

Brand Color Identity Review of Transportation Apps in Indonesia

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Abstract

The identity of a brand is known to be represented through color. It is known as brand color identity. Brand color identity makes it easier for consumers to identify the differences in each brand product. So, color plays a role in the consumer brand awareness process. The color as brand identity is also used by transportation applications in Indonesia. They use color as their brand color identity. Thus, this research was conducted to review the brand color identity of the top transportation apps in Indonesia. Aspects of the review include an explanation of the color mode used, the hue size, value, and chroma color used. In addition, the review was also carried out to explain the psychology of the colors behind the colors used.

Keywords

brand color identity;
 transportation apps;
 Indonesia



I. Introduction

A brand is an entity that must be owned by a product. A brand can be understood as "a name, terms, sign, symbol, design, or combination thereof" that is used as a distinguishing identity with competitors (Guse, 2011)(AMA, 2010). In other words, brand is an identity for a product. In this perspective the term used is brand identity. Brand identity is an identity for a brand (Wheeler, 2009). This identity can be constructed using a variety of aspects. One of that is the color aspect (Budelmann et al., 2010).

On commercial issues, color is often used as a brand identity (Riley, 1995). This is done to make it easier for consumers to identify brand differences. Because color has a role as an emotional quality for a brand (Budelmann et al., 2010). So from the identification process consumers have knowledge about the brand or it can be called brand awareness.

Research on the interaction between colors and their own brands has been carried out before. Bottomley and Doyle conducted experiments to explore how color can create brand meaning. The results of the study revealed that consumers know the position of a brand from the colors used by the brand (Bottomley & Doyle, 2006).

Other research related to color and brand is conducted by Kauppinen-Räsänen. This research was conducted through a survey to review the function of color in packaging and interrelationships. The results of this study reveal that color is able to capture the attention of consumers and provide a perceptual effect as a point of purchase (Kauppinen-Räsänen, 2014).

Based on research that has been done previously, it was found that color has an important role in a brand. And color as a brand identity is also used in digital marketing media in Indonesia. One of these digital marketing media is an online transportation application that is currently widely used by the people of Indonesia.

The existence of technology in the field of transportation greatly facilitates human mobility in carrying out its various activities. Transportation technology until now continues to develop in terms of effectiveness and efficiency in accordance with human

needs. In Indonesia, the development of transportation technology is strongly influenced by geographical conditions and outside cultural influences. The geographical condition of Indonesia with an archipelagic country with many mountains presents its own challenges for the development of transportation technology. So that the Indonesian people must adapt transportation technology to geographical conditions so that the technology becomes appropriate. The influence of *lura* culture also accelerates the development of transportation technology in Indonesia. One of them is the invention of transport applications.

Transportation applications in Indonesia also use color as their brand color identity. The color used as their user interface is a color that matches the logo used. Thus, this study was conducted to review the brand color identity used in transportation applications in Indonesia. Aspects of the review include the color model, hue size, value, and color chroma used. In addition, this study also used color psychology behind the use of these colors.

The purpose of this study is to provide data related to color models as well as hue, value, and color chroma sizes used by several transportation applications in Indonesia. This study also reviewed the perceptions produced by brand color identity which was used based on the color psychology approach. So that this research can be a material for expanding the study of color relations as brand identity. At the same time reviewing the psychological perceptions resulting from color in influencing consumers.

II. Research Methods

This research uses qualitative descriptive methods in its elaboration. The objects of the study reviewed are three transportation applications commonly used by the people of Indonesia. The transportation applications are Gojek and Grab. Data collection is carried out through literature reviews from various related journals and books. Data analysis in this study was carried out inductively.

In the process, each of these transportation applications will be reviewed for brand color identities based on the dominant color used in the application. Each of these brand color identities is then explained the color model used, the size of the hue, value, and chrome used. After that, the brand color identity is reviewed from the aspects of color psychology which is used to get an explanation of its perception in the eyes of consumers.

III. Results and Discussion

3.1 Popular Transportation Apps in Indonesia

Major cities in Southeast Asia are famous for their density and congestion of motor vehicles. Therefore, '*ojek*' or *motorcycle taxis* that use motorcycles have been commonly used since the past until now. In Indonesia, Thailand, the Philippines, and Vietnam, *ojek* will generally wait for their customers on the side of the road, negotiate prices, then piggyback on customers behind motorcycles and take customers to their destination. *ojek* have become an important means of transportation for locals and have been ingrained in their minds and use them in their daily lives. In big cities in Indonesia, especially with high levels of congestion and transportation density, *ojek* are a transportation solution that can save time and costs.

Over time, technological developments have also penetrated the field of transportation and gave birth to online transportation as it is today. Online transportation in

Indonesia is currently increasing in number. In Indonesia, one of the originators of online transportation is Gojek. Gojek was the first online *ojek* application on smartphones before finally emerging other transportation applications as they are today. The presence of this online transportation has now changed the way customers use *ojek* services. Currently, you only need to download the application, then order a vehicle quickly and easily through the application on the smartphone. The costs incurred are relatively more measurable and cheaper. In addition, customers feel the practicality of using online *ojek* services through this transportation app. Even this online transportation has now penetrated its services into various aspects. Not only to deliver customers, but now it can also provide services in the form of buying food products, as well as products sold in supermarkets, or shops to be delivered to customers.

Based on data released by APJII or Indonesian Internet Service Providers Association, for the 2019-second quarter of 2020, it was recorded that the most frequently used transportation applications by the public were Gojek and Grab. Grab took first place with a total of 21.3% of respondents' choices. Meanwhile, Gojek occupies the second position with a total of 19.4% of respondents' choices. This survey was conducted by APJII through questionnaires and interviews of 7,000 samples with a margin of error rate of 1.27%, which was conducted on June 2-25, 2020 (Bayu, 2020).

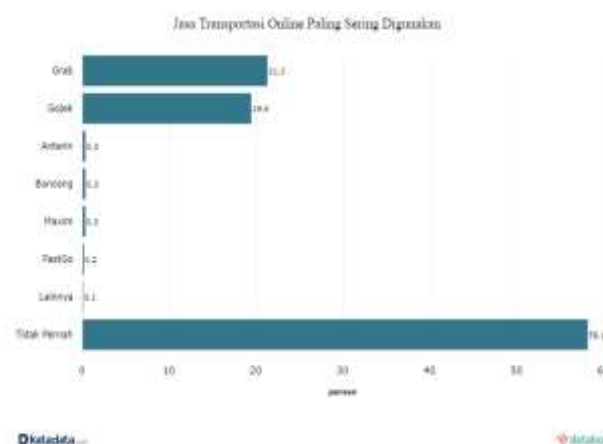


Figure 1. The results of a survey of popular online transportation services in Indonesia

3.2 Color Model

The color model is a calculation model used to ensure that colors can be perceived by human senses. A color model is an additive color model where red, green, and blue colors are combined into one varied proportion to finally produce a color that can be seen by the eye. The RGB color model is based on the science of the human eye that understands light and translates it into waves in the brain. RGB color models are generally displayed in media through screens such as TVs, videos, game consoles, digital cameras, and other types of light-based display devices. The color model itself means the process of creating more colors through primary colors, namely red, green, and blue. Primary colors are divided into two models, namely additive and subtractive colors. Red, green, and blue are additive colors that display colors using the 'light model'.

In contrast, subtractive color models display colors by using printing ink. Additive or red, green, and blue color models are the most commonly used in displaying images through electronic devices. To create a different color arrangement of primary colors (red, green, and blue) must be superimposed in different intensities according to the dosage. The

intensity of each primary color ranges from 0-255 and is able to produce approximately 16,777,216 colors.

The opponents of red, green, and blue are cyan, yellow, and magenta. Cyan, magenta, and yellow are often used in the printing world. Cyan, magenta, and yellow for printing is through the representation of white on the screen and print. In the screen, a red, green, and blue color model with mixed color variants will display the desired color. While in printing, the combination of cyan, magenta, yellow, and black colors with mixed color variants will produce print colors. To achieve white, the RGB color model must reach a maximum number of 255 for each color. Meanwhile, for each red, green, and blue color to achieve the opposite cyan, magenta, yellow, and black colors will reach zero. The zero point of each color cyan, magenta, yellow, and black will make it easy for print colors where no color needs to be removed to print it. Unlike red, green, and blue which require maximum colors from red, green, and blue (Wiranata, 2019).

The color model itself is divided into 3 categories based on the processing application (Ibraheem et al., 2012)(Plataniotis & Venetsanopoulos, 2000).

TABLE I
COLOR MODEL BASED IMAGE PROCESSING APPLICATION

Oriented	Processing
Device-oriented	The color model is generated through a signal from the device, then the resulting color affects the tool used to display.
User-oriented	Processing occurs between the user and the device distributes color information.
Device-independent	The color model is not affected by the processing process and device settings.

In device-oriented color models, the color used is the additive color system. Additive color systems consist of red, green, and blue, so they are often shortened to RGB.

The RGB color model displays colors by combining lights. The working principle of RGB is based on the eye's ability to capture color perception over the combination of red, green, and blue light as the primary color in the RGB system (Sanyoto, 2009).

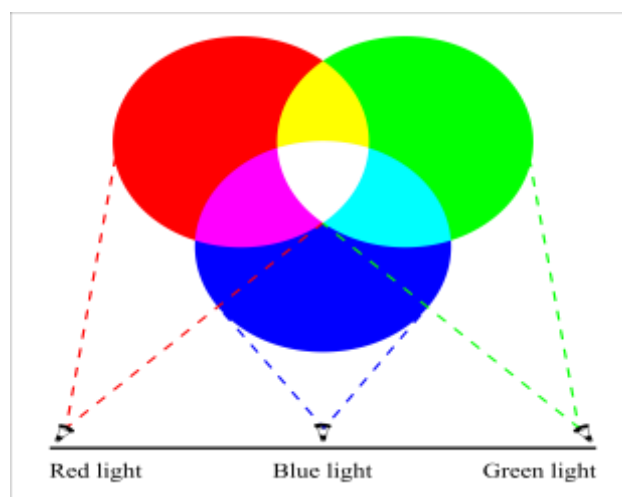


Figure 2. The process of mixing light into colors that can be perceived by the eye




Primary light	The Results of Primary Light Mixing	The Results of Secondary Light Mixing
 Red	 Magenta	 White
 Green	 Yellow	
 Blue	 Cyan	

Figure 3. *The results of mixing light into colors.*

In addition to color models, colors also have color dimensions. There are three dimensions of color that have a huge influence on eye perception, namely hue, value, and chroma. Hue is reality/hue/shade of color. Value is the tonality of a color or dimension about the light-dark of a color. Chroma is a color intensity dimension about bright-dim colors, also called brightness. The intensity of this color is due to the presence of saturation (Sanyoto, 2009)(Tran, 2021).

TABLE II

COLORS DIMENSION

Colors	Dimension
	Hue is the colors of visual spectrum.
	Chroma is the purity of hue.
	Value is the light or dark a hue.

3.3 Brand Color Identity of Transportation Apps in Indonesia

The first transportation application is the Gojek apps. This application was released in Indonesia in 2010 (Gojek, 2021). Gojek apps uses green as the brand color identity. The green color is applied to the logo as well as the user interface of the Gojek application. There are two shades of green used. In the logo, the green color model used has an RGB value of R:0 G:136 B:12. While in the user interface of the green model application used has an RGB value of R: 37 G: 168 B: 36. The hue value of the green color in the application user interface is darker than in the logo.

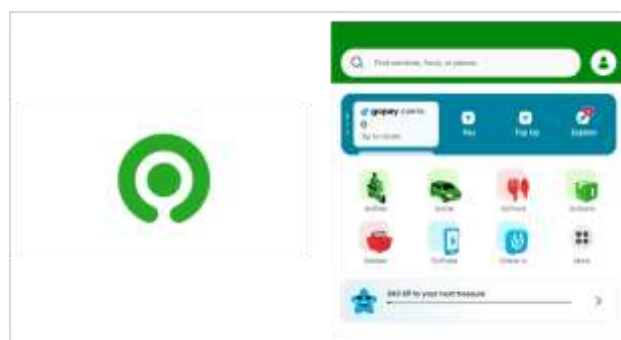


Figure 4. *Gojek app logo and user interface.*

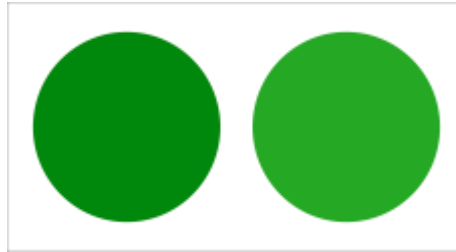


Figure 5. Green color on the logo (left) and user interface of the Gojek application (right).

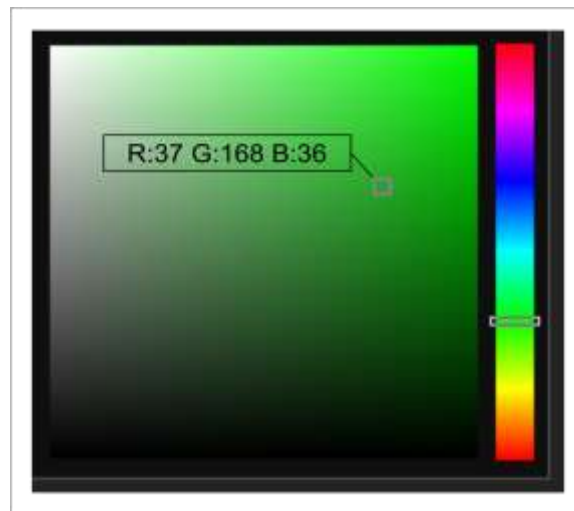


Figure 6. Hue, value, and chroma values in green on the Gojek logo.

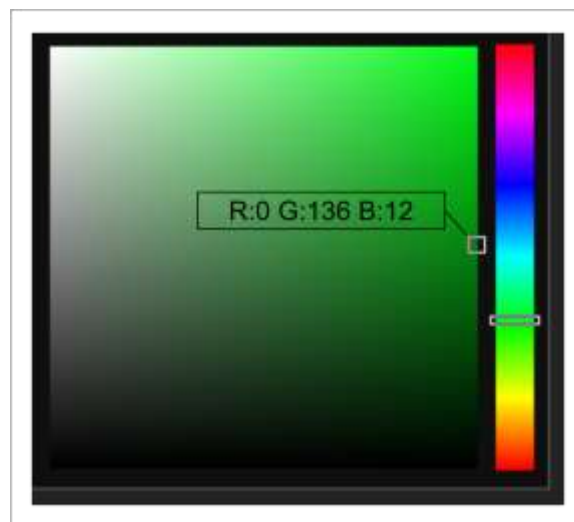


Figure 7. Hue, value, and chroma values in green on the Gojek application user interface.

The second transportation application is Grab. Grab was founded in Malaysia and started in Indonesia in 2012 (Grab, 2021). This application also uses green as a brand color identity. The green color is used both in the logo and the grab application user interface. In the logo of the model the color used has a value of R: 1 G: 182 B: 79. While in the user interface the color model used has a value of R: 51 G: 192 B: 114. The green dimensions on the Grab user interface are lighter than on the logo.

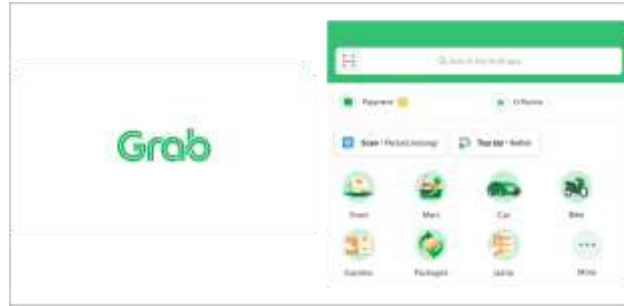


Figure 8. Grab logo and user interface.



Figure 9. Green color on the logo (left) and application user interface (right) Grab.

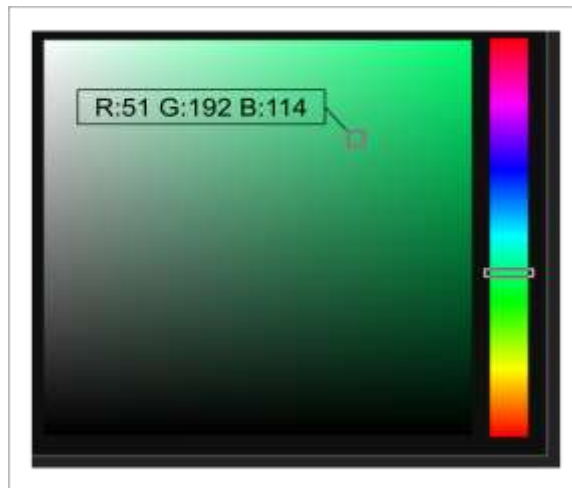


Figure 10. Hue, value, and green chroma values on the Grab logo.

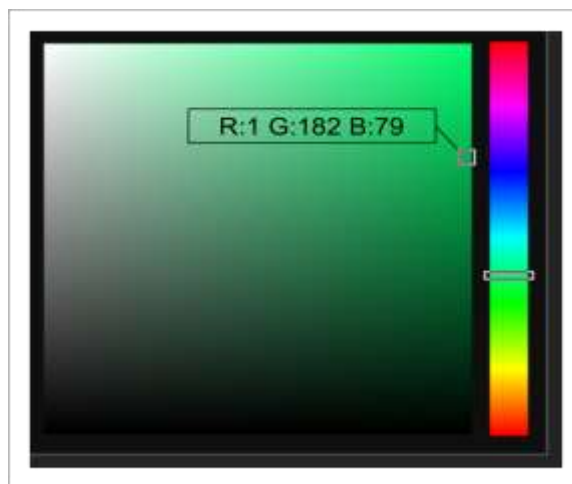


Figure 11. Hue, value, and chroma values in green on the Grab application user interface.

3.4 Psychological Perception of Green

Definitively the green color has similarities with the color of the grass. The green color itself has a wavelength of 575-500 nm. And it is one of the three additive primary colors. It is known that colors can be associated, and it is called psychology colors. Green color is associated with nature, plants, as well as everything that lives and develops. Green represents a fresh, young, alive, growing disposition, and some other dispositions that are almost the same as blue. Compared to other colors, green is relatively more neutral in its emotional influence. Green as the center of the spectrum that presents the perfect balance and as the source of life (Paterson, 2003). In Javanese beliefs, the Keraton palace uses green with red and yellow trinkets. Meanwhile, many mosques in Indonesia use green as a symbol of faith (Sanyoto, 2009).

3.5 Discussion

Color can be objectively defined as the property emitted by light. Whereas subjectively or psychologically color is defined as the experience of the sense of sight. As a material accessible to the human senses, colors have a wavelength of 380-780 nm (Sanyoto, 2009).

Through the presence of light, color can be stimulated by the human sense of sight. One of them is through computational view which is related to human perception (Davis, 2000). In computational research, the view in question is an accessible RGB color model because it is included in the device-oriented category.

In this study, the RGB color model used by transportation applications Gojek and Grab. These two applications together use green in their logos and user interfaces. So that the green color becomes the brand color identity for these two applications. As if the color brand identity used does not serve as a differentiator between these two applications. However, when carefully reviewed using the perspective of the RGB color model as well as hue, value, and chroma values, these two applications have different color values.

In the Gojek application, the logo uses a green color that is worth R:37 G:168 B:36. While in the user interface, the green color used is worth R: 0 G:136 B:12. On the Grab application, the logo uses green which is worth R:51 G:192 B:114. While in the user interface, the green color used is R: 1 G: 182 B: 79. The hue, value, and chroma values in each green color used are also different. The green value in the Gojek application tends to be darker than the Grab application.

Because of this hue, value, and chroma value, even though these two applications both use green, consumers can still distinguish these two applications. So that this difference in green is recognized by consumers as the brand color identity of this application.

In addition, the choice of green as the color brand identity for the Gojek and Grab applications is certainly motivated by a variety of certain considerations for their perception in consumers.

The use of green in these two applications is certainly carried out on various perception considerations in consumers. Green is often associated as the color of plants. Where plants are synonymous with flourishing and growth. Thus, this green color can be perceived by consumers as a color that represents a development. Looking back, the presence of transportation applications is a new development in the world of information technology that is present in the community. This development is most likely to lead to the choice of using green as a color brand identity for the Gojek and Grab applications.

IV. Conclusion

The results of this study found that both the Gojek application and the Grab aplikasi both used green as the color brand identity. The green color is applied to the logo and user interface. Although it looks the same, the RGB color model used is different. The indigo hue, value, and chroma used are also different. In the Gojek application, the value tends to be darker than in the Grab application. Green as a brand color identity is used because green has a perception of growth and development.

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