

ABSTRACT

The fashion industry, a dynamic and economically stimulating creative sector that drives both tourism and the global economy, is characterized by rapid trend shifts and fierce competition. Success in this industry hinges on the ability to establish a strong brand identity and capture consumer interest through the primary visual representation of a brand, its logo. This research explores the importance of effective logo development and Intellectual Property Rights (IPR) protection in the branding strategies of fashion businesses, particularly for Gelora Konveksi, a Micro, Small, and Medium Enterprise (MSME) operating in the fashion industry.

The research employed a qualitative methodology with a case study approach involving interviews with the MSME business owner and a professional graphic designer. The resulting logo designed for Gelora Konveksi reflects the essence and vision of the business, focusing on simplicity, memorability, relevance, and elegance within the fashion industry. The logo utilizes a black and white color palette, conveying boldness, modernity, elegance, and speed. Its typography is simple yet possesses a strong character, effectively representing the professional and dynamic image of Gelora Konveksi. Furthermore, the registered IPR protection for the logo has proven to be a crucial strategy in maintaining brand exclusivity and preventing unauthorized use, thereby providing a competitive advantage for fashion businesses.

This research offers valuable insights for fashion businesses, particularly Gelora Konveksi, in developing a strong and sustainable brand identity through effective logo design and proper IPR protection implementation. It is anticipated that this research will significantly impact the advancement of logo trends, enabling MSMEs to compete in the digital age by ensuring their visual identity remains modern, trend-aligned, and reflective of the business's evolution and growth.

Keywords: *Logo, creative economy, fashion, branding, tourism sector.*