

## **ABTRACT**

### ***DESIGNING THE VISUAL IDENTITY FOR THE CITY BRANDING OF SERANG DISTRICT***

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*Visual identity is the visual representation of an entity, such as a company, brand, or organization, involving elements like logos, colors, typography, and graphic design. Visual identity plays a role in distinguishing brands, building a consistent image, and strengthening relationships with consumers. Kabupaten Serang, as part of Banten Province, has various promising potentials, particularly in the sectors of agriculture, culture, tourism, trade, and services. These potentials need to be supported by a visual identity that aligns with the values of Kabupaten Serang. A strong visual identity can be a crucial support in developing the potential and progress of Kabupaten Serang. The design of the city branding visual identity for Kabupaten Serang through a cultural approach aims to communicate messages, values, and unique characteristics, as well as create strong brand recognition. The result of this design is a visual identity guideline book that includes the logo, colors, typography, font types, layouts, and their applications on various types of media.*

**Key words:** *Visual Identity, Serang District, Branding, Logo, Culture*

**References :**

**Publication Years :**