



The 18th reQaseni
EXHIBITION



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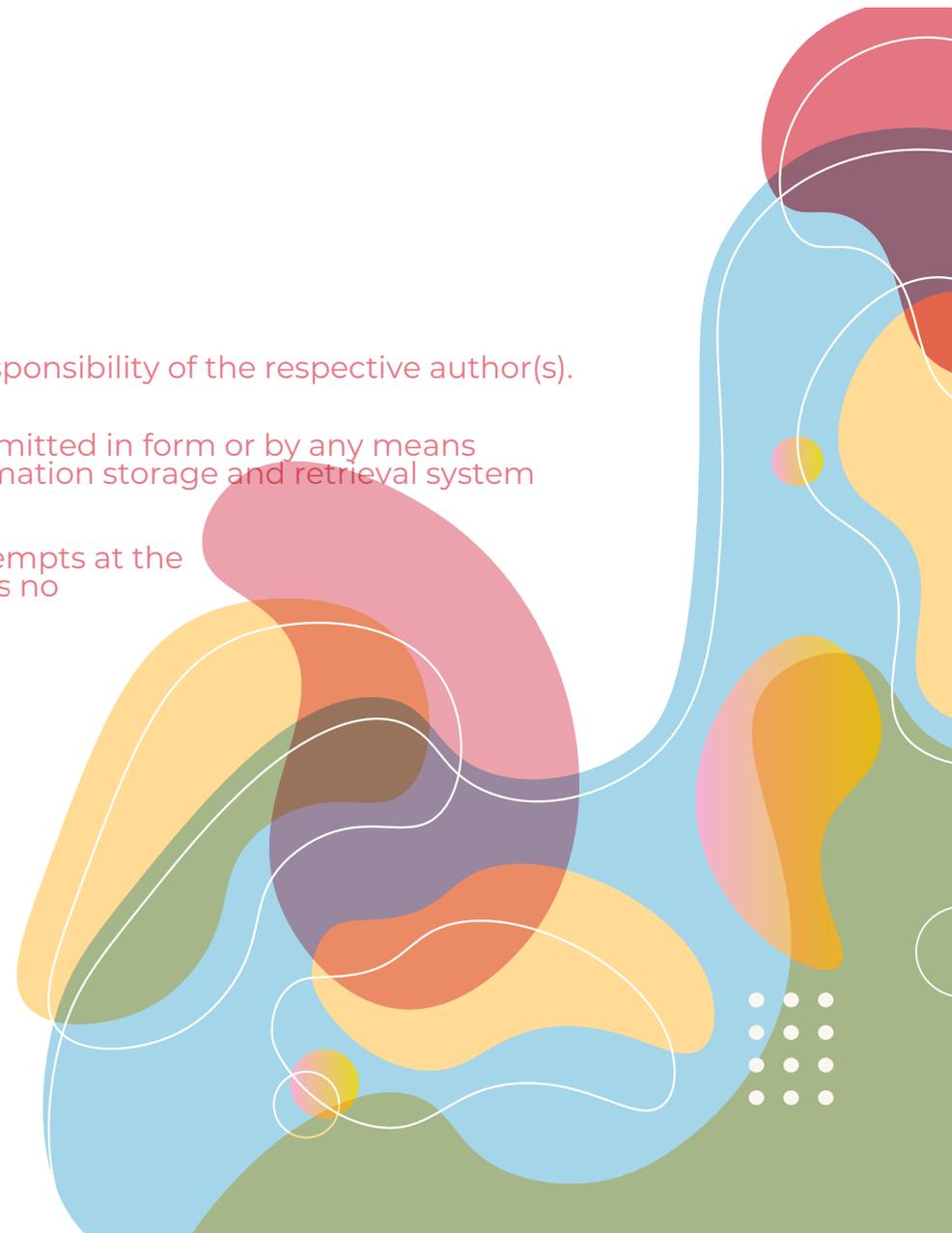
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SERVICE

The main concern is that Orchid Park is not easily identifiable due to the dearth of a logo. Orchid Park's lack of a logo causes it hard to be identified by visitors. To overcome this issue, a minimalistic and an exclusive concept of corporate logo to represent the organization's identity is developed. To attract more visitors, printed advertisement on banners will be used along with short multimedia animation on our website. Located across a waterfront, Orchid Park is an ideal location for tourist attraction.



SERVICE



STATIONERY ITEMS



Front Corporate Folder Letterhead



Envelope Invoice Business Card

UNIFORM



Side Front Back

LITERATURE

Brochure



Inside Outside

LIVERY



Right Side Front
Left Side Back

MERCHANDISE



Mug Tote Bag Pottery Bouquet
Cap Water Bottle Tumbler Pen & Pencil Notebook

LOGO RATIONALE

Orchid Park Kuching is a service provided botanical park consists of two areas mainly the nursery and the flower displays. Orchid Park is handled by the Dewan Bandaraya Kuching Utara (DBKU). It houses over 82 orchid plants with unique species and also has the potential to breed cross-hybrid orchids and horticultural plant.

The main orchid which also known as the Premier Sarawak's orchid is incorporated in the letter 'O' in Orchid Park. The texture on the orchid petal is splash watercolour to represent that orchids have uniqueness of its petal pattern texture. The font used is Mayestica with the use of gold gradient to convey an exclusive handwritten aesthetic to the logo to symbolize the elegant of this orchid park.



GDT315

PRINT DESIGN PROJECT



PRINT ADS

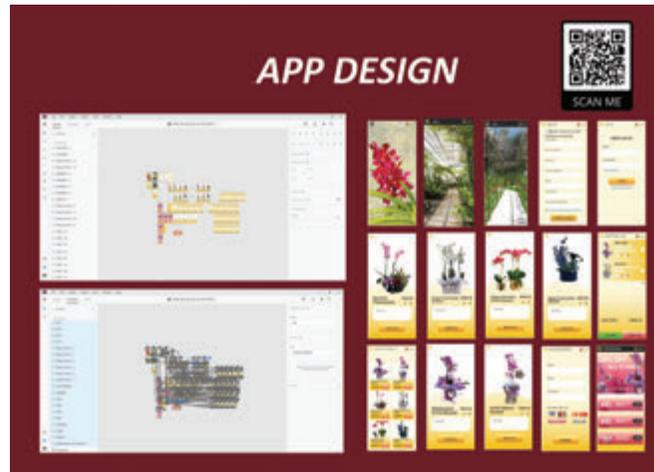


FIVE
MEDIA PLATFORM





MOBILE APPS



3D BOOTH



COMMERCIAL VIDEO

