

## ABSTRACT

*Taman Randu Bengkong, is a village park combined with a swimming pool from a natural spring with mountain views. The uniqueness of Taman Randu Bengkong is the wicker-style gazebo and the swimming pool from natural springs. Taman Randu Bengkong also has some pretty interesting facilities. Unfortunately, the identity that is owned is not in accordance with its characteristics and is not harmonized in various media, so that the brand identity image is difficult to recognize and remember. Therefore, it is necessary to redesign the visual identity to increase brand awareness. The design method used in this design is qualitative method and SWOT analysis. This identity redesign aims to redesign the visual identity of Taman Randu Bengkong in Banyumas Regency in accordance with its characteristics to increase tourist interest and attraction as a way to increase brand awareness. By having a stable and harmonious identity, the identity will be easily recognized and remembered. This visual identity design uses a natural concept, where the elements and colors used are from nature. After several stages of design, Taman Randu Bengkong needs a visual identity that matches its characteristics while increasing brand awareness. The results of this design are a logo, logo guidebook and supporting media.*

*Keywords: visual identity, tourism, brand awareness*