

## **ABSTRACT**

*Kuningan District tourism has a high potential value. Ridwan Kamil said that he would prioritize tourism in Kuningan District based on agriculture and nature. One of the potential natural attractions that have been revitalized by the West Java government is the Obyek Wisata Waduk Darma. Darma Reservoir is an artificial lake that source of water as a source of irrigation for agricultural land, and is used for the needs of PDAMs, in addition to having this function Obyek Wisata Waduk Darma is known for aboard water boats and fishing, many visitors who come with families to ride boats and fish Apart from boat and fishing activities, Obyek Wisata Waduk Darma has many good facilities, such as cottages, camping grounds, soccer fields, stages, halls, mosques, toilets and many more, even the facilities will be added as the revitalization process goes on. Unfortunately there are still many people who does not know the existence of the Obyek Wisata Waduk Darma, regarding existing facilities, to the location of the Obyek Wisata Waduk Darma. Data collection methods that will be carried out are using interviews, questionnaires, observations, literature study and comparison matrix analysis. The hope of the design of this Brand Identity is, the public can know the existence of the existing Obyek Wisata Waduk Darma located in Kuningan District and is suitable for family vacation.*

*Keywords: Brand identity, Darma Reservoir, Kuningan District, Tourism*