



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Ambrose, G. & Harris, P. (2005). *Basic Design 02: Layout*. Switzerland: AVA Publishing.
- Ambrose, G. & Harris, P. (2005). *Basic Design 03: Typography*. Switzerland: AVA Publishing.
- Ambrose, G. & Harris, P. (2005). *Basic Design 05: Colour*. Switzerland: AVA Publishing.
- Basuki, S. (2006). *Metode Penelitian*. Jakarta: Penaku.
- Farese, L., Kimbrell, G. & Woloszyk, C. (2006). *Marketing Essentials*. California: Glencoe.
- Holt, D. B. (2006). *How Brands Become Icons: The Principles of Cultural Branding*. Boston: Harvard Business School Publishing Corporation.
- Kertawijaya, H. 2002. *Markplus on Strategy*. Jakarta: PT Gramedia Pustaka Utama.
- Landa, R. (2006). *Designing Brand Experience*. New York: Thomson Delmar Learning.
- Lingwei, S. (2011, Desember 13). *Color Me Confused: Colors And Meaning In Chinese Culture*. Diakses dari <http://www.theworldofchinese.com/2011/12/color-me-confused-colors-and-their-meaning-in-chinese-culture/>
- Momo. (2014, Juni 19). *Ini Dia Tipe Bridal Salon*. Diakses dari <http://www.vemale.com/topik/pernikahan/63793-ini-dia-tipe-bridal-salon.html>

Mussry, J. et al. 2007. *Markplus on Marketing: The Second Generation*. Jakarta:

PT Gramedia Pustaka Utama.

Neumeier, M. (2006). *The Brand Gap: How to Bridge the Distance Between*

Business Strategy and Design. Amerika Serikat: New Riders.

Rustan, S. (2009). *Mendesain Logo*. Jakarta: PT Gramedia Pustaka Utama.

Wheeler, A. (2009). *Designing Brand Identity: An Essential Guide For The Whole*

Branding Team. New Jersey: John Wiley & Sons, Inc.



UMN