Pevesindo Visual Identity Design

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Abstract. *PT Alastri Teguh International (PT ATI) is the leading distributor of the Natapon and Genius brands that manage building materials from polyvinyl chloride (PVC). Using a complete trading system to market PVC ceiling products in the south Sulawesi region makes product price stability unstable. Therefore, PT ATI created a new brand called Pevesindo, aimed at managing new businesses in the Java area and being a differentiator from the previous brands (Natapon and Genius). Pevesindo requires a visual identity with consistent and precise application. In order to support the company's image to make it easier for people to remember and recognize Pevesindo. This design uses a qualitative approach by adapting the Double Diamond design model from the Design Council. It has four stages that help the design process: Discover and Define (a research process that refers to problems), Discover and Deliver (the process of execution to the final result). The data obtained will be analyzed using a SWOT analysis. The resulting design is visual identity in the form of logos, typography, color variations, supergraphics, brand guidelines, and examples of the application of visual identity to the media to be used.*

Kata Kunci: visual identity; brand guidelines; pevesindo

Introduction

PT Alastri Teguh Internasional (PT ATI) is a material handling company built from polyvinyl chloride or PVC. Started from PT ATI is the leading distributor for brands Natapon and Genius, with their marketing area in the Sulawesi region south, marketed using a complete trading system. It _ makes the price of the product No stable and decreases sales. After that, there is A plan for developing business in the Java region.

At the end of 2021, PT ATI has officially become a company body law with form management and system new distribution through brands newly named Pevesindo. Pevesindo is one strategy from PT ATI for start management business new start in Java and be a differentiator from brands before (Natapon and Genius).

PT ATI has a vision through brands Pevesindo that product distribution can spread widely throughout Indonesia. Besides that, Pevesindo's mission is to build a network supportive business development company scale international. The second statement is that, in general, Pevesindo wants to increase the image company to brand or the product can be known broadly. Reviewed for PT ATI creates Pevesindo, an available problem when Pevesindo has launched brands Not yet known by the public. In this matter, visual identity plays a role important In the riveting attention of the target market and target audience to make it easy to recognize and remember brands Pevesindo.

According to (Abednego 2018), "visual identity is face first to be known by the public when A brands appear to surface." According to (Setiadi 2016), "visual identity is A visualization from A company that is a sign or symbol, which is then applied to various media such as logos,

letterheads, cards name, websites, and many more." Besides introduction institutions through verbal messages, behavior company, and service, introduction visually is also essential For supporting the brand image in the eye society. A company we can be sure of is a reference design For a product, brand, or possible structure identified visually. A reference design is called visual Identity or Visual Identity. Visual identity is a related view with image company as a form For conveying A message in context history, philosophy, vision, mission, goals, and strategy (Rijal 2016). Visual identity is critical because it is most visible to customers. So, the company can perceive images about How they want to be seen by the audience (Darmawanto 2019).

Based on the results observation writer, the visual identity owned by Pevesindo is not yet conceptualized with sound, and its implementation is inconsistent. We can see this in some of the media used by Pevesindo.
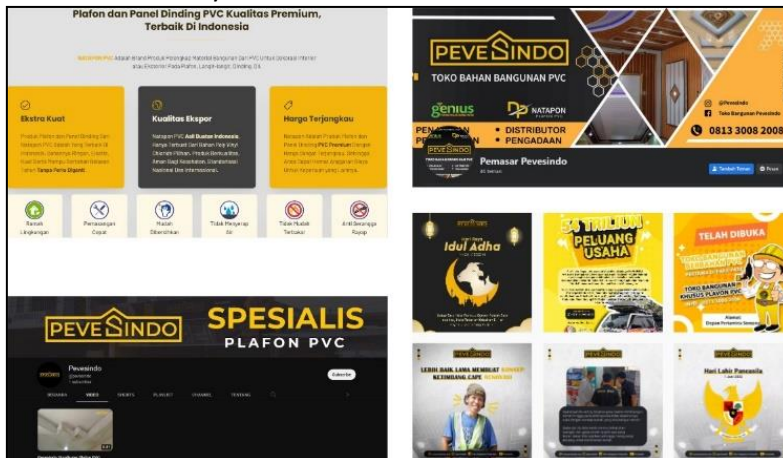
Picture 1. Online media Pevesindo
Source: Observation results writer

Picture 2. Offline media Pevesindo
Source: Observation results writer

The results interview with Mr. Tommy Budi Raharjo, Sales & Marketing Director from PT Alastri Teguh Internasional. Explains that Pevesindo's branding concept is less than optimal and lacks consistency. So, Pevesindo is brand new from PT ATI is yet so known by the public. The launch of the Pevesindo brand addressed for becoming a differentiator from distribution brands (Natapon and Genius) with premium market segmentation.

Based on the background behind the above, it was concluded that the formula design problem is how to design a proper visual Identity for Pevesindo so people can apply the identity visually well and consistently. So that can make it easy for the company to get loyal customers

to brands Pevesindo. As well as support the image company to make it easy public remember and recognize Pevesindo. Because of that, he needed a visual identity with the consistent and proper application of design.

Methods

According to (Rahmasari 2019), planning is necessary before realizing an idea or idea. In planning, this use approach qualitative with adapt the design model Double Diamonds from DesignCouncil. Method planning Double Diamonds was chosen Because own step Work or processes that can be customized with existing problems. So that the design is designed can become a solution to the problem that has identified. According to (Visocky O'Grady 2017), though No ensure success in designing, using the method of Double Diamonds will help the creative process in designing and making the designer still focus on one target problem. The method is very functional when there is a process of creative collaboration between the designer and the client, so it can clarify the design to be generated.
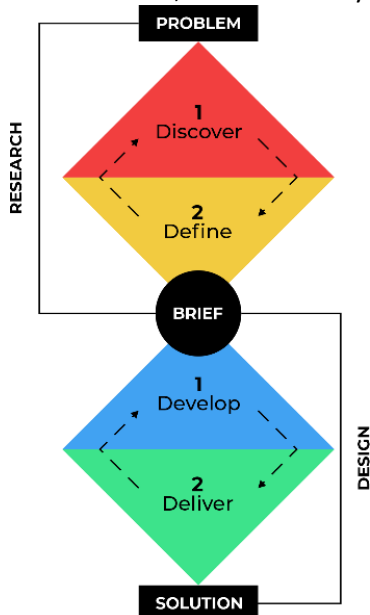
Picture 3. Double Diamond design model
Source: (Visocky O'Grady 2017)

Using the Double Diamond model own related procedures between One each other. Along with ideas or ideas, there is a research process that refers to the problem (Discover and Define). Then next, the execution process until finding a solution or results ends (Develop and Delive). With so, deep application of the Double Diamond model can help define the problem for get the best solution through repeated stages in every stage. Following This is stage planning using a design model Double Diamonds from Design Council:

Discover
Discover is the stage beginning that focuses on questioning, analyzing problems, or identifying potential opportunities. In stage Discover, essential for the designer to always have open thought in diverse concepts, ideas, and suggestions. At stage Discover, the designer does research through the subject related, which includes:
1. Segmentation.
2. Target market.

3. Other relevant data about a topic study with through observation or Interviews.

Designer This uses the method qualitative in collecting data because easier to get appropriate information. So that can become a reference in "Design Visual Identity Pevesindo."

Define

Define is an alignment of ideas from results findings research in the form of information or collected data in stages Discover. Alignment of the idea is considered with the destination to be achieved, potential benefits, and eligibility (Visocky O'Grady 2017). after that, make a scene containing a design about:

1. Define design briefs
2. Decipher objective project
3. Deliver what results audiences want to be achieved
4. Determine room scope or desired range aim
5. Determine timetable implementation planning
6. Determine the budget or budget cost planning

With so, parties Pevesindo and the designer will let each other know the objective project. Moreover, make it more accessible designer for know need what to be fulfilled and not enough answer on a must project.

Develop

Result of stage Define, which forms scene planning, then switches to execution design to visualize the idea of becoming a prototype. In stage Develop, the designer will determine the draft design based on a delivery idea from the party Pevesindo played a role as client or party first. Stages on stages Develop namely:

1. Brainstorming process
2. Visualization or execution planning
3. Define touchpoints
4. implement design
5. Testing design to audience

To ensure the need existing plans and goals are determined, the designer plays a role as party second and will be assisted by a validator who plays a party third. So that design made _ can confirm Already indeed approach results in the end. If the design has approach results end, the stage is to test the design to the general audience through a questionnaire that will be spread online.

Deliver

After the design reaches results, the designer will do stage final stage Deliver. At this stage, this only limited design with form validation to party Pevesindo. Following this is a stage-on-stage Deliver:

1. The design has reached results end
2. Design submitted to audience or audience general
3. Evaluation design

After testing the results design, try to reach the audience through distributed questionnaires online. If the design needs change, he will evaluate the planning review and future strategy development (Visocky O'Grady 2017).

Result and Discussion

Discover
Profile Pevesindo

PT Alastri Teguh Internasional (PT ATI) was founded by Mr. Faizal Riza at the beginning of 2019 and is also the founder of PT. Arnata Putri Berlian, product manufacturing brand PVC ceiling Natapon and Genius based in Cikupa, Tangerang. PT ATI is the leading distributor of products Natapon and Genius with a marketing area in South Sulawesi. In mid-2022, launch it brands new with Name Pevesindo. Objective beginning formation Pevesindo is the main product aimed at premium segmentation with marketing areas in Java. However, now, have become brands remain in the distribution of PT ATI.

Besides providing various products made from the base of PVC, Pevesindo also provides service installation of PVC ceilings and PVC wall panels that have been intertwined. Work The same with customer scale homes, developer, contractor civil engineering, materials stores, and buildings offices.

Pevesindo's vision became company manufacturing and distribution material building made of PVC, scale international supported with an effective and efficient distribution system. Whereas mission Pevesindo is as follows:
1. Build competent team character, professional and trustworthy.
2. Build and increase business value following standard Shari'a.
3. Build network supportive business development company scale international.
4. Guard availability of product quality to fulfill market needs.
5. Give attention special to supporting buildings and infrastructure activity preaching Ahlu sunnah.

Brand Stories

Tell a story is a cultural verbal covering method of speech, intonation, accent, and message that will not be delivered (Hermanto 2019). Brand stories are stories or histories from brands. According to (Slade-Brooking 2016), in his book Creating a Brand Identity, brands must own brand stories with loaded stories about What essence products or owned services. Tell the message about the background behind how the character brand is in the eye consumer. Existing history brands will create a fixed target audience, and the target market consistently chooses that brand.

It started from PT Alastri Teguh Internasional (PT.ATI) is the leading distributor of brands Natapon and Genius, with their marketing area located in the south Sulawesi region, under the management of PT. Arnata Putri Berlian, products with brands Natapon and Genius are marketed using a complete trading system. It makes the stability price of the product become not stable. After that, there is A plan for developing business in the Java region.

With so, PT ATI has a solution for making brands newly named Pevesindo. At the end of 2021, PT ATI has officially become a company body law with form management and system new distribution. Pevesindo is one strategy from PT ATI for start management business started in Java and was a differentiator from brands before (Natapon and Genius). Since January 2022, which was the beginning only used as a brand store or business unit name, Pevesindo has become a brand still with premium segmentation.
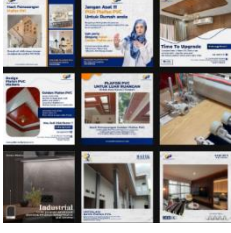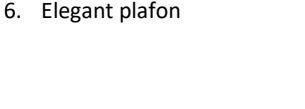
It was reviewed for PT ATI creates Pevesindo, an available problem when Pevesindo has launched brands Not yet known by the public. Pevesindo wants an optimal branding strategy with premium and modern branding look to become top of mind in market competition.
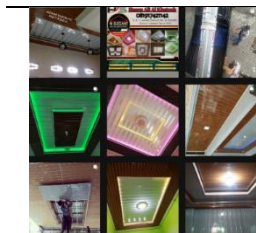
Design Comparison

Following This is a comparison design of Pevesindo's visual identity with competitors. Taken from one of the media, Instagram.

Table 1. Comparison of visual identity on Instagram

Instagram	
Brands	**Information**
1. Pevesindo 	a. Illustration: Yes, illustration, which is an asset from google. b. Color: Color dominant black, white, yellow, and orange. For every post, the application is still color different. c. Typography: Dominant use several typefaces with a sans serif typeface. d. Layout: Count no is consistent and lacking, so arranged with ok. The composition between missing visual elements is proportional.
2. Shunda plafon 	a. Illustration: Loading photo products (PVC ceiling), information products, and photos of people. b. Color: Color dominant red and white, application of consistent color on each post. c. Typography: Dominant uses a sans serif typeface. Use a sans serif typeface with lettering font type on posts day significant. d. Layout: Position the object centrally in the middle.
3. Twinplast 	a. Illustration: Only load photo product (PVC ceiling) on each post. b. Color: No There is color identity displayed. c. Typography: No, there is typography shown. d. Layout: Only limited put Photo products on each post.
4. Golden Roof Polymers 	a. Illustration: Loading photo product (PVC ceiling), information-related product, and photo room with PVC ceiling interior decoration. b. Color: Dominant color blue and white with accent yellow. c. Typography: Dominant use several typefaces with a sans serif typeface. d. Layout: Several posts do not have enough room open (for the meeting). To Lots entered information. Placement no photo consistent. The composition between missing visual elements is proportional.
5. Mozart plafon 	6. Illustration: Only load the Photo product (PVC ceiling) on each post. 7. Color: No There is color identity displayed. 8. Typography: No, there is typography shown. 9. Layout: Only limited put Photo products on each post.
6. Elegant plafon	a. Illustration: OOnlyload Photo product (PVC ceiling). on each post b. Color: No There is color identity displayed. c. Typography: No, there is typography shown. d. Layout: Only limited put Photo products on each post.

Pevesindo's visual identity application is still inconsistent with the comparison design visual identity above. It can see by using different colors, using arbitrary typeface, styling with less space arranged with ok, placement less photo precise, and composition between elements less visually proportional. So, what is needed is the Pevesindo media as follows:

1. The template design is needed as a reference design for Instagram feeds, instastories, posts on Facebook, and youtube video thumbnails.
2. Apply color identity with consistency.
3. Use type sans serif typefaces with different classifications. For example, a typeface with character bold (bold) as a headline, typefaces with character semi bold (thickness being) as subheadlines, and typefaces with character regular (thickness standard) as body text.
4. Use Photo product or Photo service Visible Pevesindo with clear and placement right photo.
5. Use a suitable supergraphic of Pevesindo's visual identity.

Market Research

According to (Visocky O'Grady 2017) in his book entitled Designer's Research Manual edition two, market research is a strategy used for describing a broad sampling around the preference consumer. Essentially, sociology behavior is focused on humans in market segmentation.

Based on understanding market research by Visocky O'Grady, four available techniques are used in determining the market: demographics, psychographics, focus group and survey via questionnaire. Generated results are the most accurate when several techniques the used. However, not all techniques must be used.

So, deep market research planning focuses on demographics, psychographics, and behavior. Helped with data from the Interview and observation in a manner direct or not direct.

Table 2. Market research

Market Research	
Classification	**Information**
1. Demographic	Male and female, aged 30-50 years. With a profession as employers, employees, and civil servants.
2. Geographical	throughout Indonesia (urban, urban and rural).
3. Psychographic	kindly psychographic, addressed to customers who need building materials for need renovation and own interest will beautify the room (decoration).
4. Behavioristic	The one who did research or like looked for knowledge, especially formerly about the product to be purchased and self-esteem (describes people who respect his wish or realize his wish with whole heart).

Consumer Daily Activities

Consumer daily activities are a list of activities from the potential target market. Includes demographic data that refers to market research. At stage this, there is four representative sample sources segmentation demographic. Designers do interviews structured through

questionnaire informal online. Questions filed around activity what is done daily addressed for objective marketing and research.

Consumer Journey

reviewed from daily consumer activities, consumer journeys containing about How daily customers, then taken from one candidate potential consumers. Produce analysis of customer journey to determine touchpoints. Analysis of consumer journeys made it easy for designers to determine the proper touchpoints after with need design.

Table 3. Consumer Journeys

ConsumerJourney			
Time	**Activity**	**Point of contact**	**Media**
04.00-05.00	Get up, clean body, worship, recheck reports work	Bed covers, pillows, bolsters, blankets, towels, worship equipment, laptops	Advertisement social media, towels
05.00-06.00	Prepare breakfast, clean room, play handphone	Equipment cooking, stuff broken splits, bed covers, pillows, bolsters, blankets, wall clocks, cell phones	Mugs, plates, bowls, wall clocks, advertisements social media
06.00-07.00	Preparation leave work, go work	Goods broken split, wall clock, key vehicles, masks, stickers, helmets, outdoor advertising	Hanger keys, stickers, masks, billboards, x-banners, t-banners, posters, banners, t-shirts
07.00-08.00	Work	Laptop, mouse, mousepad, note, pen, pencil, mug, calendar table, wall clock	Advertisement social media, notes, pen
08.00-12.00	Work	Laptop, mouse, mousepad, note, pen, pencil, mug, calendar table, wall clock	Advertisement social media, notes, pen
12.00-13.00	Isoma, playing handphone	Cellphones, tumblr, plates, bowls, masks, worship equipment	Mugs, tumblr, social commercials, masks
13.00-16.00	Carry on work, prepare to go home	Laptop, mouse, mousepad, note, pen, pencil, mug, calendar table, wall clock, key vehicles, masks, stickers, helmets, outdoor advertising	Advertisement social media, notes, pens, hangers keys, stickers, masks, billboards, x-banners, t-banners, posters, banners, t-shirts
16.00-18.00	Look after business at home	Laptops, cellphones, mugs, wall clocks, calendars wall, stuff broken split	Mugs, advertising social
18.00-19.00	Worship, hang out, eat Evening	equipment, outdoor advertising, locks vehicle, helmets, stickers, matches, ashtrays, plates, bowls, mugs	hanger keys, stickers, masks, mugs, plates, bowls, billboards, x banners, t banners, posters, banners, t-shirts
19.00-20.00	Report meetings business	Laptops, cellphones, notes, pens, pencils	Advertisement social media, notes, pen
20.00-23.00	Worship, play games, prepare to sleep	Equipment for worship, cell phones, laptops, bed covers, pillows, bolsters	Advertisement social media
23.00-04.00	Sleep	bed covers, pillows, bolsters, blankets	-

Touchpoint analysis

According to (Slade-Brooking 2016), in his book Creating a Brand Identity, analysis of touchpoints is one form of customer appreciation. It is critical for increasing loyalty to the brand customer. The result of touchpoints analysis is a summary determination of point interaction

brands that will affect the customer in a manner direct or not direct. It can apply to the product or services owned and intended to inform strategy and plan campaign advertisement (Slade-Brooking 2016).

Based on The Brand Touchpoint Wheel developed by Davis and Dunn in 2002 in the book Creating Brand Identity by (Slade-Brooking 2016), the analysis of touchpoints shared become three part, namely, pre-purchase (marketing, advertising), purchase, post-purchase (use product). Following this are the results of the analysis of touchpoints media determination for applying Pevesindo's visual identity in social media, public events, signage, uniforms work, vehicles, packaging, stationary, and merchandise.
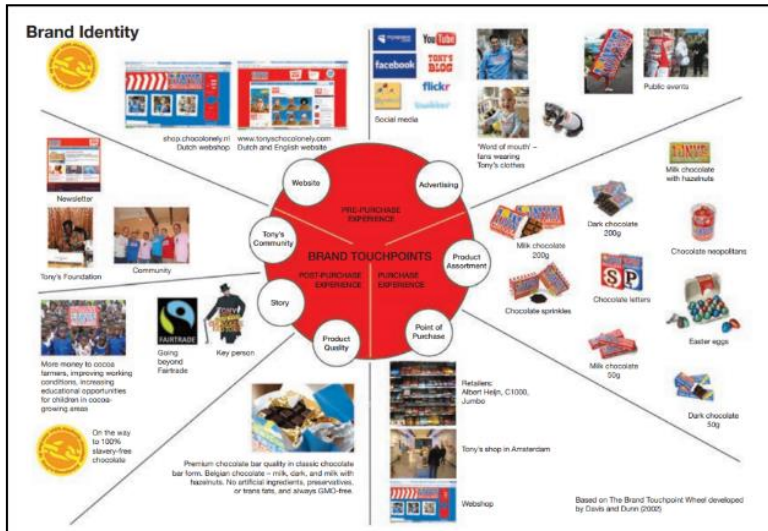
Picture 4.   The Brand Touchpoints Wheel courtesy of Davis and Dunn (2002)
Source: (Slade-Brooking 2016)

Table 4. Analysis of touchpoints

Analysis touchpoints	
Classification	**Media**
Pre-purchase	Social media, public promotion, signage, uniforms work
Purchase	Vehicles and packaging
Post-purchase	Stationery and merchandise

SWOT Analysis and Triangulation

Based on data from results observation and assistance with results interview depth (In-Depth Interview), addressed strengths, weaknesses, opportunities, and possibilities threat to brands Pevesindo in define marketing strategy. SWOT analysis is a method for identifying various factors systematically used to design the company's strategy. Characteristic descriptive and subjective, so sometimes analysis of each produces different results (Fatimah 2016). Following this are the data analysis results using the method SWOT data collection.

Table 5. SWOT analysis

SWOT analysis			
Internals		**External**	
strength	1. Quality products that are light, elastic, strong, and capable endure until annually.	**Opportunities**	1. Relative product prices are affordable with quality guaranteed material.
	2. System sale with Pull Demand Sales, Market		2. Able to compete with product ceiling similar.

	Driven, MPP (Marketing Partnership Program).			
Weaknesses	1. Low brand voice. 2. Weak branding strategy. 3. Lack of marketing strategy sharp. 4. Content strategy is not strong enough base on Customer Needs (Decision Making Three).	**Threats**		1. loyalty to one of the competitor's brands. 2. Incursion products import. 3. Enter player businesses that have their manufacturing.

According to (Soewardikoen 2019), "data triangulation is based on reasoning multi-perspective phenomenology or various corner look." It means it makes a reasonable conclusion, not only originates from One corner view. Triangulation analysis is expected to fulfill the need to study through a data set that has got.
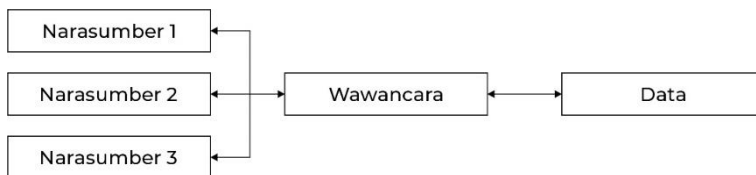
Picture 5. Data triangulation diagram
Source: (Soewardikoen 2019)

The Interview was done with three different sources: Mr. Tommy Budi Raharjo as party Pevesindo as source person first, resource persons second, Didya Ilyas Muqaffi as Manager at Urupakee Creative, and the public generally as source person third. The interview process generates data as follows:

Source person first, Mr. Tommy Budi Raharjo as Sales & Marketing Director of PT Alastri Teguh Internasional (PT ATI). Explain that, Pevesindo is Name brand new from PT ATI launched in the year 2022 in month January. Launched brands Pevesindo addressed to become a differentiator from distribution brands before (Natapon PVC and Genius), with premium market segmentation. Starting from expansion business in the area of Java, he says there is a constraint in branding. Because the Pevesindo branding concept is less than optimal so make Pevesindo is not yet so known by the public. He hopes that with an optimal branding concept, Pevesindo can easily be known and remembered by the public so that it will become top of mind in competition business.

The second source is Didya Ilyas Muqaffi, Manager at Urupakee Creative, who works as a graphics designer in Malang City. Based on the questionnaire the writer sent, he produces a descriptive answer that results from the design Pevesindo's visual identity is already seen as different or stands out from similar brands. Pevesindo's visual identity is easy for known and remembered. Element's identity (logo, color, typeface, supergraphics) already strengthens one another, and design Pevesindo's visual identity is already effective and precise.

The third source person, the audience general, plays a role as a data booster from the results assessment of sources second. Based on results from the questionnaire written and spread online via Google form, results design Pevesindo's visual identity own very significant change. Pevesindo's visual identity is very different and stands out from competitors, Pevesindo's visual identity is easy to remember and recognize, and Pevesindo's visual identity has a solid and attractive image.

Define
Design Briefs

Based on Analysis results from stage Discover on the design model used (Double diamond from Design council), generates A synthesis in stage Define in the form of a design brief. Form design briefs refer to the book Managing the Design Process – Concept Development owned by (Stone 2010). Design briefs containing summary background, overview, project goals, audience, competitors, tone of voice, massage, visual (visual look), details (schedule and financing), and people (subject or party related).

Table 6. Design Brief

Design Briefs	
Project Name	Design Pevesindo's visual identity
Client Name	Mr. Tommy Budi Raharjo
Brands	Pevesindo
Product	PVC ceiling (Material building)
Summary Background Behind	PT Alastri Teguh Internasional (PT ATI) is a material handling company building from polyvinyl chloride or PVC factory production located in the industrial area of Tangerang, Banten. PT Alastri Teguh Internasional has named the brand Pevesindo which produces various types of product material buildings made from the base of PVC, like board ceilings, trim ceilings, ornament decoration lights, and the like. Besides providing various products made from the base of PVC, Pevesindo also provides service installation of PVC ceilings and panels. Pevesindo is Name brand new from PT ATI launched in the year 2022 in month January. Launched brands Pevesindo addressed to become a differentiator from the distribution of previous brands (Natapon PVC and Genius), with premium market segmentation. Starting from the expansion business in the area of Java, there is a constraint in terms of branding. Dik arena Pevesindo's visual identity is less than optimal, making Pevesindo Not yet known by the public. Pevesindo needs to plan a more optimal and precise visual identity than before so that Pevesindo can quickly know and be remembered by the people.
Overview	We are designing a visual Identity for Pevesindo with more optimal and precise so that the implementation company's visual identity becomes more consistent. So that can make it easy company get loyal customers to brands Pevesindo. As well as support the image company To make it easy public remember and recognize Pevesindo.
Project Goals	Application of consistent visual identity so that Pevesindo easy For remembered and recognized by society, as well as being top of mind in market competition.
Audience	Men and women, 30-50 years old, employees, civil servants, and entrepreneurs, earning 5.5 million per month.
competitors	Elegant ceiling, Golden ceiling, Mozart ceiling, Shunda ceiling, Twinplast ceiling.
Tone of Voice	Professional, trustworthy, and quality.
Message	Ceiling quality premium with affordable price
Visual	Interpret identity Muslim (Value of business following sharia Islamic). On draft in appearance, a design that seems premium or modern.
Details (Schedule and Funding)	Work period: June – September 2022 Funding: IDR 3,000,000,- (Three Million Rupiah) * Other details are listed in the agreement cooperation (MoU) letter.

Develop
Draft

Based on design briefs, next, there is a brainstorming process carried out to find representing concepts ideas, and characters from the company. From the results of brainstorming, produce three keywords namely: Pevesindo, the roof of the house, the dome of the mosque, and strong.

1. Pevesindo

   Use the wordmark "PEVESINDO," which is the Name brand. Candidate order consumer easy for remember and know with Name Pevesindo.
2. The roof of the house

   Describe companies operating in the field construction building.
3. Mosque dome

   Interpret Identity Muslim. Following the mission company, which is giving attention special to development supporting infrastructure preaching Ahlu Sunnah.
4. Strong

   Representing quality products Pevesindo, besides premium quality, is also vital.

The keywords obtained (Pevesindo, roofs, mosque domes, and strong) will be used as reference forms to create a logo on the Pevesindo visual identity.
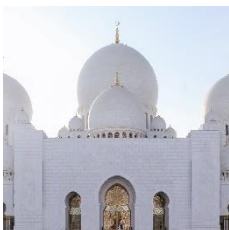

Picture 6. Wordmarks Pevesindo

Picture 7. The roof of the house
Source: Alexander Andrews on Unsplash

Picture 8. Building pattern (interpretation building substantial)
Source: Ankit Dembla on Unsplash

Picture 9. Mosque dome
Source: Ryan Miglinczy on Unsplash

Design Visualization

1. Logos

Logos are A sign or shaped visual elements, symbols, icons, or emblems. According to (Oscario 2013), "logo is attributed leading visible brands in a manner physical. However, a good logo must display all nonphysical attributes, which are the soul of a brand (vision, mission, values, culture).

Pevesindo logo's logo classification has its respective functions. The primary logo is the primary logo Pevesindo owns in a horizontal position. They are used as the core logo on each media application. While the secondary logo is a logogram, a logogram is a logo in the form image, icon, or symbol (Oscario 2013). A secondary logo replaces the primary logo with notes when the media is too small, and then it is recommended To use a secondary logo.

Picture 10.   Logo Sketch

Picture 11.   Primary logo

**Picture 12.**   Secondary logo

2. Typeface

According to (Hermanto 2021), typography is the technical art of arranging letters and text in the space provided to create engaging visuals For friendly seen and read by people. Typography can raise impressions, messages, and emotions in conveying the message to the reader. Design This uses two types of typography. However, the Montserrat and Neutral Face have the same characteristics. Second, this typeface owns bold and modern characteristics. Symbolizes the character Pevesindo owns _ product quality and robustness and conveys that Pevesindo is trustworthy in business. For help in branding, typography shared become three parts: Headlines, using typeface Neutral Face. Subheadlines, using typeface Montserrat Semibold /Medium. Body text, using typeface Montserrat Regular.

Picture 13. Typography

3. Color identity

Another visual element is color; color is also vital in visual identity. It can deliver order, give emotion, and reflect characteristics (Sumaryati 2013). Following This is color, the identity used in Pevesindo 's visual identity. Color yellow and orange symbolize hopes and goals, as the vision and mission company. Broadly speaking _ the colors are used to interpret a modern, luxurious, and premium look.
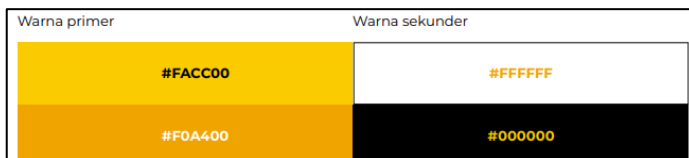
Picture 14. Color identity

4. Supergraphic

According to (Kasmana 2020), supergraphic originates from the word super, which has a significant meaning, whereas graphics have a picture meaning graphic. In context design, supergraphics is an element of decoration for objective aesthetics and markers of being explanatory A related entities _ with the visual identity of institutions, institutions, industries or corporations.

Supergraphic on design This shared become two compositions: composition pattern unit and composition. The composition unit is supergraphic with form single from primary supergraphics and supergraphics secondary. In contrast, pattern composition is supergraphics that has arranged become a pattern or repetition pattern.

Picture 15. Primary supergraphics

Picture 16. Supergraphic secondary
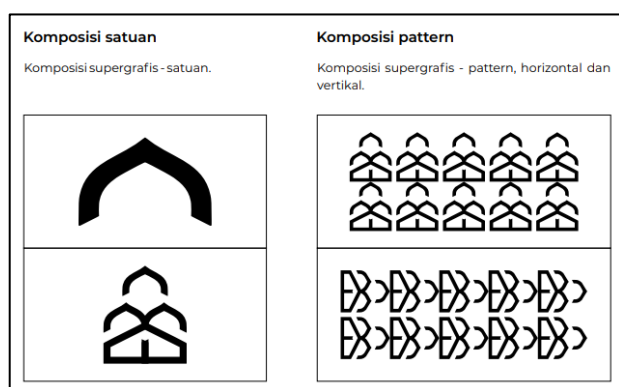
Picture 17. Composition supergraphic

Deliver
Brand Guidelines

After all element identity has been designed, then enter all element identity into the brand guidelines. Brand guidelines guide managing or arranging visual Identity with Good through its rules, cover logo recognition, elements identity, supergraphic, and the manner of its application and design.

Design Implementation

Based on data from analysis touchpoints done by the designer, visual identity Pevesindo was implemented into the selected medium. Following This is the analysis of the results of shared touchpoints which become three parts: pre-purchase (marketing, advertising), purchase, and post-purchase (use product). Distribution analysis touchpoints This refers to The Brand Touchpoint Wheel developed by Davis and Dunn in 2002 in the book Creating Brand Identity by (Slade-Brooking 2016).

1. Pre-purchase

    Pre-purchase section, in the form of branding design on social media, public promotion, signage, and uniforms work. Following This is the application of Pevesindo's visual identity in part Pre-purchase.

    a. Signage

    According to Alan Jacobson (Wheeler 2013), signage can help people to identify, navigate, and understand the environment. Signage or board sign is identity A loading brands _ information, message, or advertisement. Then own function for identify A place to make it easier for people to recognize and understand place That alone. So, from that, designing signage for Pevesindo uses the primary logo to make it easier for the audience to recognize and remember Pevesindo.

    b. Social Media

    Social media is a decent medium in one marketing strategy. With comparative budget advertising affordable, social media can cover audiences comprehensively and quickly. In the marketing world, social media has swift and easy growth and invite consumer for active in building brands (Wheeler 2013). Use social media to design this, and take advantage of some platforms like Instagram, Facebook, website, and Youtube.

    c. Uniform Work

    Uniform Work is Identity from A organization, group, or applied institution in the form of clothes. Uniform work also identify something work or profession. Give a differentiator between one brand and another and also can give the impression or reflect character brands.

d. Public Promotion

Public promotions are the intended promotional media to connect brands and consumers, especially print media, the print media in question like banners, billboards, posters, brochures, and many more.
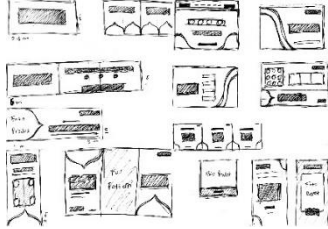
Picture 18.   Sketch implementation design pre-purchase
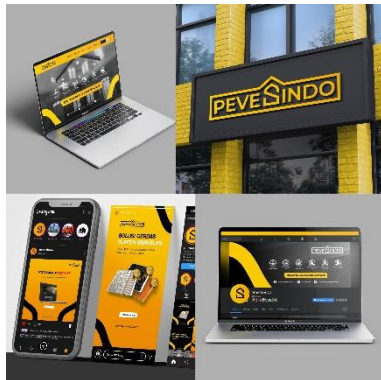
Picture 19.   Implementation design pre-purchase

2. Purchase

Purchase section, in the form of branding designs on vehicles, packaging, and evidence transaction. Following This is the application of Pevesindo's visual identity in part Purchase.

a. Packaging

kindly general, packaging own function for protect the product. Packaging is an essential medium in marketing along with fast competition in business (Kotler and Armstrong 2012). Besides addressing for protector products, packaging media can also be used as a promotional strategy. Designed packaging is a packaging for PVC ceiling measuring 4m and made from the base from cardboard. With quantity, the packaging contains 15 sheets of PVC ceiling. Size packaging as follows; 4m long x 12cm high x 22.6cm wide.

b. Vehicle

Vehicles own different shapes and sizes and types and various functions, from cars, motorbikes, buses, trains, and ships, to planes. This can help build brand awareness in the public area or on the street become easier. The empty area contained in the vehicle can be used. For put element graphics, visual identity, contact, and social media, the goal is to identify recognized brands (Wheeler, 2013). Vehicle shared become three parts, namely:

- Official car functioning office for need mobility office.
- Pick-up car, used for need delivery goods with small capacity.
- Truck, used for need delivery goods with big capacity.

c. Transaction proof

Payment notes shared become two types:

- For proof payment in purchase products with scale big like contractors, building developers, and entrepreneurs.
- For proof payment, purchase the product with scale home or individual.
  The size used for payment note is A5 (21cm x 14.8cm), using 80gsm HVS paper.
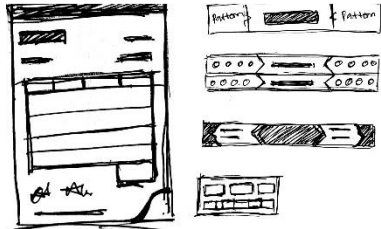
Picture 20. Sketch implementation purchase design

Picture 21. Implementation design purchases
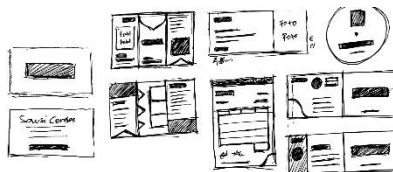
3. Post-Purchase

The post-purchase section is the form branding design on stationery and merchandise. Following This is the application of Pevesindo's visual identity in part Post-purchase.

a. Stationery

Stationery is a medium used for the need to do business and to give identity to a corporation, like card names, id cards, envelopes, folders, and letterheads.

b. Merchandise

There are various ways to guard the connection between brand and customer, including merchandise. Merchandise is a parcel or gifts given to shaped consumer goods like hanger keys, umbrellas, clocks, mugs, stickers, pins, and many more. Used For need promotion, because usually inside merchandise displays identity brands such as logo, color identities, and elements graphic.

Picture 22. Sketch implementation post-purchase design

Picture 23.   Implementation design post-purchase.

Conclusion

Reviewed for PT Alastri Teguh Internasional created Pevesindo, the available problem when Pevesindo launched was brands Not yet so known by the public. One factor is its own visual identity, which is Not yet conceptualized well, and its implementation is inconsistent. Because it is designed visual identity using a design model Double Diamonds from DesignCouncil. Because the design model of Double Diamond has four stages (Discover, Define, Develop, and Deliver), which greatly assist the creative process in designing and making the designer still focus on one target problem.

Design This produces visual identity in the form of logos, typography, variations of colors, supergraphics, brand guidelines, and examples of visual application identity on the media to be used and used as a guide for applying or using visual identity with consistency. So, make it easy company get the loyal customer to brands Pevesindo. As well as support the image company to make it easy public remember and recognize Pevesindo.

Found it evaluation as material for development furthermore, that is, management of Pevesindo social media (managing media content, copywriting, schedules posts, and so on) and website updates (fixing error links or adding related databases owned products and services).

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