

## **ABSTRACT**

*Karya Utama is an payung geulis craft business founded by A. Sahrod in 1971. Although Karya Utama is a craft business that has been around for a long time, many people don't know about it. The community's ignorance can be helped by having a visual identity. Karya Utama already has a logo as a form of visual identity. However, the logo still has several problems including not having a specific philosophy, the use of typography in implementing the logo is inconsistent, and the colors used as identities are only applied to the logo and are not used as design derivatives. Apart from that, Kang Sandi as the owner of Payung Geulis Karya Utama also wants the visual identity of the Payung Geulis Karya Utama craft business to be redesigned. Therefore, the purpose of this design is to redesign the visual identity of the Payung Geulis Karya Utama craft business. The research method used is using descriptive qualitative research methods with data collection techniques including observation, interviews, questionnaires, documentation and literature studies as well as using the SWOT analysis method. The results of this design are visual identities including logos, colors and typography that use legendary concepts to describe Payung Geulis Karya Utama as the oldest payung geulis craft business that was established in 1971 with the main media being a visual identity accompanied by brand guidelines and supporting media including, business cards, notebooks, stamps, envelopes, letterhead, packaging, stickers, t-shirts, Instagram social media, banners and posters.*

**Keywords:** *visual identity, payung geulis, special craft*