

## **ABSTRACT**

*In the era of rapidly developing globalization, brand communication is not just a message in the form of advertising distributed from various platforms/social media but how a brand speaks, appears, interacts and conveys the products that the brand has. The message conveyed must also be clear, consistent and also relevant to the brand's values and identity, so that the message can be received by the audience/customers well and positively. Therefore, in promoting a brand, it is important to have a visual identity to make it easier for the audience/customers to recognize, understand and trust the brand. This study is motivated by the importance of having a visual identity among the many competitors in selling pastries in the city of Bogor. Paaz cookies do not yet have a fixed visual identity and are also lacking in promotion. The aim of this research is to design a visual identity and promotional media for Paaz Cookies to maintain its existence in the tight competition in the cookie business in Bogor and throughout Indonesia. The data collection methods used were observation, questionnaires, interviews and literature study. To analyze the data, the author used the SWOT method and comparison matrix analysis. It is hoped that the results of the design will become a visual identity for Paaz cookies that will be better known to many consumers and can expand product sales.*

***Keywords: Visual Identity, Promotional media, Brand.***