Preliminary Analysis to the Visual Identities of Bandung Creative Industries during Pandemic (2019-2023): case study of Monoponik Studio, Pikir Mikir Studio, and Dassein Design Bureau

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Abstract. *This study examines the development of visual identity in Bandung's creative industry during the COVID-19 pandemic (2019–2023), focusing on the portfolios of Monoponik Studio, Pikir Mikir Studio, and Dassein Design Bureau. Using a qualitative approach, the research analyzes key visual identity elements—logotype, symbol, color, and typeface—to highlight design trends and their adaptation to pandemic-driven challenges. Findings reveal a shift toward minimalist styles, high-contrast colors, and designs optimized for digital and print platforms, with the food and beverage sector being the most active. Emotional resonance, scalability, and local branding emerged as crucial strategies during this period. This study differs from previous ones in that it examines real-world examples from design studios in Bandung during the COVID-19 pandemic. By focusing on this time and place, it shows how visual identity changed in response to real-world challenges. This makes the study useful for designers and researchers who want to understand how design adapts during difficult times.*

Keywords: Visual identity, Bandung creative industries, pandemic

Abstrak. Penelitian ini mengkaji perkembangan identitas visual dalam industri kreatif Bandung selama masa pandemi COVID-19 (2019–2023), dengan fokus pada portofolio Monoponik Studio, Pikir Mikir Studio, dan Dassein Design Bureau. Dengan menggunakan pendekatan kualitatif, penelitian ini menganalisis elemen utama identitas visual seperti logotipe, simbol, warna, dan tipografi untuk menyoroti tren desain dan adaptasinya terhadap tantangan yang muncul akibat pandemi. Temuan menunjukkan adanya pergeseran menuju gaya minimalis, penggunaan warna dengan kontras tinggi, serta desain yang dioptimalkan untuk platform digital dan cetak, dengan sektor makanan dan minuman menjadi yang paling aktif. Resonansi emosional, skalabilitas, dan branding lokal muncul sebagai strategi penting selama periode ini. Studi ini berbeda dari penelitian sebelumnya karena menelaah contoh nyata dari studio desain di Bandung pada masa pandemi COVID-19. Dengan berfokus pada periode dan lokasi tersebut, penelitian ini menunjukkan bagaimana identitas visual berubah sebagai respons terhadap tantangan nyata. Hal ini menjadikan penelitian ini bermanfaat bagi desainer dan peneliti yang ingin memahami bagaimana desain bisa beradaptasi sesuai dengan kebutuhan.

Kata Kunci: Identitas visual, industri kreatif Bandung, pandemi

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INTRODUCTION

This study aims to explore the development of visual identity in Bandung's creative industry between 2019 and 2023, particularly during the COVID-19 pandemic. A particular interest to the authors is the question of how design studios in Bandung adapt their visual identity strategies in response to the pandemic and the shift to digital media? The COVID-19 pandemic of 2019 triggered a shift towards digital media within the creative industry sector. Formerly conventional promotional strategies have shifted to digital media, prompted by the growth of digital technology. This transformation alters how audiences engage with the creative industry. By 2023, the long-term effects of this shift will have become evident, with creative sectors such as visual art, branding, advertising, and multimedia embracing hybrid strategies that blend traditional and digital methods. Accessibility to design continues to expand, empowering even small enterprises to benefit from professional design services. However, this broad accessibility has also intensified the demand for innovative digital design solutions, as businesses and consumers alike expect higher quality and personalization from these services [1][2].

Visual identity assumes prominent importance in consumer-centric businesses. A business's ability to satisfy consumers, foster loyalty, and attract new patrons depends significantly on its visual identity. One strategic avenue is the development of Dynamic Visual Identities—a nuanced process that demands consideration of the desired visual narrative and consumer response. Key elements such as logos, colors, and typography shape consumer perceptions, influence emotional connections, and establish brand credibility [3].

This study examines the evolution of visual identity trends from 2019 to 2023 in Bandung's creative industry. For example, in 2019, many brands used soft, natural colors. By 2023, brighter and bolder colors had become more common, reflecting how design had responded to social and digital changes. This research maps these changes and shows how studios prepared for or embraced dynamic visual identity. Three prominent studios, Monoponik, Pikir Mikir, and Dassein, were selected because they are well-established in Bandung, active during the 2019–2023 period, and have numerous design projects in their portfolios. Their works demonstrate a wide variety of visual identity styles, which helps this research provide a more comprehensive picture of design trends during and after the pandemic.

METHOD

The method in this research uses a qualitative approach. The methods in this research include data collection methods and data analysis methods. This research begins with a qualitative approach to address a phenomenon requiring valid and reliable data sources, then continues with interpreting the data results so that they can be processed into research results [4] related to the development of visual identity in the creative industry sector in Bandung. Data collection focuses on analyzing portfolios from three creative studios—Monoponik Studio, Pikir Mikir Studio, and Dassein Design Bureau—spanning the years 2019 to 2023. Sugiyono stated that observation is one way of collecting data, and the data collected is not limited only to humans, but also to other objects[5]. In this context, the portfolios serve as primary objects of study, offering a timeline of visual identity trends and their adaptation over time.

DISCUSSION

Visual identity can be interpreted as any form of visual representation of a product, brand, or individual that can be recognized. When consumers interact with brands, they are exposed to visual stimuli, including logos, colors, shapes, typography, characters, styles, and other elements that comprise the brand image [6]. In short, visual identity is

a holistic visual style used to identify a brand, product, or service [7]. Moreover, research highlights the importance of logos and their effect on consumer perceptions. Studies have shown that logos significantly influence brand image, which, in turn, impacts consumer attitudes and purchase intentions [8].

The first step in analyzing the development of visual identity was to group several design agencies based in Bandung that have portfolios from the 2019-2023 time period. This timeline was selected to track the development of visual identity in the creative industry during the pandemic and the subsequent post-pandemic period. Here are some design agencies taken as case studies. Pikir Mikir Studio was established in 2020 and has a scope in installation art, wall decor, environmental graphic design, graphic design, and interior design. Monoponik Studio was established in 2012, focusing on brand identity, illustration, editorial and printed design, information design, motion graphics, and brand and design consulting. Lastly, Dassein Design Bureau was founded in 2016 and had portfolios in branding, brand identity, graphic design, and editorial illustration.

These three agencies are prominent players in Bandung's creative industry. The selected time frame (2019–2023) coincides with the challenges posed by the COVID-19 pandemic, making their design strategies a valuable insight into how agencies adapted to changing client needs, market conditions, and consumer expectations. Their work showcases diverse approaches to creating visual identities, from minimalist, versatile designs to emotionally engaging branding solutions, which align with the study's aim to understand visual identity development during this era.

Figure 1. Logo of three Bandung design studios used as case study. From left to right: Pikir Mikir Studio, Monoponik Studio, Dassein Design Bureau. 2023. Logos retrieved from Pikir Mikir Studio (https://www.pikirmikir.com) [9], Monoponik Studio (https://www.instagram.com/monoponik/) [10], and Dassein Design Bureau (https://www.dassein.design/) [11]. Copyright belongs to respective owners.

Visual identity comprises graphic elements that aim to identify and represent a brand. Several basic elements of visual identity [12] are: a) logotype, b) symbol, c) color, and d) typeface. These elements are foundational for creating a cohesive and recognizable brand presence, as they influence consumer perception and brand recall [3][13]. These four elements of visual identity will be used as variables in analyzing the brands selected in the case study. Brands will be sorted according to the year of design to understand how these components have evolved over time.

Logotype

A logotype is a graphic representation or symbol used by an organization, business, or individual to visually identify their brand. A logotype consists of a text-based design that conveys the identity and purpose of the entity it represents. Logotypes play a crucial role in brand recognition and are extensively utilized across products, marketing materials, websites, and other communication platforms to establish a consistent visual identity and enhance brand awareness [14, 15]. A logotype is just as crucial as a symbol in visual identity; it can be perceived as a single, unified visual element rather than a collection of related words [16].

Symbol

In visual identity, a symbol is a graphic element or image that represents a brand, organization, product, or concept. Typically, symbols are simple visual representations that convey meaning without the use of text. They are designed to be easily recognizable and memorable, and can be used across various applications and media. Symbols are crucial in visual identity systems, as they serve as visual shorthand for related entities, conveying the essence, values, or attributes of a brand or organization in a succinct and effective manner. Often, symbols are used in conjunction with a logotype or as standalone elements to create a cohesive and recognizable visual identity.

In addition, symbols enhance the flexibility and scalability of a brand's visual identity. They can be resized and adapted for different contexts without losing their impact, making them ideal for both digital and print media. The simplicity and universality of symbols enable them to transcend language barriers, allowing brands to communicate effectively with a global audience. When designed thoughtfully, symbols can evoke emotions and associations that strengthen brand recognition and loyalty. Thus, incorporating a well-crafted symbol into a visual identity is a strategic move that enhances the overall brand narrative and visibility. In logo typology [17] the symbol is considered 'iconic.'

Color

Color signifies a specific shade consistently employed to symbolize a brand, organization, or entity. Color significantly influences the perception, mood, and personality of a visual identity, as well as communicates essential messages and values to the audience. During the development of a visual identity, colors are carefully selected to evoke specific emotions, convey brand characteristics, and differentiate the brand from its competitors. Additionally, the appropriateness of color choices in brand logos can significantly impact consumer perceptions, underscoring the importance of careful selection to align with brand identity [18]. Overall, the impact of color on marketing highlights its significance in shaping consumer behavior and brand recognition[19].

Moreover, color enhances brand recognition and memorability. Consistent use of brand colors across various touchpoints helps create a cohesive and unified visual experience, reinforcing brand identity. The psychological impact of color can also drive consumer behavior and preferences, making it a powerful tool in marketing and branding strategies. By understanding the cultural and emotional connotations of different colors, brands can craft a visual identity that resonates deeply with their target audience, fostering trust and loyalty. Color acts as an effective communication role in situations where direct and specific verbal expression is difficult [20].

Typeface

In visual identity, typeface refers to a set of characters, including letters, numbers, punctuation, and symbols, that have a consistent design style. Typeface is often used interchangeably with the term "font," although technically, a font is a specific variation within a family of typefaces, such as bold, italic, or regular. Typeface plays an important role in conveying the personality and character of a brand or organization through written communications. Unique typeface is also considered a 'necessity' for modern brands [21]. Typeface can also impact emotional responses to advertisements [22] and significantly impact emotional responses to advertisements, influencing consumer perceptions and behaviors [23]. When creating a visual identity, designers select a typeface that aligns with the brand's values, messaging, and target audience.

These four elements of visual identity will be used as variables in analyzing the brands selected in the case study. Brands will be sorted according to the year of design.

Design Aspect Analysis

Table 1. Product and brand mapping of Pikir Mikir Studio output.

Visual Identity	
	Source: Pikir Mikir Studio (https://www.pikirmikir.com) [9], retrieved 2023
Name	Seduh Sembuh Kopi
Year	2021
Color	#e6b100 yellow, conveying warmth, optimism, and energy, creating a comforting and welcoming atmosphere. #780002 dark brown/red represent coffee itself, grounding the logo. Contrast between yellow and brownish red gives good visibility and readability
Symbol	The symbol features a coffee cup with steam rising from it, stylized with smooth and flowing lines. The steam is framed within an arched window-like shape, possibly symbolizing a sunrise, evoking a sense of rejuvenation and healing.
Logotype	The combination of the coffee cup and the radiant lines creates an inviting and uplifting visual identity, aligning with the name "Sembuh" (healing), which is also the brand name 'Seduh Sembuh Kopi'
Typeface	Bold serif, conveying a sense of tradition and reliability. The alignment of the text is compact and balanced, ensuring readability
Analysis	The integration of the symbol and typography is harmonious, with both elements complementing each other without overcrowding the design. This logo works well for coffee packaging, café signage, social media branding, and merchandise like tote bags

Table 2. Product and brand mapping of Monoponik Studio outputs.

Visual Identity	
	Source: Monoponik Studio (https://www.instagram.com/monoponik) [10], retrieved 2023
Name	TC7 (Taman Cempaka 7 Commercial Space)
Year	2019
Color	Black. It adds to its minimalist aesthetic. It suggests sophistication, clarity, and versatility
Symbol	The symbol is a curved line above the letter C which symbolizes the architectural design of TC7. The curve represents the concept of 'openness', because TC7 itself is an open space with a lot of tenants
Logotype	The logo is inspired by TC7's existing building shape, its door. All the logo elements consist of single, thin lines. The symmetry in the letters and the arrangement conveys balance and structure, which can be associated with reliability and professionalism
Typeface	Clean, geometric sans-serif. This gives the logo a modern and minimalist appearance
Analysis	This logo would likely perform well in both digital and print mediums due to its simplicity and clean lines
Visual Identity	

	Source: Monoponik Studio (https://www.instagram.com/monoponik) [10], retrieved 2023
Name	TC7 (Taman Cempaka 7 Commercial Space)
Year	2020
Color	#fe6e65 represents a bright berry color, #683275 purple. Berry suggests energy, enthusiasm, and approachability, while purple conveys creativity, sophistication, and elegance
Symbol	The symbol is in the shape of a smiling person's face. The symbol also resembles a combination of a lowercase "h" and a "b," cleverly tying into the brand name "hijaberies"
Logotype	The logo features balanced proportions between the symbol and the typography, making it visually cohesive and easy to recognize. The simplicity ensures scalability and legibility when used on small items (like fashion tags)
Typeface	Sans serif, which gives it a modern, approachable, and clean appearance. The lowercase letters emphasize friendliness and accessibility, aligning well with a brand that aims to be welcoming and relatable
Analysis	This design is versatile and would perform well across different mediums, including digital platforms, product packaging, and promotional materials
Visual Identity	Source: Monoponik Studio (https://www.instagram.com/monoponik) [10], retrieved 2023
Name	Takadeli Cake Boutique
Year	2021
Color	A combination of yellow, which symbolizes energy, happiness, and brown to evoke warmth (possibly the idea of baked goods, which is the brand's core product)
Symbol	A subtle smile-like curve below the letters "aka" shows the brand's approachable and joyful tone, symbolizing satisfaction and happiness associated with the product
Logotype	The bold "Takadeli" as the focal point and the smaller "Cake Boutique" text providing additional context without crowding the design. The curved smile-like element below "aka" adds a dynamic and cheerful touch, breaking the straight lines of the typography
Typeface	Bold, rounded sans serif. The "a" in "Takadeli" is stylized with a horizontal line extending from its crossbar, adding a distinctive feature
Analysis	Its design aligns well with a boutique offering high-quality cakes and baked goods, appealing to both casual and premium consumers. The logo will work well on product packaging, signage, menus, and merchandise such as cake boxes or bags
Visual Identity	Source: Monoponik Studio (https://www.instagram.com/monoponik) [10], retrieved 2023
Name	EUCK (Exciting Uncommon Contrast Kit)
Year	2022
Color	#ffb700 yellow, symbolizing energy, optimism, creativity, making the logo looks cheerful The black text stands out against the yellow, creating a strong contrast
Symbol	The text is set within an organic, blob-like yellow shape, which adds a sense of fluidity and creativity to the design
Logotype	The irregular shape makes the logo feel dynamic and less rigid, aligning with brands that want to appear fun, approachable, or unconventional. The combination of bold

	typography, bright colors, and an organic shape suggests a brand that is youthful, energetic, and innovative
Typeface	Bold letters with rounded edges. Written in uppercase. The thickness of the font conveys strength and confidence while maintaining a fun, informal tone due to the rounded design
Analysis	The logo is modern and vibrant, effectively conveying a sense of fun and creativity. The minimalistic approach also makes it good in adapting across medias

Table 3. Product and brand mapping of Dassein Design Bureau outputs.

Visual Identity	Source: Dassein Design Bureau (https://www.dassein.design/) [11], retrieved 2023
Name	Amare
Year	2020
Color	This brand primarily uses several color schemes, with black and earthy tones being the most prevalent. The black/dark color ensures good legibility while the neutral color suggests versatility and professionalism
Symbol	Without symbols. The absence of additional symbols emphasizes the logotype, focusing attention entirely on the brand name
Logotype	The unique treatment of the "M," where the middle section arches upwards, creates a subtle visual distinction. This customization adds personality to the design without compromising readability
Typeface	Modern and minimalist sans serif, with clean, rounded letterforms that convey simplicity and approachability
Analysis	The logo is well-suited for digital platforms due to its clean and scalable design. Its minimalist aesthetic makes it good for print materials and packaging, making sure the branding is consistent across mediums
Visual Identity	Source: Dassein Design Bureau (https://www.dassein.design/) [11], retrieved 2023
Name	Funkmie Noodle
Year	2021
Color	Color scheme features a combination of bold red and blue. Red symbolizes energy, passion, appetite (which is good for a food brand), while blue represents sense of trust
Symbol	Symbol in the form of illustrations of a cat holding a bowl. This mascot adds personality to the logo, making it friendly and memorable, and the bowl of noodles connects directly to the product, ensuring instant recognition of the brand's focus
Logotype	The symbol and text are integrated in a way that maintains balance, with the mascot on the left drawing attention while the typography anchors the composition. The tagline 'Purrfectly Hao Chi' is a reference to the brand's cat mascot (hence, the purr) while Hao Chi means tasty/delicious in Chinese
Typeface	Playful, bold typeface. The italicized and slightly slanted style gives the typography a dynamic, informal, and modern feel, appealing to a younger, casual audience
Analysis	The logo effectively conveys a sense of fun, energy, and approachability. It's engaging and memorable, perfectly suited for a food brand targeting a youthful audience. This logo works well on packaging, menus, social media branding, and noodle cups or takeaway bags

Visual Identity	 Source: Dassein Design Bureau (https://www.dassein.design/) [11], retrieved 2023
Name	Djaman Coffee
Year	2021
Color	#4aa372 green, conveying a sense of calm, freshness, and natural appeal. The slightly brighter green used on typeface contrasts effectively with the green background, ensuring high readability and visual clarity
Symbol	Without symbols
Logotype	The distinctive design of the "d" and "j" letters, with their curved and connected strokes, adds a unique element to the typography, making it stand out. The addition of the period after "djaman" gives the logo a contemporary and assertive feel, as though marking a statement, while the word 'coffee' beneath 'djaman.' serves as a detail to the brand's product/focus
Typeface	Sans serif, minimalist and clean.
Analysis	The simplicity of the design ensures scalability and versatility across various branding materials. The logo is balanced between modernity and simplicity, making it approachable while still appearing premium

Visual Identity	 Source: Dassein Design Bureau (https://www.dassein.design/) [11], retrieved 2023
Name	Djaman Coffee
Year	2023
Color	#187772, a muted teal color. This shows a sense of calm, trust, and professionalism. The brighter text contrast sharply against the teal background, giving good readability
Symbol	Without symbols
Logotype	The logo's symmetrical alignment emphasizes balance and order, reinforcing a sense of professionalism and reliability. The hierarchy between "MINITY" and "CATERING" is clear, with the primary brand name drawing attention first, followed by description for context
Typeface	Sleek, modern sans-serif written in uppercase. The kerning is relatively wide, giving the logo minimalist and premium feel
Analysis	The overall design suggests a brand that is modern, professional, and sophisticated, likely targeting audiences seeking premium catering services

Based on the mapping that has been carried out, there are several things that can be concluded according to the description of each variable:

a) Distribution of years

Based on the table above, the year with the most portfolios is 2021. In 2019, there was 1 brand in the form of commercial space (physical building). Within the scope of the case study, no other products were produced in 2019, as it marked the beginning of the pandemic, and the situation was less conducive to production. In 2020, there are two brands that focus on e-commerce sales: Hijaberies (fashion) and Amare (drinks). During this period, social distancing policies and appeals for people to stay at home are still being

implemented, so e-commerce is ideally more effective than physical stores. In 2021, as the pandemic transitioned to its end, many brands in the food sector appear to be rebranding or introducing new products to the market. Based on the table, there are a total of 4 brands, and most of them are food and cafe businesses that have on-site business space. On-site businesses are starting to reopen as people resume their normal activities. In 2022 and 2023, each will have 1 brand operating in the product and service sector.

b) **Common themes across logo**

All logos maintain a clean and straightforward design, which ensures scalability and adaptability across various applications. Minimalism is a consistent trend that reflects modern design preferences. During the pandemic, brands likely emphasized simple, clear designs to ensure adaptability across digital platforms as online presence became more critical.

All logos also use typography as a key element, whether bold and playful (e.g., "EUCK") or sleek and elegant (e.g., "Minity Catering"), the fonts are chosen to align with the brand's personality and target audience. Most logos are designed to use high-contrast colors to ensure visibility and enhance readability across various media. There is also an increased use of warm and inviting colors, such as the use of warm hues (yellow, brown, coral) in "Takadeli," "Seduh Sembuh Kopi," and "EUCK," which aligns with a shift toward creating a sense of optimism and cheerfulness. This choice likely reflects an effort to uplift consumer spirits and foster a sense of community.

c) **Symbol usage**

Logos like "Seduh Sembuh Kopi" and "Funk Mie" integrate illustrative symbols (a coffee cup and mascot) that directly tie to their products, while others rely solely on typography (e.g., "Minity Catering") for a clean, professional look. Some logos, such as "Takadeli" with its smile motif and "Seduh Sembuh Kopi" with its warm, inviting tones, highlight efforts to create a sense of comfort and familiarity. These designs resonate with the need for positivity, connection, and trust during a challenging time.

d) **Scalability**

All logos are designed with simplicity and balance, making them adaptable for both digital and print mediums, from packaging to signage and social media. With lockdowns and restrictions forcing brands to rely more on online interactions, these logos are designed to perform well on digital platforms. For example, "funk mie" and "djaman coffee" have bold, clean designs optimized for mobile and social media visibility.

e) **Emphasis in memorability**

Unique design choices, such as stylized typography or illustrative elements, make these logos memorable, ensuring strong brand recognition in competitive markets. For example, the logos feature unique elements (e.g., the stylized "d" and "j" in "djaman coffee" or the smile curve in "Takadeli") that not only distinguish them but also ensure they are memorable amidst heightened competition during the pandemic.

f) **Industrial sector**

Most of the brands that underwent rebranding or brand launches during the 2019-2023 period primarily operated in the food industry sector, with a total of six brands. There are two brands operating in the fashion industry, whereas for other sectors, there is only one. Several brands, such as "Hijaberies" and "Takadeli," emphasize a connection to local or specific niche markets. This aligns with the trend during COVID-19 where consumers prioritized supporting local businesses, emphasizing authenticity and community.

CONCLUSION

This research uses a visual analysis method to group several brands that appeared in the 2019-2023 period in the city of Bandung based on the agencies that are the case studies. In analyzing the data, this research divides several visual identity element variables into logotype, symbol, color and typeface. This research found that: 1) Most brands appeared/rebranded in 2021 which is a new normal transition, 2) there are some common themes across logos, mainly the usage of clean-minimalistic deisgn, typography as key element, and high-contrast color, 3) some brands use symbols or illustrations to combine with the logotype, the illustration style used tends to be simple and minimalist, with monochrome colors chosen, 4) all logos are designed with simplicity and balance, good versatility in media 5) most put emphasis in memorability 6) most brands operate in the food/drink industry sector.

These logos are a testament to how design can adapt to unprecedented times, balancing functionality with emotional resonance. Their creators likely sought to build consumer trust, reinforce positivity, and ensure versatility for digital and physical mediums—all vital during the pandemic's uncertainty.

By reflecting resilience and adaptability in their design, these logos encapsulate the spirit of brands navigating a challenging era. They not only served as visual identities but also as tools for building connections and fostering loyalty in a time when those qualities were more important than ever. In future research on similar topics, it is recommended to expand the scope of mapping in order to obtain more varied results.

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