

ABSTRACT

Koffie's Five Scale Visual Identity Redesign

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A strong visual identity will shape and strengthen brand awareness, especially coffee shops. Lima Skala Koffie is one of the coffee shops operating in Tangerang, Lima Skala was founded by Muhammad Ikhlas Auli who is currently 24 years old. Five Scales has been around since mid-2020 because of his hobby and love for coffee. Lima Skala is a coffee shop that tries to present something different, namely by serving coffee that combines the flavors of the archipelago. Although the Five Scales has the potential to be known because of having customers from the personal and online network marketing process, the Five Scales are not yet widely known by the public, this is due to the inconsistency of the visual identity of the Five Scales. Koffie and the lack of promotion done. The purpose of this study was to determine the level of visitor satisfaction on the Five Koffie Scales and find out the problems faced by the Five Koffie Scales in finding visual identity in coffee shops. The conclusion in this Koffie Five Scale visual identity redesign aims to create a new visual identity by reflecting the vision, mission, and values of the business unit. In this case, the new visual identity is in the form of a logo and several other supporting media.

Keywords: *Five Scales, coffee, interaction space, Branding, Visual Identity.*

Libraries : 10

Publication Years : 2009 – 2020