

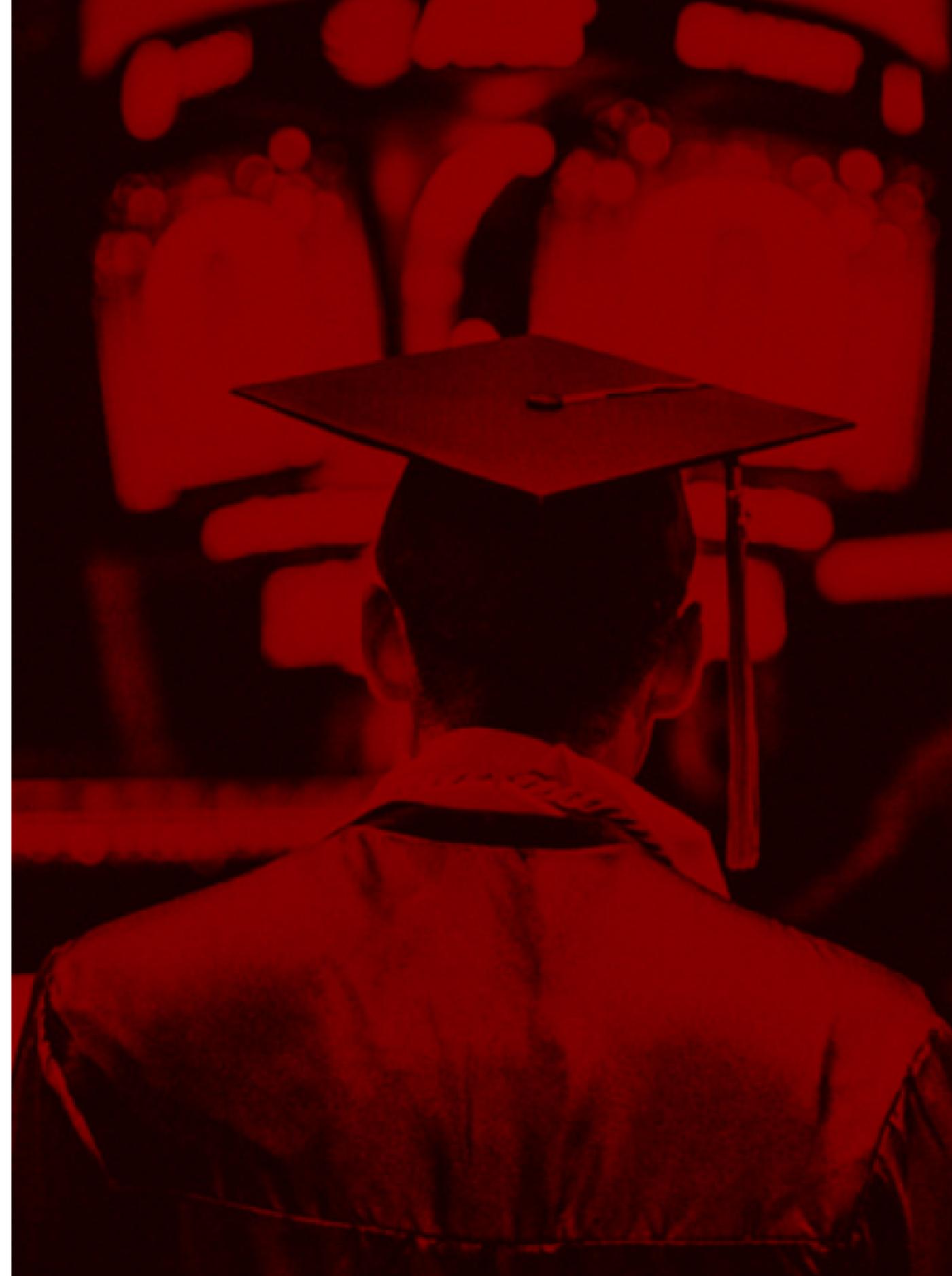
Logo Presentation

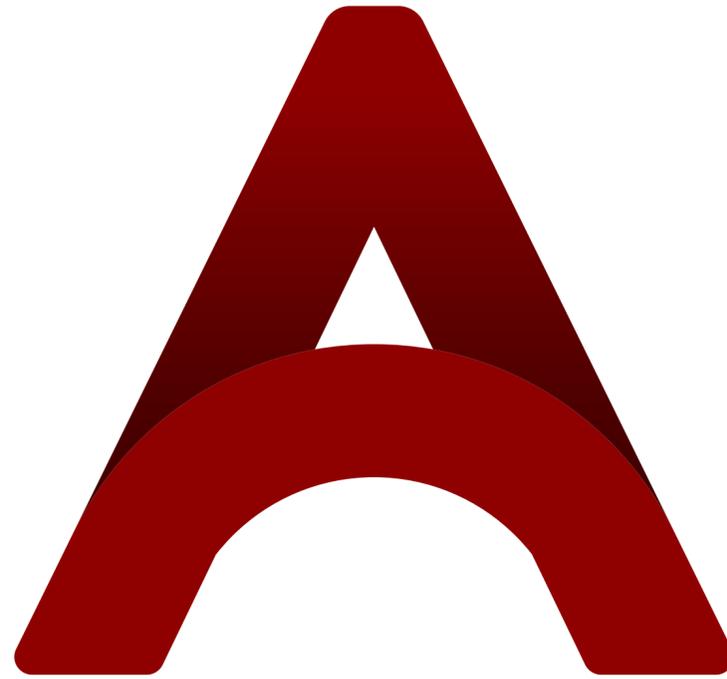
ALUMNI SOCIETY of ALSA INDONESIA

Designed by

Muhammad Reza Mahendra

VP of ICT 2020/21





ALUMNI SOCIETY
of ALSA INDONESIA

ALUMNI SOCIETY of ALSA INDONESIA

Alumni Society of ALSA Indonesia (“ASA”) merupakan asosiasi alumni ALSA Indonesia sebagai wadah berhimpun alumni ALSA Indonesia untuk memberikan dan mengembangkan intelektualitas hukum antar sesama Alumni, anggota ALSA Indonesia, dan masyarakat luas. ASA juga diharapkan mampu menjadi wadah bagi alumni ALSA Indonesia untuk berkontribusi dan memberikan dampak nyata bagi masyarakat dan negara Indonesia.

Selain kontribusi terhadap masyarakat luas, ASA diharapkan dapat membangun dan menjalin relasi profesional dan kekeluargaan antar anggota ASA serta menjadi mentor bagi anggota ALSA Indonesia. ASA bersifat kekeluargaan, non-profit, tanpa unsur politik, dan tidak memiliki keterkaitan baik dalam bentuk perhatian, dukungan, dan kontribusi kepada organisasi politik manapun.



ASOSIASI ALUMNI of ALSA INDONESIA

ASOSIASI

Organisasi
Wadah
Jejaring
Kolaborasi

ALUMNI

Keluarga
Mentor
Relasi

ALSA INDONESIA

Mahasiswa Hukum
14 Local Chapter
4 Pilar ALSA
Non-Profit
Non-Politik

Mood Board



SKEMA | COLOR TABLE



GEOMETRIKUS VERZIÓK | GEOMETRIC VERSIONS



ORGANIKUS VERZIÓK | ORGANIC VERSIONS



Personality Mapping

APPROPRIATE

MODERN

BOLD

CLEAN

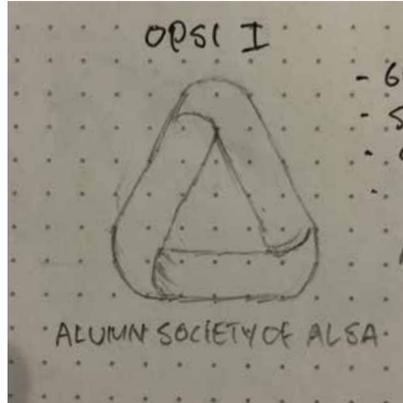
PROFFESIONAL

MEMORABLE

ICONIC

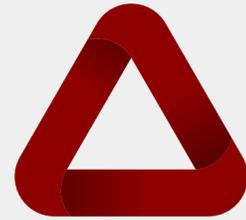
SIMPLE

Logo Explorations



A + Cycle

Abstract Mark
Seamless
Connecting
Gradient & Vibrant Color



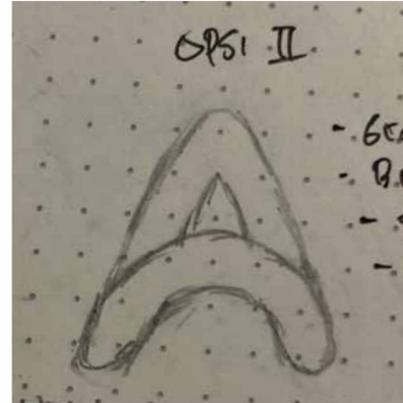
ALUMNI SOCIETY OF ALSA



ALUMNI SOCIETY OF ALSA



ALUMNI SOCIETY OF ALSA



A + Bridge

Letterform Mark
Seamless
Connecting
Gradient & Vibrant Color



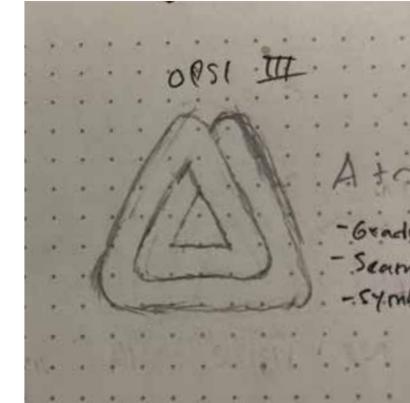
ALUMNI SOCIETY OF ALSA



ALUMNI SOCIETY OF ALSA



ALUMNI SOCIETY OF ALSA



A + Infinity

Abstract Mark
Seamless
Connecting
Gradient & Vibrant Color



ALUMNI SOCIETY OF ALSA



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ALUMNI SOCIETY OF ALSA

* An abstract mark uses visual form to convey a big idea or a brand attribute. These marks, by their nature, can provide strategic ambiguity, and work effectively for large companies with numerous and unrelated divisions. Marks such as Chase's have survived a series of mergers easily. Abstract marks are especially effective for service-based and technology companies; however, they are extremely difficult to design well.

* The single letter is frequently used by designers as a distinctive graphic focal point for a brandmark. The letter is always a unique and proprietary design that is infused with significant personality and meaning. The letterform acts as a mnemonic device, and is easy to apply

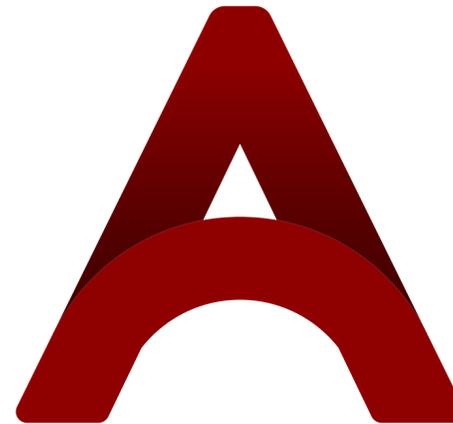
Source:
Designing Brand Identity: An Essential Guide for the Whole Branding Team
Book by Alina Wheeler

Logo Adjustment & Refinement

*
Penggunaan grid dan golden ratio
agar logo terlihat proporsional
dan juga dilakukan adjust pada
typeface (viga regular) logo agar
secara keseluruhan tetap konsisten
dan berkesinambungan



Logo Rationale



ALUMNI SOCIETY of ALSA INDONESIA



A Letter

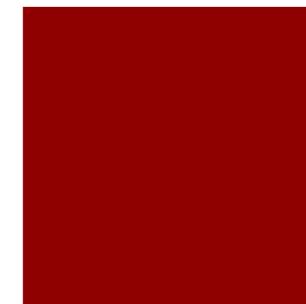
Merepresentasikan ALSA & ASA yang yang mana menjadi brand awareness dari ALSA secara keseluruhan.

Bentuk Letter Mark logo dipilih agar lebih mudah dikenal dan diingat, mengingat ASA organisasi yang baru



Bridge

Merepresentasikan tujuan utama dibentuknya ASA, yaitu sebagai wadah untuk mengembangkan intelektualitas hukum, memberikan dampak bagi masyarakat, membangun dan menjalin relasi, serta sebagai mentor bagi anggota ALSA Indonesia.



Red Color

Merepresentasikan warna yang sudah digunakan secara konsisten baik dari ALSA Internasional dan ALSA Indonesia.

Selain itu juga warna merah warna yang beraura kuat, memberi arti gairah dan memberi energi untuk menyerukan terlaksananya suatu tindakan.

Logo Flexibility

*

The primary color logo works best on the neutral background color like white and light grey.

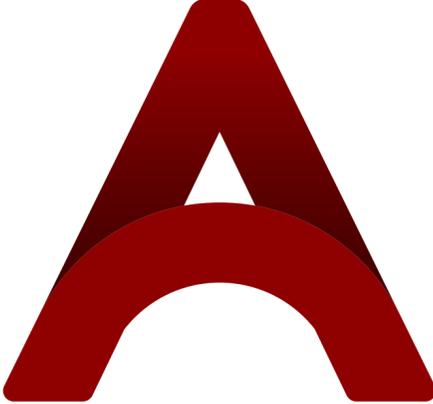


*

On the darker or the same color it will reduce the legibility of the logo. So it needs a black and white version to give a ASA logo a flexibility to use to any color of background

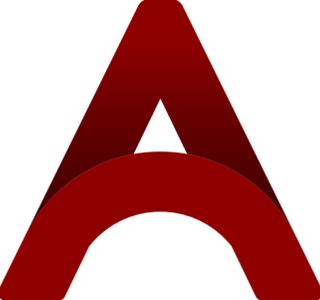


Logo Legibility



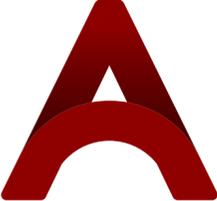
**ALUMNI SOCIETY
of ALSA INDONESIA**

100%



**ALUMNI SOCIETY
of ALSA INDONESIA**

75%



**ALUMNI SOCIETY
of ALSA INDONESIA**

50%



25%

* Untuk media yang kecil ataupun sulit untuk dibaca, diperbolehkan menghilangkan tulisan dengan alasan teknis. Agar logo tetap proporsional dan mudah untuk digunakan

Logo Legibility

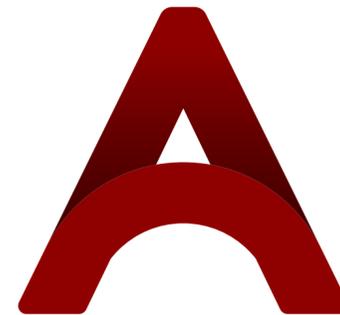
Primary Configuration



Secondary/Extreme Horizontal Configuration



Tertiary Configuration



Tertiary Configuration



* Secondary and Tertiary configuration can be used on medias where there are minimum visibility and readability of the logo. For example: Social media feed; IG, Twitter, Line, Facebook, etc.

Logo Implementation



Logo Implementation



Logo Implementation





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