

ABSTRACT

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Designing Visual Design Identity and Instagram Content for *Institut Citra Buana Indonesia*

Institut Citra Buana Indonesia (ICBI) is an institution supported by *Yayasan Buana Pratama Sukabumi*. ICBI is a combination of two academic institutions, namely AMIK and AKPAR. ICBI currently does not have a visual identity; therefore, a visual identity is needed that represents the institution's vision and mission. This internship is carried out online with the supervision and guidance of the relevant mentor. The internship aims to design visual identities and Instagram content for ICBI's needs. The results of internship is a Graphic Standard Manual (GSM) design process and Instagram content in the form of Instagram feeds or stories in accordance with the brief that has been given. It is hoped that this internship will not only hone students' relevant skills but can also help institutions to have a visual identity and content with better visual quality.

Kata kunci: ICBI, Internship, Visual Identity