

ABSTRACT

The high consumption brownies in Indonesia increases the demand for raw materials such as chocolate and wheat flour. Meanwhile, Indonesia still depends on imported cocoa and wheat that constantly increase. A 2024 study in Jakarta also found rising of celiac disease cases among high-risk groups due to gluten intake. Battenberg Tiga Indonesia from Bandung exist with an innovation of gluten free artisan brownies using high quality Java Criollo cocoa beans. However, its branding has yet to gain local attention due to a visual identity lacking strong character reflects the brand's value message and causing misperceptions as an imported brand. Therefore, this rebranding aims to raise brand awareness of Battenberg as a gluten free brownie from Bandung. This design process uses a qualitative method involving observation, interviews, literature study, and questionnaires. The result is a renewed visual identity applied to a new logo, packaging, and supporting media to enhance brand image in the minds of consumers.

Keywords: *Brownies, Gluten Free, Visual Identity, Rebranding, Brand Awareness*