

IDEAS - INSPIRING DESIGN AND ART SCENE



A Documentation of
Final Year Project
Artworks In

ORPHIC
Redefine 16 Exhibiton
15 - 21 February

FSSR 2/LEVEL 3
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<https://redefinexhibition.com/ideas/>

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Be



Gym Cafe
Healthy Food



Gym Cafe is a cafe that modifies its concept. Originally the cafe was just a shop that served coffee. Later it was converted into a cafe with a gym bar concept. Moreover, the menu is based on a healthy eating style. The gym cafe is positioned near the center of the gymnasium. This is to encourage the customers, especially bodybuilders, to visit the cafe. Operating hours are from 7am to 10pm.

RATIONAL LOGO

RATIONAL 1

This shape is derived from the shape of the leaf that has been developed to this way. Dark green color shows nature, healthy and luxury

RATIONAL 2

This gym text uses the lemon milk font to make it look gym vibe. The color also uses a dark color



Take it Healthy and Easy

RATIONAL 4

This shape is also derived from the shape of the dumbbell iron that has been developed so that it looks like this. The gray color shows the color of the iron in the gym.

RATIONAL 5

This logo type is a combination mark. The concept of this logo is more to passionate, premium taste, and empower so that target audience would easy to read and recognize the logo brand more easily even so far

RATIONAL 3

This cafe text uses the montserrat font to make it look simple. The color also uses a dark color

LOGO COLOUR

	C 100%
	M 25%
	Y 100%
#00743e	K 20%
	C 70%
	M 60%
#3a3e3d	Y 60%
	K 50%
	C 70%
	M 70%
#3c3532	Y 70%
	K 50%

LOGO VARIATION

To ensure that the logo appears its best wherever it is used, numerous logo versions are available.



TYPOGRAPHY USAGE

Font Specification

LEMON MILK (MEDIUM)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MONTERRAT (SEMIBOLD)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nexo-Trial regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CORPORATE ITEM



PROMOTION



PACKAGING ITEM



SOCIAL MEDIA



MERCHANDISE ITEM



WEBSITE



SMT



APP



REDEFINE™

Redefine 16 - Orphic. From an adjectival standpoint, orphic signifies mysterious and entrancing, as well as something beyond ordinary understanding. Everyone has his or her own mystery that transcends anybody's ordinary understanding, which is also what makes each individual unique and unpredictable at best. Orphic was meticulously created to communicate to the world that we, 34 young designers, are ready to exhibit what mystery and beyond ordinary understanding genuinely means.