

LOGO DESIGN FOR “INFINIKLIN” A CLEANING PRODUCTS AND SERVICES COMPANY

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ABSTRACT

Logo is an image sign that describes an identity and as a representation for a company. The company's character is communicated with elements of images, shapes, colors, and typography that are composed in an integrated manner. The logo-forming element is a sign system that aims to communicate the message of the type of business being undertaken, image, and character traits. The signs used in making the logo are signs that are easy to understand and identify a company so that it is easily accessible to the public. This logo design aims to produce a brand logo that has the characteristics of the company. Design Method Using 5 Steps of Design from Robin Landa. The result of this design is the Infiniklin logo which is made using vector, in the form of two water drops, blue in color according to the company's identity, and using simple and modern typography. The visual identity of the Infiniklin logo is a solution to support each branch company of Infiniklin having their own and uniform logo. The logo design was made without forgetting the characteristics of Infiniklin itself thus reflecting the image built by the company.

Keywords: Company, identity, image, logo design

1. PREFACE

Logo is a form of visual communication to be able to communicate well with the public. Visual communication is communication using visual language, where the basic elements of visual language are everything that can be seen and used to convey meaning, or messages. This message can be represented through the constituent elements of the logo itself. Logo as an image/symbol element in a visual identity can use any elements in the form of writing, logograms, images, illustrations and others. What is meant or intended is more important than what it looks like. The emphasis is on the meaning outside and behind the logo itself pioneered by Rustan. An ideal logo, according to Budiman, is an instrument of self-esteem and values that is able to create a positive and personified image that is fully represented, that the logo contains the meaning or meaning of a "policy of thinking" and a specific purpose.

According to Mulyadi et al., the basic principles of a good logo, reflecting its identity, and in accordance with the target audience in order to compete with competitors. Generally, the logo becomes a very effective business weapon to achieve certain goals and objectives. However, logos can be one of the biggest challenges for graphic designers, because they have to carry a big message in a narrow space [4].

Therefore, it is important as a designer to understand the principles of designing, selecting, and modifying a logo. According to the research of Sriwitari et al. and Hasibuan et al., a good logo includes several things, namely, originality and distinctiveness (unique and clear distinction), legibility (having a high level of legibility in its application), Simple (easy to understand in a short time), memorable (easy to remember for a long time) easily associated with the company (easily associated with the type of business/image of a business field), and

adaptable for all graphic media (easy to apply). Some of the functions of the logo are also mentioned by Hasibuan et al., namely the contact function that maintains contact with the public, explanatory function, denotative function, identification function; significance function, translation function, and aesthetic function.

In the digital era of 2022, businesses and companies are growing rapidly. One of the very basic corporate identities is the logo. The power of a logo for a brand should not be underestimated, a strong logo can provide cohesion and build awareness of brand identity, facilitate recognition and recall [7]. This means, the logo can be a differentiator between a product or service from a competing company. Companies invest a lot of time and money to promote, update and change their logo. Logo is a symbol of an identity. Through the logo there are concepts, values, ideologies, which become a reflection of the identity of state authorities, companies, organizations, institutions, and products.

According to Calvalie et al., visual identity design helps manage a business from the perspective of perceived differentiation from its competitors. Logos as an effort to instantly recognize a company are very necessary, especially in the current era of globalization, where competition is getting tougher because there are so many companies competing for the same market segment, thus requiring companies to create a logo that is different and attractive for consumers.

This is important because the logo plays a role in forming the first perception for the community. The existence of a logo is closely related to the company's image. Usually, people are able to judge what the quality or professionalism of a company is just by looking at the logo of the company. A logo that seems firm and dynamic implies that the company is a professional, open, or warm company to its public [9].

Changes in names and logos decided by the company, can also cause the company to lose its identity because a change in identity also means a change in image, and an image that has been built for a long time as a result of a change in identity means that it must also be replaced. That is why when a company decides or changes its identity, the company must think carefully about what image it wants to display in the eyes of its audience through the new identity. Octaviana proposes that logos are issued by companies to introduce their identity to consumers through a process called branding [10].

PT Infiniklin is a company from several other branch companies that are engaged in building cleaning products and services that require a logo design for each sub-unit of the company's branch in order to have the characteristics and resemblance of a large company. This company provides services in cleaning other PT buildings and also sells cleaning products.

Figure 1

Infiniklin's old logo



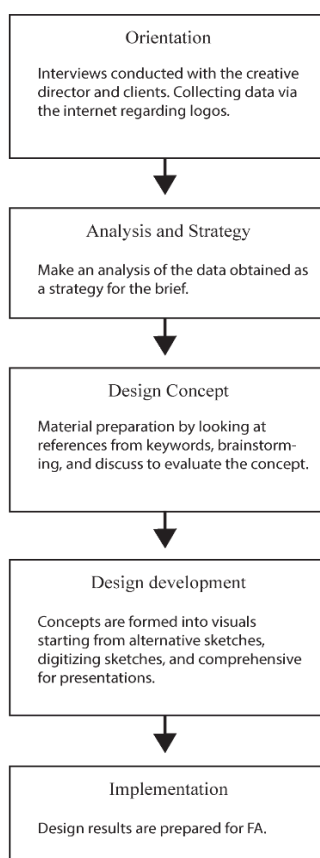
Source: *Infiniklin, 2021*

Infiniklin needed a new logo because they wanted to have the same logo characteristic with their other, more modern, branch companies. Therefore, a logo that seems firm and dynamic implies that the company is a professional, open, or warm company to the public. On the other hand, their old logo that looks stiff and old-fashioned will reduce the professionalism of the company's work and will also create the impression that the company is not up-to-date. The purpose of the design is to form a new image in the eyes of the public with a logo display that matches the company's identity.

Qualitative research method was used from the rationalistic approach using several design theories. In developing a visual design and using visual metaphors to design an Infiniklin logo, Robin Landa's design process was used. The five phases of the graphic design process which explains the brief and integrated stages in a design design process, consisting of (a) Orientation/material gathering (b) Analysis/discovery strategy (c) Conceptual Design Visual (d) Design development (e) Implementation [11].

2. RESEARCH METHOD

Figure 2
5 steps of design chart



Source: *Sheren Juan Angela, 2022*

The method used in this design is exposed to the 5 Steps of Design by Robin Landa, namely:

(a) Orientation

In this stage, this design is carried out by asking and answering interviews with the creative director and the client. The purpose of conducting interviews (interviews) to collect information about the owner of the company, company events, feelings, motivations, demands, and others. After conducting interviews, the authors collected data via the internet regarding logo design and semiotic analysis based on visual signs or symbols used as logo-forming elements.

(b) Analysis and Strategy

Make an analysis of the data obtained to form a strategy. The strategy is used as a brief in the formation of concepts that can answer design problems.

(c) Design Concept

The formation of the design concept starts from preparing material from the design, looking at keywords along with references, brainstorming, and discussing to evaluate the concept.

(d) Design Development.

Existing concepts are formed into visuals starting from alternative sketches, digitizing sketches, and comprehensively for presentations.

(e) Implementation

The design results are neatly prepared to enter the Final Artwork.

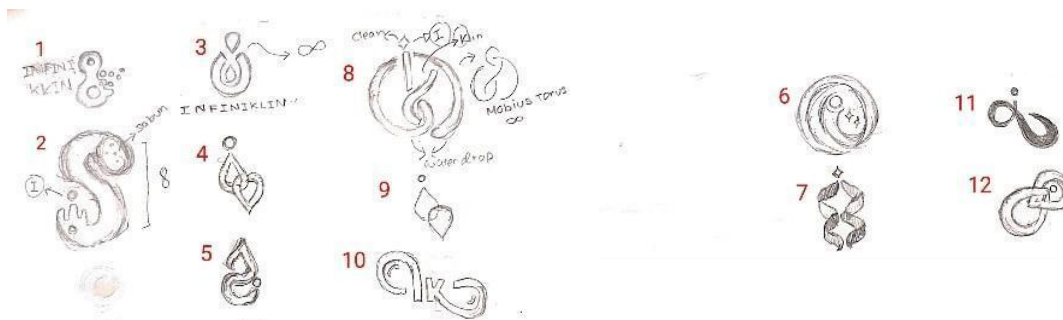
3. RESULT AND DISCUSSION

Visual concept

Infiniklin has the meaning of infinite cleanliness. In some visual explorations, the design can be associated with the word “Infinity” which is represented by the symbol (∞) and the word “clean” which is represented by water and stars. The keywords used in making this logo are fluid, water, sparkle, infinity, simple, linear.

Figure 3

Rough sketch



Source: Sheren Juan Angela, 2022

The pictures above are some of the initial sketches that were submitted in the stage of making the Infiniklin logo. Here's an explanation of each sketch made:

- Sketch 1 is the number 8 which means infinity and the incorporation of soap bubble elements which signify the logo for companies engaged in cleanliness.
- Sketch 2 is in the form of a sliding soap where the soap slides to form an infinity symbol.
- Sketch 3 depicts infinity and a water drop which as a whole is like an hourglass.
- Sketch of 4 represents water drops that merge into an infinity symbol. The circle above it represents the letter i of Infinity.

- (e) Sketch 5 is an infinity water drop sketch and the i at the end signifies the Infiniklin company front letter.
- (f) Sketch 6 is a circle that forms the symbol of a person which is also the letter i and is given an element of sparkle as a marker of cleanliness or an element of the word clean.
- (g) Sketch 7 symbolize the loop of ribbon that forms the number 8 and the clean is marked from the star element
- (h) Sketch 8 inspired by the Mobius Torus symbol which means infinity and is given the elements of the letters i and k which signify (i) infini and (k) klin.
- (i) Sketch 9 has the same elements as sketch 4, only the manufacturing technique will be overlapped
- (j) Sketch 10 is formed from (i) infini and (k) klin typography and formed in a bubble as a marker for cleaning products
- (k) Sketch of 11 represents the letters i that make up the infinity symbol
- (l) Sketch 12 is a circle that symbolizes i and a water drop that represents a strong chain giving the idea of a strong company.

Figure 4
Visual concept



Source: *Sheren Juan Angela, 2022*

Color concept

The color used are professional chosen to match the theme and outline the identity. Blue indicates a cleaning company that can be trusted and relied on. The light blue color itself indicates the selection of the use of environmentally friendly materials.

Figure 5
Color concept

Possible Color : Aqua, Blue & Silver



Source: *Sheren Juan Angela, 2022*

Typography concept

The typography used as the logotype is of the Modern Geometric Sans Serif type, so that it is consistent with the overall concept of logos from other branches. Sans serif also makes the receptor eye not tired and bored so it doesn't seem stiff like serif typefaces. Made without other details so it doesn't look too crowded, but the writing looks simpler and more modern, while avoiding the impression of intimidation.

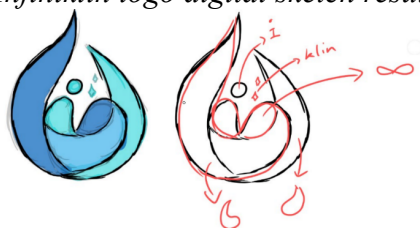
Figure 6*Typography concept*

Gilroy
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZabcdefghijklmnopqrstuvwxyz
 tuvwxyz

Source: *Sheren Juan Angela, 2022*

Logo design results

The process of abstracting the shape of the Infiniklin logo is an interpretation of the shape of two water droplets that merge into one big drop. And there is a border of the letter i from the front letter of Infiniklin which is like people and water which forms the infinity symbol which has the meaning of a company that provides performance and cleaning products with infinite results.

Figure 7*Infiniklin logo digital sketch result*



Source: *Sheren Juan Angela, 2022*

Figure 8.*Infiniklin logo results*

Source: *Sheren Juan Angela, 2022*

To strengthen the results of the new logo, a comparison was carried out between the old Infiniklin logo and the new Infiniklin logo, which is shown in the following table:

Table 2*Comparison of the old and new Infiniklin logo*

Logo	Advantages	Deficiency
	(a) Has a simplistic design (b) Client already known	(a) Inconsistent typography (b) Does not highlight the identity of the brand
	(a) Have continuity according to brand identity (b) More modern, elegant and meaningful	(a) Logo must be recognized by clients again

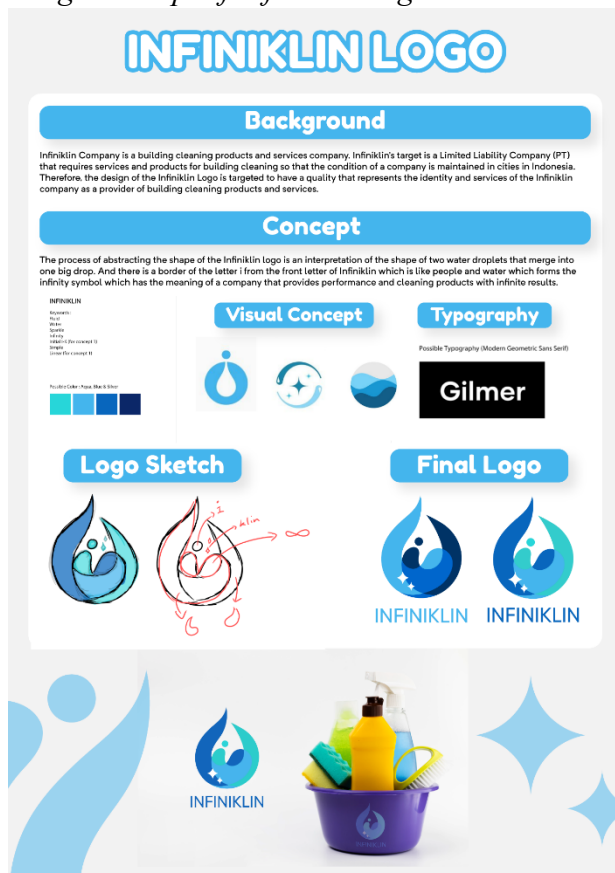
The use of the new Infiniklin logo has advantages that are clear from the design and visual presentation. But the old logo has a sentimental and simplistic edge that the new logo has to rebuild. The use of the new logo should be explored in the aspect of publication and its introduction to clients and the public.

Design concept

The following is the overall poster design concept regarding the background, concepts, sketches, and results of the Infiniklin logo.

Figure 9

Design concept of Infiniklin Logo



Source: *Sheren Juan Angela, 2022*

Application logo

In making the logo presentation, the author also includes several examples of the application of the logo into the product packaging media. Because Infiniklin also sells cleaning products.

(a) Product Packaging Media

The following is an example of the application of the logo on the utility of the cleaning service staff offered by Infiniklin.

Figure 10*Infiniklin cleaning supplies***Source:** *Sheren Juan Angela, 2022***(b) Uniform Media**

The following is an example of the application of the logo on the clothes of the cleaning service staff offered by Infiniklin.

Figure 11*Infiniklin uniform***Source:** *Sheren Juan Angela, 2022***Supporting media**

The application of the logo was also tried on a company mini bus as a useful sticker to show Infiniklin's identity on the vehicle.

Figure 12*Infiniklin cleaning van***Source:** *Sheren Juan Angela, 2022***4. CONCLUSIONS AND RECOMMENDATIONS**

The results of the Infiniklin logo design process concluded that for a company or organization, the logo reflects the ideal values of a company's goals, which include aspects: vision and mission, scope of work, and corporate culture. The logo is also a representation of

abstract ideas into something real, and plays an important role as the face of the company. As a marker language, the logo is usually displayed in the form of a symbol that reflects a certain image built by a company. The visual identity of the Infiniklin logo is a solution to support each branch company of Infiniklin having their own and uniform logo. With the new appearance, Infiniklin will make new clients more confident and confident to work together. The new logo gives a visual that looks different so that it can attract other companies to work together. All of these designs were made without forgetting the characteristics of Infiniklin itself.

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