

## DAFTAR GAMBAR

Gambar 1. 1 Kerangka Perancangan.....	6
Gambar 2. 1 <i>Perceptual Mapping</i> .....	12
Gambar 2. 2 Diagram PLC.....	13
Gambar 2. 3 Times New Roman .....	15
Gambar 2. 4 Helvetica .....	15
Gambar 2. 5 Script.....	16
Gambar 2. 6 Monospace .....	16
Gambar 2. 7 Dekoratif .....	16
Gambar 2. 8 Contoh Proporsi.....	19
Gambar 2. 9 Contoh Keseimbangan .....	19
Gambar 2. 10 Contoh Keseimbangan .....	20
Gambar 2. 11 Contoh Keseimbangan .....	20
Gambar 2. 12 Contoh Kesatuan.....	21
Gambar 2. 13 Manuscript Grid.....	21
Gambar 2. 14 Column Grid.....	22
Gambar 2. 15 Modular Grid.....	22
Gambar 2. 16 Hierarchical Grid .....	23
Gambar 3. 1 Logo Avanti.....	24
Gambar 3. 2 Proses printing jersey.....	27
Gambar 3. 3 Rumah Pemilik .....	36
Gambar 3. 4 Packaging Produk.....	36
Gambar 3. 5 Tempat menjahit jersey.....	37
Gambar 3. 6 Tempat sablon polyflex.....	37
Gambar 3. 7 Media Promosi Instagram .....	40
Gambar 3. 8 Packaging Plastik.....	41
Gambar 3. 9 totebag.....	41
Gambar 3. 10 Jersey.....	43

Gambar 3. 11 Jersey.....	44
Gambar 3. 12 Logo Classiconesia .....	45
Gambar 3. 13 Instagram Classiconesia .....	46
Gambar 3. 14 Classiconesia dan Sulawesi Utara United.....	46
Gambar 3. 15 Tokopedia Classiconesia .....	47
Gambar 3. 16 ShopeeClassiconesia .....	47
Gambar 3. 17 Twitter Classiconesia .....	48
Gambar 3. 18 Toko Classiconesia .....	48
Gambar 3. 19 Logo DMNT.....	49
Gambar 3. 20 Instagram DMNT.....	50
Gambar 3. 21 Bonghasibuan brand ambassador DMNT .....	50
Gambar 3. 22 Facebook DMNT .....	51
Gambar 3. 23 Logo Allvane.....	51
Gambar 3. 24 Instagram Allvane.....	52
Gambar 3. 25 Jersey Persika Karawang.....	53
Gambar 3. 26 Facebook Allvane .....	53
Gambar 3. 27 Tokopedia Allvane.....	54
Gambar 3. 28 Toko Allvane.....	54
Gambar 3. 29 Sponsor Kejuaraan Bola Tangan Upi .....	55
Gambar 3. 30 Brand Ambassador Allvane.....	55
Gambar 3. 31 Perceptual Mapping Avanti.....	62
Gambar 3. 32 Analisis PLC Avanti .....	67
Gambar 4. 1 Moodboard Avanti.....	74
Gambar 4. 2 Konsep sistem desain.....	75
Gambar 4. 3 Referensi fotografi produk .....	76
Gambar 4. 4 jenis Grid Manuscript Grid dan Hierarchical .....	77
Gambar 4. 5 Spesifikasi warna pada media promosi.....	77
Gambar 4. 6 font sequel 100 .....	78
Gambar 4. 7 Referensi .....	83
Gambar 4. 8 Surat.....	84
Gambar 4. 9 Invoice.....	85

Gambar 4. 10 Kartu Nama .....	85
Gambar 4. 11 Packaging Jersey.....	86
Gambar 4. 12 Tas Plastik .....	87
Gambar 4. 13 Packaging Pengiriman.....	87
Gambar 4. 14 Souvenir .....	88
Gambar 4. 15 Poster.....	89
Gambar 4. 16 Insta Story .....	90
Gambar 4. 17 Flyer .....	91
Gambar 4. 18 Feed Instagram .....	91