

Assistance in Designing Brand Guidelines to Develop a Professional Identity for Young Generation

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ABSTRACT

This community service programme aims to support the youth participants of Rumah Cahaya Indonesia (RCI) Palembang in designing a comprehensive Brand Guideline to strengthen their professional identity. The main problem identified is the inconsistency of visual identity and the limited understanding of branding principles among the participants. To address this issue, the programme implements workshops and technical mentoring sessions focusing on fundamental branding concepts, the structure and components of a Brand Guideline, and the importance of maintaining consistent visual communication. The activities include preparation, development of learning materials, workshop implementation, hands-on practice, and evaluation. Participants are trained to use Adobe Illustrator and Adobe After Effects to produce visual and motion-based brand assets. The programme received positive feedback, indicating an improvement in participants' understanding and skills in branding. The results show that this initiative contributes to enhancing digital creative literacy and supports young people in developing a more structured and professional brand identity.

Keywords: Brand Guideline, Community Service Programme, Hands-on Training, Adobe Illustrator, Youth Empowerment

1. INTRODUCTION

The rapid growth of digital media has intensified the demand for consistent and professional visual identities, particularly among youth communities active on platforms such as Instagram and TikTok (**González-Larrea & Hernández-Serrano, 2021; Vladimíra, 2020**). Rumah Cahaya Indonesia (RCI) Palembang is a community comprised predominantly of Gen Z and early Millennial members who demonstrate strong interest in personal and career development. Despite their creative potential, the community faces challenges in establishing a cohesive and professional public image. Preliminary observations indicate that visual content produced by RCI members shows substantial design variability, weakening the community's brand perception and limiting opportunities for collaboration and recognition (**Cheng et al., 2020; Erjansola et al., 2021**).

Based on this condition, two primary problems were identified: (1) inconsistency in visual identity, due to the absence of a standardized Brand Guideline, which results in variations in logo usage, color palettes, typography, and tone of voice across promotional and communication materials (**Günay, 2024**); and (2) limited technical skills, as many participants rely on template-based design platforms (e.g., Canva) without adequate understanding of visual hierarchy or professional design principles using industry-standard software such as Adobe Illustrator (**Reis, 2022**).

To address these issues, the programme implemented two main strategies. First, the development of a comprehensive Brand Guideline through theoretical instruction and practical demonstration, covering core branding components such as vision, mission, and brand values. Second, the enhancement of participants' technical competencies through tutorials and hands-on training using Adobe Illustrator, enabling them to accurately apply the branding guidelines when producing visual assets (**Wheeler & Meyerson, 2024**).

The objectives of this community service programme are to provide knowledge regarding the structure and essential components of professional Brand Guidelines and to improve participants' technical proficiency in designing visual assets that align with the established identity (**Coelho et al., 2020**). The expected outcomes include offering RCI a structured conceptual reference for developing a cohesive and professional visual identity, equipping participants with relevant hard skills (graphic design) and soft skills (branding and consistency), and supporting Universitas Sriwijaya in achieving its Strategic Performance Indicators, particularly those related to societal impact and graduate employability (**Kusdinara et al., 2023**).

2. METHOD

2.1 Model and Approach

This community service programme employed a Participatory Action Research (PAR) model, which emphasizes active collaboration between the service team and the partner community, Rumah Cahaya Indonesia (RCI) Palembang. The PAR model was implemented through four iterative stages: (1) planning, which involved needs assessment and identification of branding problems; (2) action, consisting of branding workshops and technical training using Adobe Illustrator; (3) observation, conducted through direct monitoring of participant engagement and design outputs; and (4) reflection, which evaluated learning outcomes and identified areas for improvement. This approach ensured that the programme remained context-specific, responsive to participant needs, and outcome-oriented (**Cornish et al., 2023**).

The programme activities were implemented in several stages:

- 1. Coordination and Needs Assessment:** Initial meetings were conducted with the RCI management and participants to validate existing branding elements, identify inconsistencies, and prioritize areas for improvement.
- 2. Theoretical Workshop:** Participants received structured lectures on branding concepts, visual identity principles, and the components of a professional Brand Guideline. Discussions emphasized the importance of consistent application across digital and offline platforms.
- 3. Technical Training:** Hands-on tutorials and demonstrations were delivered using Adobe Illustrator, focusing on designing professional visual assets, applying color palettes, typography, logo usage, and layout principles aligned with the newly developed Brand Guideline.

2.2 Target Audience

The programme targeted 25 youth participants from RCI Palembang, primarily consisting of Gen Z and early Millennials transitioning into professional careers. Participants were selected based on their active engagement in digital content creation and interest in creative career development. Their role in the programme was primarily as learners and collaborators, engaging in both theoretical discussions and practical exercises to internalize branding concepts and design techniques.

2.3 Programme Design and Evaluation

The programme design integrated both knowledge transfer and skill-building components to ensure that participants were able to apply branding principles in practice. The evaluation framework was designed to measure both conceptual understanding and technical competencies related to Brand Guideline application and the use of Adobe Illustrator.

Evaluation was conducted using quantitative and qualitative indicators. Quantitative evaluation employed pre-test and post-test assessments using a Likert-scale instrument. The pre-test and post-test instrument consisted of four statements measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree), focusing on participants' ability to apply logo usage rules, select appropriate color palettes and typography, use Adobe Illustrator to produce branding assets, and independently create visually consistent digital content.

Qualitative evaluation was carried out through direct observation during training sessions, participant discussions, and feedback from partner representatives. These evaluation mechanisms were designed to capture changes in participants' awareness of branding principles, consistency in visual application, and readiness to independently apply the established Brand Guideline in future content creation.

3. RESULTS AND DISCUSSION

The Brand Guideline discussed in this article refers specifically to the official branding document collaboratively developed for Rumah Cahaya Indonesia (RCI) Palembang. Other visual examples presented in this article serve as illustrative materials to demonstrate the applicability of Brand Guideline principles across different contexts.

3.1 Community Service Outcomes

The community service programme has been fully completed, including all preparation, implementation, and post-activity evaluation phases. Table 1 summarizes the conducted activities, implementation status, target outputs, and supporting documentation.

Table 1. Summary of Community Service Outputs

No	Activity	Implementation Status	Target Output (Realization)	Evidence / Documentation
1	Coordination with Partner	Completed (100%)	Agreement on schedule, participant grouping, and validation of materials with key partner	Meeting notes, photo documentation
2	Internal Community Service Team Meeting	Completed (100%)	Assignment of trainers (Branding Theory, Illustrator, Motion Graphics), syllabus finalization	Meeting minutes

No	Activity	Implementation Status	Target Output (Realization)	Evidence / Documentation
3	Design of Guideline Demo	Completed (100%)	Mockup of Brand Guideline using Adobe Illustrator as demonstration material	Vector design files (.ai)
4	X-Banner Design	Completed (100%)	Professional X-Banner design for programme promotion	Vector files (.ai), visual mockups
5	Community Service Team Leader Portfolio	Completed (100%)	Motion Graphics portfolio using Adobe After Effects demonstrating guideline application	Video files (.mp4), project files (.aep)

3.2 Discussion

A. Coordination and Material Preparation

The initial stage focused on in-depth coordination with RCI partners. Key discussions involved Fajar Aditya Emozha, S.Kom, the main RCI instructor, digital marketing influencer, and UNSRI alumnus (Computer Science, 2008). These meetings successfully mapped the core values and tone of voice of RCI, which became the foundation for the Brand Guideline development as illustrated in Figure 1.

Internal community service team meetings structured the instructional content into three main areas, summarized as seen in Figure 2:

1. **Branding Strategy:** introducing theoretical concepts, brand identity elements, and their importance for organizational consistency.
2. **Technical Design (Adobe Illustrator):** providing practical sessions on creating visual assets, applying color palettes, typographic hierarchies, and logo usage according to the Brand Guideline.
3. **Advanced Application (Adobe After Effects):** demonstrating how the Brand Guideline can be applied to motion graphics and other dynamic media to maintain visual consistency.



Figure 1. Coordination with Partners



Figure 2. Internal Team Coordination

All activities were conducted at The Zuri Hotel, Palembang, on 25 November 2025, ensuring that participants received both knowledge transfer and hands-on experience in a professional training environment. The comprehensive execution of these stages confirms that the programme has successfully achieved its objectives: transferring branding knowledge, enhancing technical skills, and producing high-quality instructional outputs that can serve as references for RCI and other youth communities.

B. Technical Material Design (Adobe Illustrator)

To ensure practical relevance and alignment with industry standards, the Community Service team developed two key instructional materials. First, a Brand Guideline Demo was created, comprising a prototype of key Brand Guideline pages, including logo grids, CMYK/RGB/HEX color palettes, and typographic hierarchies, entirely using Adobe Illustrator. This prototype, presented in Figure 3, was utilized as a demonstrative case during training sessions.

Second, a professional X-Banner Design was produced following industry-standard design principles. This visual material, illustrated in Figure 4, served as an example for participants, demonstrating the application of the Brand Guideline in print media.



Figure 3. Preparation of Branding Guideline Materials (Adobe Illustrator)



Figure 4. Event Banner Design

C. Advanced Application Material (Adobe After Effects)

The team prepared a motion graphics portfolio to demonstrate the application of Brand Guideline principles in dynamic media, including video logo animations and title sequences. This approach reinforces that Brand Guidelines are applicable beyond static media and can be consistently implemented across various platforms, enhancing participants' understanding of real-world branding applications.

3.3 Core Activities of the Programme

The core activities of the programme were successfully implemented on 25 November 2025 at The Zuri Hotel, Palembang. The session combined theoretical and practical components, allowing participants to apply branding concepts directly to visual media. Key activities included:

- 1. Branding Theory Workshop:** Participants received foundational knowledge on branding strategies, brand identity principles, and the structure of professional Brand Guidelines. The workshop emphasized the importance of consistency across all communication channels and media. As illustrated in Figure 5, the team leader presented and demonstrated key branding concepts to participants, who actively engaged in discussions and case studies.
- 2. Technical Training in Adobe Illustrator:** Hands-on tutorials and demonstrations enabled participants to design visual assets such as logos, typography, color palettes, and layout grids in alignment with the Brand Guideline. Participants practiced creating both static designs and layouts applicable to promotional materials, as shown in Figure 6, which depicts the demonstration of Brand Guideline elements during the session.
- 3. Visual Branding Implementation:** Participants applied the Brand Guideline concepts to real-world media, including social media posts, digital banners, and other promotional assets. Practical demonstrations of applying the Brand Guideline to various media are presented in Figure 7, while sector-specific branding applications for a sports team are shown in Figure 8, and university branding implementations are illustrated in Figure 9. These examples highlight how the Brand Guideline can be consistently applied across different contexts, reinforcing the practical value of the training.
- 4. Post-test Evaluation:** Participants' understanding of branding concepts and technical application skills was measured through post-test assessments. Results indicated significant improvement in both theoretical comprehension and practical design competencies.

The combination of workshops, hands-on training, and live visual implementation strengthened participants' hard skills in graphic design and soft skills in brand consistency, preparing them for professional digital communication challenges.



Figure 5. Presentation and Demonstration by the PKM Team Leader

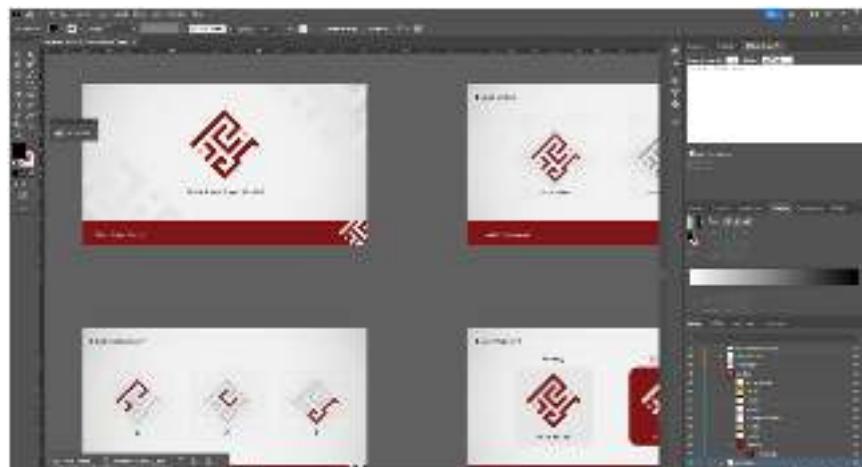


Figure 6. Brand Guideline Demonstration



Figure 7. Application of the Brand Guideline in Practice



Figure 8. Branding Campaign for the Sports Team



Figure 9. Brand Guideline Implementation at the University

3.4 Evaluation Results

Figure 10 presents a comparison between pre-test and post-test results across the evaluated branding competency categories. The results indicate an overall increase in participants' average scores after the programme, reflecting improved self-assessed understanding and technical skills related to branding and the application of Brand Guidelines using Adobe Illustrator.

In addition to the quantitative results, qualitative feedback obtained through direct observation during training sessions and post-activity discussions with participants and representatives of Rumah Cahaya Indonesia (RCI) indicated improved visual consistency and increased participant confidence in producing branded digital content.

3.5 Follow-Up and Sustainability Plan

To ensure sustainability, the developed Brand Guideline will be used as an official reference by RCI for future digital and printed materials. Selected participants will act as internal coordinators to maintain visual consistency, while periodic monitoring and consultation will be conducted through online communication between the community service team and RCI.

Second, selected participants who demonstrated strong competencies during the programme will be encouraged to act as internal branding coordinators, supporting consistency in content production and mentoring new members.

Third, periodic monitoring will be conducted through online communication channels between the community service team and RCI to evaluate the application of the Brand Guideline and provide technical consultation when needed. This follow-up strategy ensures that the programme outcomes remain relevant, applicable, and sustainable beyond the initial implementation period.

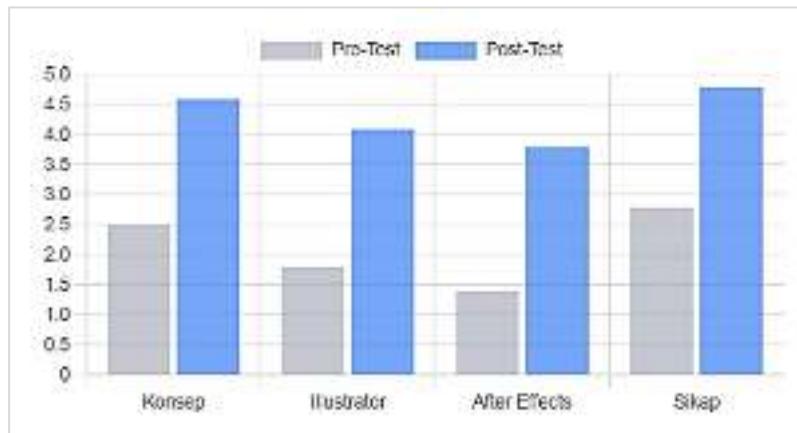


Figure 10. Comparison of pre-test and post-test average scores across branding competency categories.

4. CONCLUSIONS

The programme also contributed positively to the partner organization by providing a structured Brand Guideline that serves as a reference for future branding activities. This reference is expected to support improved consistency in visual communication across digital and offline platforms. Overall, the programme demonstrated its effectiveness in enhancing participants' technical skills in graphic design and their understanding of basic brand management principles, while offering practical outcomes that can support similar youth empowerment initiatives in the future.

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