

DAFTAR PUSTAKA

- Aaker, D., & Joachimsthaler, E. (2012). *Brand Leadership*. Simon & Schuster UK. <https://www.scribd.com/document/751801109/Aaker-et-Joachimsthaler-2000-Brand-leadership>
- Agnes, D. (2023). *Dasar-Dasar Desain Grafis: Merancang Karya Desain yang Konseptual* (Nunung Martina, Ed.). PNJ Press. <https://press.pnj.ac.id/book/2023/2/DwiAgnes-BukuDasar-dasarDesainGrafis2023/#page=106>
- Alexander, C. (1964). *Notes on the Synthesis of Form*. Harvard University Press.
- Brewster, B. (1994). *Brewster's Color: A Workshop for Artists and Designers*. Prentice Hall.
- Brockmann, J. M. (2015). *Grid Systems in graphic design : a visual communication manual for graphic designers, typographers and three dimensional de*. Niggli.
- Cousins, J., Lillicrap, D., & Weekes, S. (2014). *Food And Beverage Service* (9th ed.). Hodder Education.
- Harsanto, P. W. (2019). *Fotografi Desain*. https://books.google.co.id/books?hl=en&lr=&id=eS6IEAAAQBAJ&oi=fnd&pg=PR3&dq=fotografi&ots=vrbyRIP_jG&sig=GwxuybmbhJGcrUDkMyS-8kyW_Bl8&redir_esc=y#v=onepage&q=fotografi&f=false
- Heller, S., & Chwast, S. (2011). *Graphic Style: From Victorian to New Century*. Abrams.
- Johnson, C. (2011). *Microstyle: The Art of Writing Little*. W. W. Norton & Company.
- Kapferer, J. N. (2008). *The New Strategic Brand Management*. Kogan Page Publishers. https://www.academia.edu/12869300/The_New_Strategic_Brand_Management_Jean_Noel_Kapferer_PDF
- Karen Haller. (2019). *The Little Book of Colour: How to Use the Psychology of Colour to Transform Your Life*. Penguin Life.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). Pearson Education. [chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://vulms.vu.edu.pk/Courses/MKT724/Downloads/Keller Strategic Brand Management.pdf](chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://vulms.vu.edu.pk/Courses/MKT724/Downloads/Keller%20Strategic%20Brand%20Management.pdf)

- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management*. Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kursianto, A. (2010). *Pengantar Tipografi*. PT Elex Media Komputindo.
- Landa, R. (2006). *Designing Brand Experience*. Clifton Park, NY : Thomson Delmar Learning.
<https://archive.org/details/designingbrandex0000land/page/n5/mode/2up>
- Landa, R. (2014). *Graphic Design Solutions* (5th ed.). Wadsworth/Cengage Learning.
- Nestle, M. (2002). *Food Politics: How the Food Industry Influences Nutrition and Health*. University of California Press.
- Neumeier, M. (2005). *The Brand Gap: How to Bridge the Distance Between Business Strategy and Design*. New Riders.
- Sachari, A., & Sunarya, Y. Y. (2000). Pengantar Tinjauan Desain. *ResearchGate*, July 2000, 159–190.
- Soedarso, S. P. (2006). *Trilogi Seni: Penciptaan, Eksistensi, dan Kegunaan Seni*. Badan Penerbit Institut Seni Indonesia Yogyakarta.
- Wheeler, A. (2013). *Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition*. John Wiley & Sons. chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/<https://strategyuk.altervista.org/wp-content/uploads/2016/12/Designing-Brand-Identity.pdf>
- White, A. W. (2011). *The Elements of Graphic Design* (2nd ed.).

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