

ABSTRACT

The number of street children in Jakarta make many parties concerned and want to help. One of them through social foundations for street children. Dilts Foundation is a social foundation in Jakarta that helps street children to have a decent education as other childrens have, and also provides medical aid for those in need of health services. However, the income earned by Dilts Foundation to run all its activities is insufficient because they are unsustainable. One of the factors in the lack of attention the public against Dilts Foundation is because brand Dilts Foundation which is still not effective. By creating a visual identity appropriate Dilts Foundation will create a new image which is more independent and professional, therefore will increase the public trust. In obtaining data and information by the method of observation, interview, questionnaire, literature review, and documentation. Then to process data using a SWOT analysis and comparison matrix. And this design can help Dilts Foundation in strengthen their new image that is more independent and professional, at once designing the application of visual identity in the right promotion media so that it can increase the public trust to Dilts Foundation.

Keywords: *Visual identity, image, trust, social foundation, Dilts Foundation.*