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Farzana Zul

KL BIRD PARK

Kuala Lumpur Bird Park is a 20.9-acre public aviary in Kuala Lumpur, Malaysia. It is located adjacent to the Lake Gardens within a KL green lung in Bukit Aman. The concept of free-flight birds make them different from other bird parks. I take my chance to rebrand them because they have so much potential to become one of the famous attraction in Malaysia. My goals is to make KL Bird Park's branding looks more approachable for families and children. Fun colours, shapes and illustration are added to ensure the design looks appropriate and trendy for 2022. Hence, I hope my project has succeed to make KL Bird Park has a brighter image.

Logo



Print Ads



Manual Illustration



Signage



Merchandise Items



Illustration Application



Livery



Supporting Marketing Tools



3D Modelling Exhibit

