ABSTRACT

BRAND IDENTITY DESIGN FOR

"HANDS" SMART SECURITY SYSTEM

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Safety is one of mankind's basic needs, the secure feeling for someone's physical and mental state becomes one of the feeling that people always try to achieve. As time goes by it became more and more undeniable that technology has become an important part in human civilization, technology always bring new innovations as the solutions for mankind's problem, that means it also apply in security with the discovery of smart security system. Smart Security System has become a developing and promising industry with the development of the home automation industry in general, that is the reason why so many people in many countries has seen this opportunity and decides to be a player in this new industry. One of them is HANDS that is pioneered by this final university project by three students of Computer Engineering major, Faculty of Electrical Engineering, Telkom University – Bandung. The plan for the realization of HANDS to be a real company that sells real product will involve many preparation, one of the most important one is the design aspect. Therefore, in this research the methods that will be used includes observation, interviews, questionnaire and matrix analysis to find an insight or basic boundaries in later design process. The results of this research and design process is a visual identity for HANDS that will help and make it easier for the company to compete in the market and be known and recognizable by people in general so it could help increasing the safety of the people in branding approach. The design will be applicated in some media such as stationery, packaging dan application user interface that can reflect the company's values.

Keyword: Application, Smart Security System, Visual Identity, User Interface