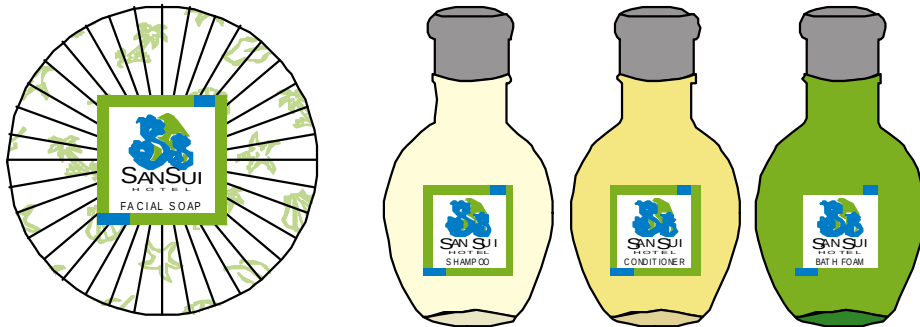


6. APLIKASI LOGO DALAM SISTEM CORPORATE IDENTITY

6.1. Untuk Jasa pada Hotel SAN SUI

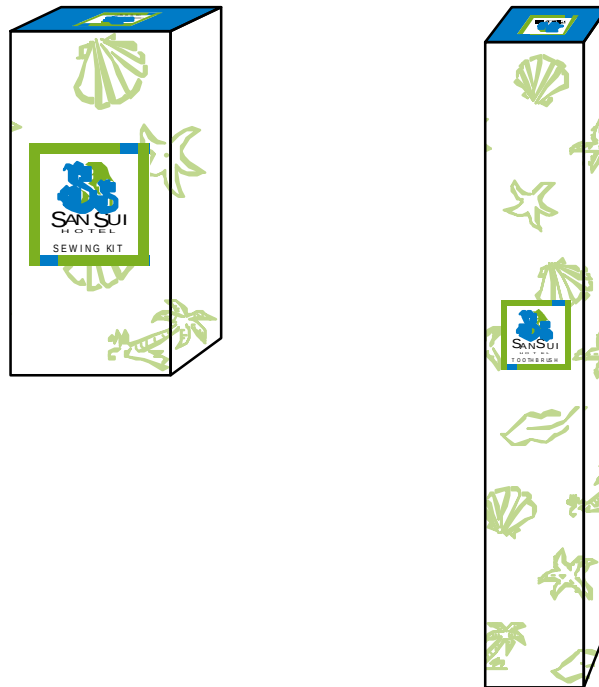
6.1.1. *Labeling System* pada Kemasan sekunder



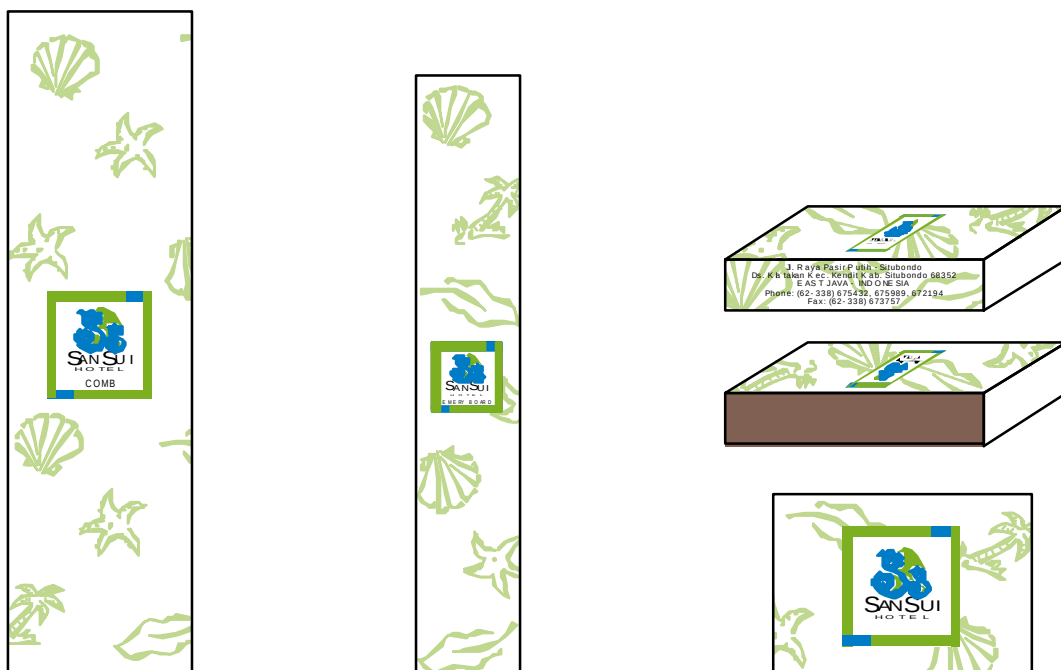
Gambar 6.2. *Facial Soap, Shampoo, Conditioner, Bath Soap*



Gambar 6.2. *Shoe Shine, Cotton Tip, Shower Cap*



Gambar 6.3. *Sewing Kit dan Toothbrush*



Gambar 6.4. *Comb, Emery Board (Kikir Kuku), dan Matches*

6.2. Untuk Komunikasi dan Informasi

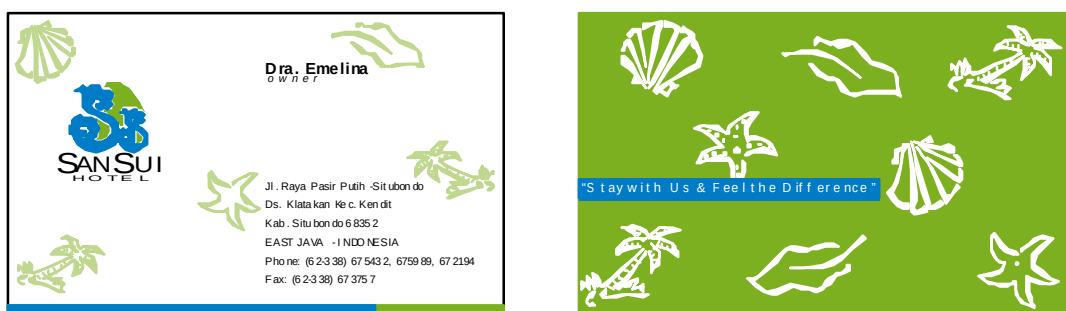
6.2.1. Stationery Set



Gambar 6.5. Kertas Surat



Gambar 6.6. Amplop



Gambar 6.7. Kartu Nama Depan dan Belakang

"Stay with Us & Feel the Difference"



Facsimile

From: (Guest's name) _____ Date: _____

I wish to send a:

Telegram	Telex No:	Fax No:
----------	-----------	---------

Total number of pages including this one: _____

To: _____

Address: _____

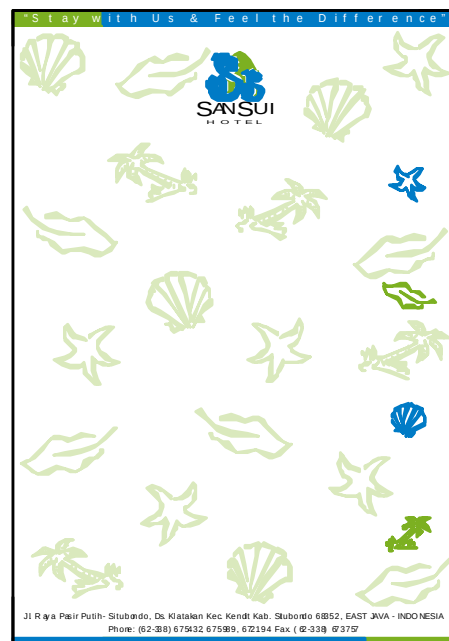
City: _____ Country: _____

Message: _____

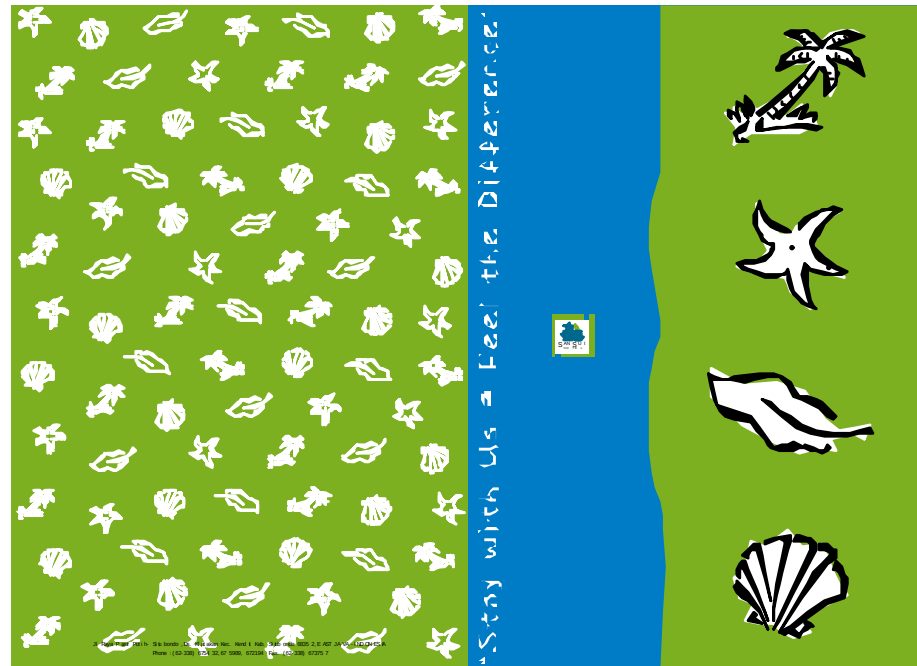
Guest's Signature: _____	Time Stamp: Accepted By: _____ Receptionist
--------------------------	---

Jl. Raya Pasir Putih - Situbondo, Ds. Klatakan Kec. Kendit Kab. Situbondo 68352, EAST JAVA - INDONESIA
 Phone: (62-338) 675432, 675989, 672194 Fax: (62-338) 673757

Gambar 6.8. Faksimili



Gambar 6.9. Sampul dan Isi Memo



Gambar 6.10. Map Bagian Belakang dan Depan



Gambar 6.11. Map Bagian Dalam Kanan dan Kiri



Gambar 6.12. Bolpoin

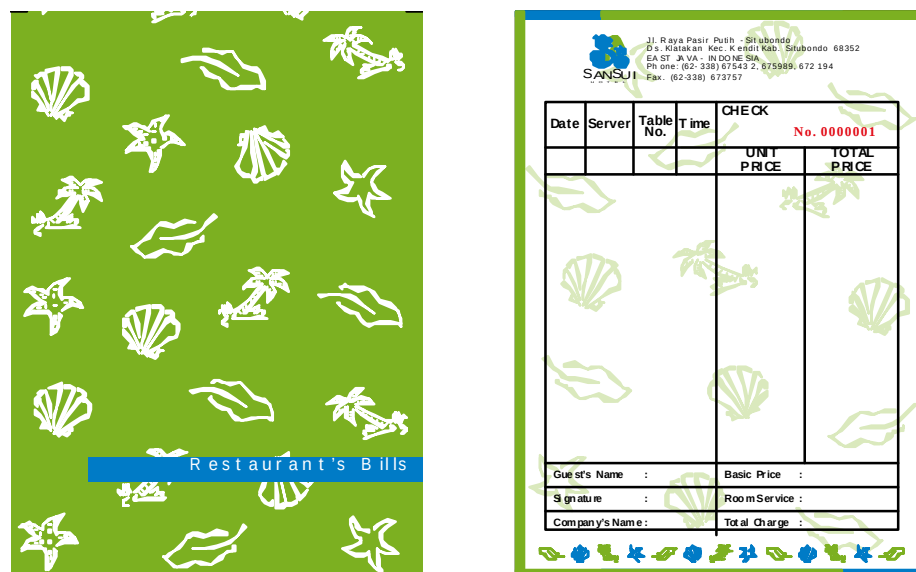


		Jl. Raya Pasir Putih - Situbondo Ds. Klatakan Kec. Kendit Kab. Situbondo 68352 EAST JAVA - INDONESIA Phone: (62-338) 675432, 675989, 672194 Fax: (62-338) 673757		No. 00001	
Nama Tamu / Guest's Name :					
Kamar No. / Room Number :					
Tujuan / Destination :					
Lama Pemakaian / Duration :					
TOTAL : Rp.				Tgl. / Date	
Guest,			Front Office,		
()			()		
					

Gambar 6.13. Sampul dan Isi Nota Telepon



Gambar 6.14. Sampul dan Isi Nota *Mini Bar*



Gambar 6.15. Sampul dan Isi Nota *Restaurant*



Laundry's Bills

No. 00001

LAUNDRY

Please fill in the guest count so the hotel management may ensure the safety of your things.
Please note that this is not an official bill.

Guest Count	Hotel Count	Gentlemen - Pria	Price (Rp.)	Amount (Rp.)
		Shirt - Kemeja	2.500,-	
		Sleeveless Shirt - Kemeja's atasan	3.000,-	
		T-Shirt - Baju Kaos	1.750,-	
		Sport Shirt - Kemeja Sport	1.500,-	
		Trousers - Celana Panjang	2.500,-	
		Jeans - Celana Panjang Jeans	2.750,-	
		Shorts - Celana Pendek	1.750,-	
		Jacket - Jaket	3.500,-	
		Pajamas - Piyama	3.500,-	
		Sleeping Robe - Jas Mandi	2.000,-	
		Sarong - Sarung	1.750,-	
		Undershirt - Kaos Dalam	1.500,-	
		Underpants - Celana Dalam	1.250,-	
		Tie - Dasi	1.000,-	
		Handkerchief - Sapu Tangan	1.000,-	
		Hand Towel	1.000,-	
		Socks - Kaus Kaki	1.000,-	
		Towel S - Handuk Kecil	1.500,-	
		Towel M - Handuk Sedang	3.000,-	
		Towel L - Handuk Besar	6.000,-	

Guest Count	Hotel Count	Ladies - Wanita	Price (Rp.)	Amount (Rp.)
		Dress - Gaun	3.000,-	
		Blouse - Blus	2.000,-	
		T-Shirt - Baju Kaos	1.750,-	
		Skirt - Rok Bawah	2.000,-	
		Shorts - Celana Pendek	2.500,-	
		Sleeveless - Celana Panjang	1.750,-	
		Jeans - Celana Panjang Jeans	2.500,-	
		Pajamas - Piyama	2.000,-	
		Night Gown - Baju Tidur	2.250,-	
		Underpants - Kaus Dalam	1.250,-	
		Blouse - Blus	2.000,-	
		Undergarments - Undergarments	2.000,-	
		Pajamas - Celana Dalam	1.000,-	
		Slippers - Sandal	1.250,-	
		Handkerchief - Sapu Tangan	1.000,-	
		Scarves - Syal	1.250,-	

TOTAL

Guest's Name

Room No.

Signature

Attendant

Date

Time

Please do not put your laundry outside the door.
Mohon jangan meletakkan cucian Anda di luar pintu kamar.

Gambar 6.16. Sampul dan Isi Nota Laundry



All Payment

No. 00001

PAYMENT

Name _____
Address _____
Phone _____
Room No. _____
Arrival Date _____ Check-in Time _____
Departure Date _____ Check-out Time _____
Length of Stay _____

PAYMENT

ROOM _____

Discount _____ Rp. _____

Extra Bed _____ Rp. _____

Mini Bar _____ Rp. _____

Phone _____ Rp. _____

Laundry _____ Rp. _____

Restaurant _____ Rp. _____

Rp. TOTAL _____

Rp. Total in Cash _____

Rp. _____

(_____)

Guest, _____ F.O. _____

(_____) (_____)

Gambar 6.17. Sampul dan Isi Nota Semua Pembayaran



MEAL COUPON BREAKFAST		 Jl. Raya Pasir Putih - Situbondo Ds. Klatakan Kec. Kendit Kab. Situbondo 68352 Bkt. T. JAWA - INDONESIA Phone: (62-338) 675432, 675989 - 672194 Fax: (62-338) 673757		No. 0000001
Issued by (.....)		MEAL COUPON - BREAKFAST		Nama Tamu / Guest's name:
Guest's signature (.....)		Room No. :	Date:	No. of Pax:
Guest's signature (.....)		Guest's signature (.....)		
Please produce voucher before ordering Mohon menunjukkan kupon ini sebelum memesan				

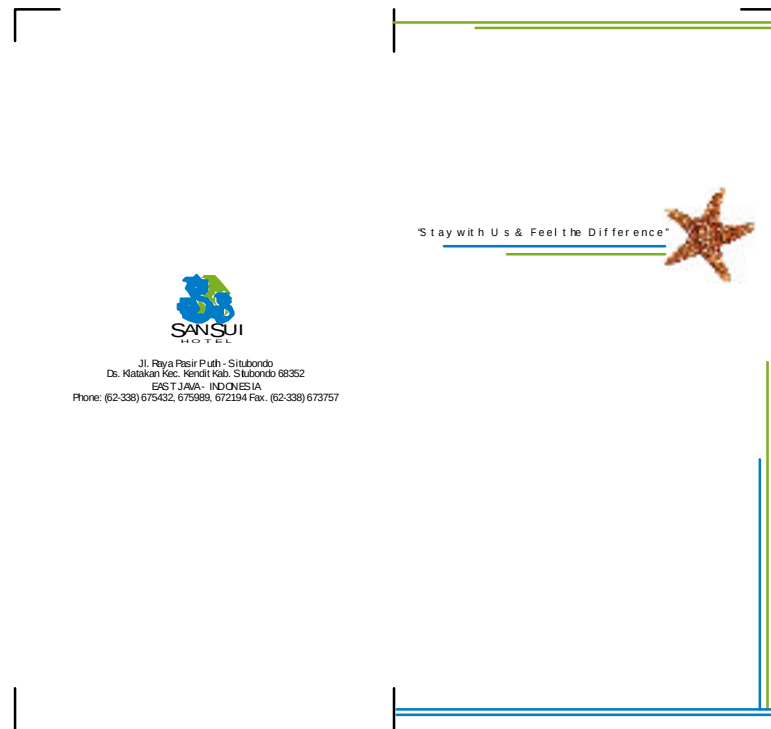
Gambar 6.18. Sampul dan Isi Kupon Makan Pagi



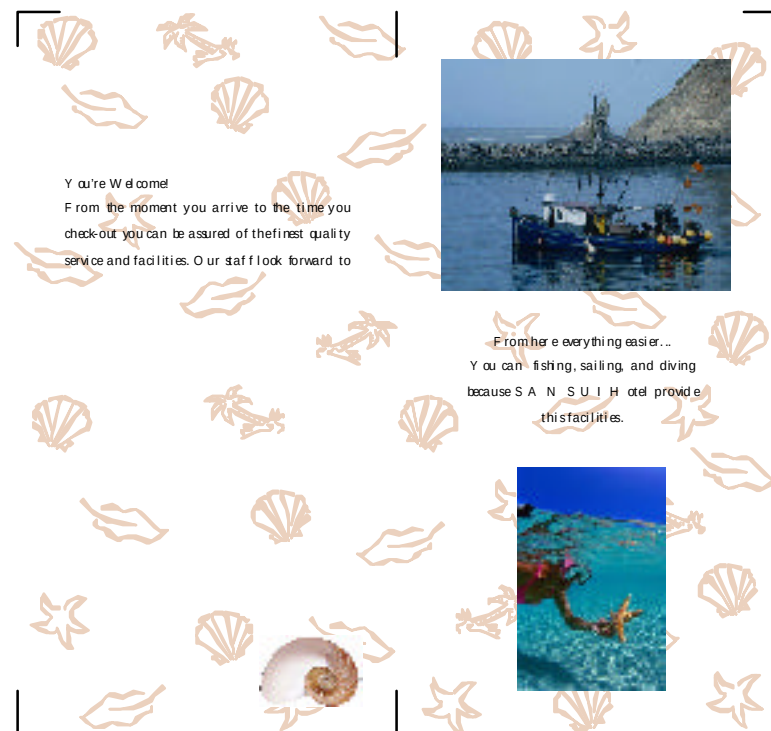
RECEIPT For Down Payment only Guest's name:		 Jl. Raya Pasir Putih - Situbondo Ds. Klatakan Kec. Kendit Kab. Situbondo 68352 Bkt. T. JAWA - INDONESIA Phone: (62-338) 675432, 675989 - 672194 Fax: (62-338) 673757		No. 00001
Amount Payment:		TANDA TERIMA / RECEIPT Hanya untuk uang muka saja / For Down Payment only		
Date: F.O.		Nama Tamu / Guest's name : Jumlah / Amount : Pembayaran / Payment :	Tgl. / Date : Petugas Hotel / F.O. :	(.....)

Gambar 6.19. Sampul dan Isi Kwitansi

6.2.2. Brosur



Gambar 6.20. Brosur Halaman 12 dan 1



Gambar 6.21. Brosur Halaman 2 dan 11



Gambar 6.22. Pembatas Dalam Brosur



Gambar 6.23. Brosur Halaman 10 dan 3



Gambar 6.24. Brosur Halaman 4 dan 9

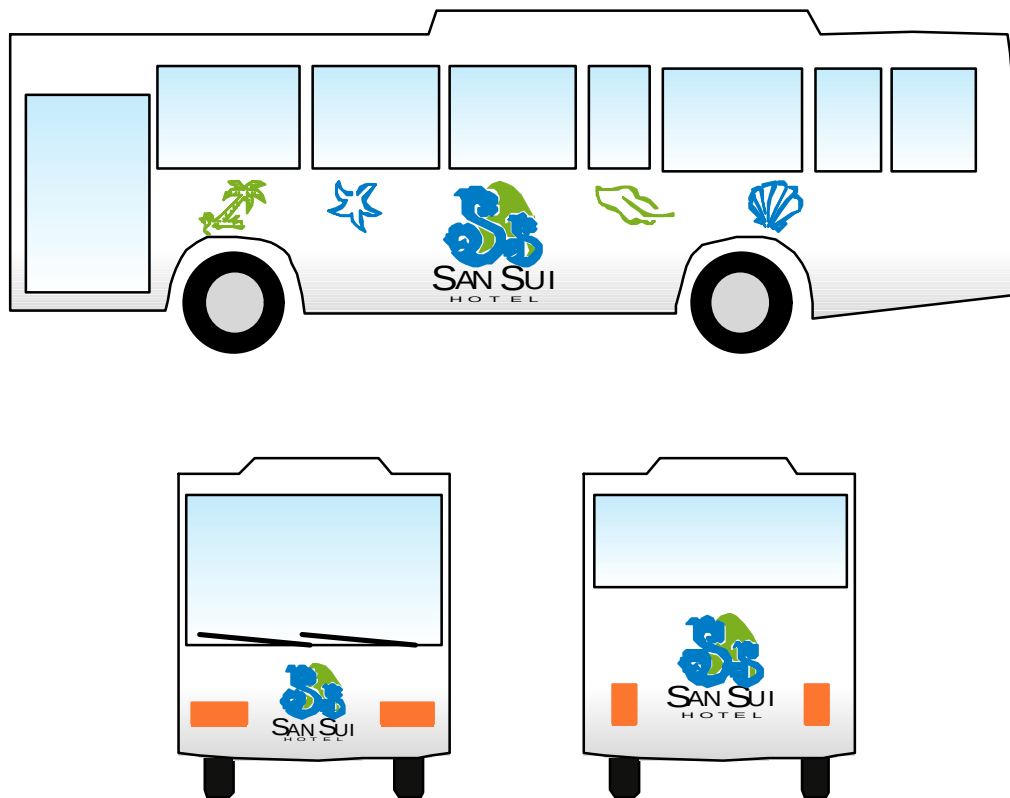


Gambar 6.25. Brosur Halaman 5 dan 8

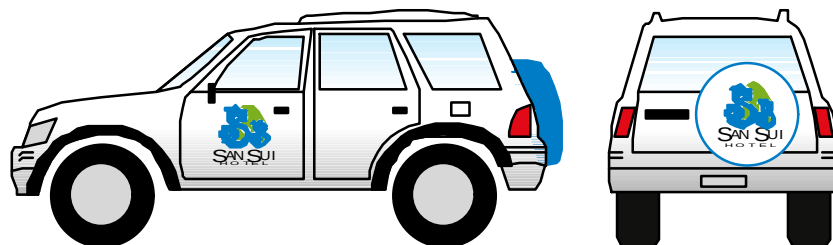


Gambar 6.26. Brosur Halaman 6 dan 7

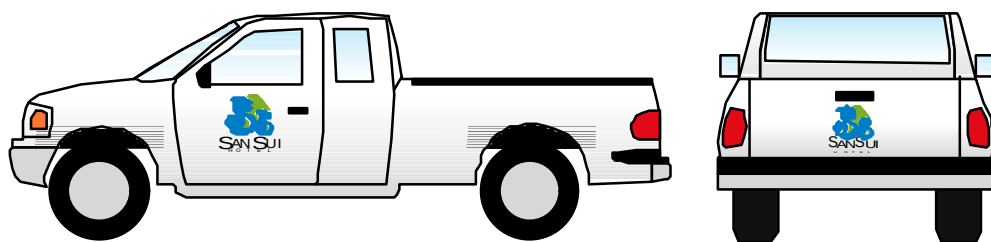
6.2.3. Kendaraan



Gambar 6.27. Bus Tampak Samping, Depan, dan Belakang



Gambar 6.28. Wagon Tampak Samping dan Belakang



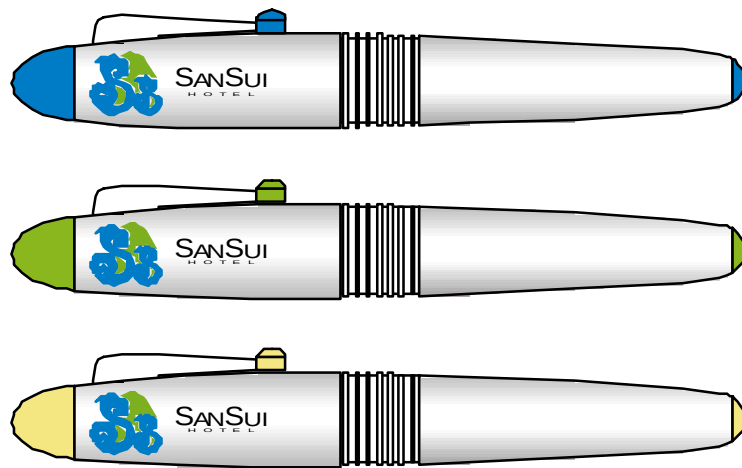
Gambar 6.29. Pick-Up Tampak Samping dan Belakang

6.2.4. Media Promosi

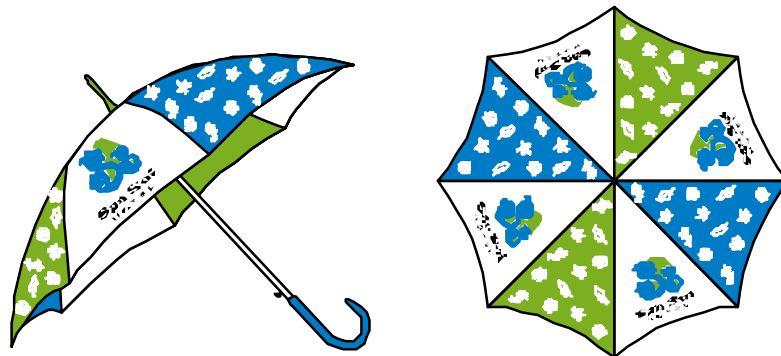
1. Given



Gambar 6.30. Stiker dan Gantungan Kunci

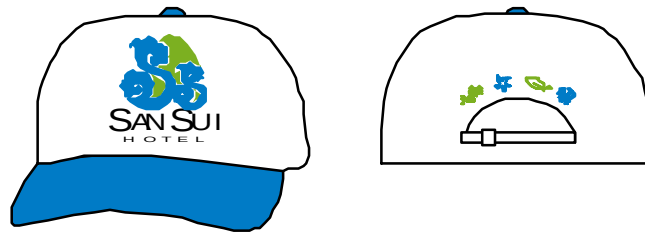


Gambar 6.31. Bolpoin Promosi

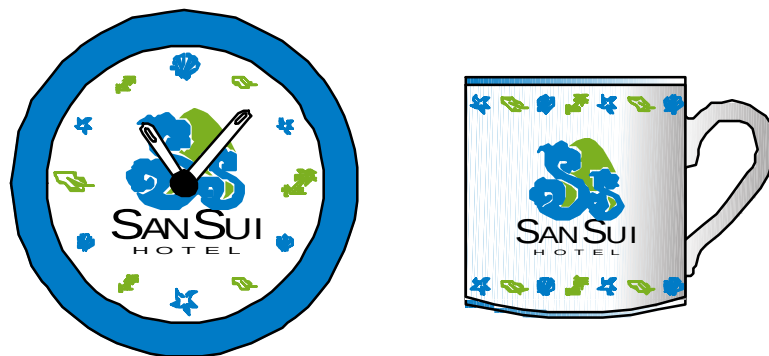


Gambar 6.32. Payung Tampak Samping dan Atas

2. Visual Merchandising



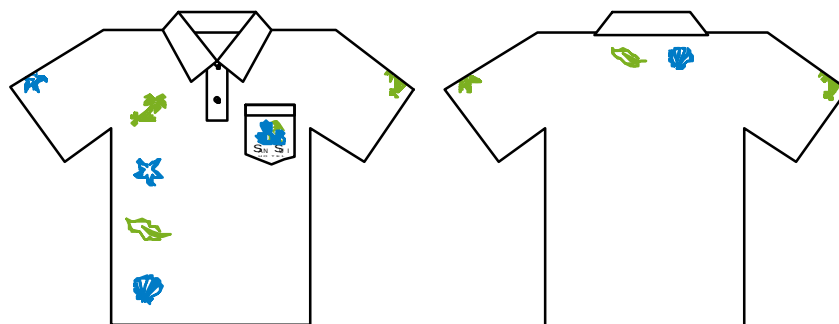
Gambar 6.33. Topi Tampak Depan dan Belakang



Gambar 6.34. Jam Dinding dan Mug



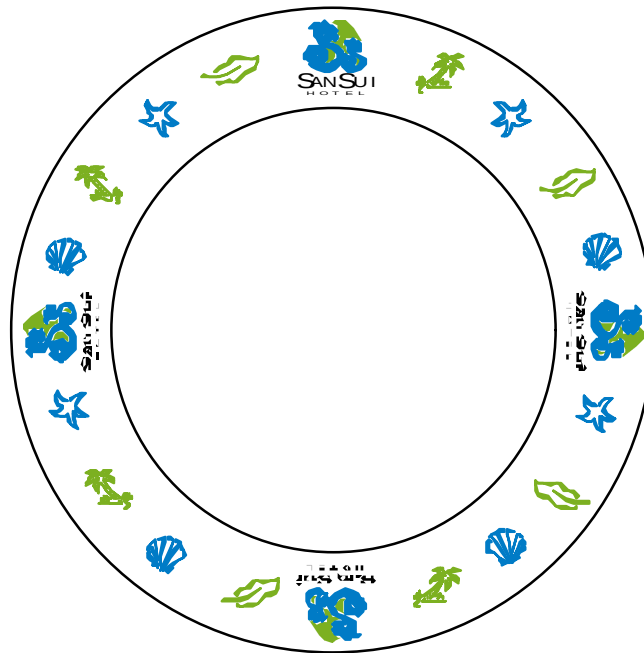
Gambar 6.35. Asbak Tampak Samping dan Atas



Gambar 6.36. Kaos Tampak Depan dan Belakang

6.3. Untuk *Corporate Signature*

6.3.1. Peralatan Hotel/Kantor



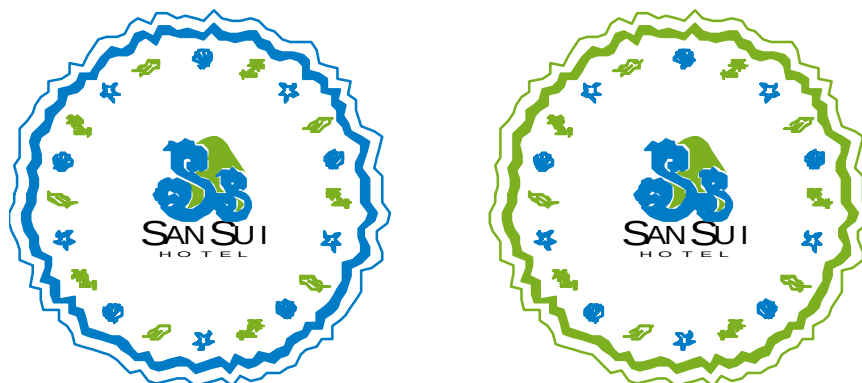
Gambar 6.37. Piring Makan



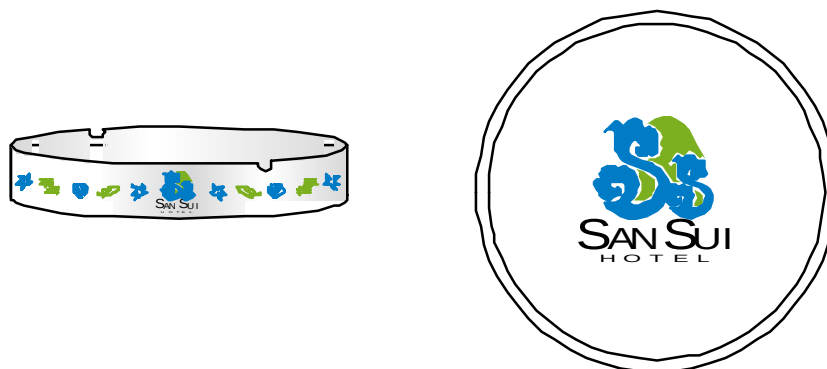
Gambar 6.38. Gelas Bening dan Mug



Gambar 6.39. Tatakan Piring

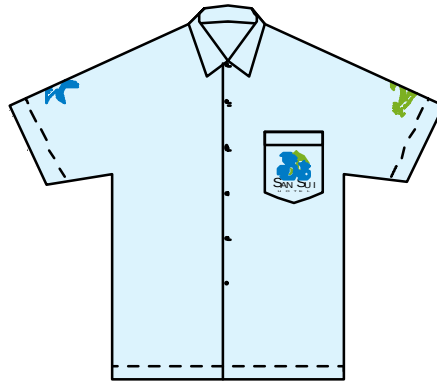


Gambar 6.40. Tatakan Gelas



Gambar 6.41. Asbak Tampak Samping dan Atas

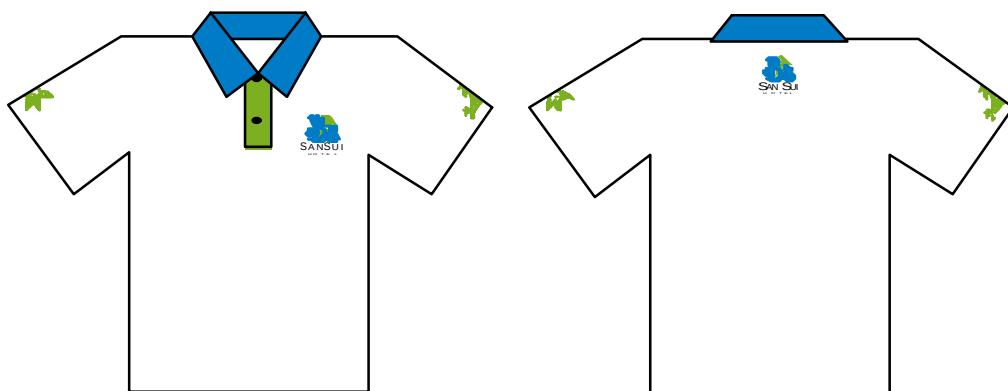
6.3.2. Pakaian/Seragam



Gambar 6.42. Seragam *Receptionist*



Gambar 6.43. Seragam *Waiter-Waitress*



Gambar 6.44. Seragam *Room Boy*

6.3.3. Signage



Gambar 6.45. Signage di Pegangan Pintu



Gambar 6.46. Restroom (Gents and Ladies)



Gambar 6.47. *Signage* di Papan Pintu