

# Roots

// CREATIVE INDUSTRY PRESENTATION

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# About



Roots is an independent branding and creative design studio in Singapore.

Founded by Jonathan Yuen in 2011, Roots keenly focuses on **cultures, ideas and craft** to develop meaningful and award recognised design stories for notable brands, businesses and institutions from wide range of industries.

# About Jonathan Yuen

Born in Malaysia, Jonathan was a communication design student and graduated with BA (design) at Curtin University, School of Design.

He worked in graphic design, digital interactive and advertising fields in Singapore for over a decade, before founding Roots in 2011.





He has served as one of the **executive members in The Design Society Singapore** from 2013 to 2015.

Occasionally he shares his design ethos through lectures and industry talks. He has also served as **jury** in a number of local and abroad award shows throughout the years.

# Design Philosophies

We specialise in brand identity, creative direction, communications and graphic design. We observe, understand, and develop meaningful design stories for brands and businesses, demonstrated by our growing portfolio of (award-recognised) work that spans across industries.



With disciplined focus on honesty, thoughtfulness in design, and a contemporary visual sensibility, his work has garnered award recognitions in Singapore, Tokyo, Taiwan, Hong Kong and United Kingdom.

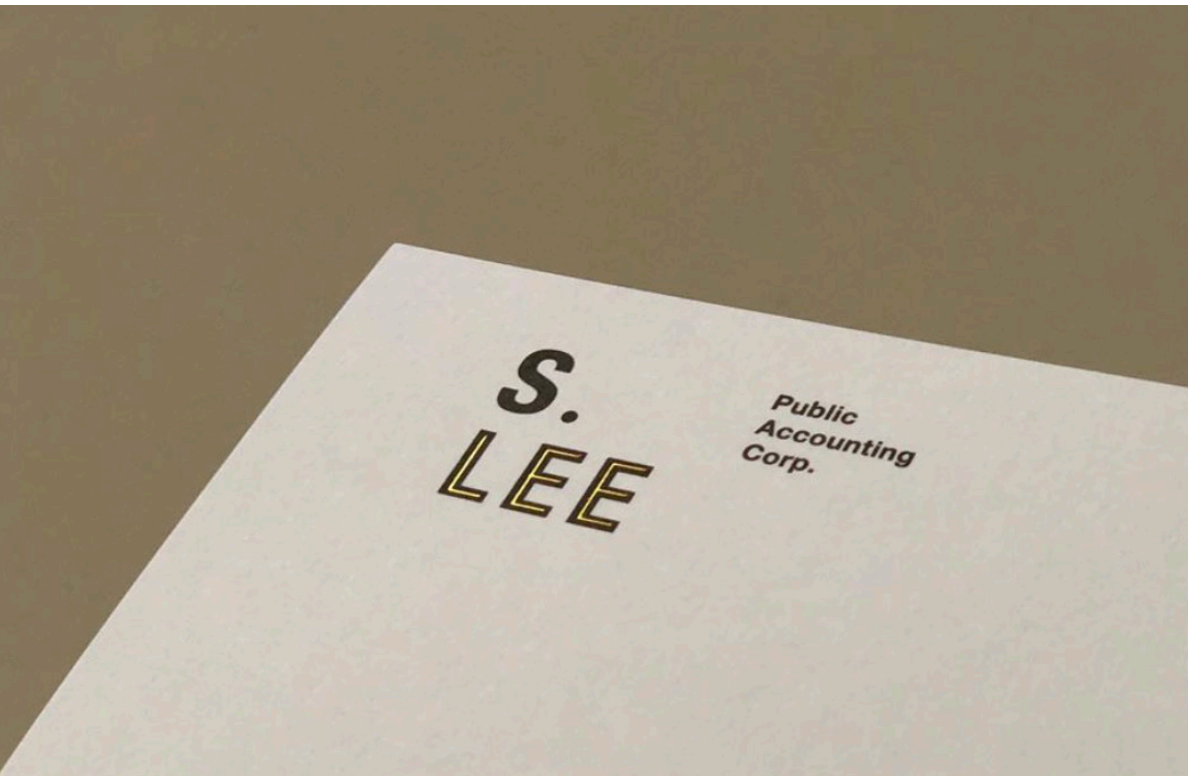
# Notable Works

# Nanyang Porcelain

'Nanyang Porcelain' is a new porcelain label by Supermama. The label aims to deliver original and contemporary Nanyang porcelain designs through the collaboration with various artists and craftsmen.







## S. Lee

Roots redesigned the visual identity of S.LEE, a public accounting corporation with offices in Singapore and Tokyo. based on their attribute of trust, knowledge and experience.

These attributes are conceptualised and embedded as pillar lines in the initials - as values that form the core of the corporation.

These core pillar lines are then echoed throughout the collaterals as accounting ledger grids, thereby creating a unique, appropriate, and functional design language for the identity.



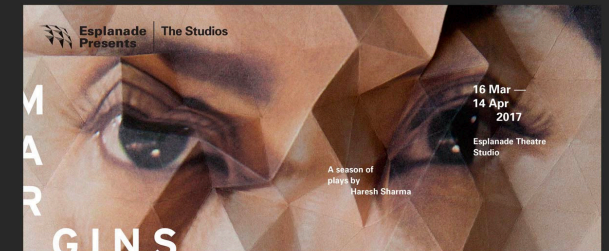
# The Studios 2017: MARGINS

Haresh's plays have been known for the layers and depth in characters and commentaries and shifting audiences away from extreme and reductive judgements.

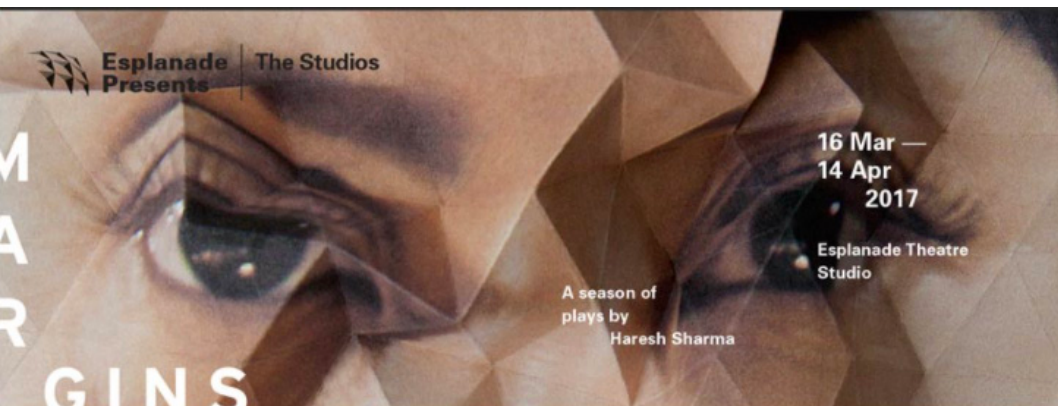
Format  
Portrait



Format  
Landscape







To communicate this concept, a portraiture of the main actress is warped based on a tessellated geometric grid.



The finalised visuals shows someone who looks seemingly familiar yet unsettlingly foreign. This shifting familiarity experienced by the viewers represents the nature of Haresh's work.



# Conclusion

Roots adopts a very honest and non-fluffy approach that is easily understandable and appreciated by anyone , hence making design accessible to everyone for appreciation.

# Bibliography

Roots, S. (n.d.). Roots. Retrieved September 16, 2020, from <https://www.whererootsare.com/work/>

Roots. (n.d.). Retrieved September 16, 2020, from [https://www.instagram.com/studio\\_roots/](https://www.instagram.com/studio_roots/)

Thank you