PT Dynamics of Energitama Nusantara (PT DEN) is a company that specializes in boiler technology for various industrial processes. PT DEN has mastered the design, engineering, improvement, management, fabrication, and commissioning processes of boiler technology. They represent the strategic partner in responding to the requirements of national electricity needs.

PT Dynamics of Energitama Nusantara is a company that has been in business since 2003 with two main business units: Engineering & Services and Manufacturing Facilities. The Engineering & Services unit covers areas such as plant rehabilitation, efficiency improvement, commissioning & startup, parts replacement, and operation & maintenance. The Manufacturing Facilities unit supports the Engineering & Services unit, providing peripheral material or support equipment such as water walls, super heaters, economizers, and openings.

In its development, PT DEN has grown rapidly. Their achievements have contributed to their continued development and expansion. Goals that are wish to be reached include expanding segments and market compartments, and also becoming more widely recognized. To achieve these goals, the establishment and integration of a corporate identity system that can represent the vision & mission, values, and company goals are necessary.
There are some problems design in corporate identity, it’s appear from the unclear standard of logo application as identity. There aren’t consistent identity application, goodness in usage font, colour, structure, and also used graphical super, so that impress by inexistence continuity of existing identity application.

Corporate identity, namely corporate name, trademark & visual system, is one of all important asset from company as a representation form from company. Identity of PT DEN represent a very important instrument to form the company perception in marrow of all consumer, investor, and stake holder company. For the reason of vital importance to maximize the usage of company identity as a value emulate and at the same time to take care of and protect it.

Keyword: Logo, corporate identity, company’s representation