

DAFTAR GAMBAR

Gambar 2. 1 Referensi Warna	20
Gambar 2. 2 Referensi Tipografi Sans Serif	21
Gambar 2. 3 Referensi Tipografi Sans Serif	22
Gambar 2. 4 Referensi Tipografi Script	22
Gambar 2. 5 Referensi Fotografi	24
Gambar 3. 1 Logo Cottonink	26
Gambar 3. 2 Beberapa produk bottoms Cottonink	28
Gambar 3. 3 Bebebapa produk denim Cottonink	28
Gambar 3. 4 Beberapa produk outer Cottonink	29
Gambar 3. 5 Beberapa produk tops Cottonink	30
Gambar 3. 6 Beberapa produk dresses & jumpsuits Cottonink	31
Gambar 3. 7 Beberapa produk knitwear Cottonink	31
Gambar 3. 8 Beberapa produk mini Cottonink	32
Gambar 3. 9 Beberapa produk perfume Cottonink	33
Gambar 3. 10 Homepage Website Cottonink	36
Gambar 3. 11 Instagram Cottonink	37
Gambar 3. 12 Tiktok Cottonink	38
Gambar 3. 13 Youtube Cottonink	39
Gambar 3. 14 E-Commerce Cottonink	40
Gambar 3. 15 Foto Diri Gita Rosiana	42
Gambar 3. 16 Website Rent The Runway	43
Gambar 3. 17 Website Style Theory	44
Gambar 3. 18 Website By Rotation	45
Gambar 3. 19 Bukti Hasil Wawancara Narasumber	49
Gambar 3. 20 Logo Heart Troops	57
Gambar 3. 21 Jenis Produk Heart Troops	57
Gambar 3. 22 Logo Miroir	60
Gambar 3. 23 Beberapa Jenis Koleksi Miroir	60

Gambar 4. 1 Tipografi.....	72
Gambar 4. 2 Warna	73
Gambar 4. 3 Referensi Visual	73
Gambar 4. 4 Billboard.....	76
Gambar 4. 5 Street Furniture.....	76
Gambar 4. 6 Spotify Ads.....	77
Gambar 4. 7 Majalah.....	78
Gambar 4. 8 Ambient Media.....	79
Gambar 4. 9 Storyboard	80
Gambar 4. 10 Feeds Instagram Interest.....	81
Gambar 4. 11 Website.....	82
Gambar 4. 12 Website.....	83
Gambar 4. 13 Instagram Feeds Search.....	84
Gambar 4. 14 Story Instgaram	86
Gambar 4. 15 Instagram Reels 1	87
Gambar 4. 16 Instagram Reels 2	88
Gambar 4. 17 Tiktok	89
Gambar 4. 18 Umbul-Umbul	90
Gambar 4. 19 X-Banner	91
Gambar 4. 20 Rak Display	92
Gambar 4. 21 Shelf Talker	93
Gambar 4. 22 Poster	94
Gambar 4. 23 Brosur	95
Gambar 4. 24 Merchandise	96
Gambar 4. 25 Instagram Filter	97