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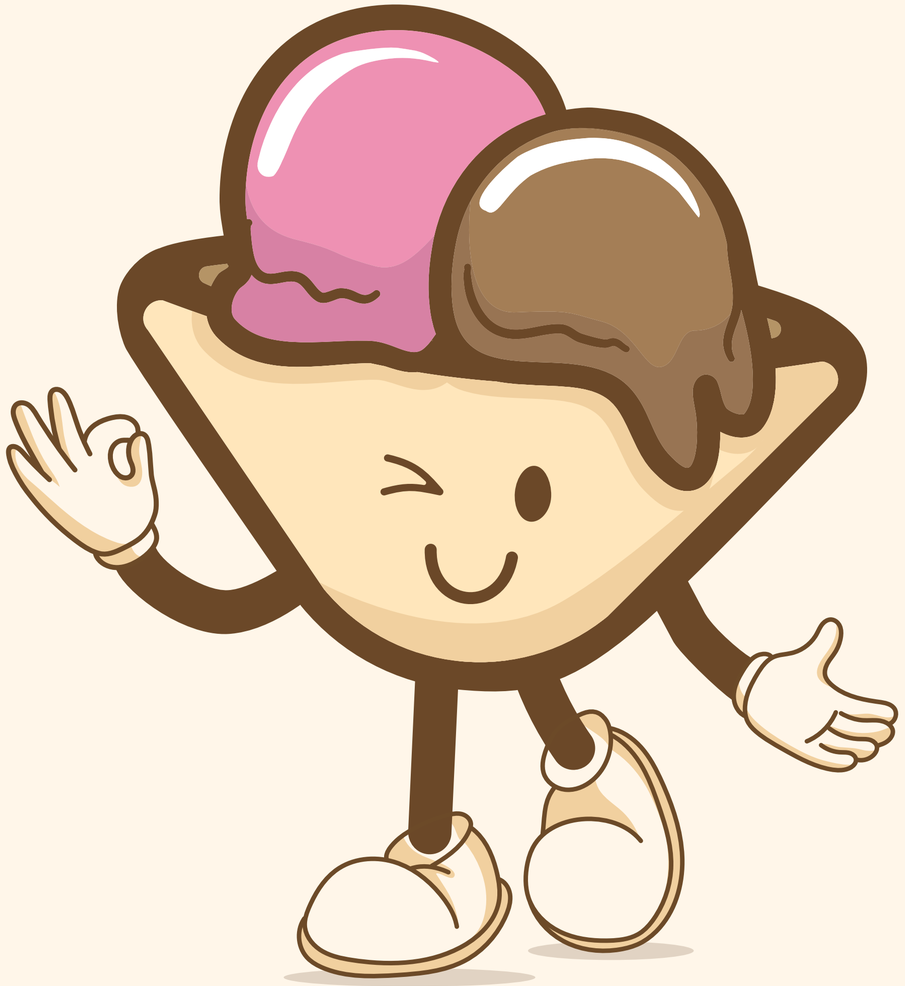
Visual Identity Manual

BRAND GUIDELINE



2024

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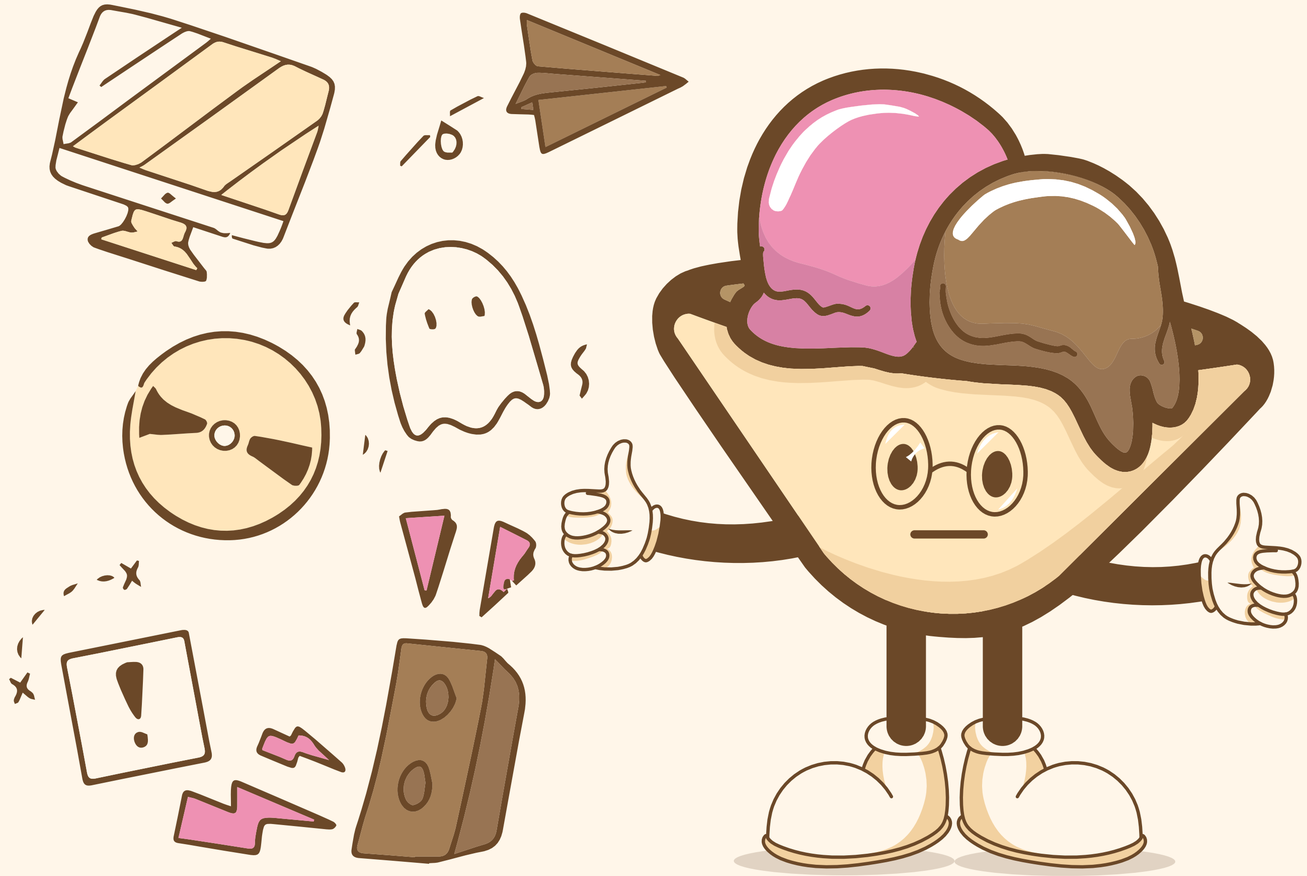
VISUAL BASIS



1. Visual Basis

1.1 Primary Logo

1.2 Logo Usage

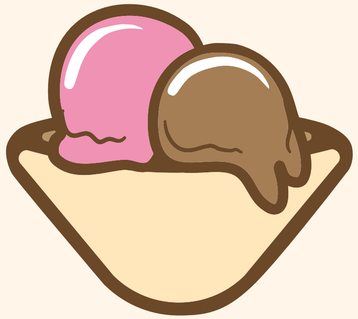
1.3 Brand Colour & Icon Mark

1.4 Typography

1.5 Pattern

1.6 Application

Primary Logo



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Logo Usage

Brand Colour

#fff6e9

#e0d5c6

#ffe6bb

#f2d1a0

#ffc7de

#ef67a5

#fff6e9

#845d39

#6b4828

#543824

Icon Mark

Typography

Sauna Pro

Peachy Keen JF

Giulia Plain

Pattern

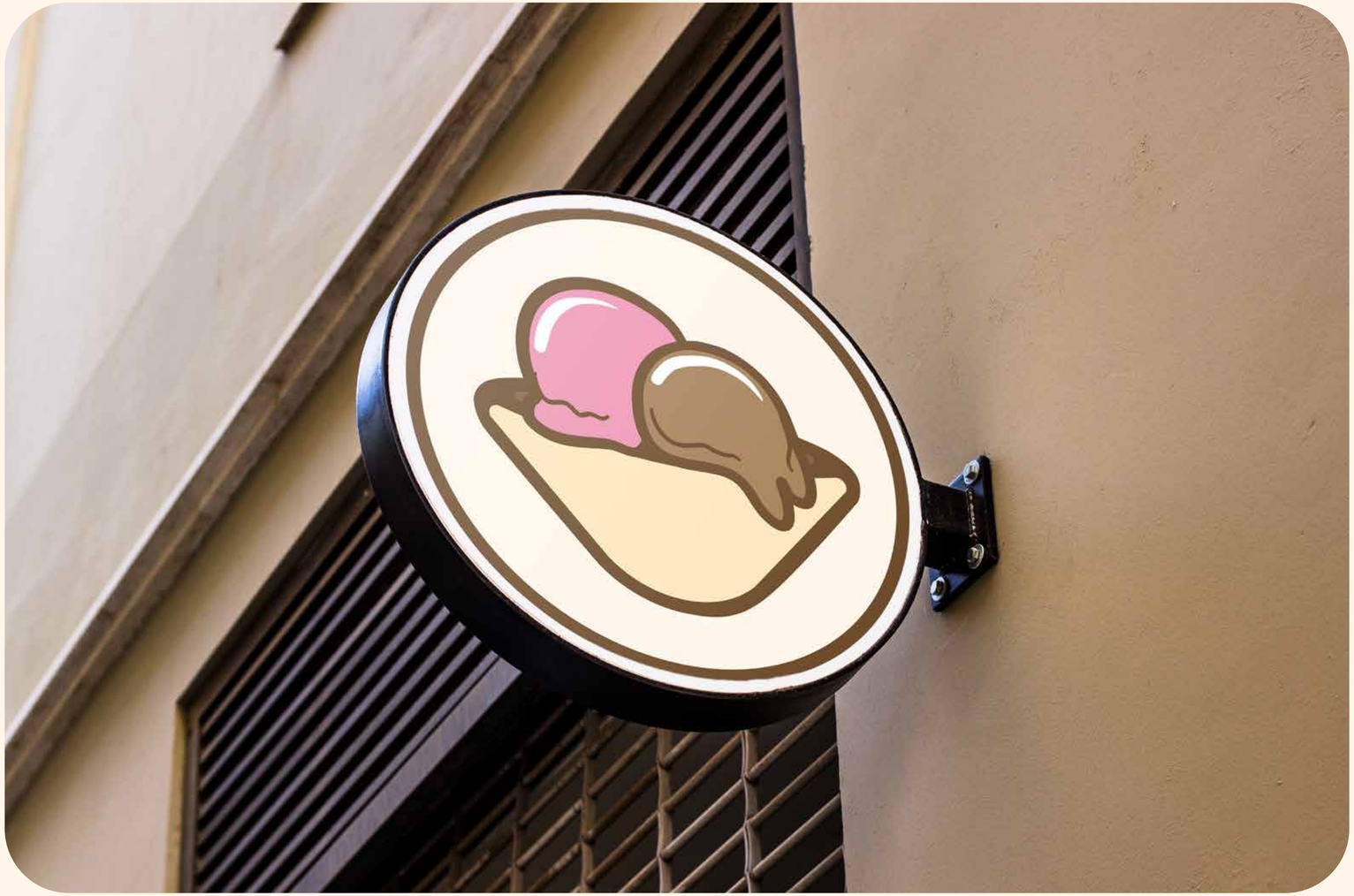
OFFICE APPLICATION

2. Office Application

2.1 Brand Sign

2.2 Stationery

2.3 Business Card



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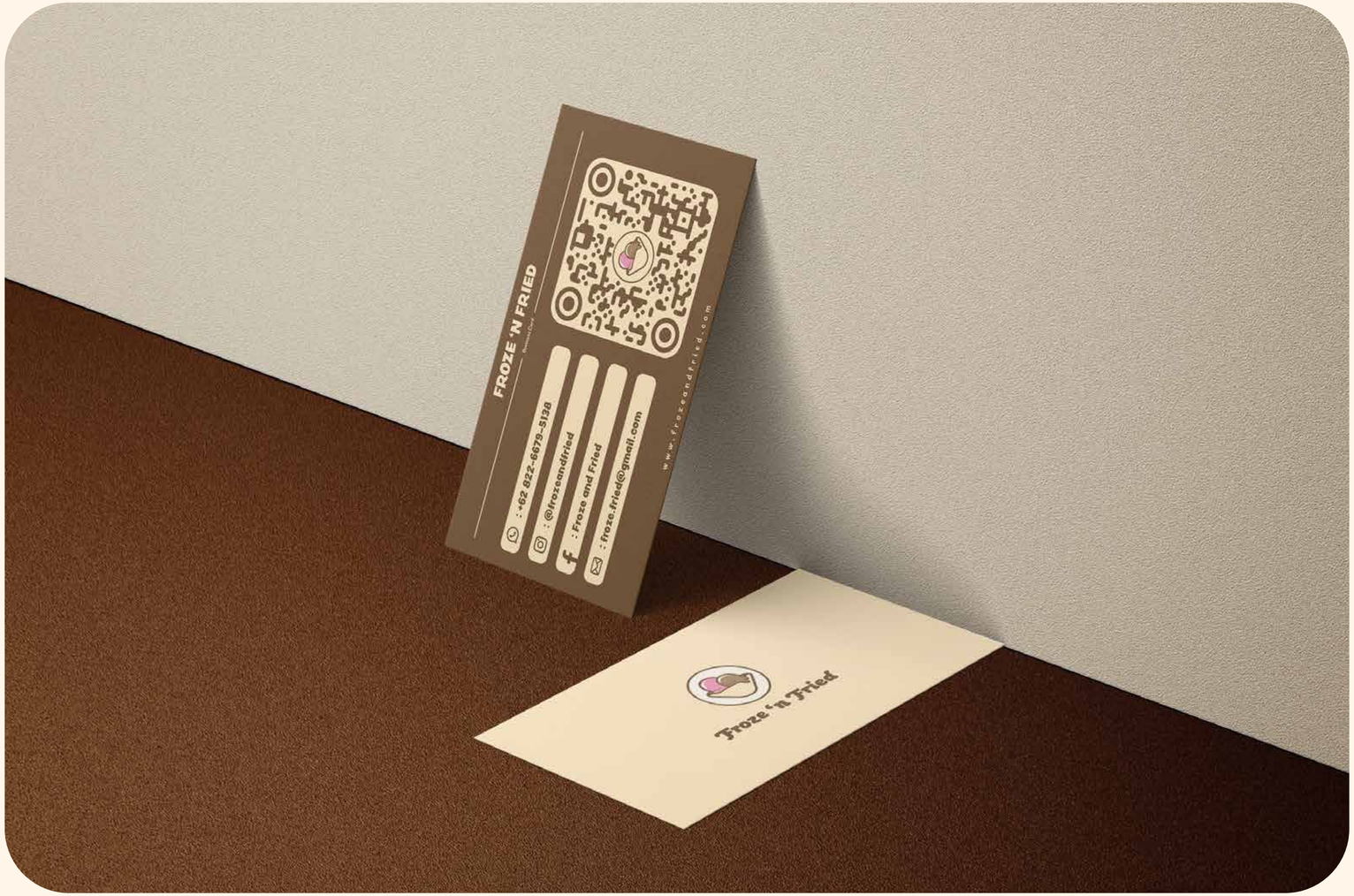
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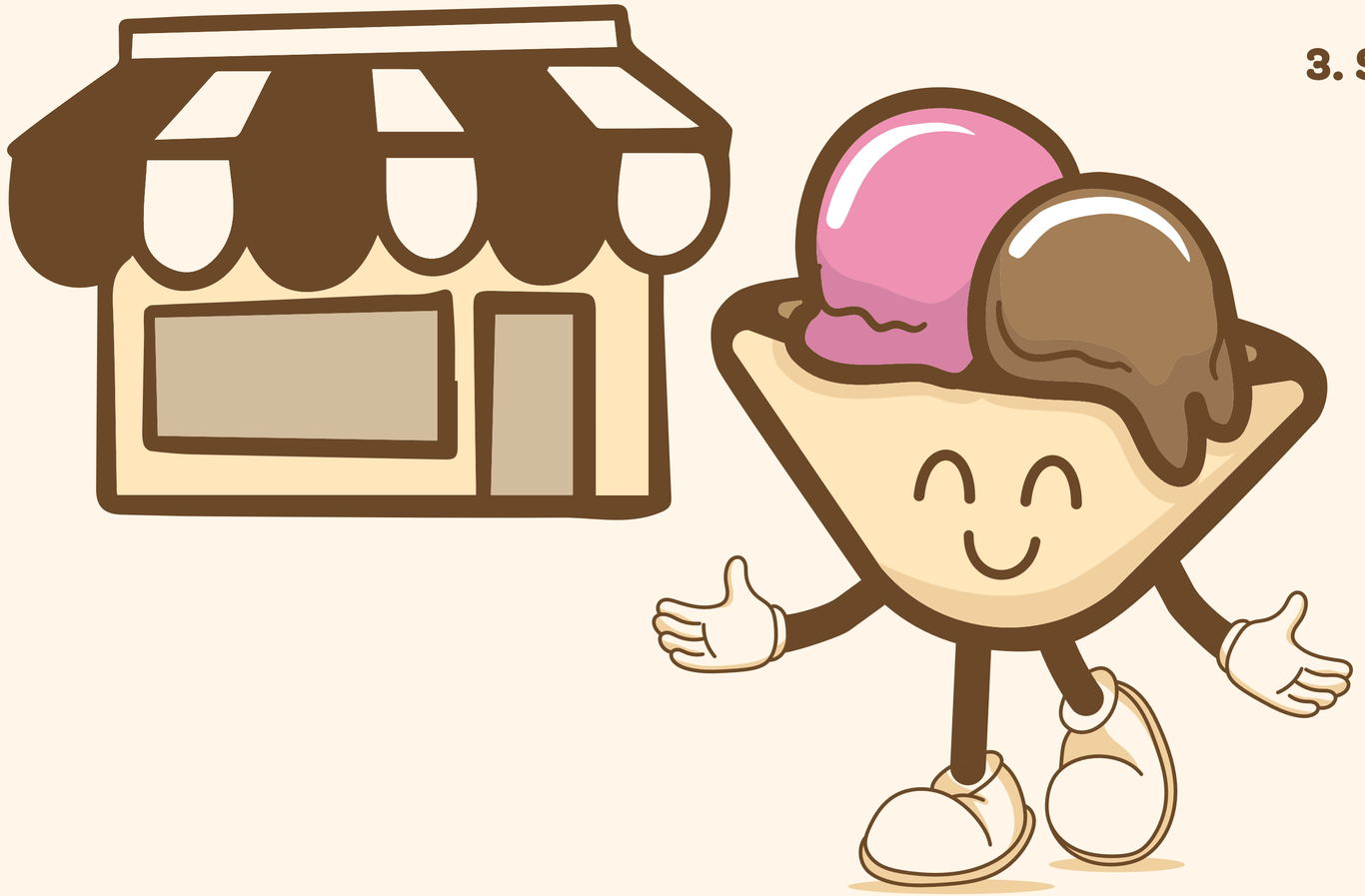
STORE APPLICATION



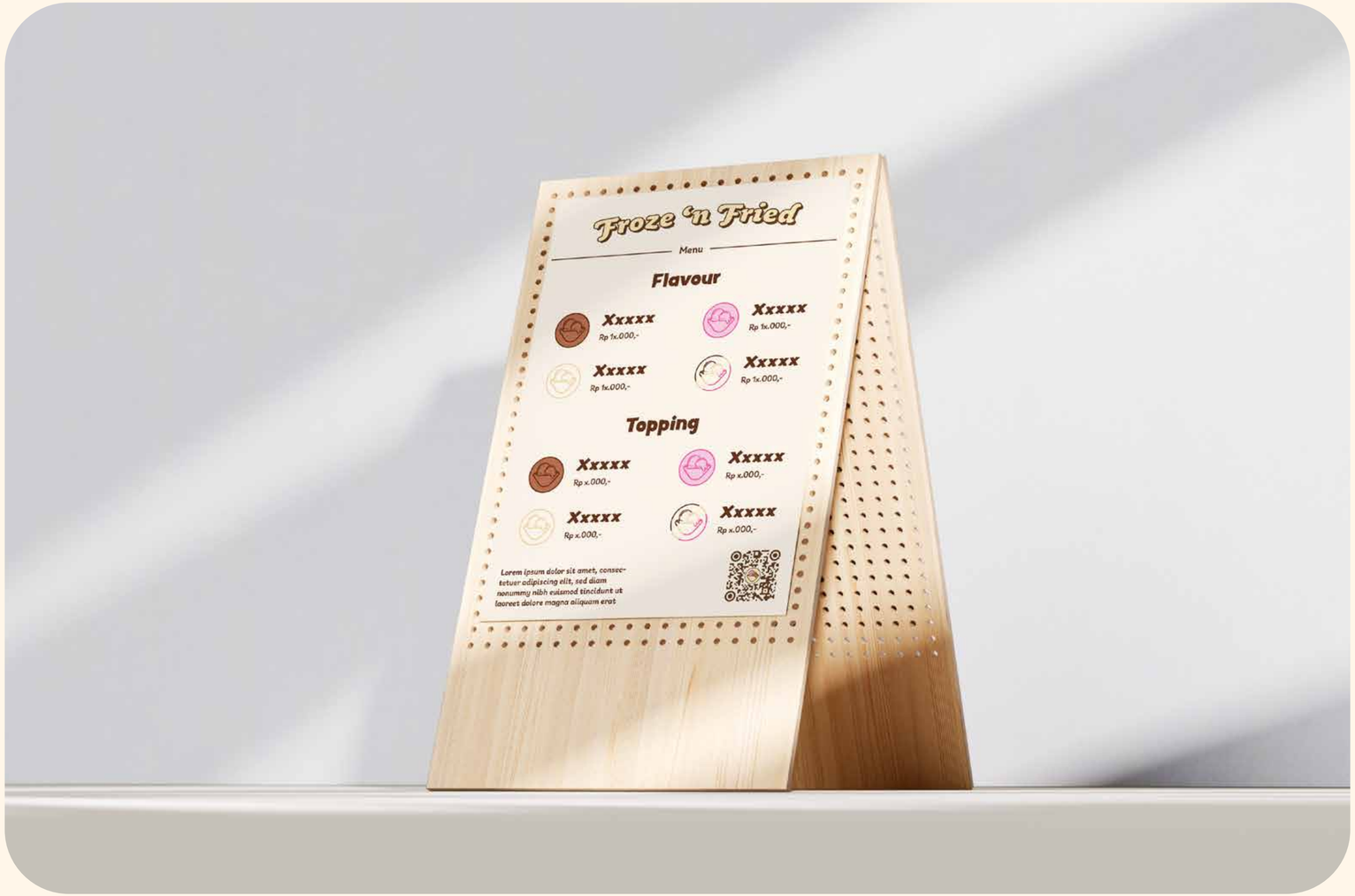
3. Store Application

3.1 Menu

3.2 Q-Ris

3.3 Product Packaging

3.4 Sticker Flavor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Menu
Flavour
Xxxxx
Rp 1x.000,-
Xxxxx
Rp 1x.000,-
Xxxxx
Rp 1x.000,-
Xxxxx
Rp 1x.000,-
Topping
Xxxxx
Rp x.000,-
Xxxxx
Rp x.000,-
Xxxxx
Rp x.000,-
Xxxxx
Rp x.000,-
Lorem ipsum dolor sit amet, consec-
tetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat

QRIS QR Code Standar Pembayaran Nasional
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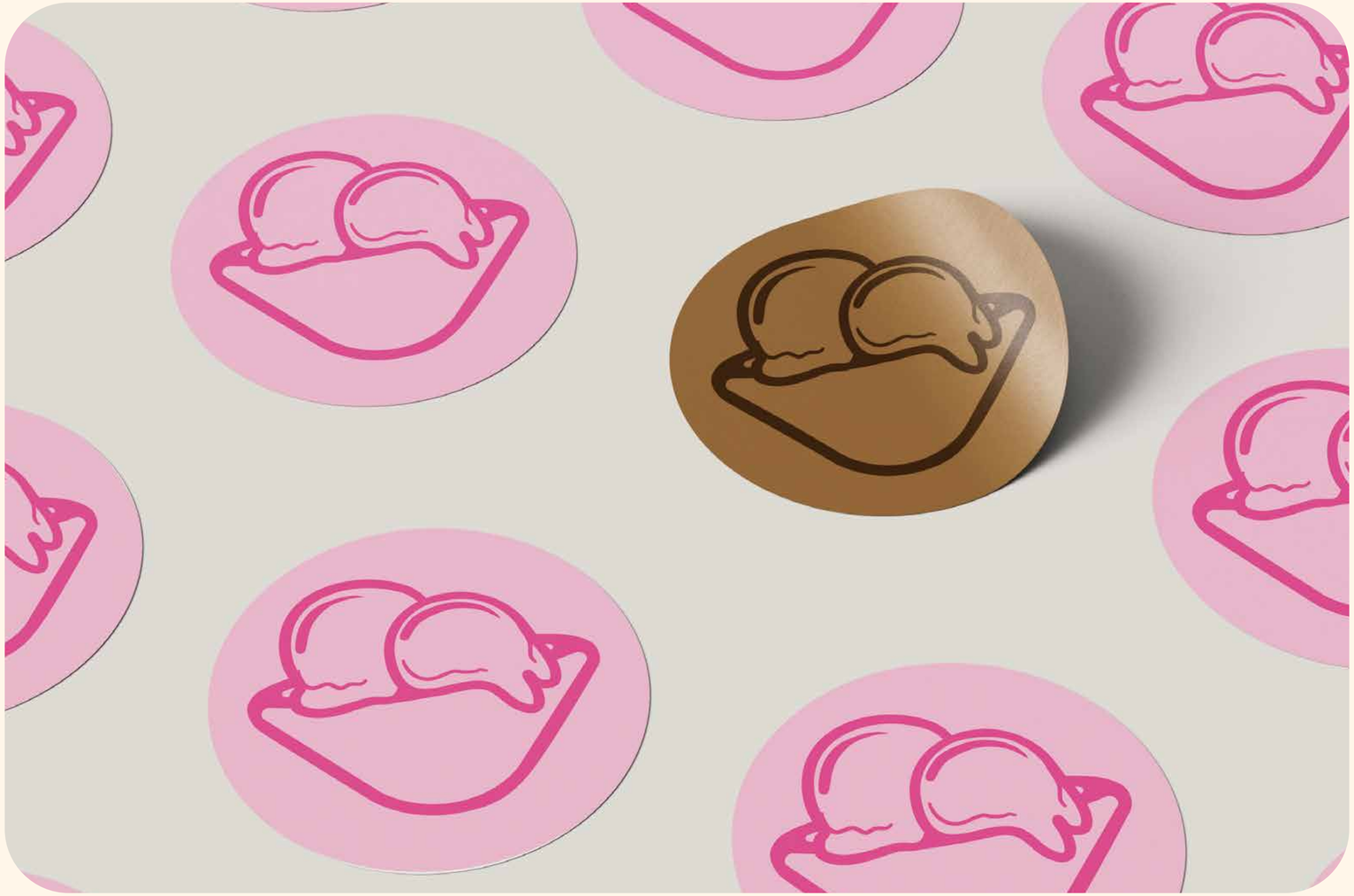
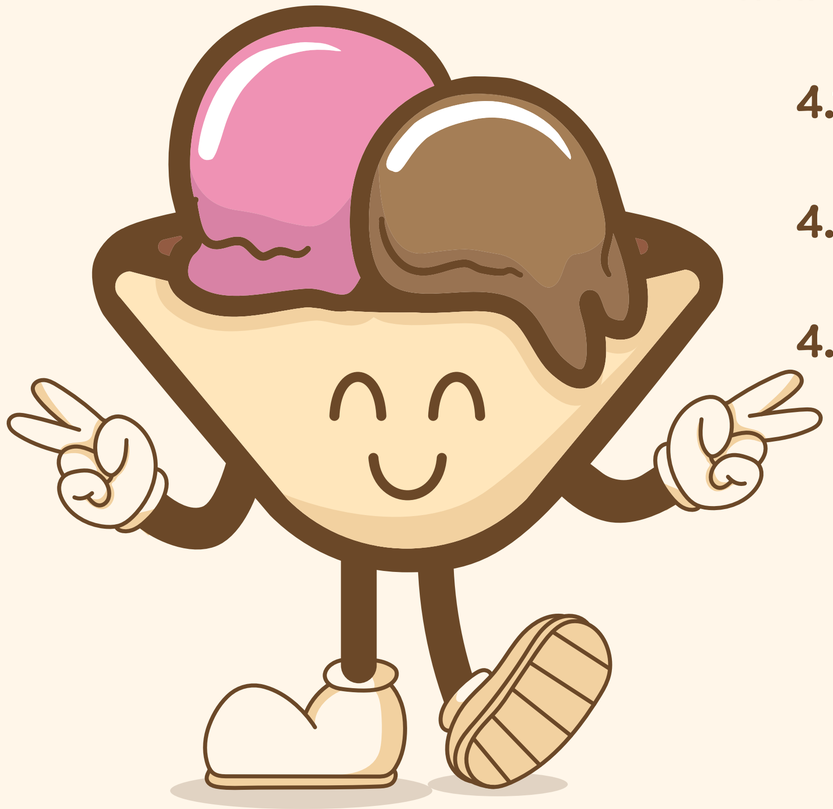


Articles For Daily Use



4. Articles For Daily Use

4.1 T-Shirt

4.2 Cap

4.3 Apron

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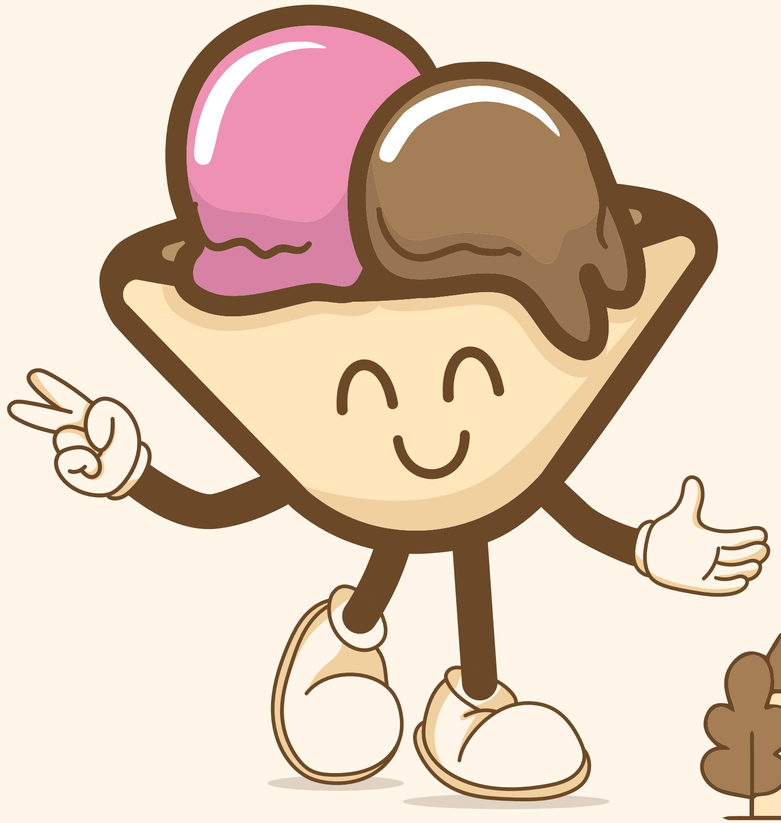
PUBLICITY MATERIAL



5. Publicity Material

5.1 Digital Application

5.2 Public Space

5.3 Social Media

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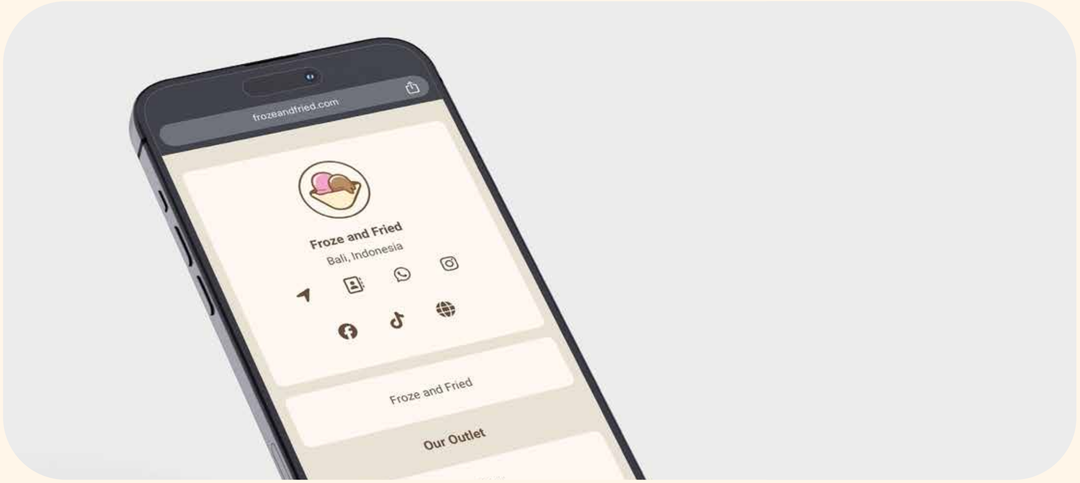
MacBook Pro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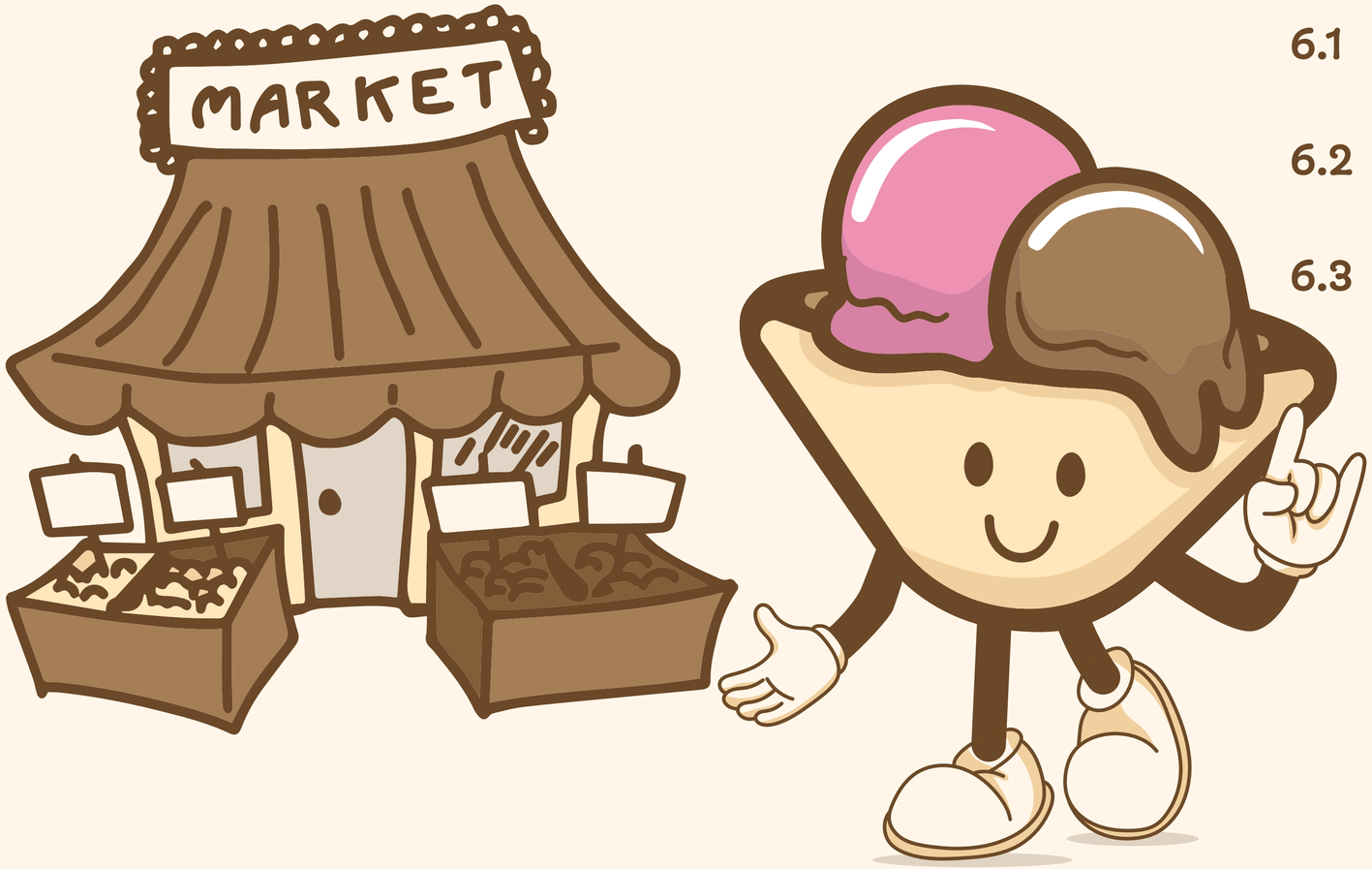
SPACE DISPLAY



6. Space Display

6.1 Booth

6.2 Stand & Tricycle

6.3 Gazebo

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THANK YOU!

*This Brand Guideline might be updated
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