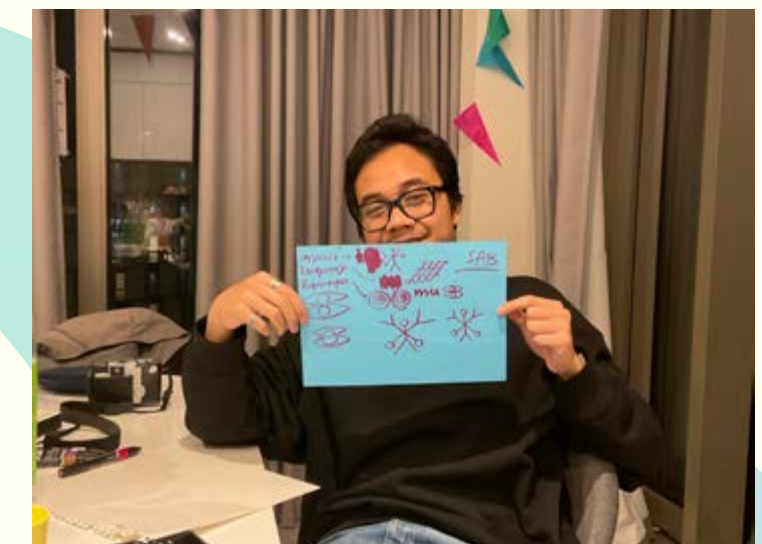
Reflecting Indonesia's vibrant community life, designs capture shared cultural habits, kinship, and everyday experiences, fostering a sense of unity.

How does your design draw inspiration from Indonesia's rich natural environment to convey a sense of freshness and motivation?

Environment

Embracing Indonesia's diverse landscapes, designs consider sustainability, local materials, and a harmonious balance with nature for a unique and eco-conscious approach.

Jiwa Kultura's framework is an evolving narrative, a living testament to the power of culture in design. It beckons designers to embark on a cultural odyssey – a journey where each creation becomes a brushstroke, painting the vibrant story of Indonesia's identity onto the canvas of design innovation.



JIWA KULTURA CHALLENGE



JIWA KULTURA CHALLENGE

Unleash your creativity in the Jiwa Kultura's Creative Challenge.

Here, the essence of Jiwa Kultura comes alive in a fun, dynamic way. Receive a live brief inspired by our philosophies, infuse your unique perspective, and share your creations with the community and on our digital platform. It's more than a challenge; it's a celebration of cultural creativity.





 **JIWA KULTURA CHALLENGE**
#ReclaimReconnectCreate

Reimagining Indonesian symbols

Reimagine an iconic Indonesian symbol through Jiwa Kultura's lenses of Belief, People, and Environment.

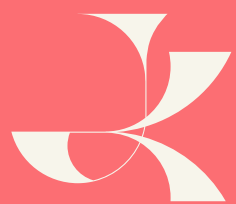
Timeline:
Open now till
01.02.23

Prizes:
Get featured on Jiwa Kultura
platforms, exclusive mentorship,
and more surprises!

Dive into the challenge and be part of a creative
movement that goes beyond visuals—creating a culture.

#JiwaKulturaChallenge
#DesignWithPurpose

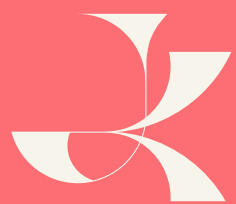
❧JIWA KULTURA COMMUNITY



JIWA KULTURA COMMUNITY

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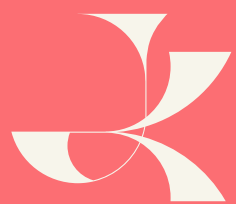


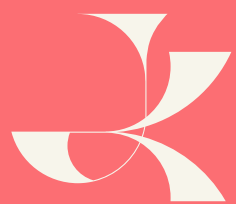
03



DESAIN NUSANTARA TALK

JIWA KULTURA COMMUNITY





63

JIWA KULTURA COMMUNITY

Discussion Session #1

How do you plan to
integrate Jiwa Kultura
principles into your
future projects?





❧JIWA KULTURA JOURNEY



❧JIWA KULTURA CHALLENGE



❧JIWA KULTURA WORKSHOP



❧JIWA KULTURA COMMUNITY



Reclaim, Reconnect, Create