# Graphic Design Showcase

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CONTINUUM by bold

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## CHAMAG:
## Designing A New Brand Identity for Temiar Handcraft Products in Kuala Kangsa




The purpose of this research is to develop a professional, consistent, and culturally meaningful brand identity for Temiar handcraft products in Kuala Kangsar, Perak, under the brand name CHAMAG. Despite the exceptional craftsmanship and cultural significance of these traditional products, they continue to face limited market recognition due to inconsistent branding, outdated packaging, and a lack of cohesive visual communication.

By engaging directly with the Temiar community and exploring their unique cultural symbols, traditions, and artistic heritage, this research seeks to bridge the gap between traditional craftsmanship and contemporary design. The project aims to establish a strategic brand communication approach that enhances the appeal of Temiar handcraft products to professionals, collectors, and both local and international tourists, while increasing their market value and competitiveness. Ultimately, CHAMAG aspires to empower the Temiar community through sustainable economic opportunities while preserving, celebrating, and promoting their rich cultural heritage through meaningful and innovative visual design.