

GDT 312

FINAL STORYBOARD

NOR ZHAFIRA ADLINA BINTI MOHAMMAD MAZANI
2018659142

PRODUCT : ABARO



PRODUCT REVIEW

ABARO INFORMATION

Resta Enterprise Sdn. Bhd. has established since year 2001, with more than 15 years experience in footwear trading as one of the footwear wholesalers in Malaysia. We always adhere strongly to our vision, mission and goals in achieving service, customer relationship and corporate social responsibility.

ABARO mainly focuses on school shoes with lifestyle concepts concerning fashion, colours and students' need.

To create an unique school shoes brand identity, we cultivate joyful spirit in students' studies by emphasizing on their needs that quest for unique style nowadays. In enhancing our brand value, we always insist on our priority by progressively improving our product quality with reasonable price.

Product
ABARO

ABARO[®]

Old Logo

STUDIO PROJECT 1
GDT256

UNIVERSITI TEKNOLOGI MARA
DEPARTMENT OF GRAPHIC DESIGN & DIGITAL MEDIA
AD111

Name : Nor Zhaifra Adlina bt. Mohammad Mazani
Student ID : 2018659142
Group : AD111 4F
Semester : 20204 - Session 1 2019/2020
Lecturer : Ashraf b. Abdul Rahaman
Year : July, 2020



Logo



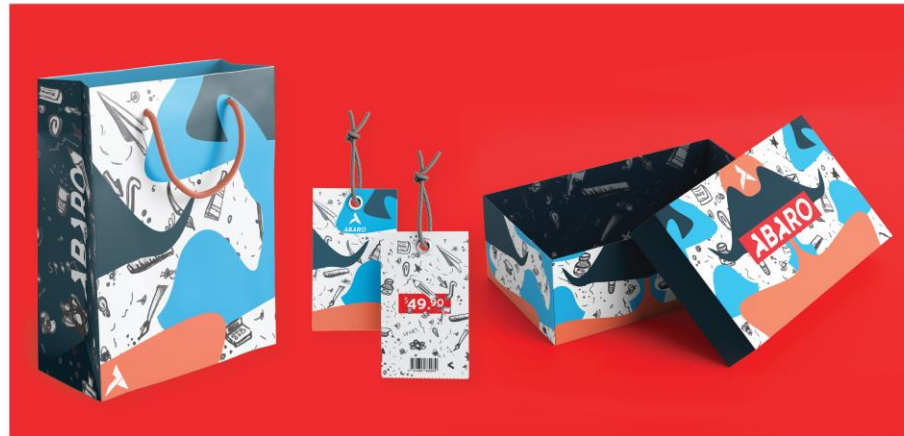
Greyscale



Logo white on black



Logo black on white



Corporate Items



Signage



Other collateral items

Product
ABARO

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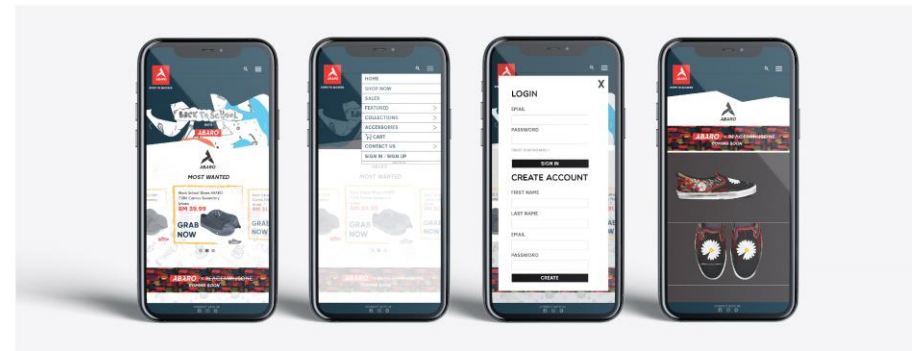
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Uniform



Livery



Website



IDEA OF STORYBOARD