

Ancol

Ancol Brand Manual
July 2023



Contents

Logo & Usage

Our Logo & A Symbol	12
Clear Space & Minimum Size	13
Logo with Partners	14
Digital Usage	15
Our Logo Colours	16
Incorrect Usage	17

Our Colours

Brand Colours	19
---------------	----

Typography

Our Typeface	21
Our Typography Style	22

Our A Symbol

A Symbol	24
Incorrect Usage	25

Our Brand Imagery

People	27
Attractions	28
Illustration Style	29

Applications

Signage	32
Corporate Vehicle	35
Airplane	36
Wara Wiri	37
Sato Sato	38
Website	40
Mobile App	42
Google Display Network	43
E-ticket	44
Corporate Staff ID	45
Business Card	46
Letterhead	48
C5 Envelope	49
DL Envelope	50
Email Signature	51
Uniform	52
Water Bottle	53
Paper Cup	54
Security Uniform	55
Tote Bag	56
Food Takeaway Box	57
Wine Glass Cover	58

Billboard	59
Water Ride Float	61
Exhibition Booth	62

Our Sub-brands: Logos

Sub-brands Logos	64
Logo Usage	66
Clear Space & Minimum Size	68
Logo Colours	69
Incorrect Usage	70

Our Sub-brands: Colours

Sub-brands Colours	72
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Our Sub-brands: Visual System

Primary System	74
Secondary System	77
Multi-brands System	80

Brand Purpose

**We exist to create
joyful memories
for everyone.**



Tujuan Brand

**Kami ada untuk
menciptakan
kenangan penuh
kegembiraan
untuk setiap
orang.**



Brand Idea

Enter the Haven of Wonder

Brand Beliefs

We believe everyone has the right to enjoy world-class entertainment.

We believe enriching experiences lead to a better life.

We believe we can provide people with a world away from the world to escape from the everyday.

We believe connecting people creates happier memories.

We believe in creating a place that belongs to everyone, delighting every time.

And it is only by delivering these beliefs that we can ensure our long-term commercial sustainability.



Ide Brand

Memasuki Ruang Penuh Keajaiban

Keyakinan Brand

Kami percaya setiap orang memiliki hak untuk menikmati hiburan kelas dunia.

Kami percaya memperkaya pengalaman akan membawa kita pada kehidupan yang lebih baik.

Kami percaya kami dapat memberikan ruang bagi orang-orang untuk keluar dari rutinitasnya sehari-hari.

Kami percaya menghubungkan orang-orang satu sama lain dapat menciptakan kenangan bahagia.

Kami percaya dalam menciptakan ruang yang diperuntukan bagi semua orang dan menyenangkan setiap saat.

Dan hanya dengan memenuhi semua yang kami percayai inilah kami dapat memastikan hubungan komersial jangka panjang kami akan bertahan.



Brand Voice

Uplifting and Joyful

Excitement is our ally

We want to uplift and spread joy and happiness, engaging people through positive emotions and the occasional adrenaline rush to forge a long-lasting connection through indelible memories.

Imagination-unleashing and Mystery-revealing

Fun facts, learning tips, mysteries

We want to stimulate people's curiosity, let them escape from reality, and encourage them to learn in a dynamic, mind-broadening environment where they can express their most authentic self.

Warm-hearted and Familiar

Everyone feels at home

We want people from all walks of life to feel welcome in our community, helping them connect and develop a strong sense of belonging beyond the physical environment.



Suara Brand

Membangkitkan Inspirasi dan Kebahagiaan

Kegembiraan adalah teman kami

Kami ingin membangkitkan dan menyebarkan kebahagiaan, merangkul setiap orang dengan energi positif dan adrenalin untuk membentuk hubungan jangka panjang melalui kenangan tak terlupakan.

Melepaskan Imajinasi dan Mengungkap Misteri

Fakta unik, tips belajar, misteri

Kami ingin menstimulasi rasa ingin tahu setiap orang, membiarkan mereka keluar dari rutinitas harian dan mendorong mereka untuk belajar dalam lingkungan yang dinamis dan memperluas pemikiran di mana mereka dapat mengekspresikan diri dalam versi yang paling autentik.

Hangat dan Akrab

Semua orang merasa nyaman

Kami ingin semua kalangan merasa diterima di komunitas kami, membantu mereka terkoneksi dan membangun rasa memiliki yang kuat di luar lingkungan fisik.



Brand Narrative

Boldly enter the Haven of Wonder.
And escape into a world away from the world.
Leave the city noise and everyday stresses behind.
This is a haven where everyone can freely experience and freely be.
A place designed to bring people together and communities closer.
Where moments are shared and memories built.
We are home to world-class entertainment and enchanting escapes.
So let your imagination take you places.
Explore and excite your senses.
Because you never truly find yourself until you lose yourself in wonder.
This is a place where everyone belongs.

Welcome to Ancol – The Haven of Wonder.



Narasi Brand

Memasuki Ruang penuh keajaiban dengan berani.
Dan keluar dari rutinitas menuju ruang yang jauh dari sibuknya dunia.
Meninggalkan suara kota dan tekanan setiap hari.
Ini adalah ruang di mana setiap orang dapat merasa bebas dan menjadi apa yang mereka inginkan.
Sebuah ruang yang didesain untuk menyatukan dan membawa masyarakat lebih dekat.
Di mana kenangan dibagi dan dibangun.
Kami adalah rumah untuk hiburan kelas dunia yang memesona.
Jadi, biarkan imajinasi membawamu.
Mengeksplorasi dan memikat semua inderamu.
Karena kamu baru akan menemukan siapa dirimu ketika kamu berada dalam keajaiban. Ini adalah ruang untukmu dan semua orang.

Selamat datang di Ancol — Ruang Penuh Keajaiban.

Logo & Usage

Our Logo & A Symbol
Clear Space & Minimum Size
Logo with Partners
Digital Usage
Our Logo's Colours
Incorrect Usage



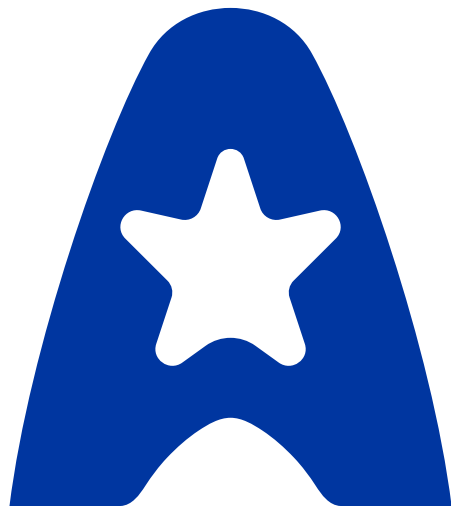
Our Logo & A Symbol

Our logo wordmark is our most sacred asset. Please follow the next few pages for correct usage and to ensure consistency across all brand communications.

The A Symbol can be used as a graphic device or on its own as long as the wordmark is present on the piece of communication.



Primary Logo - Wordmark

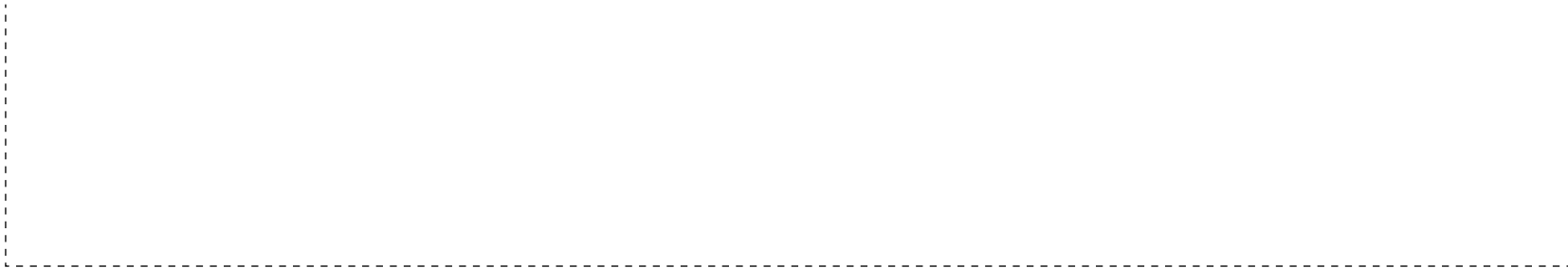


The A Symbol

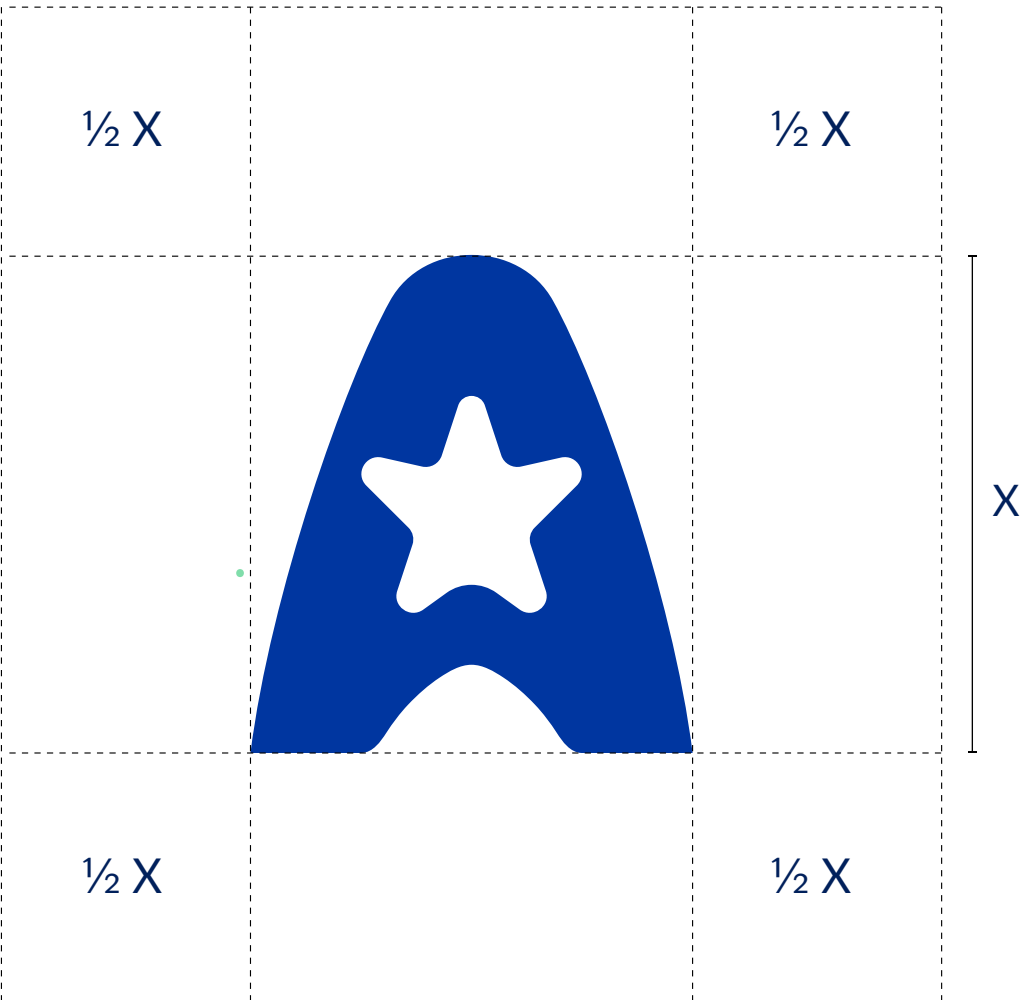
Clear Space & Minimum Size

Our Brand Logo and A Symbol should always be kept clear of competing text, images, and graphics to ensure their integrity and visibility. An adequate clear space must surround it – a space equal in size to half of the letter "A" from the Brand Logo as shown on the right.

This page is not to scale.



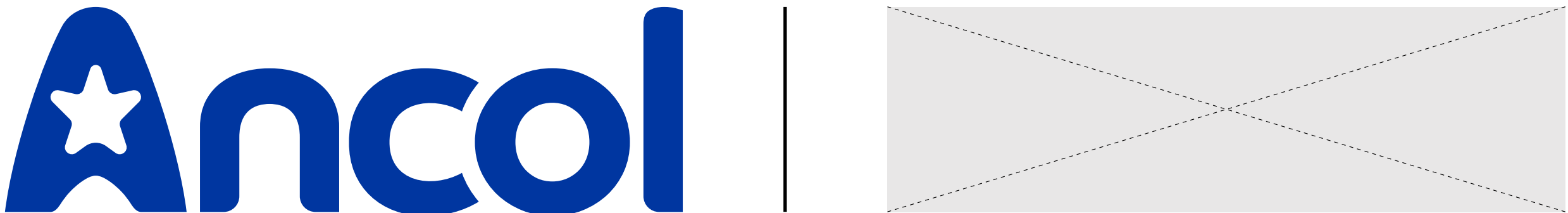
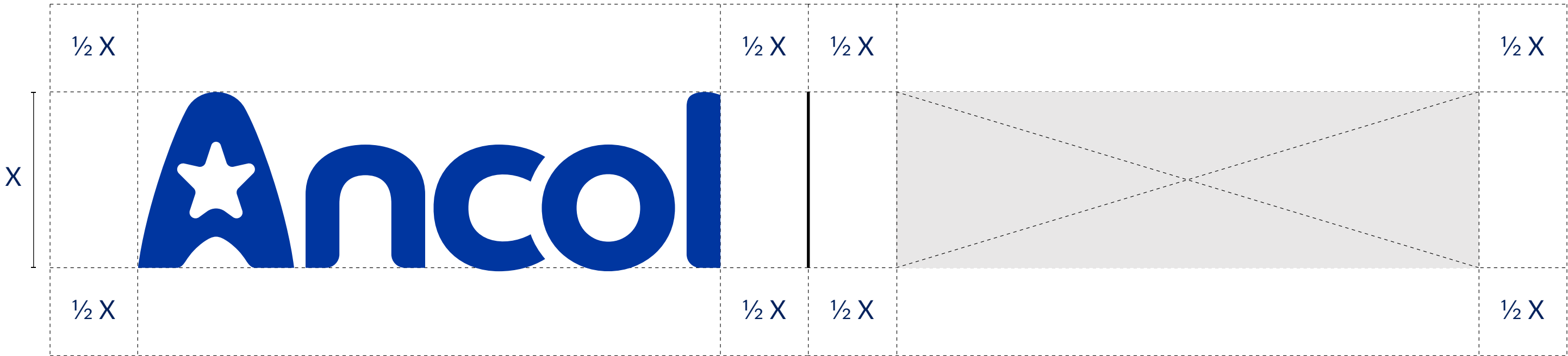
Minimum - 30mm / 85px



Minimum - 10mm / 25px

Logo with Partners

When our logo appears together with one of our partner logos, it should always be kept clear of competing text, images, and graphics to ensure its integrity and visibility. An adequate clear space must surround it – a space equal in size to half of the letter "A" from the Brand Logo as shown on the right.

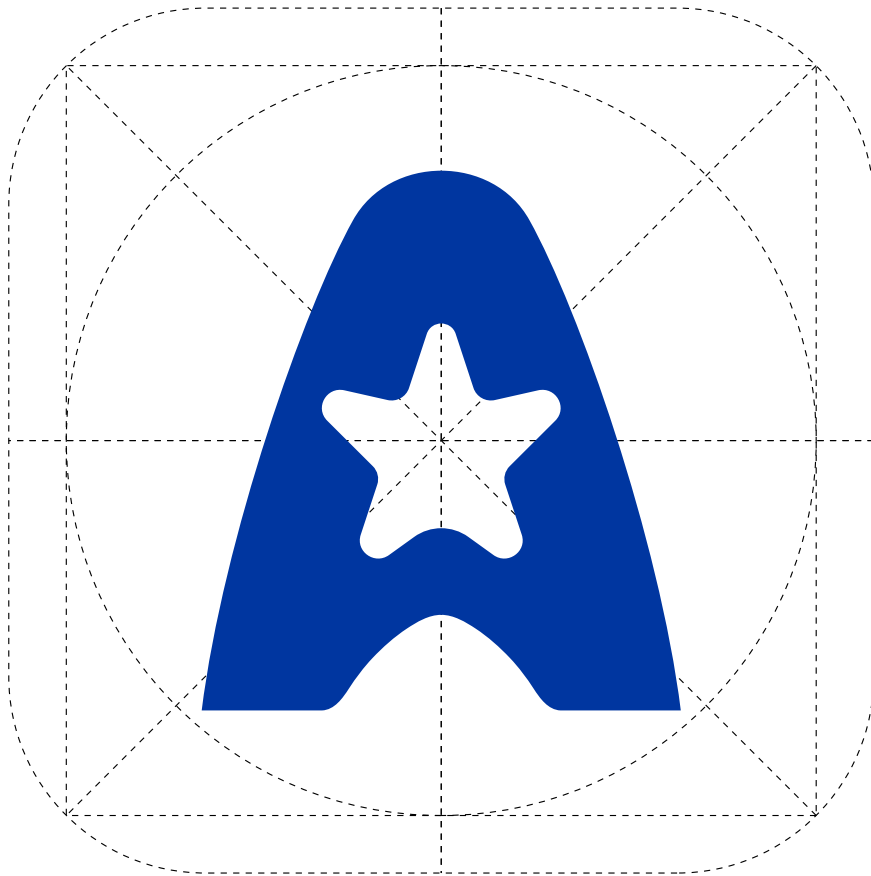


Digital Usage

Our A symbol can be used for digital communications such as app icons and favicon – applications with smaller dimensions.

This page is not to scale.

Digital Clear Space

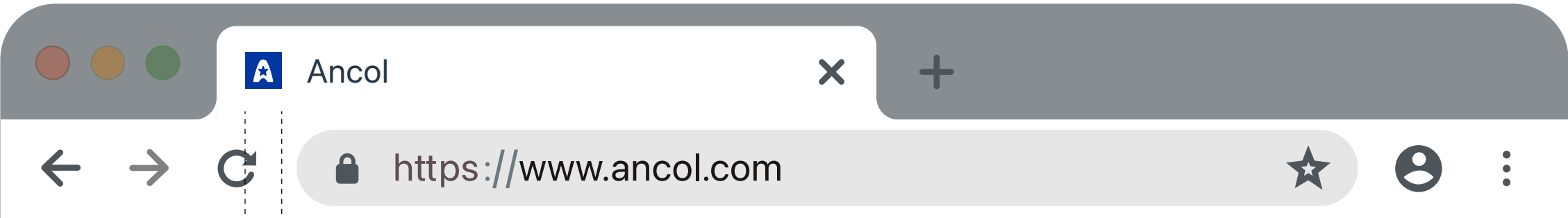


App Icon



App store: 1024px x 1024px
Phone home screen: 120px x 120px

Favicon



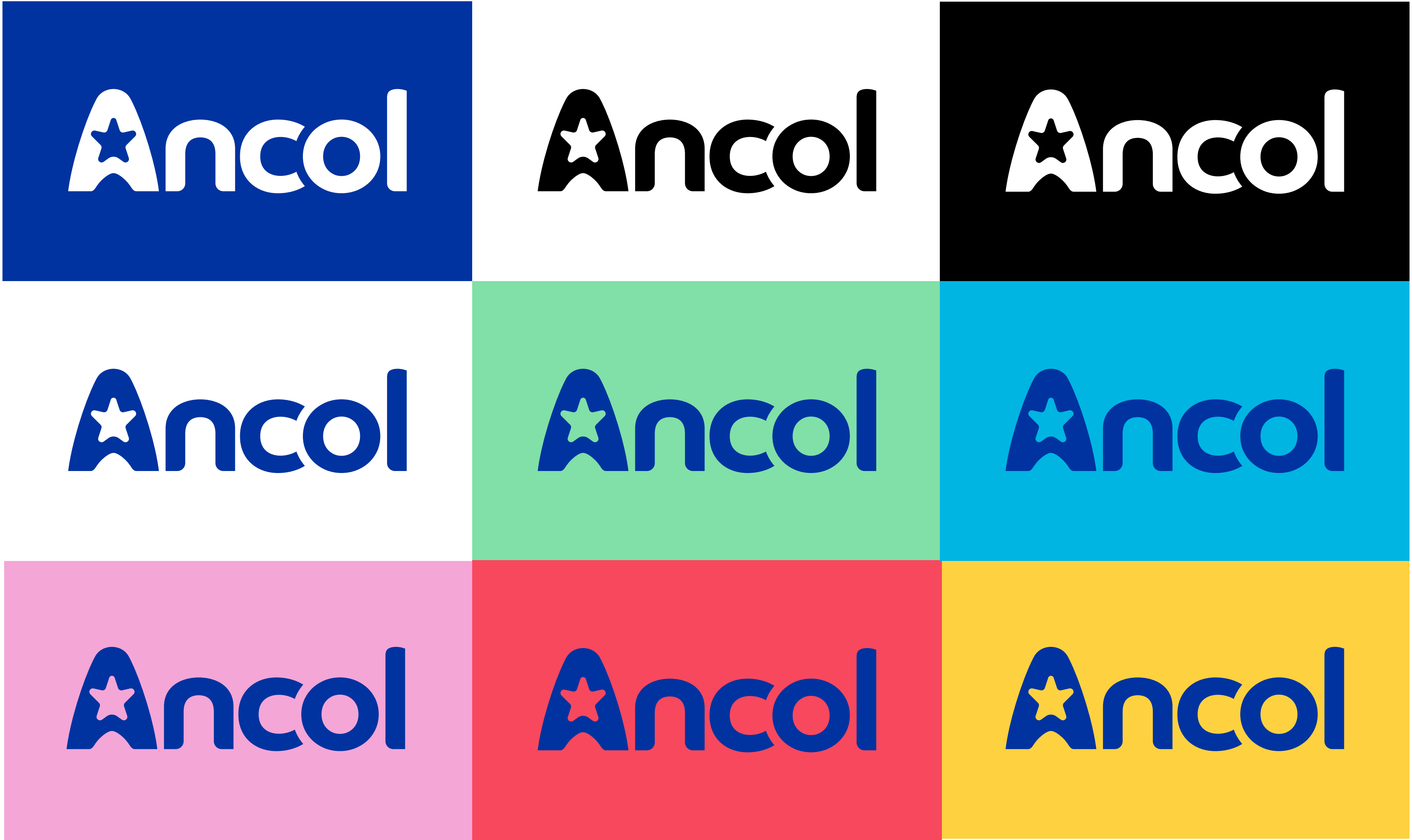
16px x 16px

Our Logo Colours

Our Ancol Logo should only appear in our Ocean Blue colour (Pantone 286C). The logo can be applied on multiple secondary brand colours to create vibrancy and variety for the brand communication. Reversed out white can be used on our dark colours/Imagery to create standout.

Black & White logos can be used when colour printing is not available.

- Our Logo & A Symbol
- Clear Space & Minimum Size
- Logo with Partners
- Digital Usage
- Our Logo Colours**
- Incorrect Usage



It is essential to maintain the integrity and communicative power of the Ancol logo. When using, please respect the guidance within this style guide. Here are some common applications to avoid.

Incorrect Usage



Do not change typeface



Do not outline the logo



Do not rotate the logo



Do not squeeze or stretch the logo

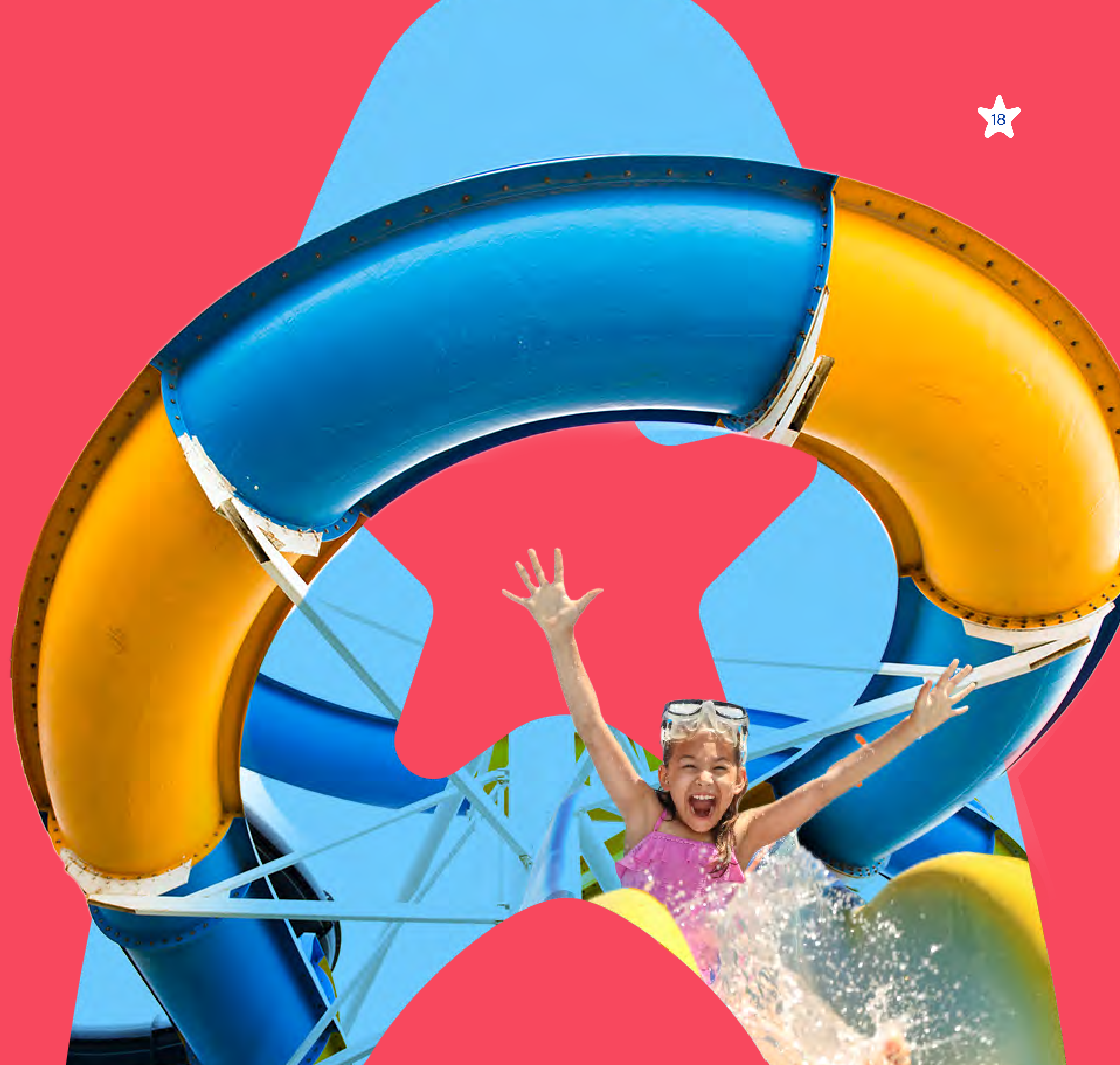


Do not outline the logo with any colour fill



Do not apply gradient on the logo

Our Colours



Brand Colours

These are the only permitted brand colours for Ancol. Strictly follow only the colour codes provided on this page.

Ocean Blue

Pantone 286 C
C100 M90 Y0 K0
R0 G51 B160
#0033A0

Deep Blue

Pantone 281 C
C100 M90 Y30 K35
R0 G32 B91
#00205B

Sky Blue

Pantone 306 C
C80 M5 Y5 K0
R0 G181 B226
#00B5E2

White

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Pink

Pantone 230 C
C5 M40 Y0 K0
R244 G166 B215
#F4A6D7

Red

Pantone 1785 C
C0 M85 Y55 K0
R248 G72 B94
#F8485E

Green

Pantone 353 C
C50 M0 Y45 K0
R128 G224 B167
#80E0A7

Yellow

Pantone 122 C
C0 M15 Y85 K0
R254 G209 B65
#FED141

Typography

Our brand typeface is Grenadine MVB and IvyEpic. The font family comes in a range of weights for a wide variety of uses and purposes. Grenadine MVB is to be used for headlines and IvyEpic is to be used for sub-header and body copy.

Our Typeface

Our Headline Typeface

Grenadine MVB

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
Bold abcdefghijklmnopqrstuvwxyz

Our Sub-header & Body Copy Typeface

IvyEpic

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
Medium abcdefghijklmnopqrstuvwxyz
Bold 1234567890({[!@#÷≈≤≥\$%^&*]})

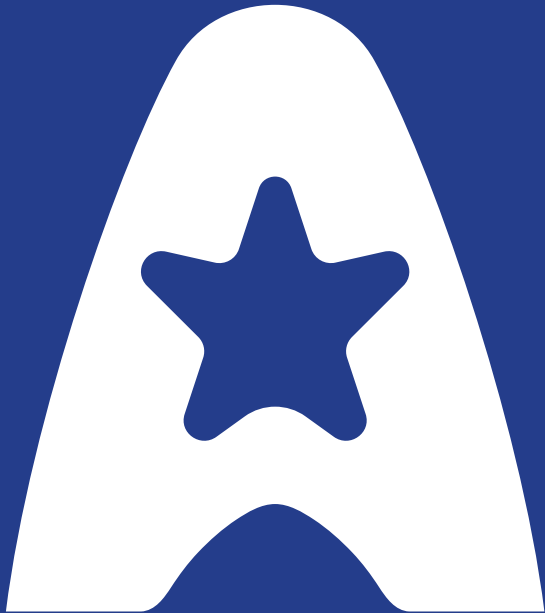
Our Typography Style

Our brand typeface is Grenadine MVB and IvyEpic. The font family comes in a range of weights for a wide variety of uses and purposes. Grenadine MVB is to be used for headlines and IvyEpic is to be used for body copy.



Enter the Haven of Wonder

We exist to
create **joyful
memories**
for everyone.



Fun
Quirk
Excitement

Our A Symbol

A Symbol
Incorrect Usage



A Symbol

Our A Symbol is our Iconic "Living" Asset.
It can take on photography and illustration
to show the breadth of wonder that Ancol
has to offer.



A Symbol
Incorrect Usage



Incorrect Usage

When using the A symbol, please adhere and respect the guidance within this style guide. Here are the Dos and Don'ts.



A Symbol
Incorrect Usage

Do not block the logomark

Do not have multiple layers

Do not crop image within the logomark

Our Brand Imagery

People
Attractions
Illustration Style



People

Our People photography should capture the fun and excitement experienced within Ancol. Focus on the people’s faces to capture their real emotions.

- Candid (Not Staged)
- Natural lighting
- Authentic
- In the moment



Attractions

Our Attractions photography should be conveyed to spark Interest, Excitement and Wonder. Dynamic angles and close ups to details and Nature/Wildlife should be used to show the rich world of experiences Ancol has to offer.

People
Attractions
Illustration Style



Illustration Style

This set of Illustration Styles should be imaginative, creative and expressive from Ancol and its sub-brands. The illustrations symbolize the portal to the Haven of Wonder.

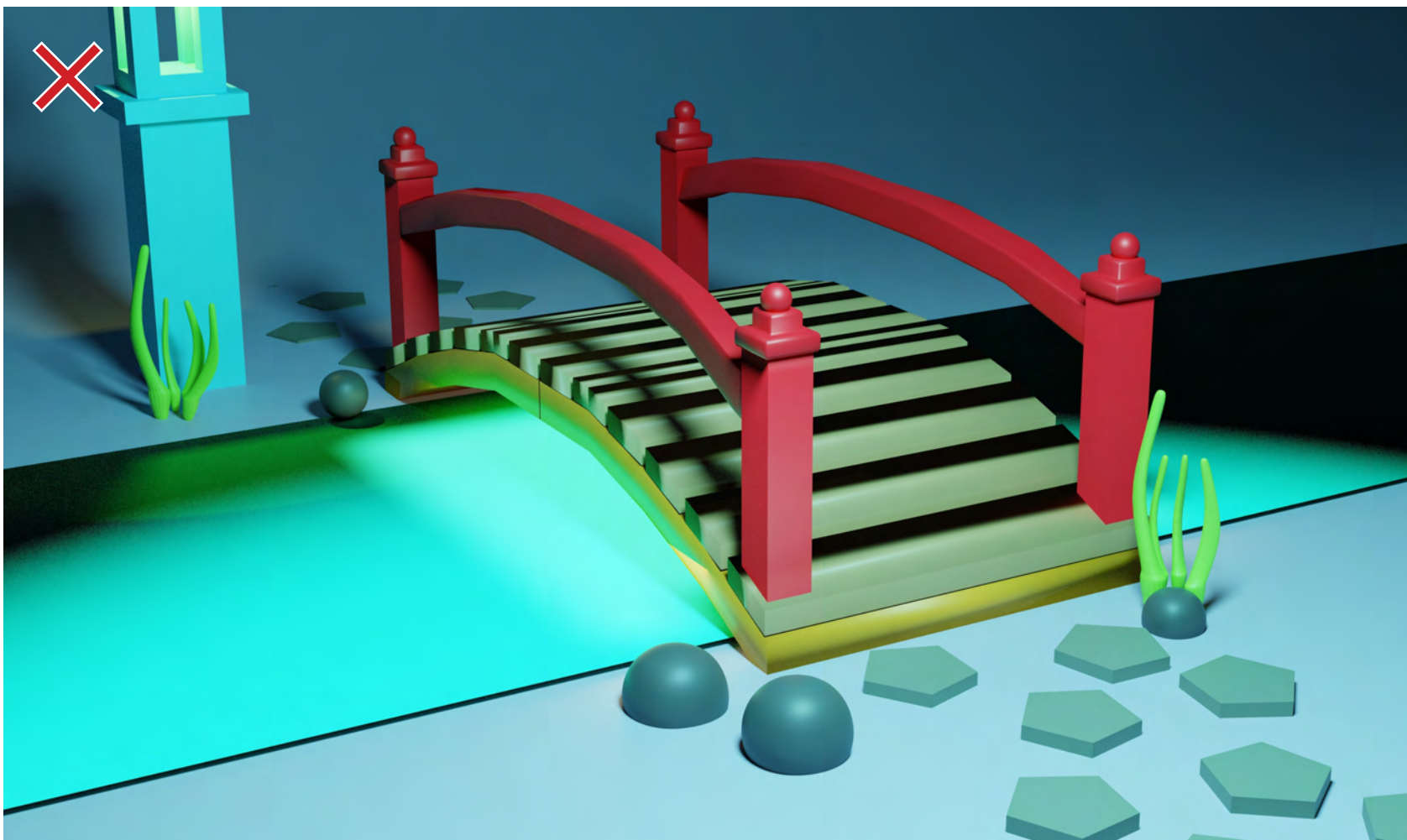
This set of illustrations are only for brand guide purposes. Note that these illustrations are all subject to copyright and must be licensed before use.

People
Attractions
Illustration Style



Illustration Style Incorrect Usage

When using the illustrations, please avoid using CGI and 3D illustrations.



Applications

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

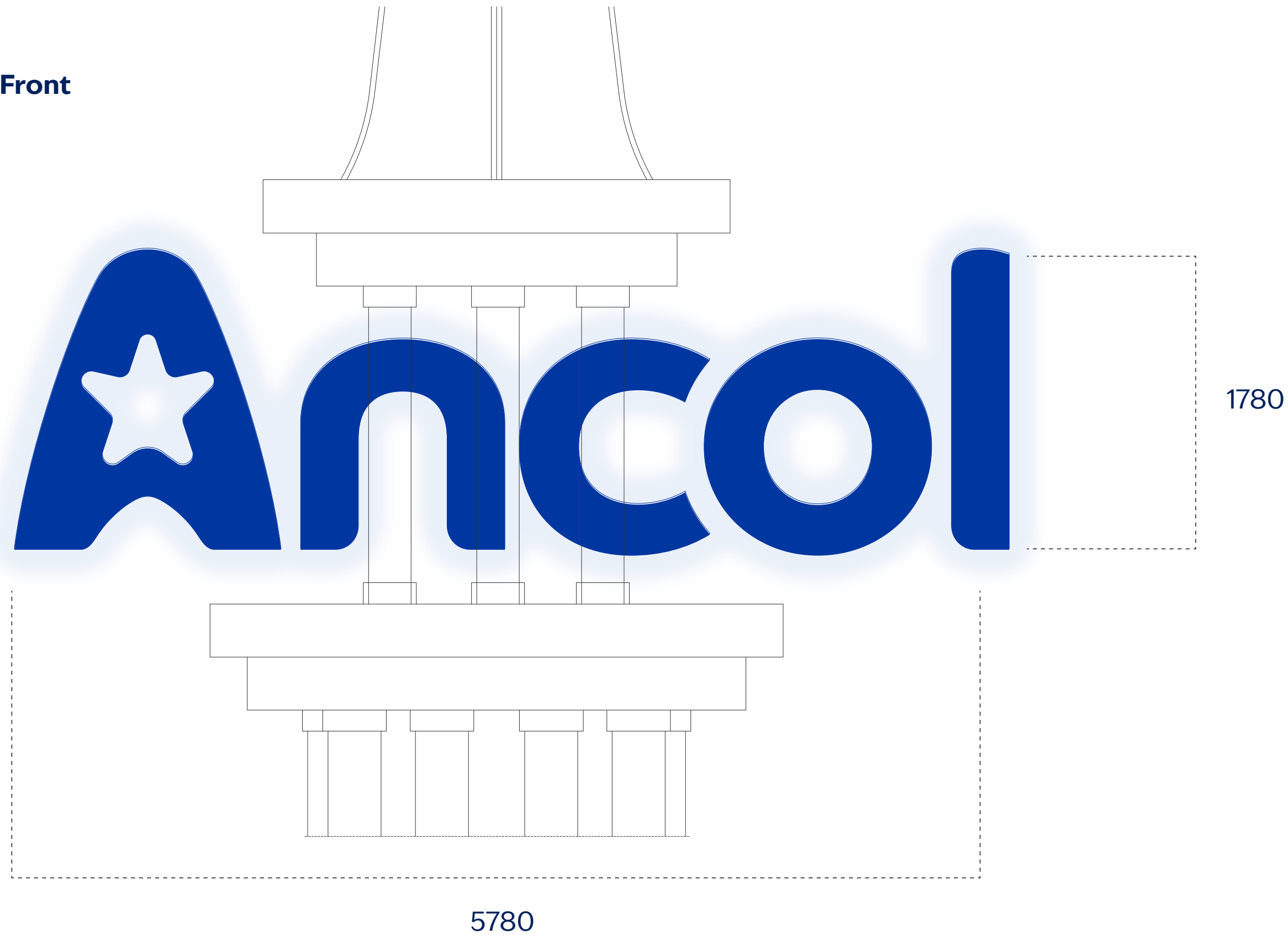
Exhibition Booth



Signage Outdoor

Sample template of how the outdoor signage should be applied with the Ancol branding. The measurements are based on estimations and to be advised by signage makers.

Front



Signage

- Corporate Vehicle
- Airplane
- Wara Wiri
- Sato Sato
- Website
- Mobile App
- Google Display Network
- E-ticket
- Corporate Staff ID
- Business Card
- Letterhead
- C5 Envelope
- DL Envelope

Email Signature

- Uniform
- Water Bottle
- Paper Cup
- Security Uniform
- Tote Bag
- Food Takeaway Box
- Wine Glass Cover
- Billboard
- Water Ride Float
- Exhibition Booth

Reference



Signage Outdoor

Sample template of how the outdoor signage should be applied with the Ancol branding. The information should always be clear and concise.

Signage

- Corporate Vehicle
- Airplane
- Wara Wiri
- Sato Sato
- Website
- Mobile App
- Google Display Network
- E-ticket
- Corporate Staff ID
- Business Card
- Letterhead
- C5 Envelope
- DL Envelope

Email Signature

- Uniform
- Water Bottle
- Paper Cup
- Security Uniform
- Tote Bag
- Food Takeaway Box
- Wine Glass Cover
- Billboard
- Water Ride Float
- Exhibition Booth



Signage

Office Building Exterior

Sample template of how office building signage should be applied with the Ancol branding. This is designed based on estimation. Actual measurement to be advised by signage makers.

- Signage**

 - Corporate Vehicle
 - Airplane
 - Wara Wiri
 - Sato Sato
 - Website
 - Mobile App
 - Google Display Network
 - E-ticket
 - Corporate Staff ID
 - Business Card
 - Letterhead
 - C5 Envelope
 - DL Envelope
- Email Signature**

 - Uniform
 - Water Bottle
 - Paper Cup
 - Security Uniform
 - Tote Bag
 - Food Takeaway Box
 - Wine Glass Cover
 - Billboard
 - Water Ride Float
 - Exhibition Booth



Corporate Vehicle

Sample template of how corporate operational vehicles should be applied with the Ancol branding. It should consist of the Ancol logo and graphic element. Different graphic elements can be used for this application.

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

Food Takeaway Box

Wine Glass Cover

Billboard

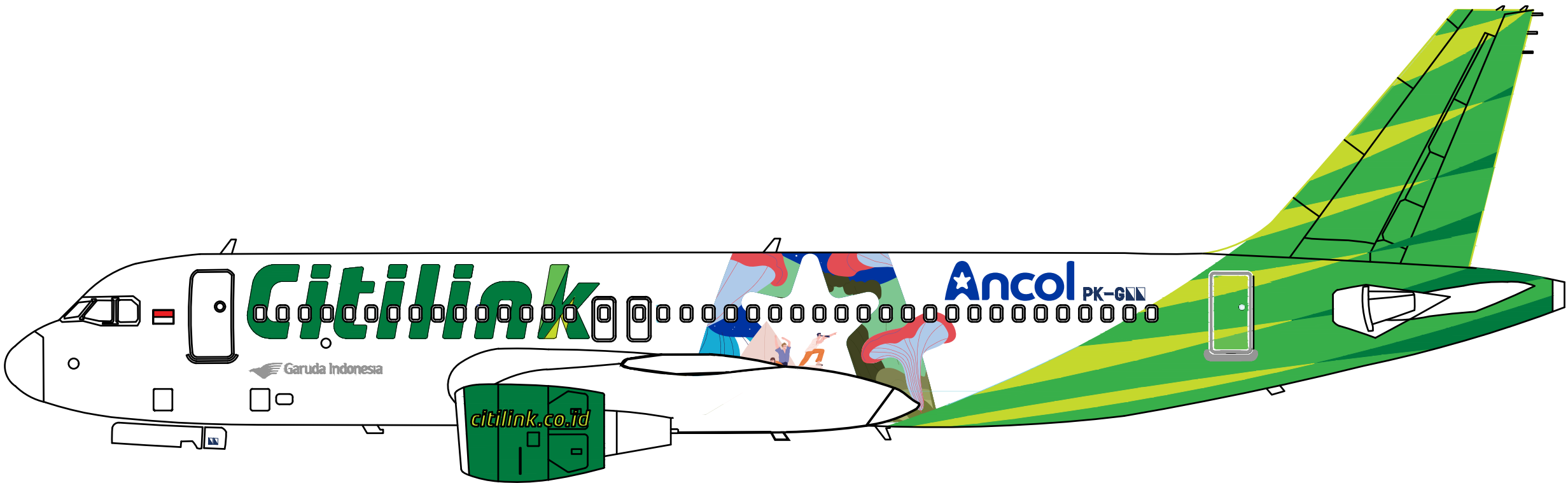
Water Ride Float

Exhibition Booth



Airplane

Sample template of how airplane livery should be applied with the Ancol branding. It should consist of the Ancol logo and logomark.



- Signage
- Corporate Vehicle
- Airplane**
- Wara Wiri
- Sato Sato
- Website
- Mobile App
- Google Display Network
- E-ticket
- Corporate Staff ID
- Business Card
- Letterhead
- C5 Envelope
- DL Envelope

- Email Signature
- Uniform
- Water Bottle
- Paper Cup
- Security Uniform
- Tote Bag
- Food Takeaway Box
- Wine Glass Cover
- Billboard
- Water Ride Float
- Exhibition Booth

Wara Wiri

Sample template of how Wara Wiri livery should be applied with the Ancol branding. It should consist of the Ancol logo, logomark and graphic elements. Different graphic elements can be used for this application.

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth



Sato Sato

Sample template of how Sato Sato livery should be applied with the Ancol branding.

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth



Sato Sato

Sample template of how Sato Sato livery should be applied with the Ancol branding. It should consist of the Ancol brand colour and graphic elements.

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth

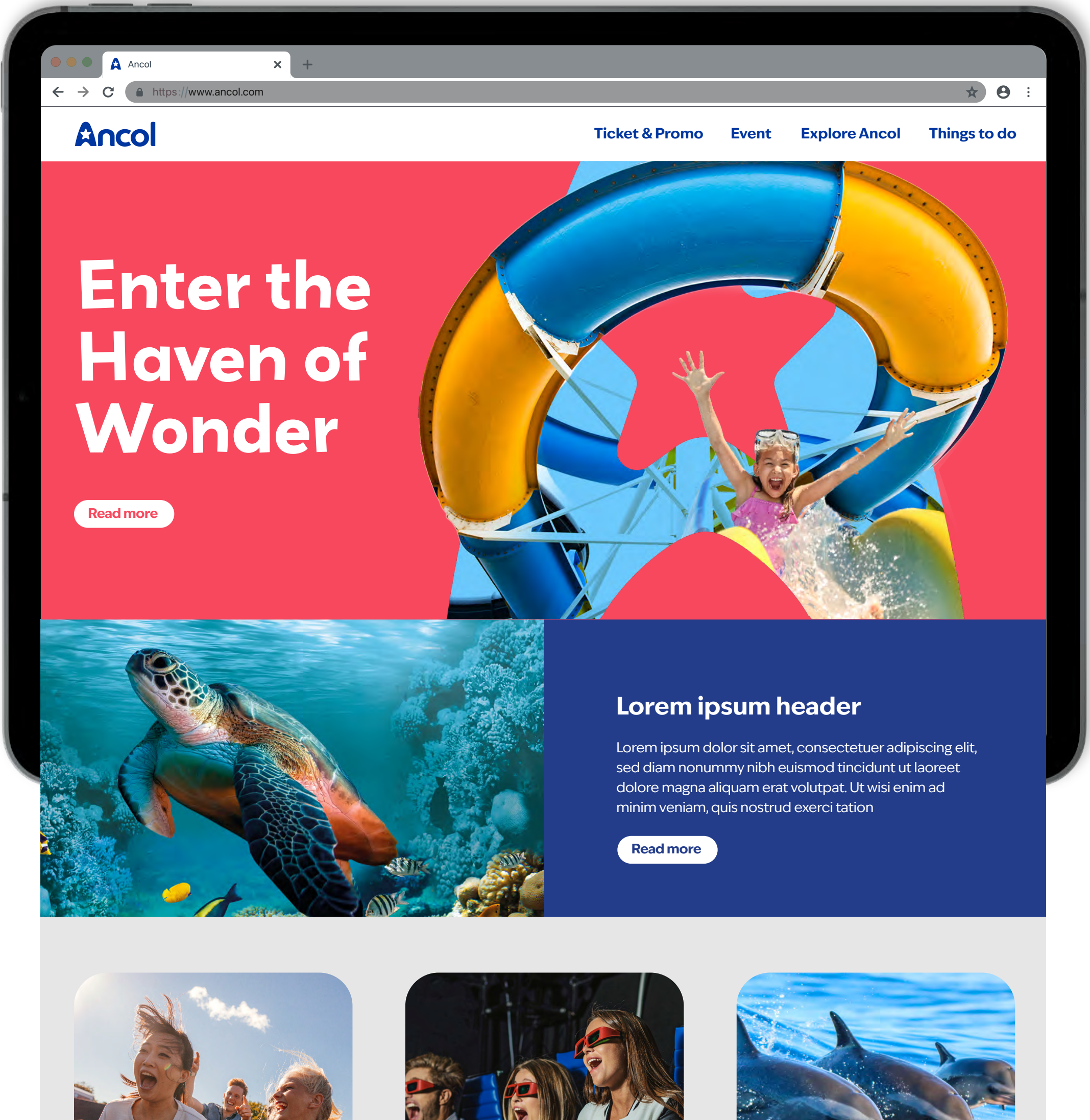


Website Landing Page

Here are some sample pages for the Ancol website. These demonstrate the different content layouts and showcase how the colours could be used for different sections throughout the site.

- Signage
- Corporate Vehicle
- Airplane
- Wara Wiri
- Sato Sato
- Website
- Mobile App
- Google Display Network
- E-ticket
- Corporate Staff ID
- Business Card
- Letterhead
- C5 Envelope
- DL Envelope

- Email Signature
- Uniform
- Water Bottle
- Paper Cup
- Security Uniform
- Tote Bag
- Food Takeaway Box
- Wine Glass Cover
- Billboard
- Water Ride Float
- Exhibition Booth

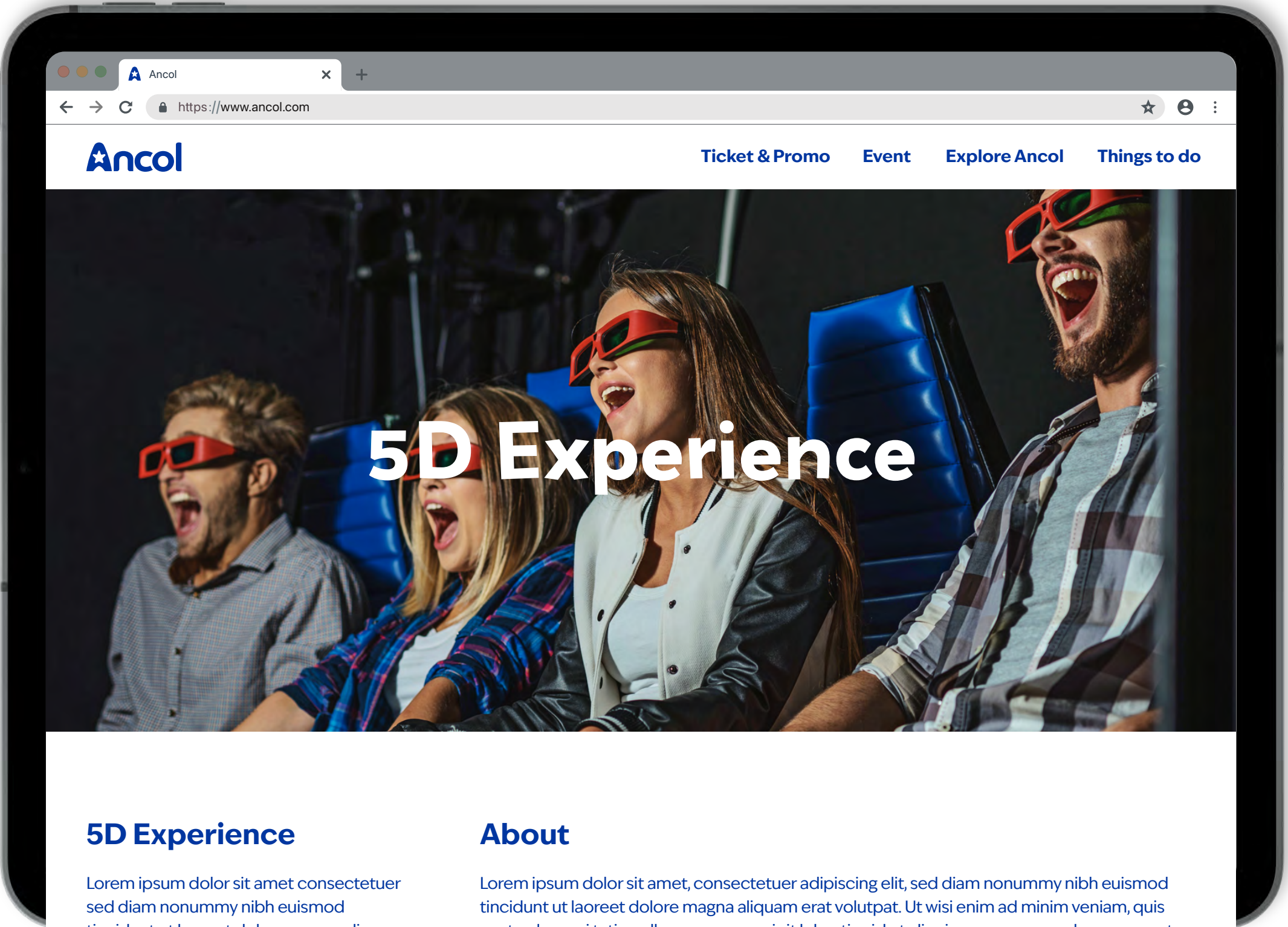


Website Inside Page

Here are some sample pages for the Ancol website. These demonstrate the different content layouts and showcase how the colours could be used for different sections throughout the site.

- Signage
- Corporate Vehicle
- Airplane
- Wara Wiri
- Sato Sato
- Website
- Mobile App
- Google Display Network
- E-ticket
- Corporate Staff ID
- Business Card
- Letterhead
- C5 Envelope
- DL Envelope

- Email Signature
- Uniform
- Water Bottle
- Paper Cup
- Security Uniform
- Tote Bag
- Food Takeaway Box
- Wine Glass Cover
- Billboard
- Water Ride Float
- Exhibition Booth



5D Experience

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie con

Buy Ticket

About

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie con

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie con



Here are some sample pages for the Ancol app on mobile. These demonstrate the different content layouts and showcase how the colours could be used for different sections throughout the app.

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

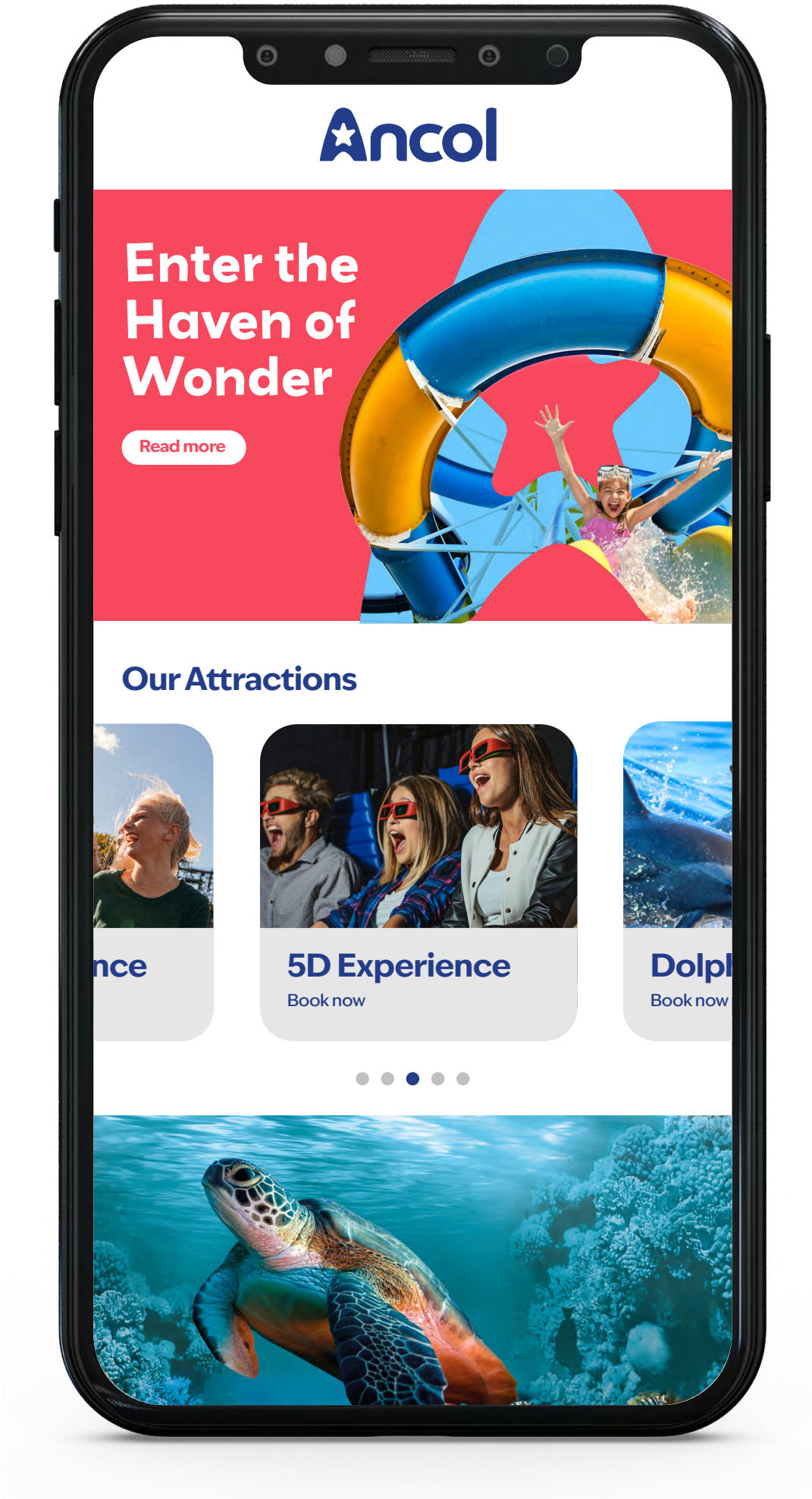
Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth



Google Display Network

Sample template of Google Display Network should be applied with the Ancol branding. Different sizes allow different content and graphic usage.

Signage
Corporate Vehicle
Airplane
Wara Wiri
Sato Sato
Website
Mobile App
Google Display Network
E-ticket
Corporate Staff ID
Business Card
Letterhead
C5 Envelope
DL Envelope

Email Signature
Uniform
Water Bottle
Paper Cup
Security Uniform
Tote Bag
Food Takeaway Box
Wine Glass Cover
Billboard
Water Ride Float
Exhibition Booth

300 x 600 px



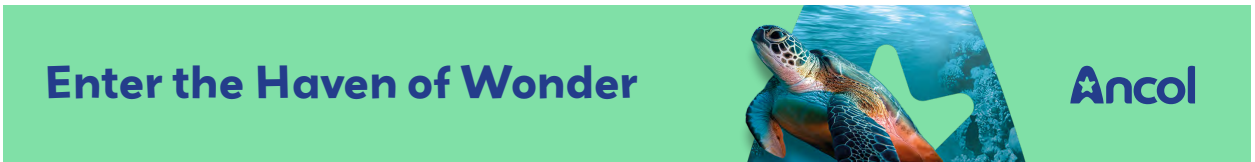
300 x 250 px



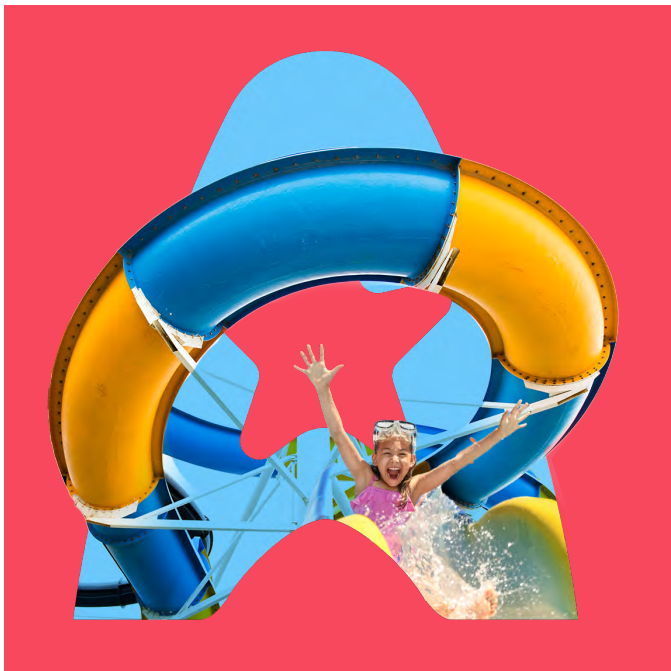
300 x 100 px



468 x 60 px



250 x 250 px



336 x 250 px



E-ticket

Here are some sample templates for Ancol e-tickets. Ancol brand colours can be used for the different type of tickets that are available.

- Signage
- Corporate Vehicle
- Airplane
- Wara Wiri
- Sato Sato
- Website
- Mobile App
- Google Display Network
- E-ticket
- Corporate Staff ID
- Business Card
- Letterhead
- C5 Envelope
- DL Envelope

- Email Signature
- Uniform
- Water Bottle
- Paper Cup
- Security Uniform
- Tote Bag
- Food Takeaway Box
- Wine Glass Cover
- Billboard
- Water Ride Float
- Exhibition Booth



Corporate Staff ID

Here are sample templates of how the Corporate Staff ID and lanyard should be applied with the Ancol branding. The information should always be clear and concise.

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

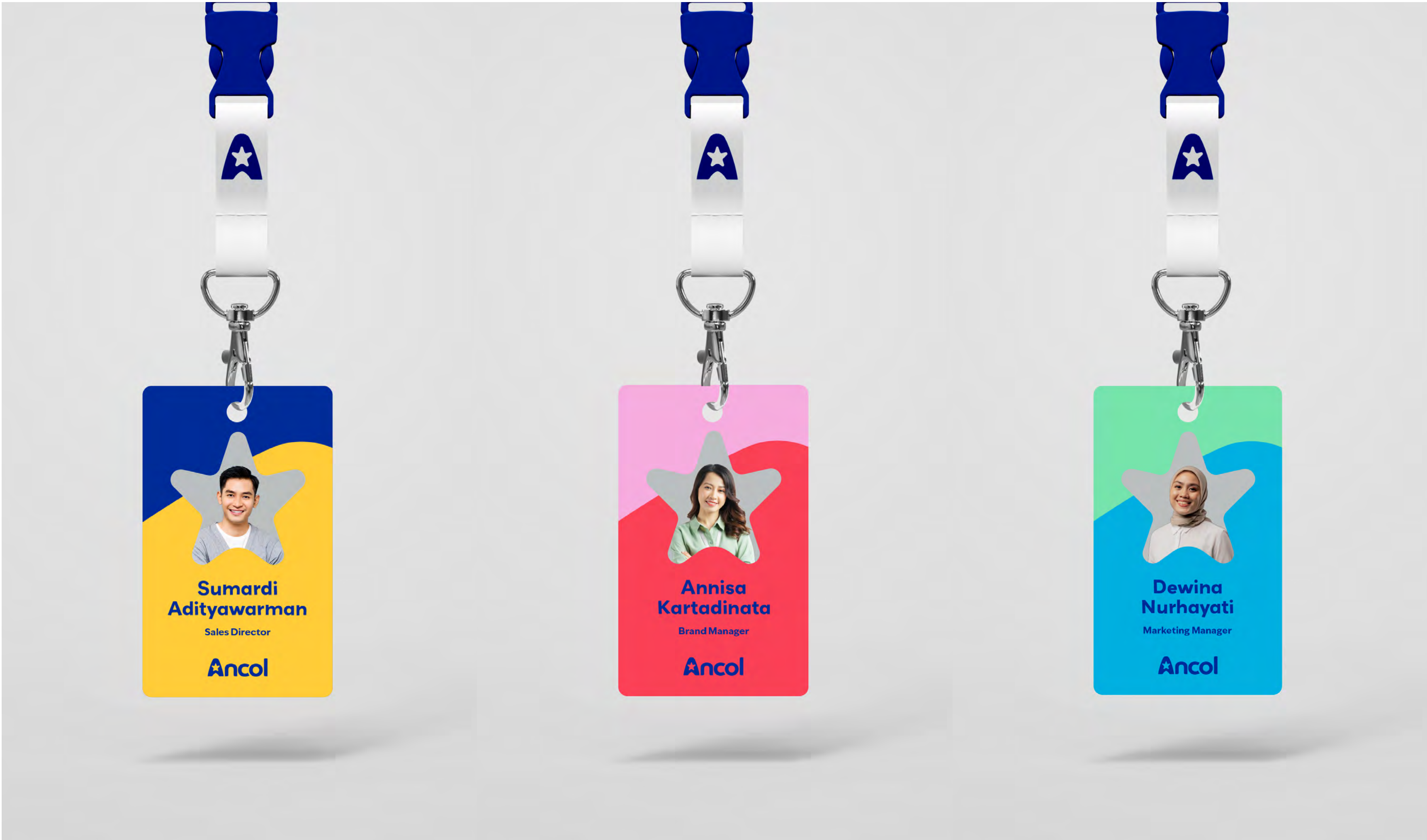
Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth



Business Card Horizontal

The Ancol business card has the brand logo clearly applied on the front and details applied on the reverse.

Dimension
85mm x 55mm

- Signage
- Corporate Vehicle
- Airplane
- Wara Wiri
- Sato Sato
- Website
- Mobile App
- Google Display Network
- E-ticket
- Corporate Staff ID
- Business Card**
- Letterhead
- C5 Envelope
- DL Envelope

- Email Signature
- Uniform
- Water Bottle
- Paper Cup
- Security Uniform
- Tote Bag
- Food Takeaway Box
- Wine Glass Cover
- Billboard
- Water Ride Float
- Exhibition Booth



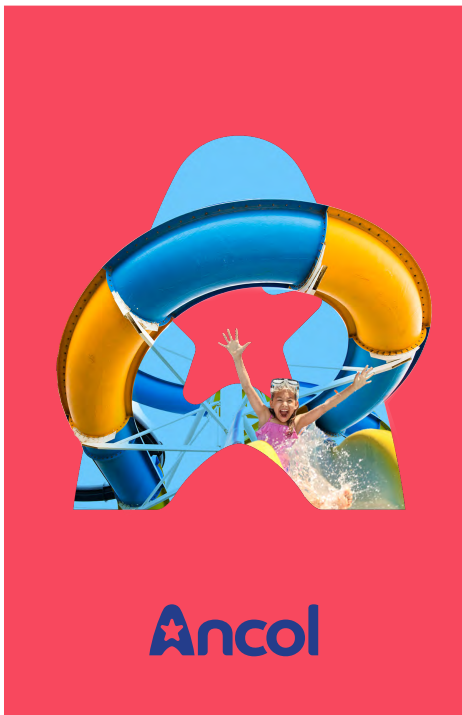
Business Card Portrait

The Ancol business card has the brand logo clearly applied on the front and details applied on the reverse.

Dimension
55mm x 85mm

Signage
Corporate Vehicle
Airplane
Wara Wiri
Sato Sato
Website
Mobile App
Google Display Network
E-ticket
Corporate Staff ID
Business Card
Letterhead
C5 Envelope
DL Envelope

Email Signature
Uniform
Water Bottle
Paper Cup
Security Uniform
Tote Bag
Food Takeaway Box
Wine Glass Cover
Billboard
Water Ride Float
Exhibition Booth



Ancol A4 letterhead is a simple representation of the brand elements, with clear space for bespoke content.

Dimension
210mm x 297mm

- Signage
- Corporate Vehicle
- Airplane
- Wara Wiri
- Sato Sato
- Website
- Mobile App
- Google Display Network
- E-ticket
- Corporate Staff ID
- Business Card
- Letterhead**
- C5 Envelope
- DL Envelope

- Email Signature
- Uniform
- Water Bottle
- Paper Cup
- Security Uniform
- Tote Bag
- Food Takeaway Box
- Wine Glass Cover
- Billboard
- Water Ride Float
- Exhibition Booth



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam. Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

PT. Taman Impian Jaya Ancol
Jl. Lodan Timur No. 7, Ancol
Jakarta Utara - 14430
www.ancol.com



C5 Envelope

Ancol C5 envelope is a simple representation of the brand elements.

Dimension
162mm x 229mm

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

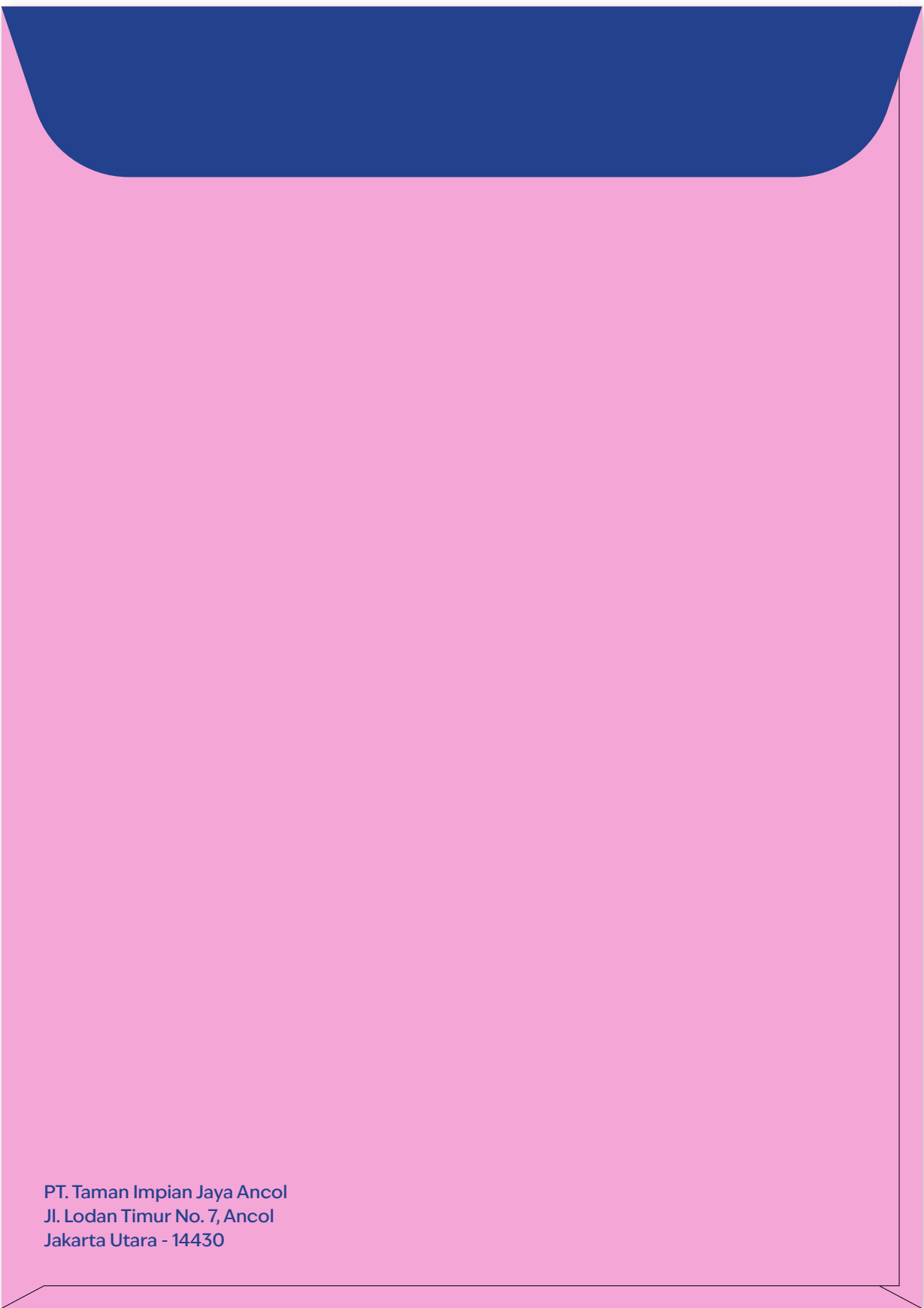
Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth



DL Envelope

Ancol DL envelope is a simple representation of the brand elements.

Dimension
220mm x 110mm

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

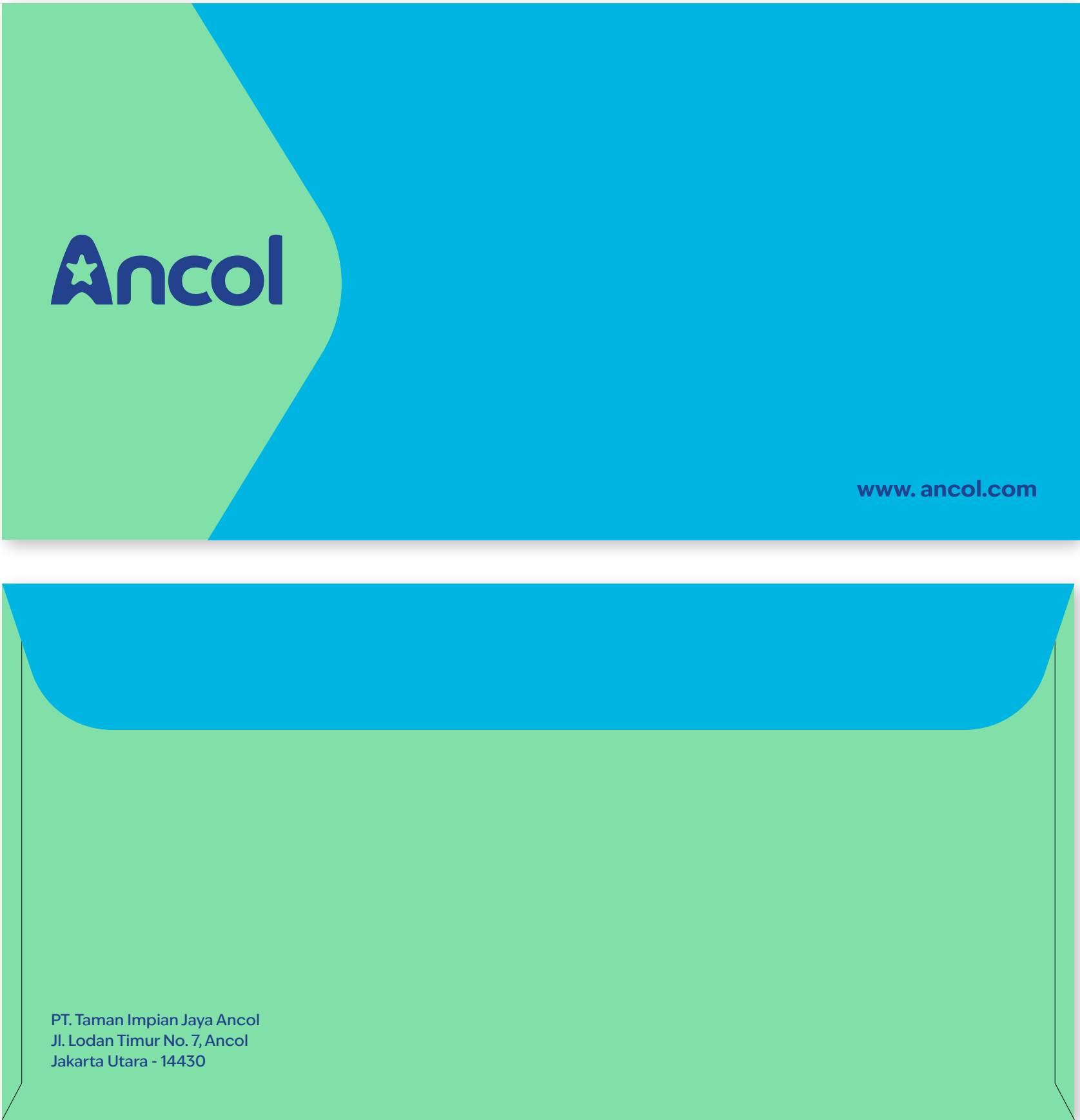
Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth

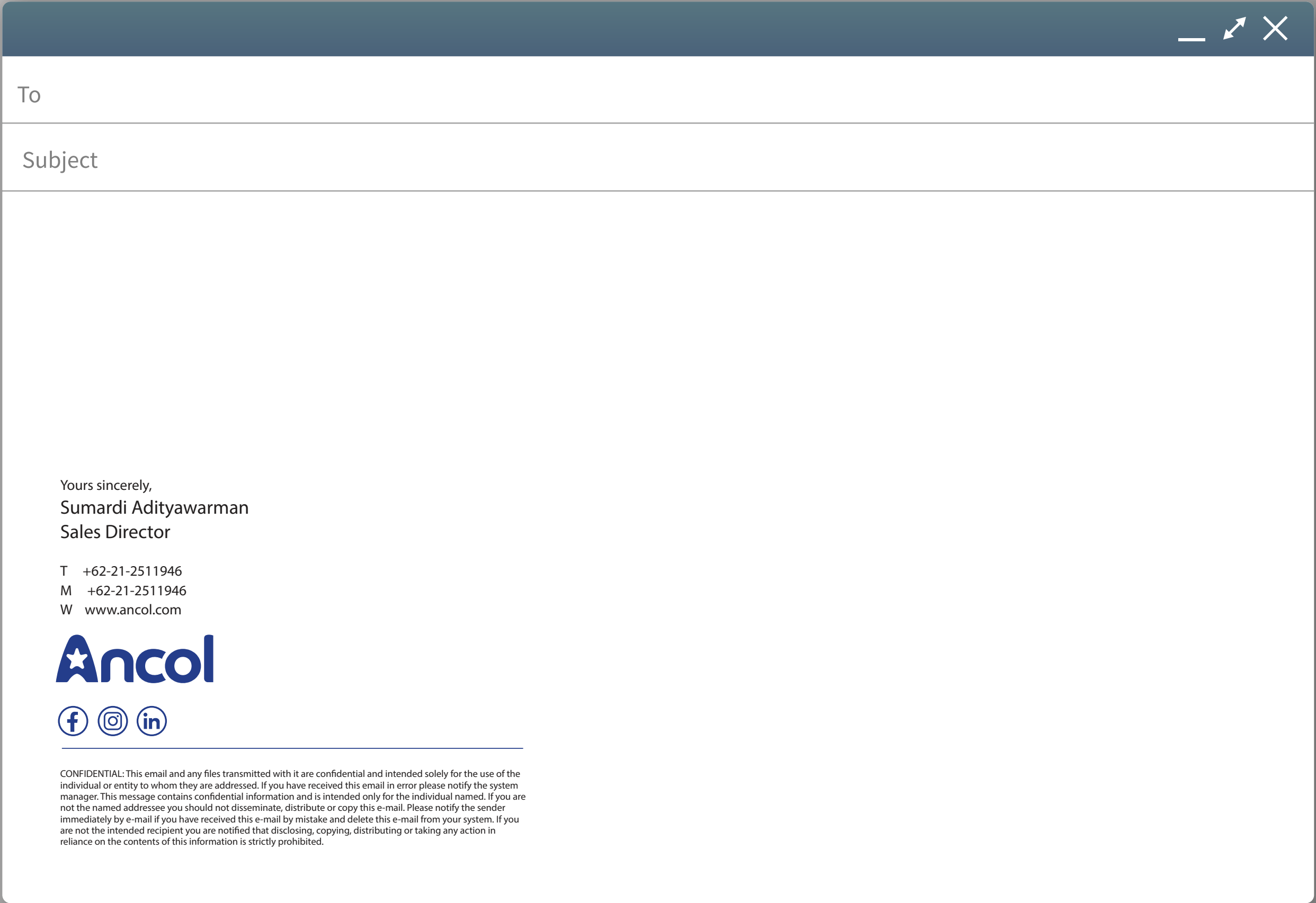


Email Signature

Sample template of how the email signature & disclaimer should be applied with the Ancol branding, with the consideration of having buttons that link to different social media platforms.

- Signage
- Corporate Vehicle
- Airplane
- Wara Wiri
- Sato Sato
- Website
- Mobile App
- Google Display Network
- E-ticket
- Corporate Staff ID
- Business Card
- Letterhead
- C5 Envelope
- DL Envelope

- Email Signature**
- Uniform
- Water Bottle
- Paper Cup
- Security Uniform
- Tote Bag
- Food Takeaway Box
- Wine Glass Cover
- Billboard
- Water Ride Float
- Exhibition Booth



Uniform

Here are the sample templates for Ancol uniform in polo and long sleeve formats.



- Signage
- Corporate Vehicle
- Airplane
- Wara Wiri
- Sato Sato
- Website
- Mobile App
- Google Display Network
- E-ticket
- Corporate Staff ID
- Business Card
- Letterhead
- C5 Envelope
- DL Envelope

- Email Signature
- Uniform**
- Water Bottle
- Paper Cup
- Security Uniform
- Tote Bag
- Food Takeaway Box
- Wine Glass Cover
- Billboard
- Water Ride Float
- Exhibition Booth



Water Bottle

Sample template of how water bottle should be applied with the Ancol branding.

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth



Paper Cup

Sample template of how paper cup should be applied with the Ancol branding.

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth



Security Uniform

This is the sample template for Ancol security uniform in polo format.



- Signage
- Corporate Vehicle
- Airplane
- Wara Wiri
- Sato Sato
- Website
- Mobile App
- Google Display Network
- E-ticket
- Corporate Staff ID
- Business Card
- Letterhead
- C5 Envelope
- DL Envelope

- Email Signature
- Uniform
- Water Bottle
- Paper Cup
- Security Uniform**
- Tote Bag
- Food Takeaway Box
- Wine Glass Cover
- Billboard
- Water Ride Float
- Exhibition Booth

Tote Bag

This is the sample template for Ancol tote bag.

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth



Food Takeaway Box

This is the sample template for Ancol takeaway box.

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth



Wine Glass Cover

This is the sample template for Ancol paper wine glass cover.

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth



Billboard Horizontal

This is the sample template for
Ancol billboard (horizontal).

- Signage
- Corporate Vehicle
- Airplane
- Wara Wiri
- Sato Sato
- Website
- Mobile App
- Google Display Network
- E-ticket
- Corporate Staff ID
- Business Card
- Letterhead
- C5 Envelope
- DL Envelope

- Email Signature
- Uniform
- Water Bottle
- Paper Cup
- Security Uniform
- Tote Bag
- Food Takeaway Box
- Wine Glass Cover
- Billboard
- Water Ride Float
- Exhibition Booth



Billboard Vertical

These are the sample templates for Ancol billboard (vertical).

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

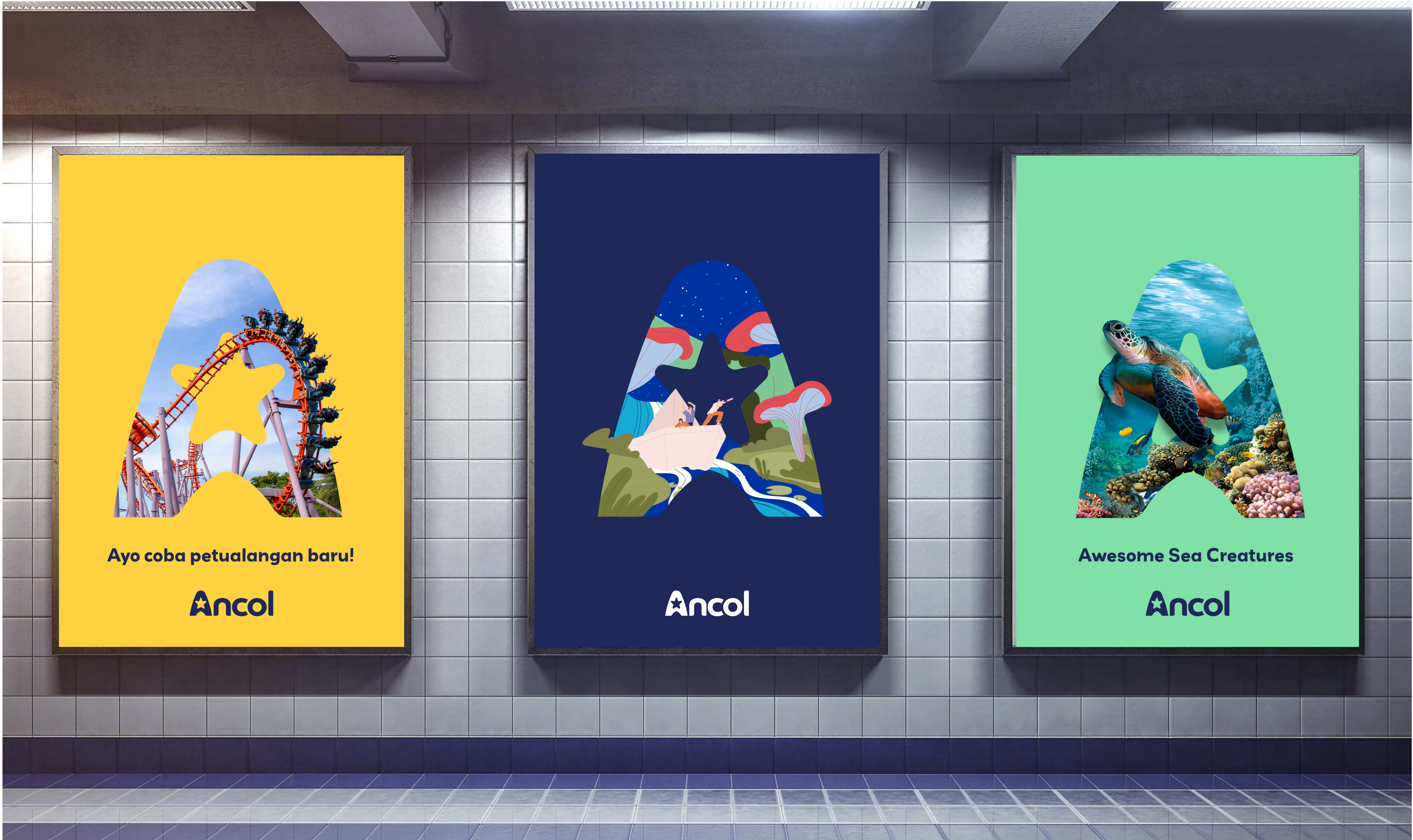
Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth



Water Ride Float

This is the sample template for Ancol water ride float.

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth



Exhibition Booth

This is the sample template for Ancol exhibition booth.

- Signage

Corporate Vehicle

Airplane

Wara Wiri

Sato Sato

Website

Mobile App

Google Display Network

E-ticket

Corporate Staff ID

Business Card

Letterhead

C5 Envelope

DL Envelope
- Email Signature

Uniform

Water Bottle

Paper Cup

Security Uniform

Tote Bag

Food Takeaway Box

Wine Glass Cover

Billboard

Water Ride Float

Exhibition Booth



Our Sub-brands Logos

Sub-brands Logos
Logo Usage
Clear Space & Minimum Size
Logo Colours
Incorrect Usage



Sub-brands Logos Without Endorsement

Shown here are the various sub-brands that are part of Ancol, each with their own distinct branding and identity that sets them apart from the overall Ancol brand.

While these sub-brands logos are designed to align with the essence of the Ancol brand, they also incorporate their own unique color schemes, fonts, and visual elements to establish a distinctive brand identity for each attraction.



Sub-brands Logos With Endorsement

Shown here are the sub-brands logos endorsed by the Ancol master brand, along with descriptors that indicate the nature of the attraction. The subsequent pages address how to appropriately utilize these logos.



Logo Usage Without Endorsement

Shown here is an example of a sub-brand logo without Ancol endorsement. This should only be used within the Ancol premises.

When sub-brands are physically located within the Ancol premises, it is not necessary to have explicit parent brand endorsement in order to avoid over-repetition of the parent brand name.



Within
Ancol
premises



Signages



Way-finding

Logo Usage With Endorsement

Shown here is an example of a sub-brand logo with Ancol endorsement. This should only be used on communications and applications outside the Ancol premises.

Parent brand endorsement is important because it provides credibility and trust to the sub-brands, when they are not physically on the premises. The endorsement from the parent brand can influence consumer perception of the sub-brand's quality, reliability, and overall value.



**Outside
Ancol
premises**



**Printed
Communications**



**Digital
Communications**

Clear Space & Minimum Size

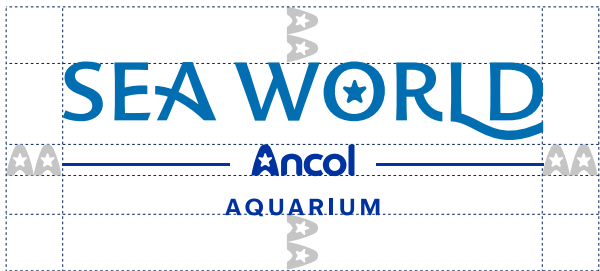
To maintain its integrity and visibility, the logo should be separated from any other text, images, or graphics that may compete with it. It is important to provide sufficient clear space around the logo, which should be at least twice the size of the letter A from the Ancol brand logo as displayed on the right.



24MM / 68PX



30MM / 87PX



32MM / 92PX



25MM / 71PX



30MM / 83PX



35MM / 101PX

- Sub-brands Logos
- Logo Usage
- Clear Space & Minimum Size
- Logo Colours
- Incorrect Usage

Logo Colours

The logo colors presented here are the only ones permitted for use with Ancol sub-brands. A single color version may be used when printing in monochrome or black and white.

- Sub-brands Logos
- Logo Usage
- Clear Space & Minimum Size
- Logo Colours
- Incorrect Usage

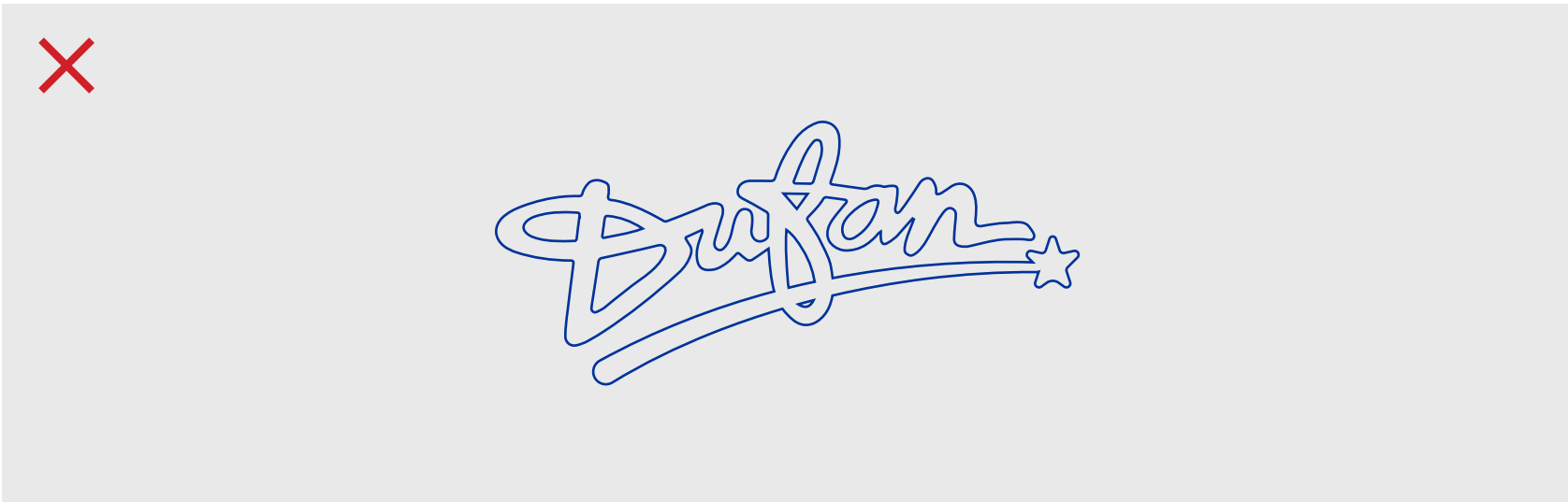
		
		
		
		

It is essential to maintain the integrity and communicative power of the sub-brands logos. When using, please respect the guidance within this style guide. Here are some common applications to avoid.

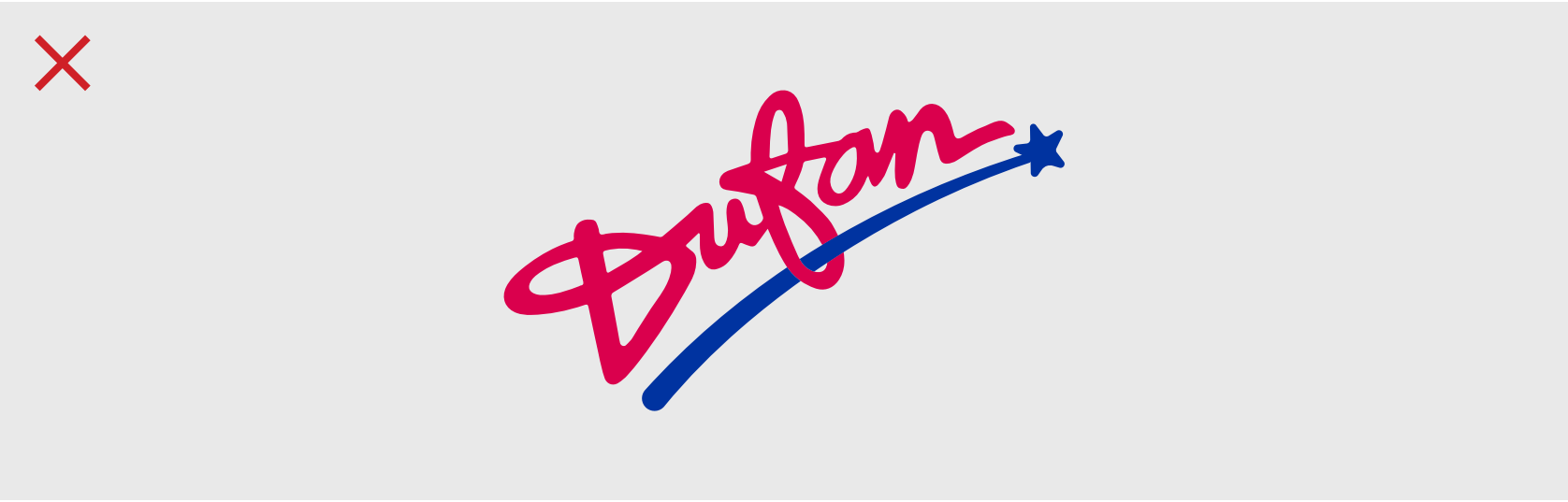
Incorrect Usage



Do not alter the colours



Do not outline the logo



Do not rotate the logo



Do not squeeze or stretch the logo



Do not outline the logo with any colour fill



Do not apply gradient on the logo

Our Sub-brands Colours



Sub-brands Colours

These are the only permitted colours for Ancol sub-brands. These codes are specific to each sub-brand and should not be altered.

Dufan
Red

Pantone 1925 C
C0 M100 Y52 K0
R224 G0 B77
#E0004D

Ocean
Blue

Pantone 286 C
C100 M90 Y0 K0
R0 G51 B160
#0033A0

Pasar Seni
Orange

Pantone 715 C
C0 M50 Y93 K0
R246 G141 B46
#F68D2E

Sea World
Blue

Pantone 3553 C
C100 M28 Y0 K16
R0 G110 B179
#006EB3

Atlantis
Purple

Pantone 2597 C
C82 M100 Y0 K4
R92 G6 B140
#5C068C

Samudra
Teal

Pantone 3560 C
C99 M0 Y52 K0
R0 G164 B151
#00A497

Putri
Duyung
Brown

Pantone 732 C
C0 M69 Y100 K68
R98 G52 B18
#623412

Putri
Duyung
Amber

Pantone 2011C
C0 M43 Y88 K0
R237 G155 B51
#ED9B33

Our Sub-brands Visual System

Primary System
Secondary System
Multi-brands System



Primary System

The Build

This is the primary visual system for Ancol sub-brands constructed using the Ancol A to form a holding device for the imagery. The out-of-frame system is derived from the master brand, providing flexible and dynamic layouts across different sized communications. To build the layout, take into considerations of the followings:

Vertical Build

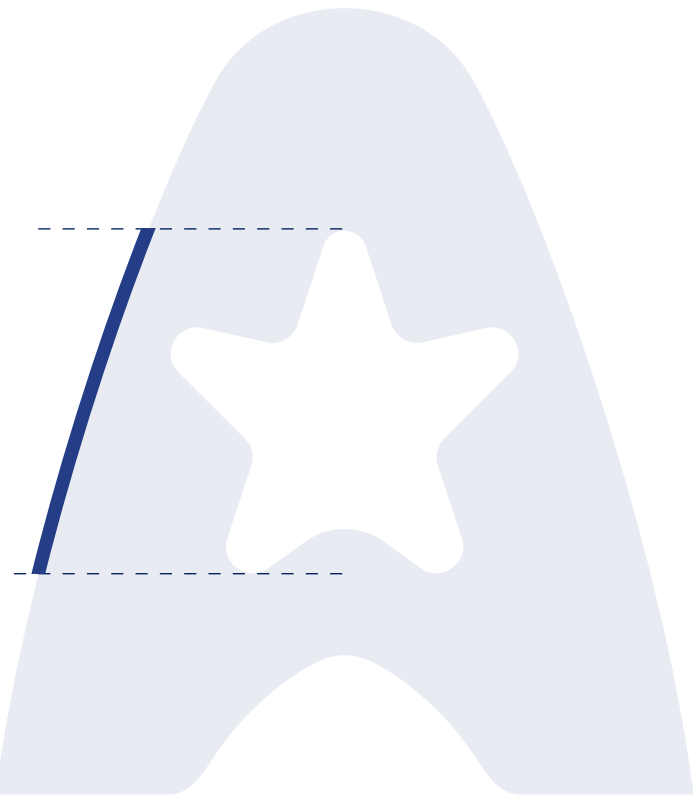
- A Starting from the Ancol logo, use the left side of the logo and the Ancol star height as the guide to crop the build
- B Rotate the cropped curve at 58° (Clock-wise direction)
- C Scale the curve to fit to the canvas width

Horizontal Build

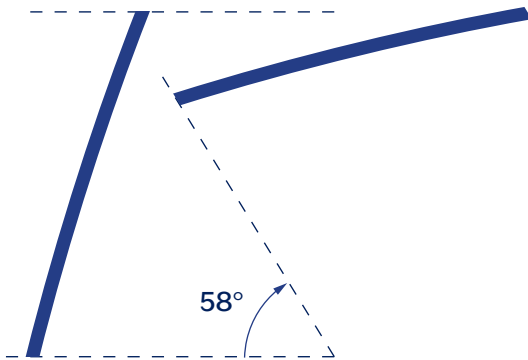
- A Use the same construction from above
- B¹ Do not rotate the curve, proceed to C¹
- C¹ Scale the curve to fit to the canvas height

Primary System
Secondary System
Multi-brands System

A



B



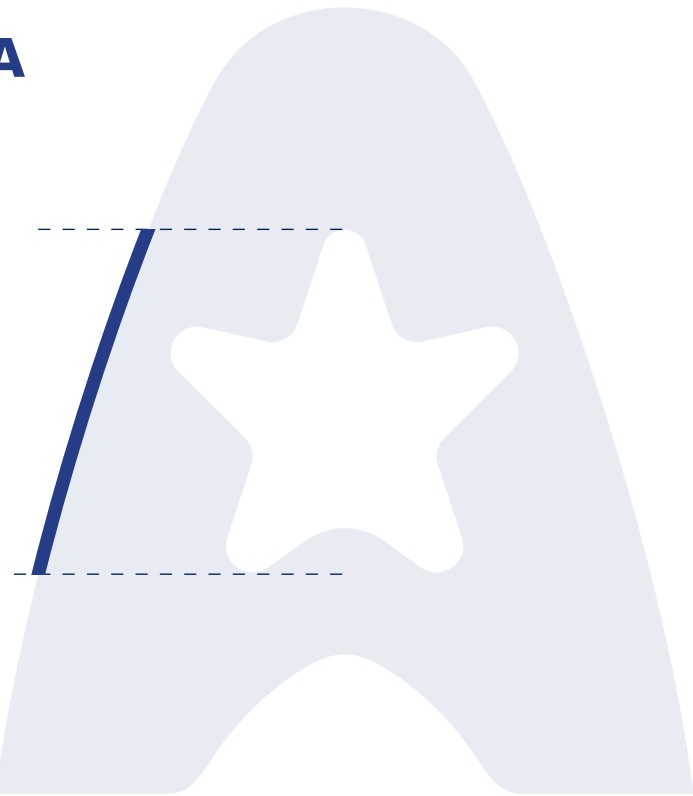
C

A4 - Vertical



Curve Position:
4.5 Columns

A



B¹

C¹

A4 - Horizontal



Curve Position: 4.5 Columns

Primary System Vertical

Always adhere to the following rules established for vertical communications. This allows the Ancol sub-brands to be noticeable on communications of different heights. The logo should only be placed on the left side of the layout at all times.

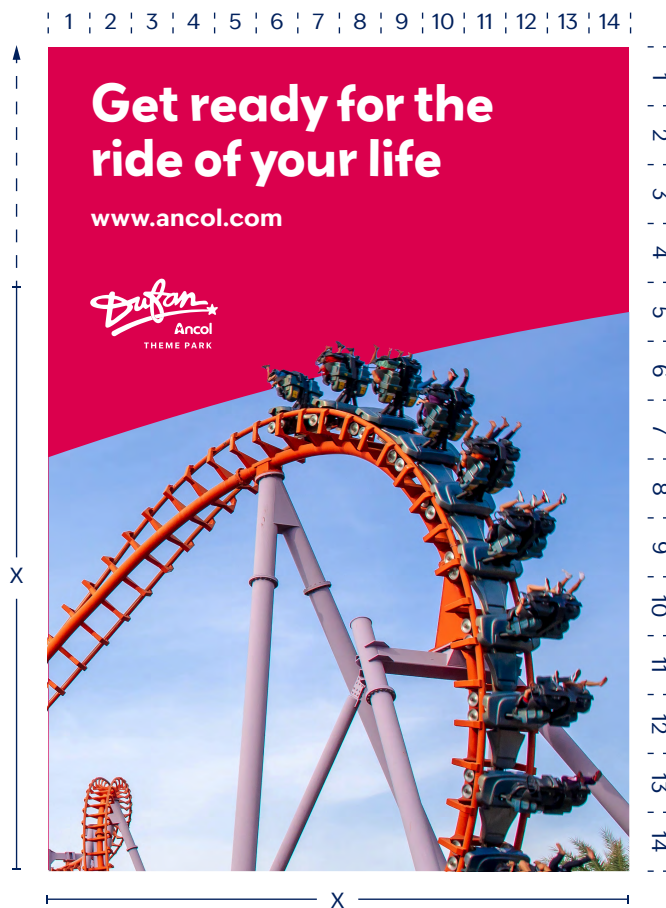
- A Ensure the logo and headline are aligned and maintain a column clear space
- B Position of the sub-brand logo should be aligned to the tip of the cropped curve



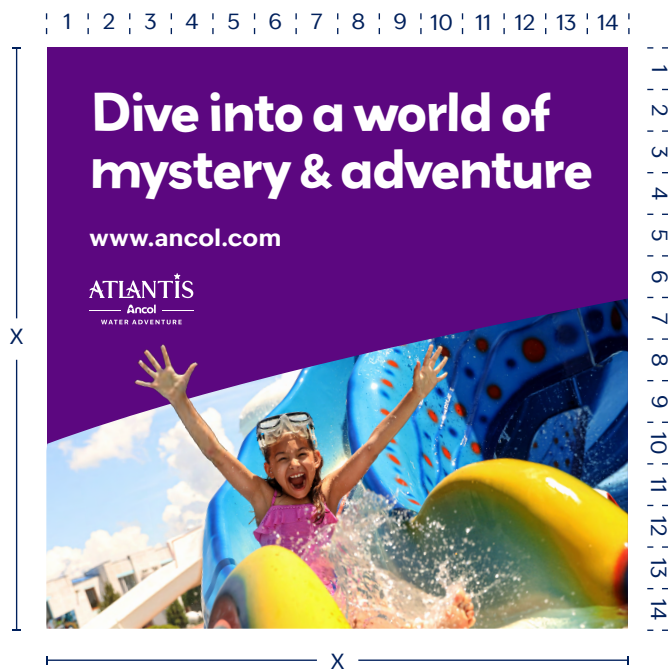
Height = X^2 or more
Logo Size: 4 Columns
Curve Position: 3.5 Columns



Height = X^2
Logo Size: 3.5 Columns
Curve Position: 4 Columns



Height = X or more
Logo Size: 3 Columns
Curve Position: 4.5 Columns



Height = X
Logo Size: 2.5 Columns
Curve Position: 6 Columns

Primary System
Secondary System
Multi-brands System

Primary System Horizontal

Always adhere to the following rules established for horizontal communications. This allows the Ancol sub-brands to be noticeable on communications of different widths. The logo should only be placed on the left side of the layout at all times.

A Ensure the logo and headline are aligned and maintain a clear space of half a column



Width = X or more
Logo Size: 2.5 Columns
Curve Position: 4.5 Columns



Width = X² or more
Logo Size: 1.5 Columns
Curve Position: 3.5 Columns



Width = X²
Logo Size: 2 Columns
Curve Position: 4 Columns



Width = X³ or more
Logo Size: 1 Column
Curve Position: 3 Columns

Primary System
Secondary System
Multi-brands System

Secondary System

The Build

This is the secondary visual system with the similar construction from the primary visual system (page 76), with an additional holding device for the sub-brand logo.

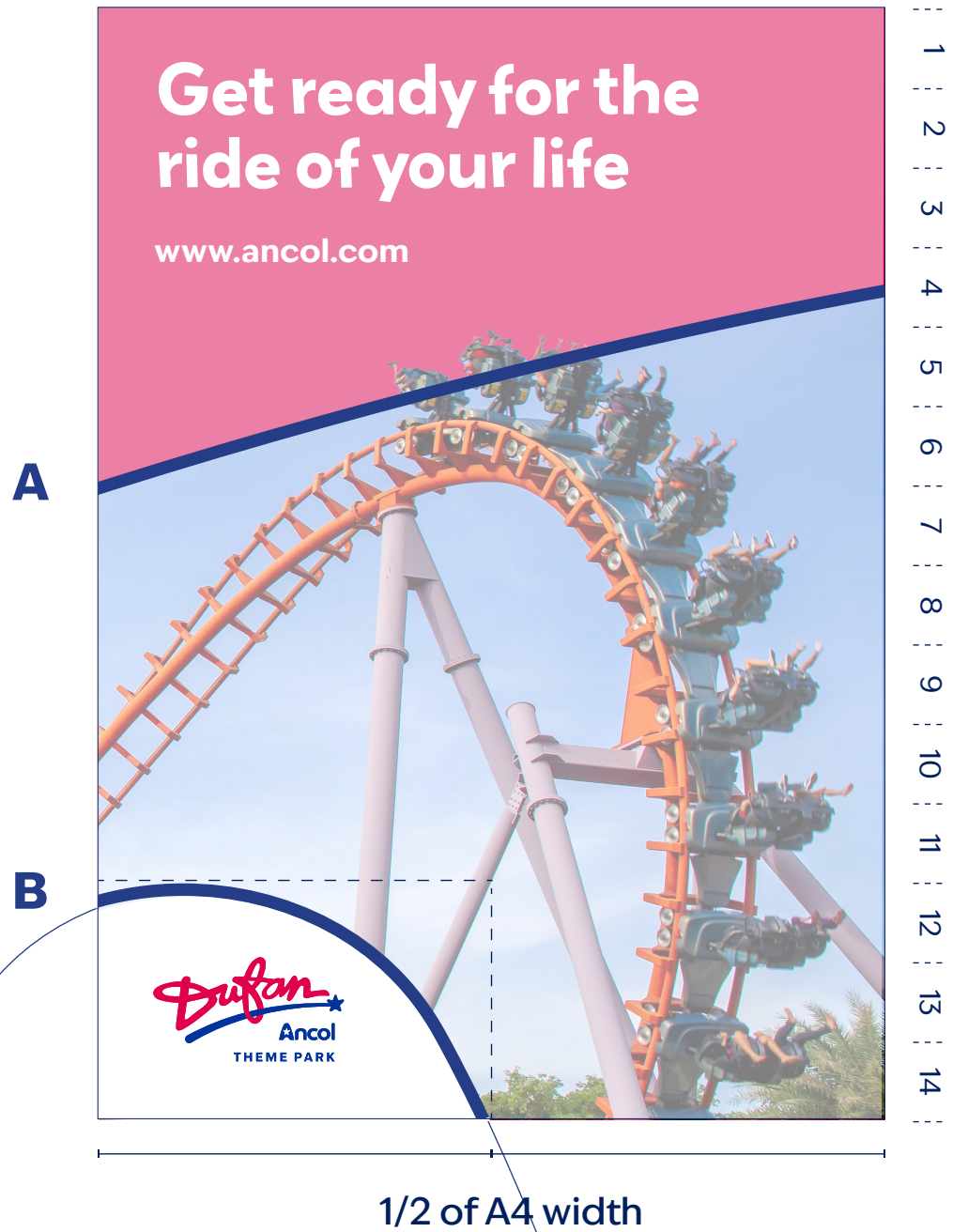
Vertical Build

- A Follow the vertical construction on page 76
- B Ensure logo hold shape is 1/2 of canvas width and 3 columns of canvas height

Horizontal Build

- A' Follow the horizontal construction on page 76
- B' Ensure logo hold shape is 5 columns of canvas width and 1/3 of canvas height

A4 - Vertical



A4 - Horizontal

A'

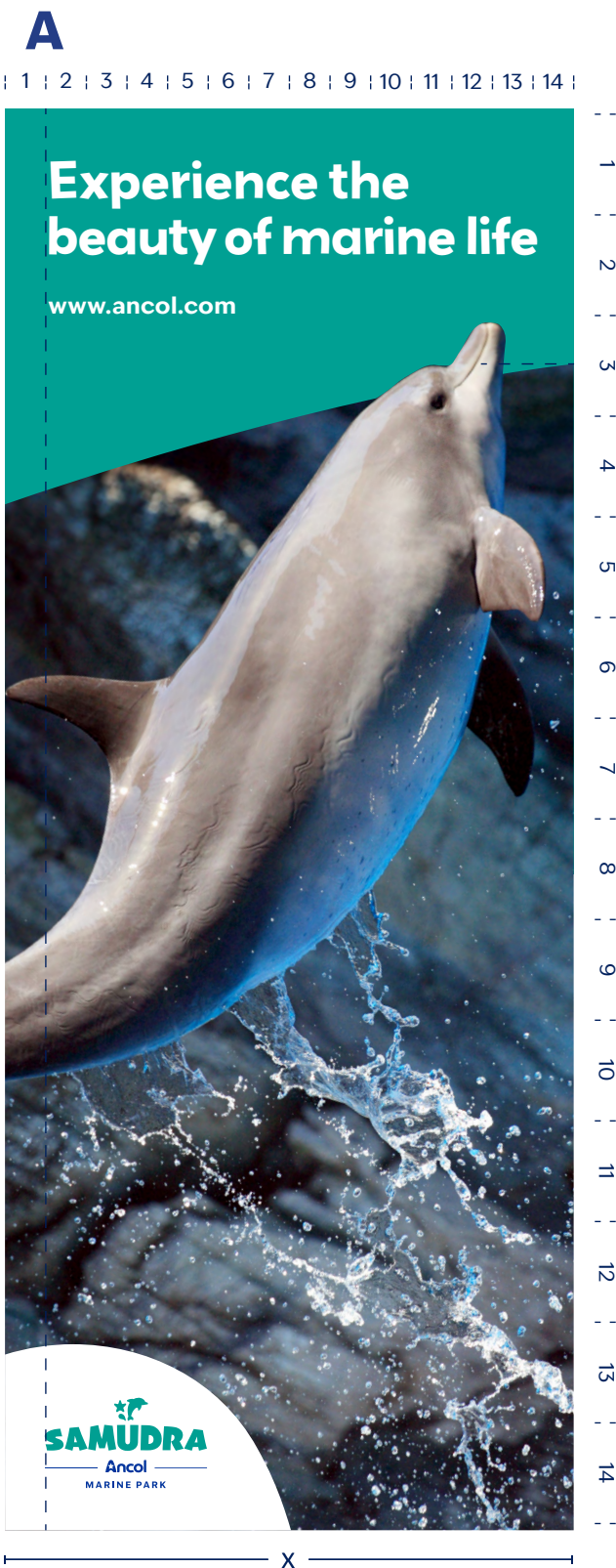
B'
1/3 of A4 height



Secondary System Vertical

Always adhere to the following rules established for vertical communications. This allows the Ancol sub-brands to be noticeable on communications of different heights. The logo should only be placed on the left side of the layout at all times.

- A Ensure the logo and headline are aligned and maintain a column clear space



Height = X^2 or more
Logo Size: 4 Columns
Curve Position: 2.5 Columns
Logo Holding Shape: 2 Columns



Height = X^2
Logo Size: 3.5 Columns
Curve Position: 3 Columns
Logo Holding Shape: 2 Columns



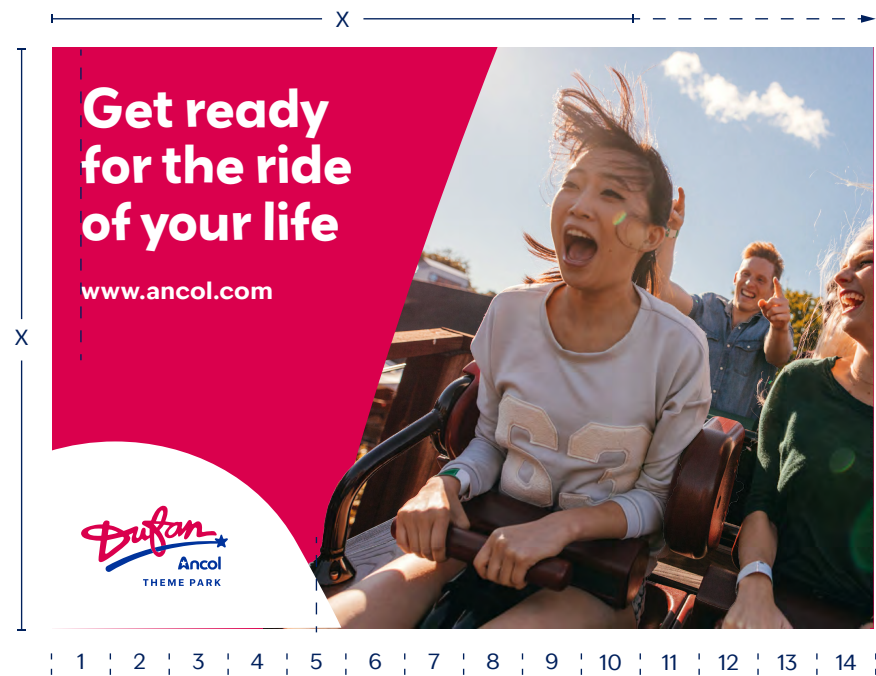
Height = X or more
Logo Size: 3 Columns
Curve Position: 3.5 Columns
Logo Holding Shape: 3 Columns



Height = X
Logo Size: 2.5 Columns
Curve Position: 5 Columns
Logo Holding Shape: 3.5 Columns

Secondary System Horizontal

Always adhere to the following rules established for horizontal communications. This allows the Ancol sub-brands to be noticeable on communications of different widths. The logo should only be placed on the left side of the layout at all times.



Width = X or more
Logo Size: 2.5 Columns
Curve Position: 4.5 Columns
Logo Holding Shape: 5 Columns



Width = X² or more
Logo Size: 1.5 Columns
Curve Position: 3.5 Columns
Logo Holding Shape: 4 Columns



Width = X²
Logo Size: 2 Columns
Curve Position: 4 Columns
Logo Holding Shape: 4.5 Columns



Width = X³ or more
Logo Size: 1 Column
Curve Position: 3 Columns
Logo Holding Shape: 3.5 Columns

Multi-brands System

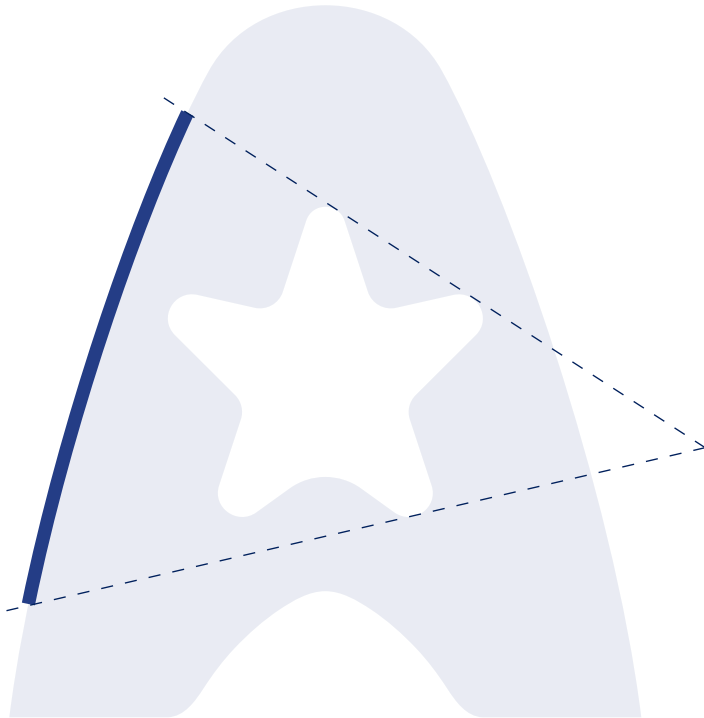
The Build

Shown here is the construction of the multi-brand holding device designed to accommodate Ancol and sub-brands.

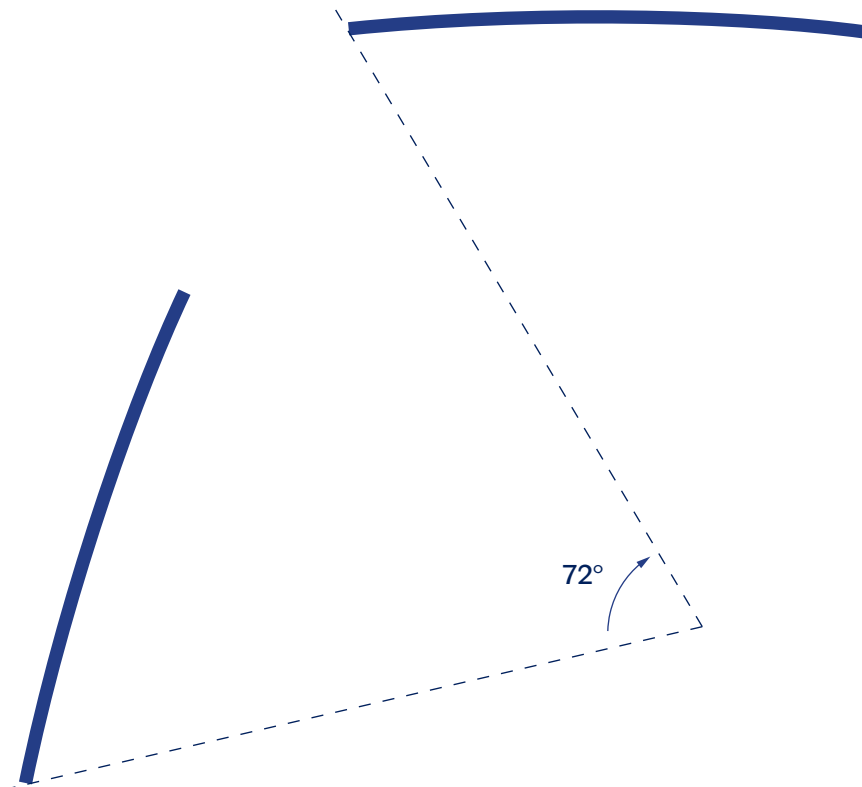
The Build

- A Starting from the Ancol logo, follow the crop angle guided by the Ancol star
- B Rotate the cropped curve at 72° (Clock-wise direction)
- C Scale the curve to fit to the canvas width

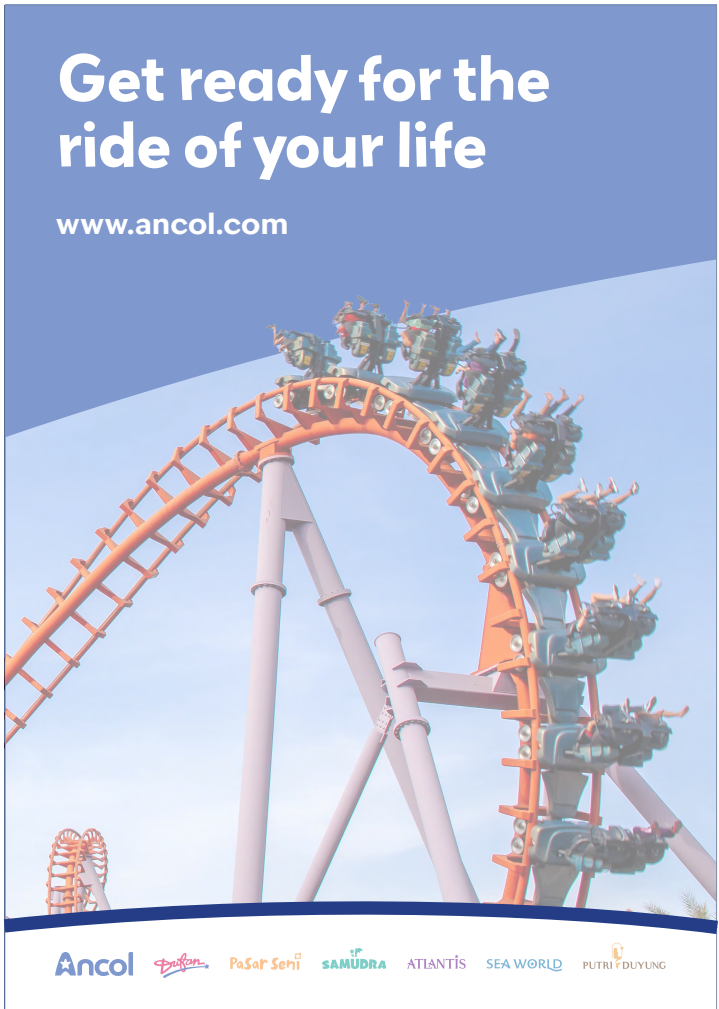
A



B



C

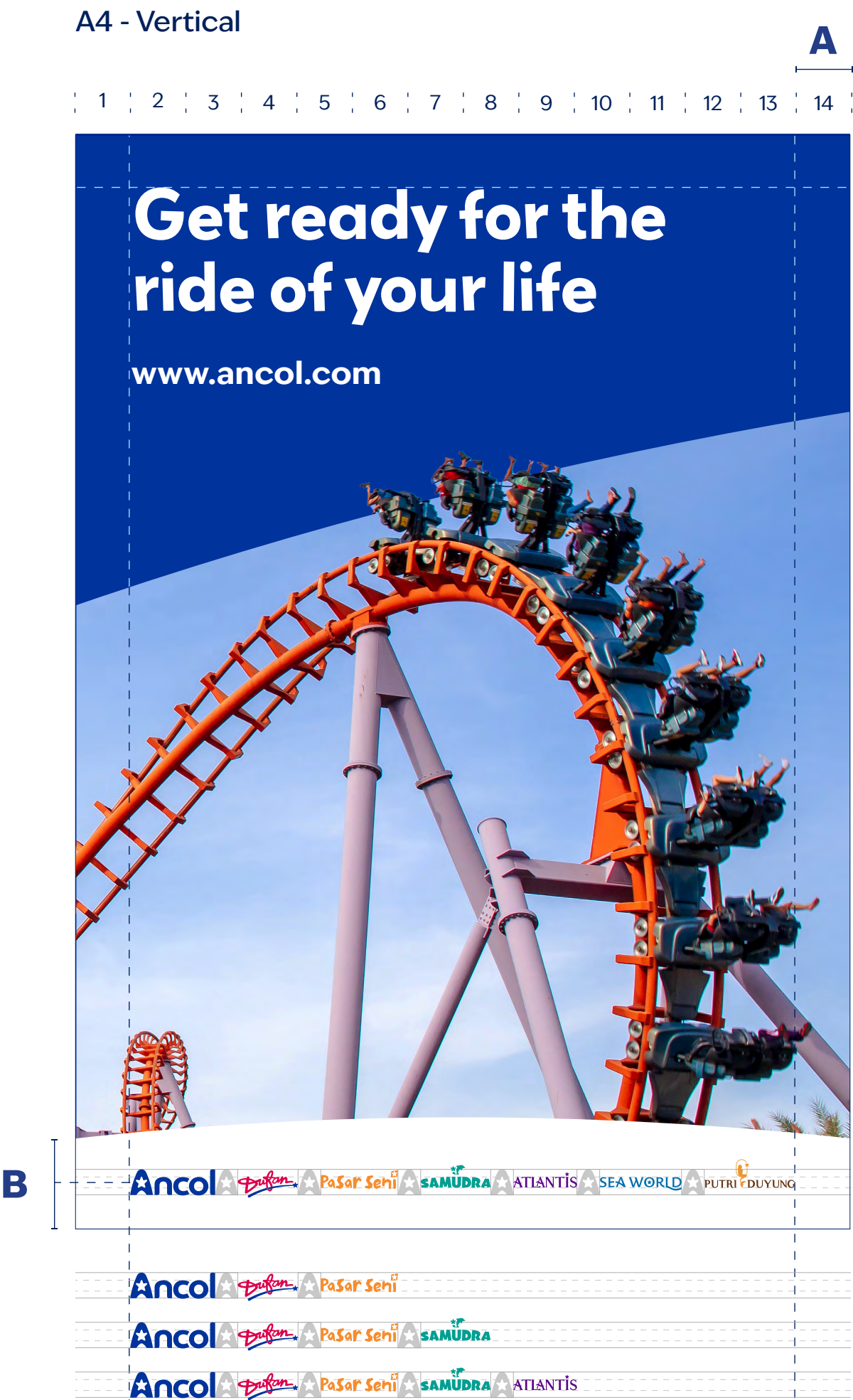


Multi-brands System Vertical

Shown here is the vertical holding device for multi-brand communications. The holding device is designed to accommodate various numbers of sub-brands and must always be left-aligned and separated by the Ancol A to ensure consistency in spacing.

- A Ensure the logo and headline are aligned and maintain a column clear space
- B Align the logo vertically to the center height to maintain a balanced lockup

Primary System
Secondary System
Multi-brands System

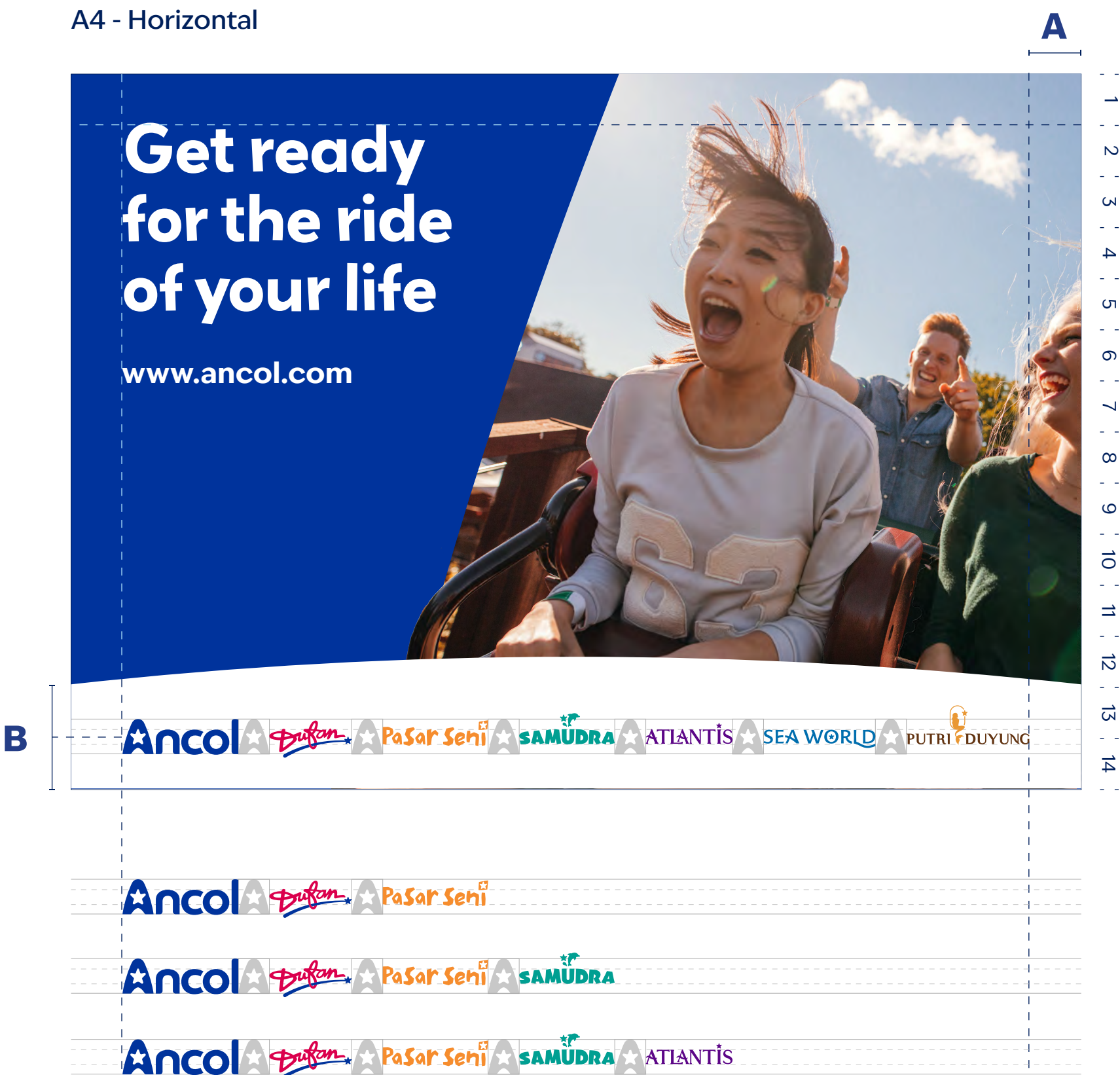


Multi-brands System Horizontal

Shown here is the horizontal holding device for multi-brand communications. The holding device is designed to accommodate various numbers of sub-brands and must always be left-aligned and separated by the Ancol A to ensure consistency in spacing.

- A Ensure the logo and headline are aligned and maintain a clear space of a column
- B Align the logo vertically to the center height to maintain a balanced lockup

A4 - Horizontal



Ancol

If you have questions regarding any information contained within this document please contact the marketing team.

