

ABSTRACT

Logo is the most important things for a company, that's work for expanding company to be bigger than before because for some reason logo could be change, example like times changing, Market demands, and the company's own internal factors.

Application of logo redesign as a simple identity, modern, sporty and flexible so as to represent the vision and mission to build better communication and effective for people's.

Therefore, in designing of Bagus Bike Logo authors undertook several steps in the process of creating a logo for an agency or the company.

