

Villa Agave Logo as a Strategy for Brand Identity and Development of Comfortable Natural Residential Image

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ABSTRACT

The development of the tourism industry has increased the demand for temporary accommodations that not only function as places to stay but also provide visual and emotional experiences for visitors. In an increasingly competitive environment, visual identity plays an important role in building brand image and differentiating a property from its competitors. Villa Agave, as an accommodation with a natural and comfortable concept, does not yet have a visual identity that can optimally and consistently represent its character. This study aims to design a logo for Villa Agave as part of building its brand identity using a design thinking approach oriented toward user needs. The method consists of five stages: empathize, define, ideate, prototype, and test. Data were collected through observation, interviews, literature review, and comparative studies to gain a deeper understanding of the brand character. The result of this study is a logo that visually represents the concept of natural and comfortable living in a communicative and relevant way, thereby strengthening the brand image of Villa Agave in the hospitality industry.

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INTRODUCTION

The development of the tourism industry in recent years has shown a positive trend, particularly after the post-pandemic recovery period. The increase in the number of tourists has had a direct impact on the demand for accommodations such as hotels, homestays, and villas. Data from Badan Pusat Statistik (2024) indicate that tourist visits have increased significantly compared to the previous period. In addition, the Ministry of Tourism and Creative Economy of the Republic of Indonesia (2024) also states that the tourism sector has once again contributed to the national economy. This condition indicates that the demand for accommodation is not only increasing quantitatively but also requires improvements in service quality to create memorable experiences for tourists.

Along with these developments, the function of accommodation is no longer limited to a place to rest but has also become an integral part of the overall tourism experience. Tourists tend to choose accommodations that possess aesthetic value and are capable of delivering a strong visual impression, as aesthetic attributes have been proven to influence satisfaction and revisit intention (Han & Hyun, 2019). In this context, design plays an important role in shaping user perceptions of a

brand. Visual identity becomes one of the main elements that can represent the character and values of an accommodation visually (Indrajaya & Redintan, 2023).

Visual identity is an essential component in the branding process, as it functions as a medium of communication between the brand and its audience. Visual elements such as color, typography, and form play a role in building image and reinforcing brand character. This is in line with research stating that visual elements in brand identity contribute to shaping user perceptions and experiences toward a product or service (Hafiz & Hapsari, 2024). Furthermore, the development of visual identity has become increasingly dynamic and adaptive in response to digital technological advancements and changing market needs, requiring brands to build visual systems that are flexible yet consistent (Lelis et al., 2022).

Within a visual identity system, the logo serves as the primary element with a strategic function as the visual representation of a brand. A logo is designed by considering design principles to effectively convey brand character and to be easily recognized by the audience. The application of design principles in visual identity development is a crucial factor in creating clear and consistent visual communication (Bettaieb, D., & Alsobahi, A., 2022). Therefore, logo design needs to be carried out in a directed and systematic manner.

Villa Agave is one of the accommodations that adopts a natural and comfortable concept as its core value. This concept serves as a distinctive appeal that differentiates Villa Agave from other accommodations. However, to date, Villa Agave does not yet have a visual identity that consistently represents this character. The absence of a visual identity causes the brand's potential to not be optimally communicated to the audience, whereas visual identity plays a significant role in shaping brand perception and strengthening the competitive position of a business (Foroudi, 2019).

Based on these issues, an appropriate design approach is required to produce a visual solution that aligns with the brand's character. In this study, the approach used is design thinking, which focuses on understanding users and developing solutions creatively and systematically. This approach is considered relevant, as it is capable of producing designs that are not only aesthetic but also functional and user-oriented. The iterative process that places empathy at the core of solution development becomes one of its main advantages (Brown, 2018). In addition, an adaptive visual identity approach is also considered in the design process to ensure that the brand can evolve in response to changing market demands (Melewar & Skinner, 2020).

Therefore, this study aims to design the logo of Villa Agave as an effort to build a stronger and more consistent visual identity that is able to represent the character of a natural and comfortable accommodation. This design is expected to enhance visual appeal and strengthen the brand's position within the increasingly competitive tourism industry.

IMPLEMENTATION METHOD

This study employs the design thinking approach as a user-oriented design method. This method is chosen because it is capable of generating innovative and relevant design solutions through a systematic, collaborative, and iterative process (Razzouk & Shute, 2012; Liedtka, 2018). This approach places user needs as the primary foundation, ensuring that visual solutions are not only aesthetic but also effective in communication (Carlgren, Rauth, & Elmquist, 2016).

The design process begins with the empathize stage, which involves understanding user needs, characteristics, and problems through data collection. The data are obtained from direct observation of Villa Agave, interviews with the owner/manager, literature studies on branding, and comparisons with similar accommodation logos. This stage builds a deep understanding of brand character and audience perception, which is the core of the human-centered design approach (Razzouk & Shute, 2012).

The next stage is define, which formulates the main problem based on the collected data. The identified problem is the absence of a consistent element that represents the natural and comfortable character of Villa Agave. This formulation becomes the foundation for developing the visual concept, as the clarity of problem definition influences the quality of the resulting design solution (Liedtka, 2018).

In the ideate stage, various visual concept ideas are developed, including form, color, and typography in accordance with the natural and comfortable brand character. This process generates possible creative solutions to be further developed, in line with the principle of idea exploration in design thinking, which encourages innovation through multiple alternative solutions (Carlgren et al., 2016).

The prototype stage involves creating several alternative logo designs based on the selected concepts, followed by selecting the best option. The prototype visualizes ideas concretely for structured evaluation, thereby facilitating the testing and refinement process of the design (Razzouk & Shute, 2012).

The final stage is testing, which evaluates the design to ensure that the logo effectively conveys the intended message and is easily recognized by the audience. This process is iterative and utilizes user feedback to refine the design, making it more communicative and aligned with the objectives of the visual identity (Liedtka, 2018; Carlgren et al., 2016).

Through these design thinking stages, the logo design process is conducted systematically by prioritizing user needs and brand character. The result is a visual identity that is both aesthetic and communicative, strengthening the image of Villa Agave as a natural, comfortable, and professional accommodation.

RESULTS AND DISCUSSION

The logo design of Villa Agave employs the design thinking approach, which includes the stages of empathize, define, ideate, prototype, and test. This approach is systematic, user-oriented, and iterative, resulting in a design that is not only aesthetic but also communicative and relevant to the brand's needs.

1. Empathize Stage

The empathize stage is conducted to understand the needs, character, and values that Villa Agave aims to establish through its visual identity. At this stage, data are collected through direct observation of the villa environment as well as interviews with the owner and management team. The interviews are conducted to identify internal perceptions regarding brand character, visual needs, and expectations for the logo to be designed.



Figure 1. Observation of Villa Agave Environment

Based on the interview results, it was found that Villa Agave aims to be recognized as an accommodation that offers a natural, comfortable, and tranquil atmosphere. In addition, the management stated that, to date, Villa Agave does not yet have a consistent visual identity and therefore has not been able to build a strong brand image in the eyes of consumers. The results of the interview are summarized in the following table.

Table 1. Interview Results

Informant	Interview Result
Informant 1	"I want Villa Agave to have a logo that reflects a natural and comfortable atmosphere. The logo should be simple yet distinctive, so that it is easily recognizable by visitors."
Informant 2	"So far, Villa Agave has not had a fixed visual identity, resulting in inconsistent appearances across various promotional media. We need a logo that is clear, easy to apply, and still visually appealing."
Informant 3	"Attracting guests from the first impression they see is essential. Therefore, an attractive and professional logo is very important to appear more convincing and to have strong visual appeal."

2. Define Stage

The define stage is conducted to formulate the main problem based on the analysis results from the empathize stage. The identified problem is the absence of a visual identity that is able to consistently and communicatively represent the natural and comfortable character of Villa Agave.

This issue is related to the function of a logo as the primary element in building brand image and enhancing differentiation, as well as the suboptimal level of memorability in the minds of the audience. Therefore, the logo design is directed toward producing a visual identity that is simple, meaningful, and capable of effectively conveying the natural character and sense of comfort.

Based on these issues, it is necessary to develop a visual concept that can translate the natural and comfortable character into a communicative identity form. Therefore, the ideate stage is carried out to formulate visual solutions through the exploration of elements such as form, color, and typography so that the resulting logo is able to represent the core values of Villa Agave consistently and be easily recognized.

3. Ideate Stage

The ideate stage is conducted to generate visual concepts as solutions to the identified problems, with reference to the principles of visual communication design and branding theory.

a. Creative Concept

i. Brand Identity

The brand identity of Villa Agave is designed using a pictorial logo approach combined with a wordmark to create a strong and recognizable visual identity, while also enhancing brand recognition and brand recall.

ii. Visual Representation

The visual representation is developed from the stylization of the letters "A" and "G," which are symmetrically arranged to form a flower-like pattern. This composition applies the principle of balance, creating a stable and calming impression while reinforcing an orderly and harmonious visual character. The arrangement of elements extending toward four directions symbolizes Villa Agave's openness in welcoming visitors from various directions, which is interpreted as a symbol of hospitality, acceptance, and accessibility. These four directions also represent spaciousness and freedom, aligning with the concept of accommodation that is comfortable, open, and closely connected to nature.

The central element functions as a focal point (emphasis), representing the center of comfort, namely Villa Agave, as a place of rest that provides a sense of tranquility for visitors. Meanwhile, the repetition of elements surrounding the center reflects the principle of rhythm, which creates a harmonious and continuous visual flow. The overall visual composition demonstrates the application of the principles of unity and harmony, in which each element is interconnected to form a cohesive visual identity. Through this approach, the

logo not only functions as an aesthetic symbol but is also capable of conveying the values of openness, comfort, and harmony that characterize Villa Agave.

b. Creative Objective

The creative objective is to produce a logo that is able to communicatively represent the character of a natural and comfortable accommodation. The logo is expected to build a strong brand identity, be easily recognizable, and possess a high level of memorability.

In addition, the logo functions as a visual medium for conveying brand values, thereby creating emotional perceptions in the form of calm, warmth, and harmony.

c. Creative Strategy

The creative strategy is developed to translate the concept into visual elements that are communicative and consistent with the brand character.

i. Unique Elements

The stylization of the letters “A” and “G” produces an abstract symbol with a symmetrical composition that reflects the principles of balance, unity, harmony, and emphasis, while also representing the center of comfort.

ii. Colors

Dark green and white are selected to represent the natural, calm, and simple character that constitutes the core values of Villa Agave. Color in a logo is an important element that can influence consumer perceptions and emotions toward a brand’s visual identity (Fadiah & Satriadi, 2024). In color psychology, green is often associated with nature, balance, and tranquility, while white conveys a clean and simple impression. The combination of these two colors creates a harmonious and professional visual impression, aligning with the concept of a comfortable natural accommodation. The selection of dark green also helps establish emotional associations with a calm natural atmosphere, thereby supporting the positioning of Villa Agave as a nature-inspired accommodation. Thus, color functions not only as an aesthetic element but also as a means of visual communication that strengthens brand identity. In addition, the combination of dark green and white creates strong visual contrast, ensuring that the logo remains clear, consistent, and easily recognizable across various application media.

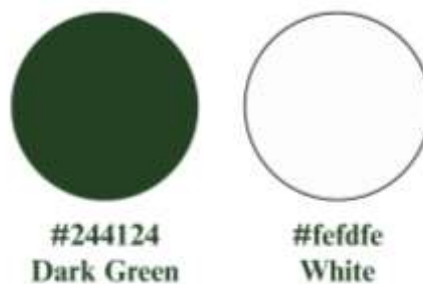


Figure 2. Colors of Logo

iii. Font

The font used is Playfair Display, which is selected to create an elegant impression while maintaining legibility and readability, as well as supporting the development of brand personality.

Palyfair Display
Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Figure 3. Font

iv. Graphic Presentation

A minimalist approach is applied to produce a design that is simple, flexible, and easily adaptable across various media, in accordance with the principles of simplicity and flexibility. Minimalist design emphasizes the use of essential visual elements so that messages can be conveyed clearly without excessive components. According to Gumber (2023), minimalism in design aims to simplify visual elements by eliminating unnecessary components, thereby resulting in a more effective, elegant, and recognizable appearance. Therefore, the application of a minimalist approach to the Villa Agave logo aims to create a visual identity that is communicative, adaptive, and aesthetically appealing.

4. Prototype Stage

The prototype stage is carried out as a process of visualizing creative concepts into actual logo designs. At this stage, the visual concepts formulated during the ideate stage are implemented into several alternative logo designs through the exploration of form, composition, color, and typography. This process aims to produce a visual identity that is able to represent the character of Villa Agave as a natural, comfortable, and professional accommodation.

The design development begins with the creation of several digital sketches based on the stylization of the letters “A” and “G” as the initials of Villa Agave. These two letters are combined and arranged symmetrically to form a flower-like symbol. This form is chosen because it is able to represent a natural atmosphere while also creating a harmonious and calming impression. The harmonious impression formed through this composition becomes an important element in building a visual experience that aligns with the character of Villa Agave. In addition, the balanced and organized form helps create a visual identity that is easily accepted by the audience while reinforcing the professional impression of the brand. The use of symmetrical composition also applies the principle of balance to create visual stability, allowing the logo to appear neat, consistent, and capable of delivering effective visual communication.



Figure 4. Sketsa

Based on the sketches that had been created, several alternative forms were explored to determine the visual composition that best suited the brand character. Each alternative featured variations in the arrangement of elements, symbol proportions, and form thickness to produce a design that was simple yet still distinctive. This exploration process was important to obtain the most

effective visual form in representing the natural, comfortable, and elegant values that define the identity of Villa Agave.



Figure 5. Digital Logo Alternatives

After the symbol form was finalized, the prototype stage continued with the application of color and typography as supporting elements of the visual identity. Dark green was selected to represent nature, tranquility, and comfort, while white conveyed a clean and simple impression. The Playfair Display typeface was used to create an elegant impression while maintaining the readability of the logo across various media. The combination of these elements formed a visual identity that was consistent with the character of Villa Agave.



Figure 6. Final Logo

After the final logo design was established, the prototype stage continued with the application of the logo across various digital promotional media to evaluate its visual consistency and flexibility of use. The implementation was carried out on Instagram branding media, photo advertisements, and video advertisements as the primary promotional media of Villa Agave in reaching audiences. This application aimed to ensure that the logo maintained good readability while preserving its visual character across different media formats.

The implementation results showed that the Villa Agave logo could be applied consistently without losing the clarity of its form, color, or designed visual identity. On Instagram media, the logo functioned as the main identity element that helped establish visual uniformity across the profile and promotional content, making the brand identity more easily recognizable to audiences. This visual uniformity is important because it can increase consumer trust and strengthen the professional image of the brand across various promotional media. Meanwhile, in photo and video advertisements, the logo also reinforced brand recognition while enhancing the visual appeal of the promotional materials presented to the audience.

The consistency of logo application across various digital media demonstrates that the visual identity of Villa Agave possesses good flexibility in supporting branding needs. According to Anugrafianto (2025), consistency of visual identity across digital media plays an important role in strengthening brand recognition, increasing audience trust, and building a professional brand image. Therefore, the consistent application of the logo across various media indicates that the Villa Agave logo functions not only as a visual symbol but also as a strategic element in building a strong, communicative, and competitive brand identity.



Figure 7. Implementation of the Villa Agave Logo on Digital Promotional Media

5. Test Stage

The evaluation of the Villa Agave logo design was conducted by involving 25 respondents from various age groups to assess the effectiveness of the logo as the visual identity of a comfortable natural accommodation. A questionnaire was distributed to identify respondents' perceptions regarding visual appeal, concept suitability, displayed impression, and the logo's ability to represent the character of Villa Agave. Based on the survey results, the majority of respondents provided positive evaluations of the designed logo.

The evaluation results showed that 100% of respondents stated that the Villa Agave logo appeared attractive at first glance, indicating that the logo design possesses strong visual appeal. In addition, 100% of respondents also considered that the logo conveyed a comfortable and calming impression, demonstrating that the visual elements used successfully built emotional perceptions aligned with the accommodation concept being promoted. In terms of visual professionalism, 100% of respondents stated that the logo appeared neat and professional, indicating that the composition of form, color, and typography was able to create a convincing visual identity.

Regarding concept suitability, 96% of respondents considered that the logo was capable of conveying a natural impression, while 92% of respondents stated that the logo colors were appropriate for the natural and comfortable character of the villa. These results indicate that the use of symmetrical flower-like forms and the selection of dark green successfully established visual associations with nature, tranquility, and comfort. This demonstrates that the visual elements applied to the logo are aligned with the brand character intended to be built by Villa Agave.

The evaluation results indicate that the visual elements applied to the logo were able to build perceptions that corresponded with the intended brand identity. The high level of respondent agreement regarding the natural, comfortable, and professional impression indicates that the combination of symmetrical forms, dark green color, and elegant typography successfully created effective visual communication. Therefore, the logo functions not only as an aesthetic element but

also as a medium of brand representation capable of building a positive image in the minds of the audience.

In addition to the quantitative data, respondents also provided positive feedback regarding the designed logo. One respondent stated that the logo conveyed a calm and elegant impression, with symmetrical flower-like forms that appeared harmonious and green colors that strengthened the natural atmosphere. This response indicates that the logo is not only visually appealing but also capable of effectively communicating the brand message to the audience.

Based on these evaluation results, the Villa Agave logo is considered capable of representing the intended brand identity, namely a natural, comfortable, and professional accommodation. The high level of respondent agreement indicates that the designed logo has fulfilled its function as a communicative and recognizable visual identity that is aligned with the character of Villa Agave as a nature-inspired accommodation.

Table 2. Respondents' Impressions and Suggestions on the Villa Agave Logo Design

Respondent	Impressions and Suggestions
Respondent 1	"This logo gives a natural and calming impression. The dark green color is highly appropriate because it represents a comfortable and refreshing natural atmosphere."
Respondent 2	"The logo form appears symmetrical and neat, creating a harmonious and comfortable impression when viewed."
Respondent 3	"The logo appears simple yet elegant and professional, making it suitable as the identity of a villa."
Respondent 4	"The logo is visually appealing because it has a unique form without being excessive, making it easy to remember."
Respondent 5	"The logo is already aligned with the character of Villa Agave because it conveys a natural, comfortable, and exclusive impression."

CONCLUSION

Based on the results of the Villa Agave logo design through the design thinking approach, it can be concluded that the designed logo has been able to represent the brand identity of Villa Agave as a natural, comfortable, and professional accommodation. Through the stages of empathize, define, ideate, prototype, and test, the design process was carried out systematically, resulting in a visual identity that aligns with the brand character and user needs.

The final logo produced is a combination of the stylized letters "A" and "G," which are symmetrically arranged to form a flower-like symbol, supported by the use of the dark green color and the Playfair Display typeface. The combination of these visual elements is able to create a harmonious, elegant, and recognizable impression, thereby strengthening the image of Villa Agave as a comfortable nature-inspired accommodation. In addition, the application of the logo across various digital promotional media demonstrates that the logo possesses good flexibility and visual consistency in supporting branding needs.

The evaluation results indicate that the majority of respondents provided positive responses toward the designed logo, both in terms of visual appeal, concept suitability, and the logo's ability to convey brand character. This demonstrates that the logo functions not only as an aesthetic element but also as an effective medium of visual communication in building brand recognition and strengthening the image of Villa Agave amid competition within the hospitality industry. Therefore, this logo design is expected to support Villa Agave in establishing a strong, consistent, and competitive visual identity.

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