

ABSTRACT

REDESIGNING THE VISUAL IDENTITY OF VIVA COSMETICS BEAUTY BRAND

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Viva Cosmetics is a brand that has been legendary for a long time with quality products and affordable prices. One of the efforts so that Viva can continue to compete with local and foreign cosmetic products is to redesign the visual identity, of course, by paying attention to the values of Viva Cosmetics itself. With an effort to increase brand awareness that has a strong identity and has high memorable power so that it can be known to a wide audience with a wide time span. The method used in this study used a mixed method, namely conducting interviews, observations, questionnaires, and literature studies. This design gets the end result in the form of a new identity for the beauty brand Viva Cosmetics.

Keywords: Visual Identity, Beauty Brands, Viva Cosmetics

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