

DAFTAR PUSTAKA

- Aacker, David A dan John G Myers. *Advertising Management*. New Delhi: Prentice Hall of India, 1986.
- Biegeleisen, J.I. *The ABC of Lettering*. New York: Hasper and Row Publisher, 1984.
- Biggs, John R., *Basic Typography*. London: Faber and Limited, 1968.
- Bove, Courtland L. *Designing With Type. A Basic Course in Typography*. New York: Watson-Guptil Publication, 1984.
- Burke, Edmund Felman. *Seni Sebagai Wujud dan Gagasan (terj. Sp. Gustami)*. Yogyakarta: STSRI ASRI, 1991.
- Carter, David E. *How to Improve Your Corporate Identity*. New York: Mc. Millian, 1975.
- _____. *Corporate Identity Manual*. New York: Art Direction Book Company, 1989.
- Craig, James. *Designing With Type*. New York: Watson-Guptil Publication, 1984.
- Echols, John M dan Hassan Shadily. *Kamus Inggris-Indonesia*. Jakarta: PT. Gramedia, 1982.
- Fadjar Sidik dan Aming Prayitno. *Disain Elementer*. Yogyakarta: STSRI ASRI, 1981.
- Graphic Manual Bank Industri*.
- Graves, Maitland. *The Art of Color and Design*. New York: Mc. Graw Hill Book Company, 1968.
- Halse, Albert O. *The Use of Color in Interior*. New York: Mc. Graw Hill Book Company, 1968.
- Hasan Shadily. *Ensiklopedi Umum*. Yogyakarta: Yayasan Kanisius, 1997.
- Itten, Johannes. *The Element of Color*. New York: Van Nostrand Reinhold Company, 1961.

- Kamekura, Yusaku. *CI Graphic In Japan*. Tokyo: Rikuyo Sha Publishing Inc., 1987.
- Kotler, Philip. *Dasar-dasar Pemasaran*. Jakarta: Intermedia, 1991.
- Myers, John G. *Consumer Image and Attitude*. Barkeley: Institute of Business and Economic Research, University of California.
- Nagai, Kasumasa. *World Graphic Design CI Now 4*. Tokyo: Kadansha Ltd., 1989.
- Poerwodarminto, W. J. S. *Kamus Umum Bahasa Indonesia*. Jakarta: Balai Pustaka, 1986.
- Pusat Pembinaan dan Pengembangan Bahasa. *Kamus Besar Bahasa Indonesia*. Jakarta: Balai Pustaka, 1990.
- Renald Kasali. *Manajemen Periklanan*. Jakarta: Graffiti, 1992.
- Ries, Al., dan Jack Trout. *Positioning. The Battle For Your Mind*. New York: Megraw Hill, 1981.
- Ross, Robert. *Illustration Today*. Scanton: Pennsylvania, International Texbook Company, 1968.
- Scheder, George. *Perihal Cetak Mencetak*. Yogyakarta: Kanisius, 1988.
- Skurka, Norma. *The New York Time of Interior Design and Decoration*. Montreal: Optimum Publishing Company, 1970.
- Sutrisno Hadi, Drs. Prof. *Metodologi Research*. Yogyakarta: Yayasan Penerbit Fakultas Psikologi UGM, 1982.
- Thorndike. *English Dictionary*. London: The English University Press, 1949.
- Tim Penyusun. *Aplikasi dan Implementasi brandname Yogyakarta Jogja Never Ending Asia*. Yogyakarta: Badan Informasi Daerah, 2002.
- Tim Penyusun. *Kamus Besar Bahasa Indonesia*. Jakarta: Balai Pustaka, 1986.
- Tim Penyusun. *Siaran Pemerintah Daerah*. Yogyakarta: Humas Setda DIY, 2001.
- Warna dan Tinta. *Proyek Peningkatan Kebijakanaksanaan Mutu Perbukuan dan Pengetahuan Grafika*. Jakarta: Pusat Grafika Indonesia, Departemen P dan K, 1978.
- Winarno Surachmad. *Pengantar Penelitian Ilmiah*. Bandung: Penerbit Tarsito, 1980.

S. Wojowasito, Drs. Prof. dan Tirto Warsito W. *Kamus Lengkap Inggris-Indonesia*. Bandung: Hasta, 1980.

Wong, Wucious. *Beberapa Asas Merancang Dwimatra*. Bandung: PN. ITB, 1986.

