

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



NUR ATHIRAH
MD SALLEH

MIAMMEOR BAR

PRODUCT (LOGO AND BEVERAGES)

Design Advisor : DR. NEESA AMEERA MOHAMED SALIM

The name of this product is Miammeor Bar. The name Miammeor is combined from the names of the seller and her parents. It is also inspired by the word Mi Amor which is from the Spanish word which means my love. The store is bar themed and sells fruit mocktails. The tagline for this product is "Add New Flavors In Life". This product produces 6 unique types of water named Taro Unicorn, Galaxy Mocktail, Sky Lagoon, Opeach Tea, Pink Flamingo and Sunset Mocktail. The uniqueness of this product is this product is produced with 100% natural ingredients and it has a beautiful layer of flavors. The founder of the Miammeor Bar is Wan Nur Azmina Binti Meor Azmi. The cafe is located at Kangar, Perlis. This product started selling since the beginning of MCO they had the idea to open the cafe Miammeor Bar. This cafe does not only sells fruits mocktail, they also sell food and coffee drinks. The logo is conceptualized like a Bar because the design of the store is conceptualized like a bar shop. The logo design based on the bar concept with the bright neon concept.

In addition, in every business there must be competitors, for competitors for this Miammeor Bar is a branded and well-known product such as Tealive, Chatime, Tropicana Twister and others. This product has shortcomings in terms of customers because the product is still new in the market, however, with uniqueness of the drink and taste. I believe the product has potential to go far in the market. In my opinion, this product can go a long way and create a well-known product name not only in its state of Perlis, but throughout Malaysia. Finally, as a designer, I hope this Miammeor Bar product becomes the market's leading food & beverage product with a global reach. Miammeor Bar , "Add New Flavors in Life"!

MIAMMEOR BAR
FRUITY MOCKTAIL

Sunset Mocktail

ADD NEW FLAVOURS IN LIFE

Comes in beautiful layers and interesting flavors that desinitely adds flavor to your life.

f @miammeor www.miammeor.com.my

MIAMMEOR BAR
FRUITY MOCKTAIL

Galaxy Mocktail

ADD NEW FLAVOURS IN LIFE

Comes in beautiful layers and interesting flavors that desinitely adds flavor to your life.

f @miammeor www.miammeor.com.my

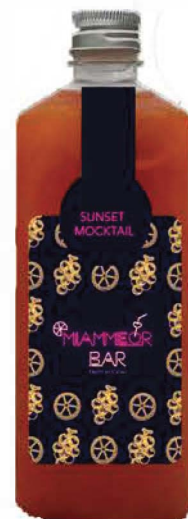
MIAMMEOR BAR
FRUITY MOCKTAIL

TARO UNICORN

ADD NEW FLAVOURS IN LIFE

Comes in beautiful layers and interesting flavors that desinitely adds flavor to your life.

f @miammeor www.miammeor.com.my



TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA



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