

ABSTRACT

Boutique is one place where women hunt wardrobe with the latest trends that do not want to miss. With so many fashion trends that continue to develop an enticing consumers, there are many other boutiques have sought to entice consumers into buying product they offer.

But with many fashion boutiques are popping up, consumers become confused in choosing which product quality and boutiques where they would choose as well as boutique distinguish from one another. To be able to compete and survive in the marketplace is to have an image that is easily remembered by consumers, including boutique Since every company must realize how important having a strong identity.

An identity can be seen from a company logo in accordance with their respective fields. Logo is one of the symbols that portray the character of the company, trading business, services, community, and even boutiques. Logo is closely associated with the brand or the brand, and is the "cutting edge" to attract "sympathy" audience (consumer, or potential customers).

A logo should be able to indicate the quality and identity of the company / product. As an identity, the logo also has an important role in a boutique, then the logo in the show should be attractive and easily recognized by consumers. Logo is not just a sign / symbol, but also a thing that can reflect a company's brand / product.

One function of the logo is to create an image that is memorable and easily recognizable by the client or the consumers through the company's logo will be represented.

In an effort to build a boutique image and introduce a boutique, needed a way to convey a message to the community, namely to do with the logo design company to help advance Desi Collection boutique and corporate image formation better to always stick in the minds of consumers. Desi Collection is a company engaged in the sale of clothing for women and is now beginning to increase products sold in the form of bags and accessories.