

ABSTRACT

Vamos Creative is a wedding planning service provider that helps prospective brides and grooms realize their wedding dreams. Vamos Creative is here for the middle class or aspiring middle class, who want to experience the presence of a wedding organizer at their wedding. As a relatively new business, Vamos Creative does not yet have a company profile. This certainly affects the low level of understanding of prospective clients. Therefore, an effective marketing strategy is needed. This study aims to find a company profile design for Vamos Creative Wedding Organizer using a booklet and other supporting media as a promotional medium. This study uses a descriptive qualitative approach with data collection techniques, namely observation, literature study, interviews, and documentation. The data analysis used is a SWOT analysis. The results of this study are the design of a Vamos Creative company profile booklet and other supporting media in the form of brochures, posters, lanyards, business cards, and X-banners. The design is made with a minimalist, modern, and elegant concept considering the target audience or prospective clients of Vamos Creative. The researcher hopes that the design of a detailed and attractive Vamos Creative company profile booklet and supporting media can encourage the company's existence in front of prospective clients and other competitors.

Keyword : *Company profile, booklet, Vamos Creative*