

ABSTRACT

Ghani Production is a company that specializes in live streaming and multimedia services. Starting from a hobby of photography and building relationships in various fields, this business was finally officially established in 2022. However, the company faces several problems in its visual identity, such as the absence of philosophy in the logo, copyright issues, and inconsistency in logo usage. Based on these problems, this research aims to redesign Ghani Production's visual identity to increase brand awareness and strengthen the company's image as a live streaming and multimedia service provider. Through this design, it is expected that people can be more familiar with the existence of Ghani Production. This research uses a qualitative method with a descriptive approach, which is obtained through interviews, observations, documentation, and literature studies. The results of this design are implemented into several media, namely the logo as the main media, graphic standard manual and various other supporting media.

Key Words: *redesign, visual identity, brand awarenes, Ghani Production*