

## DAFTAR GAMBAR

Gambar 2. 1 Warna Merah.....	23
Gambar 2. 2 Warna Kuning.....	24
Gambar 2. 3 Warna Biru.....	24
Gambar 2. 4 Warna Hijau.....	25
Gambar 2. 5 Warna Orange.....	25
Gambar 2. 6 Warna Hitam.....	26
Gambar 2. 7 Warna Putih.....	26
Gambar 2. 8 Warna Coklat.....	27
Gambar 2. 9 Warna Pink.....	27
Gambar 2. 10 Warna Ungu.....	28
Gambar 3. 1 Logo Brand.....	32
Gambar 3. 2 Wawancara <i>Owner</i> .....	34
Gambar 3. 3 Wawancara Konsumen.....	35
Gambar 3. 4 Daftar Harga semua Platform.....	36
Gambar 3. 5 Poster Promosi.....	37
Gambar 3. 6 <i>Packaging</i> .....	38
Gambar 3. 7 <i>Food Photography</i> .....	38
Gambar 3. 8 <i>Home Page Instagram</i> .....	39
Gambar 3. 9 <i>Home Page Youtube</i> .....	40
Gambar 3. 10 <i>Home Page Facebook</i> .....	40
Gambar 3. 11 Logo Kompetitor.....	44
Gambar 4. 1 Denah Event.....	56
Gambar 4. 2 Referensi Visual.....	57
Gambar 4. 3 <i>Color Palette</i> .....	58
Gambar 4. 4 Jenis Font.....	59
Gambar 4. 5 Asimetris & Simetris.....	59
Gambar 4. 6 Sketsa.....	60
Gambar 4. 7 Hasil Perancangan.....	61