

## ABSTRACT

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### **DESIGNING BRAND IDENTITY AND WAYFINDING TO BUILD THE BRAND IMAGE OF GRAHA PRATAMA IN YAYASAN BUANA PRATAMA**

**Abstract:** *The Work Practice (KP) carried out on a Work From Home (WFH) basis at a branch of Yayasan Buana Pratama called Graha Pratama, placed as a graphics designer, aims to understand the company's guidelines and participate in implementing designs in accordance with the field of Visual Communication Design (DKV). This report is in the form of analysis and work results during KP in the form of brand identity design, wayfinding, and Instagram social media feeds & stories. During the KP, the writer was able to complete the internship assignment with satisfactory results, understand the company's guidelines, and gained new knowledge in the form of work flow at Yayasan Buana Pratama such as the use of Trello and Figma. Obstacles at work have been experienced several times, especially time management during work and college. This report hopes to help the writer to practice skills in future work practices.*

**Keywords:** *Work Practice, Design, Brand Identity, Wayfinding, Social Media.*