

ABSTRACT

DESIGNING A VISUAL IDENTITY FOR A WEDDING DECORATION BUSINESS TO STRENGTHEN BRAND AWARENESS

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Nana Beckham Wedding Decoration is a wedding decoration business located in Way Kanan, Lampung Province, that has been operating for more than 15 years but not yet established a strong visual identity. The lack of a well-defined visual identity makes it difficult for the business to differentiate itself from competitors and to build brand awareness among the public. This research aimed to design a visual identity as a strategic solution to strengthen the brand image and improve public recognition. The research applied several methods, including observation, interviews, and SWOT analysis, to identify the needs and characteristics of the business. The result included a complete set of visual identity elements such as logo design, typography, color palette, promotional media application, and the development of a Graphic Standard Manual (GSM). The visual identity was designed to represent the business's aesthetic values, local cultural elements, and professionalism, thereby increasing competitiveness and expanding its market reach.

Keywords: Visual Identity, Brand Awareness, Wedding Decoration, Visual Communication Design

