

Abstract

Logo rebranding is a crucial strategy in strengthening the visual identity of a business. Bebas Coffee Shop Bandung underwent a logo redesign to create a more modern appearance that aligns with current design trends. This study aims to analyze the process of logo transformation as a visual identity and brand image strategy for Bebas Coffee Bandung, an MSME business. The research uses a qualitative approach with direct observation techniques on the visual elements of the logo before and after the rebranding. Observations were conducted by analyzing changes in design, color, typography, and the overall impression. Additionally, this study also observed customer responses after the logo change to assess the level of visual appeal and

brand recognition. The results indicate that the logo transformation at Bebas Coffee Bandung successfully created a more elegant and professional impression. The new design elements, such as the use of a modern retro typeface and a more minimalist symbol, enhance visual appeal and strengthen brand differentiation.

Customer observations indicate an increase in brand recognition and positive perceptions of the Bebas Coffee Bandung brand image. Secondary data analysis also supports these findings, affirming that logo rebranding can improve business competitiveness.

Keywords: Branding, Coffee Shop, Visual Identity, Logo, Rebranding

Pendahuluan

Identitas visual memiliki peran penting dalam industri bisnis karena dapat meningkatkan daya saing suatu merek. Logo sebagai elemen utama dalam identitas visual berfungsi sebagai representasi dari nilai dan karakter bisnis yang dapat meningkatkan loyalitas pelanggan (Shen & Lin, 2021). Seiring dengan perkembangan tren desain dan perubahan preferensi konsumen, bisnis perlu melakukan penyesuaian

agar tetap relevan di pasar. Salah satu strategi yang dapat diterapkan adalah rebranding logo, yang bertujuan untuk memberikan kesan lebih segar dan modern kepada pelanggan (Williams et al., 2021). Perubahan logo merupakan bagian dari strategi rebranding yang sering digunakan oleh bisnis untuk meningkatkan daya tarik merek. Logo yang kuat dan menarik dapat menciptakan kesan pertama yang positif serta membangun keterikatan emosional