

ABSTRACT

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Redesign Corporate Identity CV. Tunas Harapan Nusantara

CV. Tunas Harapan Nusantara is an expedition company that developed the new corporate identity or Corporate Identity becomes a very essential and important.

For emerging companies like this , logo on the CV. Tunas Harapan Nusantara less reflect the corporate identity, then new consumers who have never known CV. Tunas Harapan Nusantara will be difficult to guess, whether engaged in this company.

Based on the needs and problems faced by the CV. Tunas Harapan Nusantara , it will be a re-design the logo or image design company CV. Tunas Harapan Nusantara. With the new corporate logo, is expected to advance the company and the purpose of the CV. Tunas Harapan Nusantara to attract the attention of consumers as well as become more recognized again by the wider community can be accomplished.

Keywords: Corporate Identity, Logo Redesign