VISUAL IDENTITY PROJECT OF SURABAYA’S BUNG TOMO STADIUM

Abstract

Surabaya which is widely known for its Sparkling Surabaya branding campaign is also known as the city of athletes. Surabaya athletes who joined the East Java contingent contributes in this contingent’s accomplishment in 2008 PON XVII. 70 percent of 500 East Java athletes comes from Surabaya, and they were hugely contributing in 85 of total 139 gold medal achieved by East Java contingent from 43 different sport games. On the celebration of Surabaya’s 716th birthday on 2009, the Surabaya city government proudly presented a book of this city's athletes most prided achievements.

Together with the book, Surabaya City Government also prepared to start the new era to support and fulfilled the needs of sports facilities in this city. Along with the new city's vision-mission and slogan of “Surabaya, Kota Atlet Go International”, the government built the international-rated Bung Tomo Stadium which is also the biggest stadium in east java. The stadium is the form of government support to provide the best sport facility although in the process surabaya government received no financial suport from provincial or central government.

Thus, emerge the need of a comprehensive and integrated visual identity of this new icon of sports in Surabaya. This project also involves various logo supporting elements that will become a strategic step in building strong identity of Surabaya city government. In this aspect, the identity is expected to strengthen the government connection with numerous stakeholders in which will be involved on the stadium's future preservation and strategic marketing plan.

Bung Tomo stadium visual identity project proposed to help Surabaya city government in building positive image, especially for the citizens of Surabaya, and to support the government future strategic programmes which involve the stadium and its sports facility within.

Keywords: sport, Surabaya, City of Athletes, go international