

ABSTRACT

One of the public parks or city parks in Purwokerto is Taman Andhang Pangrenan. This park has various playground areas for children and recreational spaces for families. However, unfortunately, Taman Andhang Pangrenan has a negative image in the community. This bad stigma has spread among the people and existed even before the establishment of this park.

Therefore, the main objective of this design is to create a new identity in the form of a logo for Taman Andhang Pangrenan. This design aims to improve the image of Taman Andhang Pangrenan as a park that is child-friendly and family-oriented through a strong visual identity. By having a positive image, it is hoped that the park's brand awareness can be enhanced.

The method used for this design is a qualitative method involving observation, interviews, and SWOT analysis. The result of this design is the visual identity of Taman Andhang Pangrenan, which includes a logo, brand guidelines, and supporting media such as staff equipment (t-shirts, caps), tickets, brochures, stickers, x-banners, and an Instagram presence. By implementing the visual identity consistently across various media platforms, it will enhance the park's appeal to tourists and establish a positive image for Taman Andhang Pangrenan.

Keywords: Urban Green Space, Visual Identity, Brand Awareness, Andhang Pangrenan Park