

Abstract : *Situ Gede Bogor was first developed by the Dutch East Indies government in 1854 for irrigating tens of hectares residents' rice fields, covering the village of Cikawang and its surroundings which are still used today. Situ Gede comes from two words. Situ means lake, and gede means big. Located in Situ Gede Village, on the edge of Dramaga Forest which is belonging to the Forestry Research and Development Agency, West Bogor, West Java. This lake has an area of approximately six hectares and is also a daily recreation area for residents of Bogor and its surroundings. Although it has gone viral several times on the internet, Situ Gede Bogor invites disappointment from tourists due to the reality of its appearance that is not as beautiful as what people told on the internet. The Bogor City Government also revitalized the facilities and infrastructure of Situ Gede Bogor which was then inaugurated in September 2022. However, there is still no visual identity that can support its branding process as a tourist spot. Thus, this qualitative research by way of observation, interviews, questionnaires, and literature study was carried out to create a visual identity that can be used for branding. Comparative matrix analysis of fellow tourism destination areas and SWOT analysis methods were also carried out in this research. If a visual identity in the form of a logo and supporting media already exists, it will be easier for Situ Gede Bogor to attract tourists to visit.*

Keywords: *situ gede bogor, logo, branding*