

FINAL PROJECT

OLIVE MART VISUAL IDENTITY REBRANDING PROJECT

AS BRAND AWARENESS

To fulfil part of the requirements for obtaining a bachelor's degree (S-1)



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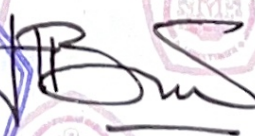


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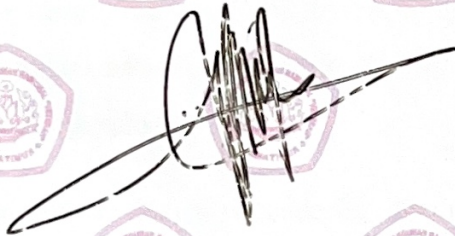
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Hereby declare that in this Final Assignment, there is no portion of work that has been previously submitted to obtain an academic degree at any higher education institution. Furthermore, there are no works or opinions that have been written or published by other persons or institutions, except where properly cited in this document and listed completely in the bibliography.

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Surabaya, November 30th 2025

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All praise and gratitude be to God Almighty for His grace and blessings, which enabled the author to complete this Final Assignment, titled "Olive Mart Visual Identity Rebranding Project as Brand Awareness" This Final Assignment is a compulsory requirement for graduation in the Visual Communication Design study program. Its main objective is to design a visual identity system for Olive Mart that is modern, approachable, and professional. The author hopes this system will overcome market competition challenges, create broader public Brand Awareness, and simultaneously strengthen Olive Mart's image as a trustworthy and high-quality minimarket retail service provider.

On this occasion, the author sincerely wishes to express the deepest gratitude to:

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Surabaya, November 30th 2025



Timo Reyhan Iskandar

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ABSTRACT

Olive Mart is a retail business operating as a convenience store located in the city of Surabaya, East Java. Olive Mart is a relatively new business, established in 2023. However, despite being new, Olive Mart offers a variety of products that are rarely found in other convenience stores. Due to its new establishment, Olive Mart still lacks a strong visual identity and has not maximized its potential marketing strategies.

The purpose of this design project is to build brand awareness for the Olive Mart brand through a visual identity rebranding in order to create a public perception of Olive Mart as a modern and superior convenience store. This rebranding design focuses on establishing Olive Mart's visual identity, which can convey the brand's image and character in an attractive and professional manner. This research uses a mixed method approach, combining qualitative and quantitative methods, with data collection techniques in the form of observation of the store location, interviews with the business owner and employees, and the distribution of questionnaires to target consumers.

The result of this design project is a new visual identity for Olive Mart presented in the form of a GSM (Graphic Standard Manual), which includes the new logo, color palette, visual elements, supergraphics, and examples of implementation in promotional media. The design also produces several implementation media for the new visual identity, such as store signage, food and beverage packaging, brochure promotional media, Instagram feed promotional media, and various other media. This design is expected to strengthen the delivery of the Olive Mart brand image to a wider market and open new opportunities for the owner of Olive Mart through a more appealing and consistent visual identity.

Keywords: *Rebranding, Visual Identity, Convenience Store, Olive Mart, Brand Awareness*

ABSTRAK

Olive Mart merupakan usaha yang bergerak di bidang ritel yaitu sebagai sebuah minimarket yang berlokasi di Kota Surabaya, Jawa Timur. Olive Mart merupakan usaha yang tergolong masih baru berdiri yaitu berdiri pada tahun 2023, Tetapi meski begitu Olive Mart memiliki variasi produk yang jarang ditemui di minimarket lainnya. Tetapi juga karena masih baru berdiri Olive Mart belum memiliki identitas visual yang kuat serta belum memaksimalkan strategi pemasaran yang dapat dilakukan.

Tujuan dari perancangan ini adalah membangun *brand awareness* untuk merek Olive Mart melalui *rebranding* identitas visual agar dapat menciptakan persepsi masyarakat terhadap Olive Mart sebagai minimarket yang modern dan unggul. Perancangan *rebranding* ini berfokus pada pembentukan identitas visual Olive Mart yang dapat menyampaikan citra merek dan karakter merek dengan menarik dan profesional. Penelitian ini menggunakan metode campuran atau *mixed method*, yaitu gabungan dari metode kualitatif dan kuantitatif dengan menggunakan teknik pengumpulan data berupa observasi terhadap lokasi toko, wawancara dengan pemilik usaha dan juga karyawan, serta penyebaran kuesioner terhadap target konsumen.

Hasil dari perancangan ini adalah identitas visual baru untuk Olive Mart yang disampaikan dalam bentuk GSM (Graphic Standard Manual) yang berisi logo baru, palet warna yang digunakan, elemen-elemen visual, supergrafis, dan juga contoh implementasi dalam media promosi. Perancangan ini juga menghasilkan beberapa media implementasi dari identitas visual baru yang telah dibuat seperti signage toko, packaging makanan dan minuman, media promosi brosur, media promosi *feeds* instagram, dan juga berbagai macam media lainnya. Perancangan ini diharapkan dapat memperkuat penyampaian citra merek Olive Mart terhadap pasar yang lebih luas dan membuka kesempatan baru bagi pemilik Olive Mart melalui identitas visual yang lebih menarik dan konsisten.

Kata Kunci : *Rebranding, Identitas Visual, Minimarket, Olive Mart, Brand Awareness*