

ABSTRACT

As time goes by, office interior design has evolved from being merely an aesthetic element into a strategic tool to reinforce brand identity and improve employee productivity. Recent trends show a growing emphasis on incorporating brand identity elements into office design to create a cohesive and immersive experience for both employees and clients. In response to the intense competition within the banking industry, the Bank Tabungan Negara Bandung Branch Office underwent an interior redesign using a brand identity approach. This initiative aims to establish a modern, inspiring workspace that aligns with current demands while reflecting the bank's vision and mission. The primary goal of this research is to develop an interior design that is not only visually attractive but also enhances customer experience and supports the efficiency and performance of employees. The research methodology includes brand identity analysis, a literature review, direct observation of the existing spatial conditions, and interviews with users to understand their needs and expectations. By integrating these methods, the redesign is intended to serve as a reference for implementing brand-based interior design strategies in the banking sector. Furthermore, it is expected to inspire similar approaches in other industries, emphasizing the role of interior design in shaping corporate image and supporting workplace functionality.

Keywords: *Office interior design, redesign, brand identity, productivity, user experience.*