

***DESIGNING VISUAL BRAND IDENTITY FOR VERNON EDUCATION  
MALANG WANTS TO RAISE BRAND AWARENESS***

**Sultan Arif Rahmadiano, Bintang Pramudya Putra P., Vianney Natasha  
Universitas Ma Chung**

***Abstract***

*This design aims to create an effective visual brand identity for Vernon Education as an effort to enhance brand awareness. In a competitive business environment, brand awareness is a crucial factor in distinguishing a company from others. Through this brand identity design, Vernon Education can strengthen their brand image and attract the attention of the target audience. The research method used in this design is qualitative research, involving interviews with Vernon Education and observations of competitor companies in Malang City. The collected data will be analyzed using SWOT analysis. The results of the SWOT analysis indicate that Vernon Education is capable of competing with other competitors by leveraging their strengths and creating their own brand identity. Consistency in brand identity design is crucial to enhance brand awareness. It is expected that the implementation of the designed brand identity will have a positive impact on Vernon Education's brand awareness. The outcome of this design includes the logo of Vernon Education along with a graphic standards manual that encompasses elements such as the logo, colors, typography, supergraphics, and visual style that represent Vernon Education. Supported by various media such as office equipment (envelope design, letterhead, folder holder, business card, notebook, pen, and ID card), uniforms, nine Instagram feed designs, and merchandise (t-shirts, tote bags, keychains, and leather handbags). This design contributes to both theoretical and practical understanding of brand identity design as an effort to enhance brand awareness in the education sector and related industries.*

*Keyword: Brand identity, brand awareness, education, corporate*