Graphic Design Showcase

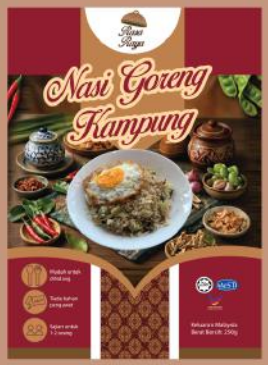
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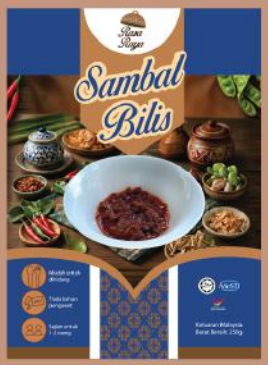
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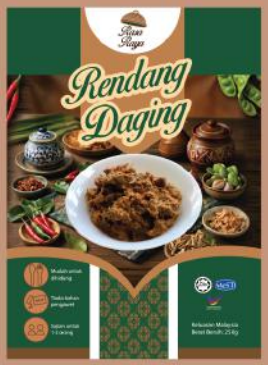
NUR SAKINAH BINTI IZHAM

Rebranding Design and Consumer Perception: A Case Study on Sumatraa Food











This rebranding project focuses on enhancing Sumatraa Food's brand identity by addressing audience confusion caused by its outdated and inconsistent visual identity. The project aims to create a stronger, more cohesive brand that better reflects the company's values while appealing to modern consumers. The redesign includes a refreshed logo, packaging, colour palette, typography, and supporting visual elements to establish a consistent identity across all brand touchpoints.

In addition, the project emphasises improving communication with the target audience through a clear and memorable visual language that highlights the authenticity of Malaysian ready-to-eat cuisine. By developing a modern yet culturally inspired identity, the rebranding strengthens brand recognition, builds customer trust, increases market appeal, and creates a more engaging brand experience. Ultimately, the project positions Sumatraa Food as a competitive and recognisable brand in Malaysia's growing ready-to-eat food industry.