

FOREWORD

The author would like to express her praise and gratitude to God Almighty for His grace and guidance, so that the author can smoothly complete the Final Assignment titled "Designing Visual Brand Identity “Seroja” as a form of self-expression for Gen Z". The design of this Final Assignment is submitted as one of the requirements to obtain a bachelor's degree in Visual Communication Design at Telkom University. In completing this Final Assignment, the author received countless love, support, guidance, and prayers from many people. The author would like to express her deepest gratitude to:

1. God Almighty for His grace and guidance.
2. The author's beloved parents who have believed her since the very beginning and given her all the support she needed.
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6. Fauzan and Amanda, who has guided the author and supported her during all times, who believed in her even when she doubted herself, reminding her to keep going.
7. Ranny, Annisa, Elizabeth, as the author's friends who has been there for her and given her unwavering support and assistance.
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9. Andrea and Rachelia, who have stood by the author during the most pivotal moments of her life.

10. Everyone else who has given her countless love, motivation and support. Without them, it would be impossible to complete this project.

With the completion of this final assignment, the author hopes it can offer valuable insights and benefits for readers and others in the future. The author is fully aware that this project is far from perfect and still contains many shortcomings, both in writing and design. The author welcomes any constructive criticism and suggestions to help improve and grow from this process and and hopes this final assignment can be a meaningful contribution to those who need it. The author is truly grateful for the support, kindness, and guidance received throughout this journey, and prays that Allah rewards all those who have contributed with His blessings.

Bandung, 20th June 2025

A handwritten signature in black ink, featuring a stylized 'N' and 'S' followed by a star-like flourish.

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