Absract

Work practice is one of the compulsory subjects are implemented as a condition of the preparation of the final project. Which can be used also as a place to learn to channel and harness the knowledge and talents gained during the lecture.

The implementation of practical work done in the CV. Private Mengele for two months from the date of October 12 until December 12, 2011. Where Mengele is a company engaged in advertising and branding.

Along with the changing times many companies stand to each - each have an identity, a different vision of mission that requires a powerful imaging that can represent the company. In this case the logo.

The importance of the role of logos and corporate identity attributes to make a challenge for any designer to design a logo design that can represent the company's identity, so the design was made logo design and identity design attributes PT. Motion Car Branding is a client of the CV.Mengele.

Logo design and identity attributes are made to PT. Motion Car Branding is in conformity with the philosophy, vision, mission and corporate identity, which is able to represent the company with a very powerful imaging.

Key words: logo, corporate identity, branding.