Rebranding the Visual Identity of +62 Voice: A Human-Centered Design Approach for a Roblox-Based Community

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Abstract

This project focuses on the redesign of the visual identity of +62 Voice, a voice chat-based community on Roblox. Previously, the community relied on AI-generated visuals that were generic and failed to reflect the emotional and social character of the group. Through a human-centered design approach and Design Thinking methodology, the project aimed to create a cohesive, contextual, and meaningful visual identity aligned with the values of the community. Qualitative research was conducted through interviews and questionnaires involving the owner, admins, and developers. The design process was iterative and participatory, involving the creation of a logo, icons, illustrations, and social media content—all developed in response to community feedback. Key visual elements such as the microphone symbol, bright color palette, and personalized avatar illustrations were used to build a narrative that visually represented the voice-chat function and collective identity. The results showed strong positive responses from the community. The new visuals were considered more lively, consistent, and representative than previous AI-generated designs. These findings reinforce the vital role of human designers in producing meaningful, context-aware branding that surpasses AI efficiency.

Keywords: *Visual Identity, Digital Community, Roblox, Rebranding*

Abstrak

Proyek ini berfokus pada penciptaan ulang identitas visual +62 Voice, sebuah komunitas voice chat di platform Roblox. Sebelumnya, visual komunitas didominasi oleh hasil AI generatif yang bersifat generik dan kurang merepresentasikan karakter komunitas secara emosional dan sosial. Melalui pendekatan desain berpusat pada manusia dan metode Design Thinking, proyek ini bertujuan menciptakan sistem identitas visual yang konsisten, kontekstual, dan relevan dengan nilai-nilai komunitas. Penelitian dilakukan secara kualitatif melalui wawancara dan kuisioner kepada owner, admin, dan developer. Proses penciptaan berlangsung iteratif dan partisipatif, mencakup desain logo, ikon, ilustrasi, dan konten media sosial yang seluruhnya dikembangkan berdasarkan masukan komunitas. Elemen visual utama seperti simbol mikrofon, warna cerah, dan avatar karakter admin digunakan untuk menciptakan narasi visual yang merepresentasikan fitur voice-chat dan dinamika komunitas.Hasil menunjukkan bahwa komunitas merespon positif terhadap desain baru. Visual dinilai lebih hidup, konsisten, dan representatif dibanding versi sebelumnya. Temuan ini menguatkan peran penting desainer manusia dalam menciptakan identitas visual yang bermakna, melampaui batas efisiensi AI.

Kata kunci: identitas visual, komunitas digital, Roblox, rebranding

A. Introduction

+62 Voice is a voice-based map community on the Roblox platform with an active and growing player base. However, the community has yet to establish a strong and consistent visual identity. Visual elements such as the logo, illustrations, and social media content were previously created using artificial intelligence (AI) technologies, without a well-conceptualized design direction. As a result, the visuals failed to represent the community's character, values, and spirit in a comprehensive way. They also tended to appear generic, lacking originality and aesthetic consistency.

Research conducted through questionnaires and interviews with the owner, developer, and community members revealed that most of them lack an understanding of the basic principles of graphic design. Many believe that human-made designs struggle to compete with AI due to the perceived efficiency and speed of automated tools. However, AI-generated results often fail to convey conceptual depth, emotional narratives, or the meaningful connections that are characteristic of human touch (Milić et al., 2024; Kamnerddee et al., 2024). Furthermore, AI still faces challenges in adapting its output to complex visual communication needs—such as handling text, typography, or maintaining a cohesive visual style (Rachmawati et al., 2024).

Human design continues to hold distinct advantages in understanding context and conveying brand messages both strategically and emotionally. Unrestricted use of AI is also seen as a potential threat to the uniqueness and originality of creative work—even from the perspective of non-designer users (Mufid, 2023). Therefore, the rebranding of +62 Voice's visual identity becomes essential, especially to demonstrate that human designers still play a vital and irreplaceable role in crafting visual identities that are strong, contextual, and meaningful (Peng, 2024).

Visual Identity and Digital Communities

In the context of digital communities, visual identity is not merely an aesthetic element, but also a collaborative medium that communicates values, internal messaging, and member connection (Rossi et al., 2023). Consistent and harmonious visual design is essential for strengthening brand identity and image. A strong visual presence builds user trust and creates experiences that are both recognizable and emotionally resonant (Okur et al., 2024; Wang, 2024). A cohesive visual identity also fosters a sense of belonging within the community, reinforcing member loyalty and engagement (Medina et al., 2025).

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Game communities like +62 Voice are formed around shared interests and goals, which means that visual strategies must reflect these values. A visual identity aligned with the character of the community can influence digital consumption behaviors and strengthen solidarity among members (Kristina & Achsan, 2024). In this context, illustration plays a significant role in building both character narratives and the community's atmosphere—whether through in-game splash art or visual content on social media (Amelie & Jasjfi, 2023; Güngör, 2022). Digital illustration has also been shown to be effective in communicating brand messages and evoking emotional responses from users (Kamaruzaman et al., 2023; Li & Chen, 2023).

Social platforms such as Instagram and TikTok serve as primary channels for disseminating a community's visual identity. Instagram enables high levels of visual engagement through features like likes, comments, and cohesive visual posts (Fellanny & Paramita, 2023). TikTok, with its community-driven participatory model, allows users to co-create a dynamic and lively visual narrative (Elleanor & Junaidi, 2022). YouTube also serves as an effective space for building both personal and collective brand reputation (Japutra & Winduwati, 2024). Moreover, live streaming and publicly broadcasted gameplay content have become integral components of global game community marketing strategies (Huang, 2021).

Employing interactive strategies such as creative content, illustrative visuals, and user feedback mechanisms has been shown to increase engagement and strengthen a sense of community (Sun, 2023). Therefore, the rebranding of +62 Voice's visual identity is not merely a technical visual update, but a deliberate effort to establish visual communication that is representative, emotional, inclusive, and rooted in the collaborative values that define the community.

B. Method

This design project adopts a qualitative approach focused on gaining a deep understanding of the community's needs, as well as the social and emotional context behind the constructed visual identity. The primary method used is Design Thinking—a human-centered design approach that emphasizes an iterative process to solve problems through empathy, collaboration, and creative exploration.
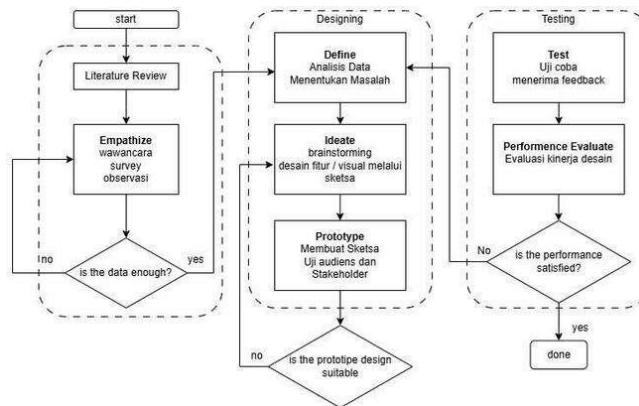
Figure 1: Design Thinking Flowchart

Design Thinking was chosen for its flexibility and effectiveness in crafting visual solutions that are responsive to community needs. This method consists of five main stages :

1. Empathize: Data collection was carried out through questionnaires and interviews with members of the +62 Voice community, including the owner, developer, and admins. The goal was to understand their perceptions of the existing designs, the community's visual needs, and their concerns regarding the use of human-made design compared to AI-generated visuals.

2. Define: The collected data was analyzed to define the core problems in +62 Voice's visual identity—namely, the lack of visual consistency, the absence of character representation for the community, and the dominance of AI-generated designs without human conceptual input.

3. Ideate: Visual ideation was carried out through brainstorming sessions and initial sketches. Ideas were developed by considering the character of the community, principles of inclusivity, and visual strategies that are engaging and appropriate for the community's main platforms (Roblox, Discord, Instagram).

4. Prototype: Visual element prototypes were developed in the form of drafts, including the logo, Discord banner, game icon, illustrative thumbnails, and social media content. This stage also involved creating visual variations to test brand perception and narrative.

5. Test: The design was tested through feedback from the community and stakeholders. Revisions were carried out iteratively based on this input to achieve results that were representative and widely accepted.

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The entire process was conducted in a participatory and iterative manner, in line with the principles of human-centered design. This approach enabled the creation of designs that were not only visually appealing but also emotional, inclusive, and aligned with the values of the community.

C. Results

This section presents the final outcomes of the +62 Voice community's visual identity rebranding process, realized through a range of strategic visual elements. All components were developed based on inclusive, representative, and participatory design principles, directly responding to the community's needs identified during the empathy and defining stages of the Design Thinking process. This implementation not only reflects the character of the community but also aims to strengthen member connection and enhance the community's external appeal.

Realization of +62 Voice Visual Identity

The design outcomes include key visual elements that holistically represent the identity of the +62 Voice community. These elements consist of:

1. **Primary Map and Community Logos**

    The main visual outcomes of the +62 Voice community brand identity design process consist of two primary logos, each representing distinct functions and contexts while maintaining visual consistency as part of a unified identity system: the +62 Community logo and the +62 Voice game logo.

    The +62 Voice logo is used as the primary visual representation of the in-game experience. It features a more dynamic and expressive visual style. The typography retains the rounded and bold characteristics seen in the community logo, but with adjustments in proportion and a vertical layout to better suit its application in game interfaces and thumbnails.

    A fresher color variation is applied, particularly to the number "62," which appears in a light blue gradient—symbolizing youth and technology. The word "VOICE" becomes the focal point, with the letter "O" replaced by a yellow microphone icon that emphasizes the voice communication feature among players.

The design maintains a clean, 2D cartoon style that is easily readable—highly appropriate for the Roblox platform and for community use on social media platforms such as Instagram.

Figure 2: Design Results of the +62 Community Logo

The community logo is designed as a direct derivative of the main visual identity—the "+62 Voice" logo—to ensure brand consistency across the entire community ecosystem. This design retains the same visual style, typeface, dominant colors, and graphic structure as the game logo, in order to establish a strong visual link between the community identity and the primary product they engage with. The logo composition uses bold, rounded uppercase typography that conveys a sense of inclusivity, friendliness, and openness among community members. The "+62" element at the top serves as a consistent identifier, symbolizing the Indonesian origin of the community.

This logo features a gradient of bright blue to dark blue, identical to the game logo version, and is enhanced with a white outline and dark blue shadow to create depth and ensure optimal visibility across various digital contexts. The color choice also communicates stability and trust—essential values in a socially driven online community. The yellow microphone icon replacing the letter "I" in the word "COMMUNITY" is retained to reinforce the community's identity as a voice-based platform. This element serves both as a visual anchor and a meaningful symbol, linking the social role of the community to its technological foundation.

By following the visual structure of the "+62 Voice" logo, the community logo successfully strengthens visual cohesion across sub-brands, creates a

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systematic and professional branding presence, and helps users easily recognize that both entities belong to an interconnected ecosystem.

Design Concept and Rationale for Visual Choices

    1. Color and Visual Atmosphere

The primary color palette consisting of bright blue, light blue, white, and yellow was selected based on interviews with community stakeholders, including the owner, admins, and developers, who expressed a desire for a cheerful, positive, and joyful visual tone. These colors were chosen not merely for their alignment with visual trends, but to reflect the spirit of an active, friendly, and fun-loving community, one that resonates well with the younger player demographic on the Roblox platform.
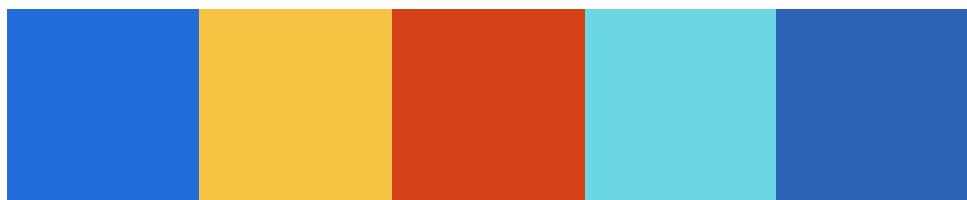
Figure 3 : Chosen Color Palette

The primary color palette consists of five core colors, each selected for its emotional and functional contribution to the visual identity:

- **Bright blue**: Used as the dominant color, it conveys freshness, communicativeness, and energy.
- **Vibrant yellow**: Symbolizes joy, warmth, and positive community spirit.
- **Orange-red**: Applied as a shading for yellow, creating dynamic accents and adding visual depth.
- **Light blue**: Supports the core palette with a clean, light tone.
- **Dark blue**: Provides visual balance, especially in text and structural graphic elements.

A systematic review has shown that colors correspond strongly with affective dimensions such as valence (positive vs. negative), arousal (high vs. low), and dominance. Bright colors—including bright blue and yellow—are commonly associated with positive emotions, while darker tones tend to correlate with

negative affect. Across studies, consistent findings suggest that using vibrant colors can effectively communicate uplifting and enjoyable messages. In short, bright blue, light blue, orange, and yellow are effective in conveying friendliness, activeness, and joy, due to their strong association with positive emotional states and high arousal levels (Jonauskaite & Mohr, 2025).

The strategic use of these colors in branding can significantly influence consumer perception and decision-making. Research shows that 93% of consumers focus on visual appearance when making a purchase, and 80% believe color plays a key role in brand recognition. Thus, incorporating bright blue, light blue, orange, and yellow can elevate brand image and emotionally resonate with users. In conclusion, this palette supports a brand message of friendliness, energy, and fun—ultimately shaping consumer behavior and perception in a positive direction (Ferrão, 2022).

This color scheme has been applied consistently across all visual elements—from logos and icons to illustrations and social media content—to ensure a strong, recognizable, and cohesive visual identity (Okur et al., 2024).

2. Symbols and Typography

The "+62 Voice" and "+62 Community" logos incorporate a yellow microphone icon as a signature element representing voice-chat—the core feature of the community. The chosen typeface is bold, rounded, and geometric, emphasizing a modern, friendly tone while remaining legible across various scales, from small icons to larger display formats.

Rounded shapes evoke positive feelings and are often associated with joyful expressions or childlike qualities (Manippa & Tommasi, 2021). The use of rounded typography aligns with user preferences for digital experiences that feel approachable and user-friendly (Go & Mothelsang, 2024).

The microphone is also used as a substitute for the letter "I," reinforcing the association between the community's name and its core technical feature on Roblox. Visual elements like microphones can symbolize communication,

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broadcasting, or music, making them highly suitable for brands in the media, entertainment, or audio technology sectors (Trehan & Kalro, 2024).

3. **Character Concept and Representation Selection**

The characters featured in the logos, icons, and illustrations were not chosen at random, but rather curated based on the actual structure of the community. Each character visually represents the owner, developer, and admins of the +62 Voice community, using their original avatars from the Roblox platform.

This approach was chosen to create a visual identity that is more authentic, emotionally resonant, and grounded—strengthening the bond between the visuals and the real community they portray. The use of real community figures also fosters a shared sense of ownership over the visual assets, as members recognize familiar faces integrated into the branding materials.

Each character is illustrated with a distinct visual personality, such as:

- Costumes and accessories that match each admin's personal Roblox style,
- Avatar body shape variations (e.g., one-legged Korblox style, small-bodied avatars, or signature expressions) maintained in the illustrations to support diversity in representation,
- Facial expressions that are expressive yet balanced, emphasizing warmth and openness.

Figure 4: Roblox Avatars of the Owner and Community Admins Used as Illustration References

By featuring real figures, the characters in the visuals serve not merely as decoration but as symbols of the community's core values such as inclusivity, togetherness, and social engagement. This approach also strengthens the brand persona, transforming the visual identity into something lively, recognizable, and collectively embraced by the +62 Voice community.

4. **Platform Integration Concept**

The visual design was created not for a single medium, but as a flexible visual system across multiple platforms:

- **Game icon and splash art** → to capture player attention on Roblox
- **Discord icon and banner** → to facilitate daily community interaction
- **Instagram posts** → to build external presence and communication

All visual versions retain the same core elements to ensure high brand recognition across various display contexts (Wang, 2024; Fellanny & Paramita, 2023).

Karaoke Illustration :

The TV screen element initially displayed a monotonous microphone background. After evaluation, the +62 Voice logo was added to reinforce the identity and enhance the visual appeal.

Figure 5: Initial Design of the Karaoke Illustration

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Figure 6: Final Design of the Karaoke Illustration

Throughout this entire process, it is evident that the design evolved not only technically but also through dialogue among community members, addressing aesthetic, functional, and emotional aspects. The iterative process undertaken highlights the importance of stakeholder involvement in creating a visual identity that is representative, relevant, and collectively embraced.

Community Response and Evaluation

The evaluation of the +62 Voice visual identity creation was conducted using a qualitative approach to capture the perceptions, impressions, and meanings directly experienced by community members. This approach was chosen due to the fluid and interactive nature of the community, as well as the goal of understanding emotional and social responses to the design rather than quantifying data.

1. Data Collection Method

Data was gathered through observation and direct interaction on the Discord platform using techniques such as:

- Open and spontaneous discussions within community channels,
- Comments and emoji reactions to design previews,
- Informal interviews with the owner, admins, and several active members,
- Documentation of direct messages sent to the designer as feedback.

This process was conducted after the logo, illustrations, banners, and social media content were published in preview form, both pre- and post-finalization.

2. Qualitative Findings

Community responses indicated that the developed design successfully established a strong emotional connection. Key emerging themes include:

- **Representative and Relevant:** Community members felt the new design truly represented the character of +62 Voice, especially through the use of recognizable admin avatars.

- **Fostering a Sense of Ownership:** Visuals drawn from the game map's atmosphere and features such as fishing, mining, and karaoke created a direct connection to daily gameplay experiences.

- **Professional Yet Fun Impression:** The logo, Instagram feed layout, game icons, and thumbnails were perceived as "neater and a source of pride to display," while still reflecting the youthful, relaxed, and expressive spirit of the community.

- **Design Feels More Vibrant and Consistent:** Many members expressed that this iteration of the design felt brighter, more consistent, and livelier compared to the previous AI-generated visuals. They acknowledged that because it was created by human designers, the community's expectations were realized more tangibly and touchingly not just as "good visuals" but as a true representation of "who we are."

- **Future Suggestions are Expansive, Not Corrective:** No rejection of the core design was found. Most feedback focused on further development (e.g., involving non-admin members in visual content) rather than revising the core design.

D. Conclusion

The re-creation of the visual identity for the +62 Voice community on Roblox, through a human-centered design approach, successfully addressed several challenges previously faced by the community—particularly in terms of visual consistency, character representation, and the quality of cross-platform visual communication. Based on observation, design exploration, iterative development, and community evaluation, it can be concluded that participatory and contextual visual design produces elements that are not only aesthetically appealing but also socially and emotionally meaningful. Broadly

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speaking, the hypotheses of both stakeholders and players were confirmed by the community's feedback and results, namely:

- The shortcomings of previous designs, such as reliance on AI, generic visuals, and lack of representativeness were recognized as major challenges by stakeholders and players alike.

- The presence of human designers proved advantageous in capturing the values, nuances, and character of the community that generative AI designs could not convey.

- Logos, illustrations, icons, and social media content emerged as the most significant elements in improving visual perception of +62 Voice, as each was developed contextually to reflect the community's features, avatars, and style.

- Positive community responses confirmed that the new visuals are more consistent, vibrant, and lively, effectively fostering a sense of ownership and connection among members.

- The designs also enhanced the professionalism of the community's appearance, making it more attractive and easily recognizable to new players and other Roblox communities.

Throughout the process, it was found that the representation of real avatars (owner and admins), references to actual in-game features, and visual alignment with the community's communication culture were key factors for the success of this creation.

Prospects for Development

This creation is not final but serves as a foundational step toward long-term visual development of the community. Potential future developments include:

- Developing a comprehensive visual guidelines system (brand manual) to maintain consistency in the community's visual identity moving forward.

- Expanding visual content into motion graphics, avatar animations, or promotional community videos.

- Designing content and systems for role play, clans, and non-admin community members.

- Increasing participation of non-admin members in visual representation to foster greater inclusivity.

- Strengthening the community's visual presence on other platforms such as TikTok, YouTube Shorts, and community mini-websites.

Through a community-based and humanistic design approach, +62 Voice now possesses a visual identity that not only represents its outward appearance but also reflects the active, open, and evolving internal character of the community.

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