REFERENCES

- Aaker, D. A. (2010). Building Strong Brands: How the Best Brand Managers Build Brand Equity. Summaries.Com.
- Adams, S., & Helfand, J. (2017). The designer's dictionary of color. Abrams.
- Buchholz, C. (2024, January 12). What is kerning? Typography 101 | Skillshare blog. Skillshare. https://www.skillshare.com/en/blog/what-is-kerningtypography-101
- Carton, A. (2020, March 9). What is typography? Why is it important for graphic designers? Designhill. https://www.designhill.com/design-blog/what-is-typography-why-is-it-important-for-graphic-designers/
- Foroudi, P. (2019). Influence of brand signature, Brand Awareness, brand attitude, brand reputation on Hotel Industry's brand performance. International Journal of Hospitality Management, 76, 271–285. https://doi.org/10.1016/j.ijhm.2018.05.016
- Jung, C. G., & Hull, R. F. C. (1990). The archetypes and the collective unconscious. Princeton University Press.
- Kapferer, J.-N. (2012). The new strategic brand management: Advanced insights and strategic thinking. Kogan Page Publishers.
- Marfin. (2019, May 9). Alfamart brand guideline. Flipsnack. https://www.flipsnack.com/marfin/alfamart-brand-guideline.html
- Maulini, Y., Nugroho, D., Supriatna, B., Alhadihaq, M. Y., & Haryati, R. (2023). The Influence of Visual Branding Innovation and Facility Design on Customer Value. Majalah Ilmiah Bijak, 20(2), 332–342. https://doi.org/E ISSN 2621-749X
- Miller, C. (2024, September 10). What is a brand Mark and how to create one for your brand. Tailor Brands. https://www.tailorbrands.com/blog/brand-mark
- Mukamal, R., & Janigian Jr., R. H. (2017, September 29). How humans see in color. American Academy of Ophthalmology. https://www.aao.org/eye-health/tips-prevention/how-humans-see-in-color
- Nurhayati-Wolff, H. (2023, November 27). Indonesia: Number of cafés and bars. Statista. https://www.statista.com/statistics/1389766/indonesia-number-ofcafes-and-bars/

125

Redesigning Koppibara's Visual..., Tan Jonathan A. Wijaya, Universitas Multimedia Nusantara

- Satheeshkumar, R., & Dinesh, E. (2013). Book review: 24 brand mantras Finding a place in the minds and hearts of consumers. Indian Journal of Applied Research, 3(8), 1-2. https://doi.org/10.36106/ijar
- Suh, T. @taewonsuh9300. (2020, July 20). GB brand mantra. YouTube. https://www.youtube.com/watch?v=ti3B4o3qY4M
- Wheeler, A. (2018). Designing brand identity: An essential guide for the whole branding team. John Wiley & Sons, Inc.
- What is the difference between a brand Mark & a Logo? Elementor. (2022, March 8). https://elementor.com/resources/glossary/what-is-a-brand-mark/

