

DAFTAR GAMBAR

Gambar 2.1 Warna.....	22
Gambar 2.2 Warna Primer.....	22
Gambar 2.3 Warna sekunder.....	23
Gambar 2.4 Warna Tersier.....	23
Gambar 2.5 Tipografi.....	24
Gambar 3.1 Logo ABC.....	26
Gambar 3.2 Sarden ABC Serundeng.....	28
Gambar 3.3 Observasi.....	30
Gambar 3.4 Observasi Produk.....	31
Gambar 3.5 Observasi Produk.....	31
Gambar 3.6 Observasi Produk.....	32
Gambar 3.7 Narasumber via telephone.....	33
Gambar 3.8 Narasumber via Telephone.....	34
Gambar 3.9 Website Sarden ABC.....	41
Gambar 3.10 Youtube Sarden ABC Serundeng.....	41
Gambar 3.11 Youtube Sarden ABC Serundeng.....	42
Gambar 3.12 Official Instagram Sarden ABC.....	42
Gambar 3.13 Official facebook sarden ABC.....	43
Gambar 3.14 Official Tiktok Sarden ABC.....	43
Gambar 3.15 logo king' fisher.....	46
Gambar 3.16 Produk king's fisher.....	46
Gambar 3.17 Official Instagram king' fisher.....	47
Gambar 3.18 logo pronas.....	48
Gambar 3.19 produk pronas sarden.....	49
Gambar 3.20 Official Instagram pronas.....	50
Gambar 4.1 Big Idea.....	58
Gambar 4.2 Referensi Gaya Visual.....	62
Gambar 4.3 Referensi Gaya Visual.....	63
Gambar 4.4 Referensi Gaya Visual.....	63
Gambar 4.5 Referensi Gaya Visual.....	63
Gambar 4.6 Referensi Gaya Visual eskalator.....	64
Gambar 4.7 Referensi display.....	65
Gambar 4.8 Referensi Gaya Visual hanging banner.....	65
Gambar 4.9 Referensi Gaya Visual hanging banner panjang.....	65
Gambar 4.10 Referensi Gaya tipografi.....	66
Gambar 4.11 desain warna sarden ABC serundeng.....	66
Gambar 4.12 super grafik.....	67
Gambar 4.13 billboard landscape.....	68
Gambar 4.14 billboard landscape.....	68
Gambar 4.15 billboard potrait.....	69
Gambar 4.16 baliho.....	69
Gambar 4.17 billboard eskalator.....	70
Gambar 4.18 hanging banner.....	70

Gambar 4.19 poster sarden ABC serundeng.....	71
Gambar 4.20 Gambar display.....	71
Gambar 4.21 Xbanner sarden ABC serundeng.....	72
Gambar 4.22 poster cetak qr.....	72
Gambar 4.23 display dan bell.....	73
Gambar 4.24 voucher.....	73
Gambar 4.25 instagram.....	74
Gambar 4.26 feeda instagram dan qr.....	74
Gambar 4.27 supermarket yogya kepatihan.....	75
Gambar 4.28 maket visual event.....	75
Gambar 4.29 service bell.....	76
Gambar 4.30 instastory dan merchandise.....	76