ABSTRAK

Logo ataupun *Brand* dari berbagai bidang lembaga perusahaan dipandang sebagai suatu kebutuhan dari perusahaan masing – masing, antara lain bisnis dan keuangan, *marketing*, *advertising*, *sales*, *promotion*, *public relation*, komunikasi, desain grafis, semiotik, psikologi, *statistic*, antropologi, sosiologi, dan lain-lain. Disamping itu *Manual Book* Logo dijadikan hal yang paling mendasar. Karena didalamnya terdapat aturan – aturan dan tata cara dimana saja logo dapat diaplikasikan sebagai media promosi untuk suatu perusahaan atau organisasi tentunya dengan melakukan tahapan visual, seperti konsep *sketching*, digital dan *visual language*.

ABSTRACT

Most of Companies look logo or brand as a requirement for point of view such as business and finance, marketing, advertising, sales, promotion, public relations, communications, graphic design, semiotic, psychology, statistics, anthropology, sociology, and others. Besides that, Manual Book Logo is very important. Because there are rules and procedures of logo where it could be applied and how to use it as a media campaign for a company or organization by visual step, such concept of sketching, digital and visual language.