

ABSTRACT

Ornamental plants are becoming increasingly popular among the community, especially cacti and succulents. There is a store in the Bogor Regency of West Java that sells a variety of cacti and succulents called D'Grunara. However, unfortunately, D'Grunara does not yet have a visual identity that can represent its characteristics, which include always using organic fertilizer as the main component of its growing media. As a result, D'Grunara is not well-known among the public. To address this issue, a visual identity for D'Grunara was designed to increase brand awareness, aiming to represent the characteristics of D'Grunara visually. The data collection process for this design involved using a qualitative descriptive research approach, which included interviews, observations, and literature studies. Additionally, SWOT analysis, USP analysis, and positioning were conducted to determine solutions to the existing problems. Based on the analysis results, it was found that the positioning of D'Grunara is as the only store selling cacti and succulents that use organic fertilizer. Therefore, the result of this design is the visual identity of D'Grunara to enhance brand awareness, using a concept that showcases its characteristic of using organic fertilizer as the main component in plant cultivation. This visual identity design is presented in the form of brand guidelines, which provide instructions for the proper use of visual identity. This is done to prevent improper use of the visual identity. Furthermore, the visual identity is also applied to various supporting media such as x-banners, A5 brochures, label stickers, packaging, signage, stationary, merchandise, and Instagram ads.

Keywords: Visual Identity, Logo, Brand Awareness, D'Grunara