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The Redesigning Process of Terralogical Photography Logo

Written as a fulfillment for the award of the degree in Bachelor of Arts (S.Sn)

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ABSTRACT

*Terralogical Photography* is a wedding photography service company based in Bali, Indonesia. Established in 2010, it has grown considerably in a saturated market and industry. To be able to stand out amongst its competitors and establish an image and quality reflective of what they have evolved to be becomes crucial for positive image and reputation associated with the company. A company’s logo, as a form of visual identity is an external medium for a brand; it has the ability to convey certain images of the brand in the minds of people and customers. In a repositioning move towards offering a different experience for its clients, a logo redesign for *Terralogical Photography* needed to better represent its new direction as well as a way to signal the public of its change.

Keywords: Logo, image, visual identity, brand, wedding photography.
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6. Last but not least, to my loving parents who have always been there and given the best for my education, i dedicate this to them.
The final project is undertaken not only for my own personal benefit, but the company, as well as in hopes that this report will be beneficial to future students as a form of resource and/or inspiration.

Tangerang, 04-08-2014

Amanda Sutiono
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