

ABSTRAK

Avia Cake & Food merupakan salah satu jasa layanan kuliner dari Sumatera Barat yang memproduksi kue kering, kue basah, dan katering makanan. Avia Cake & Food adalah jenis usaha kuliner yang sudah berdiri sejak tahun 2009 didirikan oleh Ibu Elyza. Perancangan *visual brand* Avia Cake & Food Akan mengadaptasi metode perancangan *design thinking*, metode berfokus pada penyelesaian masalah pada *brand* Avia Cake & Food. Berdasarkan masalah yang dihadapi, *brand* Avia Cake & Food Avia terlihat belum memiliki konsistensi dalam penerapan dalam berbagai medianya serta identitas usaha. Melalui Perancangan *visual brand* ini akan menjawab masalah tersebut dengan memberikan identitas usaha yang tepat melalui media-media yang tepat dan penciptaan *image* usaha. Adapun media rancanganya berupa logo sebagai media utama, didukung dengan media pendukung yang akan digunakan pada perancangan identitas usaha Avia Cake & Food seperti, Neon Box Avia Cake & Food, *Packaging*, *Stationery*, *Merchandise*, *Plastic Bag*, Daftar Menu, Poster, Media Sosial, *Car branding* dan *Tape* yang dapat menjadi ciri khas dan merepresentasikan citra usaha maupun produk Avia Cake & Food.

Kata Kunci : *Visual Brand*, Avia

ABSTRACT

Avia Cake & Food is a culinary service from West Sumatra that produces pastries, wet cakes, and food catering. Avia Cake & Food is a type of culinary business that has been established since 2009, founded by Mrs. Elyza. The visual design of the Avia Cake & Food brand will adopt the design thinking design method, a method that focuses on solving problems for the Avia Cake & Food brand. Based on the problems faced, the Avia Cake & Food Avia brand does not appear to have consistency in its application in various media and business identities. Through visual brand design, this problem will be answered by providing the right business identity through the right media and creating a business image. The design media is in the form of a logo as the main media, supported by supporting media that will be used in designing the Avia Cake & Food business identity such as Avia Cake & Food Neon Box, Packaging, Stationery, Merchandise, Plastic Bags, Menu List, Posters, Social Media, Car branding and Tape that can become a characteristic and represent the image of Avia Cake & Food's business and products.

Keywords: *Visual Brand, Avia*