



## Visual Identity Design in Events: A Strategic Approach to Improve Image and Attractiveness at the Bandung Shocking Sale Festival Event

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### ABSTRACT

Visual identity is one of the essential aspects of a branding strategy, which includes elements such as logos, color palettes, typography, and other design elements that shape the public's perception of a product or event. This design aims to explore the role of visual identity in improving the image as well as being the main attraction of an activity. In the context of the Bandung Shocking Sale Festival, the design of the right visual identity is expected to be able to attract more visitors while strengthening the position and identity of the event in the city of Bandung. As the number of similar events increases, a clear differentiation effort is needed so that the Bandung Shocking Sale Festival can compete and have a unique value in the eyes of the public. This study uses a descriptive qualitative method with data collection techniques in the form of interviews, observations, and documentation, and is complemented by literature studies and tracing of other literature sources to obtain secondary data. The final design results are in the form of soft logo files, logo design derivatives, and the application of visual identity in various promotional media that are relevant to the needs of the event.

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## INTRODUCTION

The city of Bandung is known as one of the shopping and lifestyle tourism destinations in Indonesia. For a long time, Bandung has been a magnet for domestic and foreign tourists thanks to the creativity of its citizens, culinary diversity, and the richness of *local fashion* products. This potential encourages the government and various organizers to present thematic events that are able to strengthen the city's image while increasing tourist visits, one of which is through the Bandung Shocking Sale Festival.

The Bandung Shocking Sale Festival is one of the annual events that has a strategic role in encouraging the growth of local economic activities while promoting superior products from various sectors in the city of Bandung. The festival offers discounts on a large scale that consistently attracts thousands of visitors each year. However, in the midst of an increasingly fierce competition climate between organizers of similar events, the success of the Bandung Shocking Sale Festival does not only depend on the attractiveness of discount offers, but also on how this event is perceived by the public.

The public's perception of an event is greatly influenced by the power of the visual identity it displays. A strong, consistent, and relevant visual identity not only enhances the positive image of the event, but also makes it easier to recognize and differentiate from competitors. Visual identity elements include logos, color palettes, typography, and other supporting design elements that overall make a first impression on the audience. Proper visual identity design can be an effective means of communication while building emotional attachment with visitors and participants.

According to Kusrianto in Januariansyah (2017), a good logo has original, unique characteristics, has a high level of readability, is simple so that it is easy to remember, and is able to represent a positive image of the organization or event it represents. Meanwhile, Hananto (2019) emphasized the importance of logo consistency as part of a promotional strategy, especially in various digital media. In the context of the Bandung Shocking Sale Festival, logos as part of visual identity play a central role in ensuring the harmony of messages and images in all promotional media.

In addition to visual identity, the creation of promotional media is one of the main strategies in reaching a wide audience. Promotional media that is consistently designed and integrated with visual identity serves to inform, persuade, remind, and retract the audience's interest in the event being held. Therefore, a strategic approach in designing a visual identity for the Bandung Shocking Sale Festival requires an in-depth understanding of audience characteristics, analysis of the latest design trends, as well as the integration of the festival's core values into every design element.

Based on this description, this study will comprehensively discuss the role of visual identity in building the image and attractiveness of an event, focusing on the design of the visual identity of the Bandung Shocking Sale Festival and its application in various promotional media. With the right design, it is hoped that the resulting visual identity can be a representation that is in line with the vision,

mission, and characteristics of the festival, while increasing public attraction and participation.

## **LITERATURE REVIEW**

### ***Visual Identity***

A visual identity is a set of visual elements that are used consistently to represent the image, values, and character of a brand, organization, or event. According to Wheeler (2017), visual identity includes elements such as logos, color palettes, typography, iconography, and supporting graphic elements that are designed in an integrated manner to create a clear perception in the minds of the audience. The main function of visual identity is to build brand recognition, create differentiation from competitors, and strengthen emotional relationships with the target audience (Kusrianto, 2011).

In the context of organizing events, visual identity acts as a means of visual communication that conveys the message, theme, and atmosphere of the event to visitors. A properly designed visual identity will make it easier for an event to be recognized, remembered, and associated with the positive experience that visitors receive.

### ***Logo as a Key Element of Visual Identity***

A logo is a graphic representation of an entity that serves as the main symbol in the visual identity system. Kusrianto in Januariansyah (2017) stated that an effective logo has the following characteristics: (1) original and unique, different from other logos so as to avoid identity confusion; (2) have clear readability so that it can be applied to various sizes and media; (3) simple so that it is easy to remember and recognize; and (4) relevant, i.e. able to represent the values, vision, and character of the entity represented.

Hananto (2019) added that the consistency of the use of logos in all promotional media is an important factor in building brand awareness and strengthening the image, especially in digital marketing strategies.

### ***Promotional Media in Event Marketing***

Promotional media is a means used to convey information, persuade, and remind the target audience about a product or event (Kotler & Keller, 2016). In organizing events, promotional media serves not only to attract visitors, but also to strengthen the image and build long-term relationships with the audience.

Types of promotional media commonly used in event marketing include:

1. Print media, such as posters, flyers, brochures, and banners.
2. Digital media, such as social media, websites, and online advertising.
3. Media merchandise, such as t-shirts, tote bags, or souvenirs that contain the visual identity of the event.

The effectiveness of promotional media is determined by an attractive design, clear message, and consistency in the application of visual identity throughout promotional materials.

### ***Visual Design Trends in Event Branding***

Technological developments and changes in consumer behavior affect visual design trends in event branding. Lupton (2014) stated that contemporary design trends tend to utilize bold colors, expressive typography, custom illustrations, and layout flexibility that can be adapted to various platforms, especially digital.

In the context of a city-scale festival, the implementation of design trends must consider relevance to local values and culture in order for visual identity to remain emotionally attached to the target audience.

## **METHODOLOGY**

This study uses a qualitative method with a descriptive type. This approach was chosen because it is general, exploratory, flexible, and can develop during the research process. According to Sugiyono (2016), qualitative data analysis is inductive, which is based on real findings in the field, with the aim of producing detailed and meaningful data.

In the context of visual identity design, Rustan (2021) emphasized that research is an essential initial stage to find solutions to existing problems. Therefore, this study combines primary data collection through interviews, observations, and documentation with secondary data through literature studies.

This method is expected to produce a visual identity design that is not only attractive and consistent, but also able to significantly increase the image and attractiveness of the Bandung Shocking Sale Festival.

### ***Data Collection Techniques***

#### ***Problem Identification***

Identify the need for a consistent and compelling visual identity to enhance the image of the Bandung Shocking Sale Festival. At this stage, the problem formulated includes how visual identity is designed and applied effectively.

#### ***Literature Study***

Examine theories and concepts related to visual identity, logo design, event branding, and promotion strategies. The literature used is sourced from books, journals, and relevant scientific publications.

### ***Data Collection***

#### ***Data Primer***

The data was obtained through an in-depth interview with the co-founder of the Bandung Shocking Sale Festival. This interview aims to explore the preferences, the message you want to convey, and the characteristics that will be poured into the design of the visual identity.

#### ***Data Seconds***

Data were obtained from literature related to visual identity theory and social media, including books, scientific journals, articles, and design references

from similar events. This data is used to strengthen primary data so that the design is in accordance with professional design principles.

The data collection methods used include:

Interview: Dig up information directly from the co-founder regarding the logo concept, colors, typography, and desired visual style.

Moodboard Creation: Compile visual references from interviews and literature to present relevant design styles, then validate them to the co-founders.

Literature Study: Examine design theory, visual identity, promotion strategies, and their application on social media to ensure the suitability of the design with promotional objectives.



Figure 1. Linear Strategies of the Author's Research  
[Source: author's documentation]

### *Data Analysis Techniques*

Data analysis is carried out inducively through three main stages (Sugiyono, 2010):

1. Data Reduction: Sorting and selecting relevant data, as well as ignoring data that does not support the focus of the research.
2. Data Presentation: Compile data in the form of narrative descriptions to see the relationship between data and problems faced.
3. Conclusion Drawn/Verification: Concluding the results of the analysis as the basis for the formulation of the design concept.

In addition, a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis was conducted to identify the position of the Bandung Shocking Sale Festival in the midst of competition for similar events. The results of this analysis became the basis for brainstorming and the preparation of design concepts.

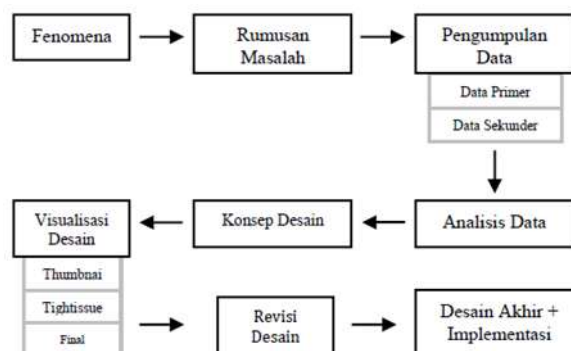


Diagram 1. Planning process flow  
(Source: Kurniansyah, 2021)

### ***Visual Identity of Events***

In an entity or in this case a company, visual identity functions as a reflection of the characteristics and visions of the company (Putra, 2020). Logo is an identity in visual form that is applied in various facilities, facilities and company activities. According to Thabrani (2019), as a visual form, visual identity displays symbols that reflect the image to be displayed. Visual identity must also be aligned with the values, characteristics and visions of a company. Visual identity is also called a company symbol, it can be in the form of a logo or a symbol with the aim of being easy to remember. The designed visual identity is also applied in promotional media.

Based on some of the above definitions, it can be concluded that visual identity is a visual image in the form of a logo and its derivatives that describe the company's values, characteristics and visions and missions. This image is what differentiates one company from another. The uniqueness of the characters displayed is a reinforcement for the company to make it easier for the audience to recognize. According to Aziz, Natalia, and Thabrany (2020), events need to have a visual identity in the form of a logo as a medium that represents identity, visions, missions, and characteristics that are in line with the event.

### ***Visual Identity Functions in Events***

An event needs to create a visual identity, because visual identity can be used as a medium for business development or in this case to expand the target audience. According to the Directorate of Cultural Protection (2015), visual identity has three basic functions, namely:

a. Means of Identification

Visual identity can be a medium that identifies what the event is like, the theme of the event, characteristics and other uniqueness. Visual identity makes the event easy for visitors to recognize and remember.

b. Means of Information and Instruction

Visual identities also serve to show information in the event, such as directions, maps, symbols, and other clues. A visual identity that is communicative and universal will make it easier for visitors to understand the message being conveyed.

c. Presentation and Promotion Facilities

The third function of visual identity is as a medium of presentation and promotion by conveying messages to get attention from a visual point of view.

### ***The Importance of Visual Identity at Events***

According to Bluesodapromo in Aldo, Natadjaja, & Febriani (2018), a visual identity or logo is a symbol of what identifies the characteristics of a company or institution. The logo is also the face that displays the characteristics of the institution that distinguishes it from other institutions, so the logo is required to have a unique value and explain the message of the institution.

### ***Benefits of Visual Identity at Events***

Visual identity in the form of a logo is one of the important things that an institution must have. With a professional logo owned, it will be beneficial for the branding of the institution. According to Jacob Cass on Justcreative.com website, there are five benefits that institutions get if they have a professional logo, namely:

- a. Make a great first impression on customers or visitors.
- b. Designed with a professional concept and strategy so that it is relevant to the characteristics of the institution.
- c. A business or institution gets a good identity
- d. Describe the image of a professional institution.
- e. It has a variety of correct logo formats and can be applied to a variety of media.

With the above benefits, a professional visual identity needs to be possessed by the Bandung Shocking Sale Festival as a professional event organizer to symbolize the characteristics and characteristics of the event, as well as serve as an attraction for visitors.

### **RESEARCH RESULTS**

The first stage in data identification is observation made by the author directly at the time of making event ideas, where the author gets various information such as the event concept, the age of the visitors, and the theme of the event. After making observations, the researcher continued the interview stage with the organizer, namely the cofounder of the Bandung Shocking Sale Festival, which produced various information about the purpose of the event, the target of visitors, and the theme of the event, the problems faced by the event, the promotions carried out were still not optimal and there was a desire to make the image of the Bandung Shocking Sale Festival more fun and not boring, as well as to reach a wider visitor market especially to attract the interest of teenagers and the elderly. Therefore, visual identity design is required. The process of collecting secondary data through literature studies on articles, scientific journals and related books on design objects produces information about the importance of visual identity as an image that depicts the face of an event. It also obtained information and knowledge on how to design a good visual identity that can be used as a guideline in designing event logos. Designing visual identity as a promo media will certainly adjust to the target visitors of this visual identity design, namely the age of 18-45 years. In this case, not only the message can be conveyed, but how the visualization of the logo in this promo media works in an attractive, persuasive and easy-to-understand manner is an important part that needs to be considered.

Based on the data that the author has collected through the data collection methods mentioned above, the main information about the Bandung Shocking Sale Festival event is obtained. The information obtained is quite diverse, the first is information about the concept of the event and the purpose of the event. The Bandung Shocking Sale Festival was held in December 2023, initially created

because the cofounders saw an opportunity for brands to spend all products that were considered undersold or their expiration date. The second is information about the types and varieties of brand collections that have expired, while at the beginning of the year they have changed products according to the theme.

Documentation is carried out to collect supporting data in the form of references, logos, other events, and other information in designing visual identities such as visions, missions, and target visitors.

The third information is data about the promotions that have been carried out, also discussing the obstacles faced by the event organizers such as the lack of people who know about the event.

Based on the elaboration of the data analysis above, it can be concluded that the Bandung Shocking Sale Festival is an event in the form of warehouse washing exhibitions from various multibrands. The expected target visitors are students and the young generation of parents in the city of Bandung, with the results of designing a new visual identity and applying it in promotional media are expected to attract more visitors. The enthusiasm of visitors from the younger generation is certainly expected to be a trigger for visits to increase. If we return to the context of the age and socio-economy of the visitor, then the choice of design and color is made in an attractive, cheerful and modern way.

The concept of designing the visual identity of the Bandung Shocking Sale Festival uses a combination of logograms and logotypes. According to the Grapiku.com website, this type of combination logo can be a good choice because the logo can be used in various media and needs, and the logo will be more integrated and strengthen the brand image.

The main theme in designing the Bandung Shocking Sale Festival logo is to form the image of the warehouse washing event to look fresher, more attractive and modern. The visual message displayed is in the form of a collection of several icons, such as round and triangular graphics that symbolize the various products displayed, cheerful colors to explain that the event is not just an ordinary warehouse wash. The verbal message is in the form of a logotype that reads Bandung Shocking Sale Festival as the identity of the event's name.

The design style used in designing this logo is a logotype that displays a message conveyed through the form of writing with various symbols as a complement. This design style looks simple, iconic, unique and memorable. Its simple shape is also considered more modern so that it can be applied to various supporting media. In order to maximize the use of this visual identity, an appropriate application medium is needed. This logo will be applied in various media, from small scale to large-scale media, including business cards, letterheads, stamps, employee uniforms, stickers, souvenirs, social media promotional content to banners, billboards and others. These media were chosen because they are considered interesting, communicative and functional, and this media will later intersect directly with the audience, in this case museum visitors, so that it can increase brand awareness on the image of the event.

The second stage is pre-production, which is the researcher collects data through document or data review, observation and interviews as characteristics of qualitative research. The authors of this study are divided into several tasks to

collect data, such as those who conduct research on similar activity promos. There are also those who collect data related to the logo of similar activities. Interviews are also conducted to the target audience of the logo that will be designed, namely from several visitors and performers to find out the reason why they are present and enliven the activity, then what is usually their interest when, for example, seeing promos on certain media.

This diverse and irregular data will then enter the data analysis stage to be arranged and narrated in a more structured manner so that it can be better interpreted (Daymon and Holloway, 2002: 367). Of course, the data analysis carried out is a qualitative data analysis with a systematic process that takes place continuously at the same time as the data collection is carried out.

## DISCUSSION

### *Data Identification*

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### ***Design Visualization***

The first stage in the design visualization carried out by the author is research and looking for logo references that are relevant to the Bandung Shocking Sale Festival Event. After finding various kinds of design references, the author will have a discussion with the organizers about design style references that are suitable for the Bandung Shocking Sale Festival.



Figure 2. Design references  
(Source: Google, 2023)

As well as being assisted by a moodboard as a reference for design style, colors and fonts that will be used in designing brand identity. The results chosen by the cofounder as a reference are numbers 1 and 3. The next stage is the creation of a rough sketch or logo thumbnail using the characteristics and characteristics of the Bandung Shocking Sale Festival as visual data, including round images, triangles and other graphic elements as iconic product symbols. The second visual form is the event writing as the main core of the logo. Based on the results of the discussion, the design of the Bandung Shocking Sale Festival logo was made simple and modern.



Figure 3. The result of the Logo that has been created  
(Source: author's documentation, 2023)

### *Implementation of Visual Identity*

After obtaining a logo that has been approved by the organizer, the application of the logo is made in various media. The media is on the main flyer for digital promo media, such as Instagram, Facebook etc. As an online promotional medium, the logo is applied to Instagram and Facebook profiles. Logos are also applied to every feed and instastory that will be uploaded as a form of consistency and to increase brand awareness for internet users.



Figure 4. Applications in digital media that have been created  
(Source: author's documentation, 2023)



Figure 5. Applications in the media that have been created  
(Source: author's documentation, 2023)

Billboards aim to be a large-scale promotional media that is placed in strategic areas so that it can be seen, the logo is placed at the top with the consistency of a white background so that the logo can be seen clearly.



Figure 6. Applications in the media that have been created  
(Source: author's documentation, 2023)

Logos are applied to the media banners around the event area. The logo is placed on the top with a plain white background and with a large size so that it can be clearly seen even in a high place.



Figure 7. Logo application on the event stage  
(Source: author's documentation, 2023)

Logos are applied to the backdrop on the event stage as a promotional medium. Using the dominant color magenta as the brand color of the Bandung Shocking Sale because it is considered to represent the concept of a cheerful, vibrant and modern event. The logo is placed on the top with a plain white background and with a large size so that it can be clearly seen even in a high place.

Test, The final step in Visual Identity Design is a test or trial, where the idea or solution that has been designed before it is evaluated to determine its level of effectiveness before it is applied thoroughly. In the process of testing the design of visual identity design at the Bandung Shocking Sale Festival event, this step involves submitting the design to the event organizer. Furthermore, the design was disseminated through social media that had been prepared by the event, with the aim of getting responses and responses from the community and target visitors.

## **CONCLUSION**

The design of visual identity at the Bandung Shocking Sale Festival shows that visual communication strategies have an important role in improving the image and attractiveness of an event. The visual identity designed with a simple, modern, fresh, and easy-to-apply logotype style is proven to be able to represent the vision, mission, and characteristics of the event professionally. The consistent application of visual identity in various media, both print and digital, has succeeded in expanding the reach of promotion so that it is not only known in the community, but also reaches a wider audience, especially in the productive age range of 18-45 years. This success is reflected in the achievement of the number of visitors of around 10,000 people in accordance with the set target. Thus, it can be concluded that the design of the right visual identity is able to support the effectiveness of promotions, strengthen the positive image of the event, and make a real contribution to increasing local economic activities through the attraction of the event.

## **RECOMMENDATION**

Based on the results of the design and implementation of visual identity at the Bandung Shocking Sale Festival, there are several things that can be suggested for future development. First, consistency in the application of visual identity elements, such as logos, colors, typography, and other graphic elements, needs to be maintained so that the festival has a strong image and is easily recognized by the public. Second, the optimization of digital media, especially social media and official websites, is very important to expand the reach of promotion and reach the younger generation who are more active in the digital realm. Third, the development of interactive media, such as promotional video content, logo animations, and digital merchandise that matches the identity of the event, can be an additional strategy to increase audience engagement. Fourth, it is necessary to conduct periodic evaluations of the effectiveness of promotion and acceptance of visual identity in the community. The results of this evaluation can be the basis for innovation in promotional strategies and refreshing visual

identities to stay relevant to the development of design trends and the needs of the target audience.

## ADVANCED RESEARCH

Further study should explore how visual identity strategies can be optimized across different types of events to enhance promotional effectiveness and audience engagement. Future research could also examine the long-term impact of consistent visual branding on audience loyalty, event sustainability, and local economic growth. In addition, comparative studies between local and international events may provide deeper insights into how cultural context influences the effectiveness of visual communication in shaping perceptions and attracting diverse audiences.

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