

ABSTRACT

DESIGNING THE VISUAL IDENTITY OF THE WATCH SHOP “DAVINDA WATCH GALLERY”

Muhammad Saffa Rahadida Ariefandi.¹⁾, Ratno Suprpto, S.Sn., M.Ds.²⁾

¹⁾ Student of Visual Communication Design, Universitas Pembangunan Jaya

²⁾ Lecturer of Visual Communication Design, Universitas Pembangunan Jaya

One important component in creating an image and differentiating a brand in a competitive market is visual identity design. The watch shop “DAVINDA WATCH GALLERY” faces the challenge of building a strong and attractive identity in order to be recognized and also attract the attention of customers. The purpose of this research is to create a visual identity that reflects the character and values that can increase the attractiveness of customers to buy watches at the “DAVINDA WATCH GALLERY” store. The research method that will be used is a qualitative study, collecting data from shop owners is part of the research methodology. This design includes the design used in the logo, color selection, and typography combined into a logo on the watch shop for the final result of this design.

Keywords: DAVINDA WATCH GALLERY, Watches, Visual Identity.

References :

Publication Years : 2025