

Abstract

Bandung Tour on Bus or Bandros is a sightseeing tour around the city using buses from Bandung that are in demand by many tourists both in the city and outside the city, even to government guests. Bandros itself has various routes and colors for tourists to ride, Bandros itself was created to attract tourists from outside the city to visit the city of Bandung (City Branding) with its *Art Deco* theme, the 2nd floor itself cannot be used anymore cause the accident happens a few years ago. But the formation of bandros itself is still far from the main theme of the *Art Deco* itself. Therefore, it is necessary to redesign the exterior of the bus bandros to be closer to the main theme. However, to obtain optimal results, an analysis of data based on visual concepts is needed by prioritizing the basic theme of *Art Deco* and limiting it to government regulations.

Keywords: *art deco, bandros bus, exterior, visual*