

ABSTRACT

PT. UOB Kayhian Securities is a securities company located in UOB Plaza Thamrin. The company is repositioning within the target market. Earlier, UOB Kayhian's purposes only are for institutional investors who require financial purposes, listing to the market exchange and investments and PT. UOB Kayhian made a change at the target market share of individual investors are aged 22-30 years and do not have enough knowledge about the capital markets. Seeing the existing circumstances, PT. UOB Kayhian Securities would like to invite young people to start smart investment in shares. Thus, the big idea underlying the entire design of corporate identity is Starting Up, Affordable and Educative which means PT. UOB Kayhian Securities which pegged on the beginners to start investing with an affordable deposit funds and providing free training classes to provide knowledge about capital markets.

The design began by identifying the background, existing problems, SWOT analysis approach, analyzing the results of interviews with UOB Kayhian, determine the target market and determine positioning. The results of this design is a logo, identity guidelines, the application of the media stationary, uniforms, equipment companies, printed promotional medias layout, digital medias layout, souvenir medias and display signage. Through this scheme, it is expected for PT. UOB Kayhian Securities can have an identity that is attractive and always remembered in the minds of the people.

Keywords : *Starting Up, Affordable, Educative, Beginners.*