

ABSTRACT
VISUAL BRANDING OF TANAH TINGAL SCHOOL

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The primacy of visual brand of design consists in placing the image of the school environment as a diversion for school children, taking into account the multiple intelligences of students through activities of orientation in the exploration of the nature and the environment. Design of the form in question is a reordering of the design in the media that the publications of the school in the review based on the market and the design of economic value segmentation. The reason that the design is based on the major issues in aspects of design Tanah Tingal schools property, which have not provided the consistency of the application and put visual market style based segmentation. Expression of a design is a form of image that can bring the proximity of the communication between schools and parents to design the final project was the "Visual Branding Of Tanah Tingal School" re-imaging efforts to build environmentally sustainable schools like the fun of the school for children in the aspect of the design.

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