

Abstract

This internship report describes a 3-month experience as a graphic designer at PT. Krisna Hutama Karya with a focus on the brand identity development project of Cluster Sakura. The main tasks include designing logos, promotional materials, and other visuals that are in accordance with the target market and company values.

Through this internship, a deeper understanding of the creative process in the property industry and the importance of strong visuals in building brand awareness was obtained.

The results of this internship are expected to improve the author's work in the company and strengthen the author's understanding of attitude, cooperation, and consistency.

Keywords: Graphic design, Brand Identity, Cluster Sakura, PT. Krisna Hutama Karya.