Graphic Design Showcase

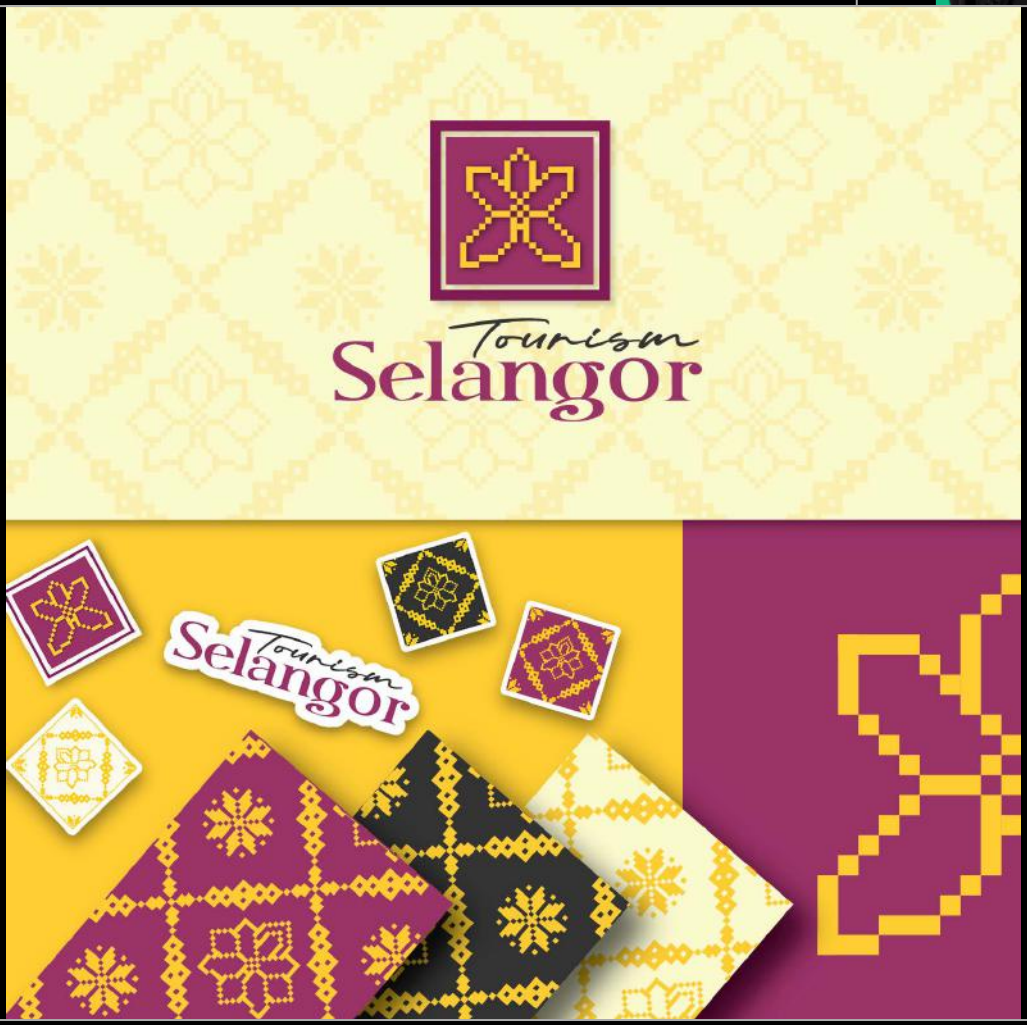
2026

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NUR AFIQAH BINTI AZLAN

From Tradition to Tourism: Integrating Songket Aesthetics into Tourism Selangor's Brand Identity





Selangor is a vibrant destination that offers a rich blend of cultural heritage, natural attractions, modern cities, and diverse communities. While the state has so much to offer, its tourism brand does not fully communicate a distinctive visual identity that reflects its unique cultural heritage.

This Final Year Project explores the revitalization of Tourism Selangor's brand identity by integrating songket visuals inspired by Selangor's cultural identity and symbols. At the heart of the project is the creation of an original motif inspired from the orchid, one of Selangor's iconic flowers since the foundation of its current capital city, Shah Alam. By combining traditional Songket aesthetics with contemporary design principles, the proposed identity celebrates Selangor's heritage while presenting a memorable and authentic image for modern audiences. This project also establishes a clear set of brand guidelines to ensure consistency across visual communications that helps strengthen Selangor's identity as a cultural and tourism destination.