



PREPARATION AND SOCIALIZATION OF THE USE OF BRAND GUIDELINESS IN AN EFFORT TO BUILD THE IMAGE OF IAIN METRO

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Abstract

Brand Guidelines are guidelines for using an institution's brand or logo which are used as the identity of the institution and play a role in increasing institutional accountability, enhancing the positive image of the institution and supporting promotional activities. Brand guidelines contain a series of regulations regarding the meaning, philosophy, and use of a brand or logo and its application in various media, ranging from print media, electronic media, indoor media, and outdoor media. Service activities by making guidelines for the use of this brand or logo are carried out at IAIN Metro Lampung, which aims to carry out the preparation and socialization of the use of the IAIN Metro logo that is correct in size, color, shape, and precision, as well as uniform and consistent application by all IAIN academics Metro. There were 3 service sessions conducted using the ABCD (Asset Based Community Development) service research method, namely: 1). Preparation (study of case analysis, collection of required information data such as IAIN Metro STATUTE), 2). Implementation (planned regarding content layout and brand guidelines, compiling a draft of the decree as the legality of brand guidelines and dissemination of the use of brand guidelines), 3). Reporting The results of this service activity show that there are still many academics who are wrong in using the IAIN Metro logo, both in terms of terrain, size and position, this service activity received a positive response from all socialization participants and IAIN Metro institutions.

INTRODUCTION

Higher education is one of the sectors that has considerable potential for development, both in terms of academics and in terms of business development of educational institutions which are promising and targeted by many business developers in the field of education. One of the business sectors in the field of education can be seen through the development of the reputation of universities, with a good reputation or image can reflect the quality of the university itself. The image of a good educational institution is also a demand by all stakeholders, including users, which will ultimately have an impact on improving the academic quality of graduates and also the quantity of students.(Harahap et al., 2020).

The consistency of educational institutions in maintaining the quality of educational services and maintaining the quantity of education participants is a demand faced by all educational institutions themselves to maintain public trust both as stakeholders and users.(Rahman, 2020) In the era of modernization and digitalization like today, improving the quality and quantity of educational institutions is very important to face competition among educational institutions in seizing the interest of the community, including those experienced by Islamic educational institutions such as the State Islamic Institute (IAIN) Metro Lampung.

The development of the quantity of students at IAIN Metro itself tends to have a downward trend every year. Based on data accessed from the data.metrouniv.ac.id page, it shows that in 2019-2022 the trend of new students is illustrated in the following table:

Table 1. Number of IAIN Metro Students 2019-2022

Year	Number of Fans	Number of New Students
2019	14.366	1.637
2020	12.116	1.249
2021	10.513	1.266
2022	12.116	1.249

Source: Data processed, 2022

Based on the data above, the number of prospective new student applicants continues to decline, especially in 2020 and 2021, the decline could occur due to various factors, such as the covid-19 pandemic, as well as the absence of efforts to improve academic and non-academic services that can increase the number of interested students and IAIN Metro students themselves.

Looking at the data, there is a trend of decreasing the number of enthusiasts and students at IAIN Metro must have become a fairly important concern by all stakeholders of IAIN Metro itself. There needs to be an effort to improve the quality of academic and non-academic services of IAIN Metro in order to maintain and increase the quantity of students themselves. Good strategic management is certainly needed by IAIN Metro to deal with this problem, because every educational institution, including IAIN Metro, is required to continue to maintain its existence in the midst of quite tight competition for educational institutions. Strategic management is used as the right way to help achieve IAIN Metro's goals, namely maintaining existence and strengthening competitiveness. One strategy that can be used is an effort to improve the image (*brand image*). (Munir, 2022)

Branding or the image of educational institutions is one of the things that needs to be

considered, especially in the digital era like today, where every *user* or even *stakeholder* from other agencies or institutions can access it *realtime*. Therefore, it is very important to build a professional, clear and consistent image that is depicted. The depiction of a professional, clear and consistent image can be measured through *Logo or Brand Branding* IAIN Metro itself. *branding* The consistency carried out by the educational institution must display the identity so that it is easily recognized and differentiated from other similar institutions so that it can become a patented characteristic and an effort to improve the positive image of the institution. (Karsono et al., 2021)

The image of a patented, professional, clear and consistent educational institution must be built and become the identity of the institution known to the public as *brand* institution itself. *brand* The institution that becomes the identity and identity of the institution must be built based on the standardization of legal visual identity. Standardization of visual identities can be a guide to reflect *brand* or the image and visual message of the educational institution. The logo is part of the visual identity of the educational institution which acts as a form of identity that describes the differences, identifies and recognizes educational institutions with each other. (Aulia et al., 2021) Some of the problems related to the use of logos as an institutional identity, including IAIN Metro, are the inconsistency of the use of logos by various parties in terms of shape, size, color, type of font and prepositions or placements that are not appropriate in certain media, which is one of the things that needs to be straightened out and standardized so that it can create a strong identity and truly represent the identity of the institution itself.

Seeing from how important it is to maintain consistency in the application of an institution's logo that will create an identity system and as an identification tool, a guideline is needed that formulates how to use the correct and consistent logo of an institution. The STATUTE can actually contain rules for the use of logos, but in reality the STATUTE owned by IAIN Metro has only reached the stage of logo meaning and has not yet reached the stage of use and application of logos in various media. The role of *public relations* or public relations of an institution is important to develop *brand guidelines*, or standardize visual identities that will be used by the entire academic community as branding guidelines so that uniformity and consistency of *branding* built by the institution arise.

Brand guidelines contains the composition, design, color, general appearance, application and application to the media of a *Brand* who became the identity and communication tools of institutions to the public globally. *Brand guidelines* make it easier to determine the content of websites, social media and all media used in representing the institution to the public, both digitally and in print, which reflects the identity of the institution to the public so that the institution has a consistent distinctiveness, and increases the assessment of the quality of the institution in the eyes of the public. In the end, the consistent and regular use of logos can be a promotional support tool and introduce the institution to the general public. (Setyanto et al., 2017)

A *brand guideline*, also known as a *brand style guide*, is a set of rules and instructions that define the presentation and representation of a company's *brand* in various media. These guidelines ensure consistency and coherence of visual and verbal aspects to match the *brand identity*. *Brand guidelines* are usually created by design and marketing teams, and serve as a reference for employees, *partners*, and vendors to maintain brand integrity and make the brand more recognizable. According to a study by Forbes, companies that maintain brand consistency across all *platforms* experienced an average revenue increase of 23%. This means that teams that adhere to *brand guidelines* play an important role in bringing in profits. The use of a distinctive color palette can drive *brand recognition* up to 80%. The color scheme is often one of the key elements that the audience associates with a

brand, and it often serves as the beginning of attraction. Most consumers anticipate consistency in their interactions with a *brand* across platforms and devices. Therefore, if the company refers consistently to the *brand guidelines*, the audience can have a seamless experience so that their loyalty increases. The cornerstone of successful sales lies in customer trust; Without it, income can be reduced quickly. Therefore, maintaining a consistent *brand identity* across all *platforms* is an important factor to keep customers interested.

Research shows that consumers have a 71% higher chance of making a purchase from *Brand* that they follow on social media, so it can be said that consistent brand representation is quite important. Companies need to include a visual logo, explain its design specifications, and explain its use for internal and external parties. It's also important to spell out inappropriate uses, such as rotating or warping the design in order to maintain consistent logo representation across all contexts. The color palette consists of colors that are used across the asset *Brand* and provide guidance for visual content creation. These palettes typically include HEX or RGB color coding and organize elements such as logos, web designs, print ads, and event materials. This palette includes primary, secondary, tertiary, and neutral colors to ensure a diverse and dynamic design while preventing inconsistencies. *Printers* Is *Font* used in various brand elements, including web content, *Link*, and tagline. *Brand guideline* It usually outlines primary and secondary fonts, and combines different font weights and styles for different contexts.

Typography also affects the user experience on the website, so companies need to present a choice of fonts that are visually appealing but still readable. *Brand guidelines* can include approved images, *icons*, and custom symbols for uniform use across digital and print materials, which serve to enhance the brand's visual language. *Brand voice* defines the personality and tone used in communication, for example friendly, relaxed, and formal. *Brand voice* facilitates uniform content presentation across multiple channels.

Editorial style guidelines are often part of the *brand voice guideline* to ensure consistency of written content across *platforms*, such as blogs, videos, PRs, and articles.

IAIN Metro as the only Islamic religious state university institution in Metro City is very important to have legal *brand guidelines* as a guideline for the use of the institution's identity in the form of a uniform and consistent logo used by the entire IAIN Metro academic community. Therefore, the preparation of *brand guidelines* is urgent to be prepared immediately considering that until now IAIN Metro has not had *legal brand guidelines*. *IAIN Metro's brand guidelines* must reflect a clear, professional, consistent and synchronous identity with the institution's ideals, namely *socio-eco-techno-preneurship*, so that the IAIN Metro logo used in various media can really be a tool to recognize and support the promotion of IAIN Metro itself.

Consistent and legally used Brand Guidelines as a visual guide by the entire academic community will eventually create a positive image of the institution, and can reduce differences, errors and inconsistencies in the use of the IAIN Metro logo which is often carried out by the entire academic community, be it students, lecturers, or other stakeholders. These *brand guidelines* help IAIN Metro in guiding and building the IAIN Metro logo consistently in daily needs, both as communication between internal institutions and communicating to other institutions.

In the era of society 5.0 which requires everyone to be familiar with technology is also very much in line with the ideals of IAIN Metro, one of which is as a technology-friendly institution and again this is also one of the stimuli to improve the positive image of the institution through campus webometric rankings which describe how often the academic community accesses information

through the institution's digital information media, namely websites that can be improved later with the existence of *brand guidelines* that are integrated with the IAIN Metro website.

Based on the above background to create the image of the institution and become a solution to various problems that arise, the preparation of *brand guidelines* and socialization of *brand guidelines* to the entire IAIN metro academic community in the form of the preparation of training and socialization guidelines as a form of service research.

Research conducted by Erwin Indrioko with the title Building a public image in Islamic Education institutions conducted in 2015 states that the image of Islamic Education institutions cannot be separated from the participation and expectations of the community as users, an Islamic Education institution has a strong impression if its existence is recognized by the community. Maintaining the image of the institution is important to maintain its existence and maintain its position so that it remains the user's choice. (I mean, 2015)

Research with role titles *public relations* in improving the image of educational institutions carried out by Mutiara Cendekia Sandyakala in 2020 stated that public relations or public relations in an institution plays a role and is tasked with representing the existence and image of educational institutions, in order to get a good image for the institution, a strategy is needed by improving good relations with all parties (Mutiara Cendekia Sandyakala, 2020).

Related discussions *Brand* Some have been studied, including by Yulist Rima Fiandari, et al. with the title Strategic Assistance *Branding* and Marketing Communication on Social Media of SMK Muhammadiyah 3 Singosari. In the title, it is described related to the strategy *branding* and communication carried out by SMK Muhammadiyah 3 Singosari which is not on target, not communicative and innovative, especially in the social media of the institution so that it has not been maximized in *branding* and marketing communications. Through strategy *branding* In social media, it is hoped to improve the quality of the school so that professionals are created and a good impression in society in general. The output of this activity is to create a guidebook as a guide to marketing strategies and communication on the part of partners. This study is considered relevant to the research to be carried out and can be used as a *guide* For the proposer, although it is different in the output to be achieved, namely the creation of a visual guidebook (*Brand guidelines*) as a guideline in the use of distinctiveness and the image of IAIN Metro as an institution that is consistent in the use of *Brand* comprehensively, not only on social media. In the method used, there is a difference, the proposer does not use the audience technique while in this title, the audience technique is used in the service carried out. (Fiandari et al., 2021)

Upgrade strategy *Branding* also researched by Karsono, et al. in a study entitled Strategy *Branding Inside* Increasing Public Trust in Madrasah Tsanawiyah Negeri in 2021, this study uses a qualitative descriptive method by having several informants such as principals, teachers, staff and students, with the sampling chosen being purposive sampling. The results of this study state that the strategies carried out by each madrasah are different from each other, for strategies *branding yang* The object of the research is to improve the quality both in terms of academic and non-academic achievements, namely character building, performance improvement and community service. (Karsono et al., 2021)

A similar research conducted by M. Munir and Toha Ma'sum in 2022 with the title Building Strategies *brand image* Educational institutions produce the fact that the strategy of building *Brand* The image in increasing the competitiveness of educational institutions is that educational institutions should always develop educational products that are already running well and add superior products

that are not easy to be imitated by other educational institutions. Increased *Brand* image is carried out by improving the quality and quality of education, the creativity of stakeholders. Factors that can improve *Brand* The image includes quality or quality related to the product or service offered, having a sense of responsibility to maintain trust, providing maximum service, having low risk and easy to control.(Munir, 2022)

SERVICE METHODOLOGY

The approach used in this service research activity is Asset Based Community Development (ABCD) where in this research will use information in the form of IAIN Metro Statutes but in the discussion part of the logo has not been developed and outlined optimally in the form of guidelines for the correct and consistent use of the IAIN Metro logo in various media, so that the formation of the preparation *brand guidelines* which is a guideline for the entire IAIN Metro academic community to be the focal point in this service research.

The steps in the ABCD method are(Dureau, 2013):

1. Discovery, at this stage an analysis was carried out regarding the use of the IAIN Metro logo by the entire IAIN Metro academic community
2. Dream, at this stage, a dialogue is carried out with *stakeholders* regarding policies and legality before making *Brand guidelines*
3. Design, at this stage the process of planning and discussing with 3rd parties related to the layout design of the *brand guidelines* will be compiled
4. Define, at this stage determines the design and content of the *brand guidelines* to be compiled;
5. Destiny (Do), at this stage the *brand guidelines* that have been successfully compiled are included in the legality process with the relevant leaders and then continued with socialization activities to the entire academic community, such as lecturers, educators, students through Dema, Sema, HMJ, UKM/UKK in the IAIN Metro environment. Socialization was carried out so that *the massive Brand Guidelines* were used so that the image of IAIN Metro was increasingly widely known, both on a national and international scale.

The objectives that the proposer wants to achieve are derivatives of the background of the problem, namely:

1. compile *brand guidelines* for IAIN Metro and outline its function in building the image of IAIN Metro
2. Providing assistance in the use of *brand guidelines* within IAIN Metro

RESULTS AND DISCUSSION

Results of Service Activities

The service activity began with the preparation stage in weeks 1-5 which began with the analysis of a case study on the use of the IAIN Metro logo by the entire academic community, in various media, as one of the cases found was the use of the wrong logo of the color and size on the field service clothes of UKM Impas, and several examples of cases such as the use of the logo on student assignments and lecturer articles. In the next preparation stage, it is continued with the collection of information and data needed in the preparation of *brand guidelines*.

The next stage is implementation, which is carried out for 9 weeks, namely in the first week of October to the fourth week of November. Starting with planning the layout design and content of *the brand guidelines*, and working with a 3rd party as a graphic designer to complete the preparation

of the brand guidelines.



Figure 1: Layout selection and preparation of brand guidelines with a 3rd party

After the brand guidelines are completed, the next stage is to submit a decree on the IAIN Metro Brand Guidelines (*Brand Guidelines I*), to the campus by attaching the completed design results.

During the waiting period until the decree is completed, we carry out socialization activities to several parties including students with representatives from student organizations which begins with a discussion with the entire service team:



Figure 2: Discussion and Coordination with the Community Service team

Followed by the socialization of brand guidelines to several student representatives through student organizations.



Figure 3: Socialization Activities

The socialization activity was carried out at the IAIN Metro Campus on Saturday, November 26, 2022 and was filled by all service members.



Images: 4 Group photos with all parties and participants involved

Some of the participants who attended the student activities involved were representatives from DEMA-I, SEMA, DEMA-F, HMJ, UKM/UKK and several student representatives from various faculties. The service activity began with the preparation stage in weeks 1-5 which began with the analysis of a case study on the use of the IAIN Metro logo by the entire academic community, in various media, as one of the cases found was the use of the wrong logo of the color and size on the field service clothes of UKM Impas, and several examples of cases such as the use of the logo on student assignments and lecturer articles. In the next preparation stage, it is continued with the collection of information and data needed in the preparation of *brand guidelines*.

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Discussion

Preparation and manufacture *Brand guidelines* aims as a form of commitment to maintain and develop the image of the IAIN Metro campus in the communication process and the implementation of logo design and the application of its derivatives in various media, ranging from electronic media and print media. Regular and consistent use can encourage the achievement of the vision *Sosio-Eco-Techno-Preneurship* which is upheld by IAIN Metro and has an impact on the academic community of IAIN Metro in the global arena.

In order to get the attention of *stakeholders*, especially the leaders of IAIN Metro institutions, the service team held discussions and consolidation with the Rector of IAIN Metro regarding the design and content of the *brand guidelines* that have been prepared. In addition to discussing the design and content, the service team also offered a draft decree on *the IAIN Metro Brand Guidelines* which is the basis for the legality of the regulations in the guidelines to be used as a reference.

Brand guidelines are compiled with a third party who assists in the process of creating layouts and arranging content into the guidelines. *The brand guidelines* that we have successfully compiled consist of several major themes, namely:

1. An introduction that contains; Visual Identity, Manual Branding, Explanation of Terms, Visual Identity
2. Signature contains; Institute Signature, Signature Layout and Composition, Blank Space, Prohibitions and Restrictions, Placement on Print Media, Use of Background
3. Use of Colors that contain; use of core colors, Faculty Identity Colors

4. Use of Font Variety contains; Official Font Variety
5. An application that contains the application of logos on; Business Cards, Indoor Media, Outdoor Media, Letterhead.

Of course, the preparation of *the brand guidelines* is inseparable from the main basis that is a reference in the conformity of the content with the vision of the institution, namely the IAIN Metro Statute which we quoted through PMA RI Number 1 of 2017 concerning the IAIN Metro Statute, especially in the logo and color identity of the institution, as well as the faculty.

The next thing to do is socialization so that *these brand guidelines* can be applied or used as guidelines by the entire IAIN Metro academic community, so it is necessary to hold socialization. The purpose or result of the socialization carried out is to convey information related to *the IAIN Metro brand guidelines which are guidelines for the use of the IAIN brand or logo as an identity, which is correctly and consistently used by the entire academic community starting from related stakeholders, units/institutions, faculties to the level of study programs and students through the SEMA, DEMA-I, DEMA-F, HMJ, UKM/UK organizations*. It is hoped that later the use of the IAIN brand or logo will no longer be different from one another, but it is correct, uniform and consistent which can later increase the positive image of the institution itself, as can be seen from *the concern of the institution in paying attention to small things that are only like a guidebook*.

The last stage in the socialization stage is to distribute the guidebook to each *relevant stakeholder, and upload the guideline on the official website or website metrouniv.ac. ID*, which in addition to aiming to make it easier for users to access guidelines in *real-time* and aims to increase the impression of metrouniv.ac website visitors.ID so that it will have an impact on increasing the webometric value. The last stage in the implementation of the creation and socialization *of Brand guidelines* is the evaluation of the use of *the Brand guidelines* as a follow-up material and is an input for a better future to jointly create a better image of IAIN Metro in all respects.

CONCLUSION

Brand Guidelines are one of the important guidelines for the operational activities of educational institutions considering that every service activity uses a lot of logo instruments which is the main issue in *the brand guidelines*. The logo is a communication and promotion medium for institutions including IAIN Metro, therefore maintaining its correct and consistent implementation from the entire IAIN Metro academic community is the main thing of the purpose of making *the brand guidelines*.

Based on the results of the implementation of service that has been carried out at IAIN Metro for 13 weeks starting from the preparation, implementation and reporting stages, there are several issues found including the placement of logos that are not uniform from each faculty, the use of colors that are not appropriate, and especially more are errors in the placement of logos on print media such as student assignments and correspondence. Therefore, it is hoped that further assistance is needed to all students, lecturers and educators, so that mass uniformity will be easier to realize.

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