

Logo Design as a Strategy to Increase Brand Awareness of “Mukti Collection”

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ABSTRACT

This study aims to design a logo as a strategy to enhance brand awareness for the MSME “Mukti Collection”, which operates in the pet accessories sector. The research is motivated by the absence of a clear visual identity, which has hindered competitiveness in the increasingly saturated digital marketplace. Employing a qualitative approach with a design creation method, the design process followed five key stages: data collection, data analysis, concept development, design development, and implementation. Data were collected through semi-structured interviews with the business owner, observation, and literature review. The resulting logo is based on the initials “M” and “C”, visualized as a cat’s face combined with a hugging gesture, complemented by a bell icon, circular frame, and a yellow and black color palette to represent happiness, prosperity, professionalism, and premium quality. The logo was implemented across digital media, packaging, and merchandise to create a cohesive brand ecosystem. The findings demonstrate that a strategically designed logo can serve as the foundation of a consistent visual identity, strengthen brand image, and enhance consumer brand awareness in the digital era.

KEYWORDS

Logo Design,
Visual Identity,
Brand Awareness,
MSME,
Pet Accessories

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are consistently recognized as a key pillar of Indonesia’s economy, particularly in navigating the dynamics of the digital era (Suci Ramadani et al., 2025). This sector has proven its capacity to generate employment while simultaneously creating opportunities for entrepreneurs to grow and develop (Sedyastuti, 2018). The success of MSMEs in the digital era largely depends on their capacity for innovation and their ability to build a strong brand image amidst the overwhelming flow of information and increasingly fierce online competition (Tambunan, 2011).

Brand awareness is a critical determinant in building brand equity. When consumer recognition of a brand is low, its brand equity will likewise remain weak (Yuda et al., 2022). Consequently, enhancing brand awareness becomes a top priority for MSMEs, particularly when entering rapidly growing and highly competitive markets. (Faradita et al., 2023) assert that a consistent visual identity can strengthen competitiveness and foster a positive perception of MSME product quality. Thus, logo and visual identity design should not be viewed merely as an aesthetic concern but as a strategic approach to improving brand awareness and market competitiveness.

Alongside broader economic growth, the pet industry has also experienced significant development. (Lemuela & Chandra, 2023) emphasize that pet shops must develop new business units and create a strong visual identity, such as a distinctive logo, as a strategy to differentiate themselves from competitors. Similarly, (Cuaca et al., 2023; Nurhandayani et al., 2024) argue that logos, as a core component of visual identity, play a crucial role in shaping audience perception, making brands easier to recognize and recall.

Although previous studies have addressed the importance of visual identity, most have focused on MSMEs in general sectors such as culinary, fashion, or electronic products. Few studies have specifically examined logo design for MSMEs in the pet accessories sector, despite its significant market growth potential. Moreover, many early-stage MSMEs tend to prioritize production over strategically building brand identity (Andriani et al., 2022), leaving them vulnerable in competitive markets if they lack clear differentiators (Alim & Chandra, 2023).

In response to this gap, the present study contributes novelty by focusing on “Mukti Collection,” an MSME specializing in pet accessories. The logo design developed in this study is not merely considered a visual element but an integrated branding strategy to enhance brand awareness. The resulting logo is consistently implemented across various media, including digital platforms, packaging, and merchandise, forming a cohesive brand identity. This study thus contributes to filling the research gap while offering a strategic approach that can serve as a reference for similar MSMEs seeking to strengthen their competitiveness in the digital era.

METHOD

This research adopts a qualitative approach utilizing the design creation method, which was chosen for its structured framework that is highly relevant in producing functional and strategic design solutions. According to (Indarti, 2020), the design creation method provides a logical workflow, from problem identification to the realization of the final product, ensuring that the design output is not only aesthetically pleasing but also goal-oriented. The logo design process for “Mukti Collection” was adapted into five main stages, inspired by practical design models.

The first stage was data collection, which aimed to build a comprehensive understanding of the overall problem context. Primary data were gathered through semi-structured interviews with the owner of “Mukti Collection” to gain deep insights into the brand’s vision, mission, and philosophy. This method was selected for its flexibility in guiding the conversation while remaining structured, allowing the researcher to explore the participant’s perspective in depth and in context (Kallio et al., 2016). Secondary data were obtained through observation of digital platforms and a literature review to identify visual trends and analyze the competitive landscape.

The second stage was data analysis. All data obtained from the interviews and observations were analyzed to identify the root problems and define the design objectives. This qualitative analysis was carried out by identifying key themes emerging from the interview results (Braun & Clarke, 2006). In addition, both internal factors (strengths and weaknesses) and external factors (opportunities and threats) were examined through a simple SWOT analysis to map the brand’s strategic position and establish the essential design criteria (GÜREL, 2017). This process was crucial to ensure that the resulting logo would have a strong and distinctive identity.

The third stage was concept development. Based on the analysis results, this stage focused on a creative ideation process to generate visual concepts. Mind mapping was employed as a tool to explore and visualize the connections between key terms relevant to the brand’s identity (Dong et al., 2021; Leeds et al., 2019). This divergent thinking process aimed to produce as many alternative concepts as possible before narrowing them down in the following stage (Lee & Ostwald, 2022).

The fourth stage was design development. The most promising concepts from the previous stage were then visualized, beginning with manual sketches and progressing to digital rendering. This stage was iterative, involving repeated cycles of creation, testing, and refinement to achieve the best possible outcome (Stolterman, 2008). Several of the strongest design alternatives were presented to the brand owner for constructive feedback, which was then used to refine and finalize the design into its most representative and effective form.

The fifth stage was implementation. Once the final logo design was approved, this stage focused on applying the logo across various media. This process, often referred to as simulation or prototyping, tested the flexibility and visual effectiveness of the logo across multiple brand touchpoints (Gonzalez et al., 2016). Digital mock-ups were created to demonstrate how the logo would appear in real applications, such as social media profiles, packaging stickers, and merchandise, ensuring the consistency of the brand’s visual identity.

RESULT AND DISCUSSION

1. Data Collection

The semi-structured interview conducted with the owner of Mukti Collection on August 10, 2025, produced several key insights, including the business background, product characteristics, and subjective views on brand identity. (Qu & Dumay, 2011) emphasize that semi-structured interviews are effective in uncovering in-depth understanding from research participants, where the owner's personal insights serve as the foundation for developing an authentic visual and branding strategy. Mukti Collection is an MSME based in Pekanbaru, Riau, established in 2022 and engaged in the sale of pet accessories. Its main strength lies in the fact that some of its products are handmade or self-produced, offering originality compared to mass-produced goods. Philosophically, the name *Mukti* is derived from Javanese, meaning "success, prosperity, and happiness," while the word *Collection* comes from English, meaning "a curated set." This naming reflects the owner's hope that the business will grow sustainably while bringing prosperity.

However, the interviews also revealed a finding that became the central focus of this study: Mukti Collection has not yet established a visual identity in the form of a logo. The absence of a logo as a brand identity element has led to low brand awareness and weak brand recall, particularly in the context of digital marketing. This condition underscores the urgency of logo design as a means to strengthen differentiation and improve consumer recall of the brand. The data gathered from the interviews were then further analyzed to identify fundamental needs and set the strategic direction for designing the visual identity. Thus, the data collection process not only provided descriptive information about the business profile but also served as the conceptual foundation for formulating a logo design strategy aligned with Mukti Collection's vision, philosophy, and values.

2. Data Analysis

Citra et al., (2025) state that SWOT analysis in marketing strategy and digital branding can identify both internal and external factors. The data analysis in this study included a deeper examination of interview results combined with a SWOT analysis, which provided an overview of Mukti Collection's current condition. The findings showed that its strengths lie in producing high-quality handmade products, its weaknesses are the absence of a distinctive and consistent visual identity in the form of a logo, its opportunities are reflected in the growth of the pet accessories industry, and its threats involve the risk of visual competition from competitors with established branding. These analytical results served as a strong foundation for developing an effective visual design that achieves clear differentiation (Dzikri Ar Ridlo, 2024).

3. Concept Development

The design process then moved into a creative and structured conceptualization stage, building on the insights obtained during the analysis phase. Mind mapping was employed as the primary tool for idea generation. Centered on the concept of "Mukti Collection," the mind map branched out into various keywords such as warmth, "anabul" (a colloquial Indonesian term for pets), product attributes such as bells, brand values (success, happiness, and prosperity), and the brand's initials. This process helped visualize the relationships between ideas and opened new, more varied possibilities. According to (Dong et al., 2021), mind mapping can stimulate creativity and assist in formulating visual concepts relevant to brand identity. Furthermore, (Aulia et al., 2021) menekankan bahwa konsistensi visual dari logo penting untuk membangun sistem identitas visual yang kuat. Dengan demikian, eksplorasi ide yang dilakukan terbukti mendukung terbentuknya konsep yang sesuai dengan karakter Mukti Collection.

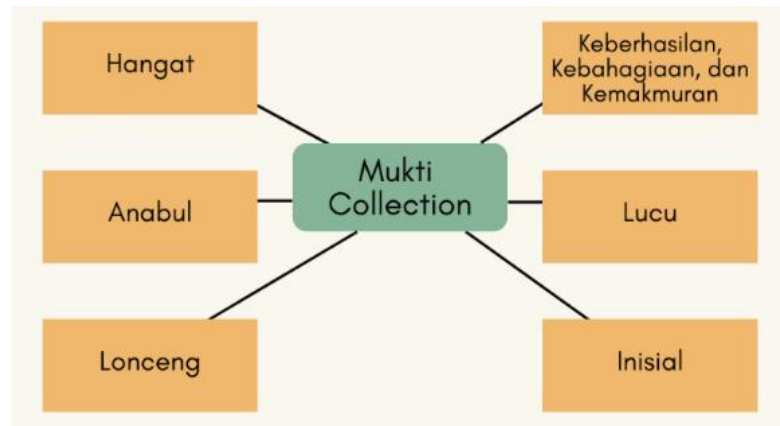


Figure 1. Mindmap
Source: Maulidiyana, 2025

The concepts generated through mind mapping were then translated into visual form during the design development stage. The process began with manual sketch explorations carried out freely and expressively to capture the essence of the formulated concept. Promising sketches were further developed digitally to achieve precise visual forms. The resulting design alternatives were presented to the brand owner for feedback, which was then used as the basis for revisions. This process was iterative, continuing until alignment was achieved between the designer's vision and the brand owner's expectations. As a result, the final logo not only fulfilled aesthetic considerations but also represented the identity and philosophical values of Mukti Collection. These visual explorations reinforce the findings of (Dong et al., 2021) which suggest that mind mapping is effective in filtering ideas into well-targeted concepts, ensuring that the final result is aligned with the brand's character and values. The selection of colors, typography, and symbols was carefully made to reflect the brand's character while maintaining legibility across various media (Rohmah & Pandanwangi, 2023).



Figure 2. Sketsa
Source: Maulidiyana, 2025

4. Design Development

In the design development stage, the sketches were further refined to produce three of the best logo alternatives, which were then re-evaluated based on aesthetics, legibility, alignment with brand identity, and relevance to the target audience. This iterative visual exploration process is in line with (Justin et al., 2022) who state that the stages of brainstorming and re-analysis are effective in producing a strong visual identity for MSMEs. Furthermore, this iterative practice follows the principle of repeated cycles of creation, testing, and refinement, resulting in an optimal visual solution. Consequently, the final logo selected was not only visually appealing but also met conceptual and strategic standards that support the strengthening of Mukti Collection's brand identity.



Figure 3. Pilihan Logo Terbaik
Source: Maulidiyana, 2025

After presenting and discussing the three design alternatives with the brand owner, the final decision was made to select the concept based on the integration of the brand's initials "M" and "C." This concept was considered the most strategic because it created a unique visual mark, directly connected to the name "Mukti Collection," and had strong potential to become a memorable brand asset. The chosen logo represents a careful synthesis of visual elements. The circular frame not only serves as a boundary but also conveys a sense of wholeness, community, gentleness, and protection. The letter "M" is transformed from a simple character into a logogram depicting a cat's face, while the letter "C" frames it in a dynamic hugging gesture.

The addition of a bell icon functions as an immediate visual cue that associates the logo with pet accessories. The bright yellow color symbolizes positive energy and happiness, whereas the deep black provides contrast, professionalism, and a timeless sense of premium quality. These findings align with (Rotama, 2022) who emphasizes the importance of optimizing logo legibility across different media to ensure functionality and recognizability. Similarly, (Dumamika et al., 2023) stress the importance of consistent visual elements with cultural meaning to build a strong identity. These principles were applied in the selection of shapes, colors, and symbols in the Mukti Collection logo to ensure that it reflects the brand's character while maintaining aesthetic harmony with its core values. Semiotic analysis at this stage was crucial to confirm that the logo communicates the intended message effectively to the target audience (Handayani & Nuzuli, 2021).



Figure 4. Logo Final Design dan Versatility
Source: Maulidiyana, 2025



Figure 5. Logo Pattern
Source: Maulidiyana, 2025

5. Implementation

The implementation phase is a crucial stage in visual communication design because it serves as the process of concept verification through testing its application across various media (Alim & Chandra, 2023; Gonzalez et al., 2016). The approved final logo was applied to multiple digital and physical media. This implementation not only functioned as visual application but also acted as a prototyping process to test the logo's flexibility and effectiveness. The design proved to be highly adaptable, allowing it to be applied across a wide range of products and digital platforms.

As (Gonzalez et al., 2016) note, this stage is often referred to as simulation or prototyping, which aims to evaluate the logo's visual flexibility and effectiveness across brand touchpoints. The results of this implementation demonstrate that the Mukti Collection logo successfully maintains visual identity consistency across various media, aligning with the principles described by (Gonzalez et al., 2016). This consistency strengthens the brand image and enhances brand awareness. The final logo was then implemented as profile pictures for Instagram and Shopee.

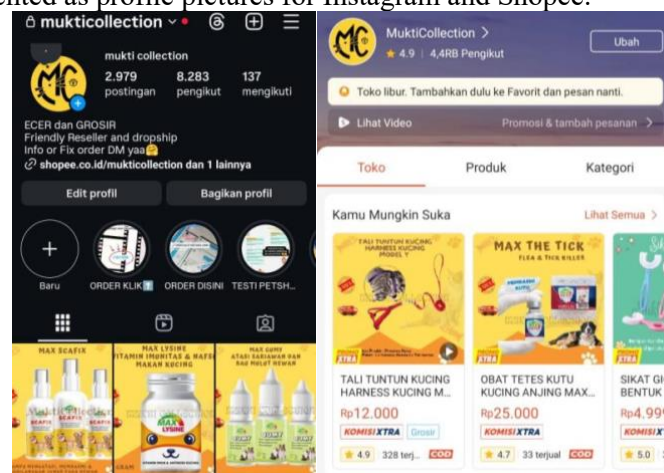


Figure 6. Profile Picture Instagram dan Shopee
Source: Maulidiyana, 2025

The implementation of the final logo was not limited to digital platforms but was also extended to physical media such as product packaging and the MSME's signboard. The logo was applied to hang tags attached to each product. These hang tags not only served as complementary packaging elements but also acted as indicators of authenticity, reinforcing the visual association between the brand and its products. Thank-you cards were also used as an implementation medium, creating a more personal emotional experience for customers after purchase and making them feel appreciated. In addition, the logo was applied to promotional media such as discount posters for marketing campaigns, both in offline stores and online platforms, thereby reinforcing a professional impression. The visual identity was also implemented on the store's signboard, serving as the physical representation of the brand in public spaces and functioning as an instant identifier while strengthening brand image in the long term.





Figure 7. Hang Tag, Thank You Card, Poster Diskon dan Signboard
 Source: Maulidiyana, 2025

In addition, the logo was also implemented on various merchandise items such as T-shirts and keychains, serving as an effective promotional strategy. Applying the logo to merchandise allows consumers to wear and promote the brand indirectly while also functioning as practical decorative items. These merchandise products can also be offered as bonuses or special gifts for customers during specific transactions, thereby encouraging consumer engagement and fostering greater brand loyalty.



Figure 6. Merchandies Kaos dan Gantungan Kunci
 Source: Maulidiyana, 2025

CONCLUSION

This study successfully designed a logo for the MSME Mukti Collection as a solution to the absence of a visual identity that had previously hindered its brand awareness. The five-stage design process produced a logo based on the initials “M” and “C,” incorporating visual elements of a cat, a bell, a circular frame, and a yellow–black color palette. The implementation of the logo across various digital and physical media created a consistent brand identity, strengthened the brand image, and increased the potential for consumer recognition. These findings reinforce the theory that a strong visual identity is a strategic foundation for building brand awareness and a professional image for MSMEs in the digital era. The consistency of logo application across multiple touchpoints is in line with previous studies that emphasize the importance of visual differentiation as a key factor in achieving competitive advantage.

Practically, this research provides a tangible example of how a design-based approach can be applied as an effective branding strategy for MSMEs in the pet accessories sector. For future development, it is recommended that Mukti Collection continue to expand the implementation of its visual identity across more marketing media, including interactive digital campaigns. Future studies may also explore the effectiveness of visual identity through quantitative methods, such as measuring brand recall levels or customer satisfaction after the logo implementation. These findings can thus serve as a basis and reference point for further studies on visual design–based branding strategies for MSMEs.

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