

## DAFTAR GAMBAR

Gambar 1. 1 Logo Kangen Kue Rindu Roti.....	3
Gambar 2. 1 Contoh Name Only Logo .....	10
Gambar 2. 2 Contoh Name/Symbol Logo.....	10
Gambar 2. 3 Contoh Initial Letter Logo.....	11
Gambar 2. 4 Contoh Pictorial Name Logo.....	11
Gambar 2. 5 Contoh Associative logo .....	12
Gambar 2. 6 Allusive Logo.....	12
Gambar 2. 7 Contoh Abstract Logo .....	12
Gambar 2. 8 Warna Merah.....	13
Gambar 2. 9 Warna Oranye .....	13
Gambar 2. 10 Warna Kuning .....	14
Gambar 2. 11 Warna Hijau .....	14
Gambar 2. 12 Warna Biru .....	14
Gambar 2. 13 Warna Ungu .....	14
Gambar 2. 14 Warna Putih.....	15
Gambar 2. 15 Warna Abu-Abu .....	15
Gambar 2. 16 Warna Hitam .....	15
Gambar 2. 17 Warna Coklat.....	16
Gambar 2. 18 Contoh Jenis Huruf Times New Roman .....	17
Gambar 2. 20 Contoh Jenis Huruf Ridiculous .....	17
Gambar 2. 21 Contoh Jenis Huruf Script MT Bold.....	17
Gambar 2. 22 Contoh Jenis Huruf Miscellaneous .....	18
Gambar 2. 23 Logo Brand Fera's Legit .....	23
Gambar 2. 24 Logo Baru Fera's Legit .....	24
Gambar 3. 1 Bagan Kerangka Berpikir.....	25
Gambar 3. 2 Sistematika Perancangan Gambar.....	26
Gambar 3. 3 Logo Kangen Kue Rindu Roti.....	31
Gambar 3. 4 Menu Kangen Kue Rindu Roti.....	32

Gambar 3. 5 Menu Kangen Kue Rindu Roti .....	33
Gambar 3. 6 Penerapan Logo Pada Company Profile .....	33
Gambar 3. 7 Logo Harvest Cake .....	33
Gambar 3. 8 Profile Instagram Harvest Cake.....	34
Gambar 3. 9 Profile Website Harvest Cake.....	35
Gambar 3. 10 Foto Produk Harvest Cake.....	35
Gambar 3. 11 Foto Produk Harvest Cake.....	35
Gambar 3. 12 Foto Produk Harvest Cake.....	36
Gambar 4. 1 Main Message .....	42
Gambar 4. 2 Brand Message .....	43
Gambar 4. 3 Brand Positioning .....	43
Gambar 4. 4 Brand Value .....	43
Gambar 4. 5 Brand Promise .....	43
Gambar 4. 6 Warna Primer dan Sekunder Logo .....	45
Gambar 4. 7 Tipografi Logo.....	46
Gambar 4. 8 Logo Fix .....	46
Gambar 4. 9 Logo Meaning.....	47
Gambar 4. 10 Logo Configuration .....	47
Gambar 4. 11 Logo Grid System.....	48
Gambar 4. 12 Logo Clear Space.....	48
Gambar 4. 13 Logo Color Variant.....	49
Gambar 4. 14 Tipografi Logo.....	49
Gambar 4. 15 Gambar Digital Kartu Nama.....	50
Gambar 4. 16 Gambar Digital Kop Surat .....	50
Gambar 4. 17 Gambar Digital Amplop .....	51
Gambar 4. 18 Gambar Digital Struk.....	51
Gambar 4. 19 Gambar Digital Map .....	52
Gambar 4. 20 Stempel .....	52
Gambar 4. 21 Stationary Mockup.....	53
Gambar 4. 22 Gambar Digital Tas Plastik.....	53
Gambar 4. 23 Gambas Digital Box Kue.....	54

Gambar 4. 24 Packaging Mockup.....	55
Gambar 4. 25 Gambar Digital T-Shirt .....	55
Gambar 4. 26 Gambar Digital Sticker.....	56
Gambar 4. 27 Gambar Digital Apron.....	56
Gambar 4. 28 Gambar Digital Payung.....	57
Gambar 4. 29 Gambar Digital Tanda Pengenal Pegawai.....	57
Gambar 4. 30 Gambar Digital Lanyard.....	58
Gambar 4. 31 Gambar Digital Tote Bag .....	58
Gambar 4. 32 Gambar Digital Neon Box.....	59
Gambar 4. 33 Gambar Digital Menu.....	60
Gambar 4. 34 Gambar Digital Poster .....	60
Gambar 4. 35 Hasil Desain Cover Graphic Standart Manual .....	61
Gambar 4. 36 Daftar Isi Konten Graphic Standart Manual .....	61
Gambar 4. 37 Identitas Warna Graphic Standart Manual .....	62
Gambar 4. 38 Logo Grid Graphic Standart Manual.....	62