



# HANA KHALEEDA BINTI SUHARDI

hanaonmars@gmail.com

## SERVICE

Swee Kang is a dessert establishment that has been serving customers since 1953. It is known for its shaved ice desserts, and it is one of the best dessert shops in Kuching, Sarawak. Swee Kang is undergoing a rebranding process to incorporate a vintage theme to attract global tourists. These include a commercial video and booth, with a vintage-themed Chinese cultural logo.



**COMPANY**

**LOGO RATIONAL**

Swee Chang is a renowned Hainan establishment that has been catering to customers since 1953. It is situated at the opposite Kowloon's side for station. Renowned for its exquisite steamed sea desserts, this establishment is widely regarded as one of the premier steamed shops in Kowloon, Hong Kong.

The primary typewares employed in the design is Kaiti, which is consistent with the vintage-themed aesthetic. The logo, on the other hand, is set in Futaba and Arial. Furthermore, the seal uses Chinese characters.

In the realm of Chinese culture, the colour red is widely regarded as a primary hue denoting good luck, joy, and happiness. Research conducted on the subject indicates that this colour possesses the unique ability to stimulate the appetite. In contrast, green is the colour that is often associated with freshness.

**CORPORATE ITEMS**

**EMPLOYEE UNIFORM**

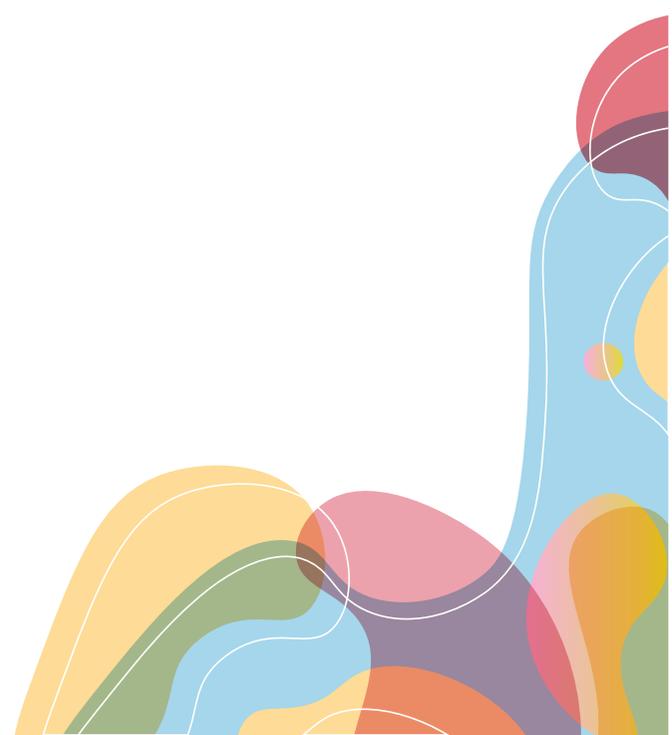
**PACKAGING**

**POSTER**

**LIVERY**

**CORPORATE GUIDELINE**

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# GDT315

PRINT DESIGN PROJECT



PRINT ADS



FIVE  
MEDIA PLATFORM





**MOBILE APPS**



**3D BOOTH**



**COMMERCIAL VIDEO**

