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SABASUN HYPERRUNCIT SDN. BHD.

Sabasun Hyperruncit Sdn Bhd is based in Malaysia, with the head office in Kuala Terengganu. The enterprise operates in the Supermarkets and Other Grocery (except Convenience) Stores industry. The enterprise was incorporated on December 14, 1994. For this project, I created a new look for this company starting with their logo. Also, print ads, supporting marketing tools, tv commercials and exhibits. Of course, modern concepts need to be applied to today's design, so that it looks trendy and elegant. So, idea behind rebranding is to create a different identity for a brand, from its competitors, in the market.

Logo



Print Ads



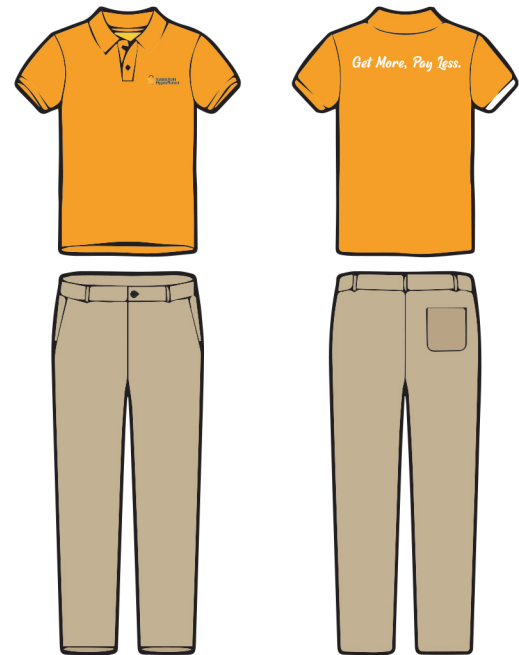
Manual Illustration



Merchandise



Uniform



Supporting Marketing Tools



3D Modelling Exhibit

