

***FONT DESIGN AS THE BASE OF SALON ASTER MALANG'S VISUAL
IDENTITY TO INCREASE BRAND AWARENESS***

**Amelia Putri Maharani, Didit Prasetyo Nugroho, Bintang Pramudya P.P.
Universitas Ma Chung**

Abstract

Salon Aster Malang is a beauty salon parlor in the city of Malang that has been established since 1978. Despite being a long-running company, Salon Aster lacks a strong visual identity because its only visual component is its logo. Then, based on initial observation, Salon Aster's logos always feature the logotype and logogram concept. Therefore, the font's design is thought to be successful for establishing a fresh visual identity, increasing brand recognition for Salon Aster, and offering design alternatives for supporting media. A qualitative research methodology was applied, with data being gathered through interviews, documentation, observation, and literature review; Miles and Huberman's interactive data analysis was used for analysis; and the design method employed is the design thinking process also supported by the type design approach. This font's design was influenced by the Salon Aster logotype, a contemporary retro font, and an Art Nouveau font. The outputs of this design include installer font, type specimen book, posters, Instagram posts, video preview, masks, hats, tote bags, pouches, name tags, loyalty cards, business cards, QR stands, 3D letters, open and closed signs, typographic playing cards, and playing card box. Furthermore, Salon Aster's brand awareness significantly expanded its audience reach through evaluations from Instagram insights. This demonstrates that, despite being time-constrained during the design process, the design is successful in raising brand recognition for Salon Aster.

Keywords: *Typography, Aster Salon, Visual Identity*