

LEVEL 01 : PRIMARY WORDMARK

Primary Logo (Desktop & Master)

Digunakan pada media resolusi tinggi dan ruang horizontal lega: Desktop Header, Pitch Deck Cover, Lembar Invoice resmi, serta Banner promosi utama.

VARIANT: LIGHT MODE CANVAS

SCALE: 100% VECTOR



VARIANT: DARK MODE CANVAS

SCALE: 100% VECTOR



MINIMUM WIDTH
160 px / 42 mm

X-HEIGHT ALIGNMENT
Center to lowercase 'o'

COLOR CODE
#C9DE47 & #171717

LEVEL 02 : COMPACT HORIZONTAL

Compact Logo (Mobile & Narrow Header)

Versi ramping tanpa titik penutup untuk tampilan header mobile, sticky navbar pasca-scroll, serta watermark transparan pada video vertikal (Reels/TikTok).

VARIANT: LIGHT MODE COMPACT

NO-TRAILING PERIOD FOR TIGHT MARGINS



VARIANT: DARK MODE COMPACT

IDEAL FOR MOBILE APP HEADER



RECOMMENDED WIDTH
120 px – 150 px

INTENDED VIEWPORT
Screen width < 768px

ASPECT RATIO
Approx 5.25 : 1

LEVEL 03 : MONOGRAM & PROFILE AVATAR

Monogram Mark (tc.)

Format rasio 1:1 untuk Avatar Profil Media Sosial (Instagram, TikTok, LinkedIn, WhatsApp Business), App Icon, dan sablon merchandise.

STYLE A: BENTO BADGE (SQUIRCLE)



IDEAL FOR APP ICON & FAVICON 512

STYLE B: CIRCULAR AVATAR



IDEAL FOR IG & WA PROFILE PHOTO

ASPECT RATIO

1 : 1 Square / Circle

SOCIAL AVATAR FIT

Safe area radius 80%

EXPORT SIZES

192x192 / 512x512 px

LEVEL 04 : MICRO-SCALE & FAVICON

Micro Icon & Browser Favicon (16px – 32px)

Disederhanakan menjadi simbol geometri dan piktomark huruf tunggal agar tetap tajam, terbaca, dan tidak pecah pada resolusi ultra-kecil seperti tab browser Chrome.

OPTION 4A : INITIAL (t.)



FAVICON BROWSER (32x32)

OPTION 4B : RADIAL DOT



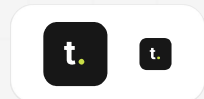
SYSTEM STATUS PIN / BADGE

OPTION 4C : ACID BOX

PIN MAP & NOTIFICATION
BADGE

SIMULASI SKALA NYATA PADA BROWSER TAB :

Tampilan 32x32 px dan 16x16 px di tab bar Google Chrome



MASTER SHEET // ALL LEVELS

Responsive Logo System Matrix

Semua level logo terorganisir dalam satu kanvas untuk memudahkan pembuatan komponen Figma (*Component Variants*).

LEVEL	PERUNTUKAN / VIEWPORT	LIGHT VARIANT	DARK VARIANT
L-01 FULL	Desktop Navbar (>1024px), Deck, Invoice		
L-02 COMPACT	Mobile Header (<768px), Sticky Navbar		
L-03 BADGE	Avatar IG/WA (1:1), App Launcher Icon		
L-04 MICRO	Browser Favicon (16-32px), System Pin		

TIP IMPORT FIGMA: Drag berkas PDF langsung ke kanvas Figma, atau buka dengan Illustrator / Inkscape lalu Save As SVG.

FIGMA
READY