

## DAFTAR GAMBAR

Gambar 1.1 Kerangka Pemikiran.....	7
Gambar 3.1 Talamku.....	21
Gambar 3.2 Talamku.....	22
Gambar 3.3 Logo Rumah Kue Viera.....	24
Gambar 3.4 Logo Mega Rasa.....	25
Gambar 3.5 Toko Talamku.....	28
Gambar 3.6 Kemasan Talamku.....	28
Gambar 3.7 Ketan Talam Durian Talamku.....	29
Gambar 4.8 Moodboard.....	37
Gambar 4.9 Penerapan Tipografi.....	37
Gambar 4.10 Konsep Warna.....	38
Gambar 4.11 Sketsa Pembentukan Logo.....	40
Gambar 4.12 Minimum Clear Area.....	41
Gambar 4.13 Logo Standart.....	41
Gambar 4.14 Warna Corporate.....	42
Gambar 4.15 Logo Hitam Putih.....	43
Gambar 4.16 Typography.....	44
Gambar 4.17 Logo Grid.....	44
Gambar 4.18 Konsep Logo.....	45
Gambar 4.19 Bentuk Logo Talamku.....	45
Gambar 4.20 Sketsa Perancangan.....	46
Gambar 4.21 Packaging.....	47
Gambar 4.22 Packaging.....	48
Gambar 4.23 Packaging.....	49
Gambar 4.24 Stationary Set.....	50
Gambar 4.25 Cap.....	51
Gambar 4.26 T-Shirt.....	51
Gambar 4.27 Mask.....	52
Gambar 4.28 X-Banner.....	53
Gambar 4.29 Banner.....	53

Gambar 4.30 Billboard.....	54
Gambar 4.31 Poster.....	54
Gambar 4.32 Transport Advertising.....	55
Gambar 4.33 Instagram.....	56
Gambar 4.34 Facebook.....	57