

## DAFTAR GAMBAR

Gambar 3.1 Logo Spoonful of Sugar .....	39
Gambar 3.2 Lip Scrub .....	41
Gambar 3.3 Coffee Body Scrub .....	42
Gambar 3.4 Face & Body Scrub .....	43
Gambar 3.5 Hair Mask .....	44
Gambar 3.6 <i>Cucumber Eye Pad</i> .....	45
Gambar 3.7 Logo Indoganic .....	70
Gambar 3.8 Kemasan Indoganic .....	70
Gambar 3.9 Logo YaGi .....	71
Gambar 3.10 Kemasan YaGi .....	71
Gambar 3.11 Logo Hira .....	72
Gambar 3.12 Kemasan Hira .....	72
Gambar 3.13 Perceptual Mapping .....	82
Gambar 4.1 Fotografi Kemasan Spoonful of Sugar .....	93
Gambar 4.2 Jenis Font Golden Plains .....	94
Gambar 4.3 Jenis Font Monserrat .....	94
Gambar 4.4 Konsep Warna .....	95
Gambar 4.3 <i>Layout</i> .....	96
Gambar 4.3 Konsep Logo .....	97
Gambar 4.3 Perancangan Logo .....	101
Gambar 4.3 Perancangan <i>Packaging</i> .....	102
Gambar 4.3 Perancangan <i>Paperbag</i> .....	103
Gambar 4.3 Perancangan Poster .....	104

Gambar 4.3 Perancangan Brosur.....	105
Gambar 4.3 Perancangan <i>X-Banner</i> .....	106
Gambar 4.3 Perancangan Poster <i>Digital</i> .....	107
Gambar 4.3 Perancangan Instagram <i>Story</i> .....	108
Gambar 4.3 Perancangan Facebook <i>Ads</i> .....	110
Gambar 4.3 Perancangan <i>Website</i> .....	116