



Kanan School Brand Identity Design as Kanan Barbershop Longevity Brand

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Abstract

The increasingly competitive development of the barbershop industry demands that business actors have a strong and sustainable visual identity. Kanan Barbershop responds to this development through a barbering skills training program called Kanan School, as part of its brand longevity strategy, but until now Kanan School does not have a brand identity that is able to represent the character, values, and image of the program professionally and consistently. This study aims to design the Kanan School brand identity as an effort to strengthen the sustainability of the Kanan Barbershop brand. The method used in the design is artistic research with a qualitative approach through SWOT analysis and the glass box method. The design results in a visual identity designed to represent the values of professionalism, education, creativity, and the spirit of growth through elements of a mascot, barberpole, and sunburst. This design is expected to strengthen the positioning of Kanan School as a barbering training program while supporting the sustainability of the Kanan Barbershop brand.

Keywords: brand identity, visual identity, brand longevity, kanan barbershop, kanan school.

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1. Introduction

The barbershop industry has experienced significant growth in recent years, driven by increasing public awareness of personal appearance and self care. This growth has intensified competition among business actors, requiring to implement strategies that ensure long term business and brand sustainability.

Ali Nurdin explain that brand identity is a visual and conceptual representation used to introduce, differentiate, and communicate a brand values to its audience [1]. Alina Wheeler argues that brand identity is a strategic asset capable of building awareness, trust, and customer loyalty [2]. Furthermore, Aker and Biel describe brand identity as a unique set of associations that reflect a brand character, values, and strengths, ultimately strengthen its position in the mind of consumers [3].

In the context of business sustainability, brand identity is closely related to the concept of brand longevity. Fandy Tjiptono defines brand longevity as a brand ability to survive, grow, and remain relevant over an extended period. Therefore, a strong brand identity is considered one of the key factors supporting long term brand sustainability [4].

Kanan Barbershop is a barbershop business established in Padang City in 2017 and has continued to demonstrate positive growth. As part of its commitment to human resource development, the company established Kanan School, a barber education and training program designed to improve the professional competencies of barber and aspiring barbers.

Despite its strategic role, Kanan School currently lacks a dedicated visual identity capable of representing its character, vision, and institutional values. As a result, the program has limited differentiation from other barber training institutions. In fact, a strong visual identity can serve as an important instrument for building brand recognition and supporting brand longevity.

Based on these issues, this study aims to design the "Kanan School Brand Identity Design as Kanan Barbershop Longevity Brand."

2. Methods

This research applies a qualitative approach with a case study method to deeply explore the visual identity design process of Kanan School as a strategy to strengthen the brand longevity of Kanan Barbershop. Data collection techniques were carried out through participatory observation of training activities, in-depth

interviews with business owners, senior barbers, and training participants, and focus group discussions to obtain comprehensive perspectives from various stakeholders [5]. The data obtained were then analyzed using the SWOT approach to identify internal and external aspects that influence the visual identity design process [6]. The finding from SWOT analysis (particularly the weaknesses and threat) were used as the primary input to formulate design problem and opportunities.

Subsequently, all design stages were carried out systematically using the Glass Box method. This method was chosen because of its transparent, rational, and systematic nature, allowing every step of the design process to be observed and evaluated clearly [7]. The Glass Box method in this study consists of four main stages. Preparation, exploration of visual needs and brand context. Incubation, processing ideas and creative reflection. Illumination, formulation of visual concepts, and aesthetic needs.

There is direct operational linkage between the SWOT analysis and the Glass Box method. The result of the SWOT analysis serves as the foundation for the preparation stage and continues to guide the subsequent stages, ensuring that the resulting visual design is not only aesthetic but also contextual, representative, and adaptive to the dynamics of Kanan School brand identity.

2.1 Artistic Research

Artistic research serves as the initial stage in developing material objects through observation, interviews, surveys and literature studies. In the observation phase, the research applied data collection techniques using the five human senses [8]. Direct observation was conducted at the Kanan Barbershop outlet Simpang Pasir, Pauh District, Padang City. The finding indicated that Kanan School currently lacks a comprehensive visual identity design capable of representing its training program and brand values.

To overcome this issue, a deeper visual analysis was carried out by integrating SWOT results and stakeholder inputs. Three main visual elements were deliberately chosen and developed. Mascot, created to build friendly, professional, and memorable character. It functions as a humanized representation that fosters emotional connection with customer and training participants while communicating values skill, discipline, and trustworthiness. Barberpole, adopted as a classic heritage icon of the barber profession. This element reinforces authenticity, tradition, and expertise, strengthening customer trust. Sunburst, incorporated to symbolize energy, growth, innovation, and vitality. It reflects the dynamic and progressive spirit of Kanan School as a modern barbershop training institution.

These elements were selected based on aesthetic considerations (visual harmony, distinctiveness, and

memorability) and functional considerations (strong brand representation, adaptability across various media, and support for long term brand sustainability). This artistic research stage ensures the visual identity design not only attractive but also strategically aligned with the brand longevity objectives of Kanan School.

2.2 Mapping and Collection of Artistic Materials

To support the creation of an effective visual identity design, a SWOT analysis was conducted. This method systematically maps the internal and external factors of Kanan School as follows. Strength, Kanan School is the pioneer of the barbershop skill training in Padang City. The program integrates theoretical knowledge, practical skills, and communication training, preparing participants to become professional barbers with strong technical abilities and personal branding. Weakness, as the new program, Kanan School lacks a logo, branding, and comprehensive visual identity. It also faces limitations in funding, facilities, and teaching staff. Opportunities, the rising demand for barbershop services among men, particularly millennials and Gen Z in Padang City, offer significant market potential for program development and expansion. Threats, intense competition among barbershops in Padang City and the absence of a distinctive visual identity may hinder brand recognition and long term sustainability. The finding from this SWOT analysis (particularly weakness and threats) served as the primary input for identifying design problems and opportunities. These results were then used as the foundation for the subsequent artistic research and visual concept development stages.

2.3 Exploration of Artistic Materials

Based on the artistic material object, which is the visual identity representing the elements of Kanan School, the problem-solving process determined that the material object required a method for visualization that balanced the formal object with the qualitative method used to collect research results [9]. Glass box method as having four stages: preparation, incubation, illumination, and verification.

Preparation, objectives, and design strategies were clearly and precisely defined before the analysis was conducted. This target audience was the target audience. In visualizing the Kanan School identity, the designer used the logo as the primary strategy for conveying and realizing the concept to attract the target audience. This target audience was targeted at the general public aged 18 to 35 who were interested in participating in the Kanan School training program. Incubation, a thorough design analysis process, was carried out before the projected solution or decision was made. Design analysis encompasses everything that encompasses the design needs of the Kanan School identity. This was studied in depth and thoroughly to determine the semiotic elements used as

signs in the design of the Kanan School logo identity. Illumination, is the stage of the emergence of design ideas that are considered most relevant and representative of the Kanan School identity. After the incubation process, the designer obtains the main idea that is considered capable of conveying the brand's values and character visually. This idea appears in the form of an initial sketch or semiotic concept [10]. That reflects the values of Kanan School. At this stage, semiotic elements are used such as a male face vector, barberlamp and sun elements. The color selection uses RGB and CMYK namely skin color, yellow, blue, red, black, white, dark gray, and light gray. And combined with typographic elements that use the corporate typeface with the scholle font and a layout that has a 1:1 ratio in the Kanan School logo identity. The initial sketch process and the next stage include entering the selected elements into digital applications, such as using Adobe Illustrator and Adobe Photoshop. The results of the semiotic form are transferred into vector form using digital applications, such as Adobe Illustrator and Adobe Photoshop. Verification, testing, and evaluation of the design ideas that have emerged, at this stage the logo design is analyzed in depth in terms of aesthetics in the selection semiotic symbols and interpretation of the meaning of the elements used such as elements, male faces, barber poles, and sun elements. The legibility of the use of clear typography and the choice of bright color elements such as yellow can emphasize the readability of the Kanan School logo. The following is a basic sketch of the design that will be used for the Kanan School brand identity.

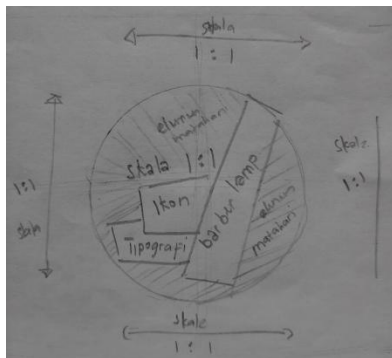


Figure 1. Logo layout sketch

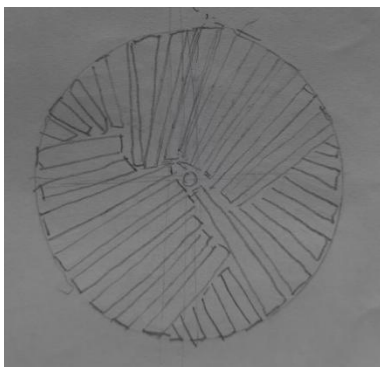


Figure 2. Sunburst sketch

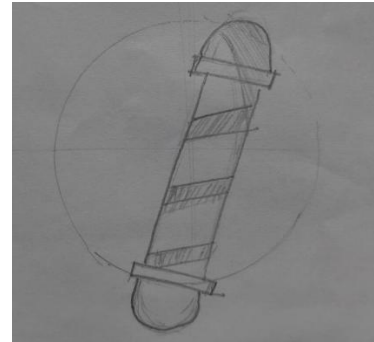


Figure 3. Barberpole sketch

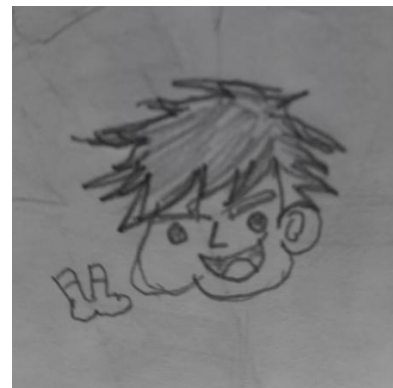


Figure 4. Icon sketch



Figure 5. Typograph sketch

3. Results and Discussions

The integration of the mascot, barberpole, and sunburst creates a distinctive and cohesive visual identity. From aesthetic perspective, the combination produces harmony, distinctiveness, and high memorability [11]. From a functional perspective, these elements effectively communicate the core values Kanan School professionalism, tradition, and modernity while building emotional connections with the target audience 18-35 years.

The design directly addresses the weakness identified in the SWOT analysis regarding the lack of visual identity. The consistent application across various print media strengthen brand recognition and differentiation in the competitive barbershop industry

in Padang City. Overall, the results confirm that a well designed visual identity plays a significant role in supporting brand longevity.

3.1 Logo



Figure 6. Kanan School Logo

Logo is a visual symbol that encapsulates a brand identity, values, and image. Logo more than just an image or text, but rather a communication tool that builds an emotional connection with the audience. A logo doesn't need to literally depict a product or service; rather, it serves as a brand identifier [12]. The image above represents the final Kanan School logo, after applying mascot, color and typography to align with the logo concept. This logo was designed as the primary visual identity, consistently applied across various communication media, including office print, promotional print, and merchandise.

The logo design, featuring a mascot, barberpole, and sunburst, represents the Kanan School program's values of character, passion, and inclusivity. This logo also serves to differentiate it from other similar barbering programs. In addition to serving as a visual identity element, the logo also plays a strategic role as a promotional tool to strengthen brand awareness, build public recognition, and enhance Kanan School presence within the wider community.

3.2 Design Elements

The construction of a cohesive brand identity relies heavily on the structural harmony of all designed visual components. The logo's icon draws on related sign semiotics, such as the male character, the barberpole, and the sunburst, which represent the three main identities of the Kanan School program. The typographic strategy in this design utilizes a highly legible sans-serif typeface to project a modern, clean, and professional corporate image. This strong typographic character is then reinforced by the implementation of a primary color system, detailed through precise color coding in the brand guidelines to evoke the appropriate emotional response from the audience. Once the font and color characteristics are established, layout management is carried out to organize all visual elements into a balanced and unified composition across all communication media.

To ensure layout consistency across all marketing assets, this design implements a strict mathematical grid system as a basic framework for organizing space and spacing between graphic elements. The use of this modular grid system directly facilitates visual composition management while reducing production time and minimizing formatting errors during the design process. In the final stage, the grid system and layout are combined with the application of an appropriate visual scale. This proper scaling ensures that headlines, body text, and visual symbols maintain a clear proportional relationship and have a strong information hierarchy across media sizes, both digital and print.

3.2.1 Visual Icon



Figure 7. Visual Icon

This concept divides signs into three main types: icons (similarities), indices (causal relationships), and symbols (conventions), which are crucial for non-verbal communication. In designing Kanan School's brand identity, icons become the identity in the form of the logo and its applications. The icons used are the mascot, barber pole, and sunburst. These element were carefully selected and developed through the artistic exploration stage to create a strong and meaningful brand representation. Mascot was designed friendly and energetic barber character. Aesthetically, it features bold lines, expressive facial expressions, and dynamic posing to create high memorability and emotional appeal. Barberpole this classic icon was adopted to represent the heritage and professionalism of the barbering craft. Functionally barberpole reinforces authenticity, trust, and expertise, helping customers immediately associate the brand traditional barbering skill. Sunburst element symbolizes energy, growth, and innovation. Functionally its communicates Kanan School forward thinking vision as a pioneer in barbershop education.

3.2.2 Typograph



Figure 8. Typograph

The reader's experience, the reader's comfort, and overall understanding will be influenced by research on typeface. Therefore, we can use serif and sans serif types in our designs as long as we have knowledge about how to use [13]. The typography used in the Kanan School logo, Scholle, is a childlike, inline display font that conveys a playful, energetic, and adaptable feel. Scholle is a sans serif font with two main type variations: regular and shadow, which create a three-dimensional effect and a bouncing rhythm in the letters. The Kanan School logo features bold typography with the Kanan School text in all capital letters, which uses a yellow color with a black outline, creating a strong and engaging visual. The Scholle font characteristically features slightly rounded, relaxed letters with a slightly bouncing rhythm, creating a dynamic and energetic impression.

3.2.3 Color



Figure 9. Color Logo

Color theory studies how colors are formed, interact, and are perceived. In digital field, RGB system is used for light based display, while CMYK is used printing with ink. Understanding these two systems is important in color conversion between digital and print media [14]. This primary color will serve as the visual identity of the Kanan School logo, which can be applied across various media. The primary color in this logo is yellow, which symbolizes warmth and energy. The dominant use of yellow is seen in the sunbeams and typography. Black lines underline each element of the logo, creating a clear and bold impression. Skin tones are used for the mascot, as are other supporting colors such as red, purplish red, blue, white, light gray, and dark gray.

3.2.4 Layout

Layout consists of proportion, balance, contrast, rhythm, and unity [15]. Kanan School logo design, the layout used has a 1:1 height-to-width ratio, with

elements that are neither too dense nor too empty. The mascot/character logo and typography are placed at the center of the visual focus, while the barberpole and sun semiotics add dynamics without disrupting the logo's balance. The dominant yellow color contrasts with the lines, create a strong unity that serves as an identity logo.

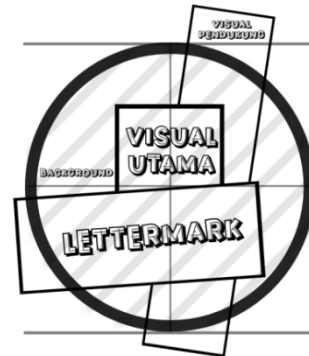


Figure 10. Layout Logo

Kanan School logo design, the layout used has a 1:1 height-to-width ratio, with elements that are neither too dense nor too empty. The mascot/character logo and typography are placed at the center of the visual focus, while the barberpole and sun semiotics add dynamics without disrupting the logo's balance. The dominant yellow color contrasts with the lines, create a strong unity that serves as an identity logo.

3.2.5 Grid System

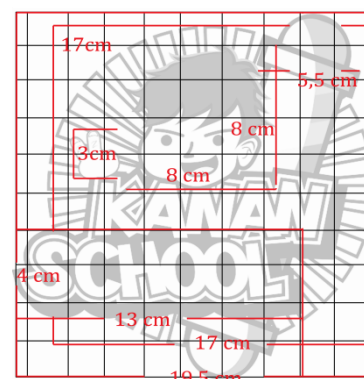


Figure 11. Grid system

The grid system ensures that the logo remains distorted when applied. The detailed measurements and ratios used are based on the golden ratio.

The golden ratio, in mathematics, refers to two values considered to have a relationship between the larger and the smaller. This mathematical ratio is used as a reference in graphic design and painting. The golden ratio is defined as a ratio that can produce neatness and beauty.

3.2.6 Scale

Scale is used to maximize the application of a logo, even at a smaller size. Scale serves as a marker that, no matter how small, the logo will still be visible and can be applied to various media. Logo scales are created to provide alternative logos for different needs.

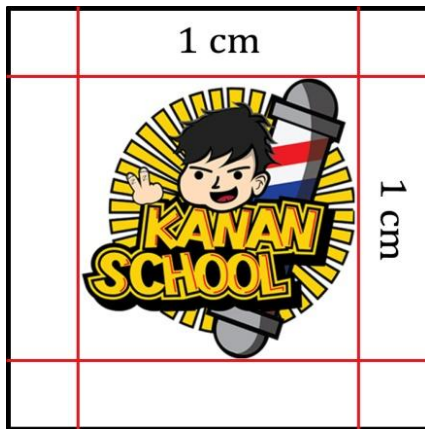


Figure 12. Scale logo

3.3 Media Implementation

Kanan School's office print media is systematically designed by applying key visual identity elements aligned with the brand concept. These elements serve as the foundation for formal communication, reflecting the professional, credible, and consistent image of Kanan School programs. The visual identity implementation includes a logo, colors, typography, and supporting graphic elements that are applied consistently.

3.3.1 Bussines Card



Figure 13. Bussines Card

Business card are one of Kanan School primary office print media, designed with a comprehensive visual identity. They serve as a formal communication tool that reflects professionalism and credibility. By incorporating a harmonious logo, typography, and color palette, business card not only clearly convey contact information but also reinforce Kanan School image as a distinctive, modern, and trustworthy program in the eyes of stakeholders and the wider community.

3.3.2 Letterhead and envelopes

Letterhead and envelope are designed as official communication and office administration tools that support program operations. These tools are designed with consistent visual identity, reflecting professionalism and credibility. Letterheads serve as a medium for conveying official information, correspondence, and internal and external documents, while envelopes are used for sending documents while maintaining a brand image. The uniform application of logos, typography, and colors across both tools not only streamlines correspondence but also strengthens Kanan School image as a high-quality and professional program among stakeholders and the wider community.



Figure 14. Letterhead and envelopes

3.3.3 Id card



Figure 15. Id card

Id cards serve as official identification for Kanan School barber during the training program, while also reinforcing the team's professionalism, credibility, discipline, and uniformity. Through designs featuring photos, names, and branding elements, id cards not only support program operations but also serve as mobile promotional tools that introduce Kanan School image to the public.

3.3.4 Lanyard

Lanyard are identity supporting devices designed to hold the id cards of barber and Kanan School participants. These lanyard consistently implement the

brand visual identity, including the logo and typography printed on a black strap.



Figure 16. Lanyard

3.3.5 Catalog haircut



Figure 17. Catalog haircut

The Kanan School haircut catalog magazine is a print medium designed to visually and informatively showcase various haircut styles and program services. The catalog magazine is designed with a consistent visual identity, combining quality photography, strong typography, and an attractive layout. The catalog magazine serves as a marketing tool and reference for prospective participants and the public. It not only showcases haircuts but also conveys the program's philosophy and excellence. Through a professional and creative approach, this catalog effectively increases brand awareness and public interest in the Kanan School program.

3.3.6 Poster



Figure 18. Poster

Poster design is a printed medium designed to visually and effectively attract public attention, featuring an infographic of the Kanan School logo. This infographic poster communicates the design of a logo and its meaning, starting with the initial sketch, typography, color, and character and icon selection. With strategic placement in public locations or event venues, posters serve not only as an information medium but also as a branding tool that reinforces a professional and modern impression by implementing a consistent visual identity.

3.3.7 Flyer



Figure 19. Flyer

Flyers serve as a direct promotional tool to announce program activities, barbershops, sharing sessions, and the techniques to be learned. Through their concise yet impactful design, flyers not only facilitate information dissemination to the target audience but also strengthen brand awareness and build Kanan School quality oriented image.

3.3.8 Leaflet



Figure 20. Leaflet

Leaflets are an effective promotional tool to explain Kanan School program activities, registration procedures, details of various hairstyles, and Kanan School character values. With an informative design and strong visuals, these leaflets facilitate the dissemination of information to prospective participants while strengthening the program's credibility as a strategic branding tool.

3.4 Limitations and Future Work

The study has several limitations, the researcher was limited to stakeholders at Kanan School in Padang City, and the design effectiveness was primarily evaluated through qualitative methods without large scale consumer perception surveys. Additionally, the visual identity applications were only tested on selected print media. For the future research, it is recommended to conduct quantitative studies to measure the impact of this visual identity on brand awareness, customer trust, and loyalty. Further exploration could also include digital media applications, environmental signage, and comparative studies with other barbershop training institution.

4. Conclusions

The design of Kanan School Brand Identity as a Brand Longevity Kanan Barbershop is an effort to build and strengthen the image of a men's barbering training program. Through a brand identity approach, Kanan School has a consistent visual identity, from the logo to the application of various media. These media not only function as an identity, but also an effective visual communication tool in instilling perception, professionalism, credibility, and brand sustainability. Overall, the results of this design show that a strong brand identity design is able to transform the training program into an educational brand entity that has high value and appeal to the public.

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Author Contributions Statement

Name of Author	C	M	So	Va	Fo	I	R	D	W
Rahmat Hidayat	✓	✓	✓	✓	✓	✓	✓	✓	✓

Conflict of Interest Statement

Authors state no conflict of interest.

Informed Consent

Authors state no conflict of interest.

Ethical Approval

Authors state no conflict of interest.

Data Availability

Data that support the findings of this study are available from the corresponding author, upon reasonable request.

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