
Visual Identity of Maple's Beauty Clinic as a Promotional Media

Silvi Indah Lestari^{1*}, Yogi Widya Saka Warsaa²

^{1,2}Visual Communication Design Department, Asia Malang Institute of Technology and Business, Jl. Soekarno Hatta – Rembeksari No. 1A, Mojolangu, Lowokwaru District, Malang City, East Java 65113, Indonesia.

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***Correspondence Email:**
silviindahle@gmail.com

Abstract

The beauty industry in Indonesia continues to grow along with the increasing public awareness of the importance of self-care. The Maple's Beauty is a beauty clinic that offers modern services supported by professional staff. This study aims to design a visual identity element in the form of a logo implemented on poster media. The design process was carried out using the Design Thinking approach, which consists of five main stages: empathize, define, ideate, prototype, and test. In the ideate stage, the matrix method was applied, which was developed from several keywords such as elegant, feminine, and maple leaf as the basis for developing the logo's visual concept. In the poster design process, the AIDAS (Attention, Interest, Desire, Action, Satisfaction) approach was applied to ensure the design process ran systematically and that the visual message was delivered effectively.

1. Introduction

The beauty industry in Indonesia has experienced significant growth in recent years, driven by increasing public awareness of appearance and self-care. This development has sparked increasingly fierce competition, where every brand must have a strong and unique identity to attract consumers. An attractive visual identity not only serves to differentiate a brand, but also reflects its values, character, and professionalism in the eyes of its audience.

Maple's Beauty Clinic is a modern beauty service provider that strives to deliver high-quality treatments through professional and trained staff. However, as a relatively new brand, Maple's Beauty Clinic faces challenges in building strong brand awareness and recognition. Therefore, this study aims to design a comprehensive visual identity that represents the brand's modern, elegant, and feminine characteristics.

This study aims to develop a logo and promotional media that can visually communicate the essence of the brand and effectively attract the target market. The method used in this study is Design Thinking, which consists of five main stages, namely empathize, define, ideate, prototype, and test. This approach allows designers to deeply understand user needs and produce designs that are in line with aesthetic and strategic

objectives. In addition, the AIDAS model (Attention, Interest, Desire, Action, Satisfaction) is applied to guide the poster design process so that the promotional message can be conveyed effectively.

The results of this study are visual identities and promotional media designs that are able to create brand appearance consistency and strengthen the visual character of Maple's Beauty Clinic. Through this design exploration, the study is expected to contribute to the field of branding and visual communication design, particularly in the application of the Design Thinking method and the AIDAS approach to the development of visual identities in beauty clinic promotional media.

1.1 Literature Review

Visual identity is part of a brand identity system that serves to convey the values and personality of a company through visual elements such as logos, colors, typography, and graphic forms (**Wheeler, 2013:16**).

As a key element in a visual identity system, logos serve to convey the values and character of a brand in a simple yet meaningful way (**Wheeler, 2013:96**). A logo designed with the right design principles can strengthen the brand's image and differentiation in the market.

Visual identity is the result of implementing a brand strategy that serves to communicate the brand's values, vision, and personality through visual elements such as logos, colors, and typography. According to **Wheeler (2013:12)**, brand strategy is the main foundation for building a consistent, relevant, and recognizable identity for the audience. Thus, logo design as a core element of visual identity needs to reflect the brand strategy in order to create a strong and cohesive image in the minds of consumers.

2. Research Methods

1. Design Thinking was chosen because of its emphasis on a human-centered process that integrates empathy, creativity, and experimentation in solving complex problems (Brown, 2009; Kelley & Kelley, 2013). This method consists of five main stages: empathize, define, ideate, prototype, and test (Plattner, Meinel, & Leifer, 2010). Each stage is applied systematically to guide the design process in developing a strong and consistent visual identity for Maple's Beauty Clinic.
2. Empathize
In this stage, data is collected through observation and interviews with customers and staff of Maple's Beauty Clinic to understand their perceptions, preferences, and expectations regarding the brand's visual identity.
3. Define
The findings from the empathize stage are then analyzed to identify the main problems and challenges in the design process. The main problem found is the lack of a distinctive and consistent visual identity that can effectively represent the clinic's modern, elegant, and feminine character.
4. Ideate
Various design ideas were developed through brainstorming sessions and the application of a matrix method based on several keywords such as elegant, feminine, and maple leaves. This matrix method served as a structured guide to explore visual possibilities, including logo shapes, typography, and color schemes that were in line with the brand's character and target audience.
5. Test
The prototype was evaluated through feedback sessions involving the target audience to assess its clarity, appeal, and relevance to the brand image. The feedback was used to revise and refine the design until a final result was achieved that effectively communicated the essence of the brand.

In addition, the AIDAS model (Attention, Interest, Desire, Action, Satisfaction) is applied as a strategic framework in the design of promotional media. This model provides structured guidance so that visual

elements can attract attention, build interest, foster desire, encourage action, and provide satisfaction with the promotional message being conveyed.

3. Result and Discussion

This results and discussion section explains the design process and results obtained from applying the Design Thinking method in developing the visual identity of Maple's Beauty Clinic. Each stage—Empathize, Define, Ideate, Prototype, and Test—was carried out systematically to identify the brand's main problems and produce design solutions that match the modern, elegant, and feminine character of the clinic.

1. Empathize

At this stage, data was collected through observation and interviews with customers and staff at Maple's Beauty Clinic to understand their perceptions, preferences, and expectations regarding the brand's visual identity. The findings show that although the clinic offers professional beauty services, its existing visual identity lacks distinctive features and consistency. Customers rated the clinic's atmosphere as comfortable and professional, but its visual appearance did not fully represent these values.

2. Define

Based on the results of the empathize stage, the main problem identified was the lack of a strong and coherent visual identity to represent a modern, elegant, and feminine brand character. Therefore, the design objective focused on developing a logo and promotional media that could reflect these characteristics and appeal to the target audience, namely modern women seeking premium beauty services.

3. Ideate (Penerapan Metode Matriks)

During the ideation stage, the matrix method was applied to explore various visual concepts derived from the main keywords: elegant, feminine, and maple leaves. Each keyword was analyzed and linked to visual elements such as shape, color, and typography. For example, the word elegant inspired the use of soft curves and symmetrical compositions; feminine suggested the use of pastel colors and delicate serif fonts; while maple leaves became the main symbol representing natural beauty and personal growth. The matrix method resulted in visual concepts that led to elegant, feminine, and simple characters as the basis for the logo design.

THE MAPLE'S BEAUTY	THE MAPLES	M	BT
Dawn Maple	Maple Leaf	Stylized Leaf	Simplified Leaf

Figure 1, Matrix

4. **Prototype (Design and Application of Visual Identity)**

The selected concept was then developed into several design prototypes, including the main logo, color palette, typography, and promotional materials.

5. **Test**

The testing phase was conducted by gathering feedback from staff and the clinic's target audience. Most respondents stated that the new logo and promotional visuals looked more elegant, modern, and professional than the previous design. Minor adjustments were made to the logo proportions and text size to improve readability. Overall, the design was considered effective in communicating the essence of the Maple's Beauty Clinic brand.

Final Logo



Figure 2, Final Logo

Poster



4. Conclusions

The results of this study demonstrate that the Design Thinking approach effectively supports the development of a visual identity that reflects the modern, elegant, and feminine character of Maple's Beauty Clinic. Through a structured process consisting of empathize, define, ideate, prototype, and test, the final logo and promotional design successfully convey the intended brand values and align with the expectations of the target audience. Future researchers may expand this study by exploring broader applications of the visual identity across digital platforms or by testing the design with larger audiences to gain deeper insights into brand perception.

5. References

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