

ABSTRACT

The furniture industry in Indonesia, especially the wood processing industry, shows a growth rate of 8.04% of the total national economic revenue. It has the opportunity to start and develop a wood furniture business. In Purwokerto, the need for furniture has significantly increased. It is supported by the growth of various wood processing industries in Purwokerto, one of which is Woodle Project. However, the visual identity of the Woodle Project, which is limited to a logo, has not been able to describe the image and character of the company. The logo used also bears similarities to the logo that is on the internet. It is feared that it will inflict copyright infringement in the future. Therefore, it is important to redesign the visual identity of the Woodle Project. The study uses qualitative methods of observation, interviews, documentation, and analysis of SWOT, USP, and positioning. The result of this design is the new logo of Woodle Project, which is in accordance with the company's image and the use of the logo and its application that are outlined in the brand guidelines of Woodle Project.

Keywords: Brand Image, Woodle Project, Furniture, Minimalist