

DAFTAR PUSTAKA

- Dahlen, Micael. 2010. *Marketing Communication: A Brand Narrative Approach*. United Kingdom: John Wiley and Sons Ltd.
- Edge, Jon. 2009. *Don't Mess with The Logo*. Great Britain : Pearson Education Limited.
- Holland, Dave. 2012. *Brand Cook Book*. Jakarta : Studio Geometry.
- Jonatan, Simon. 2007. *Launching for Marketer and Entreprenuer*. Jakarta: PT Gramedia Pustaka Utama.
- Kasali, Rhenald. 1988. *Membidik Pasar Indonesia : Segmentasi, Targeting, Positioning*. Jakarta: PT Gamedia Pustaka Utama.
- Kertajaya, Hermawan. 2002. *MarkPlus on Strategy*. Jakarta: PT Gramedia Pustaka Utama.
- Lauer, David A. 2008. *Design Basic*. Boston, USA :Wadsworth.
- Morioka, Adams. 2006 . "Color Design Workbook" Massachusetts: Rockport.
- Rustan, Surianto. 2009. *Mendesain Logo*. Jakarta : PT Gramedia Pustaka Utama.
- Rustan, Surianto. 2010. *Hurufontipografi*. Jakarta : PT Gramedia Pustaka Utama.
- Rangkuti, Freddy. 2009. *The Power of Brands*. Jakarta: PT Gramedia Pustaka Utama.
- Sihombing, Danton. 2001. *Tipografi dalam Desain Grafis*. Jakarta: PT Gramedia Pustaka Utama.
- Vellas, François. 2008. *Pemasaran Pariwisata Internasional: Sebuah Pendekatan Strategis*, Jakarta: Yayasan obor Indonesia.
- Wiryanan, Mendiola B. 2008. *Kamus Brand*. Jakarta : Red & White Publishing.
- Wheeler, Alina. 2010. *Designing Brand identity: An Essential Guide for the Whole Branding Team*. USA: Wiley.

U
N
I
V
E
R
S
I
T
A
S

M
U
L
T
I
M
E
D
I
A

N
U
S
A
N
T
A
R
A