ABSTRACT

DESIGN AND IMPLEMENTATION OF VISUAL BRANDING IN NEW LEAF BATAM

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Job Training is intended as a media campaign and strengthen the brand of products or services in New Leaf Batam, because with this practical work then generated a Visual Branding. The result of this practical work, a Logo that is useful for New Leaf Batam. The design and implementation of visual branding created a logo, stand banner, letterhead, envelope, kartu nama, pena, notebook, gelas, papan logo, name tag, cap, bag, sticker car, billboard, dan shirt. has the purpose so that people can know the background of the company, Vision and mission offered and the existence of New Leaf engaged in Retail Trade. Visual Branding is designed using Adobe Photoshop. It is expected that with this design, New Leaf Batam can look more professional by reaching new customers.

Keyword: Adobe Photoshop, Visual Branding