

## **ABSTRACT**

*Bandung plays a significant role in the development of Indonesian visual arts, one example being the contribution of Setiawan Sabana in the field of contemporary printmaking. Following his passing in 2023, many of his works were left neglected in his residence. In response, Design Culture Lab organized the Setiawan Sabana Archive Exhibition as an effort toward preservation and public education. However, the exhibition lacked a visual identity that represents the moral, aesthetic, and historical values of the archived works. This final project aims to develop the visual identity of the exhibition through a Brand Communication and Environmental Graphic Design (EGD) approach. The methods used include visual research on similar archive exhibitions, content analysis of the archives, and the design of graphic media and spatial navigation systems. The design outcomes include a logo, slogan, print and digital media, as well as EGD elements that support an informative visitor experience. This project is expected to build a positive image of the exhibition and increase its appeal and audience reach.*

**Keywords:** *Brand Communication, Graphic System, Archive Exhibition, Setiawan Sabana*