

ABSTRACT

This Final Project discusses the design of interior brand guidelines as the main output in the rebranding strategy for a retail store in the furniture sector, with a visual identity consistency approach that supports the implementation of interior design and improves customer experience. The main problem raised is the absence of standardized visual guidelines across all branches, which causes inconsistency in the appearance of the space and lowers the brand image in the eyes of customers.

The design was carried out in collaboration with design consultant MARK Associates, with study objects in two locations, namely the Kota Kasablanka Mall Store and the Pondok Indah Store. Data collection methods include field observations, interviews, visual documentation, literature studies, and comparative studies of international retailers such as IKEA.

The results of this design are in the form of interior document brand guidelines that include guidelines for the use of interior elements such as displays, signage, materials, colors, and room ambience, to ensure consistency of visual identity across outlets. The gradual implementation in both locations shows an increase in brand strength and user experience through a more professional, comfortable, and consistent room appearance.

This interior brand guidelines document is designed to be implemented in all client-owned retail stores in Indonesia, and is expected to be a reference in developing an interior design-based visual branding strategy that is applicable and focuses on brand identity and customer satisfaction.

Keywords: *Customer experience, interior design, interior brand guidelines, visual identity consistency, furniture retail.*