

## Visual Analysis of Bandung's 200 Years Anniversary

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### **ABSTRACT**

*Bandung will have her 200th anniversary celebration through various events and activities. One of them is a 200th anniversary logo competition. The final phase of the logo competition is choosing one out of the five finalist logos through short message system polling by Bandung citizens.*

*Logo as an outcome of design that creatively visualizes ideas, represent tangible and intangible things of the events in organized signs. It consists of forms, colors, and letters that are composed to express the aspiration of townspeople. The chosen logo will be the representation of Bandung citizen's ideas, hopes, desires and values. Does it represent the new value of Bandung as one of the creative cities in the world?*

*This paper will depict visual analysis of the best five and the chosen of Bandung's 200th anniversary logo. Through description, analysis, interpretation and judgment phases in visual analysis, we may get the big picture of Bandung residents' minds and thoughts of their city. In particular, will they put 'creative' as one of Bandung's representative value in her 200th anniversary?*

**Keywords:** *event's logo, anniversary logo, branding, creative cities, visual analysis*