

## **ABSTRACT**

### **“BRAND COLLATERAL AND BRAND COMMUNICATION DESIGN FOR AION SPORT INDONESIA ”**

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The development of sports and a healthy lifestyle and the increasing interest of people in exercising in Indonesia have created great opportunities for the sports industry. People are increasingly aware of the importance of maintaining health through regular sports activities in order to create a healthy lifestyle balance that drives demand for sports products or accessories that are functional and comfortable to help with sports activities. Aion Sport Indonesia, a brand company in the field of sports apparel that was founded in 2017, has utilized digital platforms to make the main strategy in marketing such as through e-commerce and social media. This design aims to design brand collateral and brand communication that can increase brand awareness and attract the attention of audiences who like sports to Aion Sport Indonesia products in the form of sports towels. This design process has methods, namely interviews, questionnaires, observations and literature studies, as well as theoretical foundations that underlie the design such as brand communication theory, brand collateral, and supporting theories such as packaging design, social media, to the principles of visual communication design. The selection of brand collateral media and brand communication is based on the analysis of the problems faced by Aion Sport Indonesia. The design results are in the form of output that includes several visual elements including brand collateral and brand communications, namely, social media such as Instagram feeds, Instagram stories, product e-commerce displays, e-commerce banners, product catalogs, flyers, X-banners, stationery, brochures, merchandise. All elements are designed with consistent and attractive brand communication effectively to the audience.

Keywords: Aion Sport Indonesia, Sports Products, Brand Collateral, Brand Communication, Brand Awareness, Visual Communication Design