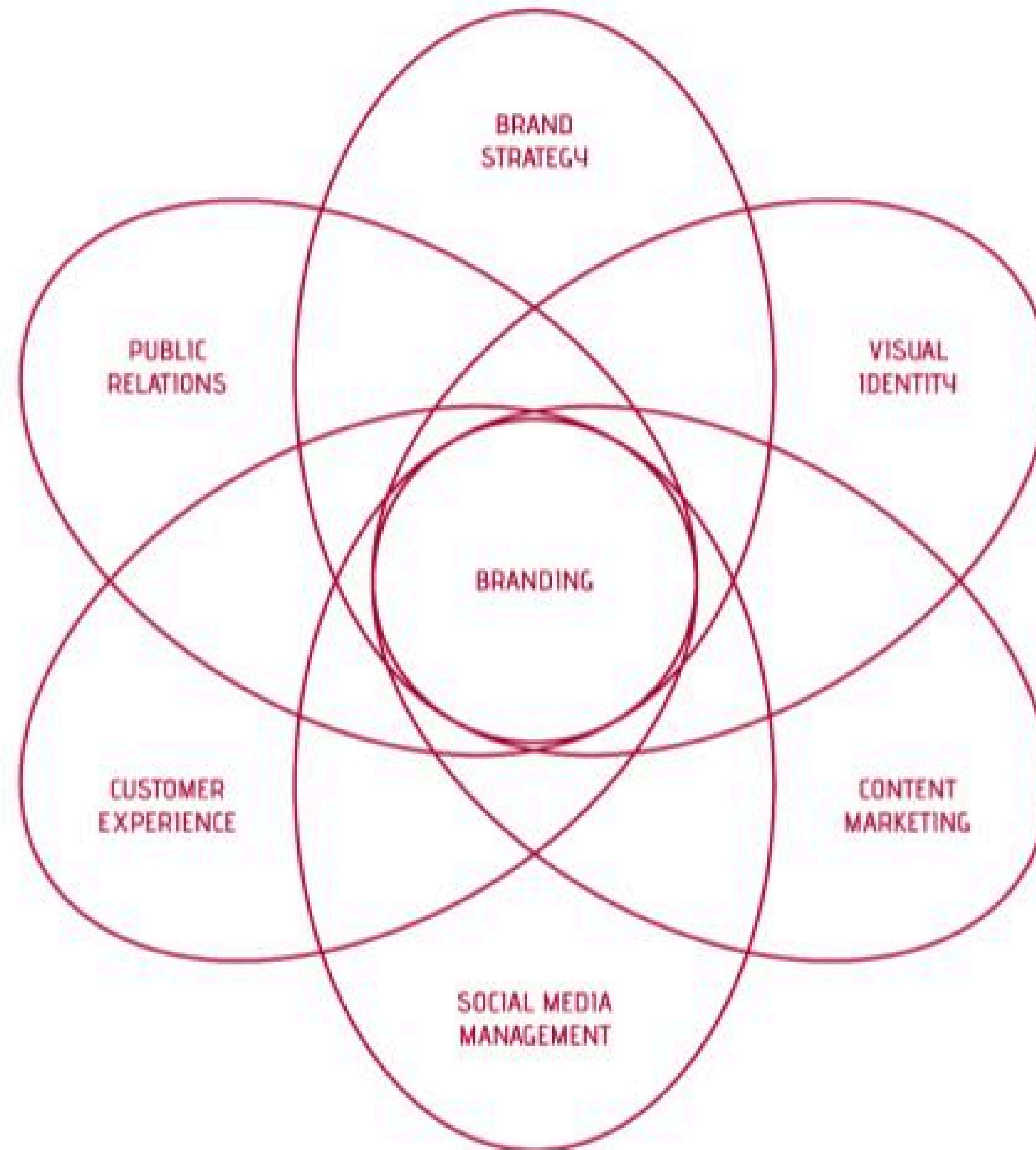


**VISUAL**

**BRANDING**

**PERTEMUAN 9 - 16**

**IDENTITY**



# TUGAS PROJECT DESIGN

1

DESAIN  
LOGO

2

MOCKUP  
DESIGN

3

GRAPHIC STANDARD  
MANUAL (GSM)

4

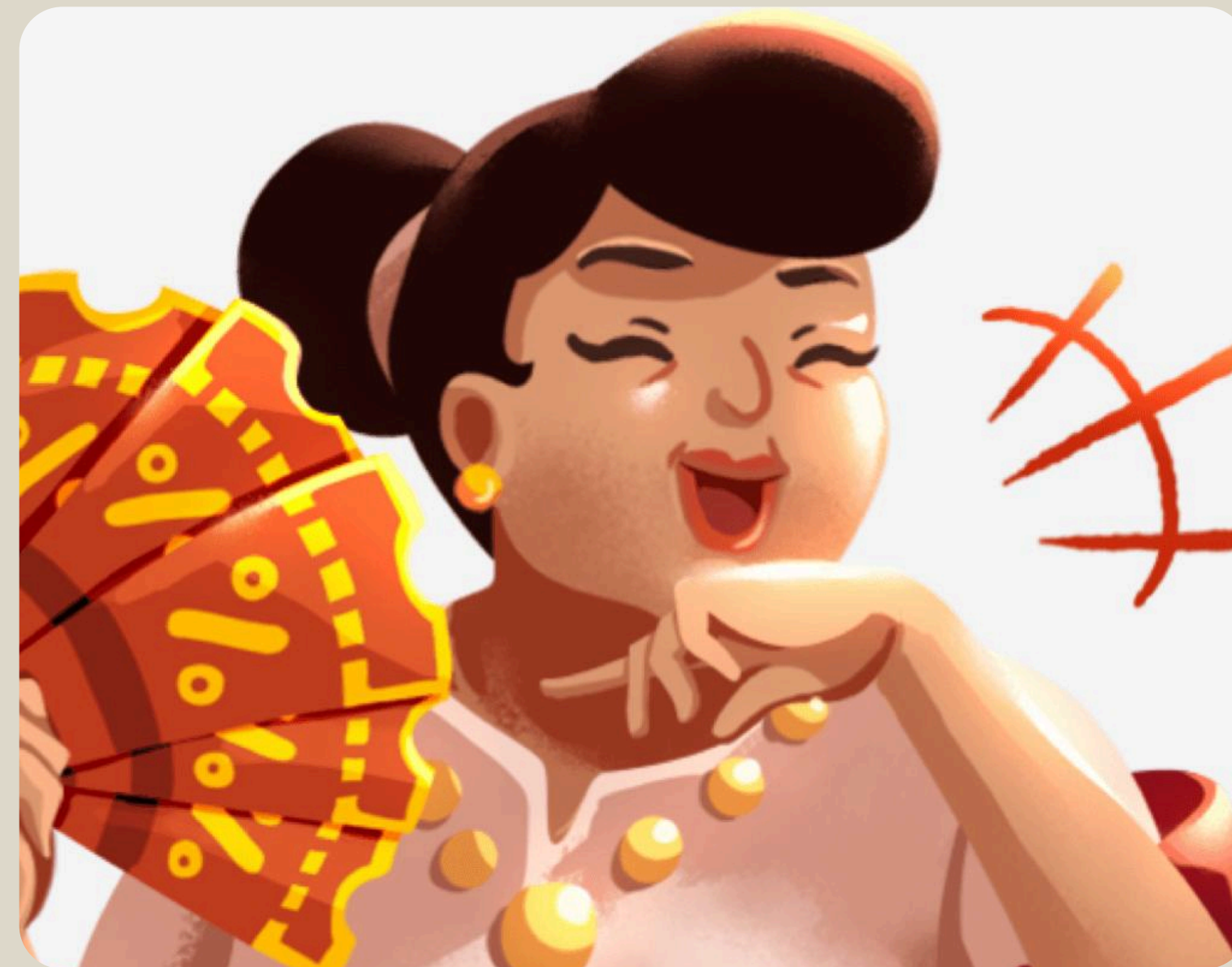
FINAL PROJECT

# CONTOH PROJECT

Graphic Design for Business

Visual Identitas

## BUKALAPAK



[Link](#)

## GOJEK



[Link / Design system](#)

# AGENDA PERANCANGAN LOGO

**O1**

**TENTUKAN  
PRODUK**

**O2**

**RISET  
PRODUK**

**O3**

**BANGUN  
MOODBOARD**

**O4**

**SKETSA &  
DIGITAL LOGO**

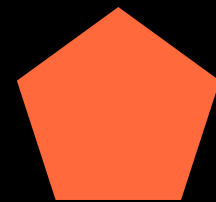
# TUGAS

- Analisis Produk Menggunakan SWOT / **Company Brief**
- **Sketch Manual Logo & Digital Logo**

- STRENGTHS ( KEKUATAN )
- WEAKNESSES ( KELEMAHAN )
- OPPORTUNITIES ( PELUANG )
- THREATS ( ANCAMAN )



Nama Usaha :



Jenis Produk :



Target Market :



Keunggulan Produk :

---

# 9

## BRIEF

Pengumpulan data tentang brand. secara mendetail

# 10

## LOGO SKETC

sketsa 3 alternatif logo sesuai dengan jenis usaha

# 11

## DIGITAL LOGO

digitalisasi logo yang telah di asistensi

# 12

## MOCKUP LOGO

preview logo & lanjut ke tahapan mockup

# 13

**GSM**

Buat presentasi logo pada adobe illustration ( preview 1 )

# 14

**GSM**

Buat presentasi logo pada adobe illustration ( preview 2 )

# 15

**FINAL GSM**

Buat presentasi logo pada adobe illustration ( preview 3 )

# 16

**FINISH**

Pengumpulan final project desain logo

[https://drive.google.com/drive/  
folders/1xgPh5xe4JVHLNiv9BSCuee3QT---v8O5?usp=sharing](https://drive.google.com/drive/folders/1xgPh5xe4JVHLNiv9BSCuee3QT---v8O5?usp=sharing)

[https://drive.google.com/drive/  
folders/1pSl3L2AY702nJ0qKKPH2ang9jOkzQd1y?usp=drive\\_link](https://drive.google.com/drive/folders/1pSl3L2AY702nJ0qKKPH2ang9jOkzQd1y?usp=drive_link)

**THANK**

**YOU**

**PROJECT LOGO 2025 BD**