

DAFTAR GAMBAR

Gambar 2.1 Macam-Macam Logo Brand	14
Gambar 2.2 Piramida Awareness	16
Gambar 2.3 The Color Wheel	25
Gambar 2.4 Layout Instagram.....	25
Gambar 2.5 Jenis Tipografi.....	26
Gambar 3.1 Logo Scoria Coffee.....	28
Gambar 3.2 Diagram Usia	35
Gambar 3.3 Diagram Jenis Kelamin Responden	36
Gambar 3.4 Diagram Pekerjaan Responden	36
Gambar 3.5 Diagram Asal Kota Responden	37
Gambar 3.6 Diagram Seberapa Sering Responden Pergi Ke Coffeeshop	37
Gambar 3.7 Diagram Informasi Seputar Tempat Kopi Responden	38
Gambar 3.8 Diagram Pendapat Responden Terhadap Logo.....	38
Gambar 3.9 Diagram Pengetahuan Responden Terhadap Scoria Coffee	39
Gambar 3.10 Logo dan Feeds Scoria Coffee	39
Gambar 3.11 Motion Graphic dan Foto Produk Stora Coffee	40
Gambar 3.12 Digital Flyer dan Menu Scoria Coffee	40
Gambar 3.13 Logo Kopitagram	41
Gambar 3.14 Bangunan Kopitagram.....	41
Gambar 3.15 Bar Kopitagram.....	42
Gambar 3.16 Feeds Kopitagram	42
Gambar 3.17 Logo Kopi Nako.....	43
Gambar 3.18 Lokasi Kopi Nako	43
Gambar 3.19 Poster Kopi Nako	44
Gambar 3.20 Logo Janji Jiwa	45
Gambar 3.21 Poster Digital Janji Jiwa.....	45
Gambar 4.1 Headline.....	56
Gambar 4.2 Bodytext	56
Gambar 4.3 Moodboard	57
Gambar 4.4 Sketsa Konsep Visual.....	57

Gambar 4.5 Ilustrasi Gambar	59
Gambar 4.6 Instagram Story	59
Gambar 4.7 Instagram Post.....	60
Gambar 4.8 Mock up Instagram Corousel	61
Gambar 4.9 Instagram Corousel	63
Gambar 4.10 Business Card.....	64
Gambar 4.11 Poster dan Sticker.....	65
Gambar 4.12 Brosur Menu.....	66
Gambar 4.13 Banner	67
Gambar 4.14 Merchandise	69