

ABSTRACT

In 2020, a Small and Medium Enterprises (SME) called SVGGEST tried to increase their brand awareness by building a new visual identity in response to PSBB conditions. However, the new identity is not suitable so they have to come back to their old identity. This research aims to design a rebranding of visual identity and packaging as supporting media which is expected to increase brand awareness and consumer loyalty of SVGGEST. The data collection process was carried out using the method of observation, bibliography and interviews with the CEO of SVGGEST. The data obtained will be analyzed and used for design. The results of the design are expected to be the right solution to solve the problems that exist in SVGGEST SMEs.

Keywords: *SME, Branding, Visual Identity, Packaging*