

ABSTRACT

Redesign of the Visual Identity for PART Cafe & Resto

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PART Cafe & Resto is a dining establishment that requires a redesign of its visual identity as the current one fails to represent the brand image effectively. The aim of this research is to redesign the visual identity of PART Cafe & Resto. The research method employed is qualitative descriptive, utilizing data collection through interviews and observations. The methodology encompasses research design, data collection techniques, and data analysis techniques. The findings of this research demonstrate a redesigned visual identity for PART Cafe & Resto that aligns with the desired brand image, along with the creation of a graphic standards manual to provide guidelines for consistent use of the visual identity across various media platforms.

Key words: *Visual Identity, Logo, Graphic Standards manual.*

References :

Publication Years :