

PROJECT BRIEF

Create a New Visual Identity

Date

21 Feb 2025

Class

A, B, C, D, E, F, I

Campus

Universitas Multimedia Nusantara

Branding



“Branding is about creating a simple yet powerful idea that sticks in the minds of consumers”

-Allen P. Adamson-



BRAND LIST



Hari Hari Pasar Swalayan

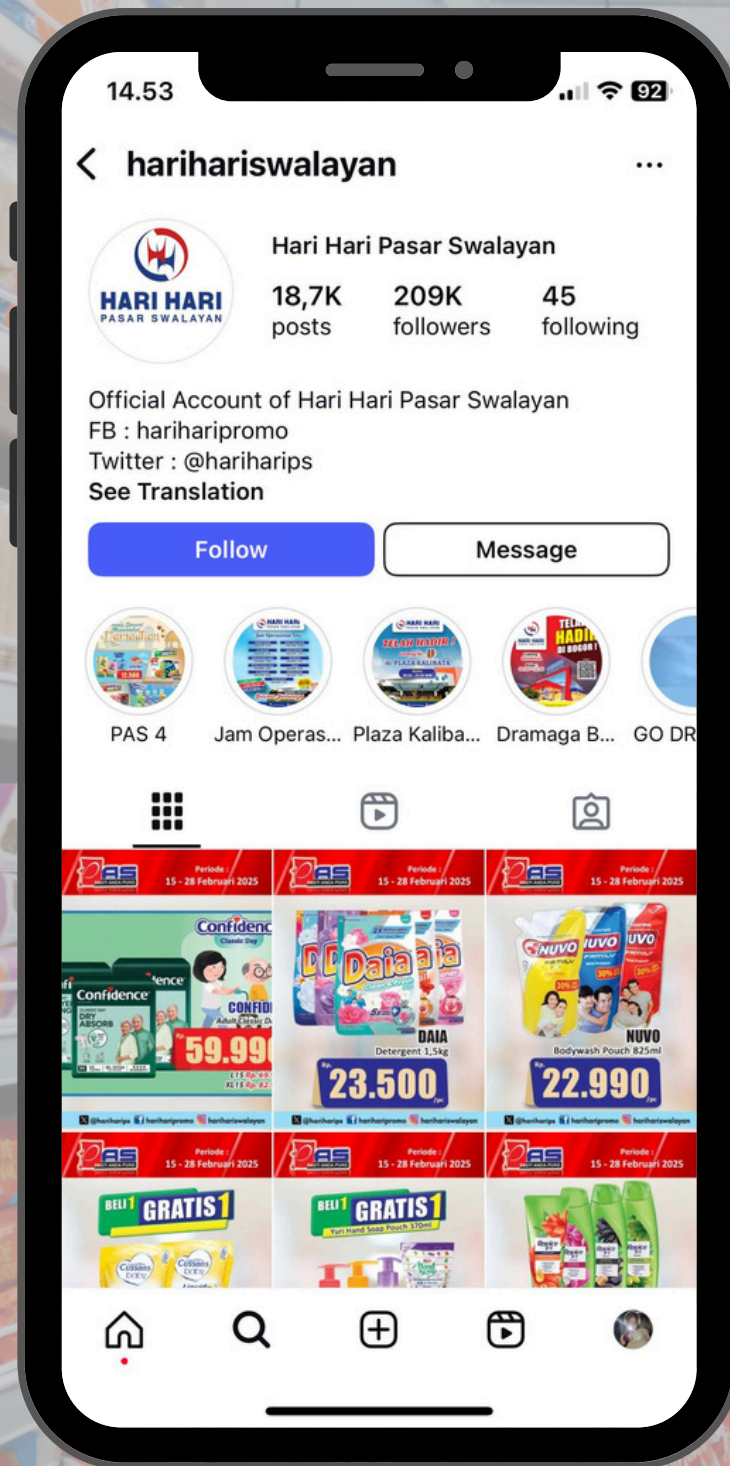
PROFILE

Hari Hari Pasar Swalayan is a supermarket established in 1989. With a self-service concept that offers affordable prices and regular promotions, Hari Hari Pasar Swalayan has grown into a well-known supermarket chain, especially in the Greater Jakarta area (Jabodetabek).

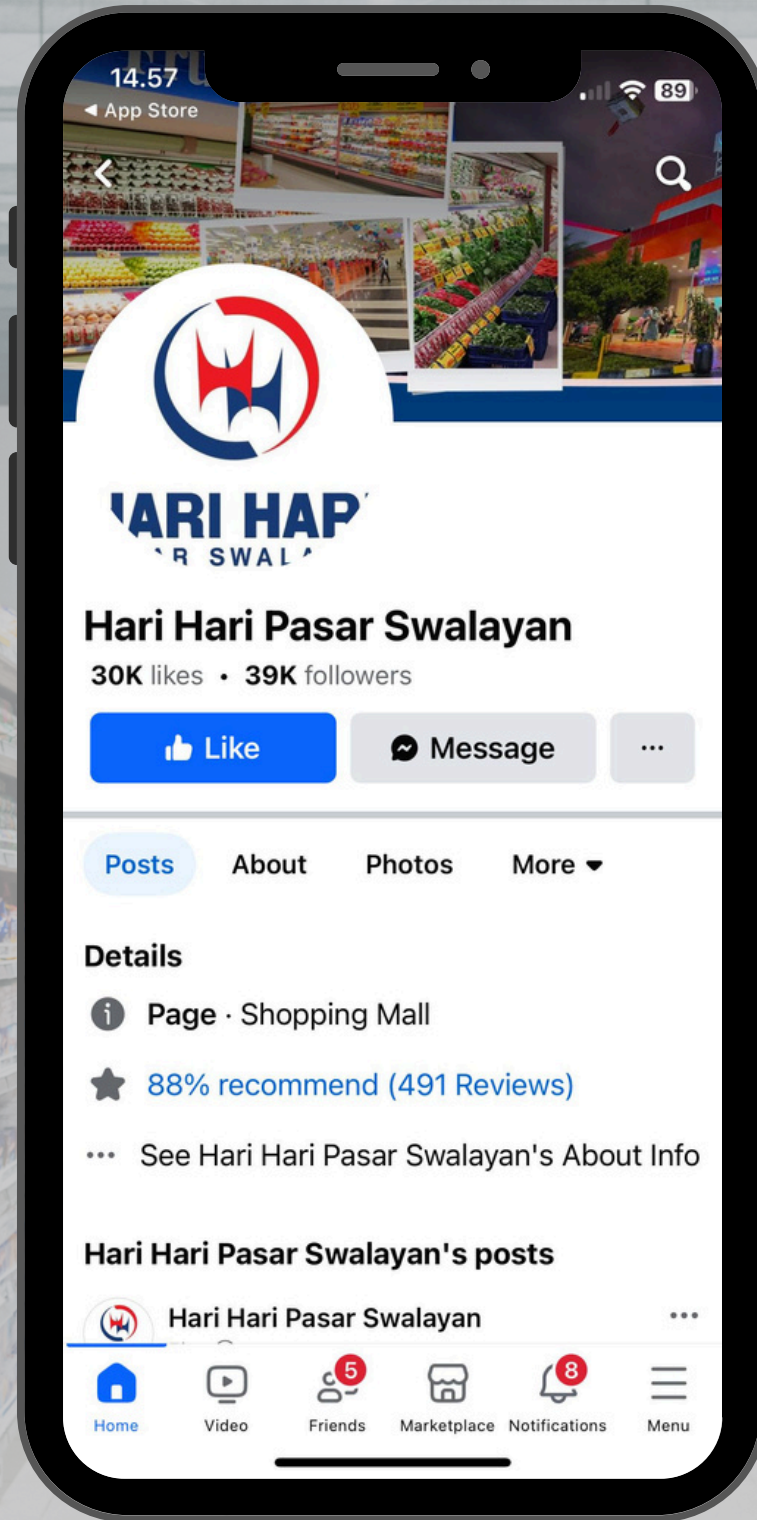
OBJECTIVE

Hari Hari Pasar Swalayan's visual identity is less prominent compared to competitors like Superindo, Alfamart, and Indomaret. To stay competitive in the retail market, Hari Hari Pasar Swalayan needs **to strengthen its image as a modern supermarket** that offers affordable prices, remains competitive, and is more relevant to the needs of today's customers.

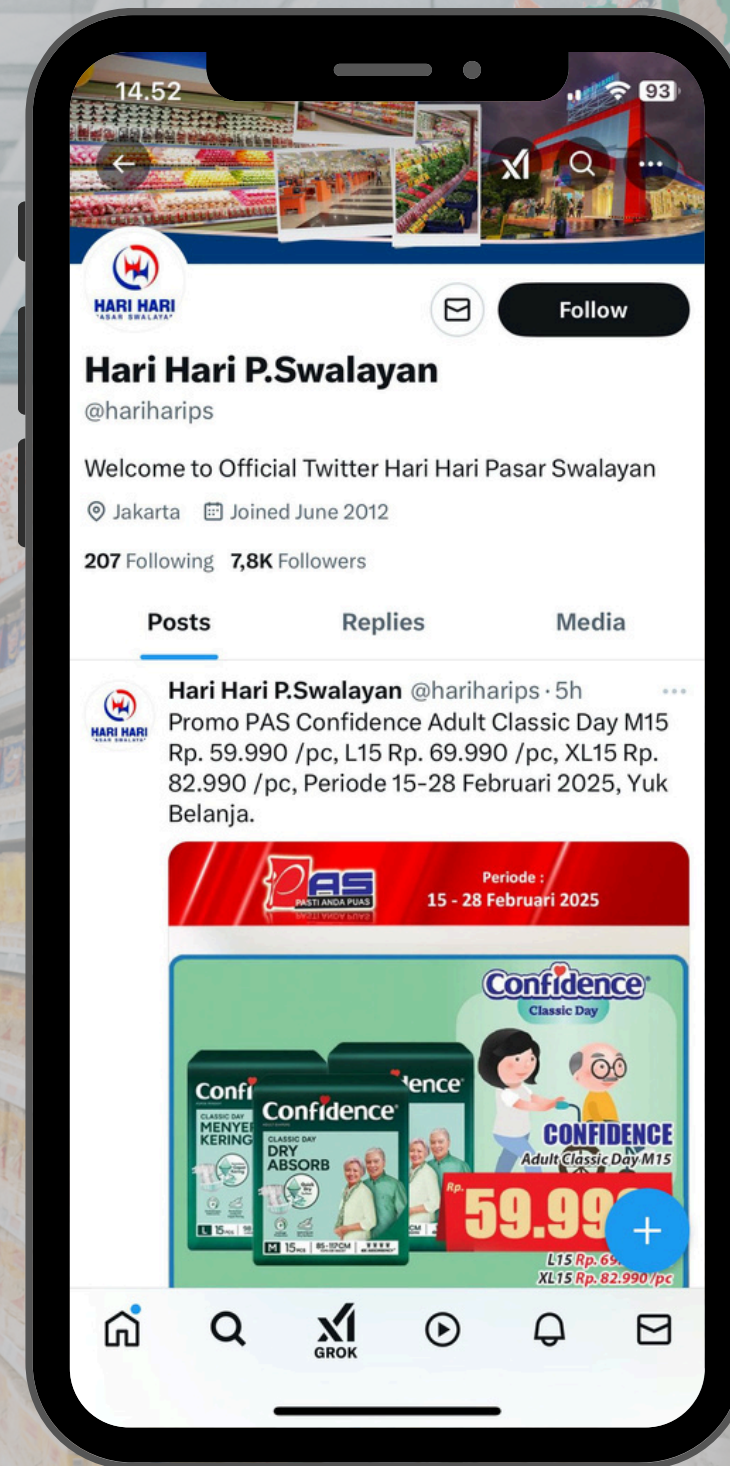




 @harihariswalayan



 hariharipromo



 @hariharips

Class B

Temam Dental

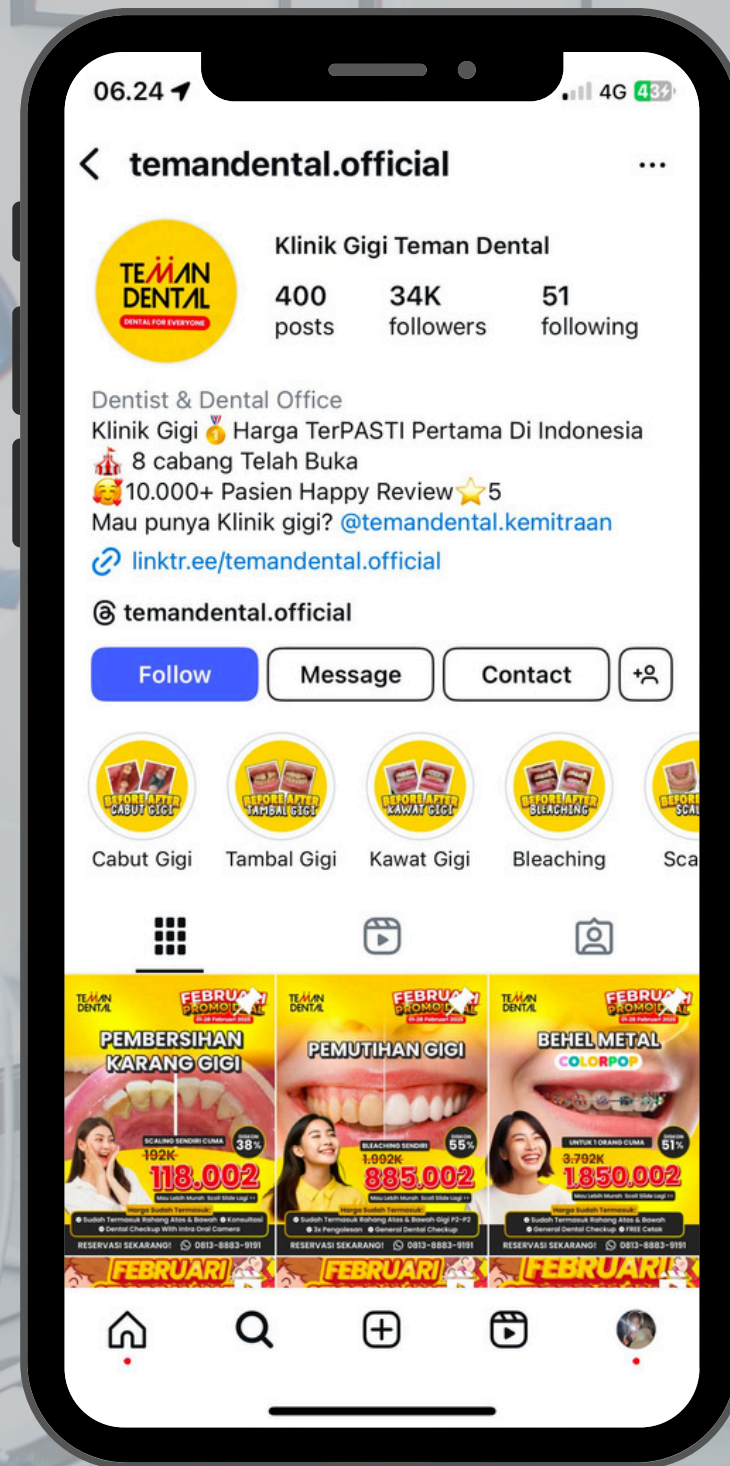
PROFILE


Temam Dental is the largest and leading specialist dental clinic in Tangerang, offering a wide range of dental care services with high-quality standards. They are committed to breaking the stigma that dental care is frightening and expensive, making it easier for people to prioritize their oral health with confidence.

OBJECTIVE


Although it has an interesting concept, the brand still faces several challenges. Its visual identity is not strong enough and **does not yet reflect the professionalism and modernity** it aims to convey. Additionally, inconsistent branding across various platforms, both offline and digital, has limited its brand awareness.





 @temandental.official



 www.temandental.co.id

Duta Buah Segar

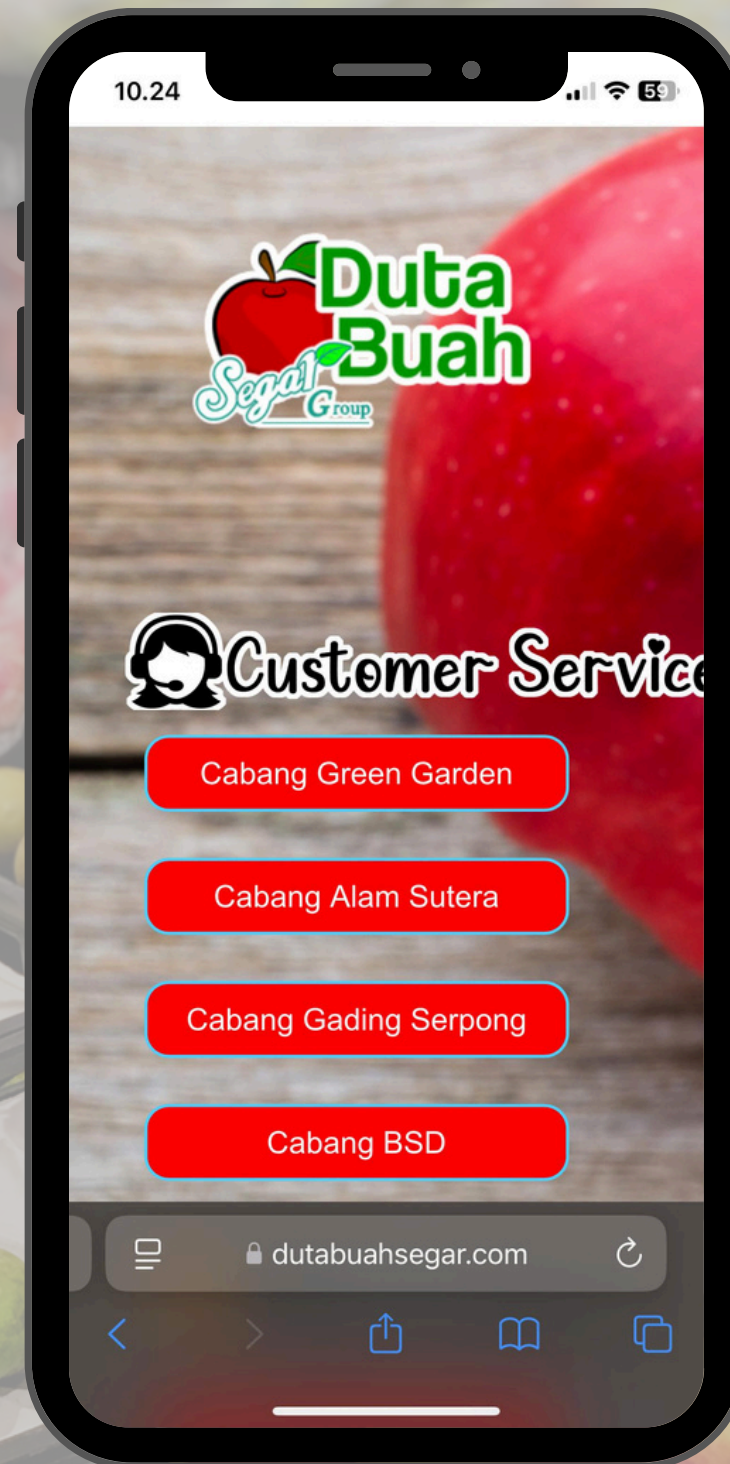
PROFILE


Duta Buah Segar is a retail company specializing in fresh fruits, vegetables, and daily necessities. With multiple branches in Jakarta and surrounding areas, it is committed to providing high-quality products at competitive prices while ensuring freshness through strict quality control.


OBJECTIVE

Strengthening the visual identity to better position itself as a **provider of high-quality fruits, stay relevant with current trends, and have a distinctive identity** compared to competitors.





 @dutabuahsegarofficial

 www.dutabuahsegar.com

Kecap Benteng SH

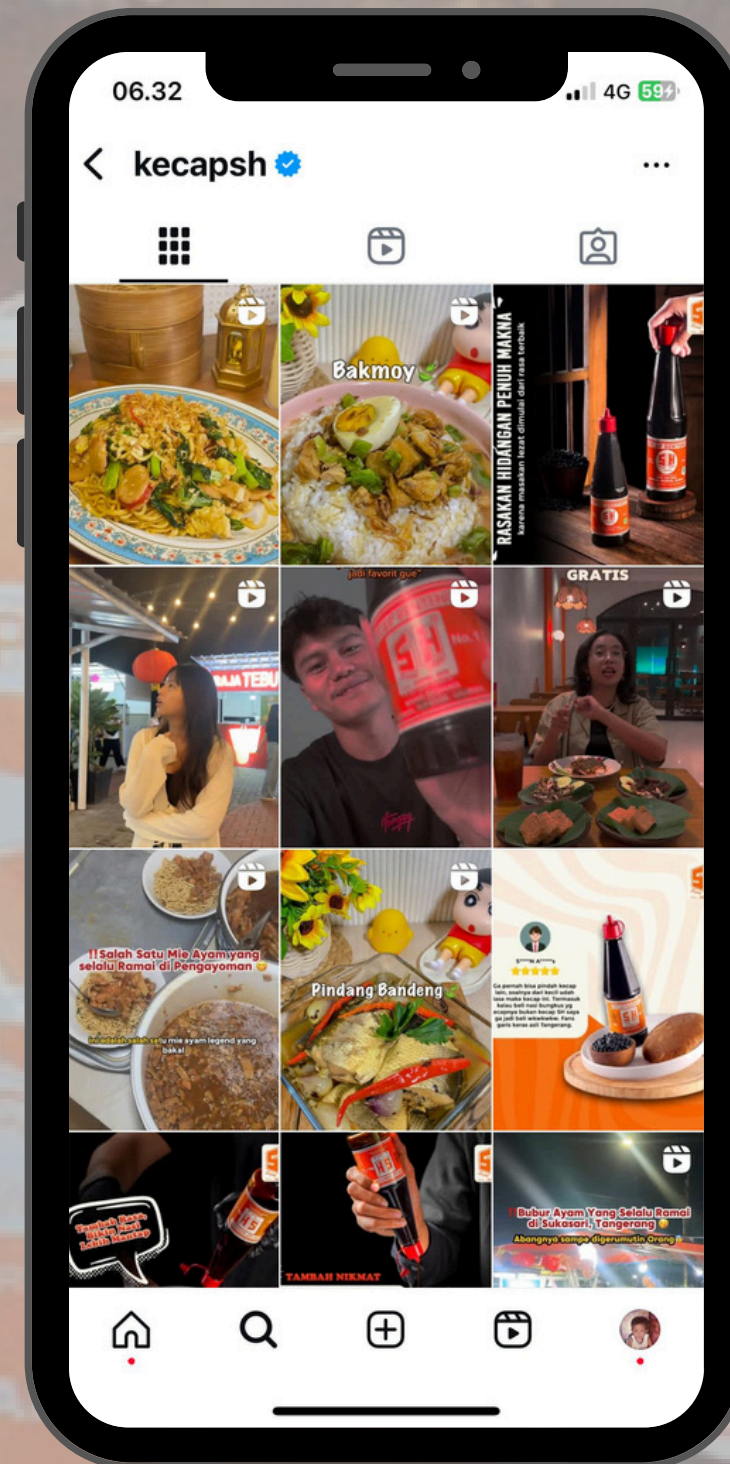
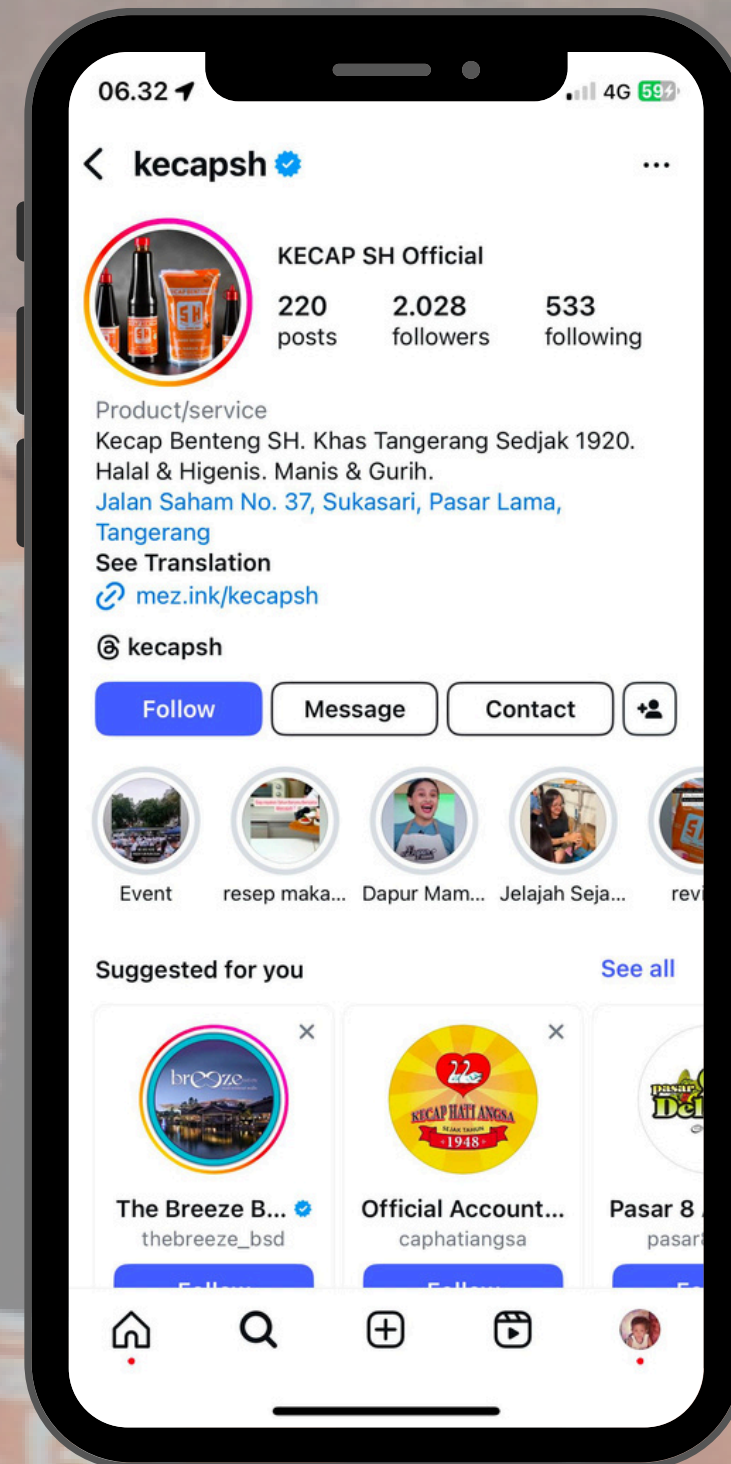
PROFILE


Kecap Benteng SH, formerly known as Siong Hin, is a legendary soy sauce brand that has been produced since 1920 in Tangerang City. This soy sauce has a distinctive sweet, fragrant, and savory taste, thanks to the use of high-quality ingredients and a hygienic production process without preservatives.

OBJECTIVE

The visual identity, which has remained **unchanged since 1920**, makes **Kecap Benteng SH appear outdated**. Therefore, a refresh is needed to modernize its appearance, strengthen competitiveness, and expand market reach without losing its authenticity.





 @kecapsh

Class E

Waroeng SS Spesial Sambal

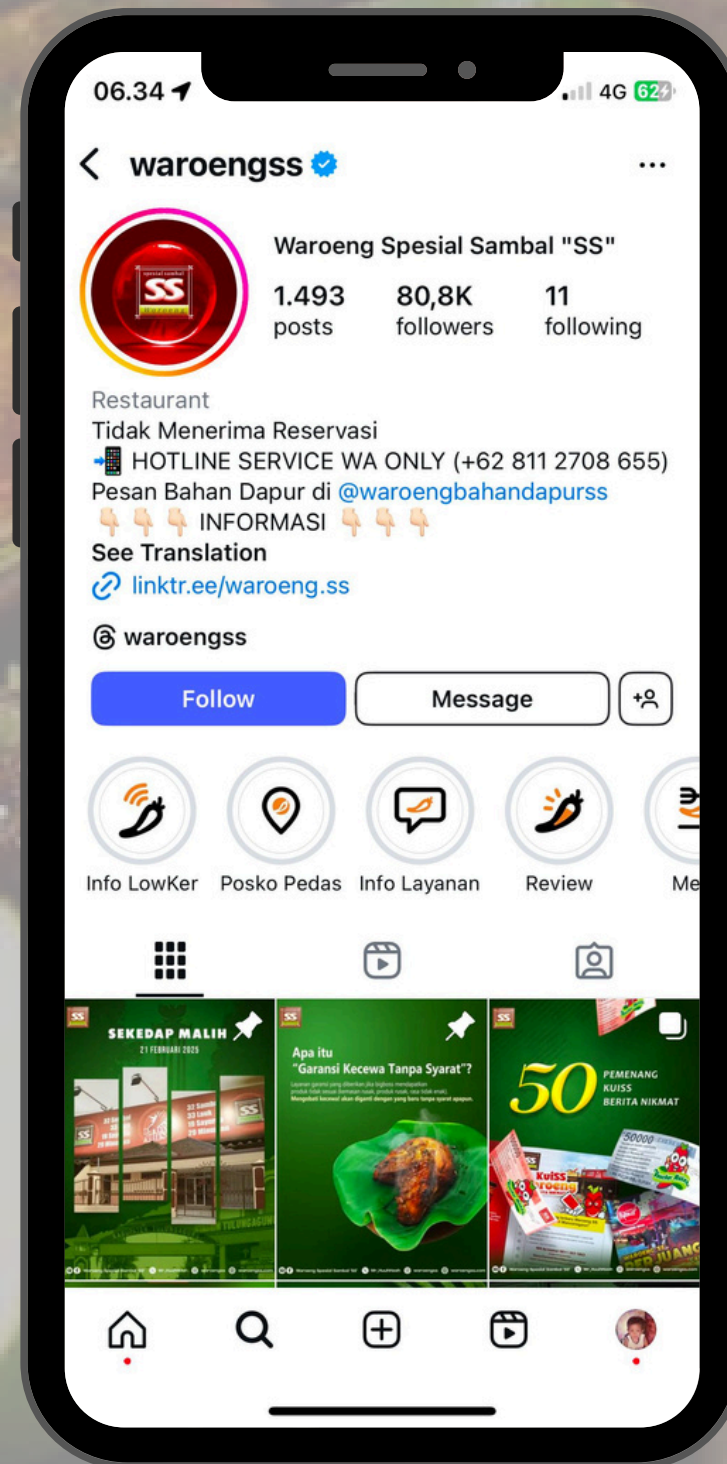
PROFILE

Established in 2002, Waroeng SS embraces the concept of homemade dishes with authentic flavors, especially for spice lovers, offering a variety of sambals and signature Nusantara menus at affordable prices.

OBJECTIVE

Although Waroeng SS has a loyal customer base, the logo and branding design remain relatively **simple and do not fully reflect the unique dining experience it offers. Additionally, the unclear readability** of the logo may lead to misinterpretations. Refining its visual identity to be fresher, more distinctive, and readable will enhance its appeal to new customers and strengthen position in culinary industry.





Mawar Bakery & Cake Shop

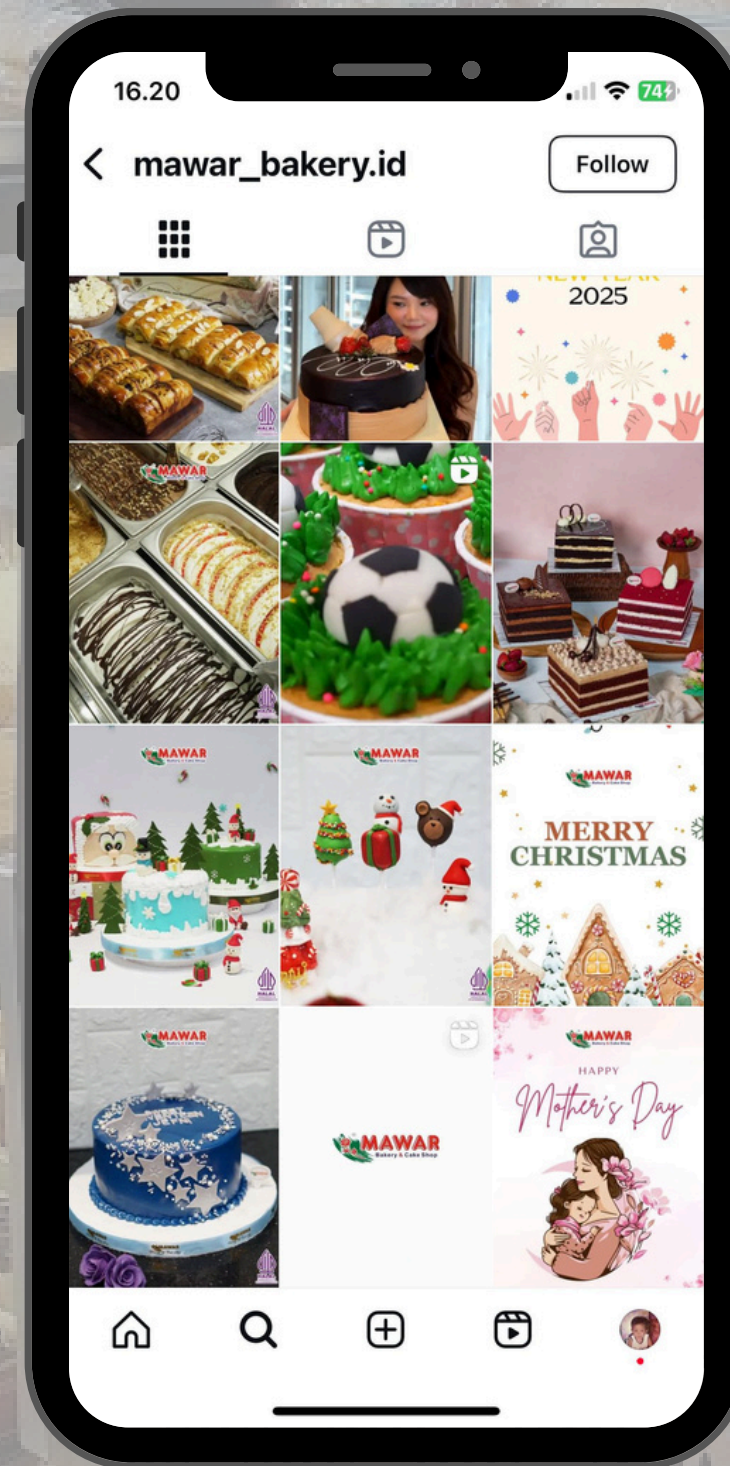
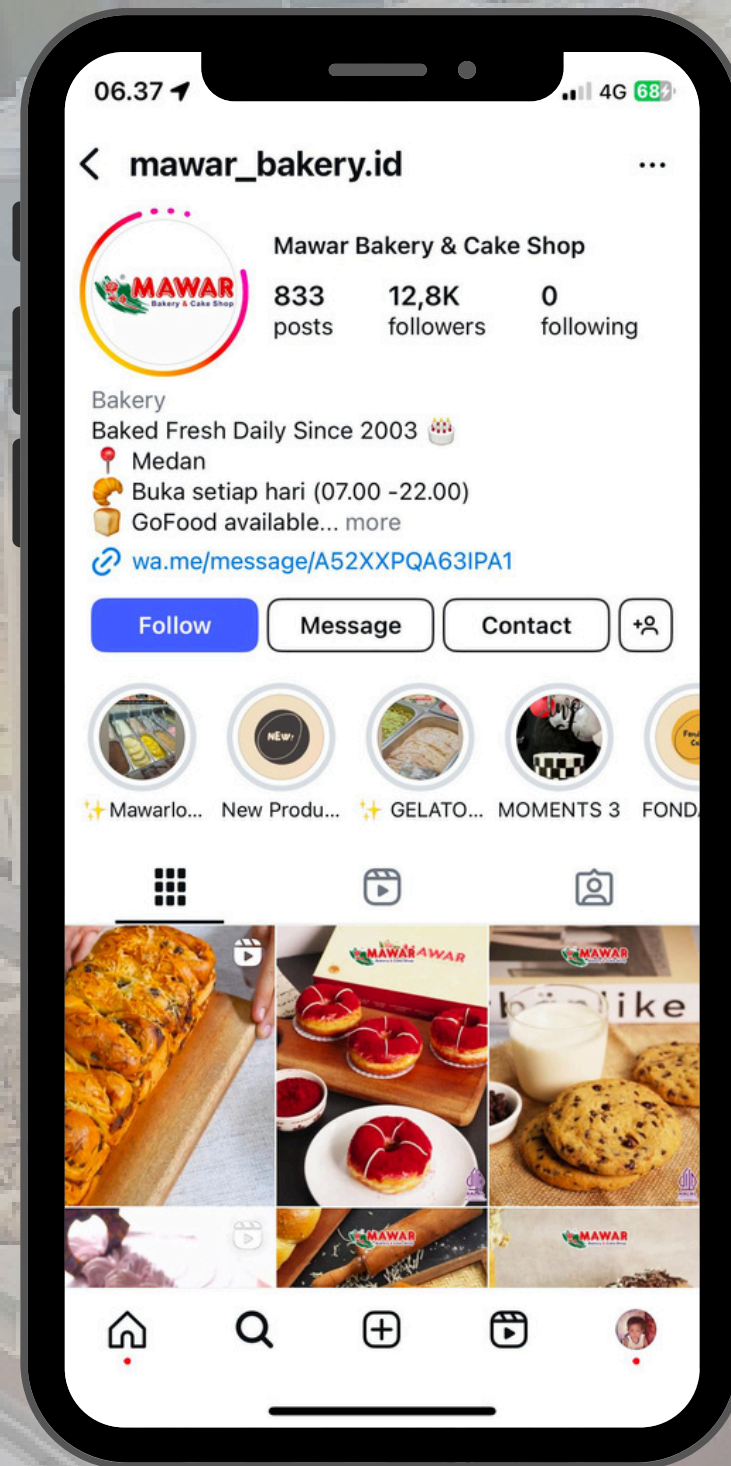
PROFILE


Established in 1985, Mawar Bakery & Cake Shop is known for offering a wide selection of bread, cakes, and pastries with a distinctive taste. With decades of experience, Mawar Bakery continues to maintain the quality and deliciousness of its products, making it a favorite choice among customers in various regions.

OBJECTIVE

The visual identity needs an update to be **more appealing, memorable, and aligned with its long-standing brand image.** Complex elements or low contrast can hinder recognition across media. Refreshing the logo enhances readability and reinforce its image as a heritage bakery with a long-standing reputation for quality.





 @mawar_bakery.id

Jay's Kitchen

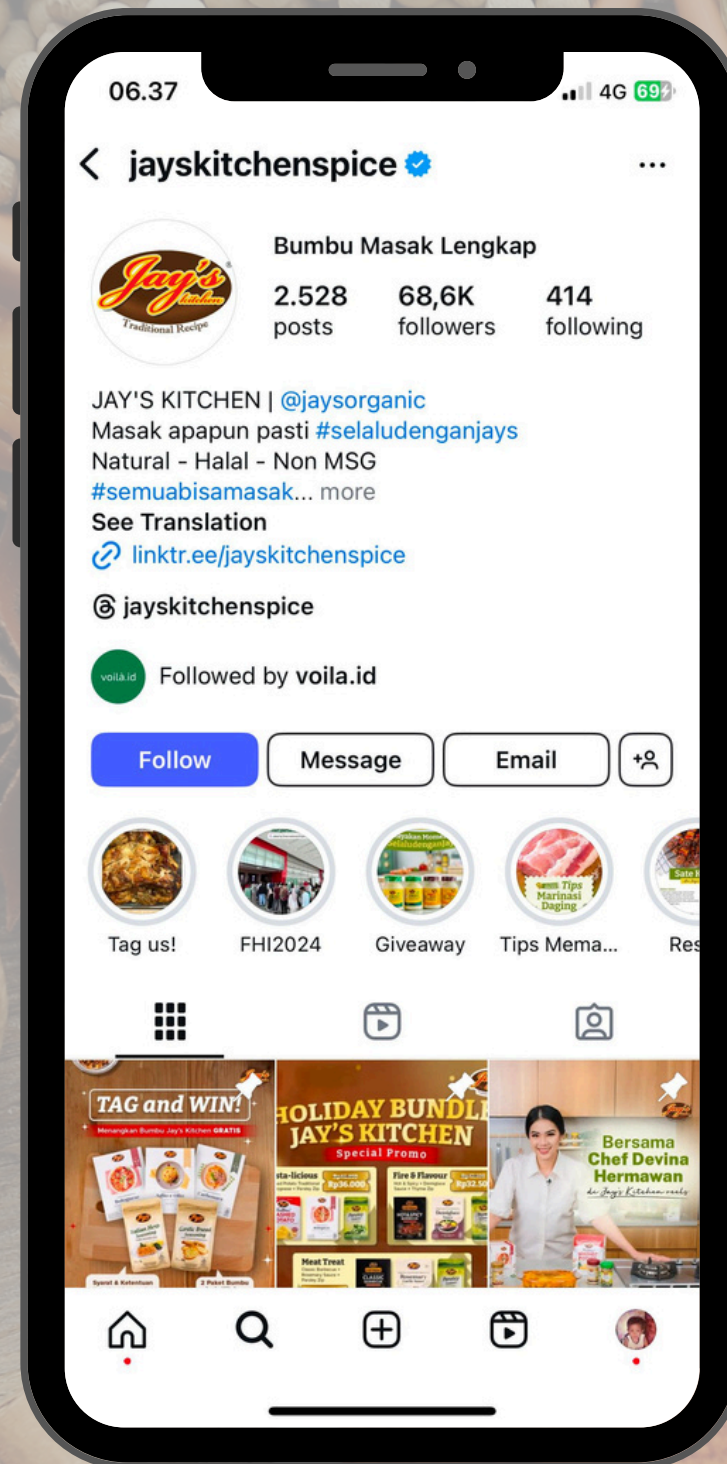
PROFILE

Founded in 2006, Jay's Kitchen focuses on providing high-quality spices and seasonings to enhance the flavor of dishes. With a passion for culinary excellence, the brand offers a range of products designed to help both professional chefs and home cooks create delicious meals using the finest ingredients.

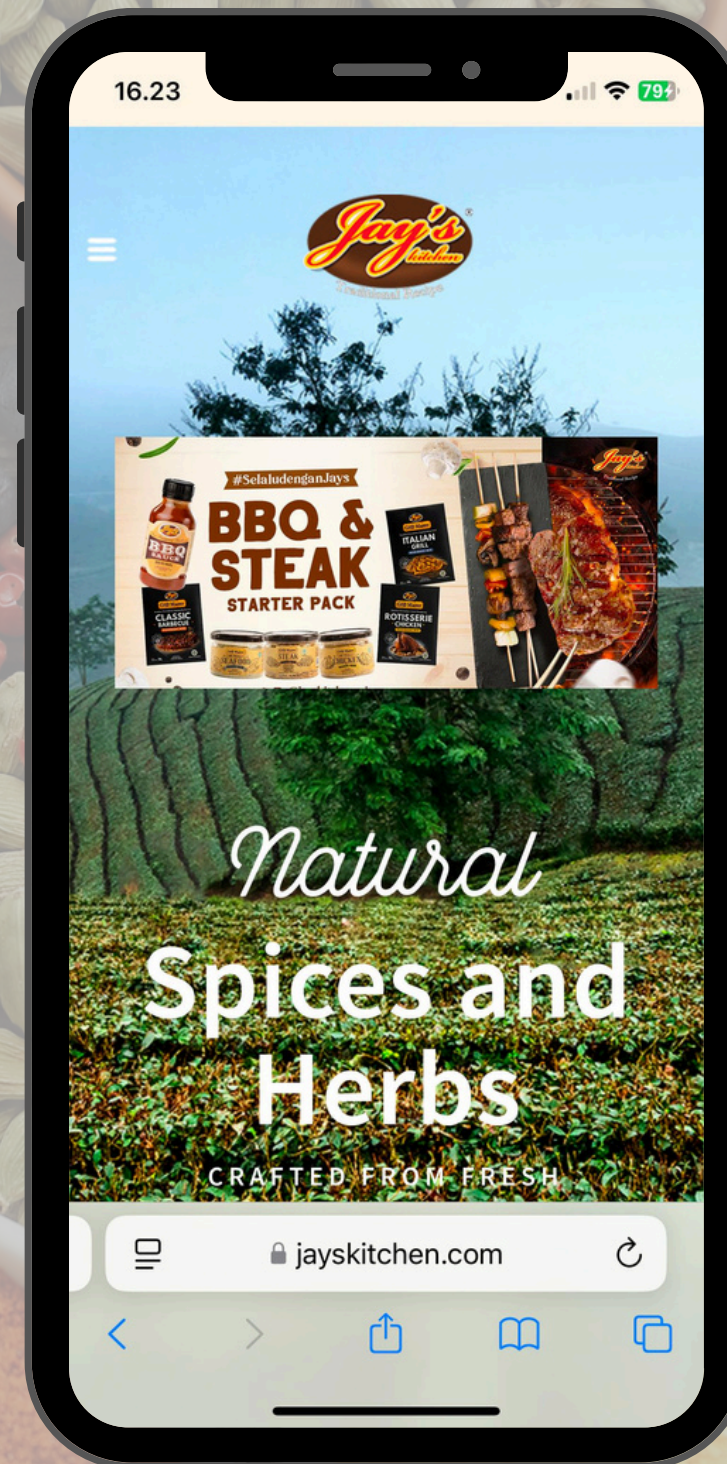
OBJECTIVE


Jay's Kitchen needs to refresh its visual identity to be **clearer, stronger, and aligned with its positioning as a provider of high-quality spices and seasonings**. Hard-to-read typography, low-contrast color combinations, and overly complex design elements can reduce brand readability and appeal, especially across different media and scales.





 @jayskitchenspice



 www.jayskitchen.com

THANK YOU

Open for discussion! Feel free to ask anything

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