



SCHOOL  
OF ROCKS

BRAND  
GUIDELINE  
BOOK

STANDARD  
MANUAL



# BACKGROUND

## CONCEPT

## GRID

## COLOR

## TYPOGRAPHIC

## CONFIGURATION

## MOODBOARD



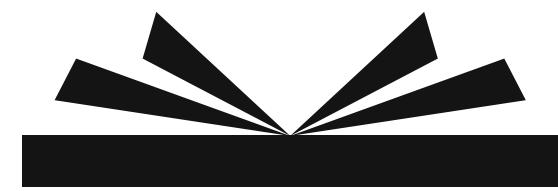
**School of Rocks** merupakan sebuah perusahaan yang berkembang menjadi independen. Berasal dari Divisi Field Trip **GDA Consulting**. Yang mana telah lebih dari 20 tahun berpengalaman menjalankan field trip untuk berbagai klien di dunia geosains.

**School of Rocks** masih aktif bekerjasama dengan **GDA Consulting** yang memiliki riset dan database yang sangat ekstensif di daerah Kalimantan, Sumatera, dan Jawa.

kursus      edukasi      workshop  
field trip →



**SCHOOL  
OF ROCKS**



Kombinasi dari bentuk imageri buku yang dibuka ditransformasikan dengan bentuk bentangan batuan

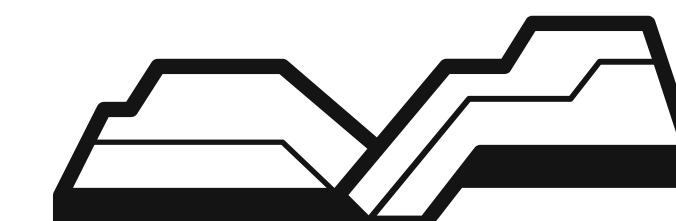


## BACKGROUND CONCEPT

GRID  
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TYPOGRAPHIC  
CONFIGURATION  
MOODBOARD

Buku yang terbuka sebagai penggambaran pengetahuan yang selalu didapat dari apa yang akan di eksplorasi. lapisan dan bentangan topografi batuan menggambarkan bahwa sangat banyak hal yang akan didapatkan di dalam **School of Rocks** sebagai konten edukator dalam dunia geosains.

Penampakan Final  
Grafis Logo

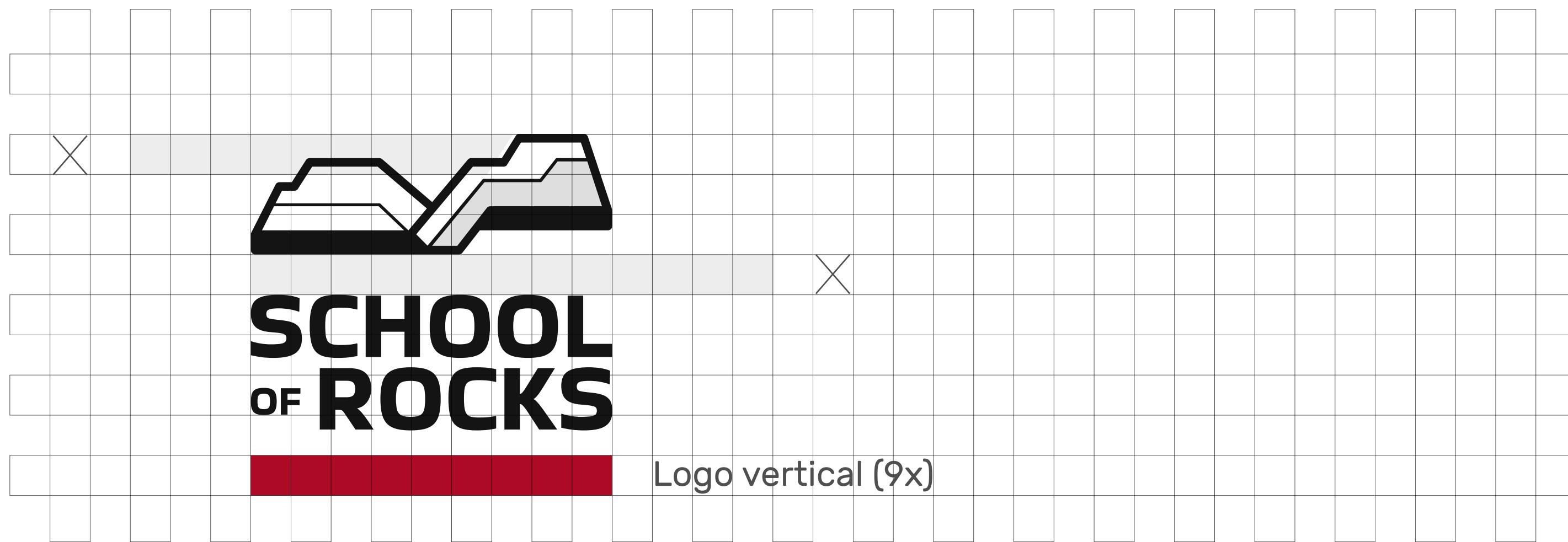




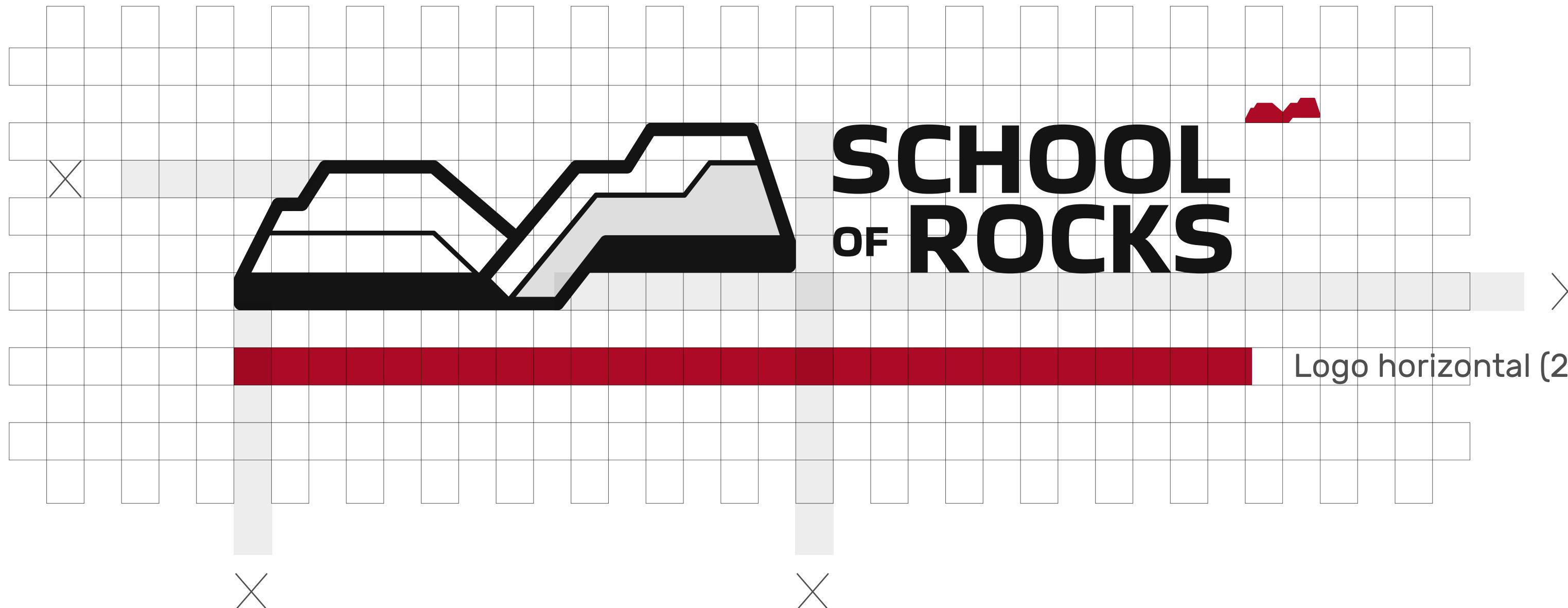
School of Rocks

Brand Guideline





Logo vertical (9x)



Logo horizontal (27x)

BACKGROUND  
CONCEPT  
**GRID**  
COLOR  
TYPOGRAPHIC  
CONFIGURATION  
MOODBOARD



# BACKGROUND CONCEPT GRID COLOR TYPOGRAPHIC CONFIGURATION MOODBOARD

Mono Color #141414

**Stone Black**

R: 20 G: 20 B: 20

C: 73 M: 67 Y: 65 K: 81



Primer Color #AD0A25

**Ruby**

R: 173 G: 10 B: 37

C: 22 M: 100 Y: 95 K: 15



Primer Color #FF2232

**Red**

R: 255 G: 34 B: 50

C: 0 M: 95 Y: 82 K: 0



Primer Color #FBF9EC

**Broken White**

R: 251 G: 249 B: 236

C: 1 M: 1 Y: 7 K: 0



Color Composition



Primer Color #FF9C5F

**Light Coral**

R: 255 G: 156 B: 95

C: 0 M: 47 Y: 67 K: 0



## LOGO TYPE BAKBAK ONE REGULAR

**The quick brown fox jumps  
over the lazy dog**

ABCDEFGHIJKLMNOPQRSTUVWXYZ . 0123456789

- abcdefghijklmnopqrstuvwxyz

Used in Logo Text of SCHOOL OF ROCKS.

Font source: Google font

Download link: <https://fonts.google.com/specimen/Bakbak+One?query=bakbak>

Type: Sans Serif Bold

## CONTENT TYPEFACE RUBIK FAMILY

**The quick brown fox jumps  
over the lazy dog**

ABCDEFGHIJKLMNOPQRSTUVWXYZ .

0123456789 - abcdefghijklmnopqrstuvwxyz

Used in any content of School of Rocks. include  
tittle, bodytext, and texting

Font source: Google font

Download link: <https://fonts.google.com/specimen/Rubik?query=rubik>

Type: Sans Serif - Light, Regular, Medium, Semi  
Bold, Bold, Black, Extra Bold

BACKGROUND  
CONCEPT  
GRID  
COLOR  
**TYPOGRAPHIC**  
CONFIGURATION  
MOODBOARD



SCHOOL  
OF ROCKS

200 pt



SCHOOL  
OF ROCKS

160 pt



SCHOOL  
OF ROCKS

120 pt



SCHOOL  
OF ROCKS

72 pt



\*50 pt



\*30 pt

BACKGROUND  
CONCEPT  
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TYPOGRAPHIC  
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MOODBOARD

SCHOOL  
OF ROCKS

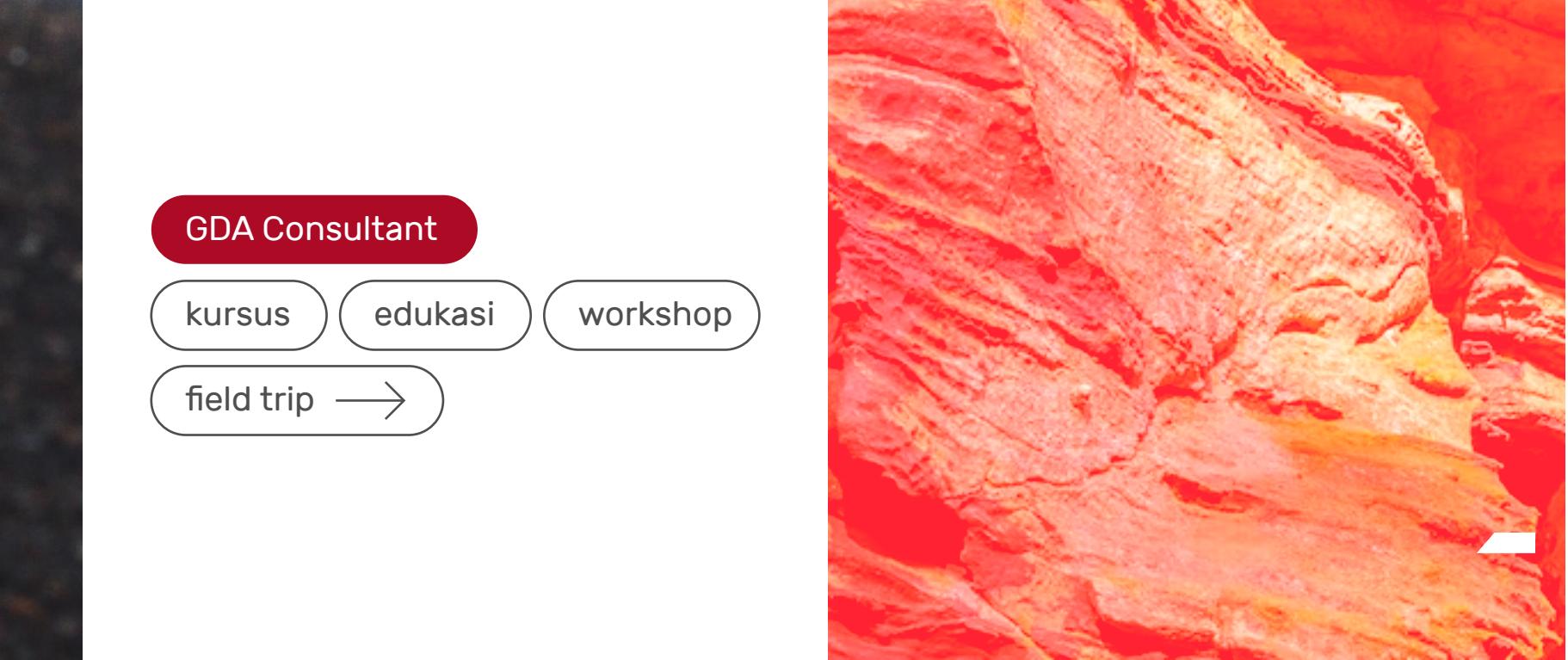
120 pt

Only Text  
Display Logo Version



BACKGROUND  
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MOODBOARD

07



GDA Consultant

kursus    edukasi    workshop

field trip →

# BRAND GUIDELINE BOOK

STANDARD  
MANUAL

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Field Trip Division of:



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