

ABSTRACT

DESIGNING A VISUAL IDENTITY FOR THE AUTO BLINK LOGO TO ENHANCE VALUE FOR CONSUMERS

By:

RONA FATURAHMAN

2011070018

e-mail : 2011070018.2011070018@mail.darmajaya.ac.id

In a company, a logo plays a crucial role in identifying the company's identity to consumers, as it serves as the face of the company. With a logo, consumers can better understand the company simply by looking at it, and a well-designed logo can influence and attract consumers to visit the company. Therefore, the author has chosen an auto repair shop named Auto Blink as the subject of this research, aiming to create a logo that represents the company and enhances its value to consumers while allowing it to stand out from competitors. The author designed a logo that aligns with Auto Blink's vision and mission, incorporating the appropriate brand personality and creating a slogan that reflects the values or benefits of the services offered to consumers, thereby generating interest for them to repair their vehicles at Auto Blink. The visual identity design was developed through a process that included observation, sketching, digital logo creation, color selection, layout design, typography, logo philosophy, patterns, mockups, etc., all of which will be compiled into a Graphic Standard Manual (GSM) as a guideline for the company.

Keywords: *Visual Identity, Auto Blink, Logo*