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SERVICE

Despite its strategic location, Bako National Park fails to attract many locals. This might be caused by lack of promotions, and it needs branding since it is managed by Sarawak Forestry Corporation who is also in charge of other parks and reserves. A modern adventure concept would be our new attraction at the park. The animated advertisement and commercial video will be displayed in malls, hydrogen buses and bus stop to attract locals and tourists to visit Bako National Park. Apart from that, Bako National Park will also be having its own website with 3D designs to reach more visitors.



SERVICE



LOGO RATIONALE

Bako National Park, founded in 1957, is one of the smallest national parks in Sarawak. It is located in Bako, Kuching and offers variety of floras and faunas such as the Proboscis Monkey, Borneo Bearded Pigs, and many more. Bako National Park also offers a lot of magnificent and breathtaking views.

The Sea Stack is composed of polygons with multiple lines connecting them and colours pulled from the sea and land of Bako National Park. The symbol is applicable at most sizes. The polygons used are mainly triangles and quadrilaterals and multiple lines which can be used as graphic elements.

Bako National Park logo is composed of the sea stack and a logotype made from Aldo the Apache and Jost Light. The horizontal logo is the primary logo and should be used in most cases. However, The Sea Stack and the logotype can be used independently with suitable backgrounds.

GDT314

GRAPHIC DESIGN PROJECT

STATIONERY ITEMS



LIVERY



UNIFORM



MARKETING COLLATERAL



MERCHANDISE



MERCHANDISE

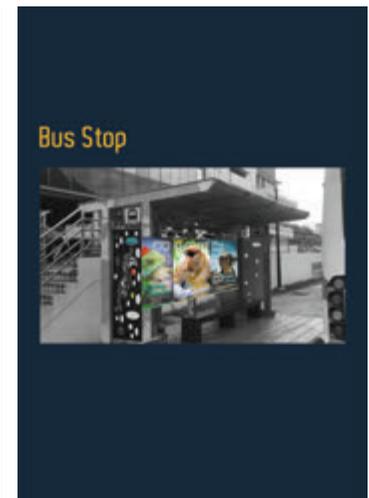
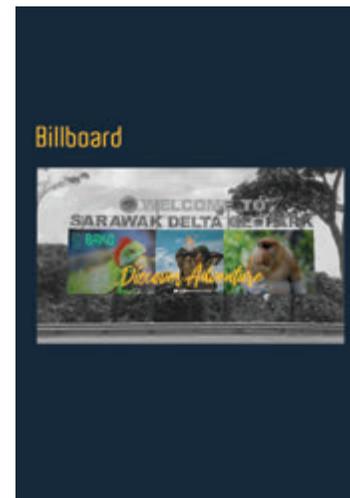
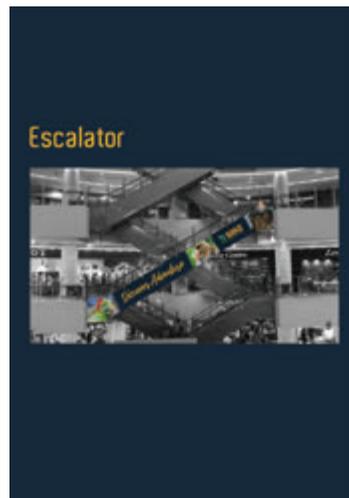
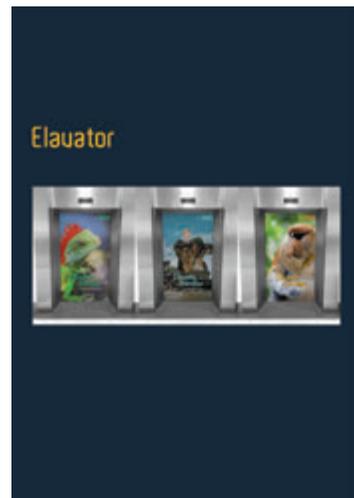


GDT315

PRINT DESIGN PROJECT



PRINT ADS



FIVE MEDIA PLATFORM

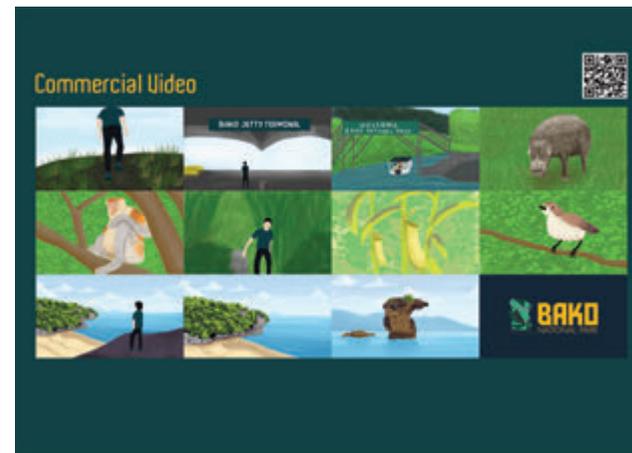




WEBSITE



3D BOOTH



COMMERCIAL VIDEO

