

## Exploring the Five-I Logo Process: A Case Study of IFIX Brand

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### Abstract

This research study examines the effectiveness of the "Five-I Logo Process" in guiding the logo design process through a case study of IFIX, a mobile phone sales and repair company. The lack of a systematic approach in previous logo design processes is addressed. The study reveals that the Five-I Logo Process, consisting of Identify, Ideate, Imagine, Improve, and Implementation stages, provides a structured and efficient approach to logo design. By adopting this methodology, IFIX was able to develop a strong brand identity that resonated effectively with the target audience. The findings contribute to enhancing understanding of the logo branding design process and offer practical insights for companies, designers, and marketing professionals aiming to improve their logo design strategies. Further research opportunities include exploring the applicability of the Five-I Logo Process in different industries and investigating the long-term impact of logo design on brand perception and customer engagement.

**Keywords:** Logo, Branding, Design Process, Five-I logo process, Case Study

### Introduction

Logo branding plays a crucial role in establishing a company's visual identity and creating a lasting impression on its target audience. A well-designed logo not only represents the essence of a brand but also serves as a symbol of trust, recognition, and differentiation in the marketplace (Lee et al., 2012; van Grinsven & Das, 2016). However, the process of logo design is often approached in an ad hoc manner, lacking a systematic framework that ensures thoroughness and efficiency.

Many companies and designers approach logo design in a haphazard manner, without a clear methodology or framework. This leads to several challenges and shortcomings in the logo branding process.

Firstly, the absence of a systematic approach often results in inconsistent and disjointed brand identities. Without a clear strategy and process in place, designers may overlook important elements such as brand values, target audience, and competitive positioning. As a result, the final logo design may fail to effectively represent the brand's essence and connect with the intended audience, leading to a weak and diluted brand identity (Aziz et al., 2022).

Secondly, the lack of a structured process hampers efficiency and effectiveness. Designers may spend excessive time and effort exploring multiple design iterations without a clear direction. This can result in delays in finalizing the logo design and increased costs (Hem & Iversen, 2004). Additionally, the absence of a systematic approach makes it challenging to evaluate and refine logo designs based on objective criteria, leading to subjective decision-making and potential design biases.

Furthermore, without a standardized methodology, it becomes difficult for companies to communicate their branding requirements and expectations to designers. This can lead to misalignment between the company's vision and the design output, causing frustrations and dissatisfaction with the final logo design and brand management (Ashworth & Kavartzis, 2009).

Through a comprehensive exploration of the design process, this research study intends to provide valuable insights and practical guidelines for companies, designers, and marketing professionals seeking to enhance their logo branding strategies. By understanding the systematic approach to logo design and its impact on brand identity, organizations can strengthen their market position, build customer trust, and establish a unique brand presence in a competitive landscape.

### **Important Key in Logo Design Process**

Logo design is a critical aspect of branding that involves the creation of a visual symbol to represent a company or organization. A well-designed logo can convey the brand's personality, values, and positioning, leaving a lasting impression on customers. The logo design process encompasses several stages and considerations, as explored in the following literature review.

One key aspect of the logo design process is the initial research and analysis phase. Research helps designers understand the company's industry, target audience, and competitors. This involves conducting market research, studying competitor logos, and analyzing current design trends (Zhu et al., 2017). By gathering this information, designers gain valuable insights into the market landscape, enabling them to create a unique and impactful logo that stands out.

The ideation stage follows the research phase, where designers generate multiple concepts and sketches. Ideation allows for the exploration of different visual elements, typography, and symbols that reflect the brand's essence (Laing & Masoodian, 2016). During this phase, brainstorming sessions and sketching techniques aid in the development of diverse design concepts (Kelley & Sung, 2017).

The next stage involves refining and developing the chosen concept. Designers focus on perfecting the logo's composition, color palette, typography, and overall visual appeal. Iterative design processes, such as feedback loops and client collaboration, play a vital role in this stage, ensuring the logo meets the client's expectations and aligns with the brand's identity (Hem & Iversen, 2004).

The implementation phase entails translating the finalized logo design into various formats and applications. Designers adapt the logo for different media, including digital platforms, print materials, signage, and merchandise. Attention to detail is crucial during implementation to maintain consistency and legibility across different sizes and mediums.

Numerous studies emphasize the importance of simplicity and memorability in logo design (Ahmad et al., 2021; Aziz et al., 2022; Bossel et al., 2019). Simple logos with clean lines and minimal elements tend to be more memorable and versatile, enabling easier recognition by the audience. Furthermore, color plays a significant role in logo design, as different colors evoke specific emotions and associations (Chen, 2016). Careful color selection can enhance the logo's ability to communicate the brand's intended message effectively.

Overall, the literature highlights the importance of a systematic and well-structured logo design process. Conducting thorough research, ideating various concepts, refining the chosen design, and implementing it consistently across different platforms are critical steps in creating a successful logo. Additionally, simplicity, memorability, and color selection are key considerations in developing an impactful and enduring logo design.

### **Common Models and Guidelines**

It is difficult to discover a universal guide for creative process in logo design (Adîr et al., 2014). However, there are several models and frameworks that have been proposed to guide the logo design process. These models provide a structured approach and serve as valuable tools for designers. The following are a few notable models commonly referenced in logo design:

#### ***AIDA Model***

Adapted from advertising, the AIDA model stands for Attention, Interest, Desire, and Action (Montazeribarforoushi et al., 2017). This model suggests that a logo should first capture attention, generate interest, create desire, and ultimately prompt the desired action from the target audience. It highlights the importance of creating a visually striking logo that evokes curiosity and encourages further engagement.

#### ***Brand Key Model***

The Brand Key Model emphasizes the brand's core values and positioning (Rubinson & Pfeiffer, 2005). It involves identifying the brand's unique attributes, benefits, and personality traits. This model helps designers understand the essence of the brand and translate it into visual elements, ensuring the logo accurately reflects the brand's identity.

#### ***Design Thinking Model***

Design thinking is an iterative problem-solving approach that is increasingly applied to logo design. It emphasizes empathizing with the target audience, defining their needs, generating creative ideas, prototyping, and testing. Designers using this model actively involve the

audience throughout the design process, resulting in logos that are more user-centered and resonate with the intended users (Aziz et al., 2022).

### **Gestalt Principles**

The Gestalt principles are based on the concept of perception and suggest that humans naturally organize visual elements into cohesive wholes. These principles include proximity, similarity, closure, continuity, and symmetry (Rodriguez et al., 2020). By applying these principles, designers create logos that are visually balanced, harmonious, and easily comprehensible.

### **"Five-I Logo Process" as An Approach**

The "Five-I Logo Design Process", proposed by Shaw Hong SER (2018), is a comprehensive and structured framework specifically designed for logo design and development. As shown in Figure 1 below, the process consists of five distinct stages, namely Identify, Ideate, Imagine, Improve, and Implementation, which guide designers through a systematic and methodical journey from initial problem identification to final project completion.

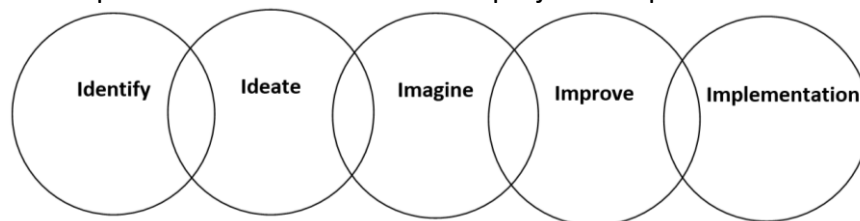


Figure 1: Five-I Logo Design Process

(Source: Chaw Hong SER, 2018)

In the Identify stage, designers focus on understanding and defining the problem at hand. They analyze the project brief, identify the purpose and needs of the project, and establish key requirements and constraints. This stage sets the foundation for the subsequent design process by ensuring a clear understanding of the project's objectives and parameters.

The Ideate stage involves extensive research and exploration of existing design solutions. Designers critically analyze and evaluate different design approaches, brainstorm ideas, and generate multiple design concepts. Techniques such as mind mapping and idea sketches are utilized to expand upon ideas and visually explore design solutions. This stage encourages designers to think creatively and consider various possibilities for the final logo design.

Moving to the Imagine stage, designers begin transforming their conceptual sketches and ideas into digital graphics. They develop and refine the chosen design concepts, exploring different typographic elements, color combinations, and visual representations. Conceptual exploration and development are emphasized, aiming to achieve a cohesive and visually appealing design that effectively communicates the intended message.

The Improve stage focuses on obtaining feedback and refining the design based on evaluation and critique. Designers present their solutions to clients or target users for feedback, discussing the design and gathering insights on its effectiveness. This stage allows for iterative improvements and modifications to enhance the design's strengths and address any identified weaknesses. Self-reflective analysis or seeking second opinions from other designers can also be valuable in this stage.

Finally, in the Implementation stage, designers evaluate the final design output, ensuring its effectiveness and alignment with client expectations. They conduct a final review of the

design solutions, organize the necessary documentation, and ultimately deliver the completed design to the client or project stakeholders.

The Five-I Logo Design Process is a linear sequence of stages that provides a structured framework for conducting logo design activities. It acknowledges that design is a problem-solving practice and emphasizes efficiency and effectiveness in the design solutions. Throughout the process, designers engage in critical reviews, iterate between linked steps, and constantly seek to maximize the creative potential of their solutions. This process framework serves as a valuable tool for design students and young professionals in the graphic design field, providing guidance and support in tackling the challenges of logo design.

### Case Study: IFIX Brand Logo

IFIX IOS Studio Group SDN. BHD. is a reputable company based in Selangor, Malaysia, specializing in the provision of services related to mobile phone sales and repair. The company is dedicated to meeting the needs of customers seeking reliable and efficient solutions for their mobile devices. With a focus on customer satisfaction, IFIX offers a wide range of services, including the sale of new and used mobile phones, as well as professional repair services for various phone models and brands.



Figure 2: IFIX IOS Studio Group SDN. BHD.

As a company operating in the mobile phone industry, IFIX understands the importance of delivering high-quality services and products to its customers. Their team of skilled technicians and knowledgeable staff ensures that every customer receives personalized attention and assistance in finding the best solutions for their mobile phone needs. Whether it's purchasing a new phone, repairing a damaged device, or seeking advice on mobile accessories, IFIX strives to provide reliable and professional services.

Located in Selangor, Malaysia, IFIX benefits from its strategic location in a bustling area known for its technological advancements and market demand for mobile phone services. The company takes advantage of this environment to stay up-to-date with the latest industry trends, ensuring that they offer cutting-edge solutions to their customers.

With its focus on customer service, expertise in mobile phone technology, and convenient location, IFIX has established itself as a trusted and reliable brand in the mobile phone

industry. The company continues to grow and expand its services to meet the evolving needs of customers, while maintaining its commitment to excellence and customer satisfaction.

The IFIX logo represents the brand identity and serves as a visual symbol that communicates the essence of the company. A well-designed IFIX logo could feature elements related to mobile technology, such as a stylized mobile phone or circuit board imagery, symbolizing the company's expertise in phone repair and servicing. It may also include sleek and modern typography, reflecting the brand's professionalism and commitment to staying up-to-date with the latest trends in the mobile industry. The color palette of the logo could be chosen carefully to evoke trust, reliability, and technological prowess. The IFIX logo should aim to create a strong visual identity that distinguishes the brand from competitors and communicates its expertise in mobile phone sales and repair. Through effective logo design, IFIX can establish a memorable brand presence and build trust among its target audience.

### **Research Methodology**

In the case study of the IFIX brand, the Five-I Logo Design Process was implemented as the methodology for logo development. This methodology provided a structured and systematic approach to guide the design process from start to finish, ensuring a well-thought-out and effective logo design for IFIX.

The first stage of the Five-I Logo Design Process, Identify, was applied to gain a clear understanding of the requirements and objectives of the IFIX brand. The project brief was analyzed, and the purpose of the logo was identified. The needs of the company and the target audience were also taken into consideration, along with any constraints or limitations.

Moving to the Ideate stage, extensive research and exploration were conducted to generate a variety of design ideas and concepts. Existing design solutions in the industry were analyzed, and the designer brainstormed different possibilities for the IFIX logo. This stage involved creative thinking, ideation, and the development of multiple design directions.

Once the initial ideas were generated, the Imagine stage came into play. The conceptual sketches and ideas were translated into digital graphics, allowing the designer to refine and visualize the logo concepts. Typography, color combinations, and visual representations were explored to create a visually appealing and meaningful logo for IFIX.

In the Improve stage, feedback and critique were sought from stakeholders, including the client and target audience. This feedback helped identify areas for improvement and refinement. The designer made necessary modifications to the logo based on the feedback received, ensuring that it effectively represented the IFIX brand and resonated with its intended audience.

Finally, in the Implementation stage, the finalized logo design was evaluated, reviewed, and prepared for delivery. The logo was assessed for its effectiveness, and any remaining adjustments were made. The logo was then documented and delivered as the visual representation of the IFIX brand (Figure 3).



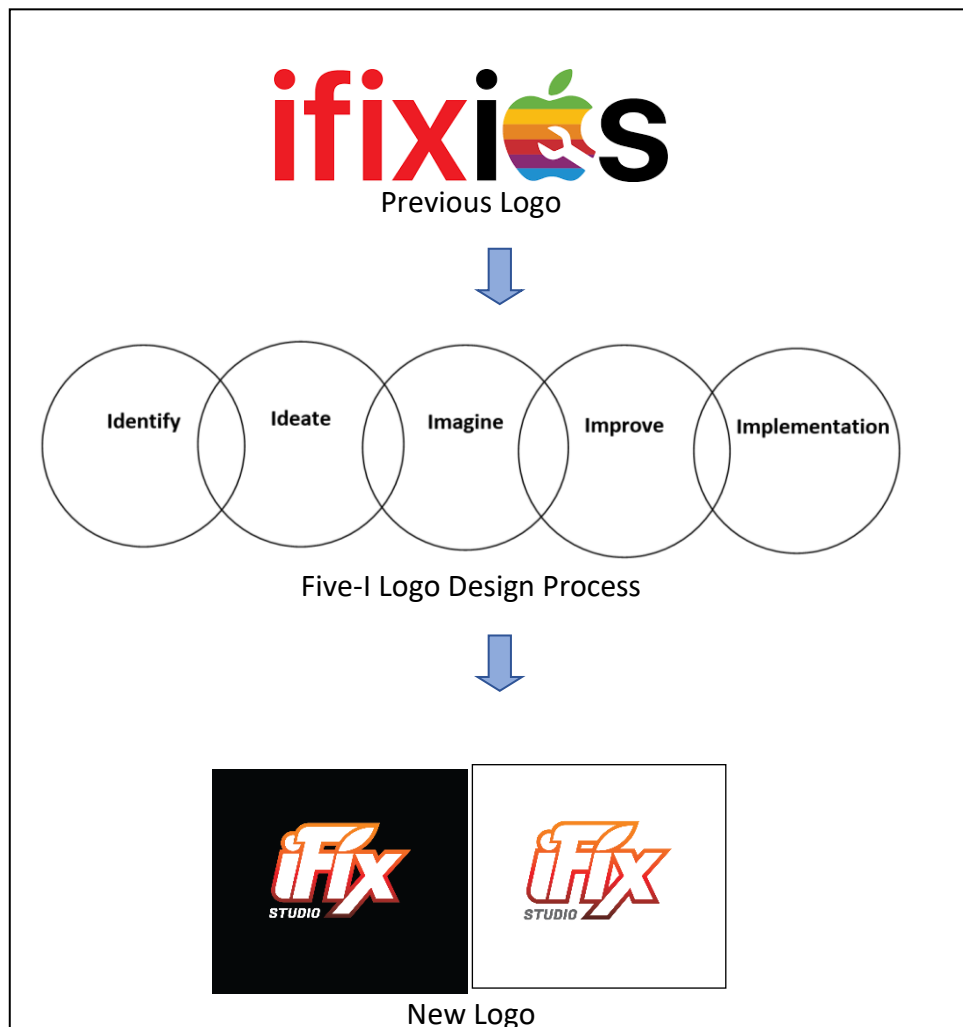


Figure 3: IFIX Logo Design Process

By following the Five-I Logo Design Process, the case study of the IFIX brand ensured a methodical and comprehensive approach to logo development. This systematic methodology allowed for a clear progression through the various stages of logo design, ultimately resulting in a well-crafted and purposeful logo for IFIX.

### Results and Discussion

The "Five-I Logo Design Process" framework offers a methodical and comprehensive approach to logo design, consisting of five distinct stages: Identify, Ideate, Imagine, Improve, and Implementation. The researchers had found that this model provides several advantages that make it stand out compared to other logo design models:

**Structured and Systematic Approach:** The "Five-I Logo Design Process" provides a clear and structured framework for designers to follow throughout the logo design journey. Each stage has a specific purpose and set of activities, ensuring a systematic and organized approach to the design process. This helps designers stay focused, reduces ambiguity, and enhances efficiency.

**Holistic Understanding of Brand Identity:** The model emphasizes the initial stage of "Identify," which involves gathering information and conducting research about the brand, its values, target audience, and competitors. This comprehensive understanding of the brand's identity and market context allows designers to create a logo that effectively represents the brand and resonates with its intended audience.

**Encourages Creative Exploration:** The "Ideate" stage of the framework encourages designers to generate multiple design concepts and explore various visual elements, typography, and symbols. This fosters creativity and divergent thinking, enabling designers to push the boundaries and consider a wide range of possibilities for the logo design.

**Visualization and Refinement:** The "Imagine" and "Improve" stages of the model focus on visualizing and refining the chosen design concept. This iterative process allows for feedback and collaboration, ensuring that the logo design meets the client's expectations and aligns with the brand's identity. It emphasizes the importance of critical evaluation and continuous improvement throughout the design process.

**Practical Implementation:** The final stage of the framework, "Implementation," addresses the translation of the logo design into various formats and applications. It emphasizes the need for consistency and adaptability across different mediums, such as digital platforms, print materials, and merchandise. This practical implementation aspect ensures that the logo is effectively utilized in real-world contexts.

Overall, the "Five-I Logo Design Process" stands out as a comprehensive and practical framework that covers the essential stages of logo design. Its structured approach, holistic understanding of brand identity, emphasis on creative exploration, visualization and refinement, and practical implementation make it a valuable model for designers seeking a systematic and effective approach to logo design.

## **Conclusion**

In conclusion, this research explored the design process of logo branding, with a specific focus on the case study of the IFIX brand. The research addressed the problem of a lack of systematic logo design processes and proposed the "Five-I Logo Design Process" as a comprehensive framework for logo design and development.

The study found that the Five-I Logo Design Process provided a methodical and structured approach to logo design, consisting of five stages: Identify, Ideate, Imagine, Improve, and Implementation. Each stage offered specific steps and activities to guide the logo design process from problem identification to final implementation. This process was shown to be effective in addressing the challenges and constraints of logo design, providing designers with a clear roadmap to follow.



By applying the Five-I Logo Design Process to the case study of the IFIX brand, a systematic and creative approach was implemented. The process ensured a thorough understanding of the project requirements, exploration of design possibilities, visualization of concepts, incorporation of feedback and improvements, and ultimately the successful implementation of the final logo design.

Overall, this research contributes to the field of logo design by providing a comprehensive framework that enhances the efficiency and effectiveness of the design process. The Five-I Logo Design Process offers a structured methodology for designers, particularly in the context of logo design and development. It can serve as a valuable tool for design students, young designers, and professionals in the graphic design industry, aiding them in tackling the challenges of logo branding and creating visually appealing and meaningful logos for brands.

Moving forward, further research and application of the Five-I Logo Design Process in various industry contexts and with diverse brands could provide additional insights and refinements to the framework. Additionally, exploring the integration of emerging technologies and design trends within the framework could enhance its relevance in the ever-evolving field of logo design. Ultimately, the goal is to continuously improve the logo design process, empowering designers to create compelling and impactful visual identities for brands.

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