

## DAFTAR GAMBAR

Gambar 2.1 Contoh <i>Easily associated with the company</i> .....	23
Gambar 2.2 Contoh logo alphabet .....	24
Gambar 2.3 Contoh logo bentuk konkret .....	25
Gambar 2.4 contoh logo bentuk abstrak .....	25
Gambar 2.5 Contoh logo bentuk simbol .....	26
Gambar 2.6 Contoh <i>logotype</i> .....	26
Gambar 2.7 Contoh <i>picture mark and letter mark</i> .....	27
Gambar 2.8 Contoh <i>picture mark and letter mark</i> .....	28
Gambar 2.9 <i>client brief</i> .....	29
Gambar 2.11 <i>Thumbnails</i> .....	29
Gambar 2.12 <i>Digital</i> .....	30
Gambar 3.1 Logo PRSSNI .....	32
Gambar 3.2 Logo ARDAN .....	34
Gambar 3.3 Poster #radioguemati .....	41
Gambar 3.4 Poster RRI .....	42
Gambar 3.5 Poster PRSSNI yogyakarta .....	43
Gambar 4.1 Konsep Visual .....	54
Gambar 4.2 Pengayaan Ilustrasi .....	54
Gambar 4.3 Pewarnaan Karakter Ilustrasi .....	55
Gambar 4.4 Gaya Logo .....	55
Gambar 4.5 Tipografi .....	56
Gambar 4.6 Skema Warna .....	57
Gambar 4.7 Layout Poster Kampanye .....	58
Gambar 4.8 Layout feeds IG .....	58
Gambar 4.9 Karakter Visual .....	63
Gambar 4.10 feeds IG .....	63
Gambar 4.11 feeds IG .....	63
Gambar 4.12 Tampilan IG .....	64
Gambar 4.13 <i>Daily content</i> .....	65
Gambar 4.14 Media Pendukung .....	66