ZERO TO LOGO: THE FIVE-I LOGO DESIGN PROCESS

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Abstrak

Logo diiktiraf sebagai satu bentuk komunikasi visual untuk mewakili individu, organisasi dan perusahaan dalam bentuk tanda grafik (tanda), simbol atau jata. Dalam bidang reka bentuk grafik, "Reka bentuk Logo", adalah bidang penting serta cabaran yang paling sukar untuk disempurnakan. Oleh itu, untuk merekabentuk logo, pereka memerlukan proses reka bentuk yang sistematik untuk menghasilkan logo yang berkualiti. Oleh kerana keperluan ini, proses reka bentuk logo sebagai siri langkah atau perumusan yang bersesuaian yang direka oleh pereka dalam mewujudkan reka bentuk 'logo berfungsi' telah dikaji secara meluas oleh ahli akademik dan profesional reka bentuk. Dalam makalah ini, penyelidik sangat tertarik dalam reka bentuk grafik, penyelidik juga telah mencadangkan proses reka bentuk kreatif untuk reka bentuk logo, dikenali sebagai "*Five-I Logo Design Process*". Penyelidikan ini ditulis berdasarkan pendekatan penyelidikan etnografi auto dalam membincangkan proses reka bentuk kreatif yang memberi tumpuan kepada amalan reka bentuk logo. Kertas ini ditadbir dalam tiga bahagian. (1) Semakan dan perbincangan mengenai proses reka bentuk logo (2) Cadangan "*Five-I Logo Design Process*" untuk reka bentuk dan pembangunan logo. (3) Kajian kes pelaksanaan "*Five-I Logo Design Process*". Diharapkan kertas kerja ini akan memberikan gambaran mengenai pemahaman proses reka bentuk kreatif khususnya untuk amalan reka bentuk logo.

Kata kunci: Proses reka bentuk, Reka bentuk grafik, Reka bentuk logo

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Abstract

Logo is recognized as a form of visual communication to represent an individuals, organizations and enterprises in a form of graphic mark (sign), symbol or emblem. In the field of graphic design, "Logo design", is an important area as well as most difficult challenge to perfect. Therefore, to design a logo, designers need a systematic design process to guide them to reach an effective and efficient solution. Due to this requirement, logo design process as a methodical series of steps or formulation that designers employ in creating 'functional logo' design has been widely studied by design academia and professionals. In this paper, to respond on the research scholarly interest in graphic design, the researcher has made an attempt to propose a creative design process for logo design, known as "Five-I Design Process". The research is written based on auto ethnographical research approach in discussing creative design process which is focused on logo design practice. The paper is organized in three sections. (1) Review and discussion on logo design processes (2) Propose "Five-I Logo Design Process" for logo design and development. (3) Case study on implementation of "Five-I Logo Design Process". It is hoped that this paper will provide insights into an understanding of creative design process implementation particularly for logo design practice.

Keywords*: Design process, Graphic design, Logo design*

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1.0 Introduction

1.1 Research Overview

During the past two decades, the researcher has his time spent as a design student, graphic designer, design researcher and professor teaching visual culture and communication design studies at tertiary institutions in Asia. In this paper, the researcher intended to provide his insights and summary into an understanding of logo design process by (1) Review and discuss on logo design processes (2) Propose "Five-I Logo Design Process" for logo design and development and (3) Case study on implementation of "Five-I Logo Design Process". The research is based on an autoethnography research approach. An autoethnography research was conducted to review and structure the researcher's reflective thinking, experience, and summarize his experience in implementing Five-I Logo Design Process for logo design practices.

1.2 Research methodology - Autoethnographical approach

According to a well-known autoethnographer, Carolyn Ellis (2004), "Autoethnography" is a way of self-reflection and writing that investigate the researcher's personal experience and connects this autobiographical account to wider cultural, political, and social meanings and understandings. Maréchal (2010) described that; autoethnography is a form or method of research that involves self-observation and reflexive investigation in the context of ethnographic field work and writing. To explicit the "Five-I Logo Design Process" process, the researcher will conduct an autoethnography research to engage oneself into a self-reflective study and translated the outcome into a form a descriptive writing. The researcher will elicit his own experience in understanding the "Five-I Logo Design Process", and analyses the experience in relation to the context of graphic design practices. Carolyn Ellis (1999) stated that, autoethnography is the best suited for sociological introspection and emotional recall to understand a life experience and write it as a story. The researcher will treat himself as an on-going site of study logo design process. An autoethnograpical way of report writing will be produced to realize the research objectives. Self-reflective and introspective recall will be recorded in written format.

1.3 Research objectives

To fulfill the research objectives, the following three topics will be discussed:
1. Review and discuss on logo design processes
2. Propose "Five-I Logo Design Process" for logo design and development
3. Case study on implementation of "Five-I Logo Design Process".

2.0 Review and discuss on logo design processes

In general, logo design process is regarded by design professionals as the methodical series of steps that designers employ in creating functional logo design or lifecycle flow in guiding designers to develop their creative outputs. For designers, establishing a design process is much more than just structuring a plan and adhering to their due dates. It is in fact a planning for working process which is a quintessential practice for design projects. Therefore, regardless their social and cultural context a designer come from, a structural and systematic design process is an essential framework to realize the creative solutions. In fact, most logo design processes share a common similarity, this includes, but not limited to: defining a problem, identifying opportunities, determining requirements, ideate solutions, developing design and prototype, and rectifying problems and limitations. In short, the logo design process is a series of steps that designers follow to come up with a solution to a problem.

The distinctions between various logo design processes mostly reflected the nature of different design practices. For example, according to Brian Hoff (2011) "the strategies behind designing a successful and memorable logo involves a process which progresses through various stages of listening, research, development, feedback and changes". He summarized process of designing a logo into 11 steps. (1) Defining the problem and understanding the goal. (2) Research. (3) Inspiration. (4) Sketching and mind mapping. (5) Digital implementation and client feedback. (6) More digital implementation. (7) Client feedback. (8) Color and typefaces. (9) Client feedback. (10) Final revisions. (11) Delivering the files. Based on Brian Hoff's summary, the whole design process demonstrated and indicated the significance level of client involvement. The 11 steps of the logo design process are indeed a structural logo design and development under design business context.

The similar methodical series of steps for logo design is shortened or simplified by different designers in their professional practice. For example, designer from New York, Jacob Cass (2012) proposed a formula known as "The Logo Design Process". He structured the process in 7 steps which (1) Understand the Design Brief. (2) Research. (3) Reference. (4) Sketching & Conceptualizing. (5) Reflection. (6) Positioning. (7) Presentation. Martin Christie (2013) a designer from London summarized the logo design process into 5 steps. His proposal of "How to Design a Logo: A Five-Step" is a process constitute of 5 steps which are (1) Understand design brief. (2) Research. (3) Build the design concepts. (4) Feedback and review. (5) Presentation. As listed, there has been numerous creative logo design process proposed by design academia and professionals.

According to the logo design process proposed by these three designers, no matter the design process consisted by five, seven of eleven steps. When a designer creating a logo design, it is extremely important to understand what the main purpose of the project. Understanding the goal of the project is the most significance. Defining project goals and objectives is the primary step in logo design practice, follow by extensive research and reference search, and then only proceed to ideate stage and design development. Client feedback is an essential practice, as the designer required to obtain further inputs for improving their creative solution. The final stage of process is the project completion and concluded the design process. By and large, the logo design process served as a plan to ensure the strategic creative process for logo design and development. An experienced logo designer knows that creating an excellent logo requires an equally great design process to ensure that the outcome is an effective and efficient solution. There are no shortcuts to achieve an outstanding logo design. If a designer did not put in the hard-work at each step of the design process, there is not possible to reach the most optimal results.

In fact, besides placing the logo design process centred on design business context, which is based on problem and demand-centred. Logo designs process can be centered on diverse creative direction, such as idea-centred for generating a logo design for design competition. However, before a designer start his/her project, obtained a clear understanding of the project brief set a "milestone" to indicate his/her results. Under the framework of logo design process, designers provide a creative solution for their challenges in a series of methodical steps that they used as guidance for problems solving.

The "Five-I Logo Design Process" as one of the methodical steps was summarized by the researcher based on previously existing concepts in logo design process and his experience in graphic design profession. The "Five-I Logo Design Process" is a creative process that designed for logo design and development. It is a structured methodical step for a formal design process based on contemporary design industry model.

3.0 "Five-I Logo Design Process" for logo design and development

Though each designer will have his /her own design process, the researcher would like to discuss a process that he has worked for logo design and development. The researcher broken down the logo design process into five steps which known as "Five-I Logo Design process". These methodical steps for logo design will serve as an effective pathway from initial brief to final completion of the project. The Five-I Logo Design Process was created not only for generate creative solutions; it is also for the designer to follow a judicious logo design process so that he is able to complete the project efficiently and effectively.

3.1 Five-I Logo Design Process

The "Five-I Logo Design process" Figure 1 is a linear sequence of stages that has a start and an end point. It was designed particularly for a design activities centered on logo design and development.

Figure 1: Five-I Logo Design Process

(Source : Shaw Hong SER, 2016)

The process constitutes five stages: (1) Identify, (2) Ideate, (3) Imagine, (4) Improve, and (5) Implementation.

1. Step One – Identify
   Design is a problem solving activity that requires the precise definition of the problem or challenges at the start. In stage one; first step to start the project is (i) Analyze the project brief in order to have a precise understanding of the task. (ii) Identify the purpose of the project; understand project or client's needs, and understand audiences or target users. (iii) Identify key requirements and criteria of the project, and (iv) Identify design constraints and limitation, project duration, budget and etc. Obtaining the right amount of details and having a clear understanding

of a project's challenges and goals from the beginning is the most important factor when starting a design project. It is the primary step required a high level of insight in ensuring the efficiently and effectively of the design solutions.

2. Step Two – Ideate

In stage two, the designer will involve in research activity to generate a deeper understanding and analysis of the problem given. Research activities will include (i) Research existing design solutions. (ii) Share and critique design for ideas existing design solutions (iii) Explore design direction and solutions, and (iv) Develop ideas, establish potential themes, and consider through the steps needed for realizing the solutions. The designer will have idea moving in the possible direction and get down as many ideas as possible. These steps support in the overall look and message the final logo design conveys. To expand upon ideas and keywords, mind mapping is one of the effective channels to help in exploring and growing designer's solution. Idea sketches are highly effective way at this stage to ideate design solutions.

3. Step Three – Imagine

In stage three, upon the completion of research activities, the designer will start provide solutions. Visualization of the ideas develops from sketches take form in digital graphic. As ideas and conceptual sketches starting to come alive and take form, digital implementation will then be created. (i) Conceptual exploration and development for the solutions (design) will be generated. (ii) Analyze the conceptual and design ideas and explore possibilities for solutions. (iii) Design solution implementation – embodiment of design solution, from sketches, thumbnails, draft to (iv) Produce the design. Developing the logo design concept and translate the idea into visual representation is where creativity comes into play. Designer at this stage play around with font variation and color combination to explore for the best solutions.

4. Step Four – Improve

In stage four, once the design solution was created, the solution will be presented to client and target users for feedback. (i) Explain and discuss the design solution with the client. (ii) Place the design into the intended environment; display and testing of the design for target users. (iii) Identify critical successes and errors of the prototype. (iv) Based on the feedback, modified the prototype and finalize the design. In the case with the absent of clients, such as the logo design for competition, the designer will have to conduct this exercise through self- reflective analysis to evaluate his/her design. Another approach is discussed his/her design with others designers to seek for seconds opinions on the solutions.

5. Step Five – Implementation

In final stage, before the project completion, (i) Evaluate the final design output, and ensured its effectiveness with clients (ii) Designer conduct a final review on his/her design solutions (iii) Organize the final documentation. (iv) Deliver the design and complete the project.

As mentioned above, Five-I Logo Design Process is a linear sequence of stages that has a start and an end point. It is a framework for conducting design activities centered on logo design and development. Each stage has its own challenges and constraints. Therefore, to ensure the design solution answering the problems effectively, the designer needs a critical review in each of the step. It is very common that, the designer go back and forth between two linked steps in order to maximize the creative solution. In short, the iteration during the process is indeed to ensure the solution's efficiency and effectiveness.

In fact, when received a project brief, every designer interprets the solutions in their own way. Therefore, 100 different designers will present 100 different design solutions. Though there is endlessly conjecture on what constituted of a good or bad logo design process, one must remember that design is a problem solving practice. The ultimate goal for the designer is to create an efficiently and effectively logo. The researcher proposal of the "Five-I Logo Design process" is intended to serve as one of the logo design process framework for supporting design student and young designer in graphic design profession in dealing with such challenge.

4.0 The implementation of "Five-I Logo Design Process"

In this section, the implementation of "Five-I logo design process" will be explained. The New Zealand and Thailand logo design competition was selected as the case study to describe the process in implementing "Five-I logo design process".

As part of celebrations to mark the 60th anniversary of bilateral relations between Thailand and New Zealand, a logo design competition under the theme of "New Zealand-Thailand, Looking to the Future" was launched (New Zealand Foreign Affairs and Trade, 2016). The competition was organized the New Zealand Embassy in Bangkok and the Thai Ministry of Foreign Affairs. The winning design will also be used as the official logo of the 60th anniversary for all activities and materials organised by the New Zealand Embassy and Ministry of Foreign Affairs to mark the occasion.

In respond to this competition, the researcher (also as the designer) employed the "Five-I logo design process" to structure his design solution. The project was conducted under the period of one month, from January 29 to February 29 in 2016.

4.1 Project Procedure

The logo design project was divided into five stages within a period of one month under the framework of 'Five-I Logo Design process" Table 1.

Table 1: The logo design schedule based on Five-I Logo Design process

(Source : ShawHongSER, 2016)

The logo design schedule based on Five-I Logo Design process				
Step 1	Step 2	Step 3	Step 4	Step 5
Identify	Ideate	Imagine	Improve	Implement

4.2 Step One: Identify

To start the project, there is a need to have a clear understanding of the objective and requirement of the competition from the design brief. As the objective of the competition is to seek for a judicious logo design that can be used as the official logo for the New Zealand-Thailand 60th anniversary of diplomatic relations, the logo design must be able to convey the key message of the 60 years affirmative friendship between two respective countries. Under the theme of "New Zealand-Thailand: Looking to the Future," The logo design must demonstrated a solution incorporating New Zealand and Thailand distinctive cultural features in some way, and must be clearly identifiable as a logo for celebrating 60 years of friendship. Therefore, the design should include the number "60" as the key element. The biggest challenge was selected an appropriate design elements which able to represent the 60 years affirmative friendship between two counties at a government, business, cultural and people-to-people level. Moreover, the design should visualize these messages in contemporary design aesthetic.

At this stage, the researcher analyzed the design brief and written selected key words as his guideline in to proceed to following step. The first step is the most significant moment, if the design brief did not be understood clearly, the whole design solutions will headed to no direction.

4.3 Step Two: Ideate

In stage 2, researcher conducted a research to collect information focus on logo and graphic design related to three key words summarized at stage 1. The research activities are data collection and analysis process in helping the designer to explore possible creative solutions and avoid or minimize "design plagiarism". The three key words summarized from stage 1 are '60th anniversary', 'New Zealand design pattern' and 'Thailand design pattern'.

The research activities involved library and on-line research focus on studying logo and graphic design based on three key words listed above. Result is listed as follow Table :

Table 2: : Logo design on-line research based on 60th Anniversary as key word

(Source: Google images, 2016)

Logo design based on 60th Anniversary as key word

Logo design based on "60th Anniversary" as key word mostly emphases on the number 60 as the centre element in the logo structure. These design solutions demonstrated a creative interpretation and translation of number 60 into graphic elements that communicate the key message of the selected event or celebration. Variety of colors selection approaches, from warm colors to cold colors scheme, it is depended on the theme and nature of the organizations or events.

Table 3: Graphic and logo design on-line research based on New Zealand design pattern key word

(Source: Google images, 2016)

Graphic and logo design based on "New Zealand design pattern" as key word can be summarized into three representations, (i) Fern leaf, (ii) Kiwi, (iii) Maori (Table 3) cultural pattern. These designs provided idea for the designer to study the graphical approaches of translating New Zealand natural and cultural features into design elements. Based on the review of these design, the designer obtained ideas of visual-design representation in interpreting New Zealand's cultural features.

Graphic and logo design based on "Thailand design pattern" as key word can be summarized into three representations (Table 4), (i) Thai traditional motif design, (ii) Thai Khon Mask, (iii) Thai letters and numbers. These designs provided idea for the designer to study the graphical approaches of translating Thailand natural and cultural features into design elements. Based on the review of these design, the designer obtained ideas of visual-design representation in interpreting Thailand's cultural features.

Table 4: Graphic and logo design on-line research based on Thailand design pattern as key word

(Source: Google images, 2016)

Graphic and logo design based on Thailand design pattern as key word

Based on the information collected, the designer is able to explore the possible themes and design direction for the logo design. To achieve this mission, the designer proceeds to brainstorming sessions for exploring possible ideas. The brainstorming section could be divided in to two sessions. (i) On possibilities of logo design concept. (ii) Analyses on proposed logo design's form and structure.

On possibilities of logo design concept - based on selected key words and the result of the visual research, several design concepts were generated. Design concepts focus on "True Friendship", "Excellent Collaboration" and "Mutual Trust" was the top three design concepts for consideration. Finally a design concept of "True Friendship" was selected to serve as key message for the logo design conceptualization in echoing the theme of "New Zealand-Thailand: Looking to the Future," The following challenge will be the visualization of the key word into logo design.

Analyses on proposed logo design's form and structure - prior any creative solution proposal, the designer need to ensure the proposed design solution are cenceptually and visually answering the design brief. To realize this mission, the "Five Principles of Effective Logo Design" summerized by Jacob Cass (2009) will be used as a guide line for the logo design's development. The "Five Principles of Effective Logo Design" constituted of five principles (1) Simple, (2) Memorable, (3) Timeless, (4) Versatile, and (5) Appropriate. These principles have been wide practice by design professionals as a guide-line for outstanding logo designs. For this project, Jacob Cass's effective logo design principles will be engaged as the principle guide-line for logo design's form and structure.
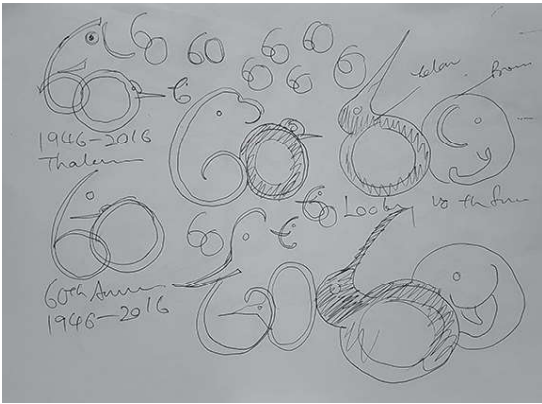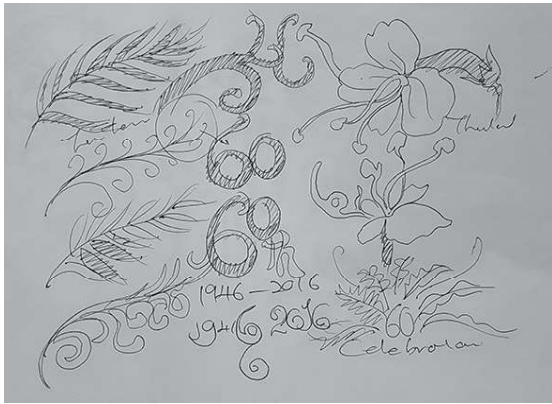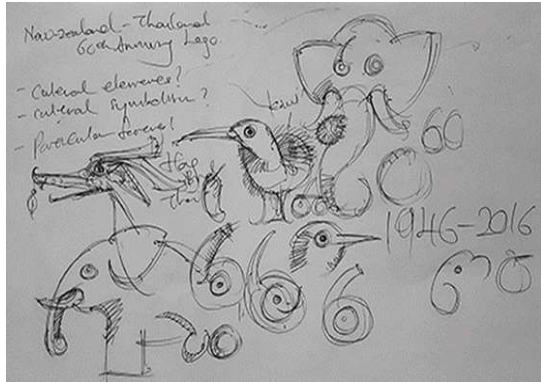
4.4 Step Three: Imagine

In stage 3, the design process geared toward the design direction based on the key word of "True friendship". Visualization of the ideas developments from sketches is listed as follow Table 5:

Table 5: Sketches for ideas and design development

(Source : ShawHongSER, 2016)

Sketches for ideas and design development	
Idea sketches based on key word "True Friendship". The combination of kiwi and elephant to form number '60'.	Idea sketches based on key word "True Friendship". The combination of fern leaf and golden shower tree (*Cassia fistula*) to form number '60'.
Idea sketches based on key word "True Friendship". The combination of Khon mask (Thailand) and Maori face tattoo design New Zealand).	Idea sketches based on key word "True Friendship". The combination of kiwi and elephant to form number '60'.

Centre-on the concept of "True friendship", the designer explore on the possibilities to combine prominent natural and cultural elements of both countries to realize the concept embodiment. Natural and cultural elements such as elephant, Khon mask, Hong bird, Thai numbers and Ratchaphruek (Golden shower tree) were selected to represent Thailand. For New Zealand, Kiwi, fern leaf, Maori traditional patterns and mask were selected as distinctive design elements.

After exploring design possibilities to combine these cultural features and elements in sketches, the final sketches take form and logo design will be created in vector graphic. Designs generated by computer graphic are mainly divided into three design solutions listed as follow:

(i) Design based on the combination of two distinctive natural and cultural elements from both countries (Elephant for Thailand and Kiwi for New Zealand)
(ii) Design based on the combination of two distinctive natural and cultural elements from both countries (Khon mask for Thailand and Maori face tattoo for New Zealand)
(iii) Design based on the combination of two distinctive natural and cultural elements from both countries (Golden shower tree for Thailand and fern leaf for New Zealand)

Table 6: Logo design based on the combination of two distinctive natural and cultural elements from both countries

(Source : ShawHongSER, 2016)

Logo design based on the combination of two distinctive natural and cultural elements from both countries

(i) Design based on the combination of elephant for Thailand and kiwi bird for New Zealand

(ii) Design based on the combination of Khon mask for Thailand and Maori face tattoo for New Zealand

(iii) Design based on the combination of golden shower tree for Thailand and fern leaf for New Zealand

As listed above, logo design was created base on the concept of combining two distinctive natural and cultural features and elements from both countries, three design directions were selected to communication the key concept of "True friendship". As this project is a logo design competition, no client involvement at the stage of design development. Therefore, the designer will have to conduct a self-reflective and review exercise.

To ensure the effectiveness of the design solutions, the designer revisited the design brief and reviewed selected key words before lock-on to particular design solutions. At this stage, the designer needs a time of reflection, giving him a chance to return to the project with a fresh perspective.

4.5   Step Four – Improve

Based on design solutions generated at stage four, the designer needs to identify critical successes and errors of each proposed solutions. Before finalized the logo design, modification on form and structure, experiment on color variations and typefaces are necessary. It is very important to ensure the most important message has been selected and assembled in the design solutions. The result of the design adjustment and improvement is listed as Table 7:
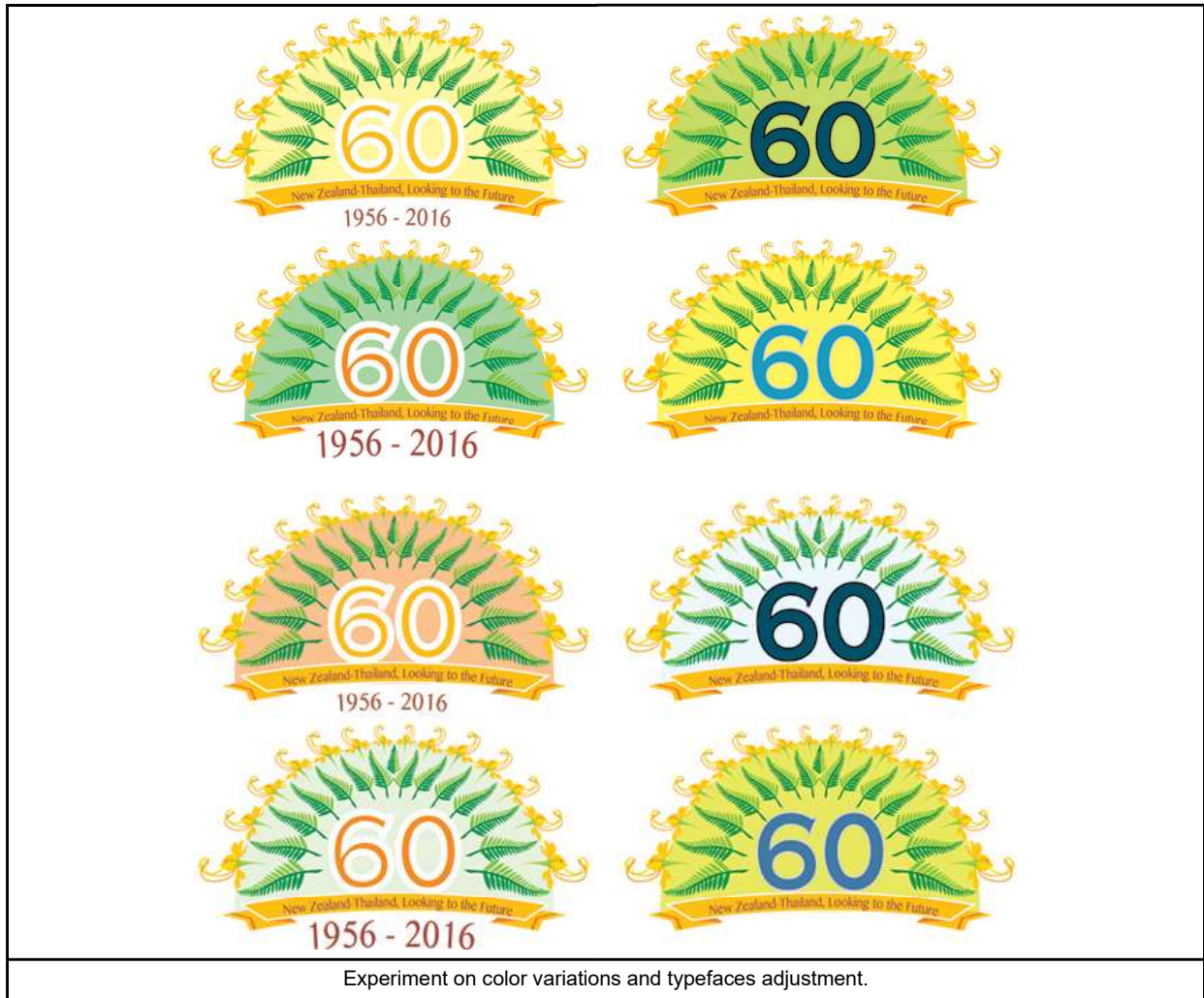
Table 7: Logo design and development

(Source : ShawHongSER, 2016)

Logo design and development
Experiment on color variations and typefaces adjustment.
Experiment on color variations and typefaces adjustment.

Experiment on color variations and typefaces adjustment.

4.6 Step Five – Implementation

After the improvement process, five designs were selected as design solutions for the project (Table 8).

Table 8: Five final designs from each design solution

(Source : ShawHongSER, 2016)

Five final designs from each design solution	
1	• Design concept: A true friendship between two countries. • Form: Design number six in the form of kiwi and number zero in the form of elephant. Place two numbers in juxtaposition position to represent mutual understanding, strong connection and support between two countries. • Color: Brown to symbolize loyalty, trustworthy, structure and stability.
2	• Design concept: A true friendship between two countries. • Form: Design number six in the form of elephant and number zero in the form of kiwi. Place two numbers in juxtaposition to represent mutual understanding, strong connection and support between two countries. • Color: Yellow and orange represent great passion, happiness and celebration of the 60th anniversary between two countries.

Table 8: Five final designs from each design solution. (Continued)

(Source : ShawHongSER, 2016)

3		• Design concept: A true friendship between two countries. • Form: Design number six in the form of elephant and number zero in the form of kiwi. Blended two elements together to represent mutual support between two countries. • Color: Yellow to represent a great celebration of the 60th anniversary between two countries.
4		• Design concept: A true friendship between two countries. • Form: A design combined Khon mask and Maori face tattoo. The design emphases on the collaboration and unity between two countries. • Color: Yellow and orange represent great passion, happiness and celebration of the 60th anniversary between two countries.
5		• Design concept: A true friendship between two countries. • Form: A design formed by fern leaves and flower of golden shower tree. The design emphases on the grand celebration of the true friendship. • Color: Yellow and orange represent great passion, happiness and celebration of the 60th anniversary. Green represents peace and stable development of two countries.

Five designs solutions were reviewed by the designer before the making the final selection. Based on Jacob Cass (2009), "Five Principles of Effective Logo Design". Design number 5 was considered structually too complicated, and not strongly communicate the key message. The overall visual sensibitity did not reflected strong impression and association on New Zealand and Thailand. Therefore, it was considered not a functional solutions. Design number 4 is emphses on collaboration and unity of both countries, the combination of Khon mask and Maori face tattoo was an interesting approach. However, the expression of the graphic might open to too diverse interpretation. There is also a possibity to have negetive interpratation, as the facial-graphic may arroused uncomfortable feeling to certain groups of audience. Thefore, it was considered not as an appropiate design solution. Design quality of design number 1, 2 and 3 are relatively similar, three designs communicate clear message on true friendship. Visual representation is simple and straight-forward. Compared to design number 4 and 5, these three designs are definitely better design solutions.

As each participant is allowed to submit four entries, three designs were selected to join the competition (Table 9).

Table 9: Three final designs for competition submission

(Source : ShawHongSER, 2016)

Fortunately the design number two was selected by the competition judging panel as one of the finalists design. Feedbacks and suggestions were also provided for the designer to have last modification before the final announcement of the competition winner. Based on the inputs from the judging panel, the logo was modified as follow:

Table 10: Final modification of the logo design

(Source : ShawHongSER, 2016)

Final modification of the logo design	
	Modification on: • Form: Replaced the arrangement of wording from "New Zealand-Thailand, looking to the future" to a shorten caption design, "60th Anniversary, New Zealand-Thailand". Removed "1956 -2016" and focused on "60th Anniversary". • Color: Deep yellow represent the Royal Kingdom of Thailand and Black represent New Zealand.

Once the final design modification was completed, the design was re-submitted for the final selection. Arrived at this stage, it marked the completion of "The Five-I logo design process" implementation.

On 29th March 2106, the logo design was selected as the winner for the completion. The organizers launched the logo as the official logo for the New Zealand-Thailand 60th anniversary of diplomatic relations. The organizer announced the selection of design number 2 as the winner as "the logo really stood out with its imaginative and modern use of the national cultural symbols to represent the 60th anniversary of diplomatic relationship" (Table 11).

Table 11: Official logo of New Zealand-Thailand 60th anniversary of diplomatic relations

(Source : ShawHongSER, 2016)

Official logo of New Zealand-Thailand 60th anniversary of diplomatic relations	
Images retrieved from New Zealand Embassy - Bangkok, Thailand Facebook © 2016	Images retrieved from New Zealand Embassy - Bangkok, Thailand Facebook © 2016
	Images retrieved from New Zealand Embassy - Bangkok, Thailand Facebook © 2016

5.0 Conclusion

Designer is a problem-solver. She generates efficient and effective creative solutions to overcome challenges within the given limitation. In the field of graphic design, logo design is indeed one of the most challenges areas to prefect. The researchers proposal for the "Five-I Logo Design process" is intended to serve as a reference for design students and young designers. Hopefully, the "Five-I Logo Design process" framework is able to provide useful reference for their logo design project.

In fact, when received a project brief, every designer interprets the solutions in their own way. Therefore, 100 different designers will present 100 different design solutions. Though there is endlessly conjecture on what constituted a good or bad logo design process, one must remember that design is a problem solving practice. The ultimate goal for the designer is to create an efficient and effective logo for overcome his/her challenge. Essentially the "Five-I Logo Design Process" is a problem-solving process. It is a guideline to approach problems in a systematic manner. The researcher generally follows this process in developing his creative ideas and formulating a solution. In "Five-I Logo Design Process" implementation, each step solves certain challenges, and suggests issues to be dealt with in the next step. Making progress in a series is the most important stage of the design process. The ability to analyse, experiment, and value to learn from mistakes is the core value of the "Five-I Logo Design Process".

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