

CHAPTER 5

CONCLUSION

5.1 Conclusion

Nabils Gourmet Lab's visual identity design has succeeded in showing that a branding strategy that prioritizes the perception of a store that sells soft-textured bread and *cakes* can create a strong appeal to the main target, namely today's modern audience. The texture advantage obtained through these special manufacturing techniques is the main selling point that is communicated consistently. Through key media elements such as logos, *Graphic Standard Manual* (GSM), packaging, menu books, and social media, brand messages can be conveyed well. In particular, social media *content plans* that have been compiled have proven to be able to work effectively to build *brand awareness*. In addition, this design is also equipped with supporting media for the preparation of the upcoming physical store, which includes uniforms, plates, table numbers, physical menu books, business cards, *merchandise*, and cake price tags. Through this comprehensive design approach, Nabils Gourmet Lab can build an appropriate and relevant image to meet the needs of the market.

5.2 Suggestions

To ensure that Nabils Gourmet Lab's branding can develop optimally, some suggestions that need to be considered are, first, Instagram social media management needs to be done more optimally. Second, it is recommended to hire a dedicated creative team in charge of bringing the Instagram account to life so that brand recognition can reach a wider audience. Third, the brand does not need to be reluctant to show the content of the bread and cake making process, because this transparency is very important to build trust from customers on product quality. Finally, it is important to always keep up with current trends so that brands can always exist, be innovative, and relevant in the midst of changing market dynamics.