

ABSTRACT

VISUAL IDENTITY DESIGN FOR THE FASHION BRAND EVELEGANCE

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Visual identity have a crucial role in supporting the brand awareness of a brand. Visual identity is an important aspect of a fashion brand that serves to identify a brand and create differentiation among brands in the same industry. Without visual identity, it will impact the formation of brand awareness. To achieve brand awareness, consistent visual identity is needed. This can start with creating a logo that can represent the brand. Designing a consistent visual identity that aligns with the brand concept is one of the basic elements needed to build brand awareness for a new fashion brand. This study aims to design the visual identity of a new fashion brand that combines batik and casual clothing concepts. The final result of this research is the design of the visual identity for the fashion brand Evelegance.

Key words: *Visual Identity, Brand Identity, Branding, Fashion Trend*

References :

Publication Years :