


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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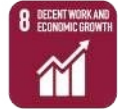


Be

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Project Name

Readers World (Library Cafe)



Readers Worlds Cafe is a library cafe concept that can encourage visitors to feel a calm experience while in the world of fiction. The combination of a cafe and a library is heaven for book lovers. Not only can it satisfy consumers' appetite, but they can also fill their minds with new information or immerse themselves in a fantasy world with stories from around the world while trying the different types of coffee available here.

LOGO DESIGN

RATIONAL 1

Type of logo : Combination mark
The logo type is a combination mark . The concept is more to simple and catchy. So that the target audience would easy to read,remember and recognize the logo brand more easily .

RATIONAL 2

Symbol of logo : cup of coffee and Bookshelf . The subject matter for the symbol of logo is represent the library cafe .

RATIONAL 3

Brand Logo : Readers World.
Represent to corporate branding .The meaning of " Readers World " is to readers who like read book , especially book lovers and can be feel like they are in their own world .

DENIM BLUE	LOYAL BLUE	CINNAMON BROWN
#112937	#497F98	#A65228
C : 96.08 % M : 72.16 % Y : 51.37 % K : 60.78 %	C : 72.86 % M : 37.7 % Y : 26.11 % K : 9.04 %	C : 25.72 % M : 71.82 % Y : 86.62 % K : 19.94 %

LOGO VARIATIONS

LOGO USAGE DON'TS

Do not distort it by stretching it vertically or horizontally .

Do not angle or rotate the logo .

Do not use another typeface .

Do not mirror the elements .

TYPEFACE

Tw Cent MT

ABCDEF GHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tw Cent MT

ABCDEF GHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tw Cent MT

ABCDEF GHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography plays an important part in breathing character into our brand and reinforcing our messaging. Consistently using a specially selected typeface will not only unify all our communication materials but also create a distinct look-and-feel across these materials. Our primary font is TW Cent MT. The TW Cent MT family of fonts has been selected to give our brand a professional, premium and contemporary look.

Do not change the composition between the icon and the wordmark

Do not apply color logo

Do not change the color.

Do not apply on crossing background

STATIONERY



Bookmark



Button badges



POSTER



APPLICATION MOBILE



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.