

DAFTAR PUSTAKA

Buku

Hendel, R. (2013). *Aspects of contemporary book design*. University of Iowa Press.

Jurnal

Bolhuis, W., De Jong, M. D., & Van Den Bosch, A. L. (2015). Corporate rebranding: effects of corporate visual identity changes on employees and consumers. *Journal of Marketing Communications*, 24(1), 3–16.

<https://doi.org/10.1080/13527266.2015.1067244>

Bui, N. (2021). *How motion graphics affect marketing campaigns*. Theseus.

<https://urn.fi/URN:NBN:fi:amk-202102041940>

Kuo, L., Chang, T., & Chen, L. (2021). Multimedia webpage visual design and color emotion test. *Multimedia Tools and Applications*, 81(2), 2621–2636.

<https://doi.org/10.1007/s11042-021-11684-4>

Mogaji, E. (2019). Brand Guideline. *Social Science Research Network*.

<https://doi.org/10.2139/ssrn.3316485>

Mustafa, B., & Ibrahim, A. E. (2023). Graphic design and the role of motion graphics in enriching and promoting tourism advertising. *Dirāsāt*, 50(2), 569–581. <https://doi.org/10.35516/hum.v50i2.4962>

Rosen, D. E., & Purinton, E. F. (2004). Website design. *Journal of Business Research*, 57(7), 787–794. [https://doi.org/10.1016/s0148-2963\(02\)00353-3](https://doi.org/10.1016/s0148-2963(02)00353-3)

Website

Cousins, C. (12 Juni, 2023). *Tips on using white backgrounds in website design.*

Designmodo. <https://designmodo.com/white-backgrounds/>

René, C. (30 Agustus, 2023). *Video content gets the most engagement on Instagram.* Mention. <https://mention.com/en/blog/video-engagement-instagram/>

