REDESIGNING LOGO FOR T-REX FAMILY KARAOKE

Natalia Kartika Sari Hutabarat 1100000336

Abstract
The aim of this thesis is to provide logo redesign of T-Rex karaoke. Writer hopes that the new identity can aim and reach the new target market. Without ignoring the value held by the previous logo, and mixing new value to catch the target market attention, the new identity provide fresh and to the point message for the audience.

The observation on this project is that the previous logo did not attract the intended target market. Another problem occure in the process is that the image T-Rex wants and the publication is contradictory, because of the market shifting. Which lead writer and T-Rex management decide that the new identity will follow the actual market rather than the intended market.

The result of this thesis is the new identity logo for T-Rex Karaoke, which deliver a refine message of what T-Rex is, and efficiently target the correct market.

As the conclusion, this thesis shows the progress of redesigning the logo and the concept behind it.

Keyword
Karaoke, Music, Fun, Hype, Joy, Colorful, Crazy, Private, Secure, Comfort, Cozy.