

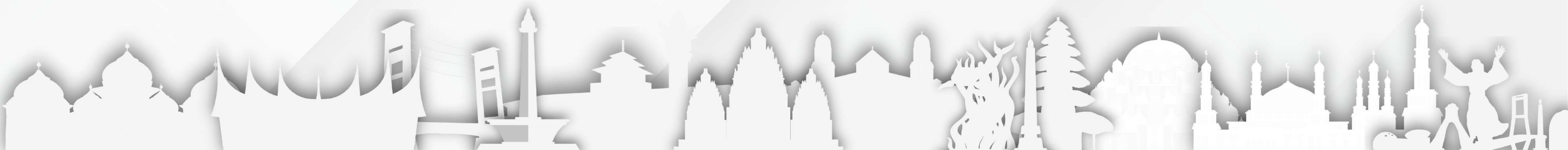
ALSA INDONESIA

GRAPHIC STANDARD MANUAL



**NATIONAL CHAPTER
INDONESIA**

DRAFTED BY VICE PRESIDENT OF INFORMATION AND COMMUNICATION TECHNOLOGY & CHIEF OFFICER OF CREATIVE DESIGN ALSA INDONESIA 2025-2026



WHAT IS

Graphic Standard Manual

All corporation, organization or businesses have a corporate identity, whether it has been deliberately developed or has basically grew over the time. **Graphic Standard Manual**, now and then will be called a guiding style, is a significant part of well-crafted marketing strategy. Essentially, a Graphic Standard Manual could be a document that guides individuals on how utilize several different components of the design.

WHY DO WE NEED

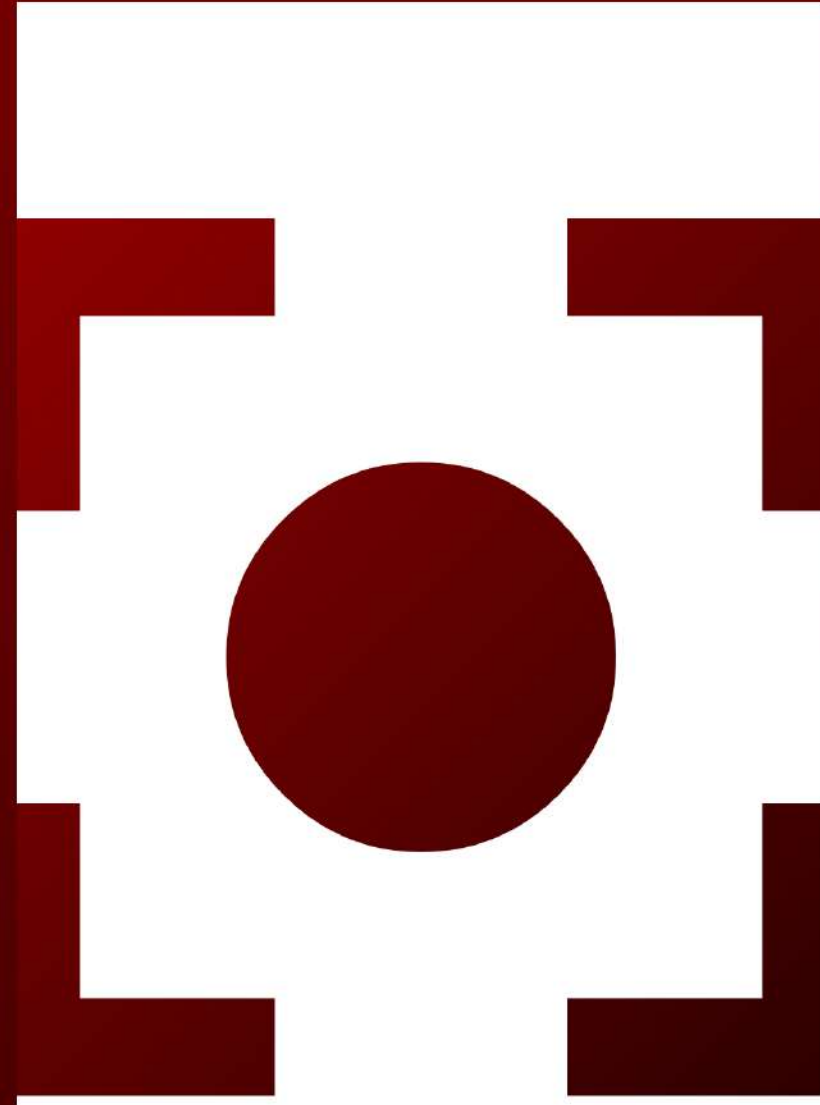
Graphic Standard Manual

Graphic Standard Manual allows your band to emerge more professional and reputable. The implementation of Graphic Standard Manual could maintain your brand's identity quality and integrity are more manageable. Thus, the brand's identity instantly catches the attention for all audiences that possibly notice the design differences. Strong and consistent branding also helps clarify what your organization stands for, allowing your organization to communicate your purpose, personality, and assurance.

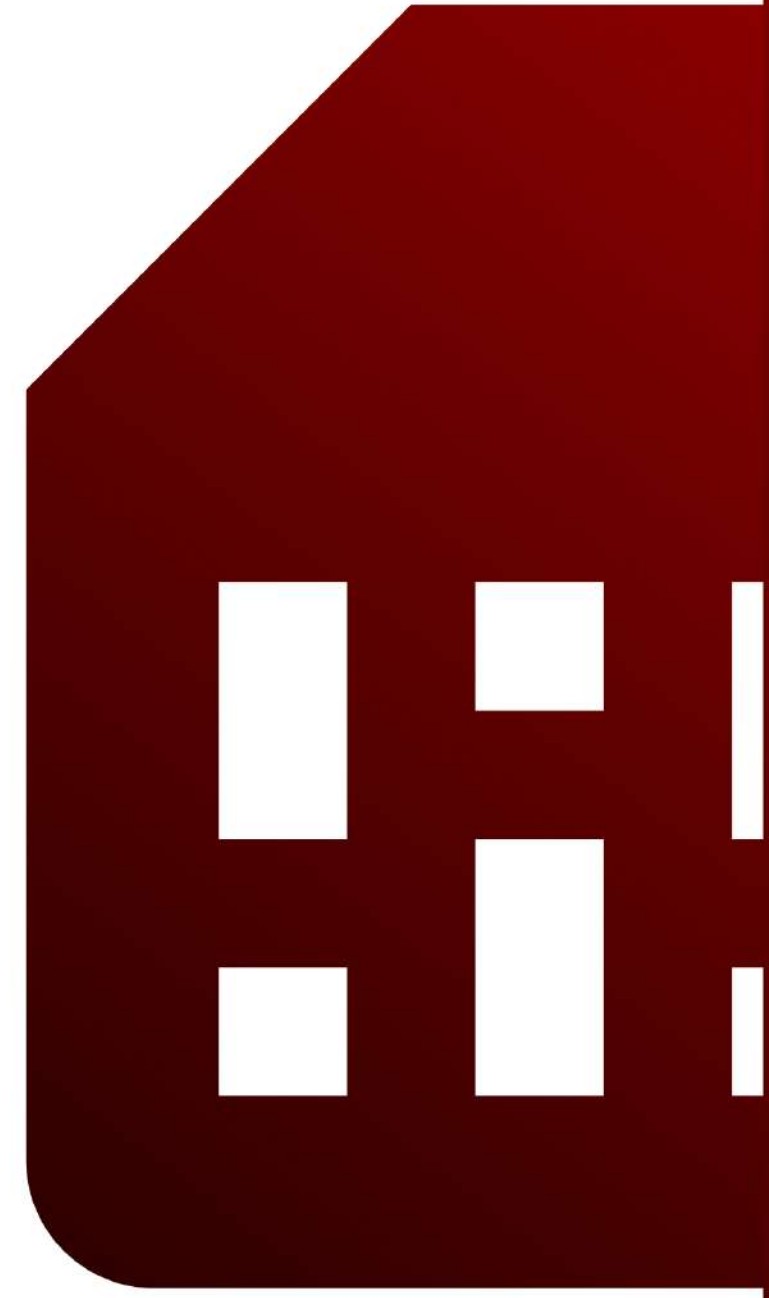
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background



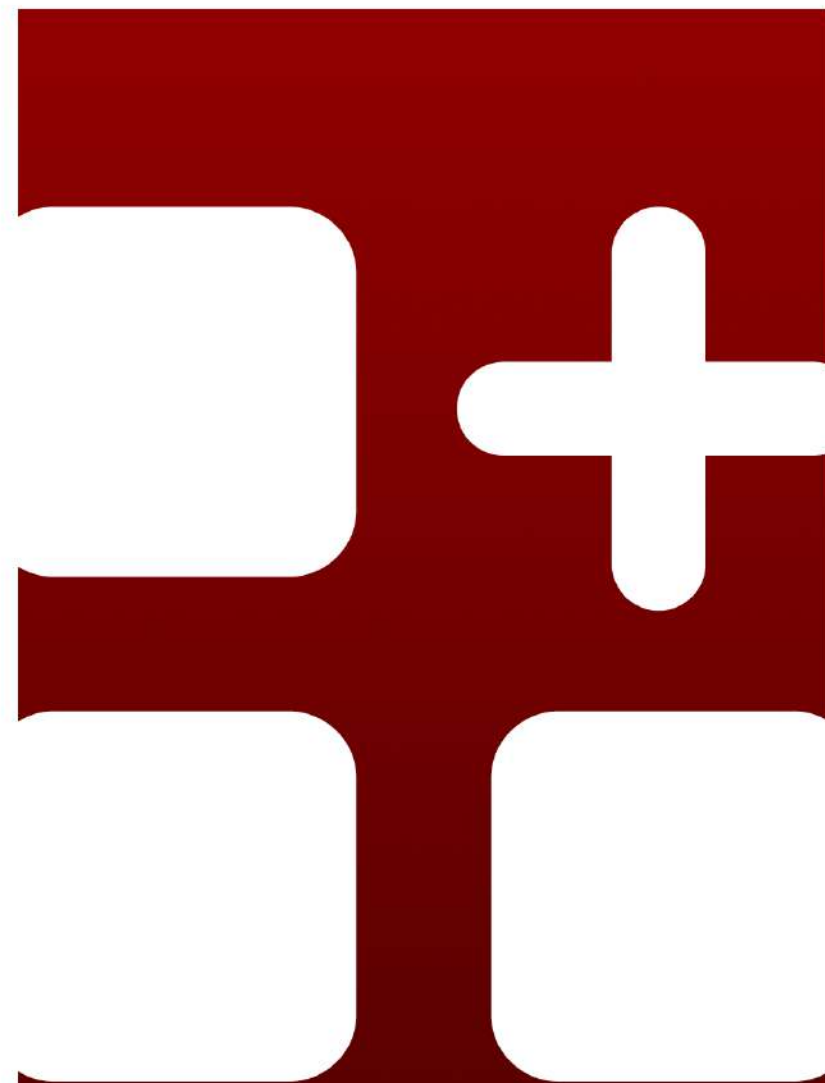
identity
focus



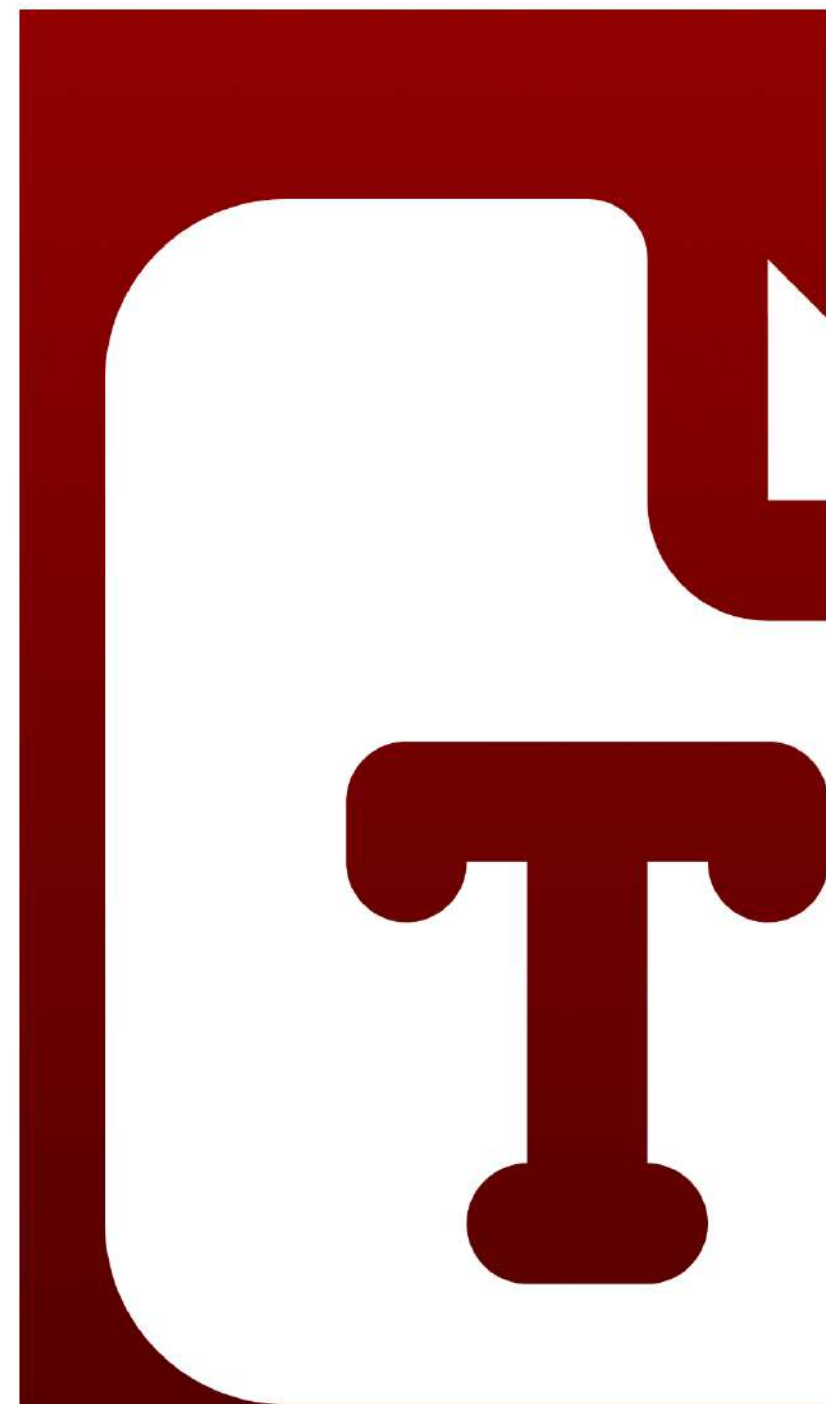
logo policy



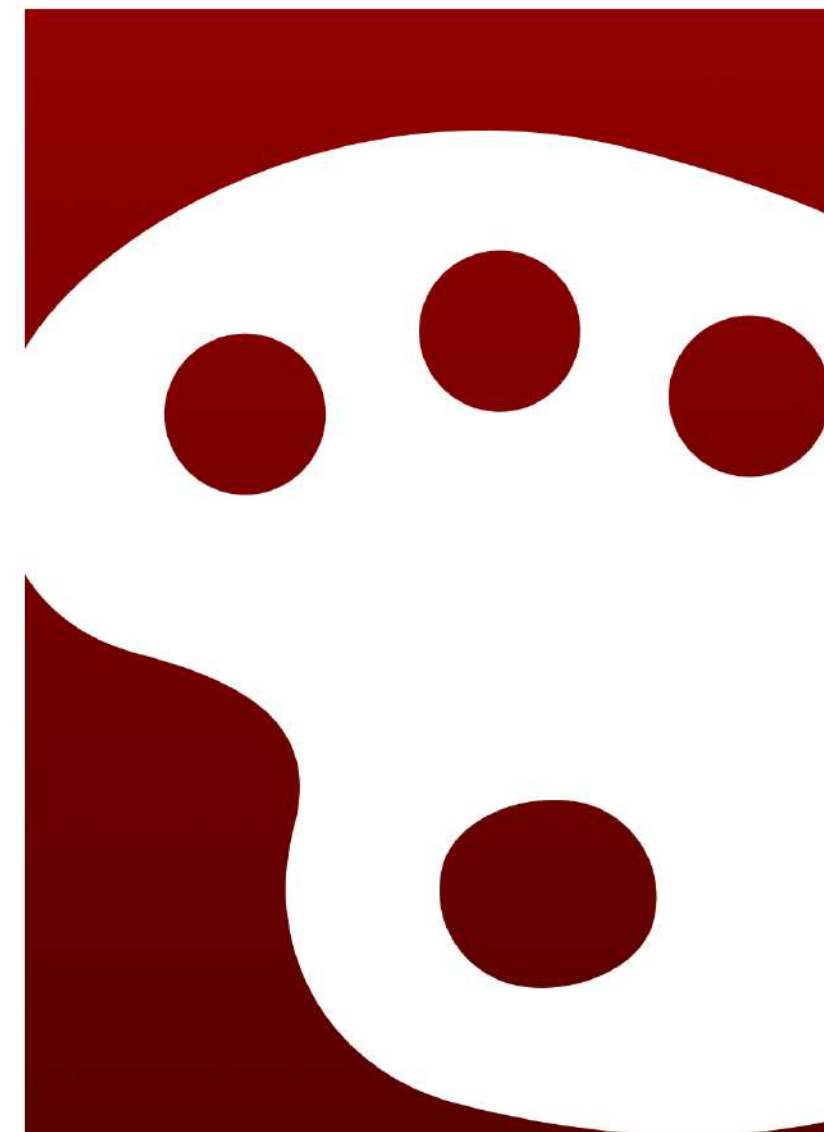
clear space



logo
application



typography



color
palette



implementation



BACKGROUND

ALSA, originally named the ASEAN Law Students' Association, was established on May 18, 1989 in Jakarta by law students from Indonesia, Malaysia, the Philippines, Singapore, and Thailand. Its creation aimed to foster the exchange of legal knowledge in response to globalization and the diversity of legal systems in the region. In 2003, ALSA expanded beyond ASEAN and became the Asian Law Students' Association. Today, it is a non-governmental, non-political organization comprising 16 National Chapters across Asia.

ALSA Indonesia, as one of the founding fathers of ALSA International, has played a vital role since its establishment. Actively contributing to members, society, and international communities, ALSA Indonesia demonstrates its commitment through work programs, legal and social initiatives, and international participation.

The National Board manages the organization, which is legally recognized under the Ministry of Education and Culture Letter **No. 020/B1/SK/2016**. Today, ALSA Indonesia consists of **fifteen Local Chapters** from esteemed universities across the country.



IDENTITY FOCUS

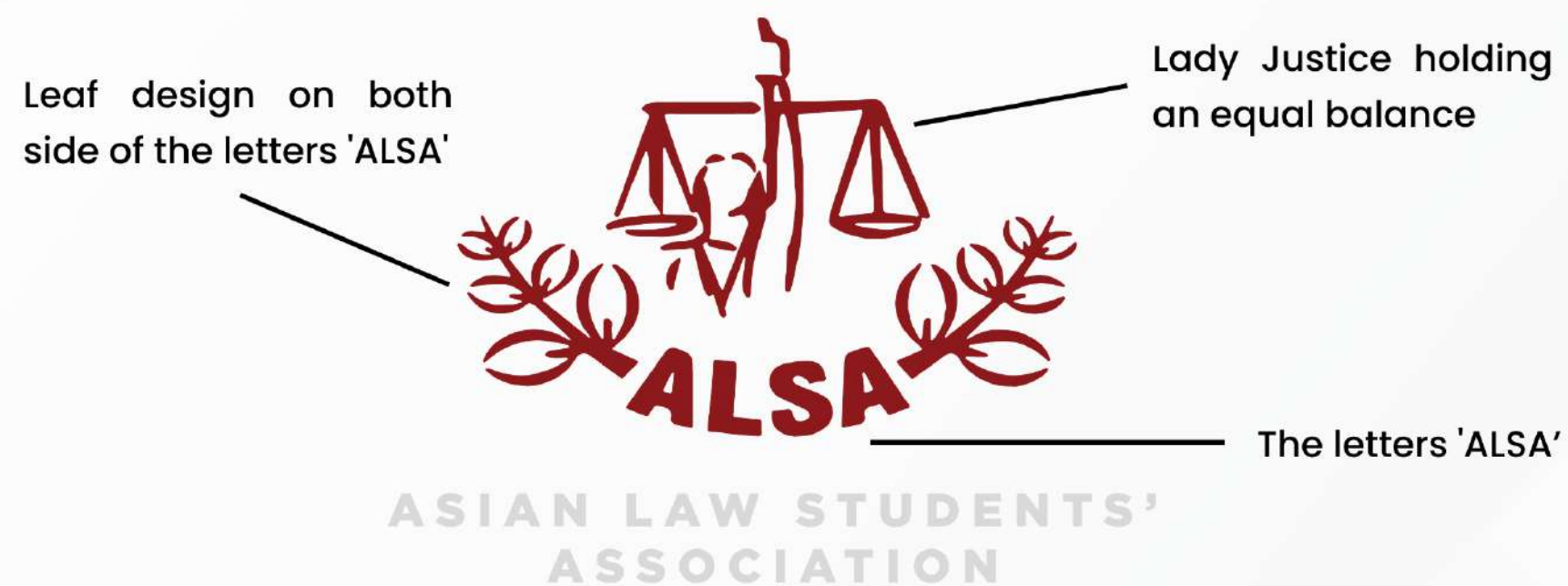
MODERN FLEXIBLE DYNAMIC CLARITY CO
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DYNAMIC CLARITY COHESIVE MODERN
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LOGO POLICY

1. In creating the respective ALSA National Chapters' (NC) Logo, the following rules shall be followed:

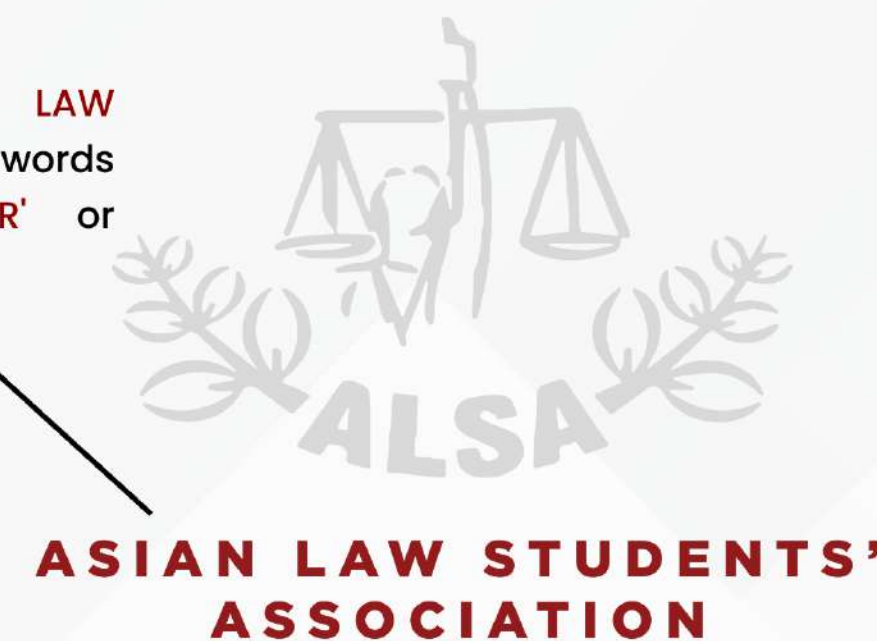
Include the ALSA logo

Must Replace



Replace 'ASIAN LAW STUDENTS' with the words 'NATIONAL CHAPTER' or 'LOCAL CHAPTER'

Replace 'ASSOCIATION' with the name of the National Chapter or Local Chapter



No modification is permitted unless it is regulated under the Book of Guidelines Chapter V which regulates The Logo Policy

2. 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.

3. The secondary configuration is permitted

Primary Configuration



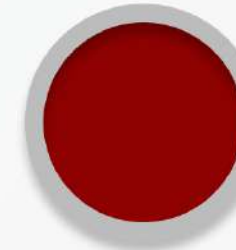
Secondary Configuration



4. Further regulation shall be referred to the Graphic Standard Manual (GSM) of ALSA International.

Based on Book of Guidelines Chapter V Asian Law Students' Association Section II Number 5b Authenticated by: ALSA International Board 2020/2021

Lady Justice holding a scale



#8D0101



#FFFFFF

Font: Gotham Black Regular

**NATIONAL CHAPTER
INDONESIA**

Terms of "INDONESIA"
placed below
'NATIONAL CHAPTER'

The white logo shall serve as an alternative for the red should it cause any designs problem



NATIONAL CHAPTER
INDONESIA

Lady Justice holding a scale signifies that this association stands for honesty, integrity and credibility of Asian law students in promoting the awareness of justice.



NATIONAL CHAPTER
INDONESIA

'ALSA' shall be a solid platform to execute the stated visions of Asian law students.



NATIONAL CHAPTER
INDONESIA

Red color defines the bravery to enforce the goals of this association.

Based on Book of Guidelines Chapter V Asian Law Students' Association Section I Number 4 Authenticated by: ALSA International Board 2020/2021

CLEAR SPACE



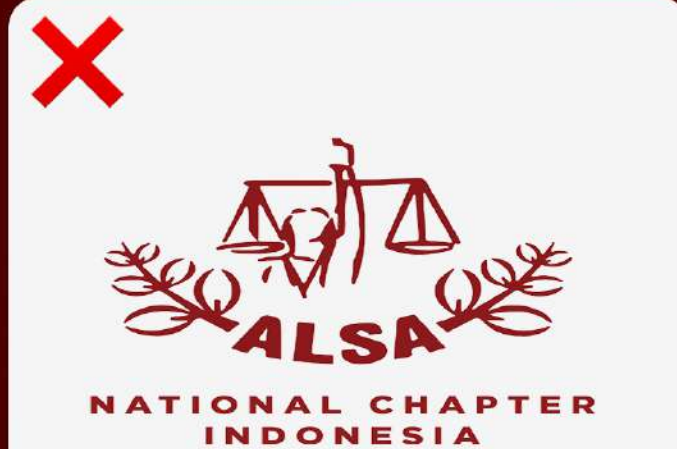
To preserve the integrity and visibility of the ALSA Indonesia logo, a minimum clear space must be maintained around it. This clear space prevents other visual elements from crowding or distracting from the logo.

Maintain a minimum clear space equal to the height of “X” from the logotype NATIONAL CHAPTER INDONESIA on all sides of the logo. No text, image, or graphic may enter this area.

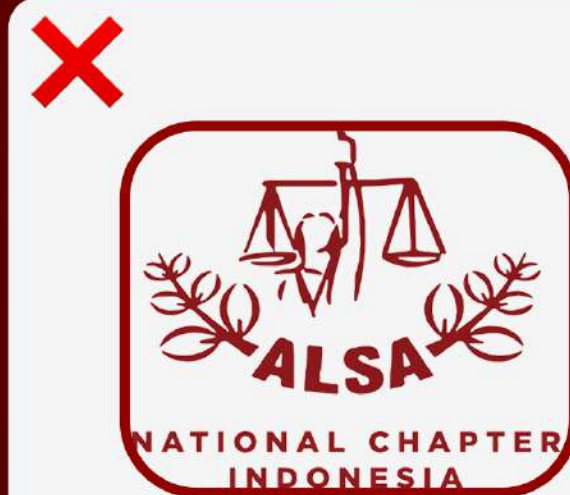
ACCEPTABLE USAGE



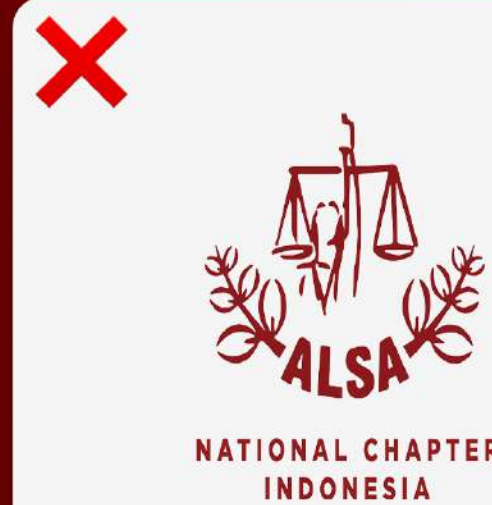
UNACCEPTABLE USAGE



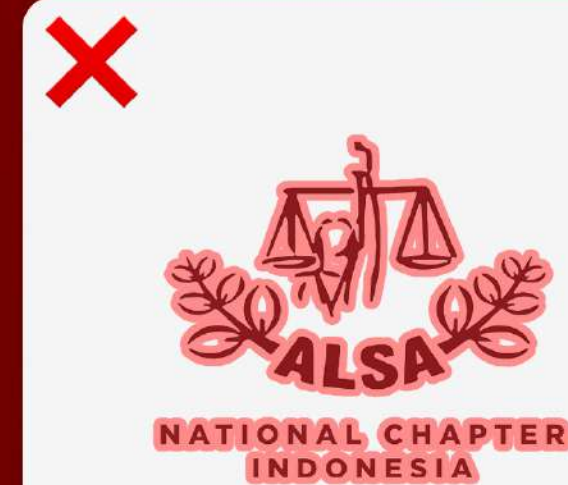
Change the logo size disproportionately



Adding a new element to the logo



The logo must not be distorted



Adding an outline to the logo



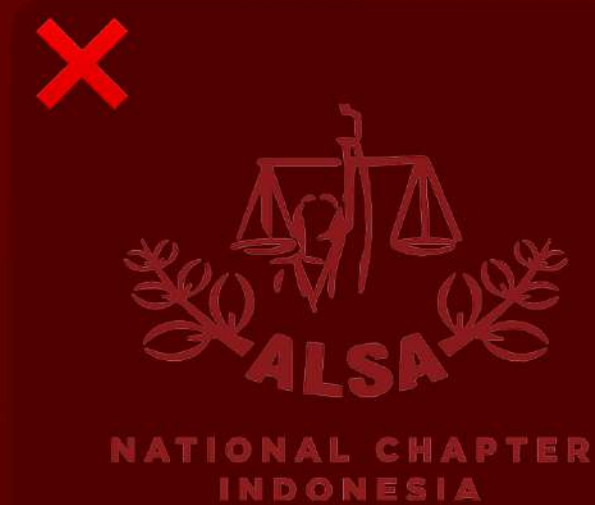
The logo must not be overlay



Adding a pattern or gradient to the logo



Give the outer glow to the logo



Leave the color dark on a dark background



Change the color of the logo



Remove one of the logo elements

IT IS PROHIBITED!

to use the ALSA logo for non-related unofficial events or
any occasions outside the jurisdiction of ALSA Indonesia



Color Palette

The defined color palette functions to maintain visual consistency and strengthen brand identity across all design outputs. By standardizing the use of Rosewood, Crimson Red, White Smoke, and Black, the design system ensures coherence in both digital and print applications, supports readability, and provides a structured framework for producing clear and professional visual materials. This selection also aligns with ALSA's identity, which is rooted in red and white as the organization's primary colors.

Rosewood

#5A0505

Crimson Red

#920000

White Smoke

#F5F5F5

Black

#000000

ALWAYS
BE ONE!

ALWAYS
BE ONE!

TYPOGRAPHY

Poppins

Poppins Thin

Poppins ExtraLight

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Regular

Poppins Medium

Poppins SemiBold

abcdefghijklmnopqrstuvwxyz

Poppins Bold

Poppins ExtraBold

Poppins Black

1234567890!@#\$%^&*()_+-=[:;'/\

Bitter

Bitter Thin

Bitter ExtraLight

Bitter Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter Regular

Bitter Medium

Bitter SemiBold

abcdefghijklmnopqrstuvwxyz

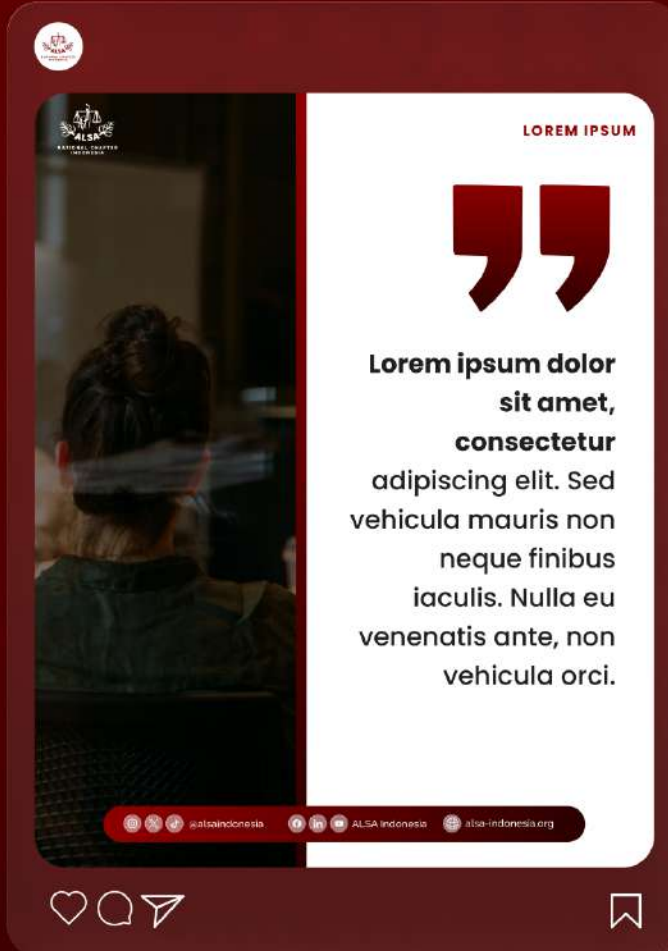
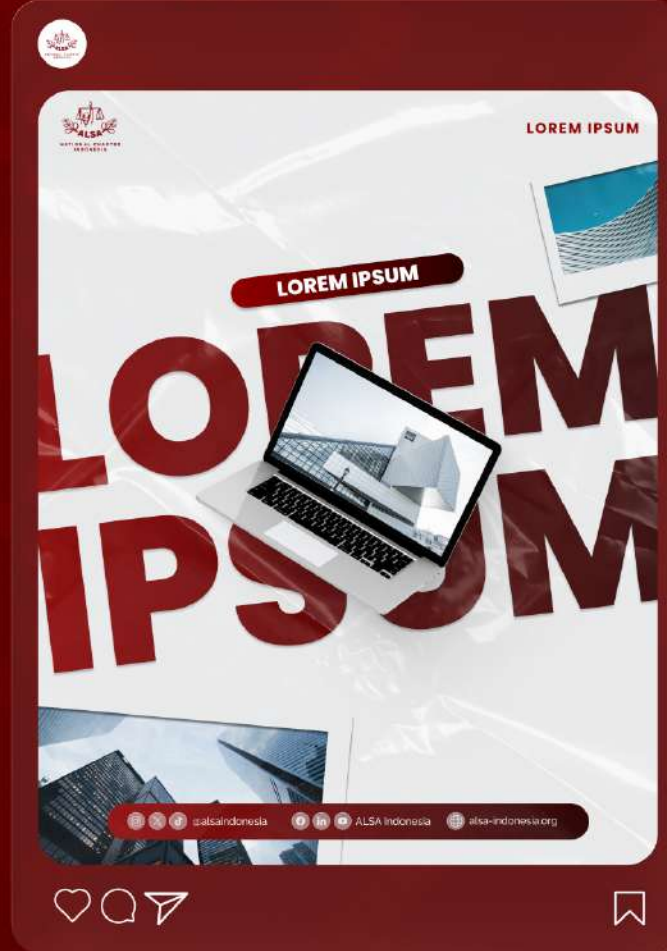
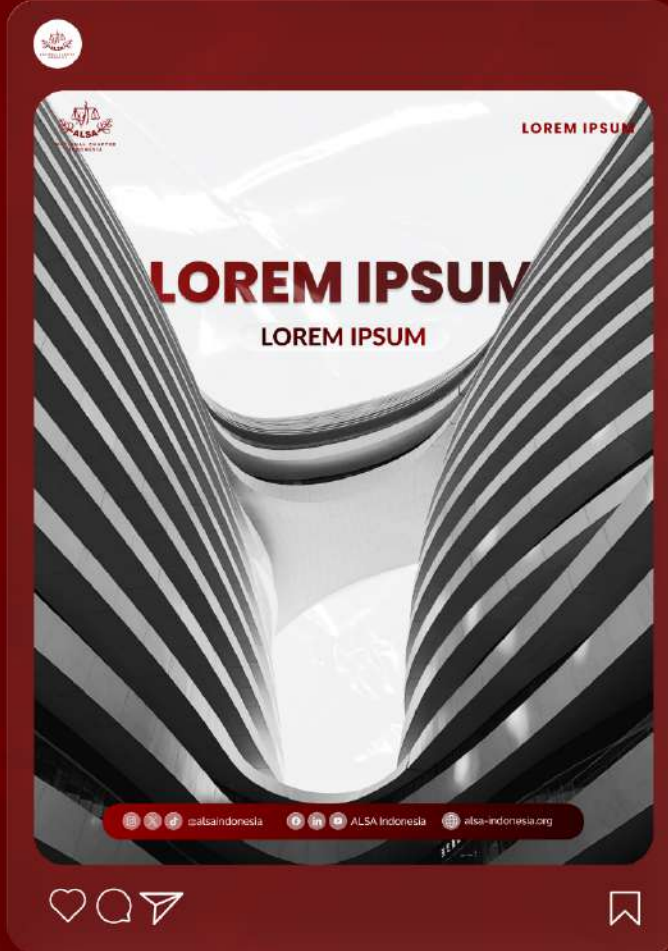
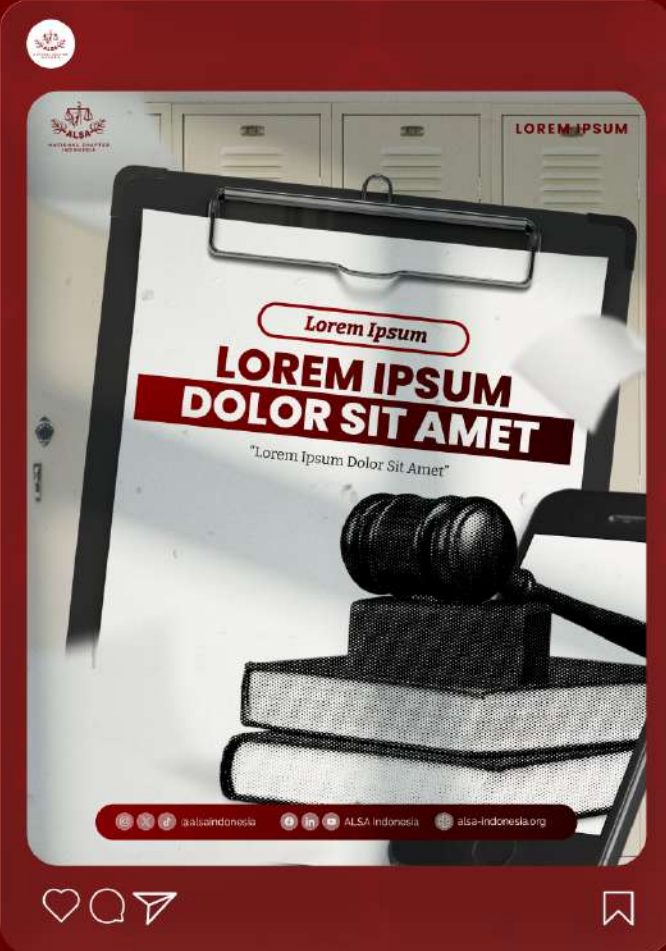
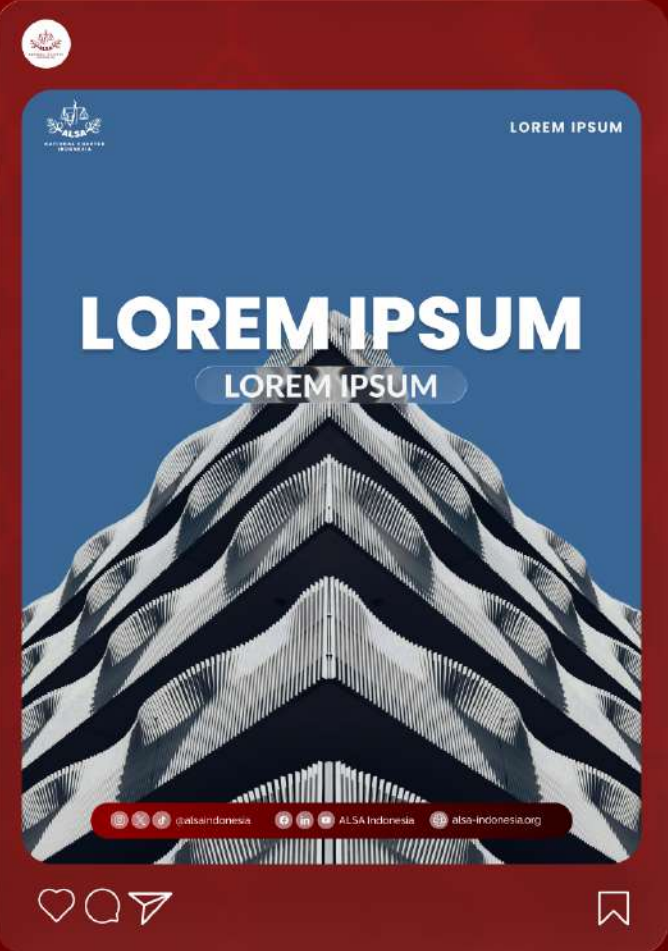
Bitter Bold

Bitter ExtraBold

Bitter Black

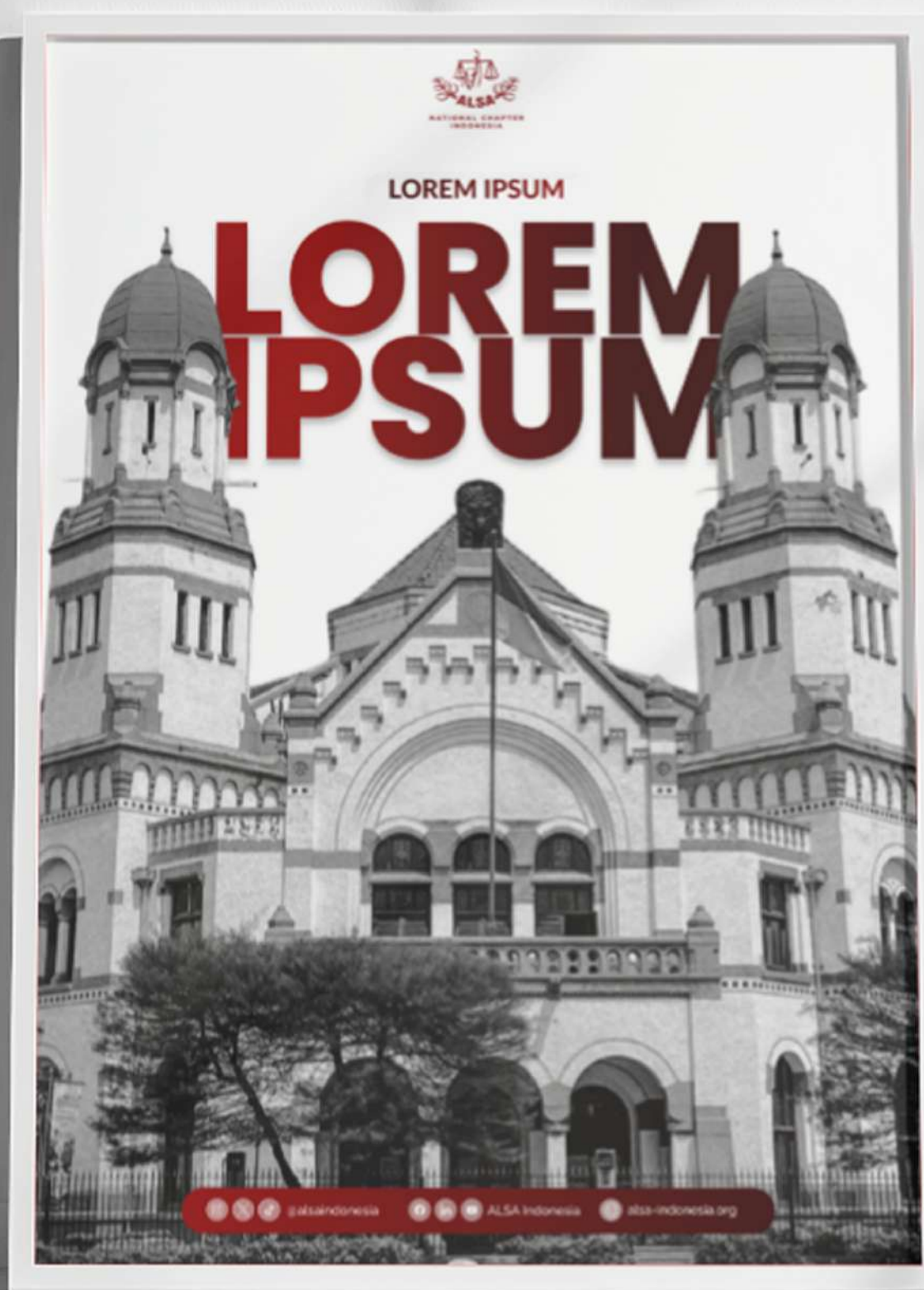
1234567890!@#\$%^&*()_+-=[:;'/\

IMPLEMENTATION





alsaindonesia.org









ALSA

ALWAYS BE ONE!

