

Unifikasi Identitas Branding

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**ALSA Care and Legal Coaching Clinic 2022**

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## THEME

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**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

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### ACHIEVE

- Accomplish
- Fulfill
- Complete
- Earn

### HUNGER

- Starvation
- Famine
- Inanitation
- Malnourishment

### SECURITY

- Safety
- Protection
- Safe Keeping
- Soundness



## TYPOGRAPHY

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### **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

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### **BROWN**

**#C98431**

Security, Strength, Reliability, Comfort, and Protect

### **WHITE**

**#FFFFFF**

Purity, Innocence, Hope, Clarity, and Balance



LOGO REFERENCES



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## LOGO PHILOSOPHY

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**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.



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## LOGO COLOUR

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## LOGO COLOUR

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With technical considerations, the text is allowed to be remove

## LOGO IMPLEMENTATION

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**If you have any  
questions**

**feel free to contact:**

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