

## **ABSTRACT**

Services or Service Branding is the process of building a brand for a service. Service Branding has the aim of making people use the services provided and making them aware of its uniqueness. This also helps the service brand differentiate its own services from other competitors, making it an important element in service marketing. It is different from a Product Brand because a product can be marketed based on its features, but a service is an intangible experience created by a company for customers. It's important to understand the services the brand offers and how those services align with customer expectations. A well-designed service brand can help a company reach new audiences, attract customers, generate sales promotions, and increase customer retention rates. This data collection process includes 4 methods, namely Observation, Questionnaires, Interviews and Literature Study which will then be analysed using the Comparison Matrix method with 3 theories, namely, Branding, Brand Identity and Visual Communication Design. This theoretical study aims to understand how to design the visual identity of a startup brand so that it can be understood so that it can fulfil the specified goals.

***Keywords: Branding, Brand Identity, Start-up Business***