

ABSTRACT

The city of Bandung has experienced two distinct but very influential stages of the visual style to this day, namely the colonial and subcultural era. In the colonial era the city of Bandung was strongly driven by western styles, but there was also a combination of western and local or eclectic styles. In the 90s, the subculture in Bandung had a very massive movement, this was with the proliferation of distribution outlet in fashion, zines in literacy media, and underground music. The use of fonts in both stages can provide values for the civilization that has existed in the city of Bandung to date. It is very showing that the two stages of visual style that have a big influence on the city of Bandung are currently not being explored. With this experimental face type, it is hoped that the two visual styles can be explored as a reference in the design and can improve the existence of this visual style in the people of Bandung.

Keywords: *Bandung, Colonial, Subculture, Typeface.*