



## Designing Visual Identity for Wedding Decoration to Enhance Brand Awareness

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### **History:**

Submit: November 1, 2025

Review: March 2, 2026

Publish: April 29, 2026

### **Kata Kunci:**

Visual Identity, Brand Awareness,  
Wedding Decoration, Visual  
Communication Design

### **ABSTRACT**

*Wedding Decoration Nana Beckham is a wedding decoration business based in Way Kanan, Lampung, which has been running for over 15 years but still lacks a strong and consistent visual identity. The absence of a visual identity makes it difficult for the business to differentiate itself from competitors and build brand awareness. This study aims to design a comprehensive visual identity system that strengthens the business's image and expands its market reach. The design process involves observation, interviews, and SWOT analysis to understand the business's needs and characteristics. The final outcome includes key visual elements such as logo, typography, color palette, and their application across various promotional media, along with the development of a Graphic Standard Manual (GSM). The new visual identity is intended to represent the brand's aesthetic values, local culture, and professionalism, thereby enhancing its competitive advantage and increasing brand awareness.*

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## 1. Introduction

Marriage is a sacred moment that holds spiritual, social, and cultural values for every individual. In the Indonesian context, marriage is not only a bond between two people but also a means of strengthening family and community relationships. According to Law Number 1 of 1974 concerning Marriage, marriage is a physical and spiritual bond between a man and a woman established to form a happy and everlasting family based on the belief in God Almighty.

Marriage is an important event that is celebrated in grandeur across Indonesia. One of the key aspects in organizing a wedding is the wedding decoration. This industry has grown rapidly due to its strong aesthetic and cultural values. Modern wedding decoration trends now emphasize elegant, personal, and minimalist concepts, combining local cultural elements with modern technologies such as projection mapping and event livestreaming (WinSport, 2024). On the other hand, each region in Indonesia has its own distinctive wedding decoration styles that reflect local cultural values. For example, in the Lampung region, wedding decorations showcase the beauty of traditional crafts such as *Sulam Lidah Pengantin* embroidery, *kain Pengapik*, and characteristic motifs such as *siger* and peacock designs (Dyah, 2021; Pambudhy, 2021). This illustrates that wedding decoration is not merely a visual element but also a cultural identity symbol rich in meaning.

In this context, Wedding Decoration Nana Beckham has emerged as one of the rapidly growing businesses in the wedding decoration industry in Way Kanan Regency, Lampung. Established in 2010 and managed as a family business by Mrs. Nana and her five employees, this enterprise has served various wedding events for over 15 years with a considerable revenue turnover. However, despite its

growth, Wedding Decoration Nana Beckham still lacks a strong visual identity to represent its professionalism and distinguish it from competitors. Currently, the business relies on the social media account of Mrs. Nana's beauty salon without a distinct visual identity that reflects its wedding decoration services.

The absence of a visual identity has become an obstacle in expanding market reach and building brand awareness. In fact, a visual identity plays a crucial role as the face and representation of a business's core values. Elements such as logos, colors, and typography help audiences recognize, recall, and build emotional connections with a brand (Andriansyah, 2024). Moreover, brand awareness plays a strategic role in creating customer loyalty, strengthening reputation, and enhancing consumer trust (Adinda Nawangwulan, 2023; Hildreth, 2012).

Based on these issues, it is necessary to design a visual identity that represents the character, aesthetic values, and professionalism of Wedding Decoration Nana Beckham. The designed visual identity is expected to strengthen the company's position in the wedding decoration market, differentiate it from competitors, and enhance brand awareness among the public. Therefore, this study focuses on the process of visual identity design as a visual communication strategy to build a strong and sustainable brand image.

## 2. Method

The research method used in this design project employs a qualitative approach with observation, interview, and SWOT analysis techniques. Observation was conducted to understand the company's visual characteristics and communication needs. Interviews were carried out with the business owner to explore the vision, mission, and values to be highlighted in the visual identity. SWOT analysis was used to identify the strengths, weaknesses, opportunities, and threats that serve as the foundation for developing the visual identity design strategy.



Figure. 1 Direct Observation



Figure. 2 Direct Observation



Figure. 3 Interview

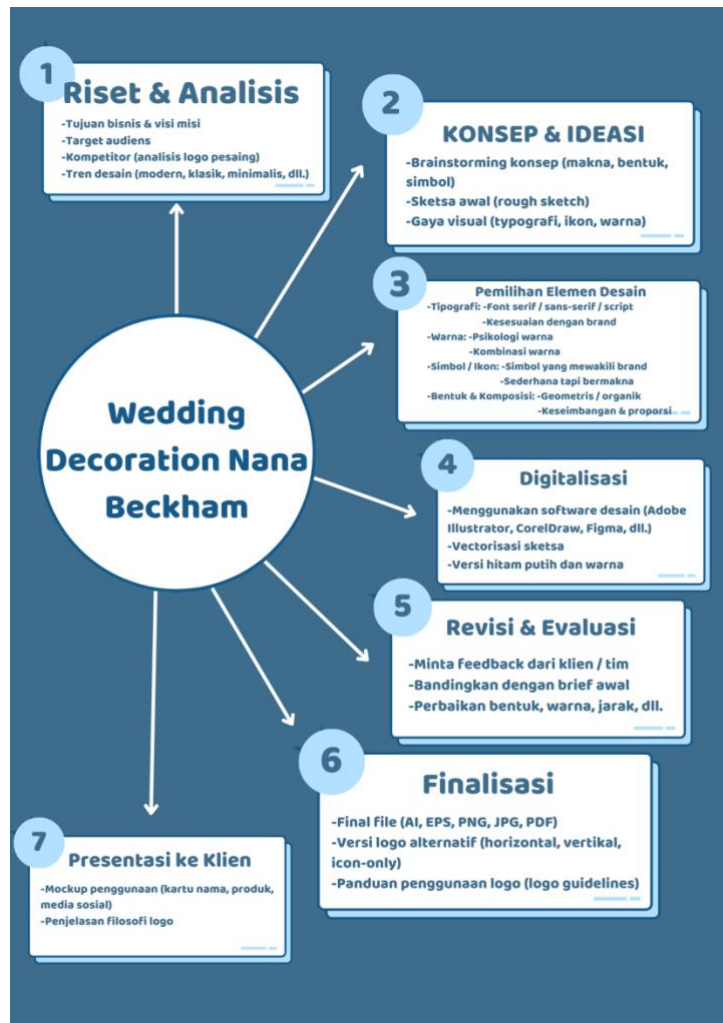


Figure. 4 Mindmapping

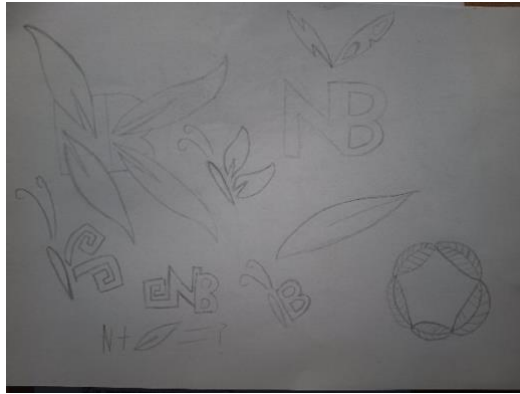
Table 1. SWOT Analysis

Strength (S)	Weakness (W)
<ol style="list-style-type: none"> <li>Has over 15 years of experience in the wedding decoration industry.</li> <li>The business generates a large and stable turnover.</li> </ol>	<ol style="list-style-type: none"> <li>Does not yet have a professional and consistent visual identity.</li> <li>Promotional media are still combined with the bridal salon business.</li> </ol>

	<ol style="list-style-type: none"> <li>3. Provides comprehensive wedding services, including bridal makeup.</li> <li>4. Has a good reputation and is well recognized within the local community.</li> </ol>	<ol style="list-style-type: none"> <li>3. Lacks understanding of the importance of branding.</li> <li>4. Has not yet developed an effective visual communication strategy.</li> </ol>
<p><b>Opportunities (O)</b></p> <ol style="list-style-type: none"> <li>1. High market demand for wedding decoration services remains strong.</li> <li>2. Modern decoration trends and digital marketing are continuously developing.</li> <li>3. Potential for expansion into other regions within Lampung Province.</li> <li>4. Increasing use of social media as an effective promotional platform.</li> </ol>	<p><b>Strategi (S-O)</b></p> <ol style="list-style-type: none"> <li>1. Leverage extensive experience to offer unique decoration concepts that align with current trends.</li> <li>2. Improve service quality and diversify decoration products to remain competitive in a broader market.</li> <li>3. Maximize the use of social media for promotion and to expand market reach.</li> </ol>	<p><b>Strategi (W-O)</b></p> <ol style="list-style-type: none"> <li>1. Design a professional visual identity to strengthen the business image.</li> <li>2. Separate the promotional media of the wedding decoration business from the bridal salon to create a more focused branding strategy.</li> <li>3. Participate in branding training or consultations to enhance the business owner's understanding of branding principles.</li> </ol>
<p><b>Threats (T)</b></p> <ol style="list-style-type: none"> <li>1. High competition with other decoration vendors that have stronger branding.</li> <li>2. Rapid changes in decoration trends.</li> <li>3. Lack of digital promotion may hinder business growth.</li> <li>4. Dependence on word-of-mouth promotion.</li> </ol>	<p><b>Strategi (S-T)</b></p> <ol style="list-style-type: none"> <li>1. Maintain service quality and decoration results to stay ahead of competitors.</li> <li>2. Adapt decoration designs to follow new trends while preserving the business's unique characteristics.</li> <li>3. Leverage the company's good reputation to build and strengthen customer loyalty.</li> </ol>	<p><b>Strategi (W-T)</b></p> <ol style="list-style-type: none"> <li>1. Develop a digital promotion strategy to reduce dependence on word-of-mouth marketing.</li> <li>2. Create engaging and consistent visual content on social media to stay competitive in a highly saturated market.</li> <li>3. Strengthen the team's skills in design and marketing to adapt to changing trends.</li> </ol>

### 3. Results and Discussion

The result of this design project is a set of visual identity elements consisting of a logo, typography, color palette, and visual applications across various promotional media, as well as the development of a Graphic Standard Manual (GSM). The designed logo is abstract in form and combines elements of modernity, elegance, and local Lampung cultural motifs to reinforce the brand's cultural values and differentiation.



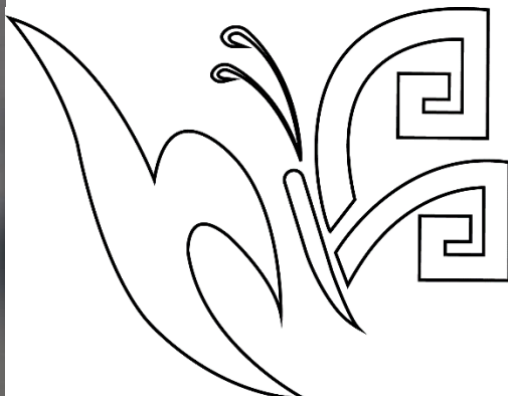
**Figure. 5** Brainstorming Sketches



**Figure. 6** Alternative Sketches 1



**Figure. 7** Alternative Sketches 2



**Figure. 8** Alternative Sketches 3



**Figure. 9** Primary Logo



**Figure. 10** Landscape Logo

The primary typography used is the “Garamond” font. Garamond was chosen because it conveys a luxurious, classic, and elegant impression, aligning with the positioning of Wedding Decoration Nana Beckham as a professional and high-class wedding decoration service provider. Garamond will be applied to the logotype and branding materials that require a formal and aesthetic tone.

Garamond

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

**Figure. 11** Garamond Font

The primary colors established for the design are navy blue and light blue. Navy blue represents seriousness, trustworthiness, and conservatism, conveying a sense of professionalism and stability. Meanwhile, light blue symbolizes calmness, relaxation, peace, and optimism — connotations that align well with the sacred and warm atmosphere of a wedding. The combination of these two colors creates a balanced impression between elegance and a friendly, serene mood.



### WARNA

C: 100 M: 98 Y: 14 K: 17  
RGB: 282973

Diru nany melambangkan sifat vertus dan kersanawati.

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C: 55 M: 0 Y: 7 K: 0  
RGB: 282973

Diru tagal melambangkan ketonangan, ratakasi, kerdaman, dan harmoni. Warna iyu juga melambangkan harapan, optimisme, dan ekspansi, karena merupakan warna dari langit yang terbuka luas.

### WARNA NETRAL

C: 0 M: 0 Y: 0 K: 0  
RGB: FFFFFFFF

Warna netral pada logo digunakan untuk penempatan logo pada background (sifat bebarang) gelap dan terang. Putih untuk background gelap dan hitam untuk background terang.

### GRID SYSTEM

NORMAL

Grid system merupakan sebuah panduan yang bertujuan untuk memudahkan di dalam mendesain logo.

### LANDSCAPE

### CLEAR AREA

CLEAR AREA digunakan untuk memperjelas dan menonjolkan logo saat disandingkan dengan logo lain.

### CONTOH PENGGUNAAN CLEAR AREA

**BENAR**

**SALAH**

### ATURAN PENGGUNAAN DILARANG

### DIPERBOLEHKAN

Contoh di samping adalah acuan penempatan logo pada kop surat dengan jarak dari sisi kiri, atas dan bawah 0,5cm serta tepa logo maksimal 2,1cm.

Contoh di bawah adalah acuan penempatan logo pada kartu nama. Pada bagian depan logo menggunakan warna netral putih dan background biru navy sesuai dengan sistem identitas visualnya, dilaksakan di tengah dengan jarak sisi kanan dan kiri 2,0cm sedangkan sisi atas dan bawah 1,5cm. Kemudian untuk bagian belakang, logo berada di sebelah kanan bawah dengan jarak sisi kiri 11,54cm, sisi bawah 0,5cm, dan sisi atas 7,15cm.

**DEPAN**

**BELAKANG**

PENGAPLIKASIAN PADA MOCKUP



Creative by: Muhammad Anwar Shiddiq  
Major: Visual Communication of Design  
From: Institute of Informatics & Business Semarang

Figure. 13 GSM

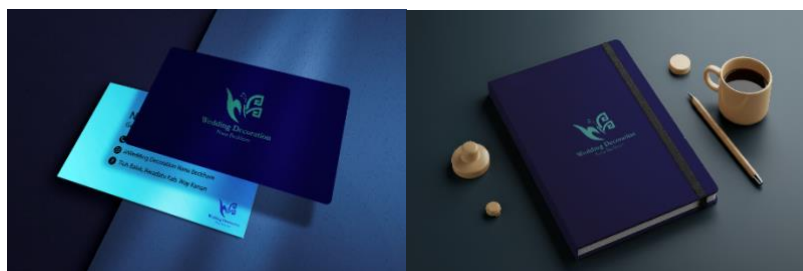


Figure. 14 Business Card & Note Book



Figure. 15 Mug & Keychain



Figure. 16 Signage & Polo Shirt



Figure. 17 X-Banner & Billboard

#### 4. Conclusions

The design of the visual identity for Wedding Decoration Nana Beckham has resulted in an identity system that effectively represents the company's character and core values through visual elements. With a consistent visual identity, the business can become more recognizable, increase customer trust, and strengthen brand awareness in a competitive market. Future recommendations include expanding the implementation of this visual identity into digital media and integrated promotional campaigns to further enhance brand visibility and engagement.

#### Acknowledgment

The author would like to express sincere gratitude to Mrs. Nana, the owner of Wedding Decoration Nana Beckham, for providing the opportunity, time, and valuable information throughout the research and design process. Appreciation is also extended to the academic supervisor for the guidance and constructive feedback, as well as to the family and fellow students of the Visual Communication Design Program, Institut Informatika dan Bisnis Darmajaya, for their moral support and motivation that greatly contributed to the successful completion of this study.

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