

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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Bē

Pitchscape Adventure



Surrounded by hills, rivers and forests, Pitchscape Adventure offers new idea and unique experience amidst the stunning views of nature. The location is perfect for any event such as healing gateway or weekend gathering with family and friends as well as for team building, parties, retreats, and festivals. Pitchscape Adventure is a family-run glamorous outdoor camping service which ensures that visitors receive the friendliest hospitality as though they are in the comfort of their home. Bordered by the beautiful and calm village of Kampung Payong Setiu as one of the best adventure-tourism hubs in Malaysia, the place offers a number of activity choices from the serene and relaxing retreat to leisurely activities to the most adventurous activities for adrenaline junkies. Pitchscape Adventure will surely cater to the needs and preferences of its guest.

LOGO RATIONAL

The green color is highly connect to nature. Green is a dominant color in nature which represents natural and forestal environments. Out of all the colors on the color wheel, green is regarded as the most restful and relaxing color for the human eye. Green symbolizes harmony, tranquility, peace.

Red color on the tent is to attract attention. This is because red attract the most attention.



Font that used is Charlie Don't Surf with dark grey color. grey represents neutrality and balance. Its color meaning likely comes from being the shade between white and black.

The combination of symbol which is crescent, tent and tree/ bushes represent an outdoor camping and get close to nature.

ALTERNATIVE LOGO



C - 85% C - 34% C - 9% C - 0%
M - 45% M - 90% M - 0% M - 0%
Y - 95% Y - 96% Y - 96% Y - 0%
K - 50% K - 51% K - 0% K - 50%



Do not change the Logo



Do not Remove the Elements



Do not Remove the Elements



Do not Remove the Elements



Do not Remove the Elements



Do not Remove the Elements

TYPOGRAPHY

HEADINGS

Montserrat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUB HEADINGS

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY COPY

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLLATERAL ITEM



SECONDARY ITEM



PROMOTIONAL ITEM



WEBSITE



APPS



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.