

ABSTRACT

The trend of giving gifts in the form of a snack bouquet as a symbol of happiness, congratulations or complements when special moments are becoming popular in this era. Pip N Dee Bucket is one of the brands located in Cirebon that offers a snack bouquet. In addition to snack bouquets, Pip N Dee Bucket also offers money bouquets, snack cakes, snack balloons and dry flower tubes. Based on the data obtained through the survey, it can be concluded that the Pip N Dee Bucket logo isn't consistence and less recognized by the public. Finally, this design begins by collecting data through interviews with Pip N Dee Bucket owners and consumers, conducting direct observations at the Pip N Dee Bucket home store, looking for literature studies to explore visual identity, and conducting SWOT analysis to determine Unique Selling Point (USP). The data that has been obtained is then processed to perform a rebranding of visual identity in the form of a logo. The logo is designed with an attractive visual, has a new image that can be identified by the public, has characteristics and represents the Pip N Dee Bucket. The colors used are soft colors that are associated with sweetness, happiness and affection. The Graphic Standard Manual (GSM) was also created to create and maintain consistency in the use of visual identity in supporting media in the form of: stationery kits, flyers, x-banners, paper bags, tags, stickers, greetings cards, paper wraps, post cards and notes.

Keywords: *Rebranding, Visual identity, logo, Graphic Standard Manual (GSM), Pip N Dee Bucket.*