

# BRAND GUIDELINES



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# 01 LOGO

## 1.1 MAIN LOGO

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## 1.2 SAFE SPACE

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## 1.3 MINIMUM SIZE

# MAIN LOGO

Educate.Bali's main logo is a wordmark that blends the authority of education and NGO with the more soft values of Bali and its kids.

This is the main logo that will be used across primary applications. It is essential to the success of the brand that the logo is always applied with care and respect in every application according to the brand guidelines.

The logo consists of the word "EDUCATE" in a bold, uppercase, sans-serif font, with a light blue outline. Below it, the word "Bali" is written in a red, cursive script font. The two words are centered and overlap slightly.



# SAFE SPACE

Safe space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark.

The logo consists of the word "EDUCATE" in a bold, white, uppercase sans-serif font, with the word "Bali" in a white, italicized script font positioned directly beneath it. The entire logo is centered within a white rectangular area that has a dashed border.

180px

The logo consists of the word "EDUCATE" in a bold, white, uppercase sans-serif font, with the word "Bali" in a white, italicized script font positioned directly beneath it. The entire logo is centered within a white rectangular area that has a dashed border.

120px

The logo consists of the word "EDUCATE" in a bold, white, uppercase sans-serif font, with the word "Bali" in a white, italicized script font positioned directly beneath it. The entire logo is centered within a white rectangular area that has a dashed border.

80px

The logo consists of the word "EDUCATE" in a bold, white, uppercase sans-serif font, with the word "Bali" in a white, italicized script font positioned directly beneath it. The entire logo is centered within a white rectangular area that has a dashed border.

50px

## MINIMUM SIZE

The following are the rules for using the Educate.Bali logo, where the recommended minimum size is 50px. Under these sizes the use of the Educate.Bali logo is not permitted.

# 02 COLORS

## 2.1 PRIMARY COLORS

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## 2.2 SECONDARY COLORS

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## 2.3 GRADIENT

# PRIMARY COLORS

These are our primary colors and should always be used in all branded material.

## MERAH

HEX	#e40000
RGB	228, 0, 0
CMYK	4, 100, 100, 0

## MERAH GELAP

HEX	#9e0000
RGB	158, 0, 0
CMYK	24, 100, 100, 23

## KREM

HEX	#fdf1ee
RGB	253, 241, 238
CMYK	0, 5, 3, 0



# SECONDARY COLORS

These are our secondary colors and can be used to contrast our primary colors.

## ABU-ABU 6

HEX	#333333
RGB	51, 51, 51
CMYK	69, 63, 62, 58

## ABU-ABU 5

HEX	#555555
RGB	85, 85, 85
CMYK	64, 56, 55, 31

## ABU-ABU 4

HEX	#777878
RGB	119, 120, 120
CMYK	55, 46, 46, 11

## ABU-ABU 4

HEX	#999999
RGB	153, 153, 153
CMYK	43, 35, 35, 1

## ABU-ABU 2

HEX	#bbbbbb
RGB	187, 187, 187
CMYK	27, 21, 22, 0

## ABU-ABU 1

HEX	#ddddde
RGB	221, 221, 221
CMYK	12, 9, 9, 0



# GRADIENT

This is our gradient. Use it for full screen colored back-grounds and photography toning.

## MERAH TO MERAH GELAP

HEX	#e40000
RGB	228, 0, 0
CMYK	4, 100, 100, 0

HEX	#9e0000
RGB	158, 0, 0
CMYK	24, 100, 100, 23



# 03 TYPOGRAPHY

## 3.1 PRIMARY FONTS

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## 3.2 SPECIAL FONT

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## 3.3 USE OF FONTS



# PRIMARY FONTS

Aa  
Mulish

## Mulish Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

AA  
BEBAS NEUE

## BEBAS NEUE BOLD

AA BB CC DD EE FF GG HH II  
JJ KK LL MM NN OO PP QQ RR  
SS TT UU VV WW XX YY ZZ



# SPECIAL FONT

*Aa*  
*Damion*

*Damion Regular*

<i>Aa</i>	<i>Bb</i>	<i>Cc</i>	<i>Dd</i>	<i>Ee</i>	<i>Ff</i>	<i>Gg</i>	<i>Hh</i>	<i>Ii</i>
<i>Jj</i>	<i>Kk</i>	<i>Ll</i>	<i>Mm</i>	<i>Nn</i>	<i>Oo</i>	<i>Pp</i>	<i>Qq</i>	<i>Rr</i>
<i>Ss</i>	<i>Tt</i>	<i>Uu</i>	<i>Vv</i>	<i>Ww</i>	<i>Xx</i>	<i>Yy</i>	<i>Zz</i>	



## USE OF FONTS

Bebas Neue



**ABCDEFGHIJKLMNOPQRSTUVWXYZ**



**For headings**  
Line height: 1.2

Mulish



abcdefghijklmnopqrstuvwxyz



**For body text**  
Line height: 1.4

Damion



*abcdefghijklmnopqrstuvwxyz*



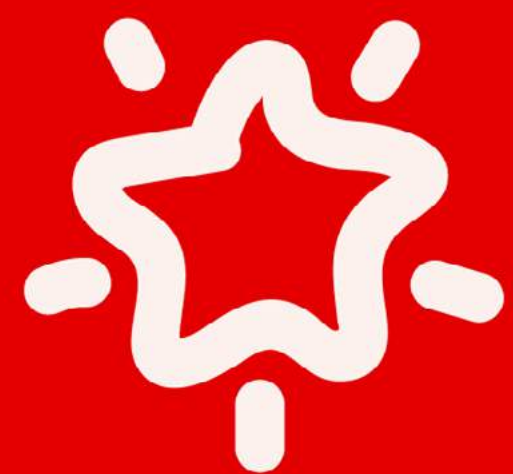
**For graphics**  
Line height: 1.4

# 04 ICONOGRAPHY



# ICONOGRAPHY

This is the style of our iconography. It's hand drawn like our illustrations. Must be bold and imperfect.

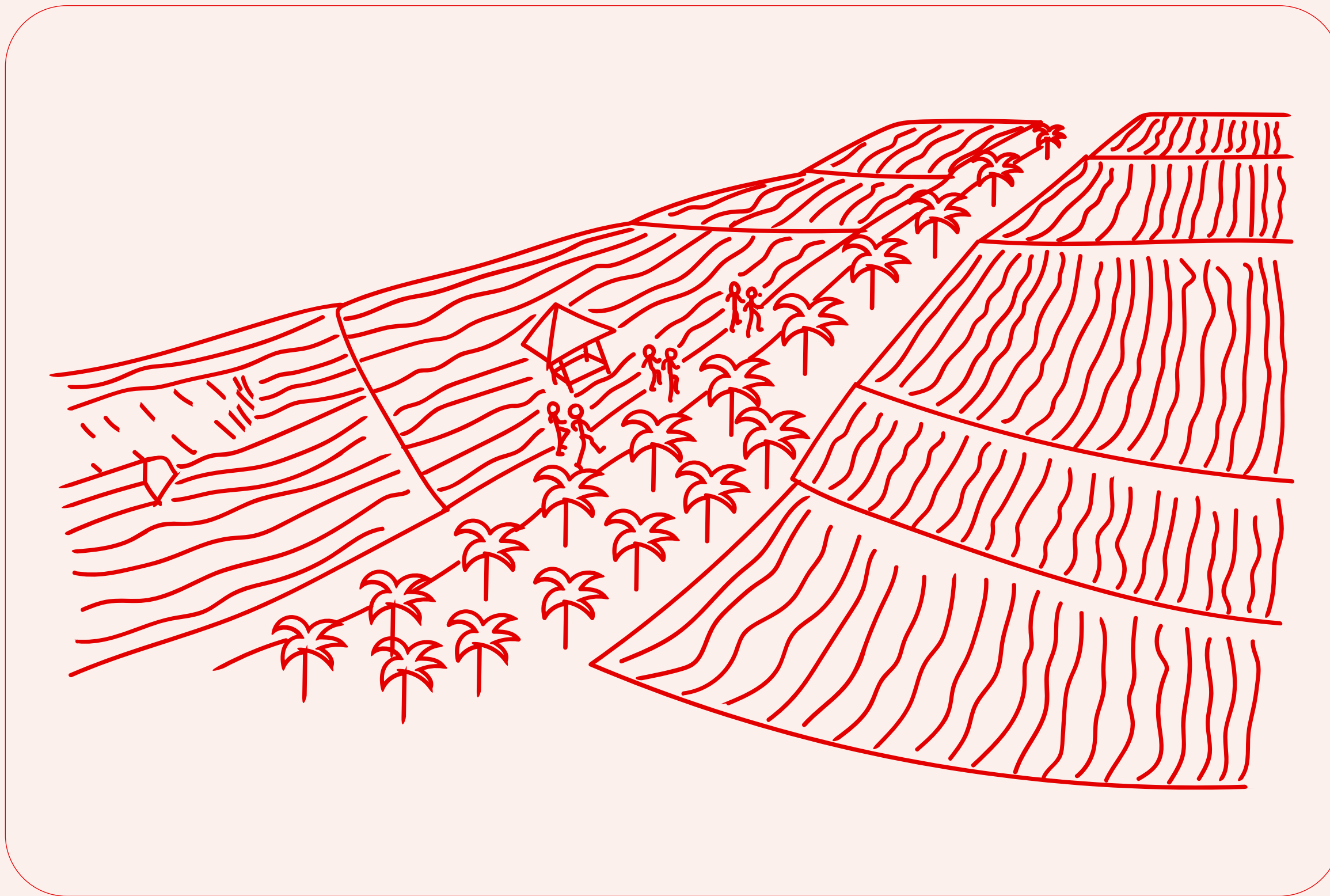


# 05 ILLUSTRATION



# ILLUSTRATION

This is the style of our illustrations. It's hand drawn, it's childlike and fun. A major part of the EB brand.



**Illustration:** “Run Club”.



**Illustration:** “Candidasa”.

# 06 PHOTOGRAPHY

## 6.1 STYLE

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## 6.2 USAGE



# STYLE

Our photo style represents everything Educate.Bali is about: The Kids, The Island & The Community.



**The Kids:** Use freely.

**The Island:** Use with brand elements or messages.

**The Community:** Use with brand merchandise.



# USAGE

This is how we use photography in our branding when standing alone or combining with text.



**Stand-alone photography:**  
Saturated, warm temperature, semi-grain



**Combining text with photography dark:**  
Dark to transparent gradient overlay



**Combining text with photography light:**  
Light to transparent gradient overlay



# 07 EXAMPLES

## 3.1 MERCHANDISE

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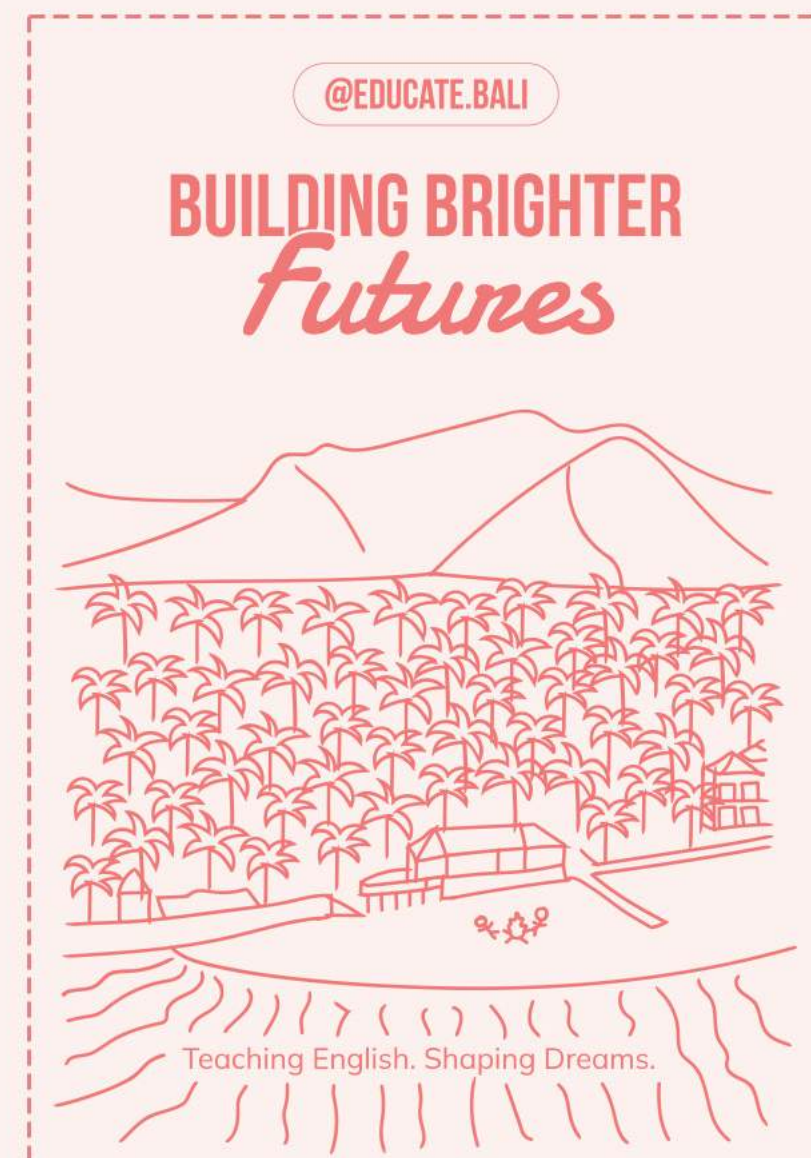
## 3.2 WEB

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## 3.3 PRINT

# MERCHANDISE

Each piece of merchandise should convey a message with a matching illustration.



## RUNNING CLUB MERCH

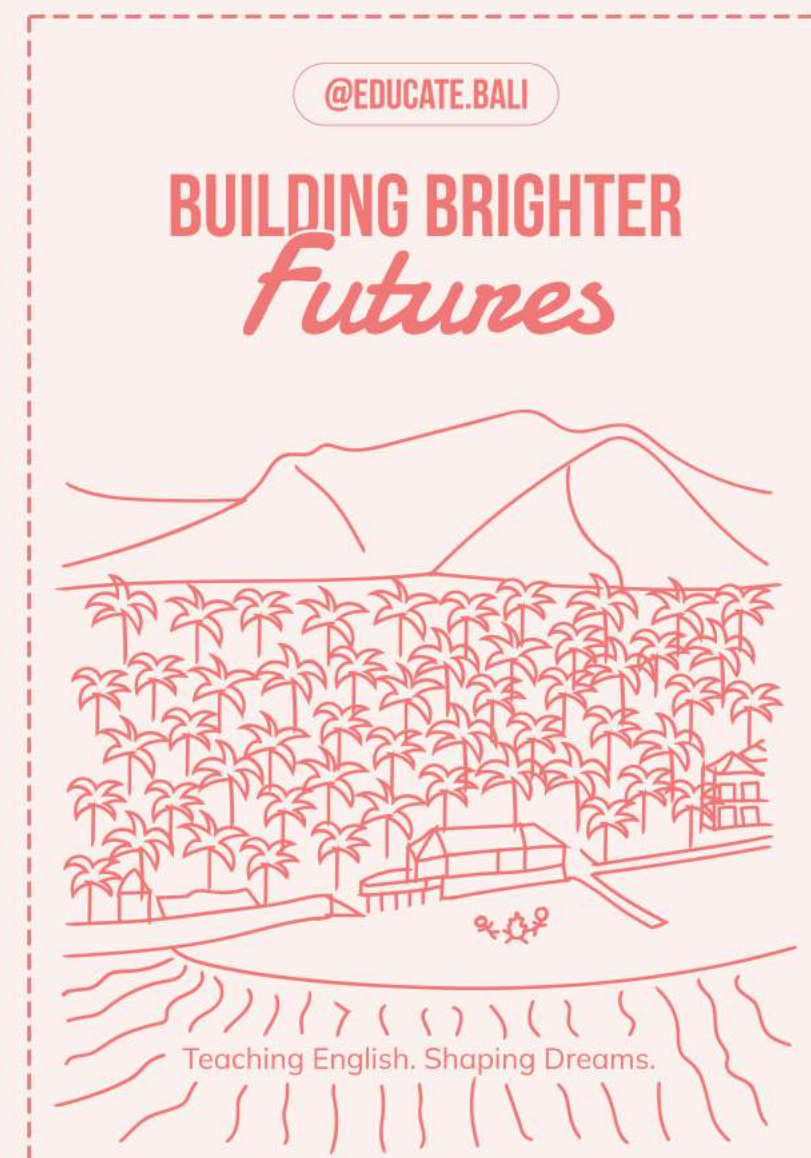
Collection #1 “Brigther Futures” // Member Edition





# MERCHANDISE

Each piece of merchandise should convey a message with a matching illustration.



## RUNNING CLUB MERCH

Collection #1 “Brigther Futures” // Staff Edition











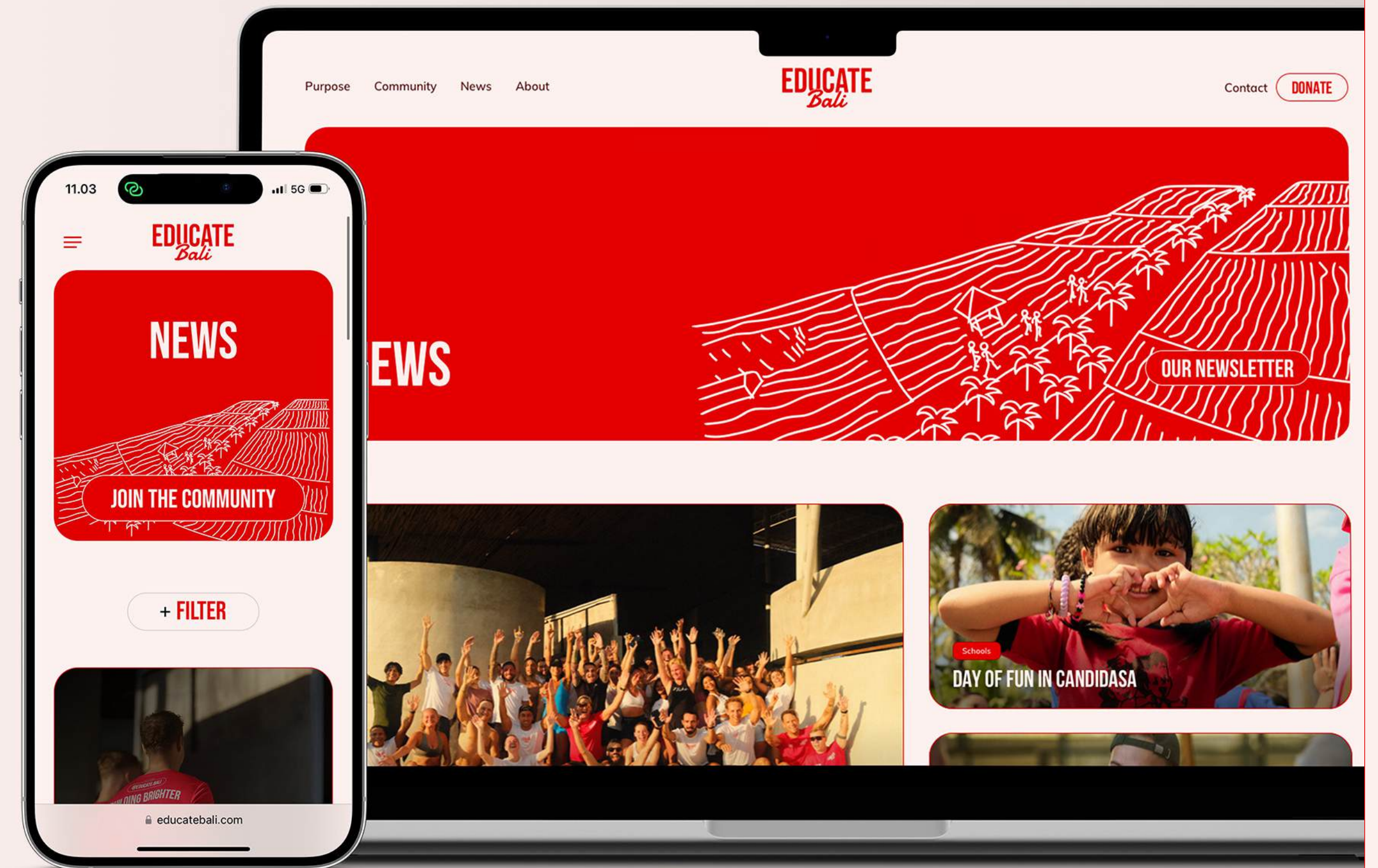


# WEB

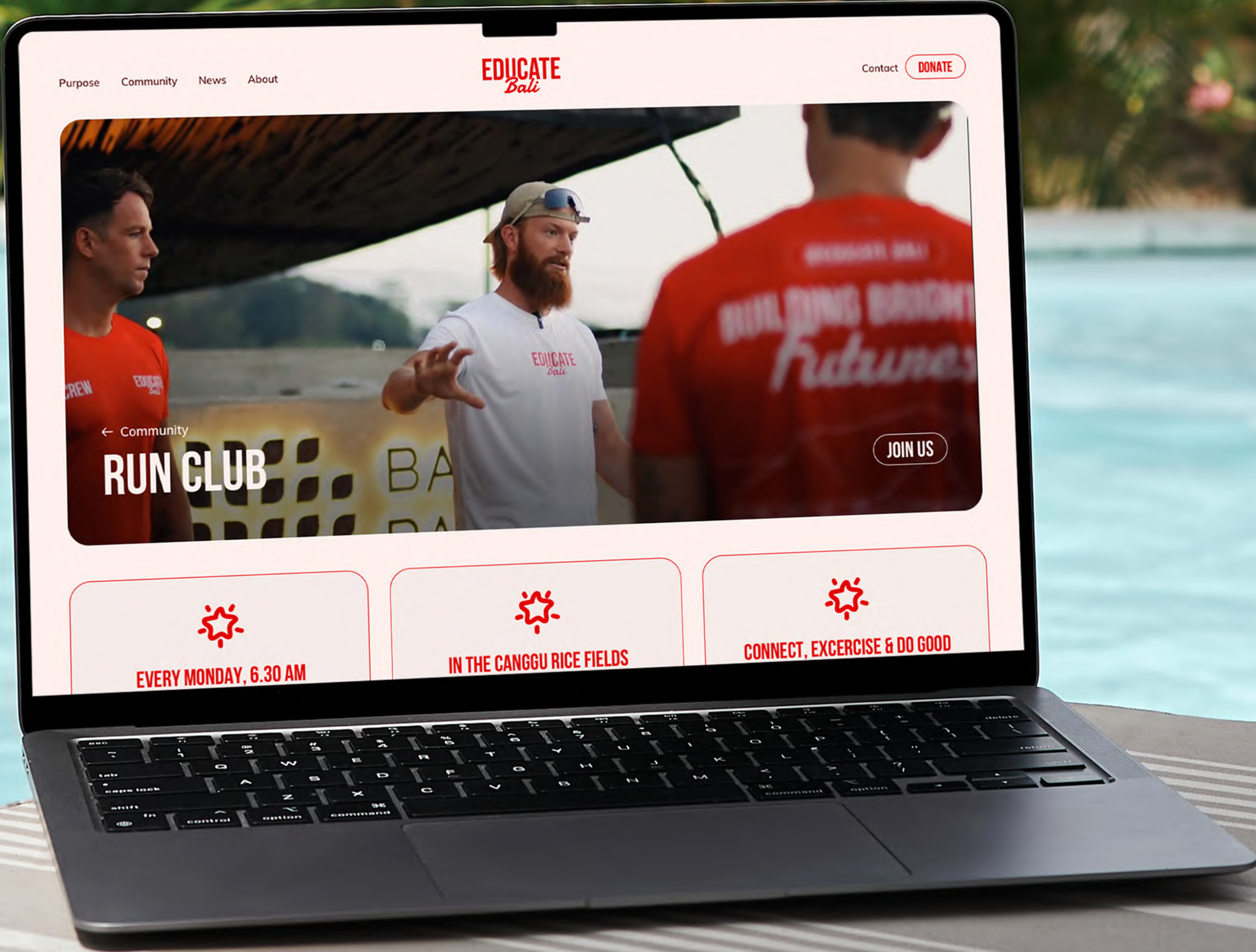
An example of what an Educate.Bali website could look like.

## WEBSITE

News Page









# PRINT

An example of what an Educate.Bali printed material could look like.

## ROLL UP

Run Club Promotion









# 08 CONTACT



# CONTACT

Got a question about our brand identity or in need of specific brand assets? Don't hesitate to reach out to Jonas.



**Jonas Wiuff // Volunteer**  
[jonas@samamastudio.dk](mailto:jonas@samamastudio.dk)



EDUCATE  
*Bali*

Suksma!