

BINUS UNIVERSITY INTERNATIONAL

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Major Art and Design
Stream Graphic Design
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CANGKIR KOPI

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Abstract

Objectives This thesis's purpose is to recreate the corporate identity of a café called Cangkir Kopi. The solution is to create a more appealing and more memorable visual identity for the café.

Method With conducting sampling methods by questionnaire aimed at Cangkir Kopi's customers and interview with the owner.

Results The research has lead the writer to come up with a solution to bring out the atmosphere and service that the café offers from the customer's side and the owner as well.

Conclusion It is discovered that in this solution, that the advantage of the visual identity is approved, in medias that are easily spotted and remembered by the customers.

Keywords

Friendly, Relaxing, Connecting.