RE-DESIGN OF PT NATIONAL UTILITY HELICOPTERS (NUH) CORPORATION

IDENTITY

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Abstract

PT NUH is a helicopter charter company which was founded in 1969 by Capt. Wibisono Rusmiputro. In 2007 PT NUH changed owners a shareholder system. With these developments, PT NUH has so many changes, such as changes in its vision, mission, work systems, and the addition of the scope of services. However, this has not been represented in the identity of company owned by PT NUH. Therefore, PT NUH requires a new identity that is representing the company and in accordance with all the developments experienced by the company.

In this design process will be made a logo or a new corporate identity that more represents the company. The process of creating a logo design includes using primary data from the company, in the form of in-depth interviews and internal data and also external data that support it. The data is obtained and it is applied in 45 sketch design alternatives subsequent to 20 digital design alternatives, and then through a phase questionnaire to select the top 5 logo, next do consultation with company officials till elect one new logo after consultation with lecturers. Additionally, it will be made also a graphical system that supports its application to the needs of the company. That Corporation identity is based on research that has been carried out previously.

From the research, it was found that PT NUH has suffered from internal rejuvenation in company, there are the changes and developments that have been made by it. Therefore, the new logo will be more in line with the company in the present and future by considering the SWOT and in-depth interview about the company's future outlook as well as the study of the areas of work of the company. The new corporate identity design criteria will be determined later. In terms of color, there are two colors used for the new identity, the blue and orange. Blue was chosen because it symbolizes the commitment, technology, and trust, while orange is the color of the company's early enthusiasm meaningful and dynamic. Besides the selection of corporate typeface to be used are sans-sheriff and basic formations to be taken are solid lines are arranged to form an object. The main concept of a whole new design, which also became the company slogan, is ‘First Fly, Safe, and Higher’. The whole design criteria are further consulted with other stakeholders, namely PT NUH itself.
With the redesign of corporate identity, PT NUH is expected the new identity will be more in line with the development of the PT NUH, so it will be useful going forward. The design needs to be refined further with the right marketing strategy, according to the rejuvenation of the company has done in order to continue to compete. In addition, this design process as well as to train the writer abilities in conducting of the implementation of the lectures that have been done.

**Keywords:** Re-design of Company Identity, PT NUH, *First Fly, Safe, and Higher*