

ABSTRACT

Sheny kelom geulis is a business gallery in Tasikmalaya that manufactures and sells a variety of traditional kelom sandal. Products from Sheny are products made from mahogany wood so that the quality is guaranteed. In addition, Sheny is known as a beautiful sandal product with variants of designs, materials and colors that are loved by the public. Although it has been trying to get back on its feet since 2014, there has been no significant development of this business, this is due to the absence of an effective branding strategy. As long as this promotion is only done through online media, it is quite broad so that information does not spread widely. If this continues, then this business will soon disappear from the market. Still have good potential. The design of this branding is done to provide solutions to these plans. With this design, it is hoped that brand awareness will emerge in the Kelom Geulis Sheny community through a variety of attractive visual identity design and unique characteristics.

Keywords: Visual Identity, Traditional Sandals, Sandals Kelom Geulis