

## ABSTRACT

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*Vyenka Bakery is a small business founded in 2022 and engaged in the culinary field which is Home Industry. The products that Vyenka Bakery sells are various kinds of premium quality bread with sweet and salty bread variants. As we know, Vyenka Bakery does not yet have a logo and Instagram feed design, therefore a visual identity is needed. The creation of this visual identity can be a consideration so the brand can develop and be recognized by the public. The author here uses the design thinking method to create a logo and feed design with a simple design concept that applies a minimalist and modern design. The results of making the logo and Instagram feed are in accordance with what is needed by the company. The results of making the logo and Instagram feed are in accordance with what is needed by the owner with the results according to or achieving all of the 5 questions and the audience gets the results showing that 46.7% are on a linear scale of 5 and 33.3% are on a linear scale of 4 and 5, which means it fits like expected for Vyenka Bakery's Instagram feed views*

*Keywords: Brand, Visual Identity, Logo, Instagram*