

ABSTRACT

Vespa is a scooter brand originating from Italy with a long-standing history and a loyal fan base around the world, including in Indonesia. Vespa first entered the Indonesian market in the 1950s and has continued to grow ever since. Although Vespa is a well-known brand supported by an extensive network of authorized workshops across the country, there is a common phenomenon in society where many Vespa users feel that the cost of repairs and maintenance at official workshops is too high, prompting them to seek more economical alternatives. The aim of this research is to explore how the redesign of the visual identity of the non-authorized Vespa workshop “Vespahaus” can be strengthened and differentiated from its competitors in the Medan market, as well as how the redesigned visual identity can improve the brand image of Vespahaus in the Medan Baru subdistrict. This study adopts a qualitative research approach, with data collected through observation, questionnaires, interviews, and literature review. Questionnaires and interviews were conducted with Vespa enthusiasts, the owner of Vespahaus, branding experts, graphic design professionals, and Vespa observers. The result of this study is a newly designed visual identity, which will be implemented across various supporting media to meet the branding needs of Vespahaus.

Keywords: Medan, workshop, Vespa, Vespahaus