

XYZ FC VISUAL BRAND IDENTITY REJUVENATION TEST IN AN EFFORT TO INCREASE BRAND AWARENESS

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ABSTRACT

XYZ FC is a league 2 club in Indonesia, previously named UVW FC. Then it was officially acquired by RA & RS. In the use of the visual identity of the UVW FC Club after the acquisition, technical problems have been found to visualize the visual identity that is inconsistent in its application. In practice, the problem of inconsistency in the use and form of the visual identity of the XYZ FC Club needs to be redesigned. Change of brand and visual of XYZ FC Club to XYZ FC. Then through this problem, the purpose of this design is so XYZ FC has a strong brand identity in the form of a logo, color system, typography, and graphic assets and its application can be applied to various media. Then the author determines the keywords from the vision and mission of XYZ FC to be used in the design concept, namely collaboration, digital, & sports. The Graphic Standard Manual is the main output in this design. GSM (Graphic Standard Manual) is very necessary so that anyone with an interest in XYZ FC, both internal and external, have the same perception, so the application of the visual identity of the XYZ FC brand is consistent in visual form and color, both in its application to various print media and other media products. In addition, the application is also applied to various digital media outputs.

Keywords: Redesign, brand identity, xyz fc

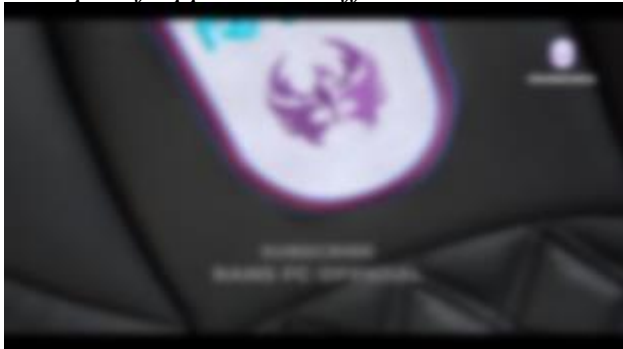
1. PREFACE

In Liga 2 Indonesian football season 2021, there are 24 teams including XYZ FC, formerly UVW FC, established in 2012. XYZ FC, formerly UVW FC, is an Indonesian professional football club from Cilegon, Banten. This club known as The Volcano and has a training ground at Krakatau Steel Stadium. According to Rustan brand differentiation is a unique idea that can distinguish a brand from other brands, while brand positioning is the position of the brand in the minds of its competitors [1]. What makes XYZ FC different from other football clubs is the amount of media exposure that XYZ FC has, It happened because of the influence of RA & RS as chairman of XYZ FC. XYZ FC has a good positioning. XYZ FC is the football club that has the largest number of audiences on the youtube platform. The promise is a promise or commitment to the brand's audience. In the branding process, XYZ FC promises to provide a collaboration between the digital world and sports. The Collapse of the National Football Industry During a Pandemic, many football clubs in Indonesia are threatened, include UVW FC [2]. YA as CEO of the UVW FC team graciously invited RA and RS to join and acquire UVW FC. In the end, in March 2021, RA and RS managed to acquire this UVW FC football club and its name was changed to RANS Cilegon Football Club.

Because the name was changed, the brand identity of XYZ FC has also changed. These changes occurred in the visual elements of the UVW FC club such as the brand name, brand logo, brand tagline, brand typography style, brand color palette, brand graphic assets. IC is an expert in the field of graphics design.

Figure 1

Example of Application Difficult Production Technical



According to IC, the phoenix symbol as a symbol of immortality and resurrection is interesting, but is it sustainable with the RANS group as a whole? Is there a need for a common thread from the narrative of the Rans brand with XYZ FC? Regarding to logo color, what does that have to do with the narrative you want to build? why the style of the symbol image as it is today? is there any special cultural significance? if the reason is aesthetic there is a discontinuity between the symbol (sharp-slipped), typography (rounded corner), and shield (sharp). The comparison of the proportions between symbols, brand names, and shields is too broad, so it doesn't blend together. Because it is also feared the logo is too small, from long distance it will be difficult to read or recognized. In terms of unity, the typography "RANS" which has its own style seems to want to speak for itself, the phoenix symbol is also the same, because there is no similarity in language between the two, they are not so united, "when separated, their own logotype, their own symbol, then they are each good, but failed when they became one" said IC.

Based on the data and facts from the author's interview, regarding the XYZ FC logo, it is felt that the XYZ FC logo is still weak. Based on the data obtained from the background of the problem, the following problems can be identified The XYZ FC logo tends to be weak due to the discontinuity of the symbols (sharp-slipping), shields (sharp) and typography (rounded corners). The comparison of the proportions between symbols, brand names, and shields is too wide, so it doesn't blend together. The XYZ FC logo complicates production techniques. Inconsistent application of the color system. From IC's presentation as an expert, in the end, there are several points of record of visual problems that need to be addressed in the process of changing ownership of the UVW FC club to XYZ FC. Thus, the problem that will be discussed in this Plan is the redesign of the brand identity of XYZ FC. Brand identity is a unique set of identities designed to make a brand different from other brands [3]. Part of the brand identity that will be designed, such as graphic elements, color systems, typography, logos, and other design applications such as GSM (Graphic Standard Manual) and other application media. Apart from brand identity, brand image is no less important. Brand image is the impression or emotional values felt by customers or the public towards the brand. The brand image that will be implanted through this redesign is strong, sports, digital collaboration, passionate and timeless.

2. RESEARCH METHOD

To realize the author's goal to redesign the brand identity of XYZ FC, the research stages that the author carried out were carried out directly and also through questionnaires on social media platforms. Of course, in researching the required data:

(a) Interview

The author conducted an interview via whatsapp with graphic experts IC and Beatrixe Evelyne

who represented the XYZ FC team.

(b) Literature Review

The author collects data by collecting articles from various news media portals, reading literature studies in the form of books, journals, final assignments, articles or others that are useful for sharpening research on the design of XYZ FC.

(c) Observation

The author collects information or data by directly attending various XYZ FC events such as the Grand Launching of XYZ FC, and the XYZ FC Press Conference held at the Prestige Motorcars Showroom Pluit.

(d) Survey

The author collected data with a survey via google form which was followed by 88 respondents of which 60.2% were located in Jakarta, 83% were football lovers, 58% had worked, to obtain data about design needs.

3. RESULT AND DISCUSSION

According to Katz in Wheeler a logo should represent the vision and mission of the company or brand, the targeted segmentation of which is targeted at the community [4]. Each brand reflects the character of the brand itself. Logos can be made simple and attractive, in order to make it easier for the public to be easier to remember and recognize. Elements in the logo can be in the form of logograms, images, text, and so on [5]. The following is the XYZ FC logo before it was redesigned. chosen among other logo alternatives. In the use of the visual identity of the XYZ FC Club, technical problems have been found in visualizing the visual identity which complicates the technical production.

Figure 2

The Old XYZ FC Logo



Therefore, the identity system of XYZ FC needs to be improved. The stage of making a mind map is very important to use before making visual and non-visual decisions in redesigning XYZ FC's brand identity. After that, from the mind map that the author has made, key words are chosen that will be used to guide in every aspect that the author will design. The naming that the author used to redesign the brand identity of XYZ FC is XYZ FC which is descriptive or associative which describes its line of business, the word "Cilegon" is no longer used because at first the word "Cilegon" was used to reach out the Cilegon community only, but because this club growing rapidly, this club will increase the reach of its target audience throughout Indonesia. After sketching the logo, the next step is to group the logos based on the keywords and the type of logo used and then visualize them into a digital logo.

Figure 3

Alternative Logo



Then after these logos become digital logos, from these logos the author chooses the most unique logo to make the final logo. Flat Design is a design style that has simple, minimalist, geometric characteristics and does not use ornaments [6].

Figure 4

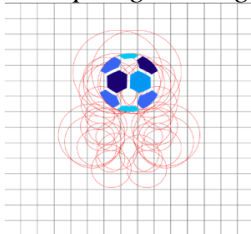
Final Logo



The alternative XYZ FC logo above was chosen as the final logo that author will use because it is the most unique logo, simple and still has a message full of meaning.

Figure 5

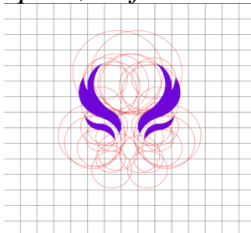
Archipelago & Digital Soccer



The XYZ FC logo symbol above is a representation of XYZ FC's line of business, the blue color on the ball symbol represents the color of a digital progress that will continue to develop. The different blue colors show the ideals of XYZ FC which will later spread and develop throughout Indonesia.

Figure 6

Speed, Defense / Shield

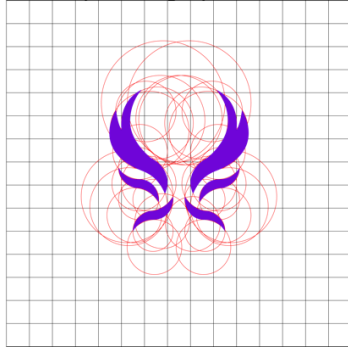


The XYZ FC logo symbol above is basically the shape of the phoenix wing which is the mascot

of XYZ FC, and also as a symbol of defense or shield and also the speed that shows personality of XYZ FC, which is strong and fast.

Figure 7

Victory / Trophy



The shape of the XYZ FC logo symbol is part of what makes this logo the most unique logo from other alternatives, because from the previous symbol, when displayed the lower wing will form a gestalt that displays the perception of a trophy, this cup shape has a message that in every competition that XYZ FC follows, XYZ FC will born as the winner. According to Rustan gestalt is a psychological process that humans have which tends to perceive their environment as a unified whole [7].

This typography system is very necessary to maintain the consistency and unity of the XYZ FC brand identity in the media applications that will be used and to make XYZ FC more easily recognizable by the target audience. The primary typography or font used in designing the XYZ FC logo is the Montserrat typeface because this font seems very strong, easy to read and also does not complicate the technical production of media.

Figure 8

Primary Typography



Then Secondary typography is a typeface to be applied in various media. Display type is a large typeface that will be used for headlines or titles for easy reading. The typeface used to display the text of XYZ FC is the Monument Extended typeface.

Figure 9

Secondary Typography

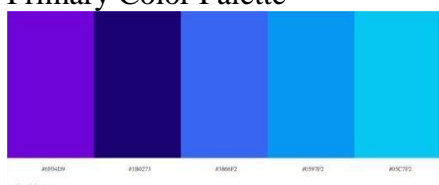


Text type is a typeface that is used for body text parts that must have high readability so that those who read can listen to the message conveyed. The text type used by XYZ FC remains the same as the primary typography on the XYZ FC logo, namely the Montserrat typeface.

This color system is very necessary because this system functions to maintain color units in order to remain in accordance with the personality of XYZ FC through consistent visuals, and through this consistent color system it aims to form a professional image. used in designing the XYZ FC logo is not added or subtracted.

Figure 10

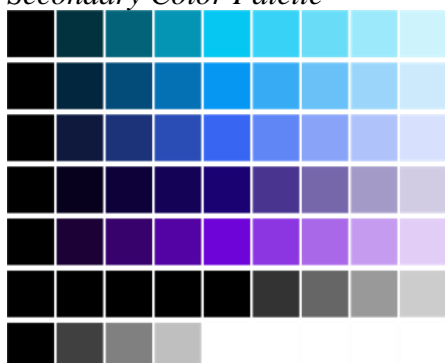
Primary Color Palette



The color palette above represents the collaboration of the 2 companies that acquired the football club XYZ FC, namely RE and also PIM. The secondary color palette above is the colors chosen as additional colors to expand the range of brand colors, so that their application to media is also more creative.

Figure 11

Secondary Color Palette



The Graphic Standard Manual is a guide or instructions for using the XYZ FC brand identity which is intended for brand owners or parties who have interests related to XYZ FC, to apply the XYZ FC brand identity to all implementation media that will be used. GSM aims to be able to apply the principles of brand identity that have been made to be disciplined and also compact. The application of a consistent brand identity can also give the impression that the brand is well designed and professional. The following is the content of the XYZ FC Graphic Standard Manual.

This guide contains the concept of branding, logo meaning, logo construction, logo versions, logo application on the background, clear area, minimum size, incorrect use, color system, typographic system, graphic assets, logo layout variations.

Figure 12

Graphic Standard Manual XYZ FC



As an Indonesian professional football club, XYZ FC does not only apply its identity to print & digital media, but if it is arranged from a priority scale, then also on jerseys for players to wear when competing, team shirts, coach and official t-shirts, team bus, and of course social media.

Figure 13

Application to the Jersey of the Player



As an Indonesian professional football club that has high digital exposure. Media Exposure Theory, which is called media exposure, talks about audiences in using media, both types of media, frequency of use (frequency), and duration of use (longevity) [8]. It is incomplete if the application of XYZ FC's media brand identity does not involve social media, below is its application to social media platforms in 2 layout variations, namely match countdown, matchday, score template, goal templates, welcome player templates, and also birthday wishes for players.

Figure 14
Application on Social Media



This is a digital era where people have a tendency to like motion graphic rather than static ones, therefore out of the 6 applications in social media previously discussed, each author has a motion graphic version, in addition because of XYZ FC very active in making videos about sports, so the author also designed the bumper in video, video transition, and also bumper out video for XYZ FC.

4. CONCLUSIONS AND RECOMMENDATIONS

Brand identity is an element that must be owned and maintained by a company because brand identity plays an important role in communicating brand identity. With the new visual identity of XYZ FC, this football club can further expand its wings among Indonesian football because through a visual identity that is easily applied by the media, this club can optimally carry out all forms of promotional strategies. Not only that, through this design, the owners, players, management and fans of XYZ FC are satisfied with the visual output applied. A better brand identity redesign can have a positive impact, not only that, but with a flexible brand identity in its application, the ways to convey the message to be conveyed in the public's mind can also be more creative.

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