Graphic Design Showcase

2026

CONTINUUM by bold



MUHAMMAD HAZIQ BIN MD ISA

Brand Innovation for Suka Dessert: Visual Design & Digital Integration Strategies

My project focuses on rebranding Suka Dessert, a local dessert café, to strengthen its visual identity and improve customer experience. The main problems identified are inconsistent branding across touchpoints and long waiting times during ordering, especially at peak hours.

To address this, the project proposes a more cohesive brand system (refined logo direction, consistent typography, and a more premium use of the existing yellow colour) and an innovation solution through a mobile ordering app. The app allows customers to order online and pick up in-store, helping reduce waiting time and create a smoother customer journey. Overall, the project aims to make Suka Dessert more modern, recognisable, and premium.

