

Visual Identity and Package Redesign for Duomeco An Eco-Fashion Brand from Central Java, Indonesia

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ABSTRACT

Considering the importance of identity and package design for the success of a brand, it is highly necessary for a brand to put careful thought into them. These days, people's trust and loyalty to a product or service rely on the brand's consistency both in the quality of its product/service, and the way the brand presents themselves. One way to achieve it is through visual identity, something that can be seen or the look of a brand. Duomeco is an eco-fashion brand from Indonesia that sells clothing items and accessories inspired by nature. For several years, Duomeco did not have a consistent visual identity and packaging design, thus it needs to be redone so it is in line with the goal of the brand and increases brand awareness. At the end of this project, this has been achieved and approved by Duomeco's owner, and the results are produced with the help of some funding from the BEDA'KAN program.

Keywords: visual identity, package design, eco-fashion brand

INTRODUCTION

According to Indonesia's Ministry of Cooperatives and Small and Medium Enterprises (2019), 99.9% of businesses in the country are categorized as UMKM (Usaha Mikro, Kecil, dan Menengah, which means micro, small, and medium enterprises), comprising 65.47 million business units, while there are only 5,637 units of large-scale industries (KemenkopUKM, 2019). The Government of Indonesia (Gol) considers UMKM as the backbone of the country's economy with large potential of growth, and made various programs and policies to boost it, such as economic recovery program in the form of credit interest subsidies, credit restructuring, working capital loan guarantee, and tax incentives (Sasongko, 2020).

In relation to it, The Indonesian Ministry of Tourism and Creative Economy has held various forms of support for UMKM in the tourism and creative economy sectors. One of them is BEDA'KAN (*Bedah Desain Kemasan*) which approximately translates to 'package design review'. This program was first conducted in 2020 in collaboration with ADGI (*Asosiasi Desain Grafis Indonesia*) to provide better package design

solutions for UMKM in the culinary subsector. But later on, it also includes the fashion and craft subsectors. Package design is deemed very important in adding value to the product and increasing their competitiveness in both the local and global market. The project discussed in this paper is done within the BEDA'KAN 2022 batch 9: Borobudur, in collaboration with ASPRODI DKV (*Asosiasi Program Studi Desain Komunikasi Visual Indonesia*). Teams of visual communication design lecturers and students from various universities participate to improve the design the package (and sometimes the logo as well) for 25 brands that got selected by the committee. The resulting design will then be produced using the allocated fund.

This project's scope includes the logo and package redesign for an eco-fashion brand named Duomeco. The logo redesign was necessary because during the first discussion, it was decided that the brand needed a name change: from Alfarizq (that were very common in Indonesia, hence lacking differentiation and recognition), to Duomeco. The brand was established in 2020, when the owner—Ibu Reni Irawati—lost her job and saw a business opportunity through the environmental problem that happened in her area, particularly one caused by synthetic dyes. She then started this fashion brand that aims to produce sustainable garment that is eco-friendly, by only using natural fibers cloths, natural coloring and waste management that minimizes negative impact on the environment.

LITERATURE REVIEW

Brand Identity Design

The visual identity of one enterprise needs to be ideal and proper as it plays an important role to generate brand identity that delivers the right message to its customers (Levanier, 2020). According to Levanier, visual identity consists of graphic information that represents the entity of a company and differs it from others. This visual identity can be seen directly by the audience and will help build their perception towards the company. Hence, the visual identity needs to be strong, so it is easily remembered and leave a good impression (Levanier, 2020).

The visual identity needs to be easily remembered as the audience's strong memory of the brand will make the brand more recognizable and widely known. This will have an impact on increasing awareness of the existence of the company, which will lead to a better corporate image with a consistent visual identity (Harker, 2021). In addition to forming a brand identity, visual identity plays a role in formulating corporate strategy. Visual identity can help build the emotional level of customers and is persuasive, so it can be a powerful means of communication (Levanier, 2020).

Packaging Design

Packaging design is an essential element of product branding; it is the process of designing a container that protects and presents both the product and its brand attractively to its target market through the use of text, images, and other communication devices so that it can position the product within the consumer's mind and ultimately differentiate it from its competitors (Ambrose & Harris, 2011).

METHODOLOGY

This project used the theory based on Robin Landa from her book, “Graphic Design Solution” which divides the design process into five stages (Landa, 2011) as follows.

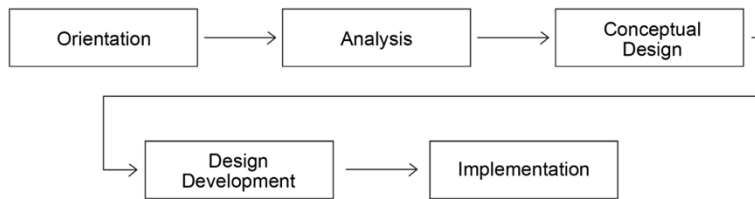


Image 1 Five Stages of the Design Process. (Source: Landa, 2011)

The process began with Orientation stage, which is done by collecting some materials related to the object of the design (Landa, 2011). In this project, the materials in the form of brand and product information were obtained through an interview with the owner of the brand Duomeco, Mrs. Reni. This information will be used in the next stage, the Analysis or Strategy stage to analyze the information by making a design brief in the form of conclusions (Landa, 2011). Duomeco’s brand and product information were then concluded in a design brief that will guide the design concepting process.

The next stage is Conceptual Design, in which the designer begins to make visual concepts based on the main points that have been derived from the design brief (Landa, 2011). The brief that had been made previously was used to produce the idea and solution for the Duomeco’s concept branding. Brainstorming by making mood board and sketches were done in this stage to develop the branding idea. Some design alternatives were produced, then one was selected by Duomeco’s owner to proceed to the next stage. The fourth stage of this design process is Design Development, where the design concept is further developed and finalized visually (Landa, 2011). The design alternative that had been selected was later developed more comprehensively and produced the brand guideline. The last stage is the Implementation stage, where the design has been done completely and implemented into various design media (Landa, 2011). After the brand guideline has been finalized previously, the design will be applied in other media, such as packaging design.

RESULT & DISCUSSION

Duomeco’s visual identity design began with establishing branding concept based on the brief about the brand and the product information. This brief will be the reference and directed to the most suitable visual concept that corresponds to the image that the brand wants to show or communicate. Duomeco is all about simplicity, natural, but still has the elegant feel that shows Duomeco as a fashion brand. These three approaches are the image that Duomeco wants to build according to the core of the brand and its product. This concept was later poured into a mood board, which includes visual references.



Image 2 Duomeco Concept Moodboard. (Source: Yosephin, 2022)

This mood board will later be a guide and reference visually and ideally in designing the brand identity for Duomeco. From this mood board, the designer starts to design the logo and the graphic element which is part of the brand identity and must be consistent. The tone and manner for this logo is elegant, which reflects the classiness with addition of delicacy that shows the modern simplicity. The typography used for the logo is a serif typeface, the classy but sleek letters were written in Playfair Display typeface. The letters were modified with Duomeco's personal touch of naturality with earthy tones color. The graphic element was inspired from the pattern of Duomeco's product, which is dyed leaf fabrics so it's more personalized and has the Duomeco's strong signature.



Image 3 Duomeco Finalized Logo Design. (Source: Yosephin, 2022)



Image 4 Duomeco Graphic Element. (Source: Yosephin, 2022)

After the visual identity or the brand guideline for Duomeco was established, the designer moved on to apply this identity to design media, which is packaging for Duomeco's products. There were requests made upon by the owner that the packaging needs to be made with brown or craft paper material, printed in limited colored ink, which is the color white. Those requests were made with the hope that there would be less waste and support the eco-friendly movement. The packaging design used graphic elements with explorative layouts for the alternatives. The owner later chose the middle alternative as the main packaging.



Image 5 Duomeco Main Packaging Alternatives. (Source: Yosephin, 2022)

In addition to the main packaging, there are hang tag and paper bag which were designed in the same tone and manner as the main packaging. These packaging designs use minimalistic and natural approaches, but the modest yet elegant look and feel is still apparent, keeping in mind that the products in more in the upper level according to their quality and prices. The packaging design also came with the business and thank you card as a sign of gratitude from the owner. Duomeco has this creative approach in encouraging customers by indicating the advantages for the customer. When the customer bought the product, it means that the customer itself had helped maintain the environment and support the eco-friendly movement.



Image 6 Duomeco Hang Tag and Paper bag Design. (Source: Yosephin, 2022)



Image 7 Duomeco Cards Designs. (Source: Yosephin, 2022)

Here are the comparisons between the old and the newest Duomeco brand identity and packaging design. The old Duomeco logo did not show a more fashionable look and feel, and the packaging also did not show the natural and did not have the main characteristics or the signature of Duomeco's identity. With this redesign of Duomeco's brand identity, it is more able to highlight the modest side but still fashionable and classy with all the simplicity that Duomeco offers.



Image 8 Duomeco Before and After Visual Identity and Packaging Design.
(Source: Yosephin, 2022)

CONCLUSION

Visual identity has a big impact on how a brand really wants to communicate with its target audience. If the visual identity fails in communicating the image that the brand wants to convey, the target audience can't understand, and the brand fails to form a strong image in the eyes of the audience and may lose brand loyalty from its customer. Packaging design is one of the applications of visual identity which is no less important than the visual identity itself. This is because the packaging design participates in reflecting the brand image and becomes a part that can be directly felt by the customer. Without a packaging design with strong visual identity, there can be a reduction of the customers' sense of trust and loyalty.

The objective of this project is to build a strong image of Duomeco as an environmentally friendly brand, but still be able to compete in the fashion world. Duomeco initially did not yet have a right name that represents the brand's vision and mission strongly and the visual branding was still quite weak, so it became a problem where the visual identity did not touch the customer personally. Designing identity that represents the brand strongly, and also raising the awareness of environmental issues, will be the specialty of Duomeco. It is hoped that it can increase mutual awareness of the environment through clothing items that are sustainable, but also fashionable and classy.

The objective of this study is said to be successful. By paying attention to the overall concern of Duomeco and observing its products and the target, it can be very helpful in designing a visual identity that's appropriate and corresponds to what the brand wants to project and show. The suggestion from this project that can be considered in the future is to first know the background of the brand, how the brand runs its business according to its vision and mission and what the products and target audience are. Without knowing these, the visual identity design is not able to obtain and build a strong brand image.

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