

ABSTRACT

Toserba Berkah Jaya is a fairly large retail store and has opened branches in several places such as Purwokerto, Sampang Cilacap, and several other areas. The visual identity of the Berkah Jaya Department Store does not yet reflect the meaning of the name (brand), the vision and mission of the company, and the company's image as a modern retail that is economical and complete for the lower middle class. This design uses qualitative methods and is supported by SWOT, USP, and Positioning to analyze and determine solutions to problems. In this design, the authors redesigned the visual identity of the new Berkah Jaya Department Store by using the initial, friendly logo concept and by incorporating the company's vision and mission. The main media used in this design are Brand Guidelines which are applied to other media such as stationery kits, uniforms, shop necessities, promotions, and merchandise. This redesign is expected to improve the company's image.

Keywords: redesign, visual identity, retail