

ABSTRACT

BANDUNG BPW CLEAN VISUAL IDENTITY DESIGN TO IMPROVE BRAND AWARENESS

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The design of visual identity and promotion of BPW Clean shoe laundry in Bandung City aims to help BPW Clean in developing its business through visual identity and appropriate promotions, as well as introducing BPW Clean shoe laundry to the people of Bandung City who do not know and know about BPW Clean's existence. In the design process, data were collected through interviews with business owners, expert sources or academics, and questionnaires to the target market. With the creation of this visual identity and promotion, it is hoped that the public will recognize, use the services of this shoe laundry business, and put their trust in BPW Clean to be able to take care of their shoes. To support design activities, equipped with literature studies on scientific design strategy, promotional media, and visual identity are expected to help BPW Clean to develop its business

Keywords: Visual Identity, Promotion, Shoe Laundry, MSME