BAB V

CONCLUSIONS

5.1 Conclusion

In conclusion, this final project has focused on creating and refining Koppibara's visual identity, aiming to communicate the café's values of warmth, community, and simplicity. Through a step-by-step design process, we developed key brand elements like the logo, uniforms, packaging, and signage, all aligned with Koppibara's personality as a comfortable, inviting space. By incorporating the capybara mascot, earthy colours, and simple yet functional designs, we've enhanced the café's presence and ensured it reflects the brand's values at every customer touchpoint.

Looking back over the months spent on this project, we've worked through many different ideas, all contributing to the final, unified brand. From designing the logo with the capybara as a symbol of relaxation, to choosing materials and design elements like the uniforms and packaging, every step has connected to Koppibara's core values. The decision to use earthy, tactile materials like cotton and brown paper, along with a playful mascot, has helped create a visual identity that feels authentic and appealing. Throughout this project, we've made sure to keep the brand's values of community, warmth, and simplicity at the center, creating a consistent, welcoming environment for the café's customers.

The result is a stronger brand identity that shows Koppibara's dedication to providing a relaxing, enjoyable experience for its community. Whether it's through the barista uniforms, the playful smoking area sign, or the eco-friendly food packaging, each design choice strengthens the feeling of authenticity and connection. The visual identity developed in this project clearly reflects the café's mission, helping to create a sense of belonging and loyalty among its customers. This balanced approach to branding ensures Koppibara stands out as a unique and memorable café in a competitive market.

As we finish this project, the process of developing Koppibara's identity over the past few months has been both rewarding and educational. Each element, from the visual assets to customer interactions, has contributed to a stronger, more cohesive brand. looking back, there are however areas where we could have made the project even more balanced. For example, incorporating more customer feedback throughout the design process could have led to adjustments that better match the needs and preferences of the target audience. Additionally, focusing more on balancing the design with functionality, especially for packaging and signage, could have made the final products even more practical and user-friendly.

Overall, by combining design, functionality, and emotional connection, Koppibara is positioned to become a cherished and memorable café. The insights gained during this project will guide future efforts and help create brands with a strong, balanced identity that resonates with customers.

Additionally, it is also important to further explain in detail all the guides within the Graphic Standard Manual. This includes printing details, margins of different medias, element placements such as watermark and font size for different medias to guide future designers working with the brand to stay consistent with the rules and ensure that the brand identity is maintained across various applications. Providing detailed instructions for elements such as color codes (both in digital and print formats), logo variations for light and dark backgrounds, spacing guidelines, and prohibited uses of the logo will prevent inconsistencies. The Graphic Standard Manual (GSM) should also outline specifications for typography hierarchy, including primary and secondary font choices, their sizes, and applications in different contexts, such as headlines, body text, and captions. Furthermore, including use-case examples, such as mockups or real-world applications, can help future designers better understand how to implement these guidelines effectively. A well-constructed GSM acts as a comprehensive roadmap, ensuring uniformity and coherence in all branding materials while reducing ambiguity during execution.

5.2 Suggestion

This final project represents an in-depth exploration of Koppibara's visual identity, focusing on how design elements can create a cohesive and memorable brand. Through the process of research, development, and refinement, various design assets, including logos, uniforms, packaging, and signage, were created to reflect the brand's values of warmth, community, and simplicity. The journey of designing these elements has provided valuable insights into the relationship between branding and customer perception, and the importance of integrating both functional and aesthetic considerations in the process. As this project comes to a close, I hope that the experiences and lessons learned will contribute to the broader field of branding design.
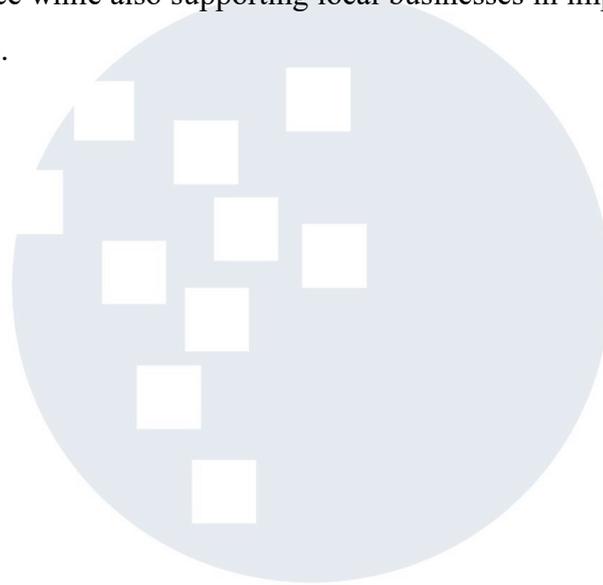
1. Lecturer/ Researcher

    Based on the findings and benefits discussed in Section 1.5, it is recommended that future researchers focus on exploring further the aspects of user experience in visual identity development. Specifically, conducting studies that involve real-time customer feedback during the branding process could provide deeper insights into how design choices impact customer perception and engagement. Additionally, researchers could explore the integration of sustainable design practices in visual branding, investigating how eco-friendly materials and production processes influence brand perception in the context of local cafés or small businesses. These areas could enrich the current body of knowledge by offering practical recommendations that bridge the gap between design theory and real-world application.

2. University

    Thank you UMN for supporting the author with insight and valuable knowledge throughout this journey. It would be helpful for universities to offer students more chances to work on practical branding projects, especially with local businesses. These opportunities would allow

students to apply what they've learned in real-life situations and better understand how branding works in practice. Offering courses or workshops on customer-focused branding and sustainable design could also help students stay up to date with current trends. By encouraging these types of projects, universities can provide students with valuable experience while also supporting local businesses in improving their brand identities.