GRAPHIC STANDARD MANUAL

ALSA LC UJ 2025/2026

PLEASE WELCOME OUR NEWLY CREATED GSM!

Understanding the

GRAPHIC STANDARD MANUAL

The Graphic Standard Manual (GSM) is a visual guide containing rules and standards for applying the identity elements of a brand, including logos, typography, colors, and other graphic components. The purpose of the GSM is to ensure design consistency across all communication media, both print and digital, thereby reinforcing a professional and recognizable visual image.

In the context of the ALSA LC UJ, the GSM serves as the primary reference for the use of logos, color schemes, typography systems, and other visual compositions. This guide is designed to ensure that every design product created by ALSA LC UJ aligns with the brand identity, prevents errors in the application of visual elements, and ensures that all communication materials remain cohesive and in harmony with the organization's values.

The Importance of a

GRAPHIC STANDARD MANUAL

The Graphic Standard Manual (GSM) plays an essential role in maintaining visual consistency and brand identity within an organization. In the context of the ALSA LC UJ, the GSM serves as the primary guideline that governs how visual elements, such as logos, typography, colors, and design compositions, are uniformly applied across various communication media.

Without a GSM, the use of design elements can become inconsistent and non-standardized, which risks weakening the organization's image. Errors in color application, logo distortion, or inappropriate typography combinations can lead to brand dilution, where the organization’s visual identity becomes weak and difficult to recognize. Therefore, ALSA LC UJ requires a GSM as a guiding framework to ensure that every communication material both print and digital remains professional, aesthetic, and aligned with the organization's values and vision.

In addition to ensuring visual coherence, the GSM also functions as a guide for design and publication team members in producing content that meets the established quality standards. With clear standards in place, the design process becomes more efficient, minimizing technical errors, and facilitating collaboration among team members. This is particularly important in organizations with a team-based work structure, where alignment is crucial in every design product produced.

Visual Identity Framework

PROFESSIONAL

MODERN

MINIMALISTIC

INFORMATIVE

LOGO CONFIGURATION

PRIMARY CONFIGURATION







SECONDARY CONFIGURATION







LOGO DETAILS

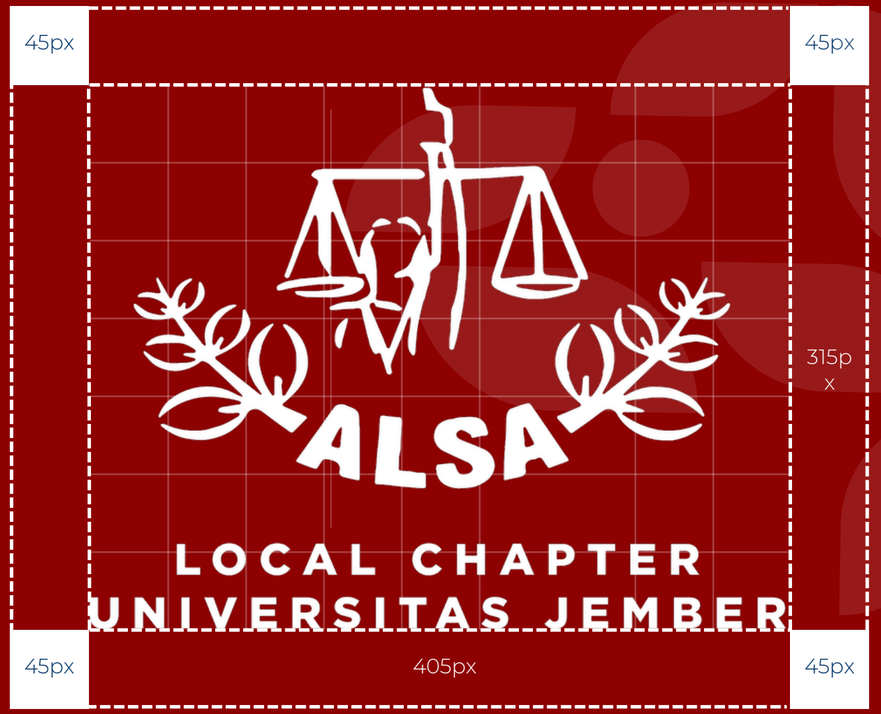
LOCAL CHAPTER
UNIVERSITAS JEMBER

ALSA Logo Specifications

- Color: Red Maroon (#8D0101) & White (#FFFFFF);
- Font: Gotham Black Regular;
- Symbol: Lady Justice holding a scale; and
- Text Placement: "LOCAL CHAPTER" above "UNIVERSITAS JEMBER".

SAFETY LIMIT

This section will explain the concept of clear space or the safe area around the logo, to ensure optimal readability and visibility. The purpose of this section is to prevent other elements from interfering with the logo, maintain balanced proportions, and ensure that the logo remains clearly visible across various sizes and application media.



SCALE & MINIMUM SIZE

This section will explain the guidelines for the minimum logo size that maintains readability and visual quality. A logo that is too small can lose details and reduce brand impact, thus it is necessary to establish a minimum size limit suitable for both print and digital media. The ALSA LC UJ logo MUST be used at the highest quality, with a minimum size of 500px X 500px in PNG format. Additionally, for its application, the ALSA LC UJ logo may be used at a minimum size of 2 cm for print media and 100px X 85px for digital media.

Quality Standard

500 px X 500px

Print Application

2 cm X 2 cm

Digital Application

100 px X 85 px

LOGO HIERARCHY

This section will explain the structure of the ALSA LC UJ brand identity system, which includes the key visual elements that form the organization's identity. These elements include the logo, color palette, typography, and usage guidelines. The purpose of this section is to ensure that all visual aspects are applied with a cohesive design approach, so that the ALSA LC UJ identity can be easily recognized and remains professional across all publication media.





LOGO APPLICATION

LOGO APPLICATION

This section will explain the common mistakes to avoid when using the logo, such as distortion, unauthorized modifications, improper color usage, or placing the logo on unsuitable backgrounds. By understanding these guidelines, each visual element can be applied correctly, maintaining the quality of the branding.

- Adding visual effects such as shadows, bevels, embossing, or other effects that alter the original appearance of the logo.
- Introducing inappropriate shape elements into the logo, such as frames, borders, or additional symbols.
- Adding outlines that change the proportions and aesthetics of the logo.
- Altering the logo's color beyond the established color palette.
- Changing the format to outline-only, which removes the original design characteristics of the logo.
- Distorting or altering the proportions of the logo, such as stretching, compressing, or rotating it disproportionately.
- Removing elements from the logo, whether partially or entirely.
- Adding outer glow effects or other lighting effects that do not align with the design guidelines.
- Using color overlays that reduce readability or obscure the primary elements of the logo.

WRONG LOGO APPLICATION



LOGO PRECAUTIONS



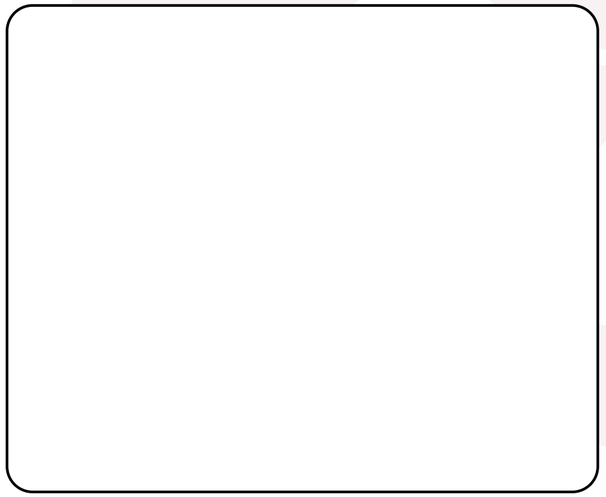
The ALSA logo is **PROHIBITED** from being used for unofficial purposes or activities that are not related to ALSA LC UJ. The logo may only be used in contexts relevant to the organization and within the jurisdictional scope of **ALSA LC UJ**.



#000000



#8D0101



#FFFFFF

COLOR PALETTE

TYPOGRAPHY SYSTEM

This section will explain the typography standards used in ALSA LC UJ designs, including the selection of primary fonts for headings, secondary fonts for body text, and guidelines for size, letter-spacing, and line-height. With these typography standards in place, every publication can maintain good readability and an aesthetic appearance.

FONT CURATION #1

This section will explain the selection of fonts, typography styles,
and how typography elements reflect the brand's visual identity.

Poppins

Bold
SemiBold
Medium
Regular
Light
ExtraLight

FONT CURATION #2

This section will explain the selection of fonts, typography styles,
and how typography elements reflect the brand's visual identity.

Montserrat

Bold
SemiBold
Medium
Regular
Light
ExtraLight

FAKULTAS HUKUM
UNIVERSITAS JEMBER
Ilmu, Amal, Integritas

ALSA
LOCAL CHAPTER
UNIVERSITAS JEMBER

Driven by **Purpose,** Guided as **One.** ALSA, **Always be One!**