

## **ABSTRACT**

*The Productivity of coffee in Indonesia has been very rapid, so that in recent years coffee has become part of the lifestyle of today's youth in big cities. The intense competition in the coffee market can be seen from the various types of coffee products on the market. One of the legendary coffee shops in Bandung is Javaco Koffie. This coffee shop has been around since 1928, but still maintains its packaging in a brown paper bag with a picture of a coffee factory written "Javaco Koffie". Javaco coffee does not do much promotion and distribution cooperation. The businessmen who sell Javaco Koffie come and buy with a buy-out system. Likewise with online distributors in several e-commerce so that many still don't recognize their products. Therefore, it is necessary to redesign a visual identity that is stronger and in line with Javaco Koffie's profile so that it is easy to introduce it to the wider community. This design uses mixed methods with a combination of qualitative and quantitative methods, data obtained through observation, literature study, interviews, and questionnaires. The design of this visual identity is expected to help improve the visual identity that describes the characteristics of the product owned by Javaco Koffie so that it can be introduced to the wider community and also differentiates it from other competitors.*

**Key Words:** *Coffee Shop, Visual Identity, Brand, Media Promotion.*