

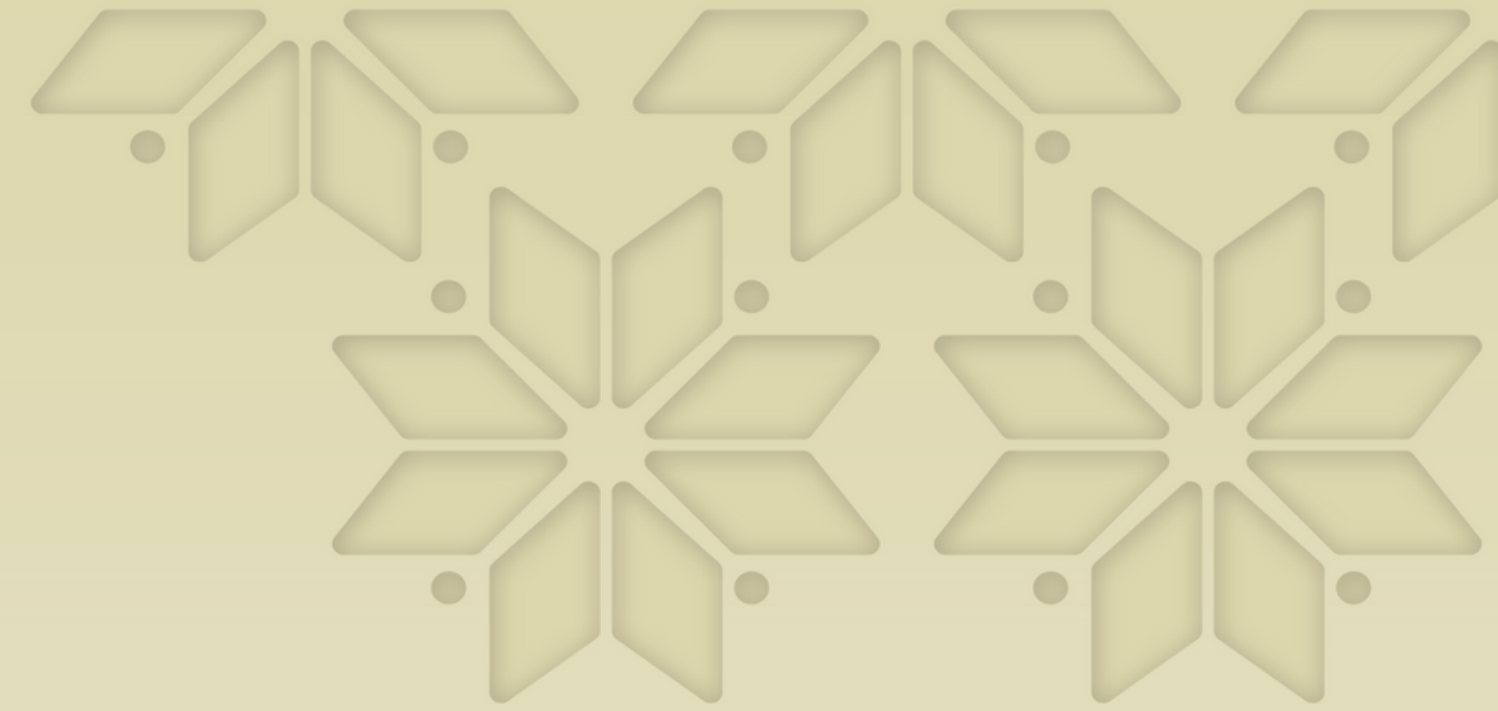


LOCAL CHAPTER  
UNIVERSITAS SRIWIJAYA

# Graphic Standard Manual

ASIAN LAW STUDENTS' ASSOCIATION  
LOCAL CHAPTER UNIVERSITAS SRIWIJAYA





# INTRODUCTION

**Graphic Standard Manual (GSM)** is a guide for applying the identity of **ALSA LC Unsri**, a form of effort to create uniformity and maintain consistency in the appearance of **ALSA LC Unsri** identity. The Graphic Standard Manual contains logo rules, font type selection, layout, supergraphics, and all elements used as a form of strengthening the **ALSA LC Unsri** Brand Identity, both in terms of the appearance of facilities, published and non-published products, communication elements, and promotional elements.



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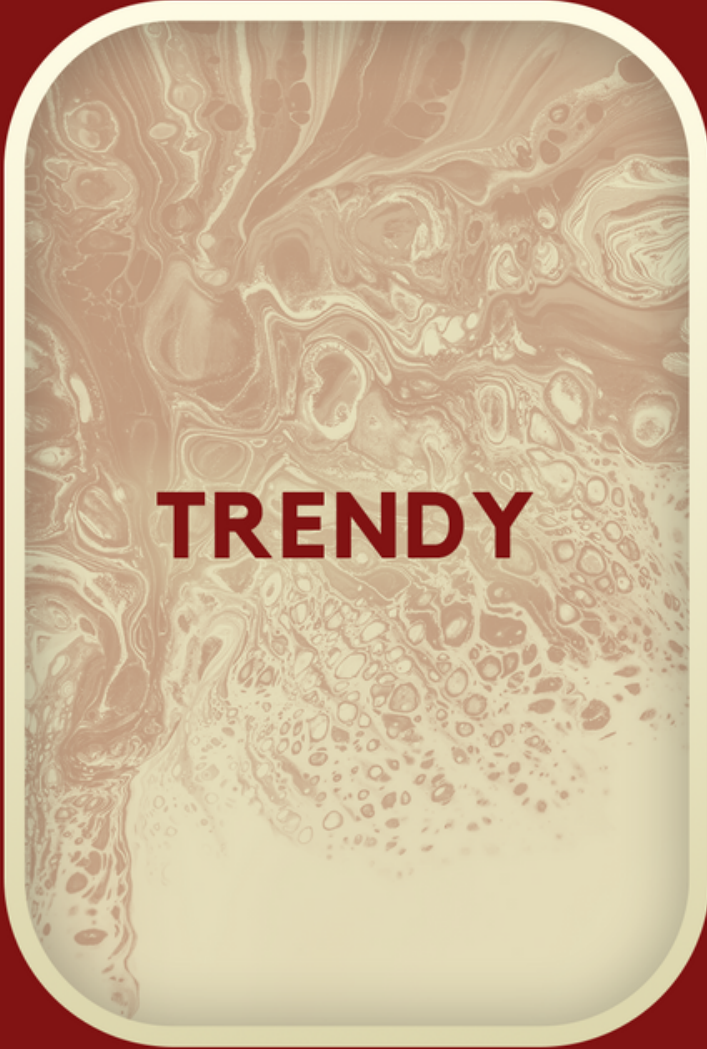
# IDENTITY FOCUS



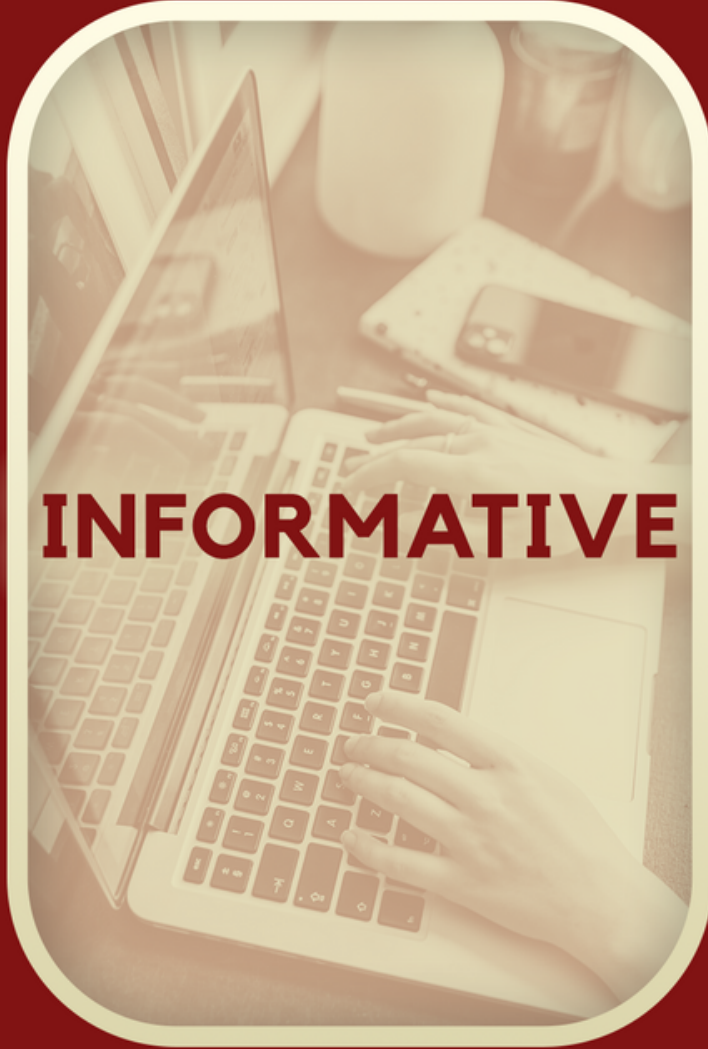




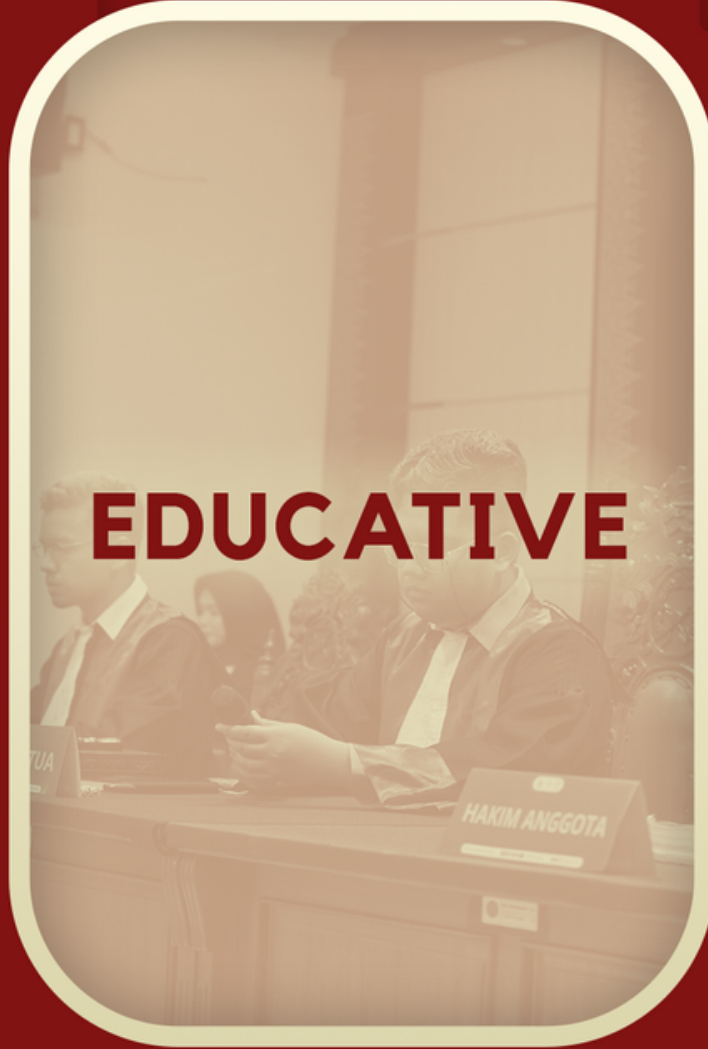
**CULTURAL**



**TRENDY**



**INFORMATIVE**



**EDUCATIVE**



# IDENTITY SYSTEM

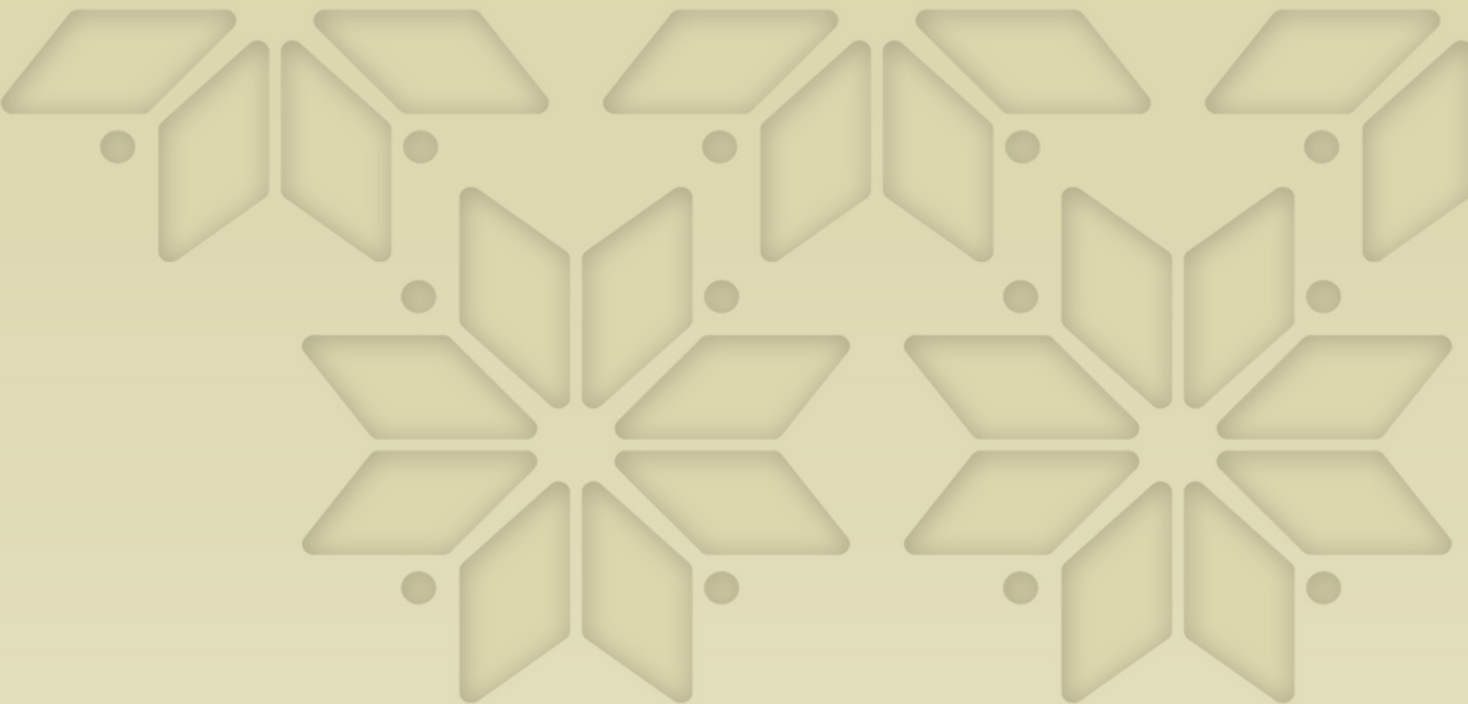


# LOGO POLICY

- a. In creating the respective ALSA National Chapters' (NC) Logo, the following rules shall be followed:
  - i. Include the ALSA logo :
    1. Lady Justice holding an equal balance;
    2. The letters 'ALSA'; and
    3. Leaf design on both side of the letters 'ALSA'
  - ii. Replace 'ASIAN LAW STUDENTS' with the words 'NATIONAL CHAPTER' or 'LOCAL CHAPTER'
  - iii. Replace 'ASSOCIATION' with the name of the National Chapter or Local Chapter (i.e INDONESIA, THAILAND or TAIWAN etc);
  - iv. No modification is permitted unless it is regulated under the Book of Guidelines
- b. ALSA National Chapters must inform the ALSA International Board if there are any changes in the ALSA National Chapter Logo and the ALSA International Board reserves the right to request a change in the ALSA National Chapters Logo if the ALSA National Chapters Logo does not comply with the above rules.
- c. The secondary configuration is permitted.
- d. Further regulation shall be referred to the Graphic Standard Manual (GSM) of ALSA International.

Based on **ALSA Book Of Guidelines**  
Chapter V, Logo Policy

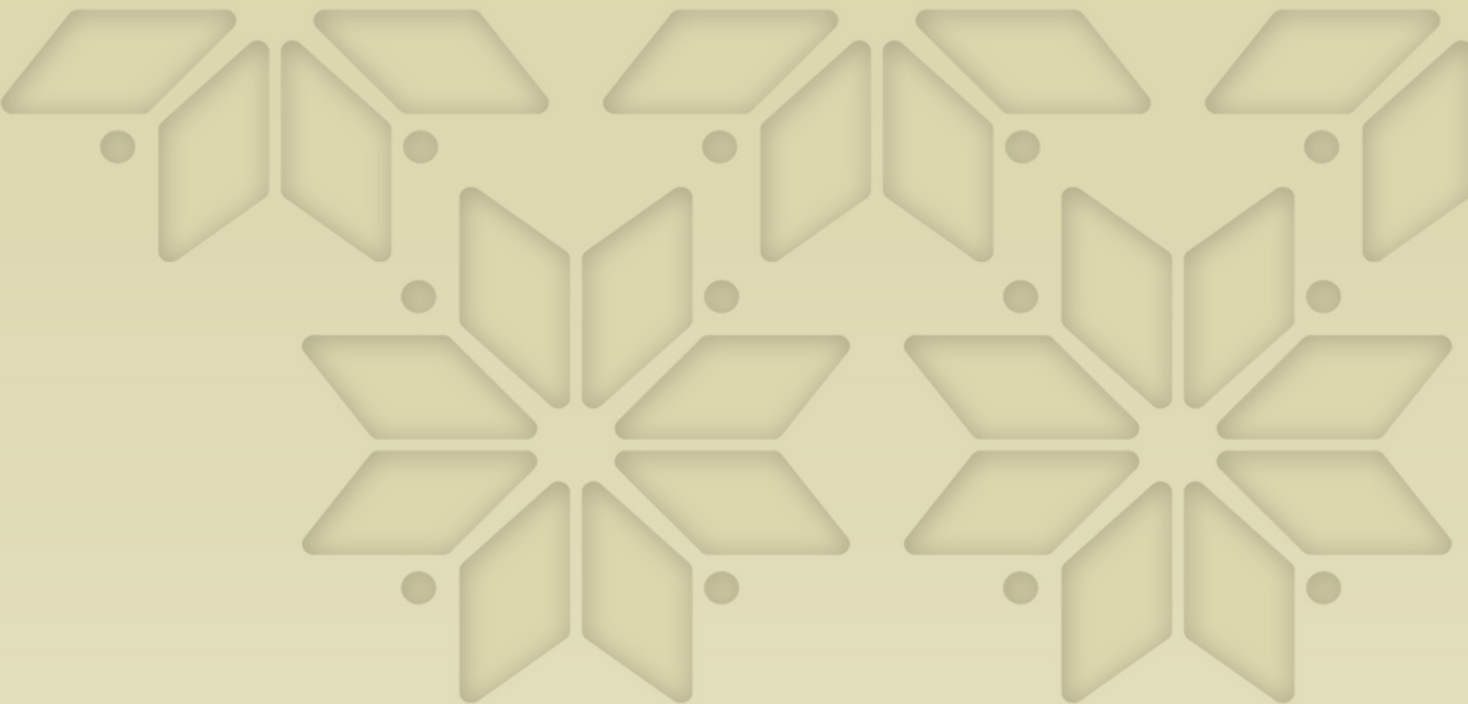
Authenticated by:  
**ALSA International Board 2020/2021**



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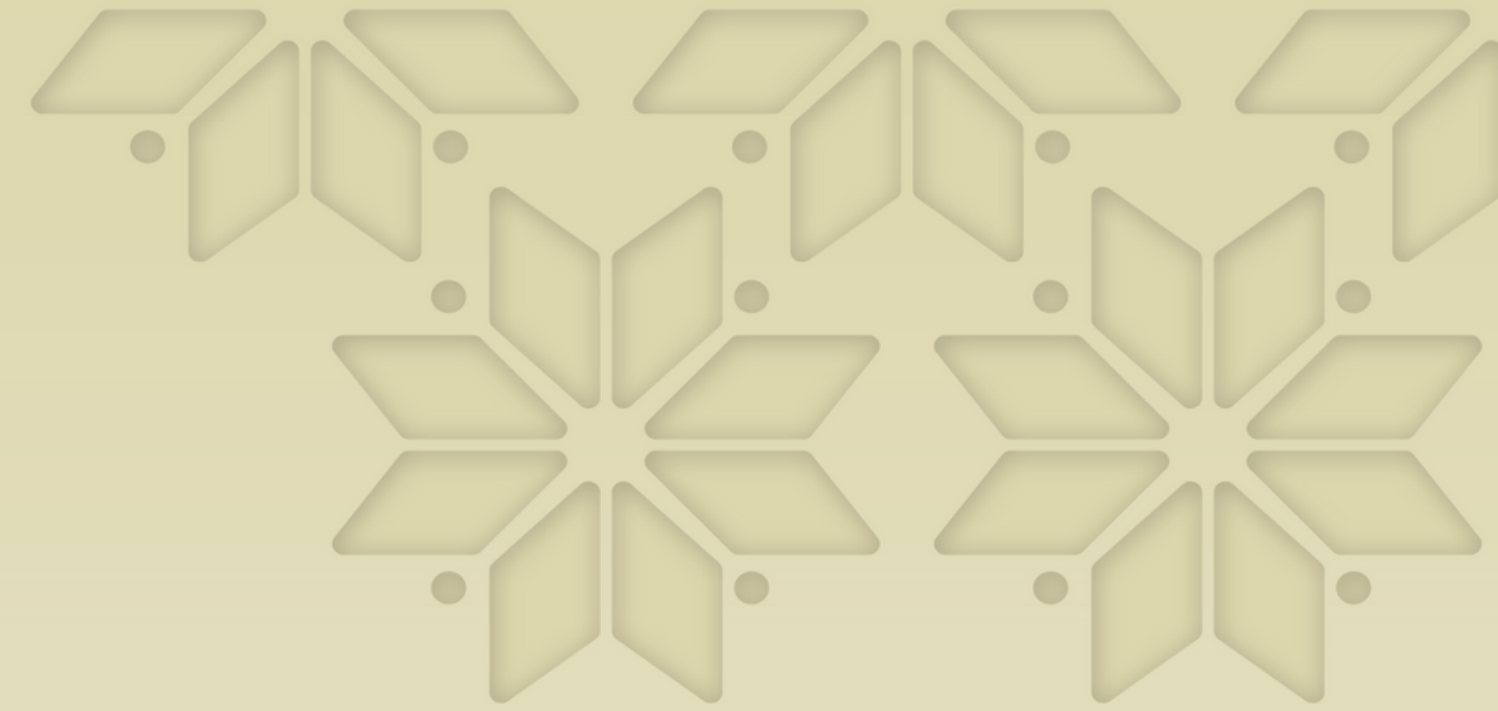
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Details of the ALSA Logo are:

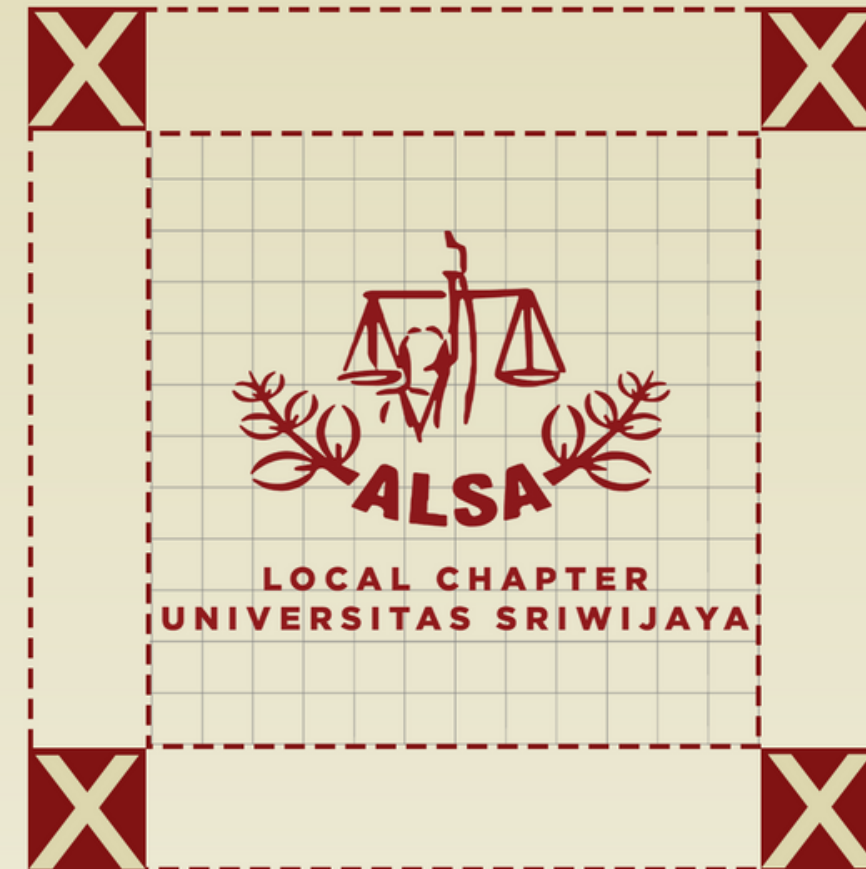
- a. Color: Red Maroon, color code: **#8d0101**  
or White, color code **#FFFFFF** where applicable
- b. Font: **Gotham Black Regular**
- c. Lady Justice holding a scale
- d. Terms of "**UNIVERSITAS SRIWIJAYA**" placed  
below "**LOCAL CHAPTER**"



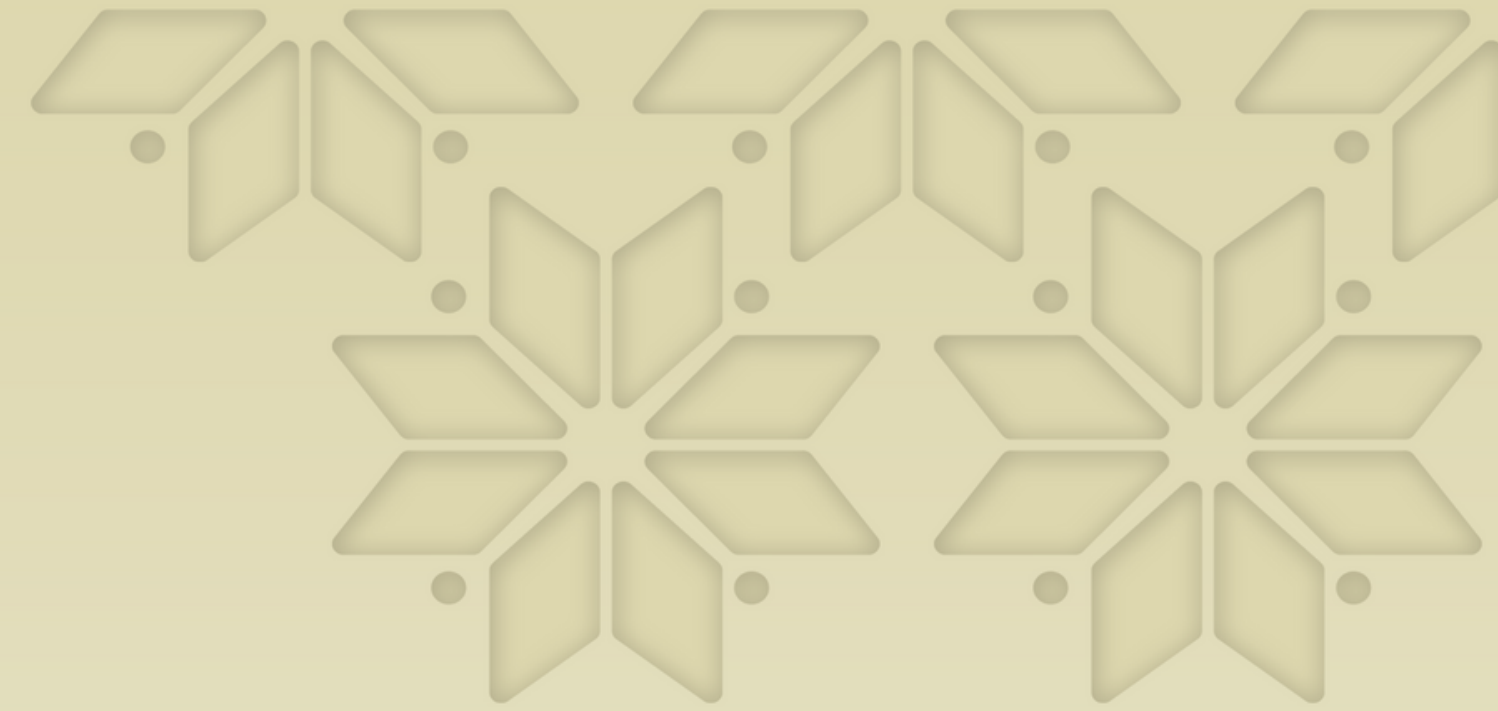


# SAFETY LIMIT

The safe limit is used to determine the distance between a logo and other logo objects with an edge line.



\*relative "X" scale size



# SCALE & MINIMUM SIZE

The logo must not be too small, the minimum size set for the logo is **2 cm** for print media and **208 × 79 pixels** for digital media displays. The sizes shown below are for reference only.



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1080x737



**LOCAL CHAPTER  
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279x408



**LOCAL CHAPTER  
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208x79



# LOGO APPLICATION

The following are examples of the **correct** logo application.



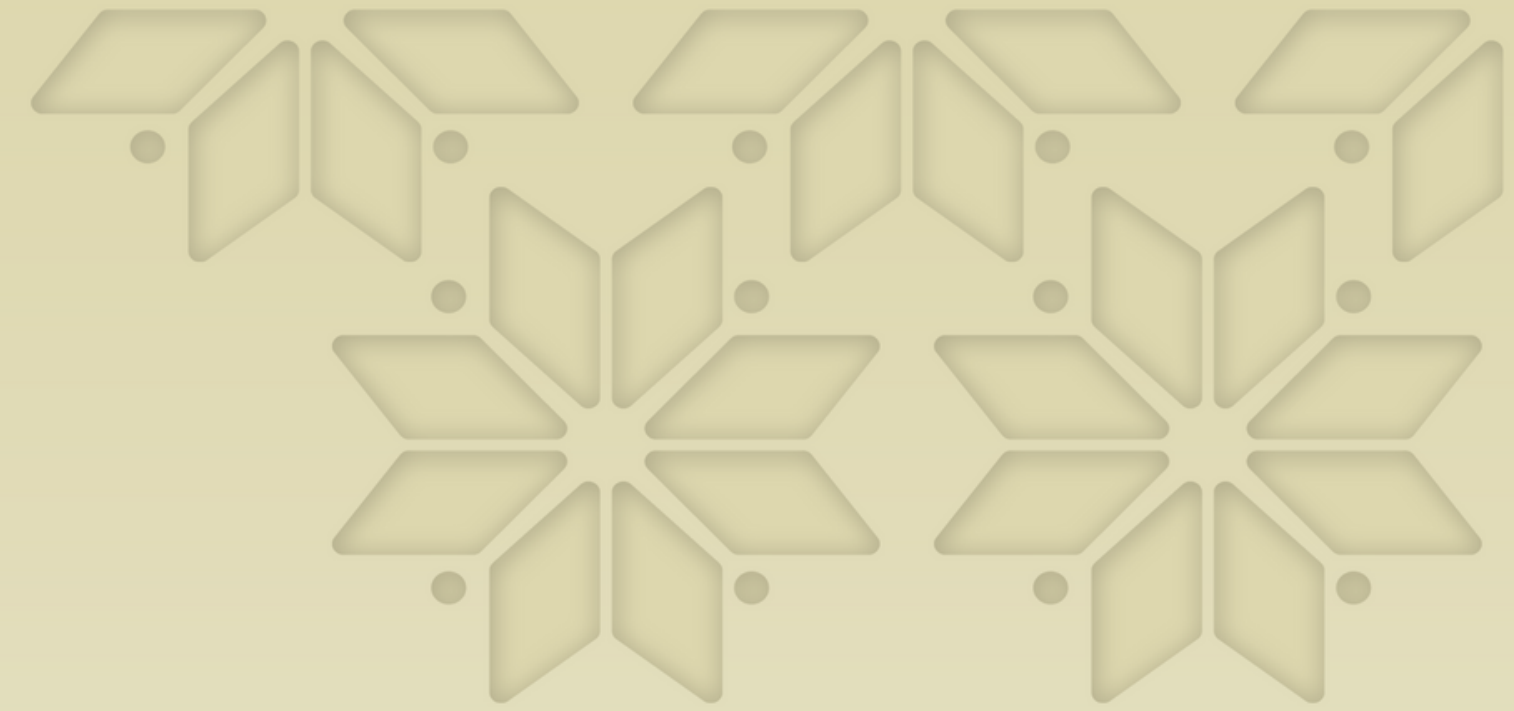
# LOGO APPLICATION

The following are examples of the **incorrect** logo application.

1. Add any effect to the logo
2. Add shape elements to the logo
3. Add an outline to the logo
4. Change the logo color
5. Change the format to outline
6. Distort the logo
7. Remove logo elements
8. Add an outer glow to the logo
9. Overlay color on the logo







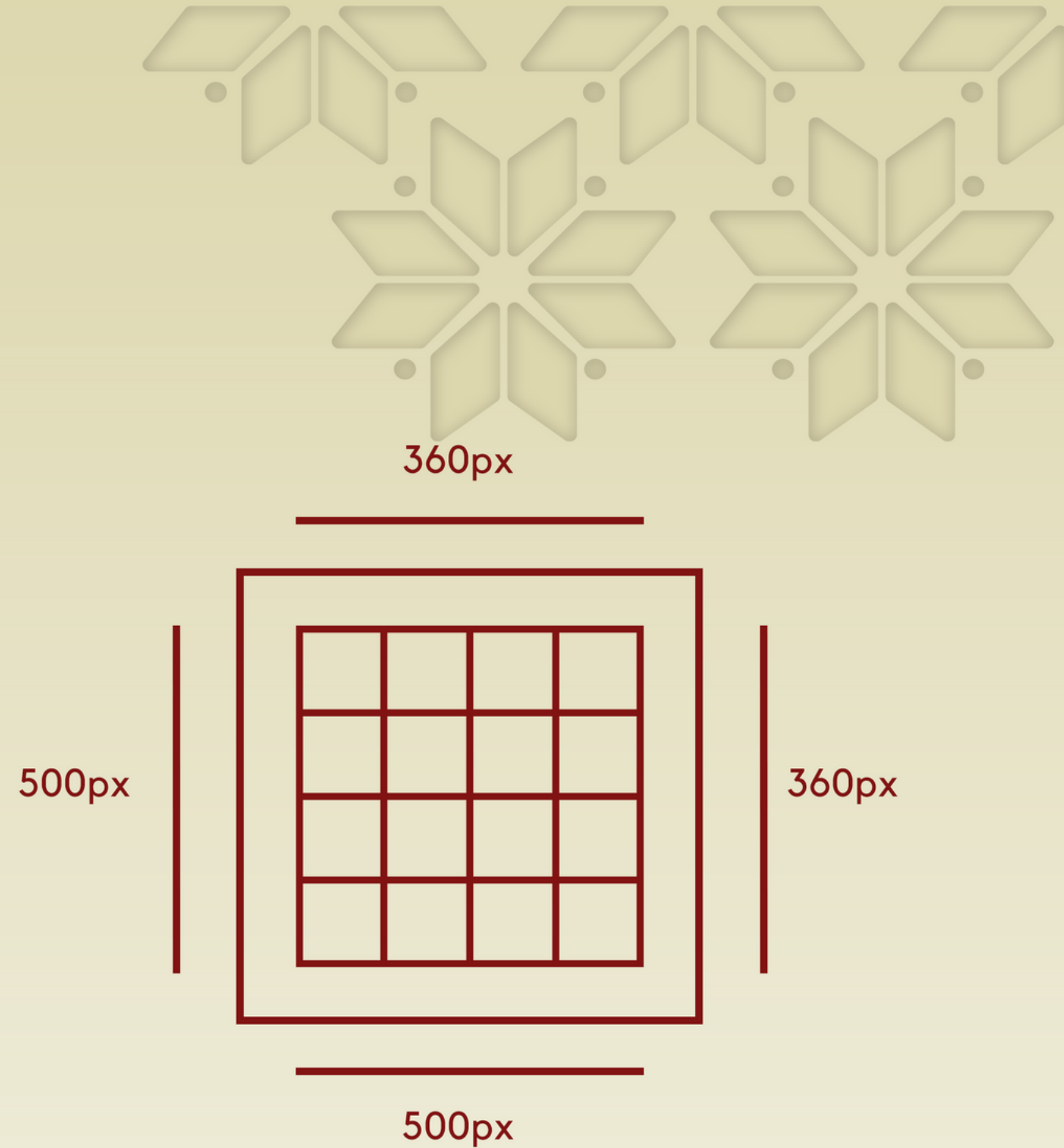
# LOGO PRECAUTIONS

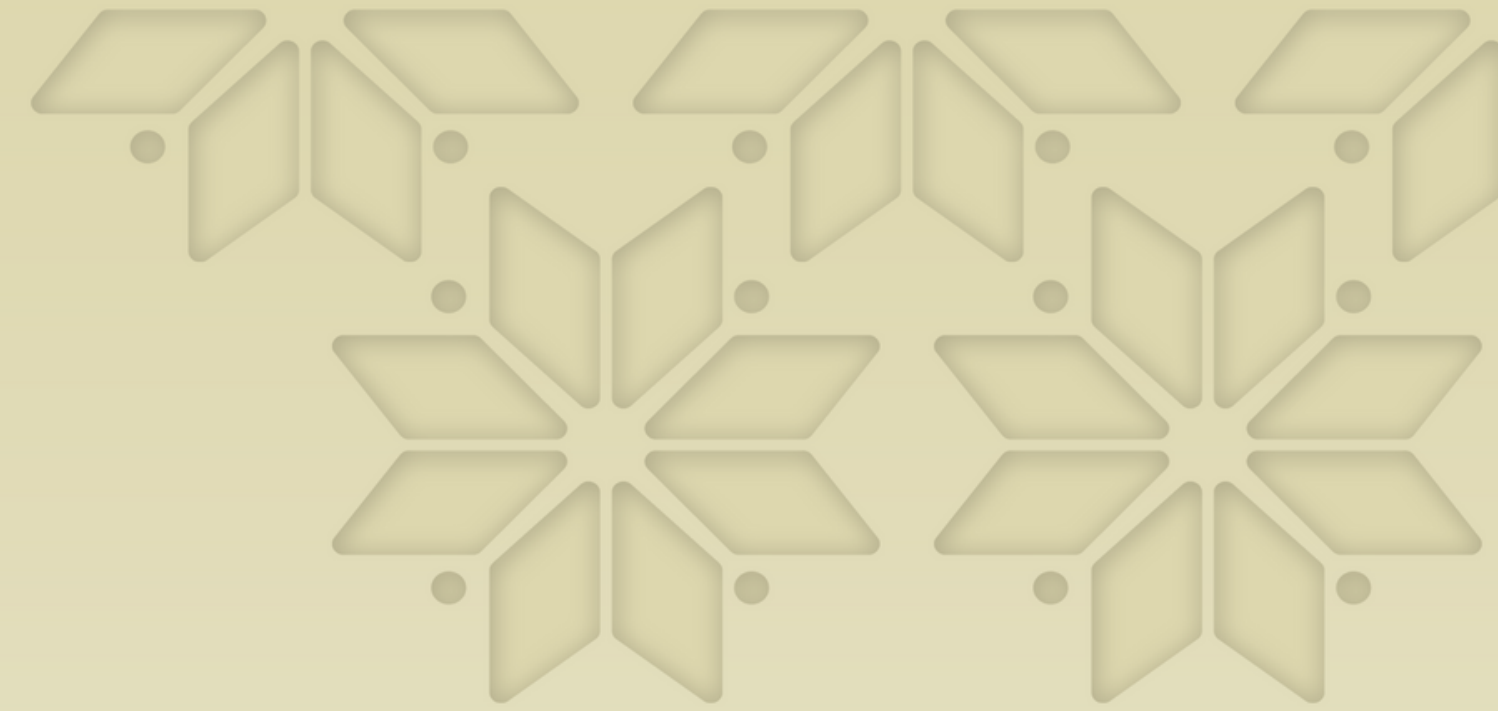
It is prohibited to use the ALSA logo for unofficial or unrelated events, with any event outside the jurisdiction of **ALSA LC Unsri**.



# PARTNER LOGO

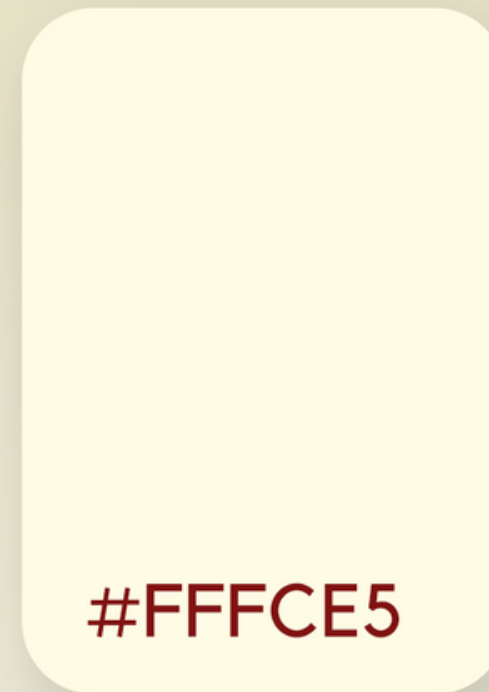
Logo for partners must be placed and equipped with the highest quality possible. At least **500px x 500px** in vector or PNG format.





# COLOR PALETTE

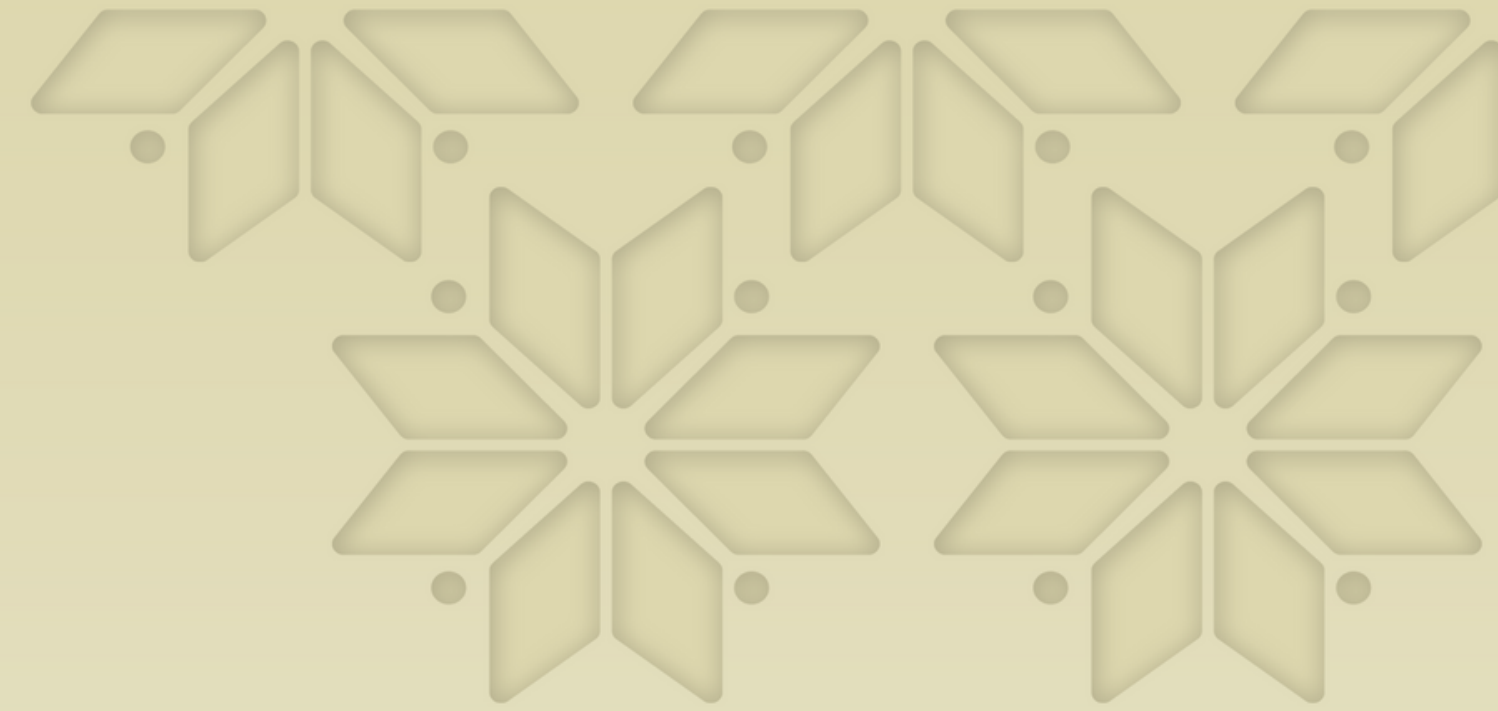
The following are the colors used in published and non-published products from ICT **ALSA LC Unsri**.

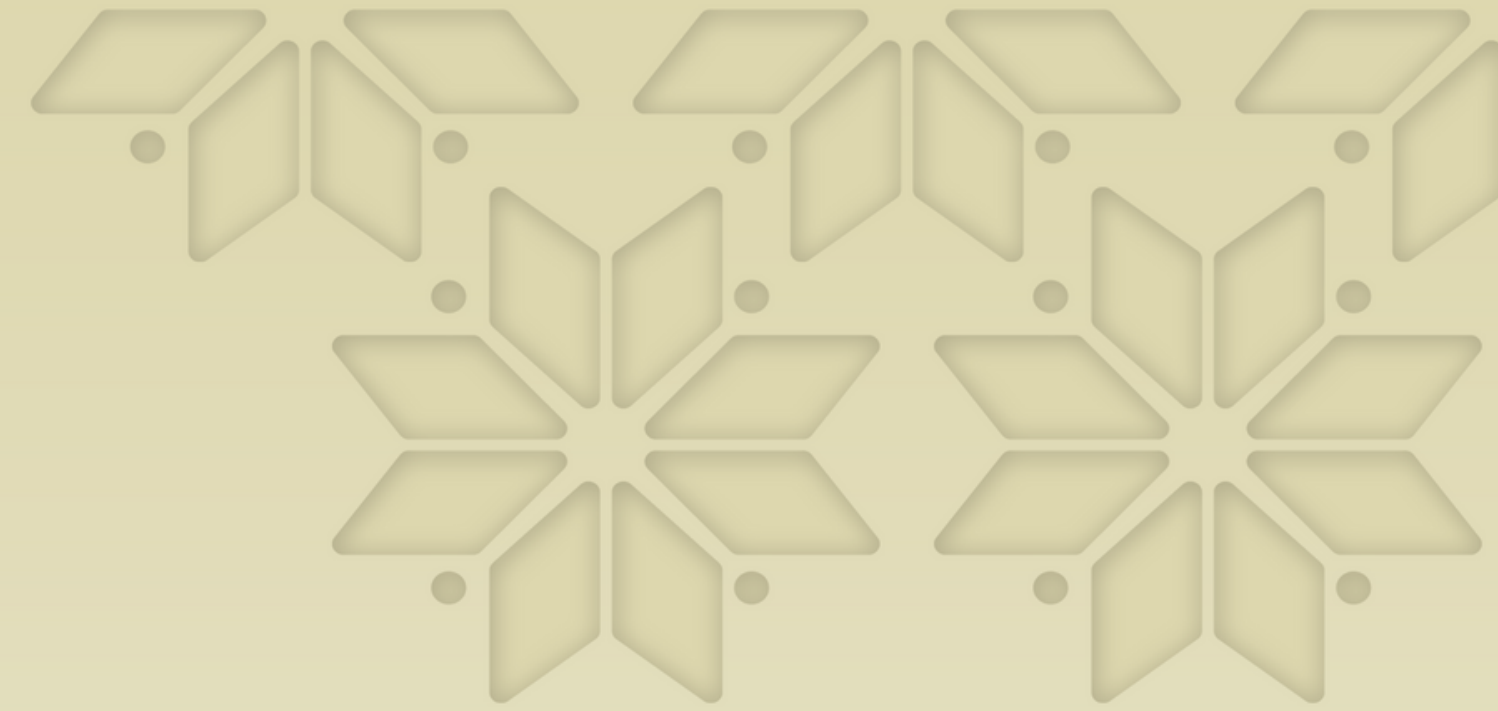




# SUPER GRAPHIC

Supergraphics are additional supporting elements to form an identity that can be used as a characteristic and strengthen the message. This supergraphic element is available in two color configurations.





# TYPOGRAPHY

The following are the types of fonts used in published and non-published products from ICT **ALSA LC Unsri**.

## Kollektif

**Bold**  
*Bold-Italic*

Regular  
*Regular-Italic*

**Bold**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

**Kollektif** is a font made by Doğu Kaya, this font can be used freely in publication products or products with commercial and other purposes.

# TYPOGRAPHY

The following are the types of fonts used in published and non-published products from ICT **ALSA LC Unsri**.

*Playlist*

*Bold*

*Regular*

*Bold-Italic*

*Regular-Italic*

**Bold**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

*Regular*

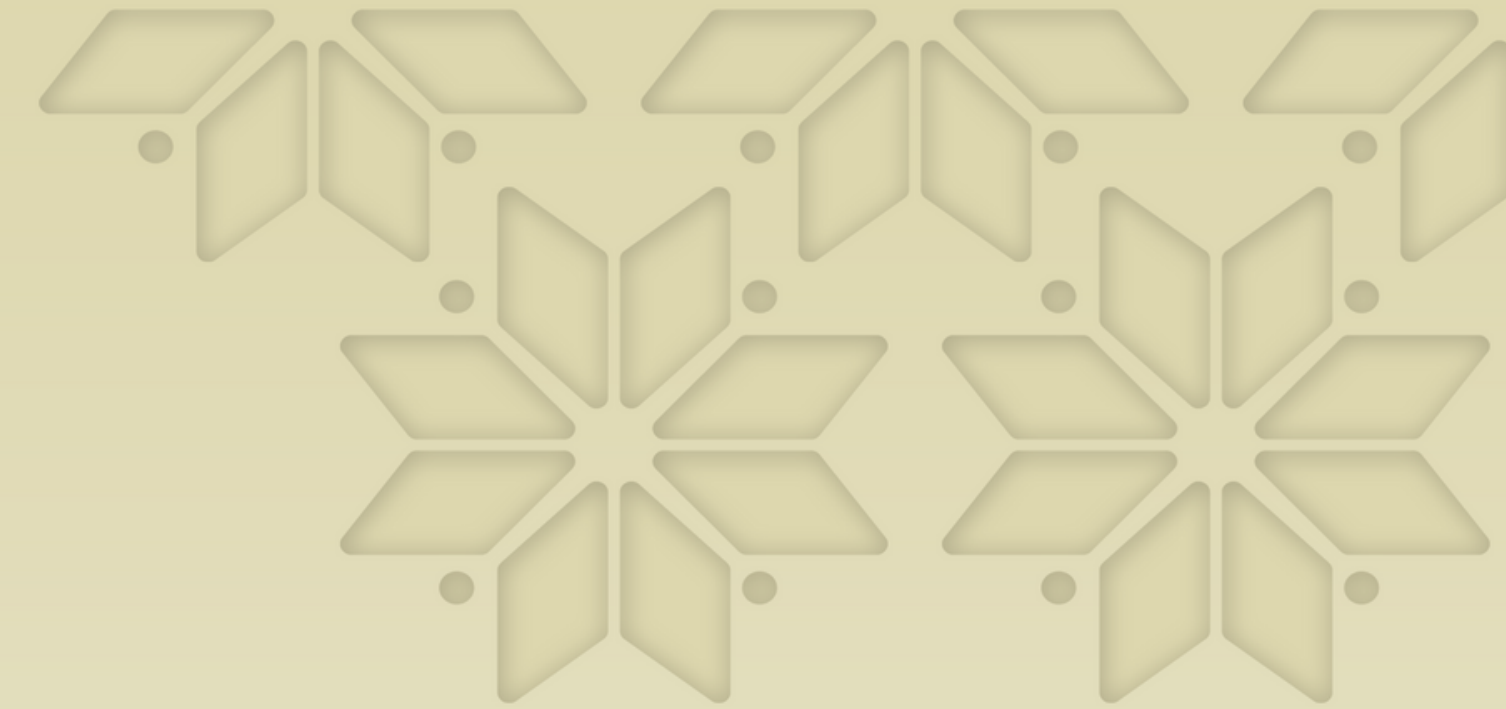
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

**Playlist** is a font made by Artimasa, this font can be used freely in publication products or products with commercial and other purposes.

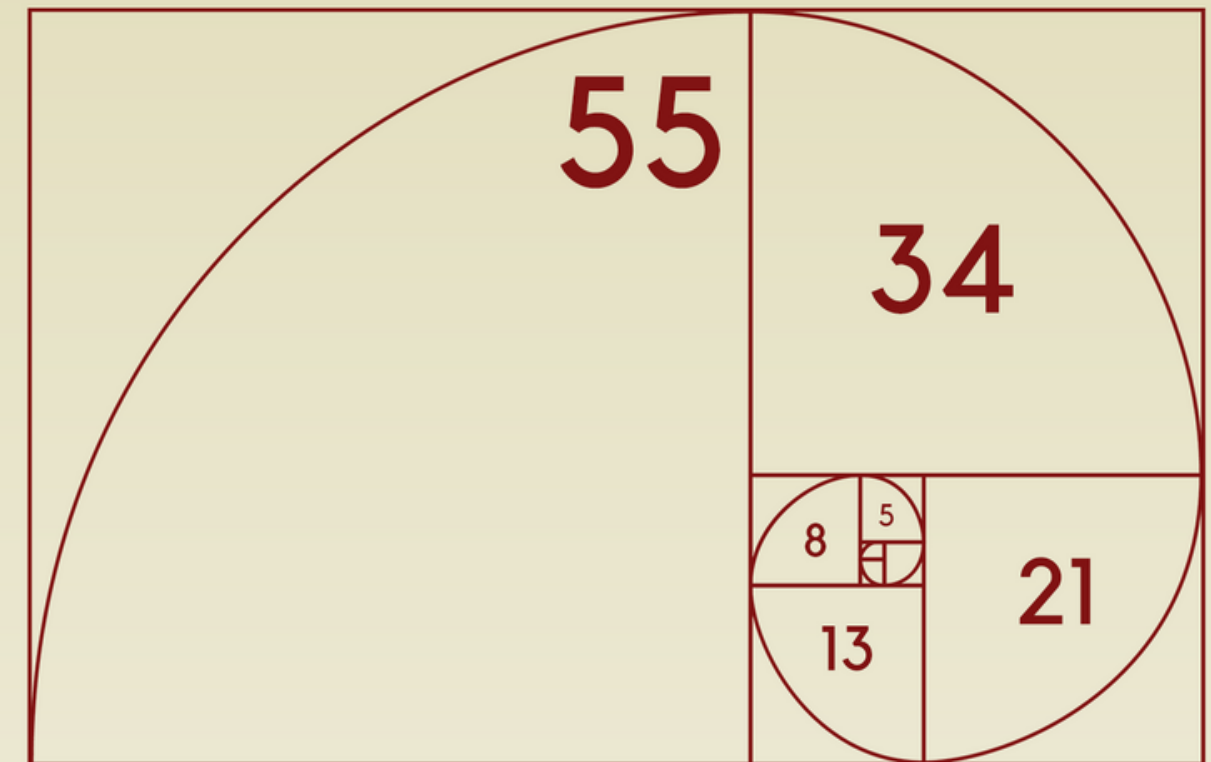


# GOLDEN RATIO

The Golden Ratio is a number used when two quantities are divided, so that the ratio is equal to the ratio of the sum of the largest of the two quantities. That number is 1.618, also called phi. The Golden Ratio can be used to determine the size of headlines, sub-headlines, body text, and etc.



Headline = X  
X : 1,618 = Sub Headline



e.g: Headline = 55  
 $155 : 1,618 = 33.99$  (rounded to 34)  
So the size of the Sub headline is 34 and so on divided by 1,618 to determine Body text and others.



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# IMPLEMENTATION

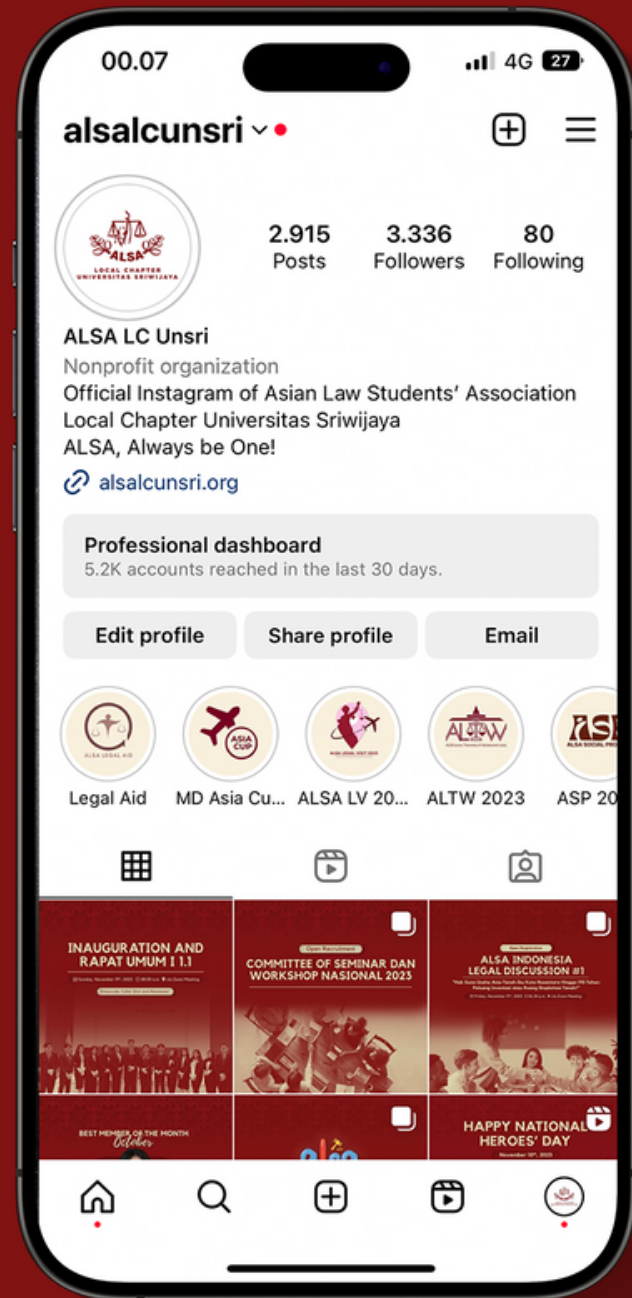
# FLYER SOCIAL MEDIA

The following is an example of the layout applied to a flyer on **ALSA LC Unsri** social media.



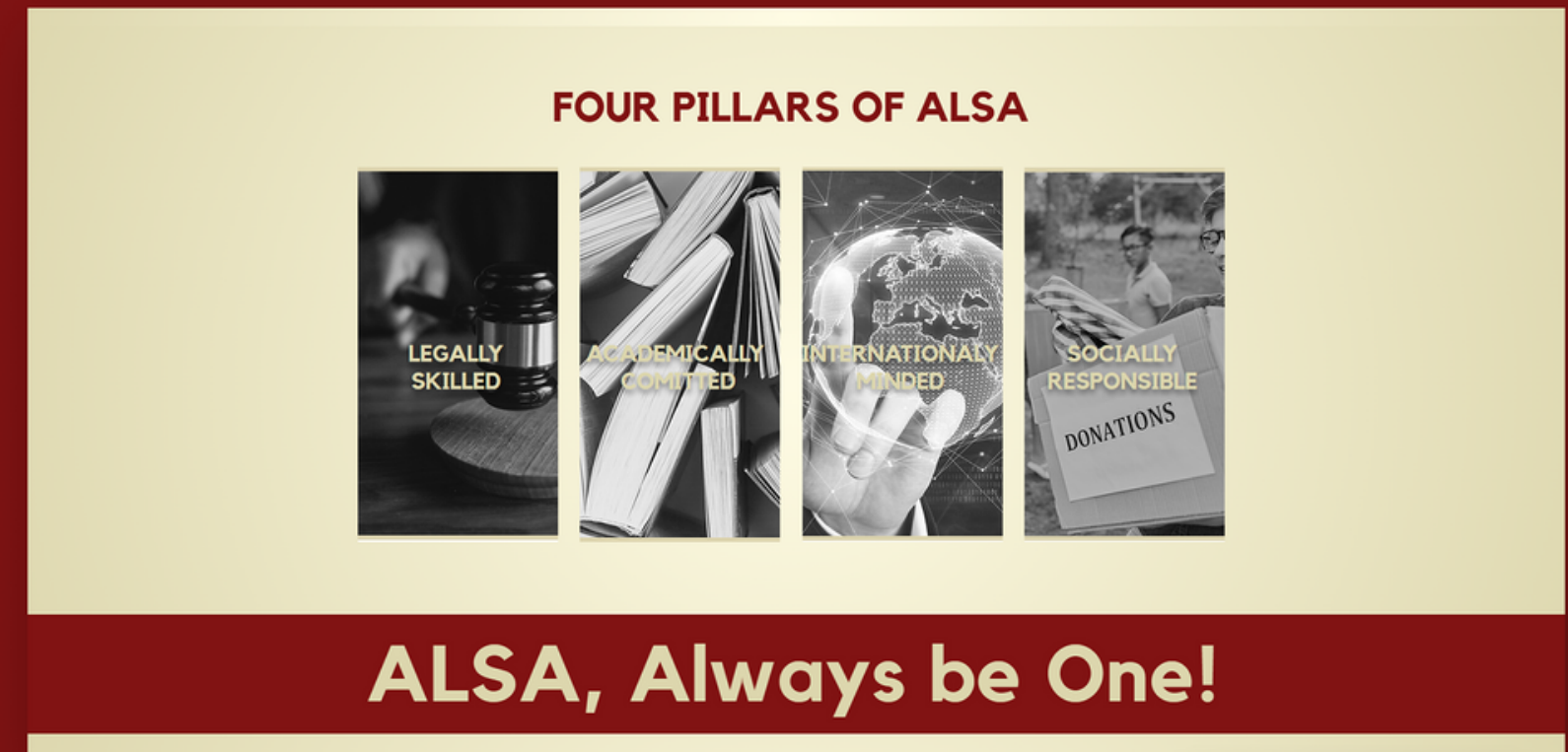


# GRAPHIC STANDARD MANUAL



## WEBSITE

The following is an example of the layout applied to the **ALSA LC Unsri** website.



The website can be accessed through [alsalcunsri.org](http://alsalcunsri.org)



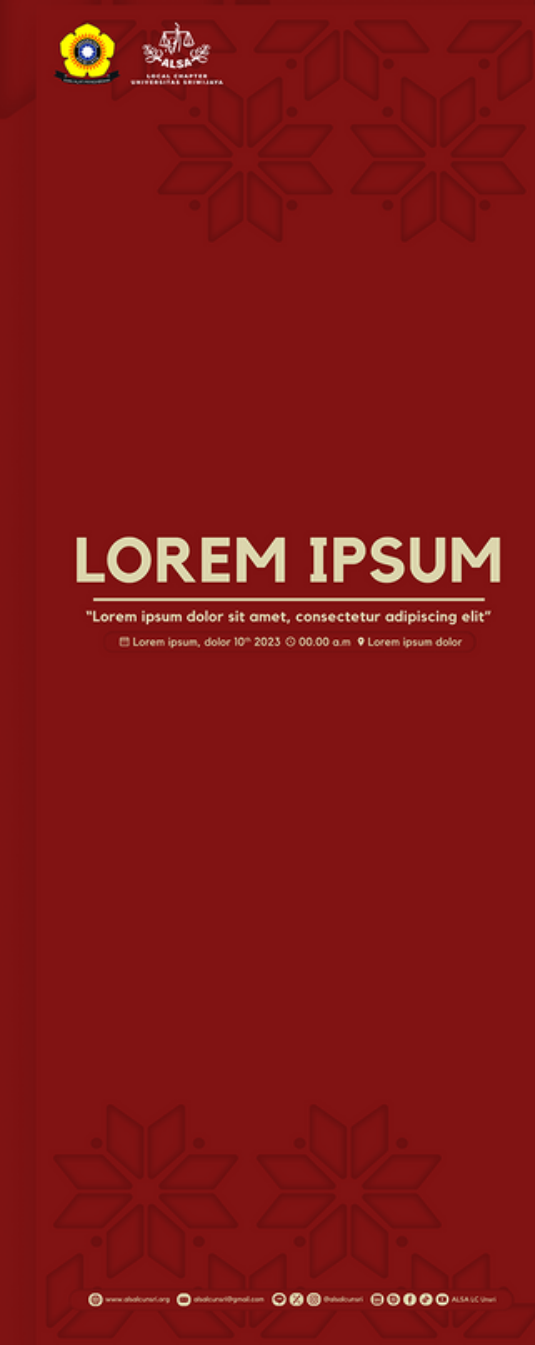
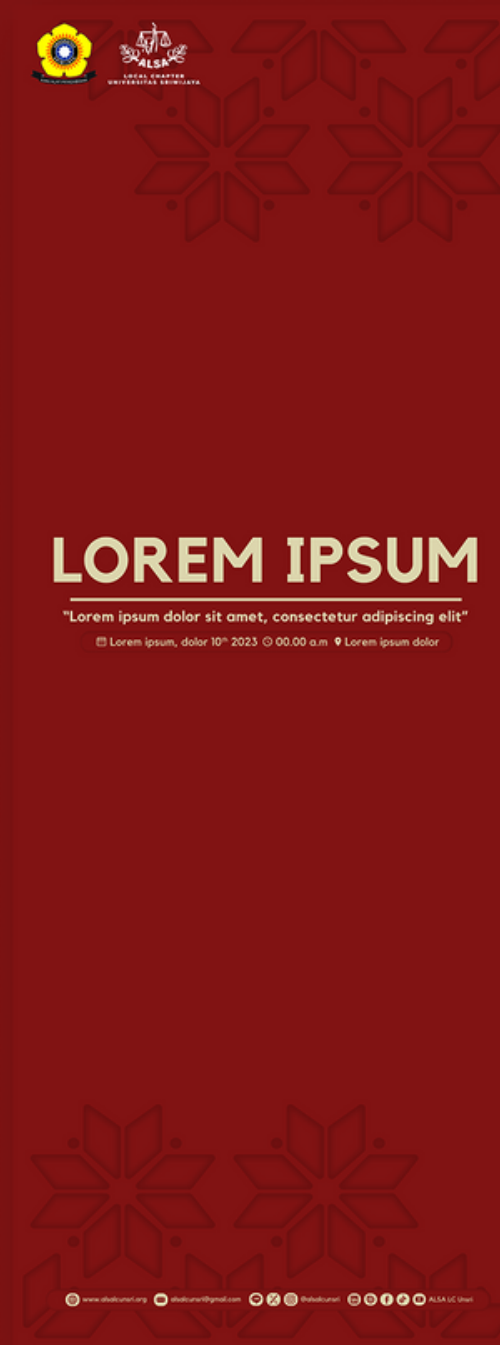
# GRAPHIC STANDARD MANUAL





# "X" BANNER

The following is an example of the layout applied to the **ALSA LC Unsri** banner with a scale of 60 x 160 cm.







# BILLBOARD

The following is an example of the layout applied to a Billboard **ALSA LC Unsri**.

# LOREM IPSUM

**"Lorem ipsum dolor sit amet, consectetur adipiscing elit"**

 Lorem ipsum, dolor 10<sup>th</sup> 2023  00.00 a.m  Lorem ipsum dolor

 [www.alsalcunsri.org](http://www.alsalcunsri.org)  [alsalcunsri@gmail.com](mailto:alsalcunsri@gmail.com)    @alsalcunsri     ALSA LC Unsri









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**Show your contribution,  
develop your skills,  
and connect to others.**

**ALSA, Always be One!**