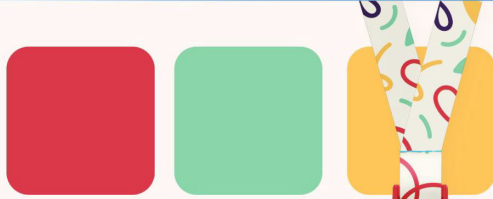




Visual Identity Redesign For Viva Cosmetics

Venny
Universitas Multimedia Nusantara
Indonesia



Established in 1962,
Viva Cosmetics is
the first local beauty
brand to proudly
state "Made in
Indonesia."



Bloom in The Tropics

reflects *beauty and inner
growth*—symbolizing
confidence that blossoms
from within.

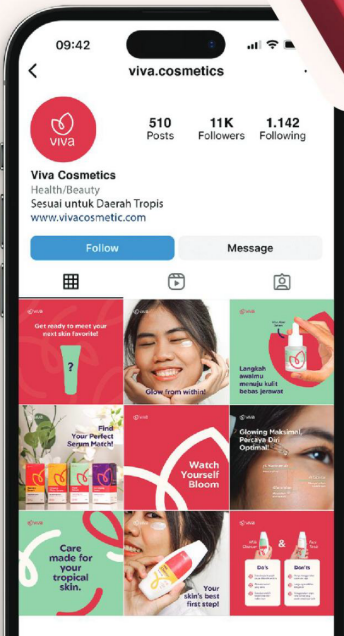


Design Process

The visual identity redesign
followed *Alina Wheeler's
methodology*.



- 1 Conducting Research
- 2 Clarifying Strategy
- 3 Designing Identity
- 4 Creating Touchpoints
- 5 Managing Assets



ID 470 Visual Identity Redesign for Viva Cosmetics

Venny

The cosmetic industry in Indonesia has been growing significantly over the years, with more companies entering the market. Amidst this growth, Viva Cosmetics is known to be one of the well-known local cosmetic brands among Indonesian women. Viva Cosmetics is the first local cosmetic brand with the label "Made in Indonesia" which offers a variety of beauty products for tropical skin. However, Viva Cosmetic's visual identity has not had any changes since it was first established in 1962. This leads to a problem where Viva Cosmetics is often perceived as a cosmetic brand only suitable for the older generations. Therefore, the author undertakes a visual identity redesign for Viva Cosmetics. The data collection method used in this research include observation, interviews, and questionnaires. This redesign process is guided by the theory of visual identity design outlined in Wheeler & Meyerso's book "Designing Brand Identity" (2024). Through this visual identity redesign, the aim is to help Viva Cosmetics adapt and stay relevant in today's modern trends.