

ABSTRACT

VISUAL BRAND COMMUNICATION DESIGN OF SEHAT MENTAL INDONESIA FOUNDATION

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Well-being should be one of the most important things people should paying attention to, especially mental health which could do a major effect on the quality of a human life. Not a few cases of mental health issue that led to death by suicide and suicide itself is one of the highest cause of death at the moment. Mental health issues can be prevented and medicated with the help of mental health consultation and rehabilitation services such as Yayasan Sehat Mental Indonesia which already been operating since 2018. However, the foundation hasn't been known widely, caused by the awareness of the society toward mental health is still minimal and also the application of the foundation visual identity and promotional media isn't at the maximum use. Therefore, the need of designing foundation's visual identity and promotional media is crucial, with observation, interview, questioner, and literature review of research methods, also with SWOT and ratio matrix analysis which will produce the appropriate result which will be implemented on the foundation's communication and information media. The aim of this design is to strengthen the foundation's visual identity and giving the better exposure toward the society.

Keywords : Visual identity, information media, mental health.