

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
Universiti Teknologi MARA (UITM)
Cawangan Perak
Kampus Seri Iskandar
Malaysia

 [redefinebyuitm](https://www.instagram.com/redefinebyuitm)

eISSN 2821-3629



IDEAS NO.2 VOL.1

**PUBLISHER**

UITM PERAK PRESS
UNIVERSITI TEKNOLOGI MARA
KAMPUS SERI ISKANDAR
32610 SERI ISKANDAR PERAK, MALAYSIA

UITM PERAK WEBSITE

[HTTPS://PERAK.UITM.EDU.MY](https://perak.uitm.edu.my)

OFFICIAL REDEFINE WEBSITE

[HTTPS://WWW.REDEFINEXHIBITION.COM](https://www.redefinexhibition.com)

EDITOR-IN-CHIEF

ANWAR FIKRI ABDULLAH
MOHD SHAHRIL ABD RASHID
TS. AHMAD SOFIYUDDIN MOHD SHUIB

EDITORIAL

ASSOC PROF. DR NUR HISHAM IBRAHIM PROF.
MADYA DR MUHAMMAD ABDUL AZIZ DR HANAFI
HJ MOHD TAHIR DR SHAHREL NIZAR BAHAROM
DR SHAHRUNIZAM SULAIMAN AZLAN ZAINAL
NURUL NADIAH JAMALUDIN SYAHRUL NIZAM
SHAARI MHD. NOR OSMAN
MOHAMAD QUZAMI AN-NUUR AHMAD RADZI
MUHAMMAD FIKRI SAIDI OTHMAN
MOHAMED IZZAT BIN MOHAMED KHALIL

EDITORIAL (LANGUAGE)

ZARLINA MOHD ZAMARI

PROJECT COORDINATOR

MOHD SHAHRIL ABD RASHID

**2022 COPYRIGHT RESERVED
REDEFINE BY UITM**

ALL RIGHTS RESERVED. NO PART OF THIS PUBLICATION MAY BE REPRODUCED, STORED IN A RETRIEVAL SYSTEM, OR TRANSMITTED IN ANY FORM OR BY ANY MEAN, ELECTRONIC, MECHANICAL, PHOTOCOPYING, RECORDING, OR OTHERWISE PERMISSION OF COPYRIGHT HOLDER.

THE VALIDITY AND AUTHENTICITY OF CONTENT IN EVERY ARTICLE ARE THE SOLE RESPONSIBILITY OF THE RESPECTIVE AUTHOR/S. ANY VIOLATIONS ARE ENTIRELY RESPONSIBLE FOR THE AUTHORS.

FIRST PUBLISHED FEBRUARY 2023
NO 2, VOL 1

Digital version
E-ISSN: 2821-3629

<https://redefinexhibition.com/ideas/>



MUHAMMAD FAKHRUL RAZI
BIN MOHD ROSDI



muhammadfakhru107@gmail.com

Bē

Kopi Cap Gantang Coffee Product



Kopi Cap Gantang Produce by Gantang Coffee Enterprise SDN. BHD. is located in Baling. Kedah has had experience in producing the coffee powder since 1990. Representing the Malaysia SME Product, Kopi Cap Gantang produces the quality product with aromatic taste of coffee. Even though Kopi Cap Gantang produces quality Malaysian product, unfortunately, it still cannot win the Malaysian consumers' hearts because this product is relatively unknown. Compared to its competitors, there is no gap in production.

LOGO DESIGN

RATIONAL LOGO 2

Illustration inspired from sunrise illustration as coffee are commonly drunk in the morning and the green to show nature.

RATIONAL LOGO 1

Illustration of half of coffee beans to show pure of the product made from the quality coffee beans.



**Kopi Cap
Gantang**

RATIONAL LOGO 3

Circle shape are inspired from the top view of the cup of coffee.

COLOR PALLETTE

C: 50
M: 73
Y: 84
3B200E K: 71

C: 74
M: 55
Y: 80
192615 K: 75

LOGO VARIATIONS



LOGO USAGE DON'T



TYPEFACE USAGE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()
- Just SemiBold -



Business Card



Lanyard



Notebook



Coffee cup & sleeve



Letterhead



Envelope



Packaging



Totebag



Tumbler



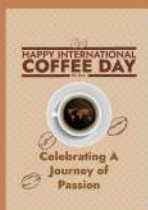
Vouchers



Mug



T-Shirt



Series Ads

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.