Abstract

**Objectives** The objective of this project is to make an alternative visual identity for Ragusa that has a hint of the youth spirit, yet still keep the historical value of Ragusa and make the visual identity able to communicate with Ragusa’s younger generation customers.

**Method** The method used to collect the required data is by interviewing the owner of Ragusa, questionnaires, and an observational study.

**Results** Based on the survey, it is proven that Ragusa’s visual identity is outdated and a change on the visual identity is needed along with the change of generations. Therefore, the alternative design of Ragusa visual identity was made, along with the proper supporting media implementation to lift up the value of the brand.

**Conclusion** Ragusa has gone through changes, the generation of the customer is also changing. Within those changes between Ragusa and the customers, the logo still stays the same. Therefore, in order to balance the changes, a new visual identity should be made in order to make the brand and the customers able to cope up with those changes. A visual identity that keeps true to its roots, yet with a hint of youthfulness can be a perfect solution for Ragusa.

**Keywords**
Approachable, healthy, nostalgic.