ABSTRACT

Due to the rise of competition, businesses tend to create a distinction to stand out from each other. Makan Segala is a food enterprise which is located in Pasteur, Bandung. This research aims to assist brand Makan Segala by designing a system of visual identity to be unique in the eyes of potential buyers through the visual medium. The methods that are used to obtain data involve observation, interviews, questionnaires and literature studies. On the other hand, the method used for analysis is by using comparison matrix, visual analysis and STP analysis. The visual approach that will be created can be determined by the obtained and analyzed data, alongside with the brand concept, branding concept, message concept, and the communication concept. Visual identity design will generate a logo, followed by the creation of a graphic standard manual. The results of this research may assist Makan Segala to create a visual system that can be used on media that will be seen, to increase the ability of people to be familiar with Makan Segala through visual media.
Keywords: Branding, Visual Identity, Logo.