

BEYOND

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DESIGN**
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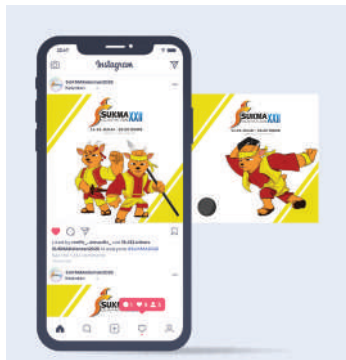
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MASCOT

Mascot is any human, animal, or object thought to bring luck, or anything used to represent a group with common public identity, such as school, professional sports team, society, military unit, or representative spokepeople for consumer products. Their names are Nik (holding the spears) and Wan (holding the keris).

SUKMA KELANTAN 2026

SUKMA is an event which held once in every two years. Due to pandemic, SUKMA Johor and Kelantan has been postpone to 2024 and 2026 respectively. Picture below shows some of the mascots represent the sports which in SUKMA's game such as ten-pin bowling, soccer, gymnastic, silat, bicycle, rugby and others.



MERCHANDISES

In any sports events, merchandises really can made a good profits. Bags, cap, cup and paper bag are some of the merchandises that normally sold in sports events as it does benefits a lot of people. T-shirts also attract people of all ages as it is one of the main souvenirs that people would buy to keep it as their collections and also memories.

SOCIAL MEDIA

Instagram post are ideally the main social media used to promote SUKMA events as it is visually attracting and there are many users. Each post shows, the sports that are in the games as they swipe. It also shows all the details such as the date and updates.

LOGO

Logo Rationale

For Sukan Malaysia (SUKMA) Kelantan 2026 logo, deer is the main reference as it represent Kelantan and their mascot of the upcoming games. The icon represent deer, as visually seen it shows the side profile of a deer. It also represent keris, a traditional weapon. Other than that, it represent a torch and lastly, the word "S" itself.



BILLBOARD

Bilboard is used to promote SUKMA evens to seek more audience. The concept is minimalist as the designer wants to emphasize the mascots, logo and the dates. Each passing billboards show the different sports such as rugby, soccer, bowling, bicycle and others.



MUHAMMAD AIMAN FITRI
MOHD ZAINAL ABDIN



aimanzainal80@gmail.com

VISUAL ANALYSIS OF SUKMA MASCOT, KELANTAN 2026

This study is to come out with the mascot design for SUKMA Kelantan 2026. Some of the SUKMA's mascots lack credibility in term of aesthetic and design appropriateness, thus fail to represent solid image parallel with the event's stature.



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