Abstract

Corporate identity is one of the factors that are important to the company. Developing or not a company affected from their corporate identity. According to Veronica Napoles (1988, p.23) that corporate identity is a visual and graphic expression from corporate image and identity of the company, which is built and influence the continuity of the company itself.

It also applies to Grand Kemang Hotel. After seeing the condition of the existing corporate identity. There is no feeling in its design, which is good but cannot deliver the message. On the other hand, Grand Kemang Hotel is in strategic location, but its lack of existence.

Key words

*Business, Comfort, Prestige, Lifestyle*