

## **ABSTRACT**

### **REBRANDING FOR A CAMPING COMPANY “TANAKITA FIVE STAR CAMP” IN SUKABUMI**

*Visual identity happens to be an important aspect that is able to symbolize the value of the company and also become the foundation to construct a first impression in the eyes of a potential patron. However, Tanakita Five Star Camp happens to be a company in the camping-based hospitality sector that does not as of yet have a visual identity that can symbolize and embody the company's image and also differentiate the company itself from other competitors. This final thesis aims to find out how one can design a rebrand in accordance with the values and image of Tanakita Five Star Camp. To design a suitable visual identity rebrand, this research will be done using qualitative methods by collecting data through on-site observation and an interview with related sources. This process will produce a visual identity rebrand for the company in the shape of a logo, supergraphics, a Graphic Standard Manual, and various other supporting media which are expected to aid Tanakita Five Star Camp to be easily recognizable among competitors in the same field, as well as being able to showcase the image and values that Tanakita wants to convey through their newly designed visual identity.*

**Keywords:** *Rebranding, Visual Identity, Brand, Camping Company*