

## ***ABSTRACT***

### ***VISUAL IDENTITY AND PROMOTIONAL MEDIA DESIGN FOR FROSE JUICERY***

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*According to West Java open data, the development of culinary businesses in the city of Bandung increases by about 10% every year. The numbers that continue to increase make the competition between entrepreneurs increasingly fierce. Intense competition requires companies to be different, attractive, and convince a large audience to buy their products. Frose Juicery is one of the culinary companies caught in the tight competition of culinary companies in the city of Bandung. This is what burdens Frose Juicery in developing brand awareness in the minds of the public. Therefore, we need a visual identity that stands out compared to other products and its implementation on appropriate promotional media to increase online or offline sales. The method used is a data collection method which includes primary data collection in the form of interviews and questionnaires and secondary data collection in the form of literature study. It is expected that the output in the form of a corporate identity and a design system that is implemented in promotional media can help Frose Juicery to develop its business.*

*Keywords: Culinary Business, Juice, Visual Identity, Promotional Media*