

## ABSTRACT

### ***Visual Identity and Environmental Graphic Design Planning at Indonesian Postal Museum***

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*Museum has an education purpose for visitors such as students and the general public to find out what phenomena have occurred in the past. Likewise with the Indonesian Postal Museum which aims to be a means of education for the public and the current generation to find out about the transitions in the delivery of communications that occurred in the past to the present. There are many collections of stamps and communication tools from time to time in the Indonesian Postal Museum. This research is using the observation method through visits to the Indonesian Postal Museum, followed by interviews with museum curators and experts in the field of Environmental Graphic Design and also through filling out questionnaires. The analytical method used in the report is visual analysis and comparison matrix analysis. This design aims to facilitate and provide comfort for visitors visiting the Indonesian Postal Museum by designing a visual identity for the museum and designing an Environmental Graphic Design to make it easier for visitors to know the direction of visitor flow, collection rooms and to differentiate the postal building and the museum building through signage and wayfinding designs.*

**Keyword : Indonesian Postal Museum, Visual Identity, *Environtmental Graphic Design, Signage, Wayfinding***