

Brand & Graphic Design  
by Henry Ro.

H

RO

# HENRY RO IS AN INDEPENDENT FREELANCE BRAND & GRAPHIC DESIGNER BASED IN NAARM / MELBOURNE.

## Capabilities

Operating in a manner akin to a studio, Henry’s work speak on design that emphasises individuality and creative expression, crafting visual narratives and delivering purposeful brand outcomes through a contemporary lens.

Philosophies; to transcend traditional concepts & foster innovation; redefine aesthetics to reflect modern sensibilities; collaborate to develop meaningful responses to today’s challenging environment.

Having a diverse range of skills, provides ample creative flexibility to operate across a broad spectrum of project scopes.



### BRAND DEVELOPMENT

- Research & Analysis
- Brand Identity
- Brand Strategy
- Brand Positioning
- Naming
- Brand Guidelines
- Logotypes

### PRINT

- Stationery
- Packaging
- Printed Collateral
- Editorial & Publication

### VISUAL COMMUNICATION

- Art Direction
- Creative Direction
- Creative Concept
- Graphic Design
- Signage & Wayfinding
- Typography
- Illustration

### DIGITAL

- Website Design
- Post-production
- Motion Graphics
- Content Creation

# CRAFTING VISUAL NARRATIVES AND DELIVERING PURPOSEFUL BRAND OUTCOMES THROUGH A CONTEMPORARY LENS.

## Approach

Henry Ro's design process is rooted in strategic thinking and a comprehensive exploration of every potential opportunity.

The unifying objectives between designer and client are clear, to transcend conventional cookie-cutter concepts and elevate the visual landscape by infusing it with meaning, purpose, and a high level of refinement.

## Collaboration

Henry engages in active collaboration with an array of skilled individuals, each bringing diverse backgrounds and expertise to the table. This collective includes signwriters, strategists, web developers, illustrators, copywriters, 3D visualisers, and photographers to name a few, all working together to realise the shared vision.

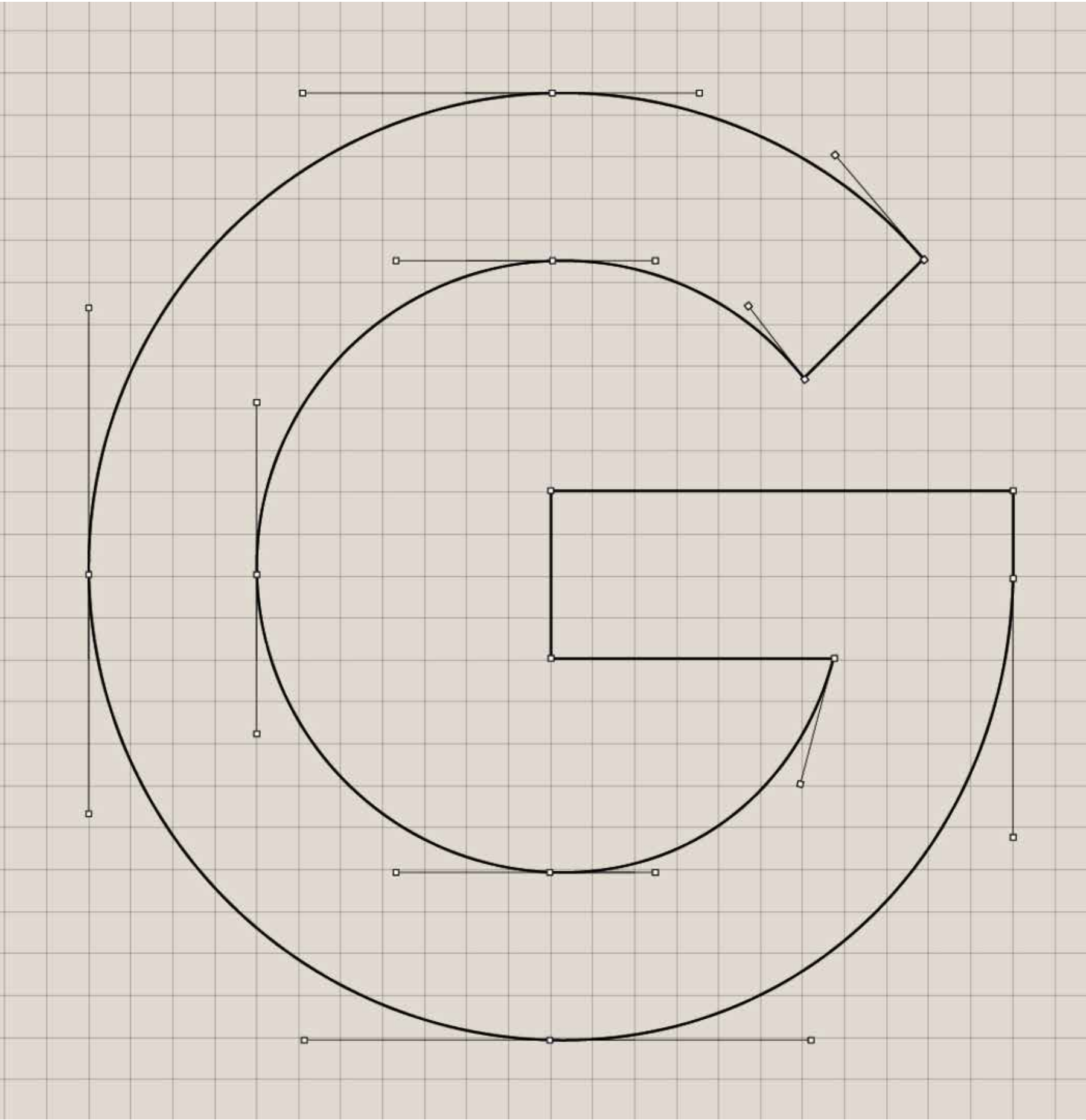
# Jagat

Jagat is an international full-service luxury film and photography production studio. Known for their iconic works for Aman hotels, Luxury Lodges of Australia, Accor and Tourism Australia.

Our goal was to create a visual brand identity that was sophisticated, confident and approachable, designed to appeal to the high-end travel & lifestyle industry.

The simplicity of the logotype and accompanying elements were amplified through materiality and a soft palette.

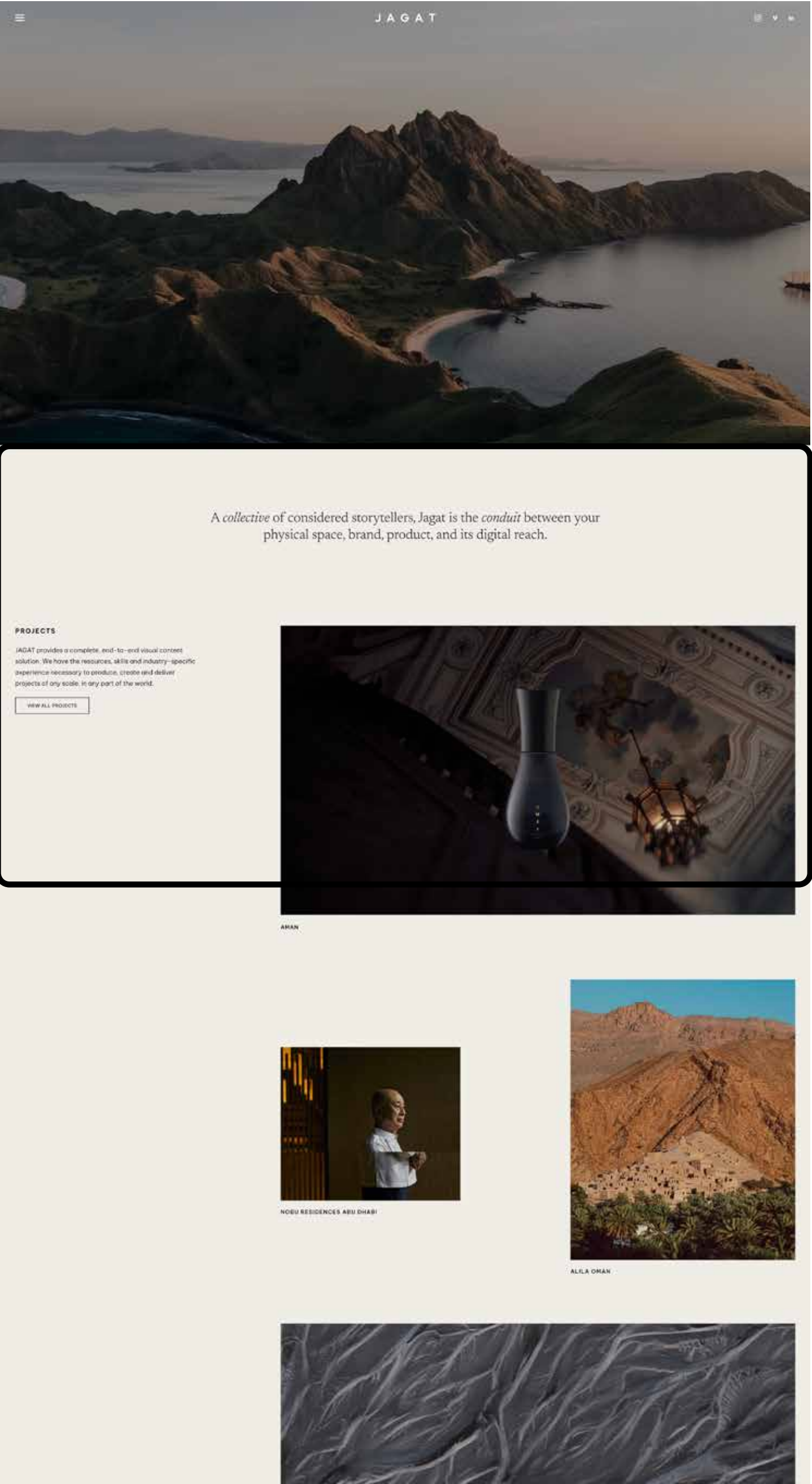
















A true master, we trailed as the apprentice to his studio unsure of how the morning would transpire. Almost immediately we observed and watched in awe as he created an oversized paintbrush from overgrown reeds surrounding the studio space. Fascinated, we watched on as a 300-year-old-statue that had turned to rubble mid-earthquake, was liquefied to ink, while the floor was laced with Washi Paper ready for its inscription.

With camera's poised, it was go time.

With each masterful stroke, Tsujimura created what would become a key commission in the Aman Residence Tokyo, for installation in 2023. Derived from nature's beauty, and positioned to represent a restful, immersive recess for mental and physical reinvigoration, observing this Washi Paper piece come to life at the established creative hands of Tsujimura, was equal parts incredible and inspirational.

"Shall we now interview?" the team queried.

"We shall eat," Tsujimura informed through the translator.



## SERVICES

Brand Identity  
Logotype  
Stationery  
Printed Collateral  
Website Design  
B2B Presentations

## TEAM

Henry Ro  
Jagat



# The Foundry

The Foundry is an innovative, contemporary and timeless Australian furniture and homewares brand. The brand will be rolling out in phases with the first phase focusing on handcraft and unique vases, bowls and sculptures.

We were asked to develop a brand identity that was timeless yet adaptable.

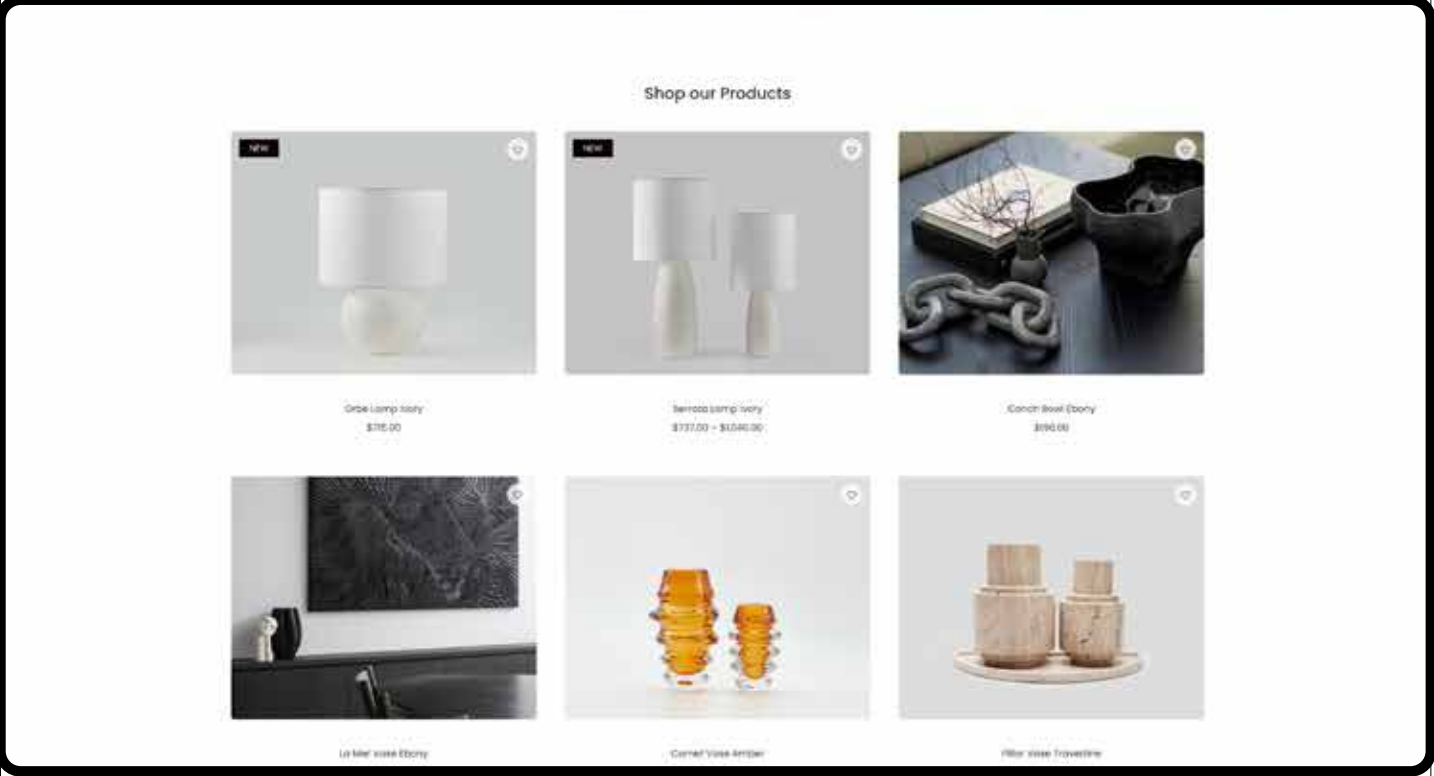
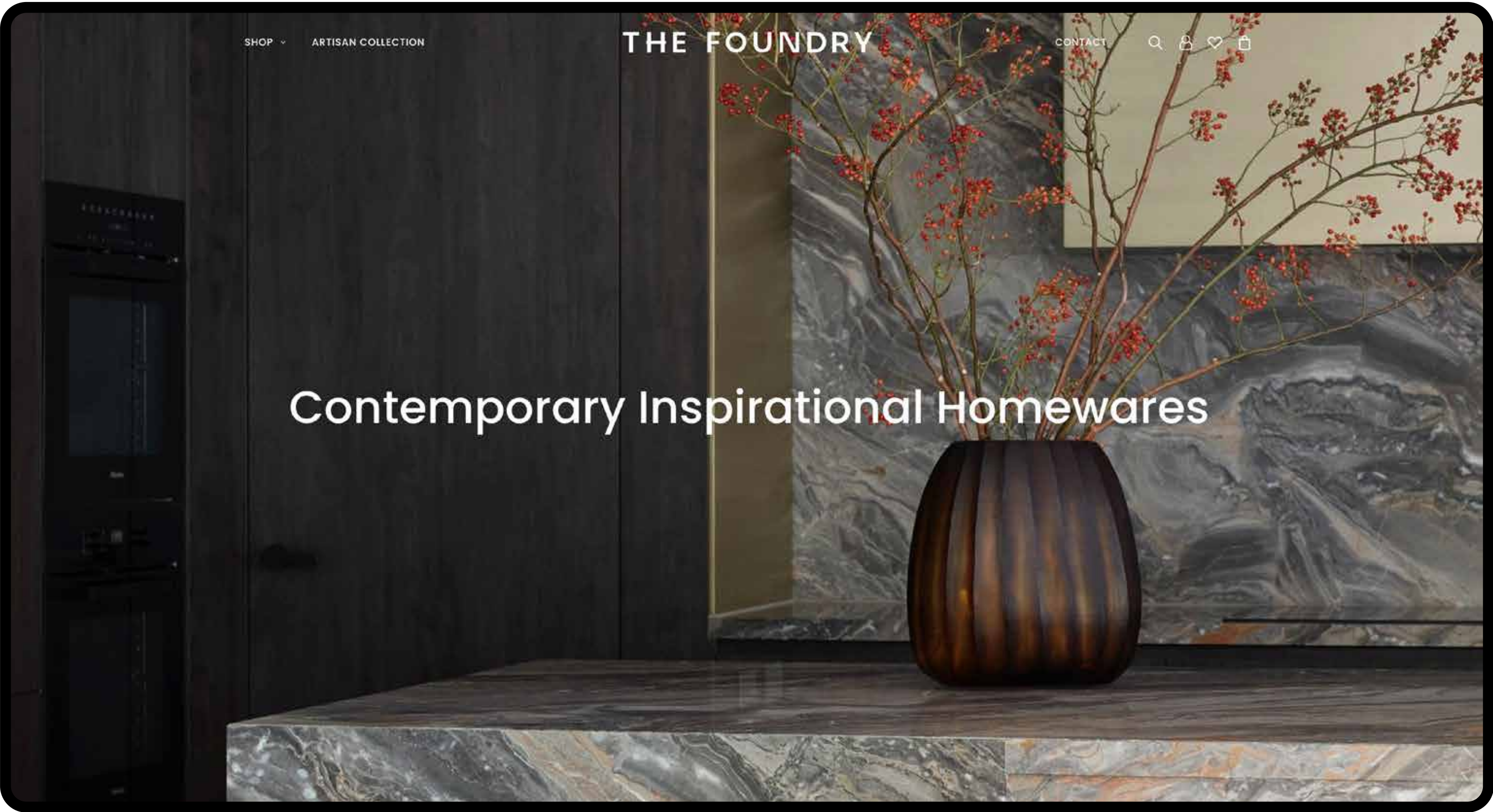
Predominately working as wholesale model, we developed an entire e-commerce program and website to launch to the public.











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ARTISAN COLLECTION

THE FOUNDRY

CONTACT


Q






U

♡

🛒

Home / Shop / Alysium Vase Medium Ivory





Alysium Vase Medium Ivory

\$528.00

Beautiful organic, abstract shapes of the Alysium Collection have striking silhouettes.

Only a master craftsman can create the thousands of tiny, delicate, petals carved on each exterior. There is a tremendous amount of artisan work that goes into every piece.

Specifications

Dimensions:

– Medium 340h x 200w x 245d

Hand made and hand finished ceramic vase.

Note: This vase is NOT watertight. We suggest using a watertight vessel inside for your arrangements.

SKU: vas-shy-aly-s-m-iv

Categories: Vases, New

Tag: Ceramic

–

1

+

ADD TO CART

Prices inclusive of GST

♡ Add to wishlist

SERVICES

Brand Identity  
Logotype  
Print Collateral  
Website Design

DESIGNER

Henry Ro

Similar products you may also like

H

RO ©



Preston Place

Preston Place is a thriving creekside community nestled between green parkland and a natural waterway providing families with a strong connection to place and to each other.

Working closely with strategy and marketing studio, Wild Lab our goal was to develop a future-focused design that showcases sustainability in an approachable, easy way.

We wanted to hero the residences and kept the brand fairly soft across digital and print applications.

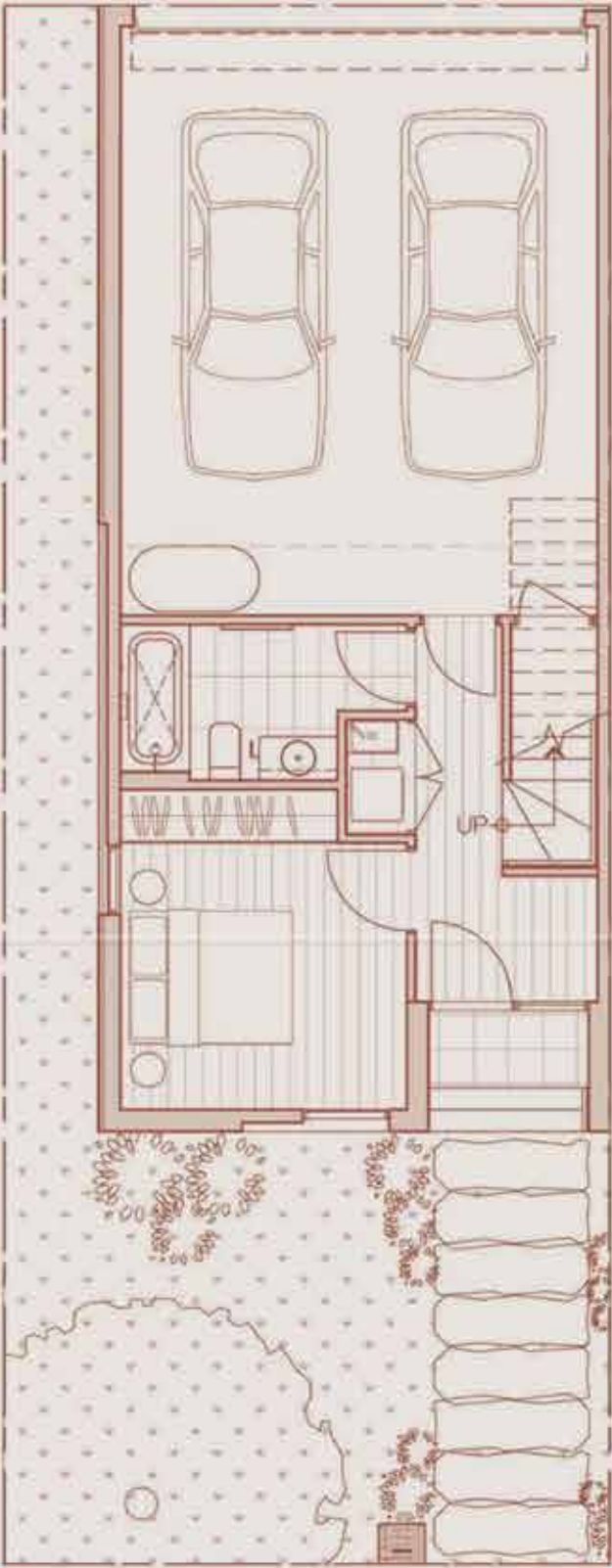
The website was also designed to be quite dynamic, user-friendly and approachable.



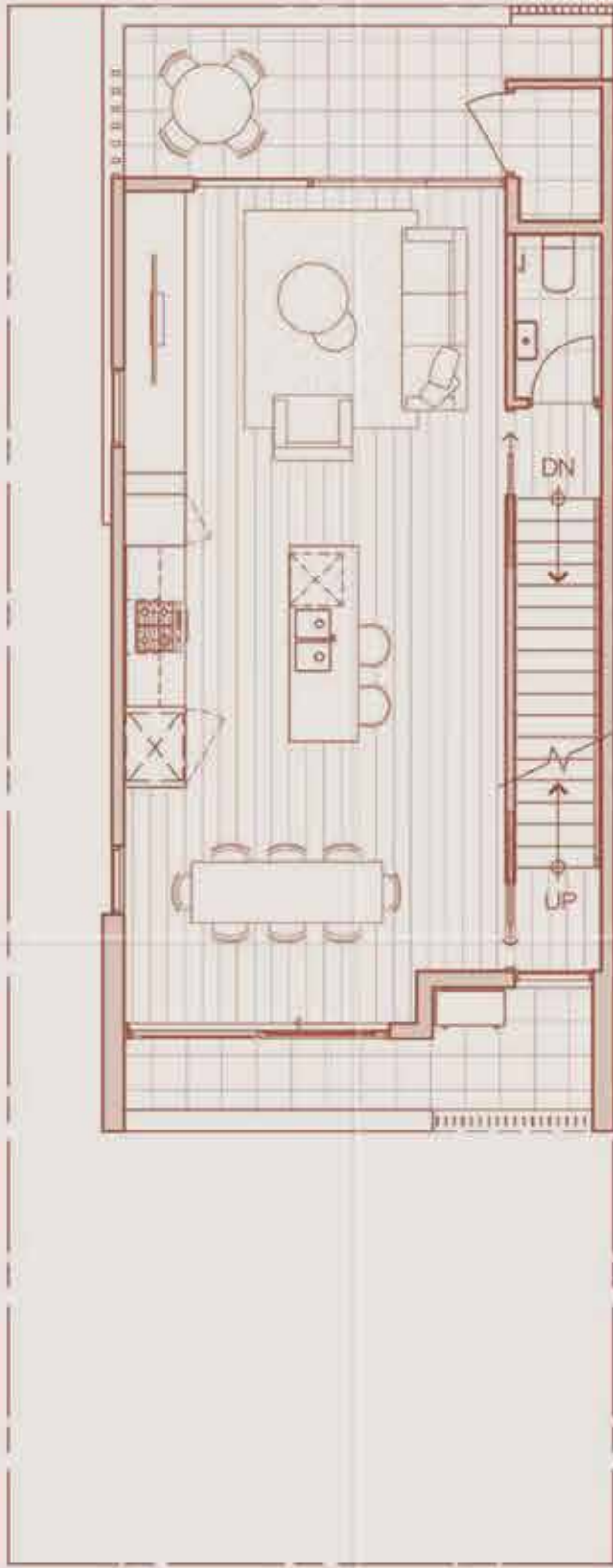


Preston Place

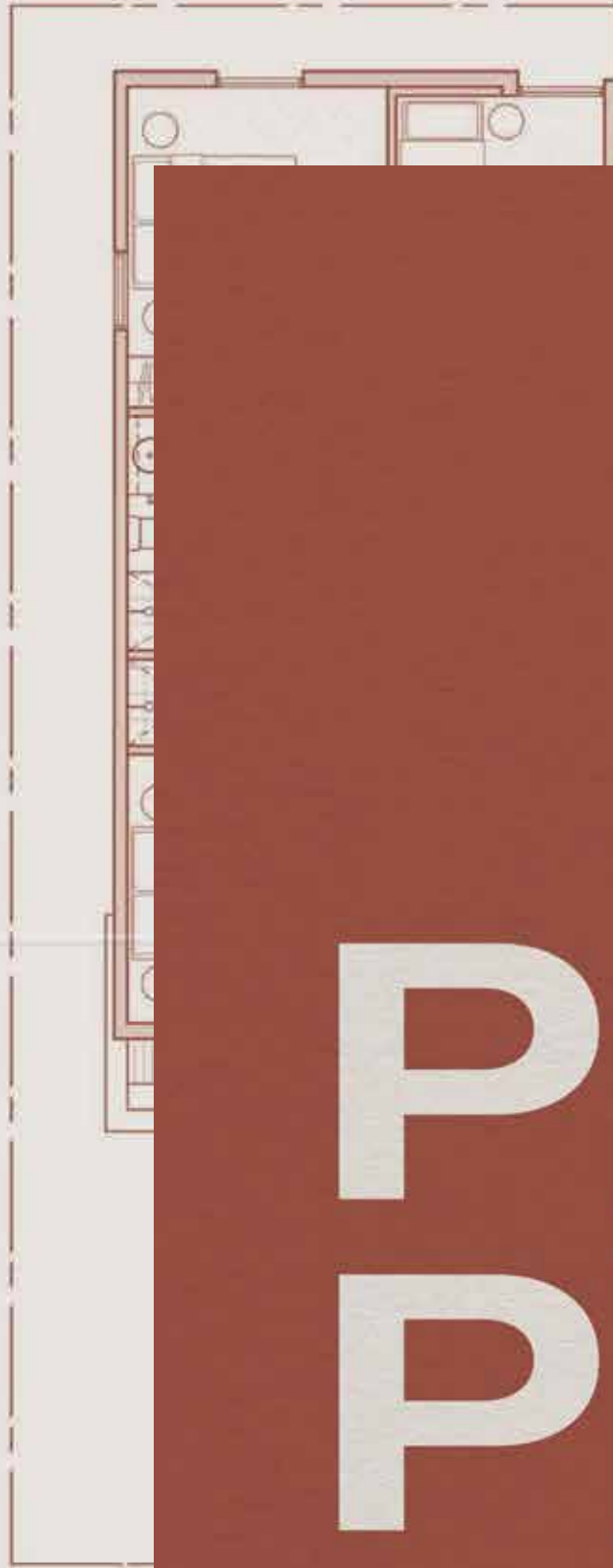
Ground Floor



First Floor



Second Floor



# Urban Edge Home 01

Lot No. 01



## Specifications

Bedrooms	4
Bathrooms	3
Powder Room	1
Car Spaces	2

## Dwelling Area

Ground	79m <sup>2</sup>
Level 1	53m <sup>2</sup>
Level 2	63m <sup>2</sup>
Balcony Area	19m <sup>2</sup>
Total	210m <sup>2</sup>
Lot Area	126m <sup>2</sup>



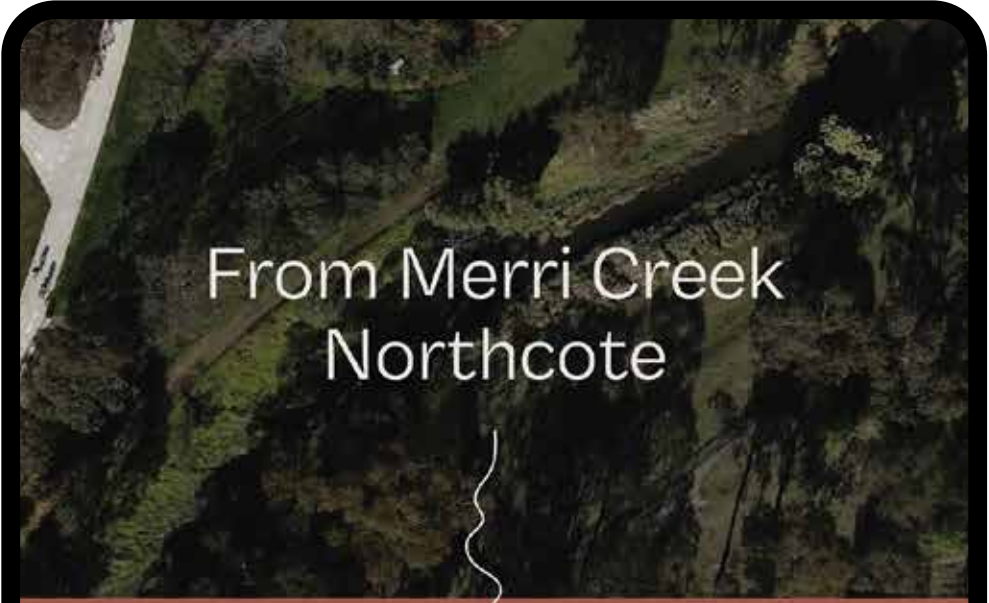
METRO Clarke Hopkins akas Jellis Cratis Projects

This document is a guide only and the information contained herein is believed to be accurate however changes may be made to the design during design development and construction. The fittings, finishes and specification are subject to change during development of the site in accordance with the conditions of the contract of sale. The joinery, floor and specification shown on this document is indicative only and may not be representative of the final product. Any furniture shown on the plan is for illustrative purposes only and may not be representative of the final product. Any areas included on the plan are indicative only and generally include measuring to the outside face of any external walls and to the centre line of any shared walls and include garages, porches, carports, etc. Windows shown on the plan may be obscured or be screened as required by Rescode and the Planning Permit and associated plans.

# Preston Place


Urban Edge — Home 01





# From Merri Creek Northcote

## To Darebin Creek Preston



Expanding on the precedent set by Northcote Place, Australia's first 8-star NatHERs residential project, Metro and Jellis Craig are pleased to announce the upcoming launch of a new creek-side community in Preston.

### Preston Place

## Preston Place

Find out more



Spacious family homes wrapping central 'Backyard Park'.	Regenerative landscaping that supports local ecology.
Nature play, work-out lawns, biomorphic garden beds.	The only residential property in Preston to front Darebin Creek.
6min cycle to Latrobe University.	Opposite Northland Shopping Centre.
Over the new walk bridge to Olympic Park.	




Register your interest before marketing commences next week and secure an early opportunity to visit site and find your perfect place.

Register your interest

Call Richard Rose 0419 44 66 88  
prestonplace.com.au

From the team who brought you Northcote Place.






## Preston Place

### A beautiful natural setting


### With everything at your doorstep



Introducing Preston Place — a thriving creekside community.

On a rare stretch of Darebin Creek lies a unique collection of 68 modern homes, 50 of which are 3- and 4-bedroom family homes.


### With everything at your doorstep



Introducing Preston Place — a thriving creekside community.

On a rare stretch of Darebin Creek lies a unique collection of 3- and 4- bedroom family homes that wrap a large central park. Preston Park will be a thriving Creekside community. Inspired by the unique natural, cultural, and built character of Preston.

View Website








Spacious family homes wrapping central 'Backyard Park'.	Regenerative landscaping that supports local ecology.
Nature play, work-out lawns, biomorphic garden beds.	The only residential property in Preston to front Darebin Creek.
6min cycle to Latrobe University.	Opposite Northland Shopping Centre.
Over the new walk bridge to Olympic Park.	

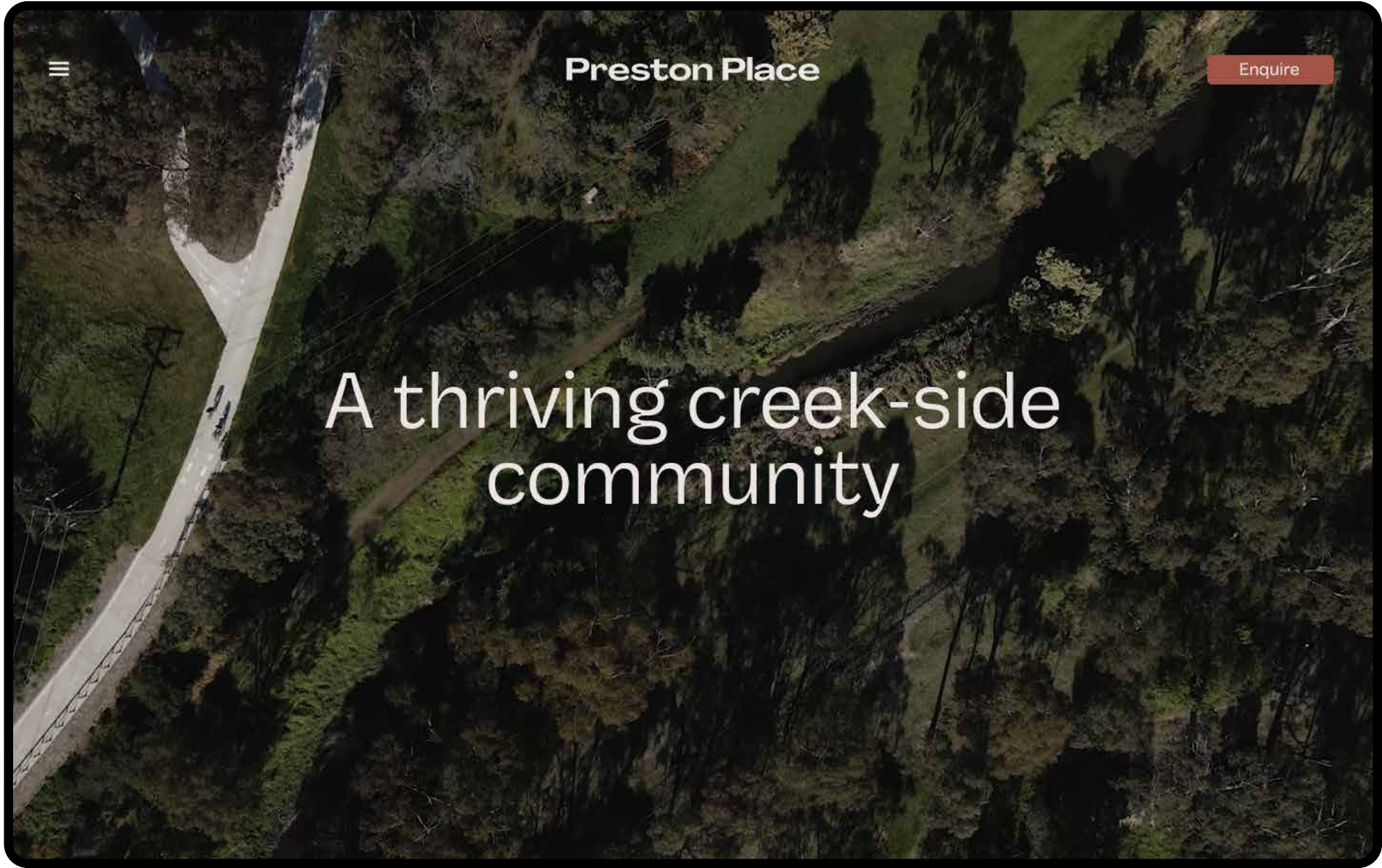
Register your interest

Call Richard Rose 0419 44 66 88  
prestonplace.com.au

From the team who brought you Northcote Place.







Project Vision

Wood Street Preston is a thriving creekside community, with its heart in the present and its eye to the future. Nestled between green parkland, a natural waterway, education, and every modern convenience, it provides families with a strong connection to place and to each other.



Spacious family homes wrapping central 'Backyard Park'.

The only residential property in Preston to front Darbin Creek.

Nature play, work-out lawns, biomorphic garden beds.

Regenerative landscaping that supports local ecology.

8min cycle to Latrobe University.

Opposite Northland Shopping Centre.

Over the walk bridge to Olympic Park.

7-star average NatHERS rating.

SERVICES

Print Collateral  
Website Design  
Content Creation

DESIGNER

Henry Ro

Conducted as a Freelance  
Brand Designer for Wild Lab

TEAM

Milli Steele, Marketing  
Chris Besley, Brand Manager



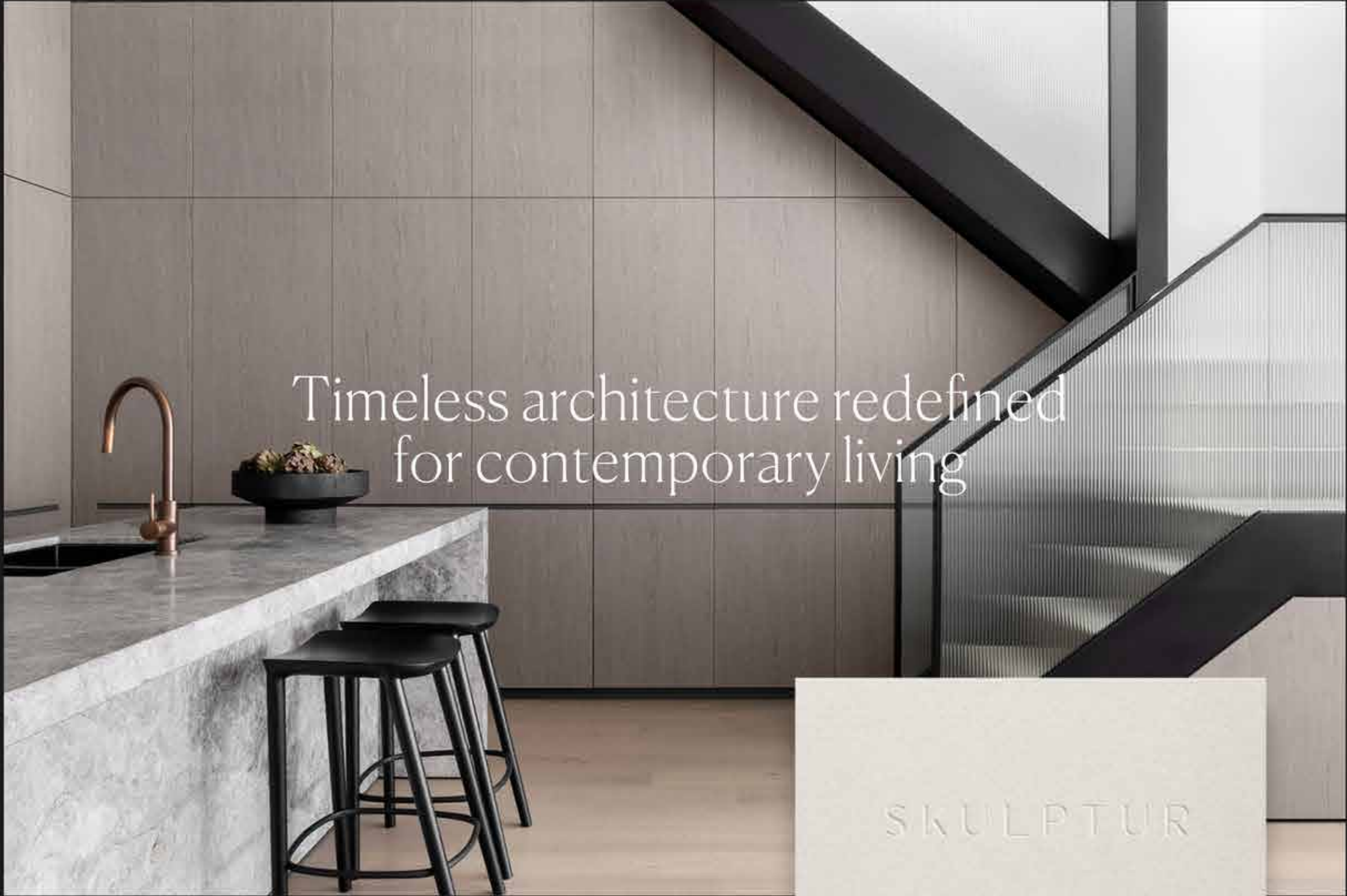
Skulptur is a contemporary and visionary design practice that transcends ideas into luxury residences.

We were tasked to evolve and elevate the existing identity, whilst maintaining the appetite for quality, craftsmanship and timelessness.

We were inspired by the art and craft of sculpture. We wanted to take the customer through a journey of discovery, by chipping away and refining our ideas that results in outcomes that leave their mark.

# SKULPTUR





Timeless architecture redefined  
for contemporary living



SOPHIE GILMORE  
Director, Registered Architect  
sophie@skulptur.com.au  
+61 402 224 686

ARCHITECTURE & INTERIORS  
Unit 6/1-7 Amsterdam St  
Richmond VIC 3121  
skulptur.com.au

SKULPTUR

ARCHITECTURE & INTERIORS

John Smith  
1-7 Amsterdam Street,  
Richmond

Wednesday September 3, 2023

Richmond Residence

Dear John Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam, qui dolorem ipsum quia dolor sit amet, adipisci velit, sed quia non numquam eius tempora incididunt ut labore et dolore magnam aliquam quaerat voluptatem.

Yours Sincerely,  
Sophie Gilmore



sophie@skulptur.com.au  
+61 402 224 686

Unit 6/1-7 Amsterdam St  
Richmond VIC 3121

skulptur.com.au





Our design process is built on foundations of refined simplicity, uncompromising detail, and architectural craftsmanship.



Our Approach

Our philosophy of timeless architecture redefined for contemporary living is embedded in each home we carefully create. From our first client meeting through to project completion, we work towards a unique vision that carefully considers client requirements. Adding generational value to be manifested daily through luxury living.

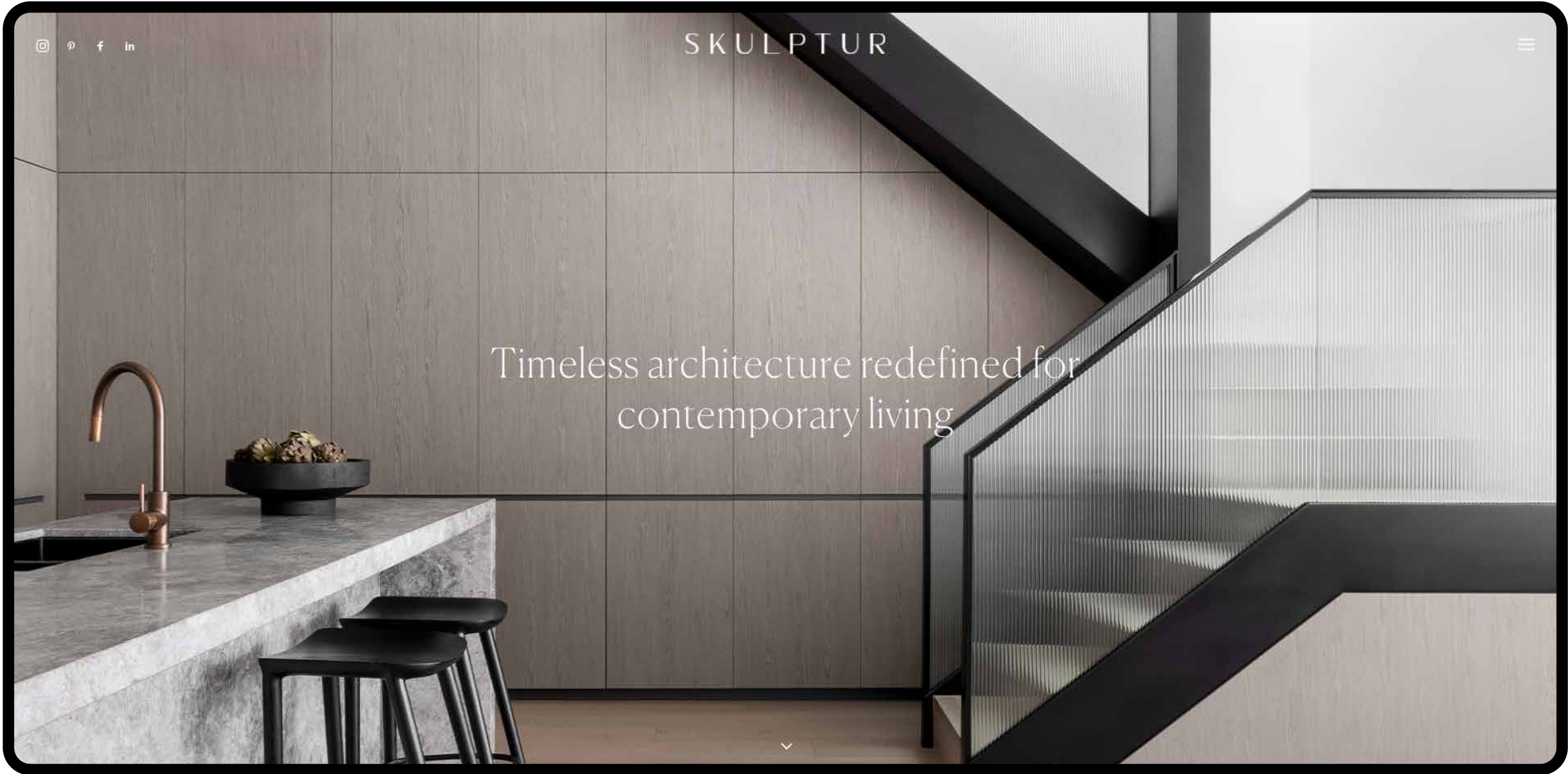
[Learn More](#)

We are committed and passionate to achieve exceptional and tailored outcomes for each client. Creating and refining each project is what we love to do, inside and outside of work.

Toorak Town Residence

A complete reimagining of a compact detached dwelling has resulted in a contemporary yet timeless architectural statement. A sense of spatial openness and light, the home is complemented by a restrained palette of natural materials which pays homage to artisan craftsmanship. Carefully framed vistas that flow from each space within the home deliver upon the vision of creating an inner city sanctuary that lifts the spirits of its inhabitants.

[Learn More](#)





#### SERVICES

Brand Identity  
Logotype  
Print Collateral  
Website Design

#### DESIGNER

Henry Ro



# Sisterhood Hobart

Sisterhood is a new vacation-inspired destination in Australia’s southernmost city. Inspired by a recent trip to Tulum where food, design and community are at the forefront of its tranquillity and charm, the brand identity was developed in unison with the interiors to appeal to the local community.

A simple but distinct identity reflecting the next generation of restaurateurs with the community at heart. The logo expresses the bonds of friendships and relationships, and the brand language has playful messages of positive reinforcement.















SERVICES

Brand Identity  
Logotype  
Print Collateral  
Website Design  
Signage & Wayfinding

DESIGNER

Henry Ro

Conducted as Lead Designer  
for Biasol Design Studio

TEAM

Adam Gibson, Photographer  
Heidi Won, Brand Manager



# Cape Group

Cape represents a marked change in the building space. A shift from process to people. A builder who knows that the best in built form comes from understanding humans - those who will call it home, those who can turn vision into plan, and those who can craft it.

The custom logo comprising a modern capitalised wordmark with a chiselled serif detail to highlight Cape’s values of precision, design detail and simplicity, together with a sculpted C icon, twisting like a circular staircase.







### ECHO

ALBURN ROAD, HAWTHORN

Echo is a collection of eight north-facing townhouses with private lifts and garages. Thoughtfully designed and delivered by C Street Projects and Bad Architecture.

As a certified Passive House project, Echo is optimized to perform - delivering thermal comfort, environmental sustainability and quality with reduced energy requirements.

Targeting net zero energy outcomes and using sustainable building materials, Echo is about making responsible choices that will resonate for generations.

**Project Team**

Developer: C Street  
Builder: Cape Group  
Architect: H&J Architecture  
Landscape Design: John Birchall

[Discover More](#)



## Chatham Gardens,

Canterbury

A curated collection of residences where contemporary architecture, inspired interiors and verdant landscaping bloom within the lush surrounds of Canterbury.






**Ascul & Co.**  
Architects


**JACK MERLO**  
Landscape Designer

"When you think of great living conditions, quality and well-being, natural elements are essential. Chatham Gardens is an effective response for individuals looking for a comfortable and low-maintenance lifestyle."

[Read Our News](#)







### Greenwell Residences,

Canterbury

Introducing Greenwell Residences located in the heart of Canterbury. Cape had the pleasure of successfully delivering Greenwell Canterbury - a 3 storey, 10 townhouse development over a basement that captures the very essence of luxury living.

**Project Team**

Developer: H&J Australia  
Project Manager: Rebecca Phillips  
Builder: Cape Group  
Architect: Ascul & Co Architects

[Project Entry](#)





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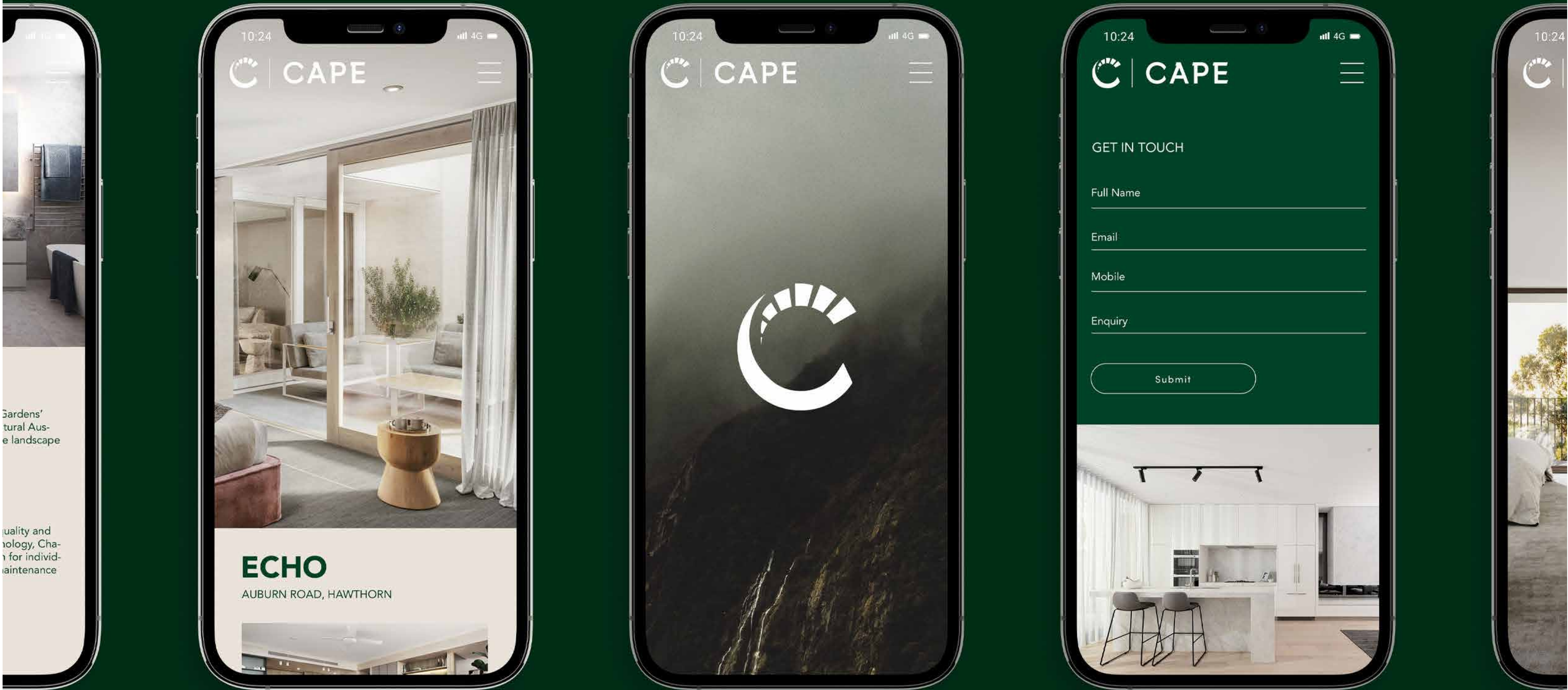
Every build is a journey, each detail a milestone. We are here to change the building space. Share in our love of the craft as we build your vision.

[Contact Us](#)









SERVICES

- Naming
- Brand Identity
- Logotype
- Website
- Content Creation

DESIGNER

Henry Ro

Conducted as Freelance  
Brand Designer for Wild Lab

TEAM

- Milli Steele, Marketing
- Chris Besley, Brand Manager



LIPT Wine Bar

LIPT Wine Bar is a charming establishment nestled in the heart of Bentleigh, offering a delightful fusion of wine and pizza. With a distinct and bold identity and boasting a cozy atmosphere, it serves as a gathering spot for locals and visitors alike to unwind and indulge in exquisite flavors.












[Menus](#) [Bookings](#) [eGift Card](#)


**Lipt**


[Promotions](#) [Functions](#) [Contact](#)

# Your neighbourhood wine bar

Follow [@lipt.bentleigh](#) for updates.







69 Mackie Road, Bentleigh East 3165

Mon, Wed, Thu: 4pm - late  
Fri & Sat: 12pm - late  
Sun: 11am - late





SERVICES

- Brand Identity
- Logotype
- Print Collateral
- Website Design
- Signage & Wayfinding

DESIGNER

Henry Ro

STYLING & IMAGERY

TrueTribe  
Lumea Photo



THANK YOU.

Henry James Rodriguez  
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instagram.com/henry.ro  
henryro.com