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Universitas Multimedia Nusantara
Indonesia

IMDES 1st Generation Visual Identity & Collateral Implementation



International
Conference of
Innovation in Media
& Visual Design

DESIGN PROCESS

1 CONTEXTUAL RESEARCH



Inspired by the shift to digital collaboration during the COVID-19 era, a modular form—evolving from individual entities into interconnected shapes—was developed early to reflect adaptability.

2 INSIGHT & KEYWORDS



Initially, the logo was designed to represent themes of connectivity, adaptability, and collaboration. Then, color variations were added to ensure clarity across diverse visual contexts.

3 CONCEPT & DEVELOPMENT



Its color variations ensure the design remains clear, consistent, and relevant across diverse space and media, while maintaining a collaborative and flexible design approach.

4 FINAL OUTPUT



The final logo embodies a symbol of innovative multidisciplinary collaboration, reflecting the adaptability and connectivity essential in contemporary media and visual design practices.

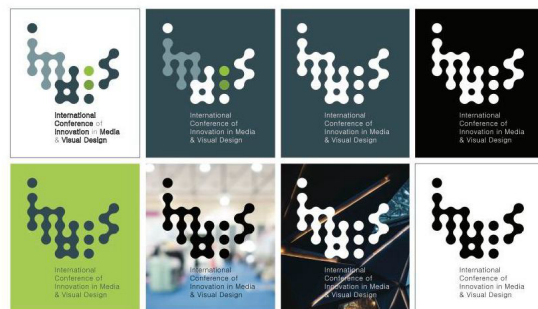
LOGO VARIATIONS

The IMDES 2020 logo designed with multiple color variations to ensure visual consistency and adaptability across various applications, including solid backgrounds, gradients, and photographic contexts. These implementations allow the logo to remain clear, versatile, and effective in both digital and print formats.

PRIMARY CONFIGURATION



SECONDARY CONFIGURATION



LOGO PHILOSOPHY

The IMDES 2020 logo, with its interconnected, organic shapes and vibrant accents, embodies the dynamic interplay of technology, creativity, and design. In the spirit of the online pandemic era of COVID-19, the first generation of IMDES emerged as a fully digital initiative. The modular forms represent the collaborative and innovative spirit inherent in technological advancements. The fluid connections symbolize the seamless integration of diverse ideas and disciplines. The pop of green highlights growth and fresh perspectives in design, while the overall composition reflects a forward-thinking and interconnected approach to the future of media and visual design.

COLOR PALETTE



C: 82 R: 51
M: 56 G: 84
Y: 48 B: 95
K: 29



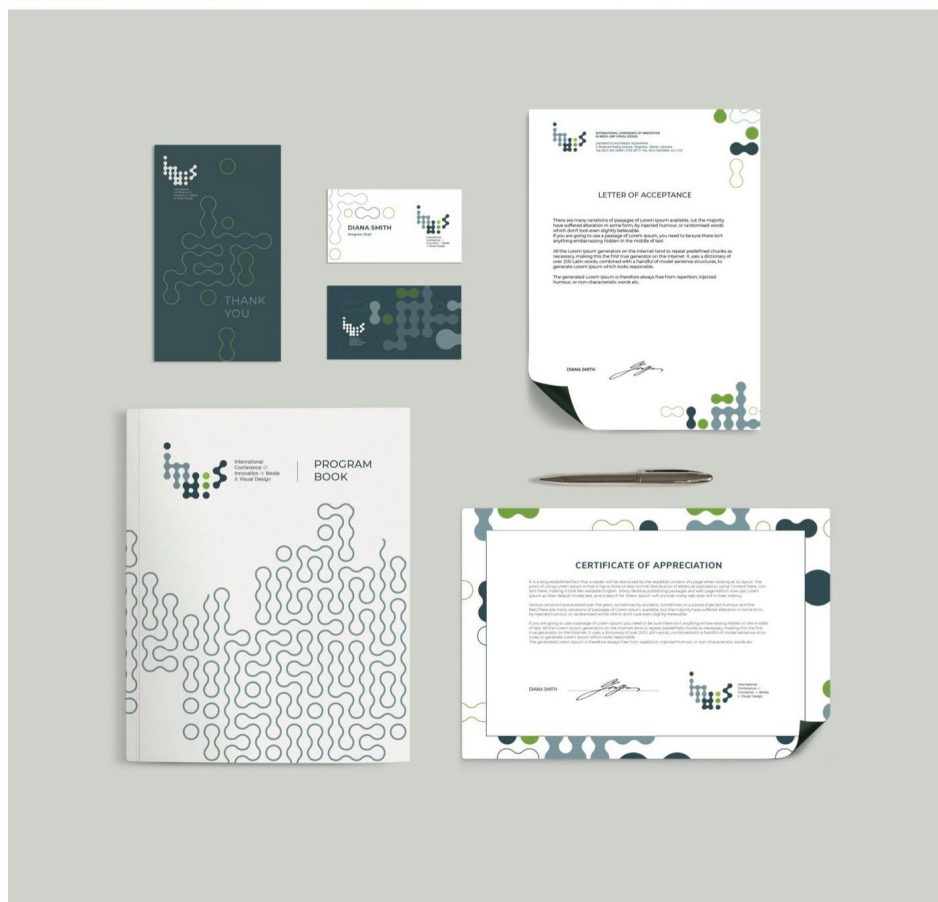
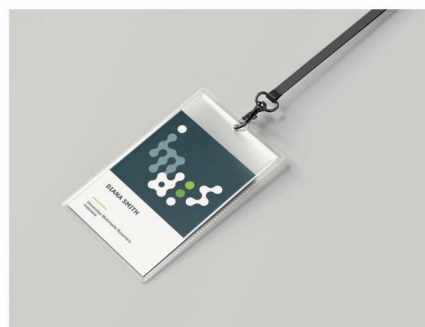
C: 52 R: 129
M: 28 G: 159
Y: 29 B: 169
K: 0



C: 57 R: 125
M: 14 G: 171
Y: 100 B: 65
K: 1



C: 46 R: 152
M: 0 G: 202
Y: 100 B: 60
K: 0



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Frindhinia Medyasepti, S.Sn., M.Sc.

IMDES 2020 is an international scientific conference initiated by the Visual Communication Design Program at Universitas Multimedia Nusantara. This conference is intended for researchers working in both academic and professional (industry) fields. As the first event of its kind with international scope organized by the program, it required a strong and representative visual identity that could encapsulate the spirit and vision of IMDES. This identity was built upon three core keywords: innovation, technology, and design. To fulfill this purpose, the visual identity was developed using the branding design methodology proposed by Alina Wheeler. Her framework comprises five essential stages: Conducting Research, Clarifying Strategy, Designing Identity, Creating Touchpoints, and Managing Assets. By following this structured approach, the resulting identity was able to effectively convey IMDES's values and objectives. The final visual identity is a combination of Wordmark and Pictorial Mark, symbolizing both the intellectual clarity and visual innovation that define the conference. The design ensures consistency across all collateral materials and communication platforms, enabling IMDES to be recognized as a credible and professional international scientific event. The integrated visual system also reinforces the identity's coherence in both digital and physical media, contributing to the establishment of IMDES as a reputable brand within the global academic and design community.

Sustainable Development Goal(s) Relevancy

Goal 9: Industry, Innovation and Infrastructure

Goal 11: Sustainable Cities and Communities

Goal 17: Partnerships for Goals

References

Research Acknowledgement: Universitas Multimedia Nusantara

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Short Biography

For the past 5 years, Frindhinia is a full-time lecturer at the Faculty of Art and Design at Universitas Multimedia Nusantara, and also serves as Final Project Coordinator in the Visual Communication Design study program. She has a strong background in corporate brand development, brand activation, UI/UX, and currently emphasizing her academic research in the field of human-computer interaction and emotional design aspects of interactive media implementation. She earned her Bachelor degree from Trisakti University, majoring in Visual Communication Design, followed by Magister degree majoring in Master of Multimedia Production from Fachhochschule Kiel in Germany. Prior the years before joining as a full-time lecturer, she spent 3 years of independent work in Kiel and Berlin, during Magister study, followed by 7 years of experience working her career in the hospitality industry, specializing in brand development, web design, AV production, environmental graphic design, as well as graphic design in general.

Title

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Production Process Years

2020

Publication Year

2020

Publication Details

IAI Kalimantan Barat (Indonesian Architect Association - West Borneo Chapter)

Location : Universitas Multimedia Nusantara (Online via Zoom – Covid19)

Date/duration : 6 Months

Date/duration : Universitas Multimedia Nusantara

Publication Media

Brand Identity

Recognition

Media Exposure:

- <https://imdes.umn.ac.id/2020/>
- <https://www.umn.ac.id/imdes-2020-international-conference-ofinnovation-in-media-and-visual-design/>
- <https://www.atlantis-press.com/proceedings/imdes-20>
- <https://fib.uai.ac.id/http-Ildikti3-kemdikbud-go-id-v6-2020-07-22-innovation-in-media-and-visual-design-imdes-2020/>
- https://www.instagram.com/p/DDJ9mUITkX4/?img_index=1
- https://www.facebook.com/permalink.php?id=76000368737&story_fbid=10158428470483738

Grants

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Additional

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