

BRAND GUIDELINES

WELCOME



In 2021, Research Center for Politics and Government (PolGov) introduced a new logo. The creation of visual identity guidelines for the PolGov logo is to serve as a guide for its use in various media. With these guidelines, it is expected that the use of the PolGov logo can be uniform and consistent to build the PolGov brand.

THE LOGO VARIATIONS



Polgov Logo and Coat of Arm

Used for special purposes where it is deemed necessary to include the PolGov logo with its Coat of Arm, such as on official proposals, prospectuses, etc.



Main Logo

The main logo is used for all PolGov printed content, such as flyers, posters, merchandise, etc.



Digital Logo

Used for digital contents, such as digital posters, photographs and video watermarks, etc.

THE LOGO CONSTRUCTION



THE PLACEMENT & USE GUIDE

Minimum Size for Printing Purpose

In using the PolGov logo, the minimum size in the printed medium is determined from the height of the main PolGov logo. The height of the main PolGov logo itself is 10 mm (1cm). Under certain conditions, smaller logo sizes are allowed.

Minimum Size for Digital Media

For digital purposes, the recommended minimum size is determined based on the height of the PolGov logo for digital products. The height of the PolGov logo for the digital product is 40 px. Under certain conditions, the applied logo size can be smaller than the existing provisions.



THE PLACEMENT & USE GUIDE



Protective Space

The provision of Protective Space around the PolGov logo is important so that it can be seen clearly and intact and not be distorted by other objects in various media. The amount of free space that must be provided is at least $\frac{1}{4}$ of the height of the logo in any form or size in the application.

THE PLACEMENT & USE GUIDE



Logo Position for Printing Purpose

The distance between the logo and the sides of the canvas is at least 15mm from the outermost canvas.

THE PLACEMENT & USE GUIDE



Logo Position in the Digital Contents

In the use of PolGov logo in digital content, one must pay attention to its placement. This is intended not to be too close to the sides or corners of the canvas so that the logo can be seen clearly. In the placement and use of the logo, one should pay attention to the canvas margins.

The distance between the logo and the sides of the canvas is at least 100px from the outermost canvas.

THE PLACEMENT & USE GUIDE



The use of the logo in the **top corner**



The use of the logo in the **bottom corner**



The use of the logo in the **bottom center**

The Use of the PolGov Logo with Other Logos

The PolGov logo can be used with other logos, such as a partner or sponsor logos for certain purposes. The preferred use of the logo is the main logo for printed purposes and the digital logo for digital content such as social media and websites.

It must be ensured that the ratio of the PolGov logo is equal or balanced with other logos.

THE PLACEMENT & USE GUIDE

Prohibition on the Use of Logo

In order to maintain the character and identity of PolGov, the consistent use of the PolGov logo is very important. The logo must be used in its entirety according to the composition set out in this document. In resizing, the ratio of the logo must be the same and in accordance with the ratio (size and composition) of the original.

Changing the Composition / Modification of the Logo



Changing the Logo Ratio



Changing the Position and Wordmark of the Logo



THE PLACEMENT & USE GUIDE



The Use on the Photo Backgrounds

In using the logo with a background that has many colours, such as photos, videos, etc. prioritise the use of the logo by using the original colour, or black or white if the original colour of the logo is not possible to use. Avoid placing the logo in a background that is too crowded or has a colour that does not contrast well with the logo.

TYPOGRAPHY

Poppins fonts Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&*()

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&*()

COLOR PALETTE

Red



RGB : 140; 25; 19
CMYK : 27; 99; 97; 29
HEX : #8C1913

Gold



RGB : 220; 132; 39
CMYK : 9; 56; 98; 0
HEX : #Dc8427

POLGOV

Research Center for Politics and Government