



LOCAL CHAPTER
UNIVERSITAS AIRLANGGA

Graphic Standard Manual

ALSA LC UNAIR VISUAL ELEMENTS

GSM

(Graphic Standard Manual)

A Graphic Standard Manual (GSM), also known as a Brand Style Guide or Graphic Identity Manual, is a comprehensive document that outlines the specific guidelines for using ALSA LC Unair's visual elements.

Our Logo



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Color Pallette

4fo91d

ff0000

97bfb4

f7ebaf

f5eedc

Typography.



Montserrat

Italic

Regular

Bold

Bold Italic

Key Points



Grayscale Logo

Use the grayscale version of the logo against a dark background that complements the original ALSA primary red color.

Aa

Title

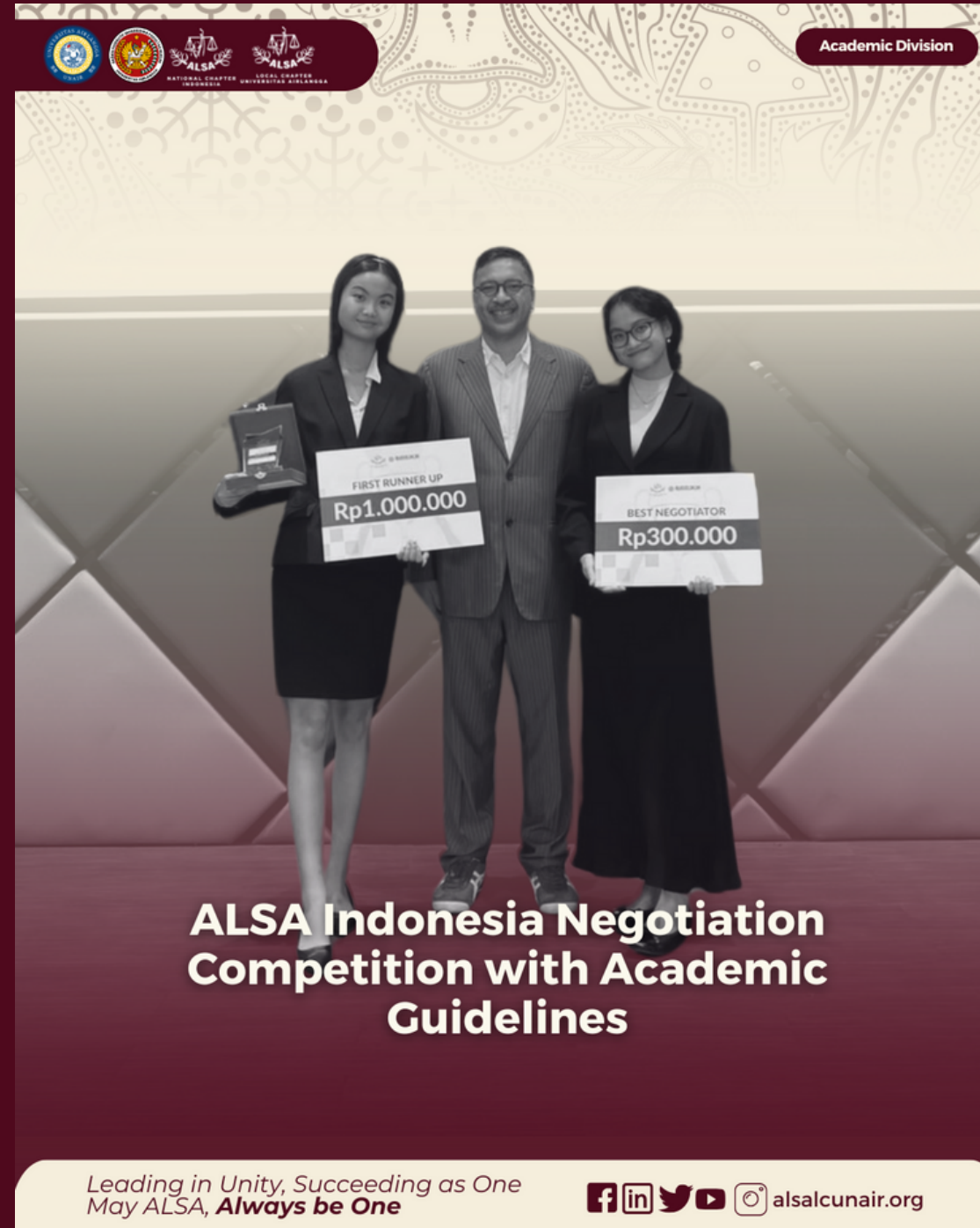
Using title case instead of all caps for titles or headings.

Example: Lorem Ipsum Dolor Sit Amet

Logo Hierarchy



Implementation





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