

## DAFTAR GAMBAR

|  |    |
|--|----|
| Gambar 2.1 Lingkaran Warna .....           | 30 |
| Gambar 2.2 Layout Jendela dan Gambar ..... | 31 |
| Gambar 2.3 Layout Panel atau Grid.....     | 31 |
| Gambar 2.4 Layout Huruf Dominan .....      | 32 |
| Gambar 2.5 Layout Sirkus .....             | 32 |
| Gambar 2.6 Layout Nonlinier .....          | 33 |
| Gambar 2.7 Huruf Serif.....                | 33 |
| Gambar 2.6 Huruf Sans Serif.....           | 34 |
| Gambar 2.9 Ilustrasi Kartun.....           | 34 |
| Gambar 2.10 Ilustrasi Karikatur.....       | 35 |
| Gambar 2.11 Ilustrasi Realis .....         | 35 |
| Gambar 3.1 Logo Perusahaan PT.AIM.....     | 37 |
| Gambar 3.2 Produk Fluffy .....             | 38 |
| Gambar 3.3 Instagram Fluffy.....           | 41 |
| Gambar 3.4 Facebook Fluffy .....           | 41 |
| Gambar 3.5 Shopee Fluffy .....             | 42 |
| Gambar 3.6 Tokopedia Fluffy.....           | 42 |
| Gambar 3.7 Lazada Fluffy .....             | 43 |
| Gambar 3.8 Bukalapak Fluffy.....           | 43 |
| Gambar 3.9 Logo Sweety.....                | 50 |
| Gambar 3.10 Produk Sweety.....             | 50 |
| Gambar 3.11 Logo Makuku .....              | 51 |
| Gambar 3.12 Produk Makuku .....            | 51 |
| Gambar 4.1 Moodboard .....                 | 67 |
| Gambar 4.2 Gaya Visual .....               | 67 |
| Gambar 4.3 Font Simply Rounded.....        | 68 |
| Gambar 4.4 Font Made Tommy.....            | 68 |
| Gambar 4.5 Warna .....                     | 68 |
| Gambar 4.6 Maskot.....                     | 69 |
| Gambar 4.7 Logo Event .....                | 70 |

|   |    |
|---|----|
| Gambar 4.8 Poster Billboard.....        | 70 |
| Gambar 4.9 Flyer Event .....            | 71 |
| Gambar 4.10 Website.....                | 72 |
| Gambar 4.11 Instagram Feeds.....        | 73 |
| Gambar 4.12 Instagram Feeds Event ..... | 74 |
| Gambar 4.13 X-Banner Event.....         | 75 |
| Gambar 4.14 Poster Event.....           | 77 |
| Gambar 4.15 Denah Event .....           | 78 |
| Gambar 4.16 Tiket Event .....           | 79 |
| Gambar 4.17 Gelang Event.....           | 79 |
| Gambar 4.18 Merchandise .....           | 80 |