



## **MULTIFORMAT CAMPAIGN**

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# **ABOUT THE FESTIVAL**

For this assignment, I decided to create a festival in the city of George Town in the Malaysian island of Penang. As Penang Island is recognized as South East Asia's food capital due to its wide variety of street (hawker) food, I thought it would be appropriate to create a food festival located there named *Just Eat Lah!*. The festival would showcase Penang's cuisine and culture, along with a host of activities and live entertainment.

## **BRAND IDENTITY**

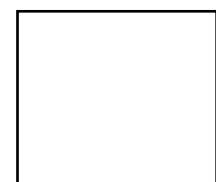
Colours:



Pantone 485 C



Pantone 110 C



White

Font:

**NEW AMSTERDAM**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**



## **FESTIVAL LOGO**

**FORMAT :**

**PRINT:** EPS

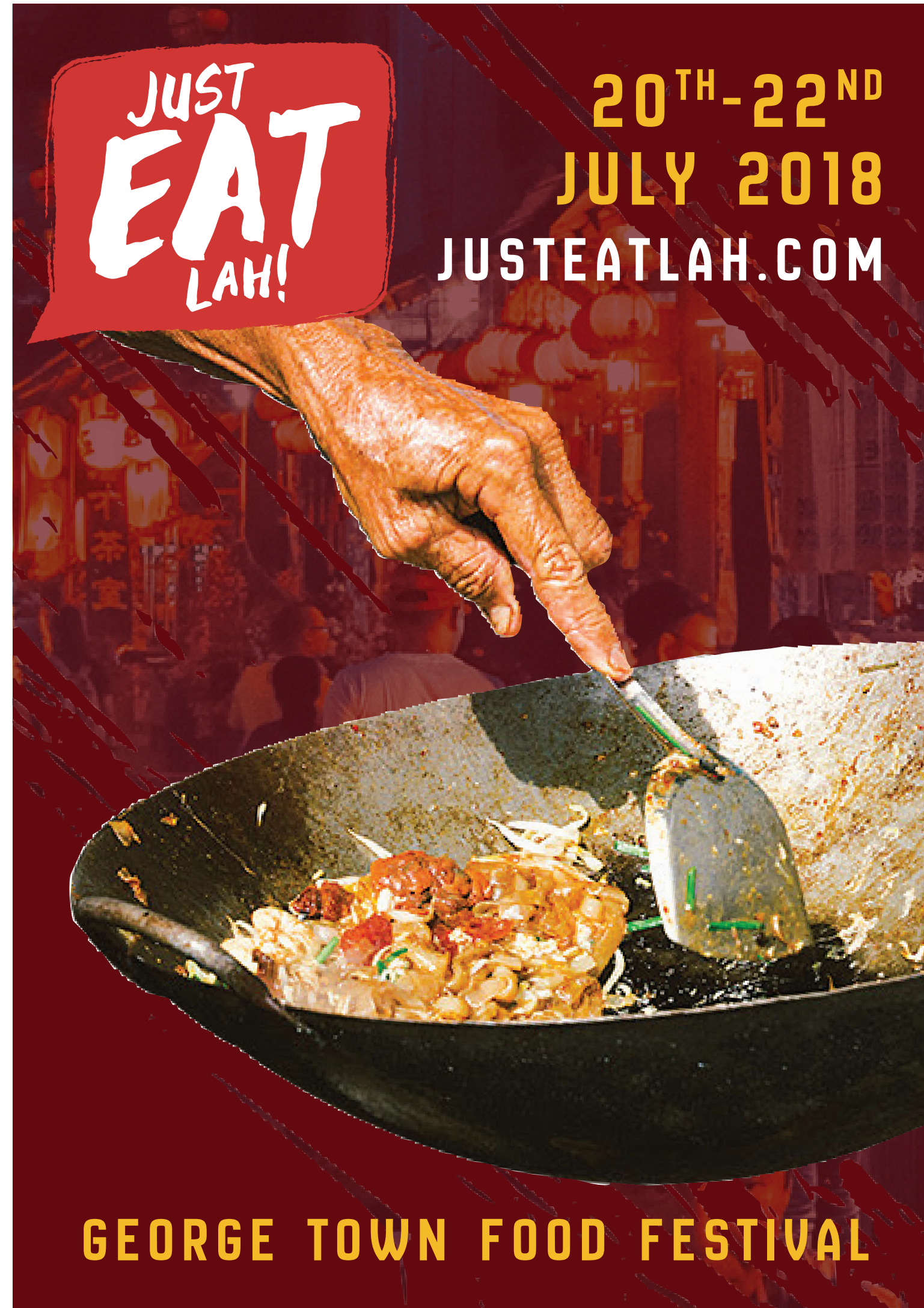
**WEB:** GIF

**COLOUR MODE:**

**PRINT:** CMYK

**WEB:** RGB





## **PRINT - POSTERS**

**FORMAT :** PDF

**FOR:** PRINT

**DIMENSION:**

210 mm x 297 mm (A4)

**COMPRESSION:**

HIGH QUALITY PRINT PRESET

**COLOUR MODE:** CMYK

**RESOLUTION:** 300 DPI





## PRINT - TICKETS

FORMAT : PDF

FOR: PRINT

DIMENSION: 4.5 in x 2 in

COMPRESSION: HIGH QUALITY PRINT PRESET

COLOUR MODE: CMYK

RESOLUTION: 300 DPI



## **PRINT - FLYER**

**FORMAT :** PDF

**FOR:** PRINT

**DIMENSION:** 148 mm X 210 mm (A5)

**COMPRESSION:** HIGH QUALITY PRINT PRESET

**COLOUR MODE:** CMYK

**RESOLUTION:** 300 DPI





## **WEB - WEB BANNERS**

**FORMAT :** JPG

**FOR:** WEB

**DIMENSION:** 600 px x 300 px (HALF PAGE AD)

**COMPRESSION:** MEDIUM

**COLOUR MODE:** RGB

**RESOLUTION:** 72 DPI

**FILE SIZE:** 45.8 KB

**FORMAT :** JPG

**FOR:** WEB

**DIMENSION:** 300 px x 250 px  
(INLINE RECTANGLE)

**COMPRESSION:** MEDIUM

**COLOUR MODE:** RGB

**RESOLUTION:** 72 DPI

**FILE SIZE:** 31.3 KB





**FORMAT :** JPG

**FOR:** WEB

**DIMENSION:** 720 px x 300 px  
(LARGE LEADERBOARD)

**COMPRESSION:** MEDIUM

**COLOUR MODE:** RGB

**RESOLUTION:** 72 DPI

**FILE SIZE:** 57.3 KB

## **WEB - WEB BANNERS**

**FORMAT :** JPG

**FOR:** WEB

**DIMENSION:** 728 px x 90 px (LEADERBOARD)

**COMPRESSION:** MEDIUM

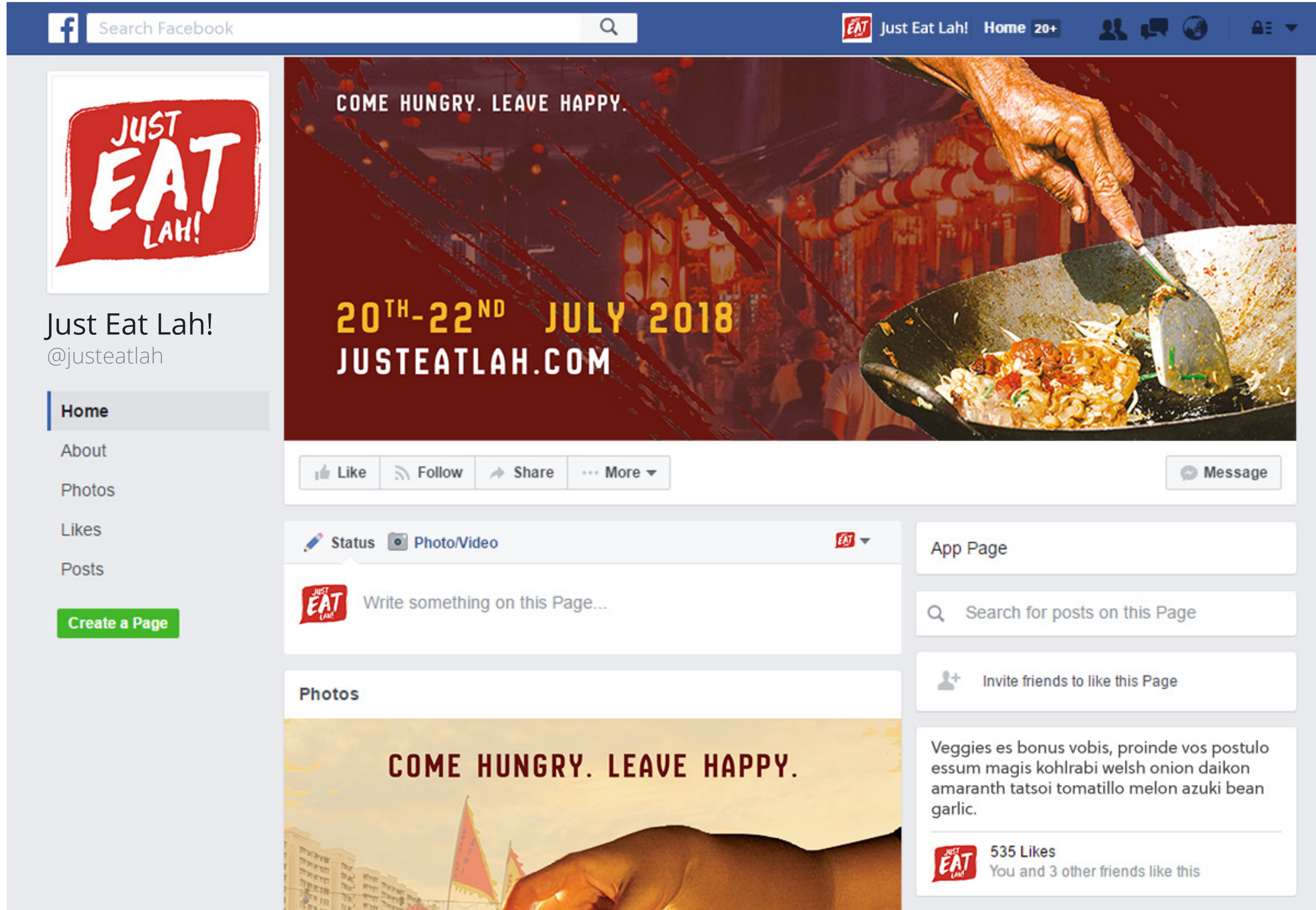
**COLOUR MODE:** RGB

**RESOLUTION:** 72 DPI

**FILE SIZE:** 15.8 KB







## WEB - FACEBOOK PAGE

**FORMAT :** JPG

**FOR:** WEB

**DIMENSION:**

1920 px x 1080 px

**COMPRESSION:**

LOSSY

**COLOUR MODE:** RGB

**RESOLUTION:** 72 DPI

**MOCKUP:** <https://dribbble.com/shots/3410673-Facebook-Page-Mockup>



# OTHERS



**CUP MOCKUP:** <https://mrmockup.com/psd-mockups/hand-holding-cup-mockup/>



# MERCHANDISE



**SHIRT MOCKUP:** <https://www.pixeden.com/psd-mock-up-templates/psd-tshirt-mockup-template-vol3>

**TOTE BAG MOCKUP:** <https://graphicburger.com/canvas-tote-bag-mockup/>