

## **ABSTRACT**

A Brand has a Visual Identity which is used as a power to build audience perception so that the brand is easily recognized. Visual Identity itself is a visual element consisting of shape, color and various other visual elements that can be captured by the sense of sight. Limpakuwus Pine Forest is a tour that presents pine forests as an area for visits, Hutan Pinus Limpakuwus has a logo with a tree based form that is applied in its social media namely Instagram, Tiktok, and YouTube. Unfortunately the management uses a logo design taken from a free logo provider on the internet, this will be detrimental especially during the promotion process because the logo is not made specifically for the Hutan Pinus Limpakuwus. Making the logo should be exclusive so that later it can be applied in various media needed in the process of recognizing the logo so that audience awareness in recognizing a logo will be built properly.

Key Word : Visual Identity, Nature, Pine Forest