

## Redesigning the Canturia Interior Design Company Logo to Strengthen Brand Identity

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### ABSTRAK

Desain interior hadir untuk memenuhi kebutuhan fungsional dan menunjukkan kepribadian dan gaya hidup seseorang. Canturia adalah startup furnitur yang didirikan pada tahun 2020, telah menarik perhatian industri. Walaupun sudah mempunyai logo perusahaan, namun belum mencerminkan citra perusahaan. Akibatnya, Canturia tidak memiliki identitas visual yang kuat dan dikenal luas. Untuk itu, penting bagi perusahaan memperbarui logo Canturia agar lebih mencerminkan citra perusahaan. Tujuan dari penelitian ini adalah untuk merancang ulang logo perusahaan Canturia agar mampu merepresentasikan citra perusahaan secara tepat dan perancangan yang dilakukan menggunakan metode kualitatif yaitu wawancara, pustaka/buku, jurnal. Proses kreatif dilakukan melalui eksplorasi bentuk, warna, dan tipografi berdasarkan briefing dengan pihak Canturia. Hasil dari penelitian ini menciptakan identitas visual baru berupa logo yang dapat mencerminkan citra perusahaan. Dengan data-data yang diperoleh penulis, proses perancangan identitas visual yang baru dapat dilakukan secara lebih terarah. Dengan adanya logo baru diharapkan dapat merepresentasikan Canturia untuk memperluas pasar dan memperkuat citra perusahaan.

**Kata Kunci:** logo, perancangan, identitas perusahaan, interior desain, identitas brand

### ABSTRACT

Interior design exists to fulfill functional needs and reflect a person's personality and lifestyle. Canturia, a furniture startup founded in 2020, has attracted industry attention. Although it already has a company logo, it does not yet reflect the company's image. As a result, Canturia lacks a strong and widely recognized visual identity. Therefore, it is important for the company to update Canturia's logo to better reflect the company's image. The purpose of this study is to redesign Canturia's company logo so that it can accurately represent the company's image. The design was carried out using qualitative methods, namely interviews, literature/books, and journals. The creative process was carried out through exploration of shape, color, and typography based on a briefing with Canturia. The results of this study created a new visual identity in the form of a logo that can reflect the company's image. With the data obtained by the author, the process of designing a new visual identity can be carried out in a more targeted manner. With the new logo, it is hoped that it can represent Canturia to expand the market and strengthen the company's image.

**Keywords:** logo, design, corporate identity, interior design, brand identity

### INTRODUCTION

A logo is a symbol of a company that serves to differentiate it from its competitors. According to (Wheeler, 2012), a logo functions as a visual representation of a brand's identity and values. A logo that is designed correctly can strengthen a company's image. Therefore, logos play a very important role for companies in strengthening their brand image so that consumers know what the company sells. Interior design is a branch of design that designs or solves problems through the arrangement of space in a building by emphasizing aesthetics and function so that the room feels comfortable and effective for users. Interior design has

become a major factor in meeting people's needs for comfortable, aesthetic, and functional spaces. The increasing demand for interior design has led to rapid growth in this industry, with a focus on creating spaces that reflect individual personalities and lifestyles (Andriani, 2020). Interior design offers services that meet the aesthetic and functional needs of residences, whether for families, companies, or others.

Companies engaged in interior design need a brand identity to build a brand that is easily recognized by the general public. Interior design companies are businesses that offer services to transform or renovate a room to make it more attractive (Kemenparekraf/Baparekraf RI, 2020). Interior design companies create designs that prioritize functionality, aesthetics, and reflect a person's lifestyle. One company operating in the field of interior design is Canturia. Canturia is an interior design company that was used as a case study by the author to design its visual identity.

Canturia, a furniture and interior design company established in 2020, is located in central Jakarta. Canturia is a company engaged in interior design services for residential, office, and commercial spaces. Canturia prioritizes designs that are highly functional and reflect the identity of consumers. Over time, with the growing competition in Indonesia, Canturia experienced a visual identity crisis, as its visual identity was unable to adequately represent the company's image. The Canturia logo has a shortcoming in that it does not represent the company's image in the field of interior design. Visually, the logo lacks architectural elements or elements that are characteristic of interior design. Meanwhile, its competitor, Dekoruma, has elements characteristic of interior design in its company logo. The Dekoruma logo has the shape of a house with an open door resembling the letter "D," which is the first letter of the company's name.



Figure 1. Canturia Logo (left) & Dekoruma Logo (right)  
(source: Rubenico, 2024)

According to (Wheeler, 2012), visual identity is a tangible form and a sensory attraction. Visual identity also includes various elements such as color, typography, and logo. Therefore, it is necessary to redesign the visual identity because the previous logo did not reflect the image of the company and did not represent Canturia as a company engaged in interior design services.

According to (Eiseman L., 2017), color plays a crucial role in shaping a person's perception of a brand. The choice of colors is very important in order to represent the values and vision and mission of a brand. In addition to color, according to (Spiekermann & Ulrich, 2022), the typography used in a brand's logo must be in harmony with or in line with the characteristics of the brand and be clearly legible so that it is easily recognizable. According to (Alina Wheeler, 2012), a logo functions as a visual representation of a brand's identity and values. Therefore, a logo must be designed in accordance with a brand's vision, mission, and identity.

Similar companies such as Dekoruma are companies engaged in the same field to meet the needs of furniture and home decoration. Dekoruma expanded its business reach with interior design services in 2017, which grew rapidly and became one of the pioneers of online interior design services (Dekoruma Help Center, 2024). Dekoruma has a visual identity that adequately represents the company's image. The Dekoruma company logo features the front of a house, with the letter "D" added as a visual representation of an open door. This shows

that Dekoruma has a visual identity that aligns with its corporate image, making it important to showcase its brand identity.

Therefore, it is important for Canturia to redesign its visual identity, especially its logo, to better reflect the company's image. The new logo must be able to capture the company's vision, mission, and characteristics. The new logo will be applied to various media for promotional purposes, such as social media (Instagram or Facebook) and print media (flyers or posters). With a new logo that is more attractive and representative, it is hoped that Canturia can expand its market presence and strengthen its brand image. With a logo that is in line with the company's vision and mission, it is hoped that Canturia will have a stronger image and will be better known and remembered by the public as the top choice in interior design.

## METHOD

The research method used by the author is a qualitative approach involving in-depth interviews with one of Canturia's leaders, Irene Michelle. Data was collected to support the logo design through interviews. After obtaining factual data, the author analyzed the data and found that the company's logo did not reflect the company as an interior design service. Using the data obtained, the author carried out the creative process of logo design, starting with a SWOT analysis, followed by market segmentation.

## DISCUSSION

Canturia is an interior design startup established in 2020 in South Jakarta, providing interior design services for homes, apartments, and businesses with a focus on product knowledge to ensure consumers understand furniture materials. Canturia's vision is to become a center of unlimited creativity in the interior design industry, where every consumer's desire becomes a unique and captivating reality. Canturia's mission is to lead by fully understanding consumer needs, expressing unlimited creativity, fostering close collaboration, emphasizing high quality with adaptive flexibility, and delivering an exceptional customer experience in every interior design project.

The logo for Canturia is displayed in a large, bold, black, lowercase sans-serif font.

Figure 2. Canturia Logo. (source: Rubenico, 2024)

## SWOT

According to (Fatimah, 2020), SWOT analysis is a method used to evaluate strengths, weaknesses, opportunities, and threats. This analysis is descriptive and subjective. SWOT analysis can identify in depth and systematically formulate company strategies. The following is the author's analysis of Canturia using the SWOT method based on the results of interviews that have been conducted:

Table 1. Canturia SWOT Analysis

| No | Swot     | Description                                                                                                            |
|----|----------|------------------------------------------------------------------------------------------------------------------------|
| 1. | Strength | <ul style="list-style-type: none"><li>• Creating unique, attractive designs according to client preferences.</li></ul> |

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|    |               |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|----|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |               | <ul style="list-style-type: none"> <li>• Building strong relationships with customers to deeply understand their needs.</li> <li>• High-quality concrete for every project with customizable flexibility.</li> <li>• Providing a satisfying and memorable customer experience in every interaction.</li> <li>• Using the latest technology to improve the efficiency of the design process and communication with customers.</li> </ul> |
| 2. | Weakness      | <ul style="list-style-type: none"> <li>• Following customer wishes without making creative recommendations.</li> <li>• Limited market access or understanding of certain market segments.</li> <li>• Logo does not match the company's image.</li> </ul>                                                                                                                                                                                |
| 3. | Opportunities | <ul style="list-style-type: none"> <li>• Demand for interior design is increasing across various fields and social classes.</li> <li>• Opportunities to collaborate with material suppliers or other partners to expand services or reach.</li> </ul>                                                                                                                                                                                   |
| 4. | Threat        | <ul style="list-style-type: none"> <li>• Competition with interior design companies.</li> <li>• Risk of mismatch between emerging design trends and customer preferences.</li> <li>• Risk of supply disruptions from materials or material suppliers that could affect ongoing projects.</li> </ul>                                                                                                                                     |

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### Market Segmentation

According to (Rizaldi & Majid, 2024), market segmentation is the process of dividing a broad market into smaller, more focused groups that have similar characteristics, needs, and behaviors. The following is the author's market segmentation related to Canturia.

Table 2. Market Segmentation

| No | Demographics                                   | Psycographics                                           | Geographics                         |
|----|------------------------------------------------|---------------------------------------------------------|-------------------------------------|
| 1. | Age : 40-50                                    | Conscious of room appearance.                           | Covering all of Jakarta             |
| 2. | Gender :<br>Male and Female                    | Well-organized lifestyle.                               | Coverage:<br>House/Apartment/Office |
| 3. | Education :<br>Bachelor's degree or equivalent | Has an elegant lifestyle.                               |                                     |
| 4. | Status:<br>Employees & Entrepreneurs           | Believes that a space should be comfortable.            |                                     |
| 5. | S.E.S :<br>B-A                                 | Has more assets, which can be used for rental purposes. |                                     |
| 6. | Religion : All                                 |                                                         |                                     |

**Secondary Market Segmentation:**

Table 3. Market Segmentation

| No | Demographics                                  | Psycographics                                | Geographics                                |
|----|-----------------------------------------------|----------------------------------------------|--------------------------------------------|
| 1. | Age : 27 - 39                                 | Conscious of room appearance.                | Reaches all of Jakarta                     |
| 2. | Gender :<br>Male and female                   | Has an organized life.                       | Coverage:<br>Home/<br>Apartment/<br>Office |
| 3. | Education:<br>Bachelor's degree or equivalent | Has an elegant lifestyle.                    |                                            |
| 4. | Status:<br>Employee & Entrepreneur            | Believes that a space should be comfortable. |                                            |
| 5. | S.E.S :<br>B-A                                | Has a higher income                          |                                            |

**Positioning**

According to (Wibowo, 2019), positioning is the act of designing products and marketing mixes to create a certain impression in the minds of consumers, so that the consumer segment understands and appreciates what the company does. Canturia positions itself as an interior design service provider that offers digital design services and interior manufacturing services. Canturia's strengths include its ability to meet customer needs quickly, its emphasis on high quality, and its knowledge of the materials used to produce high-quality interiors. These strengths set Canturia apart from its competitors.

## Ideation Technique

# Mind Mapping

### Key Visual & Key Word

Key Visual : Rumah, Simple, Dekorasi, Kayu

**Key Word :** Fungsional, Bebas, Pilihan, Minimalis

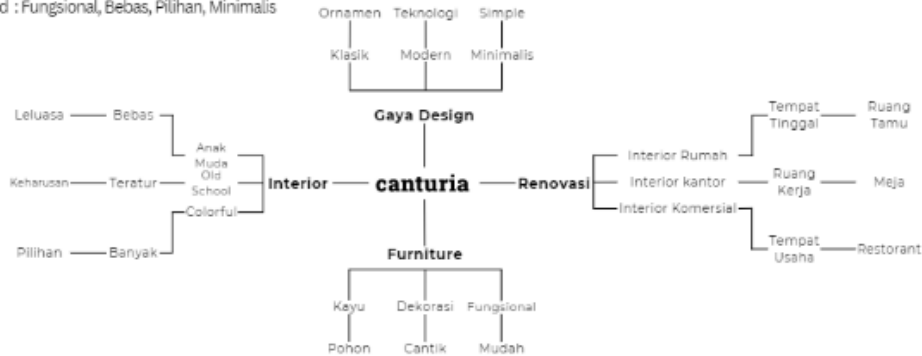


Figure 3. Mind Mapping. (source : Rubenico, 2023)

According to (Mithra & Lorna, 2016) Mind Mapping is useful for analyzing problems related to a project and potential solutions. In designing a new logo for Canturia Company, the researcher used the Mind Mapping method. With this method, the author can find the main topics that will be used as Key Visuals and Key Words for logo creation.

## MoodBoard

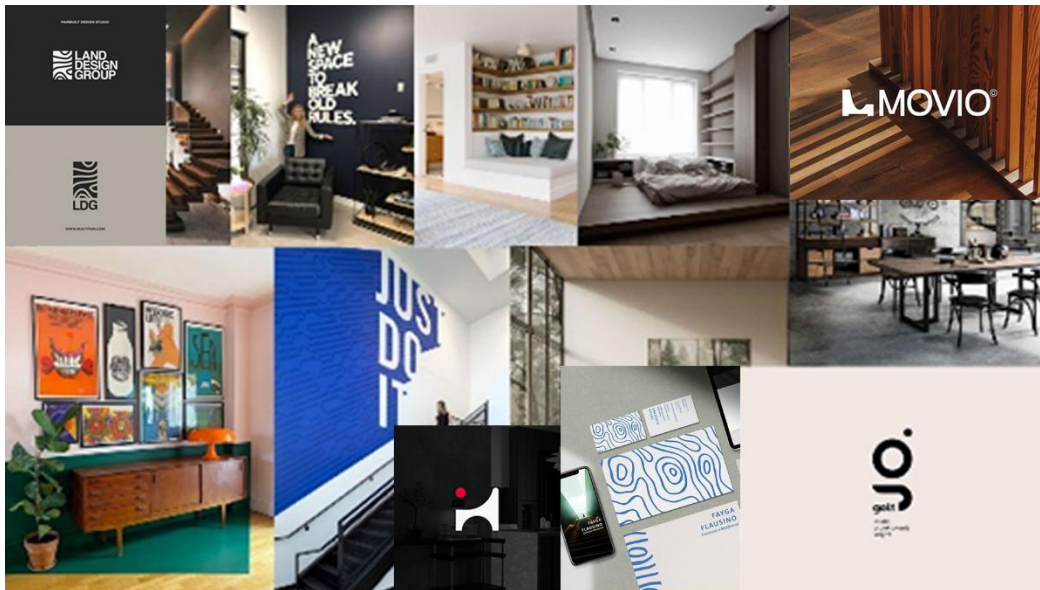


Figure 4. Mood Board. (source: Rubenico, 2023)

According to (Warbung et al., 2021), mood boards aim to help writers present a clearer visual direction and improve communication with clients during the project. Therefore, the writer used the mood board method to find the main colors and supporting colors for logo creation. Mood boards were used as a reference in the design process by collecting images in the form of photos or sketches that matched the main theme and images obtained during the mind map process.

## Scheme

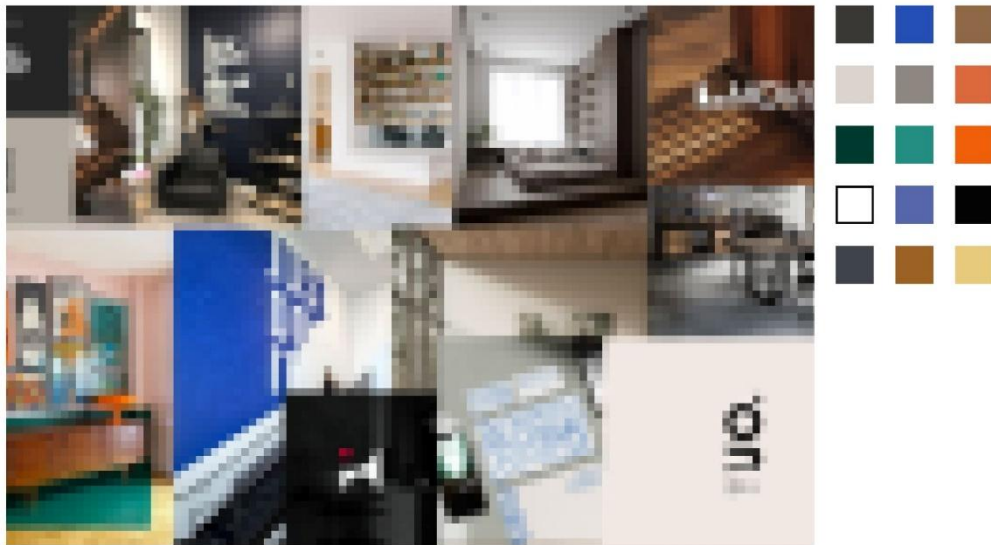


Figure 5. Mood Board Pixelated. (source: Rubenico, 2023)

According to (Davis & Hunt, 2017), color is one of the main ways designers create contrast and character in design. Color often distinguishes elements among elements that have many similar attributes. Thus, color can direct attention to specific elements within a larger structure, creating relationships that would not be apparent if all elements had the same color, value, or saturation. Therefore, the author made the mood board pixelated to obtain the main colors and supporting colors. The following is an image of the main color palette and supporting colors obtained from the mood board.

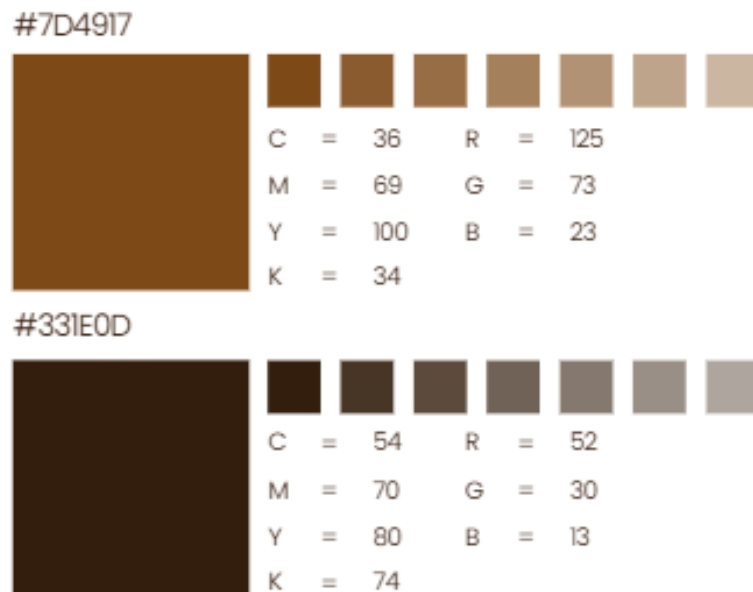


Figure 6. Primer Color & Secondary Color. (source: Rubenico, 2023)

## Logo Sketch

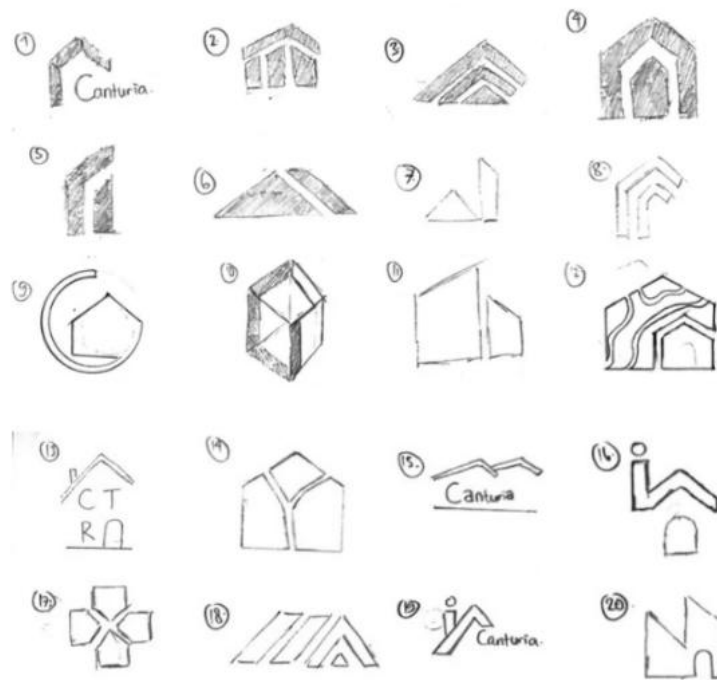


Figure 7. Logo Sketch. (source: Rubenico, 2023)

The author then created 20 manual logo sketches on A3 paper as preliminary designs before turning them into images. The logo sketches were created in accordance with Canturia's vision, mission, and field of business.



Figure 8. Selected Sketch. (source: Rubenico, 2023)

The author then modified the selected sketch to match Canturia's image. Here are the results of the changes made to the selected sketch.



Figure 9. Selected Sketch. (source: Rubenico, 2023)

The sketch above is a logo sketch that has been adapted to the image of the Canturia company. This logo combines two main elements: the first is the shape of a house, which represents home interior renovation services, and the second is the shape of a box, which represents office buildings, which are generally box-shaped.

### Selected Logo Digitalization



Figure 10. Digitalization Logo. (source: Rubenico, 2023)

Figure 10 above shows the selected logo that has been applied in digital form and color in accordance with the mood board that has been created.

### Logo Concept

The Canturia logo was created using a logogram and logotype. A logogram is a logo model based on shape, icon, or visual image, while a logotype is a logo model based on a font that contains a specific brand name and/or trademark. The Canturia logo combines two main elements: the first is the shape of a house, which represents interior renovation services, and the second is the shape of a box, which represents office buildings, which are generally box-shaped.



Figure 11. Digital Selected Logo. (source: Rubenico, 2023)

### Visual Elements

According to (Andhita, 2021), visual elements are part of visual features used to interpret specific meanings. The visual elements in the logo I created were inspired by the shape of wood grain. These visual elements were created in line with the company's image as a company engaged in interior design.



Figure 12. Visual Element. (source: Rubenico, 2023)

### Logogram

Table 4. Logogram

| No | Logo                                                                                                             | Deskripsi                                                                                                                                                                     |
|----|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. |  <p>(source : Google.com)</p>   | This section depicts residential homes where Canturia's clients typically request interior design services.                                                                   |
| 2. |  <p>(source : Google.com)</p> | This section depicts commercial buildings or offices, which tend to be box-shaped or square. Canturia often receives requests from clients to design their office interiors.. |
| 3. |  <p>(source : Google.com)</p> | This section depicts the wood grain commonly found in the center of a wood cut. Wood is the primary material typically used for interior design at Canturia.                  |

### Logotype

The Canturia logotype uses the Poppings font. The Poppins font helps reinforce the Canturia logo because it has strong and bold characters.

# CANTURIA

Figure 13. Canturia Typeface Logo. (source: Rubenico, 2023)

**Poppins** (Dalam Logotype)

|                |   |                                                                |                                                                |
|----------------|---|----------------------------------------------------------------|----------------------------------------------------------------|
| <b>Bold</b>    | [ | <b>A B C D E F G H I J K L M N<br/>O P Q R S T U V W X Y Z</b> | <b>a b c d e f g h i j k l m n<br/>o p q r s t u v w x y z</b> |
| <b>Regular</b> | [ | A B C D E F G H I J K L M N<br>O P Q R S T U V W X Y Z         | a b c d e f g h i j k l m n<br>o p q r s t u v w x y z         |
| <b>Light</b>   | [ | A B C D E F G H I J K L M N<br>O P Q R S T U V W X Y Z         | a b c d e f g h i j k l m n<br>o p q r s t u v w x y z         |
|                |   | 1 2 3 4 5 6 7 8 9                                              |                                                                |

Figure 14. Poppins Family Font. (source: Rubenico, 2023)

**Finalization of the Canturia Logo**

Here is the finalized Canturia logo, combining the logogram and logotype.



Figure 15. Final Logo. (source: Rubenico, 2023)

**Application to Stationery**

After the visual identity of the logo has been selected, the author applies the logo to several stationery items to illustrate how the logo will look when used on physical stationery. The following are examples of the logo's application to stationery:

**1. Letterhead**

Letterhead is useful for businesses because it represents the company's identity. It is a commonly used writing tool in companies to create a professional impression on customers and make it easier for them to remember the company. Therefore, the author designed a letterhead for Canturia Company.



Figure 16. Letterhead. (source: Rubenico, 2023)

## 2. Envelope

The use of envelopes is an important step for Canturia in maintaining the confidentiality of letters and documents that are of significant value. Envelopes are not only a practical means of packaging and protecting materials, but also the first line of defense against unauthorized access.

By choosing envelopes as a means of protecting sensitive information, Canturia demonstrates its commitment to ensuring that all communications remain confidential. This is the first step in maintaining the privacy and security of information.

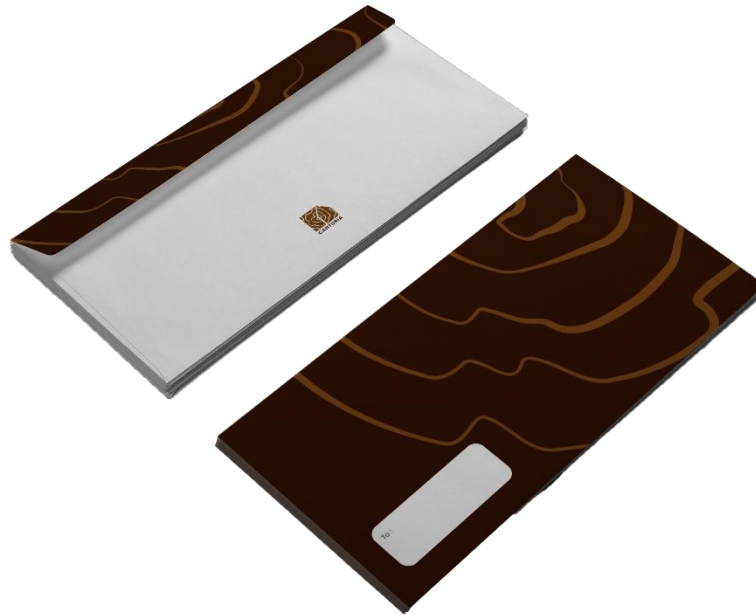


Figure 17. Envelope. (source: Rubenico, 2023)

### 3. ID Card

The ID Card is an important element in identifying every Canturia employee. Its function is not only to facilitate identification, but also to provide clear information about who represents the company. Through the ID Card, both employees and outsiders can quickly recognize a person's identity and position at Canturia. Its presence is a practical tool that facilitates daily interactions in the work environment.



Figure 18. ID Card. (source: Rubenico, 2023)

#### 4. Business Card

A business card is a formal identification card given to others as a sign of recognition or a reminder of the identity of the company or individual listed on the card.



Figure 19. Business Card. (source: Rubenico, 2023)

#### Application in Social Media

The following are some visual identities of logo application in social media:

##### 1. Feed Instagram

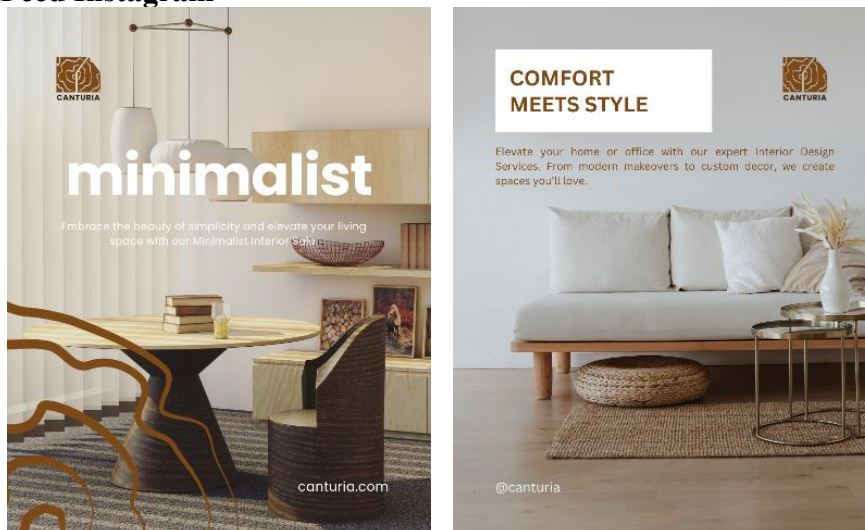


Figure 20. Feed Instagram. (source: Rubenico, 2023)

## 2. Instagram Story

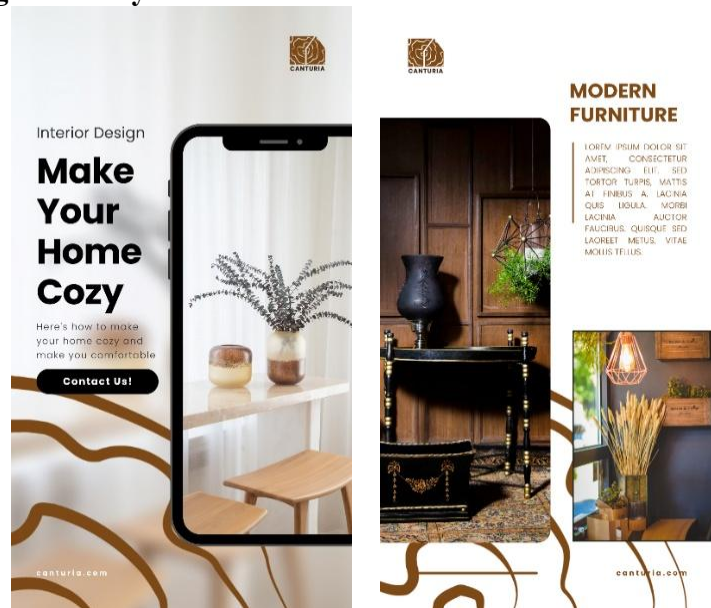


Figure 21. Instagram Story. (source: Rubenico, 2023)

## CONCLUSION

Based on the logo design process as an identity, it can be concluded that the right logo is able to represent the vision, mission, and character of a company. With the creation of a strong new logo, Canturia will be more easily recognized by consumers and strengthen the company's image, distinguishing it from its competitors. In addition, with the renewal of its logo identity, the company has a strong foundation for implementing branding strategies to compete in an increasingly competitive market. The new logo will also strengthen the company's image in line with its vision and mission, which will differentiate it from other competitors in the market.

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