



The Design of Visual Identity and Corporate Identity Faraz Cashews in Padang

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ABSTRACT

Nowadays, the competition among MSMEs is getting tighter. MSMEs in Padang are competing and building a public image so that their brands and products are known by the public. In Padang, Ulak Karang, there is MSMEs with the Faraz brand. It produces snacks, namely cashew nuts. Faraz MSMEs was founded on February 5, 2006, at the beginning the owner did not have a creative idea to have a visual identity for his business. As a graphic expression, visual identity influences the company's development in the future. Visual identity also acts as a promotional tool for a company/business. The research method uses a qualitative approach method. In this approach, there are 2 sources of data, namely primary data and secondary data. The design of the visual identity of the Faraz brand uses the creative mind mapping method, which is a very common method for finding new ideas, which is based on spontaneity and creativity.

1. Introduction

The competition between MSMEs is getting tougher. MSMEs in Padang are competing to innovate and build their business image so that their brands and products are known to the public. The efforts of MSMEs are to create a visual identity for their company. More business people are realizing the importance of creating and maintaining a strong business image and visual identity in order to compete with their competitors. In Padang, more precisely in the south of the village of Urak Kallang, there is a small business brand Faraz that produces cashew nuts and other snacks. This MSMEs is the only MSMEs that produces processed food from cashew nuts in Padang. Although it is the only MSMEs that produces cashew nuts in the city of Padang, the Faraz brand is still unknown to the public. Faraz supplies products to major retailers in the city of Padang such as Toko Budiman and SJS Plaza. However, Faraz does not yet have a strong image and does not yet have a visual identity, so it is difficult for Faraz to compete with MSMEs brands that make snacks.



Figure 1. Faraz Product
Source: Author

Faraz was established on February 5, 2006. Initially, the owner did not have a creative idea with a visual identity for his company. On June 26, 2012, due to the influence of business development, Faraz which initially only produced ordinary snacks such as risole, onion pie and pastries, was able to develop its superior product, namely cashew nuts. Owners have emerged to create a visual identity for the company. Departing from the problems above, the author took the initiative to design a visual identity of the logo and its application to the Faraz brand which has a brand positioning of "Food Typical Padang City" which is the only MSME that produces cashew nuts as high as possible. quality snacks in the city of Padang. Faraz snack products are guaranteed to be hygienic, delicious, and affordable.

The history of visual identity cannot be separated from the history of visual communication design. Human civilization has used symbols to communicate visually since prehistoric times, informing and recording their daily activities (Sumbo, 2013). When switching to the industrial revolution era, visual identity began to develop because there were many companies that produce the same goods, so an identity was needed to distinguish the production of company A and company B. The development of the logo occurred after World War 2, when America entered a period of prosperity and many people entered prestigious schools to pursue logo design.

According to Cenadi (Annisa, 2015) states that the visual identity system is a visual form and graphic representation of the company's image. Visual identity displays symbols as a representation of the conveyed image. As a graphic representation, visual identity can influence the future development of the company. Visual identity also serves as a promotional tool for a company. Companies with a positive image get the opportunity to showcase the quality of their products on a large scale.

Logo comes from the Greece, logos means thought, word or idea. During the Industrial Revolution, when logos first played a major role in the industry. The term commonly used was logotype. Logo is specially designed using handwriting techniques and certain types of letters. Also, Sularko (Nydia, 2018) argues that logos do not sell directly, but it provides the identity which ultimately become an important marketing tool. It is because the logo is very important as a differentiating factor with competitors. Logos are rooted in symbolic qualities. Furthermore, a corporate culture approach, a company's historical position, claims, meaning and desires are more important than the appearance. The emphasis goes beyond the shape of the logo or the meaning behind it. Overall, a logo is a graphic representation that creates a positive image for a company. In addition to the logo, the visual identity system also has a corporate identity, which is a visual statement designed to communicate the company's goals/vision (Julita, 2019). In corporate identity, logos and other visual elements are applied to all objects as carriers such as mailboxes, uniforms, advertising media, and product packaging.

Corporate identity is a marketing tool that does not directly sell, but serves as a differentiator between an entity and its competitors (Choirunnisa, 2020). Corporate identity is very influential in the promotional activities of a business, because its characteristics are easy to remember and provide positive perceptions for consumers. Corporate identity is a way that allows a company to be known and distinguished from other companies. The design of the visual identity of the Faraz brand starts from

designing the logo and other components of the visual identity as an effort to build its image or brand positioning. Faraz will be able to create brand awareness that is attached to the target audience and strengthen Faraz position against its competitors.

2. Method

The research method is a qualitative approach. In the qualitative approach, there are two sources of data. They are primary data and secondary data. Primary data is the source of research data obtained directly from the source. Observation and interview techniques were performed to obtain primary data. Diarta (2016) states that Observation refers to the systematic observation and recording of the components present in the condition under study.

An interview is a communication or interaction process for gathering information through questions and answers between a researcher and an informant or research subject. During the design process, observations were made by going directly to Faraz MSMEs located at Asratek St., No. 59, Padang. This research directly observes all the activities and shortcomings of the Faraz brand. An interview methodology was conducted with the Faraz KMU owners. Interviews are conducted verbally to obtain information on the background of the issue, the company's vision and mission, and the owners' wishes for the brand's visual identity.

Secondary data is obtained indirectly or through third parties, or historical reports, whether compiles into public archives. The secondary data used in this research are literature reviews, journals, literature relevant to the issue, and other documentary information relevant to this research. Explore data to get the theoretical foundations, definitions, and all the information that supports your design process over the internet. It photographed Faraz's selling points and created material data to support key visual searches. The data analysis method after the data collection process is the 5W+1H method. This method is carried out to determine the reaction of the target audience to the brand Faraz. The following is the analysis result by the 5W+1H method.

Table 1. 5W+1H Analysis

5 W + 1 H	Questions	Answers
What	What are the problems that will be used as the basis for designing the visual identity of the Faraz brand?	The Faraz brand does not yet have a strong visual identity and creates a positive image for the target audience.
Who	Who is the target audience who should know the logo and visual elements of the Faraz brand?	The people in Padang, especially consumers who shop at retails where the Faraz brand markets its products.
Why	Why should the target audience know the Faraz logo and other visual elements?	Because there is no visual face that can create brand awareness for the target audience.
Where	Where did this problem occur?	In Padang, precisely on Jalan Asratek No. 59 and in retail locations where the Faraz brand markets its products.
When	When did this problem occur?	At that time the Faraz brand did not yet have a visual identity such as a logo, corporate identity, packaging and communication media or logo application.

How	How should the solution to this problem be, when the target audience does not know the Faraz brand?	Designing the visual identity of the Faraz brand which includes its logo, corporate identity, packaging, flyer and outline.
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3. Results and Discussion

1.1 Design Method

A creative mind mapping technique was used to design the visual identity of the Faraz brand. This is a very popular technique for finding new ideas based on spontaneity and creativity (Wahyudi and Setiawan, 2019). Quoted from <http://Journal.id.com>, Coroline Edward defines mind mapping as an effective and efficient way to represent different types of data and information from the brain. Conceptual brainstorming tends to train the human brain to trigger the generation of ideas and put those ideas down on paper.

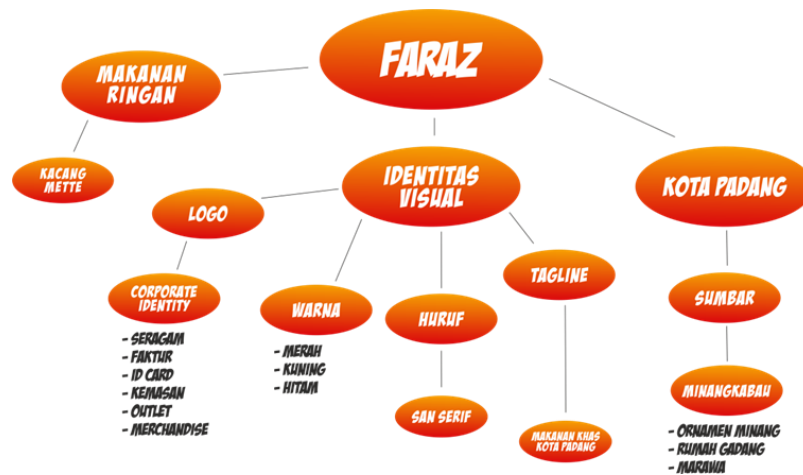


Figure 2. Faraz Visual Identity
Source: Author

1.2 Creative Strategy

The creative strategy uses designing the visual identity of the Faraz brand which positions Faraz cashew nuts as one of the lights processed foods typical of Padang. This research also uses the creative brief of the owner of Faraz as a reference in making a rough design of the visual identity of the Faraz brand. From the creative brief set by the owner of Faraz, the author gets the concept of the Faraz brand, which is to combine traditional elements with the Faraz product.



Figure 3. Faraz Visual Identity Concept Design
Source: Author

The design of Faraz's visual identity is based on a predetermined positioning. Therefore, Faraz's visual identity must represent a local and superior impression. It has visual appeal for people from all walks of life. Based on the visual data, it is obtained a combination of brands, traditional Minangkabau motifs and cashew nuts. This visual data will be used as a guide in designing the Faraz logo.

1.3 Sketch

Sketching is the initial process in designing a visual identity. After obtaining the results of the creative brief analysis and creative strategy, this research proceeds to the stage of making an alternative sketch of the Faraz logo. References to the logo sketch still refer to local wisdom, names, and food.



Figure 4. Faraz's Logo Sketch
Source: Author

1.4 Alternative Design.

The next stage after the process of making alternative sketches is alternative designs. Making alternative designs aims to provide options for owners to choose the final Faraz brand logo. The process of making alternative designs is still in accordance with the mandatory of the brief given by the owner of Faraz. Alternative designs are needed to test the extent to which the logo designs that have been designed are able to meet design standards. The results of the analysis and evaluation carried out in the end will be used to improve the initial design, so that a representative and satisfactory design work is obtained.



Figure 5. Alternative Faraz 's Logo Design
Source: Author

1.5 Selected Logo

After completing the alternative logo design, the chosen design is the 6th logo with reasons according to the brief given by the client, and meets the criteria from the results of the client analysis, analysis of its competitors.



Figure 6. Selected Logo Design
Source: Author

The following is a statement regarding the suitability of the sixth logo design alternative in the client briefing, namely (1) The symbolic abstraction of the letter F which is a combination of the shape of the letter F and Minangkabau carvings is the Kaluakpak motif; (2) Lowercase letters represent Faraz's friendly service to consumers; (3) The red color is one of the colors of the Minangkabau traditional flag, indicating that the Faraz tribe is brave and ready to face its competitors; (4) Two cashew nut icons symbolizing the flagship product of the Faraz brand. Overall, the philosophy of the Faraz logo is to be a local brand in the city of Padang, bringing consumers the benefits of cashew nut food and friendly service, and having the courage to compete with competitors.

1.6 Logo Grid System and Clear Area

The grid system is a reference in designing a logo to find the simplification of the design. The clear area zone is a reference that ensures the logo always stands out and clear. The Faraz logo is combined with logos from other brands. The clear area is used as a reference when the Faraz brand becomes a sponsor in an event or other promotional activity. The grid system and clear area are part of the Faraz guidelines logo compiled in the Graphic Standard Manual (GSM) of the Faraz brand.



Figure 7. Faraz's Logo Grid System
Source: Author



Figure 8. Clear Area Faraz's Logo.
Source: Author

2.1 Corporate Identity

The Faraz logo will be applied to various corporate identity media, such as stationary (envelopes, business cards, agendas, letterheads, pencil cases, uniforms, pins, hats and mugs). Moreover, the product is packaging indoor and outdoor as communication media and operational vehicles for the Faraz brand.



Figure 9. Set Stationary and Merchandise Faraz
Source: Author



Figure 10. Faraz's Packaging.
Source: Author



Figure 11. Communication Media
Source: Author

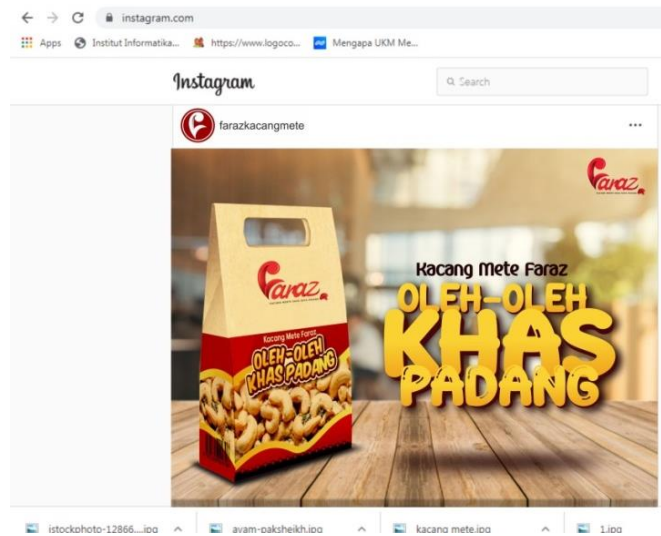


Figure 12. Instagram Feed
Source: Author



Figure 13. Vehicle Design
Source: Author

4. Conclusions

The visual identity system is a manifestation of the image of a business. Corporate identity is very influential in the promotional activities of a business, because the characteristics are easy to remember and provide positive perceptions for consumers. Corporate identity is a way that allows a company to be known and distinguished from other companies. The design of the visual identity and corporate identity of the Faraz brand begins with the stage of designing the logo and then proceeds to the stage of the guidelines logo and its application to supporting media or its corporate identity. Furthermore, it is necessary to design a logo and corporate identity for the Faraz brand. The existence of a visual identity and corporate identity will accelerate the Faraz brand to be known by the wider community in the city of Padang.

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