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Company Profile Design as Visual Media Promotion for Start-up Company

Celine Silvi
President University, Jababeka Education Park, Cikarang Utama, Indonesia, +6287899063706
celinesilvi@gmail.com

Abstract
Company profile is very important for a company. Company profile contains the information of the company and completes with the description. As for a startup company, interesting company profile is crucial step in order to promote the company to the business market. This research studied about the importance of design for a start-up company through company profile and the importance of visual media promotion. An interview session on six informants were also being conducted in order to get complete information on what they constitute as a good company profile. After completed the research and by following design rules, the designer create logo for Trixplay and completed with corporate identity. Trixplay is a mobile game developer based in Jakarta, Indonesia. Its games are available for tablets and smartphones using both Apple’s iOS and Google’s Android operating systems. This project is expected to help the development of Trixplay by promoting it through visual media.

Keywords: Company Profile; Visual Media Promotion; Design

1. Introduction

1.1. Background of the Study

Company profile is one of the important things for a company. Not only to promote the company, this also present the company vision and mission and the product company offers to consumer. Besides, company profile is needed to show the professionalism of the company. In Business professionalism, it is important so a good company profile will be an effective marketing tool.

It is important for company profile to have a good contents and also a good and attractive design. A good company profile design can increase the company points in society. All this time Company profile be in the booklet form. In this modern era, technology is basic needs of the society. If company profile still use booklet form it will be less effective. Visual media promotion is now becoming the most effective way to introduced company to the market and society. Visual media promotion that usually used are website, billboard, advertisement, stationery set. This promotion media complement the company profile and will give big advantages in promoting the company.

A startup is a company working to solve a problem where the solution is not obvious and success is not guaranteed, says Neil Blumenthal, cofounder and co-CEO of Warby Parker.
Trixplay is a mobile game developer based in Jakarta, Indonesia. Its games are available for tablets and smartphones using both Apple’s iOS and Google’s Android operating systems. As a start-up company, Trixplay need company profile to spread the company to business market. Therefore I want to make design for Trixplay company profile and corporate identity for visual media promotion.

1.2. Problem Identification

In this study, the researcher analyses how to design company profile and stationery set as visual media promotion for a start-up company Trixplay. A start-up company have to promote the company name in order to get client and get the business going. A well-known company usually easier to get client, and the only way to be a famous company is to promote the company. In order to promote the company to the business market and society, company profile is the best way to share the company information in professional way.

1.3. Statement of Problems

This study is aimed to support the promotion of Trixplay which has a great potential to thrive, yet still less known. Based on the problem identification, the researcher studies the following issue:

Topic: Promote and elaborate a start-up company Trixplay to business market and society.

Question: What kind of design that will help promote Trixplay by using company profile and corporate identity?

Rationale: By redesign a company profile and stationeryset with a new modern and universal design with significance meaning set as visual media promotion to promote start-up company Trixplay to business market and society.

1.4. Research Objective

In accordance to the formulation of the above problems, the research objective is to find out the right design of a company profile to promote a start-up company Trixplay to business market and society trough company profile and corporate identity as visual media promotion.

1.5. Significance of the Study

Trixplay is a mobile game developer based in Jakarta, Indonesia. As a start-up company, Trixplay need company profile to spread the company to business market. Therefore, I want to make design for Trixplay company profile and visual media promotion.

1.5.1. Benefits on reader’s side:
- Get to know about how start-up company develop
- Get more information about company profile
- Get more information about visual media promotion

1.5.2. Benefits on researcher’s side:
- Developing the researcher’s analytical skill to solve problem
- Improving the researcher’s skill in design
- Having a study case portfolio

1.5.3. Benefits on Trixplay’s side:
- Promoting Trixplay
- Increase the company standard in society

1.6. Theoretical Framework

A start-up company with less information and promotion will not be promising enough to get a
client. Then, there should be a media to support what they need. A company profile will provide the company's information with stationery set as visual media promotion will be the best combination to promote the company.

The concept is using a cool and simple design, which will show the modern design and clean sight. Complement with thin and bold font to make it easier for people to read the information in the company profile. Supporting by eye-catching logo and nice layout, the company profile will show the professionalism of the company.

1.7. Scope and Limitation of the Study

This study is aimed to a start-up company, business market and society, both male and female gender. This product work best for a start-up company, but also work for either big company or company in development.

1.8. Definition of Terms

- **Company**
  A company is a legal entity made up of an association of people, be they natural, legal, or a mixture of both, for carrying on a commercial or industrial enterprise (Wikipedia, 2017).

- **Profile**
  A representation of something in outline (Merriam Webster, 2017).

- **Visual**
  Relating to sight, or to things that you can see (Harper Collins Publisher Limited, 2017).

- **Media**
  Communication channels through which news, entertainment, education, data, or promotional messages are disseminated (BusinessDictionary, 2017).

- **Promotion**
  The entire set of activities, which communicate the product, brand or service to the user (The Economic Times, 2017)

2. Literature Review

2.1. Company Profile

A company profile is a quick look into a company, allowing diverse groups of people to get a general idea of what the company's products or services are, its target market, its unique strengths, its track record, and whether it is a good entity to do business with. Aside from stating facts about a company, company profiles should go beyond that. It should be well-written to convey the predominant values and corporate culture that lends the organization its distinct character. Demonstrating how effective a company is at meeting its clients or customers' needs also reflect in good company profiles.

Existing and potential customers are basically the ones who view corporate profiles. In addition to this, investors, service providers, business partners and job applicants also view and assess these. Due to this reason, company profiles should be optimized in corporate websites, staff recruitment portals, media kits and other external documents, press releases, brochures, and official online profile pages on social and professional social media networks.

The basic information about the company should be included in a good corporate business profile. These indicate the year when the company was established, where the locations are, the products and services it offers, its target customers, its unique strengths, and the values it is committed to. If a company has been around for a considerable time, a brief discussion of the awards it gained, its achievements, or the successes it accomplished would help establish a solid case for the company's dependability and suitability for business engagement. Lastly, contact information should be included
in the profile in order to facilitate correspondence and feedback from customers as well as potential partners and investors.

An attractive company profile design says a lot about the company it presents. Aside from the content, the design is also an integral factor in creating a great company profile. This work is best given to professionals as they can present your ideas in output very well.

2.2. Background of Company

Trix is a mobile game developer based in Jakarta, Indonesia. Its games are available for tablets and smartphones using both Apple’s iOS and Google’s Android operating systems. In the summer of 2015, Trix was born. Back then, we had no idea what the company would become. However, we knew we wanted to make not just games, but great games that will entice the people. It’s all about our ideas and the people working with us.

Dedicated, creative people make the best game. These are the few ideas to describe our direction. Our sole mission would be to acquire the best talent for every single position, create the best possible environment for them and let them shine themselves. It would be a great environment and atmosphere for people to grow. A place, where the best people could make the biggest possible impact. Everything else would be secondary; because everything would follow including success after.

Small and independent packs. We’ve always believed that everyone is capable of making great ideas. And, that with careful thinking, the best quality work will come. The smaller the team, the better the work. Often when teams become bigger bureaucracy and even politics emerge, and work just isn’t that fun anymore. That’s why we wanted to create an organizational model made up of very small teams, or “packs”. Trix is a collection of these packs. Each game comes from small packs, and they all operate extremely independently and have complete control over their own roadmap. Our company is just tailored to bring out passion in people.

Games that people will play for years. Many of us had been big fans of games like World of Warcraft, which most people play for years, not just weeks or months. However, our dream differ to that. Imagine, a simple game that everyone can play. Imagine a game, people can play for years, and games so simple you can play anywhere instead of sitting in front of the computer. Imagine that the sky is the limit and we can achieve almost anything as long as we want to. They would be games that almost everyone could get into. And also, imagine to be able to play alongside your friend and having that community where you can connect with your friends. (HardieWidarma, CEO of Trixplay, 2017)

2.3. Data on Competitor

- Agate Studio

Agate studio is an award-winning game developer based in Bandung, Indonesia. It was founded in April 2009 by 18 passionate and ‘crazy’ founders. We focus on crafting high quality entertainment games as well as delivering serious games for corporate and brand via training games, advertising games, and education games. Live the fun way is our motto. We believe that the world can be a happier place to live. It drives everyone at Agate Studio to always create something fun in order to enrich the way people enjoying their life. Retrieved from http://www.agatestudio.com/company.
• Touchten Games
Touchten Games is an Indonesian mobile game developer company founded in 2009 by Anton Soeharyo, Roki Soeharyo, and Dede Indrapurna. Anton, the CEO of Touchten Games, created his first game when he was studying in Japan. The game was developed together with his brother, Roki and his cousin, Dede. Since early age, Anton always likes playing game, so do his brother and cousin. It was natural for them to create game together, he said. Therefore, the company was built on a vision to change the world into a better place through its games, just like how they first came up with the idea of starting this company. Retrieved from https://www.touchten.com/

• Maximize Games
Maximize Games is a game developer company based on Indonesia that was founded at year 2000. We focus on development of high quality games, yet also fun and entertaining for everyone and everywhere. The productions of the Maximize Games have been widely known by the public at this time. In line with the development of technology, and to promote and prepare our human resources in the future, most of the products Maximize Games contains elements of education. These products are made by the children of a nation throughout the production process carried out by Maximize Games. Retrieved from http://www.maximizegames.com/company.php

• Tinker Games
Tinker Games is a mobile game developer studio based in Bandung founded in November of 2011, focusing on creating new gaming experience through exciting storyline, unique challenges, detailed artwork, original music and addictive gameplay, with an aim to changes life and make it matter. Retrieved from http://tinkerworlds.com/
2.4. Theories on Company Profile Set

It is important for company profile to have a good contents and also a good and attractive design, in order to create that there are some theories to review.

2.4.1. Theory of Colour

Color theory encompasses a multitude of definitions, concepts and design applications - enough to fill several encyclopedias. However, there are three basic categories of color theory that are logical and useful: the color wheel, color harmony, and the context of how colors are used. Color theories create a logical structure for color. For example, an assortment of fruits and vegetables, can be organized by color and place them on a circle that shows the colors in relation to each other.

A color circle, based on red, yellow and blue, is traditional in the field of art. Sir Isaac Newton developed the first circular diagram of colors in 1666. Since then, scientists and artists have studied and designed numerous variations of this concept. Differences of opinion about the validity of one format over another continue to provoke debate. In reality, any color circle or color wheel which presents a logically arranged sequence of pure hues has merit.

Color harmony. Harmony can be defined as a pleasing arrangement of parts, whether it be music, poetry, color, or even an ice cream sundae. In visual experiences, harmony is something that is pleasing to the eye. It engages the viewer and it creates an inner sense of order, a balance in the visual experience. When something is not harmonious, it’s either boring or chaotic. At one extreme is a visual experience that is so bland that the viewer is not engaged. The human brain will reject under-stimulating information. At the other extreme is a visual experience that is so overdone, so chaotic that the viewer can’t stand to look at it. The human brain rejects what it cannot organize, what it cannot understand. The visual task requires that we present a logical structure. Color harmony delivers visual interest and a sense of order.

Color context. How color behaves in relation to other colors and shapes is a complex area of color theory. Compare the contrast effects of different color backgrounds for the same red square. Observing the effects colors have on each other is the starting point for understanding the relativity of color. The relationship of values, saturations and the warmth or coolness of respective hues can cause noticeable differences in our perception of color.

Color meaning. Color is a form of non verbal communication. It is not a static energy and its meaning can change from one day to the next with any individual - it all depends on what energy they are expressing at that point in time.

- Green is the color of balance and growth. It can mean both self-reliance as a positive and possessiveness as a negative, among many other meanings. Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money.
- Blue is the color of trust and peace. It can suggest loyalty and integrity as well as conservatism and frigidity. Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect. Blue is strongly associated with tranquility and calmness. In heraldry, blue is used to symbolize piety and sincerity.
- Pink is the color of unconditional love and nurturing. Pink can also be immature, silly and girlish. White is color at its most complete and pure, the color of perfection. The color meaning of white is purity, innocence, wholeness and completion. Black is the color of the hidden, the secretive and the unknown, creating an air of mystery. It keeps things bottled up inside, hidden from the world.
2.4.2. Theory of Layout

Layout is the process of planning and arranging in detail something such as a page or book. Composition or placement of the elements of design, as figures, forms, or colors, in such a manner as to produce an aesthetically pleasing or harmoniously integrated whole. There are two main types of layout, symmetrical and asymmetrical.

Layout process:
- Fixing the page format (size)
- Creating the document
- Defining the type area
- Fixing the design grid with text and stylistic elements
- Make-up and final corrections

THE GOLDEN SECTION AND HARMONIOUS PAGE FORMATS:

The Golden Section is an aesthetically pleasing division of space that is often used by artists as the basis for measurements within their composition. The Golden Section is a ratio which is evident throughout the universe as the number Phi and is also related to Fibonacci Series.

This ratio give good effect in design by making sure that elements of the grid conform to this ratio. Using the Golden Section can ensure a natural sense of correct composition, even though it is based in mathematics.

A construction grid helps to organize a design area. The design grid makes it easier to design clearly, consistently and with continuity. It is a system of guidelines, borders (margins), and columns into which elements are placed and to which they are aligned. Before document layout begins following design elements should be established:
- Format (size of the finished project)
- Type area and margins
- Columns (column width, column spacing, column height)
- Basic typeface and point sizes (number of character in a column)
- Column spacing (number of lines in a column)
- Dividing the column into grid fields
- Margin types
- Pagination (number of pages in the document)
- Color scheme

There are a variety of design grids available decision on which one to use depends on the publication’s needs. One of the most effective principles in grid design is called the Rule of Thirds, also known as the golden grid rule. The Rule of Thirds is a technique which is applied by dividing a space into thirds, both vertically and horizontally, creating a grid of rectangles. Using this grid as a base, by introducing columns and using the Golden Section rules introduce other elements such as header, footer or sidebar elements.
2.4.3. Theory of Typography

The word ‘typography’ has its origins in Greek the words ‘typos’ (form) and ‘graphe’ (writing). It’s the art and technique that consists of arranging type with the purpose of making language more visible. The typographer makes sure the text is easy to read. It may sound easy, but it’s quite complex as it requires a lot of choices to be made and it also involves a good understanding of elements such as typeface, font and characteristics, alignment, line length, leading (line spacing) and tracking (adjusting space between groups of letters).

There are some differences between typeface and font. According to Adobe InDesign’s glossary, ‘A font is a complete set of characters that share a common weight, width, and style’. A typeface is a collection of fonts sharing an overall appearance that are designed to be used together.

Contrast is good, but the wrong colors can be painful. The most common form we encounter text in is black over a white background. Despite the fact that people love colors, sometimes color makes text harder to read, less enjoyable and can even cause pain when looked at for a longer time. Enough contrast is needed between the background and the text in order for the text to be legible, but it is also needed to make sure the colors don’t clash. Keeping the background of the text simple (fewer colors) is often the best choice as it makes it possible to use a small set of colors and get optimal results.

Limited use of display faces. Display typefaces are fun and they look very interesting. No matter how much interesting they are, typefaces cannot be used excessively. Ornamental and display typefaces were not designed to be used for bodies of text as they generally require a larger font to be readable. A good thing to remember is that these faces tend to be more complex, thus tiring the viewer’s eyes easily.

Scannable text is a must. When writing for the web, readability is not the only important thing. The user is free to surf away at any moment and with just one click. The purpose is to make sure that the text is in such good shape that the reader will keep their interest long enough to read through the whole thing. That won’t happen unless they can easily scan it for focus points that peak his interest. Focus points are elements that will draw the user’s attention, such as a header, a button, a graphical element, emphasized text. The main things that impact how scannable the text are focus points, header size and position, text size, line height, alignment and contrast. Good use of these elements will make sure your reader will be made aware of the content of the copy before choosing to read it wholly or abandon it.

Typeface not meant to be distort. Their creators have put a lot of work into making them, they are very carefully designed. By squishing or pulling a typeface not only do you take away from legibility, but also eliminate the reasoning behind that typeface being crafted the way it was. Each typeface contains styles and weights that are already properly expanded and condensed. Type designers know that people want “thinner” or “thicker” fonts, so sometimes these styles are included in typeface families.
2.4.4. Theory of Branding

Brand is the image that consumers have in mind (Aaker, 1991). It is also the unique characteristics that have been developed all the time in order to differentiate actual products from the competitors (Murphy, 1990). In addition, The American Association defines a brand as “a name, term, sign, symbol or design, or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.” A brand is thus a product or service that adds dimensions that differentiate it in some way from other products or services designed to satisfy the same need. These differences may be functional, rational, or emotional or intangible related to what the brand represents. Brand concepts must address customer interests and lifestyles. Factors that affect its brand image and brand perception among marketing communication program that implementing to the public to create brand perception, brand characteristic, brand image and brand equity.

2.4.5. Theory of Logo

There are seven golden rules of logo design. First, uniqueness that means the logo should be able to stand out as completely ‘yours.’ Next is timeless, it is simply means avoiding the latest ‘trendy’ design gimmick currently being thrown at everything. Every few years there’s a trend, or fad, that new logos seems to embrace. Next, gimmick free. Special FX and filters are usually applied, by inexperienced designers, to logo concepts that are ‘missing something.’ ThenA logo must be adaptable to every occasion, also a good quality in black and white version that can reproduce as a halftone grayscale, or in the cases of low-resolution BW reproduction, a linear version.

The logo need to be able to use it small. Real small. When it comes to scalability, the text portion is the most important, as that’s the piece that the designer want people to remember.
Scrawny, sickly text doesn't read very well at half an inch high. Color is Secondary. Colors are extremely important. Using consistent corporate colors will become part of the brand. However, when it comes to the design of the logo, color must always be secondary. Logos that rely too much on color tend to blend together when used small and unless the contrast between the two colors is pronounced, will be a grey mess if used in black and white. The aspect ratio of a logo is the relationship between its height and its width. A square design is always best as this allows the maximum adaptability of a logo, especially when it’s being used in conjunction with other artwork.

3. Methodology

This chapter shall the research method available for the study and what is applicable for it to use. The research approach influence design and provides an opportunity to consider benefits and limitations of various approaches available to the researcher (Creswell 2003). There are two types of approaches are available, deductive and inductive. Deductive approach test theories, while an inductive approach forms theories (Marcoulides 1998). This report uses inductive research approach as the designer gain information by interviewing some informant that related to company profile in their work field.

There are two methods available for data analysis, qualitative and quantitative. Qualitative research is a research strategy that usually emphasises words rather than quantification in the collection and analysis of data (Bryman& Bell 2007), while quantitative research is based on data analysis to generate reliability. Qualitative research reflects the quality of the lived experience of individuals, which cannot be reduced to numerical values using statistical analysis (Hewitt-Taylor 2001).

In order to conducting a qualitative analysis the researcher use data that are collected through in depth interview method. In-depth interview is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation. The primary advantage of in-depth interviews is that they provide much more detailed information than what is available through other data collection methods, such as surveys.

The writer have searched and observed about the importance of a good company profile for a start-up company and the importance of promotion through visual media. The writer also did a research about the competitor. The competitor company limited by the area of the company, the well-known of the company. There are four competitor company in Indonesia that are chosen to be observed, Agate Studio, Tinker Game, Maximize Games, and Touchten Games. From the observation about the competitor, the writer found out that all the competitor company have a company profile whether it I sprinted or online. The competitor’s company profile have an interesting design and logo.

From the writer’s observation some data are collected but in order to gather more detailed information to complete the data, the writer conducted an interview with few sources. The writer picked two people that work as Human Resource Development, three businessman, and three
company CEO as interviewees. Human Resource Development people chosen as they are the first people that received and viewed the company profile, the businessman chosen as they represent the business market, and the company CEO chosen as they are the head of the company that will decide if the other company are worthy to be a partner by inspecting the company profile.

4. Result and Discussion

This study is intended to define the importance of company profile design for a start-up company that are promoted through visual media. According to the research, the writer found out that all company either big or start-up have a company profile. Especially for a start-up company that are looking to make a great first impression on prospective customers, it is essential to create a powerful company profile. A well-written company profile is an effective way to introduce the business to the potential customers and other stakeholders. A company profile is a professional introduction of the business and aims to inform the audience about its products and services.

Visual media promotion is the most effective way to promote the company. In order to provide the design that fulfill the visual media standard, a concept must be arranged for design base. In this case, the designer attempt to present a design that are capable to influence the target audience.

4.1. Design Approach

Concept is one of the most important things in designing process, because the concept itself is a basic of the inspiration that later on will be used as designer’s reference. Based on the designer’s research, a visual element that is simple tend to give a clean and professional messages. A good company profile must have no error in text, informative, and clear. So that, it is very important to use a proper format, layout, and typefaces. The uniqueness of a well written company profile not only leaves a good impression on the minds of the readers but can also provide the company with the essential wings to fly high in the business world.

In order to present a good company profile design, the designer use simple design which use the combination color from the logo for layout. The typefaces that use are sans serif, in order to give a clear sight of the information. The software that designer will use are Adobe Illustration for design the company profile layout and logo and Adobe Photoshop to design the stationery set as visual media promotion.

4.2. Design Reference and Mood Board

The First step to do to designing is determine the concept. As the concept was set, the designer will do a research of existing design as a guidance on how the design will seem. These are some reference that the designer use:
From the reference above, the designer about to use the simple and colorful layout. The designer also doing research for the competitors design. These are the competitor’s company profile:

![Company Profile Image 1]

From the research about competitor’s company profile, the designer find out that the competitor’s company profile design related to the company’s logo. When trying to convey a design idea, moods and feelings can be difficult to communicate. So designers will often use mood boards. The mood boards are a collection of textures, color, images and text related to a design theme as a reference point.

![Mood Board Image]

The mood board above are about the color scheme that will be used as reference for the logo.
4.3. Design Process

First the designer decided the concept for a company logo. The concept will lead to the design style that are compliment with some references and mood board. As the logo that represent Trixplay inspired by the play button and a circle. The combination of circle and play button produced a unique shape. The play button represent to play as the company is mobile game developer. The circle shape is the only shape that have no angle, that represent the company will keep developing. These are the sketch of the Trixplay logo. Based on the sketch, the designer created the logo using Adobe Illustrator. After the logo outline is done, the designer doing research about the color and found out that the color blue, green and pink are the most suitable for Trixplay.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>2197C</td>
<td>depth, trust, loyalty, sincerity, wisdom, confidence, stability, intelligence</td>
</tr>
<tr>
<td>Green</td>
<td>2283U</td>
<td>the color of life, renewal, nature, and energy, is associated with meanings of growth, harmony, freshness, safety, fertility, and environment, money, finances, banking, and ambition</td>
</tr>
<tr>
<td>Pink</td>
<td>211C</td>
<td>sweet, nice, playful, cute, romantic, charming, feminine, and tenderness</td>
</tr>
</tbody>
</table>

From the thought above, the logo completed by mixing this color into a harmony. Trixplay logo also using typeface to state the company name. The typeface chosen is from the sans serif family, Dolce Vita font that are thin and unique. These clean and modern font is complementing the colorful and playful design. The color chosen for the typeface are the neutral color. Black is the most contrast and readable color for white background. And for black background, the color white will complement the design.
From the logo above, the designer design the company profile and the stationery set as the company’s visual media promotion.

5. Conclusion

Company Profile is very important for a company especially the start-up. The design of the company profile represent the company itself. So it is a must for a company to have an interesting company profile. Beside company profile, the stationery set also important in order to promote the company. As the visual media promotion, the stationery set must be eye catching and have related design to the company’s logo. By sharing this stationery set as company merchandise to the market the company was promoted through visual media promotion.

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Reference


**Appendix**