

**UNIVERSITI TEKNOLOGI MARA**

**THE CASE STUDY OF REBRANDING  
LOGO DESIGN ON NISA' BOOK CAFE**

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Thesis submitted in fulfillment of the  
requirements for

**Bachelor Degree (Hons) in Graphic Design**

**Faculty of Art & Design**

**February 2022**

## CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6 February 2022 to conduct the final examination of Nurul Hazwani Husna Binti Suzaimi on her Bachelor Degree (Hons) in Graphic Design thesis entitled The case study of rebranding logo design on Nisa' Book Cafe in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



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## AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

Nisa 'book cafe is the best facility and service for all ages and it also has its own logo design. We know the logos are important in shaping the identity and image of a company, product, organizations as well as countries. Logos play an important role in the campaign so that all available concepts and motives can be appreciated by the design group. The aims of the study are about rebrand logo design on Nisa' Book Cafe. It should be to critique the new design of logo design on Nisa' Book Cafe. Therefore, this study is to achieve three objectives, firstly is to identify the effectiveness of Nisa 'Book Cafe logo rebrand the second is to study the function of rebrand logo design on Nisa 'Book Cafe. Lastly, to analyze the implementation of element and principle of design on Nisa' Book Cafe logo. To obtain information on this study in an organized and systematic manner. The common solution used was a Google survey form with questions based on age, education, and community focus, as well as suppositions from graphic designers and students. In addition, to get additional information will be use references that refer from books, internet resources and magazines. From the references we will know more about logos, the important of logo, and the style of logos. This study will use the method of quantitative. Through this study, the results of public perception will be known to to identify rebrand the logo design on Nisa' Book Cafe and the second is to analyse the new design in terms of colour, typography and related elements on Nisa' Book Cafe logo. Lastly, to examine the use of the logo on Nisa 'Book Cafe. Therefore, qualitative methods are very effective for this study.

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