ABSTRACT

The idea of this thesis is basically to observe and develop the process of rebranding of the growing hostel business in Bangkok area that faces the difficulty to position itself in the global standard market when comparing to international standards. By redesigning and repositioning itself in order to improve and raise awareness when it comes to maintaining and promoting the brand. In such cases, further development of an organization’s brand is a must to ensure it is coherent and recognizable.

The main focus of the project will be on the rebranding design, searching for the most effective and efficient way for already known companies in the local market and several other competitors in the Bangkok area to create a visual style that corresponds to international set of values. Aiming to engage a wider range of customers. By forming a list of recommendations based on theoretical and empirical evidence through observation.

The characters are a must to redesign and adjust so as to look more modern and adjustable to overall mood and tone for the whole project. On the other hand, the primary logo and font of hostel are redesigned completely different by considering in attentiveness of the target group (Millennial generation). In order to deliver an appropriate message and design solution, the logo will be based on the abstract mark and add more on modern Thai style to go along with the corporate identity design of the hostel. That will help to improve the brand image when the company is expected to go international.