

ABSTRACT

Krajan Roastery is a coffee roastery located in the city of Banjarnegara. Krajan Roastery offers a wide range of roastbean and greenbean coffee beans from the native mountains of Banjarnegara and Wonosobo mountains. Krajan Roastery has the potential to develop a bigger coffee roastery business. However, Krajan Roastery still has problems in using visual identities, such as on packaging labels that do not include a logo as a brand symbol from Krajan Roastery. Based on these problems, the authors took an important step by conducting research on the Design of the Visual Identity of Krajan Roastery which aims to implement a visual identity that can increase public awareness. The research methods used are observation, interviews, documentation, literature studies and questionnaires. The analytical method uses the SWOT, USP and Positioning analysis methods to analyze and find solutions to problems. From this analysis it was found that the target market for Krajan Roastery is coffee shops and coffee drink lovers, so the design concept used is simple and modern. The logo created is then applied to the main media, namely brand guidelines which contain rules and the use of the visual identity of Krajan Roastery which will be applied to the supporting media. The logo from the results of the Krajan Roastery Visual Identity Design is then applied to supporting media, namely stationary, merchandise, x banners, packaging labels, flags, neon boxes, and Instagram feeds. By applying a consistent visual identity to the main media and supporting media, it will increase public awareness as well as provide a distinctive image for Krajan Roastery.

Keywords: visual identity, coffee roastery, brand awareness, krajan roastery