

ABSTRAKSI

Kapuk is a home industry in the field of offset printing which stand around the year 2000. Located in Kapuk Kebon Jahe, Cengkareng, West Jakarta 11729.

With the logo on the company expected to have Kapok Offset identity to distinguish it from entities and may be recognized by the public for the products or services it offers.

Logo that comes with the tagline, is expected to help strengthen the trust (loyalty) customers, providing a positive and professional image, from companies to customers, a sign of quality assurance to provide security and comfort for those on the services offered, easier to get projects also a large loan from the banks, so the company could face increasing market competition.

