

ABSTRACT

Identity is a characteristic that distinguishes an object from other objects. For companies, identity can be a differentiator between the company and its competitors. This makes identity very essential for companies to show their existence among other companies. Logo and visual identity as corporate identity become the first gateway to convince consumers that the company is consistent and professional. As one of the companies in the printing sector, CV. Makmur Bersama has problems in its visual identity, such as a logo that is generic and does not represent the company. According to Pak Kahar as the owner of the company, this is because at first the visual identity of the company was not well planned. Because the initial logo was not well planned, the logo was less able to describe the company's identity. In addition, the absence of a logo guide makes the implementation of the logo inconsistent. By collecting data by means of open interviews, direct field observations and literature studies as well as conducting a SWOT and USP analysis with the aim of solving the company's visual identity problem. This design aims to redesign the logo as a company's visual identity and its application to promotional media as regulated in the logo usage guidelines.

Keywords : CV. Makmur Bersama, logo, visual identity, promotional media.