

ABSTRACT

One of the inhibiting factors for the psychologist consultant's target audience in seeking the help of psychologists is trust, so they need clear information about the company profile, the professional psychologist workforce, and the visual identity that can achieve public appeal. EPIC Consulting is one of the psychologist consultant companies in Pematangsiantar that does not have website that has advantages as a means of information and lack on building the company's visual identity. The data was collected through the observation method of EPIC Consulting, the interview method with relevant parties, the questionnaire method to the target audience, and the literature study method. The data obtained will be analyzed using the SWOT analysis method (Strength, Weakness, Opportunity, and Threat) and then the results of the analysis will create a website design that is able to get the trust of the target audience. This final project is hoped to be able to help EPIC Consulting in developing the company and achieving the company's vision and mission.

Keyword: *psychologist consultant, visual identity, website*