



## GERRARD LIM

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### PRODUCT

Kompia House has exceptional culinary potential. However, some limitations hinder it from being recognised widely. Overcoming this challenge requires a comprehensive brand image, attractive advertisements, and immersive multimedia usage. It is expected that through robust advertising and multimedia efforts, these would help to Elevate Kompia House's image as a renowned culinary haven, that offers an unforgettable dining experience, which surely would attract a significant influx of tourists.



**PRODUCT**



**Logo Rationale**

The logo design incorporates several key elements to convey the essence of the brand:

**Continuum Tradition:** The use of lines in logo symbolizes continuity and tradition. These lines represent the enduring legacy and heritage that the brand embodies, showcasing the commitment to quality and time-honored practices.

**Representation of Product:** The lines are shaped to resemble a kompia, providing a clear visual representation of the products offered. This distinctive shape instantly communicates to the audience what the brand sells, creating instant recognition of the association.

**Homely Origins:** The emblem of the logo is designed to resemble a house roof, symbolizing the humble beginnings of the business. Starting from home, it has grown to become a recognizable brand, rooted in the warmth and comfort of domesticity.

**Brand Guidelines**



**Packaging design**



**livery design**



**Flyers**



**Uniform**



**Merchandise**

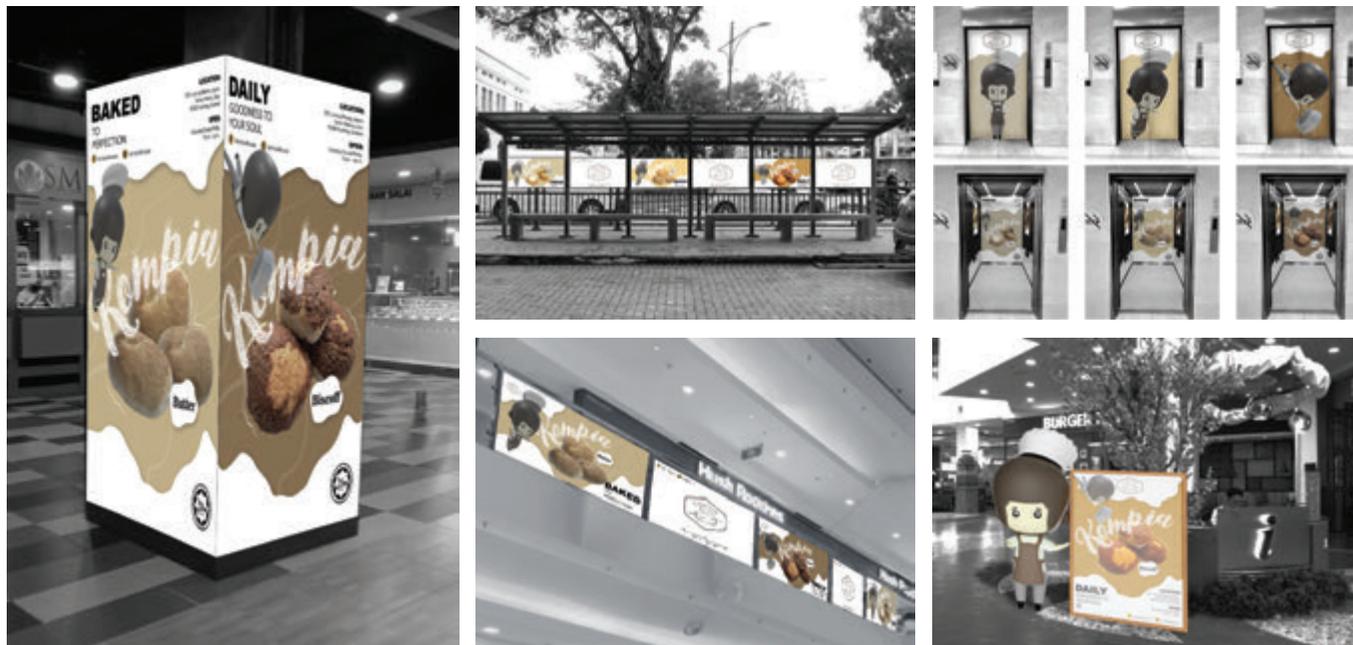


# GDT315

PRINT DESIGN PROJECT



PRINT ADS



FIVE  
MEDIA PLATFORM

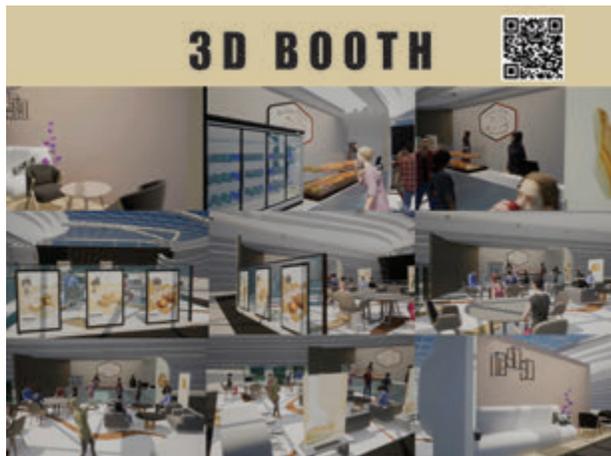




**MOBILE APPS**



**3D BOOTH**



**COMMERCIAL VIDEO**

