ABSTRAK

Identitas perusahaan berperan penting dalam mempromosikan serta memperkenalkan produk baik barang maupun jasa yang ditawarkan oleh perusahaan tersebut. Penempatan identitas perusahaan pada media yang tepat akan menjadikan identitas perusahaan tersebut dikenal secara luas oleh *audiens* serta meninggalkan kesan dalam benak audiens. Untuk itu guna meningkatkan daya saing dalam dunia industri maka dilakukan perancangan ulang (*redesain*) identitas dari perusahaan PT. Citra Haluan Sejahtera Baru. Berdasarkan aspek keseluruhan yang terdapat dalam PT. Citra Haluan Sejahtera Baru dibuat sebuah identitas perusahaan yang dapat mencirikan keseluruhan aspek tersebut. Identitas perusahaan atau yang lebih dikenal dengan sebutan *logo* bisa dipakai di banyak bentuk, ukuran dan konteks berbeda.

Kata kunci : identitas perusahaan, logo, desain

ABSTRACT

The identity of the company played an important role in promoting as well as introducing the good product the thing and the service that were offered by this company. The appointment of the identity of the company will to the exact media make the identity of this company be known widely by audiens as well as left the impression in the marrow audiens. So in order to increases competitiveness in the world of the industry then was carried out by repeated planning (the re-design) the identity from the company of PT. Citra Haluan Sejahtera Baru. Was based on the aspect of the whole that was received in PT. Citra Haluan Sejahtera Baru was made by an identity of the company that could characterise this aspect whole. The identity of the company or that more was known with the logo term to be able to be worn in many forms, the measurement and the different context

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Key word: corporate identity, logo, design.