

ABTRACT

REDESIGNING THE VISUAL IDENTITY OF THE MINISTRY OF AGRARIAN AND SPATIAL PLANNING/NATIONAL LAND AGENCY

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The visual identity of a brand serves to represent the messages and values it wants to convey. Without a visual identity, a brand becomes difficult to recognize. As time progresses, most brands utilize media to deliver their messages. These media can convey the brand's identity. However, the Ministry of Agrarian Affairs and Spatial Planning/National Land Agency (ATR/BPN) has a logo that is difficult to adapt to various media. Its complicated and complex shape is one of the reasons why the logo has difficulty adapting. This research aims to redesign the visual identity of the ATR/BPN Ministry to make it easy to apply across various media flexibly. The research method used is descriptive qualitative, and the logo design process employs Surianto Rustan's method. The result of the design is a guideline book containing rules for using the visual identity of the ATR/BPN Ministry.

Key words: *Identity, Communication, Symbols*