Designing Visual Identity for UMKM Trigel Bakehouse

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ABSTRACT
Culinary UMKM have great potential in the Indonesian economy, but many of them still lack a strong visual identity to build a professional brand image. Trigel Bakehouse, a home-based bakery established by three women in Semarang, faces similar challenges. This research aims to design the visual identity of Trigel Bakehouse using Robin Landa's Graphic Design Process, which consists of five stages: Orientation, Analysis and Strategy, Conceptual Design, Design Development, and Implementation. Thru this approach, a visual identity system was designed that reflects brand values such as warmth, family, and the quality of homemade products. Design elements include the logo, typography, colors, and supporting media such as packaging, social media, and merchandise, all arranged in a minimalist and elegant style. The results of the design process at the Orientation stage, gathered thru interviews and observations, to explore the background, brand values, and business character. At the Analysis and Strategy stage, the visual condition of the brand, target market, and competitors were analyzed to formulate relevant design strategies. The Conceptual Design phase generates creative ideas thru mindmaps, color selection, typography, and logo development that reflect the values of warmth, family, and professionalism. The Design Development phase finalizes the logo, patterns, and logo versatility for consistent use across various media. The Implementation phase applies the visual identity to business cards, menus, social media, merchandise, signage, pamphlets, packaging, and uniforms, ensuring consistent application across all media. This design resulted in a consistent visual identity that strengthened the brand image, increased brand awareness, and enhanced Trigel Bakehouse's competitiveness in the local culinary market.

INTRODUCTION

In the context of the development of Micro, Small, and Medium Enterprises (UMKM) in Indonesia, visual identity has become a crucial element influencing brand success, particularly in the culinary field. Visual identity serves not only as a marketing tool but also as a means of communicating the value and uniqueness of a product (Gonzalez et al., 2019; Ridlo, 2024). With a consistent visual identity, UMKM can differentiate themselves from competitors in an increasingly competitive market (Wu, 2024; Liou et al., 2018). Product sales are not only based on quality, but also on how consumers associate the brand with memorable visual experiences (Yu et al., 2022; Putri et al., 2023).

However, many UMKM face challenges in branding management, particularly a lack of understanding of the importance of visual elements such as color, typography, and design layout (Dijk et al., 2024; Rohmah & Pandanwangi, 2023). This often results in unclear branding and reduced competitiveness (Luyang, 2024; Ligaraba et al., 2024). Therefore, UMKM need to implement a systematic and consistent visual identity strategy in every interaction with consumers (Semande, 2024; Bal et al., 2023). Visual communication design plays a significant role in building a positive image and consumer trust (Handayani & Nuzuli, 2021; Yang et al., 2020). Visual elements such as

logos and packaging have been shown to influence consumer interest and purchasing behavior (Foroudi et al., 2020; Turban et al., 2015; Blauch et al., 2021; Suzuki et al., 2024).

One example of a culinary UMKM is Trigel Bakehouse, which was established in 2023 in Kalipancur, Ngaliyan, Semarang City. The name "Trigel" comes from the words "Three Women," representing the three founding sisters of the business. With the motto "fresh, fluffy, full of love," Trigel Bakehouse is committed to providing high-quality homemade pastries and baked goods. Based on field observations and interviews with the owner, Mrs. Ines, on July 25, 2025, it was found that this business does not yet have a professional visual identity. The visual identity is still limited to simple stickers and promotions thru WhatsApp status, which is less appealing to consumers. Most customers recognize products only by their shape and taste, not by the brand's visual identity. This condition indicates weak brand recognition, which could potentially hinder business growth.

The main problem underlying the design of Trigel Bakehouse's visual identity is the lack of differentiation from competitors, making it difficult to stand out in the local market. This was also obtained thru observations and interviews with Ibu Ines on June 25, 2025. A consistent visual identity is necessary as a strategic representation of brand personality, building trust, strengthening a positive image, and making it easier for consumers to remember the brand.

The goal of designing the visual identity for Trigel Bakehouse is to create a professional, unique, and consistent brand image; effectively communicate brand values; and enhance competitiveness in the market. The expected benefits include increased brand awareness, customer loyalty, and the strengthening of Trigel Bakehouse position as a culinary small and medium-sized enterprise UMKM with a strong visual identity. Thru this research, the visual identity design is expected not only to contribute to Trigel Bakehouse but also to serve as a practical reference for other UMKM. The emphasis on consistency and uniqueness of visual identity is believed to help UMKM survive and grow in the competitive culinary market (KÖSEOĞLU & Tuncer, 2023; Malviya et al., 2020).

METHOD

The visual identity design for Trigel Bakehouse UMKM refers to the Graphic Design Process method, fourth edition, by Robin Landa, which is also explained in Zahar's research as an effective five-step design model for DKV work (Landa, 2014; Zahar, 2020). This method consists of five main stages, namely: (1) Orientation, (2) Analysis and Strategy, (3) Conceptual Design, (4) Design Development, and (5) Implementation (Landa, 2014). These five stages are applied systematically to produce strategic and directed design solutions.

The first stage involved data collection thru interviews and observation (orientation), followed by visual problem analysis and competitor mapping (analysis and strategy). The analysis results served as the basis for exploring visual ideas such as logos, colors, and symbols (conceptual design), which were then developed into the final design (design development). The last stage was the application of the design to the media that would be used as a visual identity guide to ensure consistency (implementation).

RESULT AND DISCUSSION

The visual identity design for Trigel Bakehouse MSMEs was carried out thru five stages of the Graphic Design Process method according to Robin Landa, namely orientation, strategy analysis, conceptual design, design development, and implementation. Each stage is designed to ensure that the creative process not only produces visual designs but also aligns with brand objectives, has a structured concept, optimal design development, and can be consistently applied across various media.

1. Orientation

Trigel Bakehouse is a micro, small, and medium-sized enterprise (UMKM) in the field of pastry and homemade bakery located in Kalipancur, Ngaliyan, Semarang City. The name "Trigel" comes from the combination of the words "Three Women," representing the three sisters who founded it. This business is based on the values of family, warmth, and the spirit of women, which have become its identity throughout its business journey.

With the motto "fresh, fluffy, full of love," Trigel Bakehouse offers quality products with a homemade taste and a professional touch. This value is reflected in the use of fresh ingredients, soft texture, and sincerity in the production process, which builds an emotional bond with consumers.

However, the results of an interview with the owner, Ibu Ines, on June 25, 2025, indicate that Trigel Bakehouse does not yet have a structured visual identity. The absence of a cohesive visual element hinders brand communication to a wider audience (Landa, 2014; Cuaca et al., 2023). This condition weakens brand recognition and makes it difficult for businesses to compete in the local culinary industry, resulting in untapped market potential due to weak visual branding strategies (Alim & Chandra, 2023).

2. Analysis Strategy

After conducting an orientation phase thru interviews with Ms. Ines, the owner of Trigel Bakehouse, it was found that the business did not yet have a clear and consistent visual identity. This makes the brand difficult to recognize and less prominent amidst the competition. Therefore, the design strategy is aimed at creating a cohesive visual identity that reflects the feminine, warm, friendly, and high-quality character of Trigel Bakehouse. Analysis was also conducted on the visual appearance of similar businesses so that the designs created would not only follow trends but also have their own uniqueness (Cuaca et al., 2023). The visual design was created to convey the emotional and warm aspects of the brand while still appearing neat and professional thru a simple and easy-to-understand style (Alim & Chandra, 2023).

3. Conceptual Design

The collected data was then identified and analyzed, and formulated into initial ideas thru a brainstorming process with the help of a mindmap to find creative concepts relevant and suitable for the design needs (Landa, 2014). This process is carried out to explore the visual direction and communication message that aligns with the characteristics and values of Trigel Bakehouse. Keywords such as warm, homey, elegant, minimalist, modern, and simple served as the foundation for formulating the visual identity design concept. This concept was then realized in the form of logograms and logotypes representing three female figures with toques or chef hats, symbolizing collaboration and the spirit of cooking together.

In the development of visual identity, color becomes a key element that is carefully chosen to represent the brand's character (Landa, 2011). The colors pink, cream, and white were chosen because they evoke a feminine, soft, and warm impression. Typography also plays an important role in strengthening brand image, where the Zain font is used to convey an impression of elegance and femininity, while Poppins was chosen for its clean, modern appearance, as well as its support for readability and visual consistency across various media (Alim & Chandra, 2023). The following image shows a mind map created to find the core ideas for the design of Trigel Bakehouse's visual identity.
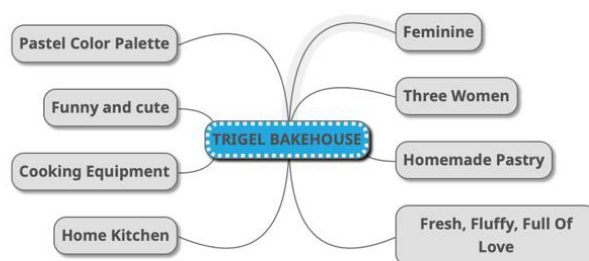

Figure 1. Mindmap

The mind map above serves to map relevant keywords, concepts, and visual elements, providing a foundation for developing a design that aligns with the character and values of Trigel

Bakehouse. The following image shows the color palette chosen as a reference for designing the visual identity of Trigel Bakehouse.

Figure 2. Palette Color

This color palette plays a role in building an esthetic impression while also strengthening the brand's image. Next, the image below shows the typography used in the visual identity design for Trigel Bakehouse.

Figure 3. Zain Font and Poppins Font

The Zain font and Poppins font were chosen because they have clear readability, consistency, and represent the feminine visual character of Trigel Bakehouse.

4. Design Development

During the design development phase, all previously formulated visual elements begin to be concretely realized into the final, ready-to-use design. The Trigel Bakehouse logo was developed thru three stages: thumbnail, logo versatility, and final design (Landa, 2011). The thumbnail stage is an initial exploration of visual form using a simplified line art approach, depicting three female figures as symbols of family and togetherness. This form was then refined during the logo versatility stage using Adobe Illustrator to create precise and flexible logo versions, utilizing the Shape Builder Tool feature to form a complete and structured grid composition for the logo (Cuaca et al., 2023). Additionally, the pattern or supergraphic was designed as a supporting element inspired by chef hats and the three female characters, combined with a polka dot motif to create a playful atmosphere typical of the baking world (Alim & Chandra, 2023). Here are rough sketch images of the thumbnail stage and the results of the selected logo.
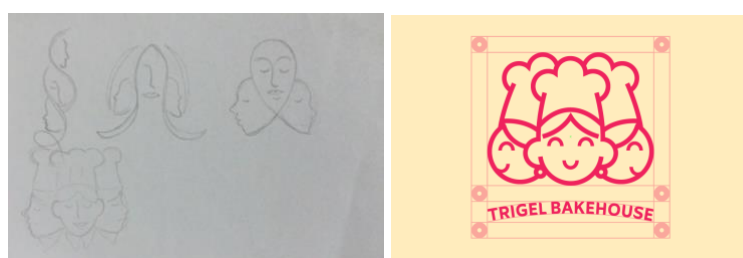

Figure 4. Logo Process

After the logo is selected, the next step is the digitization process using Adobe Illustrator to digitally form the design according to the established concept. This process includes setting up the grid, choosing typography, and refining details to ensure the logo can be consistently applied across various media. After the selected logo design process, the next step is the development of patterns and logo versatility as supporting elements of visual identity to be applied to the media that will be used. Here are images of pattern and logo versatility.

Figure 5. Pattern and Logo Versatility

The pattern serves as a repetitive motif that can be applied to various media to ensure the logo remains recognizable and functions as a background. Logo versatility ensures the logo can be applied across different media sizes and backgrounds without losing readability for the brand. In the final design, which is the final design of Trigel Bakehouse, there are two colors: one with a pink background and one with a cream background, accompanied by patterns that can be used for the promotional media design of Trigel Bakehouse. The following image shows the final design results of Trigel Bakehouse.
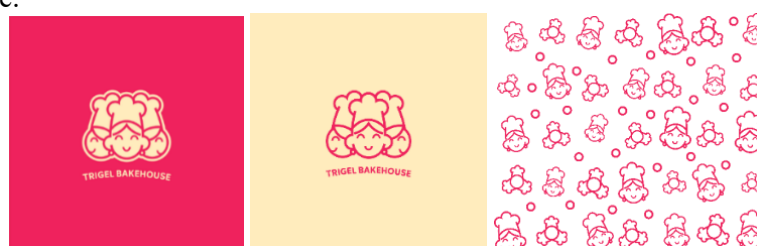

Figure 6. Final Design

By implementing these elements, Trigel Bakehouse's visual identity not only appears consistent and esthetically pleasing but also strengthens brand image and improves consumer recall across various media.

5. Implementation

The results of the visual identity design for Trigel Bakehouse are implemented across various media to strengthen brand consistency and recall at different points of interaction with consumers (Landa, 2014). A strong visual identity needs to be present throughout, across print, digital, and promotional materials, to ensure the brand appears consistent and builds a cohesive image.

In print media, the logo and key visual elements are applied to the business card and menu designs. Both are designed in a minimalist and functional style, emphasizing information clarity while maintaining esthetics. The consistent application of visual elements in this print media serves to create a professional and easily recognizable impression. This implementation can be seen in the business card and menu designs, which are aligned with Trigel Bakehouse's visual identity, as shown in the following image.
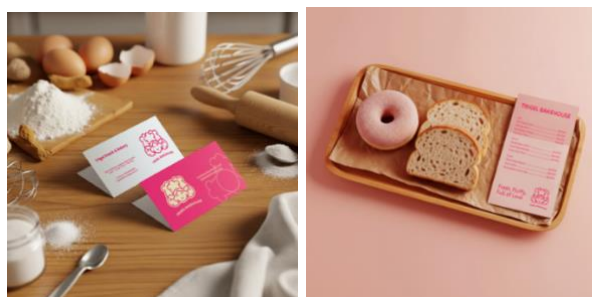

Figure 7. Name Card and Menu

The business card and menu designs for Trigel Bakehouse are created with a cohesive visual style, showcasing a cheerful, friendly, and warm brand character. With a dominant color of soft and contrasting pink, both exude a modern and feminine impression, suitable for attracting the attention

of young and family markets. Next, for digital promotional media, the visual identity was developed thru Instagram with a simple and esthetic visual style. The Instagram feed serves as a digital storefront, where color harmony, typography, and graphic elements are kept consistent and aligned with the brand's character. This minimalist approach supports the effectiveness of message delivery while also strengthening Trigel Bakehouse's image on digital platforms. This strategy aligns with research on the design of the ISBI Aceh mascot, which emphasizes the importance of visual consistency across various media to strengthen brand awareness (Yuda et al., 2022). The visualization of brand identity application on digital media is evident in the following Instagram feed design.
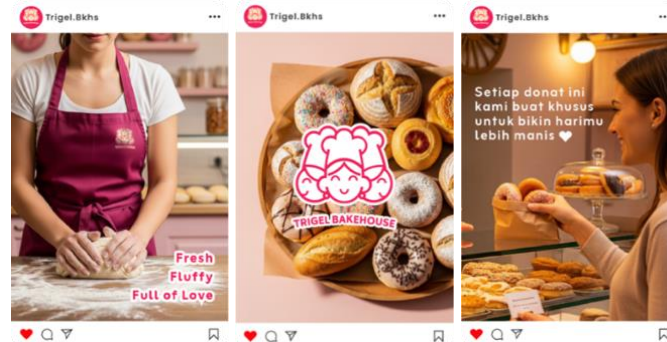

Figure 8. Instagram Feed

In addition, the visual identity is also implemented on merchandise such as tote bags and mugs. Merchandise serves as a functional promotional medium while also expanding the brand's reach into consumers' daily lives. With an elegant and consistent design, the merchandise is able to strengthen the brand image as warm, esthetic, and friendly. The application of visual identity on merchandise can be observed thru the following totebag and mug designs.

Figure 9. Merchandise Trigel Bakehouse

In direct communication media, visual identity is applied to the design of signboards and pamphlets. The signboard serves as the main marker at the business location, while the pamphlet is designed for offline distribution with a neat and informative layout. The application of visual elements on this offline medium strengthens brand visibility while also creating a strong first impression. Implementation on direct communication media is shown thru the following sign board and pamphlet designs.

Figure 10. Sign Board and Pamflet

Product packaging is also an important part of the implementation. The takeaway box design uses a previously designed pattern with a simple yet esthetic style, representing the brand's warm and

professional character. Beside serving as product protection, packaging also acts as a visual communication medium that strengthens consumer recall of the brand (Rafli et al., 2025). The application of visual identity elements on packaging media is reflected in the following take-away box design.

Figure 11 . Take Away Box

Finally, the implementation of visual elements is realized in the uniform, which is an apron. The uniform is designed with colors, logos, and graphic elements that are consistent with the brand identity, creating a professional yet friendly appearance. The presence of the apron is not only functional but also strengthens the brand's visual image when staff interact directly with consumers. Meanwhile, the implementation of visual identity on the uniform can be seen in the following apron design.

Figure 12 . Apron Trigel Bakehouse

The apron is designed as part of the uniform to functionally and esthetically represent the visual identity of Trigel Bakehouse. The apron design uses colors, logos, and graphic elements consistent with the brand identity, creating a professional yet warm and friendly look. Beside supporting kitchen activities, aprons also strengthen the brand's visual image when staff interact directly with consumers

CONCLUSION

The visual identity design for Trigel Bakehouse was undertaken as a strategy to strengthen the brand image for a growing culinary MSME. Thru the method-based approach of Robin Landa's Graphic Design Process, the design was carried out systematically from the orientation stage, strategy analysis, conceptual design, design development, and implementation. The orientation stage revealed the background, values, and brand character that formed the basis of the concept. Strategy analysis formulated a differentiation strategy from competitors thru an analysis of needs and visual potential. Conceptual design develops creative ideas that are realized in key elements such as logos, colors, typography, and patterns. Design development finalizes the design by ensuring precision of form, flexibility of use, and integration of supporting elements. The Implementation phase ensures that all visual identity elements can be consistently applied across print, digital, packaging, and merchandise.

With a stronger and more structured visual identity, Trigel Bakehouse has a more solid foundation to expand its market, build customer loyalty, and compete healthily within the competitive local culinary industry. Visual identity is no longer just about appearance; it's a strategic foundation in a brand's journey toward growth and sustainability.

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