



The 18th reQaseni
EXHIBITION



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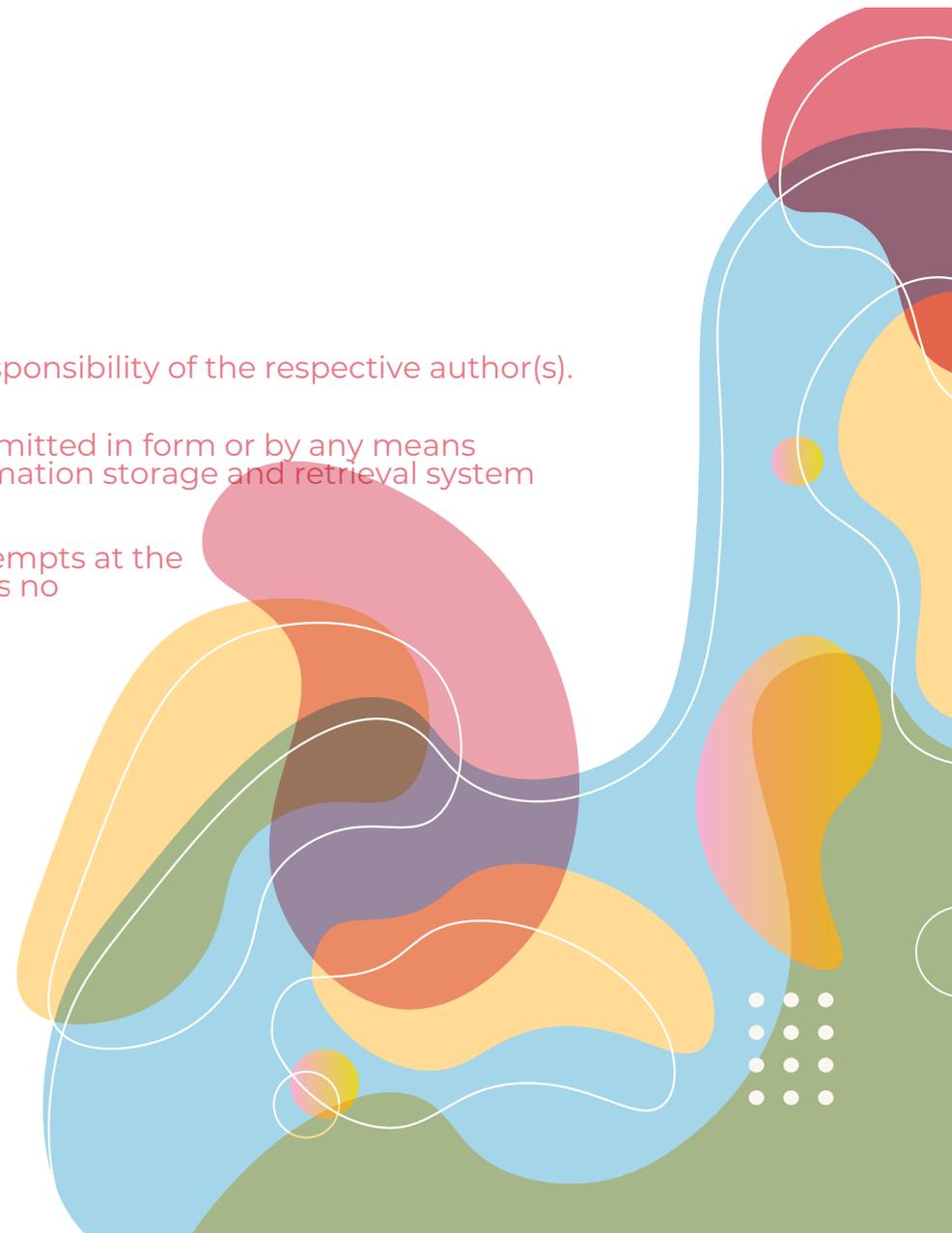
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EVENT

The Miri Tattoo Festival (MTF) is an event held in Miri, Sarawak. The festival exhibits activities such as tattoo beauty contests, Dayak Material art showcases, and traditional parades. To be highlighted as a tourist attraction. MTF needs to improve its branding. The festival combines conventional Sarawak tattoos with contemporary aesthetics, employing print and digital advertisements to endorse its brand. The MTF's logo is designed according to the Sarawak tattoo motif and incorporates innovative ideas of modern concept. multimedia platforms, including the creation of commercial videos and booth designs for events will also be incorporated. These showcase MTF's stability and



SERVICE



LOGO RATIONALE

A tattoo convention, meeting and exhibition for tattoo practitioners and enthusiasts from different studios and areas, as well as anyone who wish to see the world of tattoo. Especially Borneo's traditional tattoo and culture.

The Miri Tattoo Festival logo is composed of an octothorpe and a logo type set in Hyper Super Regular and Bebas.

The logo can be used with or without octothorpe accordingly to the situation and product.

The octothorpe is composed by the motif of 'Burung Enggang' or known as 'Burung Keryaling', combined with a square, the geometry shape. The minor detail under the shape is the ink splash which related to tattoo ink.

LOGO GUIDELINES



STATIONERY ITEMS



Letterhead



Business Card



Corporate Folder



DL Envelope (Wallet)

CREW T-SHIRT



CREW

LIVERY



Livery Right Side

Livery Left Side

BROCHURE



FRONT

BACK

MERCHANDISE



T-shirt

Hoodie

Entry Ticket

Cap

Wristband

Paper Bag

Arc Design



GDT315

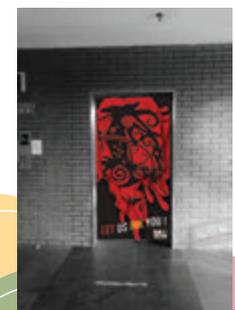
PRINT DESIGN PROJECT



PRINT ADS

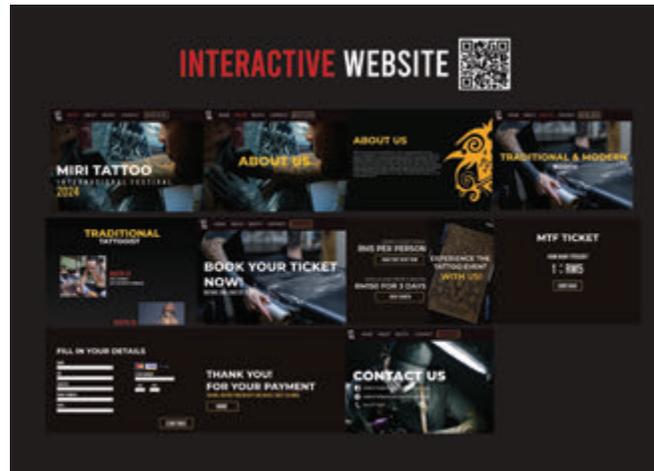


FIVE MEDIA PLATFORM





WEBSITE



3D BOOTH



COMMERCIAL VIDEO

