Graphic Design Showcase

2026

CONTINUUM by bold



NUR ALYA ADIRA BINTI POZI

Rebranding Rollo from Keju Cap Masjid: Redesign packaging to Elevate Visual Identity and Consumer Appeal

Keju Cap Masjid is a Malaysian-owned processed block cheese brand that grew from a small Petaling Jaya kitchen producing 6 kg daily to over 40 kg per day. Its main product, Rollo, uses high-quality milk and affordable local alternatives suitable for everyday cuisine. Despite gaining viral popularity on social media, its current packaging looks too simple, making it less competitive against bigger brands.

The purpose of this research is to rebrand Rollo's packaging and visual identity to be clearer, more attractive, and culturally relevant. By gathering consumer insights on design elements, this project aims to create high-end, reasonably priced, and recognizable packaging that strengthens Malaysian identity and fosters local economic progress.

