

4. LAYOUT DESAIN

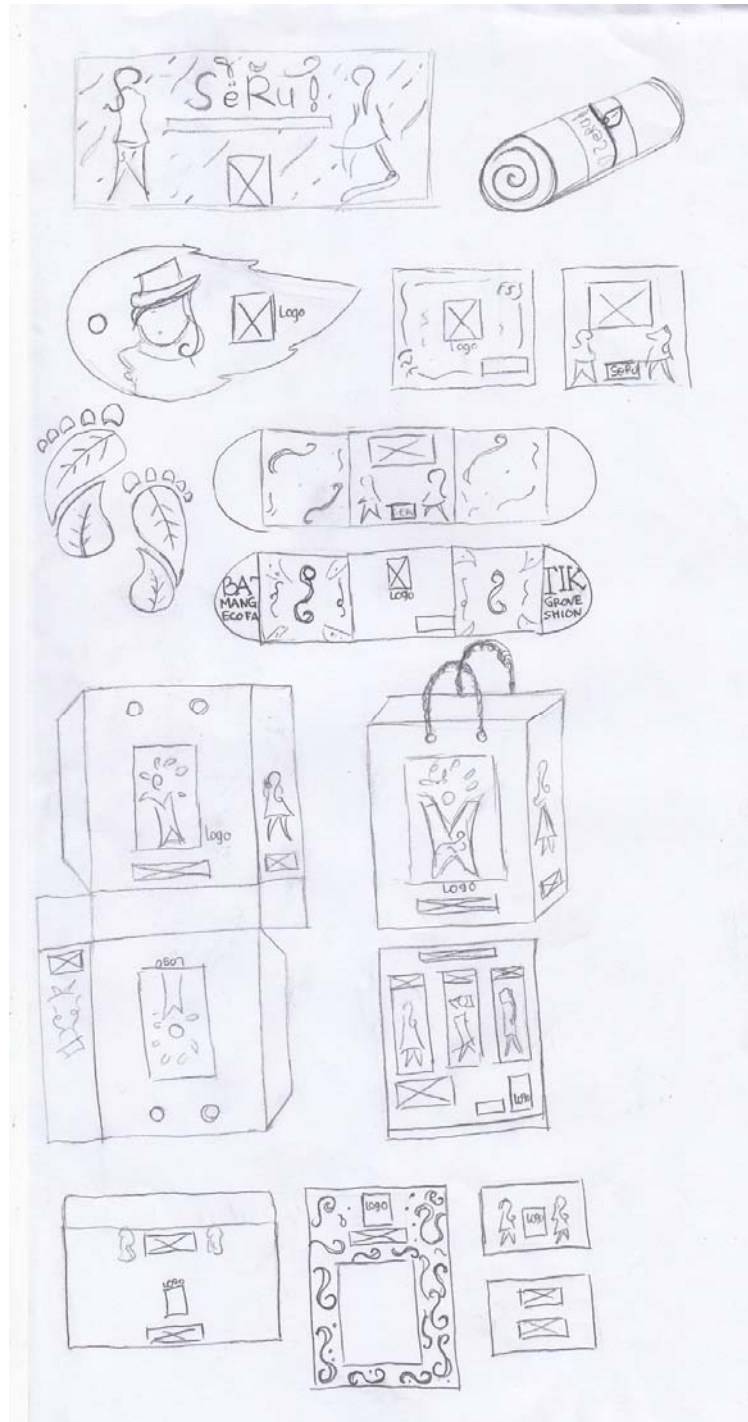
4.1 Thumbnail Masing-Masing Media Promosi

4.1.1. Thumbnail Logo



Gambar 4.1. Sketsa *thumbnail* logo event

4.1.2. Thumbnail Media



Gambar 4.2. Sketsa *thumbnail* media event

4.2. Tight Tissue Masing-Masing Media Promosi

4.2.1. Tight Tissue Logo



Gambar 4.3. Tight tissue logo event

4.2.2. Tight Tissue Media



Gambar 4.4. Tight tissue iklan surat kabar



Gambar 4.5. Tight tissue kartu nama event



Gambar 4.6. *Tight tissue packaging*



Gambar 4.7. *Tight tissue label*



Gambar 4.8. *Tight tissue poster*

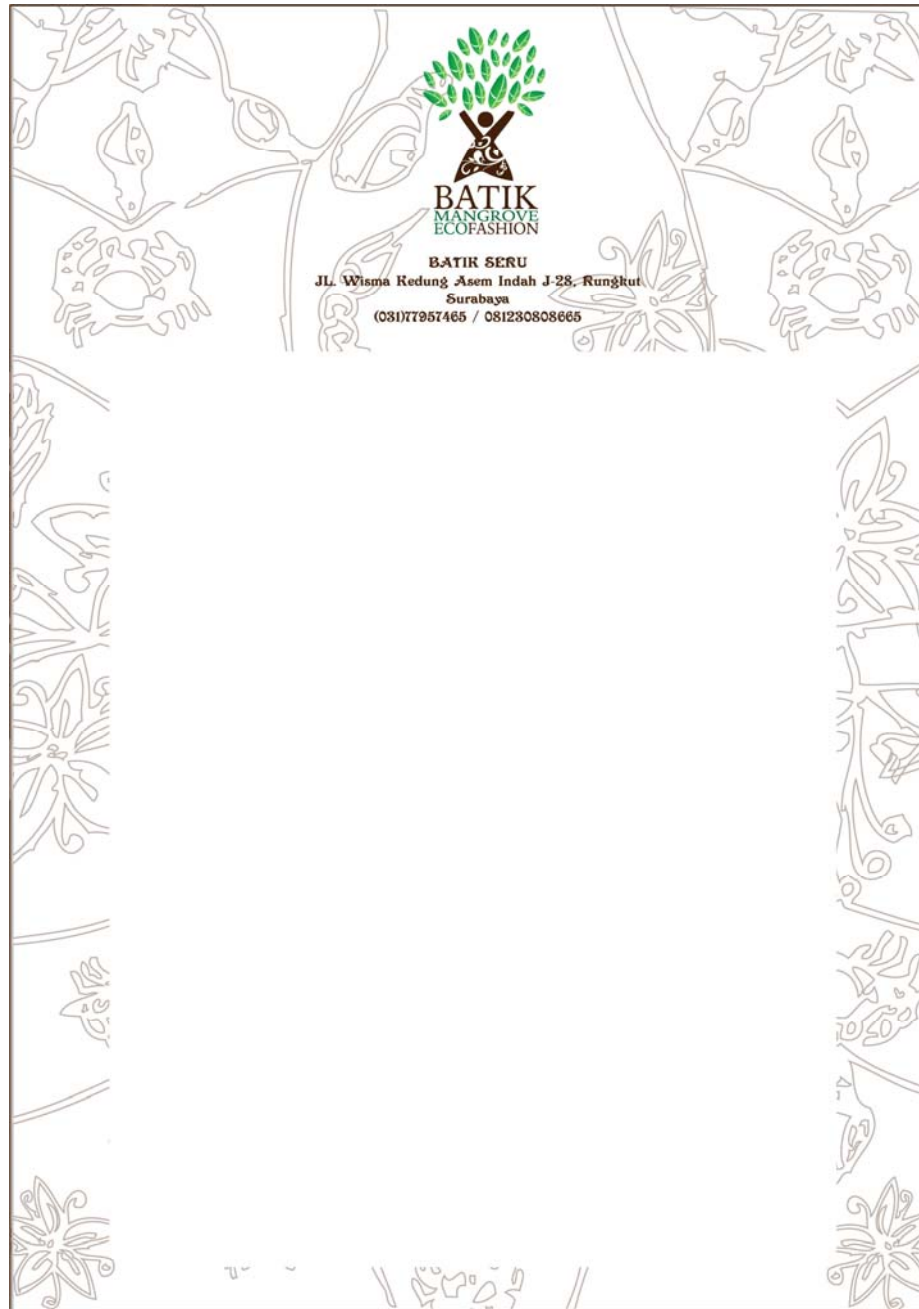
4.3. Eksekusi Final Desain

4.3.1. Final Logo



Gambar 4.9. Logo final event

4.3.2. Final Corporate Set



Gambar 4.10. Final kop surat



Gambar 4.11. Final amplop



Gambar 4.12. Final kartu nama



Gambar 4.13. Final desain *shopping bag*

4.3.3. Final Media Pendukung



Gambar 4.14. Final *packaging*



Gambar 4.15. Final desain label

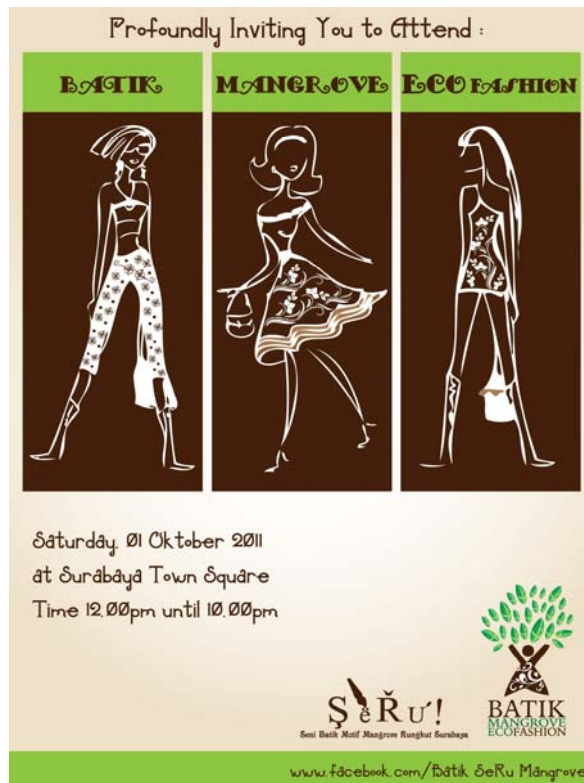
4.3.4. Final Media Pendukung Event



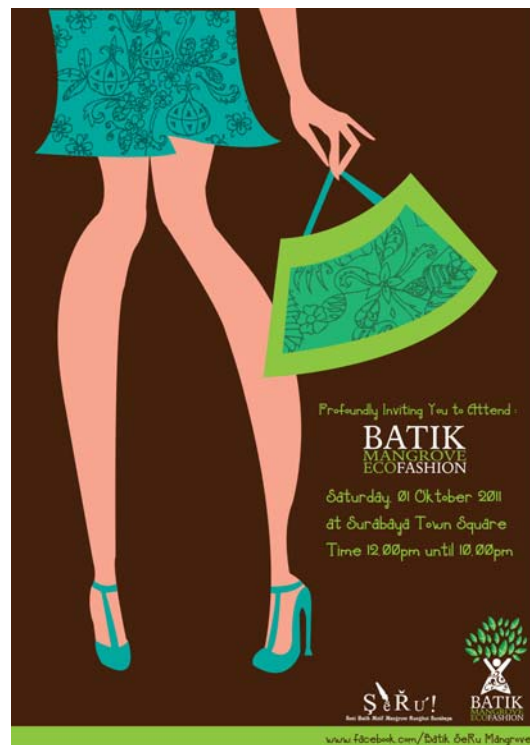
Gambar 4.16 Final desain *invitation* untuk masyarakat awam



Gambar 4.17. Final desain *invitation* untuk tamu khusus



Gambar 4.18 Final desain iklan majalah



Gambar 4.19. Final desain surat kabar



Gambar 4.20. Final desain umbul-umbul



Gambar 4.21. Final *ambience* media eskalator



Gambar 4.22. Final *ambience* media *footsteps*