

**Capsule Corp.**

Signage and Graphic Design  
Consultancy





**Kong is a Singapore-based multi-disciplinary design studio** that explores and refines creative possibilities in branding, space, and digital.



**Capsule Corp. is a specialised division of Kong Studio**, dedicated to signage design and show graphics for theme parks. We believe every theme park is a stage, and every detail contributes to the storytelling.

Rooted in the art of visual storytelling, we design immersive graphic elements that enhance the visitor experience. **Our expertise spans parkwide signage, from bold entrance marquees to intricate in-world graphics that transport guests into new realms.** Whether it's themed wayfinding, attraction marquees, or interactive displays, we ensure every design seamlessly integrates into the park's grand narrative.

Marquee & Signage

Wayfinding

Show Graphics

Environmental Graphics

Screen Graphics

Motion Graphics

Brand Identity

Titles Design

## OUR TEAM

From concept development to detailed drawings, **we collaborate closely with creative teams, architects, and art directors to balance artistic vision with technical precision.** Our approach prioritises functionality, durability, and thematic authenticity, ensuring our designs not only look compelling but also serve operational needs effectively.





**Track Record**  
and **Featured Projects**

## TRACK RECORD

Over  
**80**  
Attractions

Over  
**1,000**  
Signages

Over  
**15,000**  
Show Graphics



Our work speaks for itself, with contributions to some of the world's most iconic destinations, including **Universal Studios Singapore, Dreamworld Australia, Super Nintendo World Japan, and Genting SkyWorlds Malaysia etc.** With over 15,000 graphics designed, we've left our mark on attractions that captivate millions.



## SOUTHEAST ASIA'S MOST ANTICIPATED THEME PARK

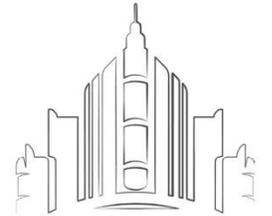
As part of Resorts World Genting's integrated entertainment line-up, Genting SkyWorlds Theme Park spans **26 acres and features 26 rides** and attractions suitable for visitors of all ages, ensuring a memorable experience for the whole family. Genting SkyWorlds takes visitors on a sky-high adventure through **9 movie inspired worlds**. Each world offers a host of exciting rides and attractions specially curated and designed to ignite imaginations through an immersive experience. Complementing these adventures is a wide selection of themed retail, dining, and entertainment options, providing a truly holistic and unforgettable experience for all.

From 2017 to 2022, Kong Studio served as the parkwide signage and graphic consultant, collaborating with other theme park experts to design and develop **over 500 signs**, including marquees, operational signs, warning and safety signs, and directional signs. Additionally, Kong Studio created **more than 3,000 pieces of show graphics** throughout the park.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | BRANDING & COLLATERALS

THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



## ADVENTURE IN THE CLOUDS

Reaching Resorts World Genting means traveling through the clouds, 6,000 feet above sea level. Upon arrival, the clouds greet you, marking your entry into a world beyond imagination. Our logo reflects this, with clouds enveloping Genting SkyWorlds Theme Park like a jewel on a pillowy crown.

## A FIVE-STAR SALUTE

Genting SkyWorlds Theme Park, built into the mountain's peak, connects with the clouds and stars above. The five stars represent our core values: hard work, compassion, harmony, honesty, and loyalty. These values guide everything we do, from guest interactions to teamwork, ensuring a premium experience for all visitors to Genting SkyWorlds Theme Park.

## A ROCKET, A CASTLE, A DREAM

The façade of Genting SkyWorlds Theme Park, represented in our logo, sparks imagination—whether it's a rocket ship, a castle, or a tower of dreams. It invites guests into a world of thrilling rides, fine dining, shopping, and spectacular shows. The bright colors perfectly complement the journey into this fantastical world. Above the Clouds, Beyond the Imagination.

# FEATURED PROJECTS: GENTING SKYWORLDS

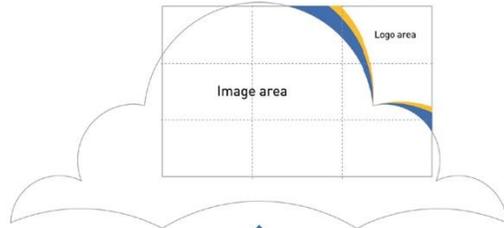


Image area and the cloud frame is created by the cloud shape from the logo

## FRAMING

The placement of the logo and tagline is crucial to maintaining the integrity of the Genting SkyWorlds Theme Park brand. As the logo defines the brand's identity and the tagline represents its central ethos, careful consideration should be given to how and where they are placed.

## GUIDELINES FOR CLOUD FRAME PLACEMENT & COLOUR SELECTION

The placement of the cloud frame may vary depending on the print area's size and the copy length. Different frame colors can be used; please refer to the color section for available variations.



# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 1: STUDIO PLAZA



- LED CASING PANEL.
- INDUSTRIAL GRADE LED, MOUNTED WITH SCREW AND HEAVY DUTY DOUBLE SIDE ADHESIVE OR SIMILAR QUALITY.
- FROSTED TRANSLUCENT ACRYLIC, POLISHED SURFACE AND NO VISIBLE SEAM AND MARKS.
- LASER CUT POLISHED METAL, PROPERLY FASTENED TO ACRYLIC TEXT.
- METAL FRONT PANEL WITH SPRAY PAINT FINISH

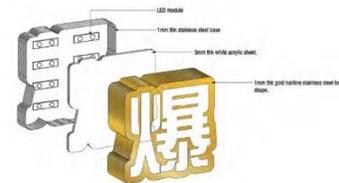
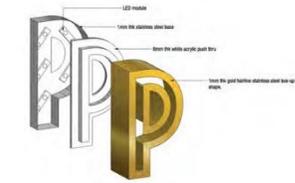


**SWEET DELIGHTS & STUDIO EMPORIUM**  
Class: Retail II Type: Marquee (Indoor) II Size: 3000 x 605 x 150mm

Box-up lightbox with push-through laser-cut translucent frosted acrylic letters, with a polished chrome plate at the front. Ceiling-mounted.



THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



**POPCORNLICIOUS**  
Class: Food and Beverage II Type: Marquee (Indoor) II Size: 1262 x 121 x 50mm

POPCORNLICIOUS: Trim-cap canned letters with push-through laser-cut translucent white acrylic, mounted on a brass metal bracket.  
CHI: Trim-cap canned letters with front-lit.



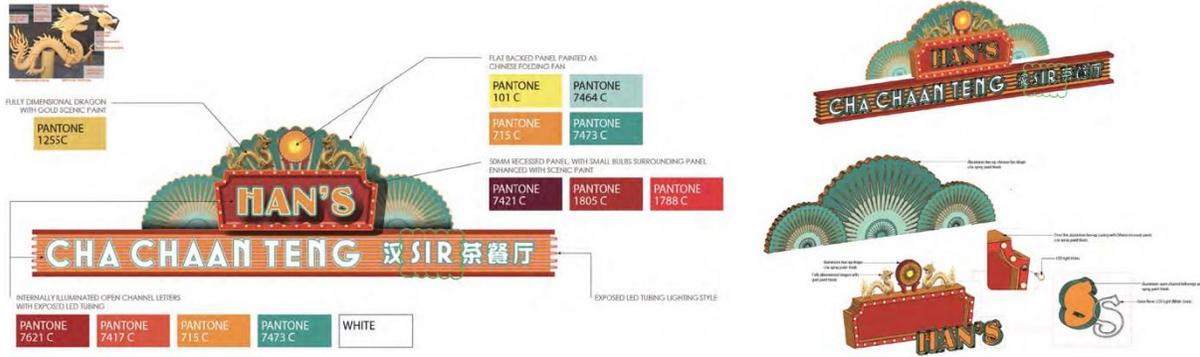
# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 1: STUDIO PLAZA



Box up light box menu board

THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



**HAN'S CHA CHAAN TENG**  
 Class: Food and Beverage II Type: Marquee (Outdoor) Size: 5549x1610x450mm  
 ENG & CHI: Open canned letters with faux neon front-lit, fixed onto a spray-painted casing illuminated with programmable light bulbs and faux neon light.  
 DRAGONS: Fibreglass sculpture with a gold paint finish.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 2: EAGLE MOUNTAIN



**EAGLE MOUNTAIN**  
Class: Generic II Type: Zone Marker (Outdoor) | Size: 700 x 3160 x 150mm

Graphic print on an embossed metal plate, decorated with bullet holes, fixed onto a wooden log sculpture with scenic paint.

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**EAGLE MOUNTAIN**  
Class: Generic II Type: Zone Marker (Outdoor) | Size: 2450 x 2600 x 400mm

Fibreglass sculpted wood log panel with a relief-carved eagle and text, supported by a decorative metal ring and fixed onto wooden logs with scenic paint. Externally illuminated with outdoor gooseneck barn lights.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 2: EAGLE MOUNTAIN



**FREEDOM SHOP**  
 Class: Retail II Type: Marquee (Outdoor) || Size: 2580x3000x315mm  
 Canned letters with graphic cut-out stickers on opal plexiglass, front-lit.  
 Box-up casing with scenic spray paint, illuminated with faux neon light.  
 Double-sided blade sign fixed to the wall.



Version 1



Version 2



Approved version



THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



**MAD RAMP PEAK FULL THROTTLE RACING**  
 Class: Attractions II Type: Marquee (Outdoor) || Size: 1800x1250x450mm  
 ENG & CHI: Canned letters with graphic cut-out stickers on opal plexiglass, front and back-lit.  
 Fibreglass sculpted tire and bas-relief eagle with scenic paint finish. Signage hung on a metal pole with a custom eagle head sculpture, featuring a bronze spray paint finish. Double-sided blade sign fixed to the wall.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 2: EAGLE MOUNTAIN

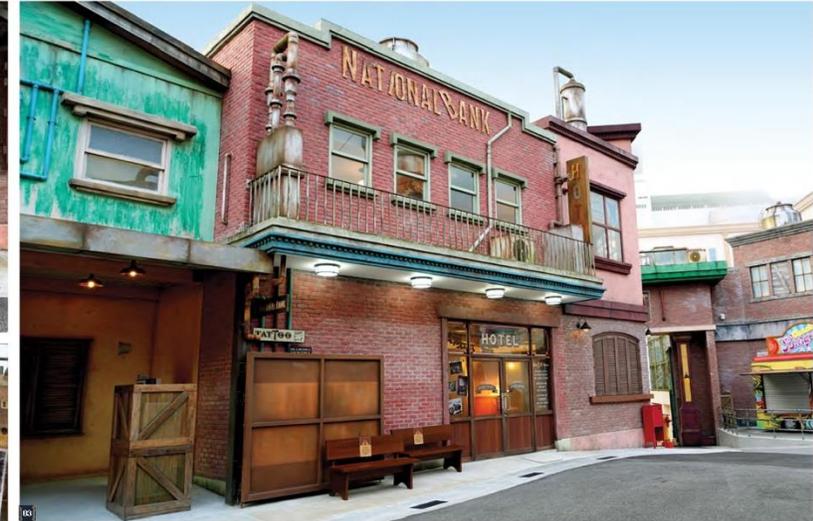


**FREEDOM SHOP**  
Class: Retail II | Type: Show Graphics (Outdoor) | Size: Various Size

Various show graphics to decorate this façade, including white painted cut-out letters with scenic paint, rustic pins mounted on the brick wall, painted graphics on the wall with weathered effects, metal pin-ups on the wall, and window decals.



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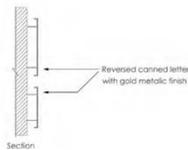
**EAGLE MOUNTAIN VIP LOUNGE**  
Class: Generic II | Type: Show Graphics (Indoor) | Size: Various Size

Various show graphics to decorate this façade, including cut-out letters with scenic paint on the brick wall and a rustic double-sided blade sign.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 3: METRO CITY

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**MUSEUM STORE**  
Class: Retail II Type: Marquee (Outdoor) | Size: 5500 x 425 x 50mm  
Gold stainless steel mirror finish canned letters, pin-mounted on the awning.

**NIGHT AT THE MUSEUM MIDNIGHT MAYHEM**  
Class: Attractions II Type: Marquee (Outdoor) | Size: 6000 x 1197 x 110mm  
Canned letters with a gold stainless steel mirror finish, pinned to the façade.



**NIGHT AT THE MUSEUM MIDNIGHT MAYHEM**  
Class: Attractions II Type: Warning Sign (Outdoor) | Size: 1005 x 2050 x 175mm  
Laser-cut acrylic letters with a polished brass spray paint finish, fixed to a custom-designed cabinet with graphic-printed content.



Graphic print sticker on Seloka board with wood beading, painted to resemble tarnished brass.

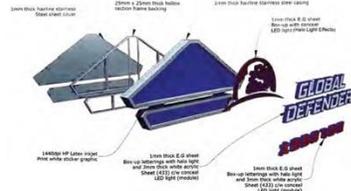


Dimensional letters and nut heads on a chemically etched brass plate.



# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 3: METRO CITY

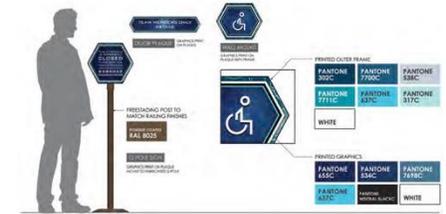


**ESD GLOBAL DEFENDER**  
Class: Attractions II Type: Marquee (Outdoor) | Size: 3250 x 1625 x 220mm

Trim cap canned letters with front and back lit pinned to a box-up casing with a brushed-painted canned logo, graphic print sticker, and an outer frame painted to resemble hairline stainless steel.



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**ESD GLOBAL DEFENDER**  
Class: Attractions II Type: Operational Signage and Warning Sign (Outdoor)

**DIRECTORY SIGNS:** Laminated graphic print sticker on a custom-designed plaque.  
**WARNING SIGN:** Laser-cut acrylic letters with a hairline stainless steel surface, fixed to a custom-designed cabinet with a maintenance door and wait time display, sitting on a logo concrete base.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 3: METRO CITY



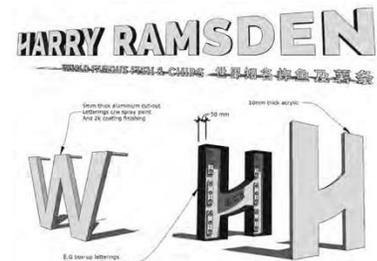
**CENTRAL PARK GARDENS**  
 Class: Attractions II Type: Marquee (Outdoor) | Size: 9530 x 625 x 70mm  
 Prismatic letters with a brass spray paint finish, mounted on the awning.



**CENTRAL PARK**  
 Class: Attractions II Type: Zone Marker, Digital Screen, Entertainment Sign (Outdoor)  
 ZONE MARKER: Custom metal street sign, ceiling-mounted.  
 DIGITAL SCREEN: Graphic print on a cabinet with a maintenance door, equipped with a weatherproof screen.  
 ENTERTAINMENT SIGN: Laser-cut acrylic letters and icon on a cabinet with a lockable front door.



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**HARRY RAMSDEN**  
 Class: Food and Beverage II Type: Marquee (Outdoor) | Size: 4200 x 800 x 100mm  
 Canned letters with front-lit and laser-cut acrylic letters, pinned to a GRP box-up panel with a wood-themed spray paint finish.

# FEATURED PROJECTS: GENTING SKYWORLDS

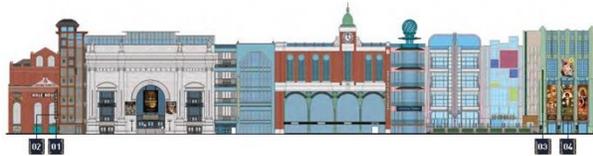
GENTING SKYWORLDS THEME PARK | ZONE 3: METRO CITY

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**01 EMPYREAN THEATRE**  
Class: Generic II Type Show Graphics (Outdoor) | Size: 6000 x 953 x 450mm  
Lightbox with a laser-cut cover and white acrylic.

**02 GHOSTED GRAPHICS**  
Class: Generic II Type Show Graphics (Outdoor) | Size: 10480 x 8866mm  
Painted graphic on the wall.



**MILLENNIUM GARDENS HOTEL**  
Class: Generic II Type Show Graphics (Outdoor) | Size: 2940 x 10140 x 200mm

**03** Printed vinyl banner stretched over a concealed frame.

**04** MILLENNIUM: Trim-cap canned letters with yellow acrylic, front-lit. GARDENS HOTEL: Laser-cut push-through acrylic with a gold mirror surface. Box-up casing with graphic. Double-sided blade sign fixed to the façade.

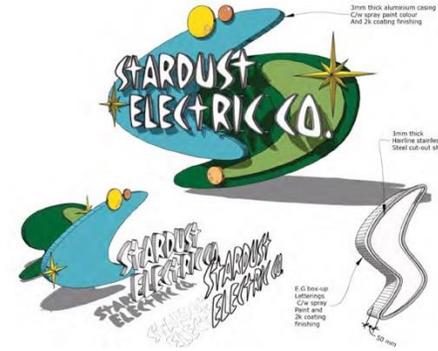


# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 4: ASTEROID ARCADE



**01 STARDUST ELECTRIC CO.**  
 Class: Generic II Type: Show Graphic (Outdoor) | Size: 2700 x 1628 x 253mm  
 Hairline stainless steel letter outlines mounted on canned letters.



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**ASTEROID ARCADE**  
 Class: Generic II Type: Zone Marker (Outdoor) | Size: 2185 x 2719 x 100mm  
 Box-up casing with hand-painted sign.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 4: ASTEROID ARCADE



## 03 JETPACK COFFEE AND FAST FUELS

Class: Food and Beverage | Type: Marquee (Outdoor) | Size: 2000 x 2206 x 90mm

JETPACK: Trim-cap canned letters with white acrylic, front-lit.  
 COFFEE AND FAST FUELS: Canned letters with front-lit.  
 ICON: Spray-painted plate with faux neon front-lit. Box-up casing with graphic paint on the façade.

05

06

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## 04 THE BIG PICTURE

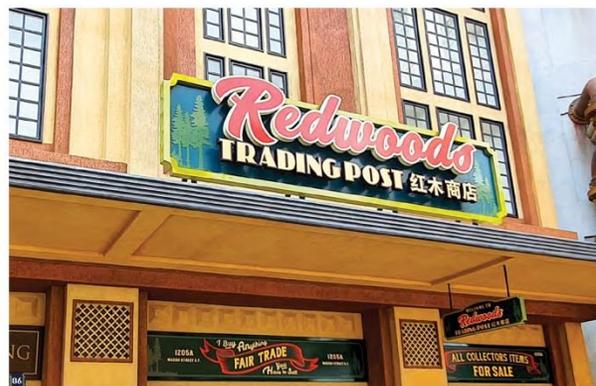
Class: Retail | Type: Marquee (Outdoor) | Size: 3000 x 605 x 150mm

THE BIG PICTURE: Canned letters with a graphic print sticker on opal plexiglass, front-lit, mounted on a spray-painted finish base plate, decorated with a dimensional Polaroid.  
 CHI: Lightbox with push-through laser-cut translucent white acrylic letters.



# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 5: LIBERTY LANE



**REDWOODS TRADING POST**  
Class: Retail II Type: Marquee (Outdoor) | Size: 5152 x 1368 x 220mm  
Canned letters with cut-out vinyl sticker pin-mounted onto a box-up aluminium casing with a frame. Cut-out metal sheet fixed to the backing, mounted on the awning.



106 Laser-cut acrylic letters on blade sign



Painted billboard on brick wall



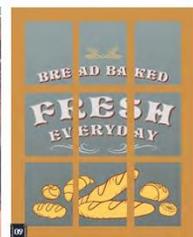
Ceiling mounted sign



107 Dimensional graphic on chemical etched bronze plate



Window graphics



109



110



112



111

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06 07 09 10 11 12

**GUNN BROS. BAKERY**  
Class: Generic II Type: Show Graphics (Outdoor)  
Various show graphics to decorate the building, including a blade sign, cut-out stickers on windows and doors, ghosted graphics, and a billboard.

# FEATURED PROJECTS: GENTING SKYWORLDS

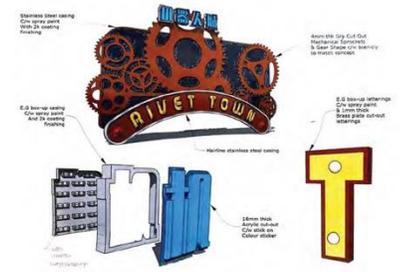
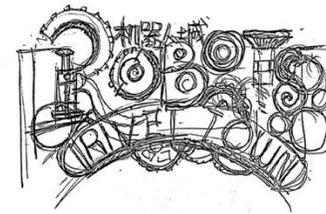
GENTING SKYWORLDS THEME PARK | ZONE 6: ROBOTS RIVET TOWN



**ROBOTS RIVET TOWN**  
Class: Generic II Type: Zone Marker (Outdoor) Size: 4500 x 2792 x 642mm

ROBOTS: GRP box up letters with theme finish decorated with GRP cut out shape as gears.  
RIVET TOWN: Laser-cut bronze plate letters decorated with rivets.  
CHI: Canned letters with push-through laser-cut translucent acrylic.

THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 6: ROBOTS RIVET TOWN



**RIVET TOWN ROLLER/BIGWELD'S ZEPPELINS**  
Class: Attractions II Type: Marquee (Outdoor) | Size: 3000 x 1732 x 400mm

Canned letters with a spray paint finish, mounted on a box-up casing, illuminated with the med gooseneck lamps.



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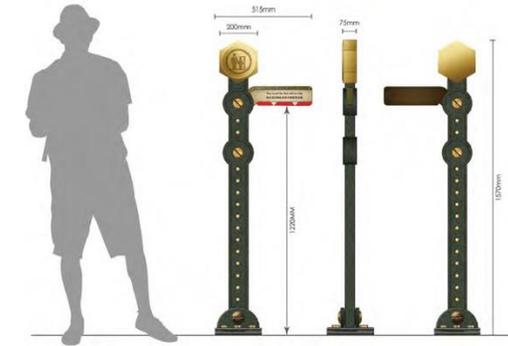
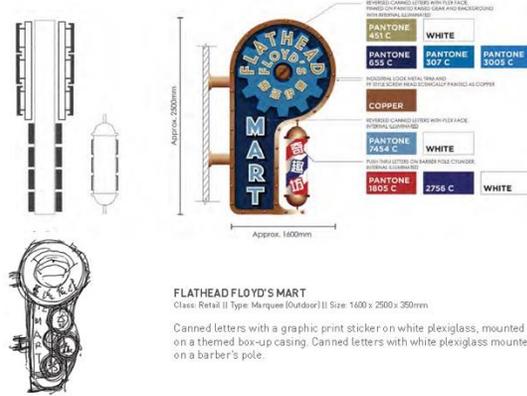


**RIVET TOWN ROLLER & BIGWELD'S ZEPPELINS**  
Class: Attractions II Type: Warning Sign (Outdoor) | Size: 1415 x 2510 x 405mm

Warning sign printed on a themed box-up casing with a wait time display.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 6: ROBOTS RIVET TOWN



THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



**RIVET TOWN ROLLER**  
Class: Generic II Type: Operational Signage (Outdoor)  
Themed operational signage, including warning signs, height checkers, ceiling-mounted signage, and wall-mounted signage.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 7: ANDROMEDA BASE



**TERRAFORM TOWER CHALLENGE**  
 Class: Attractions II Type: Marquee (Outdoor) | Size: 3000 x 1390 x 400mm  
 Reversed canned letters with back-lit, pinned onto a box-up galvanized casing with a perforated sheet.

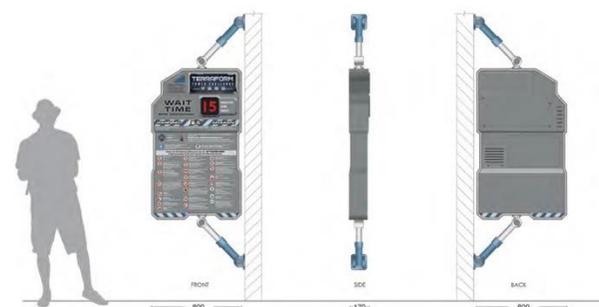
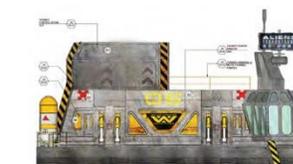
THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



Unreleased



Final version



**TERRAFORM TOWER CHALLENGE**  
 Class: Attractions II Type: Warning Sign (Outdoor) | Size: 3000 x 405 x 1500mm  
 Graphic direct print on a cabinet with a maintenance door and wait time display, mounted onto a facade beam.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 7: ANDROMEDA BASE



**ALPHA FIGHTER PILOTS**  
Class: Food and Beverage II Type: Marquee (Indoor) II Size: 2205 x 1030 x 260mm

Trim cap canned letters with acrylic and front-lit, mounted onto a box-up casing decorated with pulsating lights and a graphic sticker.



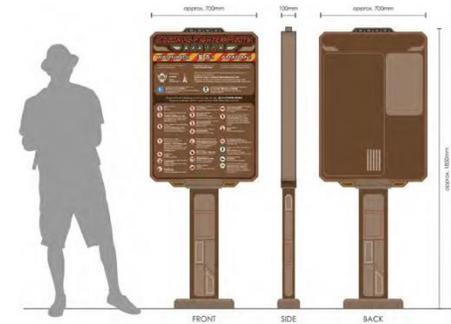
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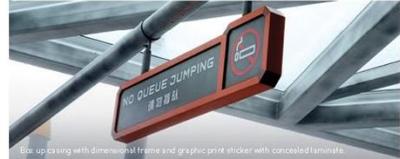
Final version



Operational signage



THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



Box up casing with dimensional frame and graphic print sticker with concealed laminate



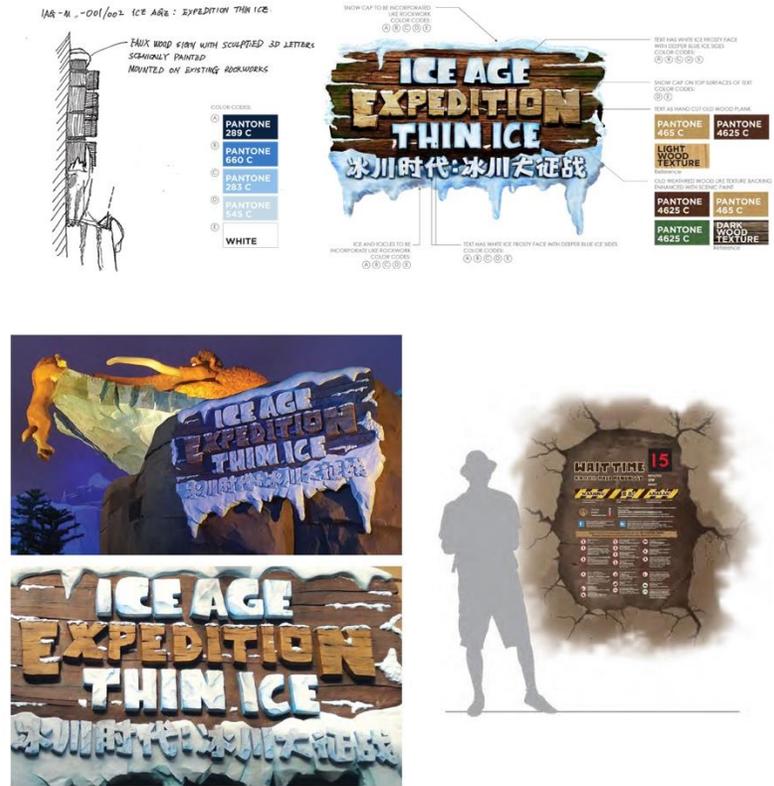
**ALPHA FIGHTER PILOTS**  
Class: Attractions II Type: Waiting Sign (Outdoor) II Size: 700 x 1900 x 100mm  
Cut-out acrylic letters fixed onto a graphic-printed cabinet.

# FEATURED PROJECTS: GENTING SKYWORLDS

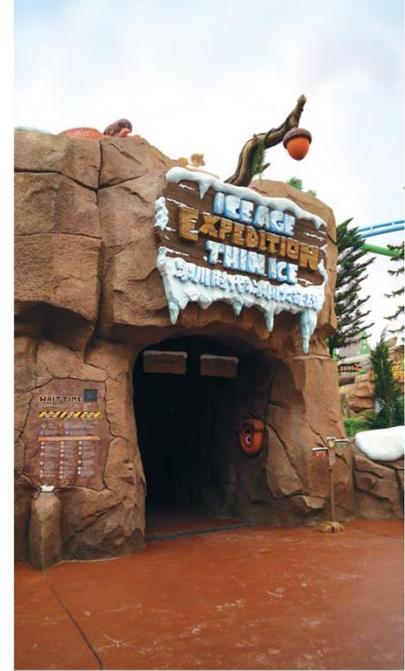
GENTING SKYWORLDS THEME PARK | ZONE 8: ICE AGE



**ICE AGE EXPEDITION THIN ICE**  
 Class: Attractions II Type: Marquee (Outdoor) | Size: 3050 x 2115 x 230mm  
 TCP sculpture letters and backing with a themed scenic paint finish.



THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



**ICE AGE EXPEDITION THIN ICE**  
 Class: Attractions II Type: Warning Sign (Outdoor) | Size: 1100 x 1450 x 200mm  
 Graphic print on CNC-cut panel with maintenance door and wait time display.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 8: ICE AGE

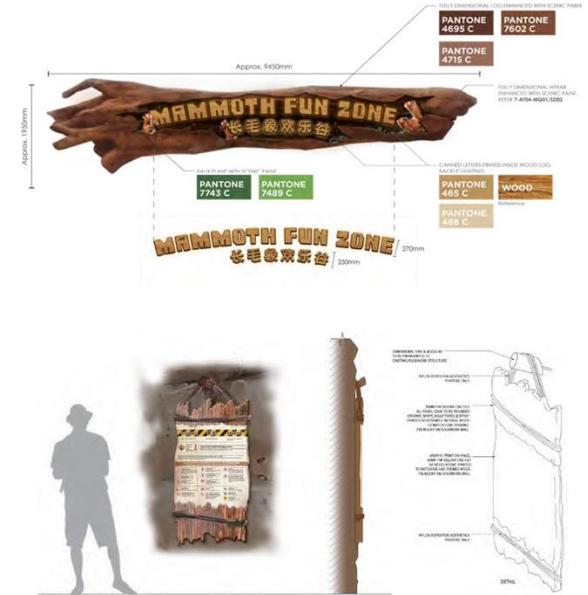


**MAMMOTH FUN ZONE**  
Class: Attractions II Type: Marquee (Outdoor) | Size: 9450 x 1950 x 1500mm

Fiber-reinforced plastic [FRP] sculpture letters with wood effect and graphics, all finished with themed scenic paint. Faux plants and FRP sculpture IP characters also decorated with scenic paint.



THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN

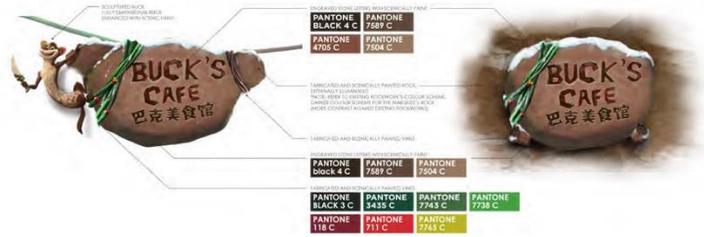


**MAMMOTH FUN ZONE**  
Class: Attractions II Type: Warning Sign (Outdoor) | Size: 740 x 1575 x 70mm

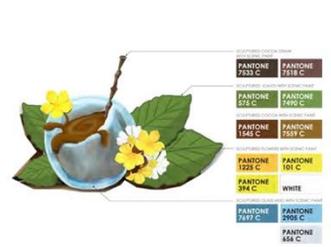
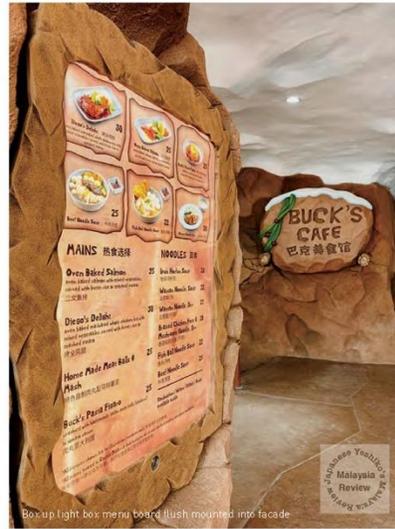
Direct graphic print on CNC-cut Seloka board with spray-painted tapered edges. All panel edges are rounded with an organic shape, sculpted to resemble natural wood, matching the zone theming.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 8: ICE AGE



**BUCK'S CAFE**  
Class: Food and Beverage II Type: Marquee (Indoor) II Size: 3690 x 1975 x 525mm  
FRP sculpture letters and IP characters, finished with themed scenic paint.



**PEACHES' COCOA CONCOCTIONS**  
Class: Food and Beverage II Type: Marquee (Outdoor) II Size: 3400 x 1550 x 455mm  
FRP sculpture letters designed as wood, with graphic details and finished in themed scenic paint.

THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN

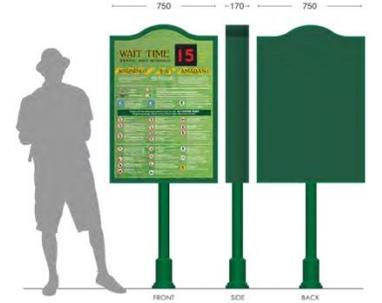
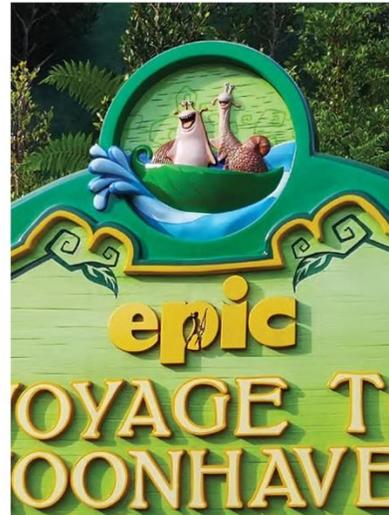
# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 9: EPIC



**EPIC VOYAGE TO MOONHAVEN**  
Class: Attractions II Type: Marquee (Outdoor) | Size: 2020 x 2050 x 225 mm

Beveled letters with scenic paint mounted onto FRP casing featuring wood grain texture in a themed paint finish. FRP sculpture bas relief of IP characters, boat, water splash, and leaves, all with scenic paint.



**EPIC VOYAGE TO MOONHAVEN WARNING SIGN**  
Class: Attractions II Type: Zone Marker (Outdoor) | Size: 780 x 1975 x 185mm  
Direct graphic print on cabinet with a lockable front-accessible maintenance door frame and wait time display. The cabinet is fixed to the ground for stability and accessibility.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 9: EPIC

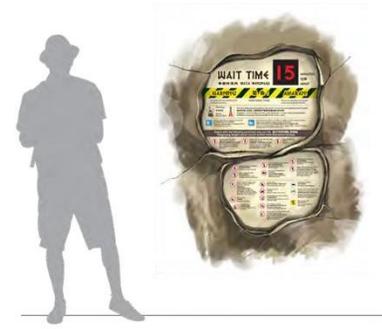
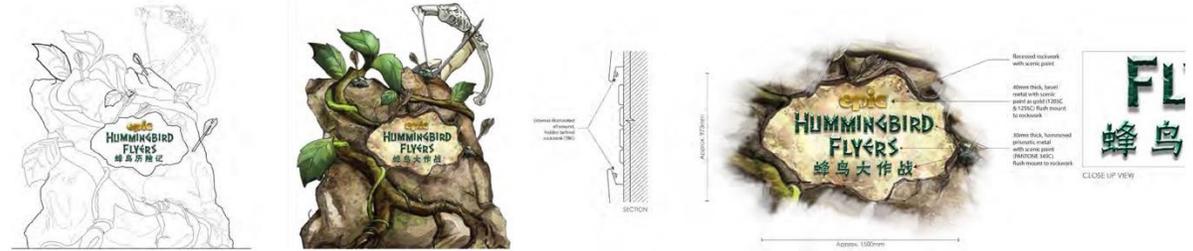


**EPIC HUMMINGBIRD FLYERS**  
Class: Attractions II Type: Marquee (Outdoor) | Size: 1500 x 970 x 30mm

Beveled IP logo with scenic paint in gold, and hammered prismatic letters with scenic paint, pin-mounted onto Themed Cement Plaster (TCP) rockwork.



THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



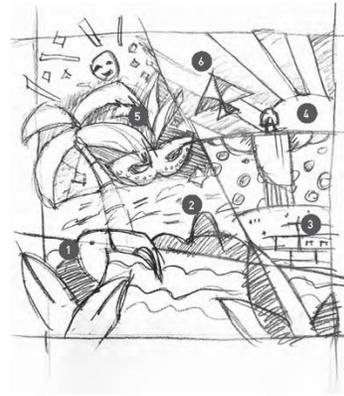
**EPIC HUMMINGBIRD FLYERS WARNING SIGN**  
Class: Attractions II Type: Warning Sign (Outdoor) | Size: 850 x 1265 x 175mm  
Graphic: print on CNC cut-out panel with a wait time display.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 10: RIO



**RIO**  
Class: Generic II Type: Zone Marker (Outdoor) | Size: 2900 x 1638 x 250mm  
Box-up plexiglass letters with soft beveled edges, mounted onto a bracket.



- 1. Toco Toucan
- 2. Sugarloaf Mountain
- 3. Santa Teresa
- 4. Christ the Redeemer
- 5. Carnival in Rio
- 6. Hang Glider

**GRAFFITI MURAL**  
Class: Generic II Type: Show Graphics (Outdoor) | Size: 6000 x 6000mm  
Painted graphic on wall.



THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 10 - RIO



**SANTA TERESA TROLLEY TREATS**  
Class: Attractions II Type: Marquee (Outdoor) | Size: 2390 x 1010 x 100mm

Laser-cut acrylic letters with a spray paint finish, mounted onto an FRP panel with a frame and dimensional rivet heads, all finished with scenic paint.



**RIO MERCADO**  
Class: Attractions II Type: Marquee (Outdoor) | Size: 2630 x 375 x 80mm

FRP raised letters with a wood texture and gold-painted inner beveled edges, mounted on a wood-textured backing with a scenic paint finish.

THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



**RIO MERCADO**  
Class: Retail II Type: Show Graphics (Indoor and Outdoor)

Various show graphics and props, including printed awnings, posters, price tags, and wine labels, are used to decorate the store.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 10 - RIO



**SAMBA GLIDERS (QUEUE AREA)**  
Class: Attractions II | Type: Show Graphics (Indoor) | Size: Various size  
Various posters with colored frames showcasing the history and evolution of hang gliders, mounted on the walls along the staircase area.



THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



**SAMBA GLIDERS (QUEUE AREA)**  
Class: Attractions II | Type: Show Graphics (Indoor) | Size: Various size  
Various posters in colored frames, highlighting the services and programs offered by Samba Gliders Co., are mounted along the walls of the staircase area.

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 10: RIO



**05**  
**MECÂNICO**  
 Class: Generic II Type: Show Graphic (Outdoor)  
 MECÂNICO: Hand-painted metal sign with FRP frame backing  
 AUTO & NO ENTRADA: Graphic print on aluminum sheet.



Approx. 2650mm



Approx. 500mm



Approx. 300mm



Approx. 500mm



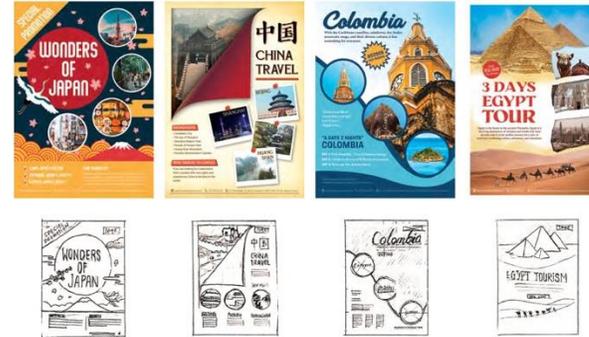
Approx. 3100mm

**04**  
**SPA DE ARARA**  
 Class: Generic II Type: Show Graphic (Outdoor)  
 Prismatic letters on an FRP-molded frame board with a scenic paint finish.



Approx. 660mm

Approx. 1715mm



THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



**07**  
**FERIAS DO CEU AZUL**  
 Class: Generic II Type: Show Graphic (Outdoor)  
 FRP frame with hand-painted tiles mounted on the facade wall,  
 alongside A4 graphic-printed leaflets and magazine covers.



05 06 07

# FEATURED PROJECTS: GENTING SKYWORLDS

GENTING SKYWORLDS THEME PARK | ZONE 10 - RIO

THE ART AND MAKING OF PARKWIDE SIGNAGE AND GRAPHIC DESIGN



**SAMBA GLIDERS (QUEUE AREA)**  
 Class: Attractions II Type: Show Graphics (Indoor) Size: Various size  
 Various posters in colored frames, highlighting the services and programs offered by Samba Gliders Co., are mounted along the walls of the staircase area.

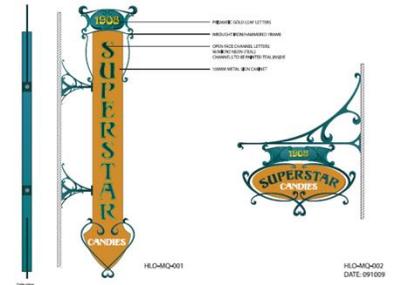
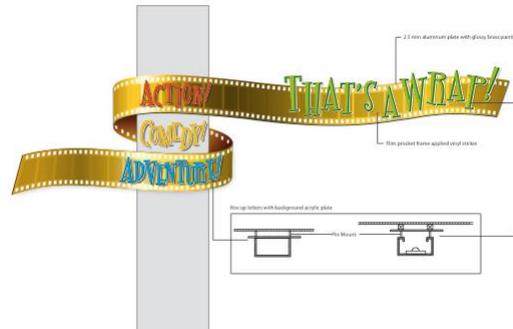
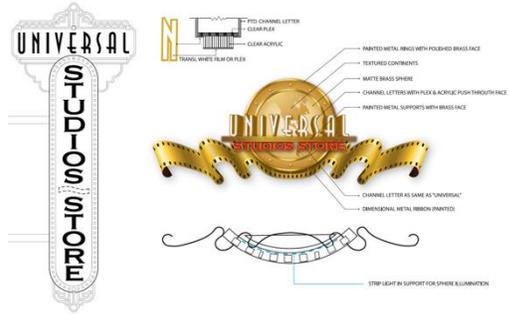


## A BLOCKBUSTER ADVENTURE

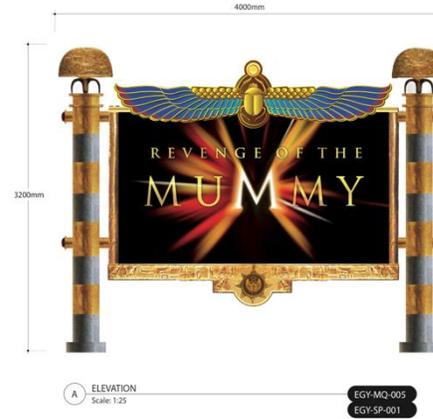
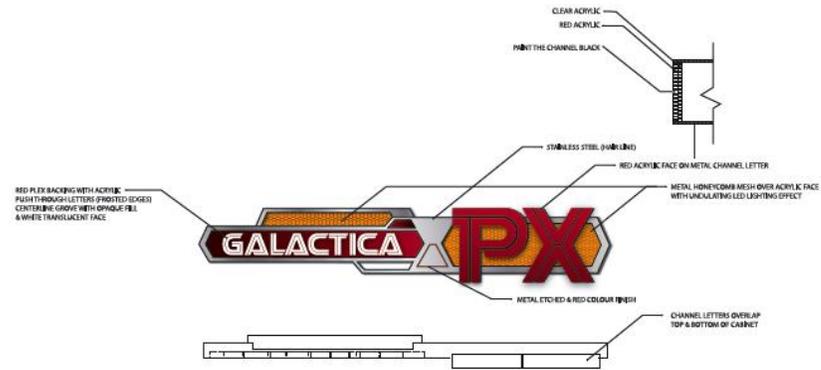
As part of Resorts World Sentosa's world-class attractions, Universal Studios Singapore is a premier destination for movie lovers and thrill-seekers alike. **Spanning 20 hectares**, the park brings blockbuster films to life through **7 immersive zones**, each featuring a unique blend of thrilling rides, spectacular shows, and interactive experiences for guests of all ages. From adrenaline-pumping roller coasters to beloved character encounters, every moment at Universal Studios Singapore is designed to transport visitors into the heart of their favourite movies.

From 2008 to 2010, Kevin He and his team played a key role as the parkwide signage and show graphics, collaborating with industry leaders to craft an authentic and immersive environment. His team designed and developed **over 100 park-wide signs, including iconic marquees, operational signage, safety signs, and wayfinding elements**. In addition, **they created over 1000 pieces of show graphics**, seamlessly blending storytelling and functionality to bring the Universal Studios experience to life.

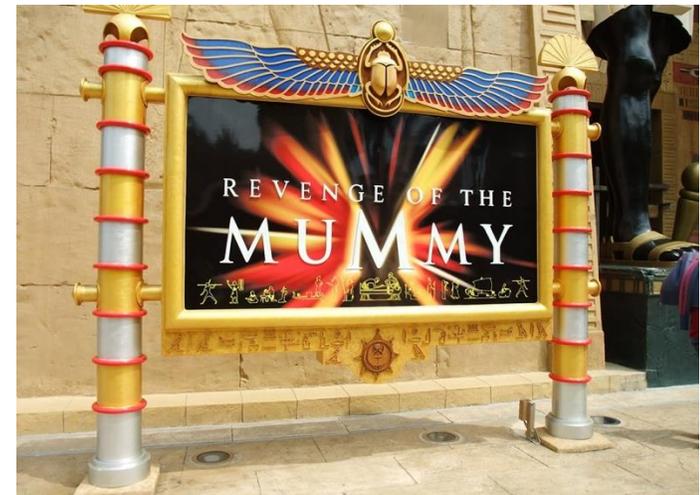
# FEATURED PROJECTS: UNIVERSAL STUDIOS SINGAPORE



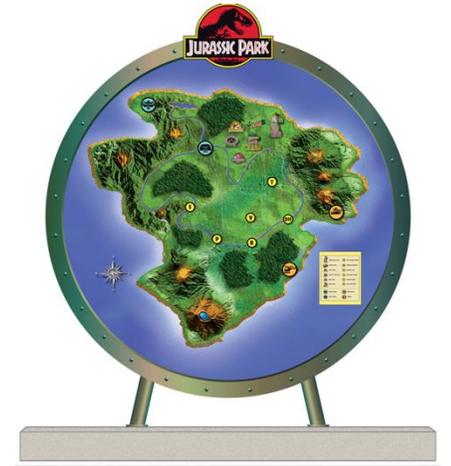
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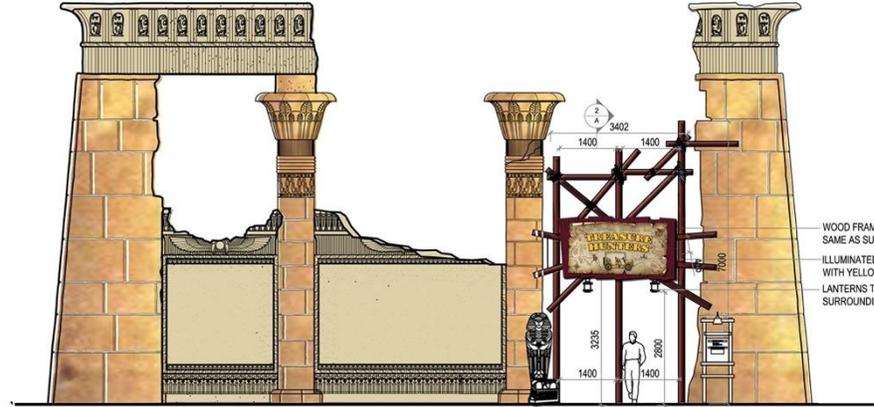
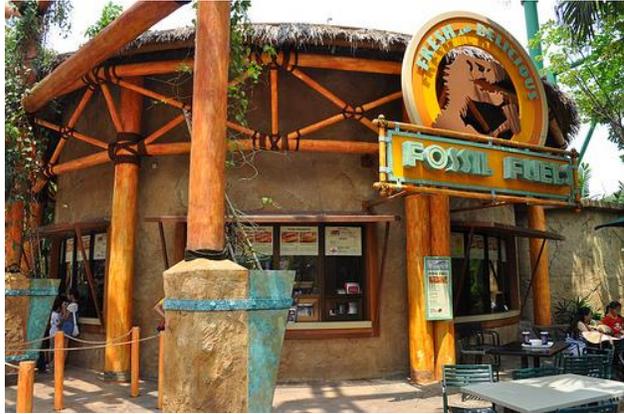
Fabricated marquee, sculpted and cast fiberglass, scenically painted as shown, gold to be metallic. Sign face to be digital print (with glow and blue printed). Letters push thru and edge lit, lighting to be animated. Mounted with footers.



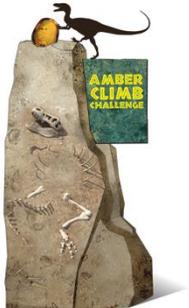
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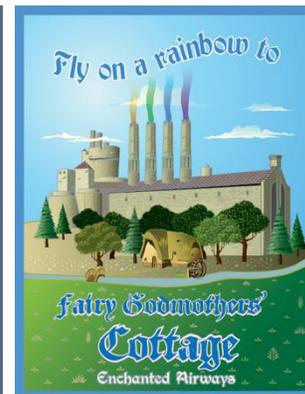
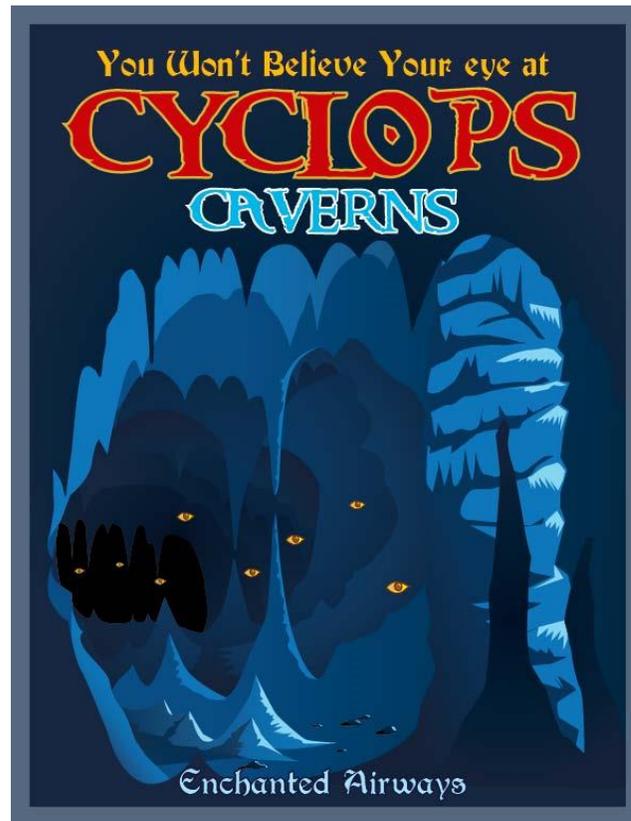
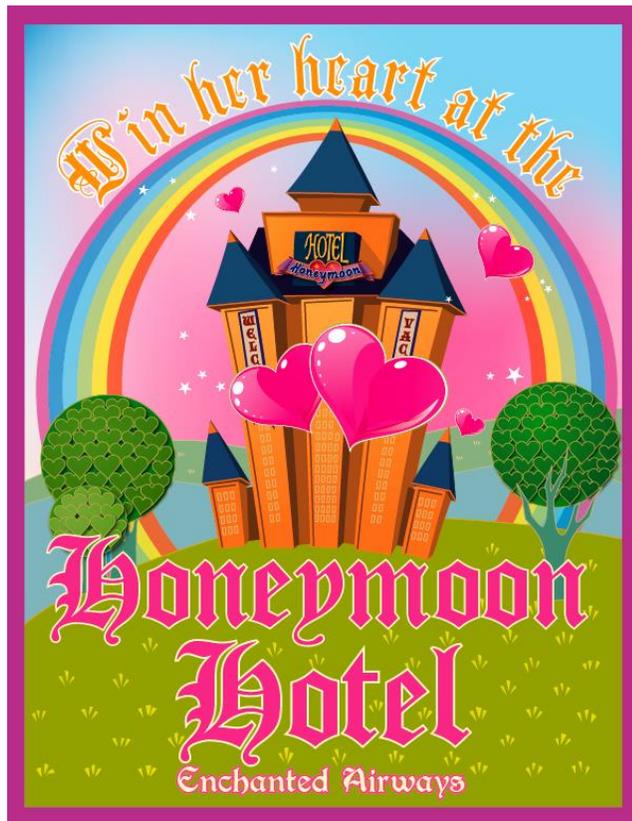
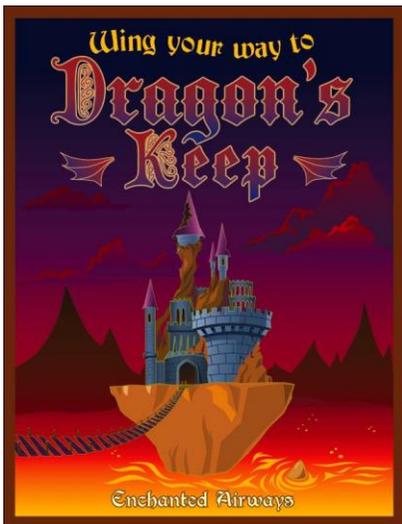
WOOD FRAMEWORK TO BE AGED SAME AS SURROUNDING SHOW SET  
ILLUMINATED CHANNEL LETTERS WITH YELLOW PLEX FACES  
LANTERNS TO BE AGED SAME AS SURROUNDING SHOW SET



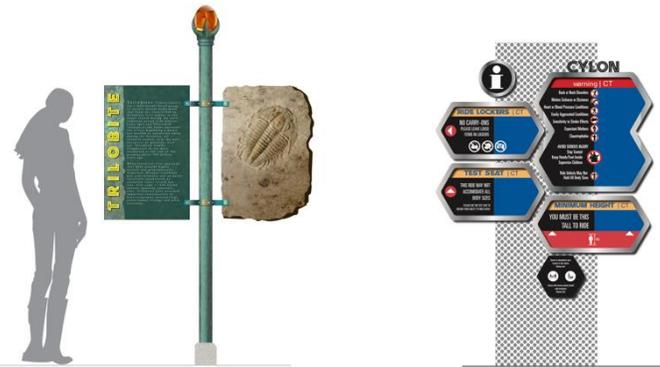
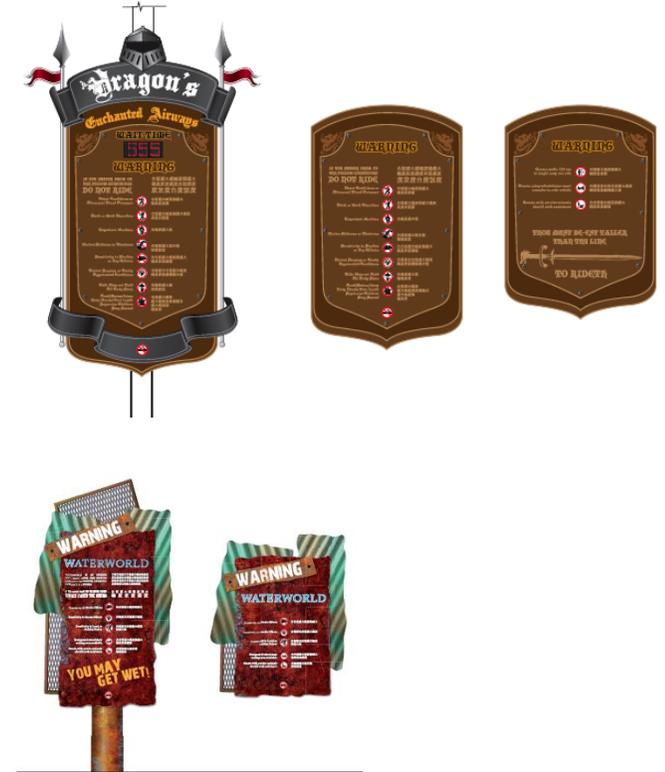
FEATURED PROJECTS: UNIVERSAL STUDIOS SINGAPORE



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# FEATURED PROJECTS: UNIVERSAL STUDIOS SINGAPORE



Signage



Menu



Sticker applied on the jeep



SGsearchsite.com



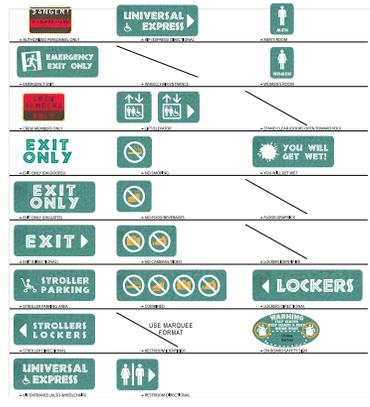
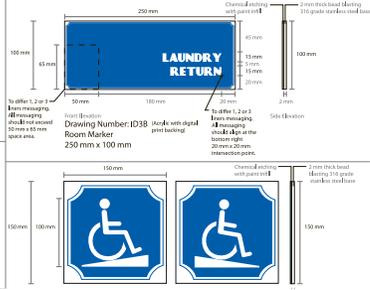
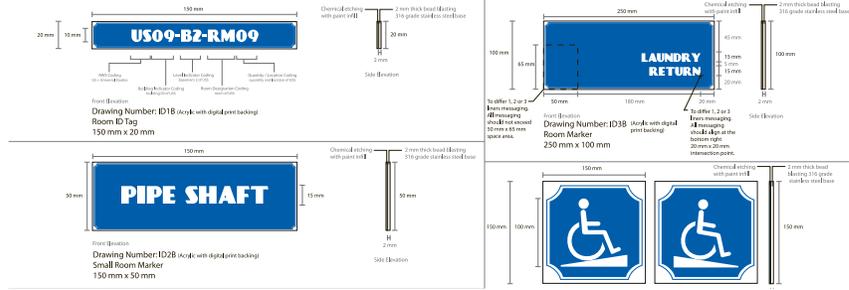
Signage



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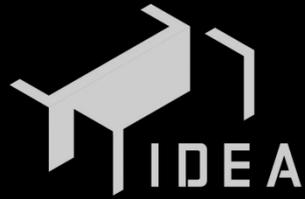
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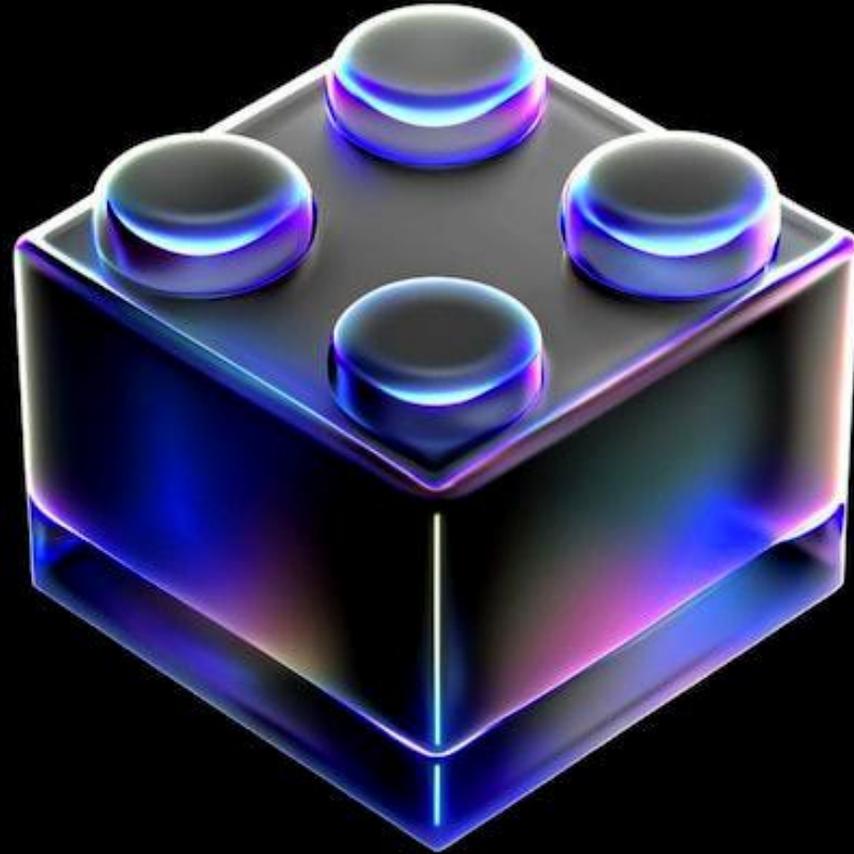
BILLBOARD AND POSTERS

	AUTHORIZED PERSONNEL ONLY	EMERGENCY EXIT ONLY	CREW MEMBER ONLY	VIP ENTRANCE	WHEELCHAIR ENTRANCE	LIFT/ELEVATOR	NO SMOKING	NO EATING OR DRINKING	NO CAMERA NO VIDEO	STROLLERS PARKING AREA	EXIT ONLY (DOORS)	STAND CLEAR DOORS OPEN INWARDS	RESTROOM SIGN (M/F)	RESTROOM SIGN (MEN)	RESTROOM SIGN (WOMEN)
<b>HOLLYWOOD</b>															
<b>NEW YORK</b>															
<b>SCI-FI</b>															
<b>EGYPT (JEEP)</b>															
<b>EGYPT (Mummy)</b>															
<b>JURASSIC PARK</b>															
<b>LOST WORLD</b>															
<b>Far Far Away</b>															
<b>Wizard of Oz</b>															

AWARDS & ACCOLADES



Let's **build**  
something  
together!



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