Abstract

The Objective of rebranding Persija is to give Persija new visual image and can change audience prospective towards Persija.

The method use to accomplish this thesis is through literature research and questioner research.

The result of this thesis is modernizing the visual image of Persija, but at the same time still keep the some of the old philosophy of Persija.

The conclusion through new visual image Pesija look more attractive and professional.

Keywords:

Persija, Football, rebranding. New visual image.