

BAB V VISUALISASI KARYA

1.1 Perancangan Logo Krajan Roastery



Gambar 5. 1 Final Logo
Sumber : Data Penulis, 2023

- Media : Logo
- Penempatan : Seluruh media utama dan media pendukung Krajan Roastery
- Ukuran : Menyesuaikan setiap media
- Tipografi : Coolvetica (Regular)

1.2 Perancangan *Brand Guidelines*



Gambar 5. 2 *Brand Guideline*
Sumber : Data Penulis, 2023



Gambar 5. 3 *Brand Guideline*
Sumber : Data Penulis, 2023



Gambar 5. 4 Brand Guideline
Sumber : Data Penulis, 2023



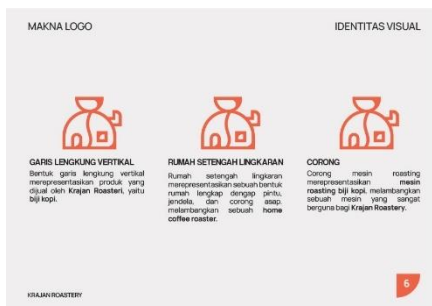
Gambar 5. 8 Brand Guideline
Sumber : Data Penulis, 2023



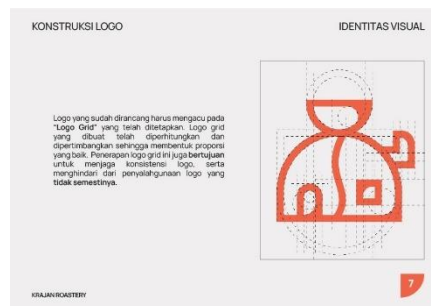
Gambar 5. 5 Brand Guideline
Sumber : Data Penulis, 2023



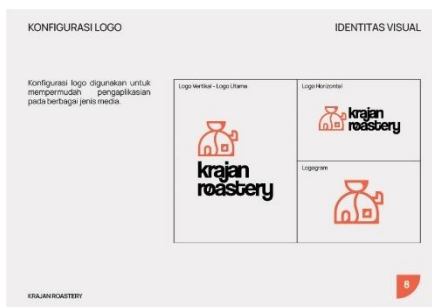
Gambar 5. 9 Brand Guideline
Sumber : Data Penulis, 2023



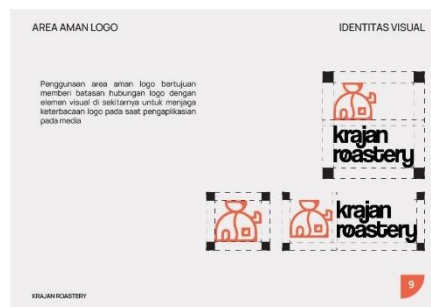
Gambar 5. 6 Brand Guideline
Sumber : Data Penulis, 2023



Gambar 5. 10 Brand Guideline
Sumber : Data Penulis, 2023



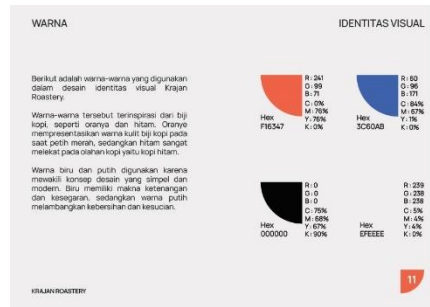
Gambar 5. 7 Brand Guideline
Sumber : Data Penulis, 2023



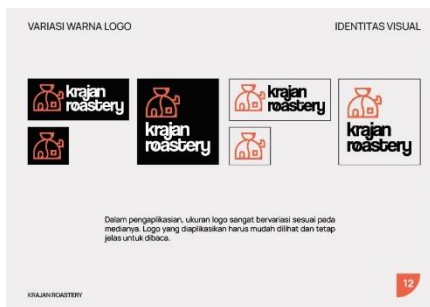
Gambar 5. 11 Brand Guideline
Sumber : Data Penulis, 2023



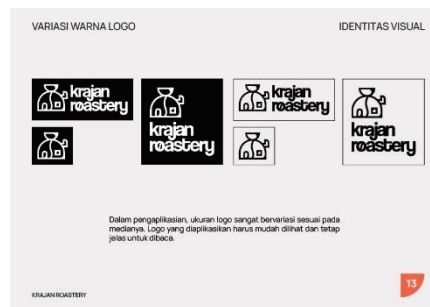
Gambar 5. 12 Brand Guideline
Sumber : Data Penulis, 2023



Gambar 5. 16 Brand Guideline
Sumber : Data Penulis, 2023



Gambar 5. 13 Brand Guideline
Sumber : Data Penulis, 2023



Gambar 5. 17 Brand Guideline
Sumber : Data Penulis, 2023



Gambar 5. 14 Brand Guideline
Sumber : Data Penulis, 2023



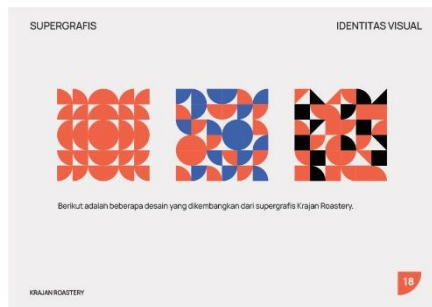
Gambar 5. 18 Brand Guideline
Sumber : Data Penulis, 2023



Gambar 5. 15 Brand Guideline
Sumber : Data Penulis, 2023



Gambar 5. 19 Brand Guideline
Sumber : Data Penulis, 2023



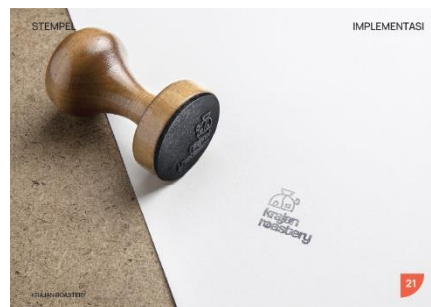
Gambar 5. 20 Brand Guideline
Sumber : Data Penulis, 2023



Gambar 5. 24 Brand Guideline
Sumber : Data Penulis, 2023



Gambar 5. 21 Brand Guideline
Sumber : Data Penulis, 2023



Gambar 5. 25 Brand Guideline
Sumber : Data Penulis, 2023



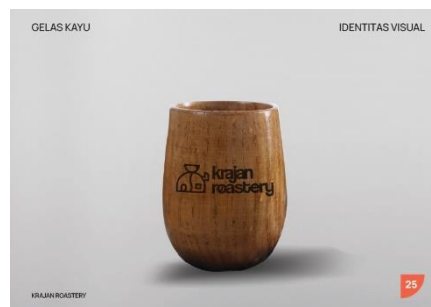
Gambar 5. 22 Brand Guideline
Sumber : Data Penulis, 2023



Gambar 5. 26 Brand Guideline
Sumber : Data Penulis, 2023



Gambar 5. 23 Brand Guideline
Sumber : Data Penulis, 2023



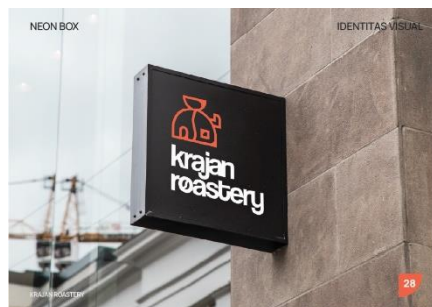
Gambar 5. 27 Brand Guideline
Sumber : Data Penulis, 2023



Gambar 5. 28 *Brand Guideline*
 Sumber : Data Penulis, 2023



Gambar 5. 31 *Brand Guideline*
 Sumber : Data Penulis, 2023



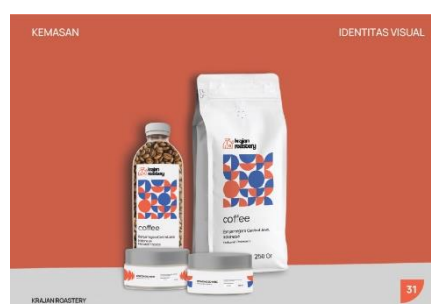
Gambar 5. 29 *Brand Guideline*
 Sumber : Data Penulis, 2023



Gambar 5. 32 *Brand Guideline*
 Sumber : Data Penulis, 2023



Gambar 5. 30 *Brand Guideline*
 Sumber : Data Penulis, 2023



Gambar 5. 33 *Brand Guideline*
 Sumber : Data Penulis, 2023

Media : Buku
 Ukuran : 21 x 29,5 cm
 Material : Ivory 230 GSM
 Software : Adobe Illustrator 2020 dan Adobe Photoshop 2020

1.5 Perancangan Stempel



Gambar 5. 36 Stempel
Sumber : Data Penulis, 2023

Media	:	Stempel
Ukuran	:	35mm
Material	:	Stempel Flash
Software	:	Adobe Illustrator 2020

1.6 Perancangan Stiker



Gambar 5. 37 Stiker
Sumber : Data Penulis, 2023

Media	:	Stiker
Ukuran	:	6 x 6,3 cm dan 10 x 3,9 cm
Material	:	Vinyl
Software	:	Adobe Illustrator 2020

1.7 Perancangan Kaos



Gambar 5. 38 Kaos
Sumber : Data Penulis, 2023

Media : Kaos 30s
Ukuran : *All Size*
Material : DTF
Software : Adobe Illustrator 2020

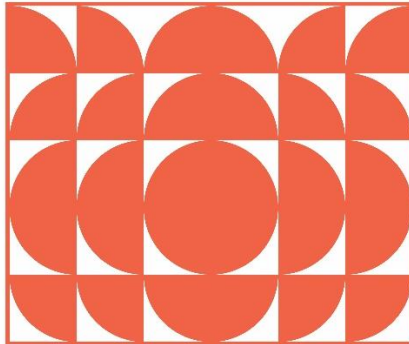
1.8 Perancangan Gelas Kayu



Gambar 5. 39 Gelas Kayu
Sumber : Data Penulis, 2023

Media : Gelas Kayu
Ukuran : 150 ml
Material : Kayu
Software : Adobe Illustrator 2020

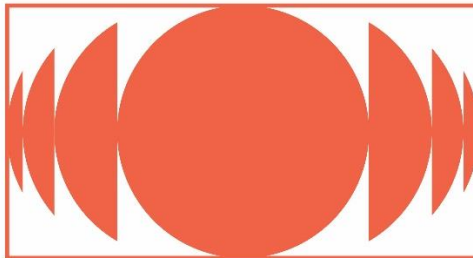
1.9 Perancangan *Tote bag*



Gambar 5. 40 *Tote bag*
Sumber : Data Penulis, 2023

- Media : *Tote bag*
Ukuran : 30 x 38 cm
Material : Kain Blacu
Software : Adobe Illustrator 2020

1.10 Perancangan Pouch



Gambar 5. 41 Pouch
Sumber : Data Penulis, 2023

- Media : Pouch
Ukuran : 14 x 19,5 cm
Material : Kain Blacu
Software : Adobe Illustrator 2020

1.11 Perancangan Bendera



Gambar 5. 42 Bendera
Sumber : Data Penulis, 2023

Media	:	Bendera
Ukuran	:	120 x 80 cm
Material	:	polyster
Software	:	Adobe Illustrator 2020

1.12 Perancangan *Neon Box*



Gambar 5. 43 *Neon Box*
Sumber : Data Penulis, 2023

Media	:	<i>Neon Box</i>
Ukuran	:	40 x 60 cm
Material	:	Akrilik dan besi
Software	:	Adobe Illustrator 2020

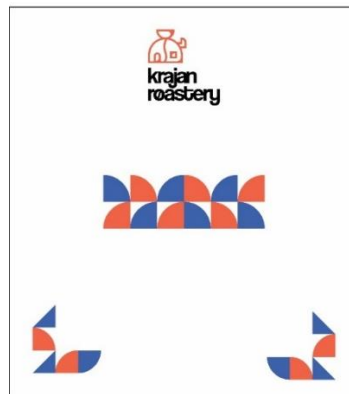
1.13 Perancangan *X Banner*



Gambar 5. 44 *X Banner*
Sumber : Data Penulis, 2023

Media : *X Banner*
Ukuran : 160 x 60 cm
Material : Kain polyester
Software : Adobe Illustrator 2020

1.14 Perancangan *Apron*



Gambar 5. 45 *Apron*
Sumber : Data Penulis, 2023

Media : *Apron*
Ukuran : 67 x 73 cm
Material : Kain Kanvas Twill
Software : Adobe Illustrator 2020

1.15 Perancangan Label Kemasan

1. Label Kemasan Botol & Toples 150ml



Gambar 5.46 Label Kemasan Botol dan Toples
Sumber : Data Penulis, 2023

Media	: Label kemasan botol dan toples
Ukuran	: 100 gr
Material	: Stiker Vinyl
Software	: Adobe Illustrator 2020

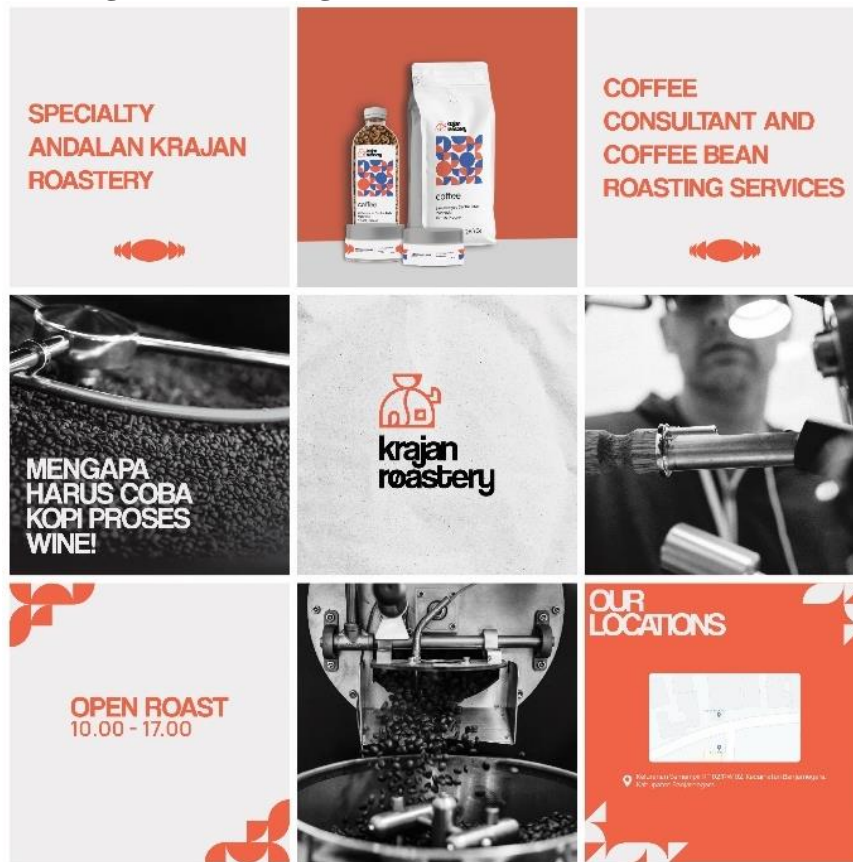
2. Label Kemasan Gusset & Ziplock



Gambar 5.47 Label Kemasan Gusset & Ziplock
Sumber : Data Penulis, 2023

Media	: Label Kemasan Gusset & Ziplock
Ukuran	: 100 gr – 1 kg
Material	: Stiker Vinyl
Software	: Adobe Illustrator 2020

1.16 Perancangan Feeds Instagram



Gambar 5. 48 Feeds Instagram
Sumber : Data Penulis, 2023

Media	:	Media Sosial Instagram
Ukuran	:	1080 px x 1080 px
Material	:	-
Software	:	Adobe Illustrator 2020

