Abstract

PT. INKA Madiun is the one and only train manufacturing company in Indonesia. The company is also the biggest company within the field on south east Asia region. Established in 1981, the company is focusing in the railway activities, railway device, railroad maintenance services, local trade, export and import activities in the railway-related field and in the development of non-rail products.

On the early 2000, PT. INKA started to have some significant problems. One of the problems that arise was the declining domestic demand of train making. Related to the issue in 2005 PT. INKA formed a new division of Land Transportation Business Development and Diversification as one solution to solve the problem, considering the promising market potential of automotive industry in Indonesia which is ranked second in ASEAN and 11th in the world.

With PT. INKA’s new division joining into the Indonesian automotive market, the need of clear identity as a reinforcement of the division’s identity among the future customer arise. This design focuses on the establishment of a corporate identity that capable to represent the unique component of the PT. INKA Madiun Division of Land Transportation Business Development and Diversification Division. This design also reveals the various logo supporting
elements, which will be a strategic move to initiate the building process of strong identity of the Division.

The main purpose of this corporate identity project for the division is to facilitate the division in marketing its products, in both business to business marketing or commercially competing their products in the automotive market.

*Keyword: Innovation in Different Way*