

ABSTRACT

Visual identity, especially logos, have a very important role in strengthening a company's branding. A logo is a key element of visual identity that functions as a symbol of legality and recognition for a company's brand. The research method used in this research is through qualitative research methods. The visual identity design concept in this research uses minimalist and semi-classical concepts to produce a visual identity design for the Gunung Payung Camp Area which focuses on creating visual elements that can represent the unique characteristics of this tourist spot, as well as creating a strong and easily recognizable image. The application of the visual identity of the design that has been designed involves several visual communication elements to strengthen the attractiveness and promotion of the Gunung Payung Camp Area. One of them is the use of logos in various media, such as signage, brochures, posters and digital content.

Keywords: *Visual Identity, Logo, Gunung Payung Camp Area*