

ABSTRACT

Art Thesis is a graduation requirement of the Faculty of Visual Communication Arts. It contains marketing analysis and design. I choose to do the cooperate identity for "Phoenix Factory Outlet co., ltd." The company is new and it has no logo and no corporate identity.

From the research, I found that the company has no logo and the corporate identity that the company uses is very simple and out of date. First idea is the fire bird, which I design with a concept name "The Power of Living". Second idea is the legend of the bird, which I design with a concept name "Eternity of Style", and the third idea is the uniqueness of the company, I design the concept "Create your Passion". The scopes of my design include the logo, corporate identity, website, design display outlet and display booth.

The concept "Eternity of Style" is the most suitable with the company because Phoenix is the bird that had infinity lives. The company is a furniture factory and the design will never be out of date like Phoenix. Mood and tone are professional, comfortable, and contemporary.

The design will be a combination of old and new. From the logo, I use serif (old) and sanserif (new) font together. For Decoration, I use texture of diffent materials that the company uses and solid orange and gray which are the same colors with the logo to make it more modern. I try to use the uniqueness of all three concepts and combine them for the final design.