

DAFTAR PUSTAKA

Buku

Adams, S., Morioka, N., & Stone, T (2004). *Logo Design Workbook: A Hands – On Guide to Creating Logos*. Menneapolis, USA: Rockport Publishers.

Ambrose, G., & Harris, P. (2005) *Basic Design: Layout*. Switzerland: AVA Publishing SA.

Kusrianto, Adi. (2007). Pengantar Desain Komunikasi Visual. Yogyakarta, C.V ANDI OFFSET (PENERBIT ANDI).

Landa, R. (2013). *Graphic Design Solution*. Boston, USA: Wadworth Cengage Learning.

Rustan, Suriyanto. (2009). *LAYOUT, Dasar & Penerapannya*. Jakarta, PT Gramedia Pustaka Utama.

Suryana. (2008). *Kewirausahaan*. Jakarta: Salemba Empat.

Swasty, Wirania. (2016). *BRANDING, Memahami dan Merancang Strategi Merek*. Bandung, PT REMAJA ROSDAKARYA.

Tinarbuko, Sumbo. (2015). *DEKAVE, Desain Komunikasi Visual - Penanda Zaman MAsyarakat Global*. Yogyakarta, CAPS (Center for Academic Publishing Service).

Wheeler, A. (2012). *Designing Brand Identity*: New jersey, USA: John wiley & Sons, Inc.

Wheeler, Alina (2018). *Designing Brand Identity*. New Jersey, USA: John Wiley & Sons, Ins.

Wiryawan, B. Mendiola. (2008). *Kamus Brand A-Z*. Jakarta: Red & White Publishing. (dari jurnal nih)

Yulianto, Kresno. (2016). *Di Balik Pilar-Pilar Museum*. Jakarta, Penerbit Wedatama Widya Sastra.

Jurnal

Luzar, Laura. (2013). Peranan komunikasi Visual Bagi Identitas Perusahaan. *HUMANIORA*, Vol.4 no 1, 529.

Nugroho, Didit. (2018). Perancangan Corporate Identity Sebagai media promosi untuk Museum panji. *JESKOVSIA*, Vol.2 no 2, 78.

Balmer, John. (2001). *Corporate Identity, Corporate branding and Corporate marketing*. *European Journal of Marketing*. Vol. 35 no. 3/4.