

ABSTRACT

DESIGNING VISUAL IDENTITY TO IMPROVE BRAND AWARENESS OF PT. ENTITY GLOBAL TECHNOLOGY

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PT. Entity Global Technology is a company engaged in the procurement of goods and services. PT. Entity Global Technology has a wide range of large-scale technology products for the needs of companies engaged in health, agriculture, education, to government agencies. Basically this company does not yet have a visual identity which is an important element for the continuity of the company, therefore an identity is needed in business. Corporate identity is a way or something that allows a company to be known and differentiated from other companies. He also stated that corporate identity must be created through a special design that includes unique or distinctive things about the company concerned physically (Anggoro, 2000). Besides that PT. Entity Global Technology also does not yet have promotional media to support company promotions where promotional media are useful for introducing companies so that they can be more effective in expanding the target market. Promotional media used include corporate identity, merchandise and websites.

Keywords: Visual Identity, Promotional Media, Logo.

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