

# "EXOTIC WEST JAVA TOUR ITENERARY" LOGO DESIGN

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**Abstract:** Tour itenerary of Tourism Promotion Agency Bandung (BPTB), a catalog of travel package West Java exotic, named "Exotic West Java Tour Itenerary" concept building travel traditional culture of West Java but still brings the impression of a 'mature' and minimalist derived from insight the main customers are foreign tourists, of that keyword also obtained; minimalist - West Java - adults - exotic, all four of those keywords will initiate the process of making brand identity "Exotic West Java Tour itenerary".

**Keywords:** *Tour itenerary, West Java*

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## 1. INTRODUCTION

West Java known as a province with high value of art and culture, both modern and traditional. Known for its traditional culture of Sundanese culture that includes one of the oldest in Nusantara (Indonesia). West Java Province is now very developed in the field of tourism, in addition to having ancestral cultural values, overlay beautiful natural attractions, as well as various culinary specialties. This potential takes an action to promote.

Bandung as the largest city in West Java as well as the capital is a city that is growing, especially tourism, as the city of metropolitan that still preserve the ancestral culture that makes Bandung Sundanese culture attracted many local and foreign travelers. Tied to the government's mandate to promote Bandung and West Java as a tourism destination, on October 10th, 2012, the Mayor of Bandung declared Bandung Tourism Promotion Board (Bandung Tourism Promotion Board; BPTB). It was issued to formulate and mengimpementasikan integration of domestic and international promotional and marketing program for tourism in West Java, especially the city of Bandung. BPTB obliged to promote tourism in Bandung and West Java, one of the media used by BTPB is Itenerary Tour. Exotic West Java Tour Itenerary which is a catalog of digital-based travel package with several publications containing a point of interest in West Java, is expected to be the solution to these vacation plans for tourists.

## 2. THEORETICAL BACKGROUND

### 2.1 Design

'Design is what links creativity and innovation. It shapes ideas to become practical and attractive propositions for users or customers. Design may be described as creativity deployed to a specific end.' Cox (2014). The design is the ability to create several alternative solutions to problems (Bin Ladjamudin, 2005).

### 2.2 Brand Identity

Gelder (2005), "Brand identity as a set of aspect that convey what a brand stands for its background, its principles, its purpose and ambitions", "Brand identity is what we transmit ti the market place it is what is under our control, provided that we understand the essence and expression of our brand".

### 2.3 Logo

A logo provides instant recognition for the brand and the product. Logos help transcend international boundaries and language barriers because of their "visual" character (Kohli, 2002).

“Logo is a form of visual and graphic expression unique image and identity of an entity” (Sembada, 2010).

Supriyono (2010:108-112) revealed that the shape of the logo can be designed with a variety of approaches, among others, with the following approach:

1. Logotype: company or organization name is written using a distinctive, unique, and consistent typography.
2. Initials: develop or deform the first letter of the name of the company or organization.
3. Pictorial Visual: object representation to describe the image service, company, or organization.
4. Visual Abstract: abstract form (non-pictorial), imaging service, company, or organization.
5. Combination: incorporation of the forms above.

### 3. THE RESEARCH METHOD

This type of research is categorized into qualitative study. The method used is observation, interview and literature study, conducted through the collection of information obtained from various guide books and other electronic resources on brand identity, culture and tourism. In this study, carried out in several stages, namely data collection, analysis and design, and implementation. Stage design and logo application analysis done by several stages, design concepts, sketches, line art, color, refinement and final artwork.

### 4. RESULT AND DISCUSSION

The result of the Exotic West Java Tour Itinerary logo design is the combination of logogram and stylized Cleaver. Cleaver (*kujang*) is a tool and a Sundanese symbol of also grooves inspired by the "fathers Priangan" (female Sunda) of which has a value of exoticism high so the whole logo is easily recognizable, distinguished and remembered by the target audience, and logotype kind custom sans serif font with regard to the balance of the mood and logogram without leaving the legibility and aesthetic functions. Brown and green colors are taken from the color of the soil and plants that became the scene in West Java.

#### 4.1.1. *Final Artwork*



Figure 1 final logo

#### 4.1.2. *Manual book*

In "Exotic West Java Tour Itinerary" logo manual book prioritizes clean design, minimalist, simple, and still retain the traditional side, the traditional form of texture elements taken from form logogram. In designing the appearance of the manual page book is divided into two columns. The first column contains the chapter number and a brief description of the contents of the chapter. The second column contains the contents of the chapter (fill in the form of text / image).



Figure 2 final artwork covers dan manual book content

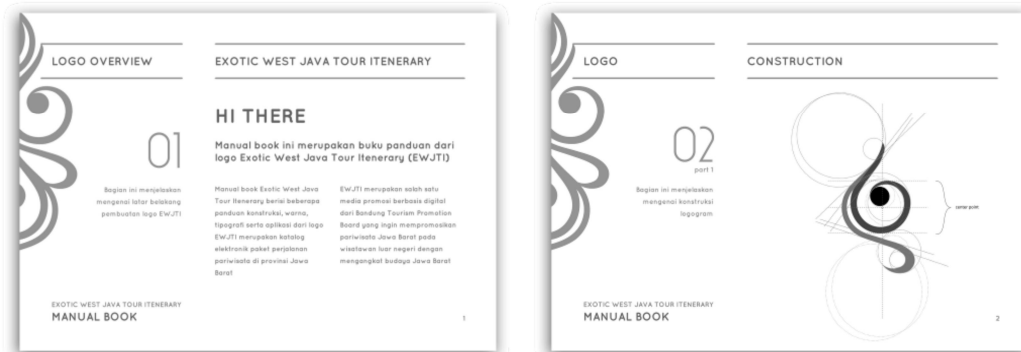


Figure 3 manual book final design page 1 (01. logo overview) page 2 (02 part 1. logo construction)

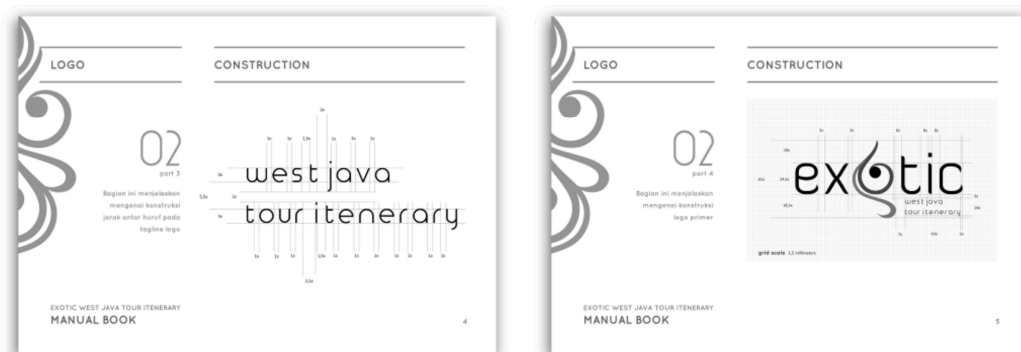


Figure 4 manual book final design page 4 (02 part 3. logo construction) page 5 (02 part 4. logo construction)

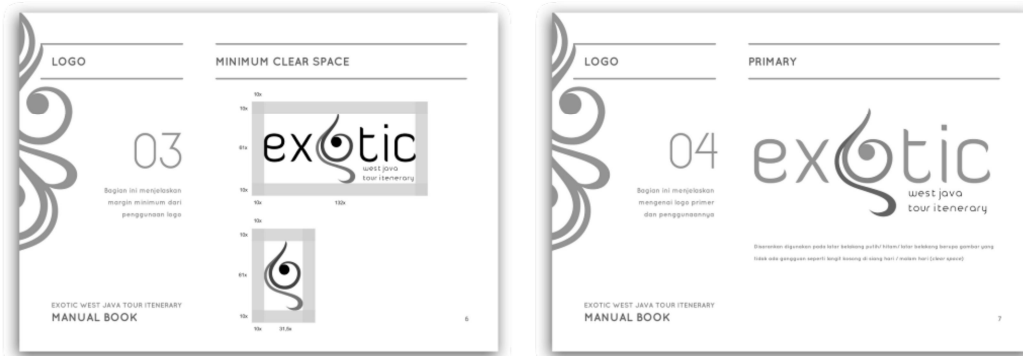


Figure 5 manual book final design page 6 (03. logo minimum clear space) page 7 (04. logo primary)

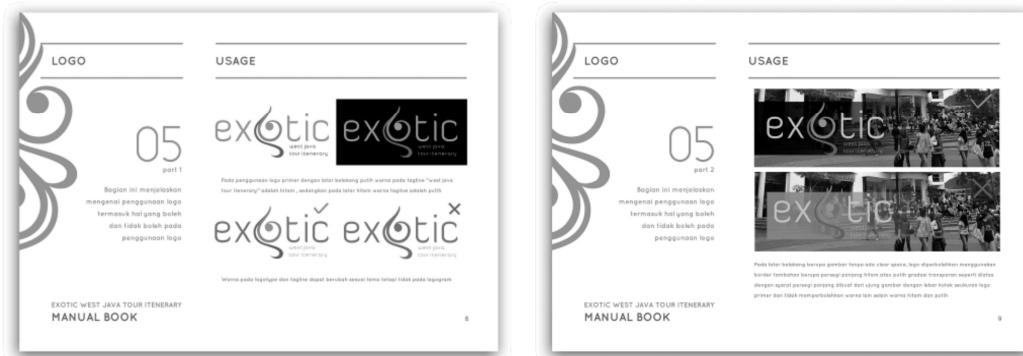


Figure 6 manual book final design page 8 (05 part 1. logo usage) page 9 (05 part 2. logo usage)



Figure 7 manual book final design page 10 (05 part 2. logo usage) page 13 (07. texture)

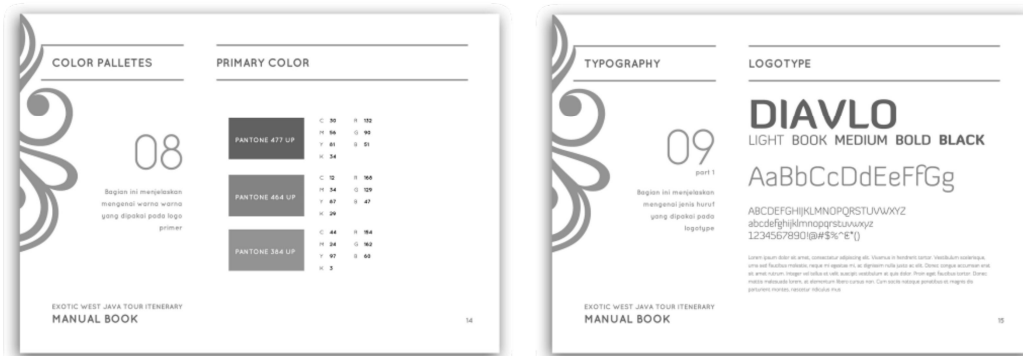


Figure 8 manual book final design page 14 (08. Color palletes primary) page 15 (09 part 1. Logotype)

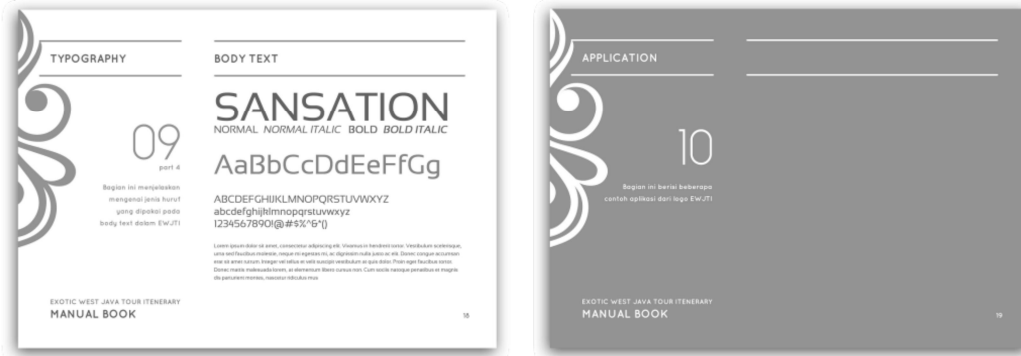


Figure 9 manual book final design page 18 (09 part 4. Body text) page 19 (10. application)



Figure 10 manual book final design page 20 (example interface catalog 1) page 21 (example interface catalog 2)



Figure 11 manual book final design page 22 (id card example) page 23 (promotion sticker example)



Figure 12 manual book final design page 24 (name tag example)

## 5. CONCLUSION

The brand identity of *Exotic West Java Tour Itenerary* is designed with deep and conscientious concept, hopefully the author can bring the traditional philosophy of West Java. The brand identity is designed in minimalistic manner, in accordance with recent development which more simpler and practical. In this paper, the author inserted the logo design process, from the conceptual stage to digitalization clearly and comprehensively. The author also added a manual book for logo user's guidance.

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