

ABSTRACT

Kejawar Village pure honey is a business brand that produces pure honey, this business was founded in 2019 by a honey bee farmer named Ibu Karinah. However, there are still many people who are not familiar with Kejawar Honey, this is because Kejawar Honey does not yet have a visual identity that represents its business. In addition, the promotion is still through word of mouth only. This is also the reason why the pure honey of Kejawar Village is not well known by the wider community. Therefore, the authors aim to design a visual identity that can represent Kejawar Honey. The research method used is descriptive research method with data collection techniques through interviews, observation, documentation and literature studies and uses the SWOT analysis method. The results of this design are in the form of a visual identity that includes logos, colors and typography that use natural concepts to describe Kejawar Honey as a business that produces pure honey with a processing process that still uses natural methods with the main media being brand guidelines and supporting media including, business cards, stamps, headers letters, envelopes, stickers, mugs, spoons of honey, t-shirts, packaging, brochures, posters, x-banners and Instagram social media.

Keywords: *Visual Identity, Kejawar Honey, Pure Honey*