


Logo Redesign DB Transport.Id

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Article Info	ABSTRACT
Keywords: DB Transport.id, travel agency tourism, visual identity, redesign, brand identity	The tourism industry needs a travel agency to provide convenience for tourists, good beginner and old customers, and manage needs like transportation, tickets, and accommodation. One of the providers of services is the established DB Transport. ID since 2018 and initially focused on rental cars, then developed to tour and travel services in 2023, providing various package travel and facilities to support comfortable customers. However, the old DB Transport.id logo was considered not yet to reflect a professional company's vision, mission, and characteristics, because it was monotonous and lacked visual elements of its philosophy. Therefore, the design reuses Alina Wheeler's (2013) brand identity method to strengthen visual identity, enhance brand sales, and build a more professional and competitive image in the transportation and tourism industry, especially in the Cirebon area and its surroundings.
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INTRODUCTION

In the tourism industry, travel agencies play a crucial role in assisting tourists with various travel needs, such as departure documents, tickets, and accommodations. This service is highly sought after, especially for first-time travelers unfamiliar with traveling to certain areas. However, experienced travelers also continue to utilize travel agency services due to their efficiency and convenience.

One such service provider is DB Transport.id, which was founded in 2018 and initially focused on car rentals. The name "DB" comes from the owner's nickname, "Debrong." In 2023, the company began expanding into tour and travel services, offering amenities such as comfortable vehicles, experienced drivers, air conditioning, entertainment, complimentary bottled water, and travel packages ranging from standard to VIP Plus. DB Transport.id also offers open trip services for activities such as study tours, industrial visits, and religious tourism, both within and outside the city.

A logo serves as a visual identity that represents a product, company, or idea. It helps shape an image and creates a memorable impression. Logos can be abstract or figurative designs and include the text of the name they represent as a symbolic mark. (Dewi, 2022). Beyond identifying an entity, a logo also shapes public perception of an entity.

DB Transport.id has had a logo since its inception. However, an interview with Mr. Farid, the owner, revealed that the logo did not reflect the company's vision and mission. The monotonous design and minimal visual meaning made the logo unattractive and did not convey professional values. Furthermore, elements in the old logo lacked philosophy and were partially sourced from non-original sources, such as Pinterest, thus diminishing its authenticity.

To that end, the logo was redesigned to reflect the company's character and values better. The new design is expected to strengthen DB Transport.id's visual identity, increase its appeal, and build its professional image within the transportation and tourism industry. The design process drew on Alina Wheeler's Brand Identity method (2013) to make the company more competitive, particularly in the Cirebon area and its surroundings.

METHOD

Research methods

This research uses the design approach of Alina Wheeler's *Designing Brand Identity method*. This method is a general approach used to build a product's brand identity, consisting of five main stages.



Figure. Alina Wheeler
Source: Alina Wheeler, 2018

Design Concept

The design concept in this study refers to Alina Wheeler's method. The previous logo carried a *combination mark visual style*, but was deemed irrelevant to the new services and image held by the *DB Transport ID company*. The colors used in the old logo consisted of a combination of black and white in the image and typography. The new logo still uses the *combination mark style*, but with a simpler and more modern logo appearance to depict the service's spirit of travel, comfort, and professionalism.

Design Theme

The design theme in this design uses a *combination mark concept* with a visual style that depicts a modern and straightforward impression in harmony with the character of a company engaged in providing travel and transportation services.

Aesthetics and Visual Style

The *DB Transport ID company* prioritized aesthetic elements in the old logo by highlighting attractive graphics, such as vehicle symbols and decorative fonts. However, the elements in the logo were less original because some of the graphics were taken from the platform, thus reducing the professionalism of the logo's appearance. The new logo will carry a simpler and more modern aesthetic, combining Dark Golden Brown, Bright Golden Yellow, Soft Pastel Yellow, and Warm Dark Gold. The visual style adopted will be adjusted to

the company's strengths based on the interview results, namely, focusing on the company's vision and mission and the owner's philosophy.

RESULTS AND DISCUSSION

Visual Form Development

The following is the process of creating a visual form. This process is included in Alina Wheeler's third stage, which is creating tangible design assets from several images. The following is an explanation:

Thumbnail

The thumbnails in this design serve as a visualization of the concept that will be produced in the final design stage. The illustration below is an image approved by the business owner and serves as a reference for the logo design.



Figure. Thumbnail of the initial sketch

Source: Author 2025

Of the five sketches designed by the author, the owner of DB. Transport ID chose sketch number five because it combines the letters 'DB' with the philosophy of an owl. The eye design, formed from wheels, focuses on transportation and mobility, while the outstretched wings convey a dynamic, fast, and free impression. The appearance is modern and strong, reflecting the company's wisdom and commitment to providing safe, comfortable, and attentive travel services.



Figure. Selected Sketch Image

Source: Author 2025

Tight Tissue

The author uses Adobe Illustrator software to create a logo that the owner of DB Transport ID has approved. At this stage, it is only an illustration of the logo creation.



Figure.Tight Tissue Image
Source: Author 2025

Combining Symbolic Forms with Logotype Forms

The author combines the symbols created with the logotype to make the logo more perfect.

1. Combining Symbolic Forms with Logotype Forms

The author combines the symbols created with the logotype to make the logo more perfect.



Figure. Combining symbolic forms with logotypes
Source: Author 2025

2. Evaluation to Determine or Choose a Good Alternative

In selecting the DB Transport.id logo, from several logo variations the author had created, the owner stated that the chosen logo design was as follows.



Figure. Monochrome logo
Source: Author 2025

This logo design was chosen because its philosophy reflects DB Transport.id's identity and is more minimalist than some of the author's sketches. Several evaluations or requests from the owner included color and monochrome logos.



Figure 4. Color and monochrome logos
Source: Author 2025



Figure 5. logo variations
Source: Author 2025

3. Presentation in Artwork Form of the Selected Logo

a. Positive-Negative Logo

A positive-negative logo is the coloring of the logo when the logo is placed on a light or dark background.



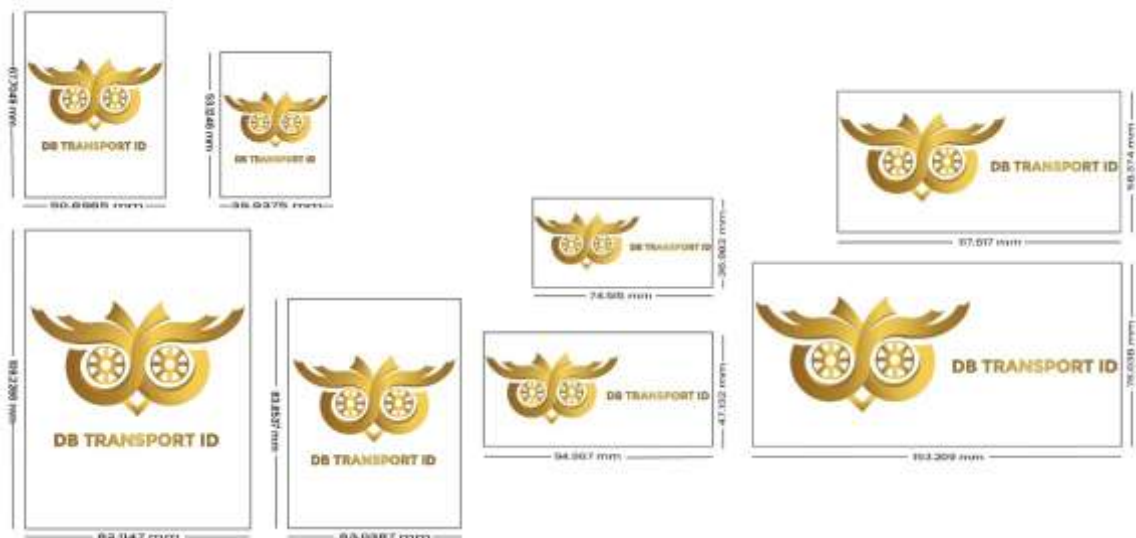
b. Monochrome Logo

A monochrome logo is a color combination that only uses two colors, namely black and white.



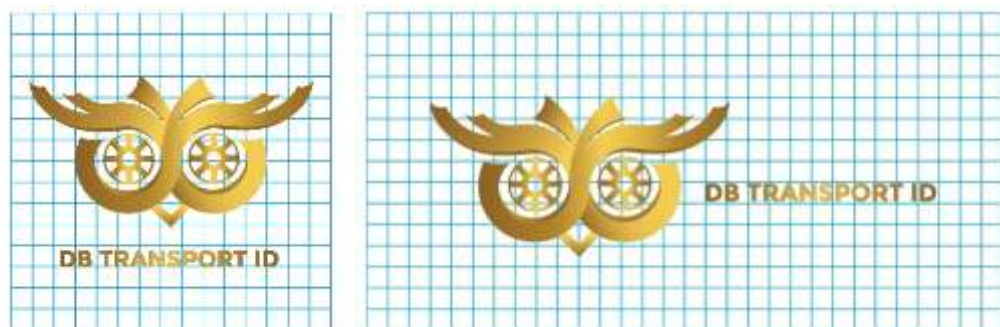
c. Size Variations

Size variations are the various sizes that can be used to clarify the logo's readability level.



d. Mechanical Design (Grid System)

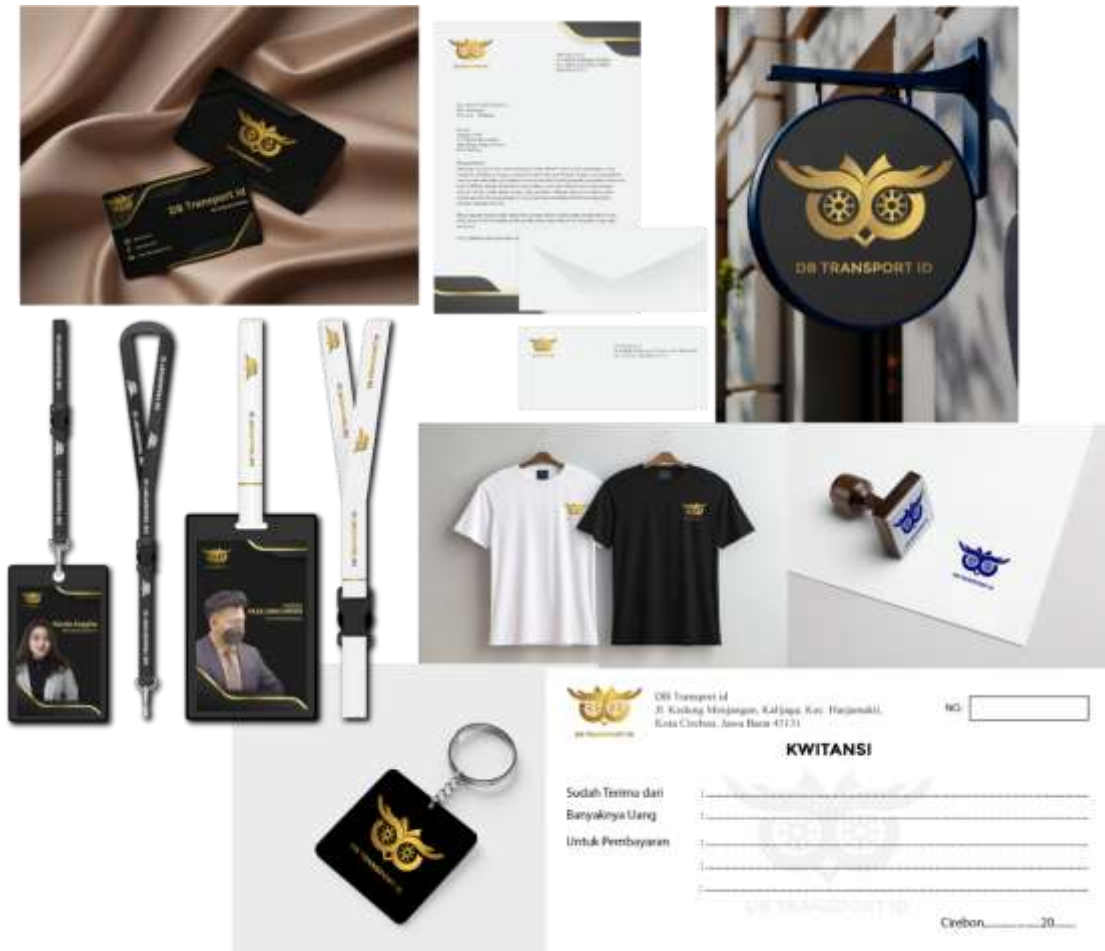
Mechanical Design (Grid system) is a framework arrangement of lines with vertical and horizontal positions, used to help arrange or organize objects.



e. Minimum Clear Area

The minimum clear area requirement ensures that the logo remains visible, easily recognizable, and has a substantial visual impact when used in various media or sizes. The minimum clear area helps maintain the clarity and strong impression of the logo, allowing people to identify the associated brand or organization easily.

Implementation of final design results



CONCLUSION

The research results in this case study indicate that the author redesigned the DB Transport ID logo to align with the identity he wanted to highlight. The old logo did not fully represent the company's image as a modern, fast, and trustworthy transportation service provider. Therefore, a change in visual identity was made to strengthen the brand image and increase attractiveness amidst the competition in the transportation industry. In addition to designing the new logo, the author also created several supporting media designs, such as team member uniforms and various office supplies, including business cards, letterheads, envelopes, stamps, nameplates, and receipts, and digital promotional media to ensure the implementation of the new identity runs consistently. This new logo is expected to be used on various company attributes to strengthen DB Transport ID's position as a professional

and trusted transportation company. In redesigning the DB Transport ID logo, the author recognized several shortcomings that had not been fully resolved. As a recommendation, the author suggests that further design or research is needed to increase the variety of supporting media, whether through digital platforms, more creative promotional content, or interactive media, to strengthen audience appeal and understanding. And develop a broader marketing strategy by maximizing the use of social media, establishing collaborations, and implementing a data-driven approach to optimize and effectively reach the market.

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