



AKMAL HAKEEM

FREELANCE

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Logo Design

Brand Identity | Collateral | Socmed | Website



myKaful.com
TELUS·PANTAS·MUDAH

MYKAFUL.COM

MyKaful is a portal that adopts technology to make it easier for people to subscribe to Takaful product services which provides solutions from the purchase of takaful cover to the renewal of road tax.

The concept:

MODERN, CATCHY, SIMPLE, CLEAN, MINIMAL, CHEERFUL

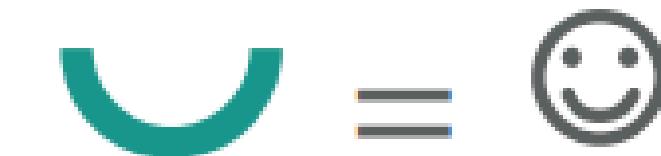
The idea:



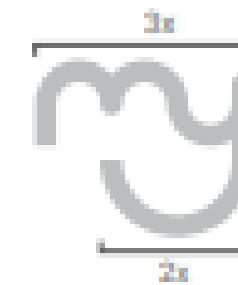
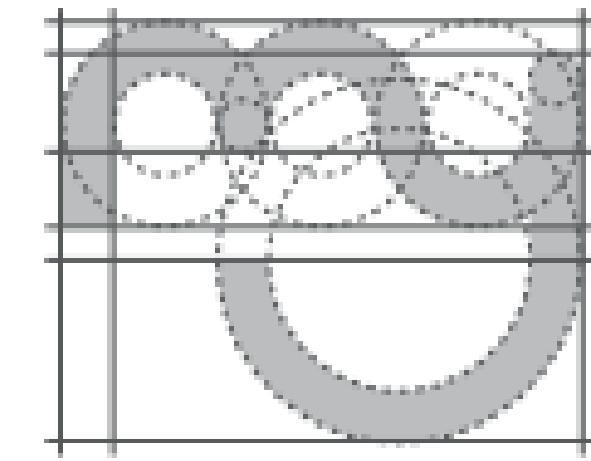
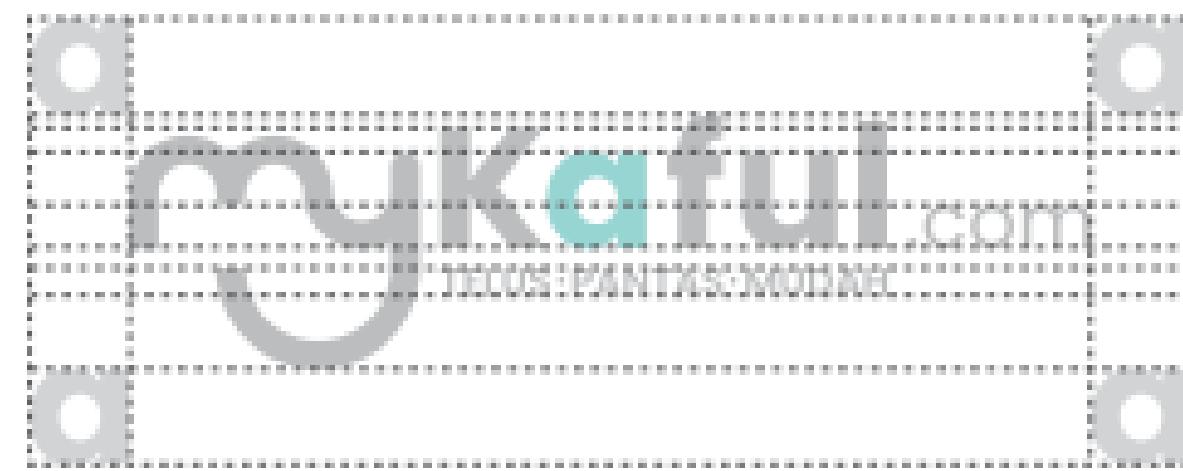
M + Y

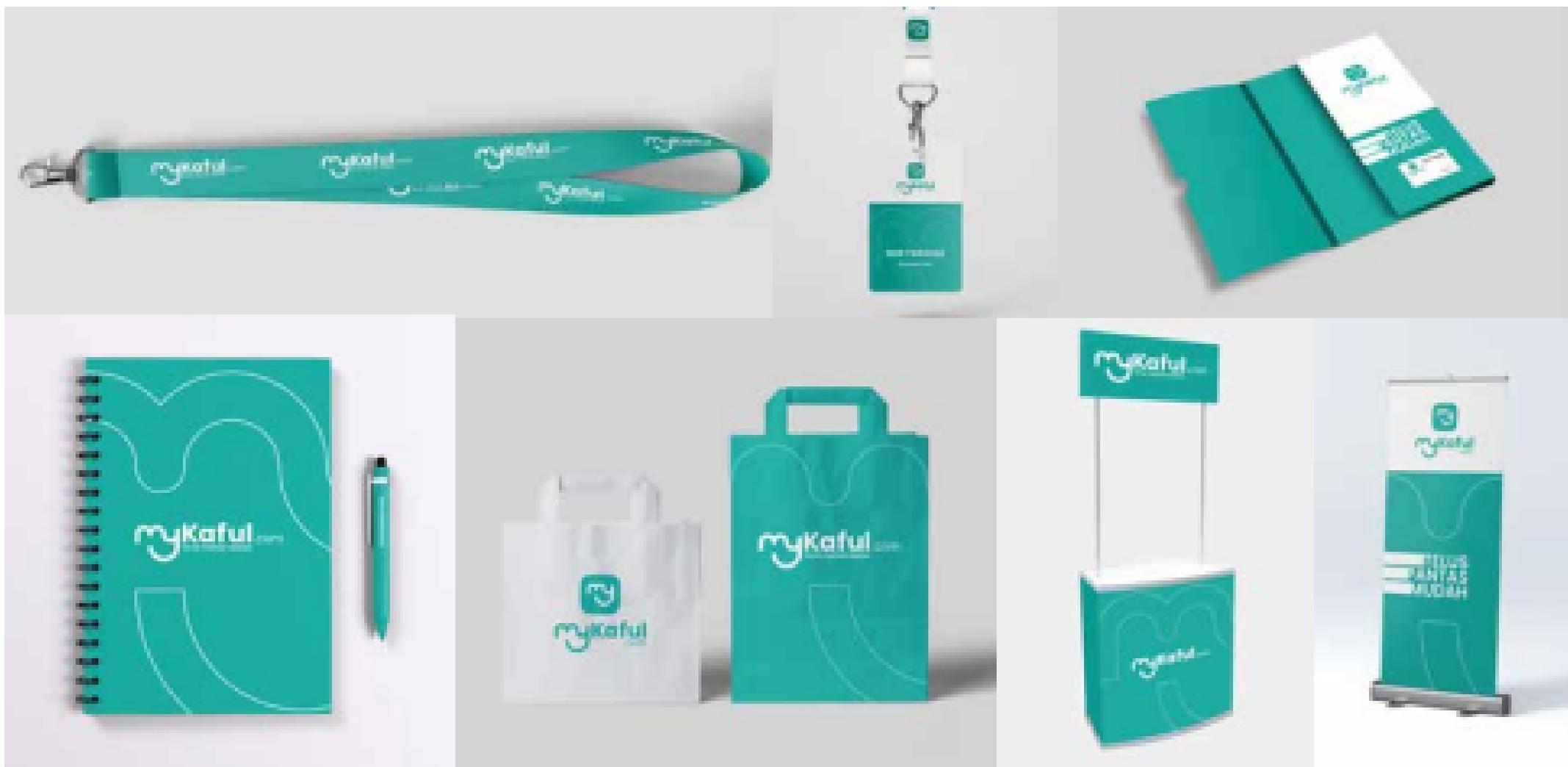


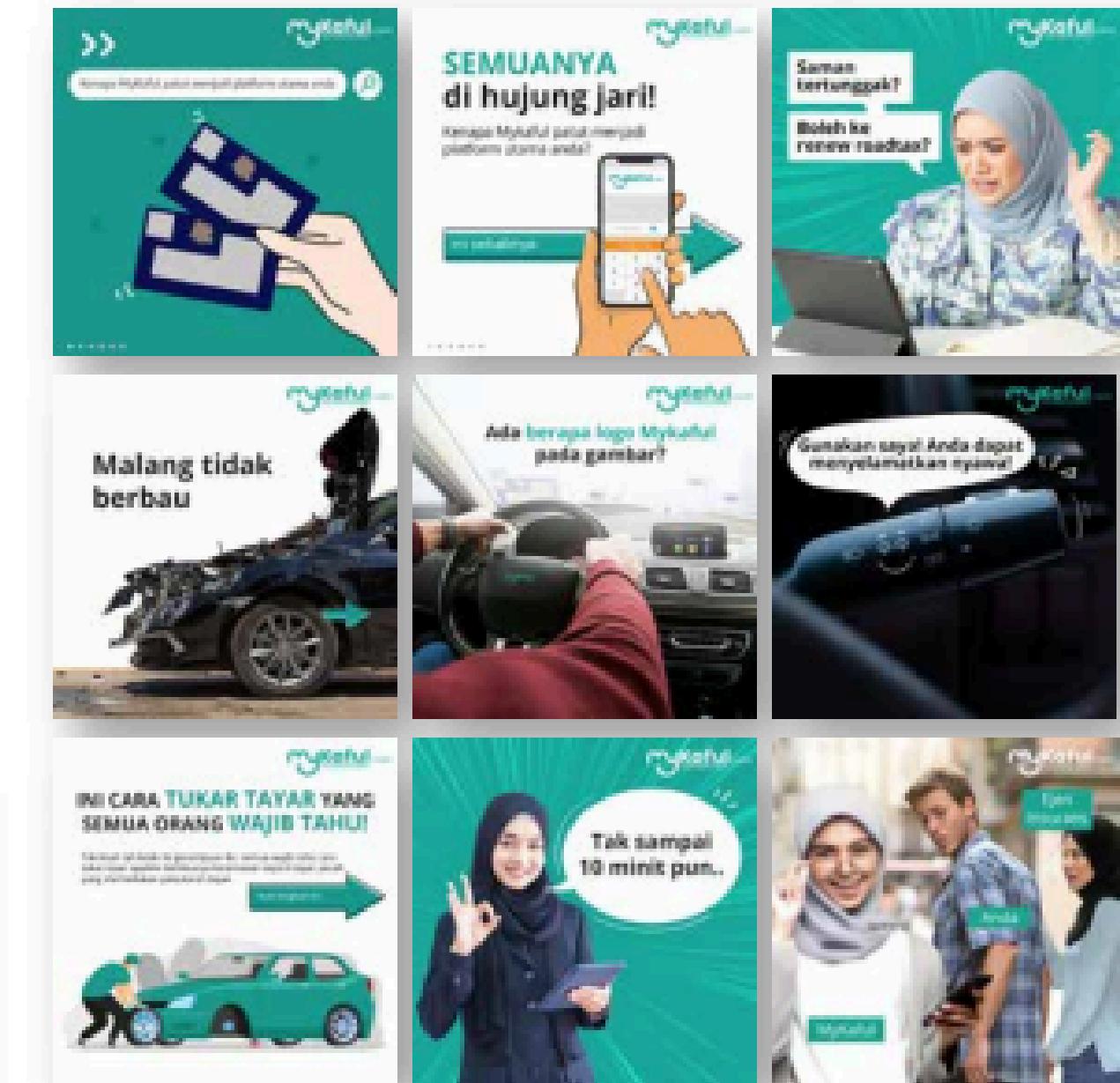
m = 'm' and 'y'



Symbol 'Easy', 'Client smile',
Representing the quality of service after trying it









Tips / Info content







WOSH HIRO

Wosh Hiro is a trademark self-services laundry concept, also serve house and building cleaning, carpet and other upholstery cleaning services.

The concept:

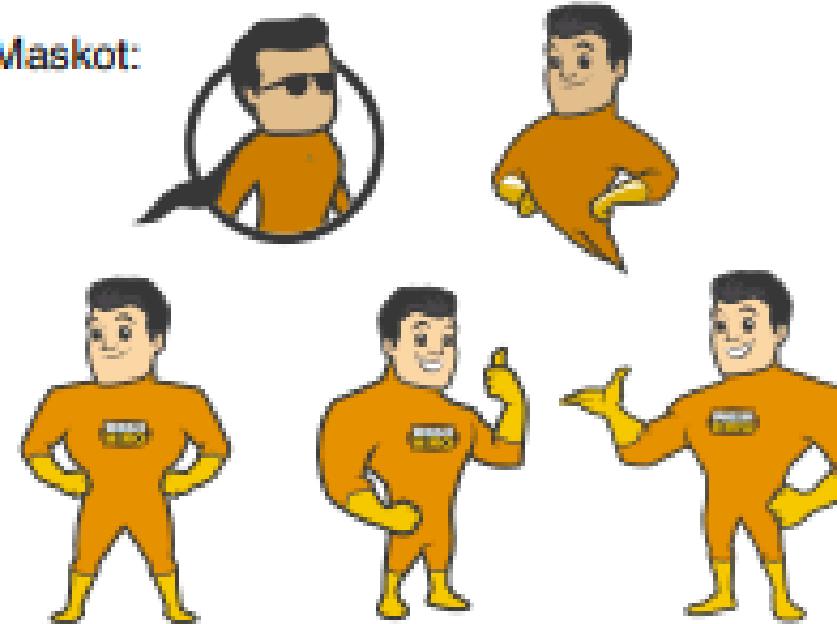
SIMPLICITY, MODERN, STRONG & BOLD,
CATCHY AND CHEERFUL, ORIGINALITY.

The idea:

Make it superhero. Helping someone in trouble.
Make it Bold, strong but cheerfull.



Maskot:





F8CA00

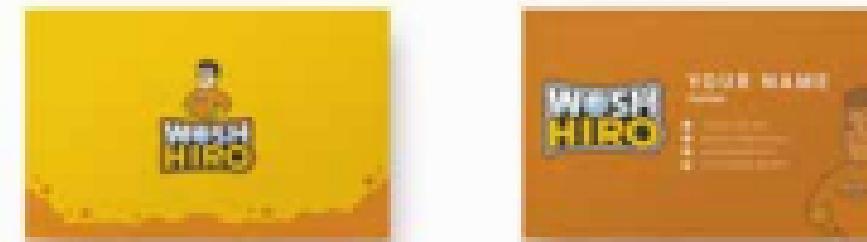
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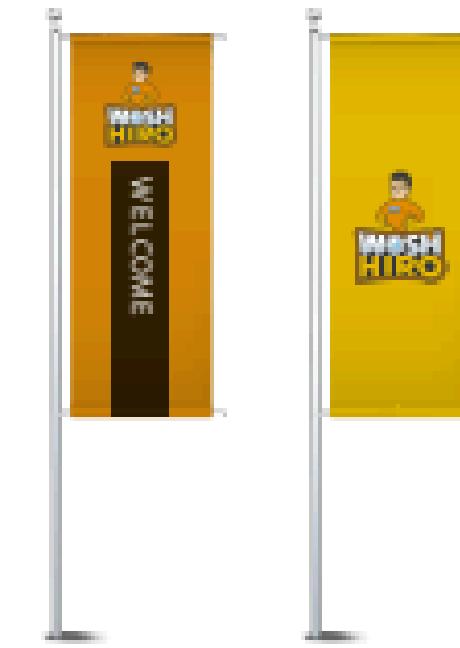
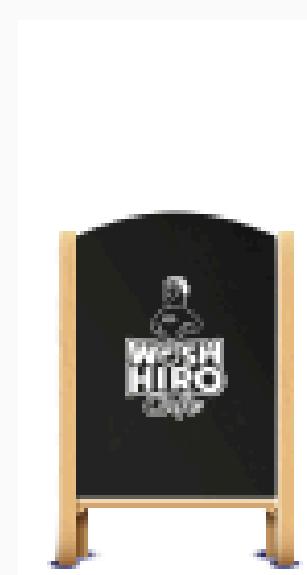
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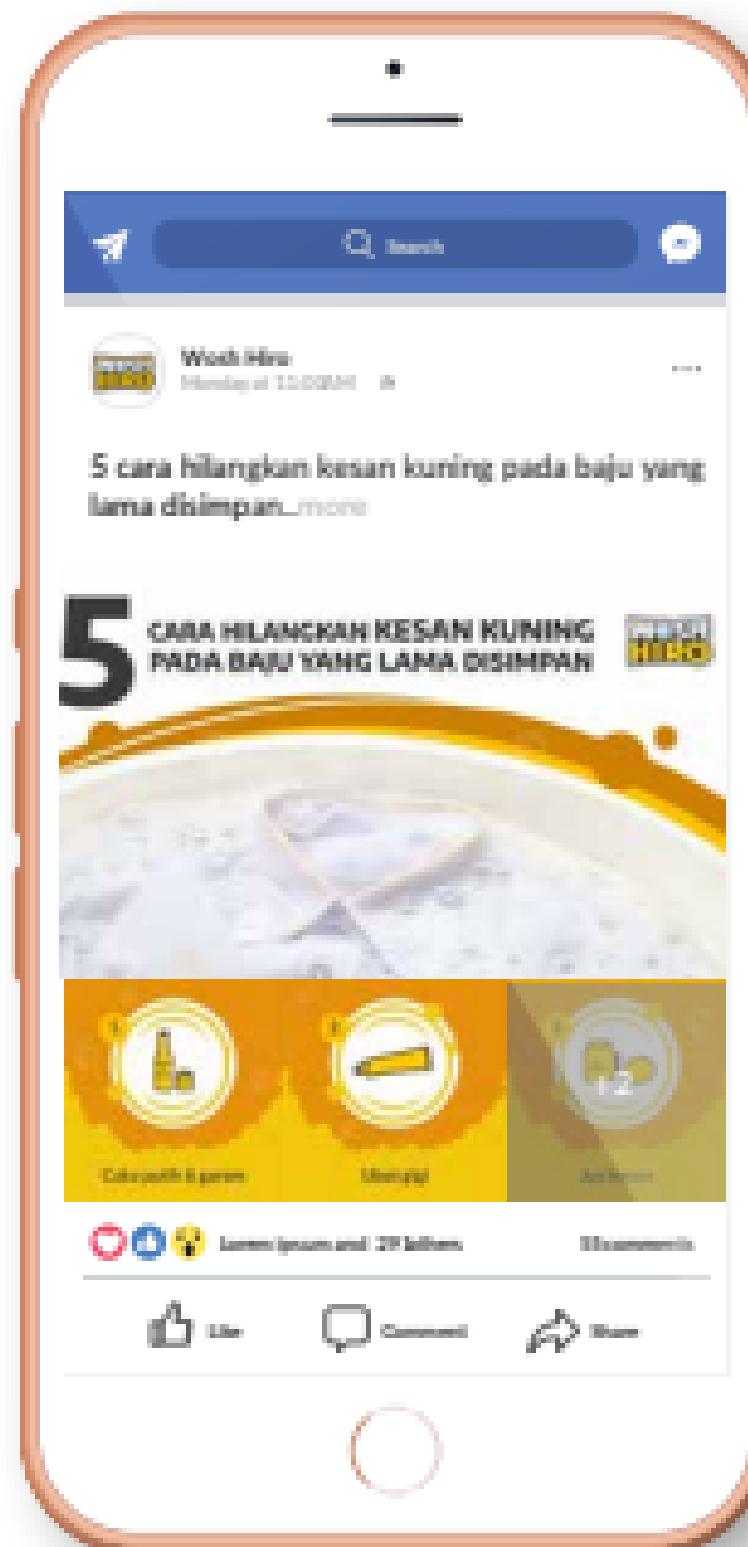








Tips / Info content



WONDER CHEESE

Campaign



Project Overview | Campaign about the new brand and new packaging

Brand Voice | Chillin with the new WONDERCHEESE #NAKKETAKNAK

Target Audience | Age : Young & old

Genders : Male & female

Condition : Those who are want to get joyfull and fun

Marketing Objective | Representing New packaging and looks, in order to
Increase customer loyalty



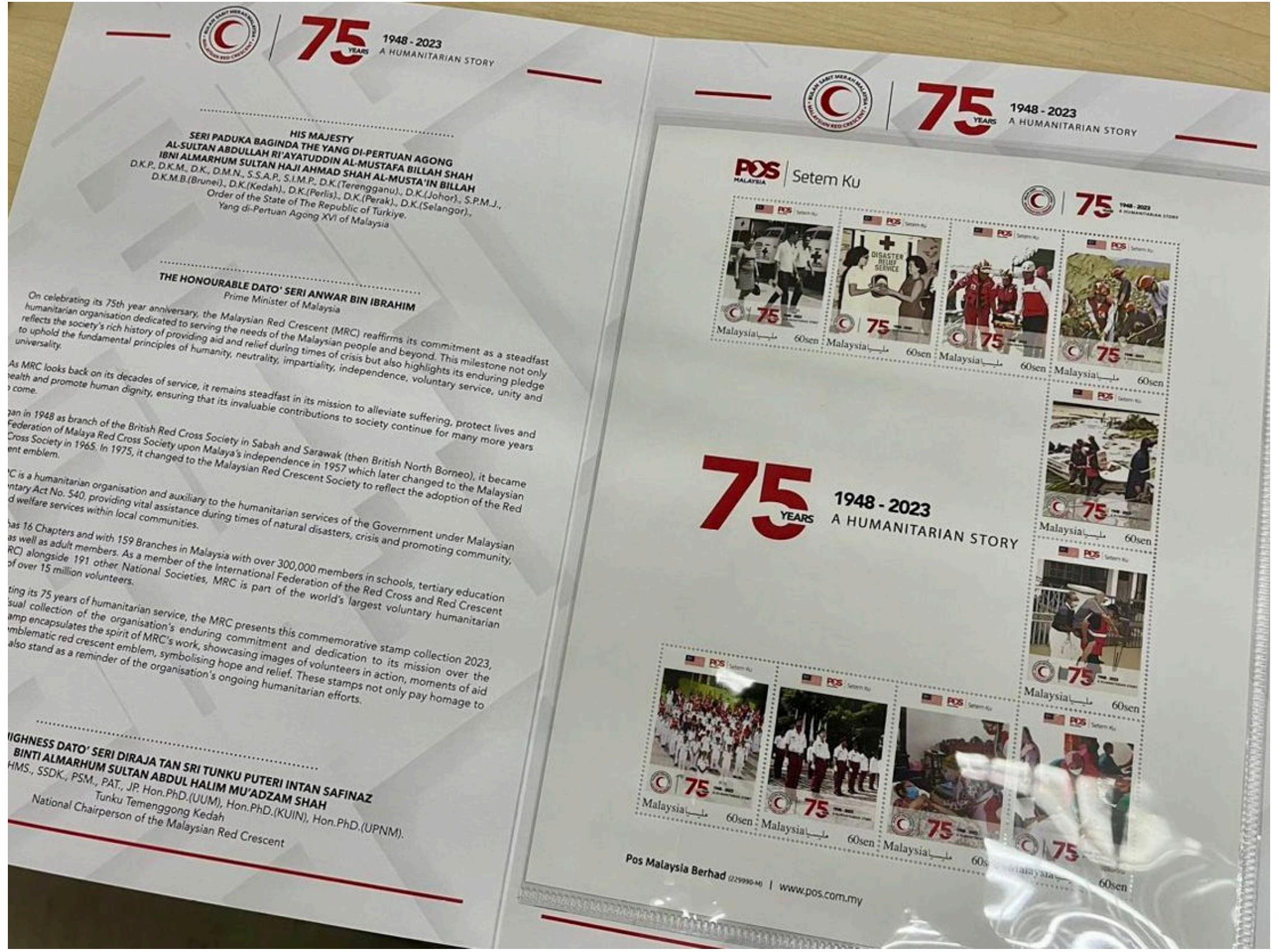
#NAKKETAKNAK







Product Packaging



POS
MALAYSIA | Setem Ku

75 1948-2023
A HUMANITARIAN STORY



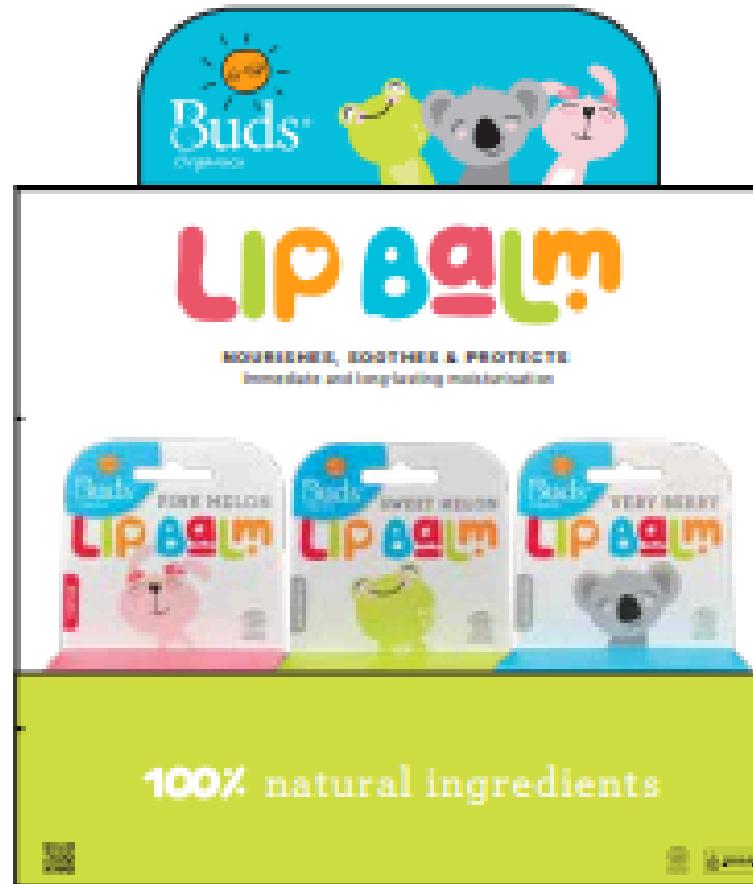
Pos Malaysia Berhad (229990-H) | www.pos.com.my

Buds For Kids Lip Balm Table Top

Table Top for Buds For Kids Lip Balm is for retailers and to place it at pharmacy

Art directions is to bring joy and happiness with the cheerfull colors

Front view with products



Sides view with products

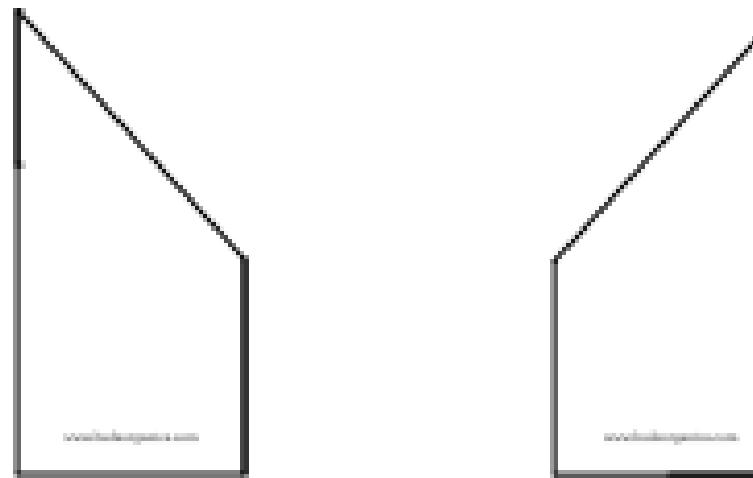




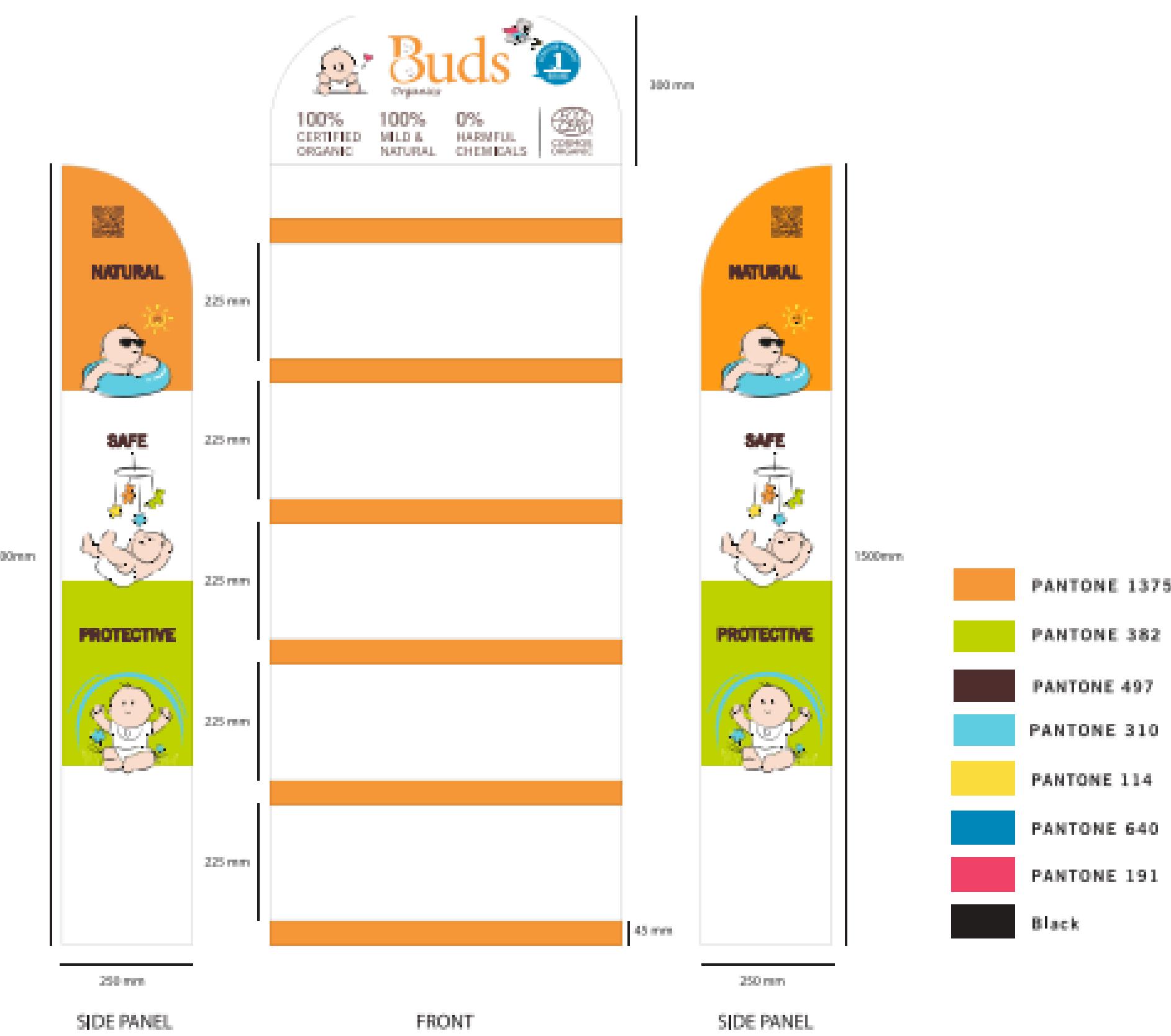
Table Top Template



Buds Shelf for Caring outlet

Shelf dress-up for Buds Organics. Caring is undergoing store expansion for Mid Valley branch hence they will be able to allocate one full shelf.

Art direction:
Design dress up the shelf nicely for attraction.
The message should be outstanding and impact full to bring up the brand itself.







Posters



PLISB's Office Warming Celebration

Let's light up our new office with the joy of Deepavali and Christmas together!
Join us for a festive celebration of prosperity and togetherness.
See you there!



PETRONAS

Date
19 December, 2023 | **Time**
10:00 AM - 01:00 PM | **Venue**
KLCC Tower 3, Level 23

Henna and Brunch Gingerbread Competition 'Kolam' Colouring Competition

PETRONAS LUBRICANTS INTERNATIONAL

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Gingerbread Contest

'Kolam' Colouring

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SCAN ME! > 

PETRONAS LUBRICANTS INTERNATIONAL

PLISB's Office Warming Celebration

Join us in illuminating our new office space with a year-end celebration, complete with an engaging internal festive activity.
See you there!



TIME	PROGRAMME
10:00 AM	Arrival of employees at Business Lounge Level 23
10:15 AM	HSSE & Integrity Moment
10:30 AM	<ul style="list-style-type: none"> Doa Recital Opening Remarks by En. Khalid Speech by Madam Hezlinn Speech by Madam Suria
10:45 AM	Video Montage PLI in 2023
11:00 AM	Ribbon Cutting
11:15 AM	<ul style="list-style-type: none"> Brunch Festive Contest & Activity
1:00 PM	END

Date
19 December, 2023 | **Time**
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 **Scan Here**
TO PARTICIPATE IN OUR CONTEST

PETRONAS LUBRICANTS INTERNATIONAL