

## **ABSTRACT**

*Bhineka Bawor Banyumas Durian Agrotourism is an agrotourism that created the Bawor durian variety for the first time. As an agro-tourism that has great potential to be further developed, unfortunately, Durian Bhineka Bawor Banyumas Agro-tourism does not yet have a logo as an attractive and consistent visual identity. Therefore, the purpose of this design is to re-design the visual identity of the Durian Agro Tourism Bhineka Bawor Banyumas. The research method used is descriptive qualitative research method with data collection methods in the form of observation, interviews, documentation, and literature studies, as well as SWOT analysis. The results of this design are logos, colors, and typography that use natural and fun concepts for educational agro-tourism. The main media used is in the form of a Graphic Standard Manual and the use of supporting media which includes neon boxes, posters, x-banners, stamps, note books, stickers, t-shirts, hats, key chains, and Instagram.*

*Keywords: visual identity, agro-tourism, durian bhineka bawor*