

## **ABSTRACT**

Environmental Graphic Design is everything is graphical form all sorts of graphic forms that can be found in an environment that can be accessed by the public, including in the form of signs, bearings, bulletin boards, graphic ornament on a name plate on the building, buildings, as well as all forms of writing on objects in two or three dimensions. The scope of the Environmental Graphic Design includes, signage, wayfinding system, exhibition design, information design, pictogram also placemaking.

By designing customized with Environmental Graphic Design where tourism trend today of course with an attractive design and a message, so that the visitors of communicative attractions baturraden can get clear information and advertising. Baturraden tourism where this place is very broad and multi-faceted features an interesting place to visit.

**Key words:** Environmental Graphic Design, Sign System, Wayfinding.