

DAFTAR GAMBAR

Gambar 2.1 <i>Word Mark Logo</i>	16
Gambar 2.2 <i>Pictorial Mark Logo</i>	17
Gambar 2.3 <i>Abstract Mark Logo</i>	18
Gambar 2.4 <i>Letter Form Logo</i>	18
Gambar 2.5 <i>Emblem Logo</i>	19
Gambar 2.6 <i>Character / Mascot Logo</i>	20
Gambar 2.7 <i>Web 2.0 Logo</i>	20
Gambar 3.1 Logo Kuta Paradiso Bali Hotel Lama	40
Gambar 3.2 Logo Bintang Bali Resort	51
Gambar 3.3 Bintang Bali Resort Interior dan Eksterior	52
Gambar 3.4 Logo The Anvaya Beach Resort	53
Gambar 3.5 The Anvaya Beach Resort Interior dan Eksterior	54
Gambar 3.6 Logo Discovery Kartika Plaza Hotel	55
Gambar 3.7 Discovery Kartika Plaza Hotel Interior dan Eksterior	56
Gambar 3.8 Logo Ramayana Suites and Resort	57
Gambar 3.9 Ramayana Suites and Resort Interior dan Eksterior	58
Gambar 3.10 Logo Bali Dynasty Resort	59
Gambar 3.11 Bali Dynasty Resort Interior dan Eksterior	60
Gambar 4.1 Logo Kuta Paradiso Bali Hotel	66
Gambar 4.2 Skema warna Kuta Paradiso Bali Hotel	78
Gambar 4.3 Bentuk Logogram Kuta Paradiso Bali Hotel	69
Gambar 4.4 Layout Logo Kuta Paradiso Bali Hotel	69

Gambar 4.5 Mind Mapping	71
Gambar 4.6 Matrix Logo	71
Gambar 4.7 Sketsa Logo	72
Gambar 4.8 Logo Kuta Paradiso Bali Hotel	74
Gambar 4.9 Sistem Grid Logo Kuta Paradiso Bali Hotel	74
Gambar 4.10 Perbandingan Ukuran Logo Kuta Paradiso Bali Hotel	75
Gambar 4.11 Pemberlakuan logo yang salah	76
Gambar 4.12 Logo dengan posisi di luar <i>clear space area</i>	77
Gambar 5.1 Kop Surat Kuta Paradiso Bali Hotel	80
Gambar 5.2 Kartu Nama Kuta Paradiso Bali Hotel	81
Gambar 5.3 Amplop Kuta Paradiso Bali Hotel	82
Gambar 5.4 Gantungan Pintu Kuta Paradiso Bali Hotel	83
Gambar 5.5 Kartu Akses Kuta Paradiso Bali Hotel	84
Gambar 5.6 Buku Catatan Kuta Paradiso Bali Hotel	85
Gambar 5.7 Pulpen Kuta Paradiso Bali Hotel	86
Gambar 5.8 Buku Menu Kuta Paradiso Bali Hotel	87
Gambar 5.9 Kantong Kertas Kuta Paradiso Bali Hotel	88
Gambar 5.10 Poster Acara Kuta Paradiso Bali Hotel	89
Gambar 5.11 Perlengkapan Mandi Kuta Paradiso Bali Hotel	90
Gambar 5.12 Sandal Hotel Kuta Paradiso Bali Hotel	91
Gambar 5.13 Website Kuta Paradiso Bali Hotel	92
Gambar 5.14 Media Sosial Kuta Paradiso Bali Hotel	93
Gambar 5.15 Mobil Antar Jemput Kuta Paradiso Bali Hotel	94

Gambar 5.16 Payung Antar Jemput Kuta Paradiso Bali Hotel	95
Gambar 5.17 <i>Lanyard Name Tag</i> Kuta Paradiso Bali Hotel	96
Gambar 5.18 <i>Coaster</i> Kuta Paradiso Bali Hotel	97
Gambar 5.19 <i>Hand Sanitizer</i> Kuta Paradiso Bali Hotel	98
Gambar 5.20 Masker Kuta Paradiso Bali Hotel	99