

# **VISUAL BRANDING AS COMMUNICATION STRATEGY USED BY PT. RAPP THROUGH WEBSITE**

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## **ABSTRACT**

The aim of the research is to identify the visual brand elements used visual communication on the RAPP website. The author conducted descriptive-qualitative research in try to understand the data and material on this website. Data collection technique in this study was observation on a website. The object of this research is the RAPP website. The results of the study show that visual brand elements are used consistently and with great care to produce a distinctive brand identity. The colors and typography complement the company's brand values and personality, and the prominently. This website uses high quality images, giving a professional impression.

Keywords: Visual Branding, Communication Strategy, PT.RAPP, Website