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Design of Visual Identity and Promotional Media for the 15th Anniversary of Supreme Complex, Samsen

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Abstract.

This research investigates the design of visual identity and promotional media for the 15th anniversary of Supreme Complex, Samsen. The research was undertaken to reflect the image and values of the shopping center, enhancing brand recognition and fostering stronger connections with its target audiences. The methodology encompassed a review of literature concerning visual identity, corporate image, and event promotional design, combined with field research through in-depth interviews with the marketing team. Insights from these processes were analyzed and synthesized into a design framework. The findings resulted in a comprehensive visual identity system for the anniversary event, including the 15th SUPREME ANNIVERSARY logo, color palette, typography, and graphic elements. A range of promotional media was also developed, spanning online platforms, printed materials, and on-site applications. These outputs effectively communicated the central concept of “Happiness Connected.” Importantly, the system was implemented in the actual anniversary celebration, reinforcing the shopping center’s positioning as “Simply happiness next to you”—a place that is accessible, familiar, and community-oriented. The research concludes that context-based approaches to design visual identity and promotional media can successfully address the needs of commercial organizations, participants, and retail operators. Moreover, the outcomes provide a conceptual model that contributes to the fields of graphic design and design education, underscoring the strategic role of design to sustain brand image while cultivating long-term community connections.

Keywords: identity, media, anniversary, supreme complex

1. Introduction

In the contemporary era, shopping centers no longer function solely as economic spaces for consumption; they also serve as social spaces that reflect the identity of the community and play a role in creating shared experiences among people (Kotler & Keller, 2016). Therefore, the design of visual identity and promotional media is critically important in shaping an organization’s corporate image and in communicating the values the organization seeks to convey to its target audience (Olins, 1990; Kapferer, 2012). In the context of shopping centers, celebrations of significant occasions, such as anniversaries, are not merely marketing activities but symbolic platforms that reinforce social memory and foster strong connections between the organization and its surrounding community (Getz, 2012).

Supreme Complex Samsen was established in 2010 and has adhered to the motto “Simply Happiness Next to You” as the central theme in its image communication since its inception. The shopping center plays a significant role as a space for leisure, shopping, and connecting people within the Samsen community and nearby areas. Over the past 15 years, Supreme

Complex has become an integral part of local life, both economically and socially. However, an examination of previous promotional media revealed a lack of identity consistency and an insufficient conveyance of the brand's values, resulting in a corporate image that is less distinctive compared to competitors in the same area.

The 15th anniversary of Supreme Complex Samsen in 2025 thus represents an important opportunity to enhance and creatively develop an event-specific identity. This initiative aims to serve as a medium for expressing gratitude to customers and the community, as well as reinforcing the center's role as a "space of happiness that connects people" under the core concept of "Happiness Connected." This concept reflects the shared memories of the past, the significance of the present, and the potential for future growth. The design of visual identity and promotional media for this occasion is therefore crucial for strengthening brand recognition, fostering engagement with the target audience, and positioning the organization's corporate image in alignment with community values (Balmer & Gray, 2003).

Accordingly, this research primarily aims to design the visual identity and promotional media for the 15th anniversary of Supreme Complex Samsen, focusing on effectively communicating the "Happiness Connected" concept through clear and accessible media. This effort aims to establish consistent brand recognition, foster shared memories, and achieve the shopping center's objective of maintaining a continuous and valuable corporate image in the community's eyes.

1.1 Research Objective

1. To design a visual identity for the event that reflects the values and image of Supreme Complex, Samsen.
2. To design promotional media for the anniversary celebration that aligns with the established identity.
3. To communicate the concept and meaning of the event through various media formats to enhance recognition and memorability among the target audience.
4. To respond to the shopping center's needs in creating a renewed image and establishing effective connections with the community.

2. Literature review

1. Visual Identity & Corporate Image

Identity and image are fundamental concepts in differentiating and creating value for organizations, particularly through design, which communicates the brand's intended perception to the target audience (Wheeler, 2017). Visual identity consists of logos, colors, typography, and visual language that are consistent and recognizable, fostering continuous brand awareness and recall (Olins, 2008; Wheeler, 2017). The success of identity design depends on conveying an image aligned with the brand's intentions (Kapferer, 2012). Communication strategies should integrate both design and narrative dimensions to generate meaningful experiences and emotional engagement (Schmitt, 1999). Conceptual frameworks, such as Kapferer's Brand Identity Prism (2012), offer a comprehensive approach that encompasses both the external image and the relationship between the brand and its consumers.

2. Promotional Media Design and Event Communication

Celebratory events serve as strategic tools to communicate brand values, strengthen audience engagement, and enhance positive brand image (Getz, 2012). Event-based communication emphasizes emotional and experiential participation (Pine & Gilmore, 1999; Tassiopoulos, 2010). Promotional media should align with the event's identity across pre-event, on-site, and post-event channels (Crowther, 2011). Semiotic approaches enable meaning creation at both denotative and connotative levels (Barthes, 1977). Clear themes and narratives unify the event elements and sustain emotional engagement, such as the “15 Years of Happiness Nearby You” theme, which links visuals and messaging to the brand's 15-year journey (Allen et al., 2011; Fog, Budtz, & Yakaboylu, 2005). Integrating aesthetic and participatory functions through digital platforms expands audience experience and engagement (Lester & Waters, 2010).

Moreover, integrating local identity into promotional media can enhance emotional connection and authenticity in event communication. A study by Taechit and Tuenta (2025) found that media design based on local culture and storytelling—such as the use of regional patterns and visual motifs—effectively conveys cultural value and modern appeal, reinforcing audience engagement and brand identity.

3. Consumer Behavior and Perception toward Identity and Media

Audiences are active interpreters of media, influenced by social, cultural, and psychological contexts (Schmitt, 2012). Brand perception emerges from visual semiotics, including logos, colors, typography, and layout (Henderson et al., 2003). A clear and consistent identity fosters emotional connection and brand loyalty (Aaker, 1996; Oliver, 1999). Media design should stimulate engagement and align with consumers' lifestyles (Kotler & Keller, 2016). The cultural and local context significantly influences interpretation and sense of belonging (Hall, 1997). In the digital age, media design must consider interactive behavior and selective content exposure prevalent among contemporary consumers (Sundar & Limperos, 2013).

4. Context of Supreme Complex and Related Case Studies

Supreme Complex is located in an established community along Samsen Road, offering 50,000 m² of mixed-use space and positioned as a low-key lifestyle center close to residents and leading educational institutions (National Statistical Office, 2022; Grant, 2002; Anholt, 2007). Comparative studies of J Avenue, The Commons, and Lido Connect indicate that successful community shopping centers link identity to the physical and cultural context, create meaningful experiences through activities, and maintain consistent, emotionally resonant promotional media (Chatrakul Na Ayudhya & Lertwannawit, 2013; Thompson & Arsel, 2004; Tan, 2020). For Supreme Complex, identity and media design should emphasize warmth, proximity, and understated elegance to connect seamlessly with residents, families, and nearby professionals.

3. Methodology

This study uses a qualitative research approach to design the visual identity and promotional media for the 15th anniversary of Supreme Complex, Samsen, under the concept of “Happiness Connected.” The idea highlights the relationships among people and the community, emphasizing the center's role as both a commercial and social space.

1. Contextual Study and Data Collection

The study begins with examining the shopping center's history, key features, and marketing strategies. Previous anniversary activities and their communication materials are analyzed to understand what worked well and what could be improved. This provides a clear context for the design.

2. Review of Design Principles and Theories

Relevant literature on visual identity, promotional media, brand communication, corporate image, and consumer behavior is reviewed. These theories guide the design process and help ensure that the outcomes communicate effectively with the target audience.

3. Data Analysis and Synthesis

The collected information is analyzed to develop design guidelines that align with the "Happiness Connected" concept. Key elements such as colors, fonts, symbols, and media types are defined to maintain consistency and clarity.

4. Concept Development and Prototyping

Design ideas are turned into prototypes, including posters, signage, social media content, and online materials. The identity system is designed to be flexible, allowing for its application across different platforms while maintaining consistency in the concept.

5. Production and Evaluation

Final promotional materials are produced for the anniversary event. They are evaluated for alignment with the concept, visual consistency, and audience understanding. Feedback ensures the media communicates effectively and engages the community.

6. Conclusion and Recommendations

The study concludes with a summary of findings and recommendations for future use of visual identity and promotional media, ensuring the system can continue to support the shopping center's brand and community connections.

4. Results

Based on the analysis of data collected from literature review, in-depth interviews with the marketing department, and a contextual study of Supreme Complex, Samsen, it was found that the shopping center's customers seek a space that is easily accessible, offers a warm and welcoming atmosphere, and provides activities aligned with the lifestyles of local families, working professionals, and students. Meanwhile, the shopping center itself aims to develop a clearer, more contemporary identity that enhances brand recall beyond previous efforts and emphasizes its image as a "community happiness space" that grows alongside residents. Consequently, the design of the visual identity and promotional media was strategically developed to address both perspectives coherently. From the customer perspective, the design needed to convey a tangible sense of connection, vibrancy, and warmth. From the shopping center's perspective, the design aimed to elevate its image, enhance brand value, and strengthen recognition.

The synthesized concept, “Happiness Connected,” reflects the shopping center’s role not only as a commercial space but also as a social hub that nurtures interpersonal connections. This concept is visually expressed through a “multicolored circle” motif, symbolizing continuity, completeness, and interconnection. When these overlapping circles combine, they represent the diversity of individual students, parents, civil servants, and office workers with their unique roles, yet unified in shared happiness within the shopping center.

The overall mood and tone of the design were defined as lively, charming, and warm, aiming to evoke a sense of fun, attraction, and emotional warmth simultaneously. Color elements were developed to balance heritage and contemporary appeal, transforming the shopping center’s original copper tone into a bright, warm orange, complemented by blue to establish balance and stability. Additionally, a pentadic color scheme was applied, incorporating pink, yellow, and sky blue to enhance freshness and create a celebratory atmosphere.

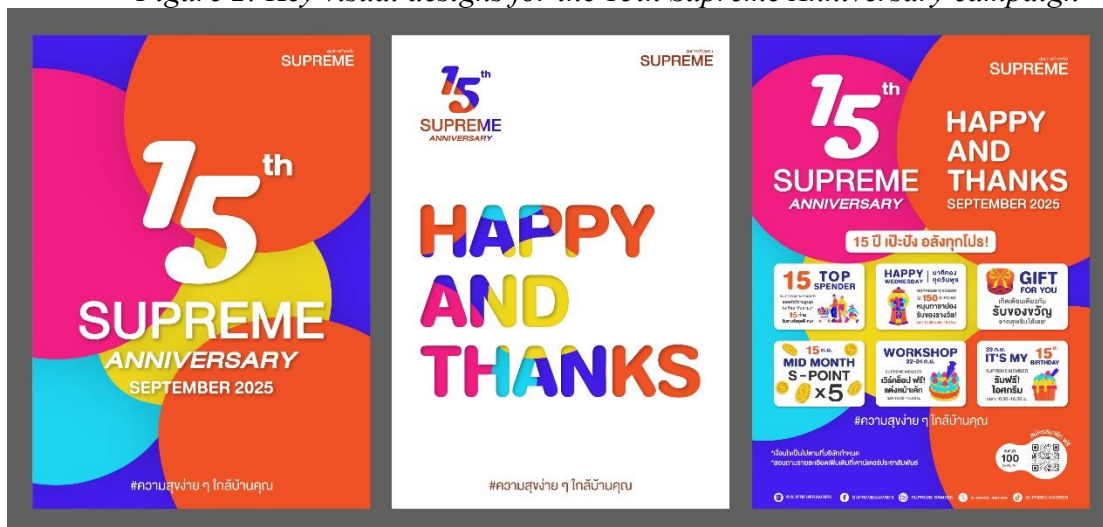
As a result of the design process, key deliverables include the 15th Anniversary Logo, a Key Visual embodying the “Happiness Connected” concept, and comprehensive promotional media for the event, covering both online and offline channels. All outputs were designed to maintain visual consistency and effectively communicate with the target audience as follows:

Figure 1: Variations of the 15th Supreme Anniversary logo



Source: Akasit Kheawsom, 2025.

Figure 2: Key visual designs for the 15th Supreme Anniversary campaign



Source: Akasit Kheawsom, 2025.

Figure 3: Examples of promotional media and event materials, including social media posts, posters, and activity announcements



Source: Akasit Kheawsom, 2025.

5. Conclusion

This research focuses on the development of visual identity and promotional media for the 15th anniversary of Supreme Complex, Samsen. The main objective is to enhance brand recognition and memorability while fostering warm, meaningful connections between the shopping center and its community, based on the concept of “Happiness Connected.”

1. Main Concept

Visual identity and promotional media were developed under a unified concept to reflect the shopping center’s role as an accessible, welcoming, and socially engaging space, reinforcing community connections.

2. Analysis Results

2.1. Visual Identity Design: The logo, color palette, typography, and graphic elements communicate warmth and connectedness, effectively enhancing brand recognition and image.

2.2. Promotional Media Design: Signage, posters, and digital media align with the visual identity and core concept, enabling a clear understanding and engagement among the target audience.

3. Recommendations for Development

3.1. Utilize digital media and interactive technologies, such as AR, to increase audience interest and engagement.

3.2. Adapt design approaches to respond to the behaviors and preferences of contemporary target groups familiar with digital environments.

4. Expected Goals and Knowledge Contribution

4.1. Enhance recognition and memorability of the shopping center’s visual identity.

4.2. Strengthening community engagement and participation.

4.3. Promote sustainable brand image and long-term relationships with the audience.

- 4.4. Serve as a prototype and framework for future visual identity and promotional media projects, providing practical and academic insights for designers and researchers to further develop and study.

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