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.

IDENTITY FOCUS
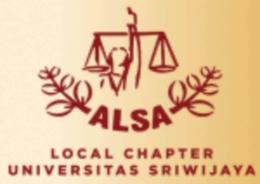
CULTURAL

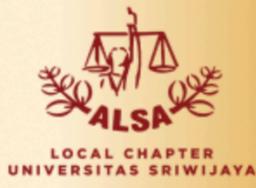TRENDY

INFORMATIVE

CLASSY

EDUCATIVE

IDENTITY SYSTEM

LOGO POLICY

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

Authenticated by:
ALSA International Board 2020/2021

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 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 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.

ALSA

LOCAL CHAPTER
UNIVERSITAS SRIWIJAYA

LOCAL CHAPTER
UNIVERSITAS SRIWIJAYA

LOCAL CHAPTER
UNIVERSITAS SRIWIJAYA

ALSA
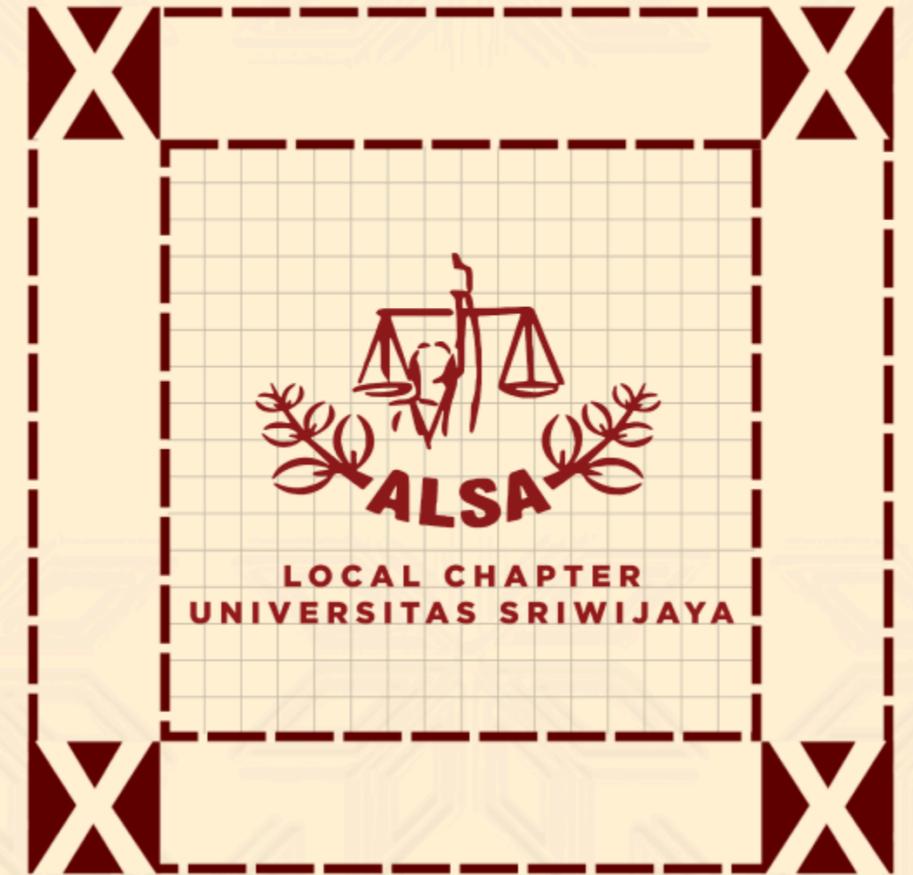
LOCAL CHAPTER
UNIVERSITAS SRIWIJAYA

ALSA

LOCAL CHAPTER
UNIVERSITAS SRIWIJAYA

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.

ALSA

LOCAL CHAPTER UNIVERSITAS SRIWIJAYA

*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.

LOCAL CHAPTER UNIVERSITAS SRIWIJAYA

1080x737

LOCAL CHAPTER UNIVERSITAS SRIWIJAYA

279x408

LOCAL CHAPTER UNIVERSITAS SRIWIJAYA

208x79

alsalcunsri.org

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.**
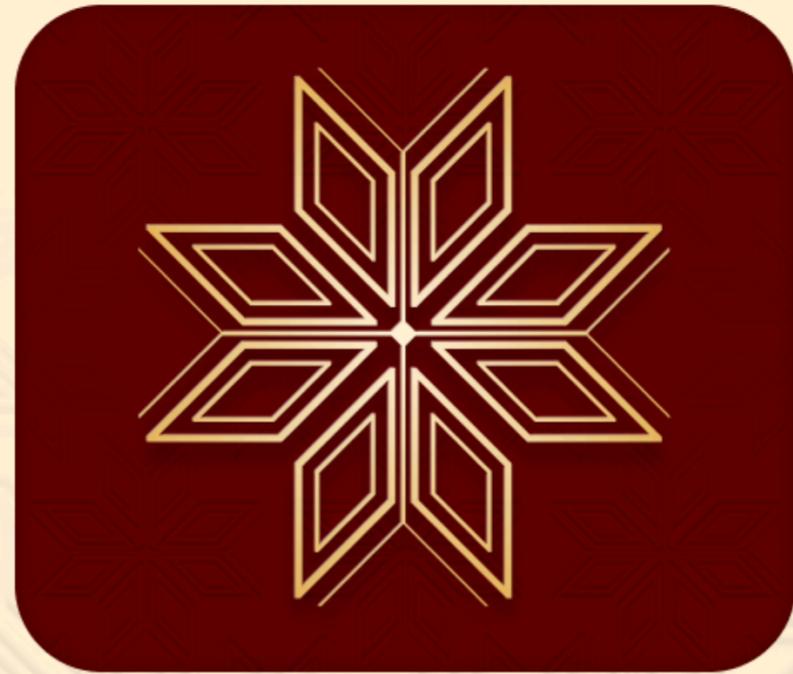
PARTNER LOGO

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

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.**

Montserrat

ExtraBold   SemiBold
ExtraBold-Italic   *SemiBold-Italic*

ExtraBold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

SemiBold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Montserrat is a geometric sans-serif typeface designed by Julieta Ulanovsky, inspired by vintage posters and signs from Buenos Aires' Montserrat neighborhood. It is known for its versatility, wide range of weights, and strong readability thanks to its tall x-height and well-balanced geometric shapes.

TYPOGRAPHY

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

Alex Brrush

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Alex Brush is an elegant, flowing brush script font designed for readability, with short ascenders and descenders that make it clear and sophisticated. Developed by Robert E. Leuschke, it features smooth, balanced letterforms and is ideal for projects needing a touch of formality, such as wedding invitations, logos, or branding. It also supports a variety of scripts, including Latin and Vietnamese.

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

55

34

8

5

21

13
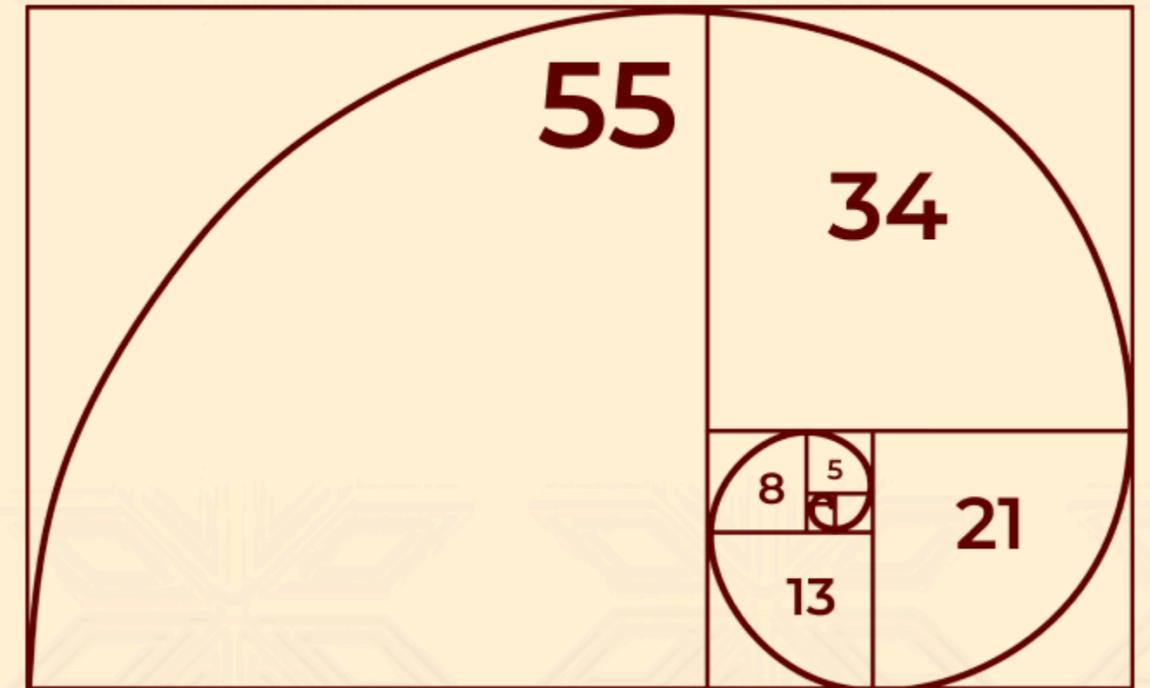
e.g: Headline = 55
155: 1,618 = 33.99 (rounded to 34)
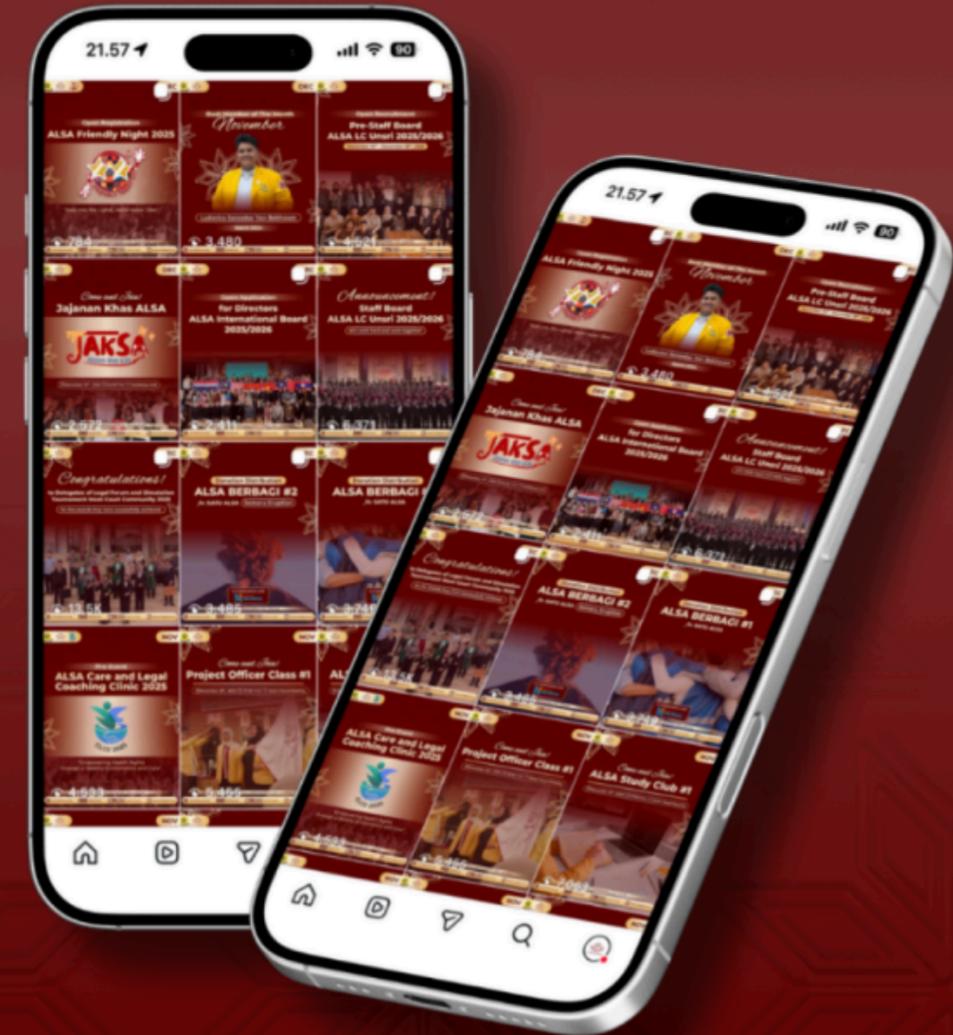So the size of the Sub headline is 34 and so on divided by 1,618 to determine Body text and others.
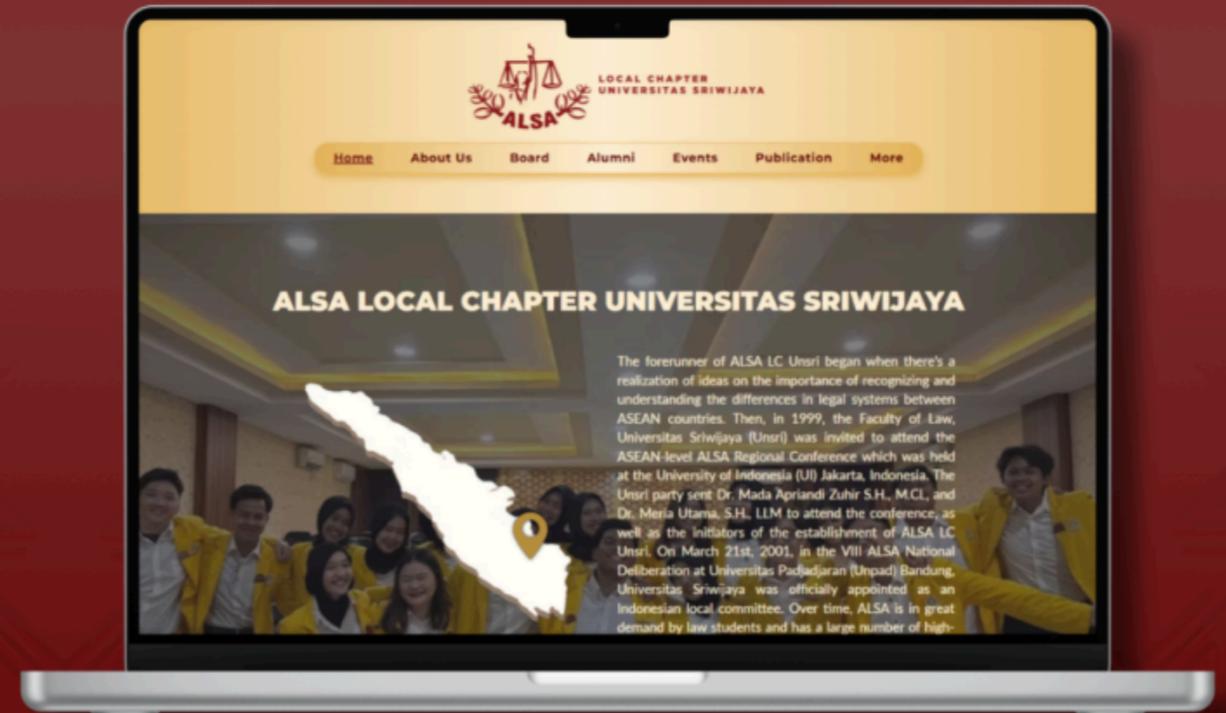
IMPLEMENTATION

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

IMPLEMENTATION

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

IMPLEMENTATION

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

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

ALSA, Always be One!