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**A Study on Corporate Identity Design
For “Mam Mam Pet Treats”**

**LOW LI TING
C17A0076**

A thesis submitted in fulfilment of the requirements for the degree of
Bachelor of Creative Technology with Honours

**Faculty of Creative Technology and Heritage
UNIVERSITI MALAYSIA KELANTAN**

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ABSTRACT

Corporate Identity is a part of visual communication. A Corporate Identity not only can help to build up company or your business image but also help the company be recognized and remembered. A Corporate Identity can include many such as business card, mug, T-shirts, website and logo. It gives consumers a sense of trust with a stabilize Corporate Identity. Mam Mam Pet Treats is an online trading platform of freeze dry healthy treats for cat and dogs. It is not only tasty for the cat and dogs but also provide more required nutrients. However, their platform just entered the market since September 2020. They don't have any stabilize identity to represent their platform. On the other hand, Mam Mam Pet Treats does not have any branding that represent their platform such as business card, mug, T-shirt or any miscellaneous. Then, this study has to study current successful corporate identity design, to design a corporate identity for "Mam Mam Pet Treats" and, to determine the suitable corporate identity design for "Mam Mam Pet Treats". This study describes everyone to understanding the important of corporate identity for a business even a small online platform business. The questionnaire will be distributed to 100 respondents via google form survey. The data was concluded and analyzed using tables and charts. Overall has 90% of respondents agreed that corporate identity important for marketing and advertising. In addition, most of the respondents agree that if a company's corporate identity comes out with more branding such as packaging, name card, and stationery will be more effective. Hence, the researcher was able to finalize the corporate identity for "Mam Mam Pet Treats" via the google form survey. As a conclusion, the researcher can conclude that corporate identity for "Mam Mam Pet Treats" is very effective.

Keywords: Corporate, Identity, Design, Mam Mam Pet Treats

ABSTRAK

Korporat Identiti adalah sebahagian dari komunikasi visual. Korporat Identiti bukan sahaja dapat membantu membina syarikat atau imej perniagaan anda tetapi juga dapat membantu syarikat anda dikenali dan dikenang. Korporat Identiti boleh merangkumi banyak seperti kad nama, cawan, kemeja-T, laman web dan logo. Ini memberi kepercayaan kepada pengguna dengan menstabilkan Korporat Identiti. Mam Mam Pet Treats adalah platform perdagangan dalam talian untuk makanan sihat kering beku untuk kucing dan anjing. Ia bukan sahaja enak untuk kucing dan anjing tetapi juga menyediakan nutrien yang diperlukan. Namun, platform mereka baru memasuki pasaran sejak September 2020. Mereka tidak mempunyai identiti yang stabil untuk mewakili platform mereka. Sebaliknya, Mam Mam Pet Treats tidak mempunyai jenama yang mewakili platform mereka seperti kad nama, mug, T-shirt atau lain-lain. Dengan ini, kajian ini bertujuan untuk mengkaji reka bentuk korporat identiti yang berjaya, merancang korporat identiti untuk "Mam Mam Pet Treats" dan untuk menentukan reka bentuk korporat identiti yang sesuai untuk "Mam Mam Pet Treats". Kajian ini menjelaskan kepada semua orang untuk memahami kepentingan korporat identiti untuk perniagaan bahkan perniagaan platform dalam talian yang kecil. Soal selidik akan diedarkan kepada 100 responden melalui boring soal selidik. Data disimpulkan dan dianalisis menggunakan jadual dan carta. Secara keseluruhan terdapat 90% responden bersetuju bahawa identiti korporat penting untuk pemasaran dan pengiklanan. Di samping itu, kebanyakan responden bersetuju bahawa sekiranya identiti korporat bagi sesebuah syarikat menghasilkan lebih banyak jenama seperti pembungkusan, kad nama, dan alat tulis akan lebih berkesan. Oleh itu, penyelidik dapat menyelesaikan identiti korporat untuk "Mam Mam Pet Treats" melalui boring soal selidik. Sebagai kesimpulan, penyelidik dapat menyimpulkan bahawa identiti korporat untuk "Mam Mam Pet Treats" sangat berkesan.

Kata Kunci: Korporat, Identiti, rekabentuk, Mam Mam Pet Treats

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Corporate Identity Design is the visual perception of an organization. Design for corporate identity involves the logo, typeface, imagery, and style guidelines.

A logo is the basis of the graphic elements of corporate identity. It is a symbol of the organization. For example, McDonald, Google, Starbuck, and Shell. When we saw these logo we will automatically know what is it because their logo represents their company. A typeface is one of the key elements of corporate identity.

A typeface is a set of characters with the same design but different font. Some popular typeface was Arial, Times New Roman, and Verdana. A typeface is customized of characters that develop by the overall type however, a font is computerized that allows users to emulate or design with their own laptop. It can also include variations such as bold, italic, underline, regular, and light.

Imagery is formed by photography and illustration that represent an organization. As expertly as words, images are effective elements of corporate identity. For recognizable organizations such as STARBUCKS, it has clear, consistent, and ownable photography has allowed them to differentiate from their competitors and have underpinned some of the most successful and memorable campaigns to date.

Style guidelines appear when you have created all the corporate identity elements. It helps to ensure a project successful. Also identified as a corporate identity manual or corporate identity design manual, guidelines ensure the consistent implementation of your brand identity by all individuals.

In conclusion, the research of this thesis will be a guidelines book as the suggestion for the “Mam Mam Pet Treats” to use it.



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1.2 RESEARCH BACKGROUND

Nowadays still have many businesses ignored the importance of Corporate Identity. A Corporate Identity not only can help to build up a company or your business image but also help the company be recognized and remembered. A Corporate Identity can include many such as business cards, mugs, T-shirts, websites, and logos. It gives consumers a sense of trust with a stabilize Corporate Identity.

On the other hand, the current market is full of competition, a Corporate Identity can increase a business's competitive edge and customer awareness. The Corporate Identity of your business is the most important and also powerful tool for your business to grow in this competitive market. Indirectly, it drops a good and positive impact of your company on your customer's mind.

The outcome of this thesis is a brand identity guidelines book created for "Mam Mam Pet Treats". As the problem statement mentioned below, "Mam Mam Pet Treats" is an online business platform that has just entered the market since September 2020. Their business still did not have any corporate identity except the simple logo. This makes their business faced various issues such as marketing, sales issues. Customers can't put 100% trust in their business. They don't have any branding to represent their business even their food packaging was also too literal without any characteristics.

The research of this thesis will be a guidelines book as the suggestion for the "Mam Mam Pet Treats" to use it.

1.3 PROBLEM STATEMENT

Mam Mam Pet Treats is an online trading platform of freeze-drying healthy treats for cats and dogs. It is not only tasty for the cats and dogs but also provides more required nutrients. However, their platform has just entered the market since September 2020. They don't have any stable identity to represent their platform.

In brief, they just have a simple food packaging with a packaging of zip-lock. For the food packaging, they just put on their current logo design which was too literal. This will cause the consumers to lack imagination in this logo. It's also poor color selection which just blacks at all.

On the other hand, Mam Mam Pet Treats does not have any branding that represents their platform such as business cards, mugs, T-shirts, or any miscellaneous.

According to the book *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, branding can be defined as “a disciplined process used to build awareness and extend customer loyalty. It requires a mandate from the top and readiness to invest in the future. Branding is about seizing every opportunity to express why people should choose one brand over another.”

1.4 RESEARCH OBJECTIVE

- To study current successful corporate identity design
- To design a corporate identity for “Mam Mam Pet Treats”.
- To determine the suitable corporate identity for “Mam Mam Pet Treats”.

1.5 RESEARCH QUESTION

- Is corporate identity design important to businesses?
- What is the corporate identity of “Mam Mam Pet Treats”?
- What is needed to maintain a successful corporate identity design of “Mam Mam Pet Treats”?

1.6 DEFINITION OF TERM

CORPORATE

- Corporate means relating to business corporations or to a particular business corporation.

IDENTITY

- The identity of a person or place is the characteristics they have that distinguish them from others.

DESIGN

- A plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is made.

1.7 DELIMITATION

- The target audience of this research is the general public who have little knowledge about corporate identity.

1.8 SCOPE OF THE RESEARCH

- The case study was done by the researcher to innovate a corporate identity for “Mam Mam Pet Treats” and by the way also to raise the awareness of an organization about the advantage and importance of corporate identity. The case study was conducted in an online survey form which is the google form. The selected respondents were male and female regardless of age.

1.9 SIGNIFICANT OF THE STUDY

- This research was giving a much benefit to those who are new to the market or consider starting their business. It gives a sense of importance to know that the importance of the Corporate Identity of a business.

1.10 RESEARCH PROCESS

In this case study, the researcher has prepared a schedule of this study as in the following table below.

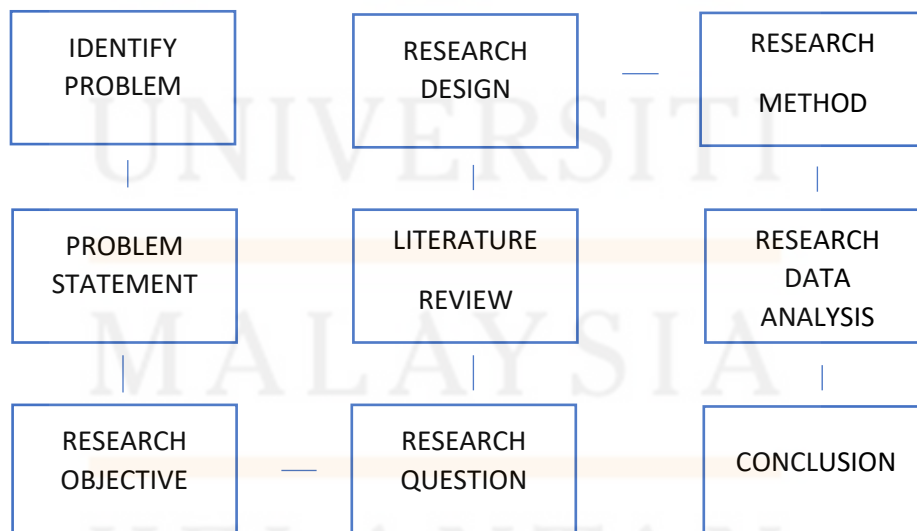


Figure 1: PROCESS

In the figure above, the researcher has stated that the first method of this case study is to identify the problem and the problem is about the corporate identity of “Mam Mam Pet Treats”.

The second method is that the researcher has chosen to state the problem of “Mam Mam Pet Treats. Next, the research objectives had stated by the research in the objective column.

The next stage is the research question. The researcher will state each question. After the research question is stated, the literature review will be coming out to review some studies to be used as a reference source in obtaining data and information.

In the next stage, the researcher will design the study in terms of researcher trying to obtain data and information through survey forms and questionnaire sections through online social media. In this method, the researcher will attach some sample of the study that will be used by the researcher through some of the medium which is literature review.

After that, researcher will start obtain data and information via google form. Google form will be given to all respondents via online methods.

In conclusion, researcher will summarize the case study throughout the ways.

1.11 SUMMARY

- The case study doing by the researcher is very important as the main medium to raise the awareness of an organization about the advantage and importance of corporate identity.

CHAPTER 2

LITERATURE REVIEW

2.0 VISUAL IDENTITY

Visual Identity is one of the parts of Corporate Identity. It is how you make the sense of sight and create an impression through the visible elements of your brand. Visual Identity is a way to describe everything that customers can physically see, from the logo to the interior design of a store. It can be a guide to a brand which provides consistent instructions on how the brand should be visually represented in all the times.

The purpose of visual identity is:

- To create an emotional impression on viewers
- To inform viewers about the nature of the brand and services/products offered
- To unify the many different aspects of a business through consistent visuals

The elements of visual identity include graphics, typography, logo, color palette, logo, typeface and font.

2.0.1 EXAMPLE OF SUCCESSFUL LOGO

A logo can be described as the face of a company or businesses. According to Andrew Wilshire (2019), The most revered logos are, almost without exception, graphically simple. This doesn't mean they're simple to create. Reducing an idea down to an elemental symbol is often the toughest part of the logo design process. Below was some example of the successful logos.

i. Lego: The bubble writing



Picture 2.1: Logo of Lego

Designed: 1954 (bubble writing), 1973 (current version), 1998 (small update)

Designer: Various in-house Lego staff

Years in use: 1954 to present

Every kid's favorite toy at some point in their childhood, Lego is about creativity, freedom, and play. The brand's bright logo connects effortlessly with all these messages.



Picture 2.2: First version of lego's logo

Picture above shown the first version of the bubble writing. It went through many iterations, particularly in the company's early years. The bubble writing was first used around 1954, and the current version has been in use since 1973 (other than a minor modernization in 1998).



Picture 2.3: Logo of lego on packaging

The logo is still going strong in today's competitive toys market.

ii. **FedEx: The arrow**



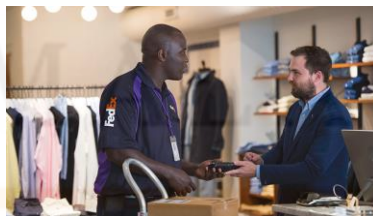
Picture 2.4: Logo FedEx

Designed: 1994

Designer: Lindon Leader

Years in use: 1994 to present

If you're not aware of the arrow in FedEx's logo, then prepare yourself—there's no going back from this one. Designer Lindon Leader created the FedEx logo back in 1994. At first glance, it's a wordmark set in bold Futura, the iconic geometric typeface designed by Paul Renner in 1927.



Picture 2.5: Corporate identity of FedEx

But for this logo, the type is specially modified so that the negative space between the “e” and the “x” forms a lovely white arrow. Just like the silences in music are as important as the notes, the white space in graphic design is as functional as the positive elements.

iii. McDonald's: The golden arches



Picture 2.6: Logo of McDonald

Designed: 1952-1968

Designer: Stanley Clark Meston and others

Years in use: 1968 to present

Conceptualized by (non-designer) brothers Richard and Maurice McDonald in 1952, the Golden Arches motif was developed by various hands over the following two decades. The current version has been in use for over fifty years!



Picture 2.7: Corporate Identity of McDonald

Like many great logos, its level of recognition is supported by wider branding, including the company's distinctive red and yellow color palette. This can be seen in the success of a recent ad campaign, which used closely cropped parts of the logo, the two brand colors, and little else.

iv. Starbucks: The mermaid



Picture 2.8: Starbucks Logo

Designed: 1987

Designer: Various

Years in use: 1987 to present

Starbucks' mermaid logo concept originally dates back to 1971, but it was significantly simplified and turned into a "proper" logo in 1987. Since then, it has had a couple more iterations, the most recent of which in 2011 stripped away the text and just left the circular logo graphic.



Picture 2.9: The evolution of Starbucks' logo

Starbucks is a great example of how the primary purpose of a logo is to spark recognition, rather than to literally explain what a company sells. Naked mermaids might not seem like the obvious choice for a coffee company. However, for exactly this reason, Starbucks' logo has made it a highly distinctive brand in spite of intensifying competition. The way that the logo has been graphically simplified over the years only adds to its memorability.

2.0.2 EXAMPLE OF SUCCESSFUL CORPORATE IDENTITY

Corporate identity is not just a combination of logo, slogan, corporate colors, and fonts. Its main goal is to create a recognizable image of the company in the eyes of consumers. According to Alessandro Bonaccorsi (2019), Corporate image encompasses everything about a company that's visible (visual communication, product advertising etc.) and also strongly influences corporate identity, in which it plays an important part. A company speaks and communicates through its image and does so predominantly using graphic design. Below are some examples of successful corporate identity.

i. Apple

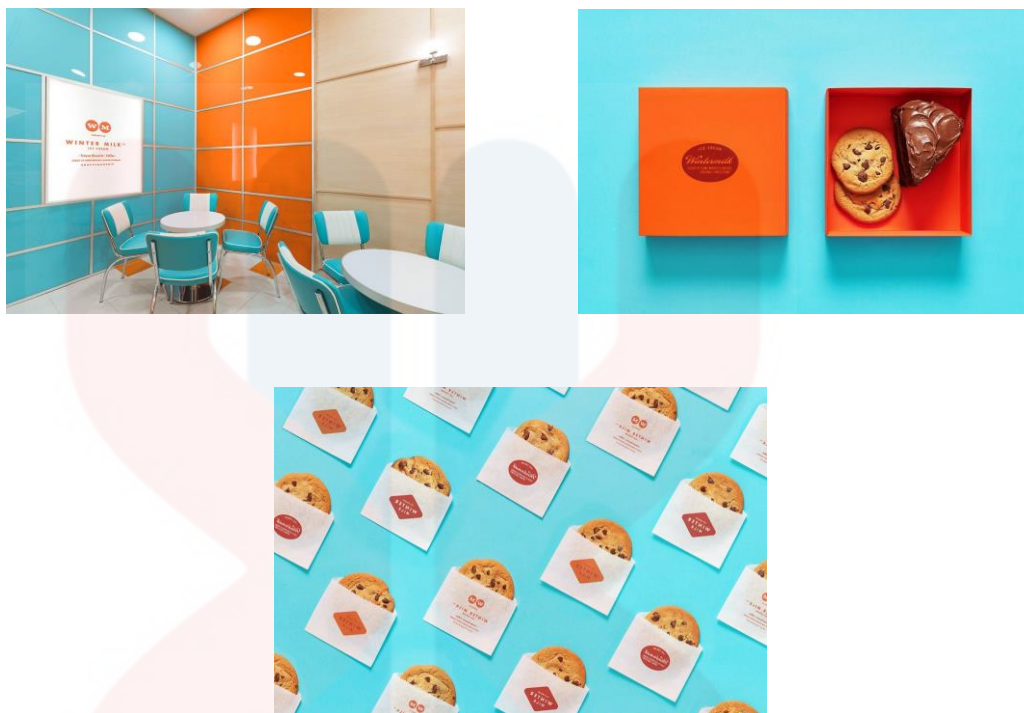
The brand strategy is built on a strong emotional connection with consumers. "Our products make you special," the idea is embedded in all of Apple's advertising campaigns and user communications. A cult company does not focus on products in its branding. It focuses on the qualities you will acquire with its products such as inspiration, creativity, and originality. This message is enhanced by graphics and colors of monochrome and metallic fine lines while its laconicism is associated with luxury, style, and sophistication.



Picture 2.10: Corporate Identity of Apple

ii. Winter Milk

The use of natural ingredients is the core concept of the Mexican cafe chain with craft ice cream. Identity is designed in the 60s style. Nostalgic feelings evoke associations with family trips to an ice cream parlor, quality products, and a light and carefree mood. This atmosphere is reflected in the café's interior. Corporate colors include contrasting orange (traditional for the Netherlands, which is famous for its quality of dairy products) and blue (associated with coolness). Rounded lines and clean laconic typography remind you of the 60s. The logo is also made in the same style with the brand name placed in a rhombus with rounded edges. The brand Identity covers a maximum number of points of contact with customers including signboard, interior (plastic labels with the names of the ice cream), staff uniforms and product packaging.



Picture 2.11: Corporate Identity of Winter Milk

iii. Tiffany & Co.

One of the world’s most famous brand identities, thanks in no small part to the classic film starring Audrey Hepburn, belongs to New York jeweler Tiffany & Co. Its signature sea green, refined lettering makes it one of the world’s most recognizable brands: the whole corporate identity follows these rules of elegance and minimalism, paying maximum attention to a handful of details. While Tiffany & Co.’s corporate image was graphically sound, the fierce competition in the luxury market led the firm to bring in Pentagram, arguably the world’s best graphic design agency, to see what could be improved in its image. The changes Pentagram made are almost imperceptible to the consumer’s eye, but they created a harmony between elements that was previously missing. For example, they redrew the logotype by hand to make it look like a hot-metal type face. They also subtly made over the packaging, reducing the size of the logo on bags and boxes by 40% and switching from printing to foil stamping.

TIFFANY & Co.



Picture 2.12: Corporate Identity of Tiffany & Co

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2.0.3 LOGO

A logo is the foremost symbol for a brand, and it informs many of the graphics, color and typography choices of the visual identity going forward. This category would also include identifying materials such as business cards, letterheads and social avatars/cover images, where the aim is primarily to distinguish the brand.

According to George Adîr,a*, Victor Adîr b , Nicoleta Elisabeta Pascuc (2012), Is very important to see the evolution of well-known logos to understand in which way the public received the logo after a lifting process. Every time, in a specialized literature, is presented Coca Cola logo as a timeless graphic symbol, the same from 1885. As a distinction, Pepsi Cola logo is different from writing hand (1898) to typographic style (today). Apple is another example. At the beginning (1976) was as a picture of Isaac Newton and the name Apple Computer (difficult to be understand for many people) and now is only an apple. Ford– from 1927 till now is almost the same shape and the white name Ford on a blue matter. Mazda has passed from writing Mazda (1934) to this spectacular logo of today. For Renault is a rhomb (1925) till the diamond rhomb (2011). General Electric has the same circle from 1930 and an ornamental writing. Alfa Romeo is keeping the same shape and symbols from 1910. Shell also has kept a shell shape (from 1904) and now there is a modern and styling shape of it. Federal Express is now Fed Ex having an incorporated white arrow as sign. (p. 653)

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Picture show below is the original logo of “Mam Mam Pet Treats” before transform. It can be show that the logo was not have any characteristic related to the business as it is a food supplier for pets. The food packaging was also too simple without any attractive.



Picture 2.13: Original logo of “Mam Mam Pet Treats”



Picture 2.14: Original packaging of “Mam Mam Pet Treats”

2.0.4 TYPE OF LOGO

- LETTERMARKS

Lettermarks also called as monogram logos. It is a type of logo created by using typography through the use of its initials or the brands first letter. Lettermark is all about simplicity. For example, how much easier is it to say and remember Mcd versus Mcdonald's?



Picture 2.15: Example letter marks logo of McDonald

Because the focus is on initials, the font you choose (or create) is very important to make sure your logo is not only on-theme with what your company does, but also legible when you print on business cards. Below was some example of lettermarks logo.



Picture 2.16: Example of lettermarks logo

- **WORDMARKS**

Wordmarks logo also called as logotypes. It is quite similar to a lettermark, a wordmark or logotype is a font-based logo that focuses on a business's name alone. Example Visa and Coca-Cola. Wordmark logos work really well when a company has a succinct and distinct name. Google's logo is a great example of this. The name itself is catchy and memorable so, when combined with strong typography, the logo helps create strong brand recognition.



Picture 2.17: Example of wordmarks logo

- **PICTORIAL MARKS**

Pictorial marks are type of logo created in immediately recognized ways. It has been simplified and stylized in a unique way. For example, when you saw the apple's logo, you will realize that it is Iphone, Ipad, Macbook immediately.



Picture 2.18: Example of pictorial marks logo

- **ABSTRACT MARKS**

Abstract mark is a symbol that conveys a big idea in an interesting shape. Abstract marks are highly conceptual.



Picture 2.19: Example of abstract marks logo

- **MASCOTS**

Mascots logo is a logo that mostly famous. It can be the illustration cartoon character, also a “spokesperson” that represents your brand. Much of your advertising will be centered around them.



Picture 2.20: Example of mascots logo

- **COMBINATION MARKS**

Combination marks is the type of logo which include the combination of wordmark or can say as the combination of whole type of logo. For example, you can pair a lettermark with a mascot, a monogram with abstract image, or whichever combination speaks to you the most.



Picture 2.21: Example of combination marks logo

2.1 TYPOGRAPHY

Typography design is the art and technique of arranging type. It's at the center of a designer's skill set and is about much more than simply making the words legible. The typeface you choose and how it works with your layout, grid, colors scheme and so on will make the difference between a good, bad and great design.

According to Richard Brath, Ebad Banissi. (2016), In data visualization, abstract data elements like quantities or categories are encoded into visual attributes of geometry—colors, sizes and shapes—and depicted on an interactive screen or printed on paper. These visual representations act as external memory aids. They facilitate perceptual inferences—spotting outliers, estimating trends and comparing sizes, and enable higher-level tasks such as generating hypotheses and disseminating findings. However, typographic attributes such as bold, italic, and font family variations are rarely used to assign meaning to the data included in visualizations, suggesting a missed opportunity. Using typo-graphic elements to expand the design space of data visualization can enable new types of visualizations, inspire novel applications within existing domains, and lead to potential new areas of economic activity. (p.60)

The two basics function of typography are readability and legibility. Readability is to make sure that your typography is getting and keeping the interest of the reader, more about appeal and how the typography of a text will engage your reader and encourage them to read more. Legibility is more about the font design, and about what the human eye prefers and finds easy as opposed to reading text with more effort which at the very least is tiring or frustrating. In style content harmony, the white zone balance should be kept well (Wong, 2011).



Picture 2.22: Example of typography use in logo

2.2 TYPEFACE AND FONT

Typeface is a set of character with the same design but different font. Some popular typeface was Arial, Times New Roman, and Verdana. A typeface is a designed set of characters that make up a complete set of type, while a font is the digital file that allows users to type out or design with on their computer. It can also include variations such as bold, italic, underline, regular and light.

According to Katherine Haenschen, Daniel J. Tamul. (2019), Although extensive political communication research considers the content of candidate messages, scholars have largely ignored how those words are rendered – specifically, the typefaces in which they are set. If typefaces are found to have political attributes, that may impact how voters receive campaign messages. Our paper reports the results of two survey experiments demonstrating that individuals perceive typefaces, type families, and type styles to have ideological qualities. Furthermore, partisanship moderates subjects' perceptions of typefaces: Republicans generally view typefaces as more conservative than Independents and Democrats. (p. 244)

The font family composes all sizes and styles of a typeface. Some fonts are solely created for a single publication and its readers. Vogue is a font that is created for the fashion magazine. Times Roman is created for The Times of London magazine and the name of the magazine was shortened to name the font (Bergsland, 2012). The equivalent of 10pt is 13px and this is a good size to stick with for body copy on the web. Anything smaller than these sizes will be too small for the average viewer to read.



Picture 2.23: Styles of type

2.3 COLOR PALETTE

Color is used to identify a brand through a scheme. It should be simple with only 1 to 3 primary colors. Though the color palette often begins with the logo, these colors should be repurposed for all brand materials. Designers will generally need to assign a primary color (the main color for your brand), a secondary color (to be used in the background), and an accent color (for contrast on assets such as a CTA button). Keep in mind that the absence of color, such as black and white, is a perfectly valid color choice as well.

A lot of color psychology is intuitive, like blue expressing calm and red and yellow expressing passion and energy. Depending on the tint or shade of a color you use, that emotion can be adjusted. A tint is the color mixed with white, making it lighter, and a shade is the color mixed with black, making it darker. A lighter tint of blue conveys tranquility, while a darker shade of blue often conveys trust, an effect that many banks use in their color schemes.

As mentioned earlier, brands should have only a few primary colors, but you can also select secondary colors to be used alongside your primary colors in some of your materials. Selecting a few additional colors helps your brand stay exciting but still on brand.

Designers should try to compare the specifications of colors with the content of the scripts. The desired effects can easily be obtained by colors that are suitable with the content or the parts to attract the attention (Kidd, 2011).

(Bertin, 1983; Ware, 2012). Color is one of many visual features that can be used to communicate abstract information, with others including size, texture, orientation, and shape.



Picture 2.24: Most of the logo show that only use 1 to 3 primary colors

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

In this chapter, the researcher will explain the method that will be used during the study which involves several processes of data collection and data analysis to achieve the objectives that have been discussed in chapter 1. The data will explain the research methodology used by the researcher throughout this case study. The research aimed to design a crisp and memorable logo for “Mam Mam Pet Treats”.

3.2 RESEARCH METHOD

In the process of this case study, the researcher has used several research methods so that the process of the case study is accurate based on the selected research source through the following method:

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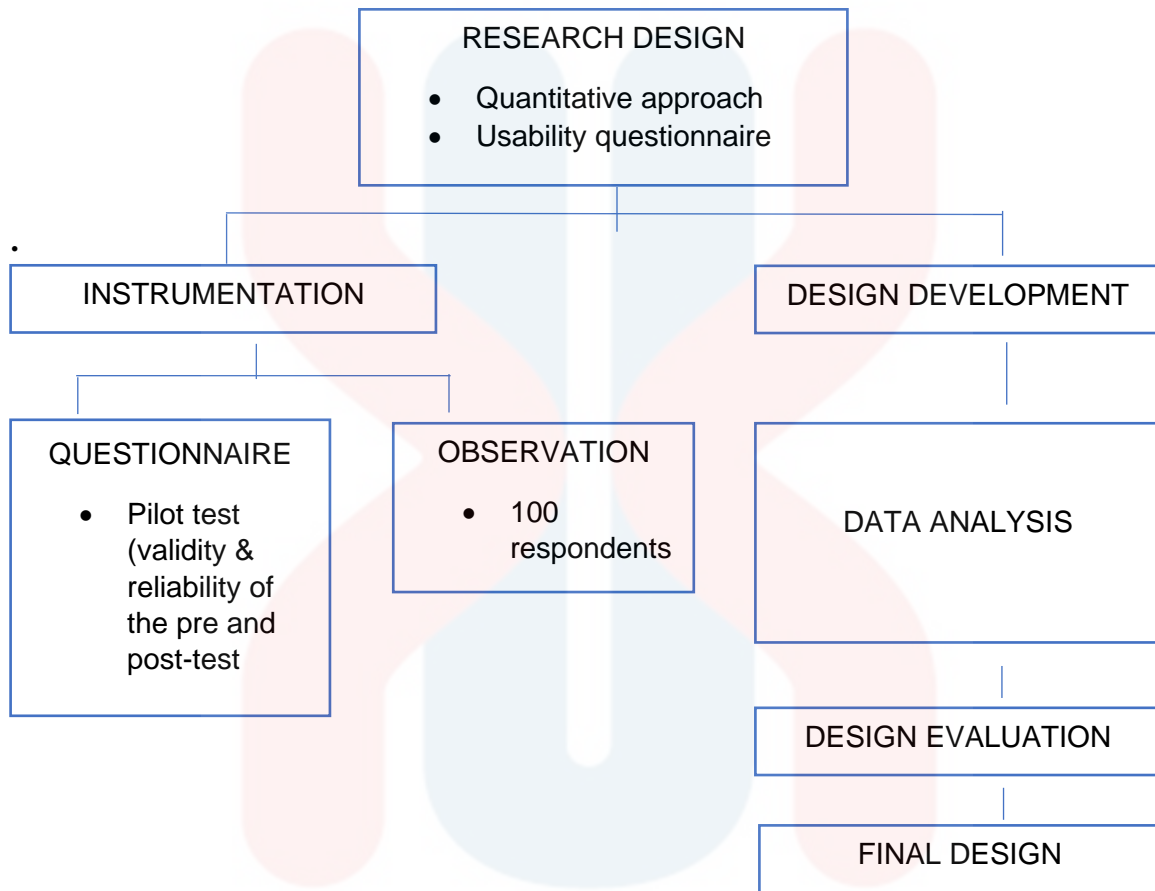


FIGURE 3: PROCESS OF METHODOLOGY

3.2.1 RESEARCH DESIGN

The researcher has used quantitative methods which are “google form” questionnaire as a way to collect data. “Google form” is a form that easily fills online. The “google form” has been prepared and distributed through “WhatsApp”, “WeChat”, “Facebook” and any online applications.

Usability questionnaire and observation will be used in this case study through online methods on social media to collect data and analyze the opinions of the respondent

from various states and districts to ensure that the case study is being conducted effectively. The questionnaire included several open-ended questions and close-ended questions.

Observation came from a literature study that can found on the online internet or newspaper. The primary and secondary data was used to determine the suitable logo design for “Mam Mam Pet Treats” and also to archive the objectives discussed in chapter one.

The quantitative research method will be used and given out to 30 respondents for data collection. The quantitative research method mentioned objective measurement and numerical, statistical, mathematical analysis of data collected.

3.2.2 DESCRIPTION OF PARTICIPANTS

The target audience of this research are mostly people who are not familiar with corporate identity of a businesses at the age group from 18 until 45 and above. The setting of the age group is wider as to collect data from different generation.

3.2.3 DOCUMENTATION

This research method which is the documentation used to meet the study materials such as information from journals, articles, books, newspaper, and internet which related to the case study to support the case study to archive its objectives and target. The study materials from the documentation are intended as one of the methods of getting inspiration or ideas to improve the effectiveness of the study.

3.2.4 LOCATION

In this case study, there is no restricted location because the case study researches go through online. This means everyone can participate in the research.

3.2.5 OBSERVATION

The researcher also made an overall observation of the case study based on the problem statement which is “Mam Mam Pet Treats” does not have a corporate identity. Researcher made the observation via online internet. Researcher found that in recent years, the interests in corporate identity have increased significantly among academics and businesses. They believed a strong identity helps businesses to align with the marketplace, attract investors, motivate employees and distinguish their products and services. Besides, some business still didn’t realize the importance of corporate identity.

3.2.6 DATA ANALYSIS

Once all the data has been successfully collected through the quantitative method, the data will be analyzed relevantly and systematically. Data analysis will be done before and after the new design is produced to answer the questions and problems of the case study. Data analysis will be done by using Microsoft excel tool.

3.3 DATA COLLECTION PROCEDURES

The researcher will use quantitative methods to collect data which is “google form” via an online application. The questionnaire includes an open-ended question and a close-ended question which enable the respondents to write down their own’s opinions. The opinion will also be analyzed and taken into consideration.

3.4 DATA ANALYSIS PROCEDURES

At the end of the research method, the researcher will collect all the data from the questionnaires. An overall statistic and correct result will be marked out in form of pie charts and tables. Percentages (%) will be used as a unit to show the numerical data of the total respondents. After getting complete data, the data can then be concluded based on the final result. The final data is then taken into consideration as the basic determination of the final design of the logo and corporate identity for “Mam Mam Pet Treats”.

3.5 INSTRUMENTATION

The questionnaire and observation will be used in gathering data in this case study.

3.6 SUMMARY

Based on the survey, the researcher will be able to know the percentage and effectiveness of the methodology in achieving the objective of the case study. Researcher can also examine the similarities in this case study between the researcher's case study and the results of previous research. This method is also helpful to make the public understanding the importance and knowledge of corporate identity design.

CHAPTER 4

RESEARCH DATA ANALYSIS

4.1 INTRODUCTION

In this chapter, the researcher will discuss about the analysis based on the results obtained by using questionnaire form. The questionnaire was prepared by researcher via online google form for the purpose of data analysis process. The selection of questions is based on the discussion of problems of this study and helps to support this study. A total of 100 respondents had been collected and been analyzed. The questionnaire is separate into section which also included the respondent's profile. The answers collected was then finalize into bar charts form to get an accurate percentage of the data.

This chapter will also cover the design process of the corporate identity of "Mam Mam Pet Treats" from the first ideation to the final product. The final data obtained will help the researcher in the process of corporate identity development.

4.2 DATA ANALYSIS

Through the data collection process conducted by the researcher, a total of 100 respondent was contributed in this google form. In the analysis, there is a percentage that has been stated by the researcher based on the answers given by the respondents in the data to help this study going smooth throughout the ways.

4.2.1 FINDINGS ANALYSIS

Table shown below is the study findings obtained based on the forms answered by the respondents. The questionnaire was divided into 3 parts which is respondent's profile in section A, respondent's knowledge about corporate identity in section B, and respondent's perception on corporate identity of "Mam Mam Pet Treats" in section C.



SECTION A: RESPONDENT'S PROFILE

Respondent's profile		Frequency (n=100)	Percentage (%)
Gender	Female	64	64
	Male	36	36
Age group	18-30	80	80
	31-45	15	15
	45 and above	5	5
Ethnicity	Chinese	79	79
	Malay	18	18
	Indian	3	3
Occupation	Student	52	52
	Private	30	30
	Self-employed	10	10
	Not-working	6	6
	Government	2	2
Income	None	59	59
	1000-2000	12	12
	2000-3000	22	22
	3000-4000	1	1
	4000 and above	6	6

Table 4.1: Respondent's Profile

Based on the finding analysis in section A, the researcher was doing research regarding to respondent's profile. This is to help the researcher to understand more about the target audience. This Google form questionnaire consists total of 100 respondents. In overall female take the higher frequency which is 64 respondents with a total percentage of 64% compared with male which only 36 respondents with a total percentage of 36%.

A total of 80 respondents consisted of teenagers which age group from 18 until 30 with a percentage of 80%. Most of the ethnicity come from Chinese with a total percentage of 79%, following by Malay with a total percentage of 18% and Indian with a total percentage of 3%.

This survey form was also answered by the majority of students with a percentage of 52%, following by private with a total percentage of 30%, self-employed with a total percentage 10%, not-working with a total percentage of 6% and government with a total percentage of 2%.

In this data analysis, majority of them was no income. A total of 59 respondents consisted of no income who probably are students with a percentage of 59%, following by respondents who have income between 1000-2000 with a percentage of 12%, 2000-3000 with a percentage of 22%, 3000-4000 with a percentage of 1% and 4000 and above with a percentage of 6%.

4.2.2 FIVE-POINT LIKERT SCALE INTERPRETATION

To determine the minimum and the maximum length of the 5-point Likert type scale, the range is calculated by $(5-1=4)$ then divided by five as it is the greatest value of the scale $(4 \div 5=0.80)$. Afterwards, number one which is the least value in the scale was added in order to identify the maximum of the cell. The length of the scale range is determined below:

POINT	SCALE RANGE	RESULT	RESULT INTERPRETATION
5	4.30-5.00	Excellent	Very influential
4	3.41-4.20	Good	Influential
3	2.61-3.40	Fair	Neutral or do not know
2	1.81-2.60	Poor	Uninfluential
1	1.00-1.80	Very Poor	Very uninfluential

Table 4.2: Five Point Likert Scale Interpretation

SECTION B: RESPONDENT’S KNOWLEDGE ABOUT CORPORATE IDENTITY

QUESTIONS	Very Poor (1)	Poor (2)	Fair (3)	Good (4)	Excellent (5)	Mean	INTERPRETATION
1. How much you know about Corporate Identity?	20% (20)	4% (4)	25% (25)	33% (33)	18% (18)	3.25	Fair
2. Do you think Corporate Identity important for marketing and advertising?	2% (2)	0% (0)	8% (8)	19% (19)	71% (71)	4.57	Excellent
3. Corporate Identity is the main ways to attract interest of customers on your product.	0% (0)	2% (2)	16% (16)	25% (25)	57% (57)	4.37	Excellent

4. Do you interest on a company if they have only a Logo to represent their company without others Corporate Identity?	31% (31)	10% (10)	23% (23)	20% (20)	16% (16)	2.8	Fair
5. Do you agree if a company's Corporate Identity come out with more branding such as packaging, name card, and stationary will be more effective?	2% (2)	0% (0)	12% (12)	25% (25)	61% (61)	4.43	Excellent

Table 4.3: Respondent's knowledge about Corporate Identity

Based on the finding analysis in section B, the total respondents are 100 and the point is 1=very poor, 2=poor, 3=fair, 4=good, and 5=excellent. Mean will be calculate in this section to conclude the range within very poor to excellent.

In question 1, how much you know about Corporate Identity? Respondents had then found out that 20 respondents choose very poor, 4 respondents choose poor, 25 respondents choose fair, 33 respondents choose good and 18 respondents choose excellent. The mean calculation will be $\{1(20)+2(4)+3(25)+4(33)+5(18)\} \div 100$ which total the sum of point multiply with total respondents of each point and divided by total respondents. The mean of question 1 is 3.25 which is in the scale range of point 3. The result is fair which interpretate that most of them are neutral or do not know about what is Corporate Identity.

In question 2, do you think Corporate Identity important for marketing and advertising? The mean of question 2 is 4.57 which is in the scale range of point 5. The result is excellent which interpretate that most of them agree that Corporate Identity very influential for marketing and advertising.

In question 3, Corporate Identity is the main ways to attract interest of customers on your product. The mean of question 3 is 4.37 which is in the scale range of point 5. The result is excellent which interpretate that most of them agree that Corporate Identity is the main ways to attract interest of customers on your product and very influential.

In question 4, do you interest on a company if they have only a Logo to represent their company without others Corporate Identity? The mean of question 4 is 2.8 which is in the scale range of point 3. The result is fair which interpretate that most of them are neutral or do not know their interest toward the company if they don't have others Corporate Identity except of logo.

In question 5, do you agree if a company's Corporate Identity come out with more branding such as packaging, name card, and stationary will be more effective? The mean of question 5 is 4.43 which is in the scale range of point 5. The result is excellent which interpretate that most of them agree that Corporate Identity come out with more branding will be very influential to a company.

SECTION C: RESPONDENT’S PERCEPTION ON CORPORATE IDENTITY OF “MAM MAM PET TREATS” BEFORE AND AFTER DEVELOPMENT

QUESTIONS	Very Poor (1)	Poor (2)	Fair (3)	Good (4)	Excellent (5)	Mean	INTERPRE-TATION
1. Logo design original	39% (39)	13% (13)	29% (29)	12% (12)	7% (7)	2.35	Poor
2. Logo design after development	0% (0)	4% (4)	3% (3)	16% (16)	77% (77)	4.66	Excellent
3. Packaging design original	36% (36)	9% (9)	28% (28)	13% (13)	14% (14)	2.60	Poor
4. Packaging design after development (Inside)	0% (0)	3% (3)	0% (0)	15% (15)	82% (82)	4.76	Excellent
5. Packaging design after development (outside)	1% (1)	5% (5)	7% (7)	19% (19)	68% (68)	4.48	Excellent
6. Thank you card design after development	0% (0)	3% (3)	7% (7)	24% (24)	66% (66)	4.53	Excellent
7. Cash bill design after development	0% (0)	5% (5)	3% (3)	15% (15)	77% (77)	4.64	Excellent

8. Name card design after development	0% (0)	4% (4)	7% (7)	22% (22)	67% (67)	4.52	Excellent
9. Pet bowl design after development	0% (0)	4% (4)	5% (5)	19% (19)	72% (72)	4.59	Excellent
10. Button badge design after development	0% (0)	3% (3)	1% (1)	20% (20)	76% (76)	4.69	Excellent
11. X-stand bunting design after development	0% (0)	4% (4)	5% (5)	14% (14)	77% (77)	4.64	Excellent
12. Lanyard design after development	0% (0)	3% (3)	1% (1)	17% (17)	79% (79)	4.72	Excellent

Table 4.4: Respondent's perception on Corporate Identity of "Mam Mam Pet Treats" before and after development

Based on the finding analysis in section B, the total respondents are 100 and the point is 1=very poor, 2=poor, 3=fair, 4=good, and 5=excellent. Mean will be calculate in this section to conclude the range within very poor to excellent.

In question 1, logo design original. The mean of question 1 is 2.35 which is in the scale range of point 2. The result is poor which interpretate that logo design original is uninfluential.

In question 2, logo design after development. The mean of question 2 is 4.66 which is in the scale range of point 5. The result is excellent which interpretate that logo design after development very influential.

In question 3, packaging design original. The mean of question 3 is 2.60 which is in the scale range of point 2. The result is poor which interpretate that packaging design original is uninfluential.

In question 4, packaging design (inside) after development. The mean of question 4 is 4.76 which is in the scale range of point 5. The result is excellent which interpretate that packaging design (inside) after development very influential.

Based on question 1 to question 4, researcher found out that most of the respondents agree that logo design and packaging design (inside) after development will be very influential toward company compare with original.

In question 5, packaging design (outside) after development. The mean of question 5 is 4.48 which is in the scale range of point 5. The result is excellent which interpretate that packaging design (outside) after development very influential.

In question 6, thank you card design after development. The mean of question 6 is 4.53 which is in the scale range of point 5. The result is excellent which interpretate that thank you card design after development very influential.

In question 7, cash bill design after development. The mean of question 7 is 4.64 which is in the scale range of point 5. The result is excellent which interpretate that cash bill design after development very influential.

In question 8, name card design after development. The mean of question 8 is 4.52 which is in the scale range of point 5. The result is excellent which interpretate that name card design after development very influential.

In question 9, pet bowl design after development. The mean of question 9 is 4.59 which is in the scale range of point 5. The result is excellent which interpretate that pet bowl design after development very influential.

In question 10, button badge design after development. The mean of question 10 is 4.69 which is in the scale range of point 5. The result is excellent which interpretate that button badge design after development very influential.

In question 11, X-stand bunting design after development. The mean of question 11 is 4.64 which is in the scale range of point 5. The result is excellent which interpretate that X-stand bunting design after development very influential.

In question 12, lanyard design after development. The mean of question 6 is 4.72 which is in the scale range of point 5. The result is excellent which interpretate that lanyard design after development very influential.

Based on question 5 to question 12, researcher found out that development of Corporate Identity to “Mam Mam Pet Treats” is very influential.

4.2.3 OVERALL DATA ANALYSIS

Through the data analysis in section A, B, and C, the researcher was able to conduct that most of the respondents was neutral or do not know what is Corporate Identity. This mean that they maybe have half or less than half of knowledge of Corporate Identity. Besides, most of the respondents agree that Corporate Identity is the main ways to attract interest of customers on the product. They also agree that Corporate Identity important for marketing and advertising. Indirectly, they agree that a company’s Corporate Identity come out with more branding such as packaging, name card, and stationary will be more effective.

Moreover, the researcher was also able to conclude the final design of the Corporate Identity of “Mam Mam Pet Treats” based on the data analysis. Most of the respondents was agree that logo, packaging inside and outside, thank you card, cash bill, name card, pet bowl, button badge, X-stand, lanyard design after development very influential to “Mam Mam Pet Treats”.

As a conclusion, the researcher can conclude that Corporate Identity for a company is effective and very influential.

4.3 THE DESIGN

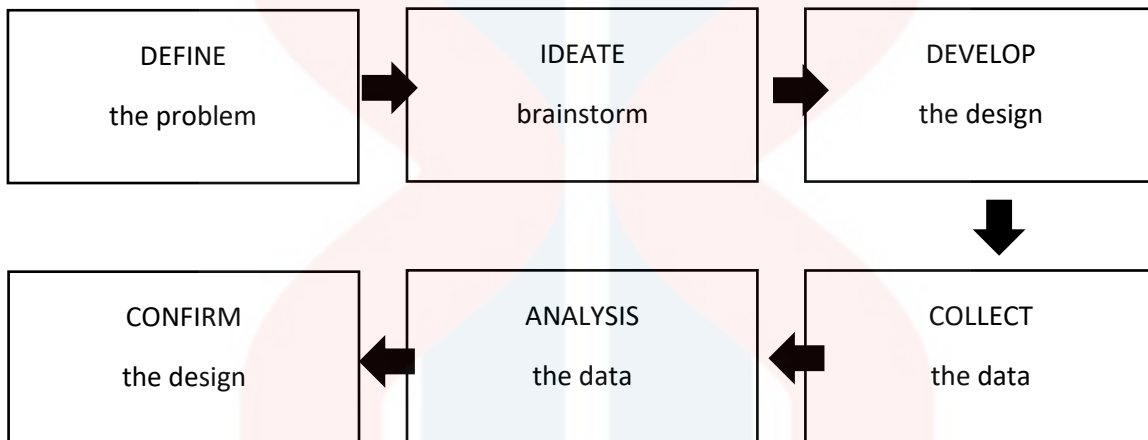


FIGURE 4: DESIGN PROCESS

Based on figure 4.1, there is 6 phase of design process. The researcher started the process by define the problem of “Mam Mam Pet Treats”, which they just have only a simple logo and packaging on their platform. Regarding to Corporate Identity, they need to come out with more such as name card, button badge, thank you card, lanyard, X-stand bunting, cash bill, and pet bowl. Besides, their logo and packaging original also need to develop.

After define the problem, researcher start ideate the design. This phase is where we produce as many ideas as possible. Researcher do a lot of research on internet regarding to pet, and also the concepts. When the ideate come out, researcher start to develop the design.

The next phase after develop is collecting the data, where the google form had then distributed and respondents had been collected to study about the knowledge of respondents towards Corporate Identity and their perception on Corporate Identity of “Mam Mam Pet Treats” before and after development. The data had been analysis and transformed into table to make the data easy understand.

Coming to the last phase, the researcher had confirmed the design of “Mam Mam Pet Treats” based on the results given by the respondents via the google form survey.

4.4 DESIGN DEVELOPMENT

The first step researcher start with is to study about the design concept. The objective of the design is to build a Corporate Identity for “Mam Mam Pet Treats” to stable their status in online platform and also for the purpose of advertising and marketing. Therefore, the researcher started doing the research on logo design first because only when we have the logo, we just can proceed to other elements such as name card, packaging design and others.

After doing some research, researcher found out that one of the first things people notice in a brand is its logo. That’s mean if you have a strong, well-designed, and memorable logo, your pet business will stick in people’s minds. And also, a good pet logo plays an integral part in promoting your business. The main things we need to decide on a logo is the colors, without a doubt, one of the most important elements of branding. Researcher decided to use earthy colors which is brown on logo. Brown is a known earthy color and is both conservative and traditional. It is mostly used in the pet industries. Researcher also not forget to use the earth tones to make the logo stand out.

A logo design must be simplistic, easy to recognized and efficient. Below was the ideation of logo development after the researcher come out with many ideate.



PICTURE 4.1: IDEATION OF LOGO DEVELOPMENT

After coming out with the process of logo development, the researcher sending the idea as figure 4.2 to the WhatsApp group and collected voting from other friends. Most of them was choose the logo as figure 4.3. Researcher had then developed the logo from the font and color.

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PICTURE 4.2: LOGO CHOOSE AFTER VOTING

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4.4.1 PROPOSE and FINALIZING LOGO DEVELOPMENT


The researcher had then developed the final logo by using earthy colors which is brown on logo. Brown is a known earthy color and is both conservative and traditional. It is mostly used in the pet industries. Researcher also not forget to use the earth tones to make the logo stand out.

Researcher used “shadow cat” font and make the font effect as 3D views which use arc lower and border the font to make the font more attractive. The proposing final design of the mascot is then drawn in Adobe Illustrator.

This logo type is combination marks which is combine lettermark with pictorials mark. Once data is collected and analyzed from the google form survey, the researcher had then concluded that most of the respondents agree with the logo after development as figure 4.4.



PICTURE 4.3: FINAL LOGO DESIGN DEVELOPMENT



LOGO RATIONALE

This logo was created for a pet treats online platform named "Mam Mam Pet Treats". This logo basically developing by using combination marks which combine lettermark with pictorial marks. I used "shadow cat" font for my lettermark and make it in 3D style to look more interested. The pictorial marks which is one dog with two cats was created in a simple line drawing to make it more easily recognized and remembered.

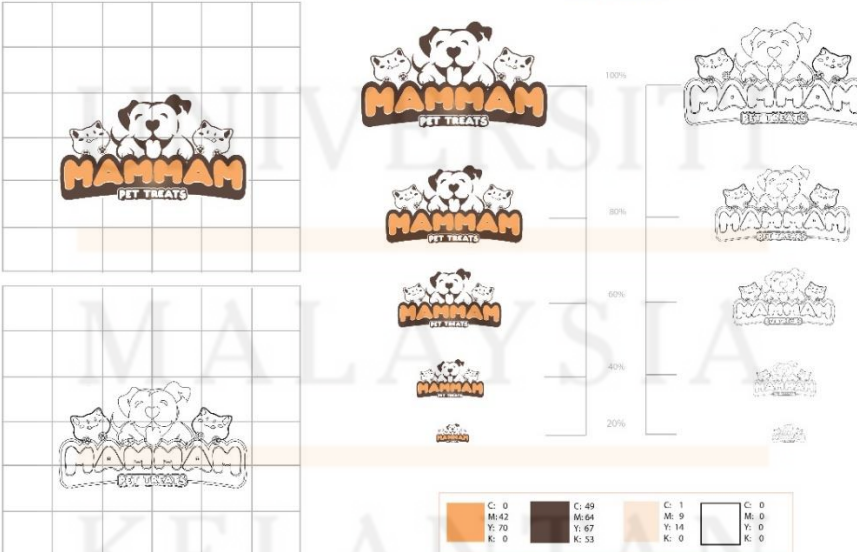
This logo was created by using earthy colors which is brown on logo. Brown is a known earthy color and is both conservative and traditional. It is mostly used in the pet industries. The whole logo was created by using the earth tones to make the logo stand out.

SHADOW CAT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z

PICTURE 4.4: LOGO RATIONALE

LOGO SCALE



	C: 0 M: 52 Y: 70 K: 0		C: 49 M: 64 Y: 67 K: 53		C: 1 M: 9 Y: 14 K: 0		C: 0 M: 0 Y: 0 K: 0
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PICTURE 4.5: LOGO GRID AND LOGO SCALE

4.5 ELEMENTS OF CORPORATE IDENTITY OF “MAM MAM PET TREATS”

Corporate Identity of “Mam Mam Pet Treats” had then concluded via the google form survey. Most of them agree that elements after development very influential to “Mam Mam Pet Treats”. A Corporate Identity can increase a business’s competitive edge and customer awareness. The Corporate Identity of your business is the most important and also powerful tool for your business to grow in this competitive market. Indirectly, it drops a good and positive impact of your company on your customer’s mind.

4.5.1 PACKAGING DESIGN (INSIDE) BEFORE AND AFTER DEVELOPMENT



PICTURE 4.6: PACKAGING DESIGN ORIGINAL



PICTURE 4.7: PACKAGING DESIGN AFTER DEVELOPMENT

4.5.2 PACKAGING DESIGN (OUTSIDE) AFTER DEVELOPMENT



PICTURE 4.8: PACKAGING DESIGN (OUTSIDE) AFTER DEVELOPMENT

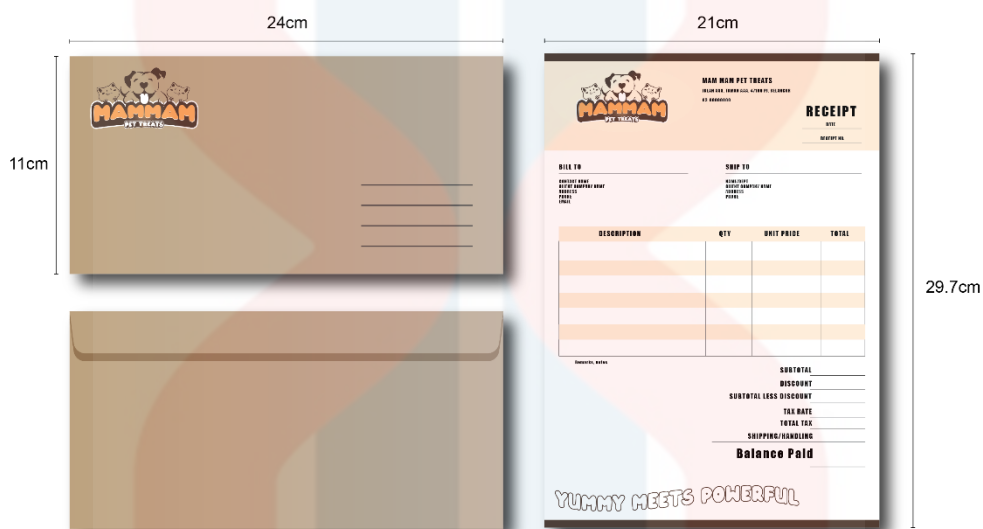
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4.5.3 THANK YOU CARD DESIGN AFTER DEVELOPMENT



PICTURE 4.9: THANK YOU CARD DESIGN AFTER DEVELOPMENT

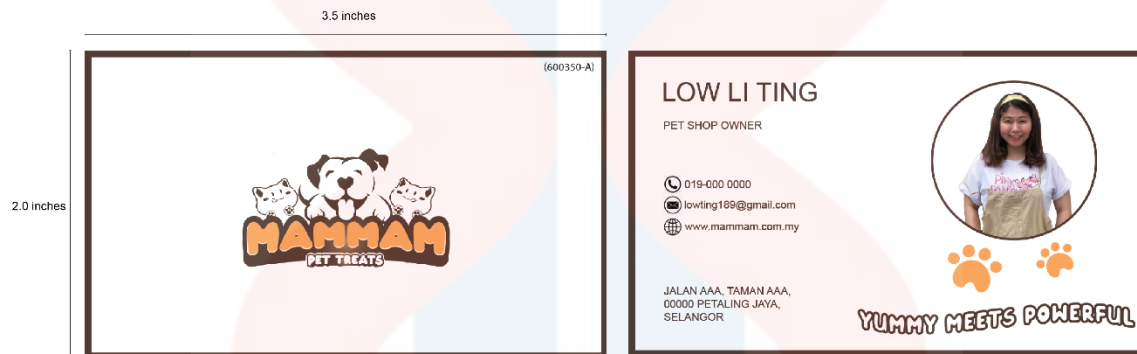
4.5.4 CASH BILL DESIGN AFTER DEVELOPMENT



PICTURE 4.10: CASH BILL DESIGN AFTER DEVELOPMENT

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4.5.5 NAME CARD DESIGN AFTER DEVELOPMENT



PICTURE 4.11: NAME CARD DESIGN AFTER DEVELOPMENT

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4.5.6 PET BOWL DESIGN AFTER DEVELOPMENT



PICTURE 4.12: PET BOWL DESIGN AFTER DEVELOPMENT

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4.5.7 BUTTON BADGE DESIGN AFTER DEVELOPMENT



PICTURE 4.13: BUTTON BADGE DESIGN AFTER DEVELOPMENT

4.5.8 LANYARD DESIGN AFTER DEVELOPMENT



PICTURE 4.14: LANYARD DESIGN AFTER DEVELOPMENT

4.5.9 X-STAND BUNTING DESIGN AFTER DEVELOPMENT



PICTURE 4.15: X-STAND BUNTING DESIGN AFTER DEVELOPMENT

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4.6 DISCUSSION

At the end, the researcher was able to found out the important of Corporate Identity to a business, company and, even an online platform business. Design of Corporate Identity involve of logo, that’s why when we start to design other’s element of Corporate Identity, we need to design an attractive logo first. Element of Corporate Identity are also the main point for customer to get interest on your business, company, even an online business platform. Corporate Identity conception must ensure that is approachable to all generation of people and racism or controversy content should not be a part of the design. Every logo must have a meaning and unique. For example, logo of “Mam Mam Pet Treats” come out with the meaning of happiness. Their face was happy and also interpretate that every pet will have the happy face like the logo when they saw food. Last but not least, the Corporate Identity must be original and not copied.



PICTURE 4.16: CORPORATE IDENTITY OF “MAM MAM PET TREATS”

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 CONCLUSION

As a conclusion, this chapter will conclude the research of “A study on Corporate Identity of Mam Mam Pet Treats”. This chapter will also include the overview of the whole research, the limitation and suggestion.

The researcher found out that a Corporate Identity is really important to a company, business, and even a small online platform business. Customers will not pay attention on your product if your Corporate Identity is not attracted at all especially the logo design. One of the first things people notice in a business or company is its logo. If you have a strong, well-designed, and memorable logo, your business or company will stick in people’s minds. As a result, your business or company will achieve longevity, and you will undoubtedly gain an edge over your competition. For example, “Mam Mam Pet Treats” is a pet food business, its logo must be related to food, concept of the researcher used to design the logo is happiness. This is because when your pet saw their food, they will feel happy and their tongue will show their happiness. The logo must be unique and meaningful.

After the researcher build the logo, following by design the Corporate Identity such as name card, lanyard, packaging, thank you card, pet bowl, x-stand bunting, and button badge design. In a conclusion, the researcher found that many of the respondents agree that a business not only need a logo and packaging, they should also come out with more corporate identity to attract more customers. A Corporate Identity is not only to build an image to a company or business but also important in marketing and advertising.

However, the researcher also found that minority of the respondents could not have a knowledge on Corporate Identity because they never learn and the researcher hope that after this study research, it could help more people to know more about Corporate Identity.

5.2 CONTRIBUTION OF RESEARCH

The main propose of this research “A Study on Corporate Identity Design for Mam Mam Pet Treats” is to create a suitable influential corporate identity for “Mam Mam Pet Treats” in hope to stable their online platform and also for marketing and advertising purpose.

This research also can serve as a reference to other researcher who are conducting research about corporate identity, or other topic that is related to this research study.

5.3 SUGGESTION

As a suggestion toward the research on “A study on Corporate Identity of Mam Mam Pet Treats”, the researcher suggest that the Important of Corporate Identity must be propaganda through all mediums such as in school, a company talks, or social media. Most of the company do not know why Corporate Identity is important and they are very upset on their low sales volume. Mam Mam Pet Treats was one of the examples, they just have a simple logo and packaging on their online platform but their sales never increase and they not even know the reasons.

In conclusion, a social media nowadays is very effective to promote or even selling a product. People can do a talk via Facebook live, Instagram live or anywhere else to let more people know the importance and the knowledge of Corporate Identity. The researcher suggests to company who help to design Corporate Identity, every time they

start to accept a job, let the customer know more about Corporate Identity first. This will make a co-operation between you and your customers become more smoothly.

5.4 SUGGESTION FOR CASE STUDY

There are some recommendations for this research, as there is always room for improvement to better the research study. Some of the recommendations for the research study is using face to face interview will be more effective in the survey. Although the researcher was able to collect data and opinion about the knowledge of Corporate Identity and the perception of respondents on the Corporate Identity of “Mam Mam Pet Treat” before and after development but their respond is fixed and the researcher could not ask more about their opinion. After conducted the study the researcher feel that more question could be ask regarding the knowledge of Corporate Identity. Due to the pandemic situation of Covid-19, the researcher was only able to collect questionnaire survey via online method.

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APPENDIX A

GANTT CHART PHASE 1

Years	2020												2021							
Months	Oct				Nov				Dec				Jan				Feb			
Quarter(Weeks)	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Proposal																				
Chapter 1																				
Introduction & Research Background																				
Problem Statement																				
Research Objective & Question																				
Definition of term, delimitation, scope, significant, and method of the study																				
Chapter 2																				
Literature Review																				
Chapter 3																				
Research Methodology																				

Full report writing & check over																				
Submission of thesis																				
Presentation of thesis																				



GANTT CHART PHASE 2

Years	2021																			
Months	March				April				May				June				July			
Quarter (Weeks)	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Proposal																				
Chapter 4																				
Research Data Analysis & Data Collection																				
First Draft Design																				
Design Development on AI																				
Chapter 5																				
Conclusion & Suggestion																				
Full report writing & check over																				
Submission of thesis 2																				
Presentation of thesis 2																				

Gantt chart is a type of bar chart that illustrates a project schedule. The Gantt chart above shows the thesis schedule all the time from the proposal until the end of the presentation. As shown in the Gantt chart above, the researcher starts the thesis from the early semester which is October 2020 until the end of the semester which is February 2021 for thesis phase 1. However, thesis phase 2 was started on semester 8 which is from March 2021 until July 2021. It helps the researcher and everyone involved to view the start and end dates of a project in one simple chart. The researcher uses a quarter of months as the project schedule.



APPENDIX B

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KELANTAN

GOOGLE FORM SURVEY**TITLE: A STUDY ON CORPORATE IDENTITY DESIGN FOR “MAM MAM PET TREATS”**

Hi there, my name is LOW LI TING, I am from University Malaysia Kelantan. Recently, I am doing a case study regarding to my title "Corporate Identity Design for Mam Mam Pet Treats". I am doing a short survey to find out the knowledge of respondents about Corporate Identity and perceptions of respondents about Corporate Identity of Mam Mam Pet Treats. Thank you for your time.

SECTION A: RESPONDENT'S PROFILE

1. Gender: Male Female
2. Age Group: 18-30 31-45 45 and above
3. Ethnicity: Malay Chinese Indian
4. Occupation: Student Government Private
Self-employed Not-working

SECTION C: RESPONDENT'S PERCEPTION ON CORPORATE IDENTITY OF "MAM MAM PERT TREATS" BEFORE AND AFTER DEVELOPMENT

1. Logo design original



	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

2. Logo design after development



	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

3. Packaging design original



	1	2	3	4	5	
Very Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

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KELANTAN

4. Packaging design (INSIDE) after development



FRONT BACK

1 2 3 4 5

Very Poor Excellent

5. Packaging box (OUTSIDE) after development



1 2 3 4 5

Very Poor Excellent

6. Thank you card design after development



1 2 3 4 5

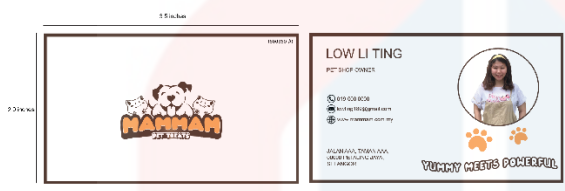
Very Poor Excellent

7. Stationary design after development (Cash Bill Receipt)



1 2 3 4 5
 Very Poor Excellent

8. Name card design after development



1 2 3 4 5
 Very Poor Excellent

9. Pet bowl design after development



1 2 3 4 5
 Very Poor Excellent

10. Button badge design after development



1 2 3 4 5

Very Poor Excellent

11. X-stand bunting design after development



1 2 3 4 5

Very Poor Excellent

12. Lanyard design after development



1 2 3 4 5

Very Poor Excellent

-Thank You-

APPENDIX C



FINAL CORPORATE IDENTITY OF “MAM MAM PET TREATS”

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KELANTAN

APPENDIX D

A STUDY ON CORPORATE IDENTITY DESIGN FOR "MAM MAM PET TREATS"



LOW LITING C17A0076
 LAZAH SARJANA AMIDA TEKNOLOGI KREATIF KOMUNIKASI VISUAL
 FAKULTI TEKNOLOGI KREATIF WARISAN
 UNIVERSITI MALAYSIA KELANTAN
NAMA PENYELIA:
 DR. TENGKU FAUZAN BINI TENGKU ANUAR

INTRODUCTION

A corporate identity can increase a business's competitive edge and customer awareness. The corporate identity of your business is the most important and also powerful tool for your business to grow in this competitive market.

ABSTRACT

Corporate identity is a part of visual communication. A Corporate identity not only can help to build up company or your business image but also help the company be recognized and remembered. A Corporate Identity can include every aspect of business such as logo, slogan, website, and so on. It also includes a series of things such as product Corporate Identity, Store Signage, The Transportation and the company or business healthy needs for our own design. In order to help from our own design, we also provide more research about the history, that we have set out before the recent since September 2021. They don't have any stable identity to represent their platform. On the other hand, their brand that health care has been only focusing on research. They didn't make a business card, tag, T-shirt, or any merchandise. Then, this study has to study about successful corporate identity design. In design a corporate identity has been done the best and to determine the suitable corporate identity design for "Mam Mam Pet Treats". In qualitative research to access along the manner of corporate identity for a business and a good value customer to share. The researcher will be determine the suitable corporate identity design for "Mam Mam Pet Treats". In quantitative research using online and offline. Overall has 90% of respondents agreed on corporate identity important for marketing and advertising. In order to most of the respondents agree that a company's corporate identity system can help them improve with the positioning, some work, and customer will be more a better. Hence, the researcher can able to follow the corporate identity for "Mam Mam Pet Treats". In the end of this survey for a overall, the researcher can conclude that corporate identity for "Mam Mam Pet Treats" is very effective.

PROBLEM STATEMENT

- Mam Mam Pet Treats does not have any stable identity to represent their platform.
- Logo design too literal and poor color selection.

RESEARCH OBJECTIVE

- To study current successful corporate identity design
- To design a corporate identity for "Mam Mam Pet Treats"
- To determine the suitable corporate identity for "Mam Mam Pet Treats"

METHODOLOGY

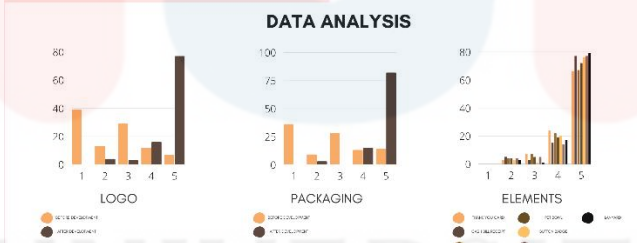
Quantitative Method: Identify questionnaires given to 100 respondents.

DATA ANALYSIS: Analyze using table and bar chart.

Design Development: The production.

LITERATURE REVIEW

According to Alessandra Bonaccorsi (2019), Corporate image encompasses everything about a company that's visible and also strongly influences corporate identity, in which it plays an important part.



CONCLUSION

In conclusion, the researcher found that many of the respondents agree that a business not only needs a logo and packaging, but they should also come out with more corporate identity to attract more customers.

SUGGESTION

As a suggestion toward the research on this case study, the researcher suggests that corporate identity must be propogando through all the mediums such as in a university, a company talks, or social media.



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