



Design Catalog.

Perancangan Kampanye *Food Waste* untuk Mahasiswa.

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Proses Ide

Big Idea & Tone of Voice

Big Idea

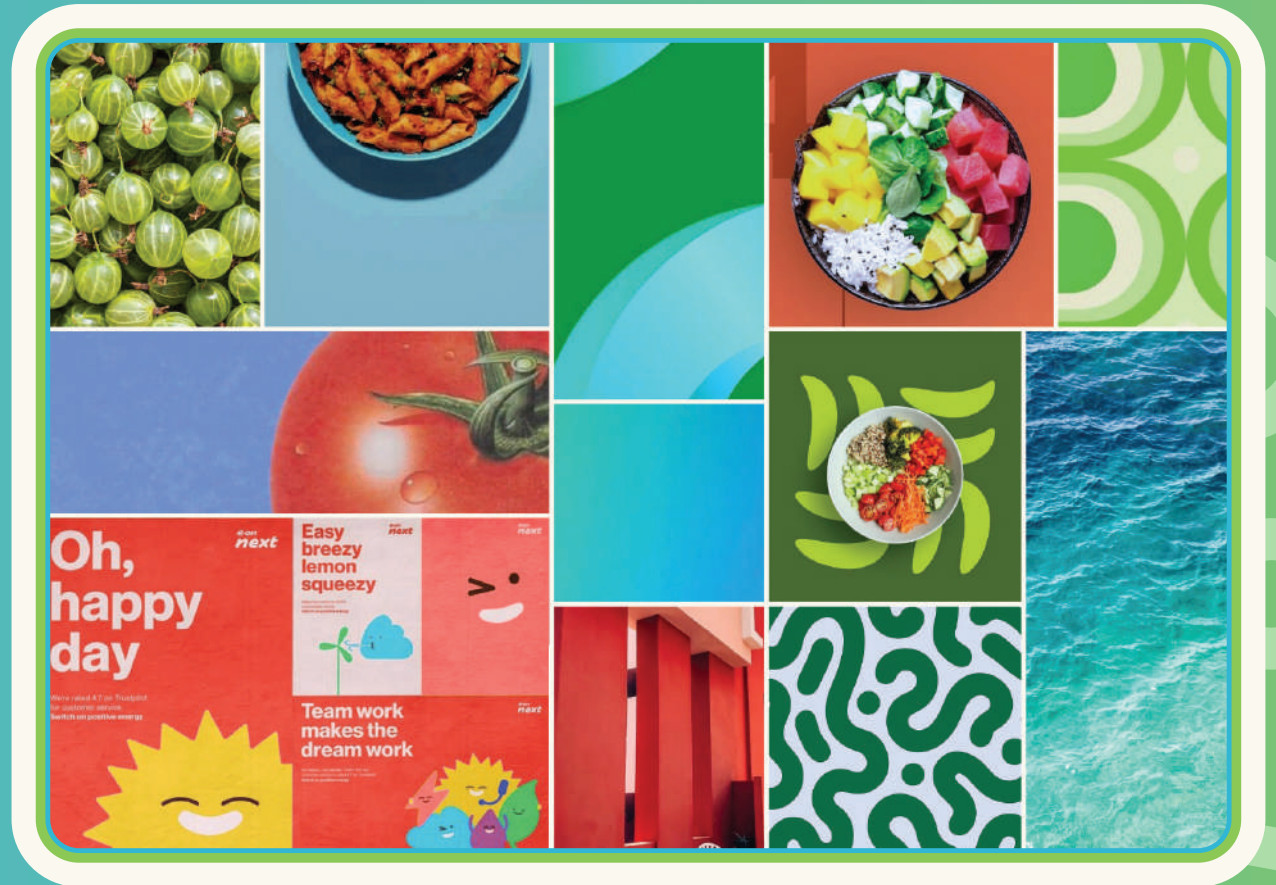
Waste less, chill more

Tone of Voice

- Relatable
- Friendly
- Firm
- Light-snarky

Proses Ide

Moodboard



Konsep

Identitas Kampanye

Tipografi

Archivo Extra Light
Archivo Thin
Archivo Light
Archivo Regular
Archivo Medium

Archivo **Semibold**
Archivo **Bold**
Archivo **Extrabold**
Archivo **Black**

Archivo

No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him.

Outfit Thin
Outfit Light
Outfit Medium

Outfit **Semibold**
Outfit **Bold**

Outfit

No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him.

Warna (Color Palette)



#fffff



#fd613a



#f8f5ec



#85dd55



#3ab5d4



#178b1b

Konsep

Identitas Kampanye

Nama Kampanye

Chill'in Clean

“Chill'in Clean” berasal dari kata chill (santai) dan clean (bersih). Kata chill merepresentasikan gaya hidup Gen Z yang santai dan tidak kaku. Kata clean melambangkan kepedulian terhadap kebersihan dan isu food waste.

Logo Kampanye



Chill'in Clean

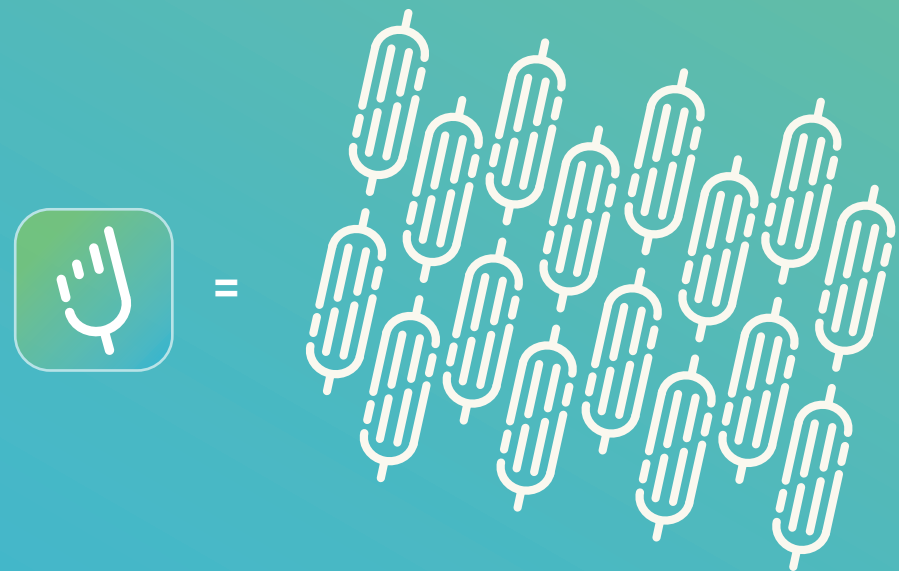
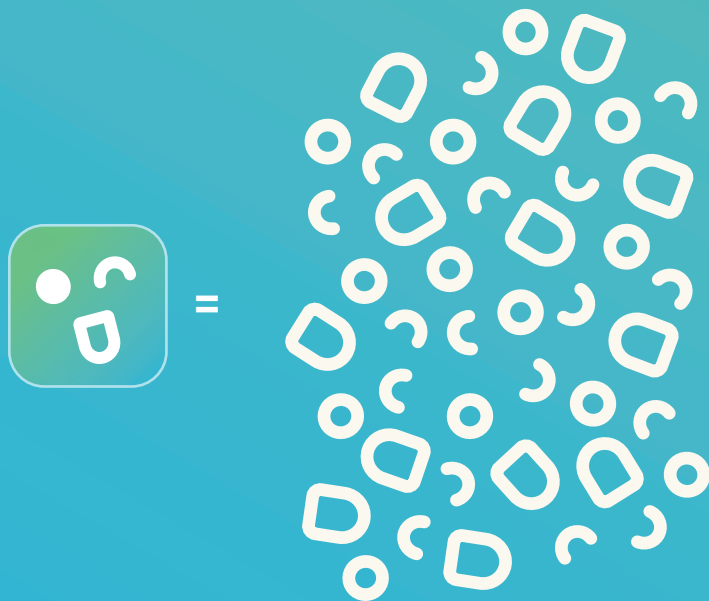
Logo Mandatory : Siap Darling



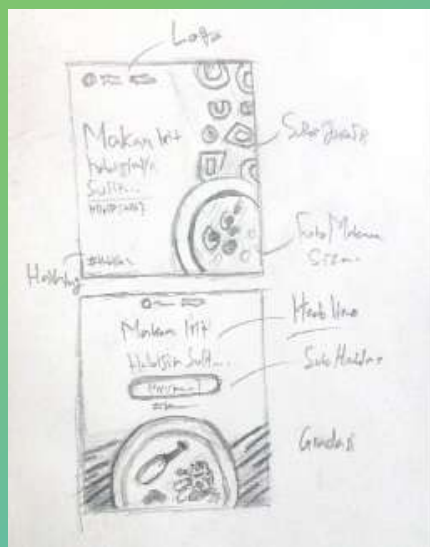
Konsep

Identitas Kampanye

Supergrafis



Konsep Key Visual



| Sketsa



| Digitalisasi





Attention

Perancangan :

Media Utama

Instagram Feeds (Single Post)

Ukuran : 1080 x 1350 px

Bahan : Digital

Attention

Perancangan :

Media Utama

Instagram Feeds (Single Post)

Ukuran : 1080 x 1350 px

Bahan : Digital



Interest

Perancangan :

Media Utama

Instagram Feeds (Carousel)



Ukuran : 1080 x 1350 px
Bahan : Digital

Interest

Perancangan :

Media Utama

Instagram Feeds (Carousel)



Ukuran : 1080 x 1350 px
Bahan : Digital

Interest

Perancangan :

Media Utama

Instagram Feeds (Carousel)



Ukuran : 1080 x 1350 px

Bahan : Digital

Interest

Perancangan :

Media Utama

Instagram Feeds (Carousel)

Ukuran : 1080 x 1350 px

Bahan : Digital

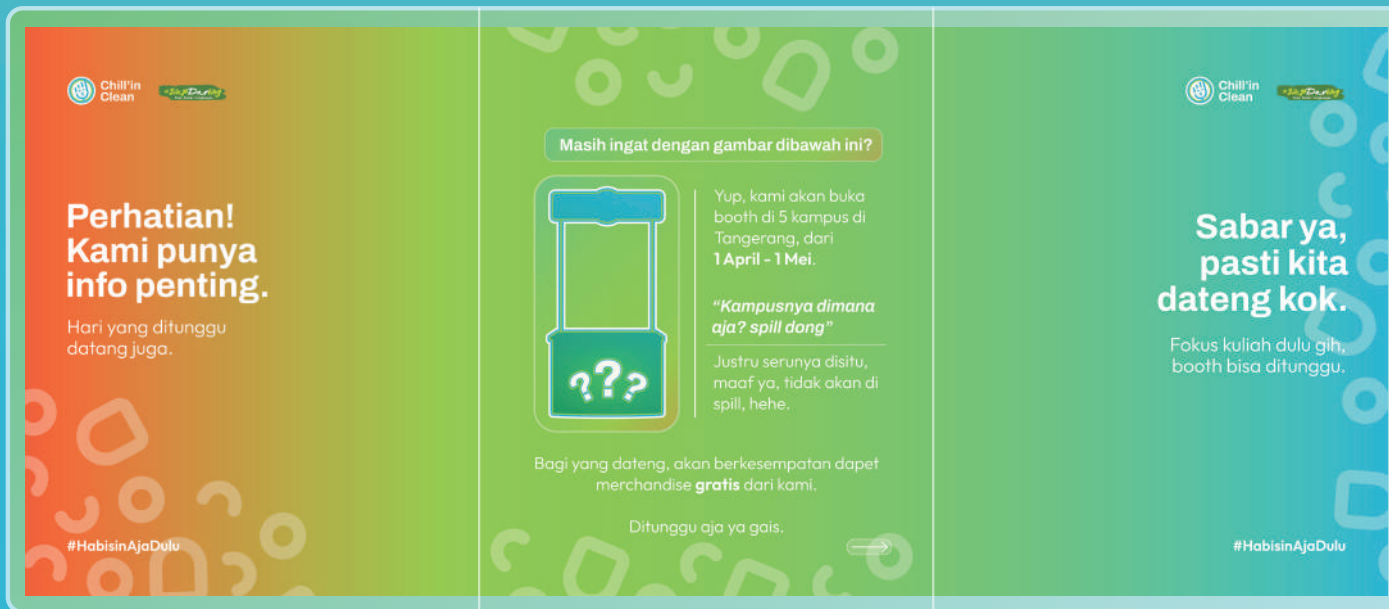


Interest

Perancangan :

Media Utama

Instagram Feeds (Carousel)



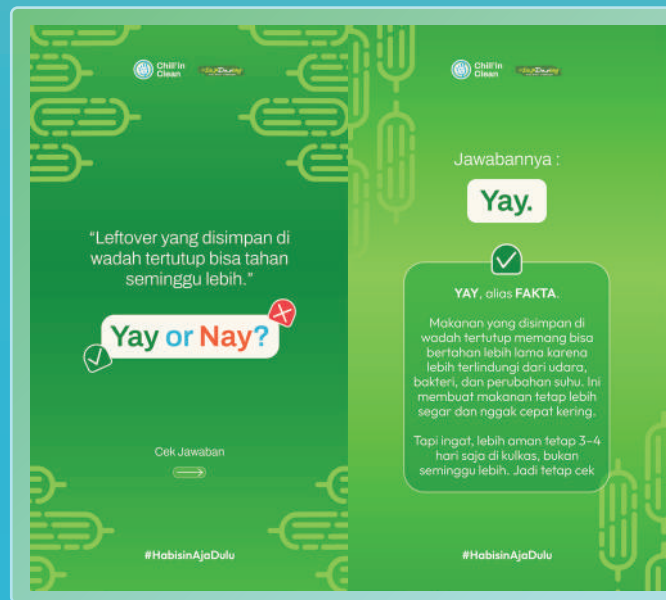
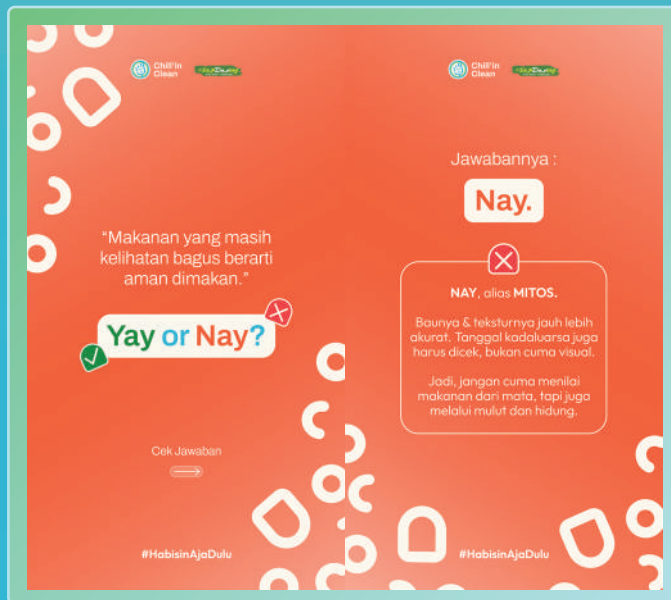
Ukuran : 1080 x 1350 px
Bahan : Digital

Interest

Perancangan :

Media Utama

Instagram Feeds (Story)



Ukuran : 1080 x 1920 px
Bahan : Digital

Search

Perancangan :

Media Utama

Instagram Feeds (Carousel)



Ukuran : 1080 x 1350 px Bahan : Digital

Search

Perancangan :

Media Utama

Instagram Feeds (Carousel)



Ukuran : 1080 x 1350 px

Bahan : Digital

Search

Perancangan :

Media Utama

Instagram Feeds (Carousel)



Ukuran : 1080 x 1350 px Bahan : Digital

Action

Perancangan :

Media Utama

Instagram Feeds (Carousel)

**Ukuran :** 1080 x 1350 px**Bahan :** Digital

Action

Perancangan :

Media Utama

Instagram Feeds (Carousel)

Ukuran : 1080 x 1350 px

Bahan : Digital



Action

Perancangan :

Media Utama

Instagram Story

**Ukuran :** 1080 x 1920 px**Bahan :** Digital

Share

Perancangan :

Media Utama

Instagram Feeds (Carousel)



Ukuran : 1080 x 1350 px **Bahan :** Digital

Share

Perancangan :

Media Utama

Instagram Feeds (Single Post)



Ukuran : 1080 x 1350 px
Bahan : Digital

Share

Perancangan :

Media Utama

Instagram Story (Template)



| #MyWasteHack Challenge

| Booth

Ukuran : 1080 x 1350 px **Bahan :** Digital

Attention

Perancangan :

Media Pendukung

Digital Banner

Ukuran : 1080 x 1920 px

Bahan : Digital





Attention

Perancangan :

Media Pendukung

Elevator Door Sticker (Ambient Media)

Ukuran : 80 cm x 35 cm

Bahan : Sticker Vinyl

Action

Perancangan :

Media Pendukung

Poster

Ukuran : 29,7 x 42 cm

Bahan : Art Paper



| Meja piring Kotor



| Mading

Action

Perancangan :

Media Pendukung

X Banner

Ukuran : 80 cm x 200 cm

Bahan : Luster



Action

Perancangan :

Media Pendukung

Booth & X Banner



| X Banner

Ukuran : 80 cm x 200 cm

Bahan : Luster



| Booth

Ukuran : 120 cm x 210 cm

Bahan : PVC Board

Share

Perancangan :

Media Pendukung

Merchandise (Tumbler & Lunch Box)



| Tumbler

Ukuran Tumbler : 7 cm x 16 cm
Bahan Print : Stiker UV DTF



| Lunch Box

Ukuran Lunchbox : 26 cm (P) x 19,5 cm (L) x 7 cm (T)
Bahan Print : Stiker UV DTF



Share

Perancangan :

Media Pendukung

Merchandise (Keychain)

Ukuran : (L) 3 -4 cm x (T) 6-8 cm

Bahan : Acrylic





**Terima
Kasih.**

