

## ABSTRAK

Proyek tugas akhir ini membahas proses perancangan dan produksi *brand identity* sebagai strategi untuk membangun *brand equity* pada PT *One Moment Technology*, sebuah perusahaan *start-up* berbasis teknologi di Bandung, Jawa Barat. Latar belakang penelitian berangkat dari permasalahan kurangnya *brand identity* perusahaan, seperti logo, panduan visual, dan media informasi yang konsisten, yang berdampak pada rendahnya persepsi profesionalisme serta kepercayaan calon klien. Metode yang digunakan adalah observasi, wawancara, dan studi pustaka. Hasilnya adalah *brand identity* berupa logo, *tagline*, *booklet company profile*, dan *motion ads* yang dirancang sesuai visi, misi, dan karakter perusahaan, serta diimplementasikan secara konsisten untuk memperkuat citra profesional dan inovatif. Produk akhir ini diharapkan mampu meningkatkan pengenalan merek, membangun kepercayaan publik, dan mendukung terbentuknya *brand equity* yang berkelanjutan.

**Kata kunci:** *Brand Identity, Brand Equity, Booklet, Motion Ads, One Moment Technology*

## **ABSTRACT**

*This study discusses the design and production process of a brand identity as a strategy to build brand equity for PT One Moment Technology, a technology-based start-up located in Bandung, West Java. The research background stems from the lack of a consistent brand identity such as a logo, visual guidelines, and information media, which has led to low perceptions of professionalism and trust among potential clients. The method was employed, using observation, interviews, and literature review. The results include a brand identity consisting of a logo, tagline, booklet company profile, and motion ads designed in accordance with the company's vision, mission, and character, and implemented consistently to strengthen its professional and innovative image. The final product is expected to improve brand recognition, build public trust, and support the development of sustainable brand equity.*

**Keywords:** *Brand Identity, Brand Equity, Booklet, Motion Ads, One Moment Technology.*