

## **PERANCANGAN CORPORATE IDENTITY PT. BUANA BAKTI MEDICA**

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### **ABSTRAK**

PT. Buana Bakti Medica merupakan usaha yang bergerak di bidang farmasi. Perancangan corporate identity PT. Buana Bakti Medica sebagai suatu penyempurnaan serta pemberian karakter yang jelas bagi perusahaan ini. Hal yang mendasari perancangan corporate PT. Buana Bakti Medica adalah dikarenakan kurangnya karakter visual yang menampilkan ciri khas perusahaan serta kurangnya media visual yang menampilkan identitas perusahaan. Pada perancangan corporate identity PT. Buana Bakti Medica diharapkan mampu menampilkan corporate image perusahaan dengan baik, sehingga para relasi semakin tertarik kepada perusahaan dan perusahaan terlihat lebih elite. Dalam perancangan tidak merubah logo melainkan membuat tema visual sesuai dengan visi, misi, dan keinginan pemilik. Tema visual akan diaplikasikan pada sistem corporate identity berupa: web profile, company profile, stationary, merchandise, seragam kantor, dan mobil box.

Kata Kunci : Corporate Identity, PT. Buana Bakti Medica, Pedagang Besar Farmasi.

## **CORPORATE IDENTITY DESIGN FOR PT. BUANA BAKTI MEDICA**

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### **ABSTRACT**

Buana Bakti Medica, Inc is a business engaged in the field of pharmacy. The design of the corporate identity of Buana Bakti Medica, Inc is aimed to be an improvement and providing the unequivocal character for this company. The idea comes up due to the lack of visual character which represent the feature of the company and also the lack of the visual media which show the company identity. Buana Bakti Medica, Inc is expected to show the corporate image of the company well, thus, the clients are interested more in the company and the company becomes a well-developed company. In designing, the writer does not change the logo, but, the writer attempts to create the visual theme which is in accordance to the vision, mission, and the owner's requirements. The visual theme is applied to the corporate identity system, for instance, web profile, company profile, stationary, merchandise, uniforms, and trucks.

**Keyword** : corporate identity, Buana Bakti Medica, Inc, pharmaceutical wholesalers