

ABSTRACT

Bali Museum is one of the oldest museums in Bali, established in 1932. Despite housing a rich collection of cultural artifacts, interest from younger generations remains low. Based on 2024 visitor data, only 7% of the museum's visitors were aged 20–25. This low percentage reflects a lack of appeal in museum tourism, particularly among youth. One contributing factor is the museum's outdated image, often perceived as rigid, boring, and visually unappealing. Moreover, Bali Museum lacks a strong and consistent visual identity system. Visual elements such as the logo, color palette, typography, and promotional media have not been cohesively designed to support its position as a cultural tourism destination in Bali. This design project aims to build a visual identity that reflects the rich cultural heritage of Bali Museum while remaining relevant to the visual preferences of younger audiences. The method used is qualitative descriptive, through observation, interviews, literature study, and SWOT analysis. The design outcomes include a new logo, color system, typography, and graphic elements applied across print, digital, promotional, and informational media. This project is expected to strengthen the museum's image as an attractive cultural tourism destination and bring it closer to younger generations.

Keyword: *Bali Museum, visual identity, tourism*