

Preliminary Study on Corporate Identity Guideline for Social Media

Kajian Awal terhadap Garis Panduan Identiti Korporat untuk Media Sosial

Mohamad Quzami An-Nuur Ahmad Radzi*

Department of Graphic Design and New Media, College of Creative Arts, Universiti Teknologi MARA Perak Branch, Seri Iskandar, Perak, Malaysia

*Corresponding author email: quzami@uitm.edu.my

ARTICLE HISTORY

Received: 02nd July 2024

Revised: 30th November 2025

Accepted: 02 March 2026

Published: 16th March 2026

KEYWORDS

Social Media

Corporate Identity

Corporate Image

Corporate Design

Online Guideline

ABSTRACT - The emergence of the digital era has impacted the contemporary utilisation of corporate identity, particularly in online solutions. Various applications of corporate identity can be discerned through online and offline channels. The primary emphasis of corporate identity remains, as it constitutes an integral aspect of corporate design or corporate imagery for any company or entity. Consequently, researchers observed that obstacles to the application of corporate identity online, particularly on social media platforms, still persist. Following to the right social media platform requirements that embrace corporate branding can assist firms using social media for marketing and promotional purposes.

INTRODUCTION

Corporate identity describes the collection of visual, verbal, and behavioral components that characterize a company's presentation to the public and its stakeholders. It includes a company's logo, color palettes, typography, and photography, while also encompassing the tone of communication, corporate principles, and internal culture (Mogaji, 2024). By ensuring consistency in these areas, a firm may establish a unified and recognizable brand image that differentiates it from competitors and enhances its market presence.

Furthermore, corporate design, including all personality elements, behavior of the business, symbolism and communication, is a fundamental component of corporate identity (Tomo et al., 2022). These features offer an instant visual depiction of the company's values and objectives, facilitating customer recognition and engagement with the brand. According to Mogaji (2024), corporate identity encompasses more than mere images; it also includes corporate communication, uncontrollable communication, design architectures, and its location. This situation makes consistent communication about language, tone, and style essential for promoting the company's mission and values.

Corporate practice constitutes a fundamental aspect of corporate identity to share their value and mission, embodying a company's ethical principles, public engagement, and corporate social responsibility (You, 2024). A company's conduct must correspond with its declared values and

objectives to establish confidence and credibility among their stakeholders. Companies that emphasize their norm or value in their messaging must consider acceptable practices to prevent reputational harm. This congruence between behaviors and messaging guarantees that the corporate identity stays genuine and trustworthy online and offline.

In this modern era, the establishment of a business identity online is crucial for engaging in the global market. The business must be easily accessible online to enhance its visibility. It is imperative to select the appropriate online medium or platform to guarantee sufficient visibility for a business online presence. A prime example of an online platform that has become a trend in contemporary corporate exposure strategies is social media.

1.1 Social Media

Social media refers to a collection of online platforms and technologies that enable the creation, sharing, and exchange of information, ideas, and content among individuals and organizations within virtual communities. These platforms include websites and applications such as Facebook, Instagram, Twitter (now X), YouTube, Pinterest, Google+, Tumblr, Flickr, Snapchat, BigSugar, and Delicious, each offering distinct types of interaction and engagement (Hassani & Mosconi, 2022). Social media constitutes a fundamental component of contemporary digital communication, profoundly affecting interpersonal interactions, experience sharing, and knowledge acquisition globally. Its widespread use and influence have transformed personal connections, corporate operations, social movements, and conversation in society.

Then, the emergence of social media has significantly influenced business and marketing methods. According to Braghieri et al., (2022) too, companies have adopted specific social media channels to engage targeted audiences better and create direct relationships with consumers. Social media advertising, influencer collaborations, and content marketing have emerged as conventional methods in digital marketing, allowing firms to interact with their customers in more individualized manners. Moreover, social media analytics tools enable organizations to obtain insights into consumer behavior, preferences, and engagement (Hassani & Mosconi, 2022). This situation helps in creating marketing plans and enhancing brand development.

On the other hand, the emergence of social media platforms has been somewhat different in each of the countries that compose the global community. It is possible that every county has its own dominant social media platform that is frequently utilized by the people living in that county. The visibility of the specific social media platform is increased as a result, which results in a larger number of followers or users. In light of this, the research paper that is being written will focus on the social media platforms that are the most widely utilized and the most popular.

According to (Bernama, 2023), 1082 respondents said that 71 percent of Malaysians use WhatsApp, 51 percent use Facebook, 49 percent use TikTok, 45 percent use Instagram, and 30 percent support X as their preferred social media platform. This assertion was corroborated by further experts who noted that WhatsApp, Facebook, and Instagram are the most prevalent social media platforms recorded till January 2023 (Hamizi, 2023). Moreover, 58.7 percent of Malaysians employed their preferred social media site to enquire about branding that could influence buying and selling actions (Wartawan BH, 2023). However, the presentation of a good corporate identity is also vital to be followed for any business or company.

1.2 Corporate Identity in Social Media

Primarily, social media is utilized as an element of promotional and marketing strategies for any business or firm, the corporate identity practices employed on these platforms must be forward-looking. It is essential to reassess the established protocol or corporate brand employed in print or offline communication to confirm its appropriateness for online application. The researcher needed to investigate the various elements by which business identities are employed online too.

In its most basic form, the term "visual identity" refers to nonverbal communication that can be used to create a symbol or logo for any corporate identity design (Sulaiman, 2023). It is possible for any organization or corporation to increase their popularity, visibility, and profitability. This can be accomplished through the existence of a good symbol or logo. On the other hand, ensuring that the

sign or logo is properly controlled and positioned is essential in order to guarantee that it can achieve the desired impact, particularly in the context of a social media platform.

Then, the inclusion of a business logo is essential for every enterprise globally. The logo design represents the company's trust and commitments (Marta, 2021). The logo must adhere to fundamental design principles, incorporating geometric elements, appropriate typography, and harmonious color selection (Abdurrahman et al., 2022). Nonetheless, there are no explicit guidelines or standards on logo design, particularly in the context of business bids. The businesses must meticulously craft their logo to fulfill the company's requirements.

PROBLEMS OF STATEMENTS

The absence of guidelines for corporate identification on social media leads to unsuitable design problems on these platforms. Generally, each social networking platform establishes specific criteria for the dimensions of profile pictures, reels, posts, and headers for public use. Nevertheless, the provided rules are insufficient to address their application in corporate branding, particularly concerning the positioning of the logo design. The prominence of the logo design is crucial for any company or business, since it attracts greater attention from the public. The presence of the logo is also an example of symbolism that reflects the business (Tomo et al., 2022).

Moreover, an effective presentation of corporate identity can augment business branding. When the corporate identity does not have a strong presence, it is also possible that the company will not be visible on the internet. There is a possibility that the audience would fail to notice the logo that is displayed on the social media site. In order to ensure that the existence of online platforms such as social media can generate more traffic to the business itself, it is imperative that these platforms be employed in a robust manner. In the earlier study, it was also suggested that the product that was visible online might have a better result (Carballo et al., 2022).

OBJECTIVES

1. To determine a business social media platform that is frequently used by Malaysians.
2. To analyze a business social media platform's design guidelines for corporate identity, especially for logo placement.
3. To propose a business social media platform that is frequently used by Malaysians a guideline for corporate identity.

METHODOLOGY

This study article employed qualitative research methodology. This research method is appropriate for this paper as it pertains to visual studies. Furthermore, the qualitative research methodology relevant to this article pertains to action research, wherein problem-solving constitutes the primary focus of the investigation (Ugwu & Eze, 2023). The following describe the research phases for this research paper.

Table 1. Research Phases

Phase	Activity
1	Determine the most popular social media platforms for business that focus on Malaysian users.
2	Analyzing the most appropriate scale or sizes of social media platforms for symbol or logo usage, especially for profile pictures
3	Propose the recommended size or social media platform for symbol or logo usage, especially for the profile picture as corporate design guidelines.

ANALYSIS AND RESULT

This study paper will investigate the three most utilized social media platforms in Malaysia: WhatsApp, Facebook, Instagram, and TikTok. Each of these three social media networks possesses distinct sizing restrictions, especially regarding their profile photographs. The study will focus on Facebook and TikTok because they prioritize visual content over text-based communication, and these two applications have their own marketplaces specially designed for social media business. The researcher subsequently analyzes the visibility of the logo design on the profile image, as this is the initial element the audience encounters upon accessing the social media network. The profile photo is prominently displayed on the main page of every social networking platform. Every social networking platform provides guidelines on its website for profile pictures.

Table 2. Profile Picture Sizes

Social media platform	Profile picture size
Facebook	176 x 176 pixel (website) / 196 x 196 pixels (phone)
TikTok	200 x 200 pixels

The researcher utilized Adobe Illustrator to design a prototype logo area within the profile picture of the social networking platform. Adobe Illustrator is graphic design software that uses vector graphics for composition and is suitable for designing a logo (Hayta, 2021; Vieri et al., 2023). The researcher selected the square shape as it facilitated the accommodation of any logo design within it. The researcher also constructed the form by duplicating the precise measurements of the profile image. The fundamental criteria to evaluate while ascertaining the optimal profile image dimensions are its capacity to encompass the entire logo design without any truncation. Researchers must repeatedly examine the pixels to ensure optimal utilization of profile image space on designated social media platforms.

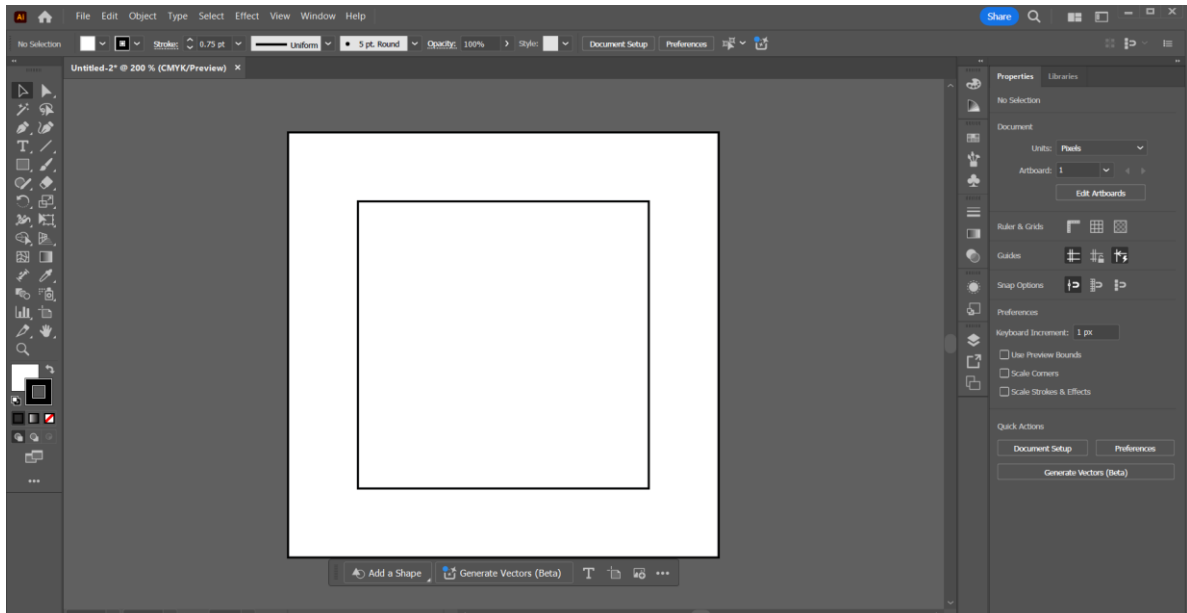


Figure 1. Testing of Creating a Suitable Size for a Social Media Platform Using a Square Shape

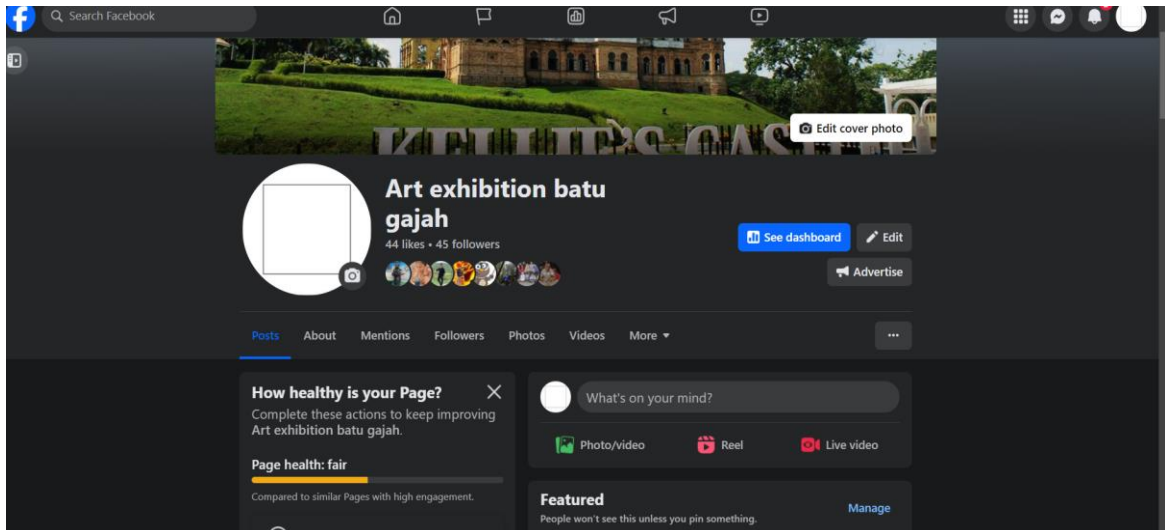


Figure 2. Sample Testing of Suitable Size Profile Picture for Facebook

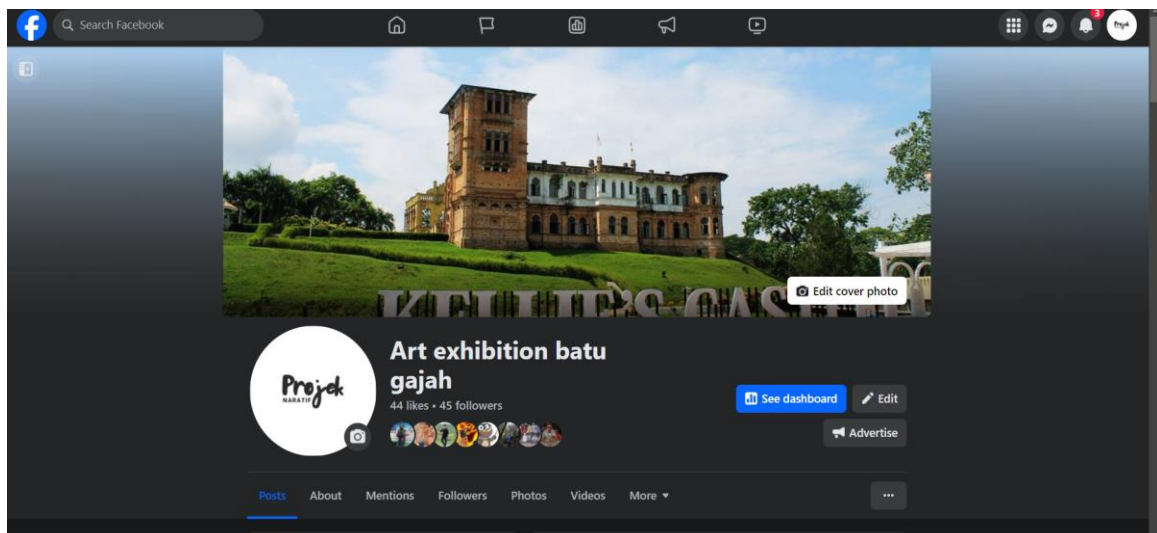


Figure 3. Sample of Suitable Size Profile Picture for Facebook with a Logo Placement

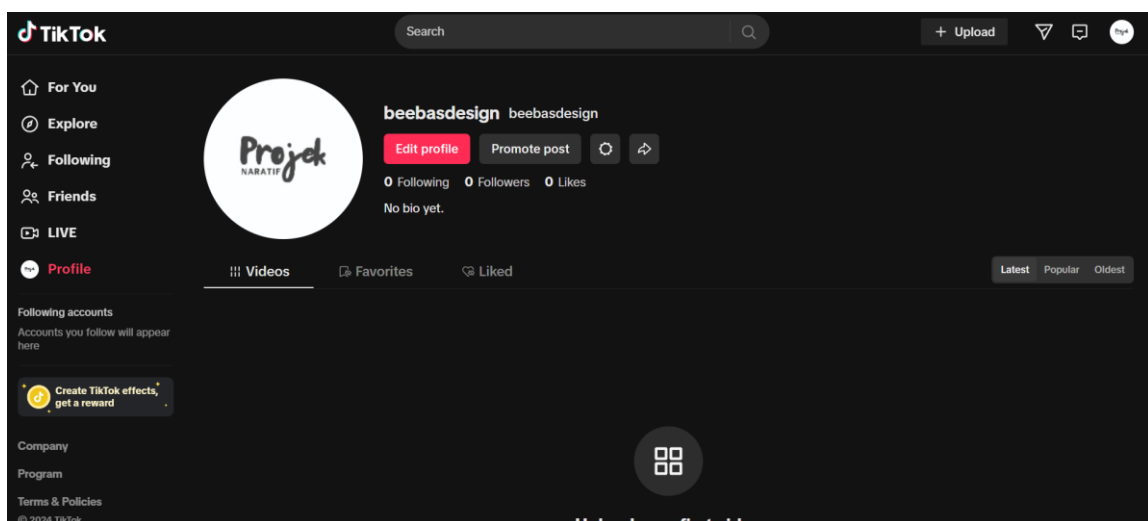


Figure 4. Sample of Suitable Size Profile Picture for TikTok with a Logo Placement



Figure 5. Sample of Suitable Size Profile Picture with Logo for Facebook Mobile



Figure 6. Sample of Suitable Size Profile Picture with Logo for TikTok Mobile

Below is the result of the profile picture size for logo design.

Table 3. Suggestion Profile Picture Sizes

Social media platform	Suggest profile picture size
Facebook	118 x 118 pixels (website and phone)
TikTok	150 x 150 pixels

Researchers acknowledge that the profile pictures on each social media platform will naturally transition from a rectangular to a circular shape. The dimensions of the logo shape are identical for both the website and the mobile device. Research has been conducted, yielding satisfactory results. Nonetheless, an impediment remains in utilizing the suggested dimensions if the social media provider has modified their platform, hence impacting the profile image sizes. The logo designated for use as a social media profile picture is compatible with any backdrop color or color combination. A difficulty may arise if the logo is designed as an open gestalt, potentially resulting in the utilization of unsuitable spots.

The researcher determined that the placement of the logo for the chosen business on social media platforms is affected by the quality of the logo. The logo suggested utilizing a high-resolution image created with vector design software. This ensures that no unclear or deceptive visuals are present on the utilized logo. Subsequently, the fundamental rules of effective logo design must be thoroughly implemented to guarantee that the logo appropriately occupies the profile image space.

Furthermore, the logo serves as the central element of a robust company identity, particularly in digital representation. Apple Inc. exemplifies how a logo serves as a central element for the company's online and offline representation (Rizal a Halim, 2022). Moreover, the inclusion of a logo on all social media publications facilitates the online growth of the firm. This enhances internet visibility and facilitates effective marketing and communication for firms operating online.

Conversely, the researcher recognizes that the comprehensive company identity, particularly in the digital realm, is crucial for participation in an online business. Fundamental principles of corporate identity, including design consistency, color palette uniformity, and typographic coherence aligned with a robust company philosophy and persona, are additional factors that online businesses contemplate when choosing to promote and enhance their visibility on digital platforms (Kotler, 2001, as cited in Ramadhani & Wahyudi, 2015)

CONCLUSION

The examination of corporate identity requirements for online platforms is crucial, as it has emerged as a primary tool for marketing and promotion. Every company must strategically leverage the advancement of technology. Nonetheless, corporate identity is an integral component of corporate design that represents the whole nature of any business entity. In addition to enhancing the visual identity of the organization through the modernization of its corporate identity, it is imperative to update other associated corporate elements as well. The location of the logo design, particularly on the social media profile picture, is a primary priority as it serves as the principal visual identifier for the audience while searching for any online organization. The consistency of each online posting design is essential for the organization to uphold its corporate identity and character.

ACKNOWLEDGEMENT

The author would like to express their gratitude to Kupas Seni by Universiti Pendidikan Sultan Idris for providing scholars with the opportunity to write for this publication over the years.

REFERENCES

- Abdurrahman, D. I., Dienaputra, R. D., Wardiani, S. R., & Rachmat, N. (2022). Estetika Morfologi Logo. *Panggung Jurnal Seni Budaya*, 32(1).
- Bernama. (2023, September 16). Media sosial, internet mendominasi kehidupan rakyat Malaysia. *Astroawani.com*. <https://www.astroawani.com/berita-malaysia/media-sosial-internet-mendominasi-kehidupan-rakyat-malaysia-437627>
- Braghieri, L., Levy, R. E., & Makarin, A. (2022). Social media and mental health. *American Economic Review*, 112(11), 3660-3693.
- Carballo, J., Chatruc, M. R., Santa, C. S., & Martincus, C. V. (2022). Online business platforms and international trade. *Journal of International Economics*, 137, 103599.
- Hamizi, M. A. F. M. (2023). Penggunaan Media Sosial Sebagai Media Baharu dan Impaknya Terhadap Masyarakat Malaysia. *Perspektif Jurnal Sains Sosial dan Kemanusiaan*, 15, 24-37.
- Hassani, A., & Mosconi, E. (2022). Social media analytics, competitive intelligence, and dynamic capabilities in manufacturing SMEs. *Technological Forecasting and Social Change*, 175, 121416.
- Hayta, P. (2021). Investigation Of The Relationship Between Computer Programs And Foreign Language Used In Graphic Design Process. *Yildiz Journal Of Art And Design*, 8(1), 43-52.
- Marta, W. (2021). Redesain Logo pada produk kopi Sago. *Prosiding SNADES 2021*.
- Mogaji, E. (2024). UK Universities' Corporate Visual Identities. *Authorea Preprints*.
- Rizal a Halim, F. (2022). Corporate identity [Preprint]. German-Malaysian Institute. Retrieved from https://www.researchgate.net/publication/361485248_Corporate_Identity
- Romadhani, E. L., & Wahyudi, R. (2015). Pengaruh Islamic corporate identity (ICI) terhadap kinerja bank syariah di Indonesia. *Muqtasid: Jurnal Ekonomi dan Perbankan Syariah*, 6(2), 125–140. <https://doi.org/10.18326/muqtasid.v6i2.125-140>

- Sulaiman, S. (2023). Flora dan fauna dalam komunikasi visual. *Epitome of Nature (EON)*.
- Tomo, A., Mangia, G., Pezzillo Iacono, M., & Canonico, P. (2022). Family firms going international: Integrating corporate identity-building processes and socioemotional wealth dimensions. *European Management Review*, 19(1), 38-52.
- Ugwu, C. N., & Eze, V. H. (2023). Qualitative research. *IDOSR of Computer and Applied Science*, 8(1), 20-35.
- Vieri, B., Aisyah, S., Algiffari, M., Zuhra, Z., & Simatupang, F. H. (2023). Tingkat Kepuasan Mahasiswa Terhadap Pembelajaran Adobe Illustrator dan Corel Draw Jurusan Desain Grafis Politeknik Negeri Media Kreatif. *Jurnal Bidang Penelitian Advertising Dan Desain Grafis*, 1(1), 15-22.
- Wartawan BH. (2023, February 11). Rakyat Malaysia Habiskan hampir Tiga Jam Sehari Guna guna mediasosial. <https://www.bharian.com.my/bisnes/teknologi/2023/02/1062957/rakyat-malaysia-habiskan-hampir-tiga-jam-sehari-guna-media-sosial>
- You, L. (2024). The impact of social norms of responsibility on corporate social responsibility short title: The impact of social norms of responsibility on corporate social responsibility. *Journal of Business Ethics*, 190(2), 309-326.