

## ***ABTRACT***

### ***VISUAL IDENTITY DESIGN FOR CITY BRANDING OF MAGELANG REGENCY***

Alifia Rizky.<sup>1)</sup>, Ratno Suprpto, S.Sn., M.Ds.<sup>2)</sup>

<sup>1)</sup> Student of Visual Communication Design, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Visual Communication Design, Universitas Pembangunan Jaya

*This final project focuses on designing the visual identity for the City Branding of Magelang Regency to fulfill the need for a visual identity that reflects the region's uniqueness and provides graphic visual guidelines to support tourism in Magelang Regency. A qualitative research method was used, with data collection techniques including interviews with stakeholders, direct field observations, literature studies on various aspects relevant to the final project, and comparative studies. The outcome of this final project is a visual identity design or Graphic Standard Manual (GSM) to be used consistently across various promotional media. Implementing this visual identity can enhance Magelang Regency's attractiveness as a tourist destination, draw the attention of tourists, and strengthen the positive image of the destination. This research has the potential to make a significant contribution to the development of City Branding to promote tourism in Magelang Regency. The visual identity involves the creation of a logo, color palette selection, typography development, and the creation of other visual elements.*

**Key words:** *Visual Identity, City Branding, Promotion, Tourism, Magelang Regency.*

*References* :

*Publication Years* :