

ABSTRACT

Kenny Paramitha: REDESAIN VISUAL BRAND SUGA FRIED CHICKEN

Branding is process to build a mutually beneficial relationship in a long time between businesses and the consumers for quality and servicing from businesses.

At moment, there are many entrepreneur who had business in food industry . One of them is SUGA Fried Chicken, a franchise company which until now continues to grow up and always increasing the branch in Indonesia.

SUGA Fried Chicken progress in terms of expand its business isn't matched with the visual of the brand itself like logo and application in other media. Because according to the author, logo of SUGA Fried Chicken is currently not in accordance with the development of its business. Therefore, the author redesign logo as the main media and other complementary media. And hopefully with redesign the visual of the brand will enhance the image SUGA Fried Chicken in the community.

Keywords: Redesign, brand, visual brand, image, logo and media applications.

Author