

ABSTRACT

The issue regarding healthy lifestyle in Indonesia continues to evolve and cause people to implement organic lifestyle which also affects the development of organic farming in Indonesia. Probiotics began to be used as a balancing technology for the environment where organic foods are grown and maintained. Miracle Green Probiotik Organik is one of the brands that offers organic probiotic formula in Purwokerto. Through qualitative data obtained by interviews can be concluded that Miracle Green Probiotik Organik is not well recognized by people in Purwokerto either in agriculture, gardening hobby or people in general. This design begin with collecting data through interview with the owner of Miracle Green Probiotik Organik and observing at production house to explore brand, literature study to attain visual identity, and also analyzing SWOT, analyzing the logo of Miracle Green Probiotik Organik, analyzing competitor, determining USP and positioning. Acquired data then processed to re-design logo and create a visual identity that appealing, consistent and also give characteristic for Miracle Green Probiotik Organik. That matter can be done by designing a logo that represents elements of Miracle Green Probiotik Organik, using neutral colors and associating with nature. Brand guidelines is made to keep the consistency in using visual identity both for corporate and promotional purposes. The result of this visual identity redesign are brand guidelines, stationeries such as: business card, envelope, letterhead, and payment notes, packaging labels, Facebook Ads designs, also creating merchandise in the form of gardening hats and gloves.

Keywords: Re-design, Visual Identity, Logo, Miracle Green Probiotik Organik