

ROYAL SIAM GOAT MILK CORPORATE IDENTITY DESIGN

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Abstract - Goat milk is valuable and beneficial to human's body. Royal Siam goat milk focuses on the development of goat milk products and Royal Siam group was established to produce goat milk's products. They had done research for new knowledge and marketing on goat milk for approximately 2 years. However, there are many goat milk products in market currently. Corporate identity design can help to promote sales and it will be able to communicate with consumers. This research focuses on Royal Siam's skin care product and the objectives are 1) To design a corporate identity of Royal Siam goat milk. 2) To promote and increase product value for Royal Siam. The tools for this study are questionnaire and interview form. The results collected from the target groups, found that they like shower cream products most. The reason to choose skin care product is to brighten their skin. They prefer a jar type of packaging for powder product. They satisfy with simple pattern boxed packaging. The results for the design are; the design concept is "Best Wishes from Farm". The color tone is natural tones. The illustration is drawing type and the logo is name symbol mark type.

Keywords - Corporate Identity, Goat Milk, Working Age

I. INTRODUCTION

Goat milk has a high value of nutrition and beneficial to our bodies; even more than cow's milk. Moreover it is easily digested. Goat milk is rich in amino acids that is perfect for the elderly, patients and children who are allergic to cow's milk. It also helps to strengthen bones, teeth and blood. ("Goat milk is better than cow milk". 2019) Goat milk has sweet and natural taste without a bad smell if it has a good process management. It can be processed into many products.

Royal Siam Goat Milk sees the importance of goat milk so they set up a goat milk farmers group. Then research for additional knowledge to develop their products. They had done marketing for 2 years until people became interested in and began to recognize goat milk. Therefore, this attracts more goat farmers to produce more milk. At the same time, Royal Siam Goat Milk is expanded their product lines along with marketing. They have developed packaging and the group has already set their product standard. (Saman.2017) Lately, they have developed the skin care products, such as, powder, cosmetics, face mask, lotion and shower cream. However, at present, there are many goat milk products. As a result, marketing competition is dramatically increasing. Royal Siam Goat Milk is not a well-known brand yet. Even though they have been placing their products in market for years, the products don't attract consumers well since they don't show their brand identity. Corporate identity can be created through a design process. It is the way to show the brands or organization's image and identity by using graphic elements. (Srisureepaisan. T. 2012, p.3) Today, designer's job is to design, plan, manage a design in order to communicate to consumers beyond any limitation. (Arntson.A.E., 2007, p.4) Also graphic on packaging communicate to consumers via images and

symbols, help to promote the sales; add product value. (Leelawat. J. 2006, p. 69) Therefore, Royal Siam brand needs to develop and find out their image and identity through corporate identity. The design is the essential role to develop their brand identity. An appropriate corporate identity will support the brand and attract the target group well. In addition, it will increase the sales and bring more sustainable income to the farmers.

II. OBJECTIVES

1. To design corporate identity of Royal Siam Goat Milk
2. To promote the value of the products

III. METHODOLOGY

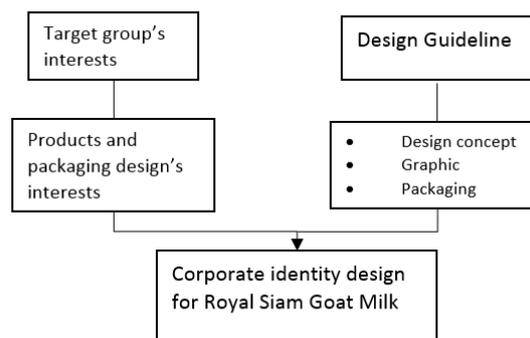


Figure 1 : Conceptual frame work

This research is qualitative and quantitative research. It focuses on 2 groups of population that are the target group of the product; female age 22-30 years old, office workers and live in Bangkok. The second population are graphic designers 5 persons.

The tools are questionnaires and the other tool is structured interview form. The study conducted into 2 steps; the first step is to find out the target group's interests, in order to find the design that match their preference. The next step is to structure the interview form to interview graphic designers, to find out the corporate design guidelines for Royal Siam goat milk.

The data from the questionnaires concluded and analyzed, using descriptivestatistic. The data from the interview collected and analyzed the content. Then apply the results to develop corporate identity for Royal Siam goat milk brand.

IV. RESULTS

The results of the research divided into 3 parts. The first part is collected data from target group to find out their product and graphic interests so that the design will be appropriate for the target group's preference. Part 2 is to find out the corporate design guidelines for Royal Siam goat milk. The data collected from 5 graphic designers. Part 3 is the corporate design development. The results are as follow;

Part 1The result analysis for the target group' product and design interests;

The target group prefers shower cream most. They choose the skin care product for brightening the skin reason. They prefer a bowl type of packaging for powder product and they prefer simple pattern boxed.

Preference	Amount)People(Percentage	Order
Lotion	18	36	2
Shower cream	23	46	1
Salt scrub	3	6	4
Facial scrub, mask powder	6	12	3
Total	50	100	

Table 1 Analysis results for product preference

Purpose	Amount)People(Percentage	Order
To clean the skin	17	34	2
To smoothen the skin	7	14	3
To scrub the skin	1	2	4
To brighten the skin	24	48	1
Follow other reviewers	1	2	4
Total	50	100	

Table 2: Analysis of the reason forproduct's selection

Powder packaging	Amount)People(Percentage	Order
Box	19	38	1
Triangle sachet	4	8	4
Zip-lock sachet	16	32	2
Compact sachet	11	22	3
Total	50	100	

Table 3 Analysis of powdered products packaging that consumers prefer

Box packaging	Amount)People(Percentage	Order
Drawer Box	15	30	2
TrianglexoB	7	14	3
Opened box	6	2	4
Simple patternxob	22	44	1
Total	50	100	

Table 4 Analysis of boxed packaging that consumer prefer

Part 2The data collected from structured interview form from 5 graphic designers. The resultsfor corporate identity design guidelines for Royal Siam goat milk are as follow;

The design concept is "Best wishes from farm"isthe most appropriate for corporate identity design of goat milk brand because it can tell the background story of the product well.Since the product is from farm; it helps to nourish and brighten the skin as the target group wishes. The appropriate color tone is a natural tone. The illustration is a drawingtype. The Name Symbol Mark logosuits the brand. Theappropriate fonttype is San Serif.

Part 3: Design development

According to the result analysis, can create the design brief that relates to the target group preference and behavior.

The design concept is "Best wishes from farm" The concept created from the background story. As the product is fresh from farm and processed to become skin care products that nourish the skin, as if it is a blessing from the farm.

The target group is female 25-30 years old. Work at office and live in Bangkok.

Mood&Tone is Natural

Graphic and packaging look pretty and attractive. Also it should communicate how to use the product.

The design process.

1. Study the brand and product's background.
2. Sketch logo and graphic base on the design concept.
3. Develop Design for graphic element, logo, and packaging.
4. Mock up the packaging to test and check any faulty.

The result for logo design

It is created from the main ingredients of the products, that are; rice and goat milk. As a result, this idea is developed to become graphic elements and composed them together.

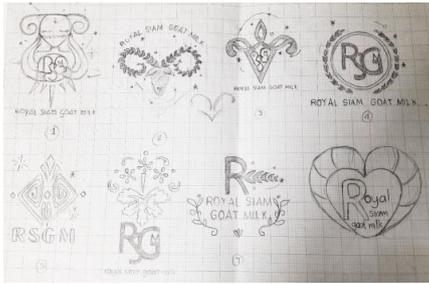


Figure 2 :Logo sketch



Figure 3: Logo development

The result for Packaging design development

The idea is to show that the products nourish the skin as they produced from natural ingredients. So the illustration focuses on this benefit by creating fairy characters as the highlight on the packaging. This idea is related to the design concept, and represents the blessing for nourished skin from the farm. Milk graphic element composed with the fairy characters.



Figure 4 : Packaging Sketch



Figure 5: Packaging Development

Other Media Design Results



Figure 6 : Business card design development

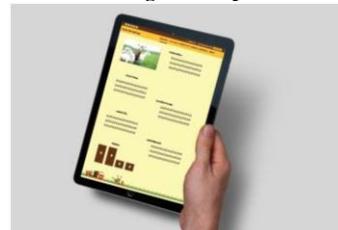




Figure 7: Website design developing guidelines



Figure 8: Staff's uniform design guidelines

V. CONCLUSION AND DISCUSSION

Corporate identity design for “Royal Siam Goat Milk” is the tool to communicate with target group. The design concept is “Best wishes from the farm” as the product is produced from the farm and processed to become the products that help to nourish and brighten the skin. As a result, the concept is appropriate for the design development. The study of Niamsa.p.&Sirisuwan.A.,(2017); finding out the brand identity for Mai Somdet’s Otop product; is also finding it out from their image and the product’s uniqueness. It helps to be outstanding from the competitors. The logo developed from the design concept, using the main ingredients of the products as graphic elements. The appropriate color tone is natural color tone. The illustrations of drawing illustration type and characters of fairy created represent the blessing from the farm that graphic elements on the packaging created from the main ingredients of the products that are milk and rice. This graphic element adds more interest for the brand. This result relates to Waijittragum.P. (2016) suggested that packaging design has to be attractive with proper graphic elements.

VI. RECOMMENDATION

Corporate identity design helps to create the brand image and increase the brand value. It is also an essential tool to communicate to the target group. This study is to develop a corporate identity design for Royal Siam Goat Milk and focuses on skin care products. For a further study, could focus on another processed product of goat milk or study on the target group’s perception towards goat milk product’s image. This study has been accomplished with the help of many people. The researchers are appreciated it for the help and encouraging us to complete the study. We also thank the Industrial of Technology Faculty, RajabhatSuanSunandha University for giving us the opportunity for this research.

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