

Abstract

***" Visual Identity Design And Implementation On Garland Galore
Promotion Media "***

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Currently florist is one type of business that is still growing in Indonesia. This business itself can not be separated from social events, such as birthday, wedding, state ceremonial and religious ceremonies. As one of the online florist shop that exists today is Garland Galore. The products sold by Garland Galore of interest in various forms such as hand bouquet, as well as cut flowers, floral products are often offered and many consumer demand is the idea and the design of its own designed by Garland Galore. As an online florist shop, Garland Galore name has not been too many unknown people who use services online florist shop to celebrate the most important moments in his life. Visual identity which is owned by Garland Galore is still weak. Garland logo Galore too complicated, because it is very difficult to remember. Additionally, Garland Galore also pay less attention to the promotion, so it is less well known. This final project aims to redesign the visual identity and designing Garland Galore media campaign that is appropriate for the target audience Garland Galore to attract customers or potential customers. Collecting the necessary data through interviews, observations, questionnaires, and literature. Been twelve types of promotional media required by Garland Galore, gift card, sticker, packaging, flyer, website, instagram, paperbag, totebag and banner. Through a logo change and the use of appropriate media campaign can help Garland Galore in strengthening its image as an online florist shop.

Keywords: Visual Identity, Media Promotion, Logo, Garland Galore.