

ABSTRACT

Bina Taruna Basketball is a basketball training academy established in the 1980s in Purwokerto with the mission of producing professional athletes through certified coaches. However, despite having certified coaches and various advantages, these strengths have not been widely publicized, resulting in financial constraints that could hinder further development. To address this issue, the author undertook a rebranding effort, which resulted in a new brand strategy that highlights the values of Bina Taruna Basketball as a professional basketball academy. This rebranding process involved redesigning the logo, slogan, color selection, and typography to reflect the academy's professionalism.

The aim of the final project "Rebranding Bina Taruna Basketball as a Professional Basketball Academy in Purwokerto" is to highlight the strengths of Bina Taruna Basketball through rebranding. This design project employs a descriptive qualitative method with data collection techniques including observation, interviews, documentation sampling, and literature study. The result of this design project is a creative rebranding strategy with the basic concept "Becoming a champion anywhere," which includes brand guidelines featuring a logo, patterns, mascot, and typography as the main media. The supporting media include signage, brochures, registration forms, jerseys, t-shirts, water bottles, basketball courts, coaching boards, and pens.

Keywords: *Rebranding, Basketball, Brand Guidelines.*