

REDESIGNING KOPPIBARA'S VISUAL IDENTITY



FINAL PROJECT REPORT

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STUDY PROGRAM VISUAL COMMUNICATION DESIGN

FACULTY OF ARTS AND DESIGN

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2025

REDESIGNING KOPPIBARA'S VISUAL IDENTITY



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FINAL PROJECT REPORT

Written as One of The Condition to Obtain

Bachelor's Degree of Visual Communication Design (S.Ds)

Tan Jonathan Ananda Wijaya

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STUDY PROGRAM VISUAL COMMUNICATION DESIGN

FACULTY OF ARTS AND DESIGN

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

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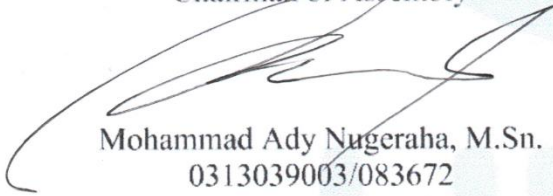
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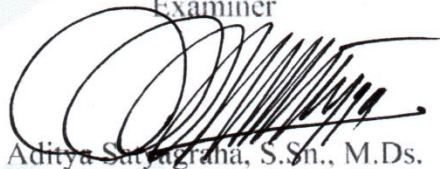
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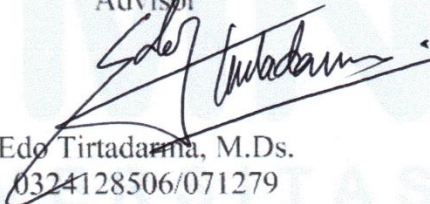
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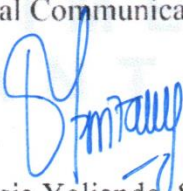
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FOREWORD

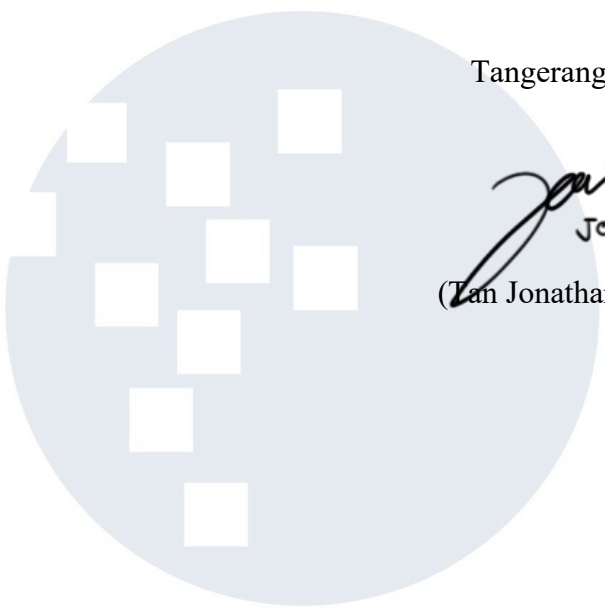
First and foremost, the author would like to thank God Almighty for His blessings and guidance, which have helped in the completion of this Final Project. This project is a requirement for finishing studies in bachelor's degree (S1) at Universitas Multimedia Nusantara. The aim of this project is to meet academic requirements while also improving the author's knowledge and skills in Visual Brand Design. It is hoped that this work can contribute to both the development of knowledge and provide useful insights for others. The author is grateful and,

Would like to send my gratitude towards:

1. Dr. Andrey Andoko, as Rector of Universitas Multimedia Nusantara.
2. Muhammad Cahya Mulya Daulay, S.Sn., M.Ds., as the Dean of Arts and Design faculty of Universitas Multimedia Nusantara.
3. Fonita Theresia Yoliando, S.Ds., M.A., as Head of Program Studi Desain Komunikasi Visual Universitas Multimedia Nusantara.
4. Edo Tirtadarma, M.Ds., as mentor that has given guidance and motivation in order to help the success of this final project.
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8. Vigo Arthurito, as a loyal customer, interview and Focused Group Discussion participant
9. Sakti Yudha Pratama, Barep, Chacha, Owen Samuel Herianto, Rafii Mustofa, as Focused Group Discussion Participants
10. All the questionnaire participants
11. Autofahren as a Prominent Automotive Community that has supported the author throughout the data gathering process

Hopefully, this final project can be of use for both the brand that the author is taking up for final project, as well as for any related entities and individuals of Universitas Multimedia Nusantara. The author hopes that this final project can be of use as both reference and/or a template for future students of Universitas Multimedia Nusantara who desires to take TA in English.

Tangerang, 11 October 2024



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REDESIGNING WARUNG KOPIBARA'S VISUAL IDENTITY

(Tan Jonathan Ananda Wijaya)

ABSTRACT (English)

Warung Kopibara is a relatively new startup café, with most of its customers coming from the automotive community. Recently, in August 2024, the café changed its logo in celebration of its first anniversary, as the previous logo bore significant resemblance to Starbucks' logo. This change was also made to prevent copyright infringement. With a hastily created temporary logo, they now need to redesign all materials involving the old logo to avoid copyright issues. The current lack of media and an unclear visual identity present an opportunity for the author to redesign their visual identity while establishing their brand identity, forming a partnership between the author and the café owner. The primary media that the author will create is a Graphic Standard Manual as a guide for their future designs, along with a fresher logo as part of their visual rebranding.

Keywords: *Small café , copyright, redesign, brand identity*



REDESIGNING WARUNG KOPIBARA'S VISUAL IDENTITY

(Tan Jonathan Ananda Wijaya)

ABSTRAK

Warung Kopibara adalah sebuah kafe startup yang relatif baru dengan sebagian besar pelanggan terdiri dari komunitas otomotif. Baru-baru ini, pada Agustus 2024, kafe tersebut menerima mengubah logo sebagai perayaan 1 tahun karena logo lama mereka memiliki kemiripan yang signifikan dengan logo Starbucks. Hal tersebut juga dilakukan untuk mencegah pelanggaran hak cipta. Dengan logo sementara yang dibuat dengan terburu-buru, mereka harus mendesain ulang semua media yang melibatkan logo lama untuk menghindari pelanggaran hak cipta. Kekurangan media saat ini dan identitas visual yang tidak konkrit menjadi kesempatan bagi penulis untuk mendesain ulang identitas visual mereka sambil menetapkan identitas merek mereka, sebagai bentuk kemitraan antara penulis dan pemilik kafe. Media utama yang akan dibuat oleh penulis adalah Buku Pedoman Standar Grafis (Graphic Standard Manual) sebagai panduan untuk desain masa depan mereka dan logo yang lebih segar sebagai bagian dari rebranding visual mereka.

Kata kunci: Café startup, copyright, redesign, identitas brand



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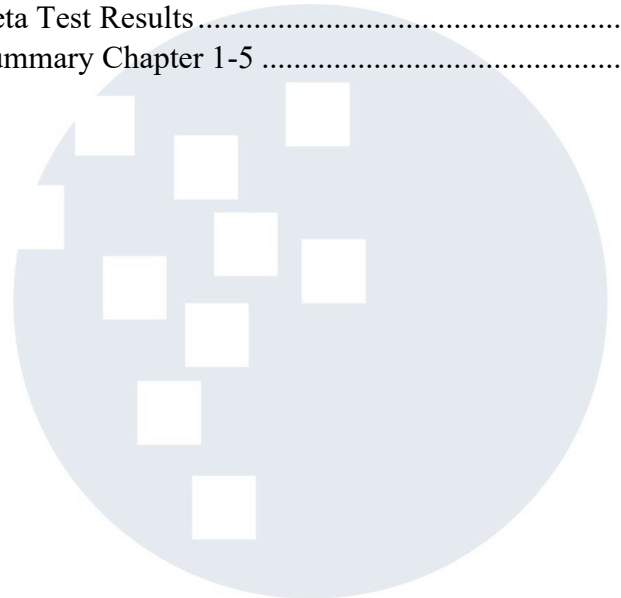
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