

ABSTRAK

Setiap usaha membutuhkan identitas, salah satunya melalui logo. Logo bukan hanya sebagai tanda pengenal, tetapi juga menyampaikan informasi tentang usaha tersebut. Pokok permasalahan dalam perancangan ini adalah identitas visual Kamil Bakery yang sebelumnya belum mampu merepresentasikan citra usaha secara optimal. Logo lama dinilai kurang konsisten dari segi estetika, tipografi, dan makna simbolis sehingga tidak mampu memberikan kesan kuat kepada konsumen maupun membedakan diri dari perusahaan serupa. Dengan menciptakan desain logo baru yang lebih *modern*, sederhana, dan komunikatif, sehingga dapat memperkuat citra brand Kamil Bakery sebagai usaha roti dan kue yang profesional, berkualitas, serta mudah dikenali oleh target pasar. Metode perancangan dilakukan melalui tahapan pengumpulan data primer dan sekunder serta analisis *SWOT* (*Strength, Weakness, Opportunity, Threat*). Studi literatur mengenai teori desain grafis, serta *eksplorasi* sketsa dan digitalisasi. Proses desain dilakukan dengan mempertimbangkan aspek visual, makna, serta kebutuhan branding yang selaras dengan visi perusahaan. Hasil dari perancangan ini berupa logo baru Kamil Bakery yang memadukan tipografi dengan ilustrasi wajah bapak, topi koki, dan roti sebagai ikon utama. Dengan tampilan yang lebih segar, harmonis, dan fungsional. Logo tersebut mampu merepresentasikan identitas usaha, memperkuat daya tarik visual pada media promosi, serta diharapkan dapat meningkatkan kepercayaan konsumen terhadap produk Kamil Bakery.

Kata kunci: Identitas Visual, Redesain, Logo, *Kamil Bakery*

ABSTRACT

Every business needs an identity, one of which is through a logo. A logo is not only an identification mark, but also conveys information about the business. The main problem in this design was the visual identity of Kamil Bakery which previously was not able to optimally represent the business image. The old logo was considered inconsistent in terms of aesthetics, typography, and symbolic meaning, so it was unable to provide a strong impression to consumers or differentiate itself from similar companies. By creating a new logo design that is more modern, simple, and communicative, so that it can strengthen the brand image of Kamil Bakery as a professional, quality bakery and cake business, and is easily recognized by the target market. The design method was carried out through the stages of primary and secondary data collection and SWOT analysis (Strength, Weakness, Opportunity, Threat). Literature studies on graphic design theory, as well as sketch exploration and digitalization. The design process was carried out by considering visual aspects, meaning, and branding needs that are aligned with the company's vision. The result of this design is a new logo for Kamil Bakery that combines typography with illustrations of a father's face, a chef's hat, and bread as the main icon. With a fresher, more harmonious, and functional appearance. The logo is able to represent the business identity, strengthen the visual appeal of promotional media, and is expected to increase consumer trust in Kamil Bakery products.

Keywords: *Visual Identity, Redesign, Logo, Kamil Bakery*