

Abstract

Designing Logo and Signage at Gelora Bandung Lautan Api Stadium

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Gelora Bandung Lautan Api Stadium is the largest stadium in Bandung, which is in the design of international standards and claims to be the biggest stadium in Indonesia. The stadium can accommodate 72.000 people this is one of the great potential for Bandung. Be the largest stadium in West Java, signage has an important role to ease visitors to go to location will be intended with quickly and correctly. Some areas on stadium of Gelora Bandung Lautan Api do not have informative signage, the design of signage also have not show the consistency and characteristic of stadium. The purpose from this research is designing good signage in Gelora Bandung Lautan Api Stadium, so the visitors can know where their position and a place that will gophers quickly and precisely during was inside and outside the stadium.

The methodology used in this final project is the observation, interview, a method of questionnaire and literature study methods. The theories that I use is signage theory, theory of pictograms and visual communication design theory. The end result is signage design for Gelora Bandung Lautan Api Stadium that has to be informative and indicate the identities of the stadium construction in West Java. The design is expected to assist visitors to find information or directions, so the visitors can so easy to get where they want in quickly and accurately addresses, inside and outside the stadium.

Keyword: Stadium, Sports, Signage, Visual Identity.