

UNIVERSITI TEKNOLOGI MARA

**THE CASE STUDY OF
REBRANDING BRANDMARK LOGO ON
REMBA ASPIRASI SDN BHD**

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CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6th February 2022 to conduct the final examination of Nurul Afiqah Binti Azli on his Bachelor Degree (Hons) in Graphic Design thesis entitled The case study of rebranding brandmark logo of Remba Aspirasi Sdn Bhd in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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ABSTRACT

Remba Aspirasi Sdn Bhd is a business that currently operates such as audiovisual integration, surveillance systems (with the most latest technological surveillance) also, interactive education such as smart classrooms equipped with good audio, computers, projectors, and screens, as well as led infotainment displays. This study aims to investigate the rebranding of the logo of the company as well as to better understand more about the concept of visual elements that are good for this company. Furthermore, companies need a brand mark that includes a logo, elements that can represent the company's digital identity and technology. This section of the paper will discuss the significance of the research as well. This research will be able to increase knowledge and understanding of what a brand is and how important having a good brand mark is. A brand's or organization's branding is critical. The company's brand distinguishes itself through the use of visual elements, images, and symbols to help the company stand out to customers and earn their trust. Logos are the most common type of brand mark used by most businesses, regardless of size or industry. Moreover, this is primarily due to the logo's clever use of visual elements, which are easier to remember than typographic elements. Brand identity consists of more than just a few images. brand, color, font styles, and even logos are all tools that aid in conveying the message and reaching the organization's intended audience. Furthermore, businesses require brand marks that include logos and elements that represent them.

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CHAPTER ONE INTRODUCTION

1.1 Research Background

A brand's or organization's brand marks are extremely important. A company brand employs visual elements, images, and symbols to highlight itself and help the company stand out to customers. A brandmark is a distinguishing feature. The logo is the most commonly used type of brand mark by most businesses, regardless of size or industry. This is primarily due to the logo's intelligent use of visual elements that are easier to recall than typographic elements. Brand identity is more than just a few visuals. It is about conveying a company's idea, the things that a company's brand or brand means. Brand colors, font styles, and even logos are all tools that help convey a message and reach the intended audience.

Symbols and icons can also aid in the communication of additional information about a company or brand. This is especially useful when the brand does not provide enough detailed information about the company and what it does. It may take some time to achieve this level of market recognition for your brand mark to become quickly associated with your company in the minds of your customers. However, if this brand mark is successfully created, the icon and logo will become very valuable for the company and bring a significant amount of equity to a brand or business.

In terms of logo value proposition, visual identities began for practical reasons. The first commercial use was by Allgemeine Electricitäts Gesellschaft (AEG), a German manufacturer of electrical appliances, in 1908, to create a corporate identity, unify the product line, and build an image with employees. (Carls, 1989). Visual identity in the United States began in the 1930s, but it didn't really take off until the 1950s, with designs for IBM, ABC, Manhattan Bank, Mobil Oil, JCPenny, and Standard Oil. Corporate identity has evolved into a standard and critical corporate practice. Carls (1989).

As a result, this paper will investigate the rebranding of Remba Aspirasi Sdn. Bhd's new logo design because the company's brandmark was not prominent previously, they are a

company that has been in the business world for 17 years in the service of audiovisual system integration and surveillance for higher levels of entertainment.

1.2 Problem Statement

Remba Aspirasi Sdn Bhd is a business company (service) that runs a technology-based business in terms of audiovisual integration (tailoring audiovisual gears for higher entertainment level), surveillance system (Securing perimeter with the latest surveillance technology such as closed-circuit television), interaction education (modern classroom experience in the era of digital) and infotainment led display (LED panel display from small to large size on the flat or rounded surface).

To others, logo design decisions may appear insignificant. However, getting the design right is critical for a variety of reasons. A well-designed logo can provide significant benefits to brands. Furthermore, the design elements of logos can have a significant impact on consumer behavior and brand performance. According to Jonathan Luffarelli (2019) logos has demonstrated that their simplicity or complexity can impact funding decisions made and that their symmetry or asymmetry can improve brand equity.

The purpose of this study was to determine what a brand mark is and what is meant by the rebranding of a logo design. Furthermore, the purpose of this study is also to create a new logo design for Remba Aspirasi Sdn Bhd. The company needs a good brand mark that includes the logo, elements that can represent the company's own digital identity in terms of visual use, and elements. that will be done.

1.3 Research Objective

The objective of this research is to explain how important it is to have a good landmark so that a company's organisation more recognisable and sustainable image. Meanwhile, this study will also undergo rebranding in terms of logo and related elements.

The research objective of this study are :

RO 1. To study the functional of the landmark

RO 2. To creat new one logo of Remba Aspirasi Sdn.Bhd

1.4 Research Question

This section of the study will discuss the two questions that this paper aims to answer.

The research question of the research are :

RQ 1. What are the functional of brandmark?

RQ 2. What an appropriate new rebranding logo design of Remba Aspirasi Sdn.Bhd?

1.4 Significance of the study

This part of the paper will explain the significance of the research. It will go over the significance of this paper and how plus will affect it. This study will be able to increase knowledge and understanding of what a brand is and how important having a good brand is. Meanwhile, it can indirectly assist and add knowledge to future or beginner **graphic designers** so that they can think more broadly and get an idea and information that can help them realize a good logo that is effective and functional in their work. Furthermore, the significance of this study to **society** is that they will be more aware of why a logo design is significant when they recognize this company.

Although the actual policy is long-established and operating in terms of the use of logo design they do not reveal the identity of a company doing business audiovisual integration, surveillance systems (with the latest technological surveillance) as well, interactive education such as smart classrooms equipped with good audio, computers, projectors, and screens, as well as infotainment displays. So the benefits to be enjoyed by this company will have a logo design new ones to show their company identity to be comparable over time, comparable to companies out there and users as well as those who have been involved or who will be users of this company will be more confident in this company by rebranding the logo design.

CHAPTER TWO LITERATURE REVIEW

2.0 Introduction

This chapter will be discussed in previous research journal articles and related chapters. This paper will explore some of the relevant past studies that will be explored. The purpose of this research and the literature review is to compare the past, and the literature will help find various opinions on different topics and findings between past research studies.

2.1 Definition “ what is a corporate logo? ”

Many authors have defined corporate logos in different ways, but the concept has been recognized as the foundation of corporate identity (Balmer 2001; Van den Bosch et al. 2006; Van Riel and Balmer 1997). Corporate logos serve as the most effective means of encapsulating an organization's core values for both internal and external audiences. A multidisciplinary approach should be taken when creating a company logo. It is an essential part of a company's overall identity (e.g., Balmer 2001; 2009; Simoes et al. 2005; Van Riel and Balmer 1997). Furthermore, there is a skewed perspective on the company logo elements (Van Riel et al., 2001).

Academics in the field of marketing consider a company's logo as a symbol of the promises it makes to its customers (Kay, 2006). (Bernstein 1986). Every business has a unique personality, intellectual and behavioral characteristics that help it stand out from the competition. Without a corporate logo, an organization's visual identity would not be complete (Balmer 2001). To effectively portray a company's identity and principles to stakeholders, the literature (Bernstein 1986; Van Heerden and Puth 1995; Van Riel et al. 2001) says that the corporate emblem is utilized to encapsulate "A particular style in which an organization's name is expressed, largely through typographic shape," Balmer (2008) stated (899).

2.2 Definition of rebranding as a marketing strategy

Rebranding is the practice of altering a company's public image. Definition It is a marketing tactic to give an already-established brand a new name, symbol, or design. The goal of rebranding is to differentiate a company's image in the marketplace from its competitors. Titan

Industries, for instance, rebranded in 2013 and renamed itself Titan Company, changing both its logo and its name. Creating value, innovating, and upholding the highest worldwide standards were all emphasized in the new logo.

Proactive rebranding and reactive rebranding are two different types of rebranding. When a corporation sees a chance to grow, innovate, tap into new businesses or customers, and reconnect with its users, a proactive rebranding strategy is used. Reactive rebranding occurs when an old brand is no longer used or has undergone a significant change. Mergers & acquisitions, legal concerns, unfavorable publicity like fraud, a desire to beat the competition, or creating a new market niche are all possible motivations for this type of action.

2.3 Rebranding & brand equity

There has been a lot of discussion about what brand equity is and how important it is, but no one has reached a consensus on what it means (Keller, 2003). A company, a retailer, and a customer can all weigh in on a brand's equity value. Brand equity is viewed differently by companies, retailers, and investors, which is why there are so many various ways to measure brand value. On the other hand, investors are more concerned with the financial aspects of brand equity. According to the economic perspective, brand equity can be defined as the additional cash flows that a branded product generates over an unbranded product (Farjam & Hongyi, 2015). According to a customer-based perspective, the power of a brand is derived from the long-term customer interactions and experiences with a brand. This is similar to how large corporations often overhaul their brand images and re-launch themselves as fresh corporate brands, just as food outlets have sought to establish entirely new brand identities. (Keller,2003) Therefore, while rebranding, organizations must rethink the brand's image and position in a manner that does not confuse consumers (Hankinson, 2015).

2.4 Logo evaluation

To understand how the logo was received by the public following the lifting process, it is critical to examine the evolution of well-known logos. The Coca-Cola logo is presented in specialized literature as a timeless graphic symbol, unchanged since 1885. The writing hand (1898) and typographic style of the Pepsi Cola logo are distinct features of the logo (today). Another

example is Apple, which is well-known in the industry. A picture of Isaac Newton was used in the beginning (1976), and the name Apple Computer (which many people find difficult to comprehend) was used in the end. As far as I know, Ford hasn't changed much since founded in 1927. Mazda's logo has evolved from the initials "Mazda" written in 1934 to today's

stunning design. Renault's diamond rhomb (1925) is a rhomb (2011). Ornamental writing adorns General Electric's logo, which has been unchanged since 1930. The Alfa Romeo logo and shape have remained unchanged since 1910. The shell shape has remained unchanged since 1904, but it is now a more modern and fashionable version. Fed Ex is now known as Fed Ex and is identified by a white arrow incorporated into the logo. There are numerous other examples of logos evolving over time regarding their design, color, and symbolism (Nokia, BP, IBM, etc.).

CHAPTER THREE RESEARCH METHODOLOGY

3.0 Introduction

This chapter will contain a list of the research approaches and procedures used. This case study is going to be a lot more in-depth. The researcher will go into greater depth on the study's methodology, testing, data gathering, and data analysis. Methods for collecting data for this study will be outlined in this section. This study's research methodology relies on a quantitative approach as well as questioners to gather data. Also utilized to bolster findings and make them even better are qualitative approaches such as the insights of researchers or people who have conducted relevant work of their own. Remba Aspirasi Sdn Bhd's logo was redesigned for the company's rebranding.

3.1 Research Approach

3.1.1 Data Collection

In this study, a hybrid quantitative data collection method was employed to gather information. Surveys utilizing Google Forms were used as part of the quantitative method, which could be done anonymously or openly. The logo design rebranding study is also solved using a qualitative method. For example, the analysis of literature written by other writers, such as videos on YouTube, online articles from websites, and even academic journals, is referred to as the qualitative approach of research. It is essential to elicit participants' opinions on the rebranding of logo design and their general knowledge of logo design through the use of these two approaches. Researchers can gain valuable insight into this case study by utilizing either of the two strategies just outlined.

3.1.2 Questionnaire

An online survey was conducted to obtain views, opinions, and proposed solutions in resolving the case of this study. This survey was disseminated or conducted through media platforms such as Whatsapp and related platforms that facilitate respondents to answer. Among the respondents who answered this survey were those aged 20 years and up.

The demographics, psychographic, and geography sections are all included in this study form. Name, age, gender, race, educational attainment, and religion all fall under the category of demographics. Also in this section of the survey, the researcher inquired about the importance of the logo design rebranding and solicited opinions.

3.1.3 Design and development process

The design process will be divided into several parts. There are seven parts, and the first part is the brainstorming in the idea of the idea as a whole rebranding of this logo design. In addition, the second part is a rough sketch of the logo design. Next, part three justification of meaning The fourth part of the logo design has been digitized, and there have been some changes and modifications. The next part is a brief description of the previous logo design of Remba Aspirasi Sdn Bhd and the rebranding of the logo design. Justification along with the slogan, and the last one is a mock-up for the design of the logo.

Table 3.1.3

Design & Development Process

No	Items	Table.no
1	Brainstorming	1.1
2	Rough sketches	1.2
3	Justification meaning of brandmark and color	1.3
4	Digital brandmark and refinement	1.4
5	Previous and new rebranding brandmark	1.5
6	Final brandmark with justification	1.6
7	Final brandmark with tagline	1.7

Brainstorming



Supporting Element

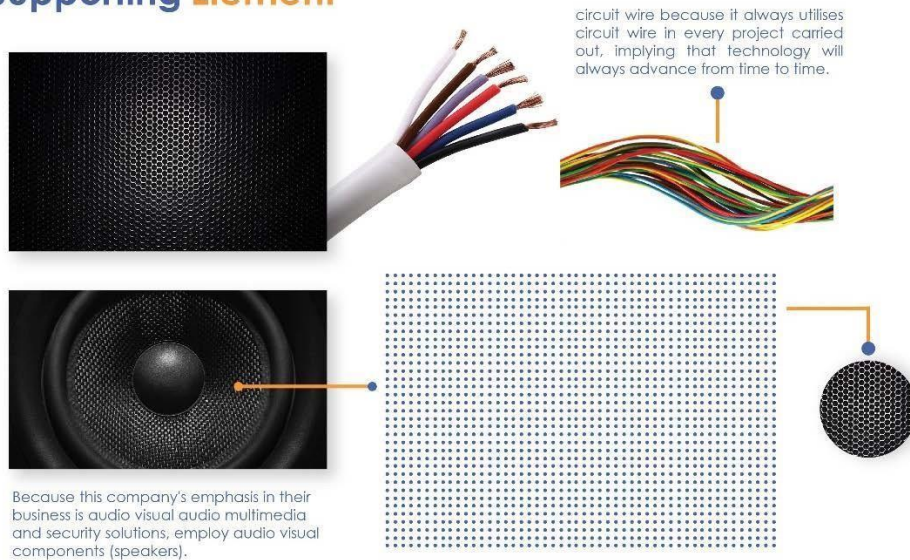


Figure 1.2: Brainstorming idea

Following the picture above is brainstorming for the logo design, which consists of the colors that will be used, supporting elements that can strengthen the company's identity, the type of typography used, and the concept that will be done.

Rough Sketch

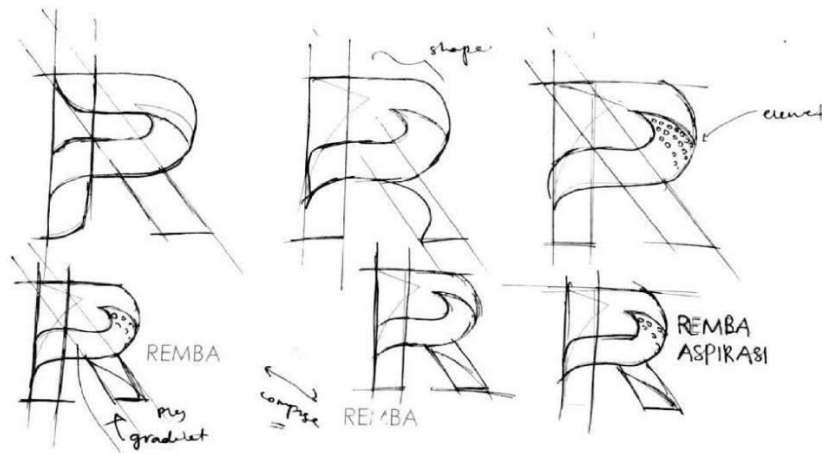


Figure 1.2: Rough Sketches of the brandmark

In this section, some rough sketches are done to generate ideas for the process of making this new logo design. Using a combination of organic forms and modern and simple concepts.

Meaning brandmark

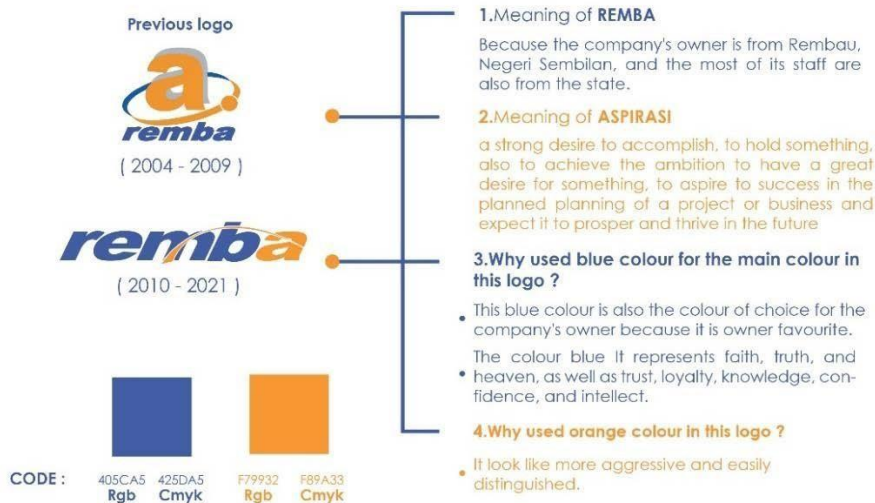


Figure 1.3: Justification meaning and color

To re-brand the logo design, color modification is not necessarily done this because the corporate color itself has symbolized the company because the color chosen has its own meaning.



Figure 1.4: Digital brandmark and refinement

After doing a rough sketch process for a new logo design, the next process continues to the digital process and at the same time enter the corporate color and also do some modifications to get a good composition.



Figure 4.2: Previous and new rebranding brandmark

Can be seen here the two differences between the previous logo design and the new one.

Final Brandmark (Justification)



Figure 4.2: Final brandmark with justification

The following process is the justification of each part of the new logo design, namely the elements used and the form used in the logo design.

Final Brandmark with tagline



Figure 4.2: Pie chart of Gender

Figure 1.7 shows the rebranding of the logo design and the slogan.

Brandmark/logo Mockup



Figure 4.2: Mock Up

The last part is the mockup part for the rebranding of this logo design. The purpose is to show the placement of the logo design in several places and surfaces, such as on the wall, paper-type surface, and others.

CHAPTER FOUR ANALYSIS AND FINDINGS

4.0 Introduction

The results of a survey on Malaysian wildlife awareness, administered to a wide range of people, will be discussed and evaluated in this section of the study. The questionnaires that the researcher has collected can provide feedback on the respondents' comprehension and knowledge of the questions that have been created in the google field that has been distributed online. After analyzing the facts, a researcher will develop the best and most relevant branding strategy for this logo.

4.1 Data analysis

The survey conducted online has obtained 80 respondents who have answered. The survey has 26 questions in total, which include demographics, general knowledge by respondents on related issues, as well as questions in terms of opinions and perceptions to be answered.

4.1.1 Respondents' profile

2.Age / umur
80 responses

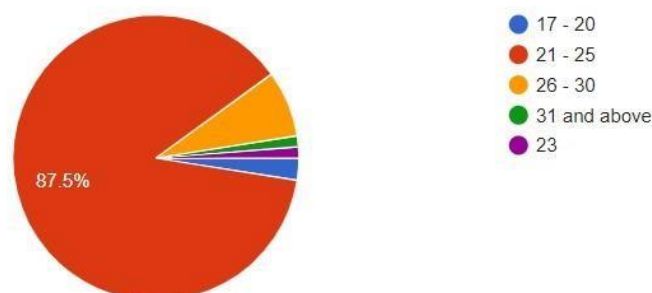


Figure 4.1: Pie chart of Age

There were 80 respondents, with 2 of them aged 17 to 20 years, a total of 70 people aged 20 to 25 years, 6 people aged 26 to 30 years, and 1 person aged 31 to above.

3. Gender / Jantina

80 responses

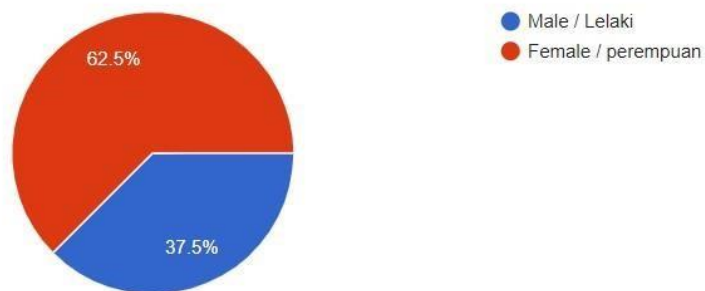


Figure 4.2: Pie chart of Gender

The pie chart above shows that the number of males is 37.5%, equivalent to 30 respondents. At the same time, the number of females is 62.5%, equal to 50 respondents.

4.State / Negeri

80 responses

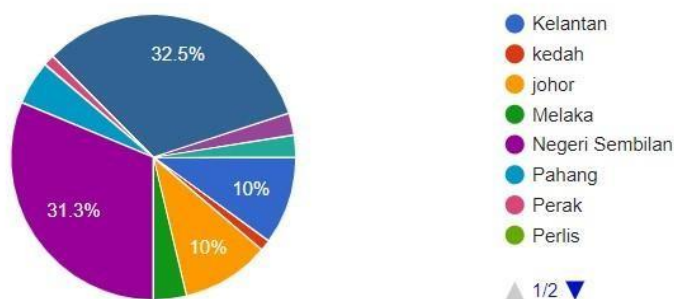


Figure 4.3: Pie chart of State

The pie chart above shows some of the states inhabited by the respondents. A total of 32.5% are guilty from Selangor, 2.5% from Terengganu, 2.5% from Kuala Lumpur, 10% from Kelantan, 10% as many as 10 people from Johor Baru, 3.7% from Melaka, from Pahang, a total of 4 people 5 & and a total of 25 people from the state of Negeri Sembilan.

5.Race / Bangsa

80 responses



Figure 4.4: Pie chart of the race

The pie chart in figure 4.1.4 shows that 100% of the respondents are Malaysians, with 80 respondents in all.

6.Religion / agama

80 responses

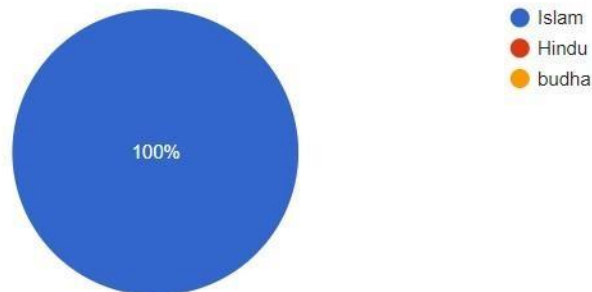


Figure 4.5: Pie chart of Religion

The pie chart in figure 4.1.5 shows that 100% of the respondents are Malaysians, 80 respondents are Muslims.

7.Educational level / Tahap Pendidikan

80 responses

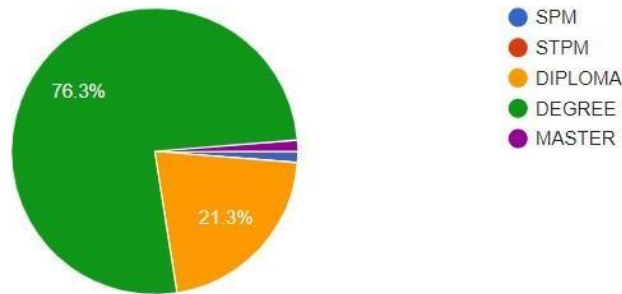


Figure 4.6: Pie chart of educational level

The chart in figure 4.1.6 shows there are several levels of education from the respondents who answered. Among them are 76.3%, equivalent to 61 respondents who have a bachelor's degree. Then, as many as 21.3% of those who have a diploma and 1.2% level SPM and Master's education for both.

8.Occupation / Pekerjaan

80 responses

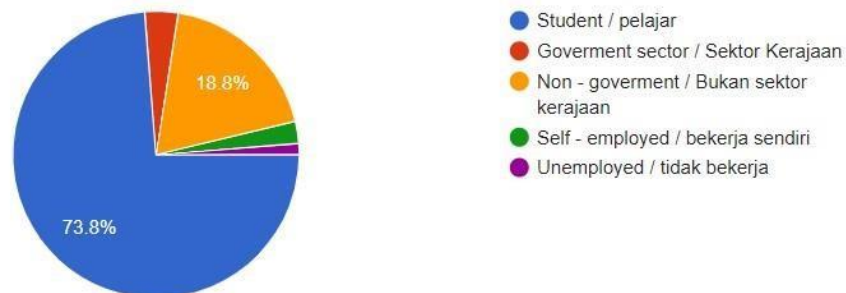


Figure 4.7: Pie chart of occupation

The pie chart above shows five types of jobs that respondents can answer. Here is the percentage and the number of 73.8% 59 respondents are university students. In addition, 18.8%, equivalent to 15 respondents, work in the non -government sector. 3.7% of respondents work with the government sector, 2.5% of respondents are self-employed, and 2.5% is one person is not working.

4.1.2 Respondents' General Knowledge

8. Do you know what a logo design is? / Adakah anda tahu apa itu reka bentuk logo?

80 responses

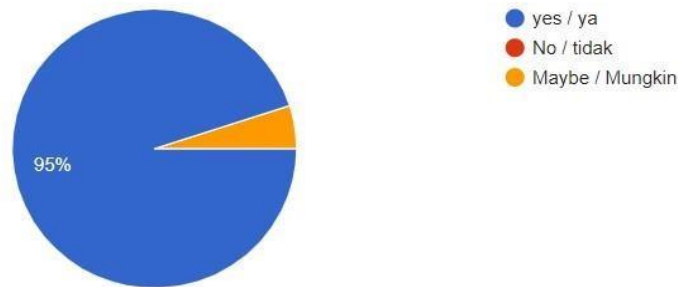


Figure 4.8: Pie chart 8

Based on the questions asked by the researcher to the respondents who answered as many as 95%, equivalent to 76 respondents know in general what is meant by with their knowledge of what is logo design

17. Did you know that there are various types of logos? / Tahukah anda reka bahawa bentuk logo mempunyai banyak jenis logo?

80 responses

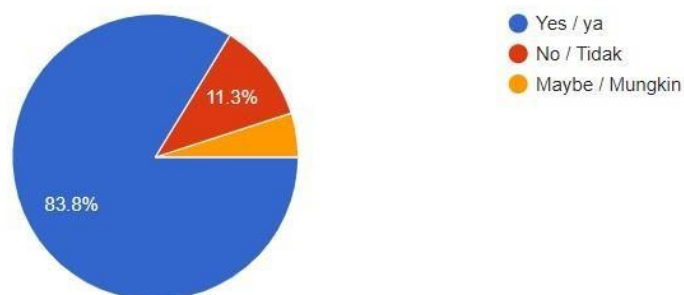


Figure 4.9: Pie chart 9

A total of 83.8%, that is, a total of 67 respondents, know that logo design has many types of logos. While 11.3% that is, nine respondents do not know and a total of 5%, a total of 4 respondents are not sure.

9. Do you know what is brand identity? / Adakah anda tahu apa itu identiti jenama?

80 responses

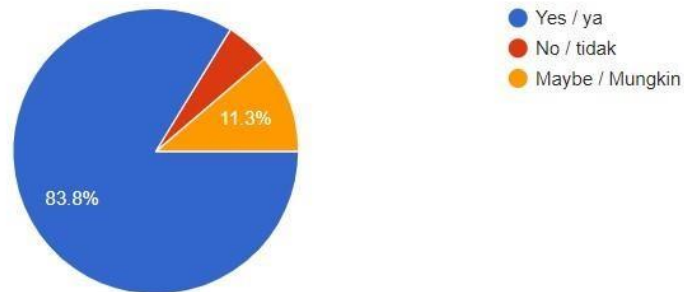


Figure 4.10: Pie chart 10

Regarding the question posed that is whether the respondents know what brand identity is., A total of 83.8% understand what brand identity is. However, 11.3% are not sure what brand identity means, and 5% do not know at all, namely four respondents.

12. Did you ever heard the existence of logo design rebranding? / Tahukah anda tentang kewujudan penjenamaan semula reka bentuk logo?

80 responses

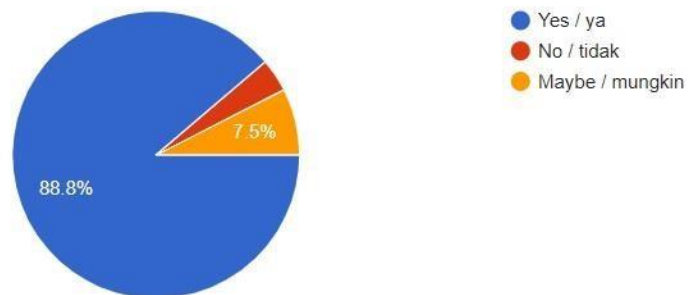


Figure 4.11: Pie chart 11

Among the 80 respondents, 88.8%, 71 respondents knew about rebranding the logo design. The remaining 7.5%, six respondents were not sure, and 3.7%, three respondents did not know about the existence.

13.How do you know about the existence of rebranding logo design ? / Bagaimana anda tahu tentang kewujudan penjenamaan semula reka bentuk logo?

80 responses

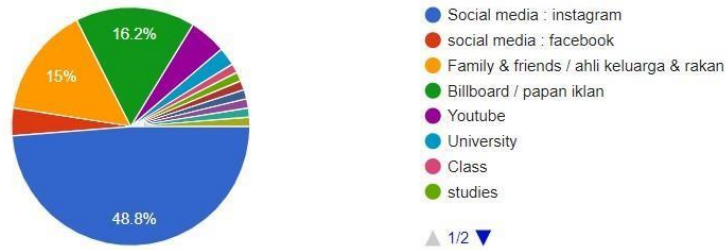


Figure 4.12: Pie chart 12

Regarding the question posed, how do respondents know from which platform. As many as 48.8% know from social media Instagram, 16.2% from billboards, and 15% from conversations from family members or friends. Next, from the youtube platform, as much as 5%, from social media Facebook by 3%.

14.Do you know the function of rebranding logo design? / Adakah anda tahu fungsi reka bentuk logo penjenamaan semula?

80 responses

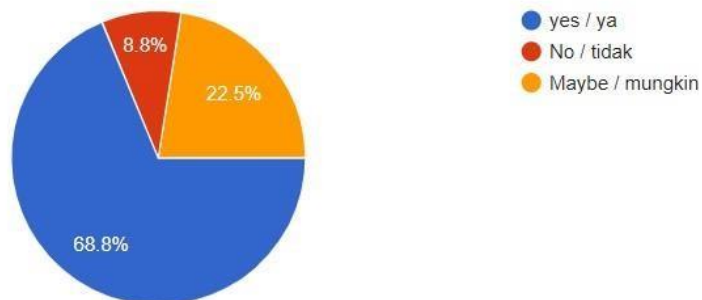


Figure 4.13: Pie chart 13

A total of 68.8% (55 respondents) knew about the function of rebranding logo design. Furthermore, 22.5% of the 18 respondents were not sure about the role, and 8.8% (7 respondents) did not know about the function of rebranding logo design.

15. Did you know that rebranding logo design has a good impact for branding ? / Tahukah anda bahawa reka bentuk logo penjenamaan semula mampu memberi kesan yang baik kepada penjenamaan ?

80 responses

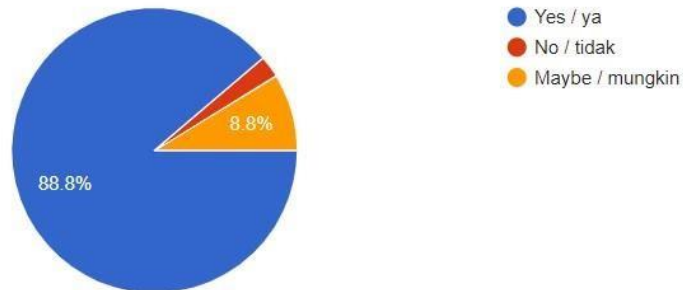


Figure 4.14: Pie chart 14

Among the 80 respondents of 88.8%, 71 respondents know that the existence of rebranding logo design will be able to bring a good impact. The rest of the 8.8% of seven respondents are not sure, and 2.5% of 2 respondents do not know the existence.

4.2.1 Opinion and perception

10. how important is identity in a logo design? / Sejauh manakah pentingnya identiti dalam reka bentuk logo ?

80 responses

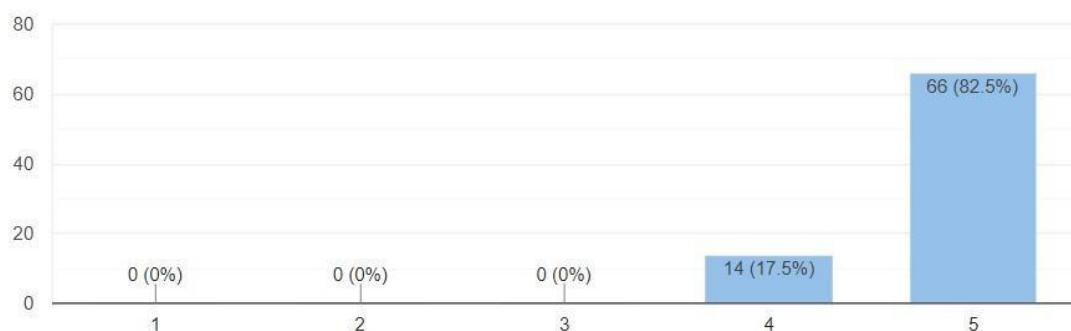


Figure 4.15: Bar chart 15

According to the results of the respondents, the level of importance of identity in a logo design is 82.5% of 66 respondents stated that it is imperative, and 17.5% of 14 respondents also said the level of importance at level 4.

11. Do you think the logo is important for branding? / Adakah anda fikir suatu reka bentuk logo itu penting untuk penjenamaan ?

80 responses



Figure 4.16: Pie chart 16

Regarding the question posed, which asked the respondents' opinion on whether they think the logo design is essential for branding., 98.8%, equivalent to 99 respondents, agreed that logo design is crucial to branding. In comparison, only 1% (1 respondent) is unsure.

16. Do you know the visual elements and principles are very important to create a good logo design? / Adakah anda tahu elemen dan prinsip visual yang betul dan sesuai penting untuk menghasilkan suatu reka bentuk logo yang baik ?

80 responses

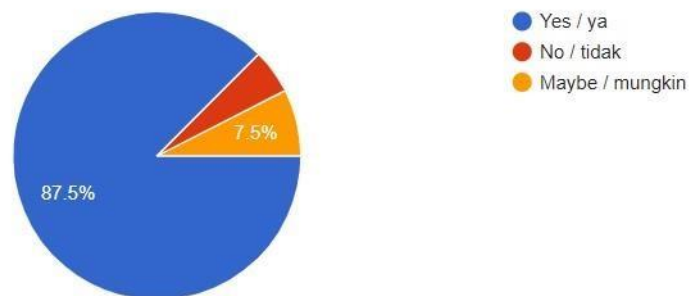


Figure 4.17: Pie chart 17

A total of 87% (70 respondents) think and know that the correct and appropriate visual elements and principles are essential to produce a good logo design. 7.5% (6 respondents) are not so sure, and as many as 5% (4 respondents) think it is unnecessary

18.Which of the following do you feel is important in logo design? / Antara berikut yang manakah anda rasa penting dalam reka bentuk logo?

80 responses

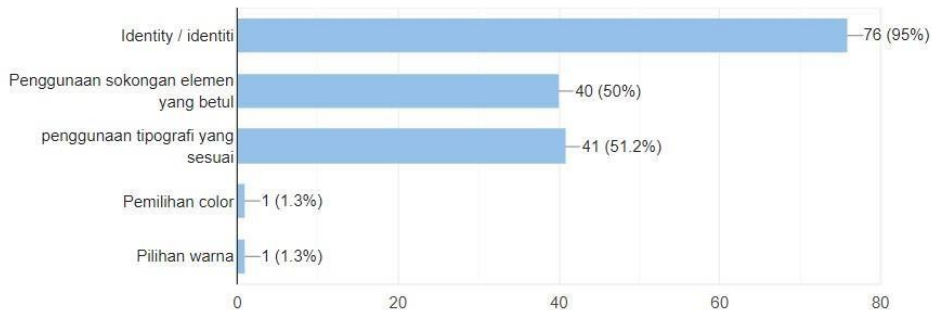


Figure 4.18: Bar chart 18

The researcher asked several options that respondents felt were necessary for this question.95% (76 respondents) thought identity was crucial in logo design. Next, as many as 50% (40 respondents) thought proper elements were necessary. At the same time, a total of 51.2% (41 respondents) stated that the appropriate typography is an important reason in logo design and only 1.3% (1 respondent) for color selection.

19.Did you know that rebranding a logo design can be eye -catching, giving a strong first impression to consumer? / Tahukah anda bahawa penjenamaan semula reka bentuk logo mampu menarik perhatian serta mampu memberikan kesan pertama yang kuat pada yang melihat?

80 responses

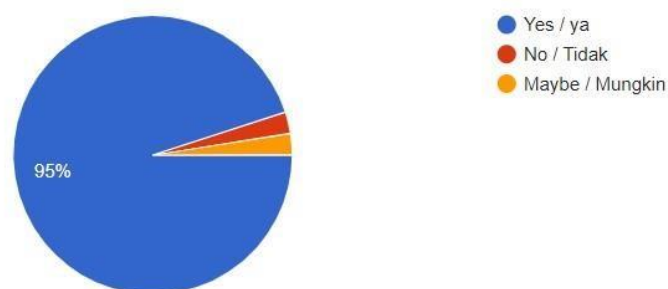


Figure 4.19: Pie chart 19

Referring to the question asked, which asked the respondents' opinion, did they know that the rebranding of the logo design can attract attention and provide an intense appeal at first sight. As many 95% (76 respondents) think yes, while those who believe no and are not so sure are as much as 2.5% (1 respondent) each.

20. Is a good logo design, identity, and branding easy for those who see it to remember? / Adakah suatu reka bentuk logo,identiti serta penjenamaan yang baik lebih mudah diingati pada yang melihatnya?.

79 responses

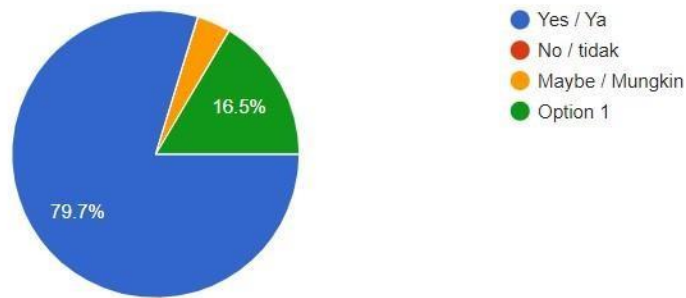


Figure 4.20: Pie chart 20

Regarding that question, 79.7% (63 respondents) thought that a better logo design, identity, and rebranding was easier to remember. 20.3% (16 respondents) thought it was possible.

21.The rebranding of logo design must be expanded / Adakah Penjenamaan semula reka bentuk logo perlu diperluaskan ?

80 responses

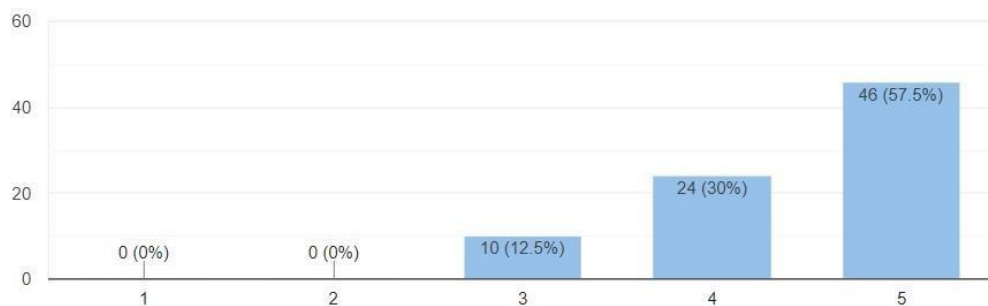


Figure 4.21: Bar chart 21

In this question posed, 57.5% (48 respondents) voiced the importance of the opinion at level 5 that the rebranding of logo design should be expanded according to needs and circumstances. While 30% (24 respondents) placed the level of importance at the fourth level, as many as 12.5% (10 respondents) voiced the significance level at the 3rd level.

22. Logo design that uses an appropriate combination of graphic and typographic elements can attract the interest of users and identify the logo design. / Reka bentuk logo yang menggunakan gabungan elemen grafik dan tipografi yang sesuai dapat menarik minat pengguna dan mengenal pasti reka bentuk logo.

80 responses

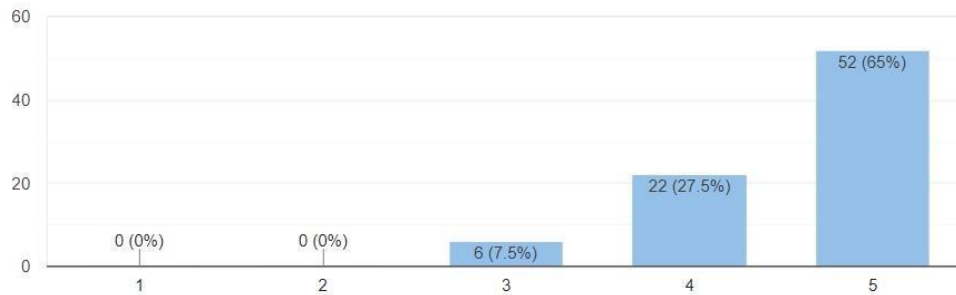


Figure 4.22: Bar chart 22

About the level of importance of logo design that uses appropriate graphic and typographic elements to attract users' interest and identify logo design, 65% (52 respondents) placed the level of importance at the 5th level. Meanwhile, 27.5% (22 respondents) put the level of significance at the 4th level and as much as 7.5% (6 respondents) at the 3rd level.

23. Do you believe it is necessary to rebrand the logo with the passage of time? / Adakah anda fikir penting untuk menjenamakan semula logo mengikut peredaran masa?

80 responses

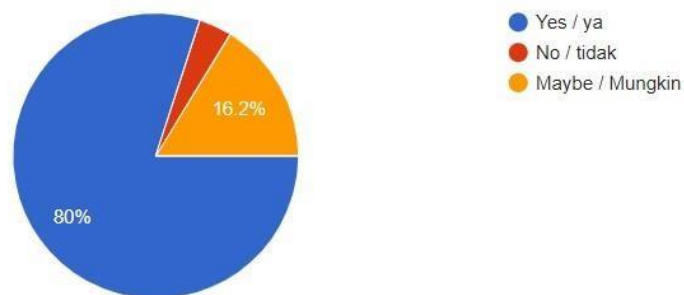


Figure 4..23: Pie chart 23

A total of 80% (64 respondents) thought that the rebranding of logo design overtime is necessary. 16.2% (13 respondents) expressed an opinion that is not very sure, and 3.7% stated that it is not essential and not a necessity.

24. Does this previous logo need to be redesigned the logo design? / Adakah logo terdahulu ini perlu dijenamakan semula reka bentuk logonya ?

80 responses

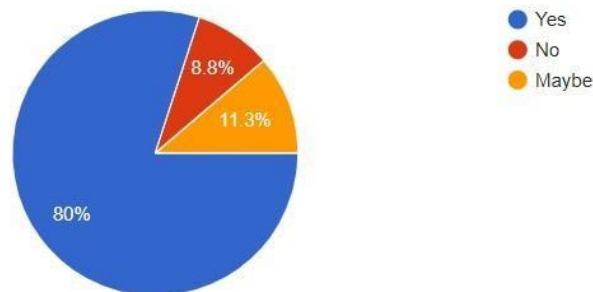


Figure 4.24: Pie chart 24

In this question, the researcher asked whether Remba Aspirasi Sdn Bhd should rebrand the previous logo design or not. As many as 80% (64 respondents) voiced the need to be rebranded. Meanwhile, 11.3% (9 respondents) thought it might be necessary, and 8.8% (7 respondents) believed there is no need to rebrand.

25. In your opinion, should the typography used on this existing logo design need to be changed? / Pada pendapat anda, adakah tipografi yang digunakan pada reka bentuk logo yang sedia ada ini perlu ditukar ?

80 responses

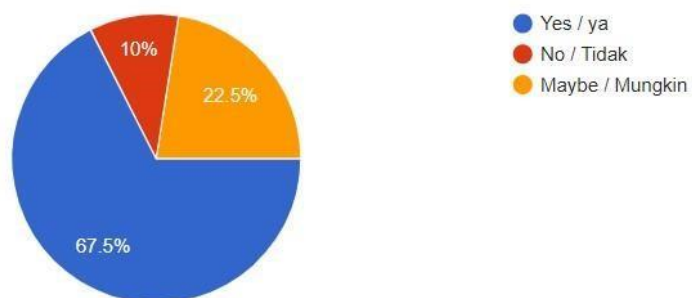


Figure 4.25: Pie chart 25

Among the 80 respondents, 67.5% (54 respondents) thought that the typography on the previous logo design needed to be changed. 22.5% (18 respondents) thought it might be necessary to change it and 10% (8 respondents) expressed that it was not required to change.

26. In your opinion, did the previous logo attractive to you? / Pada pendapat anda, adakah logo sebelum ini menarik minat anda?

80 responses

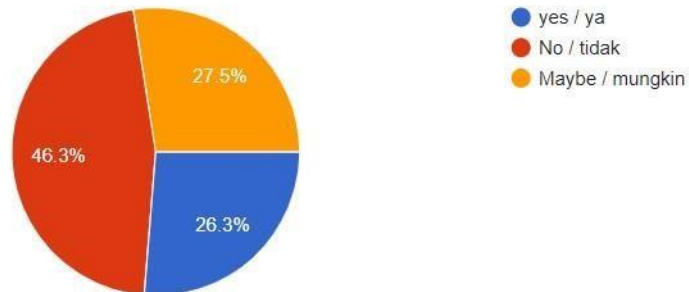


Figure 4.26: Pie chart 26

They were referring to the question posed by the researcher to the respondents who asked whether the previous logo design attracted their attention. A total of 46.3% (37 respondents) stated it was not attractive, 27.5% (22 respondents) said maybe exciting, and as much as 26.3% percent (21 respondents) expressed the view that it caught their attention when they first saw the design of the logo.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This section will summarize all the materials found in this research paper. It includes the perceptions, opinions, and suggestions of 80 respondents. The findings of perceptions and thoughts have been stated in chapter 4 analysis and findings in this research paper. From the survey findings, the researcher can also view that the previous logo design needs to be changed. Branding of the new logo design is done to change the face of the previous logo design to a new one, and the process will be done by the researcher based on the help of opinion support from the literature review.

5.1 Conclusion

The conclusion is that it has been proven that researchers come up with a design rebranding idea with the help of survey findings from online surveys, reviews about the company as well as support from other reading materials. It tells potential customers who the company is, what it does, and how it benefits customers or consumers. It conveys to people who have no prior knowledge or experience with your business that a company is doing a great job.

5.2 Recommendations

As a suggestion in this research paper, going back to the results obtained from the online survey findings by the researcher to the respondents, it is imperative to have a good logo design. Therefore, the researcher changed the rebranding of the logo design to look better than before. Chapter 3 of the design and development process shows several processes to create a logo design from the beginning to the final logo design process. A solid and good logo design indicates its identity in the design and is easy to remember.

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APPENDICES

— BACKGROUND RESEARCH



existing logo (Brandmark)



- REMBA ASPIRASI SDN BERHAD was established on June 30, 2004 as Jana Etnik Sdn Bhd. The company has been operating for 17 years. The company began by supplying and installing audio visual equipment and wiring work to bumiputera enterprises given government contracts and schools in the Klang Valley area. The company's management and operations have been

- New indicators and aspirations have been developed and will be executed in accordance with the company's business goals and projections. The company has been headed by an experienced Managing Director under the new management. In accordance with the restructuring process, the company's name has been changed from Jana Etnik Sdn Bhd to Remba Aspirasi Sdn Bhd. The paid-up capital has been increased to RM 120,000.00 and further increased to RM 500,000.00 on 17th December 2006.

Rebranding : Remba Aspirasi Sdn. Bhd | 2021.

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INFOTAINMENT LED DISPLAY



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Remba aspirasi sdn bhd previous project :

1.(Location : UiTM Bandaraya Melaka)





2.(Location : UiTM Bandaraya Melaka)

