

ABSTRACT

Industrial contractor is currently experiencing rapid growth with many built facilities and infrastructure such as buildings or other physical form in which its existence thanks to the contractor so that the operation of a business carried out. The construction company is one of the efforts in the economic sector that is engaged in the planning or implementation and supervision of a construction activities to establish a building or other physical forms in the implementation of the use and utilization of the building concerning the interests and safety of people who use the building. In each company has established business positioned to achieve the objectives to be achieved. As well as employee performance can be increased productivity of business development of the company. In order to increase the productivity and effectiveness of employees to realize the target of an enterprise, reached by way of changing the organization of space influence surveillance pattern that is supported in the design. One of the systems supporting the work that must be in the office, namely in terms of the identity of the company and the office layout. Corporate identity is the identity of a company that provides its own characteristics and can be applied into the office space so clarify the character of the company.

Keyword: *Construction company, employee productivity and corporate identity*