

**Visual Identity Design of Azria Vet Care Petshop to Increase Brand  
Awareness**



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Declare that in this Final Project scientific document there is no part of other scientific works that have been submitted to obtain an academic degree in a Higher Education Institution, and also there are no works or opinions that have ever been written or published by other people/institutions, except those that are cited in writing in this document and mentioned in full in the bibliography.

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Surabaya, 08 October 2025



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## ABSTRACT

Azria Vet Care is the first pet shop to be established in Lamongan. This petshop has been established since 2017, and since then many competitors have followed in the footsteps of Azria Vet Care. In the phenomenon of existing problems, Azria Vet Care still has a fairly low awareness among the public, besides that the visual identity of Azria Vet Care is still inconsistent and still does not reflect the message or story of the petshop. The design of this Final Project focuses on designing Azria Vet Care's visual identity to address the main problems of low Brand Awareness (79.6% of 54 respondents are not aware of this brand) and visual inconsistencies due to the absence of a Graphic Standard Manual (GSM). Using a mixed methodology (qualitative and quantitative) through interviews, observations, questionnaires, and SWOT analysis, this study formulates the concept of "Petshop that Serves Wholeheartedly" to produce a professional, modern, and warm visual identity. The final results include a combination logo mark with geometric dog and cat icons, a bright and contrasting color palette, and consistent implementation of primary media (GSM) and supporting media (brochures, signage, stationery, merchandise, and social media), in the hope of increasing public visibility and trust in Azria Vet Care.

**Keywords:** Visual Identity, Petshop Azria Vet Care, Brand Awareness, Visual Communication Design, Redesign.

## FOREWORD

Praise be to God Almighty for His grace and grace, so that the author can complete the writing of the Final Project with the title "Designing the Visual Identity of Azria Vet Care Petshop to Increase Brand Awareness". This Final Project is part of the graduation requirements for the Visual Communication Design study program, which aims to design a modern, friendly and professional visual identity system for Azria Vet Care, with the hope of overcoming market competition challenges and significantly increasing brand awareness among the target audience, while strengthening Azria Vet Care's image as a trusted and quality animal health service provider. Not forgetting on this occasion, the author would sincerely like to express his gratitude as much as possible to:

1. To Allah SWT and the Prophet Muhammad SAW who gave grace and opportunity to the author to complete this Final Project Report.
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The author realizes that this Final Project is still far from perfect, therefore, all inputs, criticisms, and constructive suggestions from various parties will be accepted with open arms for future improvements. Finally, the author hopes that this Final Project can provide real benefits, especially in the context of the development of Visual Communication Design science, as well as be a useful reference for students, academics, and practitioners in the field of design and marketing.

Surabaya, 14 December 2025

Danu Zulfan Irnanda

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