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# CHAPTER I

## INTRODUCTION

### 1.1. Background

A logo exists as a gateway to the brand, combining its philosophy and strategy ([www.foxbusiness.com](http://www.foxbusiness.com), accessed on 26<sup>th</sup> March 2014), as a tool that not only represents a company's vision and mission but also a key to its identifying characteristics that contributes to the overall shaping of a company's image and reputation ([www.forbes.com](http://www.forbes.com), accessed on 26<sup>th</sup> March 2014). As a company grows and evolves through time, a logo can appear to no longer reflect the core and characteristics of a business. Factors such as a fundamental shift of brand experience calls for a logo redesign to signal the public of the change ([www.fastcompany.com](http://www.fastcompany.com), accessed on 26<sup>th</sup> March 2014).

Ebay, an online market place had its logo re-designed to better reflect its shift away from auctions and collectibles towards full-priced, buy-it-now merchandise ([www.huffingtonpost.com](http://www.huffingtonpost.com), accessed on 26<sup>th</sup> March 2014). In efforts to change the public's perception of what it is today; 'a global marketplace', the new logo matched its move to a more contemporary and consistent shopping experience ([www.foxbusiness.com](http://www.foxbusiness.com), accessed on 26<sup>th</sup> March 2014).

Wedding photography has become a growing and competitive market, and a need to stand out amongst the crowd becomes an important factor in succeeding. According to Mike Garrard, too many wedding photographers look to cater for the

mass market, while not realizing that every client is unique and would like to be treated in that manner. Garrard says, that by building a style and niche, a wedding photographer can attract the right customers who will value the same values a photographer holds (<http://www.photographymonthly.com/> accessed on 5<sup>th</sup> April 2014).

In the same efforts to change the company's image by raising customers experience and perception, *Terralogical Photography*, a wedding photography service based in Bali, Indonesia are moving away from its current positioning of creating emotions and timeless photographs to delivering a true *Terralogical* experience that goes beyond just delivering physical photographs but also a caring and personalized treatment of customer service that will stand out amongst the industry.

In an interview with one of the founders of *Terralogical Photography* on the 22<sup>nd</sup> of March 2014, Govinda Rumi stated that many people upon seeing and hearing the brand *Terralogical Photography* associated the company with delivering quality photographs, but on the other hand have had an unwanted reputation for slow service due to the workload that has not been managed well within the company, for this reason *Terralogical Photography* has taken steps into improvement, starting with a shift in their values and positioning and by hiring more employees that would allow them to specifically cater for their customers and attend their needs. Rumi has also said that by having *Terralogical Photography's* logo redesigned would play an important part in signaling the public of the changes within the company, by reinventing its image with added

value that would represent *Terralogical's* new positioning and direction.

Based on a survey regarding the identity of Terralogical Photography, conducted by the author on the 22<sup>nd</sup> - 27<sup>th</sup> of March 2014 via online, visitors of *Terralogical Photography's* website associated the company with the image of quality photojournalistic and emotive photographs, however it was nothing more than the physical photographs, people found it bland when confronted with the logo, and many classified it as generic and too corporate. For this reason, *Terralogical Photography* chose to move away from its current positioning to show that it is more than just delivering quality photographs but extends to every aspect of the service from beginning to end, delivering a more caring and catering customer service reflected by the needs and expectations of consumers.

The factors above have encouraged the author to undertake a logo redesign as part of its visual identity as well as a Graphic Standards Manual of Terralogical Photography, in an aim to revamp the company's image that represents its new direction and values based on their repositioning. Its new logo as a media that will signal the public of the change within Terralogical Photography towards a more caring and personalized feel for its clients.

## **1.2. Identification of Problems**

Problems and issues that will be discussed and confronted in this final project:

1. What strategy will be used in designing the logo for Terralogical Photography?
2. How to design the visual logo and graphic standards manual of Terralogical Photography?

### 1.3. Limitation of Problems

The redesign of visual identity will include a logo, and a Graphic Standards Manual that can be consistently applied to needed visual communications and media. Its new logo must represent Terralogical Photography's new image that reflects its change in positioning to delivering photography service with genuine care.

Graphic design included in the Graphic Standards Manual will be limited to direct media seen by customers such as online media application; website and e-catalogue as these form their main communication medium.

As for offline media application, it will be limited to: corporate identity and packaging, as it will be important to consistently apply their logo and image throughout their media from pre to post-production.

Demographically segmented at couples, between the age of 26 – 36 with a socio economic class of A – B whom already have been targeted as Terralogical Photography's consumers.

### 1.4. Design Objectives

Design a logo and a Graphic Standards Manual that will represent the image and repositioning of *Terralogical Photography*.

### 1.5. Benefits of Final Project

This research and design will benefit as follows:

1. The public

To identify Terralogical Photography as the answer to the needs and expectation of consumers of a wedding photography service that delivers quality with its unique selling point.

2. Terralogical Photography

To possess an identity that will be iconic to Terralogical Photography and represent its unique selling point, which will allow it to compete and differentiate amongst its competitors.

### **1.6. Methods of Data Collection**

Data research of existing customers and general targeted public in hope to find patterns of behavior and choices that can be applied to the concept behind the logo of *Terralogical Photography* will be conducted in the following methods:

1. Survey

According to the Oxford English Dictionary, a survey is made to investigate the opinions or experience of (a group of people) by asking them questions.

A survey for visitors of Terralogical Photography's website regarding their visual identity in particular shows that people associated with being too corporate and generic. As for the survey conducted by Terralogical Photography's past clients, many associated it with slow service.

2. Interview

According to the Merriam Webster dictionary, an interview is conducting

a meeting in which information is obtained from a person.

The author conducted an interview with the founders of Terralogical Photography and reported the survey results, who then agreed on a logo redesign as a medium that will represent Terralogical Photography's new image which will be in line with their new positioning.

### **3. Literature / Theoretical research**

A theoretical framework defines, explains and supports a topic with existing theories (<http://libguides.usc.edu/>, accessed on 23<sup>rd</sup> July 2014).

Literature and theoretical research are conducted to form the basis and reasoning in regards to the redesigning process of Terralogical Photography's new logo.

#### **1.7. Design Methods**

The following methods will be considered as part of the logo redesign process for Terralogical Photography:

##### **1. Research**

By distributing a survey in regards to the recognition of Terralogical Photography's visual identity as well as their expectations when hiring a wedding photographer, directed at the general public who visits the website. Another survey will also be directed at Terralogical Photography's past clients in regards to their feedback about the company. An interview with the founders of Terralogical Photography will also be conducted in order to find out more about the company.

## 2. Data Mapping

Data results that show support towards the issues being raised for this topic will be further processed and mapped out as the basis of Terralogical Photography's brand positioning and the shaping of its new logo and visual identity.

## 3. Concept Development

Concept will be developed out the basis of data results and by studying Terralogical Photography's closest competitor. The author will also make studies on how a logo can play a part in developing and evoke a certain message or image appropriate to a target audience.

## 4. Design Development

The developed concept will be applied into shaping the design based on the elements and principles in reference to the processed results from the research. Beginning with, developing a logo design.

## 5. Application

After a visual identity in the shape of a logo has been designed, it will be used as a guide for developing a secondary visual identity, such as media application on corporate identity, website and packaging that will be directed for the customers of Terralogical Photography.



## 1.8. Design Scheme

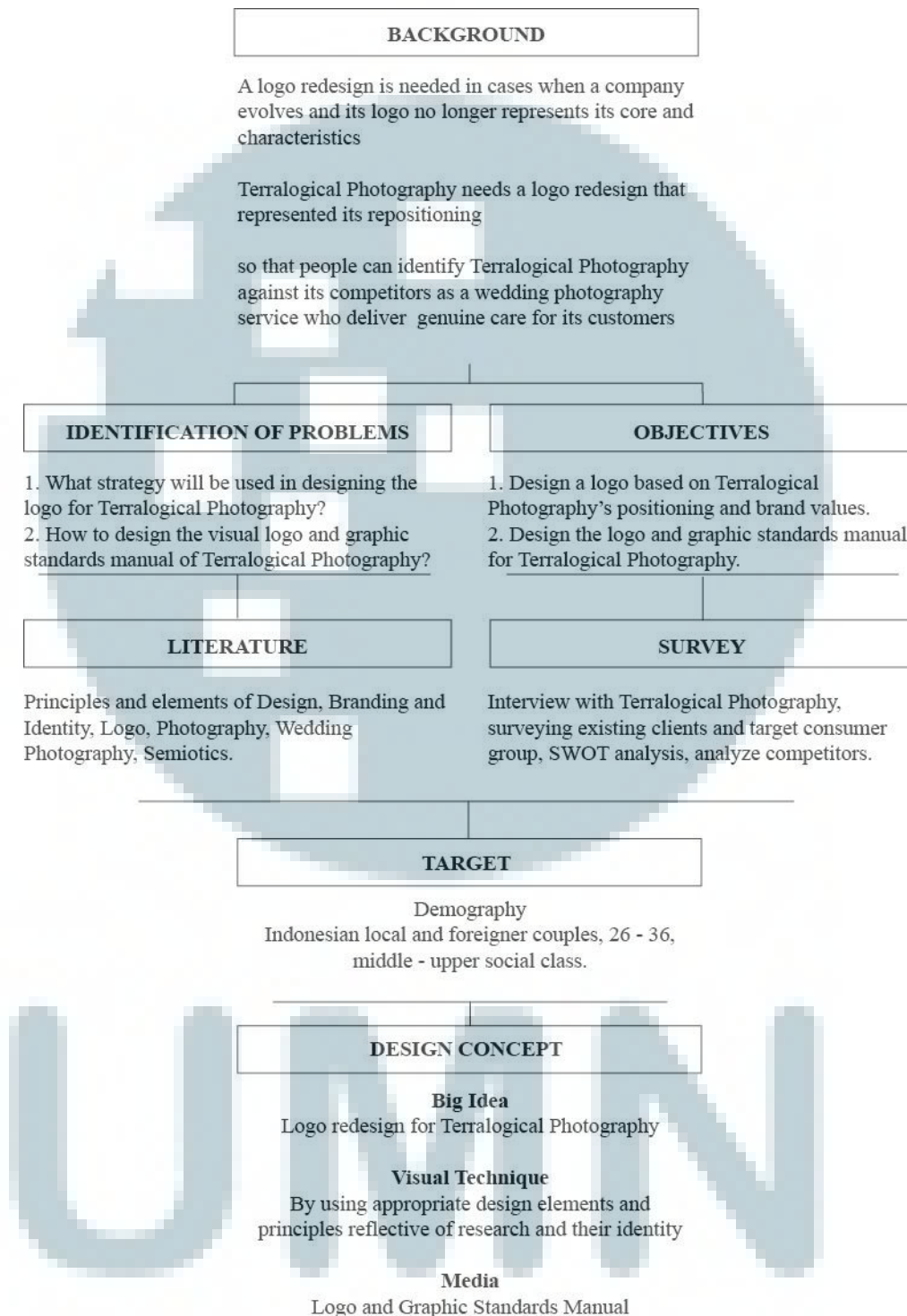


Table 1.8.1. – Design scheme