



# AINA NAZIRAH BINTI JUNAIDI

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## PRODUCT

'Kelupis Kedayan' by Ummu, which is a local food business established in 2023, is facing a challenge due to insufficient recognition. To address this issue, a comprehensive approach involving brand identity, effective advertising, and immersive multimedia are essential. The theme concept is "Modern Traditional." A collaboration between the corporate brand, advertising, and multimedia efforts is a must to ensure success and elevate the product's visibility for those visiting Sarawak.



## PRODUCT

# Kelupis

Kedayan



Legacy in every bite

## LOGO RATIONAL

Kelupis Kedayan is a traditional food popular among the Kedayan community. The ingredients include glutinous rice, coconut milk, and are wrapped in a natural way using "Nyirik" leaves. It is the aroma of the Nyirik leaves that makes this dish special.

Utilizing a serif typeface to align with the concept of modernized traditions. Incorporate calligraphy into this logo to convey a modern traditional aesthetic. Incorporating soft leaf elements to underscore the wrapping of Kelupis in "Nyirik", a leaf not widely known. Employing green tones for the letters "Y" and "Kedayan", each with a distinct shade. This choice symbolizes the essence of "I am Kedayan" emphasizing the strong association of Kelupis that hold within the Kedayan community. The slogan to convey Kelupis Kedayan is "A Legacy Handed Down Through Generations from Ancestors."

## PACKAGING DESIGN



Sleeve



Container



Labelling



## UNIFORM



## LIVERY



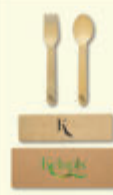
## POINT OF PURCHASE (P.O.P)



## FLYER



## MERCHANDISE



# GDT315

PRINT DESIGN PROJECT



PRINT ADS



FIVE  
MEDIA PLATFORM







**WEBSITE**



**3D BOOTH**



**COMMERCIAL VIDEO**