

VISUAL IDENTITY DESIGN FOR SEDYAIN STARTUP COMPANY

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ABSTRACT

Motivated by the lack of social information phenomenon of visual identity as a sign of a startup company is how this research started. Visual Identity is important to communicate the sign and also holds an imagery of one company in regards delivering it to the target pasars and collect their trusts. As a startup, Sedyain has not yet fulfill the needs of that visual branding. The research is started with the aim of designing visual identity as a sign that is effective enough to plant the company's imagery to the target pasar. Using a qualitative research method with purposive sampling method of data collection. The observation of collecting the data to choose the perfect illustration styling. Using a literature study of relevant theories as a base of designing and illustrations, doing interviews with sources associated with the lecturers, branding designer, creators and/or illustrator, and also the company CEO. Then distributing questionnaires is done to collect data from public.

Keywords: Visual Identity, Mascot, Illustration, Startup, Branding, Visual Communication.