

FINAL PROJECT
**REBRANDING DESIGN OF “NABIL’S GOURMET LAB” CAKE AND PASTA SHOP AS AN
EFFORT TO BUILD BRAND AWARENESS**

To Fullfill Partial Requirement for Obtaining a Bachelor's Degree (S-1)



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FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL “VETERAN” JAWA TIMUR**

2026

APPROVAL PAGE

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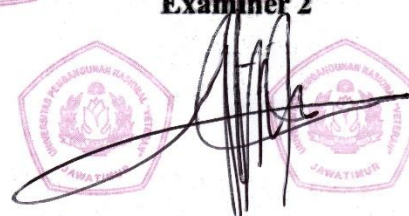
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AS AN EFFORT TO BUILD BRAND AWARENESS**

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STATEMENT OF FREE PLAGIARISM

I, the undersigned:

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I declare that in this Final Project scientific document there is no part of other scientific works that have been submitted to obtain an academic degree in a Higher Education institution, and also there are no works or opinions that have ever been written or published by other people/institutions, except those that are cited in writing in this document and mentioned in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future indications of plagiarism are found in this Final Project, I am willing to accept sanctions in accordance with the applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should.

Surabaya, 18 May 2026

Who Made the Statement



Inaztasya Desti Atiqarahma

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ABSTRACT

Nabil's Gourmet Lab is a Micro, Small, and Medium Enterprise (MSME) in the culinary sector located in Surabaya, focusing on providing pastries and pasta with a premium quality concept emphasizing product softness. Its flagship products, such as soft cookies and exceptionally tender cheesecakes, indicate significant potential for brand development. However, this potential is not yet supported by a strong and well-conceptualized visual identity or communication strategy, resulting in relatively low brand awareness for Nabils Gourmet Lab.

This project aims to design a rebranding strategy that visually represents the character and values of Nabil's Gourmet Lab while establishing consistent brand communication. The methodology employed is Design Thinking, which includes the stages of empathize, define, ideate, prototype, and test. Data collection was conducted qualitatively through interviews, questionnaires, and comparative studies of similar brands as visual references.

The design results are implemented in a Graphic Standard Manual (GSM), providing guidelines for the visual identity, including the logo, typography, color palette, graphic elements, social media, packaging, product catalog, corporate identity, merchandise, and stationery. This design is expected to build a stronger, more consistent, and easily recognizable visual identity, thereby enhancing the brand awareness of Nabil's Gourmet Lab.

Keywords: Culinary Branding, Visual Identity, Brand Awareness, Gourmet, Visual Communication.

FOREWORD

All praise and gratitude we give to Allah SWT for His grace, guidance, and gifts so that the report "Rebranding of the Nabils Gourmet Lab Cake and Pasta Shop" report can be completed on time. The rebranding design aims to help Nabils Gourmet Lab find a new position so that it can compete with MSME Competitors and can be better known by the wider community and grow and be known as a modern soft bread shop that hits

Among the entire page. This page is a meaningful page, because here the author leaves his gratitude to all parties who have provided a lot of support and assistance in the process of preparing this report until it is completed properly. With a sincere heart, the author would like to express his greatest appreciation and gratitude to:

1. Allah SWT and the Prophet Muhammad PBUH.
2. Thank you to the main final project supervisor, Widyasari S, T., M. T. and Aditya Rahman Yani, S.T., M.Med.Kom as accompanying supervisors. For all direction and guidance during the work on the final project so that the writer is able to complete the design of this final project.
3. Thank you to all DKV lecturers for the new knowledge and skills that the author has been able to obtain for approximately 4 years of lectures
4. Thank you to Atha and Arvin, for the trust and opportunity given to the author to design this *branding* on the *Nabils Gourmet Lab* brand.
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12. All of my friends from DKV '22, who have taken this S1 education level together and went through it with fond memories.
13. Various parties that the author cannot name one by one, who have helped a lot during this design.

The author realizes that in this design there are still various shortcomings and imperfections. Therefore, various constructive criticisms and suggestions will greatly help the author in developing his abilities in the field of design in the future. Finally, the author would like to thank various parties who have contributed, and hopefully this design can provide real benefits for Nabils Gourmet Lab.

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