

Redesign of the Galaxy Gym Tembung Logo as Brand Identity

Yosua Simatupang, Juli Atika

Universitas Potensi Utama, Medan, Indonesia

Email: yosuasimatupak@gmail.com, juliatika4@gmail.com

Correspondence: yosuasimatupak@gmail.com*

KEYWORDS

Redesign logo; Brand
Identity; Fitness Center

ABSTRACT

Competition in the fitness centre industry is getting tighter. This encourages Galaxy Gym Tembung to improve its brand identity in order to compete with its competitors. One of the efforts made is to redesign the logo. Galaxy Gym Tembung which is located in the area of Jalan Moh. Yakub Lubis No.dsn 3, Bandar Khalipah, Percut Sei Tuan District, Deli Serdang Regency, East Medan District, which was established in 2019, is one of the fitness centres located in Tembung with its owner named Ridho Santoso. This research aims to improve the brand identity of Galaxy Gym Tembung as a fitness centre. This study uses a qualitative method with a case study approach. Data was collected through interviews, observations, and documentation. The results of the study show that the redesign of the Galaxy Gym Tembung logo has a positive effect on brand identity. The new logo is easier to recognize and remember, more effective in conveying the meaning and message of the brand, and gives a professional and modern impression. This research contributes to Galaxy Gym Tembung in improving brand identity. The results of this research can also be useful for other designers in designing effective logos to improve brand identity.

Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)



1. Introduction

The gym business is growing rapidly in Indonesia. This is due to public awareness of the importance of maintaining health and fitness. According to data from the Indonesian Fitness Association (AFI), the number of gyms in Indonesia in 2023 will reach 10,000 units. This number is expected to continue to increase in the coming years.

To be able to compete, gyms need to have a strong brand identity (Nathan et al., 2022; Roosen et al., 2020; Wegner et al., 2020; Woolf & Lawrence, 2017). Brand identity is a set of visual and non-visual elements that represent the image and values of a brand. These elements can be logos, brand names, taglines, interior designs, product designs, and others. One of the important elements of brand identity is the logo (Oscario, 2013; Wheeler, 2017). A logo is a visual symbol that represents a brand. An effective logo can help the gym to create a good first impression, differentiate itself from competitors and build customer trust and loyalty. A good gym logo must also have several

characteristics, namely easy to remember, visually appealing, by the business image, and easy to apply to various promotional media (Caniago, 2012; Kartika & Wijaya, 2016; Rustan, 2013).

Galaxy Gym Tembung business as a fitness center that focuses on building good health and an ideal body for its consumers located on Jalan M. Yakub Lubis dsn 3, Bandar Khalipah has been established since 2019 as a Fitness Center with its own business brand as Galaxy Gym which has received a permit from the Ministry of Youth and Sports of North Sumatra. Galaxy Gym Tembung itself has complete fitness equipment and also various supplements that function to help consumers increase muscle mass. Galaxy Gym Tembung also has Personal Training to help and teach consumers during the exercise program.

Galaxy Gym Tembung itself already has a logo, and has applied the logo well to attract enthusiasts and the surrounding community, but the lack of interest in Galaxy Gym Tembung makes the Galaxy Gym Tembung business less smooth. This condition is due to the identity that is currently used poorly in the communication process as the face of the brand itself, making it difficult for Galaxy Gym Tembung to reach the surrounding community.

Seeing such conditions, the author wants to help through a redesign of the Galaxy Gym Tembung logo. Redesigning the Galaxy Gym Tembung logo by paying attention to the principles of logo design, namely simple, versatile, easy to remember, and appropriate to the brand. In designing a logo, you will also look at some references to several brands to get new ideas. The author will also standardize the logo and colors so that it is easy to pour into other promotional media and so that through the new logo it is hoped that it can increase the identity of Galaxy Gym Tembung even stronger as a fitness center brand. So that it becomes a strategic resource to build competitive advantage and achieve goals objectively. In designing the logo redesign, we will also make as many as 30 logos using manual sketching techniques so that we can produce a logo that is really suitable and liked by the owner, and use the Adobe Illustrator CC 2019 application to create a logo in digital form.

The purpose is to find out how to redesign the gym logo to be better, redesign the Galaxy Gym logo as an effort to improve brand identity and attract public interest and consumer loyalty to their business.

2. Materials and Methods

In the concept and design process of the Galaxy Gym Tembung As Bran Identity Logo Redesign using a research method, namely data collection. Data collection methods are carried out in several ways, namely:

Primary data can be obtained through several field observations or interviews, Observation is a method of collecting data undergoing direct observation or review carefully, clearly, and precisely in the field or research location. The results of the field observation that the author obtained are that Galaxy Gym is one of the *fitness center* businesses that was established in 2018 until now in the area of Jl. Moh. Jacob Lubis No.dsn 3, Bandar Khalipah. Galaxy Gym Tembung was founded by a man named Ridho. So far, Galaxy Gym Tembung has received minimal consumers, making the Galaxy Gym Tembung business less running smoothly. The interview was conducted with Mr. Supriadi, who is the owner of Galaxy Gym Tempung, by asking questions to collect information about the desired logo design. Secondary data through the analysis of the Galaxy Gym Tembung logo, and from the literature used by the author, including books, journals, and related official articles to support the formulation of concepts and strategies used in the design of the Galaxy Gym Tembung logo redesign.

Data analysis is a stage of processing data that has been collected from research subjects, then decomposed into several categories so that the data that has been collected is expected to be able to become a solution. The data analysis used by the author is the SWOT analysis method (Strength, Weaknesses, Opportunities, Threats). The data that has been collected will then be processed by

analyzing S-O (Strength-Opportunities), W-O (Weakness-Opportunities), S-T (Strength-Threats), and W-T (Weakness-Threats). So that it can help produce creative concepts and solutions that can support the design of the Galaxy Gym Tembung logo redesign.

1. S-O (Strength-Opportunities) Strategy, The strategy for this combination is to increase creativity in redesigning the Galaxy Gym Tembung logo as a *brand identity*.
2. Strategi W-O (Weakness-Opportunities), It can add creative direction to consumers such as policies in the use of tools so that consumers can share in carrying out training programs. Emphasizing the creation of promotional media both digital and print.
3. Strategy S-T (Strength-Threats), Creating a logo that can describe the Galaxy Gym Tembung with a creative and modern design (following the development of current designs) that aims to change people's views about *fitness centers* and build a *strong* brand identity.
4. Strategi W-T (Weakness-Threats), More actively attending competition events and more actively managing communication media (social media) with the community.

3. Result and Discussion



Figure 1 Galaxy Gym Final Logo Emblem

(Source: Joshua Simatupang, 2024)

In the redesign of the Galaxy Gym Tembung logo (Budiman et al., 2019), the author chose the colour red, because it has several meanings and positive influences that are in accordance with the image that the Galaxy Gym Tembung brand wants to display. The meaning and influence of red in the design of the Galaxy Gym Logo:

1. Energy and spirit: The colour red is associated with energy, spirit, and vitality. This is by the goal of Galaxy Gym Tembung to encourage people to be more active and healthy.
2. Strength and courage: The colour red is also associated with strength, courage, and determination. This can help Galaxy Gym Tembung build an image as a place that can help people achieve their fitness goals.
3. Motivation and passion: The colour red can increase motivation and passion. This can help fitness centre brands to attract people who want to exercise and improve their fitness.
4. Health and fitness: The colour red can increase heart rate and blood pressure, which can be associated with health and fitness. This can help Galaxy Gym Tembung to build an image as a place that can help people achieve a healthier lifestyle.

Main Media

The main media of the Galaxy Gym Tembung logo redesign is the logo which is supported by a guidebook (Brand Guideline) on the use of brand identity that can be used in applying its visuals. This visual identity guideline or commonly known as the Brand Guideline is needed to form a consistent brand identity so that the brand is easier to remember for the public. (Adiwena & Dwi Bayu S., 2022; Darmawan & Swasty, 2018; Listya & Dawami, 2018; Suardi et al., 2019; Zuhri & Pebriyeni, 2020)



Figure 2 Brand Guidelines Galaxy Gym Tembung

Supporting Media

The visual identity in the form of logos, typography, colors, and graphic elements that are made is applied to supporting media so that the identity of Galaxy Gym Tembung can be conveyed to the public. Among them are: t-shirts, x-banners, product catalogs, stickers, keychains, and water bottles.

Documentation

Documentation of the work was carried out at Galaxy Gym Tembung Jl. Moh. Yakub Lubis No.dsn 3, Bandar Khalipah, Kec. The following is a documentation of the work carried out by the author:



Figure 3 Documentation with the Owner of Galaxy Gym Tembung

Discussion

The following is a discussion of the results of the questionnaire that the author conducted as a form of measurement of the work that has been done. In this case, the questionnaire was shared in a Google form containing several questions and information about Galaxy Gym Tembung, then the author made a statistical diagram to measure the results of 22 respondents who had participated in filling out the questionnaire that had been given.

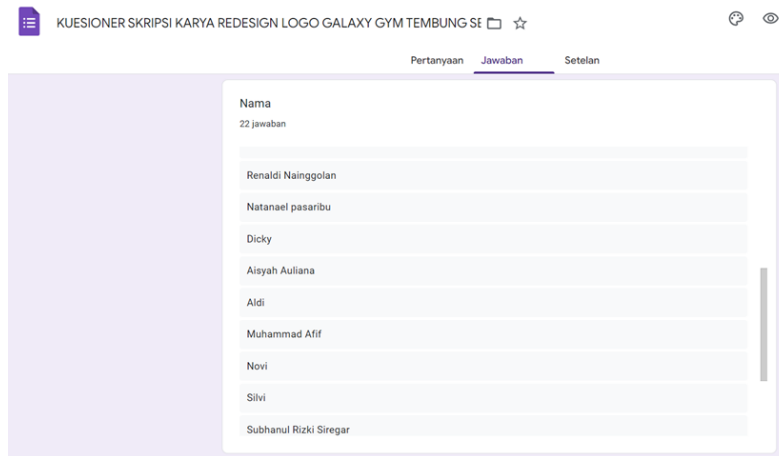


Figure 4 Results of the Galaxy Gym Tembung Questionnaire Filler

(Source: Joshua Simatupang, 2024)

Below is an overview of the gender of the respondents, where male respondents are around 85% and female respondents are 15%. In the employment status chart, it was found that respondents with working status were more dominant, which ranged from 68.2% of respondents, while 31.8% were students

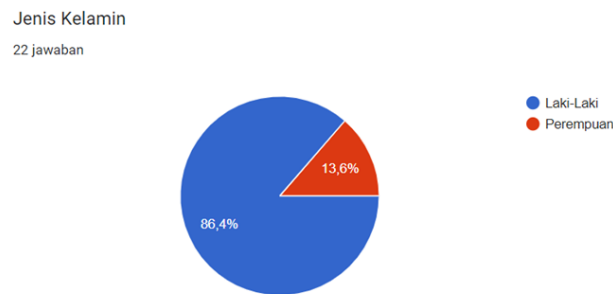


Figure 5 Gender Questionnaire Results

(Sumber: Yosua Simatupang, 2024)

Status Pekerjaan
22 jawaban

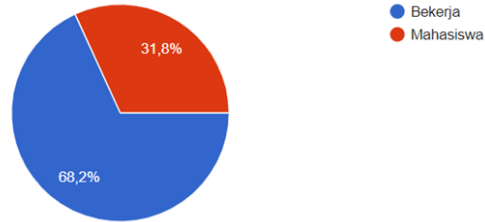


Figure 6 Results of the Employment Status Questionnaire

(Source: Joshua Simatupang, 2024)

The figure below is data from the age of the respondents who answered the questions, where it was found that the age gap between the respondents ranged from 19 to 47 years. The ages of 22, 24, 25, and 26 years were the highest respondent ages with 14.3%.

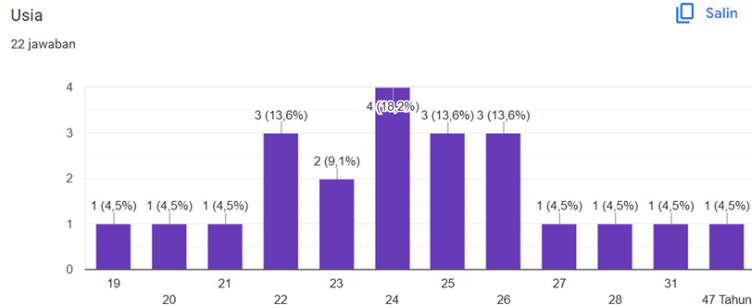


Figure 7 Results of the Respondent Age Questionnaire

(Source: Joshua Simatupang, 2024)

According to the data that has been obtained from 22 respondents, it is concluded that the dominant respondents are domiciled in Medan with a percentage of 72.7%. The following is an overview of some of the respondents' domicile that answered the question.

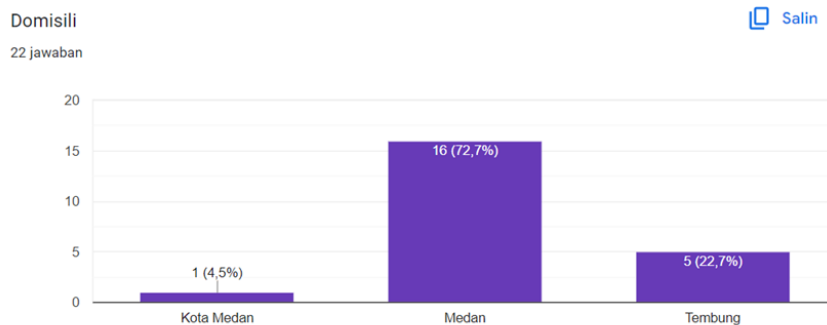


Figure 8 Results of the Respondent's Domicile Questionnaire

(Source: Joshua Simatupang, 2024)

After that, the respondents gave their opinions about the purpose of this thesis. The percentages are as follows:

1. Question 1. Do you like to exercise?



Figure 9 Results of the Questionnaire of Respondents Question 1
(Source: Yosua Simatupang, 2024)

Based on the diagram above, all 22 respondents said they liked to exercise.

2. Question 2. Have you visited our *fitness center* before?

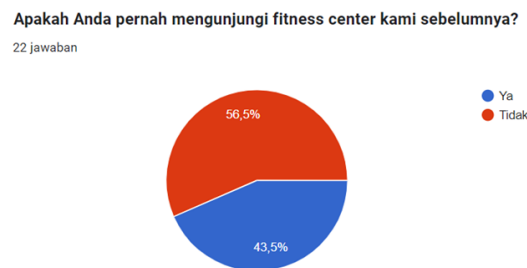


Figure 10 Results of the Questionnaire of Respondents Question 2

Based on the diagram above, of the respondents, 43% of them have visited Galaxy Gym Tembung. Meanwhile, 56% have not or have never visited Galaxy Gym Tembung.

3. Question 3. What do you like about the new logo design?

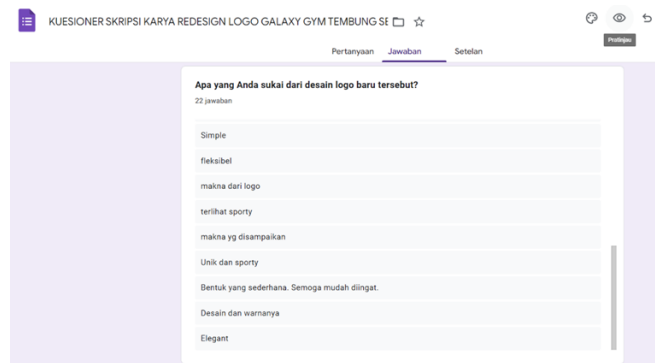


Figure 11 Results of the Questionnaire of Respondents Question 3

(Source: Joshua Simatupang, 2024)

Based on the results of the above question on the redesign of the Galaxy Gym Tembung logo, the respondents liked the new Galaxy Gym logo design, namely: Elegant, simple, flexible, modern, the meaning of the logo is conveyed, looks sporty and simple, the design and color.

4. Question 4. What you don't like about the new logo design?

Based on the results of the questions below on the redesign of the Galaxy Gym Tembung logo, respondents gave their disliked opinions about the design of the new Galaxy Gym logo, namely the color, the design looks flat, and is less sporty.

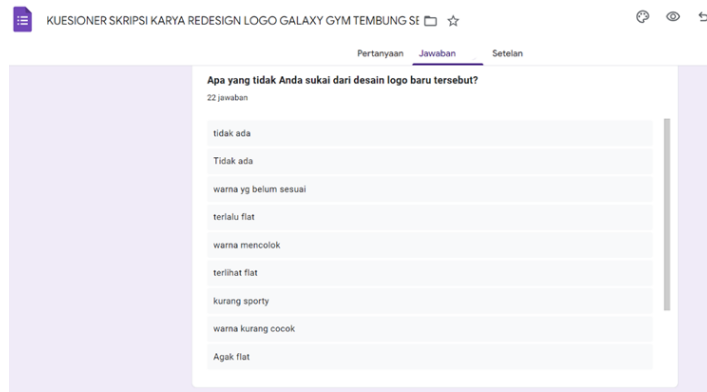


Figure 12 Results of the Questionnaire of Respondents 4

(Source: Yosua Simatupang, 2024)

5. Question 5. Do you think the new logo reflects *our* fitness center identity and values?



Figure 13 Results of the Questionnaire of Respondents Question 5

(Source: Yosua Simatupang, 2024)

From the image above, it can be concluded that as many as 90.0% of respondents said that the new logo of Galaxy Gym Tembung reflects the identity and values of Galaxy Gym, and as many as 9.1% of respondents said no.

6. Question 6. Do you find the new logo more attractive and memorable than the old one??



Figure 14 Results of the Questionnaire of Respondents Question 6

(Source: Yosua Simatupang, 2024)

From the image above, it can be concluded that as many as 95.5% of respondents said that the new logo of Galaxy Gym Tembung is more attractive and easy to remember than the old logo, and as many as 4.5% of respondents said no.

7. Question 7. Do you think the new logo will increase your interest in visiting *our* fitness center?

From the picture below, it can be concluded that all respondents said that the new logo of Galaxy Gym Tembung increased their interest in visiting Galaxy Gym Tembung.



Figure 15 Results of the Questionnaire of Respondents Question 7

(Source: Yosua Simatupang, 2024)

Redesain

8. Question 8. Overall, how do you rate our fitness center's new logo design ?

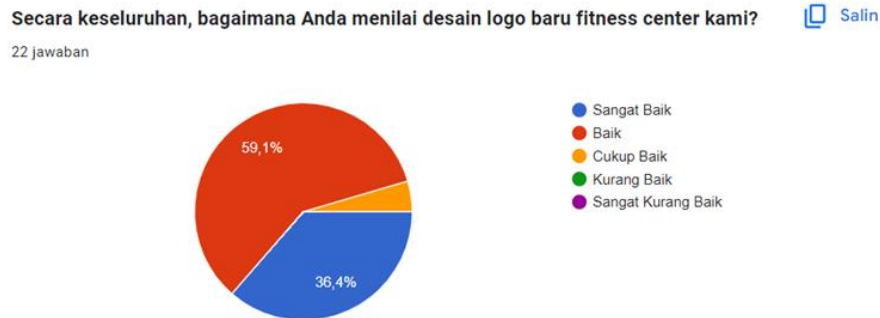


Figure 16 Results of the Questionnaire of Respondents to Question 8

(Source: Yosua Simatupang, 2024)

From the image above, it can be concluded that as many as 36.4% of respondents rated the new logo design of Galaxy Gym Tembung as very good, as many as 59.1% rated the new logo design of Galaxy Gym Tembung as good, and 4.5% of respondents rated the new logo design of Galaxy Gym Tembung quite good.

4. Conclusion

It is hoped that Galaxy Gym Tembung can become one of the fitness centers that can help people have a healthy and fit body at an affordable price and with complete facilities. Galaxy Gym Tembung has been very little in demand by the public. This is due to a brand identity that is not strong, also no longer represents the values vision, and mission of Galaxy Gym Tembung itself, and also because of the lack of attractive brand identity for prospective customers and consumers. So the Galaxy Gym Tembung business itself does not run smoothly and there is a lack of consumer loyalty to Galaxy Gym Tembung itself. Through a good form of brand identity, it seems to invite us to join together to form a healthy life and an ideal body with a personal trainer who is competent in their field. The application of brand identity is also consistently maintained to maintain the integrity of Galaxy Gym Tembung. The results regarding the new Galaxy Gym Tembung brand identity are considered to be able to increase people's enthusiasm to visit Together to build a better life through a fit and ideal body. This, of course, will have a good effect on the fitness centre, which can increase profits and its image in the eyes of the public as a fitness centre.

5. References

- Adiwena, B., & Dwi Bayu S., A. (2022). Redesain Logo Sebagai Upaya Memperkuat Identitas Merek Intikopi Surabaya. *Jurnal VICIDI*, 12(2), 166–174. <https://doi.org/10.37715/vicidi.v12i2.3384>
- Budiman, B. A., Cahyadi, D., & Aswar, A. (2019). *Redesain Visual Identity PSM Makassar*. Universitas Negeri Makassar.
- Caniago, F. (2012). *Cara Mutakhir Jago Desain Logo*. Penerbit Dunia Komputer.
- Darmawan, R. M. A., & Swasty, W. (2018). Perancangan Ulang Loggo dan Media Promosi CV. Kinandang Putera sebagai Penguatan Identitas Visual. *Andharupa: Jurnal Desain Komunikasi Visual & Multimedia*, 4(2), 157–172.

- Kartika, J. D., & Wijaya, R. S. (2016). *Logo: Visual Asset Transitions*. PT Elex Media Komputindo.
- Listya, A., & Dawami, A. K. (2018). Perancangan Logo Organisasi Forum Komunikasi Masyarakat Peduli Difabel (FKMPD) Klaten. *Jurnal Desain*, 5(2), 61–73.
- Nathan, R. J., Victor, V., & Pei Kian, T. (2022). Gym-goers' self-identification with physically attractive fitness trainers and intention to exercise. *Behavioral Sciences*, 12(5), 158.
- Oscario, A. (2013). Pentingnya Peran Logo dalam Membangun Brand. *Humaniora*, 4(1), 191. <https://doi.org/10.21512/humaniora.v4i1.3429>
- Roosen, J. M., Lüttje, M., & Junghagen, S. (2020). The Role of Social Media Marketing Strategies of Gym Chains and the Creation of Customer-Based Brand Equity. *Unpublished Master's Thesis, Copenhagen Business School, Frederiksberg, Denmark*.
- Rustan, S. (2013). *Mendesain Logo*. PT. Gramedia Pustaka Utama.
- Suardi, M., Sriwulan, W., & Syafwandi, S. (2019). Redesign Logo Duta Minang Wedding Organizer And Planner. *Besaung : Jurnal Seni Desain Dan Budaya*, 4(2). <https://doi.org/10.36982/jsdb.v4i2.596>
- Wegner, C. E., Lawrence-Benedict, H. J., Jordan, J. S., & O'Reilly, N. (2020). Commercialized fitness clubs: Gender and competitive athletic identities. *Faculty/Researcher Works*.
- Wheeler, A. (2017). *Designing brand identity: an essential guide for the whole branding team*. John Wiley & Sons.
- Woolf, J., & Lawrence, H. (2017). Social identity and athlete identity among CrossFit members: an exploratory study on the CrossFit Open. *Managing Sport and Leisure*, 22(3), 166–180. <https://doi.org/10.1080/23750472.2017.1415770>
- Zuhri, M. arief, & Pebriyeni, E. (2020). Perancangan Redesain Logo Micow Padang. *Dekave : Jurnal Desain Komunikasi Visual*, 10(2), 323. <https://doi.org/10.24036/dekave.v10i2.108166>