

GRAPHIC STANDARD MANUAL



ASIAN LAW STUDENT'S ASSOCIATION
NATIONAL CHAPTER INDONESIA

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.

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.



BACKGROUND

ALSA was firstly named ASEAN Law Student's Association ("ALSA"), established in May 18th, 1989 by a group of law students from ASEAN countries which are Indonesia, Malaysia, Phillipines, 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 Student's Association. ALSA is known as a non-governmental and non-political organization that comprises of 16 National Chapter in Asia.



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.





IDENTITY FOCUS

PROFESSIONAL

COHESIVE

DYNAMIC

READABLE

MODERN

CLEAR-CUT



NATIONAL CHAPTER
INDONESIA

IDENTITY SYSTEM

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 2023/2024

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"

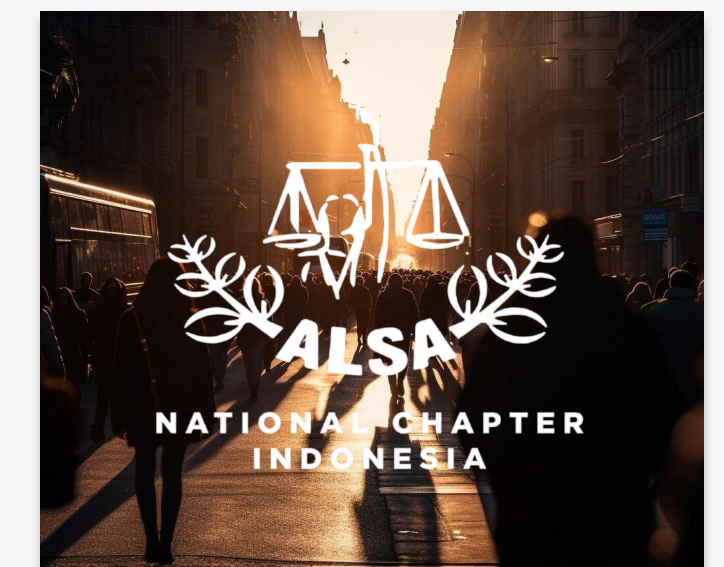


SAFETY LIMIT



LOGO APPLICATION

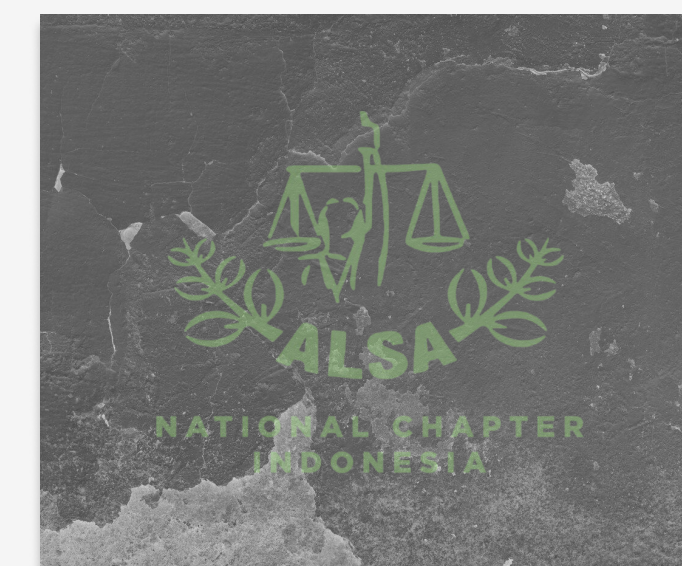
Acceptable Usage



LOGO APPLICATION

Unacceptable Usage

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



LOGO CONFIGURATION



PRIMARY CONFIGURATION



SECONDARY CONFIGURATION

IT IS PROHIBITED!

TO USE THE ALSA LOGO FOR NON-RELATED
UNOFFICIAL EVENTS OR ANY OCCASIONS
OUTSIDE THE JURISDICTION
OF ALSA INDONESIA



Typograhpy

Lato

Thin

Regular

Bold

ExtraLight

Medium

ExtraBold

Light

SemiBold

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+-=[];’,./

PT Serif

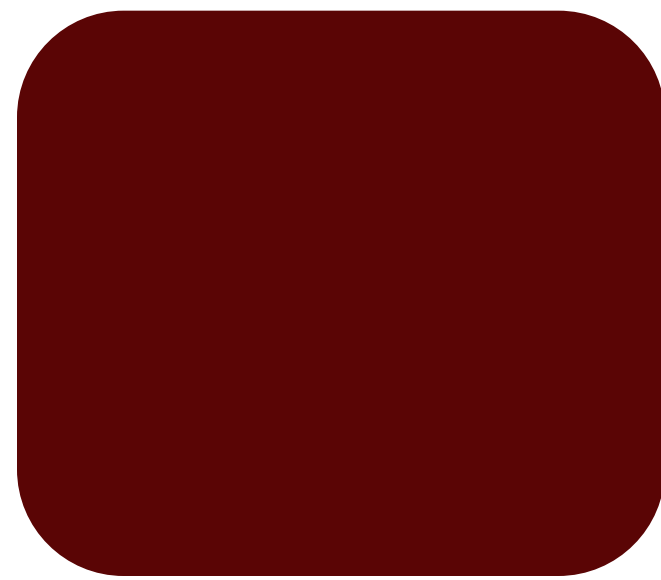
Regular

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+-=[];’,./

Color Palette

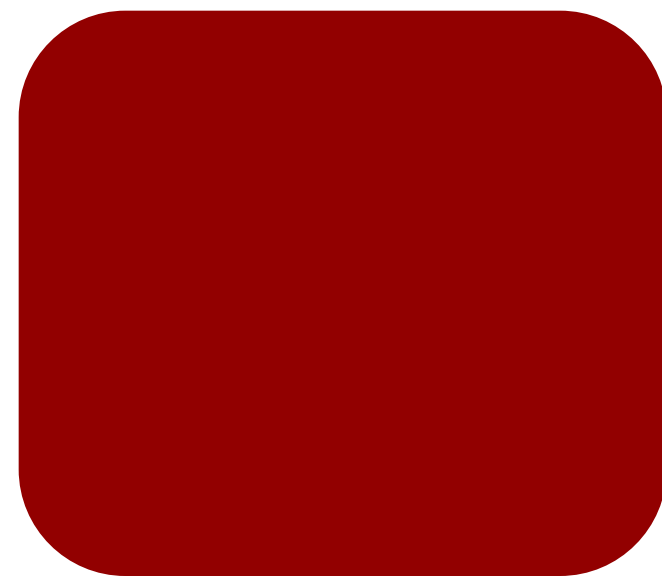
#5A0505



Rosewood

C 0
M 94
Y 94
K 65

#920000



Crimson Red

C 0
M 100
Y 100
K 43

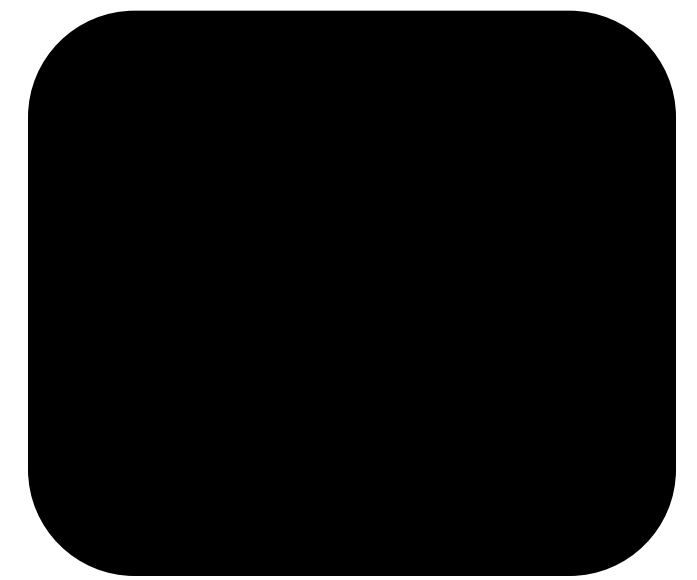
#F5F5F5



White Smoke

C 0
M 0
Y 0
K 4

#000000



Black

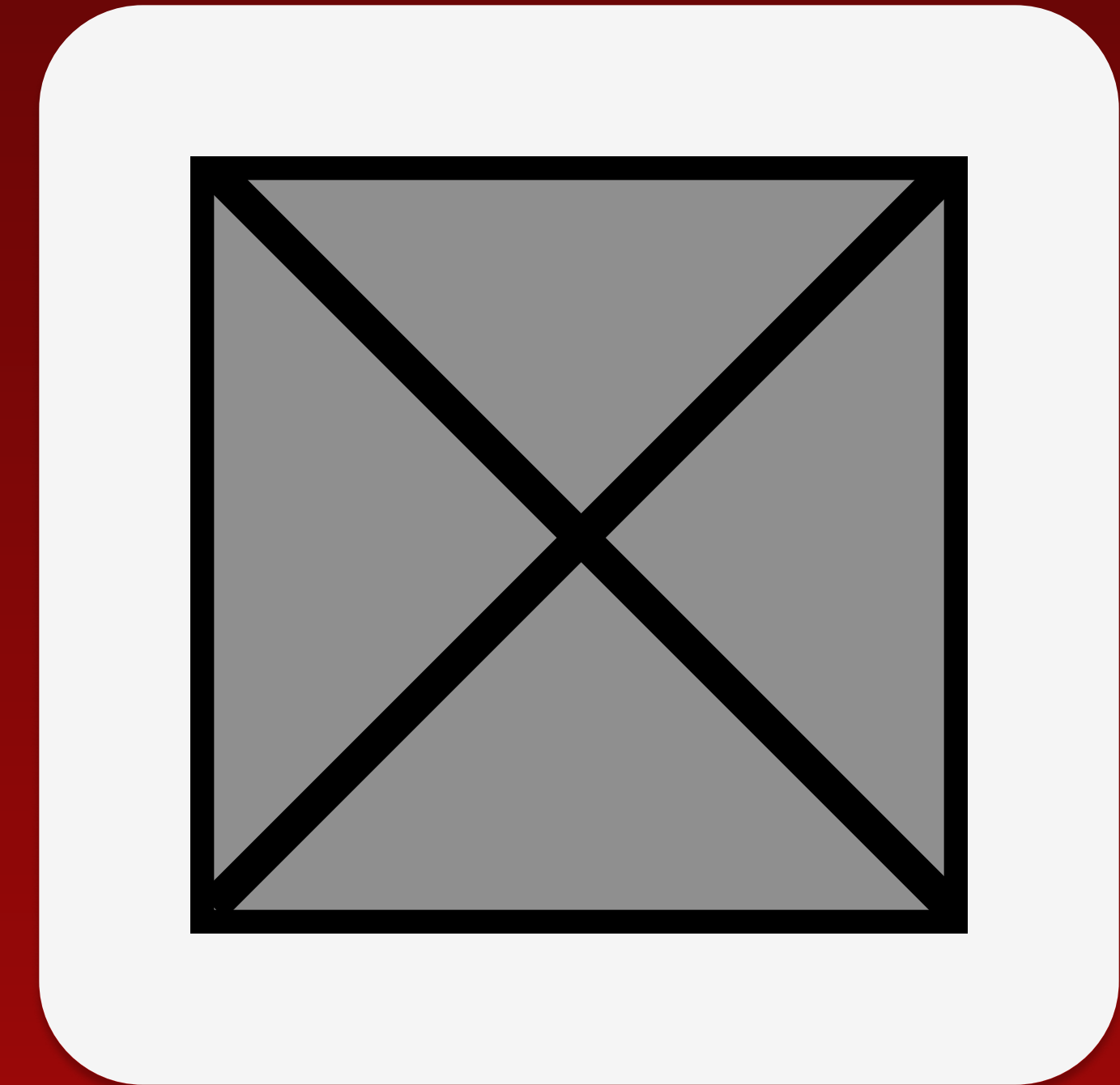
C 0
M 0
Y 0
K 82



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.

500px



360px





IMPLEMENTATION

Social Media Flyer



Sub-Heading

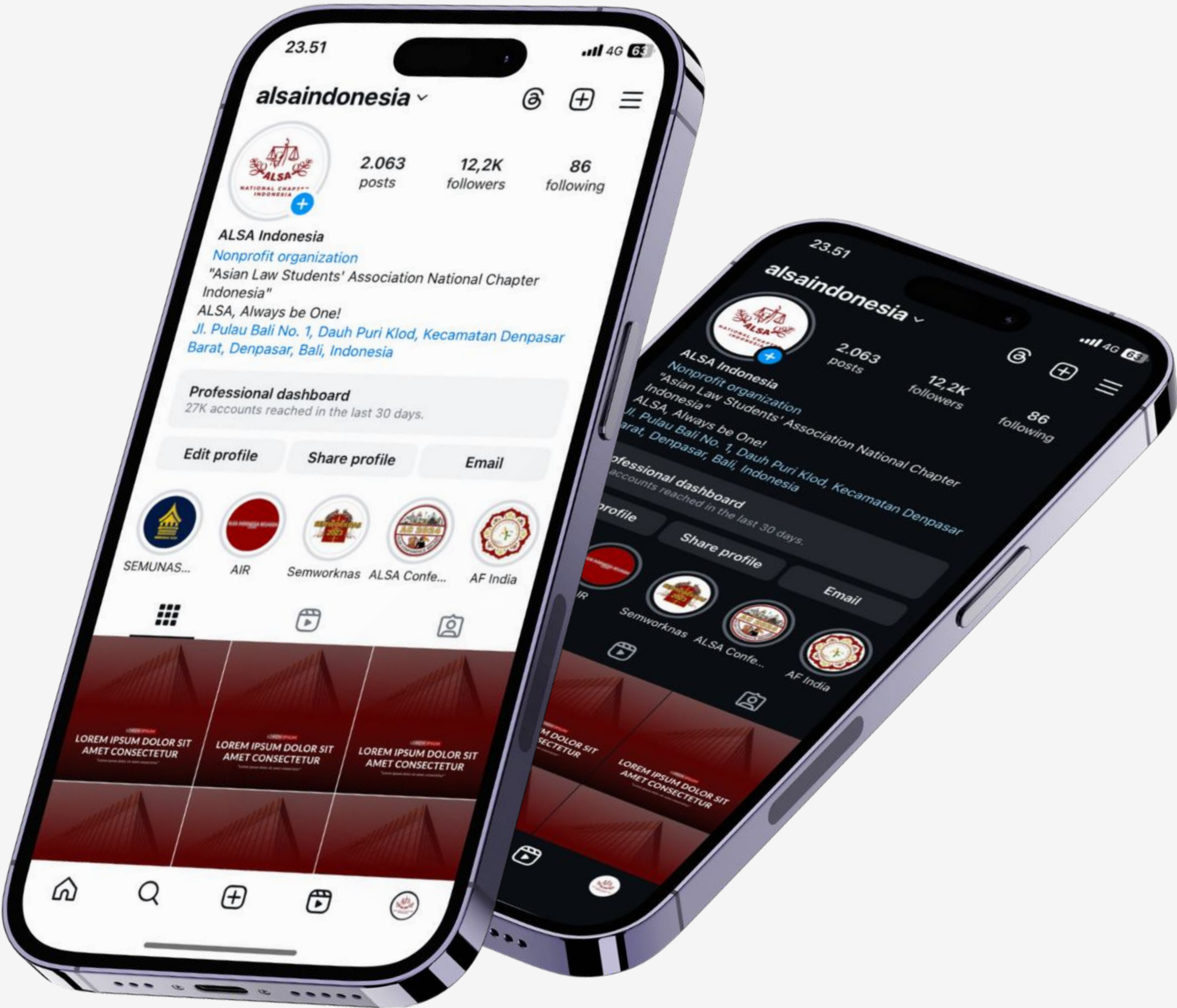
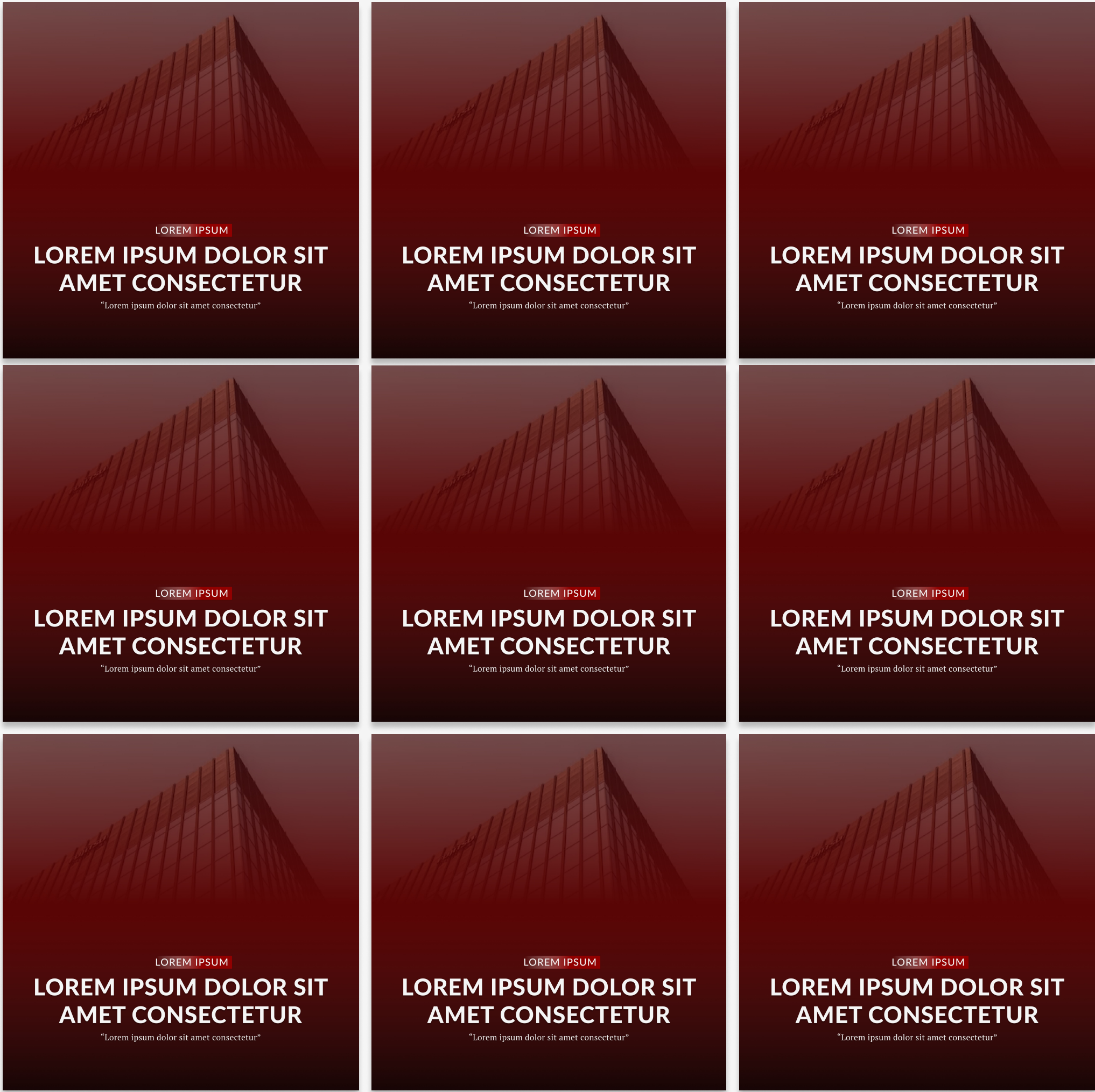
Heading

Body

- 1. Heading : 70 pt - Lato Black
- 2. Sub-Heading : 30 pt - Medium
- 3. Body : 25 pt - PT Serif Regular



*Layout Examples



POSTER

Examples of poster designs in A3 size



BANNER

Examples of banner designs in 4:1 ratio



ROLL BILLBOARD

Examples of billboard designs in 4:1 ratio





ALSA,
Always be One!