

PRIMARY LOGO



International Conference of Innovation
in Media and Visual Design

PROCESS & METHODS



1 Source: Designing Brand Identity, Alina Wheeler, 2019

1. CONDUCTING RESEARCH

At this stage, the author conducts research on the latest core values of the IMDES 2025 event. Subsequently, author will re-evaluate the desired positioning within the target audience, identify the specific target demographic, and determine the event's Tone of Voice and Brand Personality. These elements will serve as the foundation for developing the visual identity strategy.

2. CLARIFYING STRATEGY

At this stage, the author then develops the visual communication strategy for IMDES 2025's visual identity. This includes defining a brand mantra composed of three words: Technology (brand function), Creativity (descriptive modifier), and Collaboration (emotional modifier). These three words are subsequently elaborated upon and distilled into five key terms: Creativity, Technology, Future, Fluidity, and Collaboration.

3. DESIGNING IDENTITY

At this stage, the author begins the visual identity design phase, drawing inspiration from the selected brand mantra and the tone of voice established in the second stage. Here, the author explores various brandmark types, including wordmarks, lettermarks, pictorial marks, abstract marks, and emblem marks.

The final decision for this stage is to utilize a Lettermark form. This form was chosen by the author, because it effectively represents all three brand mantras and ensures the legibility and readability of the brand name, even with visual modifications or explorations of its form.

Technical consideration is, this form is has high fluidity when implemented onto media collateral, and this form also easy to adapt in many kind of form visual identity (portrait, or landscape form)

4. CREATING TOUCHPOINT

At this stage, the author begins exploring touchpoints (determining the media strategy) as an extension of the brand's communication. The selected media are carefully chosen to align with the personality characteristics of IMDES 2025, ensuring they serve as effective communication bridges to the target market. Furthermore, the visuals applied across these touchpoints must consistently adhere to the tone of voice established by the main visual brand identity of IMDES 2025.

5. MANAGING ASSET

At this stage, the author focuses on maintaining the implementation of the new IMDES 2025 Visual Identity across all brand communication media. This involves establishing rules and guidelines for applying this new identity to all media owned by IMDES 2025.

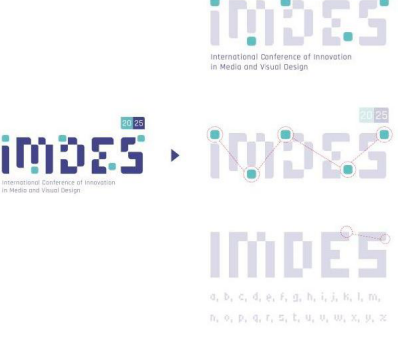
PRIMARY LOGO (HORIZONTAL/LANDSCAPE FORMAT)



PRIMARY LOGO (PORTRAIT FORMAT)



LOGO PHILOSOPHY



THE SQUARE

These five boxes embody the quintet of values central to IMDES: Creativity, Technology, Future, Fluidity, and Collaboration. IMDES is established as a key conference, providing a dedicated space for creative practitioners to meet, share insights, and cooperatively devise solutions for the complexities of the modern age.

CONNECTIVITY • FLUIDITY

"Represented" by five boxes positioned above and below, the concept illustrates the inherent "Fluidity of Visual Communication Design (DMV)", particularly concerning its creative and technological dimensions.

These two facets are perpetually developing and inherently adaptable, evolving in tandem with advancements of the era and societal shifts.

THE TYPEFACE

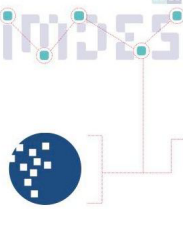
The IMDES typeface adapts the anatomy of the MICRO typeface, which features characteristics of "TECHNOLOGY". Its thick and robust stems symbolize human creativity as the primary tool for problem-solving in the modern era.

The MICRO typeface originally has narrow angles. To mitigate a rigid impression and create a sense of "flexibility", its anatomy was adjusted and combined with rounded corners in its logo implementation.



THE MISSING GAP

The "missing gap" indicates that in real life, there will always be a "distance" between humans and the problems. Creativity will play key role represent as solution. It will be used as bridge for this gap. IMDES can serve as a connecting bridge for the existing gaps in this modern era, played as bridge for the connection.



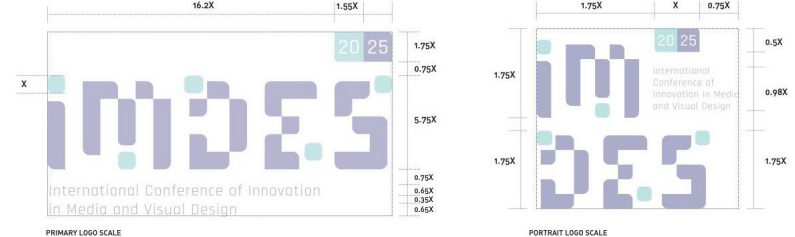
CONNECT WITH THE FOUNDATION (UMN)

The five box shapes in the IMDES logo signify that this conference fills a void in the UMN logo within the context of creativity. Furthermore, they represent that DKV UMN Visual Communication Design at UMN is a cohesive and united component of UMN itself.

LOGO COLOUR

VIOLET BLUE	This color, often used in corporate branding today, symbolizes loyalty, contemplation, and intelligence. It also evokes an inspiring and mystical impression, which companies can leverage to showcase their creativity in problem-solving.	VIOLET BLUE	This color is a bright or light shade of cyan with bluish undertones, possessing a cool nuance. It symbolizes or represents a calming sensation, and can also indicate creativity and intelligence.
R : 74 G : 77 B : 160		R : 93 G : 199 B : 208	
C : 84% M : 81% Y : 0% K : 0%	It is hoped that by utilizing this color, IMDES 2025 can become an epicenter of intelligence and creativity, combining design and technology. Researchers will consistently demonstrate their loyalty by generating new, solution-oriented, and problem-solving discoveries.	C : 58% M : 0% Y : 20% K : 0%	These colors are commonly used land popular by major corporations, hospitals, and airlines. It is also hoped that this color will embody the competence of the IMDES event as the core of innovation in scientific writing for Design and Technology in the future.
#6A8AD0		#50C7D0	

LOGO SCALE

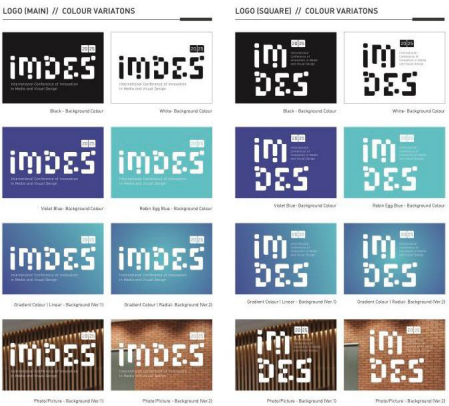


NOTES:

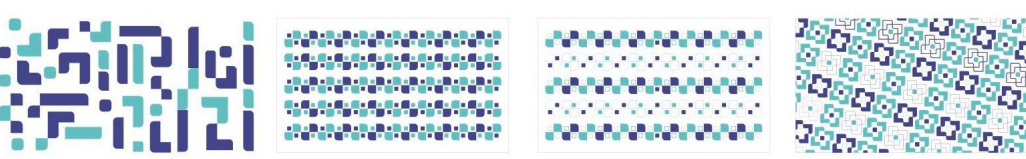
X on the IMDES 2025, PRIMARY VISUAL IDENTITY LOGO is taken or measured from the Rounded Rectangle from letter "I" in IMDES 2025. This measurement used as the main measurement to scale this logo form.

X in the PORTRAIT VISUAL IDENTITY LOGO is taken or measured from the height shape in "2025", this measurement used as the main measurement to scale this logo form.

LOGO COLOUR



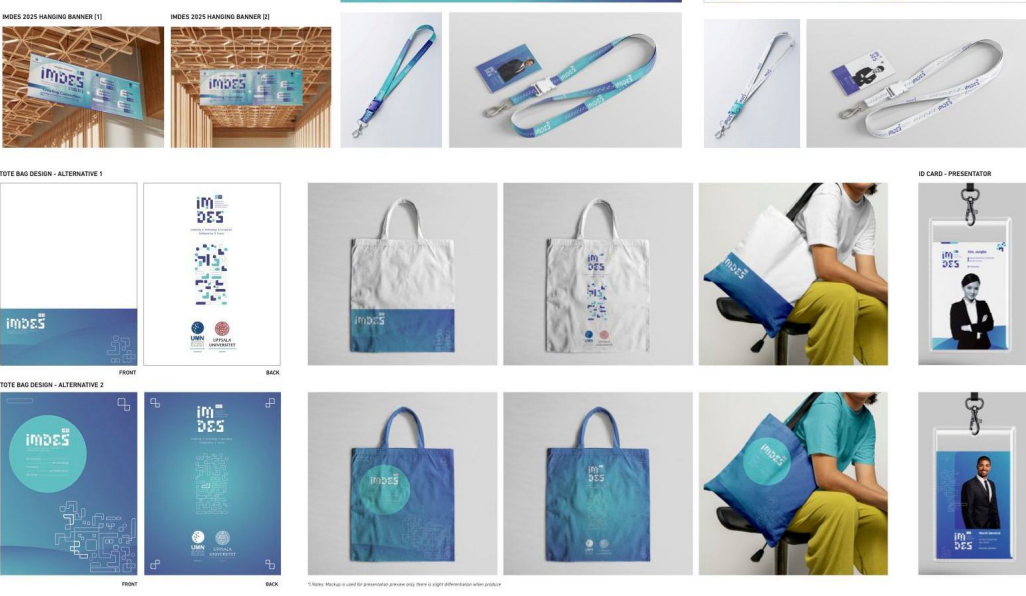
SUPERGRAPHIC AND PATTERN



LOGO (LANDSCAPE) // COLOUR VARIATIONS



COLLATERAL DESIGN



IMDES 2025 Brand Identity Process

Edo Tirtadarma, S.Ds., M.Ds.

IMDES 2025: A Revitalized Identity for an Academic Conference IMDES 2025, an academic conference organized by the Visual Communication Design program at Universitas Multimedia Nusantara (UMN), is introducing a new identity. This revitalization is driven by a fresh spirit, centered on three core principles: Collaborative, Innovative, and Technology. The conference requires a new visual identity to establish a distinct positioning and image within the context of scholarly gatherings. The logo design process for IMDES 2025 adhered to Alina Wheeler's brand identity methodology, encompassing five key steps: Conducting Research, Clarifying Strategy, Designing Identity, Creating Touchpoints, and Managing Assets. The new IMDES identity utilizes a wordmark brandmark approach, achieved through typographic modification. The resulting logo successfully embodies the new core values, spirit, image, and positioning for the IMDES 2025 conference.

Sustainable Development Goal(s) Relevancy

Goal 9: Industry, Innovation and Infrastructure

Goal 11: Sustainable Cities and Communities

Goal 17: Partnerships for the Goals

References

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Author

Edo Tirtadarma, S.Ds., M.Ds.

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Short Biography

Edo Tirtadarma is a distinguished educator with a robust background in the creative industry, specializing in Design, Layout, Typography, Branding, and Advertising. He honed his expertise over five years in the professional creative sector before transitioning to academia. Edo then served as a lecturer at Universitas Tarumanagara for three and a half years, sharing his practical knowledge and industry insights with students. Since 2018, he has been a dedicated faculty member at Universitas Multimedia Nusantara, where he continues to inspire and educate the next generation of designers. His extensive experience in both industry and academia makes him a valuable asset in the field of design education.

Title

IMDES 2025 BRAND IDENTITY PROCESS

Production Process Years

2024-2025

Publication Year

2025

Publication Details

Location :

- Universitas Multimedia Nusantara
- National Art Gallery Langkawi, Malaysia

Date/duration : 6 Months

Publication Media

Brand Identity

Recognition

Media Exposure:

- <https://lxpr.lspr.ac.id/universitas-multimedia-nusantaraadakanthe-3rd-international-conference-and-exhibition-ofinnovation-inmedia-and-visual-design-imdes-2025/>
- <https://ultimagz.com/event/imdes-2025-keberlanjutan/>
- <https://www.majalahlarise.com/2025/05/angkat-temamediaand-digital.html>
- <https://www.umn.ac.id/imdes-2025-creatingconnectionintelligent-design-for-sustainable-future/>
- <https://eventfestid.com/event/imdes-students-conference2025/>

Grants

Universitas Multimedia Nusantara

Additional

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