

ABSTRACT

Annisa is an information media that wants to answer concerns about the lack of discussion space on women's issues from an Islamic perspective. Starting from print media in the form of bulletins, Annisa made a transition to digital media, namely Instagram. With a relatively old-fashioned visual concept, Annisa has difficulty adapting to the tastes and habits of the audience in the current era.

With a qualitative approach with observation, questionnaires, library studies, and interviews as data collection techniques. The results of the analysis show that Annisa needs a more relevant visual system and concept. The concept was developed by considering Annisa's critical, communicative, and progressive character through suitable logo designs, typography, colors, and supergraphics.

The design results produce a consistent visual identity across various media concepts. This design is expected to strengthen Annisa's image as a relevant Muslim information media in the current era.

Keyword: *Visual Identity, Muslimah, Relevant, Information Media*