

ABSTRACT

The Integrated Islamic Boarding School of Hayatan Thayyibah Sukabumi is an educational institution in the form of a modern boarding school in Sukabumi. Founded 20 years ago, producing quality students, producing excellent alumni, having A accreditation and going to international standard schools showed the strengths possessed by these pesantren, but the lack of a consistent and consistent visual identity made this school less able to convey its image and messages that are available to the general public. The community especially prospective parents of students need to know the information about this school well so that in this study the author aims to design the visual identity of the Integrated Islamic Boarding School of Hayatan Thayyibah Sukabumi. In this study, the author uses the main media visual identity in the form of logos and other media that can support the main media. The author uses qualitative data collection methods, namely obtaining data by means of interviews, observations, questionnaires and literature studies, then uses the SWOT analysis method that is useful in knowing the weaknesses and strengths of the media to be designed. The results of this design are expected to improve the image of the Hayatan Thayyibah Integrated Islamic Boarding School as a Modern Islamic Boarding School in the eyes of the public.

Keywords: Visual Identity, Logo, Education, Modern Islamic Boarding School