

**Research Article**

# Strengthening Man 2 School Brand Image Through Visual Identity

**Fariza Wahyu Arizal, Novian Wahyu Firmansyah, Pujiyanto Pujiyanto, Sarjono Sarjono**

Malang State University, Malang

**ORCID**

Fariza Wahyu Arizal: <https://orcid.org/0000-0002-9041-7090>

**Abstract.**

Visual identity is a very important part of being in a company or agency. It serves as a differentiator from other companies. In addition, visual identity is also used to strengthen the image of a company or agency. Changes in visual identity include various types, ranging from changes to logos, visual elements, and other media. One way to make a product easy to recognize and remember is to create a good brand image. An image is the public's perception of the image of an institution or company. In the literature it is also stated that an image is a person's beliefs, ideas and impressions of something. A brand image is the perception of consumers who use the brand. The name change from MAN 3 Malang City to Man 2 Malang City would be enough to have a significant impact. In terms of the name clearly changed, it automatically also requires changes in visual form. With these changes, of course, MAN 2 Malang needs to strengthen the brand image of the school through the design of a visual identity so that it remains recognizable and also chosen by the community as one of the favorite schools among the public. When it comes to visual identity, it cannot be separated from the so-called "LOGO". If likened to a human being, the brand is a form of the human itself, while the logo is the face of the human self. In its later design, the new visual identity must be able to reflect the character of the school so that it can be different from other schools.

**Keywords:** brand image, visual identity, MAN 2

## 1. Introduction

Visual Identity is a very important part as in a company or agency. Visual identity serves as a differentiator from the rest of the company. Besides that, visual identity is also used to strengthen the image of a company or agency. With efforts to change identity, it is expected to be able to strengthen the image of the company or agency. Changes in

Corresponding Author: Fariza Wahyu Arizal; email: [fariza.arizal.fs@um.ac.id](mailto:fariza.arizal.fs@um.ac.id)

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visual identity include various types, ranging from changes in logos, visual elements and other media.

One way to make a product easily recognized and remembered is to create a good brand image. Image is the public's perception of the image of an institution or company. In the literature it is also stated that image is a person's beliefs, ideas and impressions of something. For companies, image is the public's perception of the identity of the company. The image of a company or institution becomes a guide for consumers to make important decisions, for example the decision to buy goods or the decision to choose the institution. Brand image is the perception of consumers who use the brand.

According to Rangkuti [1], Brand image is a set of brand associations that are formed and embedded in the minds of consumers. Kotler [2] states that brand image is the consumer's perception of a brand as a reflection of the brand associations that exist in the minds of consumers. Kotler dan Keller [3] defines brand image, namely an impression that is in the minds of consumers about a brand which is formed by messages and experiences of consumers about the brand, giving rise to the image that is in the minds of consumers. Meanwhile, visual identity is a part of visual communication design in the form of images or symbols that are made as simple as possible to communicate the character and image of an effective company. Visual identity conveys the identity image of a company or institution. In other words, visual identity is the delivery of a visual form which is the hallmark of a company/institution.

On January 1 2018 Madrasah Aliyah Negeri 3 Malang changed its name to Madrasah Aliyah Negeri 2 Malang City based on KMA number 673 of 2016 concerning Changes in Names of State Madrasah Aliyah, State Madrasah Tsanawiyah and State Madrasah Ibtidaiyah in East Java Province. Madrasah Aliyah Negeri 2 Malang City, formerly Madrasah Aliyah Negeri 3 (MAN 3) Malang, is one of the model State Madrasah Aliyahs in Indonesia which was established based on the transfer of functions from PGAN Malang with the Decree of the Minister of Religion number: 42 of 1992 on January 7, 1992. Thus the history of MAN 2 Malang cannot be separated from the history of PGAN Malang, which is one of the oldest PGANs in Indonesia. [4]

The change of name from MAN 3 Malang City to Man 2 Malang City seems to have quite a significant impact. In terms of name, it has clearly changed, and automatically it also requires changes in visual form. From these problems MAN 2 Malang needs to design a visual identity to strengthen their brand image as one of the popular Madrasah Aliyah Negeri schools in Malang City. The design of this visual identity must later be

able to represent the character and characteristics of the school so that it becomes a differentiator from other similar schools.

## 2. Method

In a research and design, of course, a research/design method is needed to make it easier for writers to solve a problem. The research method is the stages of work or research process used to design or examine an object.



**Figure 1:** Design Model Designing Brand Identity.

To achieve the planned outputs, research methods are needed to make it easier for researchers to develop research. In this study the authors took Alina Wheeler's Design Brand Identity design model [5] to build a brand identity. The stages are as follows :

### 2.1. Conducting Research

Before the design process, of course, you have to do research. Researchers must know the problem and also the characteristics and characteristics of the client. Researchers also collect data as design material that will be made later. The data collection method was carried out by conducting interviews with interested clients and also some users of the school. In addition, researchers also distributed questionnaires to obtain valid data from various sources. Researchers also conducted documentation studies and also conducted literature studies to obtain data and insights as design materials.

### 2.2. Clarifying Strategy

At this stage an analysis of the results of the data that has been obtained is carried out to obtain the design strategy that will be carried out. At this stage the researcher also involves the client so that the results of the analysis and strategic plans can later be approved by the client.

### 2.3. Designing Identity

After the data and analysis have been carried out, the next stage is the design process of the MAN 2 Malang visual identity. The initial process is to brainstorm with the school theme, then select and find insights or ideas that will be poured into a visual form. The process can be explained as follows

1. Brainstorming, is one way to solve or find a solution to a particular problem by collecting ideas spontaneously.
2. Insights are derived ideas from the results of brainstorming in the form of keywords which will later be used as material for designing visual identities.
3. Visual language, is a simplified form of insight in the form of ideas into a visual form of logo elements.
4. Sketch is the process of combining visual elements resulting from simplifying shapes into a logo, in this case, of course, there will be many alternative options for merging these simplified forms..
5. Thumbnail sketch is a rough sketch process that is made to clarify the results of the initial sketch that has been made, in this stage it is done randomly to try several visual alternatives that can be obtained. Thumbnails are useful for determining composition and also seeing how attractive the sketch/visual that has been made.
6. Rough Sketch is the appearance of a more detailed and accurate visual form, where in this process you have started to pay attention to the details and also pay attention to the size of the visuals. This rough sketch can also be used as a media for consultation with clients to determine the visual form that will be selected and digitized later.
7. Comprehensive layout is the delivery of a visual form with digitization including colors and sizes according to the client's request.

### 2.4. Creating Touchpoints

At this stage the finished design can be applied to a variety of media, this is done to build a consistent image or brand image so that it can be accepted by the general public. The selection of media is also based on the capabilities of the client as well as

suggestions from researchers so that the media can match the characteristics of the target audience.

## 2.5. Managing Asset

This stage is the launch of the identity design results to the general public.

# 3. Result and Discussion

## 3.1. Conducting Research

MAN 2 Malang is a change in the name of the school which was previously MAN 3 Malang. Previously, the public was more familiar with MAN 3 Malang, which was a state Aliyah Madrasah school located on Jalan Bandung Malang. This name change has a significant impact, where the audience still calls MAN 2 Malang as MAN 3 Malang. In her book [5] Alina Wheeler states that the name of the company plays an important role in promoting and expanding its products. From these problems it can be concluded that it is important to introduce the name of a brand or identity as a reminder to the public about identity. Apart from that, there is a need for a new, more attractive visual identity to support the promotion and introduce the name change. MAN 2 Malang already has an institutional logo that has a style that is almost the same as other Islamic schools. From the visual form displayed, the logo has meaning, the yellow star represents devotion to God Almighty, 2 golden wings represent the basis of the Indonesian state, the torch represents the burning passion in seeking knowledge, paper and pen represent the process of learning to seek knowledge, and the inscription MAN 2 Malang indicating that the school is located in Malang City. The design of the branding logo is seen as being able to improve the strategy for promoting the school. The new visual identity will later be used as a companion to the main logo to promote the MAN 2 Malang school. In the data search process, interviews were conducted with several informants, namely the school and also stakeholders related to the school. In addition, the data search process was also carried out through distributing questionnaires to find out the characteristics of the target audience. The results of the interviews stated that the target audience was teenagers aged 15-16 years and parents of students who wanted to choose a school for their children.



Figure 2: MAN Logo in Malang City.

1. (a) From the results of the research that has been done, it was found that the school had previously attempted to introduce MAN 2 Malang as a new identity change from MAN 3 Malang. However, this effort is still not optimal, because many people still think that the school is an old identity, namely MAN 3 Malang. According to Listya [6] a company must have uniqueness and characteristics in building a brand, for this reason the author tries to design a new identity as a companion to the main identity that can be used as a promotional medium to introduce the MAN 2 Malang school to the public.

### 3.2. Clarifying Strategy

From the results of the research that has been done, the authors make an analysis using the SWOT method to determine the strategy to be made to overcome these problems. MAN 2 Malang already has strengths because it is a favorite and superior school in the city of Malang, but its weaknesses still do not have strong characteristics as a differentiator from other schools. The results of the analysis reveal that the MAN 2 Malang school needs to create a new visual identity as a companion identity for branding and promotion purposes for the MAN 2 Malang school.

### 3.3. Designing Identity

In the process of designing a logo, of course, it must have criteria based on its function as a corporate identity [7], among others:

1. Unique, the logo must be able to reflect the characteristics and elevate the identity image of a particular company so that it is different from other companies.







Figure 4: Moodboard.



Figure 5: Form simplification process.

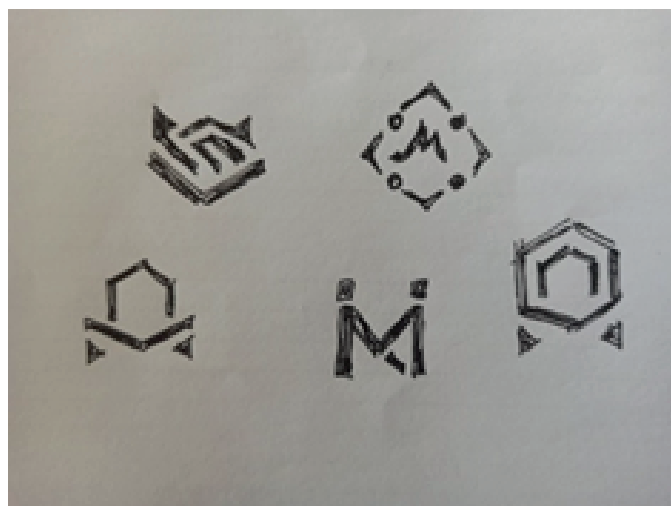


Figure 6: Rough Sketch.

The selected logo has the meaning of collaborative cooperation in carrying out education within the MAN 2 Malang environment, formed from the initials of the letter M





Figure 7: Final Design of the MAN 2 Malang logo.

which initials MAN, cooperation which means shaking hands by two people, and when combined it shows the words M, A and N.

### 3.4. Creating Touchpoints

The creating touchpoints stage is an advanced stage of designing identity, where at this stage the design results are applied to several media, this is done to build an image or brand image so that it can be accepted by the public. In this design, it is only focused on creating an identity, but not on its application in various media. For the application process to various media, it can be continued in further research.

### 3.5. Managing Asset

The stage of creating touchpoints is an advanced stage of designing identity, where at this stage the design results are applied to several media, this is done to build an image or brand image so that it can be accepted by the public. In this design, it is only focused on creating an identity, but not on its application in various media. For the application process to various media, it can be continued in further research.

## 4. Conclusion

The process of designing a new Brand Identity for the MAN 2 Malang school aims to strengthen the school's identity, as a state madrasah Aliyah school that achieves and is in accordance with the school's vision and mission and goals which are strengthened by a great and dignified tagline to produce graduates who excel and have noble character.

With the existence of a new identity, it is hoped that the school will also be consistent in applying the visual identity so that indirectly the general public is able to know the new visual identity as the identity of the MAN 2 Malang school.

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