

IDEAS - INSPIRING DESIGN AND ART SCENE



A Documentation of
Final Year Project
Artworks In

ORPHIC
Redefine 16 Exhibiton
15 - 21 February

FSSR 2/LEVEL 3
Universiti Teknologi MARA (UITM)
Cawangan Perak
Kampus Seri Iskandar
Malaysia

 [redefinebyuitm](https://www.instagram.com/redefinebyuitm)

eISSN 2821-3629



IDEAS NO.2 VOL.1

**PUBLISHER**

UITM PERAK PRESS
UNIVERSITI TEKNOLOGI MARA
KAMPUS SERI ISKANDAR
32610 SERI ISKANDAR PERAK, MALAYSIA

UITM PERAK WEBSITE

[HTTPS://PERAK.UITM.EDU.MY](https://perak.uitm.edu.my)

OFFICIAL REDEFINE WEBSITE

[HTTPS://WWW.REDEFINEXHIBITION.COM](https://www.redefinexhibition.com)

EDITOR-IN-CHIEF

ANWAR FIKRI ABDULLAH
MOHD SHAHRIL ABD RASHID
TS. AHMAD SOFIYUDDIN MOHD SHUIB

EDITORIAL

ASSOC PROF. DR NUR HISHAM IBRAHIM PROF.
MADYA DR MUHAMMAD ABDUL AZIZ DR HANAFI
HJ MOHD TAHIR DR SHAHREL NIZAR BAHAROM
DR SHAHRUNIZAM SULAIMAN AZLAN ZAINAL
NURUL NADIAH JAMALUDIN SYAHRUL NIZAM
SHAARI MHD. NOR OSMAN
MOHAMAD QUZAMI AN-NUUR AHMAD RADZI
MUHAMMAD FIKRI SAIDI OTHMAN
MOHAMED IZZAT BIN MOHAMED KHALIL

EDITORIAL (LANGUAGE)

ZARLINA MOHD ZAMARI

PROJECT COORDINATOR

MOHD SHAHRIL ABD RASHID

**2022 COPYRIGHT RESERVED
REDEFINE BY UITM**

ALL RIGHTS RESERVED. NO PART OF THIS PUBLICATION MAY BE REPRODUCED, STORED IN A RETRIEVAL SYSTEM, OR TRANSMITTED IN ANY FORM OR BY ANY MEAN, ELECTRONIC, MECHANICAL, PHOTOCOPYING, RECORDING, OR OTHERWISE PERMISSION OF COPYRIGHT HOLDER.

THE VALIDITY AND AUTHENTICITY OF CONTENT IN EVERY ARTICLE ARE THE SOLE RESPONSIBILITY OF THE RESPECTIVE AUTHOR/S. ANY VIOLATIONS ARE ENTIRELY RESPONSIBLE FOR THE AUTHORS.

FIRST PUBLISHED FEBRUARY 2023
NO 2, VOL 1

Digital version
E-ISSN: 2821-3629

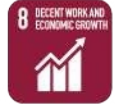
<https://redefinexhibition.com/ideas/>

ADIB HAIKAL
BIN SAZALI

✉ adibbhaikal37@gmail.com
Be



Pizza Lorong
Company



Pizza Lorong has been serving customers in Seri Manjung, Perak, since 2017. Syamim and Syafiqah, as well as their family members, founded Pizza Lorong. They started selling in little booths and eventually grew into a cozy cafe. Furthermore, they named their business Pizza Lorong after the alley where their cafe was located.

LOGO DESIGN

COLOUR PALLETTE

This shape is derived from the shape of the pizza, and the shape of the pizza slices is the ingredient of the pizza, and at last it has been developed this way.

The shape of the street light is portrayed as the light at the alleyway, and also, the light form that is almost a triangle portray as a slice of pizza.



**PIZZA
LORONG**

The colours used are Falu red, Valencia orange, Porcelain white and Tree Poppy yellow as the light bulb and the outline of the pizza form. All these colours are considered warm, bright colours and can be portrayed as all the authentic spices and ingredients used in making the pizza.

This Pizza Lorong text uses the Tw Cen MT Condensed Extra Bold font to make it look bold while using bright colours to make it eye-catching. The text "Pizza Lorong" is place beside the light as it seem like the reflection from light.

COLOUR PALLETTE



Porcelain
White

HEX : #FAF5E6
RGB : 244, 245, 246
CMYK : 1, 0, 0, 4



Tree Poppy
Yellow

HEX : #FFD51B
RGB : 249, 161, 27
CMYK : 0, 35, 89, 2



Valencia
Red

HEX : #D32F28
RGB : 211, 61, 40
CMYK : 0, 71, 81, 17



Falu
Red

HEX : #B6181A
RGB : 140, 24, 26
CMYK : 0, 83, 81, 45

source : imagecolorpicker.com

ALTERNATIVE LOGO



**PIZZA
LORONG**

Vertical Placement 2



**PIZZA
LORONG**

Vertical Placement 1



Horizontal Placement

**PIZZA
LORONG**



EST. 2017

LUSCIOUS IN EVERY BITES



Logo Placement with mascot



**PIZZA
LORONG**



**PIZZA
LORONG**



**PIZZA
LORONG**

TYPOGRAPHY USAGE

Tw Cen MT Condensed Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

STATIONARY



CORPORATE ITEMS



PACKAGING



MERCHANDISE



ADVERTISING



SOCIAL MEDIA ADS



Instagram Post



Instagram Story Post

WEBSITE & APP



REDEFINE™

Redefine 16 - Orphic. From an adjectival standpoint, orphic signifies mysterious and entrancing, as well as something beyond ordinary understanding. Everyone has his or her own mystery that transcends anybody's ordinary understanding, which is also what makes each individual unique and unpredictable at best. Orphic was meticulously created to communicate to the world that we, 34 young designers, are ready to exhibit what mystery and beyond ordinary understanding genuinely means.