ABSTRACT

Visual identity plays an important role in image of a company. The company's visual identity which have less interest or less imagine the company, so they need to do redesign visual identity of company. To reinforce the reason for the need to redesign the visual identity of the company, the authors do a good data collection of primary data and secondary data to facilitate the design of corporate visual identity redesign. Analysis result primer data from distributing questioner to general public indicates that the company feels need to do redesign visual identity. With purpose that new visual identity of company can provide a better corporate image and positive impact for the company.

Keyword : Redesign