

## DAFTAR GAMBAR

Gambar 2.1 Roman Typo .....	10
Gambar 2.2 Egyptian Typo .....	10
Gambar 2.3 Sans Serif Typo.....	10
Gambar 2.4 Script Typo .....	11
Gambar 2.5 Miscellaneous Typo .....	11
Gambar 2.5 Color Wheel .....	12
Gambar 3.1 Perkebunan Kopi Puntang .....	20
Gambar 3.2 Saung Kopi Puntang .....	21
Gambar 3.3 <i>Coffee Shop</i> Kopi Puntang .....	21
Gambar 3.4 Irwansyah Pemilik Kopi Puntang .....	22
Gambar 3.5 Usia .....	23
Gambar 3.6 Jenis Kelamin .....	24
Gambar 3.7 Pekerjaan .....	24
Gambar 3.8 Penghasilan .....	25
Gambar 3.9 Kuesioner 1 .....	26
Gambar 3.10 Kuesioner 2 .....	26
Gambar 3.11 Kuesioner 3 .....	27
Gambar 3.12 Kuesioner 4 .....	27
Gambar 3.13 Kuesioner 5 .....	28
Gambar 3.14 Pendapat Audiens .....	28
Gambar 4.1 Mind Mapping .....	34
Gambar 4.2 Moodboard .....	35
Gambar 4.3 Referensi Visual .....	40
Gambar 4.4 Warna .....	41
Gambar 4.5 Ilustrasi .....	42
Gambar 4.6 Sketsa Logo .....	43
Gambar 4.7 Logo .....	43

Gambar 4.8 Graphic Standard Manual Logo .....	44
Gambar 4.9 Banner .....	44
Gambar 4.10 Packaging .....	45
Gambar 4.11 Stationary Set .....	45
Gambar 4.12 Apron Barista .....	46
Gambar 4.13 Cup Coffee .....	46
Gambar 4.14 Mug Coffee .....	47
Gambar 4.15 Social Media .....	47
Gambar 4.16 Van .....	48
Gambar 4.17 Website .....	48
Gambar 4.18 Wall Sign .....	49
Gambar 4.19 Plang Perkebunan .....	49
Gambar 4.20 Way Finding .....	50
Gambar 4.21 Poster .....	50
Gambar 4.22 Spanduk .....	51