FOURBYFOUR CLOTHING BRAND IDENTITY DESIGN

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ABSTRACT

Fourbyfour Syndicate is a brand that sells apparel products such as clothes, sandals, bags, and accessories for off-road car lovers. The name Fourbyfour is taken from the word "four wheels drive" or commonly called 4WD or 4X4, a term used for vehicles that have a propulsion system on all four wheels. To improve the image of Fourbyfour's products, it is necessary to design a brand identity that is in accordance with the company's concept in order to compete with their competitors.

This study resulted in a study of visual identity such as logos and illustrations that can be applied to Fourbyfour products such as clothes, sandals, bags, and accessories. The design of the Fourbyfour brand identity raises a masculine impression with an automotive theme featuring car spare parts objects, bold font shapes, and neutral colors such as black, gray, white and military green. The selection of Fourbyfour visual identity design media is tailored to the needs of the company with the target market of people who have off-road hobbies or 4WD car lovers.

The method used in this paper uses qualitative analysis to produce descriptive data. The process of designing the Fourbyfour brand identity, is carried out through the observation phase and literature study which includes company philosophy and product design.

The results of this Fourbyfour brand identity design are similar to the company's theme both conceptually and visually, it should be able to improve the product image to a better level and fulfill the company's wishes. In addition, it is expected to be able to please consumers, and increase the selling power of the product.

Keywords: Brand identity, clothing, automotive, 4WD.

I. INTRODUCTION

In Bandung, there are many people who have clothing businesses, this shows that the majority of people in Bandung are interested in the clothing line business or businesses that create and produce their own fashion designs. Currently, clothing companies in the city of Bandung are facing quite tough competition, not only competing with local companies but also competing with foreign brands with the same market share, namely the share of young people. Clothing company usually refers to a company that sells products that are produced on a limited basis and usually only resells the product, without having its own brand. While Local Clothing Company is a company that produces apparel under its own brand. Most of these apparels are T-shirts, which later developed into various lifestyle-supporting equipment such as shirts, long pants, jackets, sandals, bags, sling bags, canvas bags, and accessories such as bracelets and pins.

There are several important things that can highlight a brand in the community, such as having a differentiating identity from competitors, so that a different business image will make the company stand out more, especially if
the brand created has a unique character. The character attached to the brand can show the consistency of the company. Determining the character of the brand can indeed be used as a way to build a brand image.

Related to this, in Bandung there is a Local Clothing Company that has a brand character called Fourbyfour Syndicate. Fourbyfour Syndicate is a brand that sells apparel products such as clothes, sandals, bags, and accessories aimed at off-road car lovers. The name Fourbyfour itself is taken from the word "four wheels drive" commonly abbreviated as 4WD or 4X4 is a term used for vehicles that have a propulsion system on all four wheels. To improve the image of Fourbyfour's products, it is necessary to design a brand identity that is in accordance with the company's theme so that in the future it can compete with its competitors.

This paper study the process of designing Fourbyfour Syndicate product based off-road typical of the city of Bandung. The local clothing company's target market is the upper middle class and community-based 4WD or 4x4 car lovers. The sale of products from the Fourbyfour brand is carried out online via Instagram: @fourbyfour.syndicate and Shopee: fourbyfour.id, so that consumers are not only who lived in Bandung but also spread across various cities. The industrial structure is a fragmented industry, because local Bandung clothing companies consist of many micro, small and medium enterprises, no local clothing company dominates the market, each company serves a relatively small market segment. The company seeks to increase the value added by highlighting the off-road theme because in order to have more characteristics and consumers are able to differentiate the products of a company from other companies.

II. LITERATURE REVIEW

Choosing a business name can have a big or small impact depending on the type of business you start. As we all know, a brand is more than just a name. Characteristics, actions, and reputation of a brand that will make it known and make it have meaning in the market. To create a brand, various designs are needed such as making a logo according to the company's product theme, besides that the theme in product design also helps to maintain a consistent brands identity. Therefore, a brand with a unique brand name will be very easy to remember(Chipeta et al., 2020; Brookes, 2020; Sopandi & Sukardi, 2020).

Reporting from 99designs, brand identity is a collection of all elements created by a company to describe the right image for its consumers. When a brand already has a strong brand identity, it will be easily recognized by many people. In fact, they can be very loyal because they already have a good perception of the brand. So, apart from being a differentiator from competitors, brand identity can also be a way for companies to increase customer loyalty. Some elements of brand identity according to Kotler and Pfoertsch, 2008 are as follows:

1. A Brand Name is a well-chosen name for a company, product, or service can be a valuable asset, just like the brand itself. The brand name will be used in all forms of communication between the company and its prospective customers

2. A logo is a graphic display of a brand or company name. The power of symbols should not be underestimated “because humans tend to be more receptive to images and symbols than others, a strong logo can build awareness of brand identity, facilitate recognition and recall”

3. Philosophy Brand is an important thing in the life of the company. As a concept, story even wins an important foothold in the debate about how future brands will be shaped.

Brand identity is closely related to clothing companies and local clothing companies. The Clothing company usually refers to a company that sells products that are produced in a limited way and usually only resells the product, without having its own brand. While Local Clothing Company is a company that produces apparel under its own brand. Initially the goods produced were only in the form of t-shirts, but along with the development of customer needs and demands, the products also expanded to pants, wallets, bags and other accessories. In the city of Bandung, local clothing itself began with the establishment of 347 boardrider.co in 1996 (now 347/eat). This clothing takes its name from its first location which is located at Jalan Dago no. 347 Bandung, followed later by Ouval Research in 1997. There are also Airplane, Harder, No Labels (NL's), Monik, and Two Clothes which were established in 1998, as well as there are many other clothing that is currently growing.
III. METHODS

To design the Fourbyfour brand identity, as an effort to increase Brand Awareness, the method used in this paper is a qualitative research method. It is hoped that the qualitative method can produce descriptive data. The data were obtained from observations and literature studies about Fourbyfour brands and products. The following is the flow of the Fourbyfour product design including:

Pre-Production
Creative Brief, at this stage the design begins by collecting data and information about the company such as products, target market, company vision and mission and so on.

Production
At this stage, create several alternative logo sketches that are tailored to the meaning and company then made into a visual form. In addition to the logo, a t-shirt illustration design was also designed, all of which were automotive-themed.

Digital Process
In this process the logo sketch and t-shirt design that have been made are converted into vector form using the Adobe Illustrator grid system for precision and accuracy.

Application to Media
In this process the logo and t-shirt design are made into a mockup to be applied to several media using Adobe Photoshop so that the logo looks more realistic and practical.

IV. RESULTS AND DISCUSSION

The Fourbyfour logo is designed in a simple and symbolic way. Using the "Legend M54" font type with the aim that the logo does not seem too stiff or formal. The Legend M45 font has a professional, firm and modern impression. For the use of yellow means positive, creativity and optimism. While the orange color on the background describes it as a symbol of people who like adventure and are confident.

To strengthen the brand identity of Fourbyfour, it is necessary to design products that are in accordance with the company's theme. The design of the Fourbyfour brand identity itself carries a masculine image with automotive nuances that displays car spare parts objects, bold font shapes, and neutral colors such as black, gray, white and military green. The selection of the Fourbyfour visual identity design media is adjusted to the company's needs with the target market of people who have off-road hobbies or 4WD car enthusiasts. The following is a discussion about the design of t-shirts and sandals that strengthen the identity of the Fourbyfour brand:
This t-shirt is designed with an illustrative design that illustrates the importance of racing equipment such as a special helmet that is determined by regulations and the Indonesian National Standard (SNI). With the words "SPEED EQUIPMENT" which means speed equipment.

This t-shirt design illustrates that 4WD car lovers must use basic tires that have a larger and jagged texture to get through extreme dirt terrain. For this reason, the object of this t-shirt design is the Mud Terrain car tire, also known as the MT tire, which has a rough tread contour. That's what makes this tire able to pass through difficult off-road roads. The military green color which is the color of the t-shirt is a symbol that off-road is synonymous with steep roads in the highlands or mountains.
This t-shirt design is designed with an illustration of the most important car components to withstand the weight of the car and maintain the balance of the car when racing. In this design, the designer has a mission to give awareness to customers to be alert to small things that are often considered trivial, such as checking car components before going off-road. Because it is related to safety.

Image 5 T-shirt design themed “Recovery Equipment”

Source: personal documentation

This t-shirt design again aims to make consumers aware of the importance of carrying safety equipment to avoid a trouble in the off-road arena, so that a hook can play a very important role in these conditions.

Image 6 T-shirt design themed “Drive Strong and Trusted”

Source: personal documentation

The t-shirt design above is a component of car equipment that plays a very important role in the off-road world called a "winch", useful for rescuing a car that is stuck in a very deep puddle so that the car can be pulled out with the component.

Image 7 Slipper design by Fourbyfour which is perfect for off-road use

Source: personal documentation
In addition to designing t-shirts, a strong brand identity can also be shown through the design of other Fourbyfour products such as sandals. This sandal design is designed to complement off-road activities, because when driving a car, the feet are often the main controlling tool. For this reason, a suitable design is very supportive of these activities. In addition to off-road, these sandals are also suitable for outdoor activities such as mountain climbing or daily use.

V. CONCLUSION

Based on the discussion above, it can be concluded as follows:

1. In designing a Fourbyfour brand identity, for example logos and products, several stages and processes are carried out, such as pre-production, production, digital processes, and application to media.

2. In addition to having a function, logos and products made must be easy to read and understand through the selection of elements of the form of the logo, color, and typography.

3. The design of the Fourbyfour brand identity carries a masculine image with an automotive nuance that displays car spare parts objects, bold font shapes, and neutral colors such as black, gray, white and military green. The selection of the Fourbyfour visual identity design media is adjusted to the company’s needs with the target market of people who have off-road hobbies or 4WD car enthusiasts.

4. The results of the design of the Fourbyfour brand identity are closer to the company’s theme both conceptually and visually, it should be able to increase the image of the product to a better level and be able to meet the needs of the company. In addition, it is also expected to be able to meet consumer needs and loyalty, as well as increase product selling power.

REFERENCE


