

ABSTRACT

Eleven Outdoor is an outdoor equipment brand from Bandung which is currently becoming widely known by the people of Indonesia. This research aims to be a design renewal for Eleven's new identity which functions to increase awareness of the brand as an effort to give a positive image to internal and external factors. This research is a qualitative research, which means that the research data is descriptive data. This research also aims to provide a consistent identity for the company as a reference in running the organization. Eleven Outdoor's overall response regarding corporate identity is still not optimal and functioning properly. With a corporate identity that can be optimal and consistent, it can make the organization directed according to the company's vision and mission. With a corporate identity, consumers, investors and other stakeholders can easily identify companies and can be trusted because of the company's transparency towards external factors.

Keywords: Renewal, Corporate Identity, vision and mission.