

REDESIGN LOGO OF INTERIOR DESIGN COMPANY AS AN EFFORT TO IMPROVE COMPANY'S IMAGE

Bulan Alim¹, Budi Darmo^{2*}

¹Visual Communication Design Study Program, Faculty of Art and Design, Tarumanagara University, Jakarta

²Visual Communication Design Study Program, Faculty of Art and Design, Tarumanagara University, Jakarta
Email: budid@fsrd.untar.ac.id

**Corresponding author*

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ABSTRACT

Levendig is a company engaged in Interior Design, Architectural Design, and Contracting. The lack of a strong visual identity makes Levendig less prominent in the eyes of the public. The existing visual identity is not able to represent Levendig's image as a company engaged in interior design. Therefore, the purpose of this logo redesign is to enhance the image that Levendig wants to highlight, namely as a professional, modern, and flexible interior design service that can reach all ages. This design uses the robin landa method, which consists of 5 stages of design to ensure orientation, analysis, concept, design, and implementation. The result of the design is a logo with a basic geometric shape approach that uses a connected line to show that Levendig produces a house design that is durable (beyond time and generation). Every corner is rounded to give the impression of humanity. The typography used is in the form of hand writing to represent such a long life, meaning that Levendig is always there and can be in various styles. So that with the presence of a new visual identity, Levendig's brand image can stick and stand out in the eyes of the public. In the process of redesigning the logo, it is necessary to pay attention to several things, such as colors and visuals that need to be adjusted to the company's vision and mission, typography that can reflect a company but must also pay attention to the level of legibility, and finally the shape. The logo is simple and unique to make it easy to remember, easy to apply to various media, easy to associate, but not too abstract and can tell the story of a brand.

Keywords: Image, interior design, visual identity, levendig, logo

1. PREFACE

Currently, residential and business places cannot be separated from the development of design, especially interior design. With the increasing public awareness about good, appropriate, comfortable, and attractive spatial planning, interior design services are needed at this time. In addition, interior design can be interesting and make people feel comfortable because it can provide a different feel and atmosphere in each design [1]. One of the experienced interior design services is Levendig.

Levendig is a company engaged in Interior Design, Architectural Design, and Contracting under PT. Jaya Chakra Rajawali. However, due to the lack of a strong visual identity, Levendig has become less visible or less prominent in the eyes of the public. Currently, there are many companies engaged in Interior Design by offering a variety of service prices. To distinguish them, the logo is one solution so that Levendig can be known by many people. In addition, the logo also acts as an identity that includes the image of the product and the company in order to be successful in the market in accordance with the target market [2].

Image is a picture, impression, and feeling from the audience towards an organization that is intentionally created because of an understanding of the reality of individuals and organizations that produce a reputation where there is value generated for individuals, institutions or companies to the state [3].

Quoted from Odbrand, the phenomenon of logo changes is often associated with changes in corporate governance, adding vision and even improving the company's face to suit the times. In addition, companies that change their logo create excitement when introducing a new image of the company. For example, Bank Mandiri, which changed its logo, was followed by Pertamina. We can see that some big companies have changed their business logos to be simpler but still reflect their growing company. In the 20th century, logos impressed with complexity and detail. However, at the beginning of the 21st century, many companies are competing to replace their logo with a simple, memorable and more intellectual look with a millennial accent. In addition, companies that display their faces more simply and don't ignore the value of the company's image can be more easily remembered.

Some of the reasons for the rebranding in a company are: (a) The identity of the company can't represent the services of the company. (b) The company already has a bad reputation in public. (c) The company wants to provide something new, in the form of improvements in the company [5].

Rebranding takes a long time because it has to consider several factors, including internal and external factors. Internal factors, for example, the company must carefully consider whether this change has a big impact on its employees in carrying out their duties, because employees must reintroduce the new logo to the public. External factors are the community and stakeholders [5].

Wennes et al. as a growing company, a logo is needed to reflect the services and values contained in the business. With rebranding or often known as redesign, it is possible to readjust the company's visual identity with personaphysics and characteristics to show the most prominent uniqueness. In addition, rebranding or redesigning provides an opportunity to promote and update the brand image in accordance with trend tastes.

Based on research conducted by Nabila in 2018 which aims to determine the effect of changing the logo (rebranding) on the company's image conducted by PT Bank BRI Tbk. The hypothesis in this study is that the change in the logo of PT Bank BRI Tbk has an effect on the company's image. Data obtained from the distribution of questionnaires with non-probability sampling method with purposive sampling technique. Samples were taken by 100 respondents from BRI Bank customers. The analytical tool used is simple regression. The results showed that the change in the logo of PT Bank Rakyat Indonesia (BRI) had a 34.2% effect on the company's image. This means that the change in logo (rebranding) has a significant effect on the company's image at PT Bank Rakyat Indonesia (BRI) Tbk. The more the logo is attached to the minds of consumers with designs, colors, letters and slogans, the company's image will have a positive effect on consumers' minds.

Anthonia et al. redesign is an effective method of enhancing and strengthening brand equity and identity. Major changes will be a good investment and minor changes will help the brand feel modern and up to date.

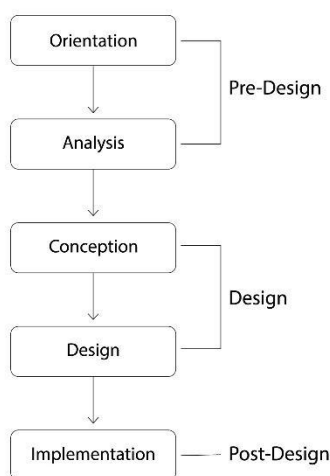
Therefore, Levendig needs a logo redesign that is in accordance with its ability to reach a wider market area by highlighting Levendig's identity and image. A suitable logo makes Levendig widely known as a professional, flexible, and modern interior design service that can reach all ages so that the purpose of the redesign of the Levendig logo can be fulfilled.

2. RESEARCH METHODS

The process of redesigning this logo uses the Robin Landa method which consists of 5 design stages, which are as follows: (a) Orientation is the stage of finding and collecting information and data which is carried out by literature study and observation of Levendig to get to know the brand more deeply. (b) Analysis is the stage of checking the results of observations, finding data, and planning designs. (c) Conception is the stage where a design framework or idea is created. The author formulates the information obtained and begins to develop a design concept. After creating a design concept, the author makes several alternative designs. (d) Design is the stage of visualizing design concepts and ideas in the previous stage. (e) Implementation is the execution stage of the visualization of the design concept or the application of the design to the media.

Figure 1

Robin Landa's design method



3. RESULT AND DISCUSSION

Following are the results and discussion based on the above method:

Pre-design (orientation and analysis)

Data collection in the design is done by collecting related information related to the redesign of the logo. Here are some things to consider in making a logo redesign:

(a) Color

According to Rustan, color is very important in the visuals of a brand so that color selection requires a process of choosing the right color combination to create the expected message.

(b) Typography/Typeface

The selection of typography or typeface is the process of finding a solution to a problem. It's not like a self-expression container, so can't pick one based on personal taste. In choosing letters, sensitivity in analyzing the visual form of letters such as visible (physical) and invisible (personality) aspects is also important [11]. According to Bluesodapromo, like color, each typeface has characteristics that can be emotionally connected.

(c) Meaning

Logos should be able to tell a brand story and help consumers build trust in the company and their services. The logo can be interpreted as the 'face' of the company because the logo can represent the uniqueness of the company, through colors, fonts, and images [12].

(d) Visual Identity

Visual identity is the visual and linguistic combination of a brand, consisting of logos, letterheads, business cards, and more. The key to visual identity is the logo as a unique identifying symbol [9].

Logo trends

According to Arifin, Ridwan, and Bambang, corporate identity is a visual representation of all aspects of a company that can be seen, touched, and felt packaged in the form of brands, logos, mottos, products, services, and others. According to Raja, Haristianti, and Ananda, corporate identity a way to identify and differentiate one company from another. Corporate identity must be made with a certain design that can represent the uniqueness of the company.

A good logo has several considerations that need to be considered [15], these considerations must include the following:

(a) Unique

Has its own characteristics and is unique so that it has a clear distinguishing ability

(b) Good readability

Has a good readability level so that when applied to different media sizes, the text can be read

(c) Simple

Can be easily understood in a short time

(d) Easy to remember

Can be easily remembered for a long time

(e) Easy to associate

Can be easily associated or associated with the type of business and company image

(f) Easy to apply or apply

The ease of applying the logo in terms of physical shape, color and placement of the logo on various graphic media needs to be considered in the design to avoid difficulties in its application.

(g) Not too abstract

Logo serves as the identity of a company and can convey a message. If people don't see anything about the logo except for its uniqueness, it means the logo has failed.

Logo trends with the concept of simplicity that are close to basic geometric shapes or primitive shapes are popular. The shape of the logo will be very simple, static, and general.

At this time, with the rapid development of digital media technology and the internet, the proliferation of websites and online companies, various styles and shapes of logos have been created.

According to Rustan, logo forms are increasingly free, but tend towards more general styles such as go green, 3D, glossy, shadowtypefaces rounded.

Color

Color can be defined objectively (physically) and subjectively (psychologically). Objectively (physically), color as a characteristic of the emission of light. Meanwhile subjectively (psychologically), color is a part of visual perception. Characters change when the color becomes lighter, dimmer, or darker.

The author tries to find some color meanings that are considered suitable for use in redesigning this logo. The following is the definition of the colors that will be used according to Rustan:

(a) Yellow

The color yellow is associated with sunlight, meaning that the yellow color indicates sunny and warm conditions. The characteristics of yellow are cheerful, cheerful, friendly, warm, and sociable. Yellow symbolizes life, brightness, victory, merriment of joy, brilliance, and warning. In Western Christian society, yellow is used to symbolize majesty such as in the sacred crowns of Jesus and Mary, altar decorations and in Hindu and Buddhist religious ceremonies.

(b) Green

Green can be associated with green nature and plants or something that lives and develops. Green has a fresh, lively, young, growing personality, as well as several other characteristics that are almost the same as blue. Green can symbolize loyalty, fertility, resurrection, immortality, freshness, trust, youth, faith, youth, ability, confidence, hope, virginity, naturalness, raw or inexperienced, serenity, balance, environment, and harmony.

(c) White

Has a positive personality, bright, firm, and relentless. This color can be symbolized as light, sincerity, purity, peace, purity, tenderness, childishness, subtlety, honesty, politeness, tranquility, cleanliness, truth, simple, innocence, femininity, and honor.

(d) Black

Black is the darkest color. So that the character traits are firm, pressing, deep, and "depressive". Black symbolizes gloom, sadness, gloom, doom, darkness, evil, even death, evil witchcraft, terror, evil, cruelty, guilt, fear, rot, unhappiness, secrets, deep regret, sorrow, and anger. In addition, black can also symbolize strength, elegance (elegant), and the impression of formality.

As a background color, black is associated with strong, sharp, formal, discreet. Black used with white has the meaning of humanity, resolution, calm, politeness, depth, and wisdom. There is a term "sweet black", because black after being combined with other colors becomes sweet.

(e) Gray

Gray is the most neutral color and has no specific life. This color is a mixture of white and black, so it seems like a doubt. Therefore, the character is also between black and white. This color symbolizes wisdom, serenity, humility, courage to give in, gray moods, and doubts.

(f) Chocolate

The character of chocolate is close to the heart, polite, wise, frugal, and respectful. But this color is made from a mixture of several colors and tertiary colors so it seems a little less clean or not bright. So the brown color can symbolize honor, humility, wisdom, and modesty.

Visual analysis of the levendig's logo

Figure 2

Levendig's logo



In communication, Levendig's visual identity does not describe an interior design company because the design tends to be rustic and messy. It also removes the meaning of visual identity and does not describe the services or services offered. An explanation of the business being carried out is only written in the form of words under the logo only. Meanwhile, in terms of aesthetics, the typeface used is not neat so that it gives the impression of being less reliable or less reliable, the design is also timeless, the logo is less flexible with colors and outline on the typeface.

Design (conception and design)

At this stage, the author begins to design concepts and alternative designs based on the results of data collection that has been found in the previous stage.

The first thing to do is to build a visual idea through a moodboard. Moodboard is a collection of visual ideas that will be used as a reference in making designs.

The contents the moodboard explain about: (a) visualization of various things regarding interior design, (b) the combination of colors to be used, (c) some of the typography to be used

According to the Big Indonesian Dictionary (KBBI), the word "Levendig" comes from Malay which means "Life". So in making moodboard author tries to find visualizations of interior design related to the word life, namely plants. The author also tries to find a combination of green colors. The color green is associated with something that is alive and growing. The color green also has a fresh, young, lively and growing character that fits the meaning of Levendig. To display an elegant and professional impression, the author uses gold color. The author also tries to find typography with hand writing style to represent that life is long and sans serifs that is firm but flowing. This shows a balance between structure and organics.

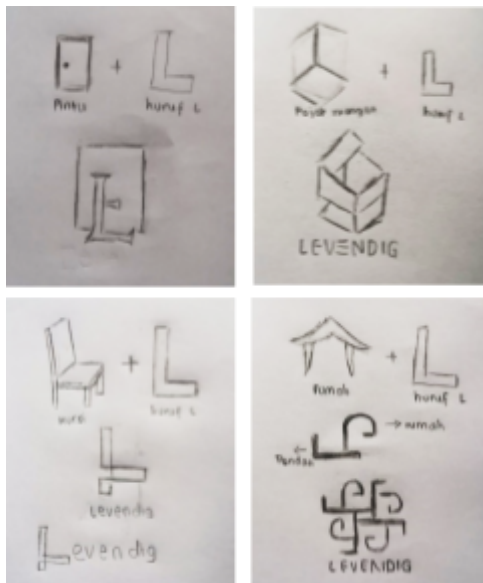
Figure 3

Moodboard to build a visual sensory experience



Furthermore, based on a collection of visualizations from the moodboard, several visual ideas were generated. The visual idea for the new logo is to combine the letter L from the front letter of the word "Levendig" with the shapes of elements related to interior design. In this case, the author was inspired by the shape of the chairs, doors, corners of the room, and the house itself so that the new logo has an identity that better reflects the interior design. In addition, the logo is made simpler, clean, and minimalist than the old logo with the aim of making the logo easy to remember and stand out in the eyes of the public.

Figure 4
Logo sketch



From the resulting sketches, several designs were finally selected to be arranged in such a way by taking into account the aesthetic considerations of a good appearance and then further developed in the digitization process with vector processing, to perfect shapes and details.

Figure 5
Logo development in vector processor



Furthermore, improvements were made to the concept and logo as well as typography in accordance with the initial goal of redesigning the logo, which is to provide awareness to the public about Levendig as a professional, flexible, and modern interior design service that can reach a larger market scope by highlighting its identity and image owned by Levendig.

Figure 6

Final logo alternative 1 and 2



Alternative logo concept 1:

- (a) The logo is designed in one connected line to show that Levendig produces a home design that lasts (beyond time and generation).
- (b) In the lower left corner there is a leaf visual which represents the meaning of life meaning Levendig tries his best to make the client's home lively and fresh.
- (c) Typography uses hand writing to represent such a long life meaning that Levendig is always there and can be in various styles.
- (d) Overall, the logo forms the letter L which is inspired by the shape of the bench, this is to indicate that Levendig is engaged in Interior Design and the color is gold to give an elegant impression.
- (e) Every corner is rounded to give the impression of humanity and every corner has a purpose.

Alternative logo concept 2:

- (a) The logo is designed symmetrically. The symmetrical nature of this logo is reminiscent of various plants and living organisms which means that Levendig tries to create a lively atmosphere through its architecture and interior design.
- (b) In the middle of the logo there is a box shape. The form of contact shows that Levendig is focused on goals, vision, mission, and commitment.
- (c) Typography uses sans serifs that are firm but flowing. This shows a balance between structure and organics. This means that Levendig goes to great lengths to create designs that are structured and easy on the eyes, yet also flow through the human touch of Levendig.
- (d) Gold color to give the impression of elegance.
- (e) If the logo is seen side, the logo is formed from the letter L and a house. The letter L to represent a strong house foundation and the house to signify that Levendig is engaged in Interior Design.
- (f) Some corners are rounded to give the impression of humanity.

Post-design (implementation)

After the selected logo, namely alternative logo 1 and has been perfected, the logo is applied to several media. The application of each media is also given a brief guide in order to maintain the consistency of the application of the visual brand identity. The purpose of the application on this media is to find out whether the logo has met the considerations of a good logo or not, such as the level of readability and the ease of applying the logo regarding the physical shape, color and configuration of the logo on various graphic media to avoid difficulties in its application.

Figure 7

Application logo on company profile

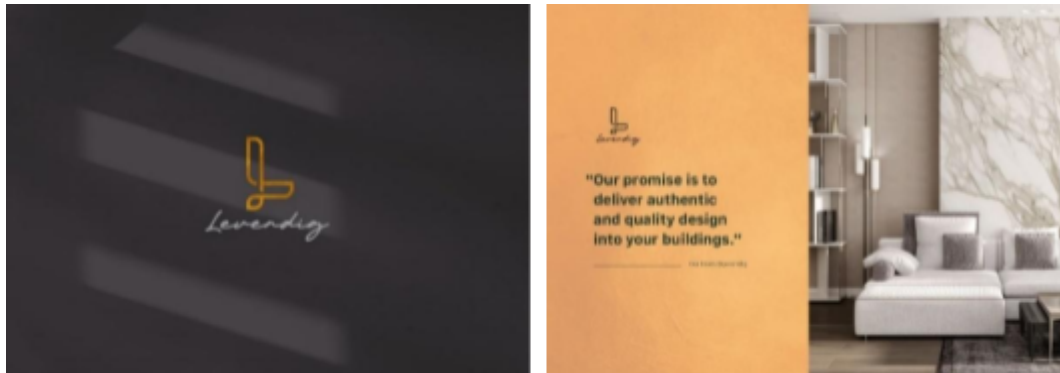


Figure 8

Application logo on signage



4. CONCLUSIONS AND RECOMMENDATIONS

The result of efforts to improve Levendig's image in the form of redesigning the logo and its application to supporting media, is a solution to support existing problems, namely the lack of strong concepts and ideas creative background, so that it does not reflect his identity. In the process of redesigning the logo, it is necessary to pay attention to several things, such as colors and visuals that need to be adjusted to the company's vision and mission, typography that can reflect a company but must also pay attention to the level of legibility, and finally the shape. The logo is simple and unique to make it easy to remember, easy to apply to various media, easy to associate, but not too abstract and can tell the story of a brand.

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