



figment.

A brand identity studio. AI velocity, agency craft.

A lot of brand work misses what matters.

Brands are not competing on product anymore. They are competing on how 0.3 seconds of brand feels.

Most teams spend months and serious budget on identity work that looks fine but does not survive the jump to the actual channels. Or they skip strategy altogether and ship templates every competitor is also running.

There is a quieter way to get this right.

02

Both routes get you partway there.

THE AGENCY ROUTE

IDR 50M+ · 8 weeks+

- Strong on visual craft. A benchmark we respect.
- Priced for enterprise, not for teams shipping this quarter.
- Often complex. Hard to implement. Easy to drift from.

THE DIY ROUTE

Canva and a freelance logo

- Fast and cheap.
- No strategy, no system, no voice.
- Templates already used by every competitor in the category.

What you actually need: a replicable visual system, a strategy grounded in current research, and one document your team can read and actually use.

A brand identity studio. Backed by AI.

We deliver with the speed of AI, the precision of a trained eye, and current global best practices from a continuously updated Knowledge Bank.

Two products. Both powered by the same machine.

figment

Two ways in.

01 · BRAND IDENTITY

A brand from nothing.

The complete brand system: strategy, identity, voice, assets. For new launches and rebuilds.

IDR 6,000,000 · Under 1 week

WHAT YOU GET

- Brand strategy masterfile (Word document)
- Brand identity deck (vector PDF)
- One-pager brand guidelines (PDF)
- Logo system, 5 variants each
- Labeled color palette
- Typography specimen in your actual fonts

Both founding-10 priced. See slide 14.

02 · COMPANY PROFILE

An old brand, made new.

Modernize your existing company profile. Strategy preserved, system rebuilt, deck and one-pager refreshed.

IDR 5,000,000 · Under 1 week

WHAT YOU GET

- Updated company profile deck (vector PDF)
- One-pager refresh (PDF)
- Visual system audit and rebuild
- Photography direction (where applicable)

Five stages. One form in. Everything out.

01

Intake

One form. We extract what matters.

02

Strategy

Essence, positioning, degree of newness.
Calibrated against your industry, not
guessed.

03

Assets

Logo system. Moodboard. Photography
direction. Patterns. AI-generated, human-
directed.

04

Deck

A vector PDF brand deck. Designed, not
templated.

05

Guidelines

A one-page reference your team will
actually use.

STAGE 01 · WHAT WE ASK FOR AT INTAKE

- Your business and what you offer
- Your ideal customer and the problem you solve
- Two or three brands you admire, and why
- What the brand should never look like
- Any references or existing materials you have

Four reasons we produce different work.

01 **Visual Trends Knowledge Bank**

Our Behance research base tracks current top-tier work, calibrated per industry. You get what is winning now, not what was winning when your agency trained.

02 **Degree of Newness framework**

Every visual direction is a deliberate bet between industry defaults and creative risk. You see exactly where your brand sits before we ship a single asset.

03 **AI-velocity production**

A complete moodboard, photography direction, pattern library. Fifty-plus brand elements delivered in days, custom to your essence. Impossible at traditional agency speed.

04 **Anti-generic craft discipline**

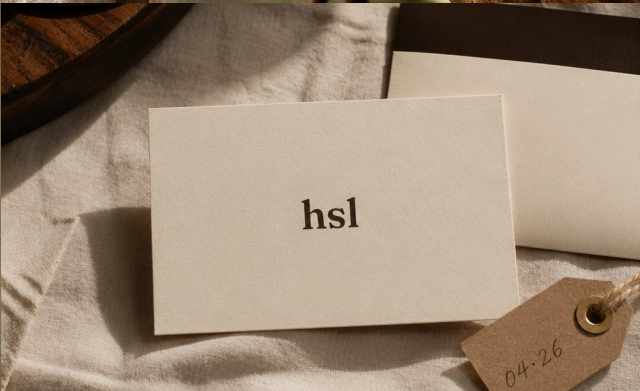
Every deck passes three QA cycles and an anti-AI copy scrub. No stock energy. No LLM tells. No it-is-fine slides.

FEATURED CASE · SPECIALTY COFFEE

BRAND IDENTITY · DELIVERED 2026-04

hsl.

Specialty coffee, dialed in.



FEATURED CASE · COMPANY PROFILE · CONSTRUCTION MANAGEMENT



PT TRIMATRA JASA PRAKASA · COMPANY PROFILE · DELIVERED 2026-05

Trimatra

Konsultan Manajemen Konstruksi · Construction Management Consultant

PAKUWON · METROPOLITAN KENTJANA · SINAR MAS · AGUNG PODOMORO · HONGKONG LAND · KAWAN LAMA · LIPPO · PIKKOLAND · JAKARTA SETIABUDI

BUKTI YANG PALING JUJUR · THE HONEST MEASURE OF TRUST

12 klien. 47 proyek. Lebih dari separuh portofolio kami.

Dalam industri konstruksi, ukuran kepercayaan yang paling jujur adalah ketika klien kembali bekerja sama. Berikut adalah klien yang telah mempercayakan dua atau lebih proyek kepada Trimatra Jasa Prakasa.

Metropolitan Kentjana

9 PROJECTS

Kawan Lama Group

4 PROJECTS

Jakarta Setiabudi Group

3 PROJECTS

Mega Pasanggrahan Indah

2 PROJECTS

Pakuwon Group

4 PROJECTS

Pikolandi Development

4 PROJECTS

Jakarta Land & Hongkong Land

2 PROJECTS

Depok Asti

2 PROJECTS

Sinar Mas

4 PROJECTS

Agung Podomoro Land

3 PROJECTS

Ciptadana Capital

2 PROJECTS

Tritini Land

2 PROJECTS

PT · TRIMATRA JASA PRAKASA

Company Profile

Konsultan Manajemen Konstruksi · Construction Management Consultant

PAKUWON GROUP · METROPOLITAN KENTJANA · SINAR MAS · AGUNG PODOMORO LAND · HONGKONG LAND · KAWAN LAMA GROUP · LIFFO GROUP · PIKOLAND DEVELOPMENT · JAKARTA SETIABUDI GROUP

EDITION · 2025



ROYAL PLAZA SURABAYA · Pakuwon Group

SYNERGY MAKER

12 / 31

TRIMATRA JASA PRAKASA

ANCHOR PROJECT

MALL · CIKARANG

Aeon Mall Deltamas

Cikarang

Pusat perbelanjaan Aeon terbaru di koridor Cikarang.

Aeon's latest destination mall along the Cikarang corridor.

OWNER

AMSL Deltamas Cikarang

SKALA · SCALE

5 storeys + 1 basement · Site 200,000 m²

GFA

165,471 m²

PERIODE · PERIOD

Nov 2022 – June 2024

SYNERGY MAKER

21 / 31

TRIMATRA JASA PRAKASA · SYNERGY MAKER

Dipercaya. Berkali-kali. Selama 24 tahun.

Trusted, project after project, for twenty-four years and counting.



*The last time
you heard
nothing.*



L3

Building Multi-Step AI Workflows

4 lessons, 45 min



PROIMPLEMENT

About Services Resources Contact

AI implementation for professionals

Who do not have time to figure it out themselves.

Join the Community



I Tested This for 2 Weeks



The Weekly Elevation



Unreal by design.

30% OFF

Founding 10 program. The next ten clients only.

BRAND IDENTITY

~~IDR 6,000,000~~



IDR 4,200,000

for the founding 10.

INCLUDES

- Brand strategy masterfile (Word document)
- One-pager brand guidelines (PDF)
- Labeled color palette
- Brand identity deck (vector PDF)
- Logo system, 5 variants each
- Typography specimen in your actual fonts

COMPANY PROFILE

~~IDR 5,000,000~~



IDR 3,500,000

for the founding 10.

INCLUDES

- Updated company profile deck (vector PDF)
- One-pager refresh (PDF)
- Visual system audit and rebuild
- Photography direction (where applicable)

One bucket of ten. First-come. After that, full price.

Ready to build something worth noticing?

Step 01

Fill the intake form

One form. Ten minutes. We handle the rest.

Step 02

Kick-off call

Thirty minutes to align on direction and scope.

Step 03

Delivery in under a week

Full system in your inbox, ready to ship.

Questions: hello@byfigment.ai · [@byfigment.ai](https://twitter.com/byfigment.ai)



Built from nothing. Made to be everything.