

## **ABSTRATC**

Solok is one of the cities in West Sumatra. Solok have a high tourism potential, since the holding of the event Tour de Singkarak. Beside Singkarak lake, Solok have some other amazing tourist destinations. Solok tourism yet still not be tourist destinations that can attract tourists. There are several things that caused this, one of which is the lack of service providers lodging in Solok. Over time, some private enterprises began to open lodging services in Solok in the form of hotel business unit. Visual identity needed to form an image that is required by the company to keep customers' attention or buyers in the market has a competitor. To answer the problem, the authors perform data collection techniques by observation, library research, documentation and interviews to related parties. After obtaining the data, the authors conducted a design identity and visual media are referring to the results of the analysis. Hopefully, by the design of the visual identity, this hotel is easily recognizable and compete in Solok. In addition, the design of this final project is expected to help others in need.

Keyword : Visual Identity, Hotel, Solok