



**PT. KeVa Indo Investment
Graphic Standard Manual**

26 Jan 2016
version 1.0

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This manual is an Adobe Illustrator CS6 PDF file for viewing on Macintosh or Windows platforms. We recommend viewing it on your desktop.

Introduction

Having established and agreed KeVa positioning and values, we now need to bring them to life with a visual and verbal identity.

The brand elements described in these guidelines express our positioning in a rich, beautiful and inspiring way. The following pages explain more about the brand elements and how to use them consistently across all media and communications.

Research confirms that a clear and consistent identity helps build and maintain reputation. Regularly used graphic symbols can convey and reinforce the strengths of an institution.

To take advantage of this potential, the company developed a visual identity system that effectively communicate KeVa.

BASIC ELEMENTS

- 1.1 The KeVa Logotype
- 1.2 Size and Clear Space Requirements

1.1 Logotype



The KeVa logotype is the most important element of our visual identity. It is the visual embodiment of the brand that people will instantly come to recognise and associate with the company vision and mission.

The KeVa logotype appears is represented by four colourful circular arc, creating a continuous link. It is the primary element of the KeVa visual identity system and must appear on all official KeVa communications. It may not be modified in any way.

This KeVa logotype, appearing alone, is the preferred visual representation for the company.

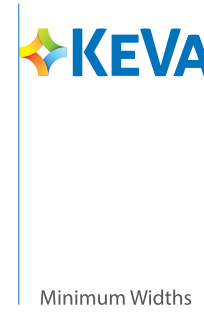
1.2 Size and Clear Space Requirements



Minimum Clear Space

The KeVa logotype and signatures should be produced at a reasonable size to maintain legibility. Minimum standards are described above.

In print uses, the KeVa logotype must never be smaller than 2.5 cm wide.
For both print and merchandise, there should be a minimum clear space around the logotype equally.



Minimum Widths

The light blue area in the diagrams to the left indicates the amount of space that must be maintained between the logotype and any other element, including the edge of a page.

The clear space requirement is intended to prevent the KeVa logotype from being crowded by other typographic or graphic elements. In some very large or very small formats, it is possible that the clear space requirement may need to be modified.

COLOR

- 2.1 Four-Color Process Reproduction
- 2.2 Spot-Color Reproduction
- 2.3 One-Color Reproduction

2.1 Four-Colour Process Reproduction



The primary colors for the KeVa visual identity system are for four-color printing provided above.



C 90
M 50
Y 0
K 0



C 0 C 75
M 35 M 20
Y 85 Y 0
K 0 K 0



C 89 C 50 C 19
M 29 M 0 M 0
Y 94 Y 100 Y 100
K 29 K 0 K 0



C 0 C 0
M 100 M 18
Y 100 Y 84
K 0 K 0



C 20 C 50 C 84 C 84
M 0 M 1 M 50 M 50
Y 0 Y 0 Y 0 Y 18
K 0 K 0 K 0 K 0

2.2 Spot-Colour Process Reproduction



C 90
M 50
Y 0
K 0



C 50
M 0
Y 100
K 0



C 0
M 100
Y 100
K 0



C 0
M 0
Y 100
K 0

The primary colors for the KeVa visual identity system are for spot-color printing provided above.

2.3 One-Colour Process Reproduction



■
C 0
M 0
Y 0
K 100

The primary colors for the KeVa visual identity system are for one-color printing provided above.

TYPOGRAPHY

3.1 Primary Typefaces

3.1 Primary Typefaces

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

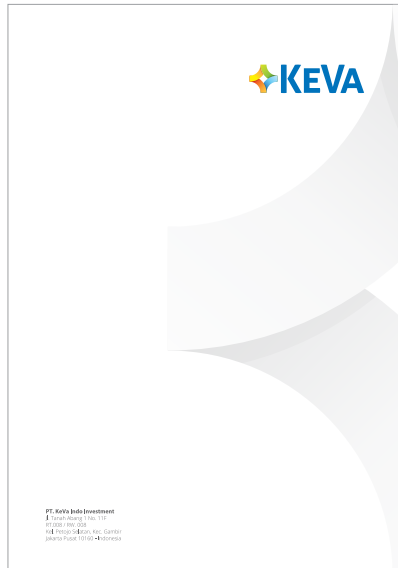
The Myriad Pro font families have been chosen as the primary typefaces for KeVa communications.

The two typefaces allow for flexibility and creative expression in text and display.

STATIONERY SYSTEM

- 4.1 Letterhead
- 4.2 Envelope
- 4.3 Business Card

4.1 Letterhead



PT. KeVa Indo Investment
Jl. Tanah Abang 1 No. 11F
Gedung ABC 204
Hal. Petang 04Korea, Cak. Gambir
Jakarta Pusat 10110 Indonesia

Size : 210 x 297 mm

4.2 Envelope



Size : 110 x 220 mm

4.3 Business Card



Size : 90 x 55 mm