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DESIGN
FIRM

WHO WE ARE ?



**Our work will
give you a
lovable benefit
of a good design.**

Sooca Design Firm is graphic design agency serving local and international business ranging from SME (Small and Medium Enterprises) to multinational companies, all from various industries.

Our work came from logo design to annual report, product catalog to packaging, company profile, and other corporate or marketing tools for business & organization.

SOOCA – read “suka” in Bahasa Indonesia, mean “love/like”, we always love what we do. Aside from that, from Javanese, the word “soca” means “the eye”.

First established
with the name
"becakmabur"

Then it's
changed the
name to "sooca"
and start to
explore Jakarta

Explore
Surabaya

Create
"soocaphoto"

Create
"soocadigital"

2011

2012

2013

2014

2016

now

history sooca

Sooca was first established in 2011 under the name "becakmabur". In 2012, the name "sooca" was taken in place of "becakmabur", and in the same year, "sooca" began to reach Jakarta, followed by exploring Surabaya in 2013. A year later, socca was established "soocaphoto" and followed "soocadigital" 2016 until now.

editorial

Annual Report
Company Profile
Magazine
Internal Document
Corporate Book
DRKPL

branding

Logo
Stationary Set
Packaging
Integrated Advertising
Brand Manual Book



marketing & advertising

Brochure, Leaflet, Pamflet
Banner
Billboard & Baliho
Promotional Tools

photography service

SOOCA COMMERCIAL PHOTOGRAPHY

digital asset service

SOOCA DIGITAL
optimize.digital.asset

“Styles come
and go. **Good
design** is a
language, not
a style.

–Massimo Vignelli

annual report

Annual Report PT Kimia Farma (Persero)
Tahun 2016



Annual Report Ciputra Tahun 2016



company profile



PT. Komatsu Undercarriage Indonesia



PT Nusa Keihin Indonesia



PT Pemeringkat Efek Indonesia (PEFINDO)



CALENDAR Medco Energy

The concept of this calendar is a visualization of the utilization of electrical energy for human's life. Visualize with the style of "little children", which simply and interestingly describe that electrical energy should be used and utilized properly.

CALENDAR Bonbonbaby Shop

A promotional calendar for retail store Bonbonbaby Shop in Semarang. Our concept is a typical baby iconic illustration with the dominant color of the Bonbonbaby brand, the red-blue color.



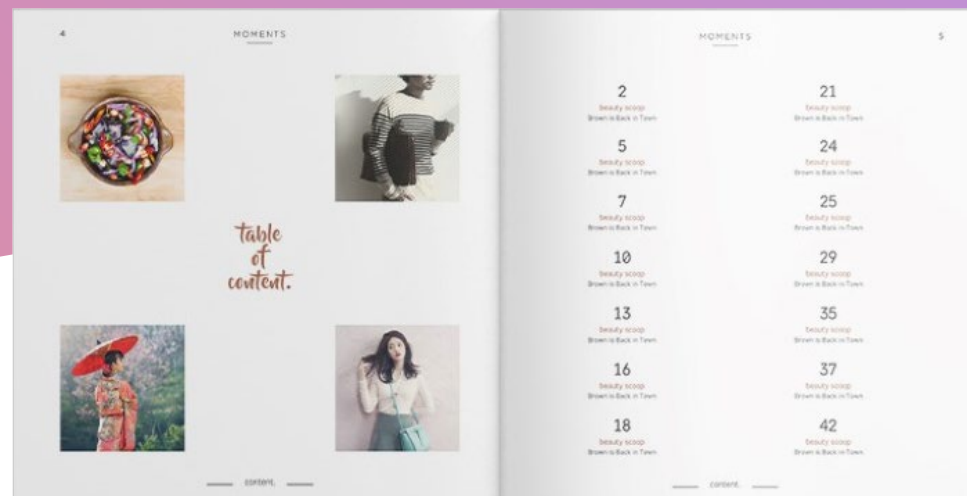
CALENDAR KSB Indonesia

Calendar table with illustration concept of all values of KSB Indonesia Company for the year 2016.



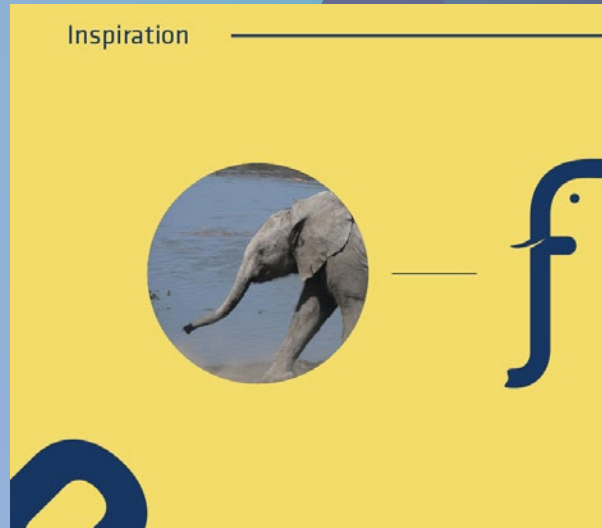
Moment MAGAZINE

PT. Indopoly Swakarsa Industry Tbk MAGAZINE

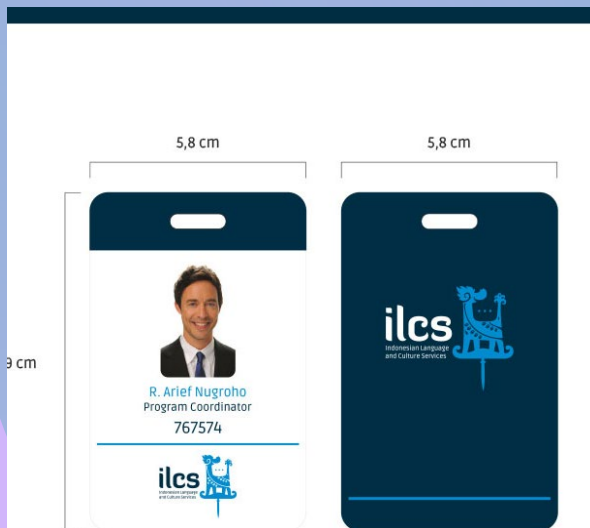


branding

bonbon fashion



ILCS UNIVERSITAS DIAN
NUSWANTORO SEMARANG



PT. Maybank Syariah Indonesia



PT Pupuk Indonesia Pangan



PT. Asuransi Multi Artha Guna Tbk



PT. Aneka Gas Industri Tbk



PT. MNC Land Tbk



Mandiri Capital Indonesia



PT. Axa Mandiri Financial Services



PT. Bank Muamalat Indonesia Tbk.



PT. Indonesia Transport & Infrastruktur Tbk

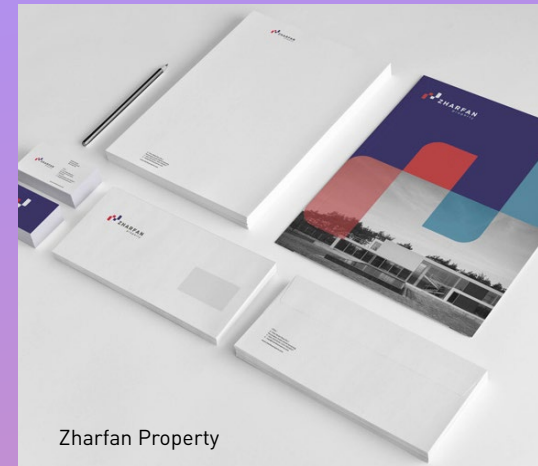




The Valenty



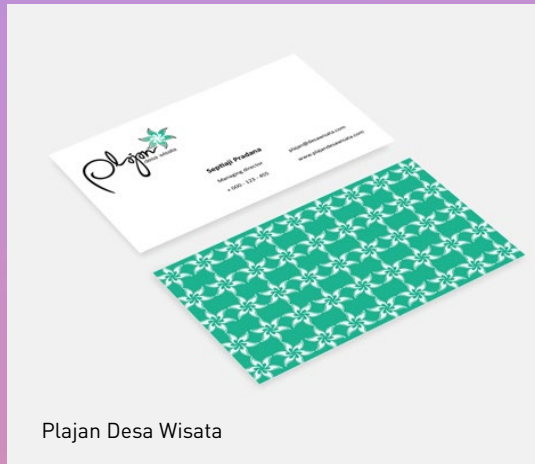
SOBO DESO SOBO KALI



Zharfan Property



PARISSHA.COM



Plajan Desa Wisata



Krezofood



STIKES TELOGOREJO SEMARANG



Firdaus Healthy Care



RCHS

company profile & calender



RS Roemani Muhammadiyah Semarang



Komisi Pemberantasan Korupsi



PT Bonindo Multi Daya



Bonbonbaby Shop



PT Merpati Putih



PT. Mulia Raya

Our Sister Company

SOOCA COMMERCIAL PHOTOGRAPHY SOOCA DIGITAL
optimize.digital.asset

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Since 2011, We worked
with some amazing and
wonderful clients:



TOYOTA



PTPN 9



and more

