

## perancangan Visual Brand Identity Dream Sign Studio

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### ABSTRAK

DREAM SIGN studio adalah perusahaan yang bergerak dalam bidang industri kreatif yang meliputi ilustrasi, komik, animasi, handycraft, diorama, sculpture dan fotografi. DREAM SIGN studio pun dalam perkembangannya telah memiliki berbagai prestasi, diantaranya sebagai nominator animasi kelas industri INAICTA 2014, the Best Boardgame IN.GAME 2016, animator QLUE, dan mengikuti pameran besar seperti Super Robot Day Bandung 2015. Permasalahan yang terjadi adalah DREAM SIGN studio belum memiliki logo yang mencerminkan DREAM SIGN studio sebagai studio kreatif yang berprestasi dan menawarkan banyak jasa kreatif, yang digunakan sebagai media promosi agar lebih dikenal masyarakat. Untuk mencapai citra yang diinginkan dan dapat dikenal oleh masyarakat, dibutuhkan perancangan Visual Brand Identity yang dapat membantu DREAM SIGN studio untuk meningkatkan citra perusahaan di mata masyarakat. Perancangan ini menggunakan metode kualitatif dengan melakukan wawancara, observasi dan studi pustaka serta metode analisa data SWOT.

Kata Kunci : Creative Studio, Dream Sign, Logo, Visual Brand Identity

## **Visual Brand Identity Design For Dream Sign Studio**

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### **ABSTRACT**

DREAM SIGNstudio is a creative industry company which produces illustration arts, comics, animations, handy crafts, dioramas, sculptures, and photography. Dream Sign studio has a lot of achievements as the company grows, such as : animation nominator of Industry Categories in "INACTA 2014", The Best Board Game of "IN.GAME 2016", and animator of QLUE. It also has participated in many big exhibitions such as "Super Robot Day Bandung 2015". The company has one problem. It does not have logo which not only can reflect it as a creative studio that has a lot of achievements and offers tons of creative services, but also can be as an effective promotion media for brand awareness. To get to that point, Dream Sign studio really needs a Visual Brand Identity design that can help it to improve its image in the society. This design uses qualitative method ( such as : interview, observation and library research ) and also SWOT data analysis method.

Keyword : Creative Studio, Dream Sign, Logo, Visual Brand Identity