

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)
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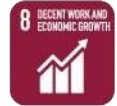
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Wayang Kulit Malayar

Wayang Kulit Event



Wayang Kulit Malayar is a cultural organisation that collaborates with the greatest keepers of traditional performing arts in Malaysia. WKM develops alternative performance platforms that enable urban audiences to engage with Malaysian heritage. WKM is committed to creating a comprehensive documentary archive of Malaysian traditional performing arts while also strengthening their viability at the community level. They revitalise cultural traditions by organising regular performances to ensure that these traditions are carried forth to the future.

Logo Design

RATIONALE 1

The usage of flora elements and fonts with Nusantara characteristics in the logo is intended to emphasize the brand identity.



RATIONALE 2

The colours used in the logo are bright magenta, golden yellow, cobalt blue and pastel yellow for the outline. All of these colours are considered vibrant colours. It is to seem funky and youthful, just as the brand's goal of attracting younger generations to embrace Wayang Kulit as Malaysian artform.

RATIONALE 3

The elements of the logo are inspired by motifs commonly used in Malaysian wood carvings and batik.

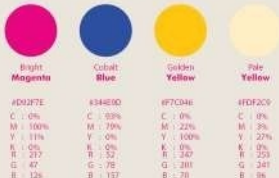
Wayang Kulit
Malayar

RATIONALE 4

Neug Asia Demo and Mandalika fonts were combined for this logo. Its purpose is to bring a Nusantara touch to the logo.

Alternative Logo

COLOUR PALLETTE



LOGO VARIATIONS



LOGO USAGE DON'T



Typography Usage

Neug Asia Demo | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 [!@#%&*~]

Mandalika | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 [!@#%&*~]

Stationery Items



Staff Uniform



Event Items



Series Poster



Merchandise



Instagram Ad



Website & Application



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.