

ABSTRACT

Proxisis Consulting Group (PCG) is a large enterprise engaged in training and consulting with several Sub Business Unit (SBU). A big amount of SBU, and lack of designer that understand the things that must be considered in making a design, produce inconsistent design in the SBU and there is no similarity between logo and other supporting media both of the colors and other graphic elements. These things lead to a companies that yet have a clear visual identity, such as the color of which is become a hallmark of the company, which if it had been attached to the color of the company will be easily recognizable even without write the name of the company. Through observation to the company and conduct interviews and gather the designs that was created in 2015 rearward then analyzed using theories and study that associated visual elements of corporate identity, the authors conclude that in order to make the company appear more prominent among competitors and more easily recognized by the client is to have a clear visual identity. Visual identity is based on graphic design study, to fit the image of what is to be conveyed by the PCG and each SBU.

Keywords: Signature, Brandmark, Visual Elements, Corporate Identity, Proxisis Consulting Group