

ABSTRACT

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DESIGNING A COMPANY PROFILE TO DEVELOP VISUAL BRANDING FOR GRAHA PRATAMA AT YAYASAN BUANA PRATAMA SUKABUMI

This report discusses the professional work activities carried out at Yayasan Buana Pratama Sukabumi over a period of three months, with a focus on developing visual branding through the creation of a company profile and social media content. During this process, the author was involved in various graphic design tasks aimed at enhancing the foundation's image and promotional efforts, particularly through digital platforms such as Instagram. Design tools like Figma, Photoshop, and Canva were utilized to produce creative and professional results. This work experience provided valuable insights into the importance of visual communication in strengthening brand awareness, while also enhancing practical skills in team collaboration and project management.

Keywords: *Visual Branding, Company Profile, Social Media*