



Logo Usage Guide

## **PREFACE**

Graphic Standards Manual was created to guide the user, so that the logo can be used in accordance with the given constraints.

For the design of entire visual identity of mesosfer, you are not allowed to use any terms outside the design guidelines in this guidance.

Surabaya, October 2016



***mesosfer***



## MAIN LOGO

Logogram

Logotype



## ANATOMY



mesosfer symbol  
(mobile, elastic, & flexible)



hexagonal badge  
(online services & reliable)

## TYPEFACE

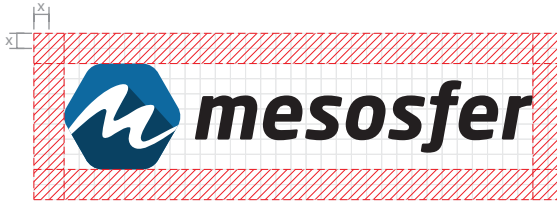
Main logo — Neo Sans Bold Italic

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

Secondary — Montserrat Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## LOGO ON GRID



 sterile area

Sterile area means the area around the logo which should not be filled by other element to keep the logo readability.

## CONFIGURATION ALLOWED

Mesosfer's layout consist of three absolute configurations. Horizontal configuration & logogram only configuration.



Horizontal Configuration

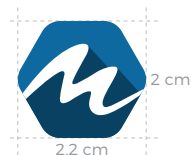


Logogram Only Configuration

## MINIMUM SIZE



The minimum size allowed for mesosfer



## COLOR

**Primary** – Mesosfer has 4 combinations color, dark blue is the primary color. Accuracy in color reproduction is very important for introduction of Mesosfer's identity.

In addition to the primary color, there is darkened blue for logogram inner shadow, white for 'M' identity, and black for the letter.



C : 99%  
M : 62%  
Y : 14%  
K : 1%



C : 0%  
M : 0%  
Y : 0%  
K : 0%



C : 100%  
M : 77%  
Y : 38%  
K : 37%



C : 0%  
M : 0%  
Y : 0%  
K : 100%

## POSITIVE & NEGATIVE

All of the logo parts must appear in contrast with the background. Logo may not be reproduced with other colors.



## BACKGROUND

**Flat Background** – The alternative background color is allowed for additional products if necessary.



C : 0%  
M : 20%  
Y : 100%  
K : 0%



C : 40%  
M : 0%  
Y : 100%  
K : 0%



C : 0%  
M : 0%  
Y : 0%  
K : 100%



C : 100%  
M : 0%  
Y : 0%  
K : 0%

**Crowd Background** – The logo should be easy to read either in a very complicated picture.



Dark Photo



Light Photo

## PLEASE DON'T DO



Don't use the vertical proportion



Don't use the logotype only



Don't stretch the logo proportion



Don't change the typeface



Don't give shadow



Always use the determined colors



**THANK YOU**

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