

***Brand and Identity Logo Visual Re-design  
Products "Mania Kitchen" Malang  
To Increase Competitiveness***

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***Abstract***

*Branding is one of the proper and appropriate application of design media in marketing a product. Branding is the main medium in capturing the attention and interest of people in determining and buying a product. Branding is usually used as a differentiating medium from other people's product brands. Branding is not only the finished product of the brand of a product but also a stage and activity that is carried out based on the right and appropriate conditions. In making a brand, it must be seen and made based on the correct and appropriate stages, namely choosing a brand must have a meaning, then from that brand people can judge and accept the intent and purpose of making the brand, then the brand (brand) is visually described in a form in the form of an icon / symbol image that describes the characteristics and meaning of the product you want to sell, then for product marketing you can use print media or social media. Print media here can be in the form of merchandise (key chains, aprons, t-shirts, glasses, etc.), posters, banners, menu lists, business cards, stickers, and so on. And also for social media, you can use social media like Instagram, WhatsApp, and others.*

***Keywords: Branding, product depiction, smoothness and future product sales.***