

DAFTAR GAMBAR

Gambar 2. 1 Segitiga Brand	30
Gambar 2. 2 Jenis Warna	35
Gambar 2. 3 Font Serif.....	36
Gambar 2. 4 Font Sans Serif	37
Gambar 2. 5 Font Script.....	37
Gambar 2. 6 Layout Grid System	38
Gambar 2. 7 Sketsa berbagai macam tas.....	39
Gambar 2. 8 Fotografi Poduk Tas	40
Gambar 2. 9 Fotografi Model dengan Produk Tas.....	40
Gambar 3. 1 Logo Exsport.....	41
Gambar 3. 2 Website Exsport	43
Gambar 3. 3 Instagram Exsport	43
Gambar 3. 4 Tiktok Exsport.....	44
Gambar 3. 5 Varian Tas Exsport.....	44
Gambar 3. 6 Varian Tas Exsport.....	46
Gambar 3. 7 Bella Sekar Puspita.....	49
Gambar 3. 8 Profile Alyssa Devina Amalia.....	51
Gambar 3. 9 Logo Visval	53
Gambar 3. 10 Website Visval	54
Gambar 3. 11 Instagram Visval	54
Gambar 3. 12 Tiktok Visval.....	55
Gambar 3. 13 Shopee Visval.....	55
Gambar 3. 14 Produk Visval.....	56
Gambar 3. 15 Logo Niion	56
Gambar 3. 16 Website Niion.....	57
Gambar 3. 17 Instagram Niion.....	58
Gambar 3. 18 Tiktok Niion	58
Gambar 3. 19 Shopee Niion	59
Gambar 3. 20 Engagement Instagram Exsport	60
Gambar 3. 21 Engagement Tiktok Exsport.....	60
Gambar 3. 22 Exsport Store	61
Gambar 4.1 Rancangan Layout.....	76
Gambar 4. 2 Tipografi dalam Rancangan	76
Gambar 4. 3 Palet Warna Dalam Rancangan.....	77
Gambar 4. 4 OOH di Halte MRT Bundaran HI	79
Gambar 4. 5 OOH di Halte MRT Blok M	80
Gambar 4. 6 OOH di Halte MRT Blok M	80
Gambar 4. 7 Instagram Feeds Attention	81
Gambar 4. 8 Instagram Feeds Attention	81
Gambar 4. 9 Instagram Feeds Attention	82
Gambar 4. 10 OOH di Billboard daerah Blok M	83
Gambar 4. 11 Mobile LED.....	83

Gambar 4. 12 Instagram Feeds Interest.....	84
Gambar 4. 13 Video TikTok	84
Gambar 4. 14 Profile Instagram	85
Gambar 4. 15 Profile TikTok	85
Gambar 4. 16 Website resmi	86
Gambar 4. 17 Pintu Masuk M Bloc Space	87
Gambar 4. 18 Event sekaligus Pop Up Booth.....	87
Gambar 4. 19 Event sekaligus Pop Up Booth.....	88
Gambar 4. 20 Strip Photobooth.....	88
Gambar 4. 21 Enamel Pin	89
Gambar 4. 22 Sticker Pack.....	89
Gambar 4. 23 Gantungan Kunci.....	89
Gambar 4. 24 Hand Sanitizer	90
Gambar 4. 25 Tumbler Minum	90
Gambar 4. 26 Lanyard.....	91