

ABSTRACT

Corporate Identity of Citra Mentari Advertising

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Corporate identity is a form of visual and graphic expression of the image and identity for a company. Corporate identity is crucial to the progress of a company. Corporate identity was created with purpose that a company can be recognized and as a form of visual communication with the public.

Citra Mentari Advertising, in this case needs to have a good and systematic corporate identity. By having a good corporate identity and systematic it will give positive impact to business continuity.

Keywords : Redesign Logo, Corporate identity, Citra Mentari Advertising.



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