



The 18th reQaseni
EXHIBITION

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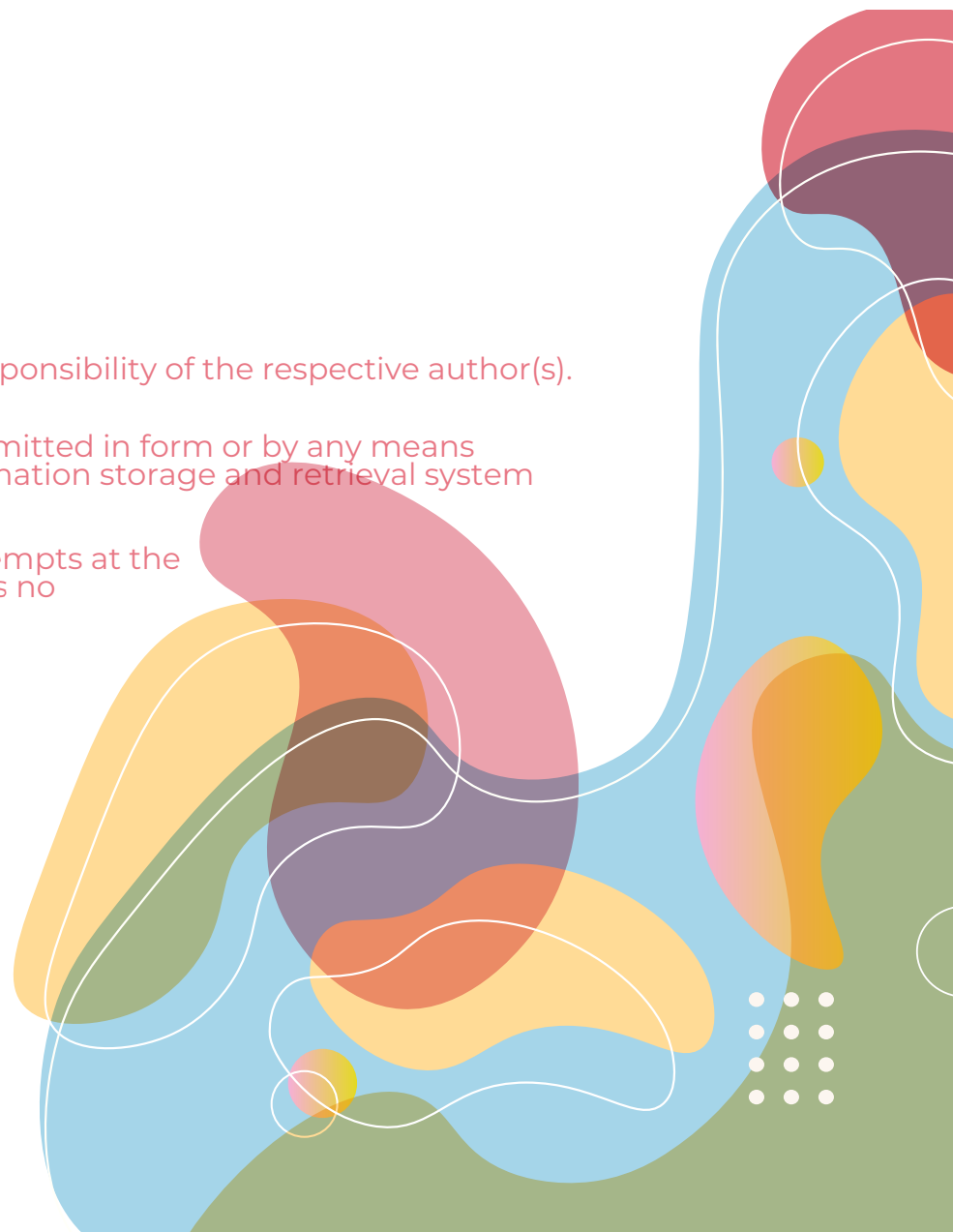
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PRODUCT

Purnama Taste's stellar dish, Mee Pok attends to improve its recognition through a comprehensive revitalization effort. Targeted advertising, dynamic multimedia, and innovative marketing aim to propel Mee Pok to its deserved market standing, will be appealing not only to locals but also tourists. With its exceptional taste, Mee Pok offers a unique experience that beckons tourists to savor not just a dish but a culinary and cultural treasure. Redefining Purnama Taste's Mee Pok as a must-try delight will prepare locals and visitors on a sensory journey that transcends flavours.



GDT314

GRAPHIC DESIGN PROJECT

PRODUCT

Mee Pok

LOGO RATIONALE

The color red is often associated with appetite stimulation, making it a popular choice for food and beverage logos. It is also seen as a symbol of good luck and prosperity in many cultures.

The yellow background is a cheerful and eye-catching color that complements the red text. It is also associated with happiness and optimism, which are qualities that this product would want to evoke in its customers.

Overall, the logo is a memorable and eye-catching design that is well-suited for a Mee Pok product. The use of red and yellow is both logical and strategic, as these colors are known to stimulate appetite and evoke positive emotions.



Scan the QR code for Brand Guidelines.

PACKAGING



FLYERS



UNIFORM



LIVERY



POINT OF PURCHASE



MERCHANDISE



Chopsticks



Bowl

GDT315

PRINT DESIGN PROJECT



PRINT ADS

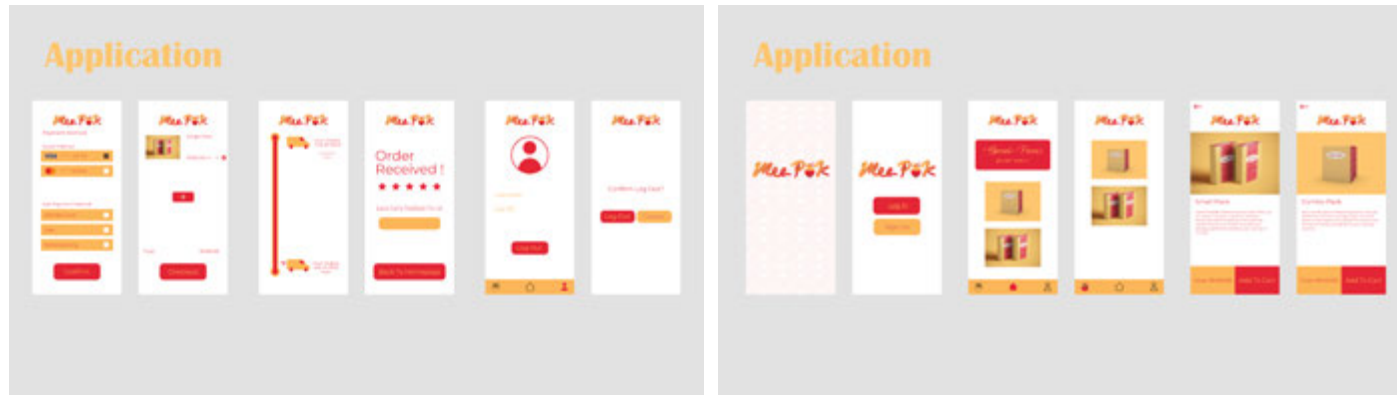


FIVE
MEDIA PLATFORM

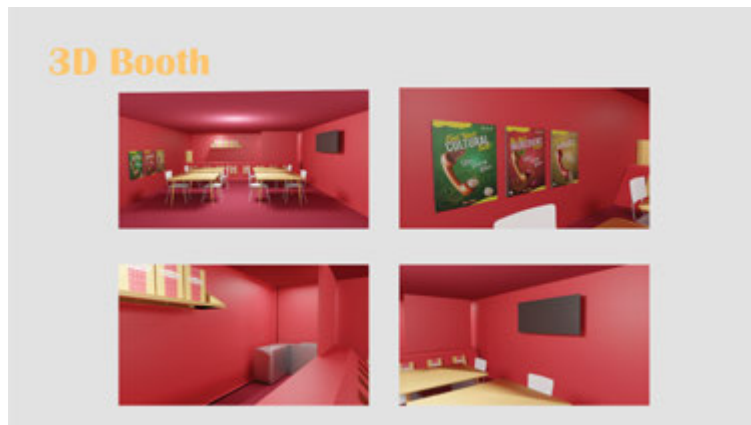




MOBILE APPS



3D BOOTH



COMMERCIAL VIDEO

