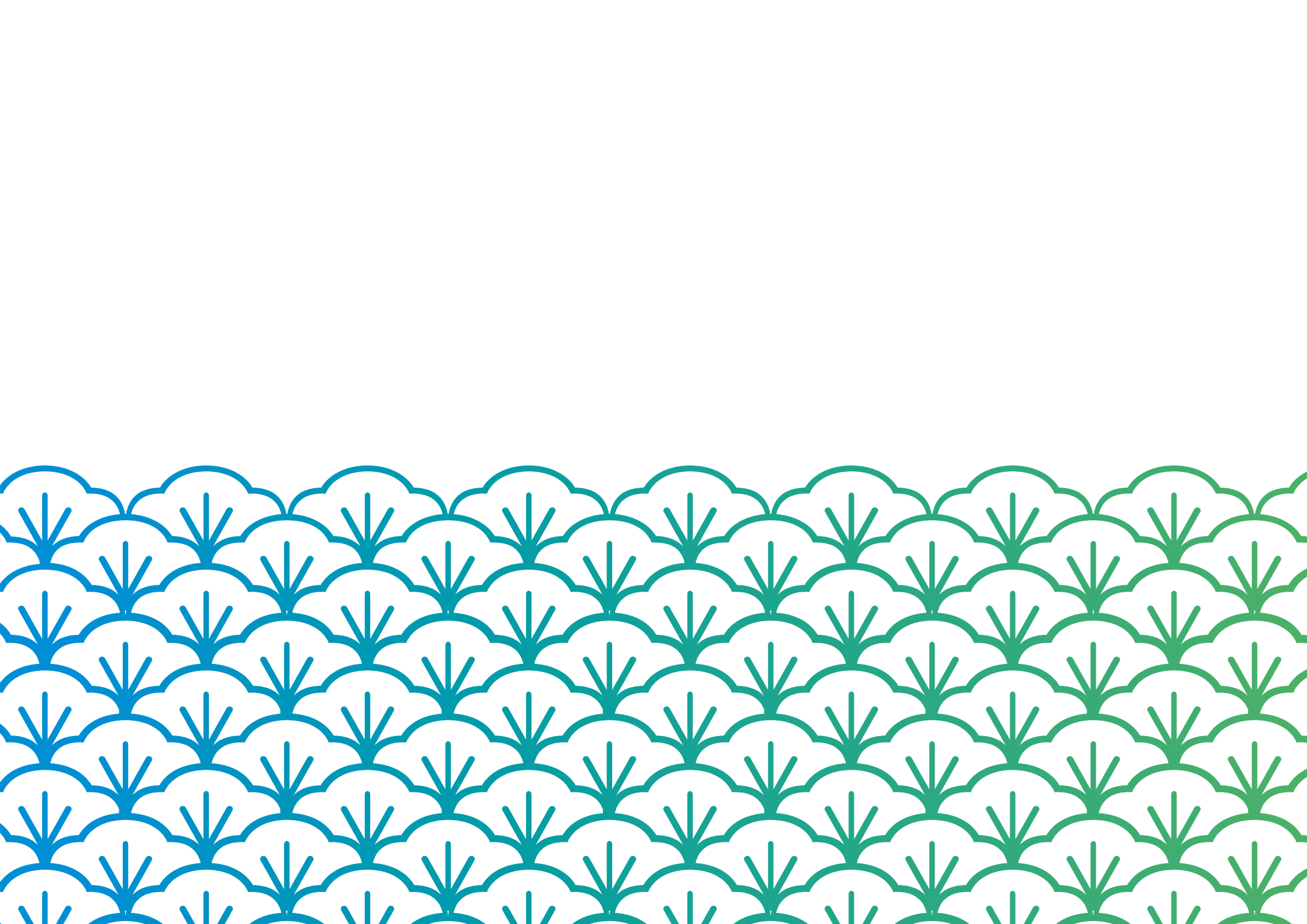




Pedoman Brand & Design

Brand and Design Application Guidelines









Pedoman Aplikasi Brand & Design

Brand and Design Application Guidelines





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INDONESIA



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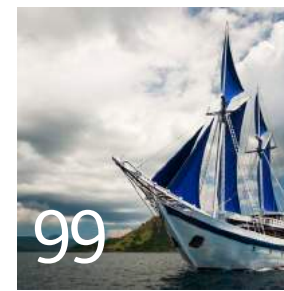
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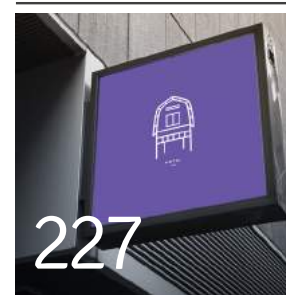
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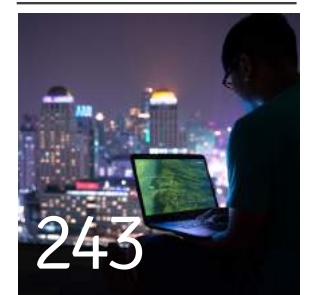
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A Guide To These Guidelines

Demi memproduksi materi komunikasi efektif untuk *wonderful Indonesia* yang terlihat dan terasa konsisten, kami telah menciptakan buku petunjuk ini untuk membantu anda memahaminya. Selain itu, petunjuk ini memastikan bahwa semua yang kita sampaikan kepada audiens akan terkirim dalam satu bahasa yang padu dan absolut.

Buku petunjuk ini adalah inti esensial untuk membangun *brand* dengan kepedulian, dan sangat penting untuk dibaca agar dapat memahami cara mengkomunikasikan *brand*.

Bagian pertama dari petunjuk ini, yang bernama "*Our Brand*" memberikan dasar dengan menyediakan fondasi yang kuat dan konkrit terhadap karakteristik *brand* ini, dan juga memayungi semua kebutuhannya seperti *key messaging* dan *writing style*.

Mendalami buku ini lebih jauh, anda akan menemukan "*Visual System Component*", yang akan membantu anda dalam membangun wajah pada desain *brand* dan *tone of voice* dengan memperhatikan betul inti esensial dari *brand*.

Dengan menyebutkan hal di atas, buku petunjuk ini dirancang sepenuh hati dan penuh perhitungan agar menjadi sesederhana dan semudah mungkin untuk dimengerti.

Apabila ada pertanyaan tambahan mengenai pembangunan *brand* atau kesulitan dalam pengertian, kami telah menyediakan kontak yang relevan untuk informasi lebih lanjut.

In order to produce effective communication material for Wonderful Indonesia that is consistent in its look and feel, we have created these guidelines to help you along the way. Furthermore, it will ensure that everything we convey to our audience will be delivered in one absolute and coherent voice.

These guidelines are the core essentials in mending the brand, and must to be read thoroughly to understand how to communicate the brand.

The first section of these guidelines, specifically named "Our Brand" provides the groundwork by stating a concrete and solid foundation of the brand's characteristics, and covers all its needs such as key messaging and writing style.

Browse the pages further and you will find the "Visual System Component", which will aid you in building the face of the brand design and tone of voice with careful recognition to the brand's core essentials.

That being said, these guidelines have been crafted with care and consideration to be as simple and easy to understand as possible.

Should there be any additional questions about putting the brand together, or difficulties in understanding, we have provided you with relevant contacts for more detailed information.







Brand Kita

Our Brand

Brand Proposition

Indonesia percaya bahwa dunia akan menjadi tempat yang lebih baik ketika semua orang memiliki kesempatan untuk menikmati *"World of Wonderful"*.

Wonderful Indonesia adalah janji pariwisata Indonesia kepada dunia. Kata *"Wonderful"* mengandung janji bahwa Indonesia kaya dengan ketakjuban, dari aspek manusia maupun alamnya, yang mengusik kalbu dan menjanjikan pengalaman baru yang menyenangkan bagi para wisatawan.

Indonesia believes the world would be a better place if everyone has the chance to be in the *"World of Wonderful."*

Wonderful Indonesia represents the promise of Indonesian tourism to the world, in which the word *"Wonderful"* implies the assurance that Indonesia is indeed rich with wonders, in aspects of both human and nature, which will inspire the heart and mind, while offering a new exciting experience for visitors.

World of
Wonderful

Brand Statement

Sebuah *brand positioning statement* adalah bagian penting untuk komunikasi dan merupakan ekspresi dari *brand* itu sendiri. *Statement* ini tidak hanya membedakan Indonesia dari destinasi turis lainnya, namun juga memberikan jiwa yang penuh arti demi menjaga *brand* agar tetap hidup.

Oleh karena itu, *brand statement* **Wonderful Indonesia** seharusnya:

A brand positioning statement is an important part of communication and the expression of the brand itself. It not only differentiates Indonesia with other tourist destinations, but also gives it a meaningful soul in order to keep the brand alive.

Therefore **Wonderful Indonesia's** brand statement should be:

Masyarakat Indonesia pecinta damai yang menyambut dengan tangan terbuka digabungkan dengan keindahan, kemenarikan, kekayaan, dan warna dari keagungan negara ini membuat Indonesia tidak hanya sebagai destinasi liburan yang hebat tetapi juga sebagai pengalaman sekali seumur hidup.

Peaceful loving Indonesian people welcoming with open arms combined with the beautiful, exciting, rich and colorful wonders of the country making Indonesia not just a great holiday destination but also a once in a lifetime experience.

Brand Personality

Kepribadian dari sebuah *brand* sangat penting untuk menjaga hubungan baik dengan audiensnya, diekspresikan melalui komponen visual, penulisan dan *tone of voice brand* tersebut. Saat *brand* menjadi relevan, kepribadiannya menjadi dikenal di alam bawah sadar para audiens. Indonesia adalah negara dengan beragam pengalaman, dan demi mencapai pengertian sempurna kepada potensi dari Indonesia, semua kepribadian Indonesia harus dipecah secara lugas namun detil.

Enchanting Spirit

Kita luar biasa mempesona, berkarisma, penuh kehidupan dan rendah hati. Setiap bagian dari kita membuat orang tersihir, dan sangat mudah bagi kita untuk berteman.

Exciting

Kita menyenangkan dengan sepenuh hati; kita menyentuh emosi orang-orang dan membangunkan rasa penasaran mereka. Tidak hanya itu, kita juga membakar semangat mereka untuk bersenang-senang dengan kita.

Magnificent

Kita mempunyai keindahan yang sangat unik, agung dalam semua kategori. keunikan dan kekayaan gaya, tata krama dan sifat elegan kita diapresiasi dan dihormati.

Expressive

Kita adalah penyaji ekspresi, kita sangat jujur dan menunjukkan emosi kita secara spontan, kita sangat ahli dalam bersosial dan melakukannya dengan cara paling efektif dibanding yang lainnya.

A brand's personality is fundamental in keeping the brand's relationship with its audiences, expressed through the brand's visual components, writing and tone of voice. When the brand becomes relevant, its personality can be subconsciously recognized in audiences' mind. Indonesia is a country of diverse experiences, and so in order to fully understand its true potential, there has to be a breakdown of the Indonesia's complete personality.

Enchanting Spirit

We are magically charming, charismatic, lively and unpretentious. Every part of us casts a spell on other people, and we tend to get along very easily.

Exciting

We are wholeheartedly enjoyable; we stir up the emotions of people and awaken their interests. Not only that, we naturally electrify them to have fun with us.

Magnificent

We are exceptional in beauty, being grand in every way. Our distinct and rich style, manner, and elegance is admired and respected.

Expressive

We are expression artists. We are very honest and spontaneously show our emotions. We are socially engaging and we do it more effectively than others.

Thematic Wonder Experience

Dalam membangun *brand* yang mempunyai banyak variasi produk, harus diberikan suatu konsep petunjuk yang dapat memisahkan produk-produk ini dan membuat wawasan yang berbeda-beda dari setiap *wonders*, sehingga orang-orang dapat merasakan cerita dibalik keberadaan mereka. *The thematic wonders experience* adalah 5 pilar komunikasi tematik yang dibuat sesuai destinasi dan/atau pengalaman di Indonesia, di mana masing-masing pilar akan mengangkat warna dari logo utama. Setiap pilar ini mempunyai elemen pengalaman yang berkesinambungan dengan tema pilar tersebut.

On building a brand that has much to offer, there has to be a guideline on how to separate these offerings, creating different wisdoms from each wonder, so people can feel a story behind them. The thematic wonders experience are the 5 key thematic communication pillars built around destinations and/or experiences, with each leveraging different colors from the main Tourism logo. These 5 thematic pillars encompass the experiential elements of each particular theme.

Natural Wonders

Natural Wonders experience menggambarkan hal seperti bahari & kelautan, pegunungan dan daerah yang hijau. *Wonders experience* ini hanya dapat digunakan saat mengkomunikasikan kehebatan alam Indonesia.

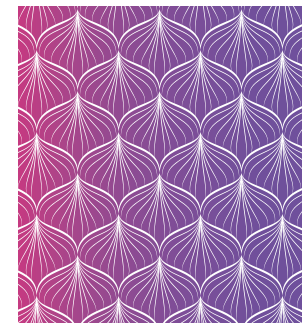
The Natural Wonders experience encompasses things like marine, mountains, and greenery. This wonders experience should only be conveyed when communicating about Indonesia's amazing nature.



Sensory Wonders

Sensory Wonders experience menggambarkan hal seperti makanan & minuman, kesehatan, dan hiburan. *wonders experience* ini hanya dapat digunakan saat mengkomunikasikan kegiatan di Indonesia yang bisa dirasakan oleh 5 panca indera dari tubuh manusia.

The Sensory Wonders experience encompasses things like food & drink, wellness, and entertainment. This wonders experience should only be conveyed when communicating about Indonesia's leisure activities that can be experienced with the 5 senses of the human body.

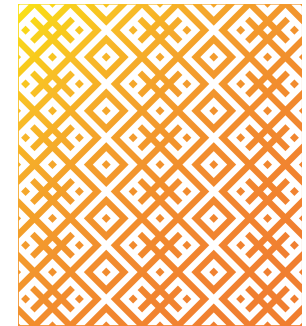


Thematic Wonder Experience

Cultural Wonders

Cultural Wonders experience menggambarkan hal seperti kesenian, kebudayaan, dan warisan. *Wonders experience* ini hanya dapat digunakan saat mengkomunikasikan kehebatan tradisi dan kegiatan budaya di Indonesia.

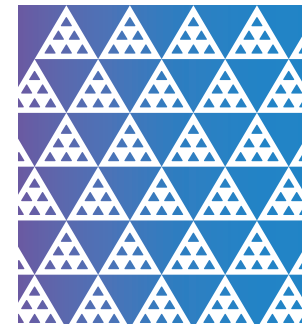
The Cultural Wonders experience encompasses things like arts, culture, and heritage. This wonders experience should only be conveyed when communicating about Indonesia's rich traditional cultures and activities.



Modern Wonders

Modern Wonders experience menggambarkan hal seperti kehidupan perkotaan, teknologi, dan transportasi. *Wonders experience* ini hanya dapat digunakan saat mengkomunikasikan kehebatan, kemodernan dan kemajuan peradaban Indonesia.

The Modern Wonders experience encompasses things like city life, technology, and transportation. This wonders experience should only be conveyed when communicating about Indonesia's modern and advanced civilization.



Adventurous Wonders

Adventurous Wonders experience menggambarkan hal seperti olahraga, petualangan, dan eksplorasi. *Wonders experience* ini hanya dapat digunakan saat mengkomunikasikan kehebatan, jiwa bertualang, dan keunikan kegiatan olahraga di Indonesia.

The Adventurous Wonders experience encompasses things like sports, adventure, and exploration. This wonders experience should only be conveyed when communicating about Indonesia's unique and adventurous sports activity.



Dalam membangun brand yang mempunyai banyak variasi produk, harus diberikan suatu konsep petunjuk yang dapat memisahkan produk-produk ini dan membuat wawasan yang berbeda-beda dari setiap wonders, sehingga orang-orang dapat merasakan cerita dibalik keberadaan mereka.

On building a brand that has much to offer, there has to be a guideline on how to separate these offerings, creating different wisdoms from each wonder, so people can feel a story behind them.





Logo & Identitas Kita

Our Logo & Identity

OUR LOGO & IDENTITY

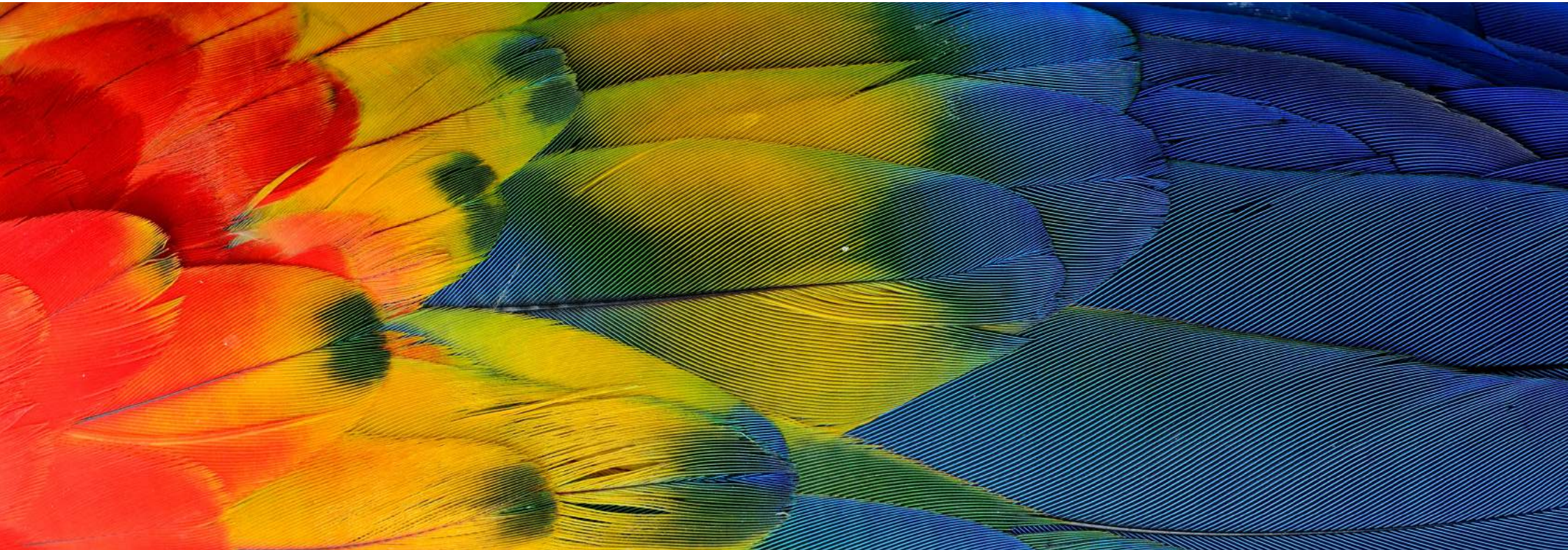
Logo Rationale

Burung yang suka berkelompok melambangkan hidup damai antar sesama di alam sentosa. Burung juga satwa dengan populasi terbesar di Indonesia dan salah satu dari mereka menjadi lambang bangsa. Rentangan sayap menggambarkan keterbukaan, hasrat untuk terbang jauh, melintas batas. Sifatnya semesta, dikenali oleh semua.

Warna dari tulisan "Indonesia" harus lebih gelap daripada "*Wonderful*" untuk mengedepankan dan memperkuat Indonesia diantara persaingan pariwisata internasional.

The gregarious bird symbolizes the peaceful connection between the people living in this tranquil natural archipelago. Birds are also the animal with the highest population in Indonesia and one of them represents the symbol of the nation. Spanned wings show openness, a desire to fly away across borders. Universal by nature, its wonder should be easily recognized by all.

The word "**Indonesia**" should be darker in color compared to the "*Wonderful*" to accentuate and underline the advantages of Indonesian tourism among other international destinations.



Color Philosophy



Lambang burung mempunyai lima warna bulu yang berbeda, yang masing-masing mewakili makna sebagai berikut:

Hijau : Kreativitas, Ramah kepada Alam dan Keselarasan.

Ungu : Daya Imajinasi, Keimanan, Kesatuan Lahir dan Batin.

Jingga : Inovasi, Semangat Pembaruan, dan Keterbukaan.

Biru : Kesemestaan, Kedamaian, dan Keteguhan.

Magenta : Keseimbangan, Akal Sehat, dan Sifat Praktis.

The bird logo has five different color components, with each having their own meanings:

Green : Creativity, Natural Friendliness and Alignment.

Purple : Imagination, Belief System, Physical and Mental Unity.

Orange : Innovation, Spirit of Rejuvenation, and Openness.

Blue : Universality, Peacefulness, and Determination.

Magenta : Balance, Common Sense, and Practical Matters.



C: 63 M: 0 Y: 100 K: 0
R: 104 G: 189 B: 69
#6BBD45
PANTONE 368 C



C: 68 M: 75 Y: 0 K: 0
R: 107 G: 88 B: 166
#6858AG
PANTONE 2665 C



C: 0 M: 60 Y: 85 K: 0
R: 245 G: 131 B: 60
#F5833C
PANTONE 1575 C



C: 100 M: 25 Y: 0 K: 0
R: 0 G: 143 B: 213
#008FDS
PANTONE 639 C



C: 12 M: 90 Y: 16 K: 0
R: 214 G: 62 B: 132
#D63E84
PANTONE 219 C

OUR LOGO & IDENTITY



Main Colors.

Green Family	C:63 M:0 Y:100 K:0 R:104 G:189 B:69 #68BD45						
Purple Family	Primary Color C: 68 M: 75 Y: 0 K: 0 R: 110 G: 80 B: 156 #6E509C						
Blue Family	C:100 M:25 Y:0K:0 R:0 G:143 B:213 #008FDS						
Magenta Family	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C						
Orange Family	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31						
Grey Family	C:0 M:0 Y:0 K:80 R:87 G:87 B:86 #575756						
Black Family	C:0 M:0 Y:0 K:100 R:28 G:28 B:27 #1C1C1B						

Our Color

Warna sangat membantu membangun perhatian dan asosiasi dengan *brand*. Warna logo citra *Wonderful Indonesia* adalah bagian vital dari keseluruhan logo dan harus selalu digunakan sesuai dengan peraturan yang terdapat di dalam buku ini tanpa pengecualian untuk menjaga konsistensi dan kesinambungan citra *Wonderful Indonesia*.

Ungu adalah warna primer kita, warna ini harus diaplikasikan pada saat media memperlihatkan beberapa *wonders*, dan pada saat kita tidak sedang mengkomunikasikan *wonders*.

Color strongly helps in building interest and association with the brand. The logo colors that represents Wonderful Indonesia is a vital part of the overall logo and should always be used in accordance with the rules contained in this book without exception to maintain consistency and continuity of the Wonderful Indonesia brand.

Purple is our primary color, and it should be applied when the media displays multiple wonders and when the media does not communicate wonders.

Thematic Color Palette

Skema warna yang dapat digunakan untuk 5 kategori yaitu:

Natural Wonders, Sensory Wonders, Cultural Wonders, Modern Wonders dan Adventurous Wonders, masing-masing kategori memiliki gradien warna yang unik yang akan menonjolkan setiap “Wonder” namun tetap memiliki satu kesatuan yaitu “World of Wonders”.

Warna-warna ini akan diaplikasikan terutama untuk teks dan ikon informasi website pada media promosi (solid), *supergraphic* (gradient) dan latar *pattern* (gradient).

The following is the color scheme for each of the five categories:

Natural Wonders, Sensory Wonders, Cultural Wonders, Modern Wonders and Adventurous Wonders, each category has a unique color gradient which will accentuate each wonder but still have the unity of “World of Wonders”.

These colors will be applied mostly to the website information on promotional mediums, the supergraphic and the patterns background



Logo Components

Logo *Wonderful Indonesia* terdiri dari komponen: *Logogram* dan *Logotype*.

Dalam pengaplikasiannya pada berbagai media, kedua komponen logo ini tidak boleh dipisah.

The Wonderful Indonesia logo consists of two components: Logogram and Logotype.

In its application on any mediums, the two components of the logo must not be separated.



2.6 Our Logo & Its Usage

Logo *Wonderful Indonesia* dipakai untuk mengidentifikasi otoritas pemasaran Kementerian Pariwisata Indonesia.

Logo ini tersedia dalam tiga konfigurasi (Utama, Persegi, dan Horizontal).

The Wonderful Indonesia logo is used to identify the Indonesian Government's official destination marketing authority.

This logo is available in three configurations (Primary, Square and Horizontal).

Logos	Logo Name & Description	Example Of Use
	Primary Logo Logo ini harus digunakan sebagai <i>call to action</i> umum untuk semua media komunikasi. This logo should be used as a general call to action on all communication material.	Alat <i>stationery</i> korporat, media <i>print</i>, media <i>online</i>, media elektronik, poster, cinderamata. Corporate stationery kits, print media, online media, electronic media, poster, merchandise.
	Horizontal Logo Logo ini harus digunakan dalam situasi ukuran yang ekstrim atau non-konvensional. This logo should be used in circumstances of extreme or unconventional sizes.	Punggung buku, umbul-umbul, reklame ukuran ekstrim horizontal, promosi <i>event</i>. Book spine, flag banner, extreme horizontal billboard, event promotion..

Logo Variations

Sebagai elemen *brand* paling krusial, kami menyarankan untuk tidak mengubah logo ini. Logo ini paling baik ditampilkan dengan warna (tidak hitam putih) di atas latar putih atau foto berwarna terang dan kami menyarankan anda untuk memakainya seperti demikian.

Logo berwarna positif terdiri dari burung dan simbol bulu berwarna dan memakai *logotype Wonderful Indonesia*.

Pada situasi dimana warna asli tidak dapat dipakai, kami menyajikan beberapa variasi yang diperbolehkan:

- **Gradien:** Versi gradien dapat dipakai untuk tampilan yang lebih dinamis.
- **Light Background:** Versi latar atau foto berwarna terang dapat dipakai apabila diperlukan.
- **Mono:** Logo mono dipakai di saat metode reproduksi terbatas pada warna hitam dan putih. Pastikan kontras antara logo dan warna latar berkecukupan.

We love our logo. We prefer our logo to be left untampered. It looks best in full color on a white or light colored background and we encourage you to use it that way.

The full color positive logo consists of the bird and feather symbol in full color and the Wonderful Indonesia logotype.

For those instances where the full color version won't work, we have the following approved variations :

- **Gradient:** The gradient version can be used for more dynamic look.
- **Light Background:** The light background version can be used if necessary.
- **Mono:** The mono logo is used wherever reproduction methods are restricted to black and white. Make sure that there's enough contrast between the logo and background color.

Full Color

Logo berwarna hanya bisa dipakai di atas latar berwarna putih saja.

The full color logo must only be used against white backgrounds.



Gradient

Logo *Wonderful Indonesia* versi gradien harus dipakai di atas latar putih, logo ini juga bisa dipakai secara terpisah sebagai warna gradien *thematic wonders* untuk tampilan lebih dinamis.

The gradient logo of Wonderful Indonesia should be placed on a white background. It can also be used individually on thematic wonders gradient color for a more dynamic look.



Light Background

Logo *Wonderful Indonesia* harus digunakan di atas latar berikut:

- A Pada latar warna terang
- B Pada bagian berwarna terang dalam foto
- C Pada latar warna gelap
- D Pada bagian berwarna gelap dalam foto

The Wonderful Indonesia logo must be used against the following backgrounds:

- A On a light color
- B On a light area of photography
- C On a dark color
- D On a dark area of photography



Mono

Logo versi mono tersedia dalam 2 macam variasi dalam setiap kategori:

- A Logo berwarna (latar Abu-Abu)
- B Logo berwarna (latar Hitam)
- C Logo hitam putih (latar Putih)
- D Logo hitam putih (latar Hitam)

The mono version of the logo comes in two variations of each category:

- A Colored logo (on Grey)
- B Colored logo (on Black)
- C Black and white logo (on White)
- D Black and white logo (on Black)



Logo Structure

Ruang kosong adalah jarak minimal area untuk mengelilingi logo yang harus dibiarkan kosong dari segala elemen visual dan teks. Setiap konfigurasi logo mengambil *cap height measurement (A)* untuk mendeterminasi ruang kosong. Apabila memungkinkan, buatlah ruang kosong yang lebih luas dibanding syarat minimumnya, tetapi jangan pernah dipersempit.

Clear space is the minimum area surrounding the logo which must remain clear of any other visual elements or text. Each of the logo configurations uses the cap height measurement (**A**) to determine its clear space. Where possible, create more clear space than the minimum requirements, but never less.

-
- Panduan penerapan struktur utama logo *Wonderful Indonesia*.

Main logo structure application guide for Wonderful Indonesia.



- Panduan penerapan struktur logo *Wonderful Indonesia* pada ruang *horizontal*.

Logo structure application guide for Wonderful Indonesia on horizontal space.

4.3 A



Minimum Clear Space (Primary)

Tujuan penentuan jarak spasi minimum adalah agar 'image' untuk identitas dapat terlihat dan terbaca dengan jelas.

A dalam logo *primary* diukur dari ketinggian *logotypenya*, hal ini diukur sehingga jarak spasi minimum menjauhkan logo dari objek lainnya.

The purpose of setting up minimum space between the logo and its surroundings is to keep the image clear and legible at all times.

The **A** in the primary logo is determined from the height of the logotype, and is measured so that the minimum clear space steers the logo clear from other objects.



Minimum Clear Space (Horizontal)

Tujuan penentuan jarak spasi minimum adalah agar 'image' untuk identitas dapat terlihat dan terbaca dengan jelas.

A dalam logo horizontal diukur dari ketinggian *logogramnya*, hal ini diukur sehingga jarak spasi minimum menjauhkan logo dari objek lainnya.

The purpose of setting up minimum space between the logo and its surroundings is to keep the image clear and legible at all times.

The **A** in the horizontal logo is determined from the height of the logogram, and is measured so that the minimum clear space steers the logo clear from other objects.



Minimum Logo Size (Print)

Penggunaan logo diharuskan untuk selalu memperhatikan batas ukuran minimal pada penggunaan setiap bidang.

The use of the logo must always follow the minimum size standard on every space.

Tujuan penentuan batas ukuran minimal adalah agar logo *Wonderful Indonesia*, dapat selalu terlihat dan terbaca dengan jelas.

The purpose of setting the minimum size standard is to keep the logo visible and legible at all times.

Primary



Height

12.55 mm

Horizontal



Height

7.5 mm

Lorem ipsum • Indonesia



Lorem ipsum dolor sit amet
consectetur adipiscing elit

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s.

wonderful indonesia

VISA FREE

QR code

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@indtravel
indonesia.travel

wonderful indonesia

Lorem ipsum
dolor sit amet
consectetur

Lorem ipsum • Indonesia



wonderful indonesia

VISA FREE

QR code

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indonesia.travel
@indtravel
indonesia.travel

OUR LOGO & IDENTITY

Minimum Logo Size (Web & Mobile)

Penggunaan logo diharuskan untuk selalu memperhatikan batas ukuran minimal pada penggunaan setiap bidang.

The use of the logo must always follow the minimum size standard on every space.

Tujuan penentuan batas ukuran minimal adalah agar logo *Wonderful Indonesia*, dapat selalu terlihat dan terbaca dengan jelas.

The purpose of setting the minimum size standard is to keep the logo visible and legible at all times.

Primary

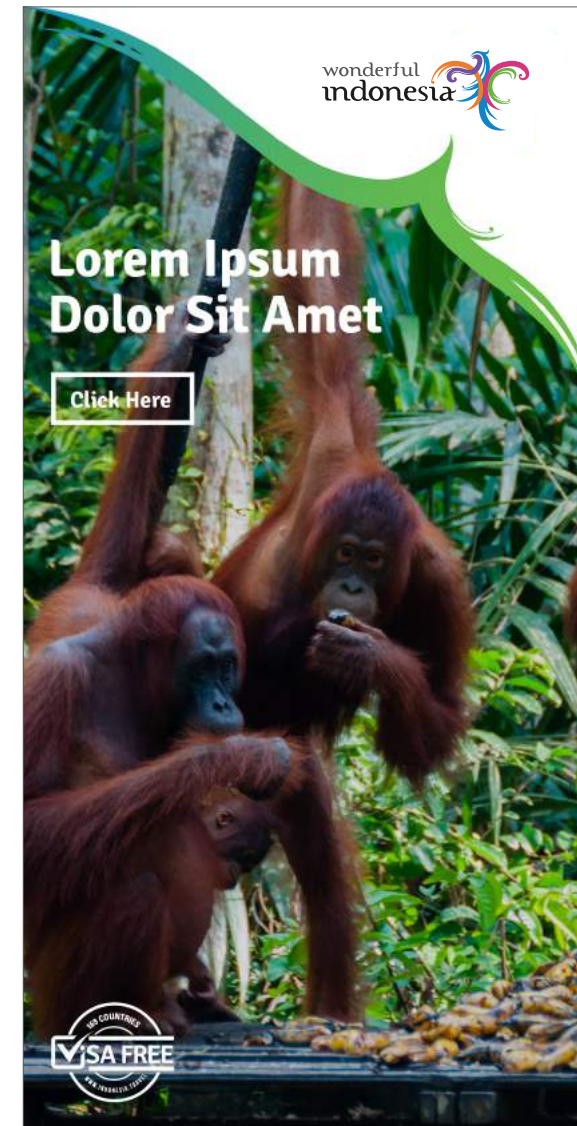


35 px

Horizontal



20 px



Incorrect Logo Use

Tidak diperkenankan mengubah, memanipulasi, maupun menghiasi logo. Penggunaan logo hanya dapat diproduksi dari *digital master artwork*.

Logo yang sudah merupakan satu kesatuan, tidak boleh dipisahkan atau dikomposisi ulang. Logo harus selalu ditaruh menggunakan *minimum clear space* yang sudah ditentukan.

It is not allowed to change, manipulate, or decorate the logo. Use of the logo can only be produced from the digital master artwork.

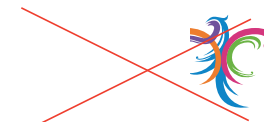
The logo is an absolute single entity and should not be separated or re-composed. The logo must always be placed with the mandatory minimum clear space



Jangan membalik logo
Do not flip the logo



Jangan memiringkan logo pada posisi tertentu
Do not place the logo on an angle



Jangan memotong logo
Do not crop the logo



Jangan membengkokkan atau mengubah bentuk/ dimensi logo
Do not distort the logo



Jangan memberi garis pembatas pada logo
Do not outline the logo



Jangan mengubah penempatan antara *logotype* dan *logogram*
Do not alter the placement



Jangan memberi bayangan pada logo
Do not apply shadow



Jangan menaruh logo berwarna pada latar bergambar ramai
Do not place a logo over a busy image



Jangan mengubah posisi logo
Do not reposition the logo



Jangan mengubah warna logo
Do not change the color of the logo



Jangan menaruh logo berwarna pada latar yang warnanya tidak disarankan
Do not use the color logo on a non-approved color background



Logo Lock-Up With Clear Space

Logo lock-up yang dijelaskan pada halaman ini akan dijadikan alat bantu untuk menentukan ukuran logo pada berbagai penerapan. *Lock-up* ini menentukan ruang kosong yang harus ditempatkan pada bagian kanan dan bawah logo.

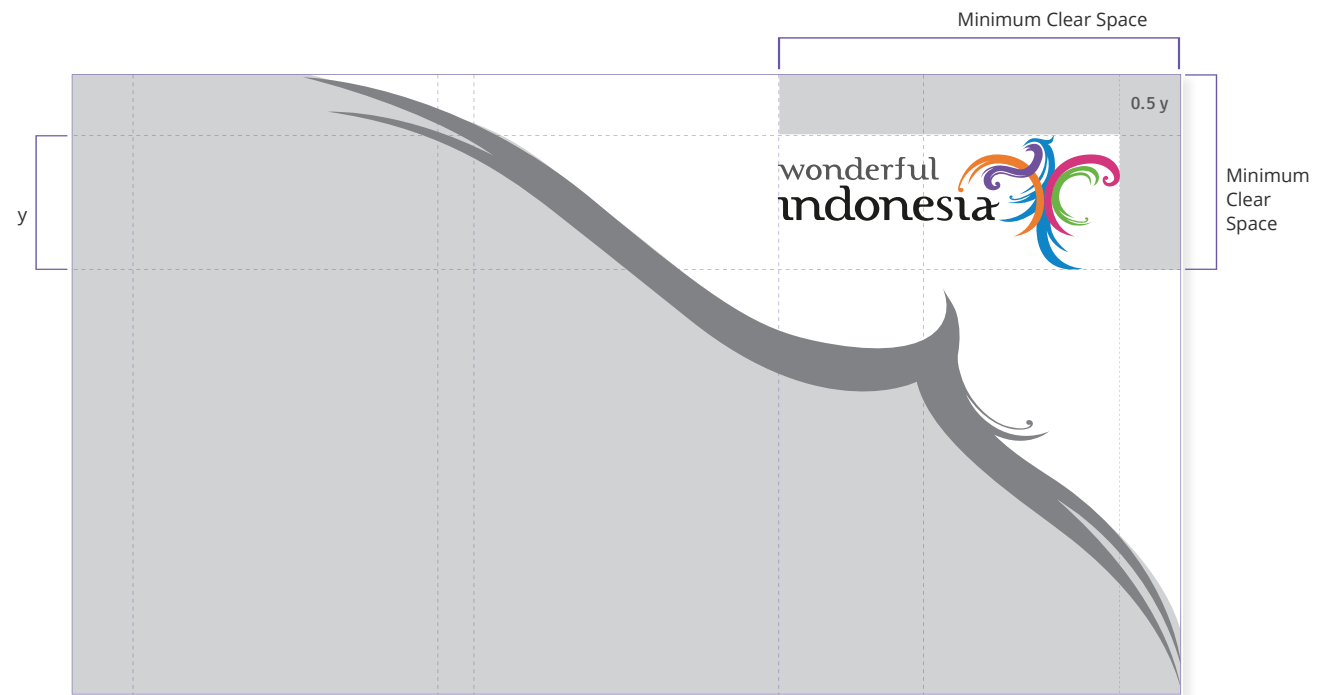
Ingatlah untuk selalu mengikuti panduan ruang kosong minimal untuk memastikan logo selalu dapat terlihat dan terbaca dengan jelas.

Di sini, variabel **Y** adalah ukuran tinggi logo.

The logo lock-up defined in this page will be used as a guidance device for determining the size of the logo on various applications. This lock-up defines the clear space to be allocated to the right and bottom of the logo.

Remember to always follow the minimum clear space guideline to keep the logo clear and legible at all times.

Here, the **Y** variable is the logo height.



Logo lock-up yang dijelaskan pada halaman ini akan dijadikan alat bantu untuk menentukan ukuran logo pada berbagai penerapan. *Lock-up* ini menentukan ruang kosong yang harus ditempatkan pada bagian kanan dan bawah logo.

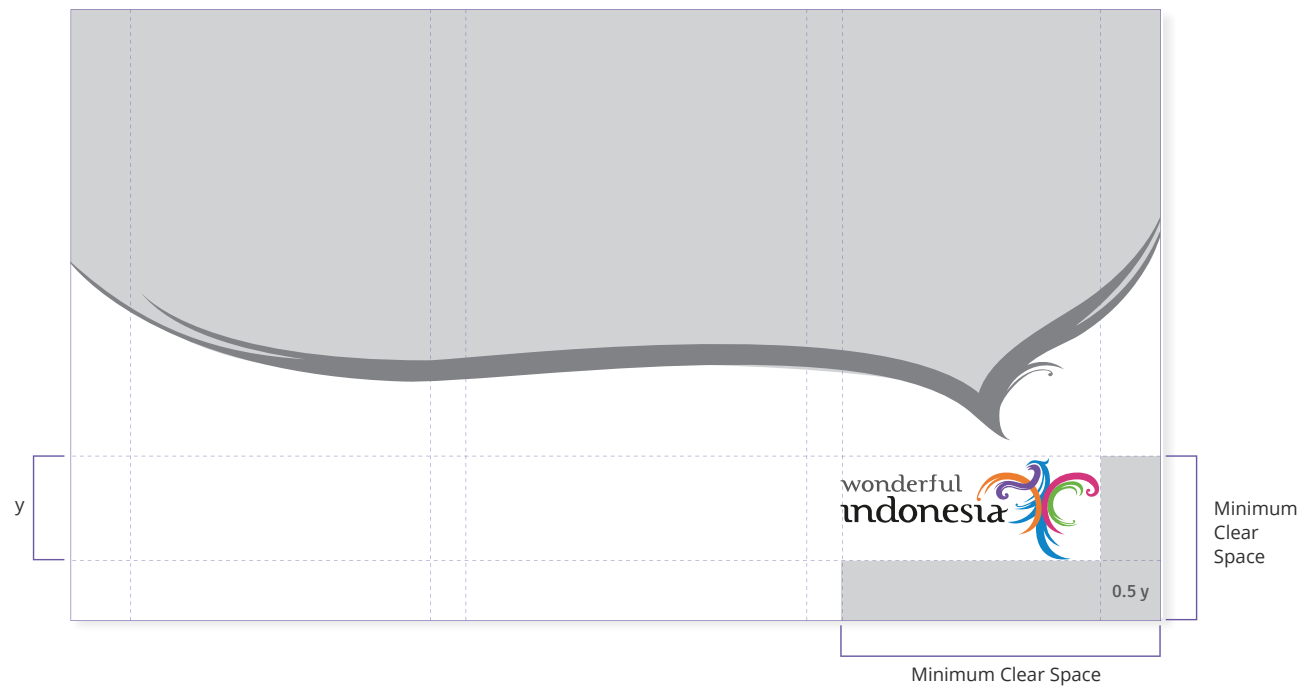
Ingatlah untuk selalu mengikuti panduan ruang kosong minimal untuk memastikan logo selalu dapat terlihat dan terbaca dengan jelas.

Di sini, variabel **Y** adalah ukuran tinggi logo.

The logo lock-up defined in this page will be used as a guidance device for determining the size of the logo on various applications. This lock-up defines the clear space to be allocated to the right and bottom of the logo.

Remember to always follow the minimum clear space guideline to keep the logo clear and legible at all times.

Here, the **Y** variable is the logo height.

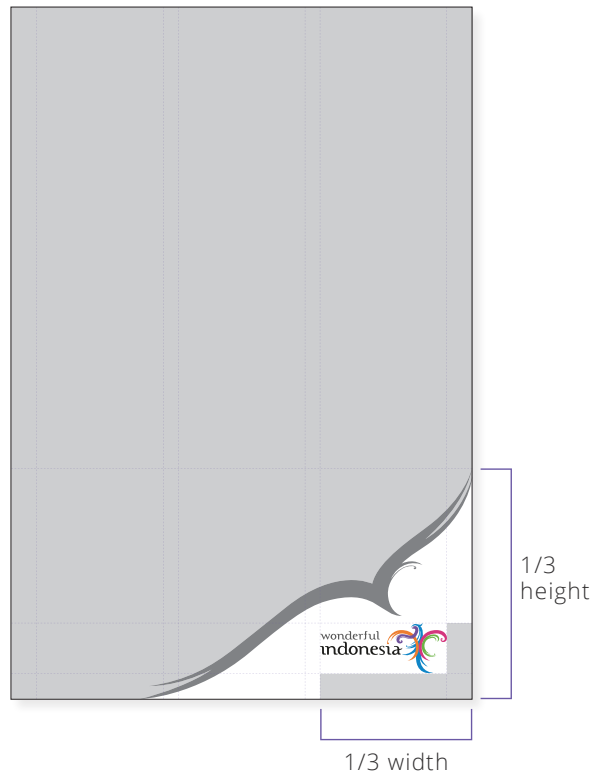


Layout Proportions (Vertical)

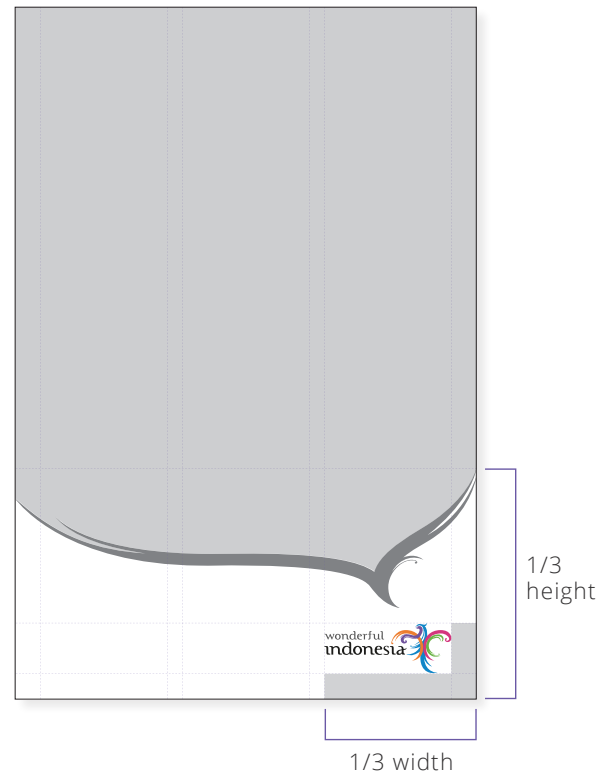
Halaman ini menjelaskan panduan penerapan pada format *vertical* secara umum. Terlepas dari ukuran *layout*, selalu gunakan langkah-langkah berikut untuk menentukan ukuran logo dan proporsi *grid*.

This page shows the application guideline on generic vertical formats. Regardless of the size of the layout, use the following steps to determine the logo size and grid proportion.

Option 1



Option 2



1. Gunakan logo *lock-up* berikut sebagai panduan ukuran logo:
Use the below logo lock-up as guidance for logo size:



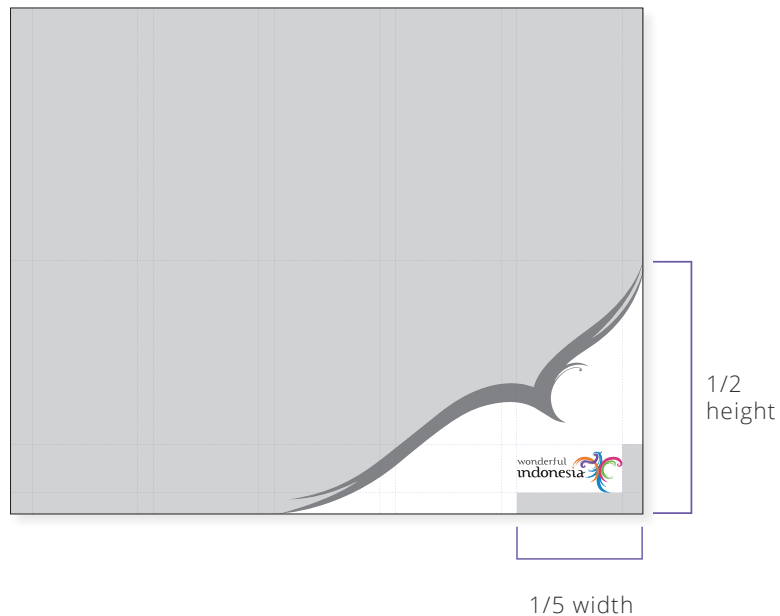
2. Ukuran logo *lock-up* ditentukan sebagai 1/3 lebar bidang.
The size of the logo lock-up is defined as 1/3 of the page width.
3. Ujung sayap bagian kanan dari *supergraphic* berada pada 1/3 tinggi bidang.
The edge of the right wing of the supergraphic is at 1/3 of the page height.

Layout Proportions (Horizontal)

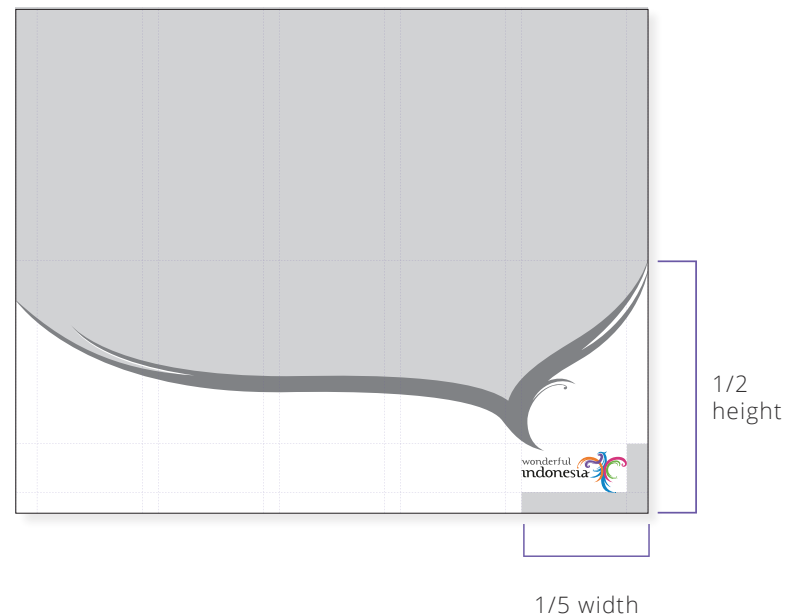
Halaman ini menjelaskan panduan penerapan pada format *horizontal* secara umum. Terlepas dari ukuran *layout*, selalu gunakan langkah-langkah berikut untuk menentukan ukuran logo dan proporsi *grid*.

This page shows the application guideline on generic horizontal formats. Regardless of the size of the layout, use the following steps to determine the logo size and grid proportion.

Option 1



Option 2



-
1. Gunakan logo *lock-up* berikut sebagai panduan ukuran logo:
Use the below logo lock-up as guidance for logo size:



2. Ukuran logo *lock-up* ditentukan sebagai 1/5 lebar bidang.
The size of the logo lock-up is defined as 1/5 of the page width.

3. Ujung sayap bagian kanan dari *supergraphic* berada pada 1/2 tinggi bidang.
The edge of the right wing of the supergraphic is at 1/2 of the page height.





Jenis Huruf

Font Type



Talking Type

Jenis Huruf Primer

Our Primary Typeface

Signika

Signika adalah *typeface* utama kita. *Typeface* ini berkarakter lembut, didesain untuk kejelasan. *Typeface signika* juga diadaptasi dari *logotype Wonderful Indonesia* sebelumnya, dan mempunyai kesamaan yang kuat dengan satu sama lain. *Signika* adalah karakter *expressive* dari Indonesia.

Signika is our primary typeface. It has a gentle character, designed for clarity. Signika was also adapted from the previous logotype of Wonderful Indonesia, and shares a strong resemblance to it. It represents the expressiveness of Indonesia.

Jenis Huruf Sekunder

Our Secondary Typeface

Open Sans

OpenSans adalah *typeface* kedua kita. *Typeface* ini mempunyai karakter yang tegas menegak lurus, berbentuk terbuka, dan netral namun terlihat ramah. *Opensans* ialah *enchanting spirits* dari Indonesia.

Open Sans is our secondary typeface. It has the character of an upright stress, open forms and a neutral, yet friendly appearance. It represents the enchanting spirit of Indonesia.

Typeface Usage

Typeface mendeterminasi tata berbicara dalam berkomunikasi dengan audiens. Menggambarkan kejelasan, nada berbicara, kemudahan membaca dan navigasi. Sangatlah penting untuk menjejaki hirarki tipografi, penggunaan nada, dan keseimbangan tipografi demi mengilustrasikan pesan dengan sempurna tanpa membuat audiens bosan membacanya.

The typeface determines our manner of speaking in terms of communicating with the audience. It conveys clarity, tone of voice, readability, and navigation. It is imperative to keep track of the typography hierarchy, the use of tone, and the balance of the typography, in order to perfectly illustrate the message without losing the audiences' interest in reading it.

Headlines: **Signika**

Body Copy: **Open Sans**



Lorem, Ipsum • Indonesia

Lorem ipsum dolor sit amet consectetur adipiscing elit

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

www.indonesia.travel
 [indonesia.travel](#)
 [@indtravel](#)
 [indonesia.travel](#)

wonderful
indonesia 

Primary Typeface

Jenis huruf yang kita gunakan bersifat fungsional dan menunjukkan kepribadian tertentu.

Our typography is functional and shows its own personality.

Penggunaan yang konsisten dari jenis tulisan tertentu membuat audiens dengan mudah mengenali *brand*.

Consistent use of the unique typography can make the audience easily recognize the brand.

Font Signika merupakan jenis huruf dari *brand Wonderful Indonesia*.

Signika font is the typography for Wonderful Indonesia.

Signika Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&%
Signika Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&%
Signika SemiBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&%
Signika Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890&%

Secondary Typeface

Dalam kondisi di mana penggunaan huruf primer tidak dapat digunakan, gunakanlah huruf *OpenSans*.

OpenSans merupakan jenis huruf alternatif yang telah ditentukan.

In the condition which our primary font could not be applied, please always use OpenSans.

OpenSans is the determined alternative font.

OpenSans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%

OpenSans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%

OpenSans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%

OpenSans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%





Komponen Sistem Visual

Visual System Component

Thematic Wonder Experience

Natural Wonders

Natural wonders adalah esensi dari kenikmatan yang membuka mata dari keelokan alam kepulauan Indonesia. Hal ini mengilustrasikan variasi dari keanekaragaman hayati Indonesia yang berlokasi di segala penjuru pulau.

Masyarakat Indonesia masih hidup berdampingan dengan alam, dan oleh karena itu harus memperkenalkan alam sebagai bagian dari kita, dan sebagai bagian yang harus kita bagikan dengan dunia.

Warna hijau digunakan untuk mengilustrasikan kekayaan lingkungan alam, karena hijau seringkali dikaitkan dengan alam yang subur, keanekaragaman alam, dan kecintaan kepada lingkungan. Warna ini mengekspresikan variasi dan jiwa dari lingkungan alami Indonesia.

Natural experience adalah bagian penting dalam *thematic wonders* karena salah satu keunikan kita adalah lingkungan alam, dari terumbu karang, lautan, pantai, hutan, gunung, hingga flora dan fauna. Karena itu, sudah seharusnya kita menggunakannya untuk mempesona audiens kita.

The natural wonders are the essence of nature's exquisite corners of enjoyment and enlightenment throughout the Indonesian Archipelago. It illustrates the richness of Indonesia's biodiversity - above, on, and below the surface.

Indonesians are still living side by side with nature, and therefore we should introduce nature as part of ourselves, and the part that we should share to the world.

Green is used to illustrate our rich natural landscape, as it is largely incorporated with living nature, biodiversity and eco-friendliness. It expresses the variety and the soul of Indonesia's organic environment.

The natural experience is a key element in our thematic wonders because one of our uniqueness is our natural landscape, from our corals, oceans, beaches, forests, to even our wildlife. Therefore, it is only natural for us to make it beyond captivating for our audience.



Thematic Wonder Experience

Sensory Wonders

Sensory wonders adalah esensi dari pengalaman Indonesia yang berhubungan dengan 5 panca indera. Hal ini mengilustrasikan kebanyakan aktivitas pariwisata di Indonesia yang berhubungan dengan fungsi 5 panca indera pada badan manusia.

Masyarakat Indonesia peduli dengan bagaimana orang menikmati waktu mereka, dan kita memberikan mereka berbagai stimulasi indera. Kita menikmati musik, makanan, relaksasi, dan pagelaran seni kita. Kita menyambut semua yang ingin bergabung dan ingin ikut merasakannya.

Warna ungu digunakan untuk mengilustrasikan pengalaman keseharian indera tubuh kita, karena ungu mempunyai berbagai efek untuk tubuh dan pikiran termasuk menghibur jiwa, mendukung imajinasi dan menenangkan pikiran dan kegelisahan.

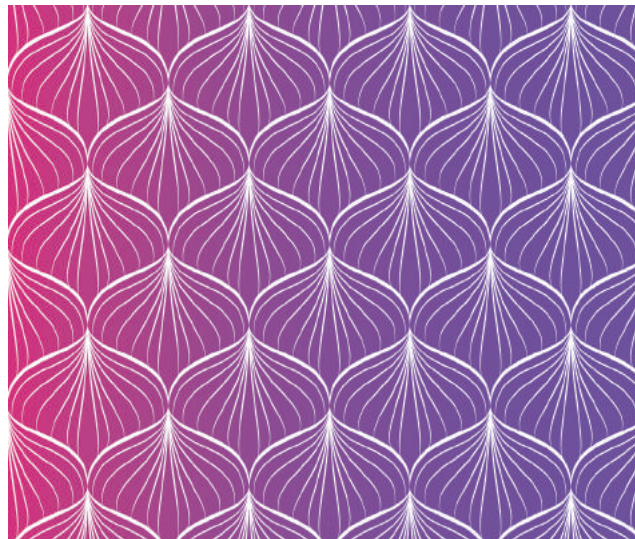
Sensory experience adalah bagian penting dalam *thematic wonders* karena Indonesia mempunyai banyak stimulan yang menghibur termasuk untuk pendengaran, penglihatan, penciuman, perasa dan peraba. Menjadikan hal ini penting untuk dipersatukan demi mengkomunikasikan semua hiburan indera dalam satu pengalaman yang berhubungan.

The sensory wonders are the essence experiencing Indonesia through the 5 bodily senses. It illustrates many Indonesia's holiday leisures that are interconnected with the functional sensors of the human body.

Indonesians care about how people enjoy their time in our land, and we give people entertaining stimulations to their perceptions. We enjoy our music, our food, our relaxations, and our art performances, we welcome those who want to join and have a taste.

Purple is used to illustrate our daily body experience, as purple has a variety of effects on the mind on body including uplifting spirits, encouraging imagination and calming to the mind and nerves.

The sensory experience is important to the thematic wonders because Indonesia has many entertaining stimuli including hearing, sight, smell, taste, and touch. It is therefore necessary to unite all the 5 experiences in order to communicate all the sensory delights in one connected experience.



Thematic Wonder Experience

Cultural Wonders

Cultural wonders adalah esensi dari pengalaman Indonesia tentang kemegahan warisan budaya sejarah. Hal ini mengilustrasikan berbagai kehebatan nilai luhur dan budaya jaman dahulu yang masih dianut oleh bangsa sampai hari ini.

Kebanggaan dan kebesaran dari budaya masyhur kita adalah salah satu harta bangsa dari jaman dahulu kala sampai jaman peradaban pasca modern hari ini. Kita adalah negara dengan banyak tradisi leluhur dan kita tidak ragu untuk membagikan pengetahuan kita kepada dunia.

Warna jingga dipakai untuk mengilustrasikan kekayaan nilai dan karya tradisional, karena warna jingga memberikan perasaan kebanggaan, kekayaan dan pengetahuan, dan seringkali mensymbolisasikan sesuatu dengan kualitas tinggi. Selain itu dalam heraldik, warna ini adalah kekuatan dan ketangguhan.

Cultural experience adalah bagian penting dalam *thematic wonders* karena Indonesia mempunyai ratusan tradisi yang hidup, terjaga dan masih bernafas. Menjadikan Indonesia berwarna penuh dengan variasi kemasyarakatan yang tidak terbandingkan, teladan untuk seluruh dunia.

The cultural wonders are the essence of Indonesia's magnificent historical heritage. It illustrates many of Indonesia's celebrated ancestral values and the old traditions that many of us still practice even to this day.

Our proud and heavily illustrious culture is one of the things we hold dear from ancient times to the post-modern civilization of today. We are a country of many ancestral traditions and we are not hesitant to share our wisdoms for the world to enjoy.

Orange is used to illustrate our richness in traditional values and crafts, as the color orange gives the feeling of prestige, wealth and wisdom and it often symbolises something of high quality. While in heraldry, orange is strength and endurance.

The cultural experience is important to the thematic wonders because Indonesia has hundreds of old traditions that are preserved, maintained, and practiced. We are a colorful and diverse society beyond comparison, an example for the whole world.



Thematic Wonder Experience

Modern Wonders

Modern wonders adalah esensi dari pengalaman Indonesia tentang peradaban maju di kepulauan Indonesia yang mengagumkan. Hal ini mengilustrasikan gaya hidup modern yang membanggakan di Indonesia.

Indonesia adalah negara modern dan berbagai hiburan kita adalah termasuk berbagai pilihan rekreasi populer abad 21.

Warna biru digunakan untuk mengilustrasikan kehidupan beradab dan modern, karena warna biru sering dikaitkan dengan kedalaman, keahlian, dan stabilitas. Warna ini menginginkan ketertiban dan arah dalam hidupnya termasuk dalam nafkah dan pencaharian.

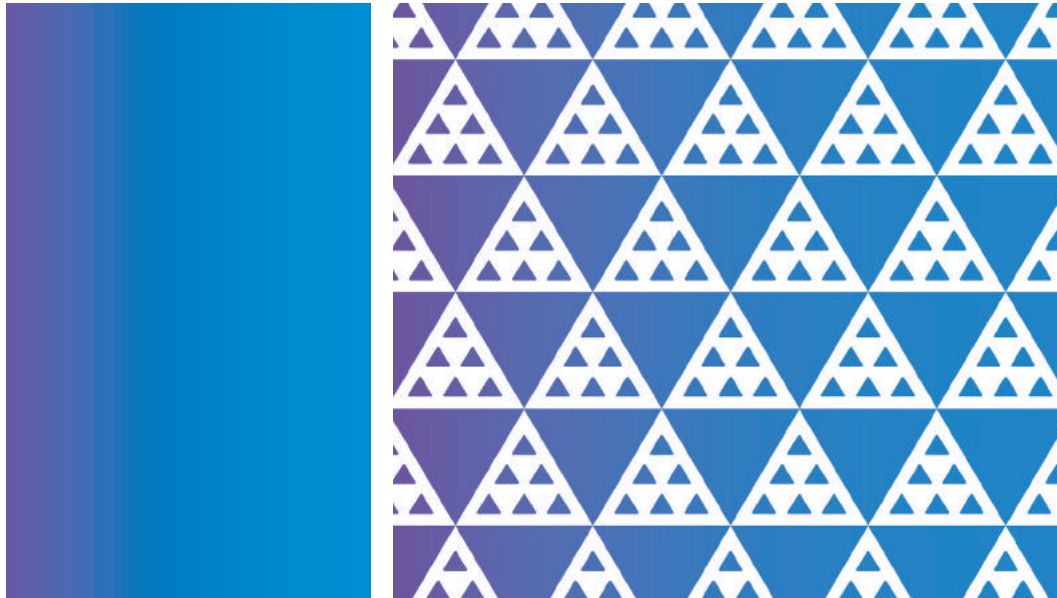
Modern experience adalah bagian penting dalam *thematic wonders* karena Indonesia mempunyai berbagai rekreasi dan inovasi modern yang luar biasa. Karena itu, menceritakan kemajuan kita kepada dunia adalah sesuatu yang esensial.

The modern wonders are the essence of experiencing the wondrous, advanced civilization throughout the Indonesian archipelago. It illustrates Indonesia's proud, modern way of life

Indonesia is a modernized country, and we offer many cutting-edge, entertaining attractions that firmly belong in the 21st century.

Blue is used to illustrate the modern and civilised life, as the color blue is often incorporated with depth, expertise, and stability. It represents the need for order and direction in both work and life.

The modern experience is important to the thematic wonders because Indonesia has a plethora of exceptional post modern leisure spots and innovations. It is thus essential to put the word of our astonishing progress for the whole world to discover.



Thematic Wonder Experience

Adventurous Wonders

Adventurous wonders adalah esensi dari pengalaman Indonesia tentang rekreasi eksotis dan menegangkan. Hal ini mengilustrasikan berbagai kegiatan olahraga dan eksplorasi yang menarik.

Sebagai pemilik berbagai lingkungan alam yang unik, Indonesia mempunyai banyak aktivitas fisik yang memompa adrenalin, kita dengan senang hati membagikannya dengan dunia.

Warna magenta digunakan untuk mengilustrasikan jiwa bertualang dalam kegiatan-kegiatan yang menantang, karena magenta berkarakter tidak dapat diatur dan berjiwa bebas. Warna ini mendorong kita untuk bertanggung jawab untuk membuka jalan hidup dan menjadi proaktif sambil membantu kita mengubah ambisi dan keinginan menjadi realita.

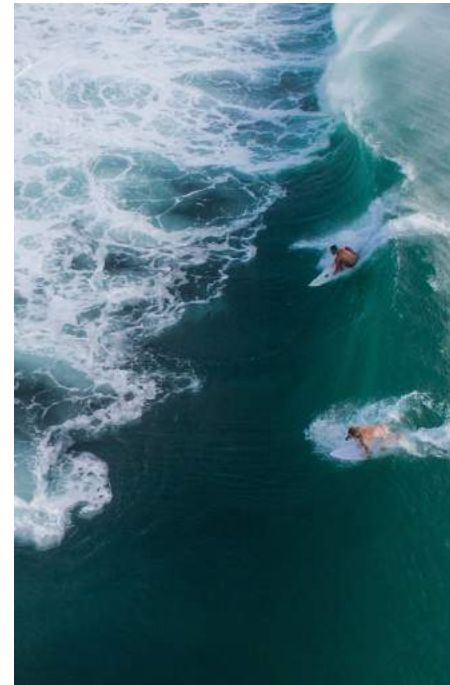
Adventurous experience adalah bagian penting dalam *thematic wonders* karena Indonesia mempunyai berbagai lokasi rekreasi olahraga dan bertualang yang luar biasa, menjadikan Indonesia sebagai surga bagi para pencari adrenalin dan penikmat olahraga.

The adventurous wonders are the essence of experiencing Indonesia's exotic and thrilling recreation spots. It illustrates the many exciting sport and exploration activities we can offer.

As a proud owner of unique and diverse terrain, Indonesia has plenty of physical activities and adrenaline-pumping past times to choose from, and we love sharing our games and amusements with the world.

Magenta is used to illustrate the adventurous spirit of daring activities, as the color magenta is characterised as non-conformist, the free spirit. It pushes you to take responsibility for creating your own path in life and increases activity while assisting you in turning your ambitions and desires into reality.

The adventurous experience is important to the thematic wonders because Indonesia has lots of extraordinary recreational locations for sports and adventures. We are a heaven for adrenaline seekers and patron of sports.



Patterns

Patterns Explanation

Natural Wonders

Sesuatu yang merefleksikan kekayaan alam Indonesia adalah pohon itu sendiri. Indonesia mempunyai pohon yang sangat banyak dan lebat, tetapi pohon juga memberikan arti menjaga semua kehidupan alam. Pohon inilah fondasi dari tanah Indonesia yang subur dan luas.

Natural wonders pattern merepresentasikan hutan yang rimbun, dan secara individual menyerupai pohon. Hal ini mensymbolisasikan kehebatan variasi dan kekayaan alam Indonesia.

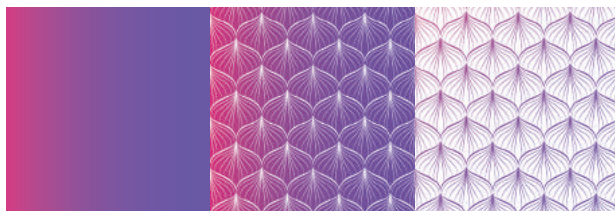
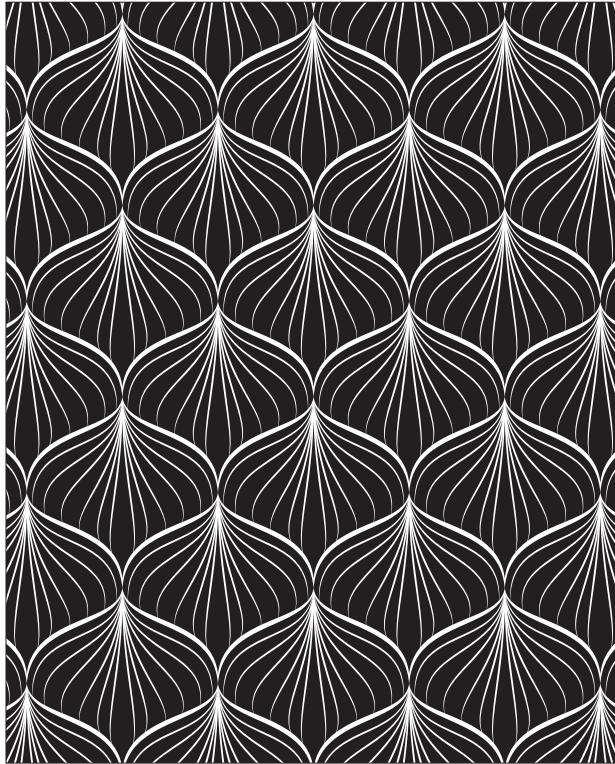
Motif ini menyiratkan pemberkatan dan kedamaian dengan alam, menghidupkan dan menyuburkan semua makhluk hidup dan merefleksikan ketenangan serta keindahan.

The richness of Indonesia's natural resources are reflected by our trees. They represent the preservation of all natural life, as they are also the foundation of Indonesia's vast and fertile soil.

The natural wonders pattern represents our lush rain forests, with each individual part resembling a tree. Together, they symbolize Indonesia's great biodiversity and natural richness.

The pattern evokes peace and blessings of mother nature. It gives life and fertility to all living creatures while reflecting calmness and beauty.





Sensory Wonders

Sintesis granular adalah metode sintesis untuk menciptakan efek suara dan musik baru, lebih dari itu, granular dapat dipisahkan menjadi partikel kecil dan didengarkan dengan kecepatan, ritme, volume, dan frekuensi yang berbeda.

Sensory wonders pattern merepresentasikan sintesis granular, dan secara individual menyerupai *grain*. Hal ini mensimbolisasikan berbagai macam stimulasi persepsi yang menarik di Indonesia.

Motif ini membentuk variasi persepsi indera yang bervariasi, merefleksikan pengalaman menarik dari 5 panca indera yang dapat kita dapatkan di Indonesia. Hasilnya adalah motif yang menarik, terkontrol dan bervariasi dalam hal teksturnya.

A granular synthesis is a sound synthesis method used for composing sound effects and music. Moreover, it is individually split into small pieces and can be heard at different speeds, phases, volumes and frequencies.

The sensory wonders pattern represents a granular synthesis of a time scale, while individually resembling a grain. It symbolizes Indonesia's exciting perception stimulations.

The pattern forms varied perceptive sensors, reflecting many exciting experiences of the five senses we can get in Indonesia. The results are exciting, controllable and texturally extremely varied.

Patterns

Patterns Explanation

Cultural Wonders

Batik adalah salah satu warisan terhebat kita. Batik Indonesia mempunyai sejarah akulturasi yang panjang, dengan berbagai motif yang terinspirasi dari berbagai budaya, dan merupakan yang paling maju dalam hal motif, teknik, dan kualitas pekerjaanya.

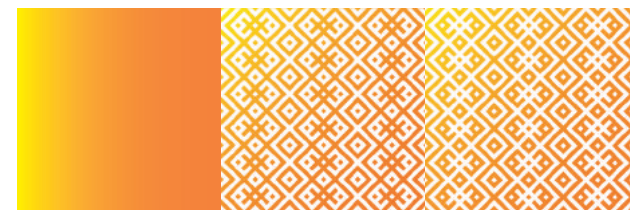
Cultural wonders pattern merepresentasikan simbol dari batik-batik yang terdapat di seluruh Indonesia. Hasilnya menyiratkan berbagai nilai dari berbagai daerah dan menjadi satu kesatuan, menciptakan motif bernilai nasional yang terinspirasi oleh tradisi.

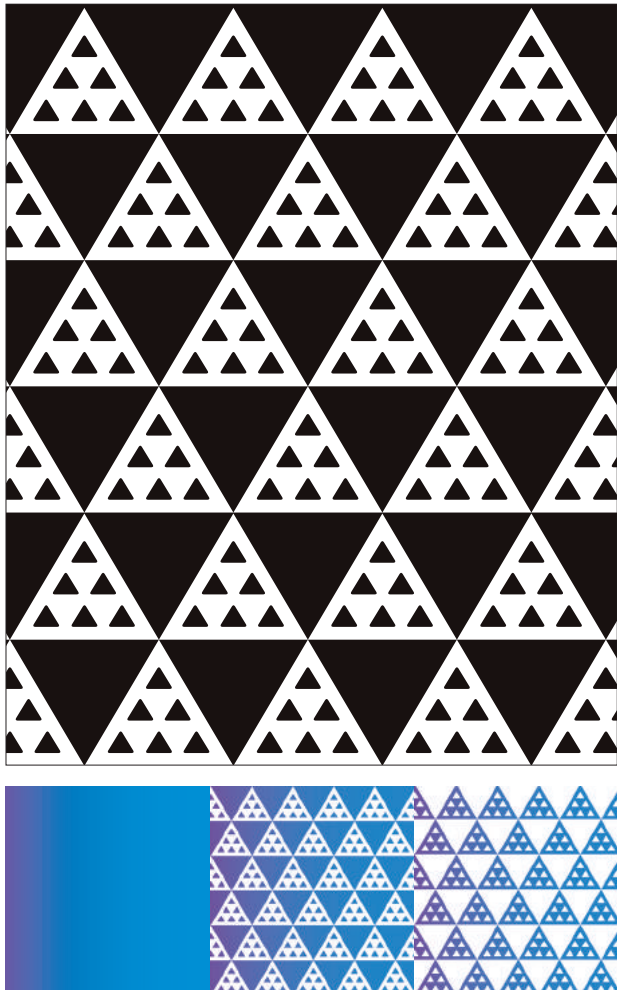
Motif ini menghidupkan kesatuan nilai dari tradisi dan kerja keras Indonesia, dan juga merepresentasikan integritas dan kemauan yang keras.

Batik is one of our greatest heritage. Indonesian batik has a long history of acculturation, with diverse patterns influenced by a variety of cultures, and is the most developed in terms of pattern, technique, and the quality of workmanship.

The cultural wonders pattern represents a symbol of each batik from east to west Indonesia. The result evokes the various values of our different regions and blends them in unity, creating a pattern of national value that is inspired by tradition.

The pattern unites the value of Indonesia's tradition and hard work, while also representing integrity and willpower.





Modern Wonders

Bentuk segitiga dalam budaya Indonesia seringkali diasosiasikan dengan konsep trinitas spiritual, kepercayaan yang dipegang teguh oleh masyarakat. Selain itu, bentuk segitiga seringkali dijadikan elemen futuristik.

Modern wonders pattern direpresentasikan melalui kumpulan segitiga; secara individu mereka menyiratkan tensi yang dinamis, aksi, agresi, dan kesiapan kekuatan. Hal ini merefleksikan keagresifan kita dalam kemajuan pembangunan.

Motif ini secara keseluruhan berarti segala kemajuan yang telah kita capai dan juga merepresentasikan identitas visual "Bergerak Lurus ke Depan".

In Indonesian culture, the triangle shape is associated with the spiritual concept of the trinity that is held dear in the beliefs of Indonesians. On the other hand, it is also often perceived as a futuristic element.

The modern wonders pattern is represented through a group of triangles. Individually they convey dynamic tension, action, aggression, and steady strength. They reflect our aggressiveness in pursuing progress.

The patterns as a whole means all of the progress we have achieved so far, while also symbolizing the visual identity of "Going Straight Ahead".

Patterns

Patterns Explanation

Adventurous Wonders

Motif ombak merepresentasikan bagian maritim dari Indonesia, dan juga fakta bahwa ombak di Indonesia adalah salah satu gelombang pasang terliar di dunia, menjadikannya surga bagi para peselancar.

Secara individu, ombak mempunyai karakter tidak terhentikan, liar, kuat, dan tak dapat dikuasai. Hal ini mengindikasikan sisi petualangan liar Indonesia.

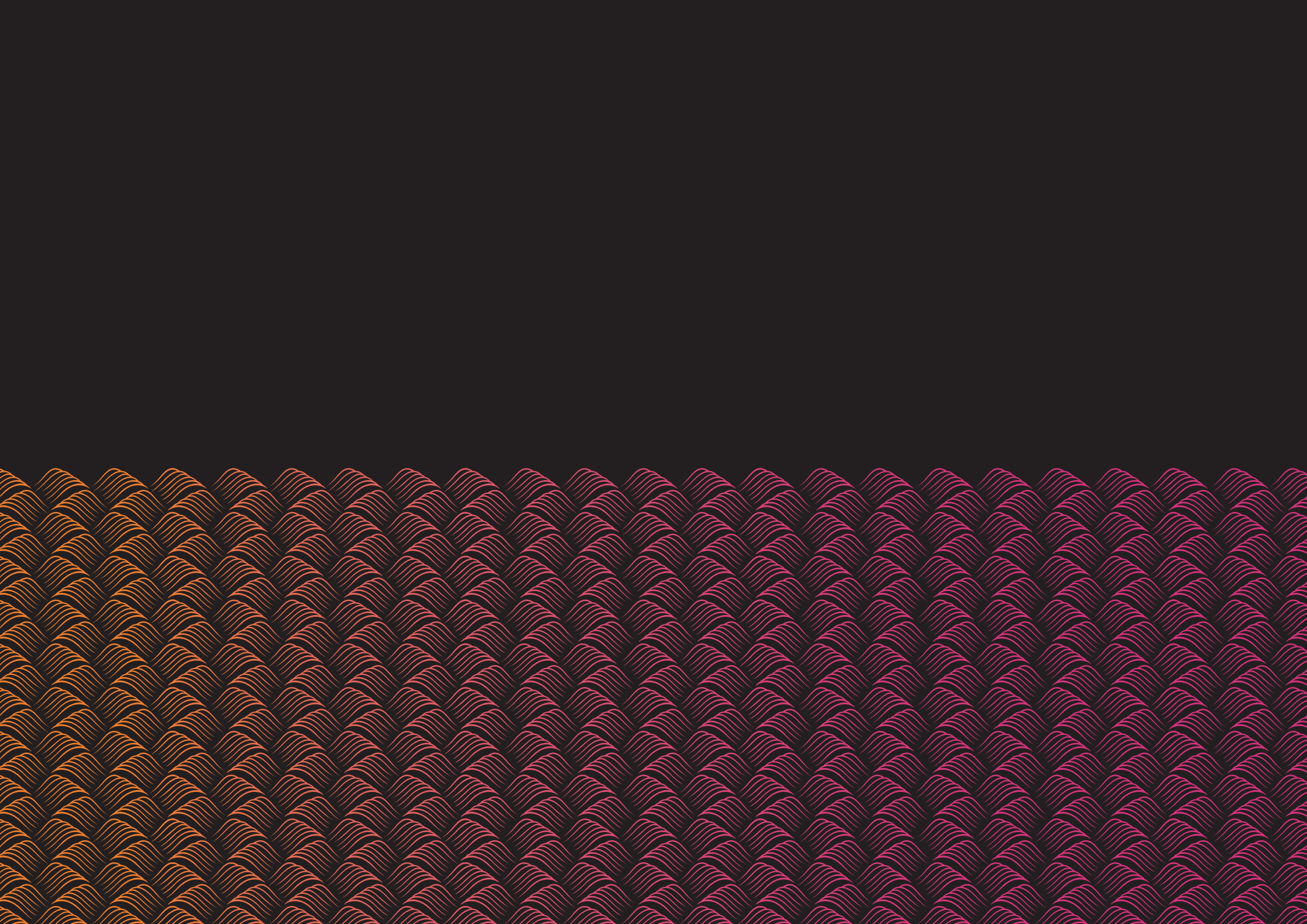
Motif ini secara keseluruhan merefleksikan sekumpulan ombak yang menghadang satu sama lain. Melihat dari gerakan simpang siurnya, motif ombak menyiratkan filosofi yaitu dinamis dan agresif.

A wave pattern represents the maritime side of Indonesia, and also the fact that the waves in Indonesia are one of the wildest tides of the world, making it a heaven for surfers.

Individually, a wave is unstoppable, wild, strong, and refuses to be grasped. It indicates the wild adventures of Indonesia.

The whole pattern reflects a wave hitting against each other. Seen in its back and forth movement, the wave pattern evokes our philosophy of being dynamic and aggressive.





Patterns

Pattern Application On Various Media Templates

Pada halaman *Visual System Components* bagian ini akan dijelaskan penggunaan *pattern* pada versi vertikal dan horizontal. Ingatlah bahwa halaman ini sangat krusial untuk segala eksekusi *pattern*.

1 Headline

Selalu ingat bahwa saat memakai *patterns* pada media, ukuran font *headline* selalu lebih besar dari media yang memakai foto, memasang *headline* menutupi *pattern* atau sebaliknya tidak disarankan.

2 Patterns & Colour

Selalu ingat bahwa *patterns* tidak bisa menutup *bounding box* secara solid, dan harus ada pemudaran warna di tengah. Warna latar juga harus ditransformasikan melalui gradasi.

3 Supergraphic

Selalu ingat bahwa *supergraphic* adalah pembatas antara *patterns* dan area *copy* & logo. Penggunaan *pattern* yang menutupi *supergraphic* atau area *copy* & logo tidak disarankan.

This section of visual system components will provide an explanation over pattern usage in vertical and horizontal versions. Bear in mind that this pattern section is crucial for every pattern execution.

1 Headline

Always remember that when applying patterns in media, the headline size is always bigger than in mediums that use images. Placing the headlines over the pattern and vice versa is not recommended.

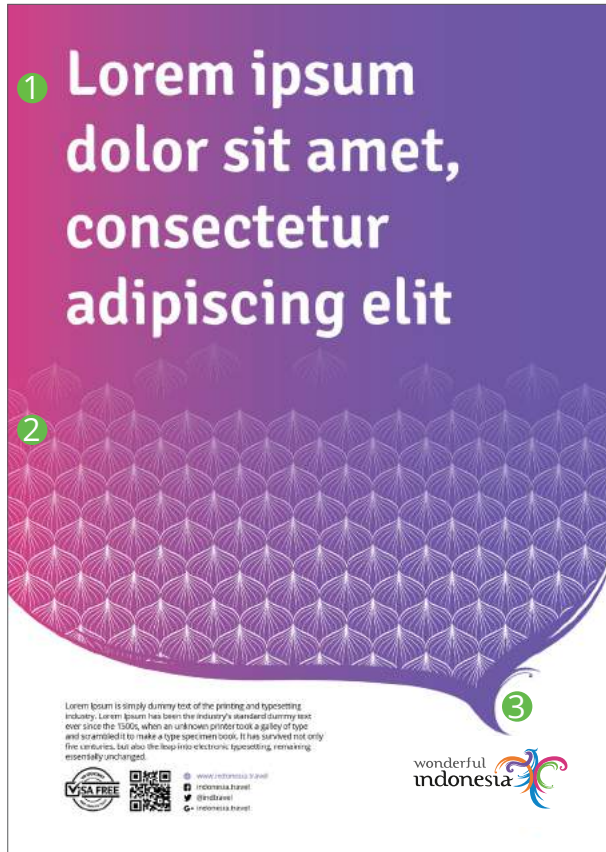
2 Patterns & Colour

Always remember that the patterns cannot solidly cover all of the bounding box, and there has to be a fade in the middle. The color also has to transform through gradation.

3 Supergraphic

Always remember that supergraphic is the boundary between patterns and the copy & logo area. Using patterns over the supergraphic or the copy & logo area is not recommended.

► Vertical Version



► Horizontal Version



Patterns

Patterns Transition Technique on Template

Berikut ini adalah aturan *patterns* proportion yang akan diaplikasikan ke setiap media, terutama informasi tentang tata penggunaan *pattern* dengan keselarasan. Pembagian area *pattern* telah dipastikan untuk memudahkan pengguna dalam menggunakan *pattern* di setiap aplikasi media.

Kejelasan bentuk *pattern* di dalam *bounding box* dibatasi sampai 50% dari seluruh ruang, di atas itu, *patterns* harus dipudarkan sampai hampir tidak terlihat sama sekali. Tidak disarankan untuk mengisi seluruh ruang *bounding box* dengan *pattern*.

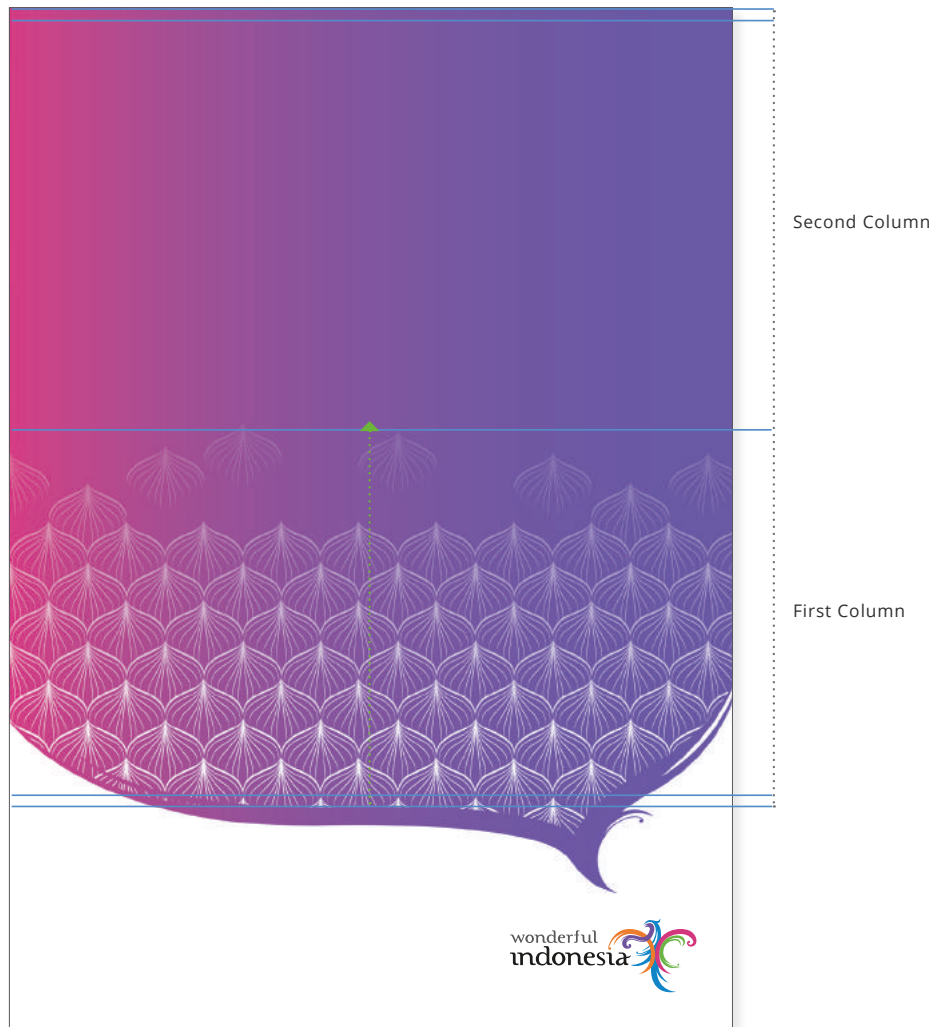
Peraturan ini berlaku kepada semua versi ukuran, dan arah *pattern*. Arah *pattern* mempunyai dua opsi, dari bawah ke atas dan dari kanan ke kiri. Tidak disarankan untuk mengubah arah *pattern* melawan opsi yang telah disediakan.

The following explains the pattern proportion rule that will be applied into every medium. It provides information on how to use the patterns accordingly. We have established the pattern divider to simplify the application of patterns in different mediums.

The clear visibility of the patterns inside the bounding box is limited to 50% of total space, above that, the patterns must be faded until it is barely visible to not at all. It is not recommended to fill all the space of the bounding box with patterns.

This rule applies to every version of sizing, and the direction of the patterns. The direction of the patterns has two options, bottom to top, and right to left. It is not recommended to change the direction of the patterns against the options available.

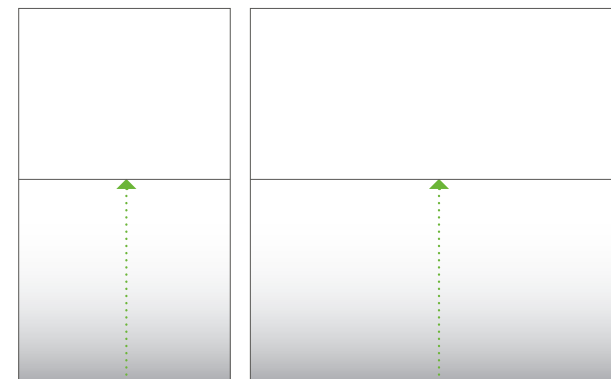
► Bottom to Top Version of Patterns Usage



Transition Technique:

Aplikasi transisi *pattern* 1 bergerak dari bawah ke atas. Kami telah membagi area gambar menjadi 50-50 dengan dua kolom, yang ditaruh di dalam *supergraphic* (seperti yang diaplikasikan di gambar kiri). Sistem pembagian ini berlaku untuk setiap aplikasi media (*stationery, print, online, media ruang*). Kolom pertama adalah area aman untuk menggunakan *pattern* sampai *pattern* menghilang. Ingatlah bahwa *pattern* tidak bisa melebihi kolom pertama dan pemakaiannya harus disesuaikan dengan konten media, karena kolom kedua adalah area aman untuk penggunaan *headline* dan informasi lainnya.

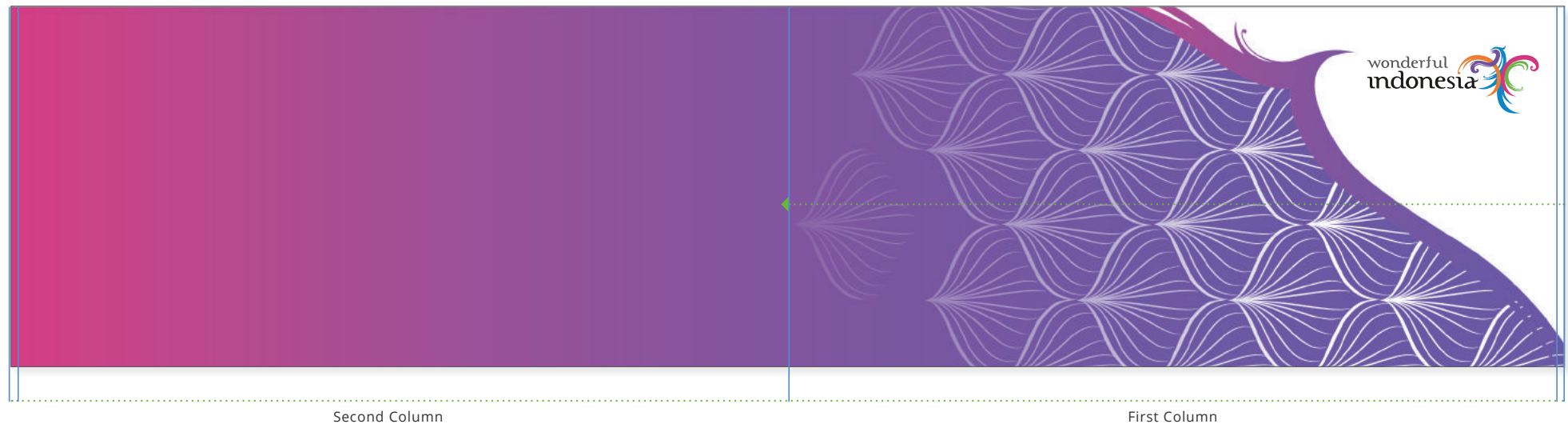
Pattern transition application 1 moves from bottom to top. We have divided the image area into a 50-50 area with two columns, which is placed within the supergraphic (as applied on the left image). This dividing system applies to every media application (stationery, print, online, out-of-home). The first column is the safe area to use the pattern until it is faded out. Keep in mind that the patterns cannot go over the first column and that its use must be adjusted according to the media contents, because the second column is the safe area for headlines and other informations.



►
50%
adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out

► Right to Left Version of Patterns Usage



Transition Technique:

Aplikasi transisi *pattern* 2 bergerak dari kanan ke kiri. Kami telah membagi area gambar menjadi 50-50 dengan dua kolom, yang ditaruh di dalam *supergraphic* (seperti yang diaplikasikan di gambar atas). Sistem pembagian ini berlaku untuk media ekstrim horizontal (*print*, online, *billboard*). Kolom pertama adalah area aman untuk menggunakan *pattern* sampai *pattern* menghilang. Ingatlah bahwa *pattern* tidak bisa melebihi kolom pertama dan pemakaiannya harus disesuaikan dengan konten media, karena kolom kedua adalah area aman untuk penggunaan *headline* dan informasi lainnya.

Pattern transition application 2 moves from right to left. We have divided the image area into a 50-50 area with two columns, which is placed within the supergraphic (as applied on the image above). This dividing system applies to every extreme horizontal media application (print, online, billboard). The first column is the safe area to use the pattern until it is faded out. Keep in mind that the patterns cannot go over the first column and that its use must be adjusted according to the media contents, because the second column is the safe area for headlines and other informations.



►
50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out

Patterns

Patterns Usage & Policies

Saat partner menjadi *brand* utama, identitas *brand* harus dijaga sekonsisten mungkin namun tetap dapat mengikuti identitas partner secara fleksibel. Kita melakukan ini untuk menghormati citra mereka sambil tetap mempertahankan citra kita agar tetap konsisten.

Peraturan ini tidak terbatas kepada *pattern*, terutama saat warna, *layout* dan desain dari *brand* partner berseberangan dengan *guideline pattern Wonderful Indonesia*.

Meskipun kami akan menuntun anda tentang bagaimana memakaikan *pattern* secara benar dalam *brand* yang berbeda-beda, peraturan ini subjektif kepada identitas *brand* partner dan maka dari itu juga harus didiskusikan dengan mereka.

Peraturan ini kebanyakan diaplikasikan ke kategori transportasi, walaupun ada media-media lain yang membutuhkan penyesuaian kepada identitas partner, kebanyakan media yang digunakan bersama tidak memakai *pattern* sebagai elemen yang diperlukan.

When the partner is the lead brand, a brand identity should be kept as consistent as possible while flexibly following the partner's brand identity. We do this in order to respect their image while maintaining ours from becoming inconsistent.

This rule is no exception when applied to patterns, especially when the color, layout and design of the partner's brand clashes with the Wonderful Indonesia's pattern guidelines.

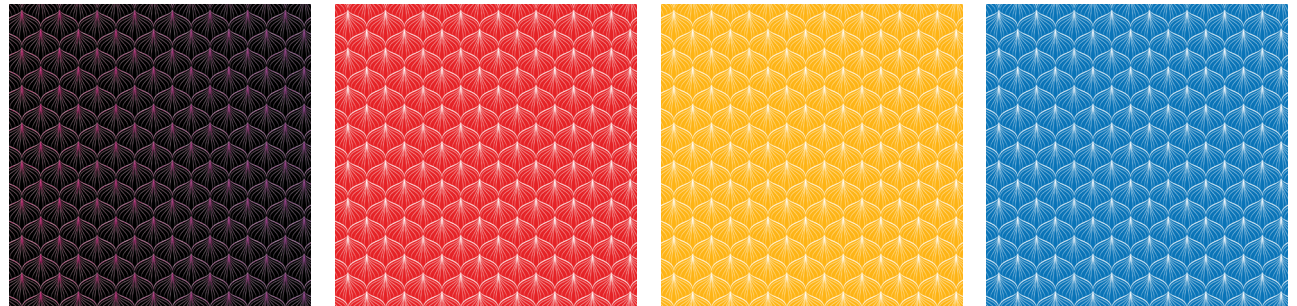
Although we will guide you to use the patterns correctly on different brand identities, this rule is subject to the partner's brand identity and therefore should be discussed with them.

This policy is mostly applied to the transportation category. Although there are other mediums that require abiding the partner's identity, most of the mediums don't use patterns as a necessary element.

► Color Considerations For Patterns

Banyak *brand* dunia yang memakai warna berbeda-beda untuk menyampaikan karakteristik utama mereka. Warna-warna ini seringkali menjadi kontras terhadap warna *thematic wonders* dari *Wonderful Indonesia*. Dalam situasi seperti ini, warna *thematic* tidak bisa dipakai dan harus disubstitusikan ke warna putih agar dapat mendukung warna yang lebih dominan. Pengecualian terhadap peraturan ini hanya terdapat pada saat warna dominan dari *brand* partner adalah hitam dan/atau abu-abu.

Many big brands of the world have different colors conveying their key characteristics. These colors often contrasted the Wonderful Indonesia's thematic wonders colors. In these situations, the thematic colors can't be used and has to be substituted to white in order to support the dominant color. The only exception of this rule is when the partner's brand colors are black and/or grey.



Pattern application examples on most usable brand colors

► Example usage on transportation

Ada beberapa contoh dari aplikasi peraturan ini pada kategori transportasi, pada saat mitra menjadi *brand* utama (gambar di kanan).

These are a few examples of the policy application on transportation category when the partner is the lead brand (pictured right).



Example on famous transportation brands

Images on Thematic Experience of Wonders

Natural Wonders

Foto-foto *natural wonders* harus dapat mempresentasikan inti dan keunikan dari alam Indonesia. Foto-foto ini harus mengandung fotografi yang memproyeksikan alam Indonesia yang tidak tersentuh seperti pegunungan, pantai, daerah hijau, bawah laut, dan sebagainya.

Foto-foto *natural wonders* juga harus diintegrasikan kepada penulisan, rupa, dan suasana yang tepat dan sejalan dengan *natural wonders experience*.

Berikut ini merupakan contoh genre fotografi yang dapat diaplikasikan ke *natural wonders*:

1. Landscape Photography

Genre *landscape photography* menangkap keindahan pemandangan alam Indonesia dan oleh karena itu harus menyorot objek alam sebagai fokus utama.

2. Wildlife Photography

Genre *wildlife photography* menangkap keunikan margasatwa Indonesia dan oleh karena itu harus menyorot satwa khas Indonesia sebagai fokus utama.

3. Macro/micro Photography

Genre *macro/micro photography* menangkap keindahan makhluk yang ukurannya relatif kecil (misalnya kupu-kupu *Wallace's Golden Birdwing*) dan oleh karena itu harus menyorot keunikan obyek kecil alam Indonesia sebagai fokus utama.

The natural wonders images should present the core and uniqueness of Indonesia's nature. These images should only contain photography that projects Indonesia's untouched nature such as mountains, beaches, greenery, underwater, and many others.

The natural wonders images should also be integrated into the right writing, look, and feel of the natural wonders experience.

Below are examples of the photography genres that can be applied to the natural wonders:

1. Landscape Photography

The landscape photography genre captures the beautiful natural landscape of Indonesia and therefore must highlight the natural objects above all else.

2. Wildlife Photography

The wildlife photography genre captures the uniqueness of Indonesia's wildlife and therefore must highlight Indonesia's iconic animals above all else.

3. Macro/micro Photography

The macro/micro photography genre captures the beauty of small creatures (for example the *Wallace's Golden Birdwing* butterfly) and therefore must highlight objects that are small and unique in Indonesia above all else.

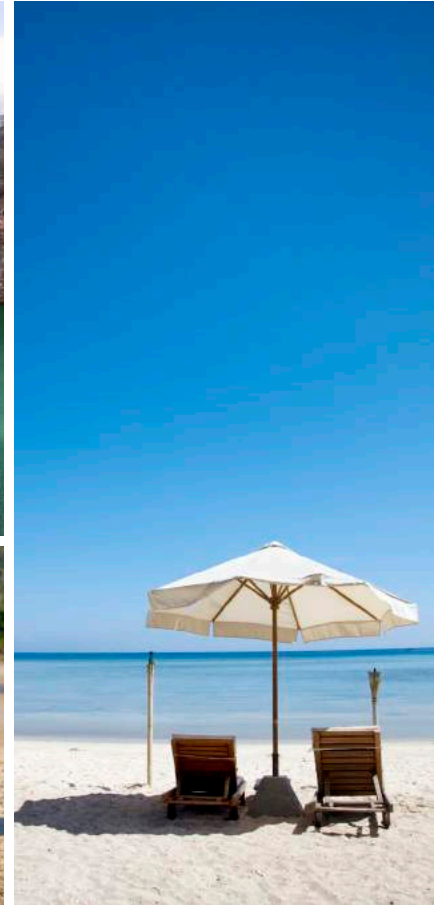




Foto - foto ini harus mengandung fotografi yang memproyeksikan alam Indonesia yang tidak tersentuh seperti pegunungan, pantai, daerah hijau, bawah laut, dan sebagainya.



Images on Thematic Experience of Wonders

Sensory Wonders

Foto-foto *sensory wonders* harus dapat mempresentasikan kategori spesifik dari pengalaman dari 5 panca indera di Indonesia. Foto-foto ini harus mengandung fotografi yang memproyeksikan pengalaman panca indera seperti kuliner, yoga, musik, dan sebagainya.

Foto - foto *sensory wonders* juga harus diintegrasikan kepada penulisan, rupa, dan suasana yang tepat dan sejalan dengan *sensory wonders experience*.

Berikut ini merupakan contoh genre fotografi yang dapat diaplikasikan ke *sensory wonders*:

1. *Human Interest*

Genre *human interest* menangkap subjek yang melakukan aktivitas *sensory* di Indonesia (seperti yoga) dan oleh karena itu harus menyorot aktivitasnya sebagai fokus utama.

2. *Still Life Photography*

Genre *still life photography* menangkap obyek *sensory* Indonesia yang menggugah (seperti kuliner) dan oleh karena itu harus menyorot obyeknya sebagai fokus utama.

The sensory wonders images should present the specific categories of Indonesia's 5 body senses experience. These images should only contain photography that projects Indonesia's sensory experiences such as culinary, yoga, music, and many others.

The sensory wonders images should also be integrated into the right writing, look, and feel of the sensory wonders experience.

Below are examples of the photography genres that can be applied to the sensory wonders:

1. Human Interest

The human interest genre captures subjects who engage Indonesia's sensory activities (for example yoga) and therefore must highlight on the activities above all else.

2. Still Life Photography

The still life photography genre captures the inviting objects of Indonesia's sensory (for example cuisines) and therefore must highlight the objects above all else.

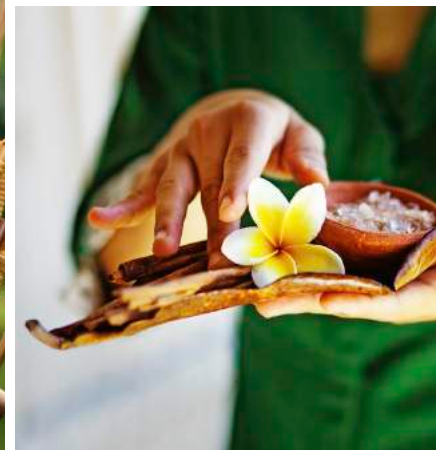
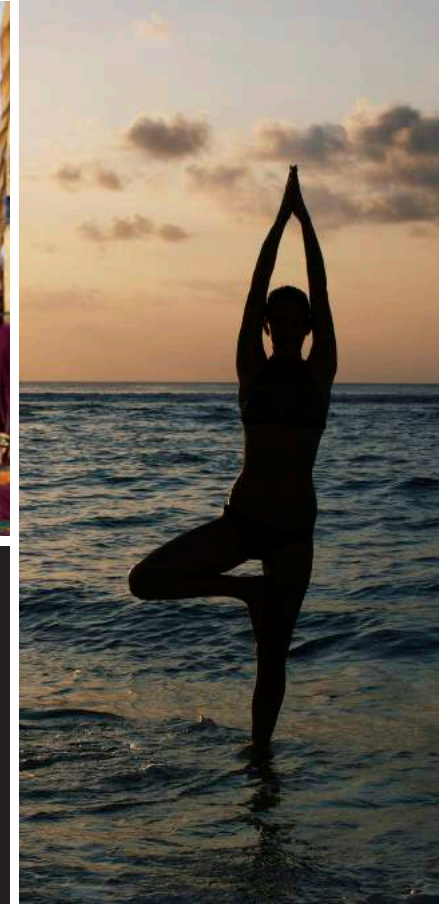




Foto - foto ini harus mengandung fotografi yang memproyeksikan pengalaman panca indera seperti kuliner, yoga, musik, dan sebagainya.





Images on Thematic Experience of Wonders

Cultural Wonders

Foto-foto *cultural wonders* harus dapat mempresentasikan budaya Indonesia yang megah dan berwarna. Foto-foto ini harus mengandung fotografi yang memproyeksikan warisan budaya Indonesia seperti kesenian, ritual keagamaan, arsitektur jaman dahulu, dan sebagainya.

Foto-foto *cultural wonders* juga harus diintegrasikan kepada penulisan, rupa, dan suasana yang tepat dan sejalan dengan *cultural wonders experience*.

Berikut ini merupakan contoh genre fotografi yang dapat diaplikasikan ke *cultural wonders*:

1. Portrait Photography

Genre *portrait photography* menangkap orang-orang yang terkait erat dengan kegiatan budaya Indonesia dan oleh karena itu harus menyorot individu / kelompok yang merepresentasikan budaya Indonesia sebagai fokus utama.

2. Human Interest

Genre *human interest* menangkap subjek yang melakukan aktivitas kebudayaan dan oleh karena itu harus menyorot aktivitas kebudayaan Indonesia sebagai fokus utama.

3. News Photography

Genre *news photography* melibatkan jurnalis untuk menangkap berita tentang kebudayaan Indonesia dan oleh karena itu harus menyorot objek beritanya sebagai fokus utama.

The cultural wonders images should present Indonesia's magnificent and colorful culture. These images should only contain photography that projects Indonesia's cultural heritage such as arts, religious rituals, ancient architectures, and many others.

The cultural wonders images should also be integrated into the right writing, look, and feel of the cultural wonders experience.

Below are examples of the photography genres that can be applied to the cultural wonders:

1. Portrait Photography

The portrait photography genre must capture people who have close relation to Indonesia's cultural activities and therefore must highlight individuals/groups that are representing Indonesia's culture above all else.

2. Human Interest

The human interest genre captures subjects who engage in cultural activities and therefore must highlight on Indonesia's cultural activities above all else.

3. News Photography

The news photography genre involves journalists who capture news about Indonesia's culture and therefore must highlight the object of the news above all else.

4. Architecture Photography

Genre *architecture photography* menangkap keindahan arsitektur yang menjadi bagian dari budaya Indonesia dan oleh karena itu harus menyorot arsitektur yang historis dan orisinal dari Indonesia sebagai fokus utama.

5. Fashion Photography

Genre *fashion photography* menangkap keindahan ragam mode sandang yang bercorak budaya Indonesia dan oleh karena itu harus bisa menyorot pakaian yang bercorak budaya dari Indonesia sebagai fokus utama.

4. Architecture Photography

The architecture photography genre must capture the architectural beauty that is a part of Indonesia's culture and therefore must highlight Indonesia's historical and original architectures above all else.

5. Fashion Photography

The fashion photography genre captures diverse fashion that has Indonesia's cultural character and therefore must highlight Indonesia's cultural fashion above all else.





Foto - foto ini harus mengandung fotografi yang memproyeksikan warisan budaya Indonesia seperti kesenian, ritual keagamaan, arsitektur jaman dahulu, dan sebagainya.



Images on Thematic Experience of Wonders

Modern Wonders

Foto - foto *modern wonders* harus dapat mempresentasikan kemajuan dan perkembangan peradaban modern. Foto-foto ini harus mengandung fotografi yang memproyeksikan pengalaman modern Indonesia seperti aktivitas perbelanjaan, kehidupan kota, bisnis, dan sebagainya.

Foto-foto *modern wonders* juga harus diintegrasikan kepada penulisan, rupa, dan suasana yang tepat dan sejalan dengan *modern wonders experience*.

Berikut ini merupakan contoh genre fotografi yang dapat diaplikasikan ke *modern wonders*:

1. Architecture Photography

Genre *architecture photography* menangkap keindahan arsitektur modern di Indonesia dan oleh karena itu harus menyorot arsitektur Indonesia yang bergaya modern dan menandakan kemajuan pembangunan sebagai fokus utama.

2. Human Interest

Genre *human interest* menangkap orang-orang yang ikut serta dalam aktivitas *lifestyle* (seperti belanja) di Indonesia dan oleh karena itu harus menyorot aktivitas *lifestyle* sebagai fokus utama.

3. Landscape Photography

Genre *landscape photography* menangkap keindahan pemandangan modern Indonesia dan oleh karena itu harus menyorot ikon modern sebagai fokus utama.

The modern wonders images should present Indonesia's developed and advanced civilization. These images should only contain photography that projects Indonesia's modern experiences such as shopping activities, city life, business, and many others.

The modern wonders images should also be integrated into the right writing, look, and feel of the modern wonders experience.

Below are examples of the photography genres that can be applied to the modern wonders:

1. Architecture Photography

The architecture photography genre captures Indonesia's modern architectures and therefore must highlight Indonesia's architectures that are characterized by their modern style and progress above all else.

2. Human Interest

The human interest genre captures the people who engage Indonesia's lifestyle activities (like shopping) and therefore must highlight on the lifestyle activities above all else.

3. Landscape Photography

The landscape photography genre captures the beautiful modern landscape of Indonesia and therefore must highlight on the modern icons above all else.

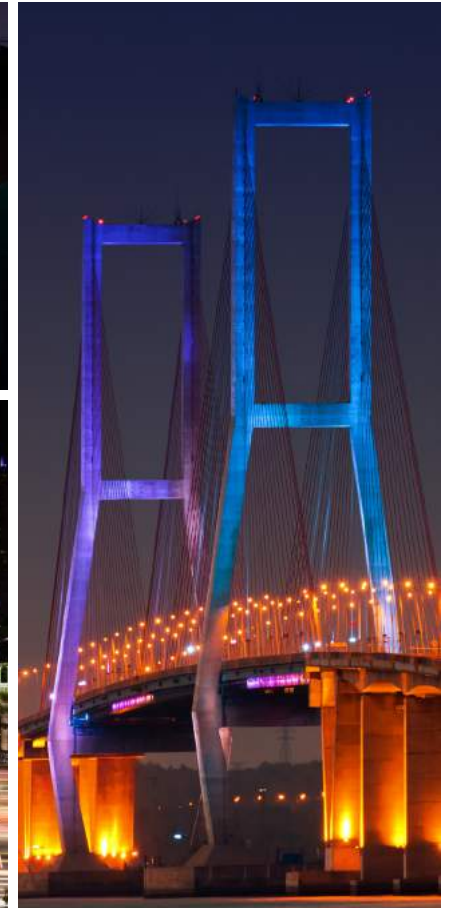




Foto - foto ini harus mengandung fotografi yang memproyeksikan pengalaman modern Indonesia seperti aktivitas perbelanjaan, kehidupan kota, bisnis, dan sebagainya.





Images on Thematic Experience of Wonders

Adventurous Wonders

Foto-foto *adventurous wonders* harus dapat mempresentasikan keunikan dan tantangan petualangan di Indonesia. Foto-foto ini harus mengandung fotografi yang memproyeksikan petualangan dan liburan *sporty* di Indonesia seperti selancar, pendakian, menyelam, dan sebagainya.

Foto-foto *adventurous wonders* juga harus diintegrasikan kepada penulisan, rupa, dan suasana yang tepat dan sejalan dengan *adventurous wonders experience*.

Berikut ini merupakan contoh genre fotografi yang dapat diaplikasikan ke *adventurous wonders*:

1. *Landscape Photography*

Genre *landscape photography* menangkap pemandangan alam Indonesia yang memperlihatkan petualangan dan oleh karena itu harus menonjolkan pemandangan yang melibatkan aktivitas petualangan sebagai fokus utama.

2. *Sport Photography*

Genre *sport photography* menangkap kegiatan olahraga yang berada di alam Indonesia dan oleh karena itu harus menonjolkan kegiatan olahraga sebagai fokus utama.

The adventurous wonders images should present Indonesia's unique and daring adventures. These images should only contain photography that projects Indonesia's adventurous and sporty leisure activities such as surfing, hiking, diving, and many others.

The adventurous wonders images should also be integrated into the right writing, look, and feel of the adventurous wonders experience.

Below are examples of the photography genres that can be applied to the adventurous wonders:

1. Landscape Photography

The landscape photography genre captures the natural landscape of Indonesia that shows adventure and therefore must highlight on the natural landscapes that involve adventurous activities above all else.

2. Sport Photography

The sport photography genre captures sport activities in Indonesia's natural landscape and therefore must highlight the sport activities above all else.





Foto - foto ini harus mengandung fotografi yang memproyeksikan petualangan dan liburan sporty di Indonesia seperti selancar, pendakian, menyelam, dan sebagainya.







Supergraphic

Supergraphic

Supergraphic Story

Supergraphic adalah suatu alat visual yang unik untuk mendukung *brand*. Alat ini adalah bagian kunci dari sistem identitas visual.

Supergraphic "spreading wings" diambil dari elemen sayap logo *Wonderful Indonesia*. Bentuk ini menyatakan sikap menyambut dan keinginan untuk mempersembahkan Indonesia kepada dunia.

Oleh karena filosofi tersebut, pada setiap aplikasi, arah ekor *supergraphic* harus menunjuk kepada logo sehingga dapat mempresentasikan logo dan foto/*pattern* dengan karakter kita.

The supergraphic is a unique visual device to support our brand. It is a key part of our visual identity system.

The "spreading wings" supergraphic is derived from the wings element of the Wonderful Indonesia logo. It communicates a welcoming attitude and a desire to present Indonesia to the world.

Therefore, in every application, the direction of the supergraphic's tail must be pointed to the logo so that it will always present the logo and the images/patterns with our character.



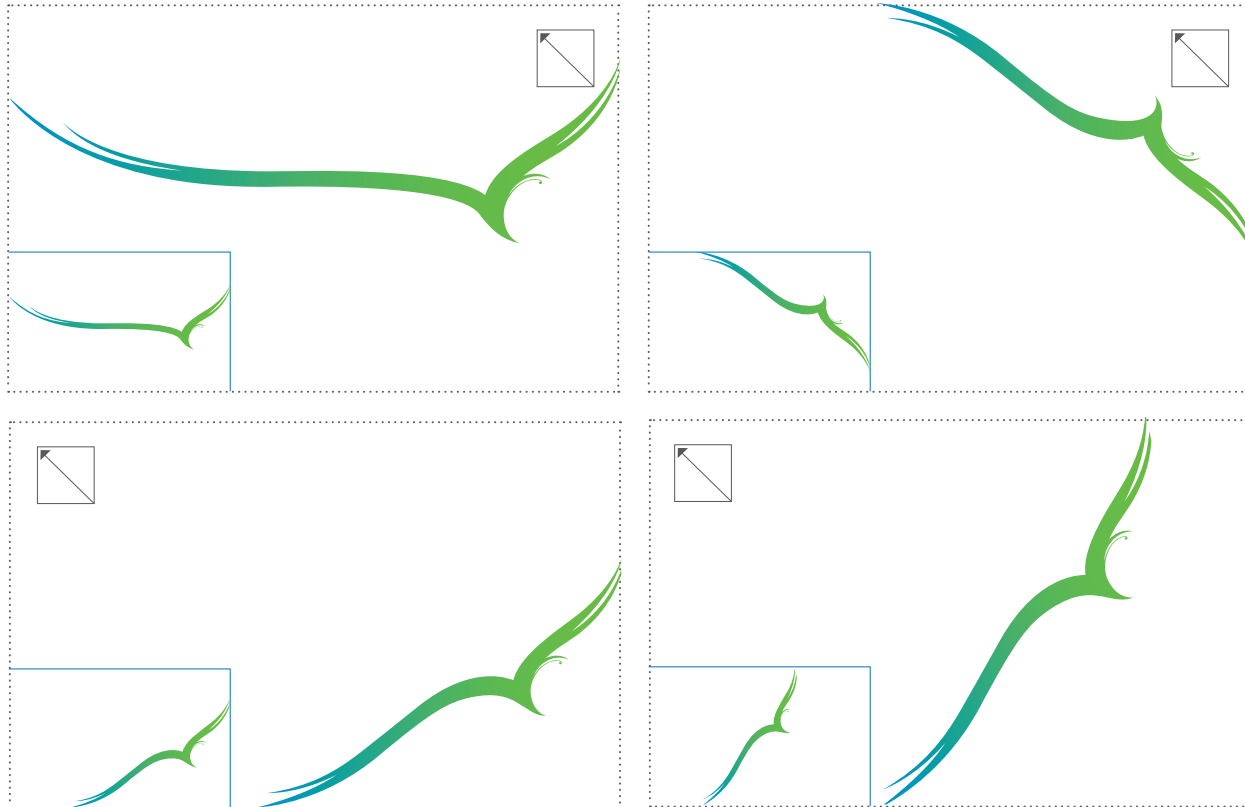
Supergraphic Resize Principles

Penggunaan *supergraphic* harus selalu mengikuti panduan yang telah ditetapkan. Perubahan ukuran *supergraphic* harus dilakukan secara proporsional, dan setiap aplikasi harus mempunyai kemiringan yang sama persis.

Berikut contoh pelaksanaan perubahan ukuran *supergraphic* yang diperbolehkan.

Application of the supergraphic must always follow the defined guidelines. Resizing of the supergraphic must be done proportionally, and each application has to have the exact same tilt.

These are examples of supergraphic resizing that are allowed.

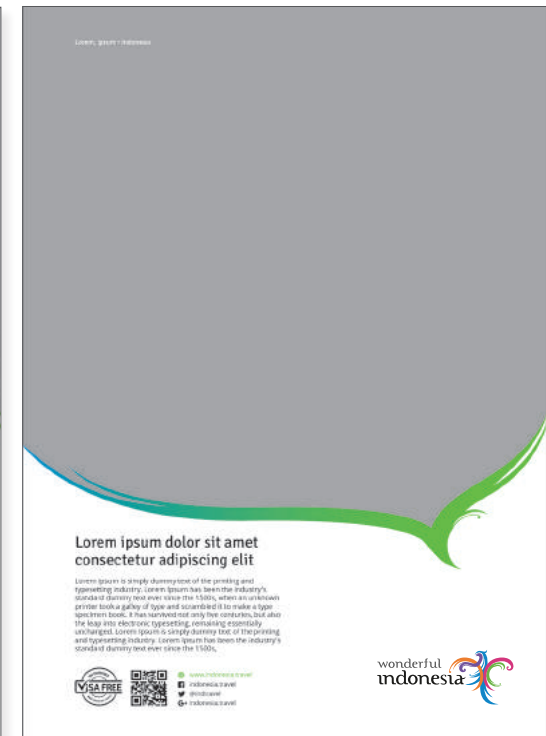


Supergraphic 1 (Bottom Supergraphic)

Aplikasi *supergraphic* 1 ditarik dari kanan ke kiri media, membuat ruang putih fleksibel untuk penggunaan *headline* dan *body copy*. Aplikasi ini khususnya dipakai pada *media print*.

Supergraphic application 1 is spread across from right to left of the media, making the white space flexible to headlines and body copy placement. This application is especially exercised on print media.

► Supergraphic 1



Supergraphic 2 (Top Right Supergraphic)

Aplikasi *supergraphic* 2 ditarik dari atas ke samping kanan dan ruang putih hanya bisa diisi oleh logo *Wonderful Indonesia*. Aplikasi ini khususnya dipakai pada media ruang dan meda online.

Supergraphic application 2 is spread from top to right and the white space can only be filled with the Wonderful Indonesia's logo. This application is especially exercised on out-of-home and online media.

► Supergraphic 2



Supergraphic 3 (Bottom Right Supergraphic)

Aplikasi *supergraphic* 3 ditarik di sudut kanan atas dan ruang putih hanya bisa diisi oleh logo *Wonderful Indonesia*. Aplikasi ini khususnya dipakai pada advertorial, beberapa *corporate stationery kits*, event, poster dan flyer.

Supergraphic application 3 is spread on the upper right corner and the white space can only be filled with the Wonderful Indonesia's logo. This application is especially exercised on advertorials, several corporate stationery kits, events, posters and flyers.

► Supergraphic 3



Supergraphic 4 (Display Banner Supergraphic)

Aplikasi *supergraphic* 4 ditarik dari atas ke bawah. Penempatannya berada di tengah media dikarenakan oleh ukuran yang ekstrim. Ruang putih bisa dipanjangkan untuk mengisi *headline*, atau dipersempit hanya untuk menempatkan logo.

Supergraphic application 4 is spread from top to bottom. The placement is in the center of the media because of the extreme size. The white space can either be extended to fill a headline, or narrowed only to fit the logo.

► Supergraphic 4



Incorrect Supergraphic Application 1

Penggunaan *supergraphic* harus selalu diperhatikan dan mengikuti contoh yang telah ditetapkan.

Berikut merupakan contoh aplikasi *supergraphic* yang tidak boleh digunakan.

The usage of supergraphic must always follow the examples which have been determined.

Here are examples of supergraphic usage that can not be used.

► Incorrect Application 1



Incorrect Supergraphic Application 2

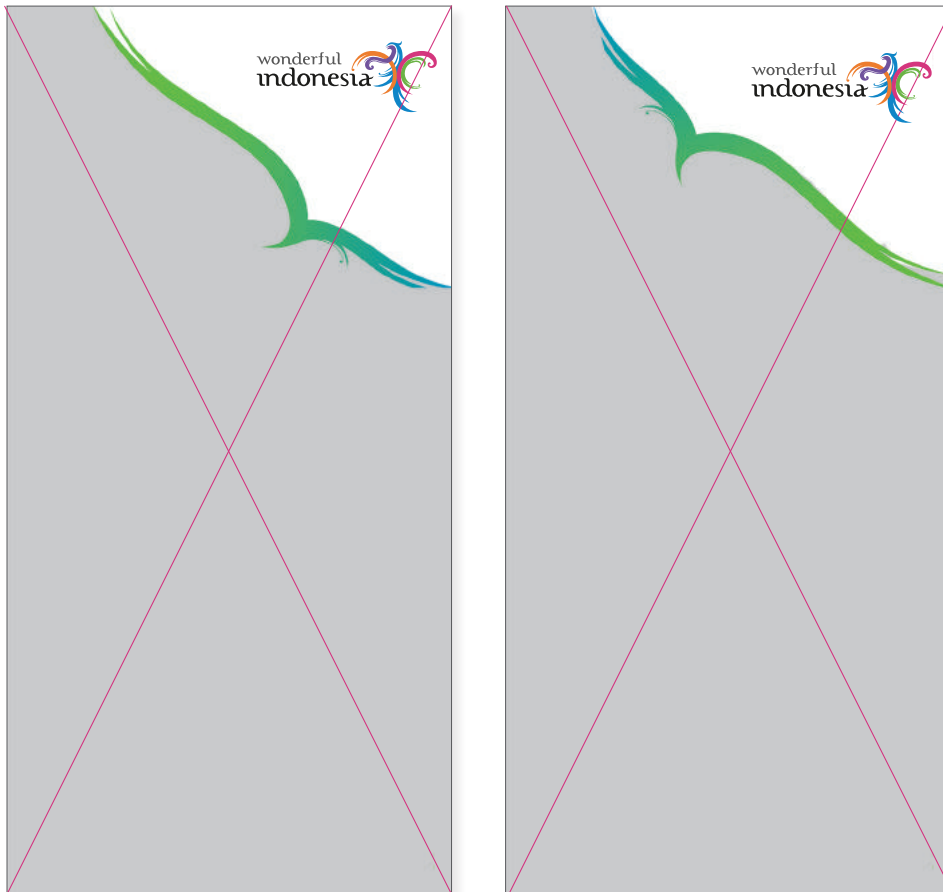
Penggunaan *supergraphic* harus selalu diperhatikan dan mengikuti contoh yang telah ditetapkan.

Berikut merupakan contoh aplikasi *supergraphic* yang tidak boleh digunakan.

The usage of *supergraphic* must always follow the examples which have been determined.

Here are examples of *supergraphic* usage that can not be used.

► Incorrect Application 2



Incorrect Supergraphic Application 3

Penggunaan *supergraphic* harus selalu diperhatikan dan mengikuti contoh yang telah ditetapkan.

The usage of supergraphic must always follow the examples which have been determined.

Berikut merupakan contoh aplikasi *supergraphic* yang tidak boleh digunakan.

Here are examples of supergraphic usage that can not be used.

Incorrect Application 3



Incorrect Supergraphic Application 4

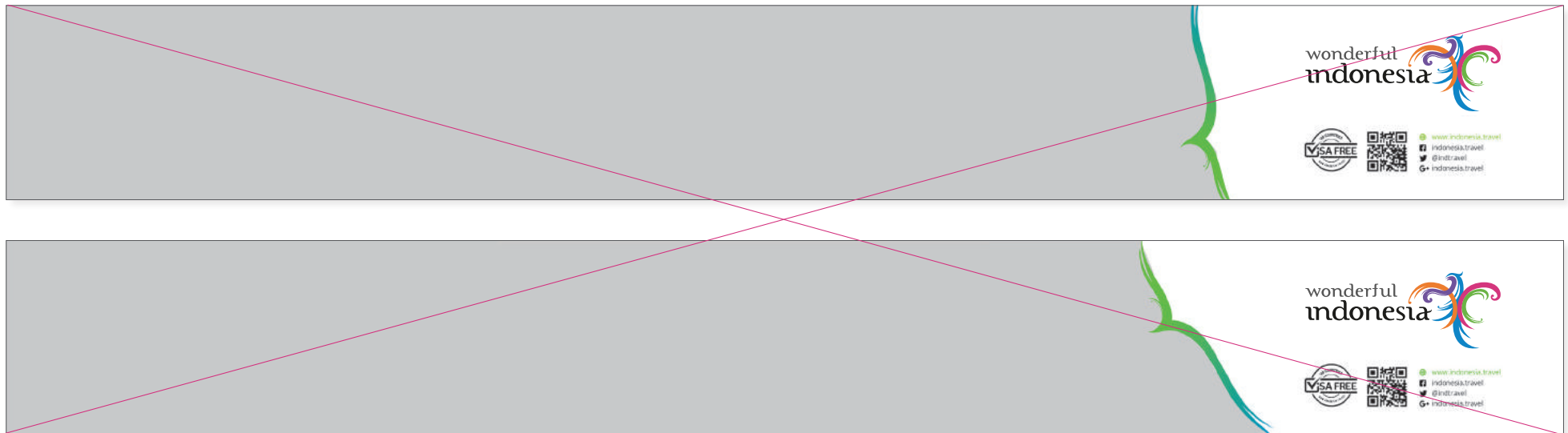
Penggunaan *supergraphic* harus selalu diperhatikan dan mengikuti contoh yang telah ditetapkan.

Berikut merupakan contoh aplikasi *supergraphic* yang tidak boleh digunakan.

The usage of supergraphic must always follow the examples which have been determined.

Here are examples of supergraphic usage that can not be used.

► Incorrect Application 4







Gaya Pemotongan

Cutting Style

About Cutting Style for Images in Media Application

Tentang Gaya Pemotongan Gambar

Pada halaman ini akan dijelaskan semua informasi gaya pemotongan untuk foto-foto di aplikasi media. Sangat penting untuk mengecek semua saran dan rekomendasi agar gaya pemotongan dapat diintegrasikan ke rupa dan suasana *brand*.

Warna dari gaya pemotongan harus memakai warna putih, agar kejelasan foto tidak terganggu dengan warna lain. Gaya pemotongan mempunyai dua opsi yaitu *supergraphic* dan *polygonal*.

Gaya pemotongan *supergraphic* didesain untuk menggabungkan foto dengan jumlah kecil, namun lebih bergaya dalam pemisahannya.

Gaya pemotongan *polygonal* didesain untuk menggabungkan banyak foto dalam satu media dengan tetap menjaga esensi dari fotografi dan foto, demi mempermudah menggabungkan foto dalam jumlah besar.

Kedua gaya pemotongan ini tidak boleh digabungkan dalam situasi apapun untuk menjaga estetika dan kejelasan gambar.

About Image Cutting Style

This section will provide all information regarding cutting styles for images in media applications. It is imperative to check all notes and recommendations in order to make the cutting style integrated to the brand's look and feel.

The color of the cutting styles has to be white, so that the clarity of images won't be intruded by another color. The cutting styles have two options: *supergraphic* and *polygonal*.

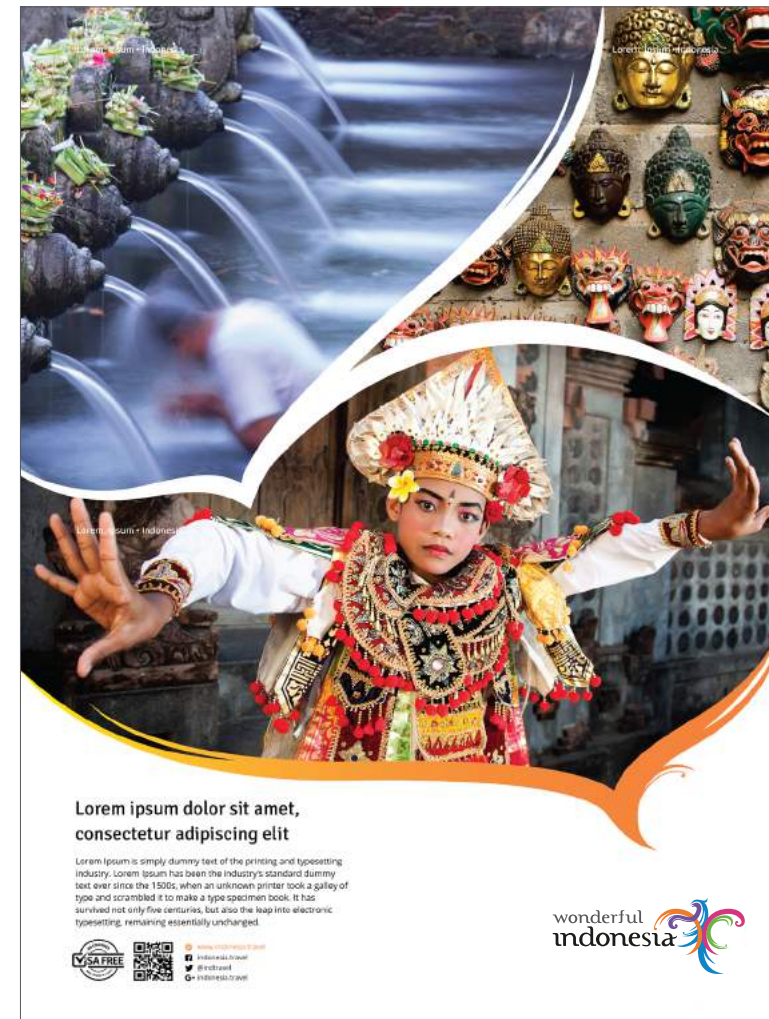
Supergraphic cutting style is designed to compile only a few images while being more stylistic in dividing it.

Polygonal cutting style is designed to compile multiple images in one media while keeping the essence of the photography and images, making it easier to compile a handful of images.

These two cutting styles cannot be combined in any case at all in order to maintain aesthetical excellence and image clarity.



► Polygonal Style



► Supergraphic Style

CUTTING STYLE

Supergraphic Style

Gaya pemotongan *supergraphic* didesain untuk menggabungkan 2 atau 3 foto. Kami tidak menyarankan untuk menggabungkan lebih dari 3 foto menggunakan gaya pemotongan *supergraphic*, karena ketebalannya tidak konsisten.

Supergraphic cutting style is designed for compiling 2 or 3 images. It is not recommended to compile more than 3 images using the supergraphic cutting style, as its thickness is inconsistent.



▶ Dividing images using supergraphics style in horizontal standard print ads.



► Dividing images using supergraphics style in vertical standard print ads.



► Dividing images using supergraphics style in vertical standard print ads, when all the thematic wonders photographs are communicated.

CUTTING STYLE

Polygonal Style (Print Ads)

Gaya pemotongan poligonal didesain untuk menggabungkan banyak foto. Gaya pemotongan ini fleksibel dalam penggabungan foto, tidak peduli berapa pun jumlah fotonya.

Kami menyarankan untuk memperhatikan ketebalan dari setiap pemisah, sehingga gaya pemotongan tidak akan mengganggu komposisi foto maupun estetika dari *layout*.

Polygonal cutting style is designed for compiling multiple images. This cutting style is flexible in combining images, no matter how many photos there are.

It is advised to be mindful about the thickness of the dividers so that it will neither disturb the images nor the aesthetics of the layout.



▶ Dividing images using Polygonal Style in vertical standard print ads.



▶ Dividing images using polygonal style in vertical standard print ads, when all the thematic wonders photographs are communicated.



► Dividing images using Polygonal Style in horizontal standard print ads.

CUTTING STYLE

Polygonal Style (Billboards)

Pada media ruang, disarankan untuk memakai gaya pemotongan poligonal oleh karena fleksibilitas dan ruang lebih yang disediakan oleh gaya ini.

Kami menyarankan untuk memperhatikan ketebalan dari setiap pemisah, sehingga gaya pemotongan tidak akan mengganggu komposisi foto maupun estetika dari *layout*.

In every out-of-home media, it is recommended to use the polygonal style because of the flexibility and the wider space the style provides.

It is advised to be mindful about the thickness of the dividers so that it will neither disturb the images nor the aesthetics of the layout.





► Dividing images using polygonal style in extreme horizontal billboards



► Dividing images using polygonal style in extreme horizontal billboards, when all the thematic wonders photographs are communicated.





Copywriting

Copywriting

Copywriting Style and Usage

Mempertahankan tata berbahasa sangatlah krusial untuk *brand Wonderful Indonesia*. Prinsip tata bahasa kita berasal dari *brand personality* kita.

Tata berbahasa ini mempunyai tiga kualitas dasar: elegan, bersahabat, dan berani.

Elegan

Kita mempertahankan kelas dan sopan santun kita. Kita berbicara dengan sikap yang terpelajar, kita tidak memaksa orang untuk mendengarkan kita dan kita menggunakan bahasa yang bercerita untuk membangkitkan ketakjuban.

Bersahabat

Kita mudah didekati orang. Kita mengambil hati dengan mempertahankan cinta dan kegembiraan, kita berbicara secara sukaria dan selalu menyenangkan orang-orang.

Berani

Kita mendapat perhatian dengan sikap penuh nyali, kita mengaspirasikan pikiran kita dengan cara yang paling jujur dan membara.

Untuk mempertahankan konsistensi tata berbahasa, kami telah menyediakan tips-tips sederhana untuk menulis kepada audiens kita.

Maintaining a consistent tone of voice is crucial to Wonderful Indonesia's brand. Our tone of voice principles are grounded in our brand personality.

This tone of voice has three basic qualities: elegant, friendly, and bold.

Elegant

We keep it classy and well-mannered. We talk to people with a cultured behavior, we don't force them to listen to us, and we communicate with a storytelling language to invoke a sense of wonder.

Friendly

We are comfortably approachable. We capture people's hearts by keeping it fun and loving, we talk to people with a sense of delight and always naturally entertaining.

Bold

We capture attention by being cheeky, we say what we think, in the most honest way while making it thought-provoking.

To maintain tone consistency, we have provided simple tips for writing to our audiences.

Our Tone Of Voice

► Writing Tips (destinations)

Jadilah pendongeng, gunakan tata bahasa yang mengangkat angan-angan Be a fairytale storyteller, use a dreamy tone of voice "Come to a place where magic never goes away"	Gunakan bahasa yang mengundang dan menyambut Use an inviting language "Reward yourself with an unforgettable journey" (general)
Gunakan fakta hanya apabila terkesan fantastis dan sulit dipercaya Use facts only when it sounds epic and unbelievable "Yes, we do have dragons" (natural, Komodo National Park)	Jadilah ringkas tapi jangan jadi membosankan Be concise but don't be boring "Discover a land where time stands still" (cultural)
Gunakan pernyataan sederhana untuk menebar pesona Use simple statements to enchant "There's a difference between living and being alive" (adventurous)	Apabila akan menggunakan idiom, pelintirlah kata-katanya If you're gonna use idioms, twist them "Picturing your head in the sand has never been so intriguing" (natural, sandy beaches)
Gunakan kalimat deskriptif untuk memperlihatkan 5 wonders Use descriptive verbs to highlight the 5 wonders "Infinite selections of cuisines, the most modest prices in shopping, breathtaking nightlife, exquisite spas and relaxations." (modern and sensory body copy)	Dekatkan diri dengan pemikiran audiens Relate to your audience's desires "Come for the view, stay for the trophy" (adventurous, golf) "Green means go" (natural, greenery and grass fields)
Saat berkomunikasi dengan audiens yang relatif lebih muda, manusiakanlah bahasamu, jadilah relevan kepada budaya trendi dan populer, dan jadilah menyenangkan. Jangan malu dalam menggunakan emoji When targeting younger audiences, make it more human, relevant to pop culture, and fun. Don't be shy from using emojis "The sunset in Bali is so lit, pro-tip: best way to get out of the friendzone 🍷 (bali honeymoon photo)"	Gunakan kata bentuk superlatif hanya apabila dapat dipertanggung-jawabkan dengan fakta Only use superlatives when we can back it up with facts "It only takes days to get the #1 voted best food in the world (beef rendang image)"
Saat <i>headline</i> diterjemahkan ke bahasa lain, pastikan <i>headline</i> itu fleksibel dan sesuai konteks, buang idiom yang mempunyai arti eksklusif kepada satu negara When the headline is translated to other languages, make sure it's fluid and in context, drop any idioms exclusively made for a particular country "See the world from up top (mountain image)"	

Writing Tips For Promos

Promo untuk *Wonderful Indonesia* mengandung tata bahasa yang sama dengan bahasa penulisan utama, dengan beberapa petunjuk tambahan:

The promos for Wonderful Indonesia contain the same tone of voice as the main writing language, with a few extra guidelines:

Pastikan untuk mendekatkan diri dengan audiens sesuai dengan negara masing-masing

Make sure it relates to the audiences' according to their country

“Believe us, you are closer to heaven than you might think” (visa-free promo Australia)

Gunakan kata-kata yang mengangkat angan-angan apabila memungkinkan

Use dreamy words whenever possible

“Fly as free as our birds”

Gunakan fakta apabila terdengar sulit dipercaya dan dekat dengan audiens

Insert facts when it sounds unbelievable and hits closer to home

“Visit another royal kingdom in a snap of a finger” (visa-free promo UK, Keraton image)

Pada *subheadline*, jadilah ringkas tetapi tetap jelas

In subheadlines, be concise but clear

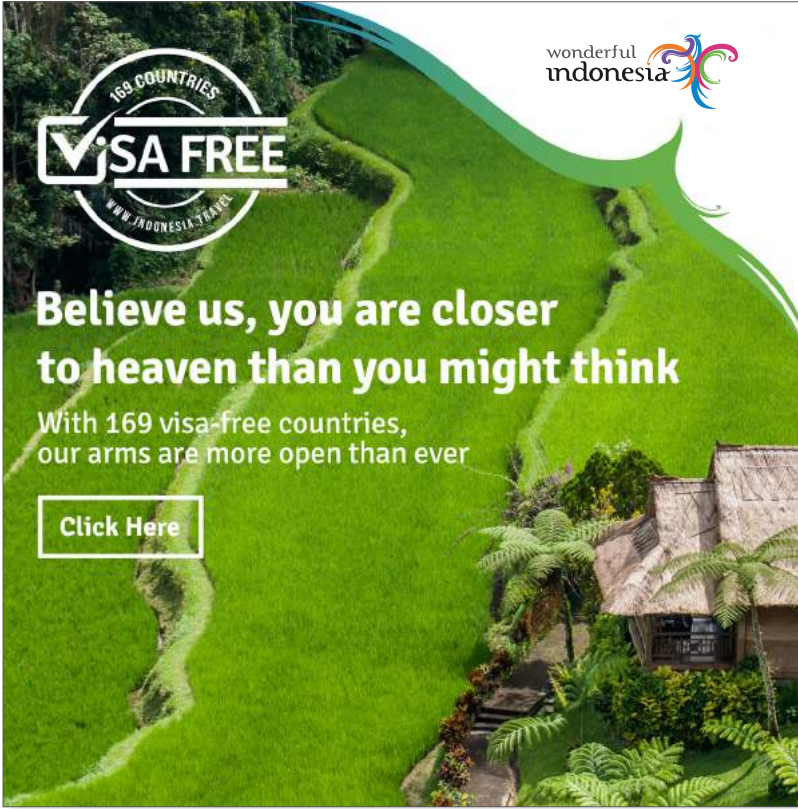
“With 169 visa-free countries, our arms are more open than ever”

Gunakan kata-kata lugas dan jelas saat menjelaskan aturan promo

Use direct words when describing the terms of the promo

“Tweet about your last experience here, use hashtag #visaplease, win a free ticket to Bali”

►
Examples of tips
promotion application on
online media



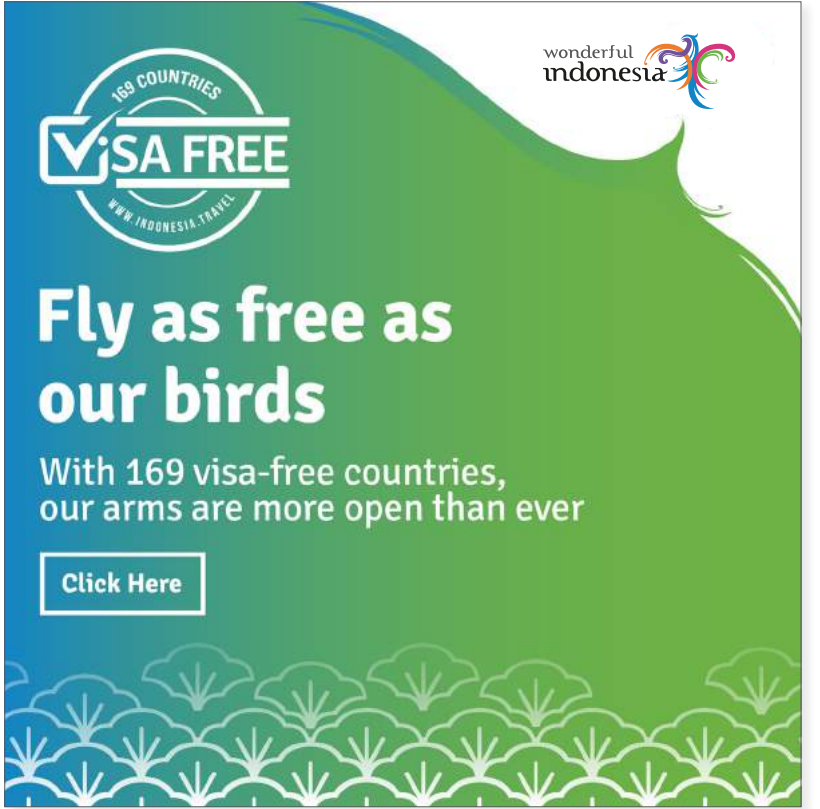
169 COUNTRIES
VISA FREE
WWW.INDONESIA-TRAVEL

wonderful
indonesia

**Believe us, you are closer
to heaven than you might think**

With 169 visa-free countries,
our arms are more open than ever

[Click Here](#)



169 COUNTRIES
VISA FREE
WWW.INDONESIA-TRAVEL

wonderful
indonesia

**Fly as free as
our birds**

With 169 visa-free countries,
our arms are more open than ever

[Click Here](#)

Copywriting Concept For Mediums

Print Media

Headline pada media *print* menggunakan kalimat yang jelas namun padat yang mengkomunikasikan pesan secara lengkap. Media *print* berperan sebagai medium komunikasi utama dari seluruh *campaign* dan dapat diperjelas dengan *body copy*.

Kami menggunakan *WPM* (*words per minute*) sebagai standar penggunaan *copy*. Pada *headline* media *print*, kami merekomendasikan untuk menggunakan jumlah maksimal 8 kata agar tetap menarik perhatian pembaca pada umumnya. Kecuali pada saat menargetkan audiens yang spesifik, di mana jumlah maksimal kata bisa diperbanyak menjadi 15.

Pada *body copy*, tidak ada batas tentang seberapa panjang anda bertutur, namun *layout* media *print* perlu diperhatikan agar tidak melewati batas saat membuat *body copy*.

Ingatlah bahwa peraturan *WPM* bervariasi sesuai dengan bahasa (pada kasus ini kami menggunakan *WPM* bahasa Inggris). Saat membuat *copy* dengan bahasa lain, perhatikan saja kemampuan membaca audiens pada negara tersebut.

The print media headline uses a clear yet compact sentence that communicates the message as a whole. The print media acts as the main communication medium for the whole campaign and can be made clearer with a body copy.

We use WPM (words per minute) as a standard for writing copy. In print media headlines, we recommend you to use maximum of 8 words in order to keep the average readers interested. Unless when targeting a specific audience, in which the amount of words can be extended to 15.

In body copy, there is no limit to what you can communicate, but it is very important to mind the print media layout so you don't go overboard with too many words.

Keep in mind that the WPM rule varies in every language (in this case we use English WPM). When applying copy in another language, just be mindful of the average reader's ability in that country.

►
Examples of
copywriting application
on print media

Lombok • Indonesia



Expect the best wave in your life

At some point in your life, you will feel that it is time to unwind. With your usual daily vast occurrences, remember to push the reset button. Stop for a second, let go of your worries. Reconnect with the earth and experience our way of relaxing. Be one with our nature, take your pick: endless mountains, infinite beaches, sparkling cities, or historical wonders. Don't think twice. Because when everyone else is busy living, we celebrate life instead.

  www.indonesia.travel
 indonesia.travel
 @indtravel
 indonesia.travel

wonderful
indonesia 

Wayag Island, Raja Ampat • Indonesia



Inspire your soul with our beauty

At some point in your life, you will feel that it is time to unwind. With your usual daily vast occurrences, remember to push the reset button. Stop for a second, let go of your worries. Reconnect with the earth and experience our way of relaxing. Be one with our nature, take your pick: endless mountains, infinite beaches, sparkling cities, or historical wonders. Don't think twice. Because when everyone else is busy living, we celebrate life instead.

  www.indonesia.travel
 indonesia.travel
 @indtravel
 indonesia.travel

wonderful
indonesia 

Copywriting Concept For Mediums

Online Media

Headline media online menggunakan kalimat yang lebih tertuju dan sederhana dan mengkomunikasikan pesan sebagai *teaser*. Media online berperan sebagai medium pendukung dalam *campaign* dan tidak bisa menggunakan *body copy* karena ruang keterbacaan yang terbatas

Kami menggunakan *WPM* (*words per minute*) sebagai standar penggunaan *copy*. Pada *headline* media online, kami merekomendasikan untuk menggunakan jumlah maksimal 4-6 kata agar tetap menarik perhatian pembaca pada umumnya. Kecuali pada saat menargetkan audiens yang spesifik atau mengkomunikasikan promo, dimana jumlah maksimal kata bisa diperbanyak menjadi 12.

Headline media online, terkecuali promo disarankan untuk menggunakan *headline* media *print* yang telah diperpendek demi menjaga konsistensi pesan.

Ingatlah bahwa peraturan *WPM* bervariasi sesuai dengan bahasa (pada kasus ini kami menggunakan *WPM* bahasa Inggris). Saat membuat *copy* dengan bahasa lain, perhatikan saja kemampuan membaca audiens pada negara tersebut.

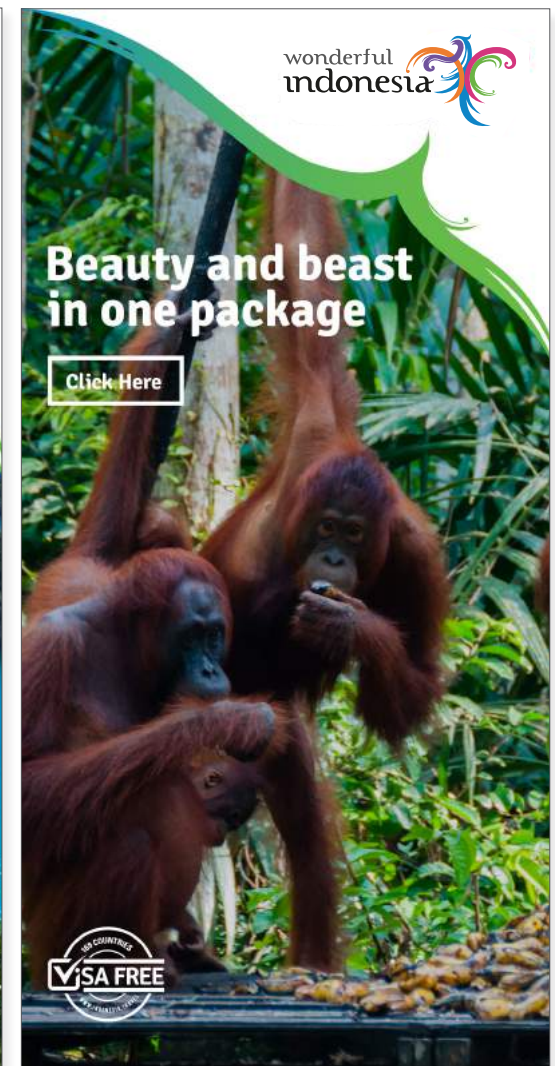
The online media headline uses a simpler and more direct sentence that communicates the message as a teaser. The online media acts as a supporting medium for the whole campaign and cannot use a body copy because of the limited space for readability.

We use WPM (words per minute) as a standard for writing copy. In online media headlines, we recommend you to use maximum of 4-6 words in order to keep the average readers interested. Unless when targeting a specific audience or communicating promos, in which the amount of words can be extended to 12.

The online media headlines, except the promos are recommended use the shortened version of the print media headlines in order to maintain the consistency of the message.

Keep in mind that the WPM rule varies in every language (in this case we use English WPM). When applying copy in another language, just be mindful of the average reader's ability in that country.

►
Examples of copywriting
application on online
media



Copywriting Concept For Mediums

Out-of-Home Media

Media ruang menggunakan kalimat yang paling sederhana, pendek dan singkat dan hanya mengkomunikasikan inti dari pesan. Media ruang berperan sebagai medium pendukung untuk seluruh *campaign* dan tidak dapat menggunakan *body copy* oleh karena singkatnya waktu membaca.

Kami menggunakan *WPM (words per minute)* sebagai standar penggunaan *copy*. Pada *headline* media ruang, kami merekomendasikan untuk menggunakan jumlah maksimal 4-6 kata agar tetap menarik perhatian pembaca pada umumnya.

Headline media ruang, terkecuali promo disarankan untuk menggunakan *headline* media *print* yang telah diperpendek demi menjaga konsistensi pesan.

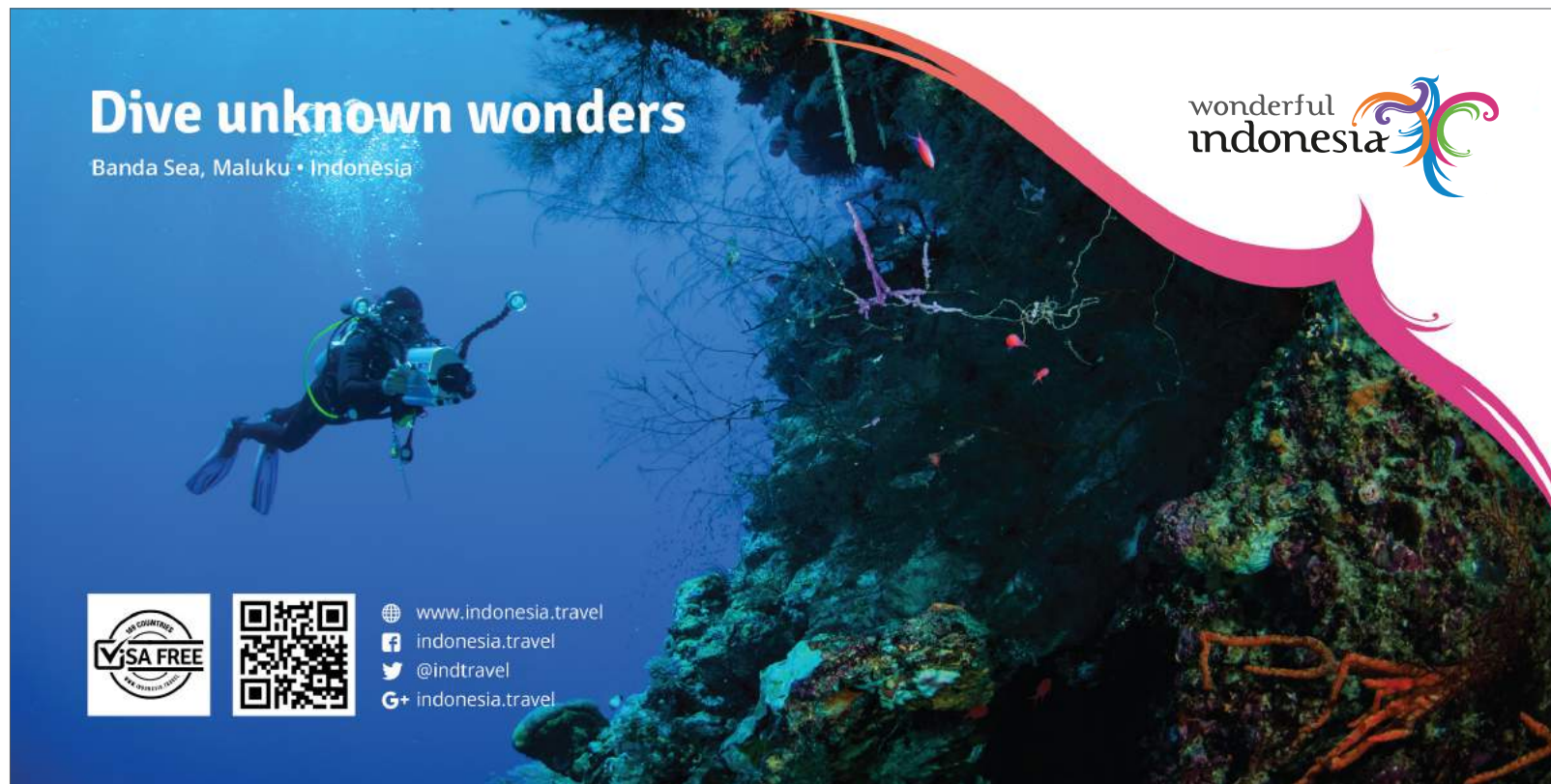
Ingatlah bahwa peraturan *WPM* bervariasi sesuai dengan bahasa (pada kasus ini kami menggunakan *WPM* bahasa Inggris). Saat membuat *copy* dengan bahasa lain, perhatikan saja kemampuan membaca audiens pada negara tersebut.

The out-of-home media uses the simplest, shortest and briefest sentence that only communicates the core of the message. The out-of-home media acts as a supporting medium for the whole campaign and cannot use a body copy because of the limited time of reading.

We use WPM (words per minute) as a standard for writing copy. In out-of-home media headlines, we recommend you to use maximum of 4-6 words in order to keep the average readers interested.

The out-of-home media headlines, except the promos are recommended use the shortened version of the print media headlines in order to maintain the consistency of the message.

Keep in mind that the WPM rule varies in every language (in this case we use English WPM). When applying copy in another language, just be mindful of the average reader's ability in that country.



Dive unknown wonders
Banda Sea, Maluku • Indonesia

wonderful indonesia

VISA FREE

QR code

www.indonesia.travel
indonesia.travel
@indtravel
indonesia.travel

The image is a promotional poster for diving in Banda Sea, Maluku, Indonesia. It features a diver exploring a vibrant coral reef. The text 'Dive unknown wonders' is prominently displayed in the upper left, with 'Banda Sea, Maluku • Indonesia' below it. The 'wonderful indonesia' logo is in the upper right. In the bottom left, there is a 'VISA FREE' logo, a QR code, and social media links for www.indonesia.travel, indonesia.travel, @indtravel, and indonesia.travel. A thick, stylized pink and orange wave graphic separates the top text from the bottom information.

► Examples of copywriting application on out-of-home media

Copywriting Concept For Mediums

Electronic Media

Media elektronik menggunakan kalimat-kalimat yang paling jelas, lugas dan bercakap dan dapat digunakan untuk mengkomunikasikan keseluruhan *campaign*. Media elektronik dapat berperan sebagai medium komunikasi utama maupun pendukung dari keseluruhan *campaign*.

Kami tidak memberikan batasan tentang apa yang anda dapat tuangkan ke dalam media elektronik, tetapi perlu diperhatikan penggunaan *copywriting style Wonderful Indonesia* untuk menjaga konsistensi pesan dari keseluruhan *campaign*.

Berikut adalah beberapa contoh skrip percakapan yang sesuai dengan tata berbahasa kita.

The electronic media uses the clearest, loudest, and most conversational sentences that can be used to communicate the whole *campaign*. The electronic media can act either as the supporting or the main communication medium for the whole *campaign*.

We do not put any limitations to what you can put into the electronic media, but it is important to use the Wonderful Indonesia's copywriting style in order to maintain consistency to the message of the whole *campaign*.

Here are some examples of script conversations that adheres to our tone of voice.

►
Conversation tips &
examples for electronic
media scripts

Sederhanakan pembawaan dialog, seperti percakapan sehari-hari
Carry dialogues casually like everyday conversations

"Dad, i can't sleep..."
"Let's read a bedtime story"

Puisikan pembawaan monolog, seperti berfilsafat
Carry monologues more poetically, like philosophizing

"I think beyond all of this, lies sense of achievement... and magnificence. Because no matter how wearisome... life's a great wonder"

Gunakan bahasa bercerita pada narator, jadilah narator pendongeng
Use storytelling language on narrating, be the fairytale narrator

"Once upon a time... thousands of islands adorn the crystal sea, where a hundred mountains, have the stars come and go"







Stationery

Stationery



Stationery Overview

Stationery dalam definisinya adalah segala peralatan untuk kebutuhan dan persediaan kantor, dan aplikasi *brandingnya* harus bisa menyajikan citra yang lebih baik dan lebih fokus untuk material kantor yang akan dilihat dan/atau didistribusikan ke perusahaan lain atau orang lain.

Halaman ini akan menyajikan aplikasi desain dari CD & CD cover korporat, kartu nama korporat, amplop korporat, dek presentasi korporat hingga kartu identitas korporat.

Stationeries are defined as every tool that makes up your office supplies and needs, and the branding applications should provide a better and focused image to the office materials that will be seen and/or distributed to other companies and other people.

This section will include the design applications of corporate CD & CD cover, corporate business card, corporate envelopes, corporate presentation deck and corporate ID card.





Corporate Business Card Device Specifications

Size:
90mm x 55mm

Logo Lockup:
Wonderful Indonesia
Primary Logo

Name:
Signika Regular, 16pt;

Title:
OpenSans Regular, 6.5pt;

Email Address:
OpenSans Regular, 6.5pt;

Company:
OpenSans Bold, 6.5pt;

Address:
OpenSans Regular, 6.5pt;

**Website and Social
Media:**
OpenSans Light, 6.5pt



Corporate Envelope Device Specifications

Size:
110mm x 220mm

Logo Lockup:
Wonderful Indonesia
Primary Logo

Company:
OpenSans Bold, 8pt;
Leading 8pt

Address:
OpenSans Regular, 8pt;
Leading 8pt

**Website and Social
Media:**
OpenSans Light, 6.5pt



Corporate Envelope Device Specifications

Size:
114mm x 162mm

Logo Lockup:
Wonderful Indonesia
Primary Logo

Company:
OpenSans Bold, 8pt;
Leading 8pt

Address:
OpenSans Regular, 8pt;
Leading 8pt

**Website and Social
Media:**
OpenSans Light, 6.5pt

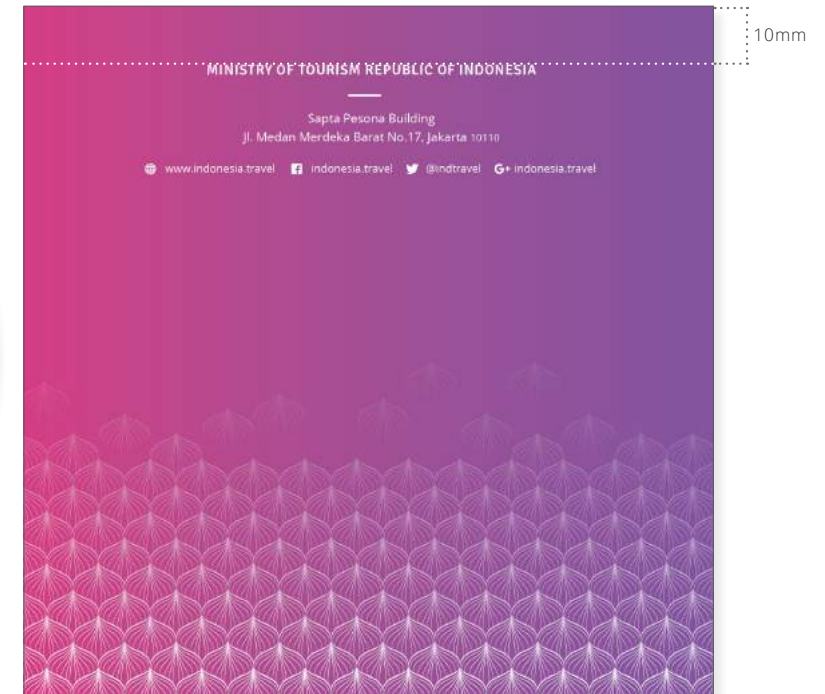


Corporate CD Lable & CD Cover Device Specifications

► Front



► Back



Size:
120mm x 120mm

Logo Lockup:
Wonderful Indonesia
Primary Logo

Company:
OpenSans Bold, 8pt;
Leading 8pt

Address:
OpenSans Regular, 8pt;
Leading 8pt

**Website and Social
Media:**
OpenSans Light, 6.5pt

Corporate Folder Device Specifications (Cover)

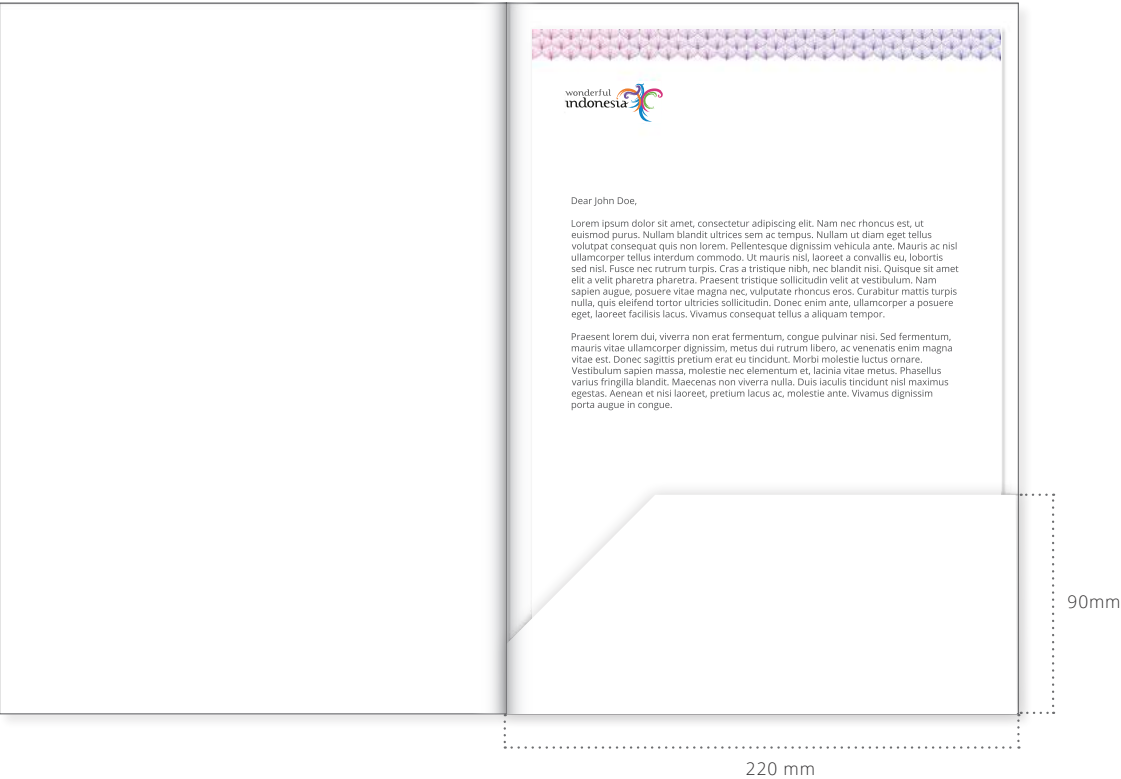
Size:
220mm x 305mm

Logo Lockup:
Wonderful Indonesia
Primary Logo



Corporate Folder Device Specifications (Inside & Back)

Inside Folder



Back

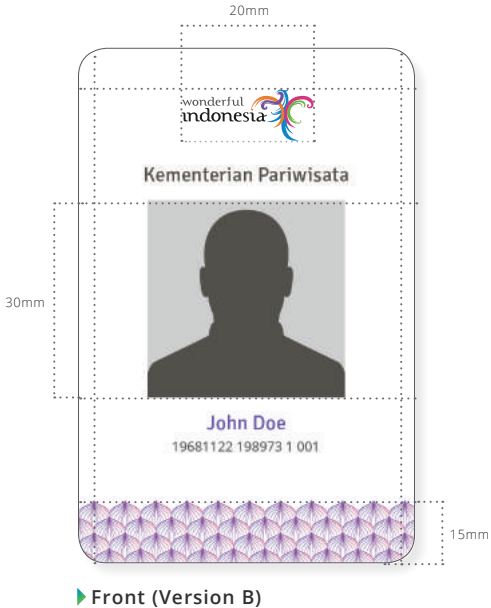
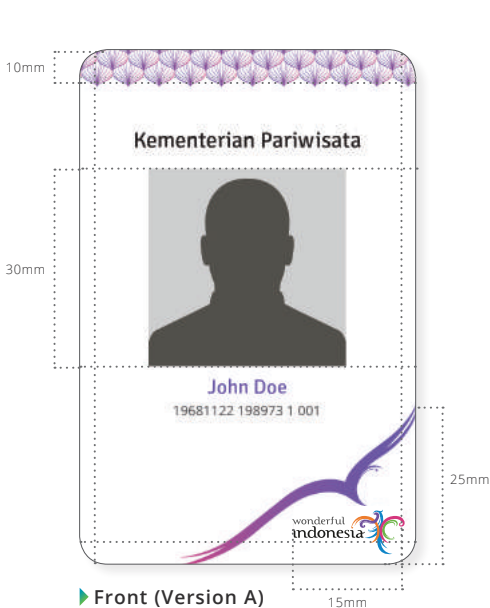


Company:
OpenSans Regular, 9pt;
Leading 10pt

Address:
OpenSans Regular, 9pt;
Leading 10pt

**Website and Social
Media:**
OpenSans Light, 9pt

Corporate ID Card Device Specifications



Size:
85.6mm x 53.98mm

Logo Lockup:
Wonderful Indonesia
Primary Logo

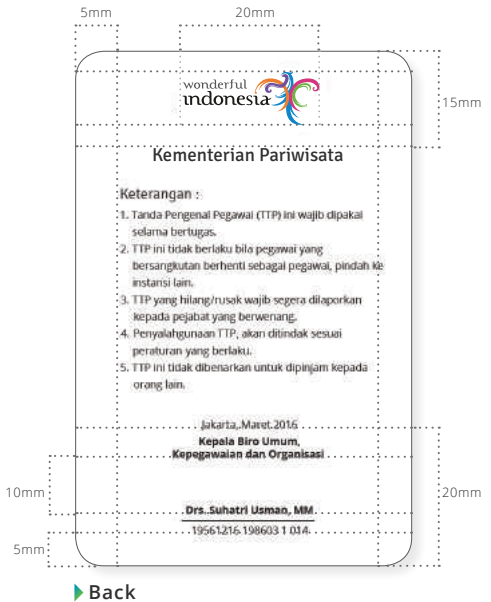
Card Holder's Photo:
30mm x 30mm

Name:
Signika Regular, 9pt;

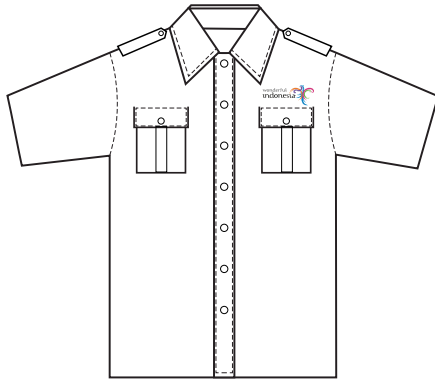
Title:
Signika Regular, 10pt;

ID Number:
OpenSans Regular, 6.5pt;

Disclaimer:
OpenSans Regular, 6pt;
Leading 6pt



Corporate Uniform Device Specifications



Berikut ini adalah penggambaran teknis untuk seragam korporat berlengan pendek. Seragam ini harus memakai logo *primary* dan seragam harus berwarna putih.

The following is a technical drawing for the short sleeved corporate uniform. The uniform has to use the primary logo and the color of the uniform should be white.

Logo Lockup:

Wonderful Indonesia
Primary Logo

* Dimohon untuk menyulam logo di dada bagian kiri, diatas kantong baju.

* Please embroid the logo on the left chest, top of the shirt pocket.



Corporate Presentation Template Device Specifications

► Presentation Cover (Pattern Version)



Berikut adalah panduan *template* presentasi dimulai dari sampul depan sampai sampul belakang. Warna yang dipakai adalah warna *thematic wonders* yang dapat disesuaikan dengan tema yang dipresentasikan.

The following is a guideline for presentation template from the cover to the back cover. The color is adapted from the thematic wonders and can be adjusted according to the presentation theme.

► Presentation Cover (Image Version)



Size:
1280 X 720 px

Logo Lockup:
Wonderful Indonesia
Primary Logo

Presentation title:
Signika Regular, 80pt

Presentation Date:
OpenSans Regular, 30pt

► Section Divider Title Page

Presentation Title

01 Section Divider Title

Body Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras quis posuere augue, a feugiat elit. Proin vel elementum sapien. Nulla venenatis sollicitudin justo, ut faucibus urna porttitor sed.

Ministry of Tourism Republic of Indonesia confidential information. Not for distribution.



► Back Cover

www.indonesia.travel

[f indonesia.travel](#) [@indtravel](#) [G+ indonesia.travel](#)

URL & Social Media



► Inside Page

Presentation Title

Inside Page Headline

Body Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras quis posuere augue, a feugiat elit. Proin vel elementum sapien. Suspendisse ac nunc erat. Suspendisse ac posuere nisi. Nulla venenatis sollicitudin justo, ut faucibus urna porttitor sed. Quisque condimentum dignissim nunc, vel vestibulum velit facilisis ac. Praesent et varius nibh, in faucibus metus. Nullam luctus neque sed tortor euismod, egestas sagittis mi finibus. Mauris vitae tortor tincidunt, pellentesque lorem et, cursus massa. Morbi aliquam, ex vel luctus sollicitudin, turpis neque bibendum enim, et lobortis augue nulla quis dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras quis posuere augue, a feugiat elit. Proin vel elementum sapien. Suspendisse ac nunc erat. Suspendisse ac posuere nisi. Nulla venenatis sollicitudin justo, ut faucibus urna porttitor sed. Quisque condimentum dignissim nunc, vel vestibulum velit facilisis ac. Praesent et varius nibh, in faucibus metus. Nullam luctus neque sed tortor euismod, egestas sagittis mi finibus. Mauris vitae tortor tincidunt, pellentesque lorem et, cursus massa. Morbi aliquam, ex vel luctus sollicitudin, turpis neque bibendum enim, et lobortis augue nulla quis dolor.

Ministry of Tourism Republic of Indonesia confidential information. Not for distribution.



Presentation title:
Signika Regular, 80pt

Body Text:
OpenSans Regular, 21pt

Website:
OpenSans Semibold, 30pt

Social Media:
OpenSans Regular, 30pt

► Stopper (Pattern Version)

Pattern menyesuaikan
dengan dengan
thematic wonders



► Stopper (Multiple Images Version)

Images menyesuaikan
dengan thematic
wonders









Co-Branding

Co-Branding

Co-Branding

Dalam beberapa situasi, logo harus ditaruh bersebelahan dengan perusahaan atau organisasi lain untuk acara atau komunikasi tertentu. Ada tiga situasi berbeda yang harus diperhatikan saat menaruh logo *Wonderful Indonesia*.

Posisi dan ukuran logo *Wonderful Indonesia* harus dijaga dengan cara tertentu disaat adanya *co-branding* demi pemeliharaan dan konsistensi dari citra *brand*.

Apapun situasinya, saat melakukan *co-branding* dengan *brand* partner, sangatlah penting untuk menjaga identitas *brand* mereka sehingga kedua belah pihak bisa mendapatkan perlakuan yang pantas.

In some situations, the logo will need to sit next to other companies or organizations for certain events or communications. There are three different circumstances that need to be considered when placing the Wonderful Indonesia logo.

The Wonderful Indonesia logo position and size is important to be kept in a certain way when it comes to co-branding to ensure the brand image's maintenance and consistency.

Whatever the case, when applying a co-branding for with a brand partner, it is also important to respect the brand partner's identity so that both of the brands receive the appropriate treatment.

When Wonderful Indonesia is The Lead Brand

Saat *Wonderful Indonesia* menjadi *brand* utama, sangat disarankan untuk mempertahankan identitas *Wonderful Indonesia* sebagai empasis utama. Keseluruhan rupa dan suasana harus mengikuti buku petunjuk *Wonderful Indonesia*.

Pada versi ini, pastikan untuk membuat logo partner terlihat lebih kecil dibandingkan dengan logo *Wonderful Indonesia*. Posisi yang direkomendasikan adalah di bawah logo *Wonderful Indonesia* dan ditaruh di luar jarak spasi minimum.

When Wonderful Indonesia is the lead brand, it is preferable to keep Wonderful Indonesia's identity at the highest emphasis. The overall look and feel should follow the Wonderful Indonesia guidelines.

On this version, make sure the partner's logo is visually smaller than the Wonderful Indonesia logo. The recommended position is at the bottom of Wonderful Indonesia's logo and should be kept out of the minimum clear space.



When Wonderful Indonesia is Equal To The Partner Brand

Saat kepentingan *Wonderful Indonesia* seimbang dengan partnernya, sangat disarankan untuk memakai identitas *brand Wonderful Indonesia*, apabila harus menyamakan identitas dengan *brand* partner, pastikan agar logo dipakai dengan benar (ukuran minimum, jarak spasi dan visibilitas).

Pada versi ini, pastikan bahwa logo partner tidak lebih besar daripada logo *Wonderful Indonesia*. Posisi yang direkomendasikan adalah di bawah kanan, ditaruh di sebelah kiri logo *Wonderful Indonesia*.

When Wonderful Indonesia is equal to the partner, it is preferable for Wonderful Indonesia's identity to be used. If the partner's identity is to be followed, please ensure our logo is used correctly (minimum sizes, clear space and visibility).

On this version, make sure that the partner's logo is not visually bigger than the Wonderful Indonesia logo. The recommended position is on the bottom right, sitting left to the Wonderful Indonesia logo.



Logo Lockup:

Wonderful Indonesia
Primary Logo

Minimum Clear Space:

Always remember to maintain the minimum clear space of the logo. Please refer to the rules in Minimum Clear Space section.





When A Partner Is The Lead Brand

Saat partner menjadi *brand* utama kita mengikuti identitas mereka. Pastikan agar logo digunakan dengan benar (ukuran minimal, jarak spasi dan visibilitas).

Jangan pernah menggabungkan dua identitas perusahaan - atau memaksa mereka untuk menggunakan identitas kita apabila mereka yang memproduksi media komunikasi.

Pada versi ini, posisi yang direkomendasikan untuk logo kita adalah di bagian bawah layout dokumen bersebelahan dengan logo partner dan logo lainnya. Namun demikian, hal ini harus dipertimbangkan dari *guideline* dan penempatan *brand* partner yang menjadi pemilik media komunikasi.

When the partner is the lead brand, we use their identity. Ensure the correct use of our logo (minimum size, clear space and visibility).

Never create a hybrid of the two company's identities – or force them to use ours if they are producing the communication.

On this version, the recommended position for our logo is on the bottom of the document layout alongside the partner's and other supporting logos. However, this is subject to the guidelines and placements of the lead partner brand.



Logo Lockup:
Wonderful Indonesia
Primary Logo

Minimum Clear Space:
Always remember to maintain the minimum clear space of the logo. Please refer to the rules in Minimum Clear Space section.

Partner Logo Placement On Print Ads

Saat kita menjadi *brand* utama, kami menyarankan untuk menggunakan materi promosi kita dengan adanya penempatan logo partner. Ingatlah bahwa logo partner harus 25% lebih kecil dari logo kita.

Pada *print ad*, logo partner harus ditempatkan di bawah logo *Wonderful Indonesia*, dengan pengecualian ukuran *spread*, di mana logo partner ditempatkan di sebelah kiri logo kita dikarenakan areanya yang lebih luas.

When we are the lead brand, it is recommended to use our promotional materials with a placement of our partner's logo. It is imperative to keep the partner's logo at least 25% smaller than our logo.

On print ads, the partner logo must be placed on the bottom of the Wonderful Indonesia's logo, with the exception of spread, where it is placed on the left side of our logo because the area is much larger than in other sizes.

► **Logo Lockup:**
Wonderful Indonesia
Primary Logo

Minimum Clear Space:
Always remember to maintain the minimum clear space of the logos. Please refer to the rules in Minimum Clear Space section.





01 | Full Page Ad Placement Examples

02 | Column Ad Placement Examples

03 | Spread Placement Examples

Partner Logo Placement On Brochures

Saat kita menjadi *brand* utama, kami menyarankan untuk menggunakan materi promosi kita dengan adanya penempatan logo partner. Ingatlah bahwa logo partner harus 25% lebih kecil dari logo kita.

Pada brosur dengan satu gambar, logo partner ditempatkan di dalam area image. Namun pada brosur dengan banyak gambar, logo partner ditaruh di dalam area *supergraphic*, dibawah logo *Wonderful Indonesia*.

When we are the lead brand, it is recommended to use our promotional materials with a placement of our partner's logo. It is imperative to keep the partner's logo at least 25% smaller than our logo.

On single image brochures, the partner's logo is placed within the image area. Whereas on multiple images brochures, the partner's logo is kept within the supergraphic area, on the bottom of the Wonderful Indonesia's logo.



Logo Lockup:
Wonderful Indonesia
Primary Logo

Minimum Clear Space:
Always remember to maintain the minimum clear space of the logos. Please refer to the rules in Minimum Clear Space section.



01 | Trifolded Brochure Placement Examples

02 | Half Folded Brochure Placement Examples

03 | Double Parallel Folded Brochure Placement Example

Partner Logo Placement On Online Banners

Saat kita menjadi *brand* utama, kami menyarankan untuk menggunakan materi promosi kita dengan adanya penempatan logo partner. Pada media online, besar logo partner harus disamakan dengan ukuran minimal logo mereka karena keterbatasan ukuran media.

Pada online *banners*, logo partner ditempatkan di dalam area *image* karena keterbatasan area *supergraphic*. Penempatannya tergantung oleh elemen dan *layout* yang terdapat pada *banner*.

When we are the lead brand, it is recommended to use our promotional materials with a placement of our partner's logo. In online media, the partner's logo size are kept within their minimum size because of the media's limited size.

On online banners, the partner's logo is kept within the image area because of the limited supergraphic area. The placement depends on the elements and the layout of the banner.



Logo Lockup:
Wonderful Indonesia
Primary Logo

Minimum Clear Space:
Always remember to maintain the minimum clear space of the logos. Please refer to the rules in Minimum Clear Space section.





01 | Horizontal Online Banner Placement Examples

02 | Vertical Online Banner Placement Examples

03 | Horizontal Online Banner Placement Examples

Partner Logo Placement On Billboards

Saat kita menjadi *brand* utama, kami menyarankan untuk menggunakan materi promosi kita dengan adanya penempatan logo partner. Ingatlah bahwa logo partner harus 25% lebih kecil dari logo kita.

Pada *billboard*, logo partner ditempatkan di dalam area image karena keterbatasan area *supergraphic*. Penempatannya tergantung oleh elemen dan *layout* yang terdapat pada *billboard*.

When we are the lead brand, it is recommended to use our promotional materials with a placement of our partner's logo. It is imperative to keep the partner's logo at least 25% smaller than our logo.

On billboards, the partner's logo is kept within the image area because of the limited supergraphic area. The placement depends on the elements and the layout of the billboard.

► **Logo Lockup:**
Wonderful Indonesia
Primary Logo

Minimum Clear Space:
Always remember to maintain the minimum clear space of the logos. Please refer to the rules in Minimum Clear Space section.





01 | 2:2 Billboard Placement Examples

02 | 1:2 Billboard Placement Examples

03 | 2:1 Billboard Placement Examples





Aplikasi Media Print

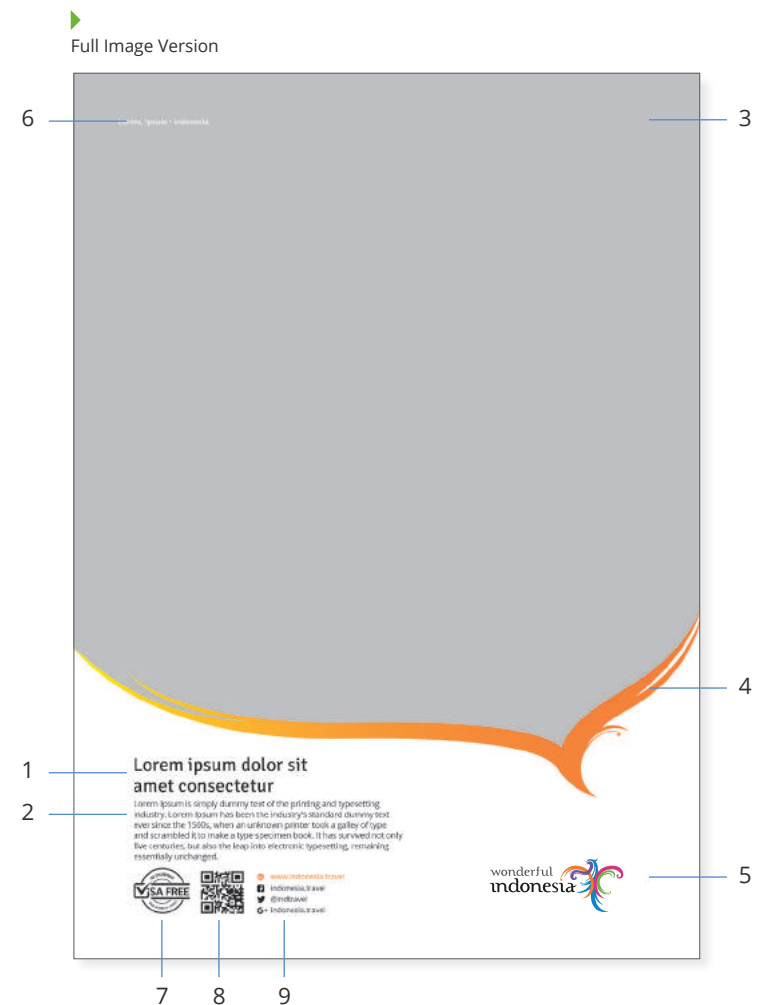
Print Media Applications

Print Ad Key Elements

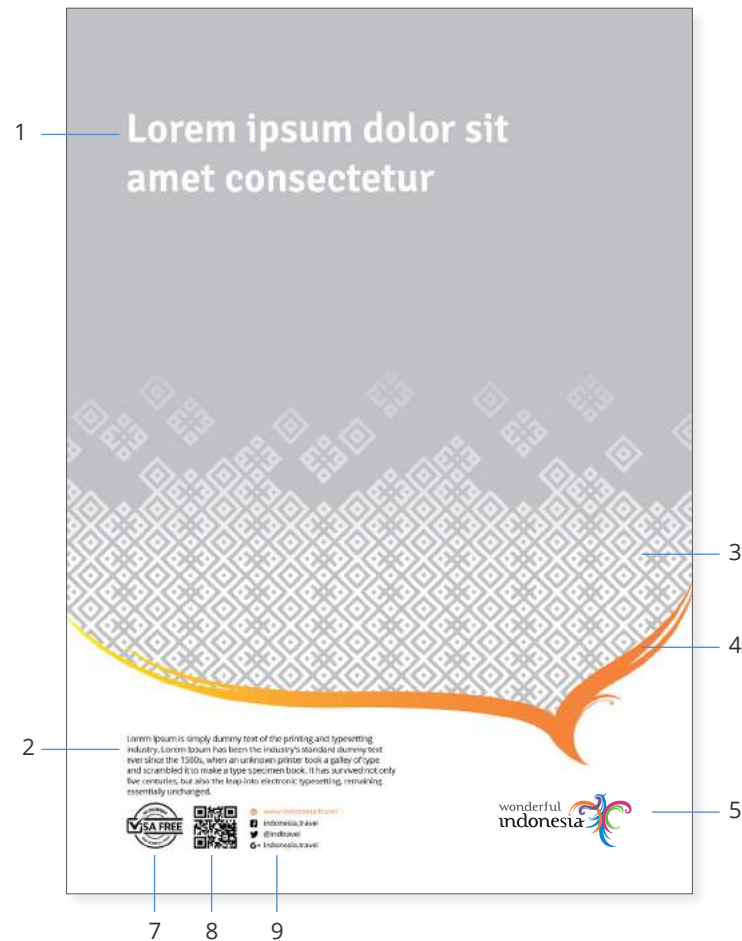
Berikut ini adalah elemen-elemen yang terdapat dalam media *print Wonderful Indonesia*. Elemen-elemen ini disusun sesuai hirarki informasi yang kami sarankan.

The following are the elements contained in the Wonderful Indonesia's print media. These elements are arranged according to the hierarchy of information that we recommend.

1. Headline
2. Body Text
3. Visual that captivates the right audience
4. Supergraphics
5. Wonderful Indonesia Primary Logo
6. Image Caption
7. Visa Free Logo
8. QR Code
9. URL & Social Media



Pattern Version



1. Headline
2. Body Text
3. Pattern based on thematic wonders
4. Supergraphics
5. Wonderful Indonesia Primary Logo
6. Visa Free Logo
7. QR Code
8. URL & Social Media

Basic Grid Structure

Struktur dasar *grid* adalah sarana utama dalam mengorganisir hirarki informasi, yang disusun dalam struktur demi menjaga konsistensi dan menampilkan citra *brand* secara profesional di semua media.

Struktur dasar *grid* untuk *print ad Wonderful Indonesia* terbagi menjadi dua area utama: area *image* dan area *supergraphic*.

Logo ditaruh di bagian kanan bawah pada area *supergraphic*, dan segala informasi kontak dan promo yang sedang beredar ditaruh di bagian kiri bawah.

Ada dua versi dari struktur dasar *grid*:

1. *Full image*, yang digunakan untuk materi komunikasi utama.
2. *Pattern*, yang digunakan untuk materi komunikasi yang tidak mempromosikan *image*, *pattern* merupakan satu-satunya versi yang memposisikan *headline* di bagian atas area *image* dibanding di dalam area *supergraphic*. Di versi *pattern*, ukuran *font* untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

Area di kedua versi ini dipisahkan oleh *supergraphic*, memakai proporsi 70:30 antara area *image* dan area *supergraphic*. Dalam situasi dimana materi komunikasi tidak dapat menampilkan banyak informasi, proporsi dapat diperbesar menjadi 80:20.

The basic grid structure is the primary vehicle in organizing hierarchy of information, which is arranged in a structure to maintain consistency and display the brand image professionally in every medium.

Wonderful Indonesia's basic grid structure for print ads consists of two primary areas: the image area and the supergraphic area.

The logo is placed on the lower right of the supergraphic area, and all the contact information and current promo are placed on the lower left.

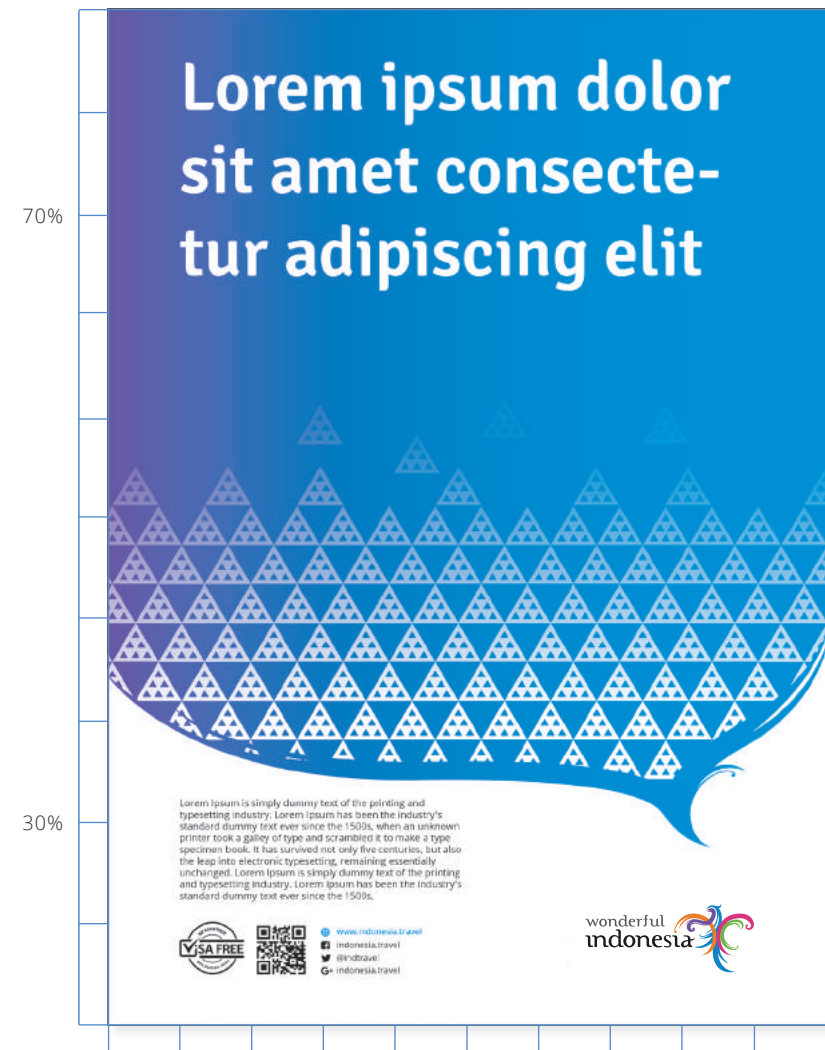
There are two versions of the basic grid structure:

1. Full image, which is used for the primary communication material.
2. Pattern, which is used for communication materials that do not promote images. The pattern is the only version that places the headlines above the image area instead of within the supergraphic area. In the pattern version, the font size for headlines can be much larger than headlines on the image version.

The area in both versions are divided by the supergraphic, and uses a proportion of 70:30 between the image area and the supergraphic area. In cases of communication materials that cannot contain much information, the proportion can be enlarged to 80:20.



► Full Image Version



► Pattern Version

PRINT MEDIA APPLICATIONS

Print Ad (Vertical Standard)

Halaman ini akan menjelaskan contoh aplikasi *print ad vertical standard* menggunakan foto,berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial dan berada di bawah *body copy*.

This section provides an explanation of the vertical standard print ad application using images, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information and below the body copy.

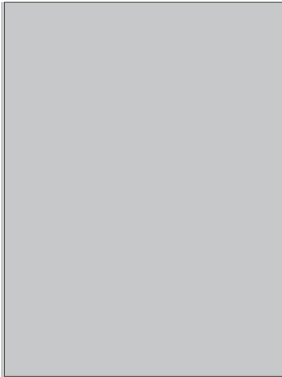


Print Ad (Vertical Standard) Device Specifications - (Images)

Size:

210 mm x 297mm

a = 0.05Y x 0.1X

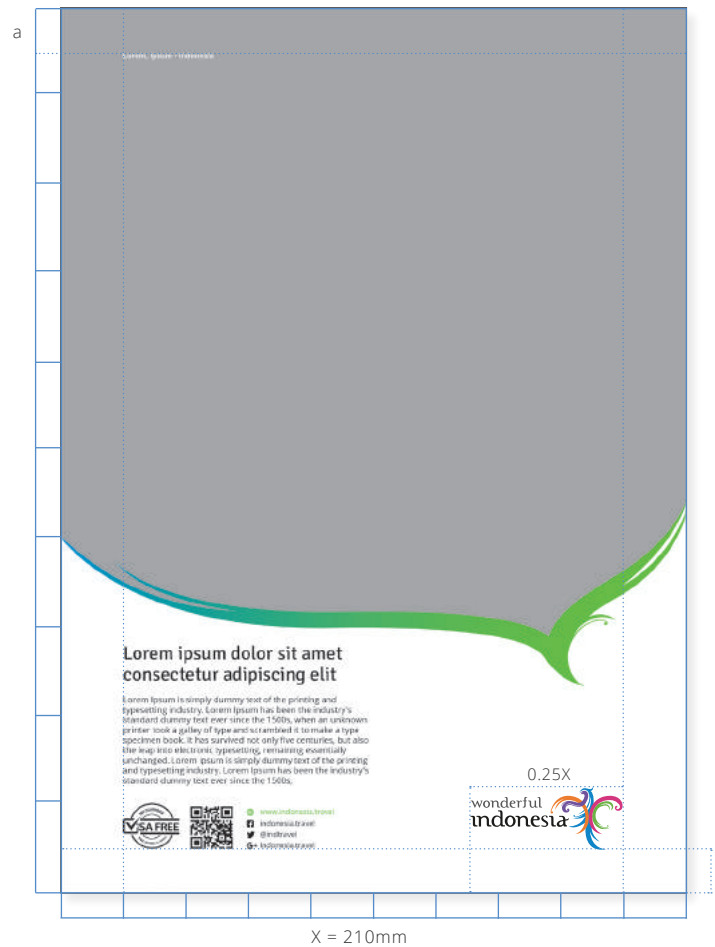


►
Contoh layout di tampilan majalah
atau koran

Layout example on a magazine or
a newspaper display

Logo Lockup:

Wonderful Indonesia
Primary Logo



Headline:

Signika Regular, 18pt

Body Copy:

OpenSans Regular, 8pt;
Leading 11pt

Image Caption:

OpenSans SemiBold, 7pt;
Leading 8pt

Website and Social
Media:

OpenSans Regular, 7pt

Image:

Always use images that
adhere to the images style.
Please refer to the rules
in Images on Thematic
Wonders section.

Supergraphic:

Always use colors that
adhere to the thematic
wonders. Please refer to
the rules in Supergraphic
Usage section.

Natural Wonders

C:100 M:25 Y:0 K:0
R:0 G:134 B:205
#0085CD

C:63 M:0 Y:100 K:0
R:108 G:181 B:45
#6CB42C

Sensory Wonders

C:12 M:90 Y:16 K:0
R:214 G:52 B:124
#D5337C

C:68 M:75 Y:0 K:0
R:110 G:80 B:156
#6E509C

Cultural Wonders

C:0 M:0 Y:100 K:0
R:255 G:237 B:0
#FFED00

C:0 M:60 Y:85 K:0
R:240 G:126 B:49
#EF7E31

Modern Wonders

C:68 M:75 Y:0 K:0
R:110 G:80 B:156
#6E509C

C:100 M:25 Y:0 K:0
R:0 G:134 B:205
#0085CD

Adventurous Wonders

C:0 M:60 Y:85 K:0
R:240 G:126 B:49
#EF7E31

C:12 M:90 Y:16 K:0
R:214 G:52 B:124
#D5337C

Color for Supergraphic:

PRINT MEDIA APPLICATIONS

Print Ad (Vertical Standard)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *print ad vertical standard* menggunakan *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial dan berada di bawah *body copy*.

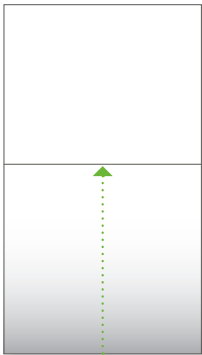
This section will provide an explanation of the vertical standard print ad application using patterns, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information and below the body copy.



Print Ad (Vertical Standard) Device Specifications - (Pattern)

Size:
210mm x 297mm
a = 0.05Y x 0.1X

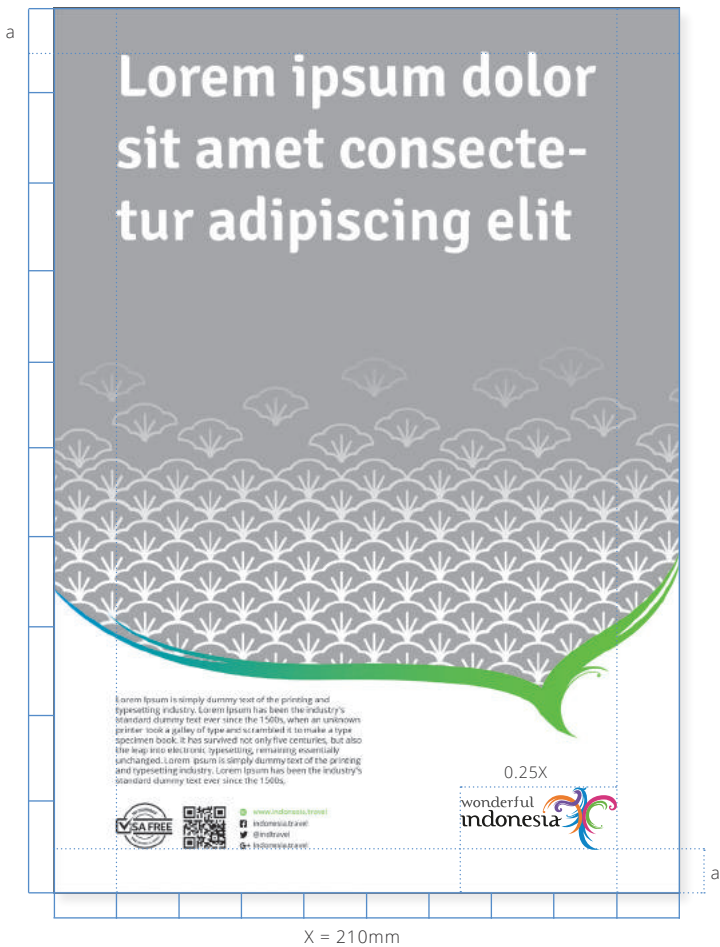


50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Bold, 50pt

Body Copy:
OpenSans Regular, 8pt;
Leading 11pt

Website and Social Media:
OpenSans Regular, 7pt

Pattern:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

PRINT MEDIA APPLICATIONS

Print Ad (Horizontal Spread)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *print ad horizontal spread* menggunakan foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial dan berada di bawah *body copy*.

This section will provide an explanation of horizontal spread print ad application using images, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information and below the body copy.



Print Ad (Horizontal Spread) Device Specifications - (Images)

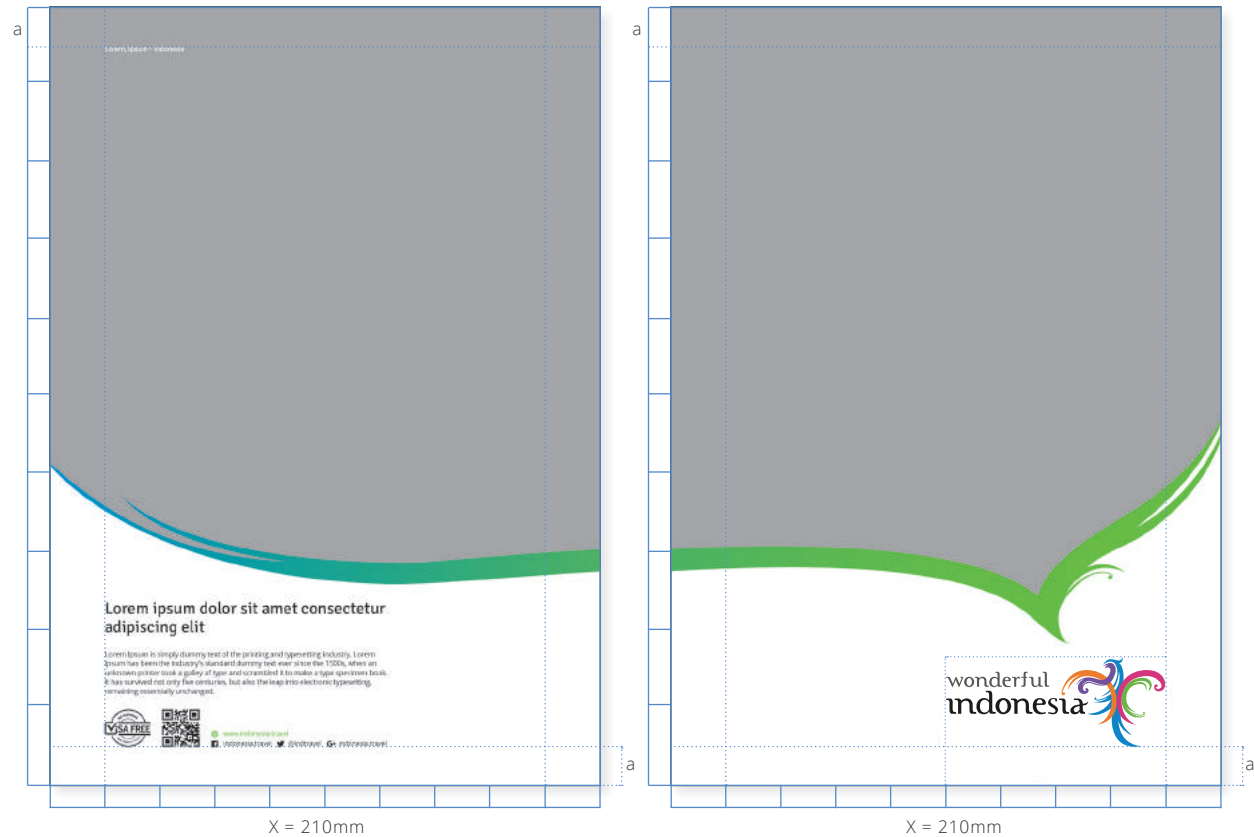
Size:
420mm x 297mm
a = 0.05Y x 0.1X



Contoh layout di tampilan majalah atau koran

Layout example on a magazine or a newspaper display

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Regular, 18pt

Body Copy:
OpenSans Regular, 8pt;
Leading 11pt

Image Caption:
OpenSans SemiBold, 7pt;
Leading 8pt

Website and Social Media:
OpenSans Regular, 6pt

Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

PRINT MEDIA APPLICATIONS

Print Ad (Horizontal Spread)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *print ad horizontal spread* menggunakan *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial dan berada di bawah *body copy*.

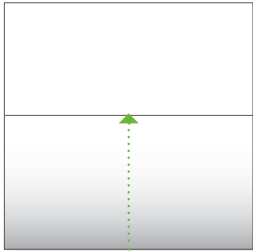
This section will provide an explanation of the horizontal spread print ad application using patterns, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information and below the body copy.



Print Ad (Horizontal Spread) Device Specifications - (Pattern)

Size:
420mm x 297mm
a = 0.05Y x 0.1X

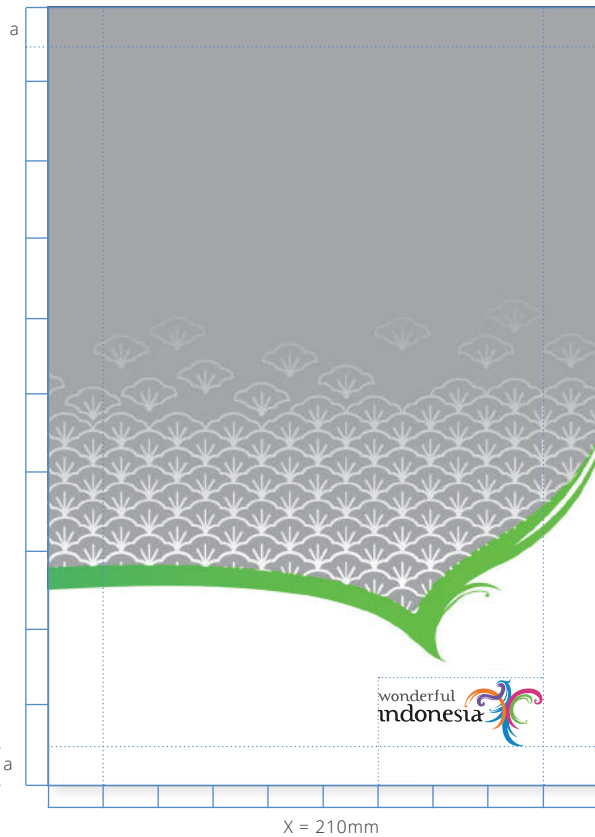
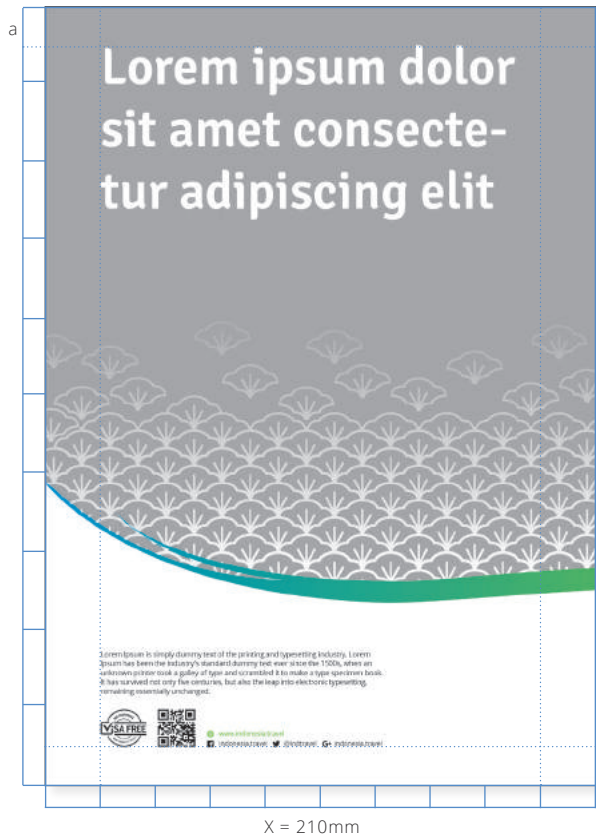


50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Bold, 50pt

Body Copy:
OpenSans Regular, 8pt;
Leading 11pt

Website and Social Media:
OpenSans Regular, 6pt

Pattern:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Natural Wonders

C:100 M:25 Y:0 K:0
R:0 G:134 B:205
#0085CD

C:63 M:0 Y:100 K:0
R:108 G:181 B:45
#6CB42C

Sensory Wonders

C:12 M:90 Y:16 K:0
R:214 G:52 B:124
#D5337C

C:68 M:75 Y:0 K:0
R:110 G:80 B:156
#6E509C

Cultural Wonders

C:0 M:0 Y:100 K:0
R:255 G:237 B:0
#FFED00

C:0 M:60 Y:85 K:0
R:240 G:126 B:49
#EF7E31

Modern Wonders

C:68 M:75 Y:0 K:0
R:110 G:80 B:156
#6E509C

C:100 M:25 Y:0 K:0
R:0 G:134 B:205
#0085CD

Adventurous Wonders

C:0 M:60 Y:85 K:0
R:240 G:126 B:49
#EF7E31

C:12 M:90 Y:16 K:0
R:214 G:52 B:124
#D5337C

Color for Supergraphic:

PRINT MEDIA APPLICATIONS

Print Ad (Vertical Extreme)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *print ad vertical extreme* menggunakan foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial dan berada di bawah *body copy*.

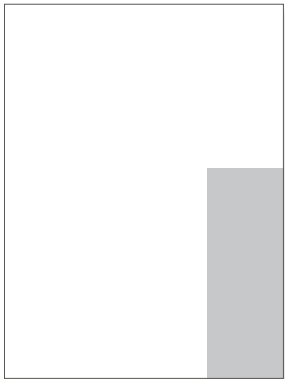
This section will provide an explanation of the vertical extreme print ad application using images, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information and below the body copy.



Print Ad (Vertical Extreme) Device Specifications - (Images)

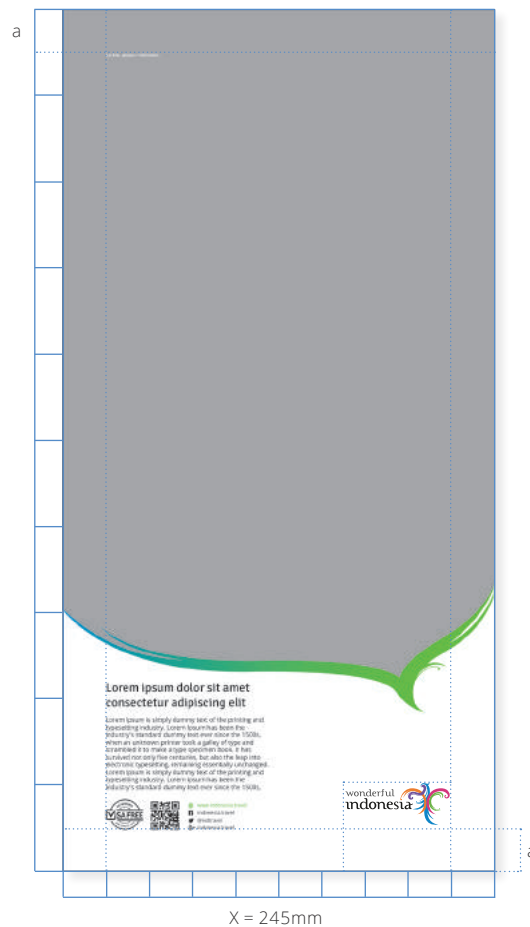
Size:
245mm x 490mm
a = 0.05Y x 0.1X



▶ Contoh layout di tampilan majalah atau koran

Layout example on a magazine or a newspaper display

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Regular, 20pt

Body Copy:
OpenSans Regular, 9pt;
Leading 12pt

Image Caption:
OpenSans SemiBold, 7pt;
Leading 8pt

Website and Social
Media:
OpenSans Regular, 7pt

Image:
Always use images that
adhere to the images style.
Please refer to the rules
in Images on Thematic
Wonders section.

Supergraphic:
Always use colors that
adhere to the thematic
wonders. Please refer to
the rules in Supergraphic
Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

PRINT MEDIA APPLICATIONS

Print Ad (Vertical Extreme)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *print ad vertical extreme* menggunakan *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial dan berada di bawah *body copy*.

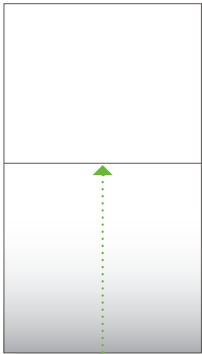
This section will provide an explanation of the vertical extreme print ad application using patterns, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information and below the body copy.



Print Ad (Vertical Extreme) Device Specifications - (Pattern)

Size:
245mm x 490mm
a = 0.05Y x 0.1X

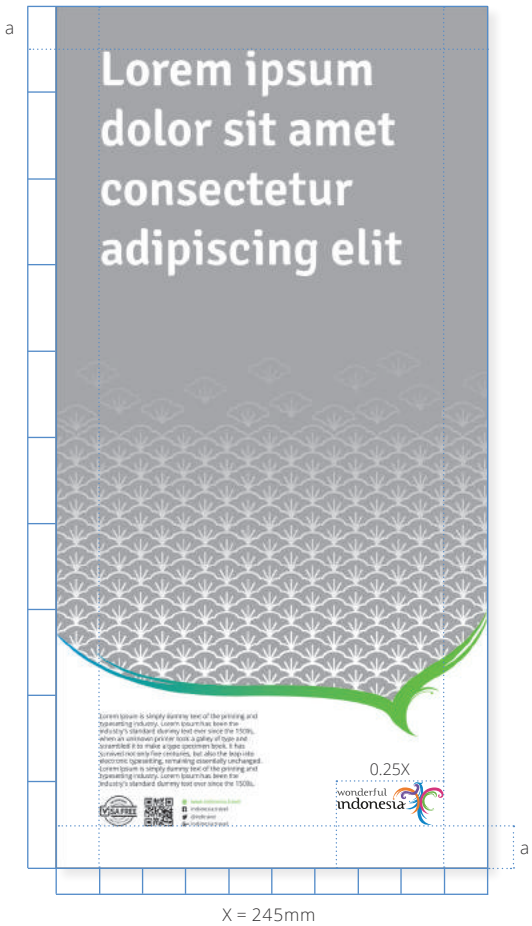


50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Bold, 45pt

Body Copy:
OpenSans Regular, 9pt;
Leading 12pt

Website and Social
Media:
OpenSans Regular, 7pt

Pattern:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

PRINT MEDIA APPLICATIONS

Print Ad (Horizontal Column Ad)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *print horizontal column ad* menggunakan foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial dan berada di bawah *body copy*.

This section will provide an explanation of the horizontal column ad print application using images, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information and below the body copy.



Print Ad (Horizontal Column Ad) Device Specifications - (Images)

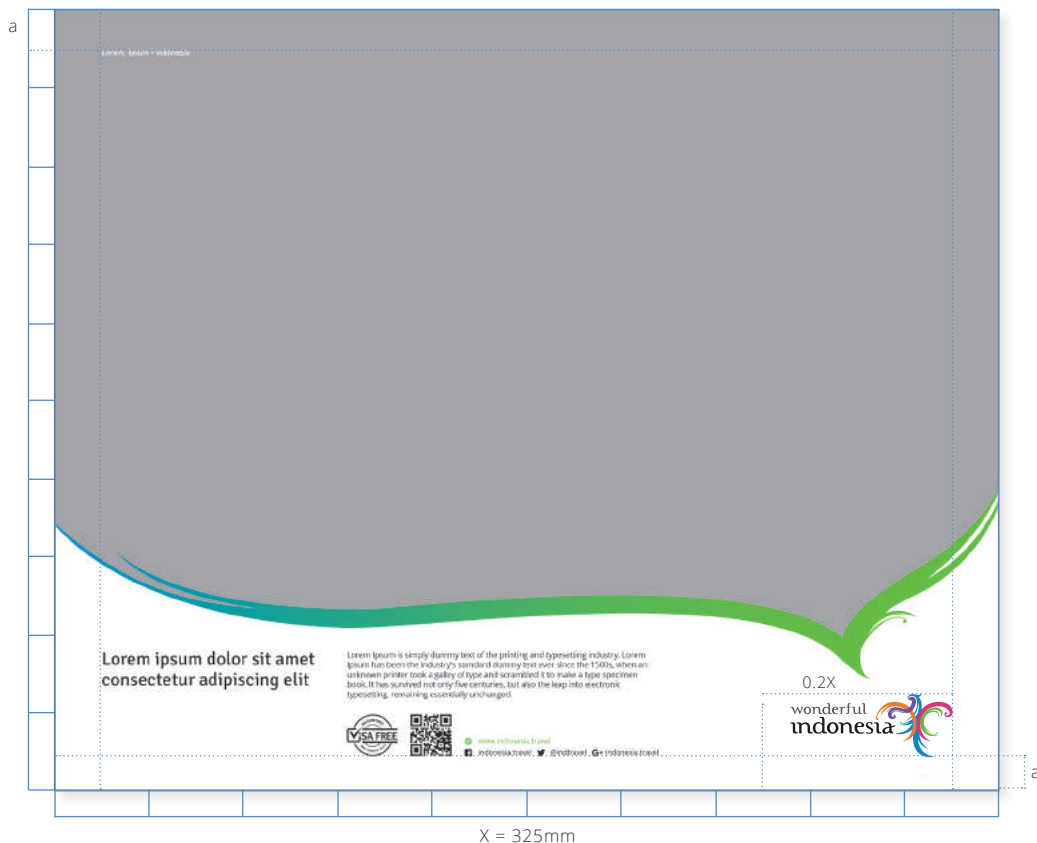
Size:
325mm x 270mm
a = 0.05Y x 0.05X



▶ Contoh layout di tampilan majalah atau koran

Layout example on a magazine or a newspaper display

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Regular, 18pt

Body Copy:
OpenSans Regular, 8pt;
Leading 11pt

Image Caption:
OpenSans SemiBold, 7pt;
Leading 8pt

Website and Social Media:
OpenSans Regular, 6pt

Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

Print Ad (Horizontal Column Ad)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *print horizontal column ad* menggunakan *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial dan berada di bawah *body copy*.

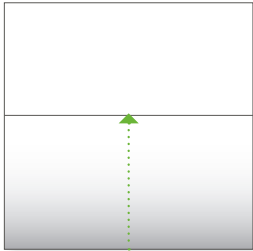
This section will provide an explanation of the horizontal column ad print application using patterns, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information and below the body copy.



Print Ad (Horizontal Column Ad) Device Specifications - (Pattern)

Size:
325mm x 270mm
a = 0.05Y x 0.05X

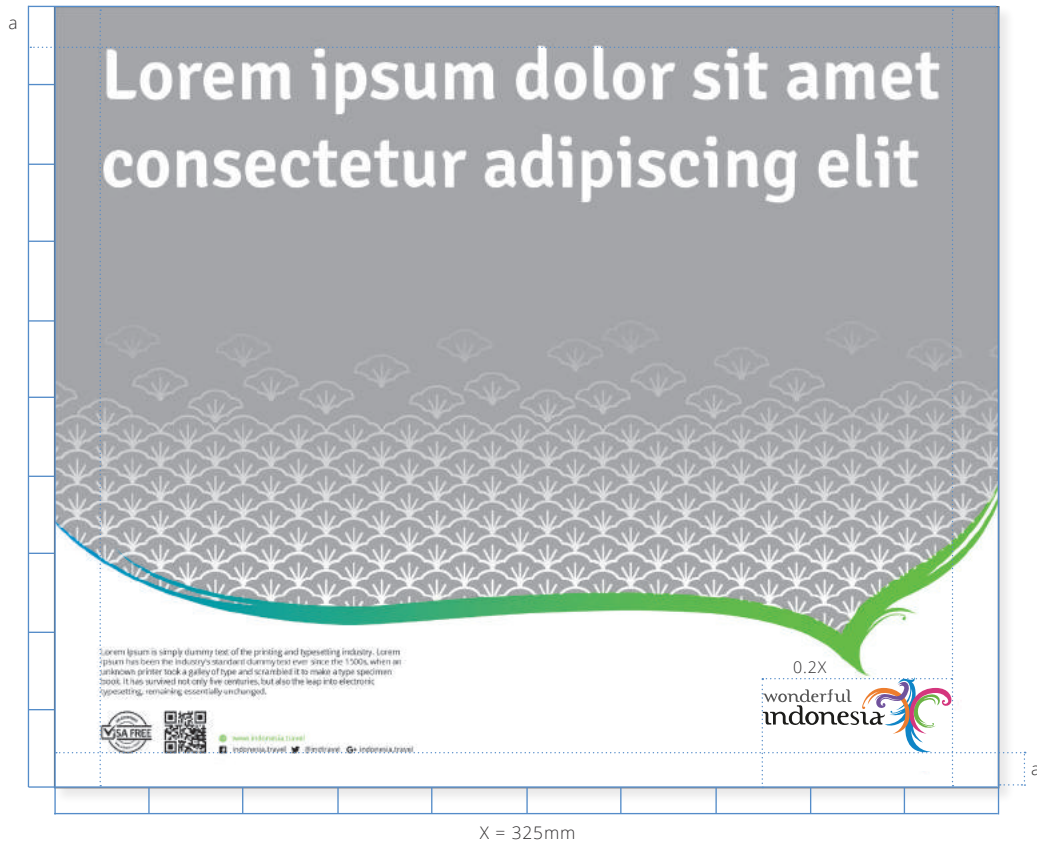


50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Bold, 45pt

Body Copy:
OpenSans Regular, 8pt;
Leading 11pt

Website and Social
Media:
OpenSans Regular, 6pt

Pattern:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Natural Wonders

C:100 M:25 Y:0 K:0
R:0 G:134 B:205
#0085CD

C:63 M:0 Y:100 K:0
R:108 G:181 B:45
#6CB42C

Sensory Wonders

C:12 M:90 Y:16 K:0
R:214 G:52 B:124
#D5337C

C:68 M:75 Y:0 K:0
R:110 G:80 B:156
#6E509C

Cultural Wonders

C:0 M:0 Y:100 K:0
R:255 G:237 B:0
#FFED00

C:0 M:60 Y:85 K:0
R:240 G:126 B:49
#EF7E31

Modern Wonders

C:68 M:75 Y:0 K:0
R:110 G:80 B:156
#6E509C

C:100 M:25 Y:0 K:0
R:0 G:134 B:205
#0085CD

Adventurous Wonders

C:0 M:60 Y:85 K:0
R:240 G:126 B:49
#EF7E31

C:12 M:90 Y:16 K:0
R:214 G:52 B:124
#D5337C

Color for Supergraphic:

PRINT MEDIA APPLICATIONS

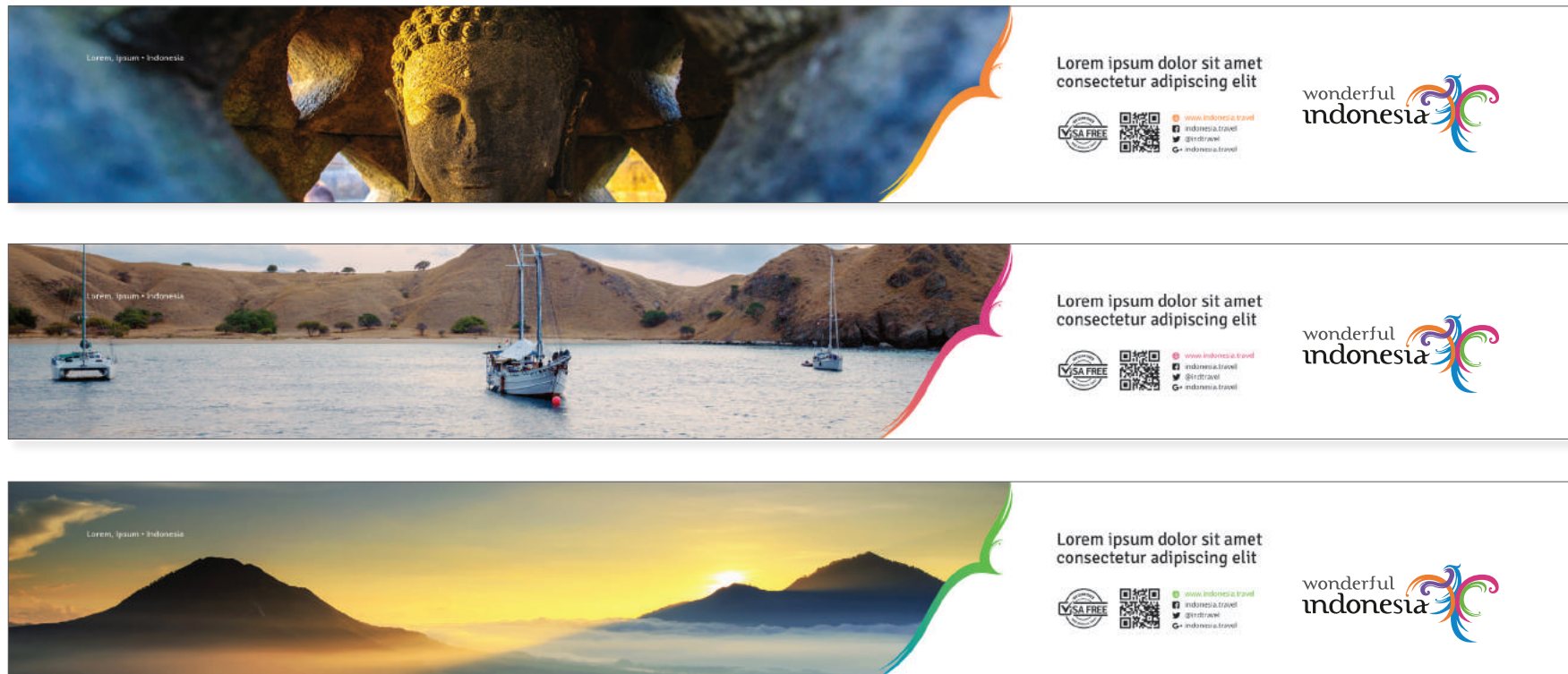
Print Ad (Display Banner Ads)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *print display banner ads* menggunakan foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial dan berada diantara *supergraphic* dan logo.

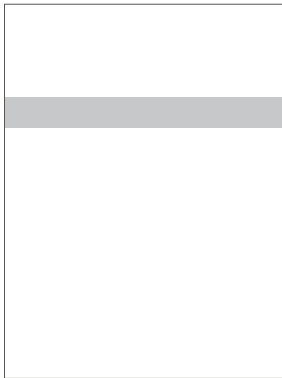
This section will provide an explanation of the display banner ads print application using images, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information and between the supergraphic and the logo.



Print Ad (Display Banner Ads) Device Specifications - (Images)

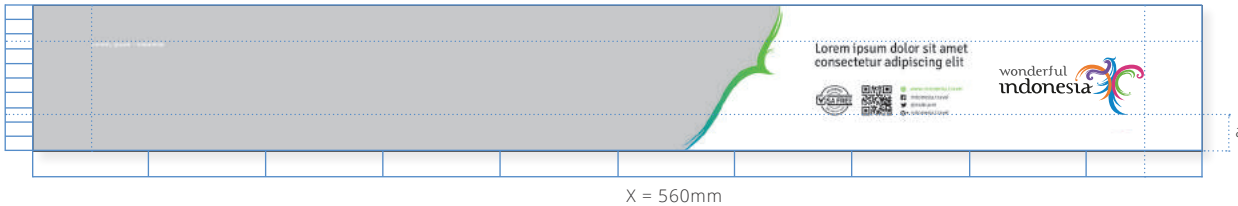
Size:
560mm x 70mm
a = 0.25Y x 0.05X



Contoh layout di tampilan majalah atau koran

Layout example on a magazine or a newspaper display

Logo Lockup:
Wonderful Indonesia Primary Logo



Headline:
Signika Regular, 18pt

Image Caption:
OpenSans SemiBold, 7pt;
Leading 8pt

Website and Social Media:
OpenSans Regular, 6pt

Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Logo Size:
For this size, we use the minimum primary logo size on print medium, which is 12.55 mm in height.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

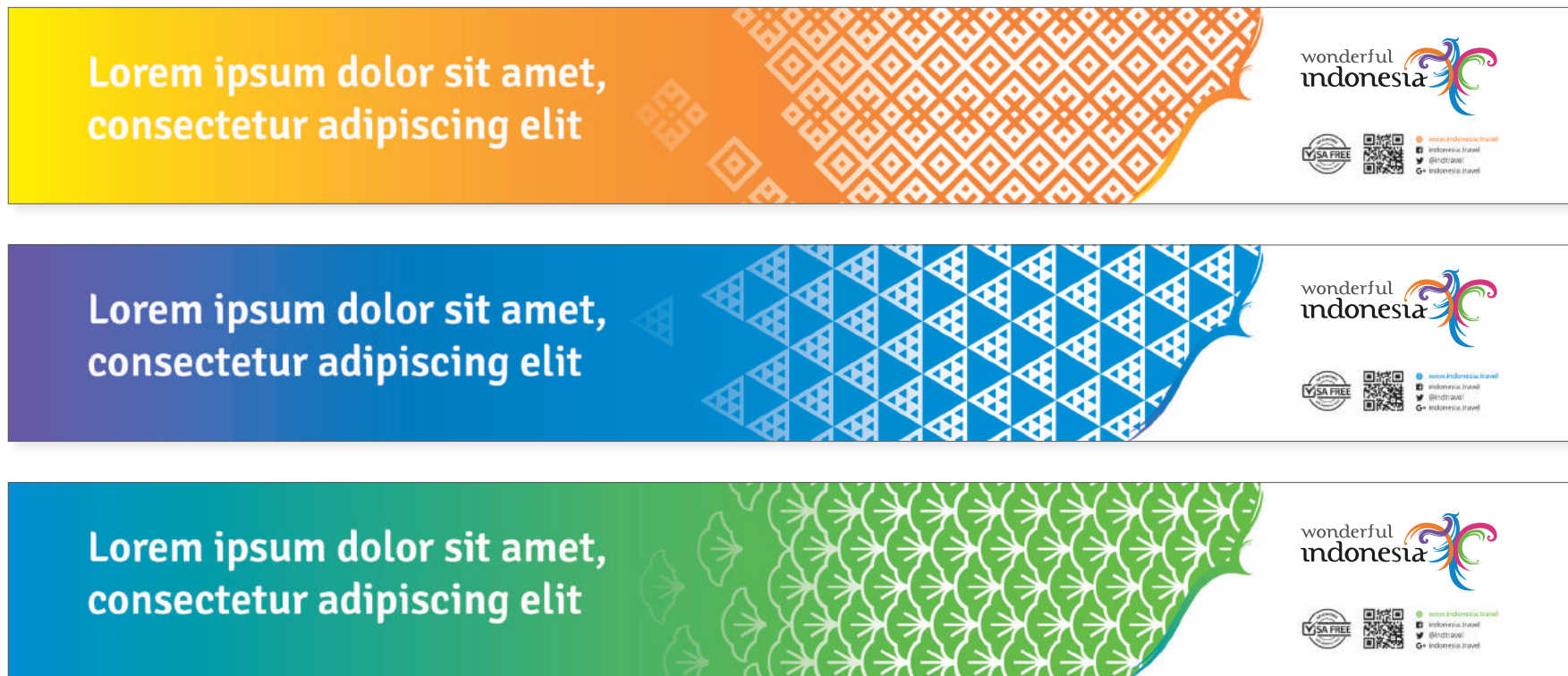
Print Ad (Display Banner Ads)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *print display banner ads* menggunakan *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial dan berada di bawah logo.

This section will provide an explanation of the display banner ads print application using patterns, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information and below the logo.

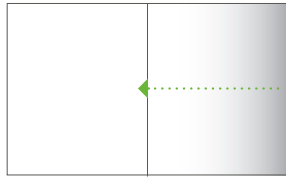


Print Ad (Display Banner Ads) Device Specifications - (Pattern)

Size:

560mm x 70mm

a = 0.15Y x 0.05X



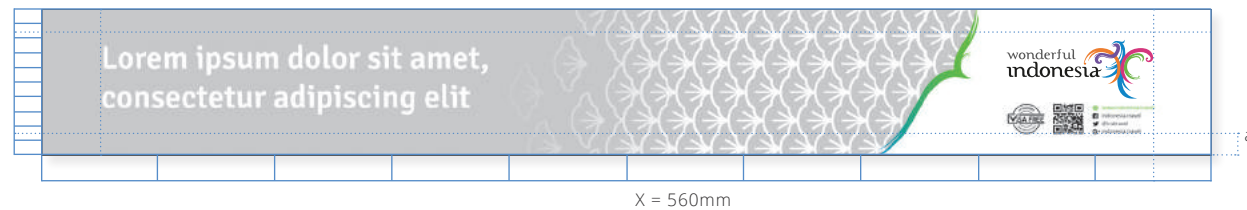
50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out

Logo Lockup:

Wonderful Indonesia
Primary Logo



Headline:

Signika Bold, 24pt

Website and Social

Media:

OpenSans Regular, 6pt

Pattern:

Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

Supergraphic:

Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

Color for Supergraphic:

Advertorial (Full Page)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *advertorial full page* menggunakan *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di pojok kanan atas, sejajar dengan *headline* dan di bawah *pattern*.

This section will provide an explanation of the full page advertorial application using patterns, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed on the upper right corner, beside the headline and below the pattern.

ADVERTISEMENT

Wonderful Indonesia without a Visa

The government of Indonesia has extended a visa-free facility to 169 countries and territories.



Aside from the beautiful and exciting destinations, nothing lifts the mood of an avid traveler better than a free visa. After all, a visa-free facility eliminates one more barrier standing between a traveler and his destination. Indonesia, the largest archipelago in the world known for its pristine beaches, lush tropical forests and diverse culture, has recently extended its visa-free facility to no fewer than 169 countries and territories.

The policy to grant visa-free facility to a much larger number of countries and territories was made as part of the government's efforts to boost the country's economy through tourism. The government has announced its aims to reach 20 million visitors by 2019. Presidential decree no. 21 of 2016, which was signed by President Joko Widodo on March 2 this year, details the policy's terms and conditions and encloses the list of countries.

Visitors from enlisted 169 countries and territories, which include the United States and Australia, are required to have their passports with minimum validity of six months and a return ticket upon entry. Meanwhile, nationals of Afghanistan, Cameroon, Guinea, Israel, Liberia, Niger, Nigeria, North Korea, Pakistan and Somalia, still need a visa approval from the Immigration Office in Indonesia prior to their travel. The visa-free facility, which is granted for the purpose of leisure or tourism, family, social, art and cultural, governmental, educational, business meetings and transit visits, is valid for up to 30 days. It is non-extendable and non-convertible.

Entry and Departure Points

There are designated points of entry and departure as well. But visitors need not worry, as, according to the Indonesian Directorate General of Immigration, there are up to 124 immigration checkpoints comprising of 29 airports (including Soekarno-Hatta, Tangerang, 30 kilometers from Jakarta; Halim Perdanakusuma, Jakarta; I Gusti Ngurah Rai, Bali; Juanda, Surabaya; Hang Nadim, Batam; and Kuala Namu and Polonia, Medan among others), 88 harbors and 7 land borders. Visitors may enter and depart through all of the listed checkpoints. The full list, along with the list of countries, is available on the Directorate General of Immigration's website.

Indonesia has come a long way in granting free visa for short visits. The government had previously granted visa-free status to neighboring Southeast Asian countries, such as Thailand, Malaysia, Singapore, Brunei Darussalam, the Philippines, Cambodia, Laos, Myanmar and Vietnam, as well as territories and countries, such as Hong Kong, Chile, Morocco, Peru, and Ecuador, through presidential decree no. 69 of 2015. Later last year, it amended the policy with presidential decree no. 104 of 2015, which added 75 other countries eligible for the visa-free facility.

ADVERTISEMENT

Wonderful Indonesia without a Visa

The government of Indonesia has extended a visa-free facility to 169 countries and territories.



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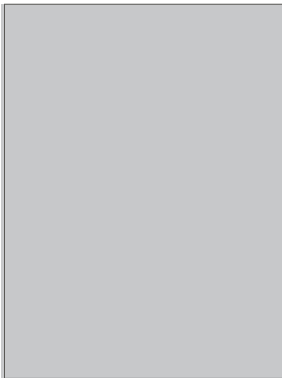
Entry and Departure Points

There are designated points of entry and departure as well. But visitors need not worry, as, according to the Indonesian Directorate General of Immigration, there are up to 124 immigration checkpoints comprising of 29 airports (including Soekarno-Hatta, Tangerang, 30 kilometers from Jakarta; Halim Perdanakusuma, Jakarta; I Gusti Ngurah Rai, Bali; Juanda, Surabaya; Hang Nadim, Batam; and Kuala Namu and Polonia, Medan among others), 88 harbors and 7 land borders. Visitors may enter and depart through all of the listed checkpoints. The full list, along with the list of countries, is available on the Directorate General of Immigration's website.

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Advertorial (Full Page) Device Specifications - (Article)

Size:
280mm x 375mm
a = 0.05Y x 0.1X



Contoh layout di tampilan majalah atau koran

Layout example on a magazine or a newspaper display

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Bold, 18pt

Sub Headline:
OpenSans Italic, 12pt;
Leading 14pt

Body Copy:
OpenSans Regular, 10pt;
Leading 14pt

Image Caption:
OpenSans SemiBold, 7pt;
Leading 8pt

Website and Social Media:
OpenSans Regular, 7pt

Pattern:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:

Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

PRINT MEDIA APPLICATIONS

Advertorial (Full Page)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *advertorial full page* menggunakan foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di pojok kanan atas dan sejajar dengan *headline*.

This section will provide an explanation of the full page advertorial application using images, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed on the upper right corner and beside the headline.

ADVERTISEMENT

Wonderful Indonesia without a Visa
The government of Indonesia has extended a visa-free facility to 169 countries and territories.

Aside from the beautiful and exciting destinations, nothing lifts the mood of an avid traveler better than a free visa. After all, a visa-free facility eliminates one more barrier standing between a traveler and his destination. Indonesia, the largest archipelago in the world known for its pristine beaches, lush tropical forests and diverse culture, has recently extended its visa-free facility to no fewer than 169 countries and territories.

The policy to grant visa-free facility to a much larger number of countries and territories was made as part of the government's efforts to boost the country's economy through tourism. The government has announced its aim to reach 20 million visitors by 2019. Presidential decree no. 21 of 2016, which was signed by President Joko Widodo on March 2 this year, details the policy's terms and conditions and encloses the list of countries.

Visitors from entitled 169 countries and territories, which include the United States and Australia, are required to have their passports with minimum validity of six months and a return ticket upon entry. Meanwhile, nationals of Afghanistan, Cameroon, Guinea, Israel, Liberia, Niger, Nigeria, North Korea, Pakistan and Somalia, still need a visa approval from the Immigration Office in Indonesia prior to their travel. The visa-free facility, which is granted for the purpose of leisure or tourism, family, social, art and culture, governmental, educational, business meetings and transit visits, is valid for up to 30 days. It is non-extendable and non-convertible.

Entry and Departure Points

There are designated points of entry and departure as well. But visitors need not worry, as, according to the Indonesian Directorate General of Immigration, there are up to 124 immigration checkpoints, comprising of 29 airports including Soekarno-Hatta, Tangerang, 30 seaports from Jakarta, Malm Penderelakusuma, Jakarta, 1 South Nigrah-Ra, Bali, Banda, Surabaya, Hang Nadim, Batam, and Kuala Namu and Polonia, Medan among others, 68 harbors and 7 land borders. Visitors may enter and depart through all of the listed checkpoints. The full list, along with the list of countries, is available on the Directorate General of Immigration's website.

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ADVERTISEMENT

Wonderful Indonesia without a Visa
The government of Indonesia has extended a visa-free facility to 169 countries and territories.

Aside from the beautiful and exciting destinations, nothing lifts the mood of an avid traveler better than a free visa. After all, a visa-free facility eliminates one more barrier standing between a traveler and his destination. Indonesia, the largest archipelago in the world known for its pristine beaches, lush tropical forests and diverse culture, has recently extended its visa-free facility to no fewer than 169 countries and territories.

The policy to grant visa-free facility to a much larger number of countries and territories was made as part of the government's efforts to boost the country's economy through tourism. The government has announced its aim to reach 20 million visitors by 2019. Presidential decree no. 21 of 2016, which was signed by President Joko Widodo on March 2 this year, details the policy's terms and conditions and encloses the list of countries.

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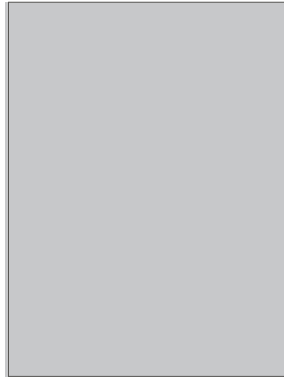
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Advertorial (Full Page) Device Specifications - (Images)

Size:
280mm x 375mm
a = 0.05Y x 0.1X



► Contoh layout di tampilan majalah atau koran

Layout example on a magazine or a newspaper display

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Bold, 18pt

Sub Headline:
OpenSans Italic, 12pt;
Leading 14pt

Body Copy:
OpenSans Regular, 10pt;
Leading 14pt

Image Caption:
OpenSans SemiBold, 7pt;
Leading 8pt

Website and Social Media:
OpenSans Regular, 7pt

Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:

Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

Advertorial (Full Page)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *advertorial full page* menggunakan *pattern* dan foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di pojok kanan atas, sejajar dengan *headline* dan di bawah *pattern*.

This section will provide an explanation of the full page advertorial application using patterns and images, concerning size, supergraphic, grid, and print layout.

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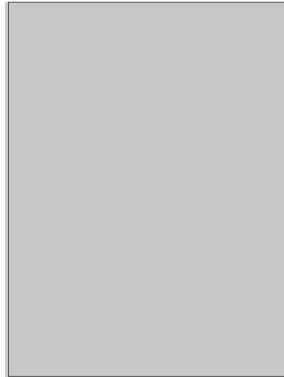
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Advertorial (Full Page) Device Specifications - (Images + Without Logo)

Size:
280mm x 375mm
a = 0.05Y x 0.1X



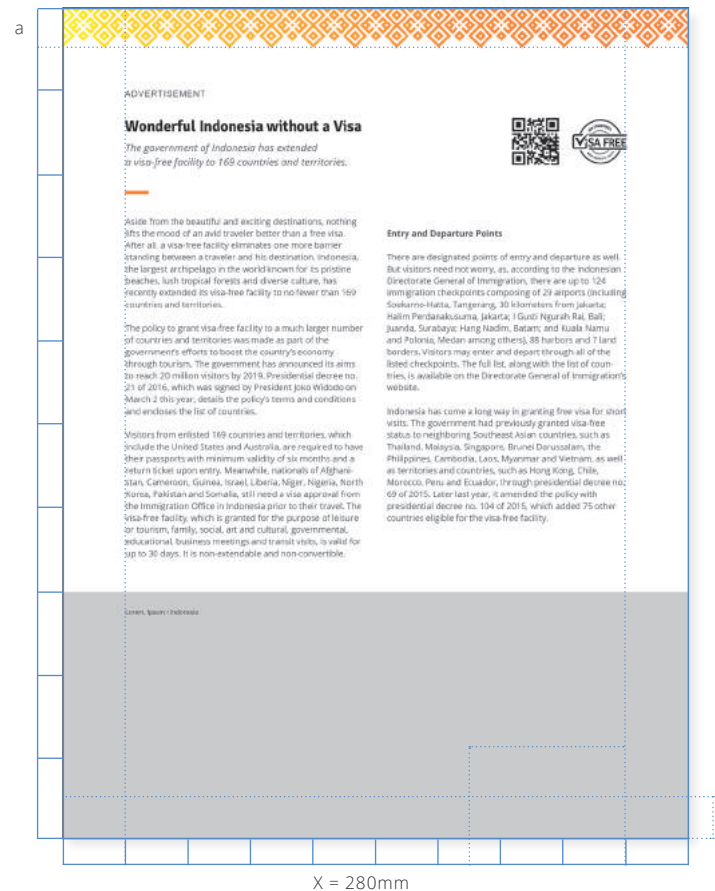
► Contoh layout di tampilan majalah atau koran

Layout example on a magazine or a newspaper display

Logo Lockup:
Wonderful Indonesia
Primary Logo

Headline:
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Sub Headline:
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Body Copy:
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Image Caption:
OpenSans SemiBold, 7pt;
Leading 8pt

Website and Social Media:
OpenSans Regular, 7pt

Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Pattern:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

Supergraphic:
Always use colours that adheres to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:

Natural Wonders	Sensory Wonders	Cultural Wonders	Modern Wonders	Adventurous Wonders
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31

PRINT MEDIA APPLICATIONS

Advertorial (Square Columns)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *advertorial square columns* menggunakan foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di pojok kanan atas dan sejajar dengan *headline*.

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ADVERTISEMENT

Wonderful Indonesia without a Visa

The government of Indonesia has extended a visa-free facility to 169 countries and territories.

Aside from the beautiful and exciting destinations, nothing lifts the mood of an avid traveler better than a free visa. After all, a visa-free facility eliminates one more barrier standing between a traveler and his destination. Indonesia, the largest archipelago in the world known for its pristine beaches, lush tropical forests and diverse culture, has recently extended its visa-free facility to no fewer than 169 countries and territories.

The policy to grant visa-free facility to a much larger number of countries and territories was made as part of the government's efforts to boost the country's economy through tourism. The government has announced its aims to reach 20 million visitors by 2019. Presidential decree no. 21 of 2016, which was signed by President Joko Widodo on March 2 this year, details the policy's terms and conditions and encloses the list of countries.

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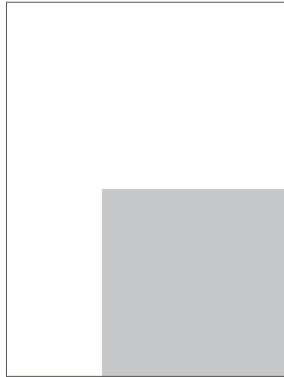
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Advertorial (Square Columns) Device Specifications - (Images)

Size:
261mm x 261mm
a = 0.05Y x 0.05X



► Contoh layout di tampilan majalah atau koran

Layout example on a magazine or a newspaper display

Logo Lockup:
Wonderful Indonesia
Primary Logo

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www.indonesia.travel
indonesia.travel
@indotravel
indonesia.travel

Coram, Soekarno-Hatta

wonderful indonesia

X = 261mm

Headline:
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PRINT MEDIA APPLICATIONS

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Visitors from enticed 169 countries and territories, which include the United States and Australia, are required to have their passports with minimum validity of six months and a return ticket upon entry. Meanwhile, nationals of Afghanistan, Cameroon, Guinea, Israel, Liberia, Niger, Nigeria, North Korea, Pakistan and Somalia, still need a visa approval from the Immigration Office in Indonesia prior to their travel. The visa-free facility, which is granted for the purpose of leisure or tourism, family, social, art and cultural, governmental, educational, business meetings and transit visits, is valid for up to 30 days. It is non-extendable and non-convertible.

Entry and Departure Points

There are designated points of entry and departure as well. But visitors need not worry, as, according to the Indonesian Directorate General of Immigration, there are up to 124 immigration checkpoints composing of 29 airports (including Soekarno-Hatta, Tangerang, 30 kilometers from Jakarta; Halim Perdanakusuma, Jakarta; Gusli Ngurah Rai, Bali; Juanda, Surabaya; Hang Nadim, Batam; and Kuala Namu and Polonia, Medan among others), 88 harbors and 7 land borders. Visitors may enter and depart through all of the listed checkpoints. The full list, along with the list of countries, is available on the Directorate General of Immigration's website.



ADVERTISEMENT

Wonderful Indonesia without a Visa

The government of Indonesia has extended a visa-free facility to 169 countries and territories.



Aside from the beautiful and exciting destinations, nothing lifts the mood of an avid traveler better than a free visa. After all, a visa-free facility eliminates one more barrier standing between a traveler and his destination. Indonesia, the largest archipelago in the world known for its pristine beaches, lush tropical forests and diverse culture, has recently extended its visa-free facility to no fewer than 169 countries and territories.

The policy to grant visa-free facility to a much larger number of countries and territories was made as part of the government's efforts to boost the country's economy through tourism. The government has announced its aims to reach 20 million visitors by 2019. Presidential decree no. 21 of 2015, which was signed by President Joko Widodo on March 2 this year, details the policy's terms and conditions and encloses the list of countries.

Indonesia has come a long way in granting free visa for short visits. The government had previously granted visa-free status to neighboring South-east Asian countries, such as Thailand, Malaysia, Singapore, Brunei Darussalam, the Philippines, Cambodia, Laos, Myanmar and Vietnam, as well as territories and countries, such as Hong Kong, Chile, Morocco, Peru and Ecuador, through presidential decree no. 69 of 2015. Later last year, it amended the policy with presidential decree no. 104 of 2015, which added 75 other countries eligible for the visa-free facility.

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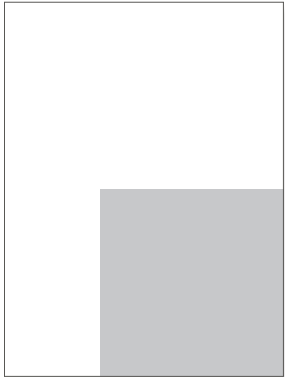
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Entry and Departure Points

There are designated points of entry and departure as well. But visitors need not worry, as, according to the Indonesian Directorate General of Immigration, there are up to 124 immigration checkpoints composing of 29 airports (including Soekarno-Hatta, Tangerang, 30 kilometers from Jakarta; Halim Perdanakusuma, Jakarta; Gusli Ngurah Rai, Bali; Juanda, Surabaya; Hang Nadim, Batam; and Kuala Namu and Polonia, Medan among others), 88 harbors and 7 land borders. Visitors may enter and depart through all of the listed checkpoints. The full list, along with the list of countries, is available on the Directorate General of Immigration's website.

Advertorial (Square Columns) Device Specifications - (Images + Without Logo, Article)

Size:
261mm x 261mm
a = 0.05Y x 0.05X



► Contoh layout di tampilan majalah atau koran

Layout example on a magazine or a newspaper display

Logo Lockup:
Wonderful Indonesia
Primary Logo

Headline:
Signika Bold, 18pt

Sub Headline:
OpenSans Italic, 12pt;
Leading 14pt



Body Copy:
OpenSans Regular, 10pt;
Leading 14pt

Image Caption:
OpenSans SemiBold, 7pt;
Leading 8pt

Website and Social Media:
OpenSans Regular, 7pt

Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Pattern:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:

Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

PRINT MEDIA APPLICATIONS

Advertorial (Spread)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *advertorial spread* menggunakan foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di pojok kanan atas dan sejajar dengan *headline*.

This section will provide an explanation of the spread advertorial application using images, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed on the upper right corner and beside the headline.



Advertorial (Spread) Device Specifications - (Images)

Size:
420mm x 297mm
a = 0.05Y x 0.1X

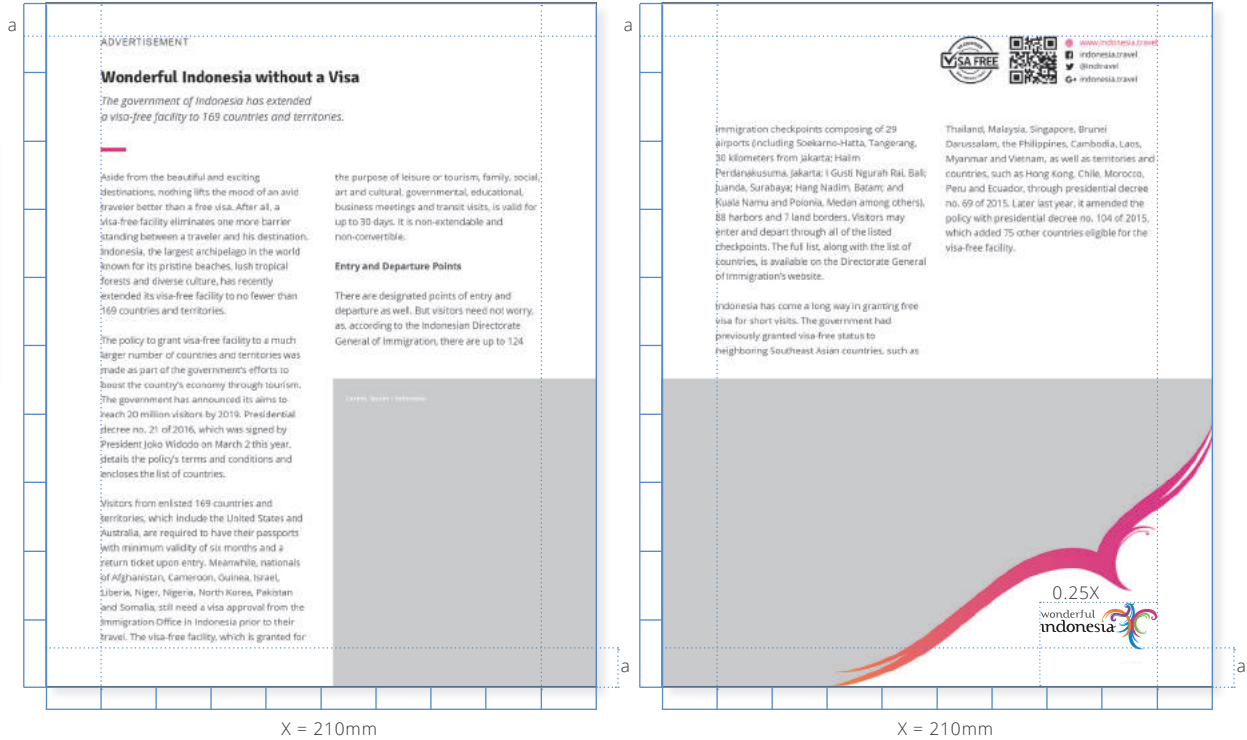


Contoh layout di tampilan majalah atau koran

Layout example on a magazine or a newspaper display

Logo Lockup:
Wonderful Indonesia
Primary Logo

Headline:
Signika Bold, 18pt



Sub Headline:
OpenSans Italic, 12pt;
Leading 14pt

Body Copy:
OpenSans Regular, 10pt;
Leading 8pt

Image Caption:
OpenSans SemiBold, 7pt;
Leading 8pt

Website and Social
Media:
OpenSans Regular, 7pt

Image:
Always use images that
adhere to the images style.
Please refer to the rules
in Images on Thematic
Wonders section.

Supergraphic:
Always use colors that
adhere to the thematic
wonders. Please refer to
the rules in Supergraphic
Usage section.

Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

PRINT MEDIA APPLICATIONS

Advertorial (Spread)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *advertorial spread* menggunakan *pattern* dan foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di pojok kanan atas, sejajar dengan *headline* dan di bawah *pattern*.

This section will provide an explanation of the spread advertorial application using patterns and images, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed on the upper right corner, beside the headline and below the pattern.



Advertorial (Spread) Device Specifications - (Images + Without Logo)

Size:
420mm x 297mm
a = 0.05Y x 0.1X



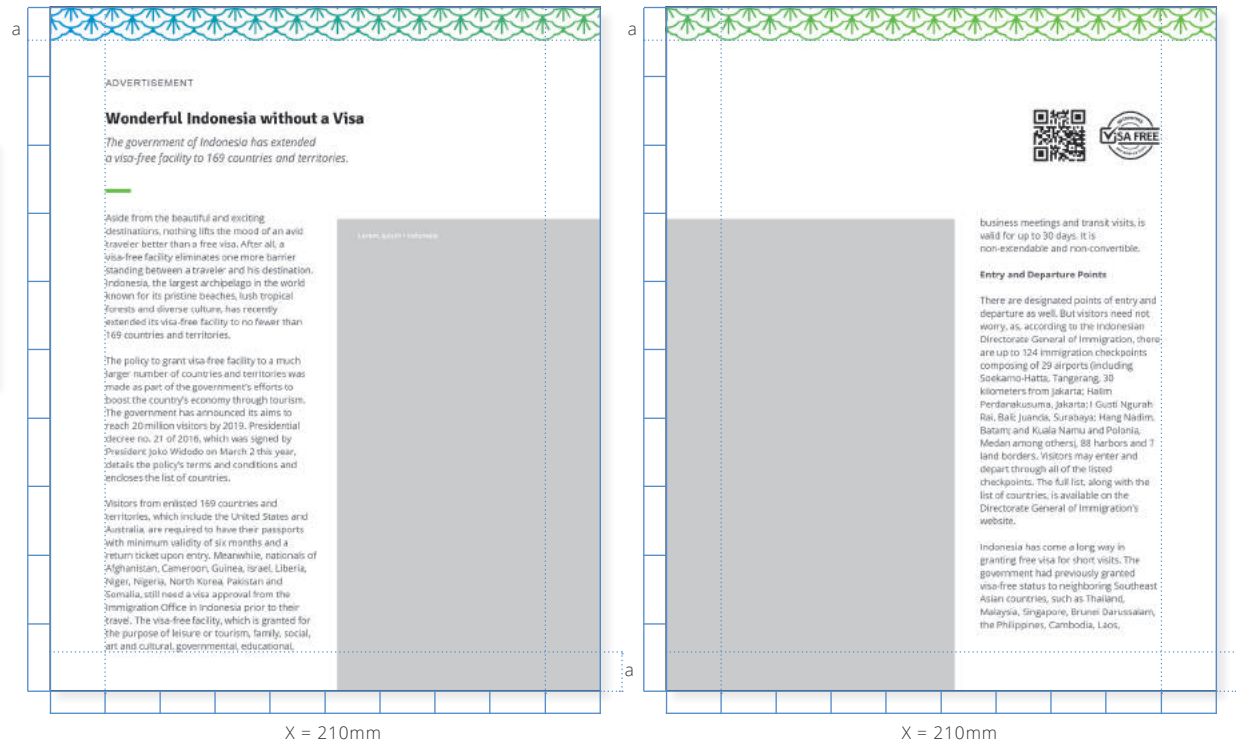
Contoh layout di tampilan majalah atau koran

Layout example on a magazine or a newspaper display

Logo Lockup:
Wonderful Indonesia
Primary Logo

Headline:
Signika Bold, 18pt

Sub Headline:
OpenSans Italic, 12pt;
Leading 14pt



Body Copy:
OpenSans Regular, 10pt;
Leading 14pt

Image Caption:
OpenSans SemiBold, 7pt;
Leading 8pt

Website and Social
Media:
OpenSans Regular, 7pt

Image:
Always use images that
adhere to the images style.
Please refer to the rules
in Images on Thematic
Wonders section.

Pattern:
Always use patterns that
adhere to the patterns
style. Please refer to the
rules in Patterns Usage
section.

Supergraphic:
Always use colors that
adhere to the thematic
wonders. Please refer to
the rules in Supergraphic
Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

PRINT MEDIA APPLICATIONS

Brochure (Trifolded)

Pada halaman ini akan diberikan penjelasan contoh aplikasi brosur *trifolded* menggunakan satu foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

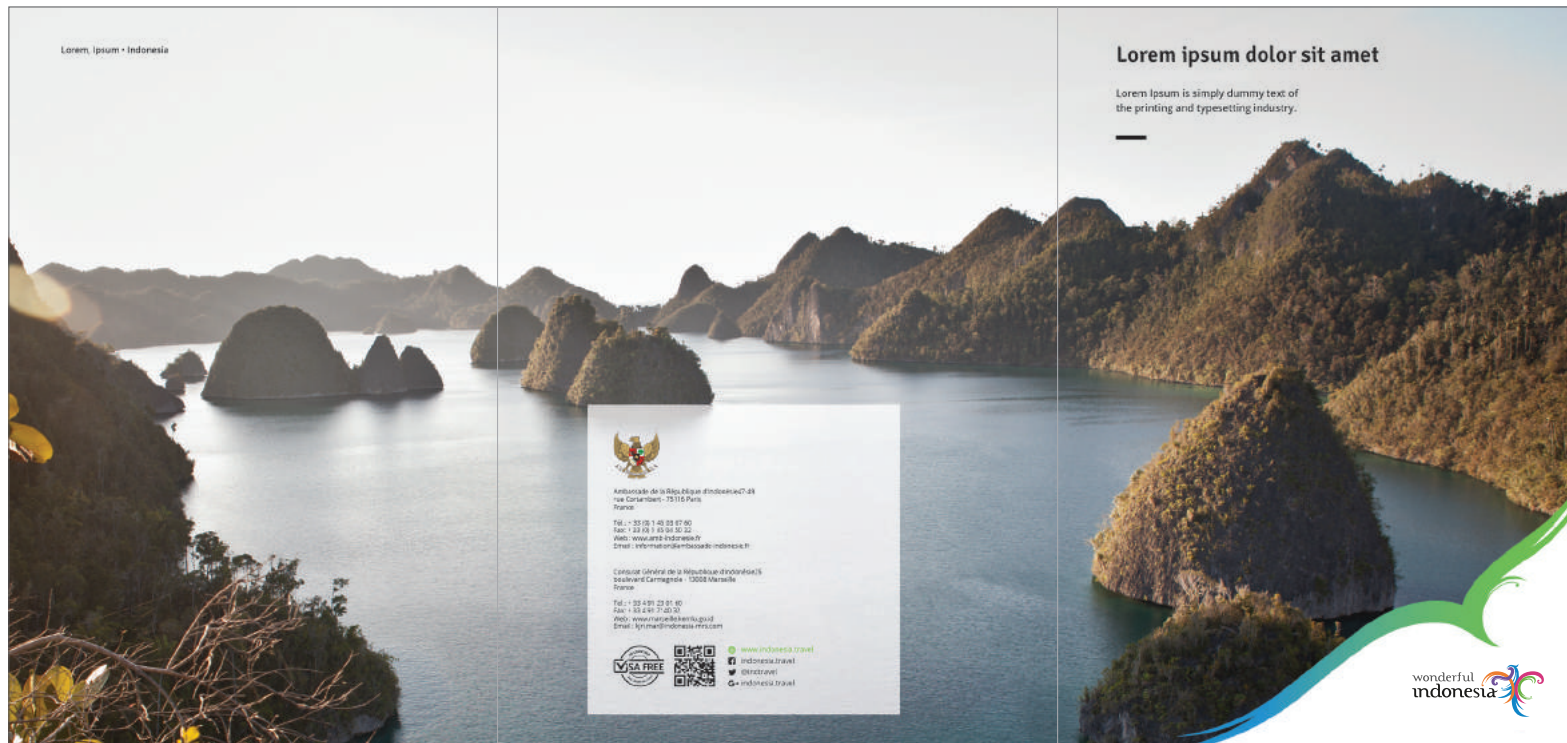
Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial, berada di dalam kotak dan tepat di bawah informasi kontak kedutaan.

Logo dan informasi KBRI harus selalu berada di dalam kotak transparan untuk menghindari tabrakan dengan foto, *opacity* kotak harus dijaga pada angka 80% kebawah.

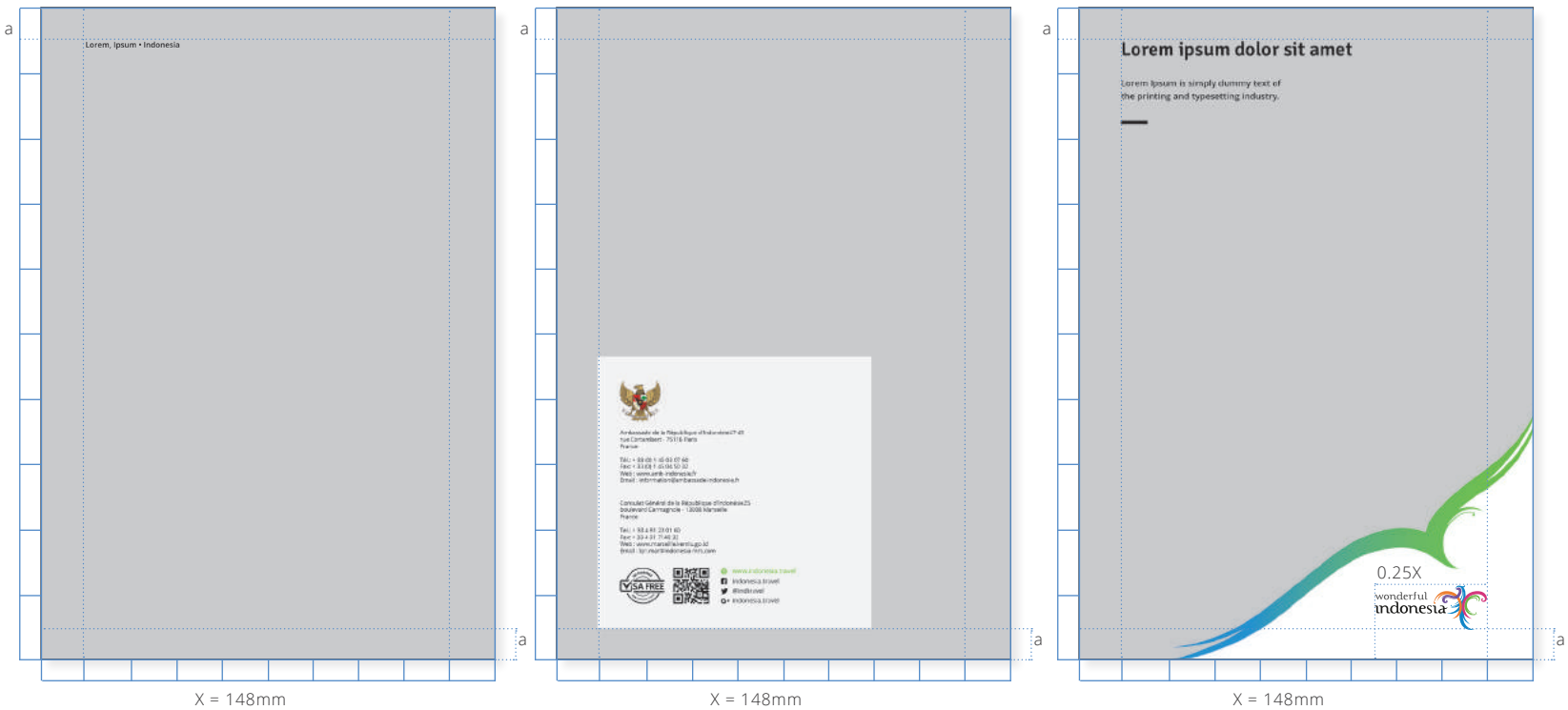
This section will provide an explanation of the trifolded brochure application using a single image, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information, inside the box and right below the ambassador's contact information.

The KBRI information should always be inside the transparent box to prevent collision with the image, the opacity of the box should be kept at and below 80%.



Brochure (Trifolded) Device Specifications - (1 Image)



Size:
148mm x 210mm
a = 0.05Y x 0.1X

Logo Lockup:
Wonderful Indonesia Primary Logo. The KBRI Logo cannot be placed directly above the image, a transparent box field should always be provided beforehand.

Headline:
Signika Regular, 25pt

Main Image Caption:
OpenSans SemiBold, 10pt;
Leading 12pt

Website and Social Media:
OpenSans Regular, 6pt

Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

PRINT MEDIA APPLICATIONS

Brochure (Trifolded)

Pada halaman ini akan diberikan penjelasan contoh aplikasi brosur *trifolded* menggunakan beberapa foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

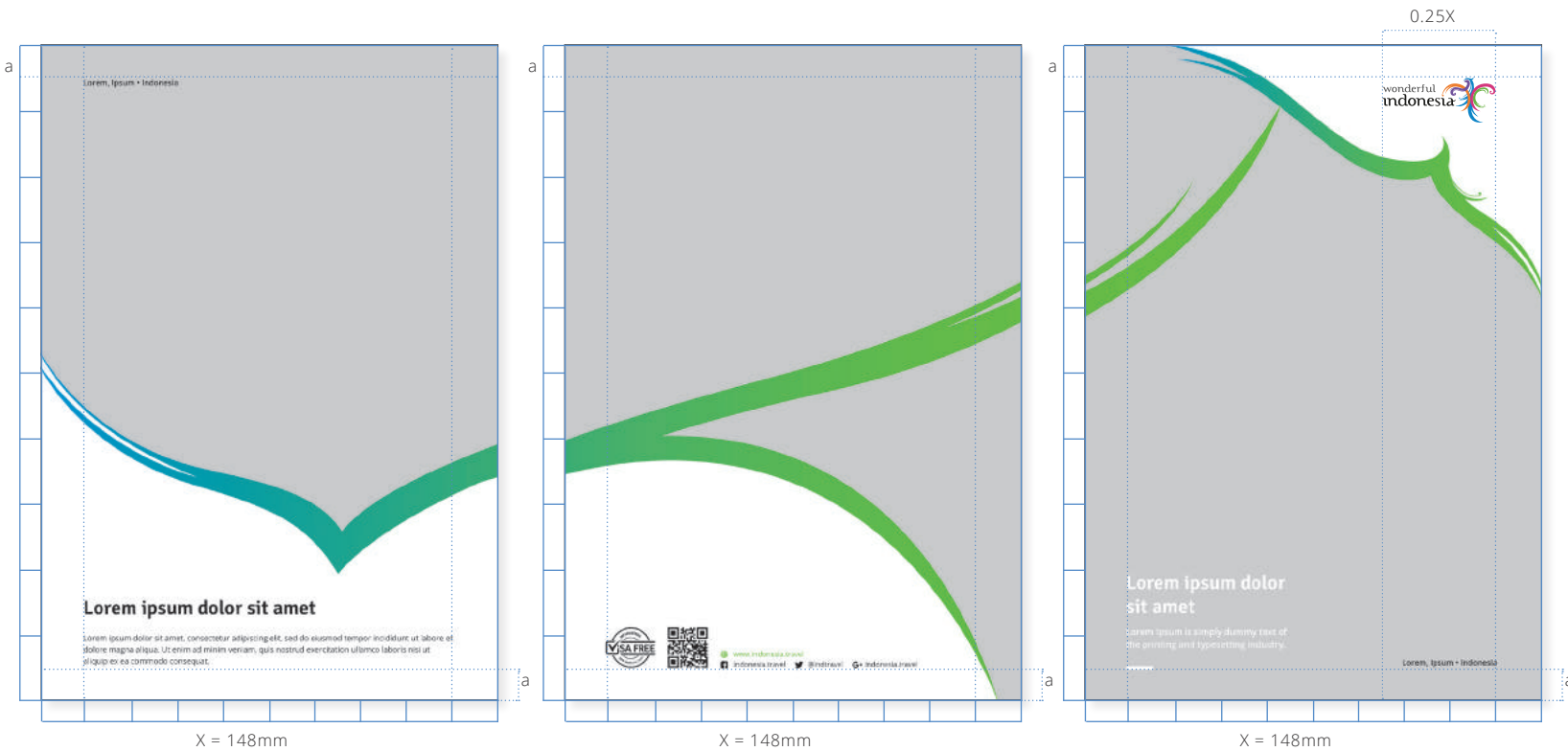
Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial, berada di antara *headlines*, sejajar dengan *body copy* dan logo.

This section will provide an explanation of the trifolded brochure application using multiple images, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information, between headlines, aligned with the body copy and the logo.



Brochure (Trifolded) Device Specifications - (3 Images)



Size:
148mm x 210mm
a = 0.05Y x 0.1X

Logo Lockup:
Wonderful Indonesia Primary Logo. The KBRI Logo cannot be placed directly above the image, a transparent box field should always be provided beforehand.

Headline:
Signika Regular, 25pt

Main Image Caption:
OpenSans SemiBold, 10pt;
Leading 12pt

Website and Social Media:
OpenSans Regular, 6pt

Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

PRINT MEDIA APPLICATIONS

Brochure (Half Folded)

Pada halaman ini akan diberikan penjelasan contoh aplikasi brosur *half folded* menggunakan satu foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial, berada di dalam kotak dan tepat di bawah informasi kontak kedutaan.

Logo dan informasi KBRI harus selalu berada di dalam kotak transparan untuk menghindari tabrakan dengan foto, *opacity* kotak harus dijaga pada angka 80% kebawah.

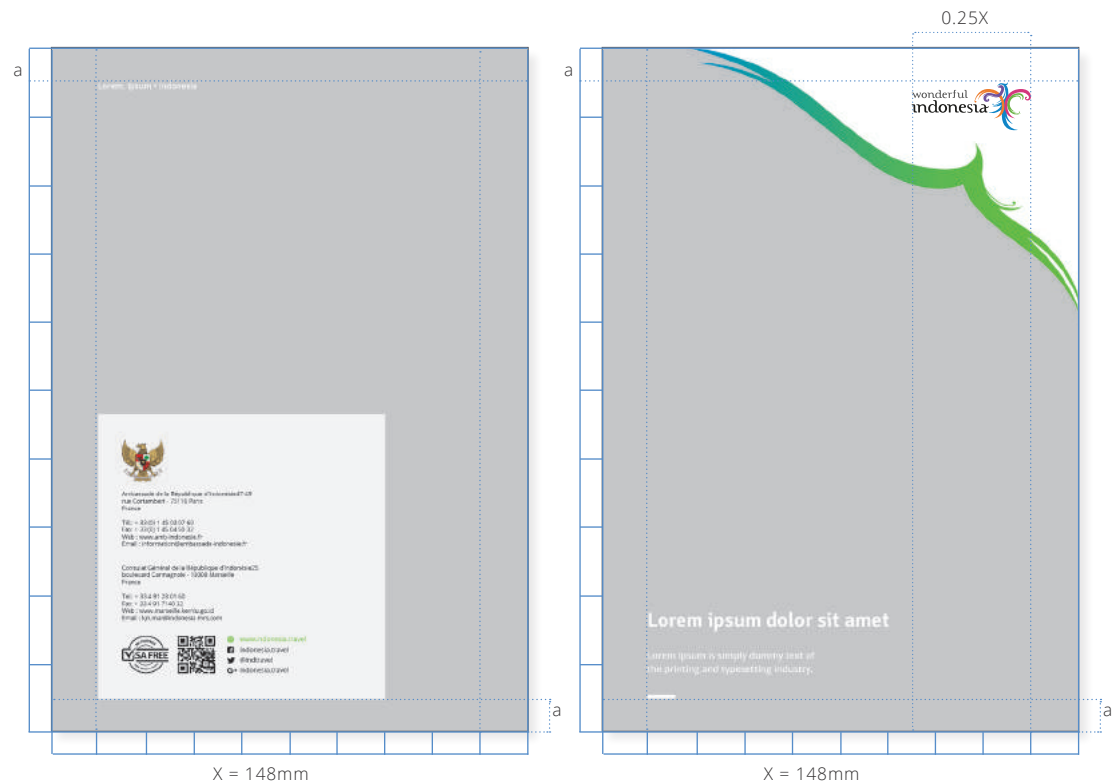
This section will provide an explanation of the half folded brochure application using a single image, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information, inside the box and right below the ambassador's contact information.

The KBRI information should always be inside the transparent box to prevent collision with the image, the opacity of the box should be kept at and below 80%.



Brochure (Half Folded) Device Specifications - (1 Image)



Size:
148mm x 210mm
a = 0.05Y x 0.1X

Logo Lockup:
Wonderful Indonesia
Primary Logo

The KBRI Logo cannot be placed directly above the image, a transparent box field should always be provided beforehand.

Headline:
Signika Regular, 25pt

Image Caption:
OpenSans SemiBold, 7pt;
Leading 12pt

Website and Social Media:
OpenSans Regular, 6pt

Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

Brochure (Half Folded)

Pada halaman ini akan diberikan penjelasan contoh aplikasi brosur *half folded* menggunakan beberapa foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

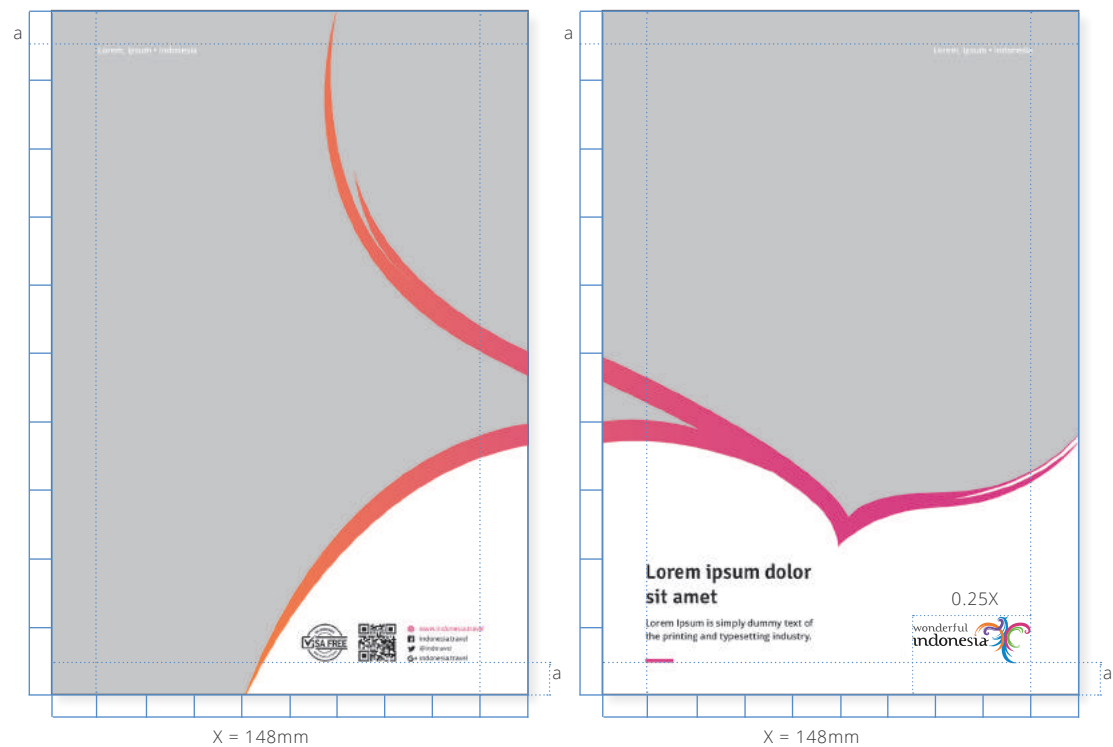
Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial dan penempatannya dipisahkan di pojok kiri bawah area punggung brosur.

This section will provide an explanation of the half folded brochure application using multiple images, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information and the placement is separated to the lower left corner of the brochure's back cover.



Brochure (Half Folded) Device Specifications - (3 Images)



Size:
148mm x 210mm
a = 0.05Y x 0.1X

Logo Lockup:
Wonderful Indonesia
Primary Logo

The KBRI Logo cannot be placed directly above the image, a transparent box field should always be provided beforehand.

Headline:
Signika Regular, 25pt

Image Caption:
OpenSans SemiBold, 7pt;
Leading 12pt

Website and Social Media:
OpenSans Regular, 6pt

Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

Brochure (Double Parallel Folded)

Pada halaman ini akan diberikan penjelasan contoh aplikasi brosur *double parallel folded* menggunakan beberapa foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

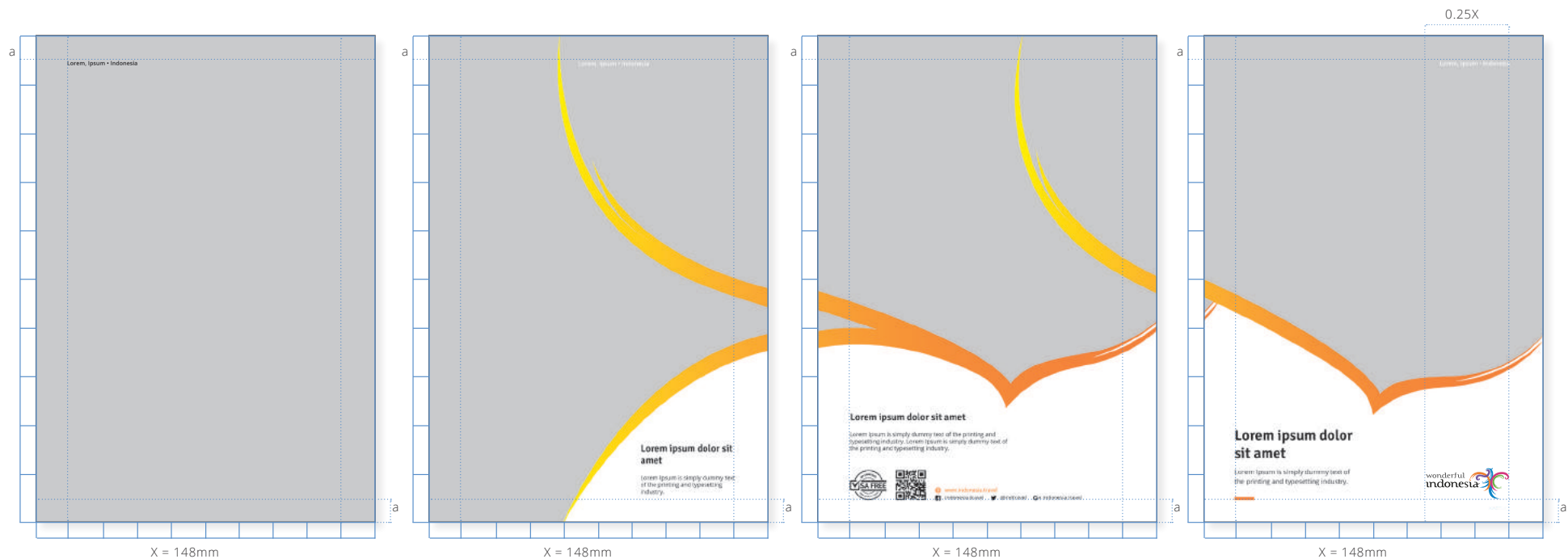
Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial, berada di antara *headlines*, sejajar dengan *body copy* dan *logo*.

This section will provide an explanation of the double parallel folded brochure application using multiple images, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information, between headlines, aligned with the body copy and the logo.



Brochure (Double Parallel Folded) Device Specifications - (3 Images and More)



Size:
148mm x 210mm
a = 0.05Y x 0.1X

Logo Lockup:
Wonderful Indonesia
Primary Logo

The KBRI Logo cannot be placed directly above the image, a transparent box field should always be provided beforehand.

Headline:
Signika Regular, 25pt

Sub Headline:
OpenSans Regular, 14pt;
Leading 12pt

Image Caption:
OpenSans SemiBold, 7pt;
Leading 12pt

Website and Social Media:
OpenSans Regular, 6pt

Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

PRINT MEDIA APPLICATIONS

Book Cover (Images)

Pada halaman ini akan diberikan penjelasan contoh aplikasi sampul buku menggunakan satu foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

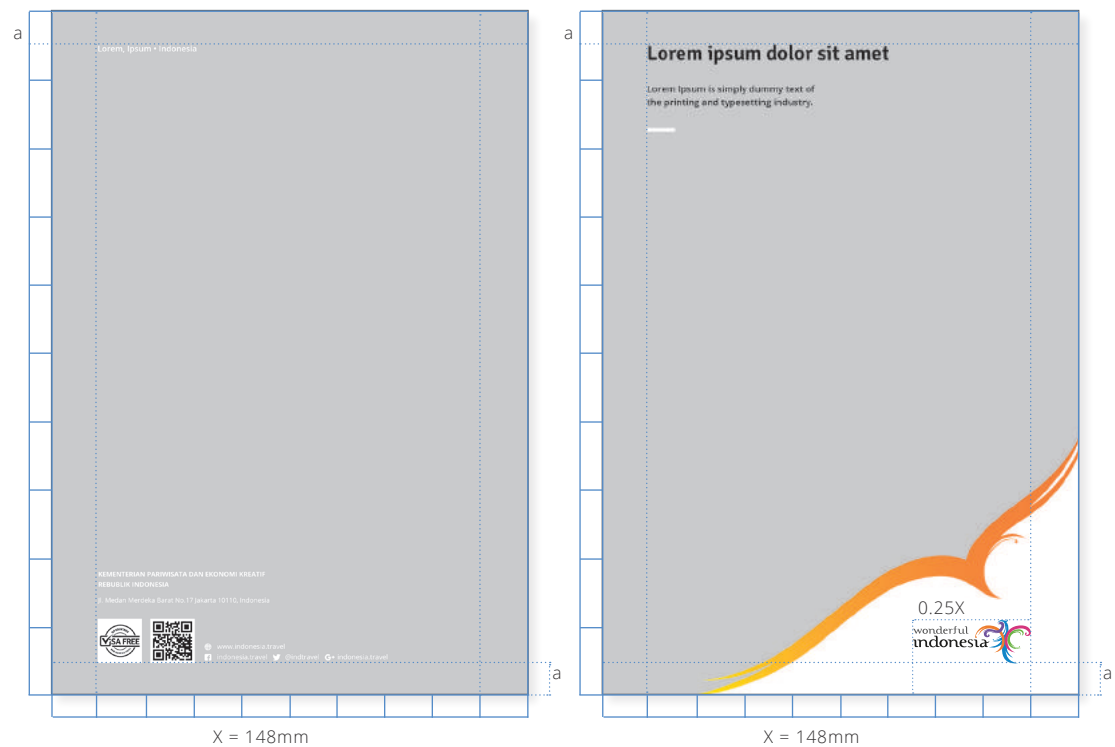
Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial, berada di pojok kiri bawah area *supergraphic* dan bawah *headline* punggung buku.

This section will provide an explanation of the book cover application using single image, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information, on the bottom left corner of the supergraphic and below the back cover headline.



Book Cover Device Specifications - (1 Image)



Size:
148mm x 210mm
a = 0.05Y x 0.1X

Logo Lockup:
Wonderful Indonesia
Primary Logo

The KBRI Logo cannot be placed directly above the image, a transparent box field should always be provided beforehand.

Book Title:
Signika Semibold, 28pt

Book Title on Spine :
Signika Light, 28pt

Logo Lockup on Spine:
Wonderful Indonesia
Horizontal Logo

Website and Social Media:
OpenSans Regular, 6pt

Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

Book Cover (Images)

Pada halaman ini akan diberikan penjelasan contoh aplikasi sampul buku menggunakan beberapa foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

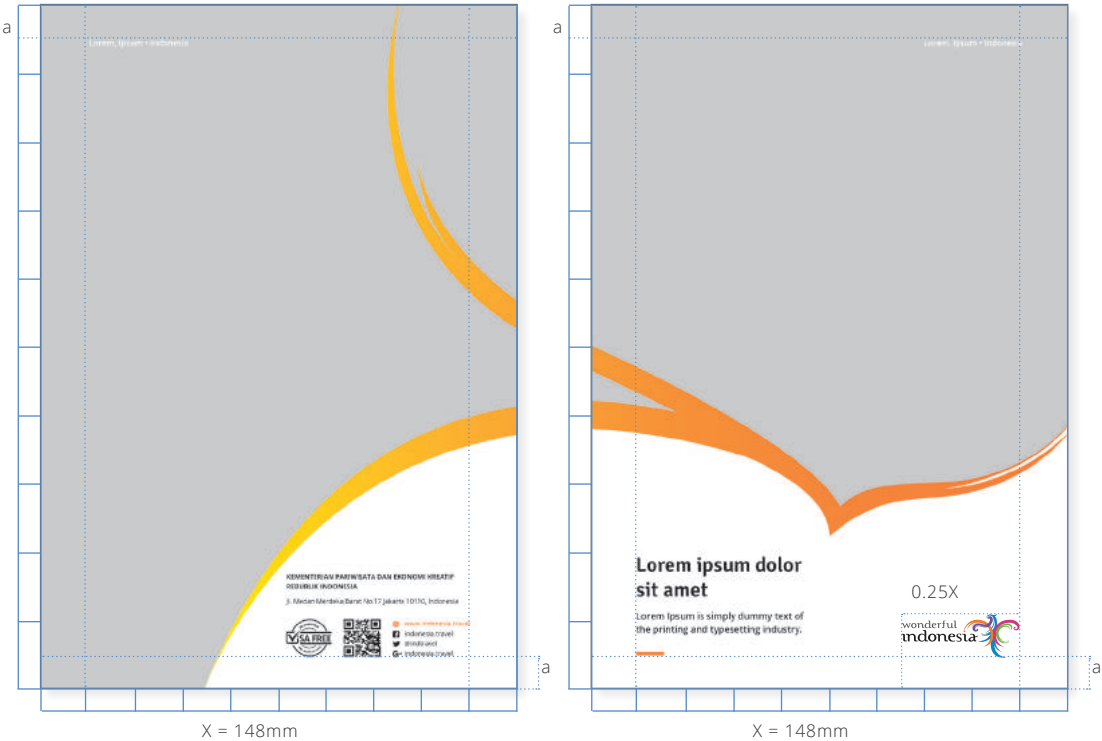
Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial, berada di pojok kiri bawah area *supergraphic* dan bawah *headline* punggung buku.

This section will provide an explanation of the book cover application using multiple images, concerning size, *supergraphic*, *grid*, and *print layout*.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information, on the bottom left corner of the *supergraphic* and below the back cover headline.



Book Cover Device Specifications - (2 Images)



Size:
148mm x 210mm
a = 0.05Y x 0.1X

Logo Lockup:
Wonderful Indonesia
Primary Logo

The KBRI Logo cannot be placed directly above the image, a transparent box field should always be provided beforehand.

Book Title:
Signika Semibold, 28pt

Book Title on Spine :
Signika Light, 28pt

Logo Lockup on Spine:
Wonderful Indonesia
Horizontal Logo

Website and Social Media:
OpenSans Regular, 6pt

Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

PRINT MEDIA APPLICATIONS

Book Cover (Pattern)

Pada halaman ini akan diberikan penjelasan contoh aplikasi sampul buku menggunakan *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

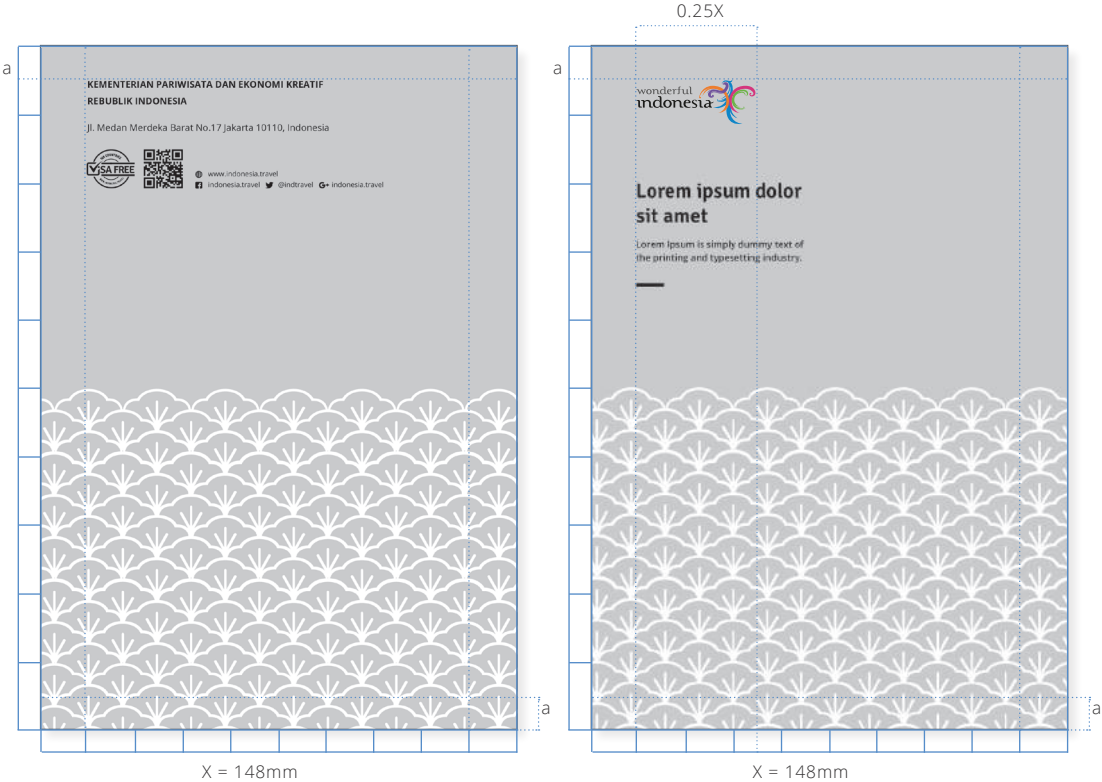
Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial, berada di pojok kanan atas punggung buku dan di bawah logo KBRI.

This section will provide an explanation of the book cover application using patterns, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information, on the upper left corner of the back cover and below the KBRI logo.



Book Cover Device Specifications - (Pattern)



Size:
148mm x 210mm
a = 0.05Y x 0.1X

Logo Lockup:
Wonderful Indonesia
Primary Logo

The KBRI Logo cannot be placed directly above the image, a transparent box field should always be provided beforehand.

Book Title:
Signika Semibold, 28pt

Book Title on Spine :
Signika Light, 28pt

Logo Lockup on Spine:
Wonderful Indonesia
Horizontal Logo

Website and Social Media:
OpenSans Regular, 6pt

Pattern:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

Book Cover (Polygonal)

Pada halaman ini akan diberikan penjelasan contoh aplikasi sampul buku menggunakan *polygonal cutting* yang mempunyai beberapa foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

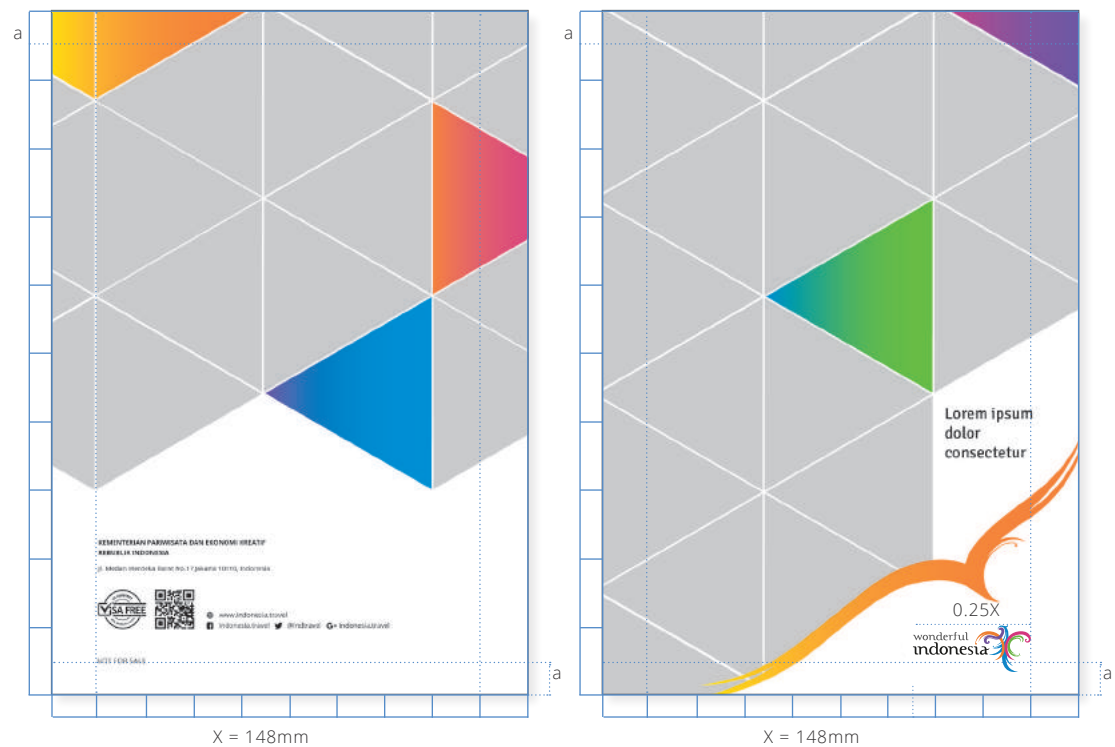
Pada variasi ini, ikon promosi dan QR code harus diletakkan di sebelah informasi URL dan media sosial, berada di pojok kiri bawah punggung buku dan di bawah *logo* partner.

This section will provide an explanation of the book cover application using polygonal cutting of multiple images, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code must be placed beside the URL and social media information, on the bottom left corner of the back cover and below the partners' logos.



Book Cover Device Specifications - (Polygonal)



Size:
148mm x 210mm
 $a = 0.05Y \times 0.1X$

Logo Lockup:
Wonderful Indonesia
Primary Logo

The KBRI Logo cannot be placed directly above the image, a transparent box field should always be provided beforehand.

Book Title:
Signika Regular, 22pt

Book Title on Spine :
Signika Regular, 12pt

Logo Lockup on Spine:
Wonderful Indonesia
Horizontal Logo

Website and Social Media:
OpenSans Regular, 6pt

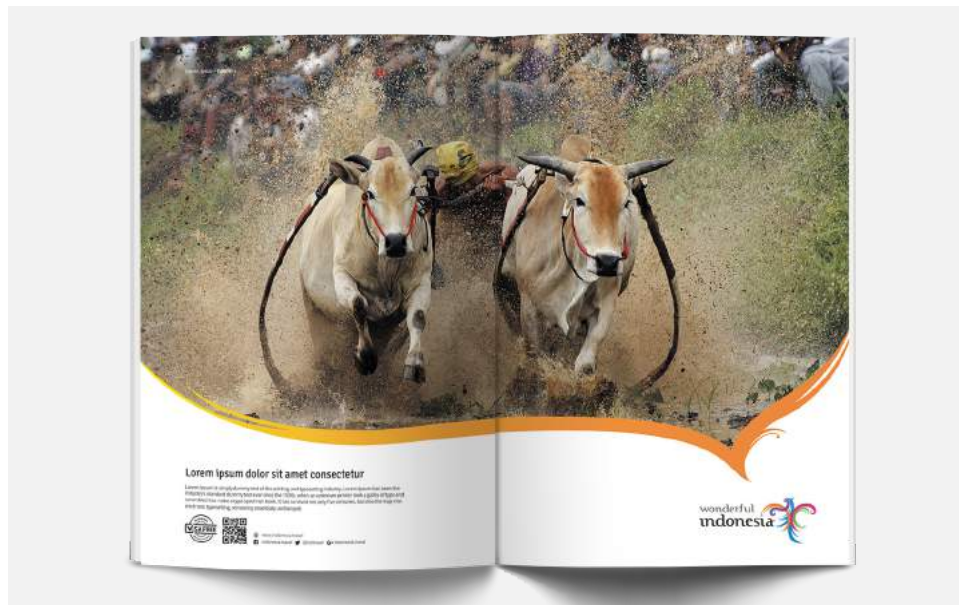
Image:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C













Aplikasi Ikon & Peta

Icon & Map Applications

ICON APPLICATION



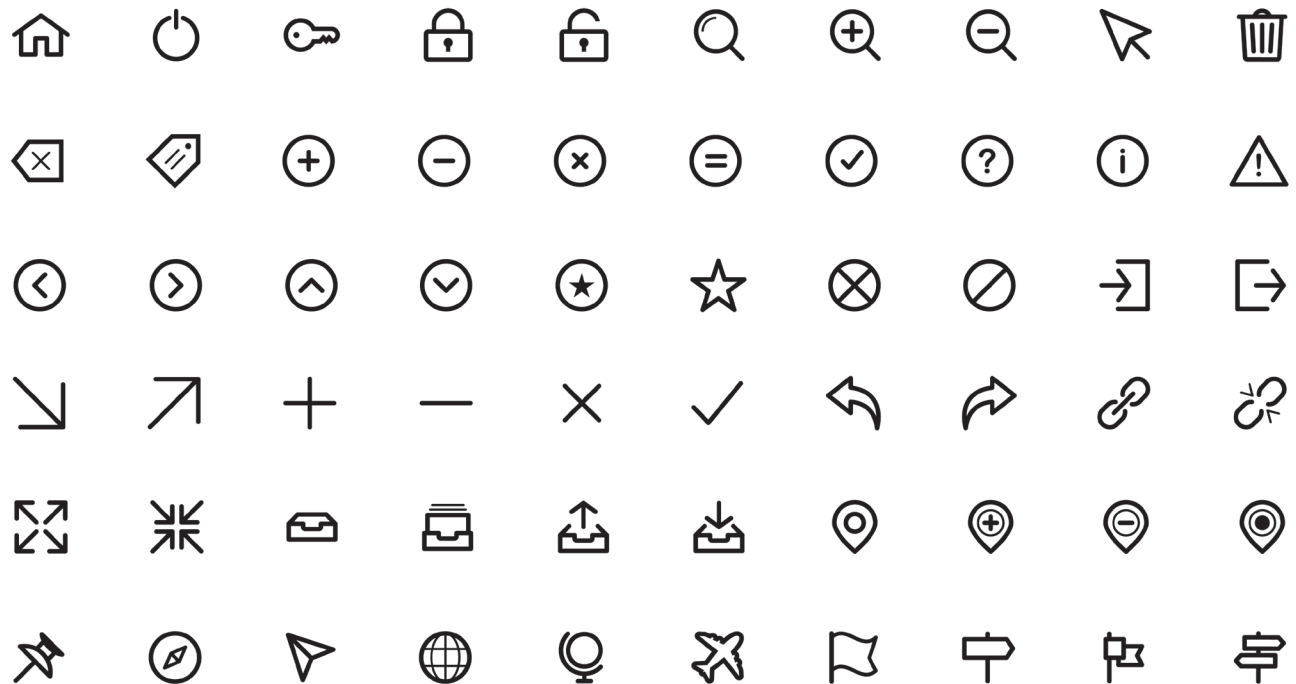
Aset yang berada pada halaman ini telah terlampir di CD soft copy panduan brand.

The assets located on this page are attached on the brand guidelines' soft copy CD.

Icon for Web & Mobile

Ikon untuk *web* dan *mobile* dibuat konsisten dalam konteks gaya visual, memakai bahasa digital yang universal, dan minimalis. Kegunaan ikon-ikon ini terbatas untuk media digital secara umum.

The icons for web and mobile are made consistent in its visual style, universal in digital language, and minimalistic. The use of these icons is limited to digital mediums in general.



Icon for Social Media

Ikon untuk media sosial dibuat sesuai dengan rupa *brand-brand* digital dan dibuat *bold* agar terlihat lebih jelas. Kegunaannya sangat penting pada semua media promosi yang ditargetkan kepada konsumen.

The icons for social media are made according to the digital brands' look and are made bold in order for clearer viewing. Its use is important in every consumer-targeted promotion.



Aset yang berada pada halaman ini telah terlampir di CD soft copy panduan brand.

The assets located on this page are attached on the brand guidelines' soft copy CD.

The assets located on this page are attached on the brand guidelines' soft copy CD.

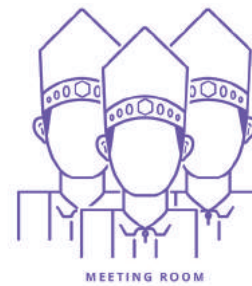
The icons with travel look are made to symbolize the activities communicated by the 5 thematic wonders, and other common symbols. These icons are made for special occasions that calls for symbols like these.



Icons with Indonesia's Look

Ikon dengan rupa Indonesia dibuat untuk pemakaian dengan arti yang lebih khusus dan berkarakter Indonesia. Ikon-ikon ini dibuat untuk keadaan tertentu yang memerlukan simbol seperti ini, terutama pada event internal korporat, event secara umum dan juga *merchandise*.

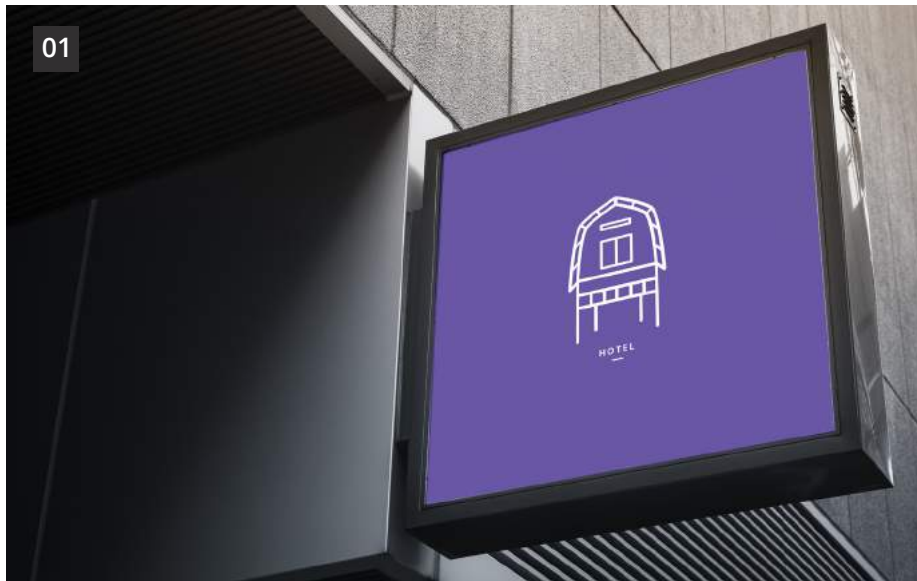
The icons with Indonesia's look are made for uses with special meanings and has Indonesia's characteristics. These icons are made for special occasions that calls for symbols like these, especially corporate internal events, events in general and also merchandising.



Aset yang berada pada halaman ini telah terlampir di CD soft copy panduan brand.

The assets located on this page are attached on the brand guidelines' soft copy CD.





01 | Hotel Signage

02 | Toilet Signage

03 | Music Studio Signage



04 | VIP Lounge Signage

05 | Cafe Signage

06 | Borobudur Icon on Tote Bag

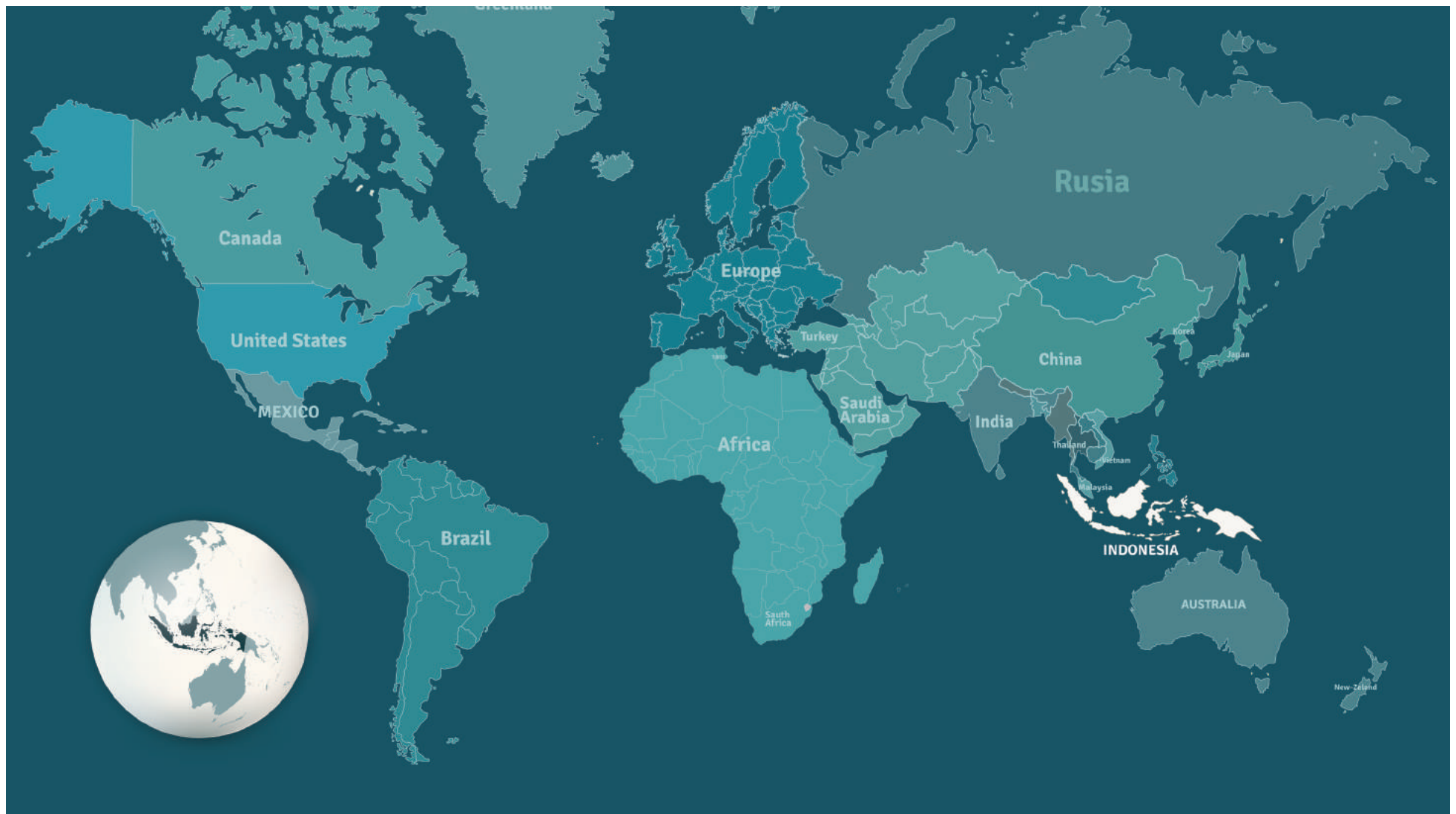
07 | Thematic Icon on Pin



► The color schemes for these maps adhere to the colors of Wonderful Indonesia's Infographic, please refer to the Infographic Color Section.

Peta dunia untuk *Wonderful Indonesia* menyorot lokasi negara Indonesia dan membedakan mereka dari negara lainnya. Saat membuat peta ini, harap perhatikan skema warna, dan pastikan bahwa Indonesia mempunyai tone warna yang berbeda dan lebih mencolok dari negara lainnya. Untuk menunjukan perhubungan Indonesia dengan dunia, kita bisa mengilustrasikan garis-garis rute penerbangan dari negara lain. Terakhir, patut diperhatikan juga untuk hanya menamai negara-negara besar saja sehingga mata orang-orang tetap tertuju ke Indonesia.

The world map for Wonderful Indonesia highlights Indonesia's location and distinguishes it from the rest of the world. When making this map, please pay attention to the color scheme, and make sure that Indonesia has a different and more striking color tone compared to other countries. To show how Indonesia is connected to the rest of the world, you can illustrate flight route lines from other countries. Lastly, it is important to only highlight the biggest countries so that people won't turn their attention away from Indonesia.





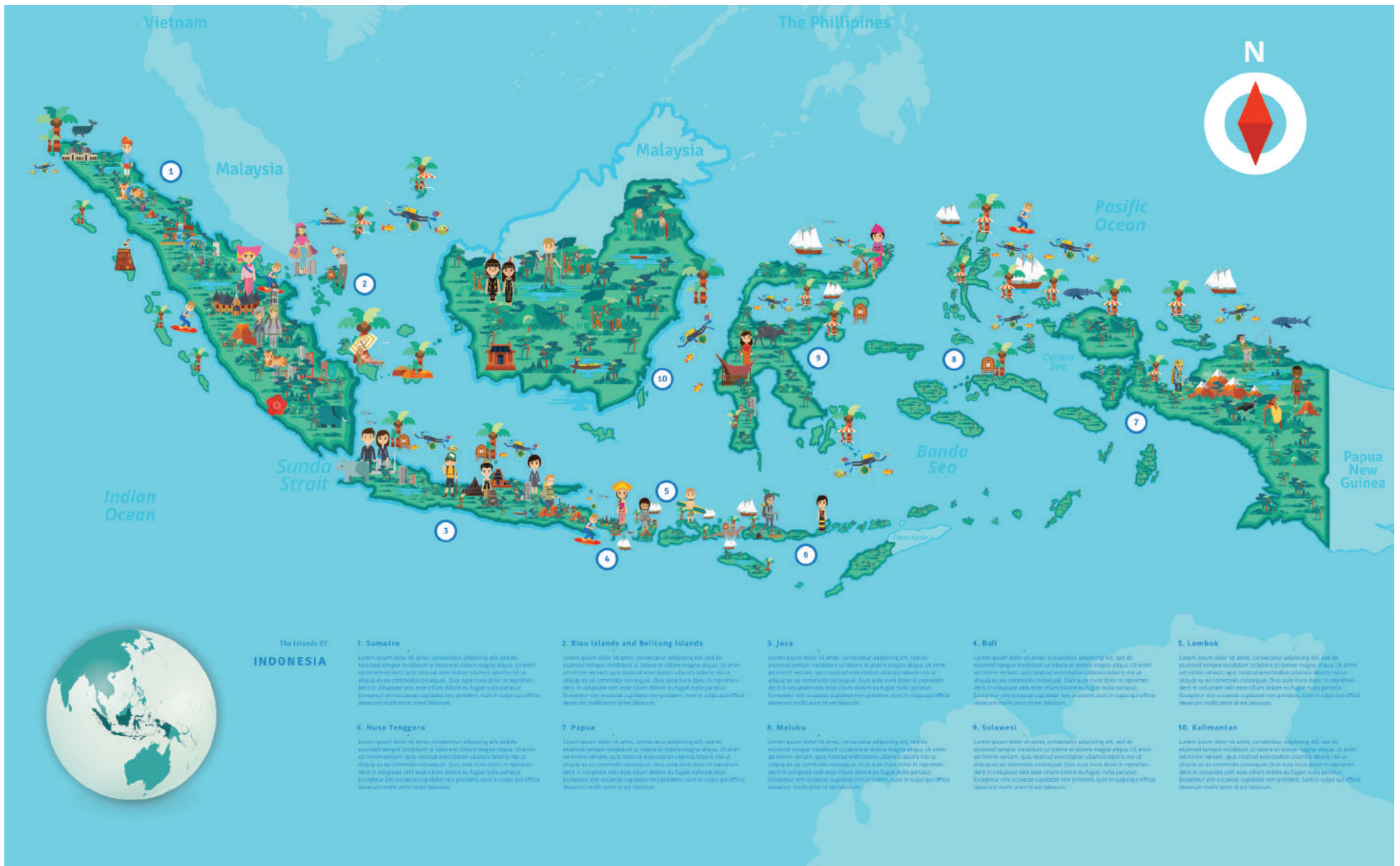
Peta *Wonderful Indonesia* versi ilustratif dibuat untuk menyorot tempat-tempat liburan terpenting melalui ilustrasi dengan gaya yang lebih menyenangkan dan bersahabat. Peta ini dibuat untuk mengkomunikasikan Indonesia sebagai pilihan berlibur dan paling baik digunakan untuk promosi kepada konsumen.

Gaya peta ini berkesinambungan dengan gaya infografik *Wonderful Indonesia*, dan dapat diaplikasikan ke semua *platform* dan media dari materi promosi *Wonderful Indonesia*.

The illustrative version map of Wonderful Indonesia highlights important leisure and vacation spots through illustrations in a more fun and friendly tone. This map is made to communicate Indonesia as a choice of holiday and is best used for consumer targeted promotions.

This map adheres to the style of Wonderful Indonesia's infographic, and can be applied to all platforms and mediums of Wonderful Indonesia's promotional material.

► The color schemes for these maps adhere to the colors of Wonderful Indonesia's Infographic, please refer to the Infographic Color Section.





The color schemes for these maps adhere to the colors of Wonderful Indonesia's Infographic, please refer to the Infographic Color Section.

Peta *Wonderful Indonesia* versi ikon dibuat untuk menyorot tempat-tempat liburan terpenting melalui desain ikon dengan gaya yang lebih korporat. Peta ini dibuat untuk mengkomunikasikan Indonesia sebagai peluang wisata dan paling baik digunakan untuk kebutuhan bisnis.

The iconic version map of Wonderful Indonesia highlights important leisure and vacation spots through icons in a more serious tone. This map is made to communicate Indonesia as a tourism opportunity and is best used for corporate reasons.



01



01 | Poster Placement Example

02



02 | Outdoor Ad Placement Example





Aplikasi Media Online

Online Media Applications

Online Banner Ad (Supergraphic Overview)

Kebanyakan online *banner ad* menggunakan *top right supergraphic*, agar mempunyai efektivitas pada penggunaan ruang *layout* dan empasis lebih besar pada logo.

Walaupun begitu, online *banner Ad* horizontal memakai *left supergraphic* karena perbedaan pada spesifikasi ruang.

Media lain yang menggunakan *top right supergraphic* adalah media ruang, kedua media ini tidak mempunyai *body copy* dan oleh karena itu menjadi lebih fleksibel dalam pemanfaatan ruang.

Most of the online banner ads use the top right supergraphic, in order for a more effective use of layout space and a bigger emphasis on the logo.

While that is the case, the horizontal online banners uses a left supergraphic because the difference in space specification.

Other mediums that uses the top right supergraphic include the out-of-home media. Both of these mediums do not have a body copy on the layout and therefore become more flexible in the use of space.

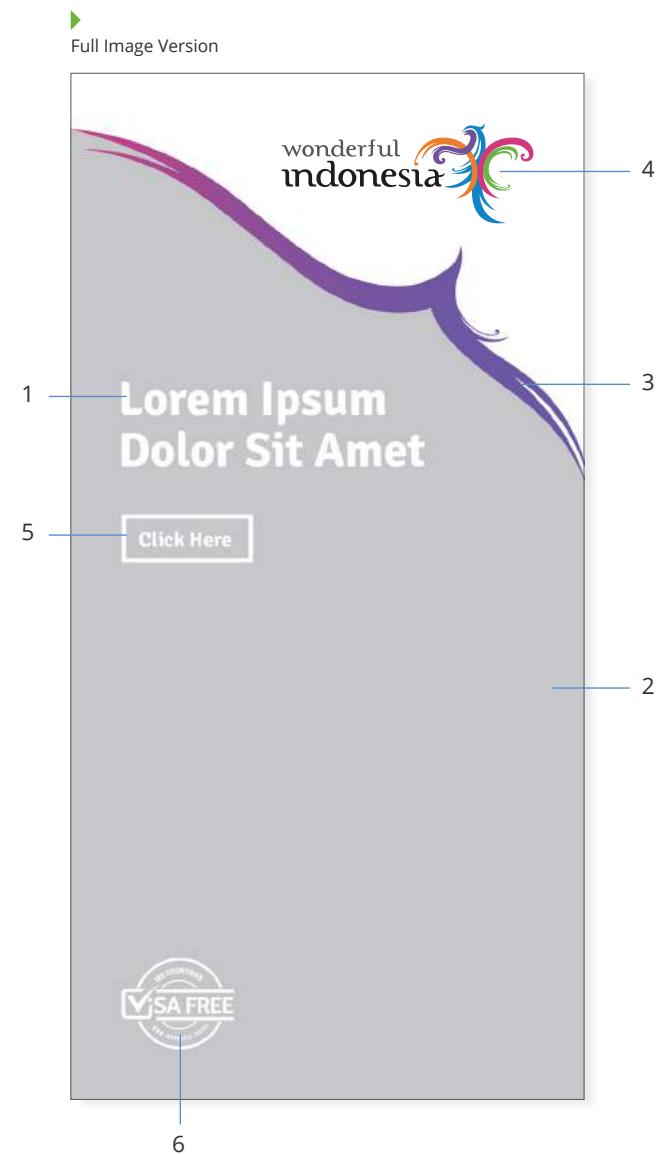


Online Banner Key Elements

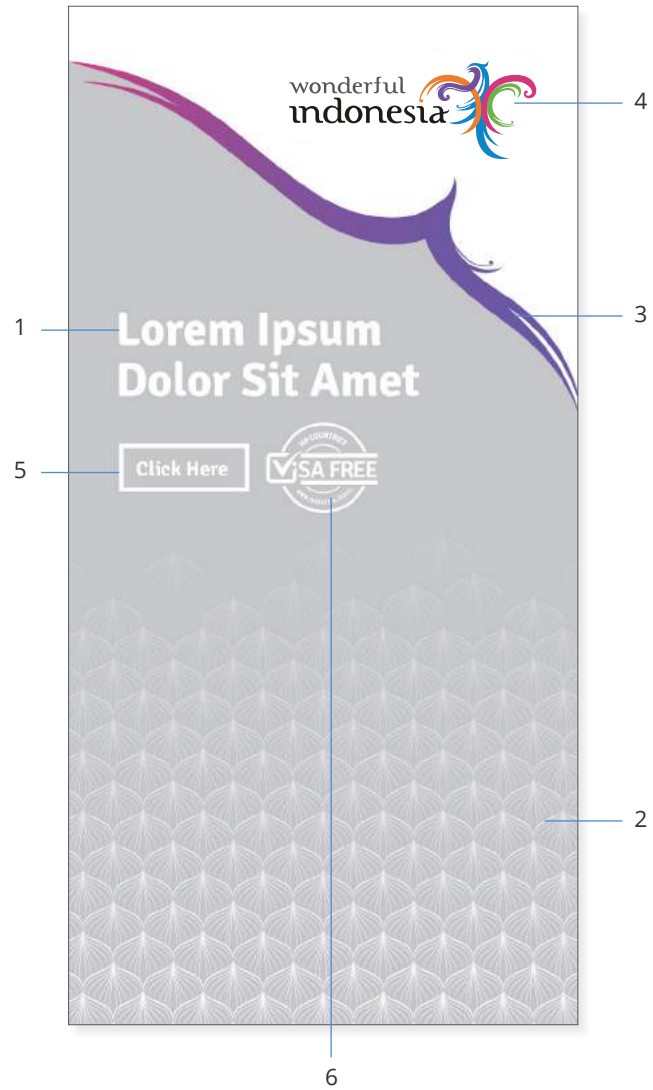
Berikut ini adalah elemen-elemen yang terdapat dalam media online *Wonderful Indonesia*. Elemen-elemen ini disusun sesuai hirarki informasi yang kami sarankan.

The following are the elements contained in the Wonderful Indonesia's online media. These elements are arranged according to the hierarchy of information that we recommend.

1. Headline
2. Visual that captivates the right audience
3. Supergraphics
4. Logo Wonderful Indonesia
5. CTA Button
6. Visa Free Logo



Pattern Version



1. Headline
2. Pattern based on thematic wonders
3. Supergraphics
4. Logo Wonderful Indonesia
5. CTA Button
6. Visa Free Logo

Basic Grid Structure

Struktur dasar *grid* adalah sarana utama dalam mengorganisir hirarki informasi, yang disusun dalam struktur demi menjaga konsistensi dan menampilkan citra *brand* secara profesional di semua media.

Struktur dasar *grid* online *banner ad* *Wonderful Indonesia* terbagi menjadi dua area utama: area *image* dan area *supergraphic*.

Logo ditaruh di bagian kanan atas pada area *supergraphic*, sedangkan informasi promo yang sedang beredar ditaruh di dalam area *image*.

Ada dua versi dari struktur dasar *grid*:

1. *Full image*, yang digunakan untuk materi komunikasi utama.
2. *Pattern*, yang digunakan untuk materi komunikasi yang tidak mempromosikan *image*. Di versi *pattern*, ukuran font untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*, kecuali pada ukuran *vertical* 240 pixels x 400 pixels.

Area di kedua versi ini dipisahkan oleh *supergraphic*, memakai proporsi 70:30 antara area *image* dan area *supergraphic*.

The basic grid structure is the primary vehicle in organizing hierarchy of information, which is arranged in a structure to maintain consistency and display the brand image professionally in every medium.

Wonderful Indonesia's basic grid structure for billboards consists of two primary areas: the image area and the supergraphic area.

The logo is placed on the upper right of the supergraphic area, while all the contact information and current promo are placed on the image area.

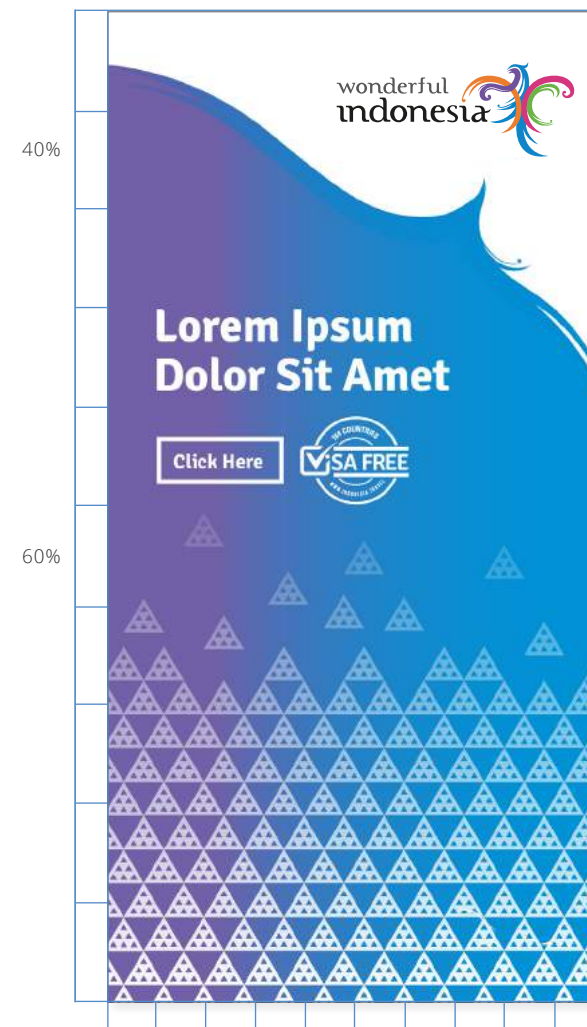
There are two versions of the basic grid structure:

1. Full image, which is used for the primary communication material.
2. Pattern, which is used for communication materials that do not promote images. In the pattern version, the font size for headlines can be much larger than headlines on the image version. Except for the vertical 240 pixels x 400 pixels version.

The area in both versions are divided by the supergraphic, and uses a proportion of 70:30 between the image area and the supergraphic area.



► Full Image Version



► Pattern Version

ONLINE BANNER AD

Online Banner Ad (Vertical)

Pada halaman ini akan diberikan penjelasan contoh aplikasi online *banner ad vertical* 300 pixels x 600 pixels menggunakan foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *layout*. Pada variasi ini, ikon promosi harus diletakkan di pojok bawah kiri area foto.

This section will provide an explanation of the 300 pixels x 600 pixels vertical online banner ad application using images, concerning size, supergraphic, grid, and layout. In this variation, the promo icon must be placed on the lower left corner of the image area.



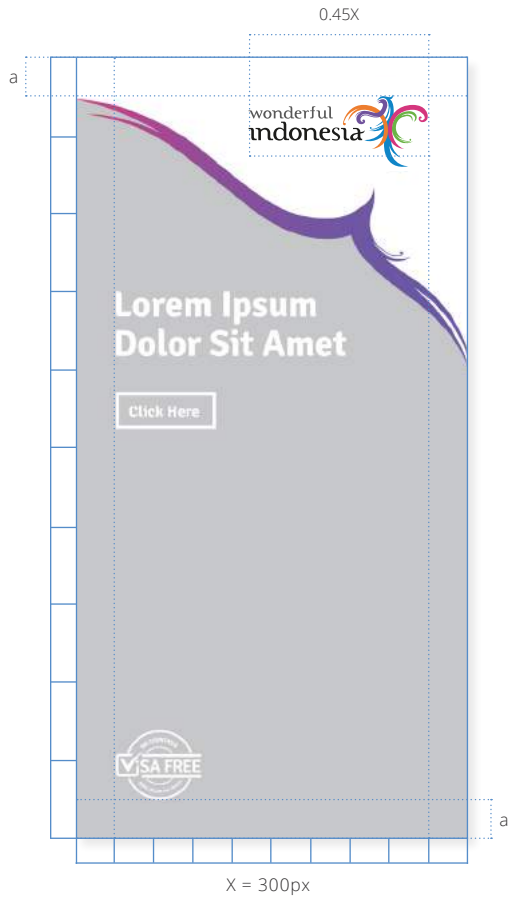
Online Banner Ad (Vertical) Device Specifications - (Images)

Size:
300px x 600px
a = 0.1X x 0.05Y



►
Contoh *layout* di tampilan *webpage*
Layout example on a webpage display

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Bold, 28pt

CTA Button:
Signika Bold, 12pt

Images:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

Online Banner Ad (Vertical)

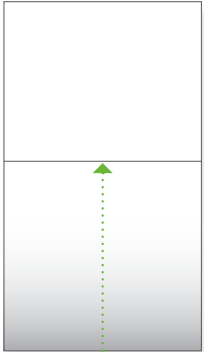
Pada halaman ini akan diberikan penjelasan contoh aplikasi online *banner ad vertical* 300 pixels x 600 pixels menggunakan *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *layout*. Pada variasi ini, ikon promosi harus diletakkan di sebelah kanan tombol *click here*.

This section will provide an explanation of the 300 pixels x 600 pixels vertical online banner ad application using patterns, concerning size, supergraphic, grid, and layout. In this variation, the promo icon must be placed on the right of the click here button.



Online Banner Ad (Vertical) Device Specifications - (Patterns)

Size:
300px x 600px
a = 0.1X x 0.05Y



50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Bold, 47pt

CTA Button:
Signika Bold, 12pt

Patterns:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

Online Banner Ad (Horizontal)

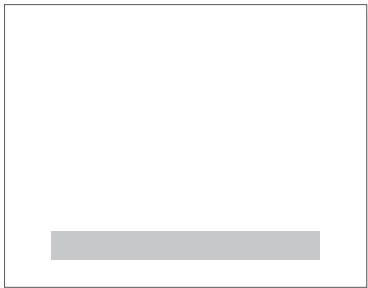
Pada halaman ini akan diberikan penjelasan contoh aplikasi online *banner ad horizontal* 970 pixels x 90 pixels menggunakan foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *layout*. Pada variasi ini, ikon promosi harus diletakkan di pojok bawah kanan area foto.

This section will provide an explanation of the 970 pixels x 90 pixels horizontal online banner ad application using images, concerning size, supergraphic, grid, and layout. In this variation, the promo icon must be placed on the lower right corner of the image area.



Online Banner Ad (Horizontal) Device Specifications - (Images)

Size:
970px x 90px
a = 0.025X x 1Y



Contoh *layout* di tampilan *webpage*
Layout example on a webpage display

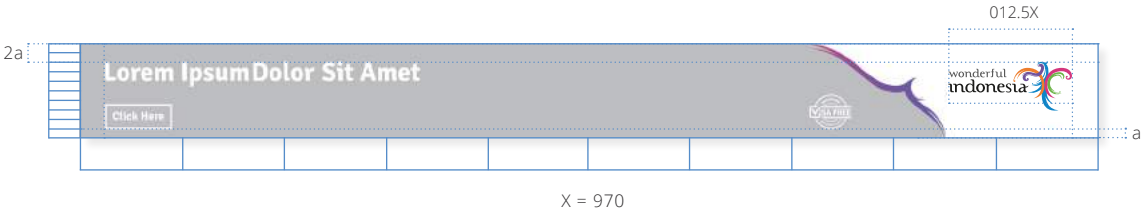
Logo Lockup:
Wonderful Indonesia
Primary Logo

Headline:
Signika Bold, 25pt

CTA Button:
Signika Bold, 11pt

Images:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

Online Banner Ad (Horizontal)

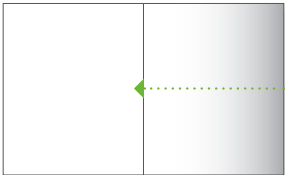
Pada halaman ini akan diberikan penjelasan contoh aplikasi online *banner ad horizontal* 970 pixels x 90 pixels menggunakan *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *layout*. Pada variasi ini, ikon promosi harus diletakkan di sebelah kanan tombol *click here*.

This section will provide an explanation of the 970 pixels x 90 pixels horizontal online banner ad application using patterns, concerning size, supergraphic, grid, and layout. In this variation, the promo icon must be placed on the right of the click here button.



Online Banner Ad (Horizontal) Device Specifications - (Patterns)

Size:
970px x 90px
a = 0.025X x 1Y



50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out

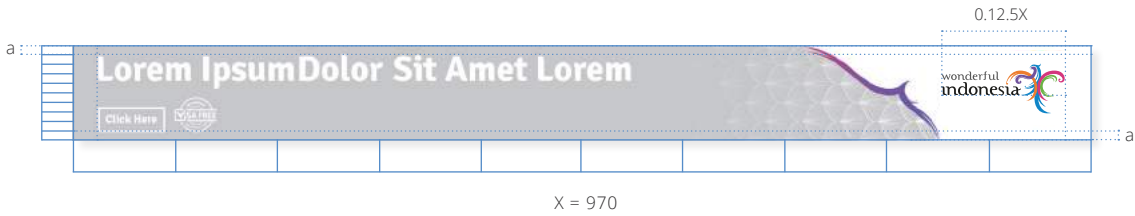
Logo Lockup:
Wonderful Indonesia
Primary Logo

Headline:
Signika Bold, 34pt

CTA Button:
Signika Bold, 11pt

Patterns:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

Online Banner Ad (Horizontal)

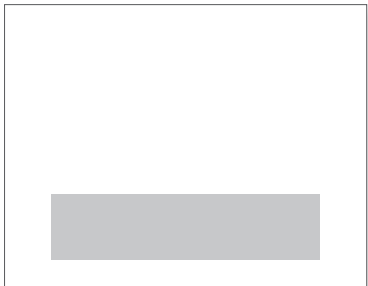
Pada halaman ini akan diberikan penjelasan contoh aplikasi online *banner ad horizontal* 970 pixels x 250 pixels menggunakan foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *layout*. Pada variasi ini, ikon promosi harus diletakkan di sebelah kanan tombol *click here*.

This section will provide an explanation of the 970 pixels x 250 pixels horizontal online banner ad application using images, concerning size, supergraphic, grid, and layout. In this variation, the promo icon must be placed on the right of the click here button.

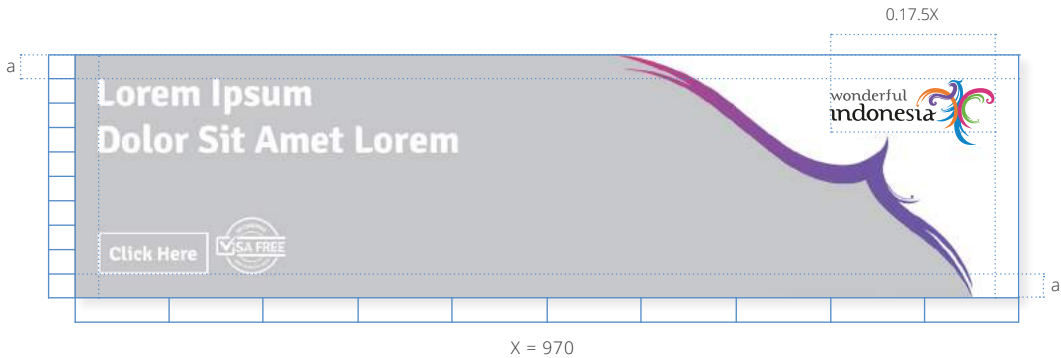


Online Banner Ad (Horizontal) Device Specifications - (Images)

Size:
970px x 250px
a = 0.025X x 0.1Y



► Contoh *layout* di tampilan *webpage*
Layout example on a webpage display



Headline:
Signika Bold, 40pt

CTA Button:
Signika Bold, 20pt

Images:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Logo Lockup:
Wonderful Indonesia
Primary Logo

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

Online Banner Ad (Horizontal)

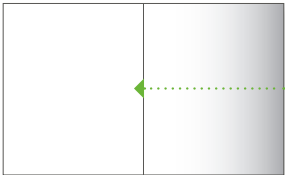
Pada halaman ini akan diberikan penjelasan contoh aplikasi online *banner ad horizontal* 970 pixels x 250 pixels menggunakan *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *layout*. Pada variasi ini, ikon promosi harus diletakkan di pojok kanan area *supergraphic*, tepat diatas logo.

This section will provide an explanation of the 970 pixels x 250 pixels horizontal online banner ad application using patterns, concerning size, supergraphic, grid, and layout. In this variation, the promo icon must be placed on the right corner of the supergraphic area, right above the logo.



Online Banner Ad (Horizontal) Device Specifications - (Patterns)

Size:
970px x 250px
a = 0.025X x 0.1Y

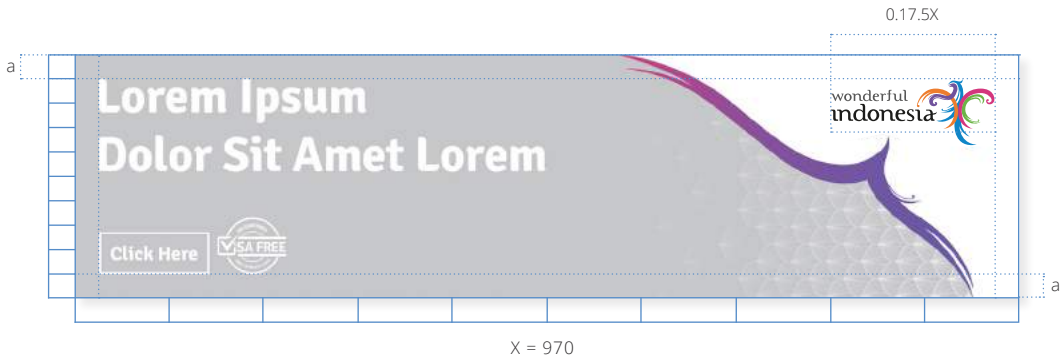


50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Bold, 50pt

CTA Button:
Signika Bold, 20pt

Patterns:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

ONLINE BANNER AD

Online Banner Ad (Square)

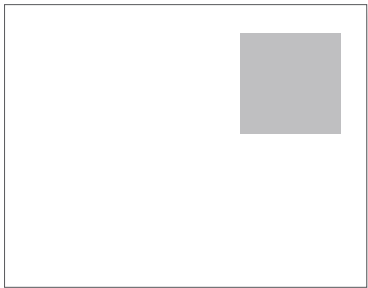
Pada halaman ini akan diberikan penjelasan contoh aplikasi online *banner ad square* menggunakan foto, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *layout*. Pada variasi ini, ikon promosi harus diletakkan di pojok bawah kiri area foto.

This section will provide an explanation of the square online banner ad application using images, concerning size, supergraphic, grid, and layout. In this variation, the promo icon must be placed on the lower left corner of the image area.



Online Banner Ad (Square) Device Specifications - (Images)

Size:
250px x 250px
a = 0.05X x 0.05Y



►
Contoh *layout* di tampilan *webpage*
Layout example on a webpage display

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Bold, 20pt

CTA Button:
Signika Bold, 12pt

Images:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

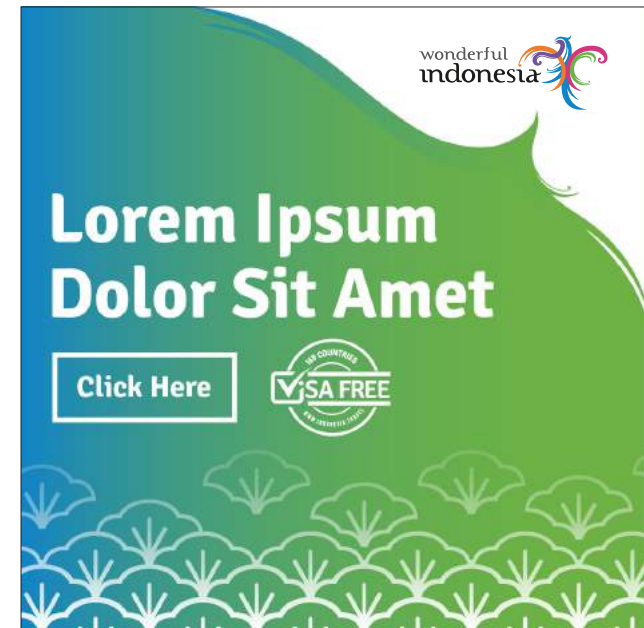
Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

ONLINE BANNER AD

Online Banner Ad (Square)

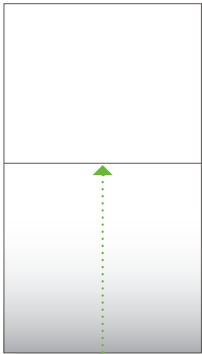
Pada halaman ini akan diberikan penjelasan contoh aplikasi online *banner ad square* menggunakan *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *layout*. Pada variasi ini, ikon promosi harus diletakkan di sebelah kanan tombol *click here*.

This section will provide an explanation of the square online banner ad application using patterns, concerning size, supergraphic, grid, and layout. In this variation, the promo icon must be placed on the right of the click here button.



Online Banner Ad (Vertical) Device Specifications - (Patterns)

Size:
250px x 250px
a = 0.05X x 0.05Y



50%
adalah ruang maksimum untuk
mengisi pattern hingga pattern
tersebut menghilang.

50% is the maximum space that
can be filled with patterns until it
is faded out

Logo Lockup:
Wonderful Indonesia
Primary Logo



Headline:
Signika Bold, 28pt

CTA Button:
Signika Bold, 12pt

Patterns:
Always use patterns that
adhere to the patterns
style. Please refer to the
rules in Patterns Usage
section.

Supergraphic:
Always use colors that
adhere to the thematic
wonders. Please refer to
the rules in Supergraphic
Usage section.

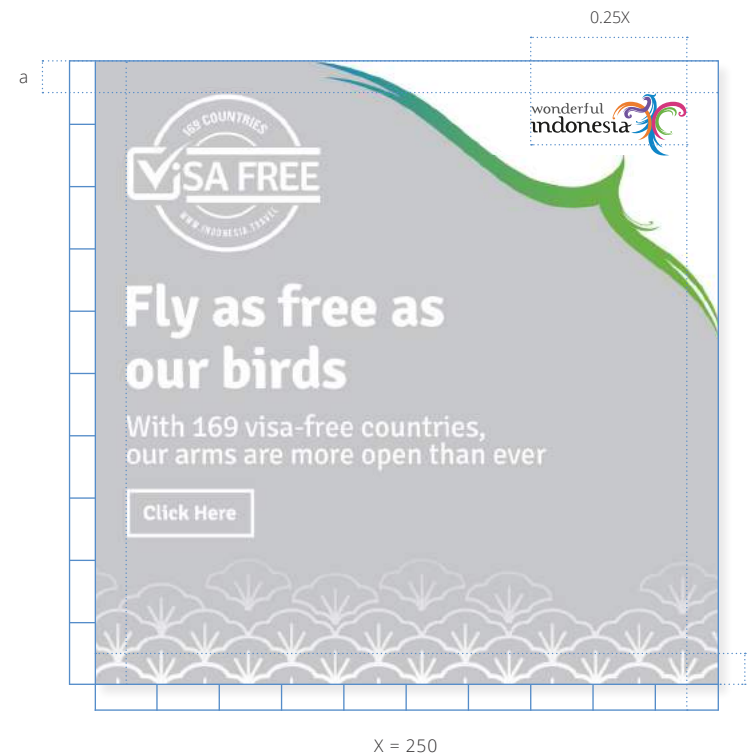
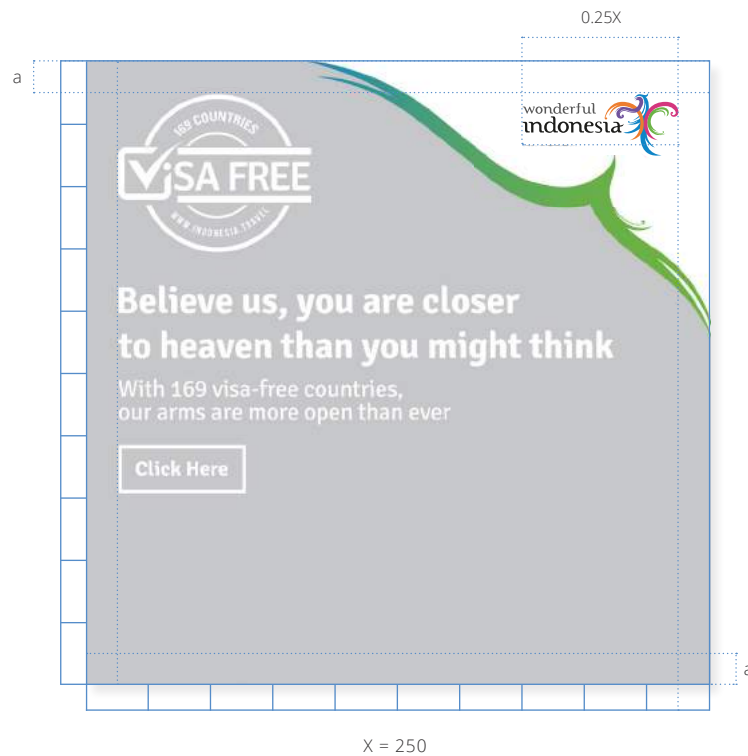
Color for Supergraphic:									
Natural Wonders		Sensory Wonders		Cultural Wonders		Modern Wonders		Adventurous Wonders	
C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:63 M:0 Y:100 K:0 R:108 G:181 B:45 #6CB42C	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:0 M:0 Y:100 K:0 R:255 G:237 B:0 #FFED00	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:68 M:75 Y:0 K:0 R:110 G:80 B:156 #6E509C	C:100 M:25 Y:0 K:0 R:0 G:134 B:205 #0085CD	C:0 M:60 Y:85 K:0 R:240 G:126 B:49 #EF7E31	C:12 M:90 Y:16 K:0 R:214 G:52 B:124 #D5337C

Visa-Free Banner (Square)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *visa-free banner square* menggunakan foto atau *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *layout*. Pada variasi ini, ikon promosi harus diletakkan di sebelah pojok kiri atas dan empasisnya disarankan untuk diperbesar.

This section will provide an explanation of the square visa-free banner application using photos or patterns, concerning size, supergraphic, grid, and layout. In this variation, the promo icon must be placed on the upper left corner and it is recommended to enhance its emphasis.





Logo Lockup:
Wonderful Indonesia
Primary Logo

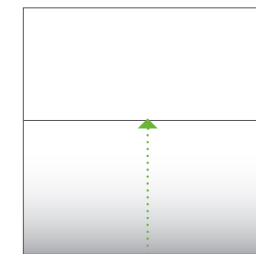
Primary Headline:
Signika Bold
Left-aligned

Image Caption:
Signika Bold

Button:
Signika Bold

Patterns & Images:
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



50%

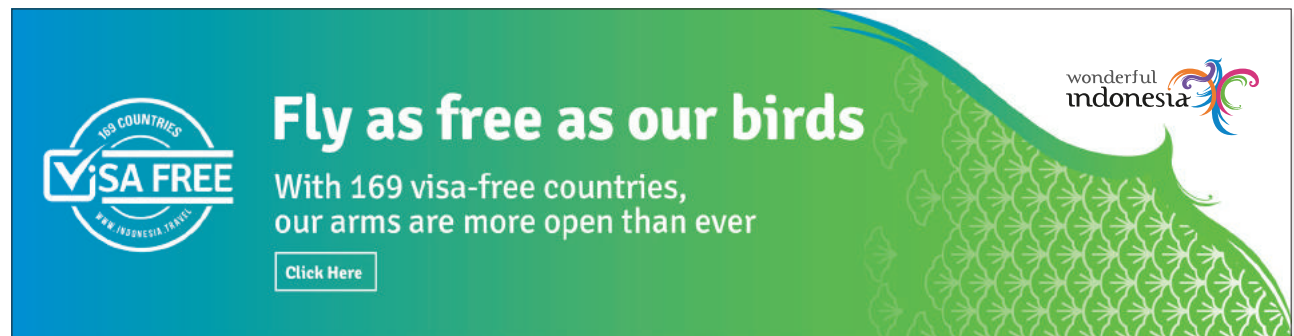
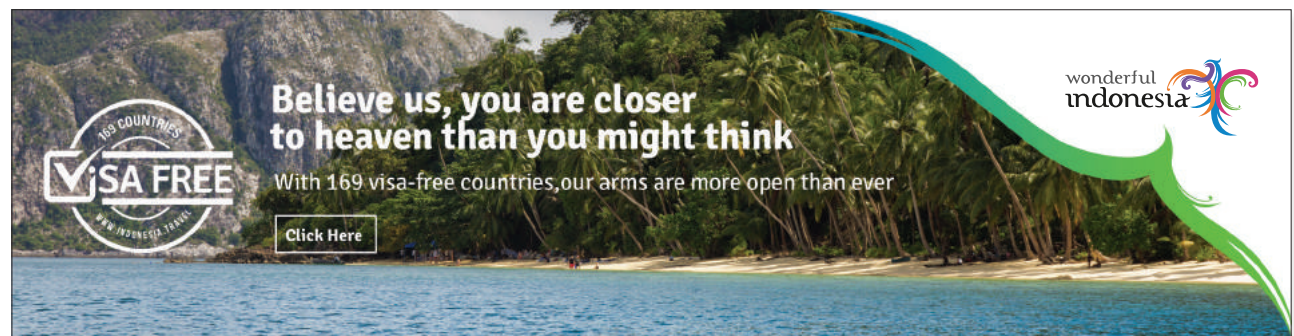
adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out

Visa-Free Banner (Horizontal)

Pada halaman ini akan diberikan penjelasan contoh aplikasi *visa-free banner horizontal* 970 pixels x 250 pixels menggunakan foto atau *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *layout*. Pada variasi ini, ikon promosi harus diletakkan di paling kiri area gambar dan empasisnya disarankan untuk diperbesar.

This section will provide an explanation of the 970 pixels x 250 pixels horizontal GDN banner application using images, concerning size, supergraphic, grid, and layout. In this variation, the promo icon must be placed on the left side of the image area and it is recommended to enhance its emphasis.





Logo Lockup:
Wonderful Indonesia
Primary Logo

Primary Headline:
Signika Bold
Left-aligned

Button:
Signika Bold

Patterns & Images:
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out

Profile Picture (Facebook, Twitter, Instagram, Youtube)

Profil foto *Wonderful Indonesia* memakai logo utama demi konsistensi citra, dan mempunyai 3 pilihan warna untuk variasi.

Option 1 adalah logo berwarna, *option 2* adalah hitam putih dan *option 3* adalah *gradient*, pemakaian logo ini dapat diganti-ganti secara bebas.

Selalu ingat untuk menyesuaikan logo dengan bidangnya, dan tidak terpotong pada setiap pemakaian agar konsisten dalam pencitraan *brand*.

Wonderful Indonesia's profile picture uses the primary logo for brand image consistency and has 3 colors for variation.

Option 1 is the colored logo, option 2 is the black and white version and option 3 is the gradient version. All of these logos can be switched freely.

Always remember to adjust the logo according to its area, and do not crop the logo in every use to ensure brand image consistency.



Option 1

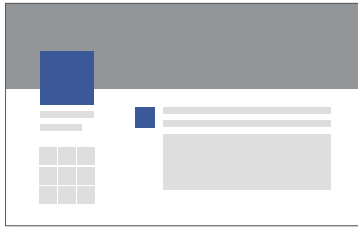


Option 2



Option 3

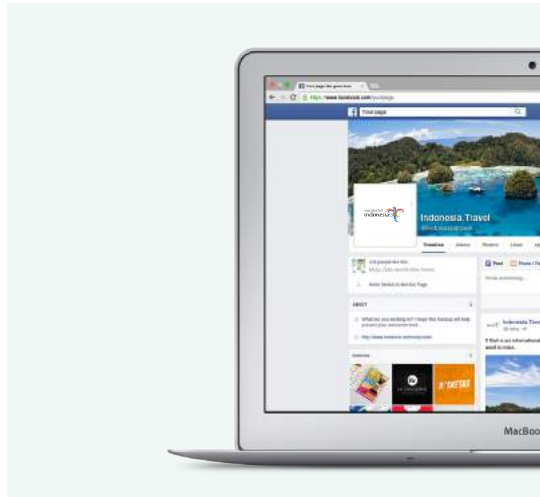
Facebook



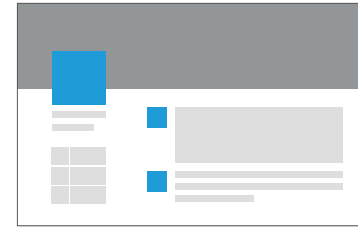
Size:
1800px x 1800px

Minimum Size:
180px x 180px

Logo Lockup:
Wonderful Indonesia
Square Logo



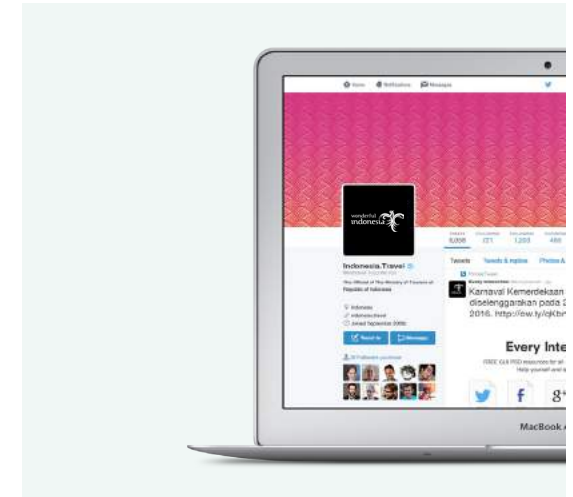
Twitter



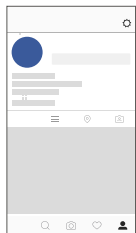
Size:
1800px x 1800px

Minimum Size:
180px x 180px

Logo Lockup:
Wonderful Indonesia
Square Logo



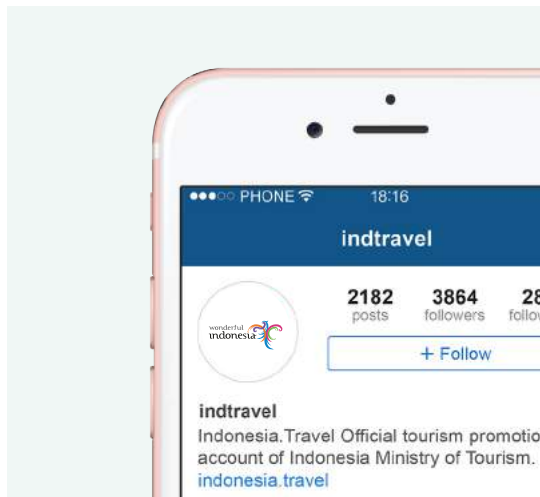
Instagram



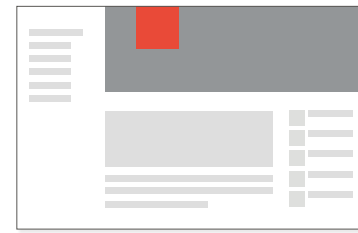
Size:
1800px x 1800px

Minimum Size:
180px x 180px

Logo Lockup:
Wonderful Indonesia
Square Logo



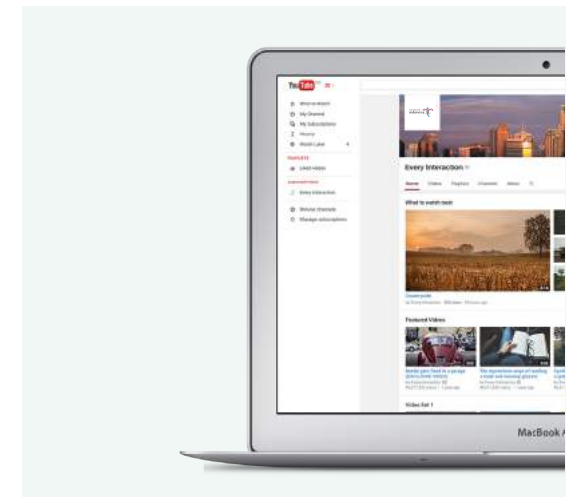
Youtube



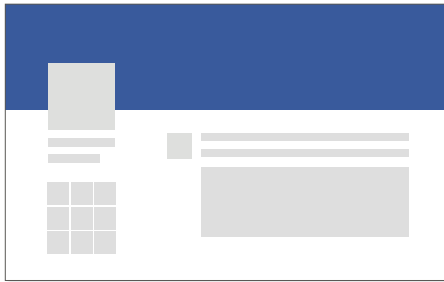
Size:
1800px x 1800px

Minimum Size:
180px x 180px

Logo Lockup:
Wonderful Indonesia
Square Logo



SOCIAL MEDIA



Size :
1656px x 630px

Minimum Size :
851px x 315px

Picture :
Image/Pattern

Patterns & Images :
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Facebook (Cover Picture)

Gambar *cover Facebook* dapat menggunakan *pattern* atau gambar, namun dapat diganti menjadi *thematic version* dan disesuaikan dengan konteks hari besar atau hari peringatan tertentu. Tidak disarankan untuk menggunakan *supergraphic* karena logo sudah menjadi aksentuasi.

The Facebook cover picture uses patterns or images, although it can be replaced with the thematic version and adjusted according to the context of certain holidays or celebrations. It is not recommended to use the supergraphic because the logo is already emphasized.



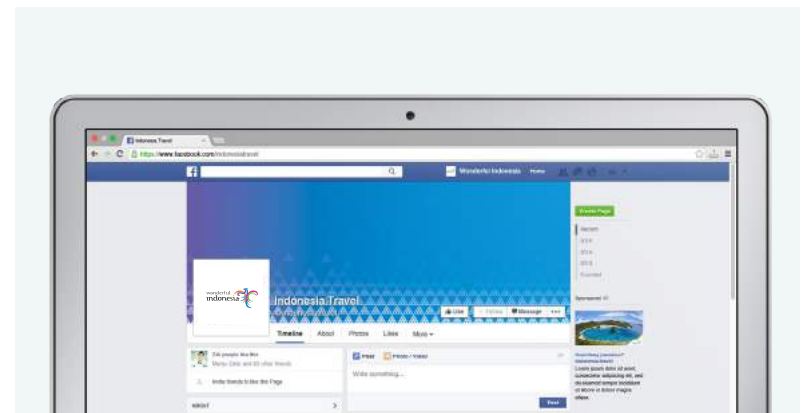
Pattern Version



Image Version



Thematic Version



Facebook (Ads)

Pada *Facebook ads*, elemen seperti gambar, *pattern*, *headline* dan *body copy* dapat digunakan, kecuali pada hari besar dan peringatan tertentu di mana *headline* dan *body copy* harus disesuaikan dengan konteksnya.

Di versi *pattern*, ukuran *font* untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

On Facebook ads, elements such as images, patterns, headlines and body copies can be used, except on certain holidays and celebrations where the images, headlines, subheadlines and body copies should be inline with the context.

In the pattern version, the font size for headlines can be much larger than headlines on the image version.



Size :
1200px x 628px

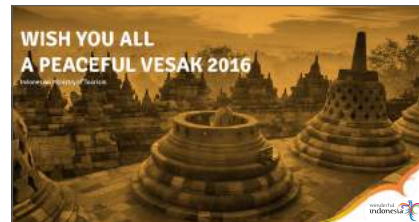
Picture :
Image/Pattern



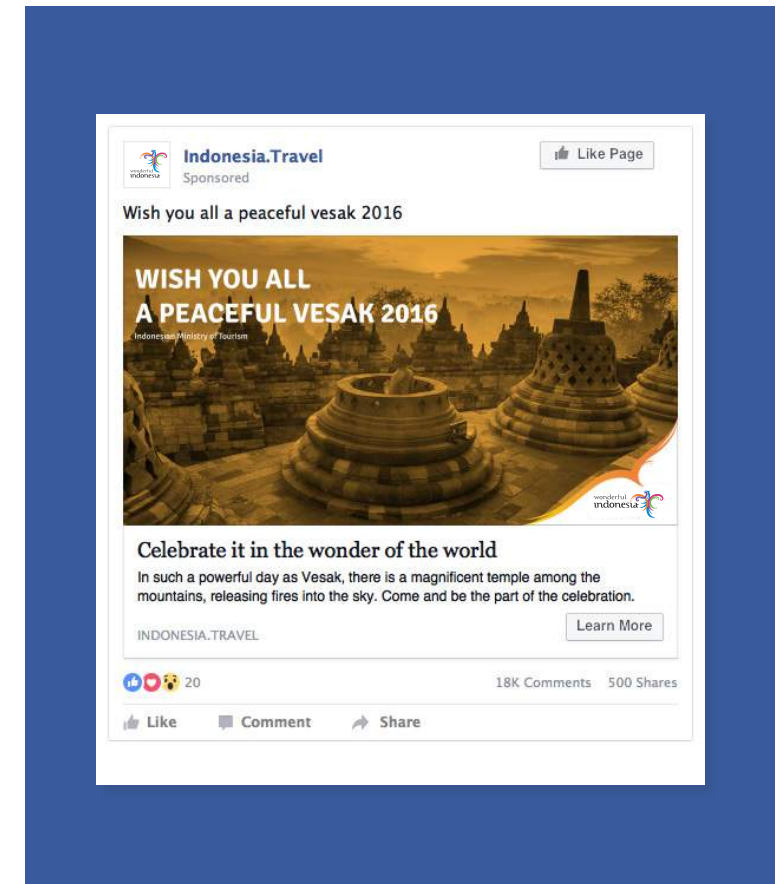
Image Version



Pattern Version



Thematic Version



Patterns & Images :

Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:

Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Size :
1656px x 630px

Minimum Size :
851px x 315px

Picture :
Image/Pattern

Patterns & Images :
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Facebook (Carousel Ads)

Facebook carousel ads adalah fitur yang memfasilitasi kita untuk menaruh gambar-gambar pada 4 buah kotak demi membuat iklan yang semi-interaktif. Kotak-kotak ini bisa diisi dengan satu gambar *horizontal* agar menjadi satu-kesatuan, atau dengan 4 gambar *square* yang berbeda untuk mengkomunikasikan berbagai pesan visual.

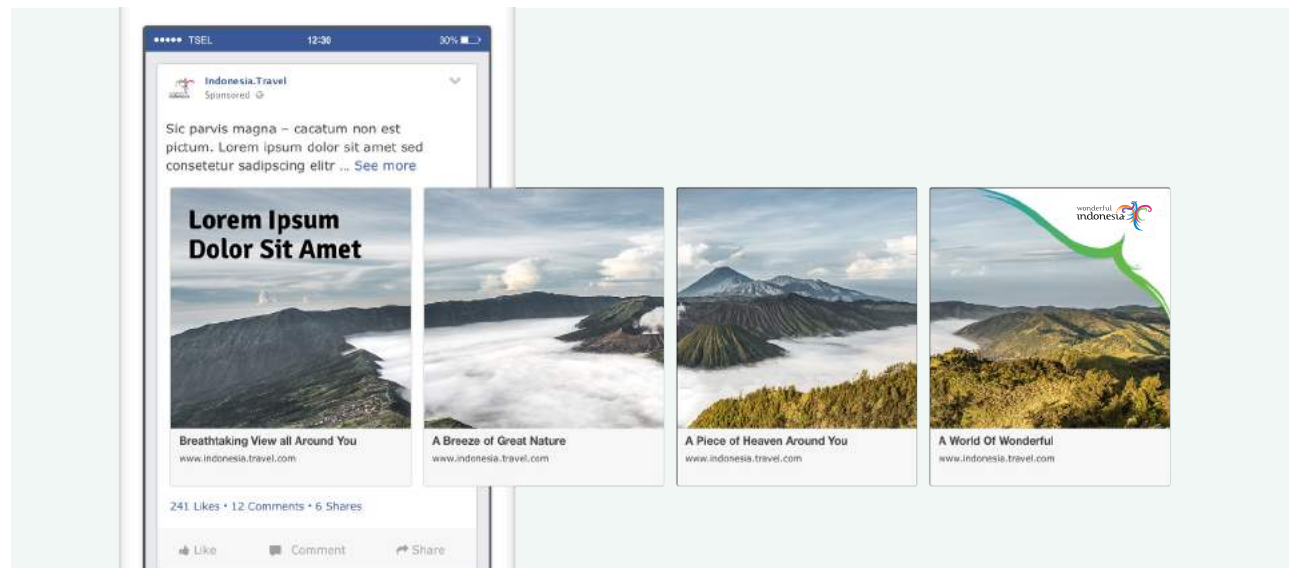
Pada setiap iklan, kami menyarankan untuk memakai gambar-gambar yang konteksnya berhubungan. Elemen bercerita atau pengurutan adalah cara pemakaian terbaik untuk fitur ini.

Fitur ini mengoptimalkan performa iklan melalui pemilihan dan pengurutan gambar-gambar terbaik untuk setiap orang yang melihat iklan kita.

The Facebook carousel ads is a feature that allows us to put multiple images into 4 boxes to make one semi-interactive ad. These boxes can either be filled with one horizontal image to make it look continuous, or with 4 different square images to communicate various visual messages.

It is recommended to use images that are related to one theme in each ad. Storytelling elements or sequencing would definitely work best in this feature.

This feature will optimize the performance of your ad by selecting and ordering the best-performing images for each person who sees our ad.



Facebook (Carousel Ads)

Kita mempunyai 3 variasi *Facebook carousel ads*, yaitu versi foto *horizontal*, versi foto *square*, dan versi *pattern*. Ketiga variasi ini dapat diganti sesuai dengan konteks komunikasi yang diperlukan dan sesuai konsep iklan itu sendiri. *Facebook carousel ads* juga dapat dipakai untuk mengkomunikasikan visa-free promo ataupun promo lainnya.

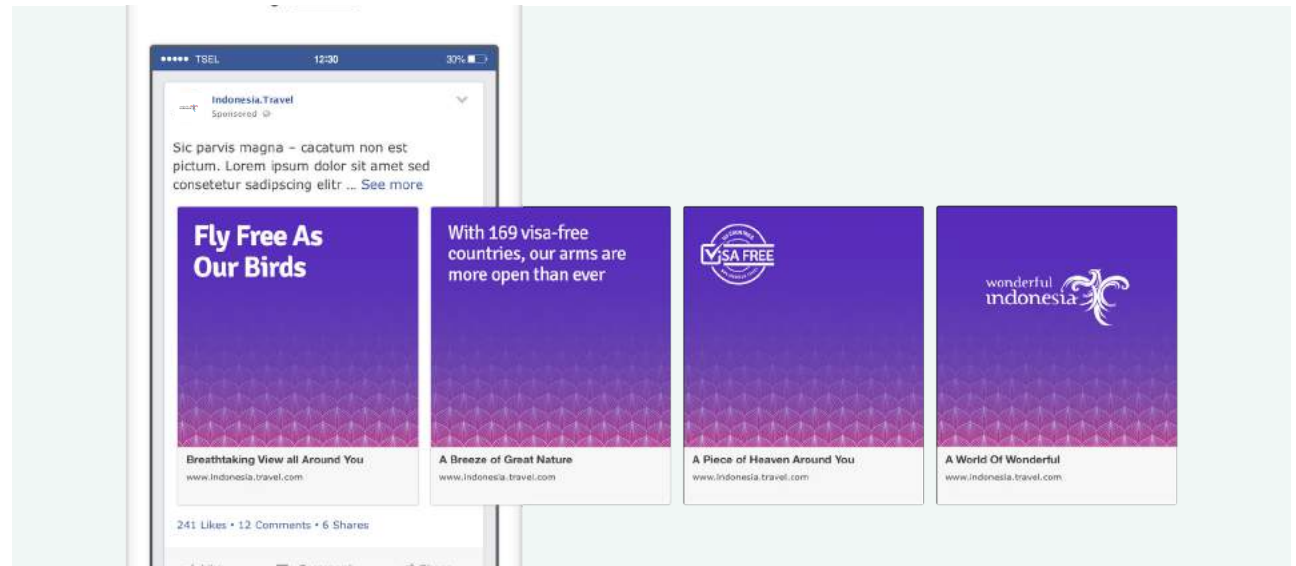
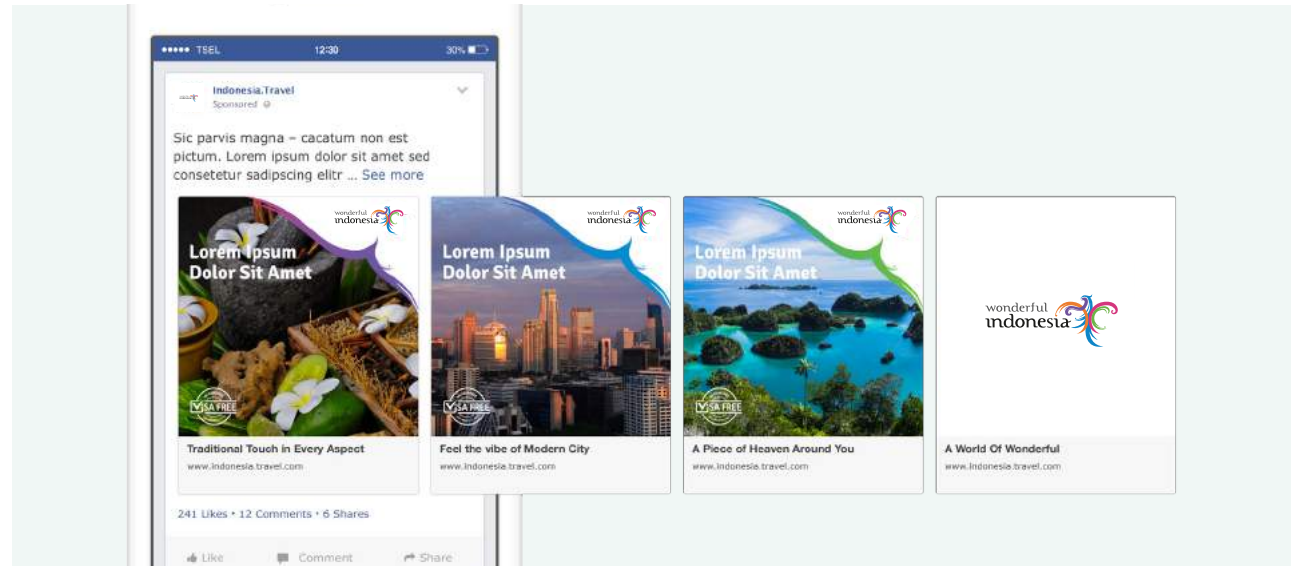
Pada *Facebook carousel ads*, elemen seperti gambar, *pattern*, *headline* dan *subheadline* dapat digunakan, kecuali pada hari besar dan peringatan tertentu dimana *headline* dan *subheadline* harus disesuaikan dengan konteksnya.

Di versi *pattern*, ukuran *font* untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

We have 3 variations of Facebook carousel ads, the horizontal image version, the square images version, and the pattern version. These variations can be switched according to the context of the communication and the concept of the ad. The Facebook carousel ads can also be used to communicate the visa-free promo or other types of promos.

On Facebook carousel ads, elements such as images, patterns, headlines and subheadlines can be used, except on certain holidays and celebrations where the headlines and subheadline should be in line with the context.

In the pattern version, the font size for headlines can be much larger than headlines on the image version.



SOCIAL MEDIA



Size :
1200px x 900px

Picture :
Image/Pattern

Patterns & Images :
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Facebook (Post)

Pada *post Facebook*, elemen gambar, *pattern* atau *thematic* dapat digunakan, tetapi tidak disarankan untuk menggunakan *supergraphic* karena post akan muncul pada *timeline* dan halaman *Wonderful Indonesia*, di mana logo sudah menjadi aksentuasi.

Di versi *pattern*, ukuran font untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

On Facebook posts, anything from images, patterns or thematic can be used, although it is not recommended to use the supergraphic as the posts will be shown on Wonderful Indonesia's pages and people's timeline, where the logo is already emphasized.

In the pattern version, the font size for headlines can be much larger than headlines on the image version.



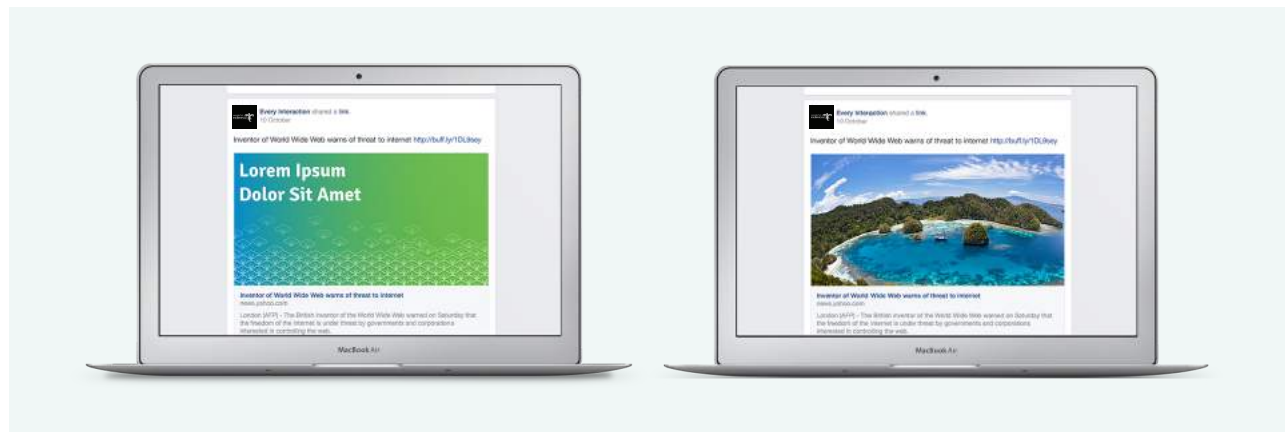
Image Version



Pattern Version

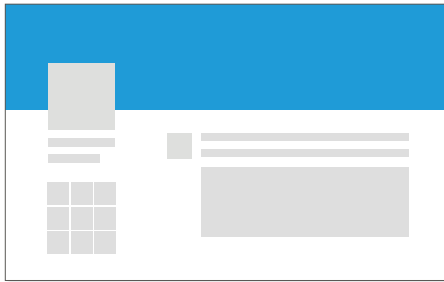


Thematic Version





SOCIAL MEDIA



Size :
3000px x 1000px

Minimum Size :
1500px x 500px

Picture :
Image/Pattern

Patterns & Images :
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Twitter (Cover Photo)

Gambar *cover Twitter* dapat menggunakan *pattern* atau gambar, namun dapat diganti menjadi *thematic version* dan disesuaikan dengan konteks hari besar atau hari peringatan tertentu. Tidak disarankan untuk menggunakan *supergraphic* karena logo sudah menjadi aksentuasi.

The Twitter cover picture uses patterns or images, although it can be replaced with the thematic version and adjusted according to the context of certain holidays and celebrations. It is not recommended to use the supergraphic because the logo is already emphasized.



Pattern Version



Image Version



Thematic Version



Twitter (Post)

Pada *post Twitter*, elemen gambar, *pattern* atau *thematic* dapat digunakan, tetapi tidak disarankan untuk menggunakan *supergraphic* karena *post* akan muncul pada *home* dan halaman *Wonderful Indonesia*, di mana logo sudah menjadi aksentuasi. Di versi *pattern*, ukuran *font* untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

On Twitter posts, anything from images, patterns or thematic can be used, although it is not recommended to use the supergraphic as the posts will be shown on Wonderful Indonesia's pages and people's homepage, where the logo is already emphasized. In the pattern version, the font size for headlines can be much larger than headlines on the image version.



Size:
600px x 337px

Picture :
Image/Pattern

Patterns & Images :

Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:

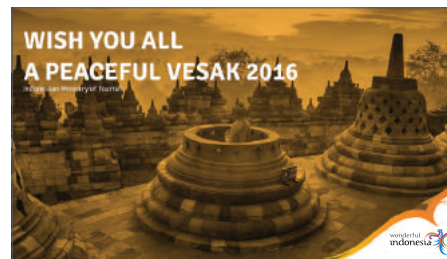
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



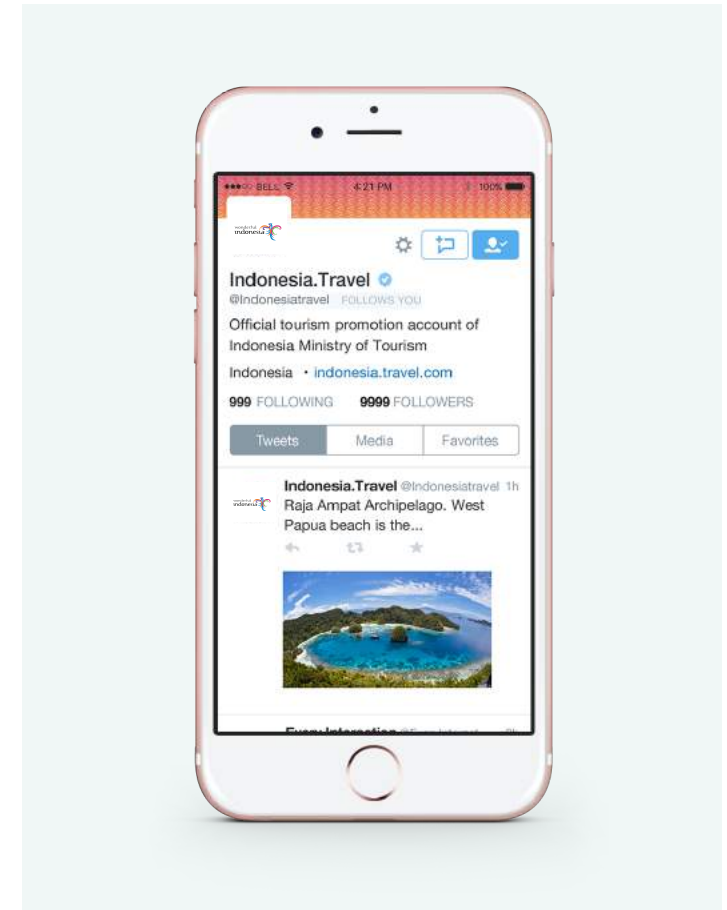
Image Version



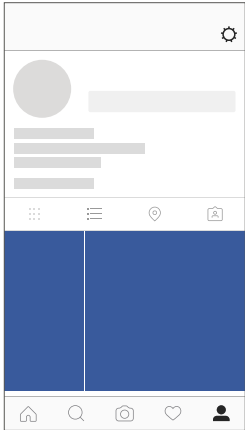
Pattern Version



Thematic Version



SOCIAL MEDIA



Size :
2000px x 2000px

Picture :
Image/Pattern

Patterns & Images :

Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:

Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Instagram (Post)

Pada post *Instagram*, elemen gambar, *pattern* atau *thematic* dapat digunakan, tetapi tidak disarankan untuk menggunakan *supergraphic* karena *post* akan muncul pada home dan halaman *Wonderful Indonesia*, di mana logo sudah menjadi aksentuasi.

Di versi *pattern*, ukuran *font* untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

On Instagram posts, anything from images, patterns or thematic can be used, although it is not recommended to use the supergraphic as the posts will be shown on Wonderful Indonesia's pages and people's homepage, where the logo is already emphasized.

In the pattern version, the font size for headlines can be much larger than headlines on the image version.



Image Version

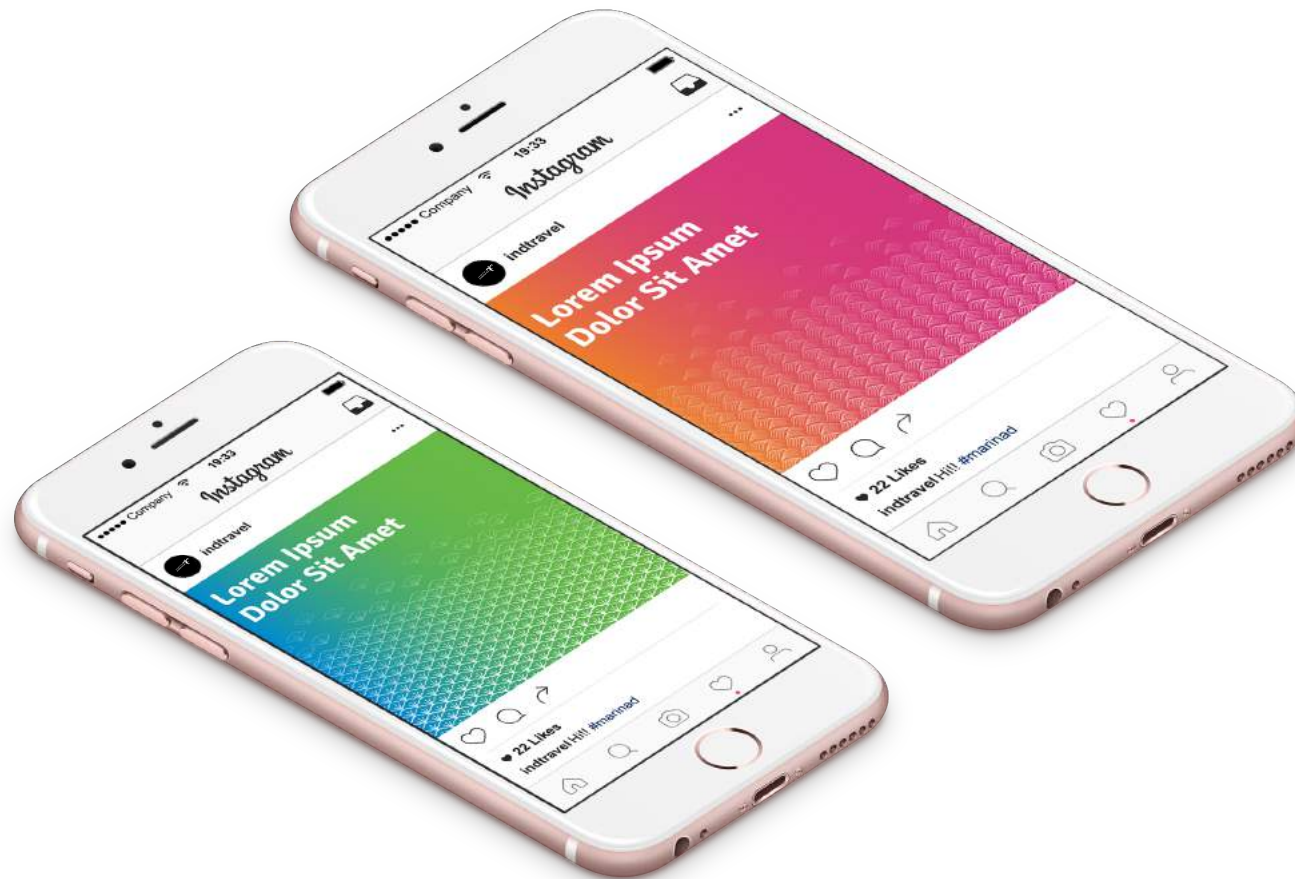


Pattern Version

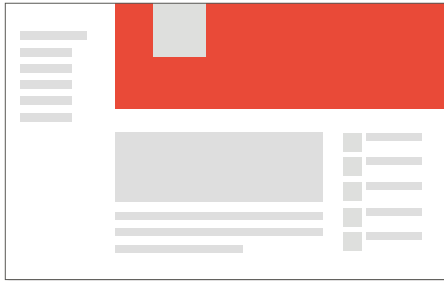


Thematic Version





SOCIAL MEDIA



Size :
3000px x 1000px

Size :
1500px x 500px

Picture :
Image/Pattern

Patterns & Images :
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Youtube (Cover Photo)

Gambar *cover Youtube* dapat menggunakan *pattern* atau gambar, namun dapat diganti menjadi *thematic version* dan disesuaikan dengan konteks hari besar atau hari peringatan tertentu. Tidak disarankan untuk menggunakan *supergraphic* karena logo sudah menjadi aksentuasi.

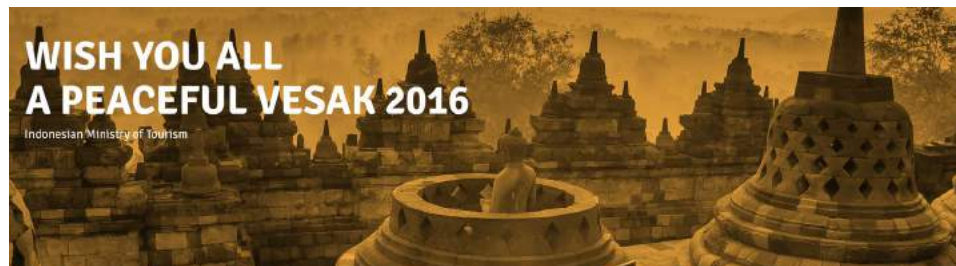
The Youtube cover picture uses patterns or images, although it can be replaced with the thematic version and adjusted according to the context of certain holidays and celebrations. It is not recommended to use the supergraphic because the logo is already emphasized.



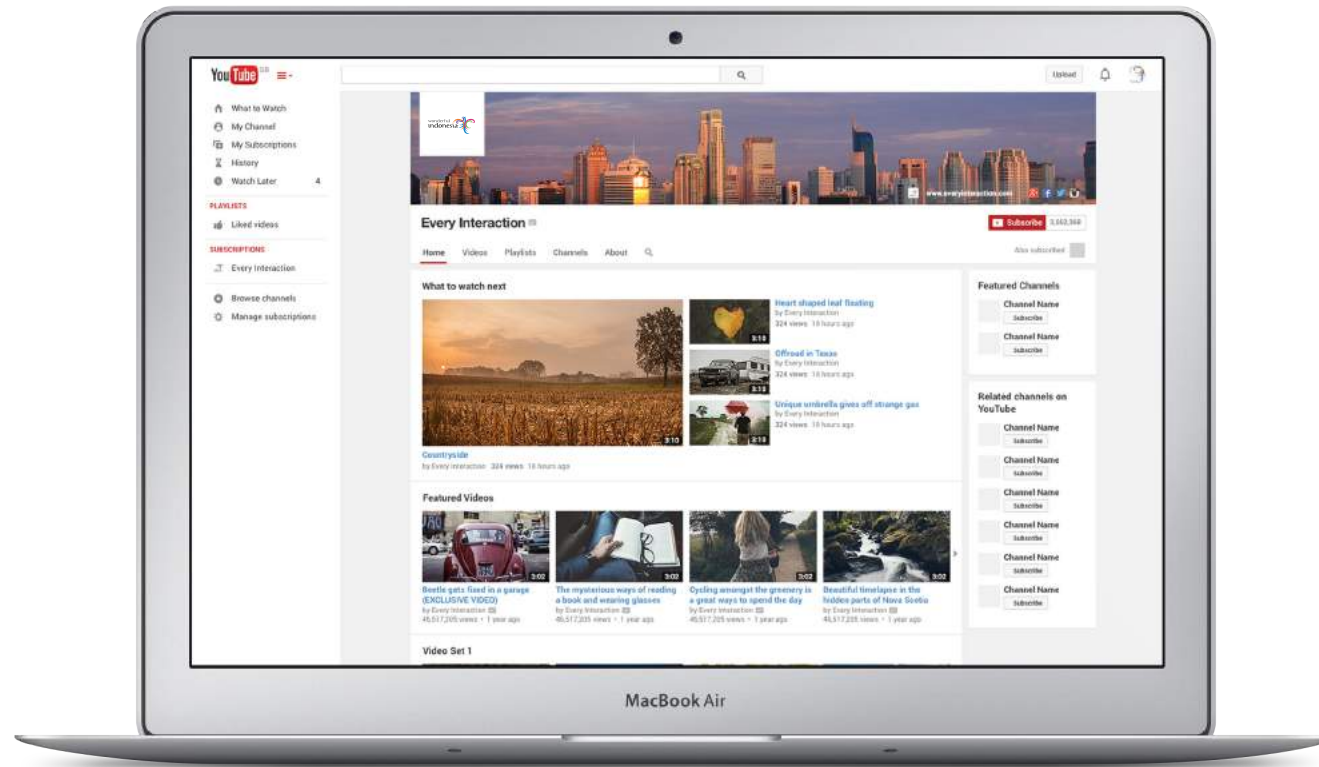
Image Version

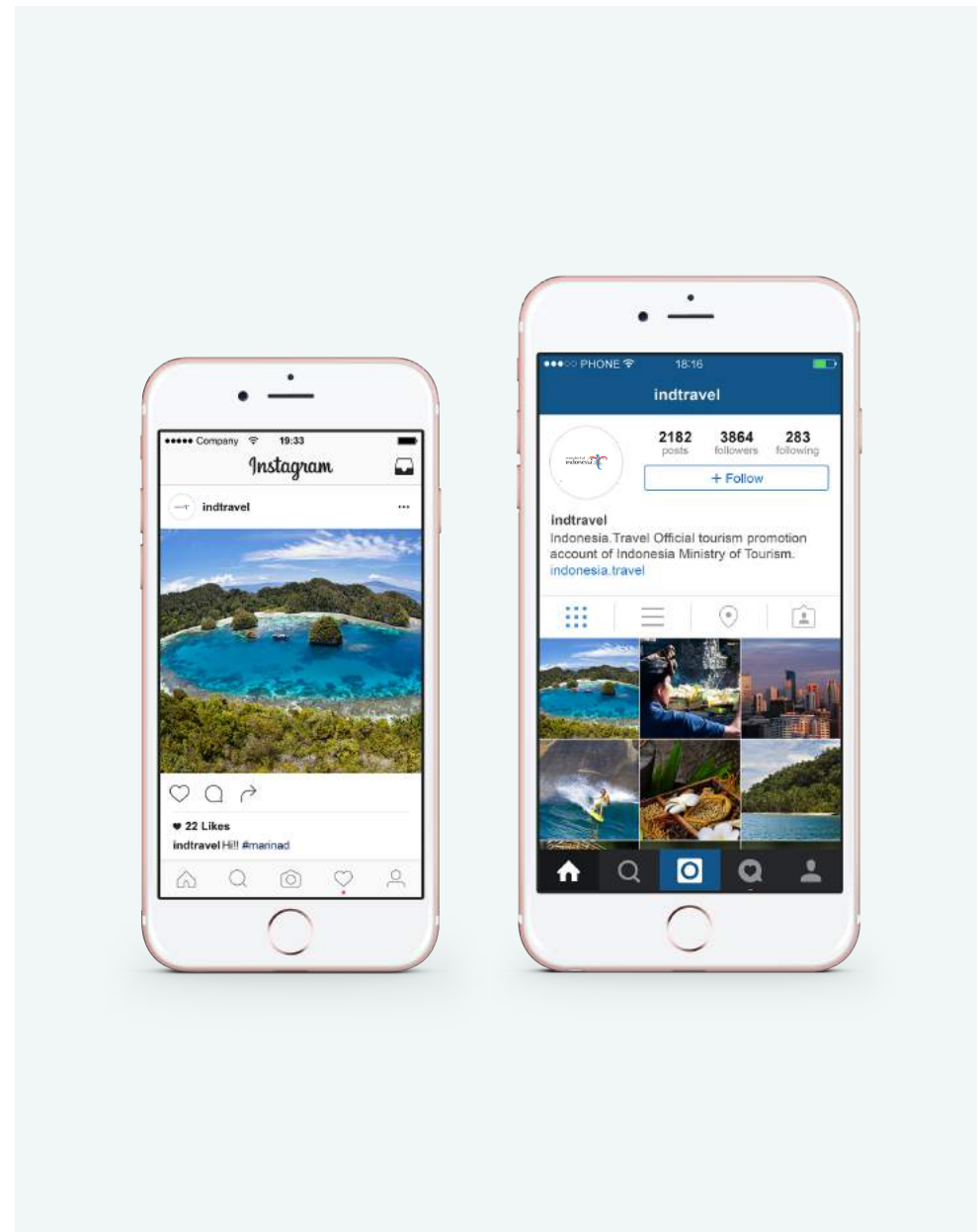
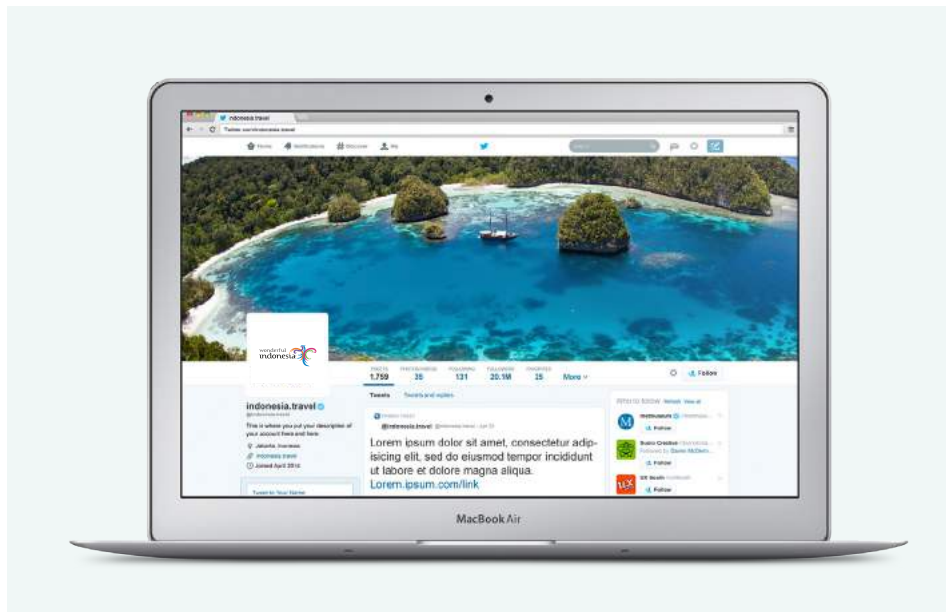
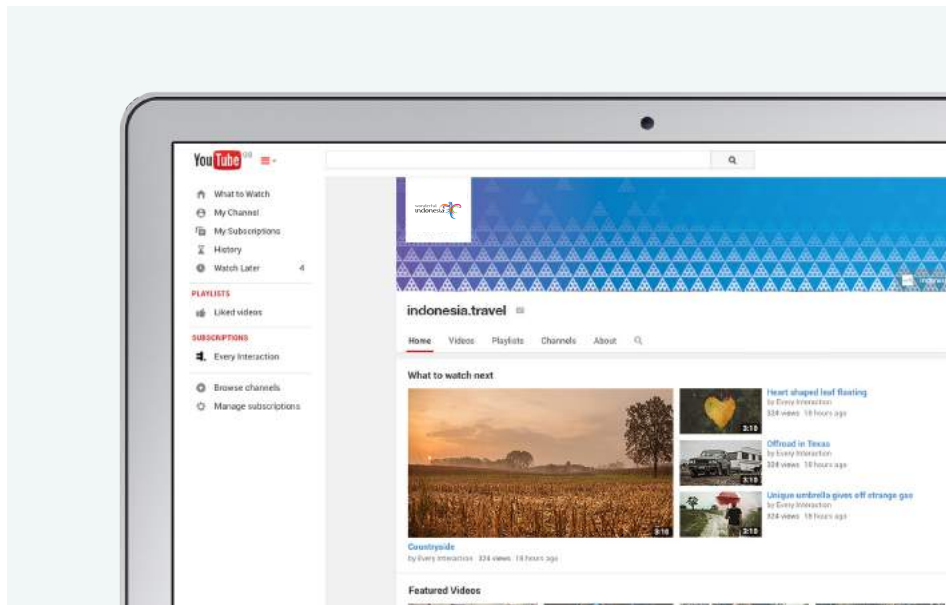


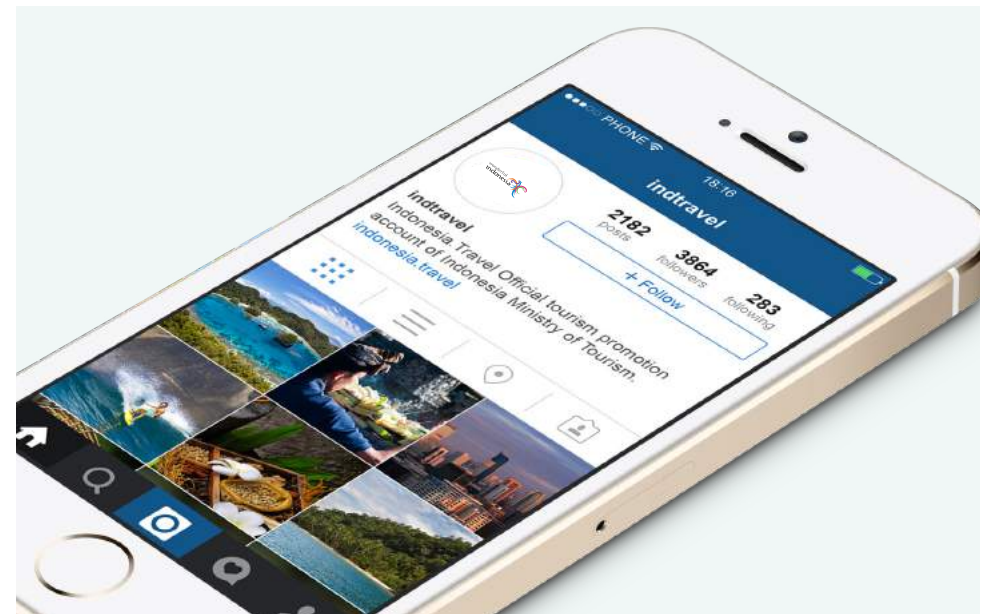
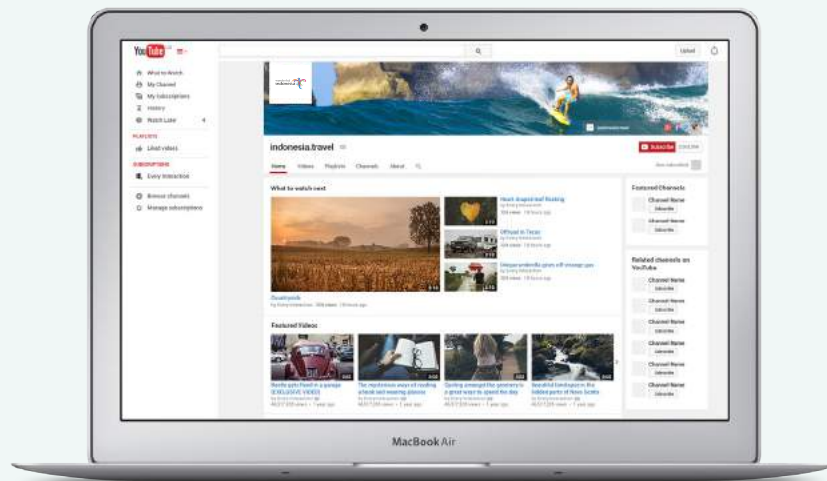
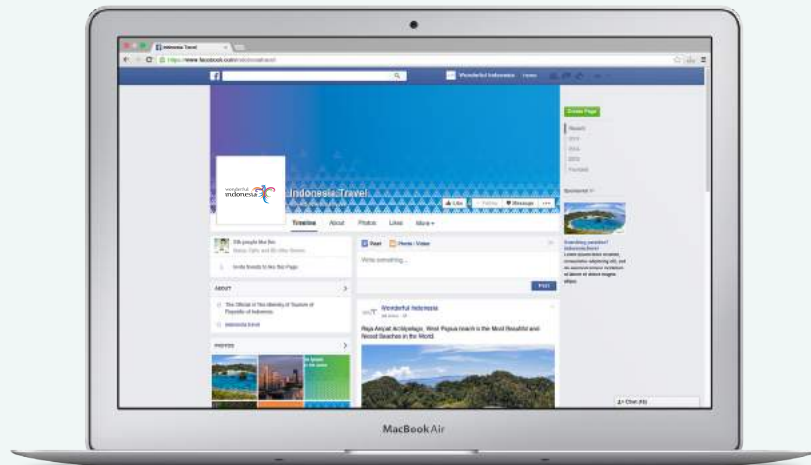
Pattern Version



Thematic Version











Aplikasi Media Ruang

Out-of-Home Media
Applications

Supergraphics in Out-of-Home Media

Seperti pada online *banner*, media ruang menggunakan *top right supergraphic*, sehingga mempunyai efektivitas pada penggunaan ruang *layout* dan empasis lebih besar pada logo.

Penggunaannya adalah absolut dan tidak bisa diganti dengan aplikasi *supergraphic* lain, agar dapat mengkomunikasikan identitas *brand Wonderful Indonesia* sekonsisten mungkin.

Version A pada bab ini menggunakan *top right supergraphic* dengan menempatkan bagian ujung sayap lebih tinggi sehingga menunjuk kata "*Wonderful*".

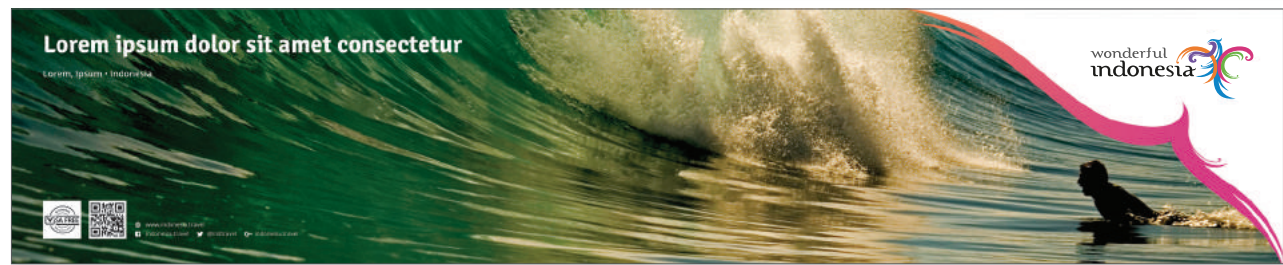
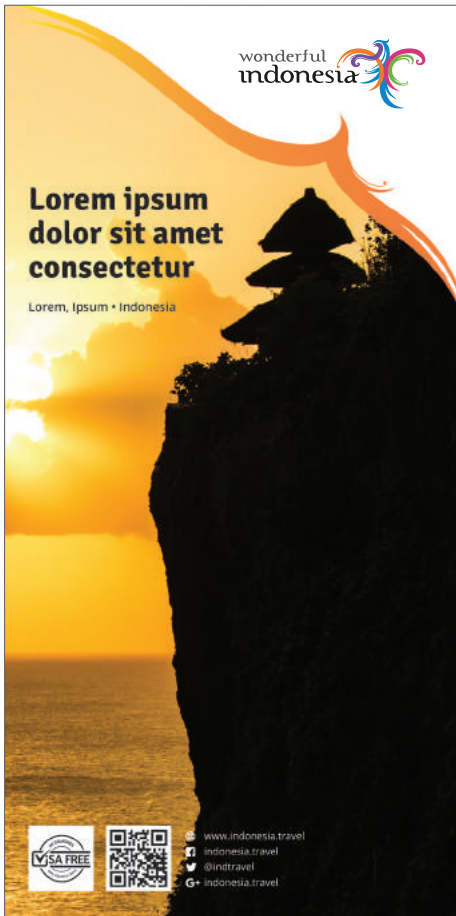
Version B pada bab ini menggunakan *top right supergraphic* dengan menempatkan bagian ujung sayap lebih rendah sehingga menunjuk kata "*Indonesia*".

As in the online banners, the out-of-home media uses the top right supergraphic to use the layout space more effectively and to put bigger emphasis on the logo.

Its use is absolute and must never be switched with any other supergraphic applications, in order to communicate the Wonderful Indonesia's brand identity as consistent as possible.

Version A of this section uses the top right supergraphic with a higher placement of the edge of the wing so that it points to the word "*Wonderful*".

Version B of this section uses the top right supergraphic with a lower placement of the edge of the wing so that it points to the word "*Indonesia*".

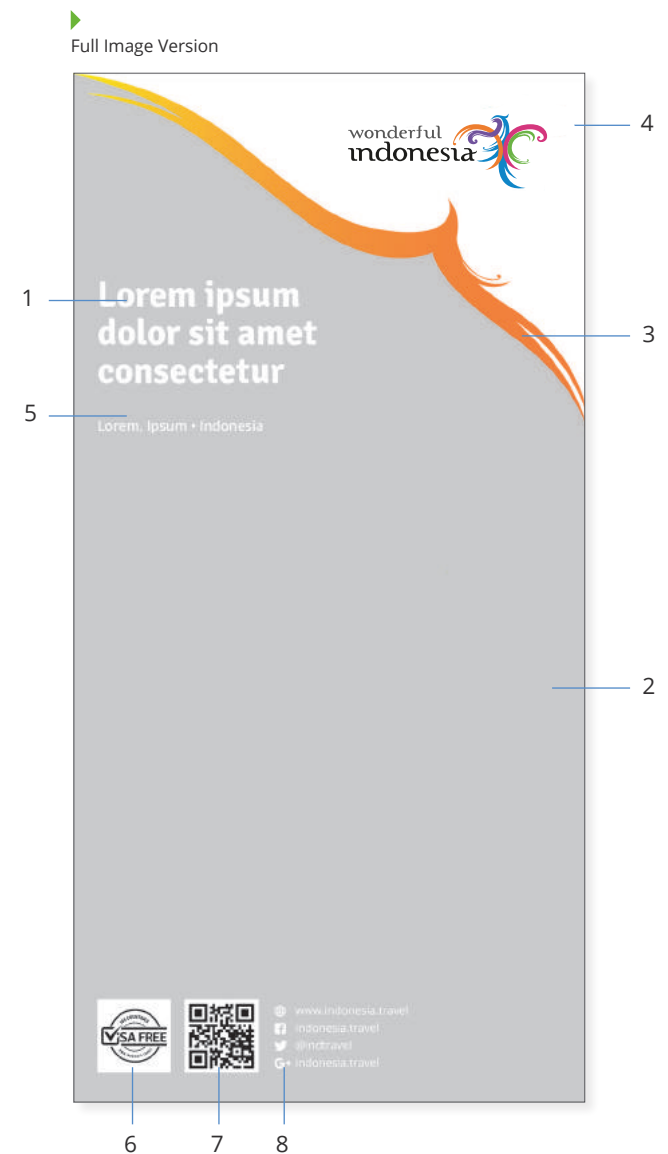


Billboard Key Elements

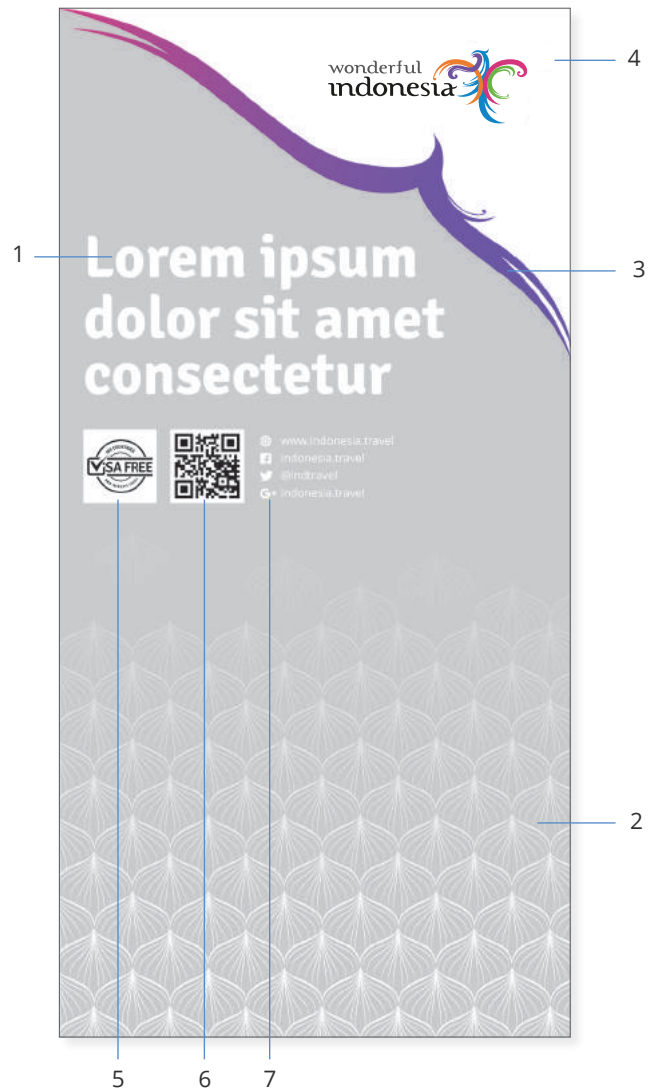
Berikut ini adalah elemen-elemen yang terdapat dalam media ruang *Wonderful Indonesia*, elemen-elemen ini disusun sesuai hirarki informasi yang kami sarankan.

The following are the elements contained in the Wonderful Indonesia's out-of-home media. These elements are arranged according to the hierarchy of information that we recommend.

1. Headline
2. Visual that captivates the right audience
3. Supergraphics
4. Logo Wonderful Indonesia
5. Image Caption
6. Visa Free Logo
7. QR Code
8. URL & Social Media



Pattern Version



1. Headline
2. Pattern based on thematic wonders
3. Supergraphics
4. Logo Wonderful Indonesia
5. Visa Free Logo
6. QR Code
7. URL & Social Media

Basic Grid Structure

Struktur dasar *grid* adalah sarana utama dalam mengorganisir hirarki informasi, yang disusun dalam struktur demi menjaga konsistensi dan menampilkan citra *brand* secara profesional di semua media.

Struktur dasar *grid billboard Wonderful Indonesia* untuk media ruang terbagi menjadi dua area utama: area *image* dan area *supergraphic*.

Logo ditaruh di bagian kanan atas pada area *supergraphic*, sedangkan segala informasi kontak dan promo yang sedang beredar ditaruh di dalam area *image*.

Ada dua versi dari struktur dasar *grid*:

1. *Full image*, yang digunakan untuk materi komunikasi utama.
2. *Pattern*, yang digunakan untuk materi komunikasi yang tidak mempromosikan gambar. Di versi *pattern*, ukuran *font* untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

Area di kedua versi ini dipisahkan oleh *supergraphic*, memakai proporsi 70:30 antara area *image* dan area *supergraphic*.

The Basic grid structure is the primary vehicle in organizing hierarchy of information, which is arranged in a structure to maintain consistency and display the brand image professionally in every medium.

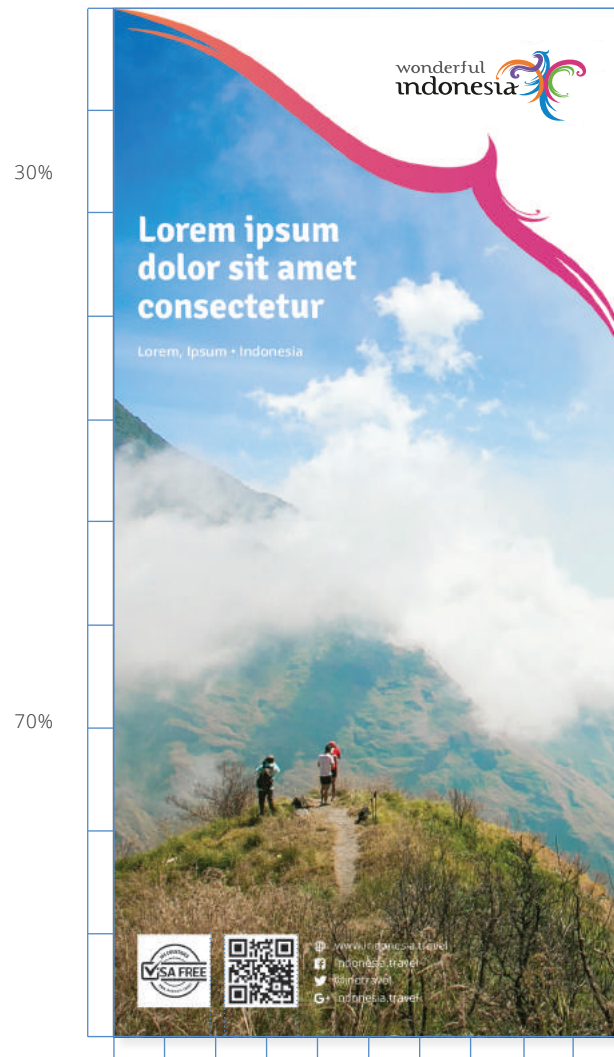
Wonderful Indonesia's basic grid structure for out-of-home media consists of two primary areas: the image area and the supergraphic area.

The logo is placed on the upper right of the supergraphic area, while all the contact information and current promo are placed on the image area.

There are two versions of the basic grid structure:

1. Full image, which is used for the primary communication material.
2. Pattern, which is used for communication materials that do not promote images. In the pattern version, the font size for headlines can be much larger than headlines on the image version.

The area in both versions are divided by the supergraphic, and uses a proportion of 70:30 between the image area and the supergraphic area.



► Full Image Version



► Pattern Version

Pada media ruang, terdapat faktor-faktor yang mempengaruhi penempatan informasi seperti QR code, alamat website, dan informasi media sosial. Selalu ingat untuk mengutamakan alamat website sebelum informasi lainnya, karena fungsinya adalah sebagai *call to action* utama.

Pada *billboard extreme vertical* dan *square*, kami menyarankan anda untuk menaruh informasi website dan media sosial menjadi 4 baris, di sebelah kanan QR code, dan dengan alamat website sebagai baris pertama.

Pada *billboard standard horizontal*, kami menyarankan anda untuk menaruh informasi website dan media sosial menjadi 2 baris, di sebelah kanan QR code, dan dengan alamat website ditempatkan khusus di baris pertama.

Pada *billboard extreme horizontal*, kami menyarankan anda untuk menaruh informasi website dan media sosial menjadi satu baris, di sebelah kanan QR code, dan dengan alamat website ditempatkan persis setelah QR code.

On out-of-home mediums, there are factors that affect the placement of informations such as the QR code, the website adress, and the social media information. Always remember to emphasize the website information firsthand, because it functions as the main call to action.

On vertical, extreme vertical, and square billboards, we recommend you to put the website and the social media information into 4 rows, to the right of the QR code, and with the website information placed on top.

On standard horizontal billboards, we recommend you to put the website and the social media information into 2 rows, to the right of the QR code, and with the website information exclusively placed on the first row.

On extreme horizontal billboards, we recommend you to put the website and the social media information into a single row, to the right of the QR code, and with the website information placed right after the QR code.



wonderful
indonesia

Lorem ipsum dolor sit amet consectetur

Lorem, ipsum • Indonesia



www.indonesia.travel
[indonesia.travel](https://www.facebook.com/indonesia.travel)
[@indtravel](https://twitter.com/indtravel)
[indonesia.travel](https://plus.google.com/+indonesia.travel)

Lorem ipsum dolor sit amet consectetur

Lorem, ipsum • Indonesia



www.indonesia.travel
[indonesia.travel](https://www.facebook.com/indonesia.travel)
[@indtravel](https://twitter.com/indtravel)
[indonesia.travel](https://plus.google.com/+indonesia.travel)



Lorem ipsum dolor sit amet consectetur

Lorem, ipsum • Indonesia



www.indonesia.travel
[indonesia.travel](https://www.facebook.com/indonesia.travel)
[@indtravel](https://twitter.com/indtravel)
[indonesia.travel](https://plus.google.com/+indonesia.travel)



Information Placement Variations on Out-of-Home Media

Karena QR code tidak bisa ditempatkan pada segala kondisi, sangatlah penting untuk mempertimbangkan penempatan QR code agar ditaruh pada media-media yang memungkinkan untuk diakses oleh orang-orang atau setidaknya oleh kamera *smartphone* mereka.

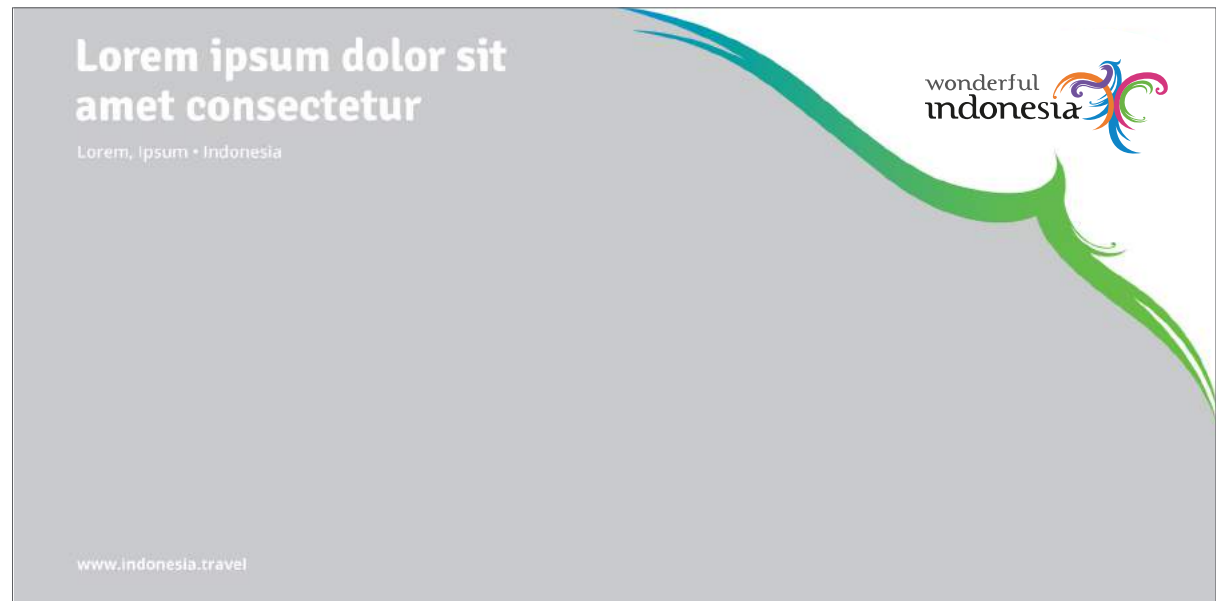
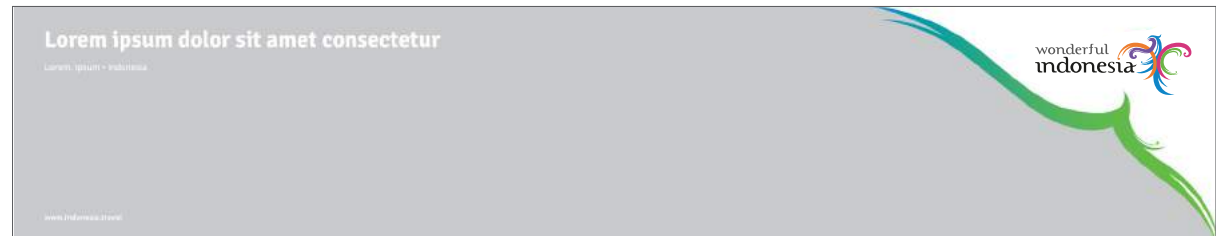
Ingatlah bahwa penggunaan informasi pada media ruang harus fleksibel sesuai penempatan, tingkat keterbacaan, dan ukuran media tersebut.

Pada kasus tertentu, informasi media sosial, QR code, alamat website dan visa-free dapat dihilangkan untuk meningkatkan efisiensi penggunaan media.

As the QR codes cannot be flexibly placed on all conditions, it is very important to consider putting the QR codes on mediums that are feasible to be reached by people or at least by their *smartphone* cameras.

Always bear in mind that the distribution of information in out-of-home media must consider the placement, readability, and size of the medium.

In certain cases, information about our social media, website, QR code, and visa-free can be omitted to increase the efficiency of using the particular medium.



Billboard (Vertical) - Version A

Pada halaman ini akan diberikan penjelasan contoh *billboard vertical (version A)* menggunakan foto atau *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code pada versi *image* harus diletakkan di pojok kiri bawah sementara pada versi *pattern* diletakkan di bawah *headline*. Peletakan kedua versi bersebelahan dengan informasi media sosial.

This section will provide an explanation of the vertical billboard (version A) application using images or patterns, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code on the image version must be placed on the lower left corner, while the pattern version places them below the headline. The two versions are placed side by side with the social media information.



Billboard (Vertical) Device Specifications

Size:

1:2
5m x 10m
a = 0.03Y x 0.05X

Logo Lockup:

Wonderful Indonesia
Primary Logo

Primary Headline:

Signika Bold
Left-aligned

Image Caption:

OpenSans Light

URL & Social Media:

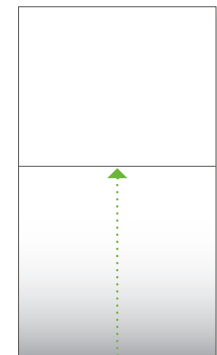
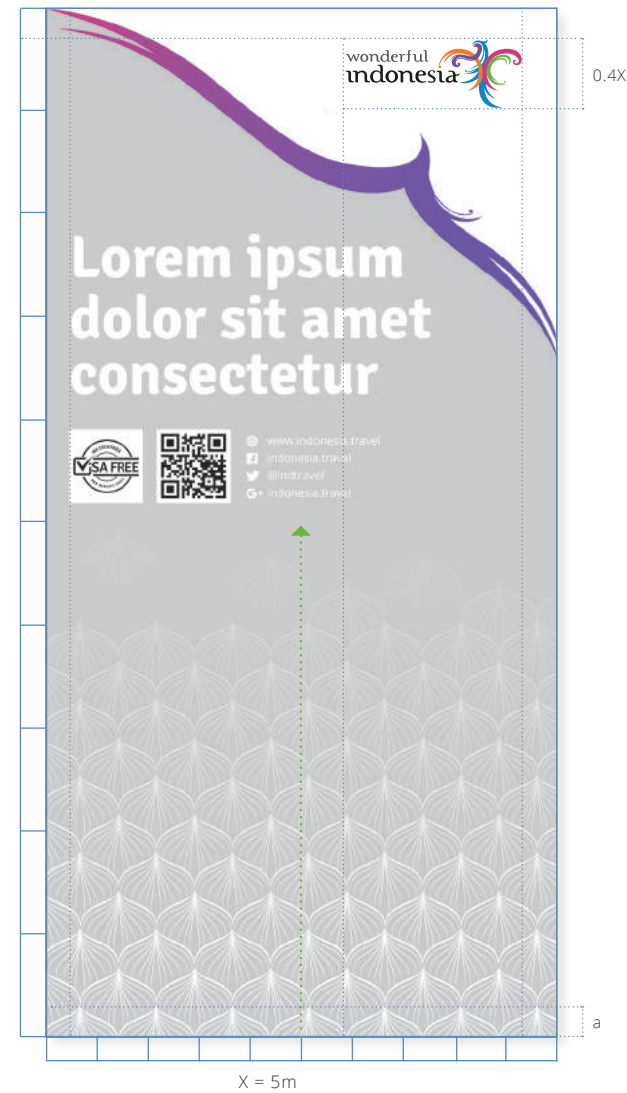
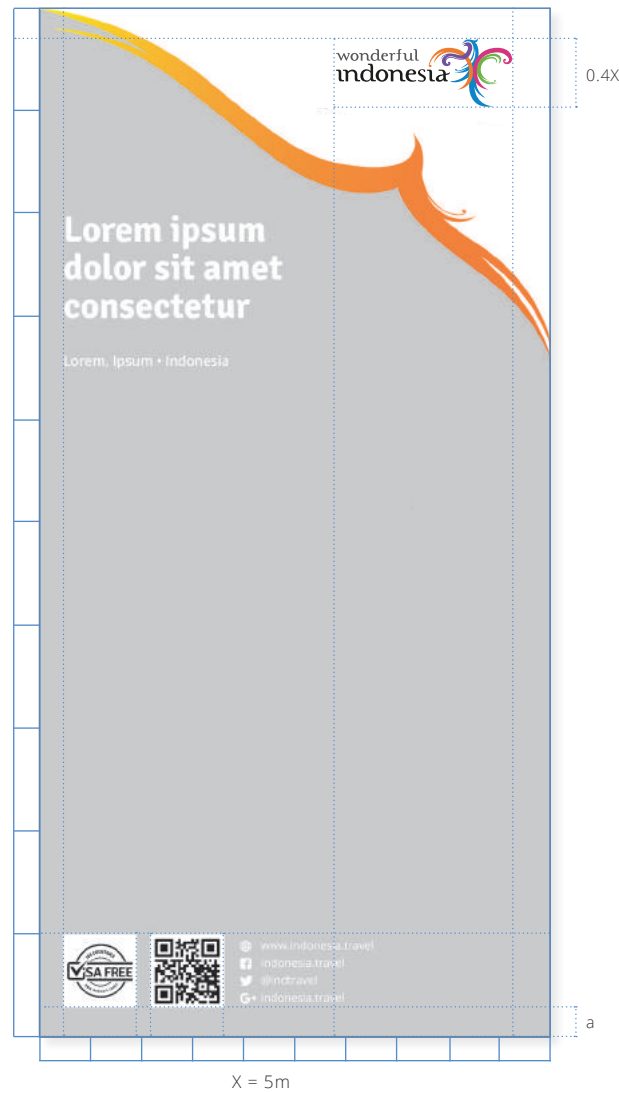
OpenSans Light

Patterns & Images:

Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:

Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

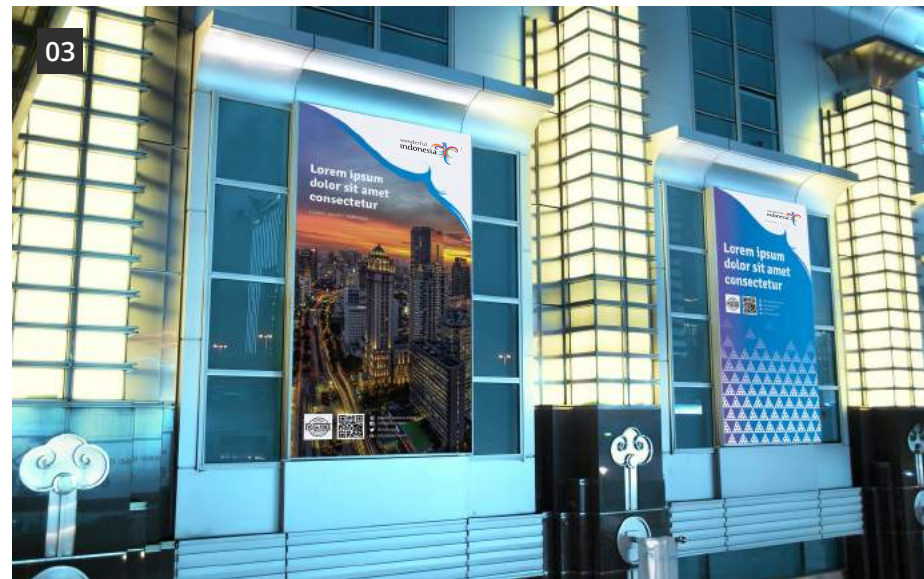
50% is the maximum space that can be filled with patterns until it is faded out



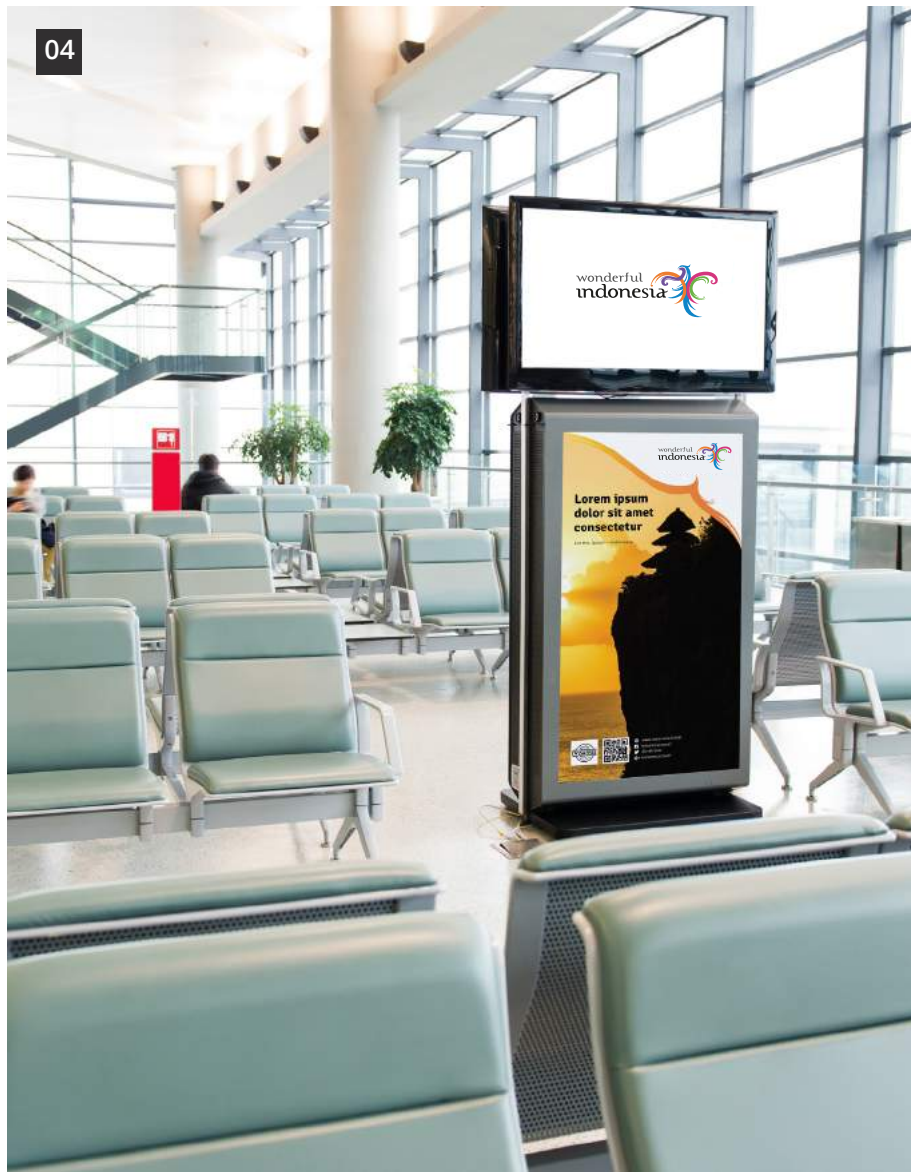
01 | Flyover Column Placement Example



02 | Subway Stairs Placement Example



03 | Airport Area Placement Example



04 | Airport Waiting Area Placement Example



05 | Airport Waiting Area Placement Example

Billboard (Horizontal) - Version A

Pada halaman ini akan diberikan penjelasan contoh *billboard horizontal (version A)* menggunakan foto atau *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code pada versi *image* harus diletakkan di pojok kiri bawah sementara pada versi *pattern* diletakkan di bawah *headline*. Peletakan kedua versi bersebelahan dengan informasi media sosial.

This section will provide an explanation of the horizontal billboard (version A) application using images or patterns, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code on the image version must be placed on the lower left corner, while the pattern version places them below the headline. The two versions are placed side by side with the social media information.



Billboard (Horizontal) Device Specifications



Size:

2:1
10m x 5m
 $a = 0.05Y \times 0.05X$

Logo Lockup:

Wonderful Indonesia
Primary Logo

Primary Headline:

Signika Bold
Left-aligned

Image Caption:

OpenSans Light

URL & Social Media:

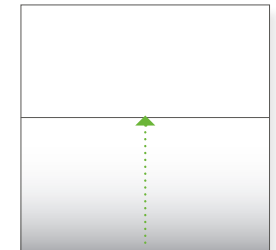
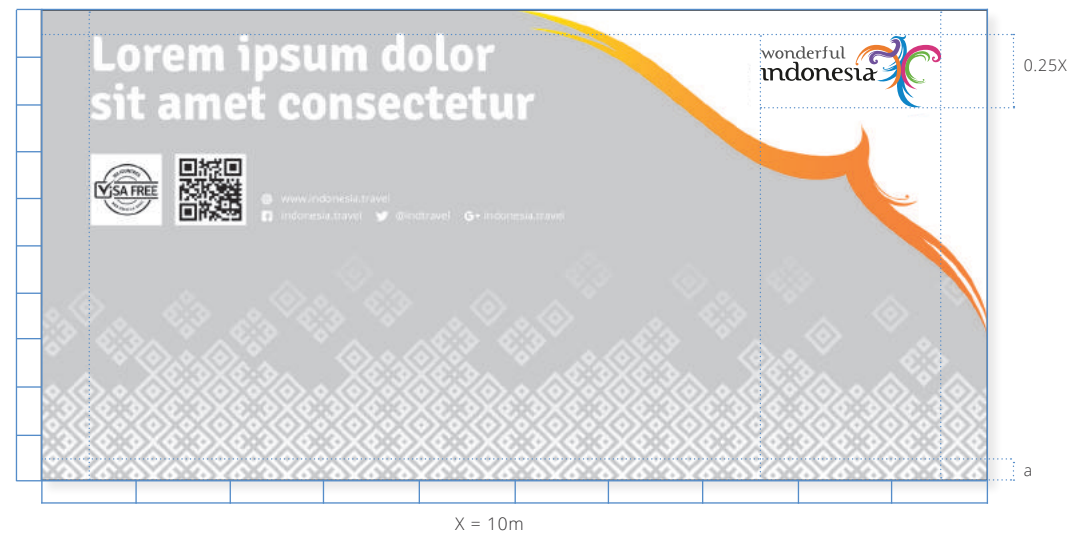
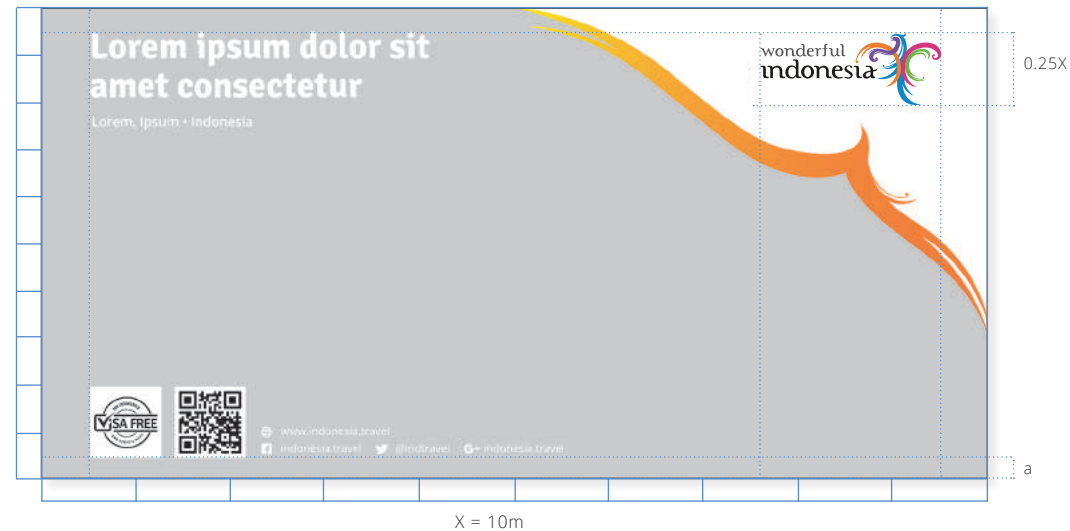
OpenSans Light

Patterns & Images:

Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:

Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out



01 | Street Billboard Placement Example

02 | Subway Entrance Station Placement Example

03 | Building Billboard Placement Example

04



04 | Corner Billboard*

*) when designing for this placement, it is important to select images that does not place its object on the center, so that people on either side can get the message.

Billboard (Square) - Version A

Pada halaman ini akan diberikan penjelasan contoh *billboard square (version A)* menggunakan foto atau *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

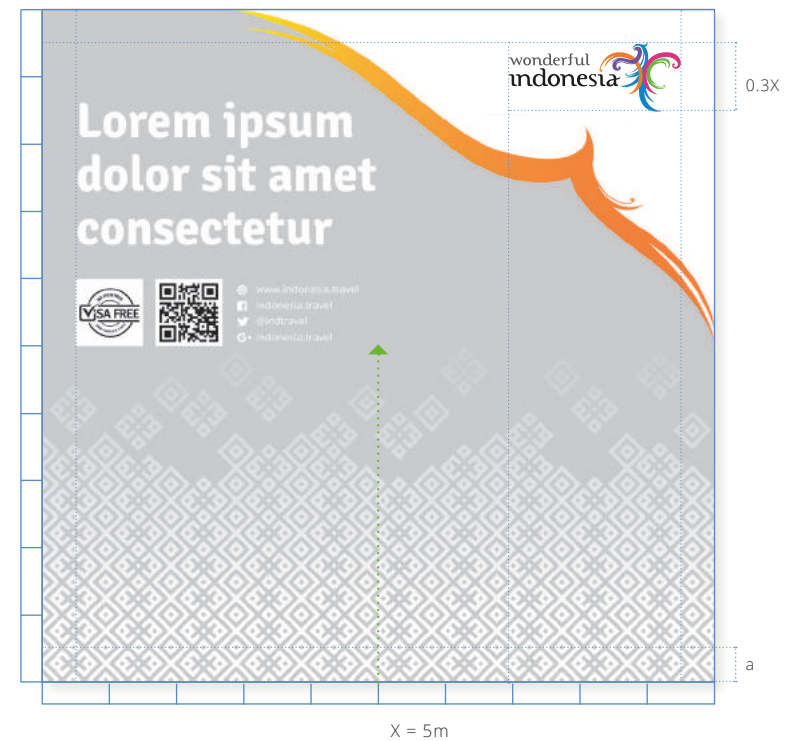
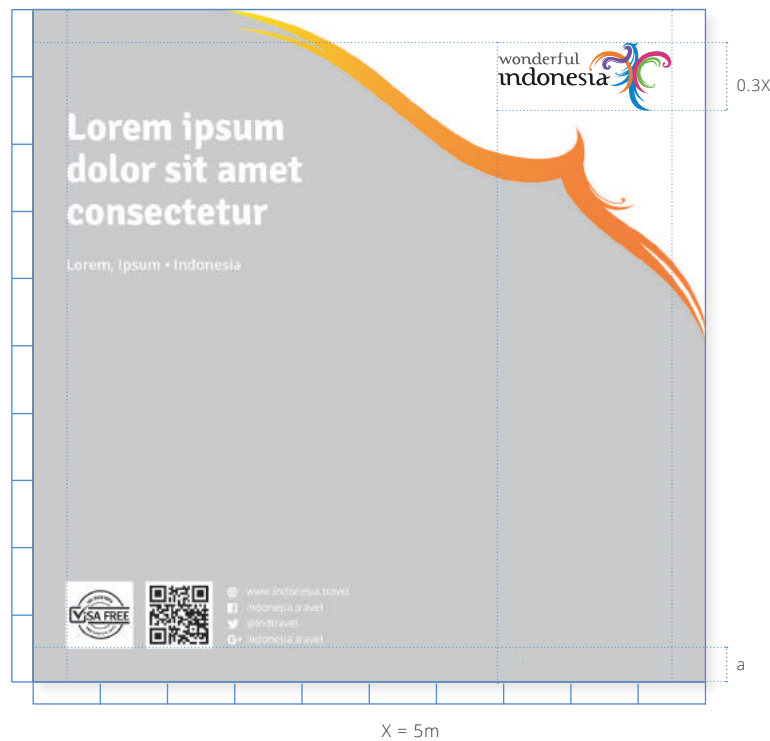
Pada variasi ini, ikon promosi dan QR code pada versi *image* harus diletakkan di pojok kiri bawah sementara pada versi *pattern* diletakkan di bawah *headline*. Peletakan kedua versi bersebelahan dengan informasi media sosial.

This section will provide an explanation of the square billboard (version A) application using images or patterns, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code on the image version must be placed on the lower left corner, while the pattern version places them below the headline. The two versions are placed side by side with the social media information.



Billboard (Square) Device Specifications



Size:
2:2
5m x 5m
 $a = 0.05Y \times 0.05X$

Logo Lockup:
Wonderful Indonesia
Primary Logo

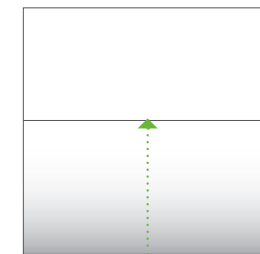
Primary Headline:
Signika Bold
Left-aligned

Image Caption:
OpenSans Light

URL & Social Media:
OpenSans Light

Patterns & Images:
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out

Billboard (Single)

Pada halaman ini akan diberikan penjelasan contoh *billboard single* menggunakan foto atau *pattern*, berhubungan dengan ukuran, *supergraphic*, *grid*, dan *print layout*.

Pada variasi ini, ikon promosi dan QR code pada versi *image* harus diletakkan di pojok kiri bawah sementara pada versi *pattern* diletakkan di bawah *headline*. Peletakan kedua versi bersebelahan dengan informasi media sosial.

This section will provide an explanation of the single billboard application using images or patterns, concerning size, supergraphic, grid, and print layout.

In this variation, the promo icon and the QR code on the image version must be placed on the lower left corner, while the pattern version places them below the headline. The two versions are placed side by side with the social media information.



Billboard (Single) Device Specifications

Size:

3:1
15m x 5m
 $a = 0.1Y \times 0.05X$

Logo Lockup:

Wonderful Indonesia
Primary Logo

Primary Headline:

Signika Bold
Left-aligned

Image Caption:

OpenSans Light

URL & Social Media:

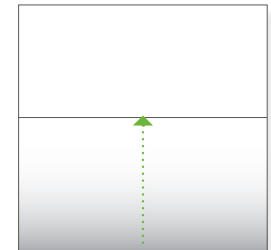
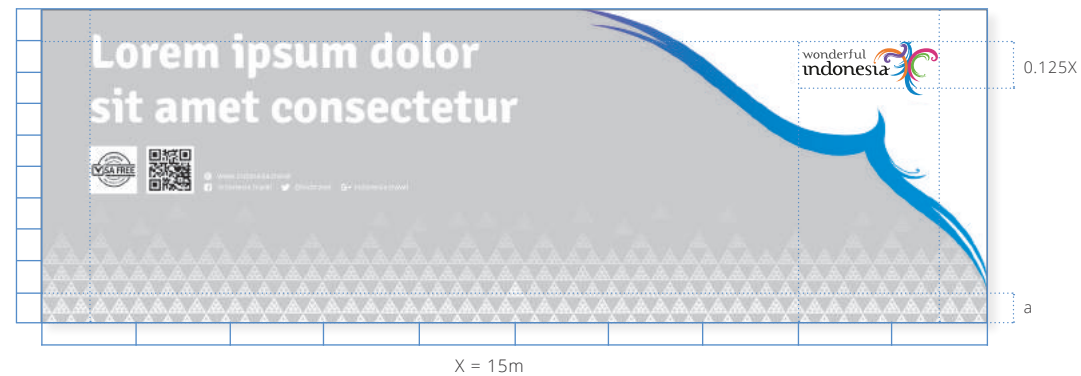
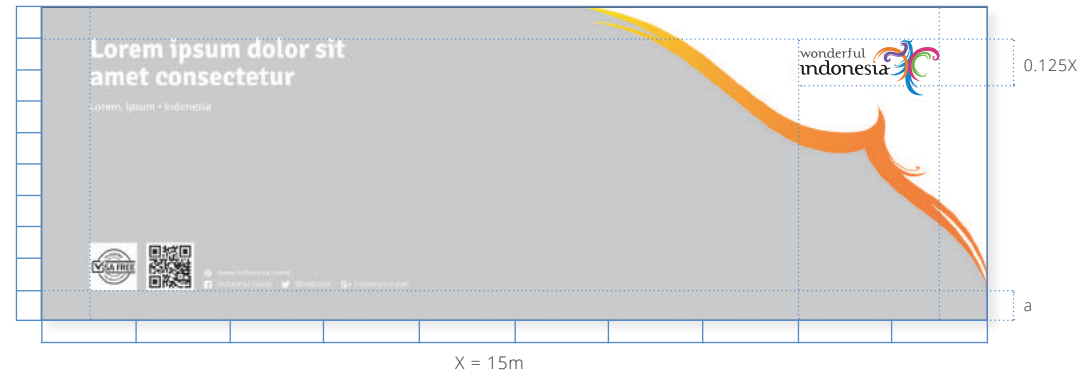
OpenSans Light

Patterns & Images:

Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:

Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out



01, 02, 03 | Subway Station Placement Example (applies for all 3)

04



04 | Subway Tunnel Placement Example

LED or Digital Ads (Horizontal)

Pada halaman ini akan diberikan penjelasan contoh LED/*digital ads horizontal* menggunakan foto atau *pattern*. LED/*digital ads* direkomendasikan memakai lebih dari satu iklan di setiap *placement* agar dapat mengkomunikasikan banyak hal.

Di versi *pattern*, ukuran font untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

This section will provide an explanation of the horizontal LED/digital ads application using images or patterns. It is recommended to place more than one ad in every LED/digital ads placement in order to communicate multiple messages.

In the pattern version, the font size for headlines can be much larger than headlines on the image version.

►
Logo Lockup:
Wonderful Indonesia
Primary Logo

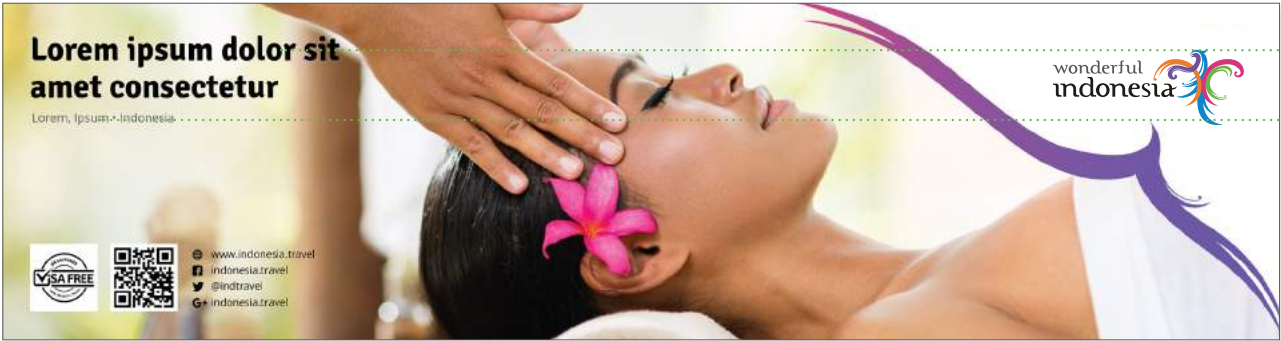
Primary Headline:
Signika Bold
Left-aligned

Image Caption:
OpenSans Light

URL & Social Media:
OpenSans Light

Patterns & Images:
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



Primary Headline
Image Caption



URL & Social Media

01



01 | LED Placement Example in Piccadilly Circus, London

LED or Digital Ads (Vertical)

Pada halaman ini akan diberikan penjelasan contoh LED/*digital ads vertical* menggunakan foto atau *pattern*. LED/*digital ads* direkomendasikan memakai lebih dari satu iklan di setiap *placement* agar dapat mengkomunikasikan banyak hal.

Di versi *pattern*, ukuran *font* untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

This section will provide an explanation of the vertical LED/digital ads application using images or patterns. It is recommended to place more than one ad in every LED/digital ads placement in order to communicate multiple messages.

In the pattern version, the font size for headlines can be much larger than headlines on the image version.

Logo Lockup:
Wonderful Indonesia
Primary Logo

Primary Headline:
Signika Bold
Left-aligned

Image Caption:
OpenSans Light

URL & Social Media:
OpenSans Light

Patterns & Images:
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Image Caption



Primary Headline

URL & Social Media



01 | LED Placement Example in Dotonbori, Osaka



02 | LED Placement Example in Times Square, New York City

Round Pillar

Pada halaman ini akan diberikan penjelasan contoh *round pillar* menggunakan satu foto atau lebih.

Di versi *pattern*, ukuran font untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

This section will provide an explanation of the round pillar application using one or multiple images.

In the pattern version, the font size for headlines can be much larger than headlines on the image version.

Logo Lockup:
Wonderful Indonesia
Primary Logo

Primary Headline:
Signika Bold
Left-aligned

Image Caption:
OpenSans Light

URL & Social Media:
OpenSans Light

Images:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



Primary Headline

Image Caption



URL



01 | Multiple Image Round Pillar Placement Example

02 | Single Image Round Pillar Placement Example

Square Pillar

Pada halaman ini akan diberikan penjelasan contoh *square pillar* menggunakan foto. Pada *square pillar* direkomendasikan memakai lebih dari satu iklan di setiap sisi agar dapat mengkomunikasikan banyak hal.

This section will provide an explanation of the square pillar application using images. It is recommended to place more than one ad in each of the square pillar's side in order to communicate multiple messages.

Logo Lockup:
Wonderful Indonesia
Primary Logo

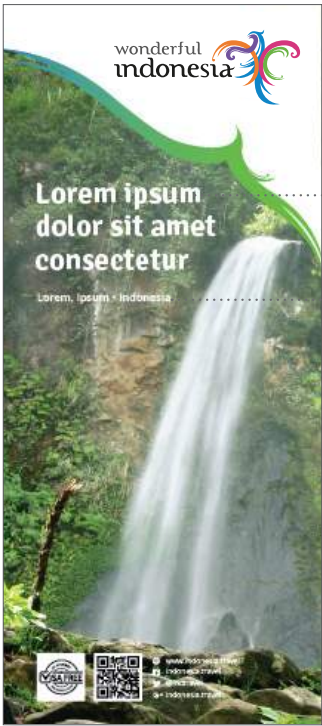
Primary Headline:
Signika Bold
Left-aligned

Image Caption:
OpenSans Light

URL & Social Media:
OpenSans Light

Images:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



Primary Headline

Image Caption

URL & Social Media



01 | Square Pillar Placement Example

Logo Lockup:

Wonderful Indonesia
Primary Logo

Primary Headline:

Signika Bold
Left-aligned

Image Caption:

OpenSans Light

URL & Social Media:

OpenSans Light

Images:

Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:

Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Triangle Pillar

Pada halaman ini akan diberikan penjelasan contoh *triangle pillar* menggunakan foto. Pada *triangle pillar* tidak disarankan untuk menggunakan *supergraphic* oleh karena bidangnya yang tidak memungkinkan. Pada *triangle pillar* direkomendasikan memakai lebih dari satu iklan di setiap sisi agar dapat mengkomunikasikan banyak hal.

This section will provide an explanation of the triangle pillar application using images. It is not recommended to use the supergraphic in the triangle pillar because of its complicated shape. It is recommended to place more than one ad on each of the triangle pillar's side in order to communicate multiple messages.



Primary Headline



Image Caption

URL & Social Media

01



01 | Triangle Pillar Placement Example

TARUH LINK



Size:
15 ft

Logo Lockup:
Wonderful Indonesia
Primary Logo

Primary Headline:
Signika Bold
Left-aligned

Image Caption:
OpenSans Light

URL & Social Media:
OpenSans Light

Patterns & Images:
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

EVO Flag Banner

Pada halaman ini akan diberikan penjelasan contoh umbul-umbul EVO *flag banner* menggunakan foto, *pattern* atau hanya logo.

Di versi *pattern*, ukuran *font* untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

This section will provide an explanation of the EVO flag banner application using images, patterns, or just the logo.

In the pattern version, the font size for headlines can be much larger than headlines on the image version.



Giant Flag Banner

Pada halaman ini akan diberikan penjelasan contoh umbul-umbul *giant flag banner* menggunakan foto, *pattern* atau hanya logo.

Di versi *pattern*, ukuran font untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

This section will provide an explanation of the giant flag banner application using images, patterns, or just the logo.

In the pattern version, the font size for headlines can be much larger than headlines on the image version.



Size:
23 ft

Logo Lockup:
Wonderful Indonesia
Primary Logo

Primary Headline:
Signika Bold
Left-aligned

Image Caption:
OpenSans Light

URL & Social Media:
OpenSans Light

Patterns & Images:
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

X-Banner

Pada halaman ini akan diberikan penjelasan contoh *x-banner* menggunakan foto, *pattern* atau dengan konten event.

Di versi *pattern*, ukuran *font* untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

This section will provide an explanation of the x-banner application using images, patterns, or adding contents of an event.

In the pattern version, the font size for headlines can be much larger than headlines on the image version.



X-Banner Device Specification

Size:

60 cm X 160 cm

Logo Lockup:

Wonderful Indonesia
Primary Logo

Primary Headline:

Signika Bold
Left-aligned

Body Text:

OpenSans Regular

Image Caption:

OpenSans Light

URL & Social Media:

OpenSans Light

Patterns & Images:

Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:

Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



01 | Image Version



02 | Pattern Version



03 | Event Version

Event Backdrop

Pada halaman ini akan diberikan penjelasan contoh *backdrop* event menggunakan beberapa foto atau *pattern*.

Di versi *pattern*, ukuran *font* untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

This section will provide an explanation of the event backdrop application using multiple images or patterns.

In the pattern version, the font size for headlines can be much larger than headlines on the image version.



01 | Image Version



02 | Pattern Version

Event Backdrop Device Specification



Logo Lockup:
Wonderful Indonesia
Primary Logo

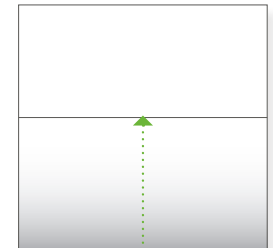
Primary Headline:
Signika Bold
Left-aligned

Image Caption:
OpenSans Light

URL & Social Media:
OpenSans Light

Patterns & Images:
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



50%

adalah ruang maksimum untuk mengisi pattern hingga pattern tersebut menghilang.

50% is the maximum space that can be filled with patterns until it is faded out



Logo Lockup:

Wonderful Indonesia
Primary Logo

URL & Social Media:

OpenSans Light

Patterns & Images:

Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:

Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



Pada halaman ini akan diberikan penjelasan contoh pesawat Airbus A330-300 menggunakan foto atau *pattern*, dengan menutup bagian kaca dan menghilangkan identitas *brand*.

This section will provide an explanation of the Airbus A330-300 airplane application using images or patterns, with the windows blocked and the brand identity erased.

Branded Airplane



Pada halaman ini akan diberikan penjelasan contoh pesawat menggunakan *pattern* dan/atau logo saat identitas *brand* tidak bisa dihapus.

This section will provide an explanation of the airplane application using patterns and/or logo when its brand identity can't be erased.

► **Logo Lockup:**
Wonderful Indonesia
Primary Logo

URL & Social Media:
OpenSans Light

Patterns:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



Pada halaman ini akan diberikan penjelasan contoh kereta *subway/commuter* menggunakan beberapa foto dan logo. Pada setiap sisi kereta direkomendasikan memakai lebih dari satu iklan agar dapat mengkomunikasikan banyak hal.

This section will provide an explanation of the subway/commuter train application using multiple images and the logo. It is recommended to place more than one ad in every side of the train in order to communicate multiple messages.

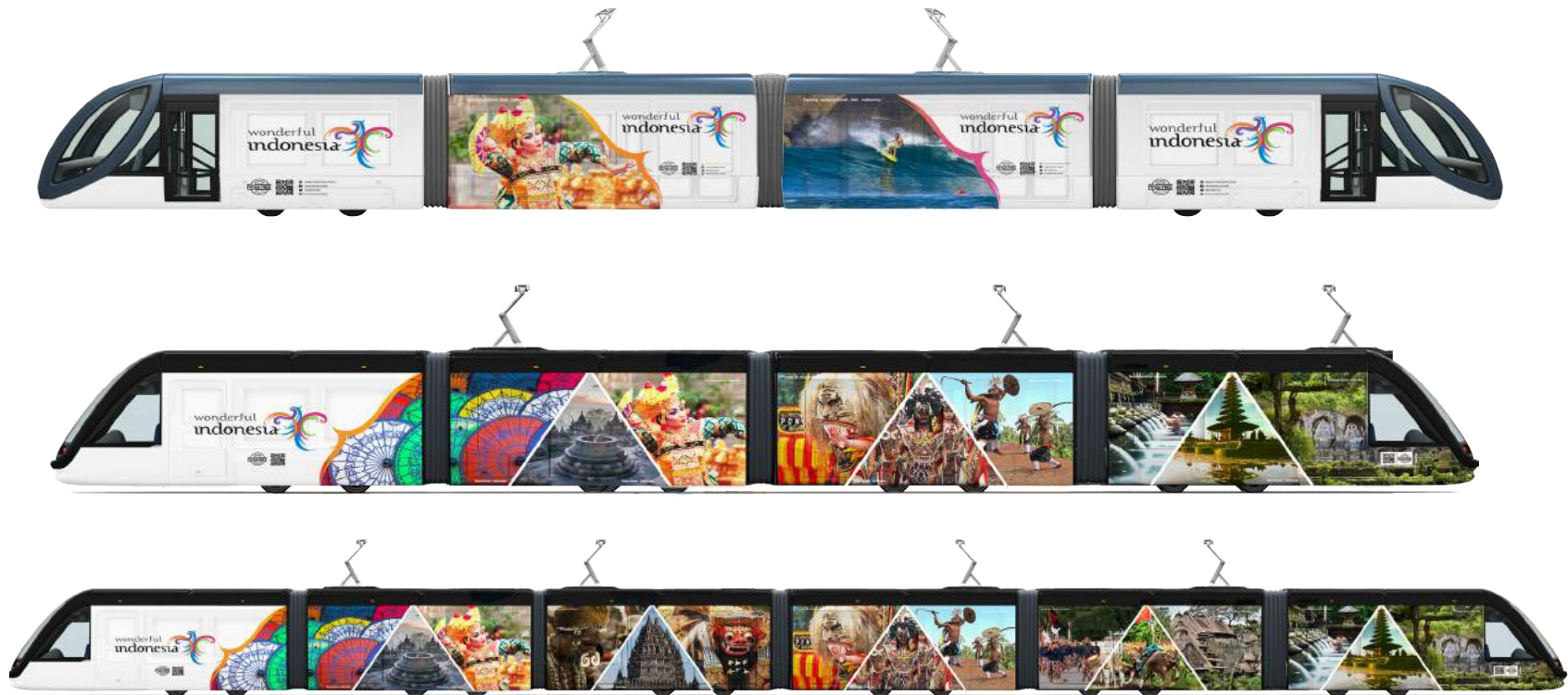
► **Logo Lockup:**
Wonderful Indonesia
Primary Logo

URL & Social Media:
OpenSans Light

Images:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Train (Monorail / MRT)



Pada halaman ini akan diberikan penjelasan contoh kereta *monorail*/MRT menggunakan satu atau beberapa foto dan logo. Pada setiap sisi kereta direkomendasikan memakai lebih dari satu iklan agar dapat mengkomunikasikan banyak hal.

This section will provide an explanation of the monorail/MRT train application using one or multiple images and the logo. It is recommended to place more than one ad in every side of the train in order to communicate multiple messages.



Logo Lockup:
Wonderful Indonesia
Primary Logo

URL & Social Media:
OpenSans Light

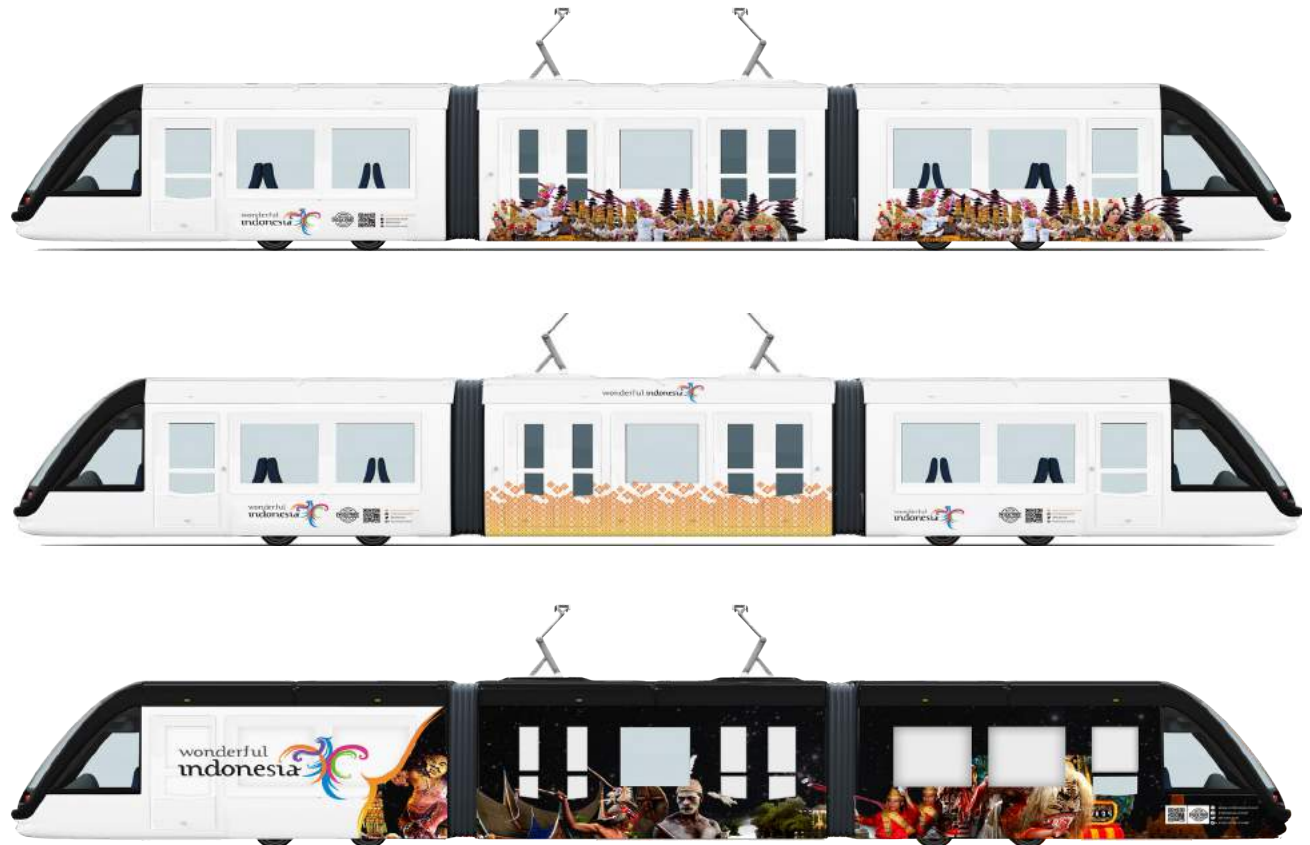
Images:

Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:

Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Train (Tram)



Pada halaman ini akan diberikan penjelasan contoh kereta Tram menggunakan logo dengan satu foto, beberapa foto atau *pattern* dan kolase. Terdapat dua kondisi, yaitu saat kaca bisa ditutup, dan pada saat kaca tidak bisa ditutup. Pada setiap sisi kereta direkomendasikan memakai lebih dari satu iklan agar dapat mengkomunikasikan banyak hal.

This section will provide an explanation of the Tram train application using the logo with one image, multiple images or patterns and a collage. There are two conditions, when the windows can be blocked, and when the windows can't be blocked. It is recommended to place more than one ad in every side of the train in order to communicate multiple messages.



► **Logo Lockup:**
Wonderful Indonesia
Primary Logo

URL & Social Media:
OpenSans Light

Patterns & Images:
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



Logo Lockup:
Wonderful Indonesia
Primary Logo

URL & Social Media:
OpenSans Light

Patterns & Images:
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Bus (Double Decker)



Pada halaman ini akan diberikan penjelasan contoh *double decker bus* menggunakan kolase, foto dan logo, beberapa foto dan logo, atau *pattern* dan logo. Pada dua keadaan, yaitu saat kaca bisa ditutup, dan pada saat kaca tidak bisa ditutup. Pada setiap sisi bus direkomendasikan memakai lebih dari satu iklan agar dapat mengkomunikasikan banyak hal.

This section will provide an explanation of the double decker bus application using collage, images and the logo. It applies to two conditions, when the windows can be blocked, and when the windows can't be blocked. It is recommended to place more than one ad in every side of the bus in order to communicate multiple messages.



Logo Lockup:
Wonderful Indonesia
Primary Logo

URL & Social Media:
OpenSans Light

Patterns & Images:
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



Pada halaman ini akan diberikan penjelasan contoh London double decker bus menggunakan foto. Pada London double decker disarankan untuk mencari gambar yang sesuai dengan bidang ini karena bidang ini sangat jarang ada.

This section will provide an explanation of the London double decker bus application using images. It is recommended to search for a fitting image for this particular shape, because shapes like this are very rare.

► **Logo Lockup:**
Wonderful Indonesia
Primary Logo

URL & Social Media:
OpenSans Light

Images:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Bus (Double Decker Tour Bus)



Pada halaman ini akan diberikan penjelasan contoh *double decker tour bus* menggunakan beberapa foto atau kolase, dengan menutup bagian kaca. Pada setiap sisi bus direkomendasikan memakai lebih dari satu iklan agar dapat mengkomunikasikan banyak hal.

This section will provide an explanation of the double decker tour bus application using multiple images or collage, when its windows are blocked. It is recommended to place more than one ad in every side of the bus in order to communicate multiple messages.



Logo Lockup:
Wonderful Indonesia
Primary Logo

URL & Social Media:
OpenSans Light

Images:

Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:

Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



Logo Lockup:
Wonderful Indonesia
Primary Logo

URL & Social Media:
OpenSans Light

Patterns & Images:
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.

Pada halaman ini akan diberikan penjelasan contoh *London cab* menggunakan foto, *pattern*, atau kolase. Pada *London cab* disarankan untuk membesarkan empasis pada logo karena bidangnya yang terbatas untuk pemakaian gambar.

This section will provide an explanation of the London cab application using images, patterns, or collage. It is recommended on London cabs to put bigger emphasis on the logo because of its limited space for image area.

Taxi Roof Ads



Pada halaman ini akan diberikan penjelasan contoh *taxi roof ads* menggunakan foto.

Di versi *pattern*, ukuran *font* untuk *headline* bisa jauh lebih besar dibanding *headline* pada versi *image*.

This section will provide an explanation of the taxi roof ads application using images.

In the pattern version, the font size for headlines can be much larger than headlines on the image version.

Logo Lockup:
Wonderful Indonesia
Primary Logo

URL & Social Media:
OpenSans Light

Images:
Always use images that adhere to the images style. Please refer to the rules in Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.





Aplikasi Media Elektronik

Electronic Media Applications

Bumper In and Out (Smooth Version)

Versi *smooth* adalah aplikasi alternatif. Versi ini mempunyai gerakan lebih lembut dan elegan, mendorong filosofi *Wonderful Indonesia* tentang keterbukaan dan penyambutan.

The smooth version is the alternative application. It has a smoother and more elegant movement, prompting Wonderful Indonesia's philosophy of openness and welcomeness.



Bumper In and Out (Dynamic Version)

Versi *dynamic* adalah aplikasi utama. Versi ini mempunyai gerakan lebih bermain dan bersemangat, mensimbolisasikan persatuan Indonesia dari berbagai warna.

The dynamic version is the main application. It has a more playful and more viable movement, symbolizing Indonesia's unity using different colors.



Running Text

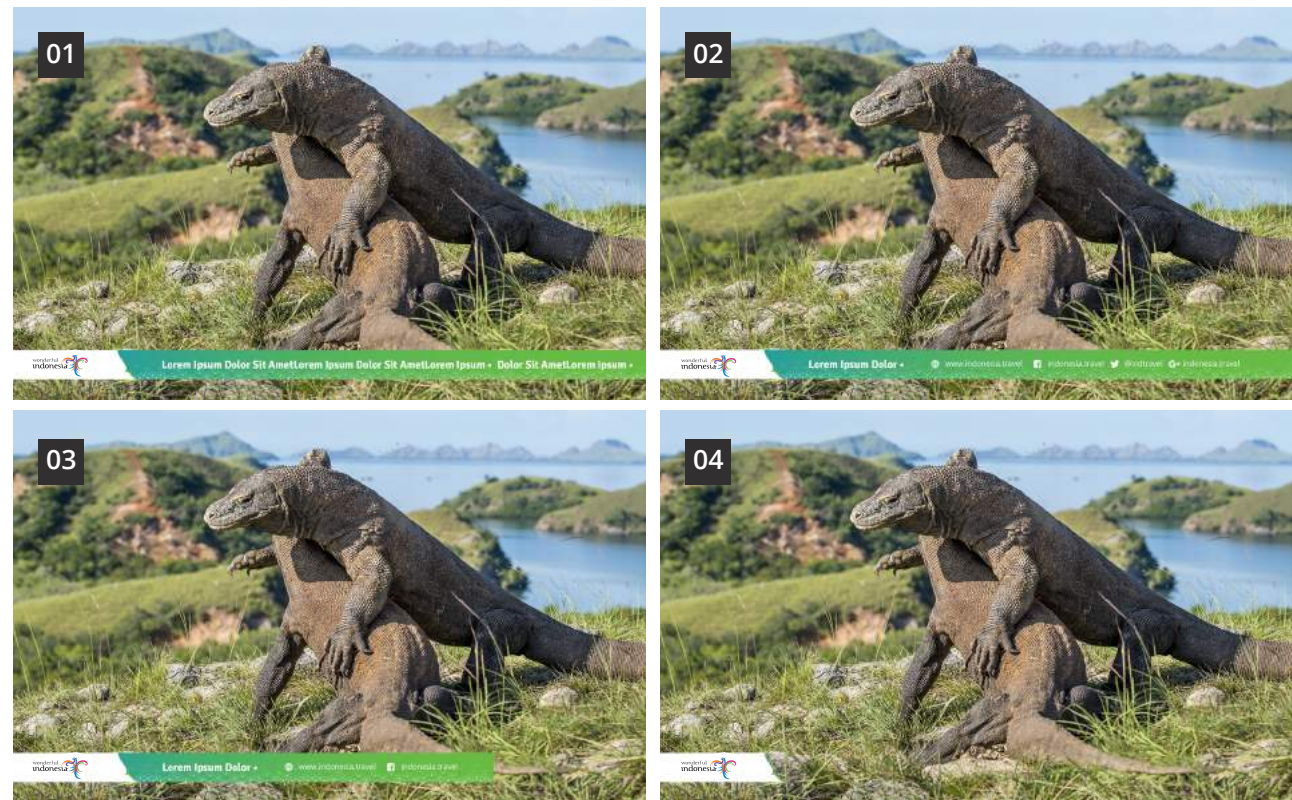
Running text untuk *Wonderful Indonesia* mempunyai dua versi: versi A menjelaskan destinasi dan versi B menjelaskan promo. Walaupun kedua versi menghilang dari kanan ke kiri, versi B menutup *running teksnya* dengan mengikuti pergerakan logo promo.

The running text for Wonderful Indonesia has two versions: version A describes the destinations and version B describes the promo. While both versions fade out from right to left, the fading out of version B follows the movement of the promo logo.



Aset yang berada pada halaman ini telah terlampir di CD soft copy panduan brand.

The assets located on this page are also included in the brand guidelines' soft copy CD.



Version A



Version B

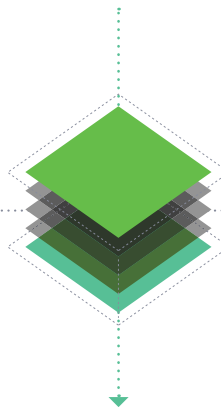
Primary Color for Infographics Assets



Infographic untuk Wonderful Indonesia menggunakan rupa yang lebih ringan dan cerah secara keseluruhan, diadaptasi dari solid color 5 thematic wonders. Infographic ini dibuat seperti itu untuk memastikan bahwa setiap presentasi tentang Wonderful Indonesia terasa ringan, bersahabat, interaktif dan menyenangkan.

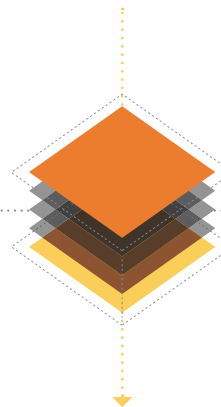
The infographic for Wonderful Indonesia uses a lighter and brighter overall tone, adapted from the solid colors of the 5 thematic wonders. It is made that way to ensure any presentation about Wonderful Indonesia feels light, friendly, interactive and fun.

C: 63 M: 0 Y: 100 K: 0
R: 104 G: 189 B: 69
#6BBD45



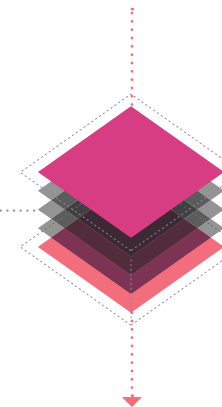
C: 64 M: 0 Y: 53 K: 0
R: 86 G: 190 B: 151
#56BE97

C: 0 M: 60 Y: 85 K: 0
R: 245 G: 131 B: 60
#EF7E31



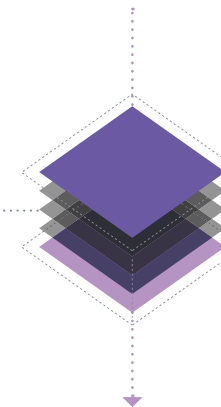
C: 2 M: 17 Y: 76 K: 0
R: 250 G: 207 B: 90
#FACF5A

C: 12 M: 90 Y: 16 K: 0
R: 214 G: 62 B: 132
#D63E84



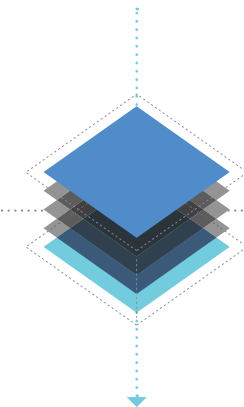
C: 0 M: 71 Y: 37 K: 0
R: 241 G: 110 B: 124
#F16E7C

C: 68 M: 75 Y: 0 K: 0
R: 110 G: 80 B: 156
#6E509C



C: 29 M: 44 Y: 0 K: 0
R: 180 G: 148 B: 197
#B494C5

C: 100 M: 25 Y: 0 K: 0
R: 0 G: 134 B: 205
#0085CD



C: 50 M: 0 Y: 11 K: 0
R: 116 G: 205 B: 223
#74CDDF

30% Reduced
opacity warna setiap
wonder saat diaplikasikan ke
infographic.

the color opacity of each
wonder when applied to the
infographic.

Color Palette for Infographics



Main Colors.

Inilah koordinat *main color* saat opacity dikurangi 30%.

These are the main color coordinates when the opacity is reduced to 30%.

C: 15 M: 70 Y: 87 K: 3 R: 205 G: 104 B: 59 #CD683B	C: 64 M: 0 Y: 53 K: 0 R: 86 G: 190 B: 151 #56BE97	C: 2 M: 17 Y: 76 K: 0 R: 250 G: 207 B: 90 #FACF5A
C: 0 M: 71 Y: 37 K: 0 R: 241 G: 110 B: 124 #F16E7C	C: 29 M: 44 Y: 0 K: 0 R: 180 G: 148 B: 197 #B494C5	C: 50 M: 0 Y: 11 K: 0 R: 116 G: 205 B: 223 #74CDDF

Inilah *main color* untuk 5 *thematic wonders*. Pada *infographic* warna-warna ini harus menjadi representasi tiap *wonders*, berlawanan dengan media promosi lain yang memakai *solid color*,

These are the main colors for the 5 thematic wonders that must be used in the infographic as a representation of each wonder as opposed to using the solid colors made for other promotional mediums.



Color Scheme.

C: 27 M: 85 Y: 96 K: 23 R: 152 G: 60 B: 37 #983C25							
C: 86 M: 49 Y: 45 K: 19 R: 37 G: 99 B: 112 #256370							
C: 4 M: 76 Y: 98 K: 0 R: 233 G: 98 B: 38 #E96226							
C: 19 M: 97 Y: 68 K: 7 R: 188 G: 40 B: 70 #BC2846							
C: 55 M: 89 Y: 1 K: 0 R: 135 G: 64 B: 15 #874097							
C: 85 M: 44 Y: 4 K: 0 R: 5 G: 124 B: 186 #057CBA							

Color scheme untuk *Wonderful Indonesia* mengandung opsi warna *gradient* yang mendukung *main color*, dan berperan sebagai variasi dari *main color* untuk *wonders*.

The color scheme for Wonderful Indonesia's infographic contains gradient color options that support the main colors and serves as a variation of the main color for the wonders.

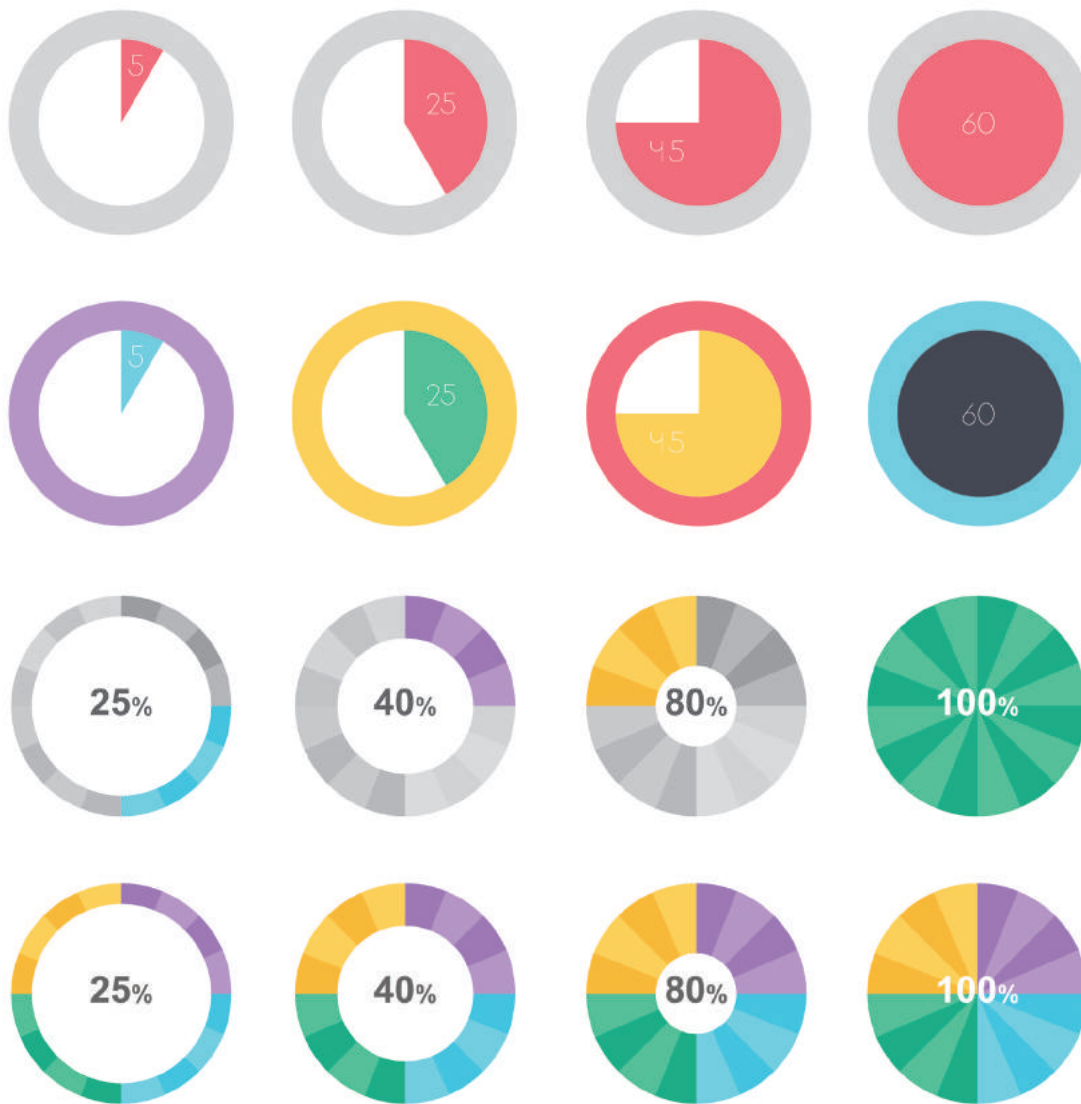
Circle Graphics

Berikut adalah *circle graphic* yang dipakai sebagai elemen visual dari data-data statistik yang dapat dihubungkan dengan 5 *thematic wonders*.

The following are circle graphics that can be used as a visual element of statistical data which can be incorporated to the 5 thematic wonders.



Data Info:
OpenSans SemiBold



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The assets located on this page are also included in the brand guidelines' soft copy CD.

Circle Graphics

Berikut adalah *circle graphic* yang dipakai sebagai elemen visual dari data-data yang berperan sebagai perbandingan.

The following are circle graphics that can be used as a visual element of different data sets that compare to each other.



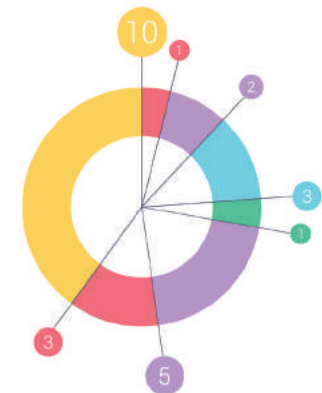
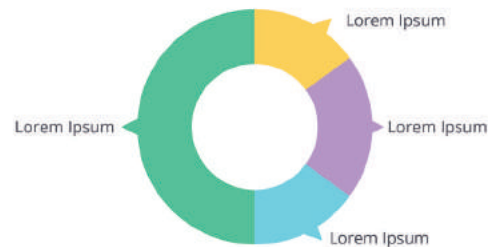
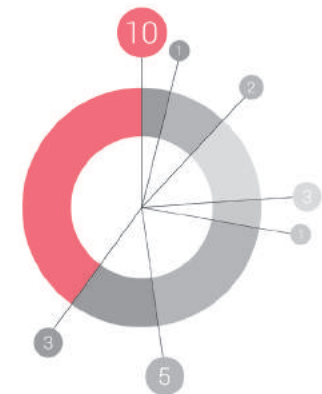
Data Info:
OpenSans Light

Numbers:
OpenSans SemiBold



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Map Graphics

Berikut adalah *map graphic* yang dipakai sebagai elemen visual dari data-data statistik atau sekedar sebagai representasi pulau-pulau Indonesia.

The following is the map graphic that can be used as a visual element of statistical data or just representing the visual of Indonesia's islands.



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The assets located on this page are also included in the brand guidelines' soft copy CD.

Data Info:
OpenSans Light

Numbers:
OpenSans Light



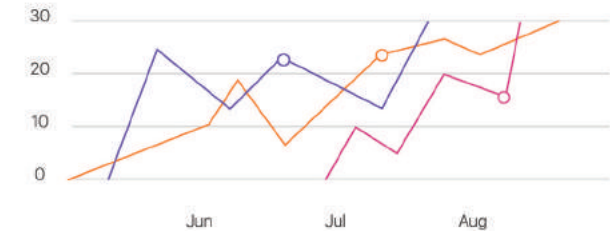
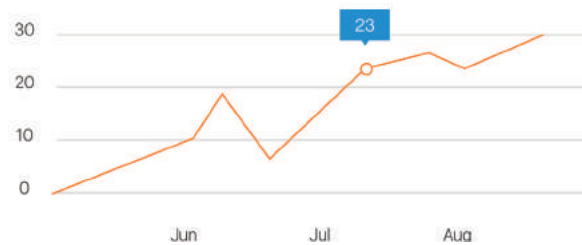
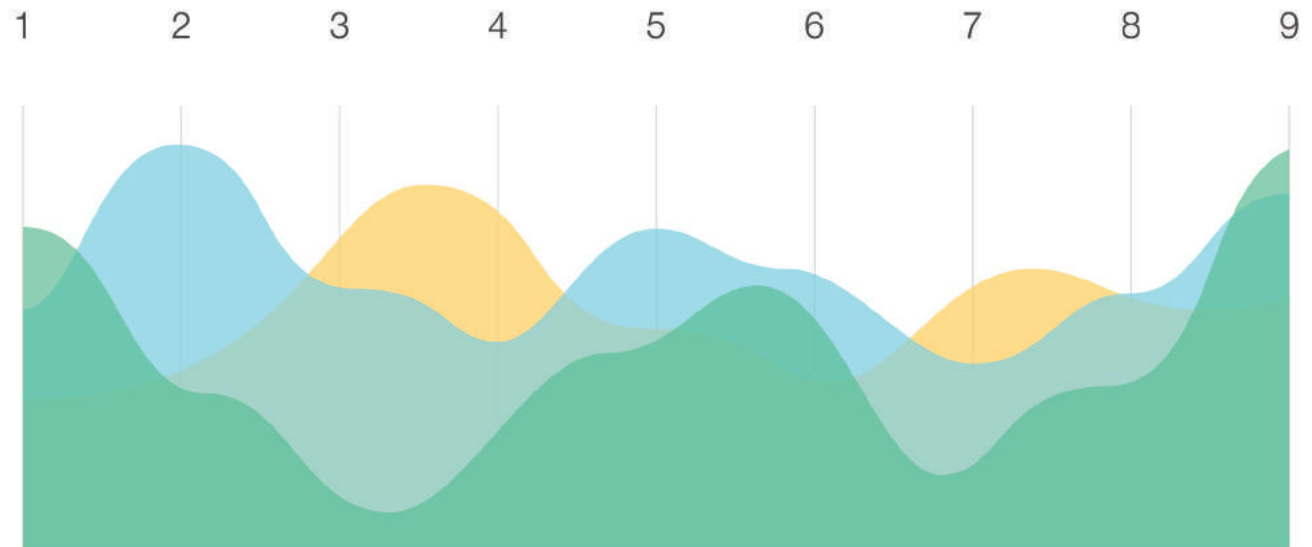
Aset yang berada pada halaman ini telah terlampir di CD soft copy panduan brand.

The assets located on this page are also included in the brand guidelines' soft copy CD.

Line Graphics

Berikut adalah *line graphic* yang dipakai sebagai elemen visual dari data-data statistik mengenai perkembangan dan dapat berhubungan dengan 5 *thematic wonders*.

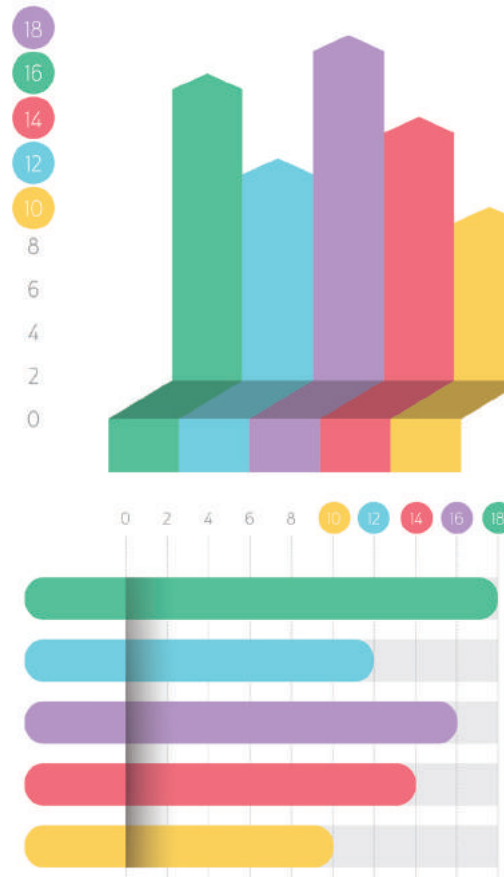
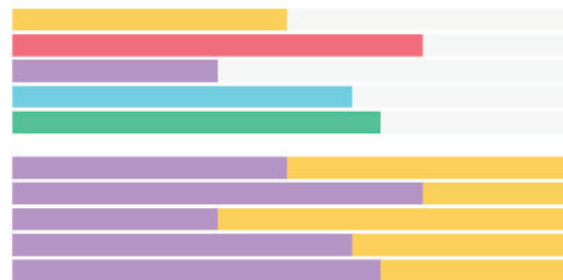
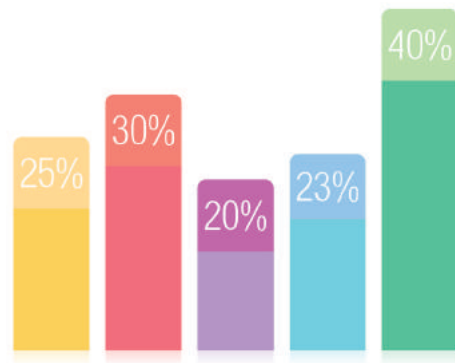
The following are line graphics that can be used as a visual element of progressive statistical data which can be incorporated to the 5 thematic wonders.



Bar Graphics

Berikut adalah *bar graphic* yang dipakai sebagai elemen visual dari data-data statistik mengenai perbandingan dan dapat berhubungan dengan 5 *thematic wonders*.

The following are bar graphics that can be used as a visual element of comparative statistical data which can be incorporated to the 5 thematic wonders.



Data Info:
OpenSans Light

Numbers:
OpenSans Light



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Animal Character

Berikut ini adalah contoh-contoh *animal character* yang menganut gaya *infographic Wonderful Indonesia*. Hewan-hewan ini dapat digunakan untuk merepresentasikan kekayaan alam liar Indonesia.

The following are examples of the animal characters that adhere to the style of Wonderful Indonesia's infographic. These animals can be used to represent the rich wild life of Indonesia.



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The assets located on this page are also included in the brand guidelines' soft copy CD.

Adventure Character

Berikut ini adalah contoh-contoh *adventure character* yang menganut gaya *infographic Wonderful Indonesia*. Karakter-karakter ini dapat digunakan untuk merepresentasikan wisatawan dan aktivitas petualangan di Indonesia.

The following are examples of the adventure characters that adhere to the style of Wonderful Indonesia's infographic. These characters can be used to represent visitors and Indonesia's adventurous activities.



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Modern Character

Berikut ini adalah contoh-contoh *modern character* yang menganut gaya *infographic Wonderful Indonesia*. Karakter-karakter ini dapat digunakan untuk merepresentasikan wisatawan dan aktivitas modern di Indonesia.

The following are examples of the modern characters that adhere to the style of Wonderful Indonesia's infographic. These characters can be used to represent the visitors and modern activities of Indonesia.



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Culture Character

Berikut ini adalah contoh-contoh *culture character* yang menganut gaya *infographic Wonderful Indonesia*. Karakter-karakter ini dapat digunakan untuk merepresentasikan penduduk lokal dan kegiatan budaya di Indonesia.

The following are examples of the cultural characters that adhere to the style of Wonderful Indonesia's infographic. These characters can be used to represent the locals and cultural activities of Indonesia.



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Aset yang berada pada halaman ini telah terlampir di CD soft copy panduan brand.

The assets located on this page are also included in the brand guidelines' soft copy CD.

Berikut ini adalah contoh-contoh *natural wonders environment graphic* yang menganut gaya *infographic Wonderful Indonesia*. Warna dan *pattern* pada *background* ini harus dan hanya bisa digunakan untuk merepresentasikan *natural wonders*.

The following are examples of the environment graphics for natural wonders that adhere to the style of Wonderful Indonesia's infographic. The background color and pattern must and can only be used to represent the natural wonders.





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Berikut ini adalah contoh *sensory wonders environment graphic* yang menganut gaya *infographic Wonderful Indonesia*. Warna dan *pattern* pada *background* ini harus dan hanya bisa digunakan untuk merepresentasikan *sensory wonders*.

The following is an example of the environment graphic for sensory wonders that adhere to the style of Wonderful Indonesia's infographic. The background color and pattern must and can only be used to represent the sensory wonders.

Environment Graphics - Cultural Wonders

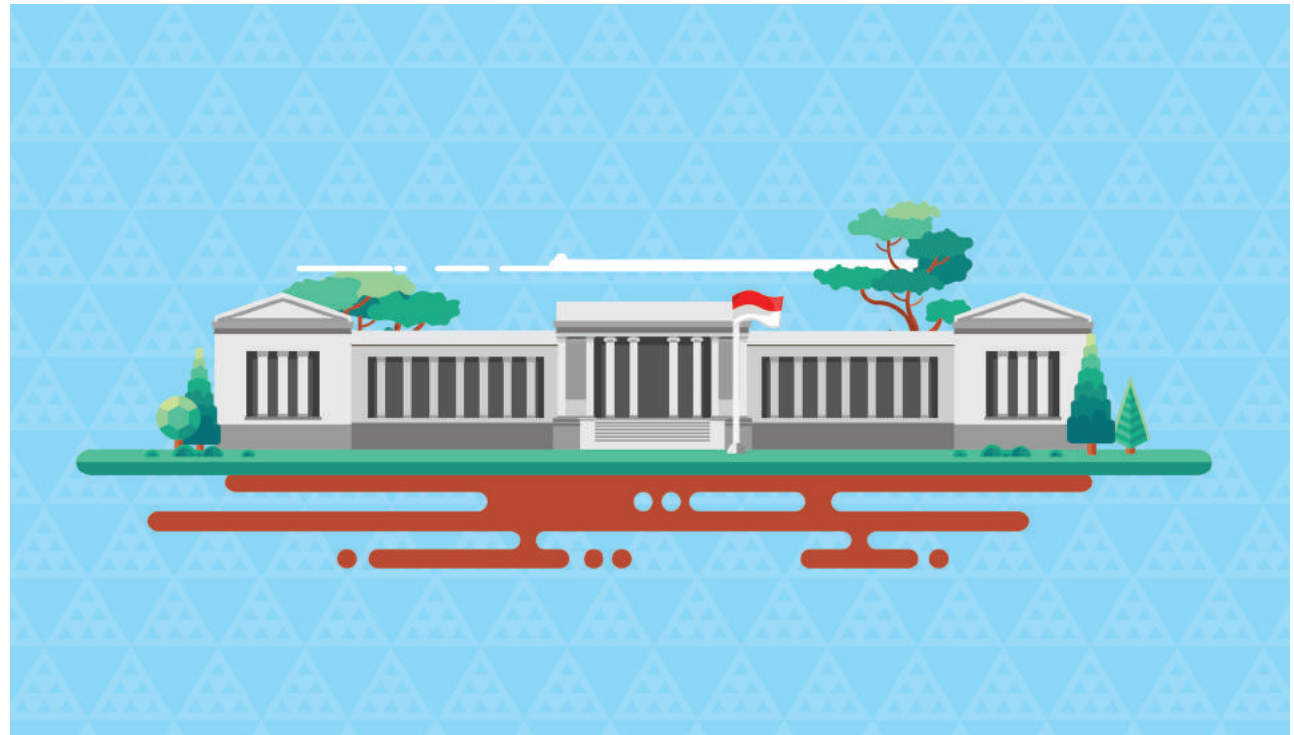
Berikut ini adalah contoh-contoh *cultural wonders environment graphic* yang menganut gaya *infographic Wonderful Indonesia*. Warna dan *pattern* pada *background* ini harus dan hanya bisa digunakan untuk merepresentasikan *cultural wonders*.

The following is are examples of the environment graphic for cultural wonders that adhere to the style of Wonderful Indonesia's infographic. The background color and pattern must and can only be used to represent the cultural wonders.



Aset yang berada pada halaman ini telah terlampir di CD soft copy panduan brand.

The assets located on this page are attached on the brand guidelines' soft copy CD.



Aset yang berada pada halaman ini telah terlampir di CD soft copy panduan brand.

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Berikut ini adalah contoh-contoh *modern wonders environment graphic* yang menganut gaya *infographic Wonderful Indonesia*. Warna dan *pattern* pada *background* ini harus dan hanya bisa digunakan untuk merepresentasikan *modern wonders*.

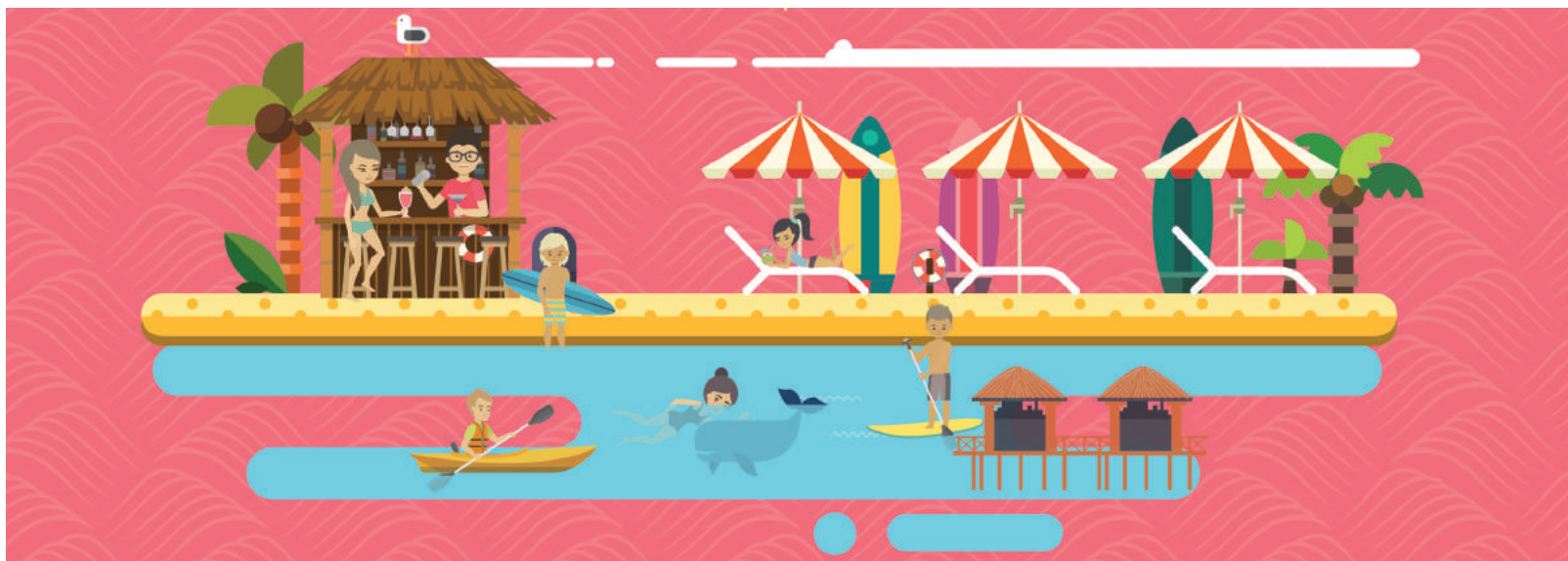
The following are examples of the environment graphics for modern wonders that adhere to the style of Wonderful Indonesia's infographic. The background color and pattern must and can only be used to represent the modern wonders.





Berikut ini adalah contoh-contoh *adventurous wonders environment graphic* yang menganut gaya *infographic Wonderful Indonesia*. Warna dan *pattern* pada *background* ini harus dan hanya bisa digunakan untuk merepresentasikan *adventurous wonders*.

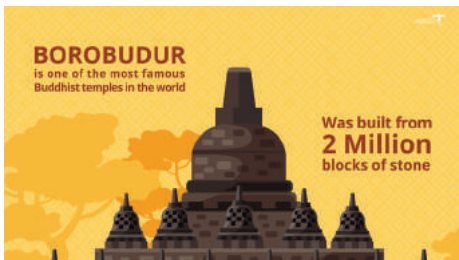
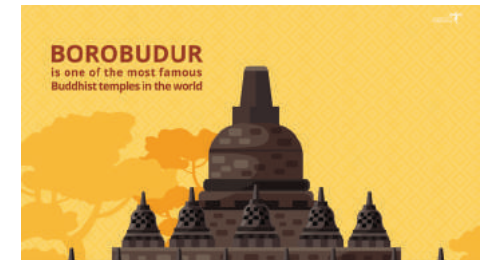
The following are examples of the environment graphics for adventurous wonders that adhere to the style of Wonderful Indonesia's infographic. The background color and pattern must and can only be used to represent the adventurous wonders.

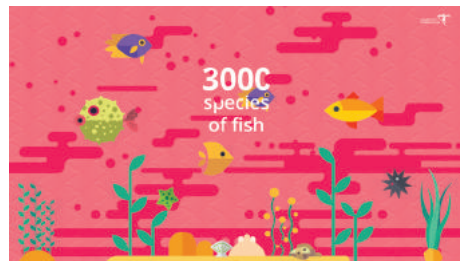


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INFOGRAPHICS





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Example Storyboard for Infographics

Inilah contoh *storyboard infographic* yang telah diaplikasikan untuk video presentasi. Warna, aset dan *background* telah diintegrasikan sesuai dengan gaya *infographic Wonderful Indonesia*.

Selalu ingat untuk menempatkan logo mono putih di pojok kanan atas pada setiap *frame infographic*, dan *bumper* untuk menunjukkan logo berwarna di *frame* bagian akhir.

This is a storyboard example of the infographic application for a video presentation. The colors, the assets and the background are integrated based on the style of Wonderful Indonesia's infographic.

Always remember to put Wonderful Indonesia's mono white on black logo on the upper right corner in every single infographic frame, and the bumper to show the colored logo in the ending frame.





Merchandise

Merchandise



EQUIPMENT

Passport Case (Exclusive)

Passport case untuk *Wonderful Indonesia* adalah sampul paspor yang dibuat untuk premium. Desainnya terdiri dari *pattern 5 thematic wonders* dengan logo putih di bagian atas.

Logo dan *pattern* pada bagian sampul depan dibuat dengan cetakan pada kulit sintetis.

The passport case for Wonderful Indonesia is a premium made passport wrapper. The design comes with all the 5 thematic wonders' patterns with the white logo on top.

The logo and pattern on the cover is made with print on synthetic leather.

►
Logo Lockup:
Wonderful Indonesia
Primary Logo

Pattern:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.



Luggage Tag (Exclusive)

Luggage tag untuk *Wonderful Indonesia* adalah *tag* koper yang dibuat premium. Desainnya terdiri dari *pattern* 5 *thematic wonders* dengan logo berwarna di bagian atas.

Logo pada bagian depan disarankan untuk dibuat dengan *poly* atau foil panas pada kertas untuk membuat warnanya lebih keluar.

The luggage tags for Wonderful Indonesia are premium made luggage tags. The design comes with all the 5 thematic wonders' patterns with the colored logo on top.

The logo and pattern on the front side is recommended to be made with poly or hot foil on paper to make the colors stand out.



►
Logo Lockup:
Wonderful Indonesia
Primary Logo

Pattern:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

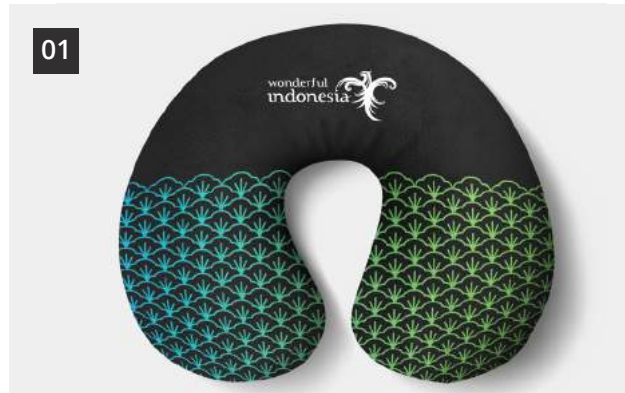
Neck Pillow

Neck pillow untuk *Wonderful Indonesia* adalah bantalan leher yang dibuat untuk premium dan umum. Desainnya terdiri dari logo putih dan *pattern*, logo putih dan warna *wonders* atau hanya logo berwarna dan logo *brand partner*.

Logo dan *pattern* pada *neck pillow* dibuat dengan *screen print* pada kain.

The neck pillow for Wonderful Indonesia is a premium and mass made neck pillow. The design comes with the white logo and patterns, the white logo and the wonders' colors, or just the colored logo and a brand partner's logo.

The logo and pattern on the neck pillow is made with screen print on fabric.



01 | Exclusive Version



02 | Exclusive Version



03 | Mass Version



04 | Event Version



Logo Lockup:
Wonderful Indonesia
Primary Logo

Pattern:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

Laptop Bag

Laptop bag untuk *Wonderful Indonesia* adalah tas laptop yang dibuat untuk umum. Desainnya terdiri dari hanya logo berwarna, dan logo berwarna dan *pattern*.

Logo dan *pattern* pada kedua sisi tas dibuat dengan *screen print* pada kain.

The laptop bag for Wonderful Indonesia is a mass made laptop bag. The design comes with just the colored logo or the colored logo and patterns.

The logo and pattern for both sides of the bag are made with screen print on fabric.

01



02



Logo Lockup:

Wonderful Indonesia
Primary Logo

Pattern:

Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

01 | Mass Version

02 | Exclusive Version

Tote Bag

Tote bag untuk *Wonderful Indonesia* adalah tas kain yang dibuat untuk premium dan umum. Desainnya terdiri dari logo berwarna dan *pattern*, *pattern* dan logo putih, atau logo berwarna, logo *brand* partner dan *pattern*. Versi desain lainnya yaitu versi *thematic*, yang merupakan seri gambar-gambar karakter memakai baju adat.

Logo dan *pattern* pada kedua sisi dibuat dengan *screen print* pada kanvas.

The tote bag for Wonderful Indonesia is a premium and mass made tote bag. The design comes with the colored logo and patterns, patterns and the white logo, or the colored logo, brand partner's logo and patterns. Another version of this design is the thematic version, which incorporates a series of characters with ethnic clothings.

The logo and pattern on both sides are made with screen print on canvas.



Logo Lockup:
Wonderful Indonesia
Primary Logo

Pattern:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

01



01 | Mass Version

02



02 | Exclusive Version

03



03 | Event Version

04



04 | Ethnic Character Version

Hat / Cap

Hat/cap untuk *Wonderful Indonesia* adalah topi yang dibuat untuk umum. Desainnya terdiri dari logo berwarna dengan logo *brand* partner, atau hanya logo putih.

Logo pada topi dibuat dengan bordir pada kain.

The hat/cap for Wonderful Indonesia is a mass made cap. The design comes with the colored logo and brand partner's logo, or just the white logo.

The logo on hat/cap is made with embroidery on fabric.

01



01 | Event Version

02



02 | Mass Version

03



03 | Mass Version

04



04 | Mass Version

►
Logo Lockup:
Wonderful Indonesia
Primary Logo

T-Shirt

T-shirt untuk *Wonderful Indonesia* adalah kaus yang dibuat untuk umum. Desainnya terdiri dari logo putih dan *pattern* (2 macam), atau hanya logo berwarna.

Logo dan *pattern* pada kaus dibuat dengan *screen print* pada kain.

The t-shirt for Wonderful Indonesia is a mass made t-shirt. The design comes with the white logo and patterns (2 versions) or just the colored logo.

The logo and patterns on the cover are made with screen print on fabric.



01 | Black Series



02 | White Series



03 | Thematic Series

► **Logo Lockup:**
Wonderful Indonesia
Primary Logo

Pattern:
Always use patterns that
adhere to the patterns
style. Please refer to the
rules in Patterns Usage
section.

Polo Shirt

Polo shirt untuk *Wonderful Indonesia* adalah kaus berkerah yang dibuat untuk umum. Desainnya terdiri dari warna merah putih dan logo berwarna, atau warna merah putih dan logo putih. *Polo shirt* tersedia dengan warna hitam dan putih untuk pilihan.

Logo pada *polo shirt* dibuat dengan bordir pada kain.

The polo shirt for Wonderful Indonesia is a mass made polo shirt. The design comes with a red and white color and the colored logo or a red and white color and the white logo. It comes with two selections, the black version and the white version.

The logo on the polo shirt is made with embroidery on fabric.



Logo Lockup:
Wonderful Indonesia
Primary Logo



Jacket

Jacket untuk *Wonderful Indonesia* adalah jaket yang dibuat untuk umum. Desainnya terdiri dari hanya logo putih.

Logo pada *semi formal coat* dibuat dengan bordir pada kain.

Jacket for Wonderful Indonesia is a mass made coat. The design only uses the white logo.

The logo on the semi formal coat is made with embroidery on fabric.

01



Logo Lockup:
Wonderful Indonesia
Primary Logo

01 | Exclusive Version

Oxford Short Sleeve

Oxford short sleeve untuk *Wonderful Indonesia* adalah kemeja lengan pendek yang dibuat untuk umum. Desainnya terdiri dari hanya logo berwarna. *Oxford short sleeve* menggunakan logo *square* karena bidangnya yang tidak lebar kiri kanan.

Logo pada *oxford short sleeve* dibuat dengan bordir pada kain.

The oxford short sleeve for Wonderful Indonesia is a mass made short sleeve buttoned shirt. The design only uses the colored logo. The oxford short sleeve uses the square logo because of its narrow space.

The logo on the oxford short sleeve is made with embroidery on fabric.

01**01** | Exclusive Version

►
Logo Lockup:
Wonderful Indonesia
Square Logo

Oxford Long Sleeve

Oxford long sleeve untuk *Wonderful Indonesia* adalah kemeja lengan panjang yang dibuat untuk umum. Desainnya terdiri dari logo putih atau logo berwarna.

Logo pada *oxford long sleeve* dibuat dengan bordir pada kain.

The oxford long sleeve for Wonderful Indonesia is a mass made long sleeve buttoned shirt. The design comes with the white logo or the colored logo.

The logo on the oxford long sleeve is made with embroidery on fabric.

01



Logo Lockup:
Wonderful Indonesia
Primary Logo

01 | Exclusive Version

Lanyard

Lanyard untuk *Wonderful Indonesia* adalah tali pendek pengikat yang dibuat untuk umum. Desainnya terdiri dari hanya logo putih atau hanya logo berwarna. *Lanyard* menggunakan logo horizontal karena bidangnya yang panjang.

Logo pada tali dibuat dengan *screen print* pada kain.

The lanyard for Wonderful Indonesia is a mass made lanyard fabric rope. The design incorporates the white logo or the colored logo. The lanyard uses the horizontal logo because of its long space.

The logo on the lace is made with screen print on fabric.



►
Logo Lockup:
Wonderful Indonesia
Horizontal Logo

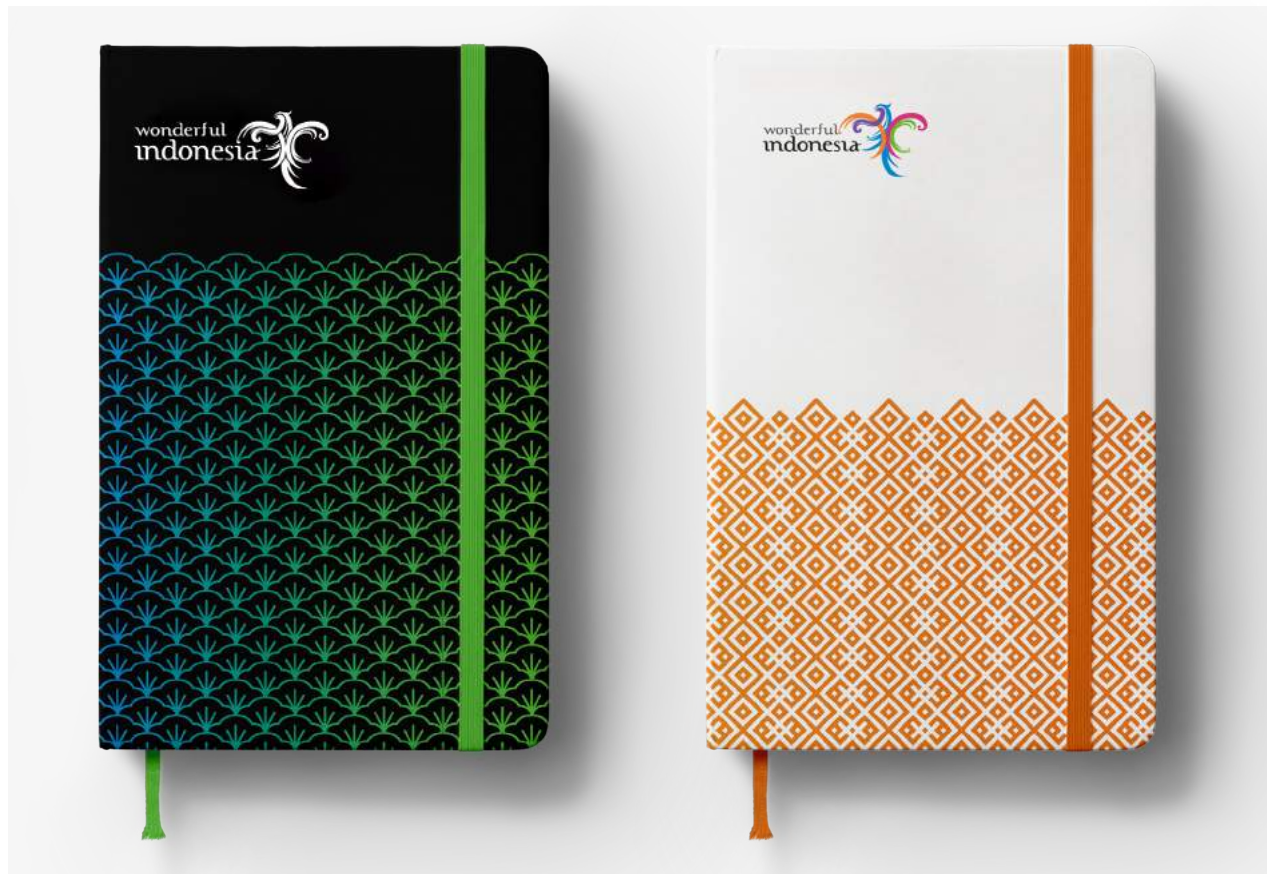
Notebook

Notebook untuk *Wonderful Indonesia* adalah buku catatan yang dibuat untuk umum. Desainnya terdiri dari logo putih dan *pattern*.

Logo dan *pattern* pada bagian sampul depan dibuat dengan *print* pada kertas.

The notebook for Wonderful Indonesia is a mass made notebook. The design is comprised of the white logo and patterns.

The logo and patterns on the cover is made with print on paper.



Logo Lockup:
Wonderful Indonesia
Primary Logo

Pattern:
Always use patterns that adhere to the patterns style. Please refer to the rules in Patterns Usage section.

STATIONERY

Wall Calendar - Version A

Wall calendar untuk *Wonderful Indonesia* adalah kalender tembok yang dibuat untuk umum. Desainnya terdiri dari *pattern* dan logo untuk sampul depan, *supergraphic*, logo dan foto untuk isi, dan logo putih, ikon promo, QR code dan info sosial media untuk sampul belakang.

The wall calendar for Wonderful Indonesia is a mass made calendar. The design uses the pattern and logo for the front cover, supergraphic, logo and image for the content, and the white logo, promo icon, QR code and the social media info for the back cover.

Logo pada *wall calendar* dibuat dengan *print* pada kertas.

The logo on the wall calendar is made with print on paper.

Logo Lockup:

Wonderful Indonesia
Primary Logo

Headline & Month:

Signika Bold

Body Text, Image

Caption, Day & Date:

OpenSans Light

URL & Social Media:

OpenSans Light

Patterns & Images:

Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:

Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.





01 | Front Cover

02 | Inside Pages

03 | Inside Pages

04 | Back Cover

STATIONERY

Wall Calendar - Version B

Wall calendar untuk *Wonderful Indonesia* adalah kalender tembok yang dibuat untuk umum. Desainnya terdiri dari *pattern* dan logo untuk sampul depan, *supergraphic*, logo dan foto untuk isi, dan logo putih, ikon promo, QR code dan info sosial media untuk sampul belakang.

The wall calendar for Wonderful Indonesia is a mass made calendar. The design uses the pattern and logo for the front cover, supergraphic, logo and image for the content, and the white logo, promo icon, QR code and the social media info for the back cover.

Logo pada *wall calendar* dibuat dengan *print* pada kertas.

The logo on the wall calendar is made with print on paper.

Logo Lockup:
Wonderful Indonesia
Primary Logo

Headline & Month:
Signika Bold

**Body Text, Image
Caption, Day & Date:**
OpenSans Light

URL & Social Media:
OpenSans Light

Patterns & Images:
Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:
Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.





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STATIONERY

Desk Calendar

Desk calendar untuk *Wonderful Indonesia* adalah kalender meja yang dibuat untuk umum. Desainnya terdiri dari *pattern* dan logo untuk sampul depan, *supergraphic*, logo dan foto untuk isi, dan logo putih, ikon promo, QR code dan info sosial media untuk sampul belakang.

The desk calendar for Wonderful Indonesia is a mass made calendar. The design uses the pattern and logo for the front cover, supergraphic, logo and image for the content, and the white logo, promo icon, QR code and the social media info for the back cover.

Logo pada *desk calendar* dibuat dengan *print* pada kertas.

The logo on the desk calendar is made with print on paper.

Logo Lockup:

Wonderful Indonesia
Primary Logo

Headline & Month:

Signika Bold

Body Text, Image

Caption, Day & Date:

OpenSans Light

URL & Social Media:

OpenSans Light

Patterns & Images:

Always use patterns and images that adhere to the patterns style and images style. Please refer to the rules in Patterns Usage and Images on Thematic Wonders section.

Supergraphic:

Always use colors that adhere to the thematic wonders. Please refer to the rules in Supergraphic Usage section.



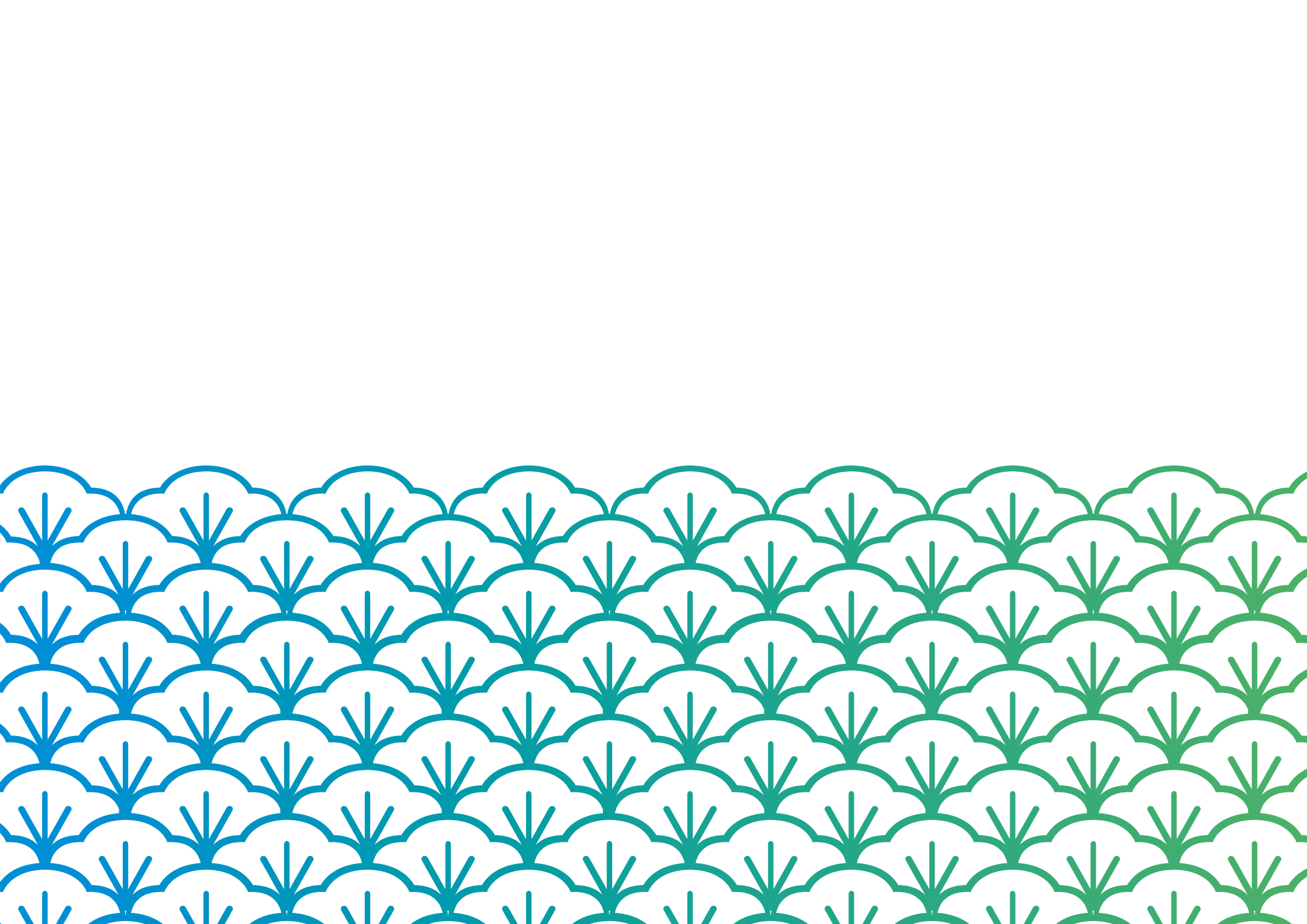


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Pedoman Aplikasi Media

Media Applications Guidelines

