

ABSTRACT

DESIGN OF SIGN SYSTEM AT RSAB HARAPAN KITA

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Hospital is a public facility that must be maximized its services. We could maximize the services by giving the information which proper to hospital's visitors. "RSAB Harapan Kita" has a very big potential. It is because "RSAB Harapan Kita" already has a great reputation. Therefore the hospital still has to increase the quality. One of method to increase the hospital's quality by giving the information accurately and informatively for hospital's visitors.

Because of that the writer design the "new sign system" for "RSAB Harapan Kita". The writer use literature research, observation, interview, matrix analysis methods.

The result of data collection which has been made by the writer, generate the design of sign system in "RSAB Harapan Kita". The design of sign system has a purpose to redesign "sign system" suitable with the "RSAB Harapan Kita" identity to give a clear information to the visitors

Key Words :RSAB Harapan Kita, Visual Identity, *Sign System*.