ABSTRACT

PERANCANGAN DAN IMPLEMENTASI *BRAND IDENTITY* PADA AWAK LAUNDRY

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A company with its competitors can be distinguished by looking at its identity. Identity should be made from the characteristics of the company itself. This is made in order to get the value of the originality of corporate identity, so that identity can compete in the market. This practical work aims to create a design and implementation of multimedia or display of the Awak Laundry, so consumers can know about the existence of laundry. As for step by step is requirement analysis, design and making of logo and media of promotion, implementation and evaluation. The identity of this business is made using references provided by Awak Laundry and making with *Corel Draw Graphics Suite X7* program and supported by *Adobe Photoshop CC*.

Keyword : *Brand Identity*, *Originality*, *Corel Draw, Adobe Photoshop*