

ABTRACT

VISUAL IDENTITY DESIGN OF THEFIELD

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theField is a company that provides a variety of sports equipment. theField will embark on its journey in early 2024 with numerous outlets scattered across major cities. Major cities are predominantly inhabited by people who tend to have high mobility. High mobility results in limited leisure time for urban residents. This can influence the behavior of urban residents in using sports equipment, both in terms of intensity and usage patterns. Therefore, theField requires a visual identity design that aligns with the behavior of urban residents. The visual identity design will be applied to theField outlets as a reference for decoration. It will also be used in promotional activities for theField, both digitally and in print. To support the visual identity design, the author conducted research using qualitative methods. Data collection was done using interview, observation, and literature. This research aims to create a functional and effective visual identity to enhance the quality of theField in the form of branding. The author hopes that the results of this design will provide a functional guide and visualize the identity of theField.

Key words: *Visual Identity, Urban Residents, Sport*

References :

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