ALSA NC Indonesia Unifikasi Identitas Branding ALSA Care and Legal Coaching Clinic 2022 alsa-indonesia.org

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THEME

Zero Hunger and Food Security is one of the goals of Sustainable Development Goals ("SDGs"), which can be found in point 2 that has the meaning of ending hunger, achieving better food security and nutrition as well as the embodiment of sustainable agricultural activities.

MIND MAPPING

ACHIEVE

- Accomplish
- Fulfill
- Complete
- Earn

HUNGER

- Starvation
- Famine
- Inanitation
- Malnourishment

SECURITY

- Safety
- Protection
- Safe Keeping
- Soundness

TYPOGRAPHY

Poppins

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Id neque eget ultricies quam et. Nulla laoreet etiam dui nibh consequat. Tortor, nibh elementum elementum ipsum et nulla convallis blandit aliquet. Lectus at aliquam vitae, id. In sit dictum purus donec ut interdum non purus velit. At viverra id in ac suscipit integer tortor sit. Sed magnis tortor tellus, porttitor urna amet. Sit commodo tempor et justo arcu in aliquam morbi id. Sed pharetra volutpat iaculis eu blandit mattis. Mi malesuada sem quis mi tristique.

COLOUR PALETTE

BROWN

#C98431

Security, Strength, Reliability, Comfort, and Protect

WHITE

#FFFFFF

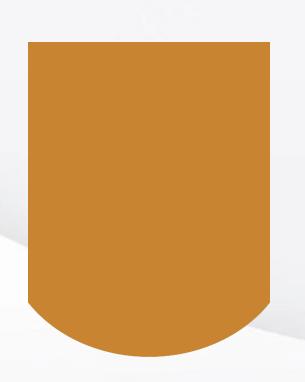
Purity, Innocence, Hope, Clarity, and Balance

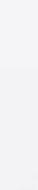
LOGO REFERENCES

















LOGO PHILOSOPHY



Shield symbolizes protection that represents food security which will be accomplished when people are in the state of having reliable access to a sufficient quantity of affordable, nutritious food.



Rice paddy symbolizes one of the staple food of Indonesians.



Bowl represents the Zero
Hunger logo in SDGs which
symbolizes the need for
food for every human
being as the basic human
rights.



CLCC 2022

Achieving Zero Hunger and Food Security

LOGO COLOUR





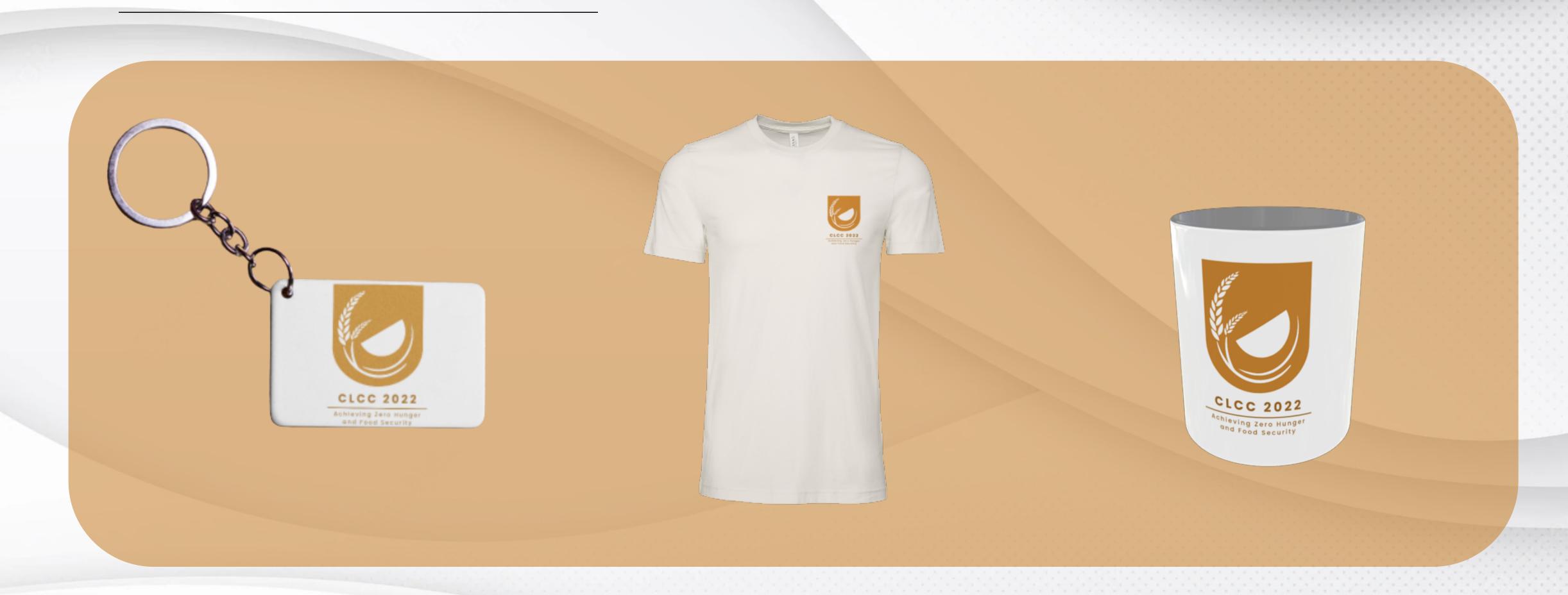
LOGO COLOUR





With technical considerations, the text is allowed to be remove

LOGO IMPLEMENTATION



If you have any questions

feel free to contact:

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