

ABSTRACT

Nagreg Kendan Village is one of 13 tourist villages in Bandung Regency, as a tourist village the existence of visual branding must be owned to become an identity and its own characteristics for the village, the problem is the lack of visual branding owned by Nagreg Kendan Tourism Village since it was inaugurated as a tourist village in 2022. This study aims to describe the design of visual branding that is useful as the identity of Nagreg Kendan Tourism Village. The research method used is qualitative, participatory design and collecting data by making direct observations down to the village, interviews with village officials who are in charge of managing the tourist village and collecting documentation as support in designing and proof that they have done research. The analysis technique used is comparative matrix analysis. The research results obtained from observations and interviews indicate that Nagreg Kendan Village is still in the early stages of becoming a tourist village. The visual identity currently consists only of a simple tourist village logo, which does not adequately represent Nagreg Kendan as a tourist village. Additionally, elements such as color usage, layout, typography, and other aspects related to visual branding are not yet developed.

Keyword : *Visual branding, Logo, Tourism Village*