



NATIONAL CHAPTER  
INDONESIA

# GRAPHIC STANDARD MANUAL

ASIAN LAW STUDENT'S ASSOCIATION NATIONAL CHAPTER INDONESIA

Drafted by Vice President of ICT 2023-2024

# 01. WHAT IS GRAPHIC STANDARD MANUAL (GSM) ?

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.



## 02. WHY DO WE NEED GRAPHIC STANDARD MANUAL?

Graphic Standard Manual allows your brand 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.

# 03.

# BACKGROUND

ALSA was firstly named ASEAN Law Students' Association ("ALSA"), established in May 18th, 1989 by a group of law students from ASEAN countries which are Indonesia, Malaysia, Philippines, Singapore, and Thailand. The agreement to establish ALSA was agreed upon in Jakarta during the 1989 ALSA Conference. The main notion to establish this prestigious organization was to be prepared dealing with globalisation, it arises the needs to share legal knowledge amongst ASEAN countries as it is considerably needed to comprehend different legal systems. In 2003, ALSA expanded its coverage into other Asian countries and named the organization into Asian Law Students' Association. ALSA is known as a non-governmental and non-political organization that comprises of 16 National Chapters in Asia.



1<sup>st</sup> row (Left to Right): Indonesia, Singapore, Malaysia, Brunei, Philippines, Macau, Laos, Thailand  
2<sup>nd</sup> row (Left to Right): South Korea, Vietnam, China, Hong Kong, Sri Lanka, Taiwan, Myanmar, India





Universitas Syiah Kuala



Universitas Andalas



Universitas Sriwijaya



Universitas Indonesia



Universitas Padjadjaran



Universitas Jenderal  
Soedirman



Universitas Gadjah Mada



Universitas Diponegoro



Universitas Airlangga



Universitas Brawijaya



Universitas Jember



Universitas Mulawarman



Universitas Udayana



Universitas Hasanuddin



Universitas Sam Ratulangi

ALSA Indonesia is one of the founding fathers of ALSA International, which is significantly having a big role since the first establishment of ALSA International up to the current condition. ALSA Indonesia has been actively contributing their virtue to its members, society, and international communities amongst Asian. It is proven by our work programs, commitment towards certain legal and social issues, and participation in International Events. The representative of ALSA National Chapter Indonesia, well known as the National Board as the ones who manage this leading organization. ALSA Indonesia legality is enshrined under the Formal Letter issued by the Ministry of Education and Culture Number 020/B1/SK/2016. ALSA Indonesia consists of fourteen members of Local Chapters from esteemed Universities throughout Indonesia.



# 04. IDENTITY FOCUS

PROFFESIONAL

SMART

CLEAN

MODERN

INFORMATIVE

EFFICIENT

# 05. IDENTITY SYSTEM



**NATIONAL CHAPTER  
INDONESIA**



# LOGO POLICY

- a. In creating the respective ALSA National Chapters' (NC) Logo, the following rules shall be followed:
  1. 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'
  2. Replace 'ASIAN LAW STUDENTS' with the words 'NATIONAL CHAPTER' or 'LOCAL CHAPTER'.
  3. Replace 'ASSOCIATION' with the name of the National Chapter or Local Chapter (ie INDONESIA, THAILAND or TAIWAN etc);
  4. No modification is permitted unless it is regulated under the Book of Guidelines
- b. 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.
- c. The secondary configuration is permitted.
- d. Further regulation shall be referred to the Graphic Standard Manual (GSM) of ALSA International.

Based on Book of Guidelines Asian Law Students' Association  
Authenticated by: ALSA International Board 2020/2021

# LOGO DETAILS:

1. Color: Red Maroon, color code: #8d0101 or White, color code #FFFFFF where applicable;
2. Font: Gotham Black Regular;
3. Lady Justice holding a scale; and
4. Terms of "INDONESIA" placed below "NATIONALCHAPTER"



# SAFETY LIMIT

Of logo distance uses from objects and documents edges





# LOGO APPLICATION

( The Correct Examples)



\*\*For some conditions, logo is allowed to be changed to greyscale

# LOGO APPLICATION

(The Wrong Examples)

1. Change the logo size disproportionately
2. Adding a new element to the logo
3. The logo must not be distorted
4. Adding an outline to the logo
5. Adding a pattern to the logo
6. Give the outer glow to the logo
7. Change the color of the logo
8. Leave the color dark on a dark background.
9. The logo must not be overlay



**DO NOT EDIT THE LOGO OF ALSA**



# LOGO CONFIGURATION

There are two configuration of ALSA logo; primary and secondary



PRIMARY CONFIGURATION



SECONDARY CONFIGURATION





# LOGO CONFIGURATION

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

# TYPOGRAPHY

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

**This font is used for all ALSA NC Indonesia design and branding application**

## LATO

Thin

Regular

**Bold**

Extra Light

Medium

**Extra-Bold**

Light

Semi-Bold

**Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()\_+

\*\*These fonts are licensed under the Open Font License. You can use them in your products & projects – print or digital, commercial or otherwise.

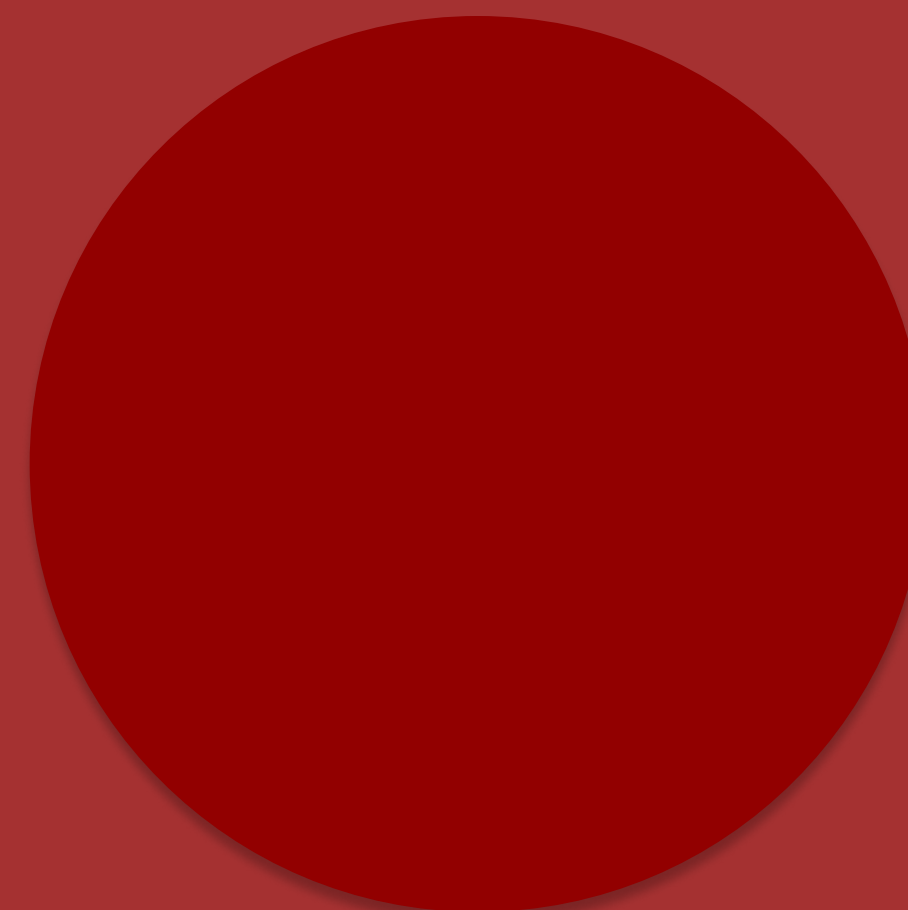
# COLOR PALETTE



#F5F5F5



#1E1E1E

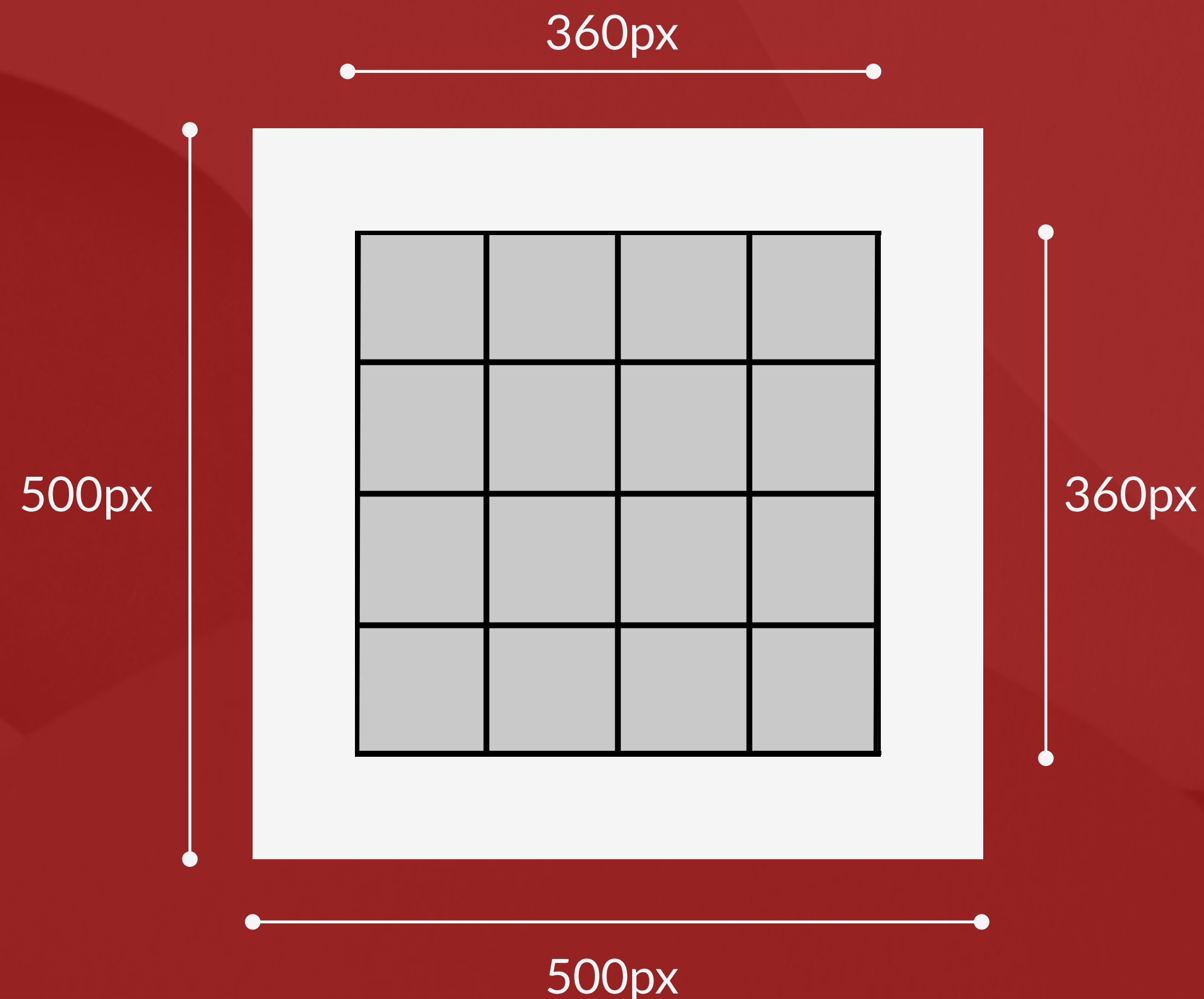


#920000



# PARTNER LOGO

Logo for partners should be put and furnished at the highest quality possible. At least 500px X 500px in a vector format or PNG.





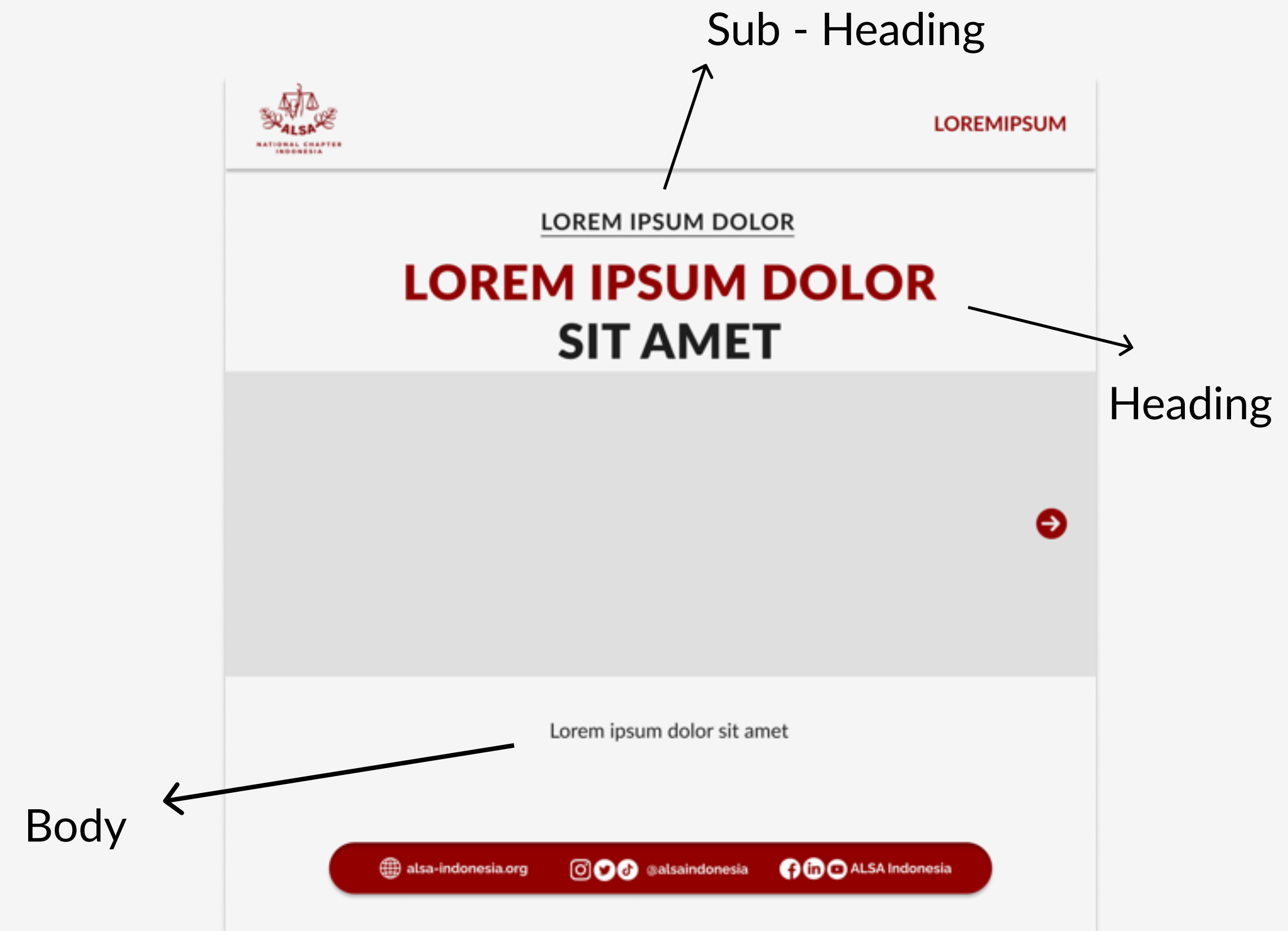


# 06.

# IMPLEMENTATION

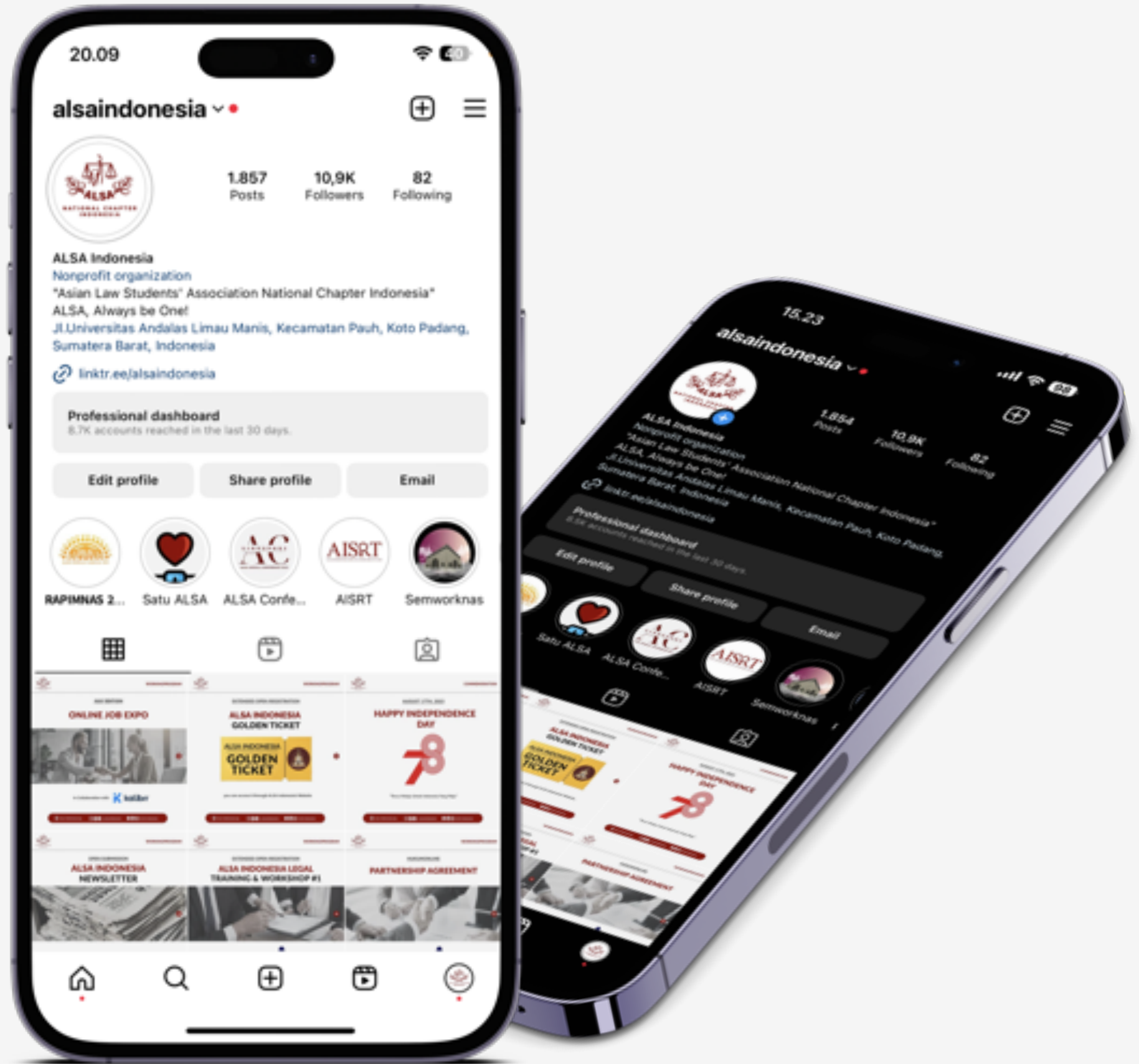
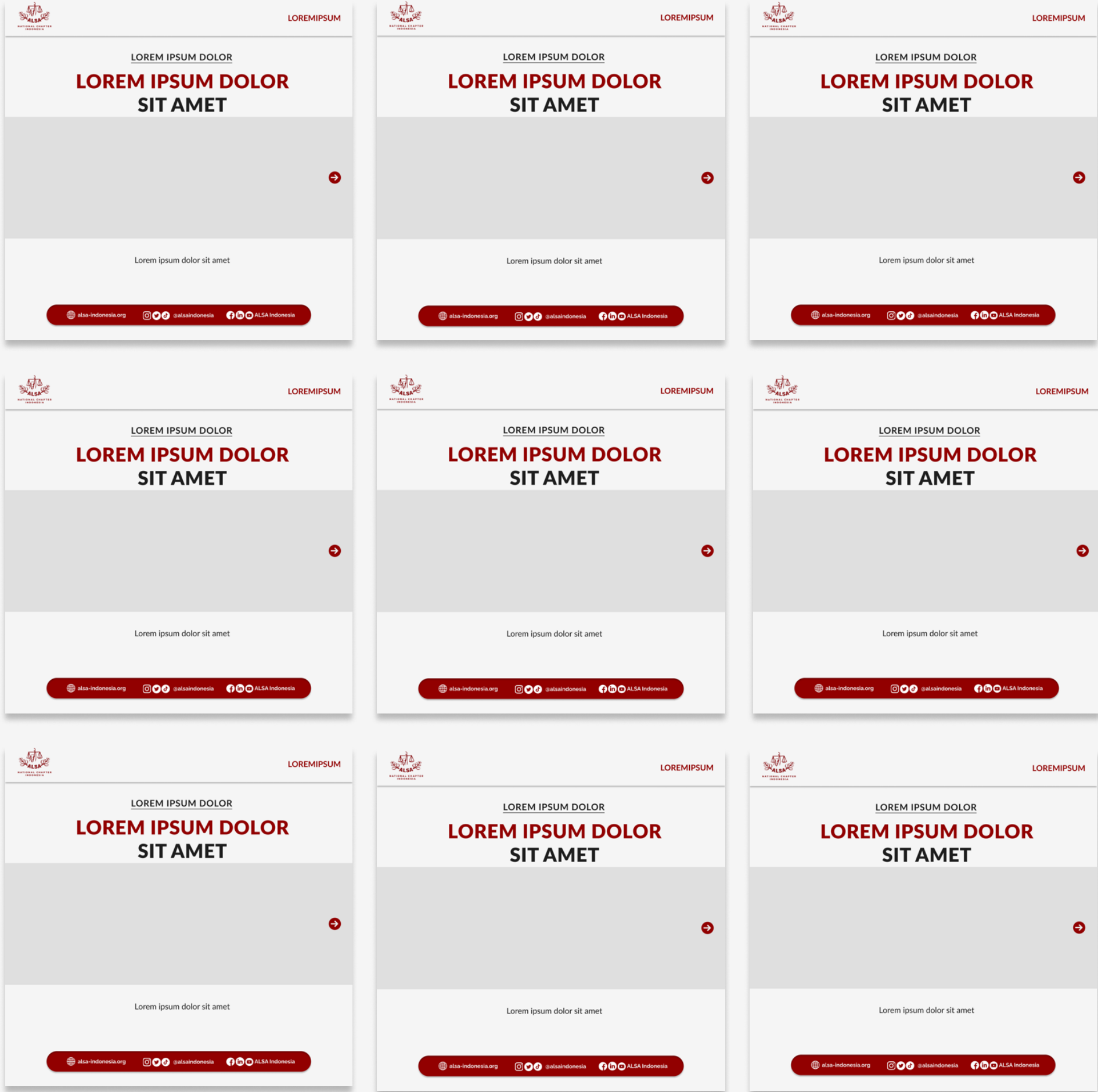
# FLYER SOCIAL MEDIA

Heading : 60 pt - Lato ExtraBold  
Sub-Heading : 28 pt - Lato Bold  
Body : 25 pt - Lato Medium



\*\*Example of layout







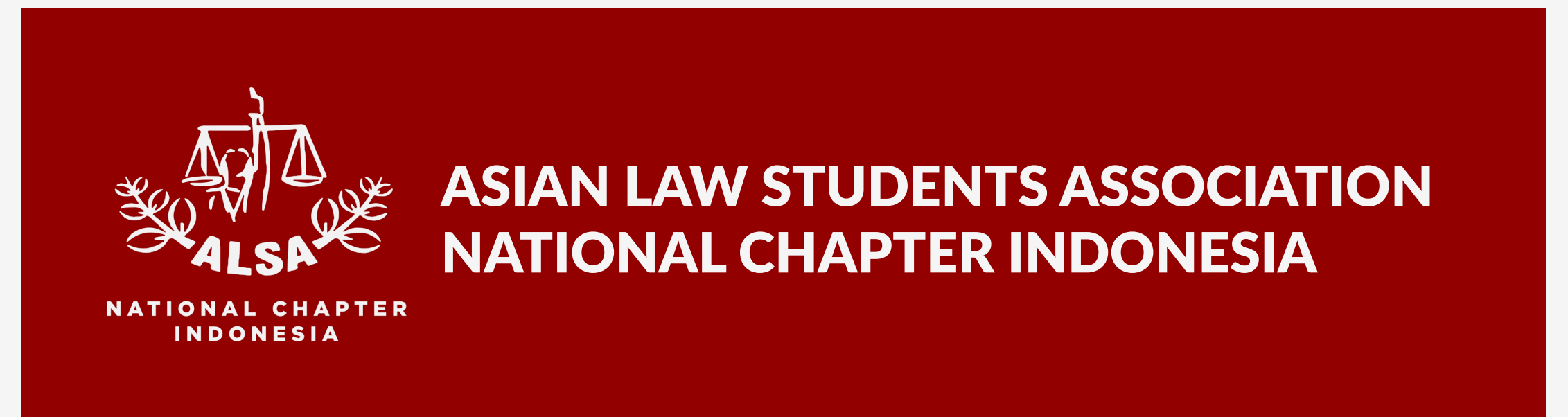
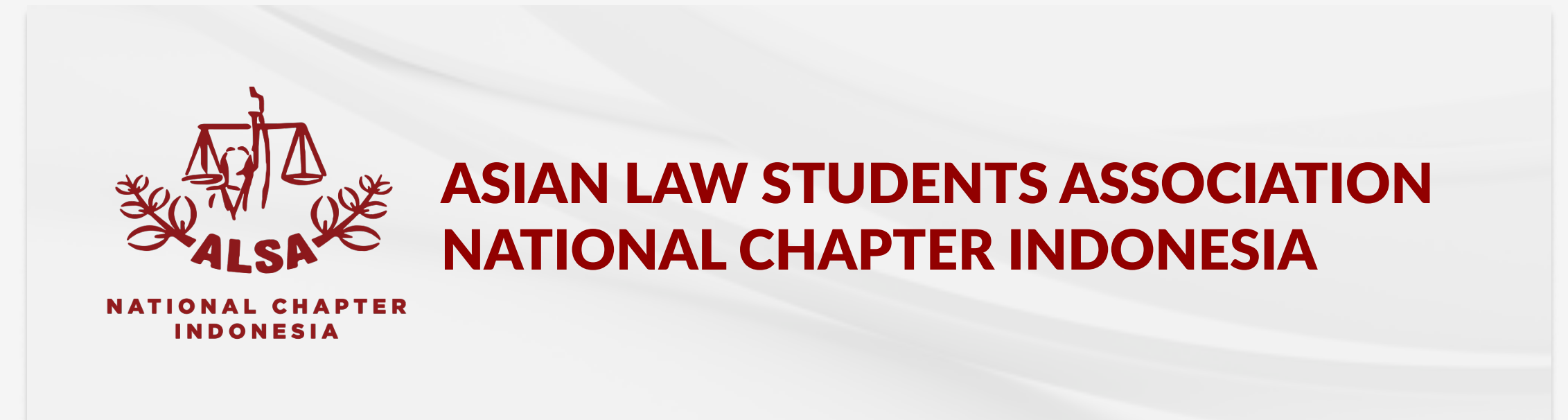
# POSTER

Examples of poster designs with A4 size



# BANNER

Examples of banner designs with 275:75 ratio



Centrala  
Mellanplanet



# ASIAN LAW STUDENTS ASSOCIATION NATIONAL CHAPTER INDONESIA





# BILLBOARD

Examples of billboard designs with 4×2 ratio







# LOREM IPSUM DOLOR SIT AMET

"Lorem Ipsum Dolor Sit Amet"

[alsa-indonesia.org](http://alsa-indonesia.org)





# ROLL BILLBOARD

Examples of billboard designs with 4×2 ratio











NATIONAL CHAPTER  
INDONESIA

# ALSA, ALWAYS BE ONE!