

Graphic Manual Standard's Logo as Communication Strategy: *Case Study Logo of Universitas 'Aisyiyah Bandung'*

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ABSTRAK

Universitas 'Aisyiyah sebagai perguruan tinggi yang baru berdiri pada tahun 2020, merupakan Universitas yang memiliki sejarah, nilai dan kebermanfaatan yang terintegrasi dalam visi dan misi institusi. Sebagai universitas yang baru berdiri, pengenalan identitas menjadi salah satu strategi komunikasi yang penting untuk dilakukan; terutama dalam era digitalisasi. Demi mengkomunikasikan secara efektif dan efisien, menggunakan pendekatan kualitatif dengan studi kasus dan analisis dokumentasi, penelitian ini bertujuan untuk mengidentifikasi nilai Universitas 'Aisyiyah yang terintegrasi dalam bentuk logo, yang kemudian distandardisasi sebagai strategi komunikasi identitas visual universitas. Dari hasil penelitian diperoleh seperangkat nilai yang berelasi dengan visi dan misi universitas yang dituangkan dalam bentuk logo sebagai bentuk ekspresi, dan konsistensi yang dipakemkan dalam buku manual grafis logo dapat mempertahankan konsistensi komunikasi nilai-nilai integritas Universitas 'Aisyiyah Bandung.

Kata kunci: *strategi komunikasi, identitas visual, logo*

ABSTRACT

Universitas 'Aisyiyah Bandung, as a new college established in 2020, is a university with history, values, and benefits integrated into the vision and mission of the institution. As a newly established university, identity recognition becomes a vital communication strategy to undertake, especially in the era of digitalization. In order to communicate effectively and efficiently, using a qualitative approach with case studies and documentation analysis, this study aims to identify the values and benefits that have integrated in logo' university, and standardized for effectively strategy communication about university's visual identity. From the results of the research will be obtained a set of values related to the vision and mission of the university that is poured in the form of a logo as a form of expression, as well as a logo graphic manual used to maintain the consistency integrated communication of value and belief of Universitas 'Aisyiyah Bandung.

Keywords: *communication strategy, visual identity, logo*

1. INTRODUCTION

Logo is a text, sketch, or image that has a specific meaning and can represent the identity of a form of entity, such as an institution, organization, company, region, country, or product. Usually, a logo contains a particular philosophy and basic framework in the form of a concept that aims to create an independent character. In addition, each form of logo is also required to have a certain characteristic to distinguish one logo from another, both in terms of shape and color (Safanayong, 2006). A logo used will describe the quality as symbolized, such as the company's cultural approach, the placement of important positions, or the aspirations of the company itself. A logo is a form of identity for an entity to the general public. For that, a logo must describe the characteristics of an organization or product it represents. So, later on, the public will remember and recognize a logo representing the entity (Safanayong, 2006).

The preparation of standardized logo graphic manuals can strengthen the function of the logo in Providing Information, Monitoring, and Control. A logo contains information to be conveyed to the public. The information is created to control the views or activities of the public on a brand. Simply put, a logo will convey important information and the impression the company wants from the public. Thus, the logo also functions as a supervisor and controller of the company's value in the public's eyes. A logo is also used to convey a motivational message to all parties by the brand's goals. For example, a product design for bath soap will motivate people to continue to maintain a clean and healthy lifestyle and be used as a means to express emotions. For example, a logo on a product for pregnant and lactating women will describe a mother's love for her child. In addition, a logo is also very effective as a means of promotion and presentation. All information or messages the company wants to convey to the public will be more attractive and easier to remember by using images and persuasive words in a logo.

Universitas 'Aisyiyah Bandung is one of the charities of Muhammadiyah 'Aisyiyah Association which is immerse in education. Universitas 'Aisyiyah Bandung is a metamorphosis of the Sekolah Tinggi 'Aisyiyah Bandung. The logo identity of Universitas 'Aisyiyah Bandung re-creates in order to build the image of a professional institution is commonly used by a large institution. Visual identity of the Universitas 'Aisyiyah Bandung becomes a necessity that makes the basis for strategy and standardization of identity that places the Universitas 'Aisyiyah Bandung's positioning different from other institutions. The design of the visual identity of the Universitas 'Aisyiyah Bandung is based on several fundamental things of the Association to be able to produce a visual identity which in the future becomes an indicator of a communication strategy that brings benefits.

2. METHOD

Basically, the word logo itself is absorbed from the ancient Greek language, namely Logos which means mind, word, reason, and speech. The word logo is also actually taken from the word logotype which was originally used in 1810 to 1840, and has the meaning of writing the name of an entity that is specially formed by utilizing a lettering technique or using a certain interesting typeface. At first this logotype was created by using only a single element of writing. In the process of development, logos are made even more creatively by combining several elements, such as images, sketches, etc (Rustan, 2013).

Using qualitative research with a case study approach, this research aims to analyze the logo of Universitas 'Aisyiyah Bandung, related to the values, meanings and philosophies contained and is an embodiment of the vision and mission of the institution. The research instruments used are Literature Studies and Documentation Analysis (Creswell & Poth, 2016).

3. RESULT AND DISCUSSION

3.1 RESULT

A logo is a text, sketch, or image that has a specific meaning and can represent the identity of a form of entity, such as an institution, organization, company, region, country, or product. Usually, a logo contains a certain philosophy and basic framework in the form of a concept that aims to create an independent character (Knapp, 2002). In addition, each form of logo is also required to have a certain characteristic to distinguish one logo from another, both in terms of shape and color. A logo used will describe the quality as symbolized, such as the company's cultural approach, the placement of important positions, or the aspirations of the company itself.

Logos are divided into seven types, namely:

1. Lettermarks. The definition of a letter mark logo or monogram logo is a type of logo that describes the name of a company or brand by utilizing the initials of its brand name. Usually, this type of logo only uses two to four letters according to the brand, so it can be more easily remembered by the public. Some examples are the logos of CNN, HP, HBO, IBM, NASA, etc.
2. Wordmarks. The definition of a wordmark logo is almost like a letter mark logo type, that is, by only using letters to symbolize a company. The difference is, the word mark will use the entire brand or company name without abbreviations. This type of logo is usually used if the company name or product name is not too long, simple, and unique. Some examples are the logos of Facebook, Disney, Coca-Cola, etc.
3. Pictorial Mark. A pictorial mark logo or symbol is a logo that uses icons decorated with certain graphics to describe a brand. The shape of the logo or icon will continue to be attached and must be able to represent the identity of the product or brand. Some examples are Apple logo, Nike, Twitter, etc.
4. Abstract Logos. The definition of an abstract logo is actually almost the same as a pictorial mark, because it still uses a certain graphic. The difference is, this type of logo has a random geometric shape. This type of logo is also usually very effective because it is able to represent a business as a whole in one image. Some examples are Pepsi, Adidas, BP, etc. logos.
5. Mascot Logo. The definition of a mascot logo is a type of logo designed with a character to describe a brand or company. In general, this type of logo contains elements of bright and cheerful colors which are considered as the mascot of the brand or company. This type of logo was created to present a certain appeal to children and families, for example the KFC logo with the mascot of Colonel Sanders, Kool-Aid with the mascot Kool-Aid man, Alfamart with the mascot Albi the bee, etc.
6. Combination Logo. The definition of a combination logo is a type of logo that combines a letter mark or word mark logo with an abstract, mascot, or symbol. The text contained in this logo will usually be combined well so as to be able to present a logo that looks attractive. Some examples are the logos of Burger King, Lacoste, Doritos, etc.
7. Emblem Logo. An emblem logo is a type of logo in which there are letters and placed in an icon or symbol, badge, seal and become the essence of the existence of the symbol. Bias, this logo is often used by a particular institution such as schools, communities, organizations, the automotive industry, or government agencies. Some examples are the logos of BMW, Harley Davidson, Starbucks, etc.

Logo is a form of identity for an entity to the general public. For that, a logo must describe the characteristics of an organization or product it represents. So, later on, people will remember and recognize a logo that represents the entity. Standardized logo graphic manuals can strengthen the function of the logo in Providing Information, Monitoring, and Control. A logo contains information to be conveyed to the public. The information is created to be able to control the views or activities of the public on a brand. Simply put, a logo will convey important information and the impression the company wants from the public (Rustan, 2013). Thus, the logo also functions as a supervisor and controller of the company's value in the eyes of the public.

A logo is also used to convey a motivational message to all parties in accordance with the brand's goals. For example, a product design for bath soap will be able to motivate people to continue to maintain a clean and healthy lifestyle, and can also be used as a means to express emotions (Belch & Belch, 2004). For example, a logo found on a product for pregnant and lactating women will describe a mother's love for her child. In addition, a logo is also very effective as a means of promotion and presentation. All information or messages that the company wants to convey to the public will be more attractive and easier to remember by using images and persuasive words in a logo.

Some criteria for an effective and good logo are as follows:

1. Simple. As previously discussed, logos were created to provide important information to the public. For this reason, it is recommended to create a simple logo so that it is more easily recognized and remembered by the public.
2. Unique. Simple is not enough, the logo must also have unique characteristics and be different from other logos, especially logos owned by competitors. If an organization has a logo that is similar to other organizations that have been present before, then of course it will look strange and will be judged unprofessional or lacks innovation.
3. Easy to Remember. A logo that is able to meet simple and unique criteria will of course be easier to remember in the community. This will help the marketing process and increase sales indirectly.
4. Versatile. A logo that must be applicable to various visual media, such as invoices, stamps, acrylic, etc. That is, a logo must be versatile and must be able to be placed in various conditions without losing its original shape.
5. Appropriate. A logo must also be able to describe what an entity can offer and the value of that entity in the eyes of the public, for example the Asus brand does not use a laptop image in its logo, but people can know that the brand is one of the best laptop brands.
6. Durable. A durable logo is a logo that can stay true to a brand over time. An example is the KFC logo which has not changed since its founding until now. Logo changes are possible, but they will cost more and more time (Sadat, 2009).

Naming 'Aisyiyah in extended means has philosophy refers to the belief of Muhammadiyah Women that everyone who joins this organization imitates the nature and character of 'Aisha who is obedient to Allah and His Messenger, intelligent and noble in behaving, also high respectness in social life.



Padi dan Kapas

Melambangkan kesejahteraan rakyat
19 Jumlah bulir padi menunjukan tanggal berdirinya 'Aisyiyah
17 Jumlah bulir kapas menunjukan tahun berdirinya 'Aisyiyah

Lima Kelopak Bunga

Panca Bhakti Dharma Civitas

Warna Kuning

Cahaya sebagai pencerah dan Kemuliaan

Figure 1. Logo of Universitas 'Aisyiyah Bandung

Logo Universitas 'Aisyiyah Bandung (Figure 1) is only allowed for official, legal and ceremonial purposes. The use of Universitas 'Aisyiyah Bandung' logo is only allowed under certain conditions, and the Universitas 'Aisyiyah Bandung' logo CANNOT be CHANGED or MODIFIED. The Universitas 'Aisyiyah Bandung' logo is only allowed in official documents such as diplomas, certificates, deeds, decrees, awards, and other legal documents. It also used as a ceremonial compliment such as the Flag, Banner, and Samir in Academic oversized clothes.

The Logo of Universitas 'Aisyiyah Bandung is used in 3-dimensional forms such as plaques, building markers, statues, and souvenirs. It is used in print, and digital promotional media was released, officially managed by the Universitas 'Aisyiyah Bandung. The use of the logo on media and materials not mentioned above is not permitted.

Signature Logo of the Universitas 'Aisyiyah Bandung can be identified as:

1. General terms. The logo of the University of 'Aisyiyah Bandung is an important component of identity that must be used clearly, consistently and coherently in all forms of visual communication carried out on behalf of the Universitas 'Aisyiyah Bandung.
2. The logo of the Universitas 'Aisyiyah Bandung is a derivation of the symbol of Muhammadiyah 'Aisyiyah, which is an important element in the logo of the Universitas 'Aisyiyah Bandung .

Logo of the Universitas 'Aisyiyah Bandung is used in all forms of visual communication in all the use of both printed and non-printed materials produced by the Universitas 'Aisyiyah Bandung or partners who will use the logo of the Universitas 'Aisyiyah Bandung.



Figure 2. Line Logo & Block Logo

The logo symbol for the Universitas 'Aisiyiah Bandung consists of two types: line logo symbol and block logo symbol. The line logo symbol uses in prioritize, along of block logo symbol that is possible to use in certain materials/media or circumstances where the line logo symbol cannot be seen clearly when used.

Logo of Universitas 'Aisiyiah Bandung using Typeface Metropolis Medium set in Capital and Capitalized Semi Bold Metropolis. Placement of Fonts can be under the Logo of the Universitas 'Aisiyiah Bandung (Center Position) and on the right side (Horizontal Position).



Figure 3. Typeface and Font Color Code

In certain uses, logo of the Universitas Aisiyiah Bandung can be equipped with a wordmark that reads the Universitas Aisiyiah Bandung which uses the Typeface "Metropolis Medium", set in Capital. Wordmark placement can be under the Logo of the University of Aisiyiah Bandung (Center Position, Figure 4a) and on the right side (Horizontal Position, Figure 4b).

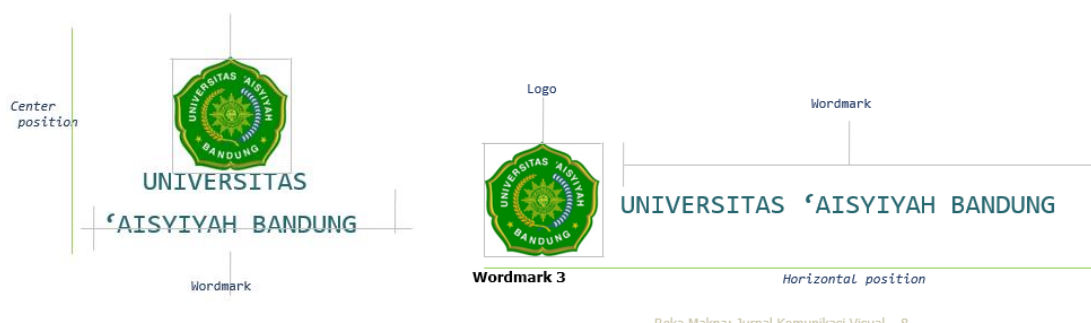


Figure 4. (a) Wordmark in center position; (b) Wordmark in horizontal position

Horizontal logos are used when there are no space or size restrictions, so the logo can be seen in its entirety.

Universitas 'Aisyiyah Bandung consists of 3 faculties: 1. Faculty of Science & Technology; 2. Faculty of Economics & Humanities; and 3. Faculty of Health Sciences. The use of the Logo on the Faculties, Units and Institutions at the University of Aisyiyah Bandung was derivative of the university logo or commonly referred to as the secondary logo. Secondary Logo is a logo that includes the name of the Faculty, Units, Institutions, Study Centers, Student Organizations. The use of a secondary logo can be used for the specific needs of each one (Example shown on Figure 5).



Figure 5. Sample logo application to inform visual identity of faculty in Universitas 'Aisyiyah Bandung

3.2 Discussion

In using the logo of the Universitas Aisyiyah Bandung, there are certain rules that aim to ensure that the visual aspects in the logo can be seen clearly. This guide aims to build consistency, so, that its logo could be represents functional and aesthetic values proportionally. The use of dimensions and sizes of the Universitas 'Aisyiyah Bandung logo for print and digital media is determined from the height/width of the logo signature. The minimum height/width of Universitas 'Aisyiyah Bandung is 1.5 cm (15 mm), the minimum size is set so that the level of readability is maintained. The use of the logo of the University of Aisyiyah Bandung in printed materials must pay attention to the placement of the logo, so that it is not too close to the sides or corners of the page/paper. The placement and use of the logo is governed by the content margin of the page. The distance between the wordmark logos is at least 1.5 cm/15 mm (right, left, top and bottom borders).

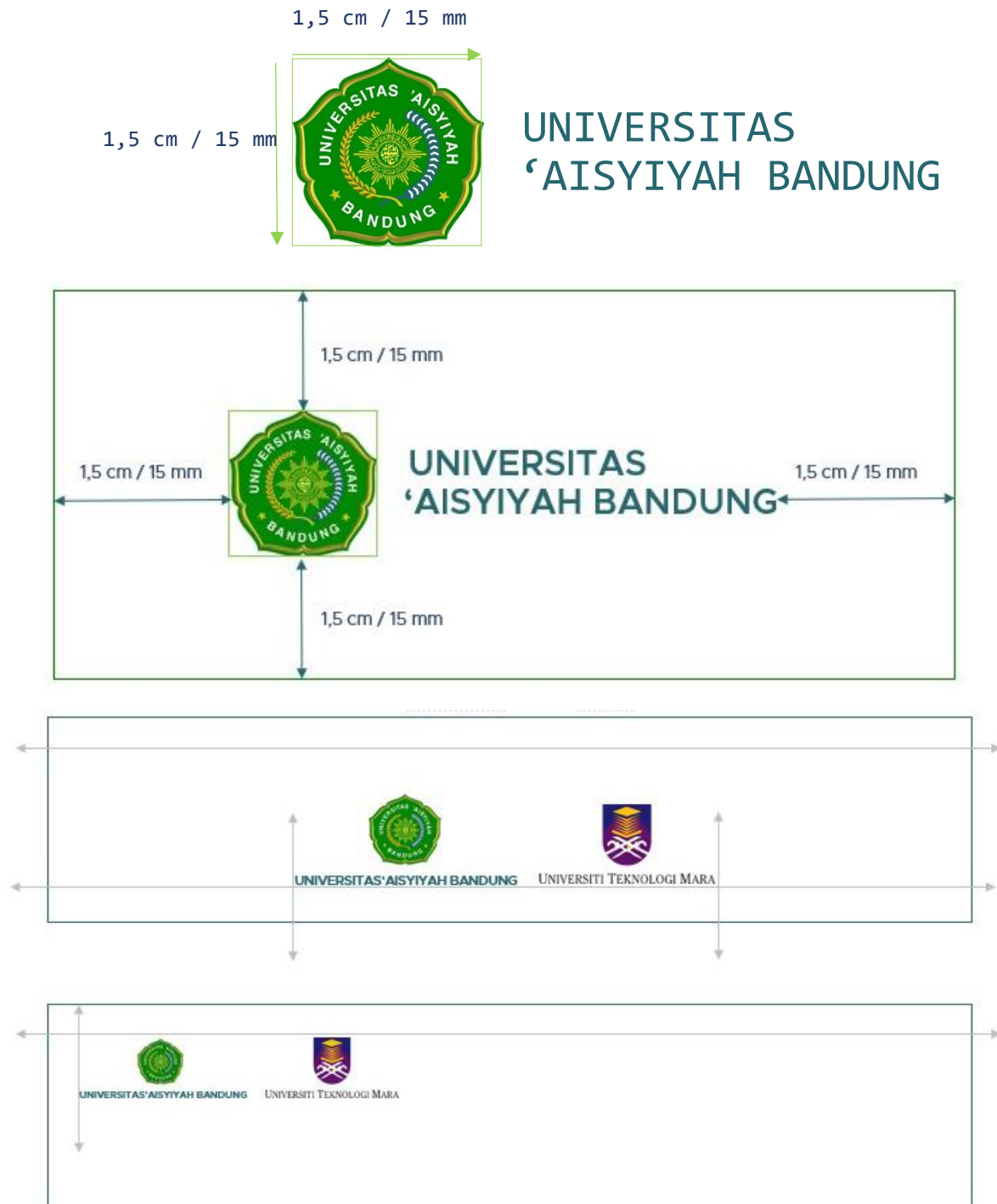


Figure 5. Position of Logo in Printed Material; as singular logo, and logo placement with others logo

Consistency of logo creates consistency of audiences perceptions about visual identity of the university; means that if the logo put in consistent rule even in various media/medium—it possible becoming one of communication strategy for strength corporate' values into audiences/stakeholder' image.

4. CONCLUSION

The logo of Universitas 'Aisyiyah Bandung is designed as a visual communication strategy. The visual identity recreates refers to the symbol and icon of Muhammadiyah 'Aisyiyah Association—which became the basis and initial meaning of logo design. The image of a thick association of Islamic values continues to be an ideological parameter of compounding a logo on the Muhammadiyah 'Aisyiyah college environment. The basic colour on the university logo was adopted into a derivative of the faculty logo—represents the consistency of meaning and visual form. The use of visual identity is contained in manual standard graphics that strengthen the image in the main logo concept/university. As brand strategy in promotional media, using logo that is carried out consistently and sustainably is a must, so, not only about differentiation, but, through logo that has been standardized, all that visual identity elements could become one visual perceptual image on stakeholder' mind—which is communicating value, integrity and belief of the university.

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