Adhiraya Karsa

LOGO & BRAND GUIDELINES

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Design
Logo & Brand Identity

Designer
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Adhiraya Karsa

LOGO MARK

The logomark "Adhiraya Karsa" encapsulates the vision to bring Airlangga University as a World Class University that is ready to tread the Indonesia Emas 2045, while also articulates the mission of empowering students' collective intelligence through strategic programs.

an opened book

The open book at the base of the logo represents Adhiraya Karsa's vision as a gateway to the University of Excellence. Opening unlimited horizons of knowledge and recording every achievement as a foothold towards the Indonesia Emas 2045, as well as the foundation of the organization: an open platform for dialogue, collaboration, and documentation of strategic programs that reinforce a culture of Active and Proactive Communication in empowering students' collective intelligence.

Flame Leaves

The flame in the shape of a leaf signifies the spirit, dare to innovate and grow sustainably that is at the core of the mission of the flagship programs; each leaf affirms the values of "Synergistic" and "Inclusive", where collective creativity is nurtured in a culture of cross-functional collaboration to deliver real social impact.

Silhouette of a Trunk among Flame Leaves

The silhouette of the trunk in the middle of the flame leaves represents the solid foundation and unity of the organization, uniting aspects of knowledge, passion, and growth on one root of Adhiraya Karsa's determination; it serves as a bridge that flows knowledge from books to real action as well as a structural support that sustains the entire program through the value of TJAKAP (Transformasional, Jujur, Amanah, Komunikasi Aktif, dan Proaktif) as the main pillar of every cabinet initiative.
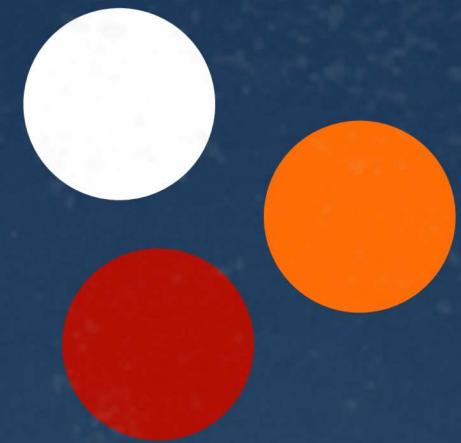
red, orange, and white colors

Red represents the fighting spirit and courage to lead change, underlying Adhiraya Karsa's determination to always be present at the forefront of advocacy; **Orange** represents creativity and the warmth of collaboration, encouraging innovation and synergy in every program; **White** represents honesty, transparency, and professionalism, ensuring every step is trustworthy and with integrity. The combination of the three illustrates TJAKAP's work culture, combining the courage to take risks, the power of creative ideas, and moral commitment in realizing the big vision of the campus.

LOGO VARIA TION

Logo variations are modified versions of your main logo. They are very similar to each other, but flexible to use.

Primary Logo

Kabinet Adhiraya Karsa

Secondary Logo

Kabinet Adhiraya Karsa

LOGO VARIA TION

Logo variations are modified versions of your main logo. They are very similar to each other, but flexible to use.

BnW Logo

Kabinet
Adhiraya Karsa

White Logo

Kabinet
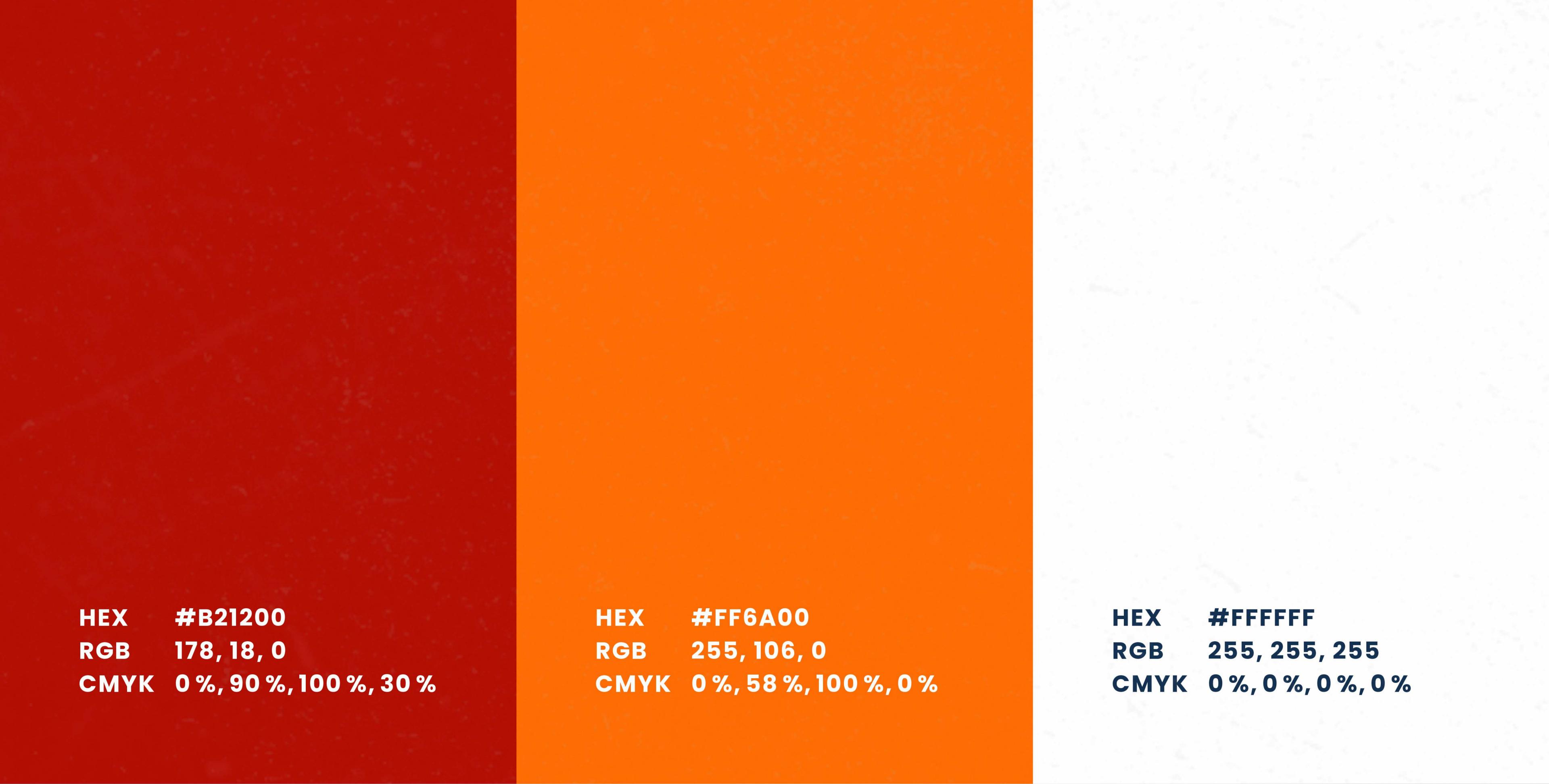**Adhiraya Karsa**

Black Logo

Kabinet
Adhiraya Karsa

SAVE AREA

is an area about 50% of the logo's size around the logo that must be free of other elements to ensure the logo remains legible and impactful.

HEX   #B21200
RGB   178, 18, 0
CMYK   0 %, 90 %, 100 %, 30 %

HEX   #FF6A00
RGB   255, 106, 0
CMYK   0 %, 58 %, 100 %, 0 %

HEX   #FFFFFF
RGB   255, 255, 255
CMYK   0 %, 0 %, 0 %, 0 %

FONT FAMILY

Open Sans

use bold font for the title and light font for the content

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

the quick brown fox jumps over the lazy dog

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

MOCKUP TUMBLR

MOCKUP TOTE BAG

Adhiraya Karsa

MOCKUP T-SHIRT

MOCKUP T-SHIRT