

## ***ABSTRACT***

The exhibition is a presentation of works of art or design with the aim of gaining appreciation from the general public. Artists and designers as the main characters in the exhibition performance are fully aware of the need for this communication, in addition to introducing the work also to the development of fine arts and design in general. The exhibition is titled “Southern Graphics” is an occasion to exhibit the work of graphic artists and designers in Bandung. Bandung is a city that has a very strong art tradition, especially with many colleges that have a study program in the field of fine arts and design. The idealoka gallery owned by the Faculty of Creative Industries of Telkom University is one of the galleries in the southern region managed by educational institutions where the exhibition “Southern Graphics” will be held for the first time. Therefore, this exhibition must necessarily require visual identity and promotion. The research to be carried out is for the foundation of visual identity design, so use qualitative methods descriptively. This method will provide a comprehensive description of the research material, presented clearly so that it can be easily understood. Data collection is done with observations, interviews, and literature studies, which will then be analyzed using triangulation of data sources. The informants are selected using purposive sampling techniques based on criteria.

*Keywords: Visual Identity, Exhibition, Southern Graphics*