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BRAND DESIGN FOR THE ICE BLACK COFFEE PRODUCT OF THE THA NAM SAMSEN COMMUNITY, DUSIT, BANGKOKKATHALEEYA CHANDA¹ AND SUPPARA CHAROENPOOM, PANUPONG CHANPLIN**ABSTRACT**

The research on the brand design for the ice black coffee product of the Tha Nam Samsen community, Dusit, Bangkok, aimed to 1) examine and design a logo for the product, and 2) assess the satisfaction with the designed logo. The satisfaction assessment was divided into four aspects, including content, illustration, design, and quality. Simple random sampling from a probability sampling approach was employed on 20 traders who ran their businesses in the Tha Nam Samsen community, Dusit, Bangkok. There were four stages in this research. The first stage focused on exploring fundamental data and information expected to be used to design and develop the logo. The second stage was when a logo was designed. The third stage zoomed in on the quality assessment evaluated by the experts. Lastly, the product manufacturers' satisfaction with the designed logo was analysed. The statistics used in this study comprised percentage, mean, and standard deviation (SD).

The four aspects were considered in the assessment to identify the product-makers' satisfaction level. The first aspect was the self-identity communication of the logo, which was rated at the maximum level. In terms of memorability, timelessness, versatility, and appropriateness for users, the levels of satisfaction with these three aspects were high. The findings indicate that the designed logo for the product of the Tha Nam Samsen community created an immensely high level of satisfaction; therefore, it could be used on the product sold in the market.

INTRODUCTION

In the business world, a brand name plays a significant role for a product as it symbolises the identity, nationality, quality, and reliability of the goods (Ellwood, 2002). In addition, it indicates the organisational cultures and country of origin of manufacturers. Promoting a logo identity employs special messages (Worrapittayut, 2007). In terms of messages included in a logo, two main aspects are to put into account: a product name and a trade name (Nithat, 2005, p. 24). For instance, "Diamond" yellow oil comprises "yellow oil" as a product name and "Diamond" as a trade name. Provided that it impresses users, the brand "Diamond" will be recalled and trusted. Whenever they look for yellow oil, the brand "Diamond" will come to their minds ahead of any other brand. This brand has gone through a user acceptance process which differentiates it from other brands.

The symbol occurs from a thinking process of art, integrated with a thinking process of communication, design with the origin, by focus to prominent of that things, presentation to the public to acknowledge in easily more. A good symbol is one that is able to communicate itself, able to be memorised, able to be communicated without colour, able to communicate, can be small in size, and is able to be used in a multi-purpose way in any media, such as advertisement labels, public relationships, the packaging, name cards, documents, any print media or website etc. For this reason, a brand symbol is very important for any business, in order to the efficiency, in the media reach to the target group with this reason, brand name has the role in every agency. All in government sector or private store, as well as in any community

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in order to function themselves to the consumer among to the communication era in materialism in the same as the present.

However, the use of a logo in community products has not been well recognised. Through observation, a researcher has found that many local products have labels, but many do not. For those with labels, the labels are either printed stickers attached to the packaging or pre-printed labels. Labels can be simple, like white background paper, or a printed single-colour brand name (one blue, one red, etc). A brand name indicates the type of product, such as preserved mangos teen, pomelo candy, and sweet banana crisps. At the same time, the first thing consumers usually do is to check the names of the products in order to know what they are. Then they read further details written on the labels (Panjad, 2007).

In the Tha Nam Samsen community, locals sell their products, which creates income for their community and families. Some goods are without logos to show their identity and the distinguishing features of the products. Owing to this, the researcher is interested in designing and developing a logo for this community in order to add value to the local products, as well as to gain trust among the product manufacturers.

LITERATURE REVIEW

The definition and meaning of ‘symbol’

Educators and academics had discussed the meaning and definition of ‘symbol’ in several ways, as follows:

Issariyapat (2011) has stated that a logo is the most crucial part in every aspect of a brand, including the packaging, a name card, documents, print media, and websites, which are the main core of a business strategy. It is essential to stay focused and to put sufficient effort into the design step. A good logo acts as a symbol that people can feel. It consists of a name, a symbol, a defining phrase, and a tag line which embodies the character of the goods or/and a service, as well as other benefits. A logo is a significant part of a brand that is found in everything that is created in a product. If a brand is liked by customers, they will likely pick the goods with that logo on them.

Nawee, Natchanan, and Patiwat (2010) have stated that the word logo originates from the word “Logotype”, meaning a symbol, a representative or a medium indicating a category, a form, or an appearance of the object its logo belongs to.

Logo design

Educators and academics have discussed brand symbol, in several respects, as follows:

Wongrujirawanich (2013) has stated that a logo design not only signifies decent pictures, but also indicates its background and the fundamental part of the brand. For example, the Mae Pranom Dipping for Chicken product always comes with the Mae Pranom picture on the label. Similarly, the blue bow logo is seen at all Seefah restaurants.

The Office of Traditional Arts, Fine Arts department (2015) has pointed out that a good design focuses on creative ideas, including style and content, and it has to be beautiful so as to prompt positive emotions, or feelings, or attitudes on the part of those who see it. Moreover, it must be intriguing, fascinating and in harmony with its usability. In addition, it shows prudence in representing the meaning of desired aspects existing within a logo which are to be conveyed to the target group. A design is a creative model planning that draws the element arrangements so as to be usable, beautiful, and communicable.

Issariyapat (2011) has indicated that a logo design process is a gradual procedure starting out from simple ideas which later are continuously developed and improved. This process should not be rushed. Starting ideas cannot be used right away. In each step, a one to two days’ interval is needed for re-consideration, which creates new perspectives. An initially good idea might not be usable later on, whereas some ideas stand out. Old-fashioned and frequently-used

styles are to be avoided at all costs. At the end, a model with a good combination of graphics, colours, and fonts will emerge.

Principles of logo design

The Office of Traditional Arts, Fine Arts department (2015) states that the following principles are needed for a logo design:

- **Unity:** This is the sum of all various fundamentals integrated for unity. Unity creates coherence among various elements, including lines, shapes, volume, space, colour, and weight.
- **Balance:** This is to be put into account. This relates to a configuration that leads to a feeling of balance perceived by the naked eye, including:
 - Symmetrical balance: refers to a design with uniform shape, weight and space on both the left side and right side.
 - Asymmetrical balance: differs from identical left/right perspectives. Instead it has a balance stemming from weight and interesting objects. It brings out only one interesting aspect for counterbalance and balanced contrast. It involves contrast of colours or between the left angle and the right angle.
- **Harmony:** A design that places similar objects together. It refers to repetition or contrast. It requires a binder to connect the differences to become a single uniform. Harmony is used to generate unity of symbol.
- **Repetition:** This design requires repetition of pictures being configured together to create beauty. Nevertheless, the pictures' differences are to be considered as too much similarity is boring.
- **Gradation:** This refers to a design that relies on gradual descending changes, like descending direction or descending from big to small, which created a feeling of motion.

METHODOLOGY

For the research on the brand design for the ice black coffee product of the Tha Nam Samsen community, Dusit, Bangkok, the researchers have chosen the methodology described below.

- 1) Population and sample of customers buying the ice black coffee product of the Tha Nam Samsen community, Dusit, Bangkok. The sample consisted of 30 people from a residential probability sampling, which involved simple random sampling.
- 2) Research tool, including customers' satisfaction assessment form, which aimed to assess their satisfaction with a product logo used within the community. The form was broken down into two parts:

Part 1: Lists of items to measure customers' satisfaction with the logo. This was an interval scale to evaluate four aspects:

- Aspect 1: Self-identity communication
- Aspect 2: Ease of recognition
- Aspect 3: Versatility in actual use
- Aspect 4: Magnificence and impressiveness

Part 2: Open-ended-question assessment form to obtain opinions and suggestions towards a product logo design for the community.

1) Data collection

Period 1: Study initial information used to design and evaluate a product logo design. Community visits to collect data from the sampling groups as well as from consumers were performed.

Period 2: Execute a logo design based on planned techniques and steps.

Period 3: Expert evaluation of the quality of the logo. There were five appointed specialists who conducted a qualifying process using the measurement form provided by the researcher. Adjustments were then made based on the experts' suggestions and a document was made explaining how to use the logo, the font name, and the colour palette, along with the template. Period 4: Evaluation of customers' satisfaction with the logo. An assessment form was generated to assess the satisfaction level results.

2) Data analysis

This section fell into two parts: part 1 included lists of items to measure the satisfaction level of the customers with regard to the designed logo used for the community products; and part 2 included information on perspectives as well as suggestions from the respondents.

FINDINGS / RESULTS

The researcher examined the results by reference to the research objectives, together with scrutinised the obtained data, to measure the customers' satisfaction with the product logo design to be used in the Tha Nam Samsen community, Dusit district, Bangkok. The results were as follows:

1) As indicated in the results of the customers' satisfaction assessment form, the level of satisfaction with the designed logo was high and the highest levels are explained as follows;

Aspect 1: Self-identity communication – the overall satisfaction was the highest ($\bar{X} = 4.62$).

Looking into each part of this topic, outstanding identity and style had the highest scores.

Aspect 2: Ease of recognition – the overall satisfaction was high ($\bar{X} = 4.20$). Looking into each part of this topic, harmony between images and content, and clear and easy image meaning, scored equally.

Aspect 3: Versatility in actual use – the overall satisfaction was high ($\bar{X} = 4.33$). Looking into each part of this topic, versatility in terms of usage and storage had the highest scores.

Aspect 4: Magnificence and impressiveness – the overall satisfaction was high ($\bar{X} = 4.45$). Looking into each part of this topic, pleasant-looking design had the highest score.

2) Data concerning opinions and suggestions from the customers purchasing the community products in regard to the logo was collected as follows: they proposed having frequent activities to progress the logo development. This was to add value to the products. Appreciation and gratitude goes to Suan Sunandha Rajabhat University for assisting the community in the product logo design.

DISCUSSION AND CONCLUSION

According to the satisfaction level measured among the customers buying the products, the level was high for all angles, including self-identity communication, ease of recognition, versatility in actual use, and magnificence and impressiveness. The main points are explored as follows:

The measurement results showed high and the highest satisfaction levels, which complies with Noonpakdee (2010). Noonpakdee stated that managing printed media requires illustration – images being created using basic methods like drawing, writing etc. Images convey emotions and feelings by focusing on perceiving the meaning rather than the image's beauty. Graphic media are raw materials deployed in the work, such as paper and ink, to name a few. Talking about ink and paper, surface construction is to be put into account. For example, our concept of a poster design was the Da Vinci Code, and we used invisible ink, which glowed in the dark (Black light) in the printing process. Another instance: if our concept is to convey the meaning of tattoos, we could use recess printing on paper in order to trigger interest in the work.

Alternatively, we could use glossy ink printed on matte paper in order to make the work clearly stand out.

SUGGESTIONS

- The suggestion was at the data collection process which failed to meet the initial plan like data collection on contents and images regarding the community products. This was because the local sample was not comfortable about providing the data.
- A suggestion for further studies is that a local product logo design could be more varied next time, based on the product classification. Details of the goods would boost provocative information towards the products themselves.

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