ABSTRACT

Design of Visual Identity Graphic Guidelines for Contag Indonesia
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This Final Project examines the design of visual identity graphic guidelines as a key component in the branding and marketing strategy of an entity or organization. Visual identity is how a brand or organization is recognized and remembered by the public, and graphic guidelines are the guidelines that establish rules and design principles to be followed in all visual materials related to that brand. The target to be studied is Contag Indonesia, a digital company that provides digital business card creation services where user data on the business card can be accessed digitally by scanning the QR code provided for each user.
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