

**DESIGNING LOGO AND TYPEFACE ‘PAMEKASAN’
AS A VISUAL IDENTITY OF PAMEKASAN DISTRICT**

ABSTRACT

Mukhlis Risani¹

Novian Denny Nugraha, S.Sn, M.Sn² Taufik Wahab, S.Sn³

Mukhlis Risani, 2015. Designing “Pamekasan” Logo and Typeface as A Visual Identity of Pamekasan District. Pamekasan is one of four districts in Madura island. However, generally, the people outside of Madura more familiar Madura than Pamekasan. The cause is Pamekasan not yet have a visual identity that is easily recognized and clearly distinguished from other districts. This final project examines how to design the logo and typeface Pamekasan as its visual identity so can to represent a brand image of Pamekasan as a whole. Based on the assessment of values, hallmarks, and potentials they have, a positioning statement to represent Pamekasan correctly is: Pamekasan is the center of aromatic tobacco in Indonesia in general and Madura in particular. Pamekasan have people of good character, polite, communicative and friendly.

Keyword : District, pamekasan, Son of, logo, typeface, identity, visual, tobacco, center, aromatic.

¹ Students of Visual Communication Design, NIM 1401110117

² First Leader of Final Project

³ Second Leader of Final Project