The synergy of visual communication and sustainability as brand value

S Sutoyo¹, and Y Farhia¹*

¹New Media Program, Visual Communication Department, School of Design, Bina Nusantara University, Jakarta, Indonesia 11480

Email: yusaira@binus.ac.id

Abstract. The research aimed to review issues related to visual communication synergy and sustainability in a brand. The main problem was how the message through visual communication could work precisely and quickly so that the delivery of the main message could be delivered without errors because the visual nature was very immediate and could not lie. This research used qualitative methods, namely descriptive-analytic, with a deductive as well as an inductive approach to get fairly basic findings, to reduce or minimize errors or deficiencies in visual communication. The results and discussion show that building a brand needs to be sustainable visual communication by creating functional, emotional, and expressing themselves. In conclusion, the main goals and objectives of communicating brand identity are to build, maintain, and strengthen the relationship between the brand and its customers. The brand as a symbol encapsulates all visual elements connected to brand value as individuals. So, the integration of visual communication and sustainability can be a synergy to enhance brand values.

Keywords: synergy, visual communication, sustainability, symbol, identity, brand value

1. Introduction

The visual communication is a bridge to solve the problem of interaction in society, including delivering messages from producers to the audience so that the expected perception can arrive as desired [1]. Content visual messages information delivered from sender to recipient in one single text, on one occasion, have similarities in their work patterns, and this can apply to all media. For example, in visual communication, message design's main components are words, visuals, and forms. These main components can be used in various ways to design, produce, send, and interpret messages. In visual communication, the main objective is to provide functional, aesthetic, and organized structures for diverse groups of graphic elements. Individual information translators may be seen as audiences. They can develop attention, awareness, emotions, relaxation, understanding, and views. Then, the message content is more important than the actual message implementation. Therefore, we must always start by defining what should be displayed by any message, so that it is integrated and achieved through visual communication.

Synergy through visual communication and sustainability into branding can enable entities of a brand to attract audiences who share the same vision, to provide a competitive advantage. The initiative
builds visual communication on an ongoing basis, can include social or environmental practices, so that it can impact the entity of a brand by creating sustainability associations. Such associations are usually associated with values of responsibility and turn them into associations that are part of their brand image. Ensure that sustainability becomes an integral part of the brand and can be realized through several branding activities. For example, it involves communicating efforts to sustain value through various media such as the visual display of brand identity, promotional efforts through advertising, product packaging, and other promotional materials. In addition, this effort can be translated into product sustainability attributes, if possible. This tactic certainly must be supplemented by the disclosure of sustainability efforts [2].

Brand value is integrated at the psychological level in the decision-making process. It can be summarized that the brand functions as a symbol for a certain lifestyle and the expansion of added value from the personality traits of consumers by reducing the personality traits of the brand to the construction of consumer personality.

2. Research and methods
This visual communication research method is related to visual forms that appear in plain sight, such as in visual identity, logo symbol shape, or other visual forms. This method is called an analytical descriptive research method. It uses qualitative methods, namely descriptive-analytic, with an inductive approach and aims to get a general understanding. The source of qualitative data is the recording of observations and related documents in the form of writing or drawing [3]. The method of text analysis is one of the interpretative methods, in the context of this study, a deep understanding of visual brand identity and consumer insights concerning the perception of sustainable brand values, analyzed and formulated intending to obtain accurate information [4].

This research method's implementation is how the method can be reused or replicated to other researchers as reference material in further research with a different perspective. This method is an expression of how the mind works so that the method can produce characteristics that are rationale, measurable, and tested. The study process can begin with how the deductive thinking patterns are associated with everything rational that relies on knowledge as a source of truth. At the same time, inductive is someone's empirical experience on a matter that can be used as a reference or guideline in his research [1].

3. Results and discussion
The main problem found is that there are still gaps in the visual creation associated with conveying the message. This means that visuals cannot be able to answer in full as a visual communication problem solver associated with brand values. Describing a brand as a brand conception that is still intangible in consumers' minds, while the brand functions as a function of differentiation and identification and builds the formation of preferences and decision-making processes. [5] This determination illustrates that merely a functional approach in defining a brand is inadequate because it does not take into account the emotional ties and consumer experience with the brand. From the current research on the form of brand construction, it can be concluded that the brand through visual communication has a far more important role in consumers’ minds than just labeling certain products and only serves as a guide to orientation.

One of the most basic functions of a brand is to differentiate a product from other products. Therefore, the positioning of a unique brand needs to be implemented. Brand positioning can be defined as the act of designing offers and brand images to occupy different places in the minds of consumers [5].

Overall, each branding strategy aims to build different brands, to add value to consumers’ lives and continually match changing consumer needs. However, in the clarity of dynamic consumer preferences, long-term orientation and persistent branding strategies are key elements of successful brand values.

Building a brand is a time-consuming process, which needs to be managed with continuity. However, market changes force brands to develop dynamically. Therefore, branding is set in the flow
of the right level of consistency, adaptation, and actualization are relevant, through awareness, Association, perception, and response (see Figure 1).

![Figure 1. Brand Value Elements](source: Suprayitno Sutoyo)

According to Kapferer, brand identity causes differentiation, timelessness, homogeneity, value, authenticity, and brand acceptance [6]. These are a collection of associations representing what stands with the brand by creating functional, emotional, and self-expressing benefits. Deductively, the main goal and goal of brand identity is to build, maintain, and strengthen the relationship between the brand and its customers. Building a strong brand identity is an important job of managing any brand. The mandatory prerequisite is a clear understanding of brand identity construction to build the same perception [7].

An effective brand image requires several elements of visual communication, including:
- Integrates with a central and connected theme
- Adapted to the communicant lifestyle, needs, and consumer behavior
- Adjusted to the brand image, ethics, and reputation of the main entity

For this reason, four criteria can be defined as descriptive for efficient brand identity [8]:
- Reciprocity - identity can only be established through differentiation from competitive brands.
- Consistency - all internal or external activities must be consistent and without contradiction.
- Continuity - the formation of brand identity requires time and continuity regarding the brand philosophy.
- Individuality - consumers need to understand certain brand attributes as unique compared to competitive brands (Figure 2).
According to Aaker [9], a brand's core identity includes the central and enduring brand elements with the essence of the brand that encapsulates the soul of the brand. That makes the brand unique, credible, and contributes to the brand value proposition. Conversely, expanded identities are more varied, involving values that can be adjusted according to trends and inconsistent over time. It gives the texture of the brand identity and complements the image by adding supporting details to illustrate what the brand stands for.

As a symbol, the brand encapsulates all interconnected visual elements to support the recognition of the brand's existence. Sincere brand engagement and ongoing activities can be integrated as brand values, as illustrated in Figure 3 [6].

3.1. The synergy of sustainable brand value
Understanding sustainable values are reflected in brand identity as a strategic concept, including sustainable aspects as benefits, which can be understood and relevant to consumers and stakeholders. The integration of sustainable values takes place based on an identity-based branding approach and its perspective on the image and identity process. Sustainability integration can be reflected in various components of brand identity [7].

A strong brand identity will be filled with symbolism, clear, and hidden. For a good visual logo where the symbolism is behind the brand, precautions must focus on the message by considering the ten words that describe the main benefits of the business. These verbal words can contain feelings, adjectives, objects, or periods, as follows: 1, Artistic 2, Valuable 3, Courageous 4, Natural 5, Warm 6, Classic 7, Simple 8, Confident 9, Handmade, and 10, Welcoming [10].

Processing lots of information through people with different languages and cultures, visual communication through well-designed symbols and images can help make messages easier to understand. The integration of visual communication in sustainability is a special combination of art and language used to convey information to a certain group of people. If the information is presented in a way that attracts the intended audience and can persuade them to take action, through a brand identity approach, brochures, posters, advertisements, or bulletins for the organization, or logos for business identity. So that the integration of visual communication and sustainability, can be a synergy to increase brand value. This finding is important enough to reduce or minimize errors or deficiencies in visual communication to produce synergy on an ongoing basis.

4. Conclusion
The conclusion from the findings of this study is that there are still gaps in creating visual communication synergies related to the message to be conveyed, so it is less able to foster a positive and sustainable effect. This means that visual design still needs to be improved in terms of design, through more in-depth research on audience character, so that it is expected to be able to answer in full as a synergy of visual communication problem solvers related to brand values.

In particular, future research must examine how various initiatives and results of sustainability succeed in creating sustainability associations. It includes determining the most effective communication and media formats for creating these sustainability associations. Besides, researchers must explore how various initiatives and results of sustainability affect brand equity. Therefore, visual messages are superior to verbal messages when content is emotional, holistic, spatial, and visual communication can be seen or ‘talked’ directly without obstruction. The conclusion from the results and discussion of the discussion above is the lack of awareness of the importance of visual synergy of sustainability communication related to brand value. Visual communication is good, and right is how the delivery of visual messages can be delivered quickly and accurately, without interference and misperception.

Finally, future research must study the direct and indirect effects of sustainability initiatives to encourage the synergy of visual communication, the performance of a brand entity, and the relative importance of those entities oriented towards sustainability. Contributions to academic discussions include building synergies in processing information data related to entities, brands, and audiences, then searching for keywords and then determining the key visual to solve visual communication problems that have not been running properly.

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