

# THE VISUALIZATION OF VEGETARIAN AND ECO-FRIENDLY SPIRIT FOR VISUAL IDENTITY OF A CAFE IN WEST JAKARTA

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Submitted: July 2022, Revised: December 2022, Accepted: May 2023

## ABSTRACT

*L Café is the name of a small cafe in West Jakarta. It is a café with special coffee and vegan-friendly food. However, the original L Café's visual identity doesn't match the concept. This thesis uses the Roblin Landas' design method consists of five steps of design which are, Orientation, Analysis, Concept, Design, and Implementation. Data were obtained from observations at L Café, interviews with owners, consumers, and design experts. The authors also conducted a questionnaire addressed to consumers of L Café. The data also come from literature studies and online sources. The L Cafés' new visual identity represents vegetarian and eco-friendly spirit. The new logo colors are brown and green which is the color of nature. The logo uses a butterfly icon which is a sign of the cafe's hopes that it can benefit for the environment.*

**Keywords:** Visual identity, logo, nature, healthy, vegetarian, coffee, typography

## 1. PREFACE

The cafe is one part of the culinary industry that provides a variety of menus ranging from coffee to food [1]. This can explain the appeal of food and coffee drinks, which are provided for convenience and other social factors and to complete the experience L Café is a cafe that has been established in 2019 and has been selling various types of coffee. Due to the high competition in the cafe business, the L Café brand makes efforts to combine coffee with vegan-based foods as a differentiator from other cafe outlets, this effort is made because vegetarianism has benefits for diet programs and human health, by reducing the risk of various mild to moderate diseases. weight because it can reduce and avoid the emergence of various types of diseases such as hemorrhoids, digestive tract diseases, and chronic degenerative diseases such as cancer, heart disease, and diabetes mellitus [2]. According to Dr. Marco Springmann, adopting a vegetarian lifestyle can also help reduce carbon production and greenhouse gas emissions [3]. As well as supporting environmentally friendly programs. According to data from the Indonesia Vegetarian Society (IVS), in Indonesia in 1998 the number of registered vegetarian communities was around 5,000 people, in 2007 there was an increase of about 60,000 people, and currently, the members reach 160,000 members, which increases every year. (IVS 2021). Although the number is only a small part of the number of vegetarians in Indonesia because not all vegetarians are registered as IVS members [4].

The concept of L Café is a café with specialty coffee and vegetarian/vegan-friendly food with the aim of introducing a consumption pattern that is healthier and more environmentally friendly, with the appearance of a rice bowl.

Based on the results of interviews with the owner of L Café, it is known that he also wants to change his brand identity because the logo used at this time does not have any preparation, resulting in cafe visitors still not being able to clearly understand the identity and personality of a



cafe and many still do not know that a cafe is a cafe. sells vegetarian/vegan-friendly food and drinks.

The visual identity of L Café is also still not in accordance with the concept, vision, and mission to be conveyed. The visual identity of the logo is still inconsistent and the intricate details on the logo make the visual identity of the Café still poorly understood. While a good identity must describe the personality of a brand that serves to distinguish a brand from other brands [5]. A good and consistent visual identity is very important so that the brand can be remembered and is expected to provide benefits for the L Café brand image.

Before starting to design a brand identity, first we must do some market research that focused on the competitors' visual identity. It is a fundamental step because one important variable for a good visual identity is uniqueness of the logo, so people will easily differentiate and remember the logo. It means that a graphic designer should study the brand identity of others' competitors, especially their logo design. After some research, we found that there is three competitor café, that we will explain below.

Fortune Coffee is a cafe with a variety of coffee and vegan food menus that have been established since 2019. The prices offered by this cafe start from 20,000 rupiahs to 35,000 rupiahs for drinks and 30,000 rupiahs to 45,000 rupiahs for food. This cafe is in Taman Duta Mas, West Jakarta. This cafe hails from Hsinchu, Taiwan and already has many outlets in Southeast Asia. This cafe has a natural appearance with a dominant color of green and there is a tree and coffee bean icon. This cafe is known by the tagline "LN" which stands for "Loving Nature" which is the main philosophy that all creatures on earth are one family.

**Figure 1**

*The Logo of Fortunate Coffee*



Located in Neo Soho Mall, West Jakarta, this place has various branches selling food and beverages. The prices of the food and drinks sold are quite high for drinks from 25,000 rupiahs to 62,000 rupiahs and meals from 35,000 rupiahs to 75,000 rupiahs. This brand sells coffee and vegan food. Typography on the Burgreens brand has bold typography and consistent letter spacing for easy reading.

**Figure 2**

*The Logo of Burgreens*





Located in Neo Soho mall, West Jakarta, and this place has various branches selling food and beverages. Prices of food and drinks sold are quite high for drinks from 20,000 rupiahs to 45,000 rupiahs and meals from 29,000 rupiahs to 165,000 rupiahs. This brand sells breakfast menus and does not sell vegetarian food. This cafe has a brown and yellow logo with a hot coffee cup icon.

### Figure 3

*The Logo of WaxPresso*



This design aims to design this to produce an L Café identity that better represents the concept of a vegetarian cafe brand that is in accordance with the concept and vision, mission to be conveyed and makes the application of a more consistent visual identity that can have benefits for the brand image of the L Café brand. The design uses the right-brain approach (right brain strategy) namely creativity, visuals, communication with emotion, and psychology on identity, while the left brain (left brain strategy) searches for data, analyzes data that helps design a visual identity. This author uses the second strategy, namely the left and right brain (whole brain strategy) [6].

In part 1, discusses the background, problems, problem formulation, limitations and scope of design, design objectives, design methods, and writing systematics. Part 2 contains general and specific. Section 3 contains various data that have been collected, SWOT analysis, target analysis which is used as a reference in the design. Section 4 contains design decisions from chapter 3 to create creative concepts of designs that will be applied to media containing keywords, brand development goals, insights, idea methods, creative concepts, creative decisions, gsm, and costs. Section 5 contains creative results that are designed in the form of visual ideas to the end. Section 6 contains a summary of research conclusions, suggestions from the author, and a bibliography.

## 2. RESEARCH METHOD

L Café is a cafe that has been established in 2019 and has been selling various types of coffee and vegetarian food. The owner of the L Café business is Randi Putra. He said that the name L was inspired by a simple and minimalist brand name and can be interpreted as love, life, and latte. Due to the rarity of vegetarian cafes in Jakarta, the concept created by this cafe is a vegetarian cafe that sells coffee and vegetarian food, L Café also has the vision to introduce vegetarian and vegan food in everyday life in an attractive way, to minimize environmental damage. The mission of this cafe is to introduce to the people that vegetarian food and a good quality of coffee is a must. The owner of L Café wants to change its brand identity because the existing logo still could not clearly communicate the personality of the café. Target consumers still don't know that the cafe sells vegetarian or vegan-friendly food and beverages.

The writing uses the Roblin Landa Design method which consists of Orientation, Analysis, Concept, Design, and Implementation. Data were obtained from observations at L Café, interviews



with owners, consumers, and design experts and the authors conducted a questionnaire addressed to consumers from L Café and literature studies from journals, physical books, and online [6].

Visual identity needs to reflect the values, demographics, and psychology of the target audience of a brand with logo elements, typography, colors, and slogans being the most important assets and a key component to creating a good visual that will give each audience their own perception of a brand so as to provide an understanding of needs and wants [5].

Veronica Napoles from Corporate Identity Design said that a company can be assumed as a human being so that the brand of the company also has a personal character, culture, and principles. The purpose of visual identity is to differentiate, identify and build a brand so that it can lead to trust the brand, then visual identity has an important role for a company's brand because it will provide information that is able to attract the attention of consumers [6].

Logos also play an important role in identifying companies, services, products, and organizations, so providing the necessary logo design according to the identity of a brand Surianto Rustan (2009) [7] A good logo is important to attract people's attention and a sense of trust in the community with a visual which is clear, because the logo describes the face/personality of a brand.

A logotype is the identity of the company name that is designed using a certain type of font. The function of the logotype is as a corporate identity and a sign of ownership [7]. While pictorial signs/symbols are types of logos that use truly recognizable pictorial signs, which can describe the company's name, mission, and symbols of brand attributes [8].

Color is useful for supporting various communications of a brand, color can affect human psychology and convey messages, so companies have their own philosophy in choosing colors [9]. The choice of color requires a deep understanding of color theory, for example, the color green has a lot of significance and deeper meaning, the color green has a way of thinking and caring for the environment and the earth. And in the application of the design application using the same color as the logo or the range can be expanded from the color logo [7].

Use brown because it is a mixture of various colors. Brown colors tend to be warm colors. In design, this color can represent earth, earth, and solid colors. And when brown is combined with green, it will produce a color combination that looks natural. this combination can be used for branding that describes something organic or sustainable on earth [10]. The brown color can also be the color of the Typeface

A. Serif fonts are not just decorative. This type of font is an important visual aid because it can help the eye to distinguish one character from another. Felici (2012) [11]. Serif fonts have a bit of horizontal texture that makes for an eye-catching flow chart along the lines. Thus, this type of font is easier to read or known more easily.

B. Jan Tschichold, who is a leading Bauhaus designer of modernism, explained that in the world of design regarding new typography, the form must follow purpose and function by rejecting ornamental forms and replacing them with geometric shapes [12]. The sans-serif font is a minimalist, clean and straightforward font, and a bit informal because this font did not appear until the 19th century, the sans-serif font is considered more modern [13]



Tagline is a short word that accompanies a logo that contains a message from the brand aimed at consumers. Then the tagline must be able to describe the personality or positioning of a brand. The tagline serves to differentiate the company from its competitors. Simply put, taglines cannot be generated automatically. This must go through an intensive strategic and creative process [8].

Love, represents the warm cafe, loving the environment, and self-love with a vegetarian healthy lifestyle. Life represents The L Cafe that applies the vegetarian lifestyle to establish the life of the earth. Latte represents one of the beverages that is being sold in The L Café.

According to Kamus Besar Bahasa Indonesia (KBBI), metaphor is the use of words/visuals not with the actual meaning, but as an image based on similarities or comparisons. Metaphors in visual identity are visuals with other meanings or markers and connotative / words containing the meaning [14].

### 3. RESULT AND DISCUSSION

The symbol is formed by several circle-shaped lines that represents the earth, to visualize the spirit of keeping the environment sustainable. Beside symbolize earth, those composition of circles also representing a pair of butterfly wings. Butterfly wings itself is visual illusion. This principle is originated from the theory of Gestalt Psychology. Viewer could also percept these circles as two leaves. These is an open interpretation forms.

**Figure 4**

*Basic Form of L Café New Logo*



Butterfly is very useful for natural environment. The shape of the butterfly is a sign of concern and hope that this cafe can be useful for the natural environment. And the butterfly is an insect that can fly freely with its two wings, the anxiety of disease [15]. Vegetarianism has a good impact on health. Therefore, this symbol is also a free butterfly that flies from.

**Figure 5**

*New Logo for L Cafe*





Using the Garbata Trial Extra Bold font because the font has a thick stroke so that the logo can be read and read easily at every corner made with circle lines to create a friendly impression and leaf-like appearance. interpretation.

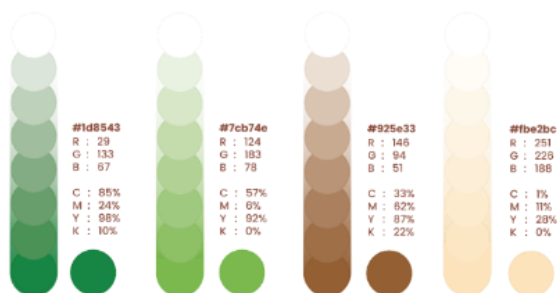
The Poppin bold typography used for the headlines & Poppins medium used for the sub-tittle and body text used for the media application.

**Figure 6**  
*Brand Typography*



Secondary colors are used for media design colors and media application.

**Figure 7**  
*Color Scheme for L Café Visual Identity*



The coffee bean illustration, chamomile plant, eagle flower, cucumber illustration, carrot, potato, tomato, mushroom, cabbage, red chili, and green chili.

**Figure 8**  
*Visual Asset*



Graphic Standard manual (GSM) contains information or the rules of the logo usage, function to sets the consistency of the layout of the logo that consist of the background, the font type selection, layout, to the placement of the logo. Evert visual identity designing must have a GSM as a usage guidance.



L Café use eco-friendly food packaging made of sugarcane fiber. It assures that the packaging will not harm the environment. Unfortunately, the cup made from laminated paper, and the top of cup is still made of plastic. Until now it is still difficult to find eco-friendly cup in the local market.

**Figure 9**  
*Packaging Design*



The menu book is useful to see the description of the products that are being sold with the information of prices. The menu book was made with the A4 150 gsm art paper, clipped to a piece of recycled cardboard with a wooden clip.

**Figure 10**  
*Menu Design*



Mural as the atmosphere supporting media, applied at the wall in front or central of the Café. Usually, customers will take a selfie in front of the mural and share the picture in their social media account. More beautiful the mural, more people will take a selfie in front of it. Some designers call this indoor mural media as Super Graphic media.

**Figure 11**  
*Indoor Mural Design*





There is a signage to show the identity of L Café inside and front of the cafe. The 90 cm diameter shaped signage with the 60 cm diameter and 40 cm logo height. The concept of this signage is clean and simple, so it reflects the spirit of vegetarian and eco-friendly, besides it can be look clearly from some distance.

**Figure 12**

*Signage Design in Front of Café*



#### 4. CONCLUSIONS AND RECOMMENDATIONS

This planning generates the visual identity of L Café that represents vegetarian cafe's brand concept, so in the L Café's visual identity processing, the writer does brainstorm and mind mapping which produces the keywords with nature elements. The appropriate vegetarian concept is in line with the vision that contains healthy, friendly, and warm. Therefore, the redesign of the visual identity of L Café aims to produce visuals that better represent the concept of the cafe brand's mission that making the more consistent visual identity which is expected to have benefits of the L Café's brand image.

#### Acknowledgement

The authors would like to acknowledge people who have supported this study.

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