

Justrip

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**Justrip — We help you to explore
compare and book experiences all in
single place.**

1.0 About Brand

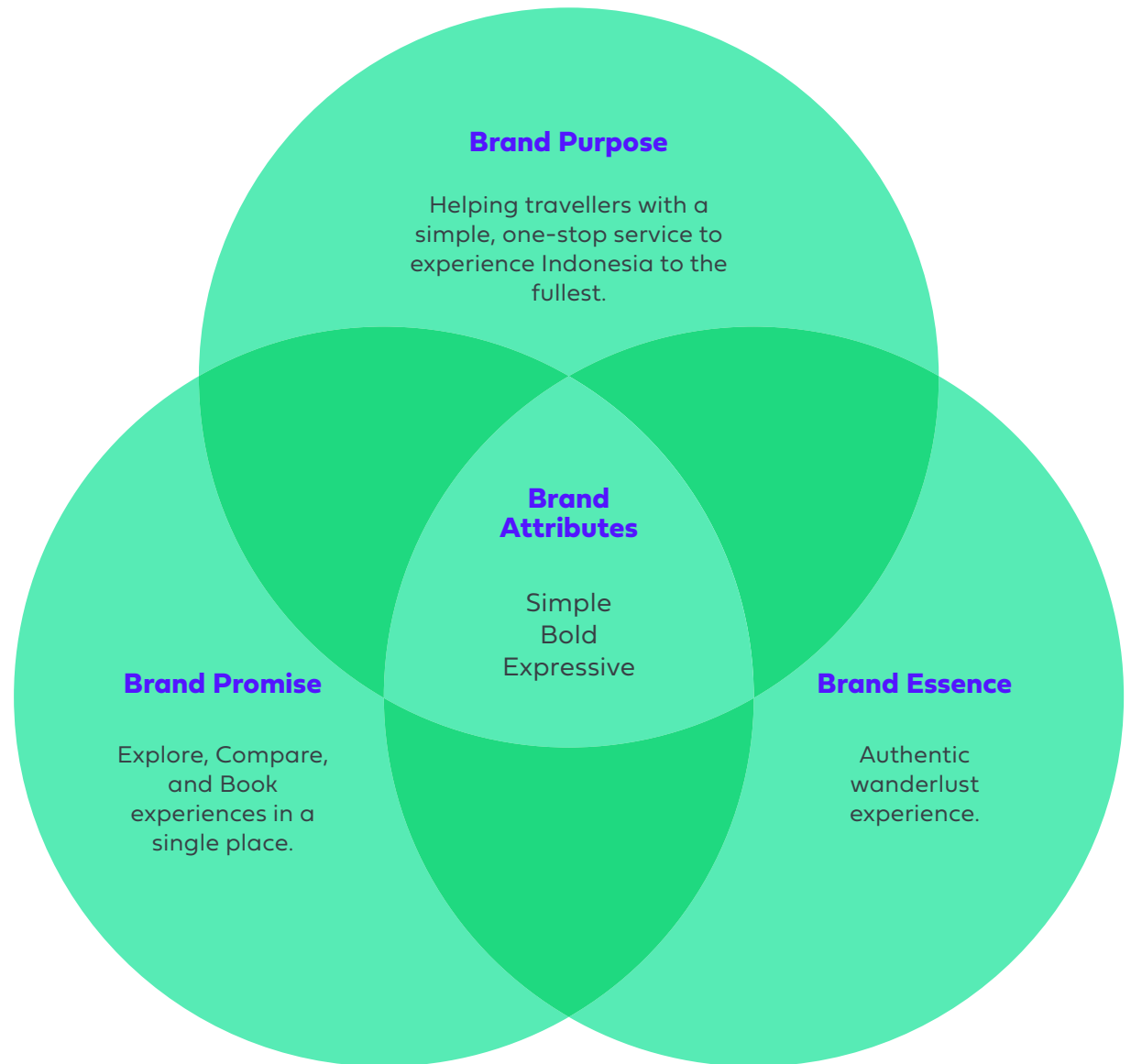
Introduction

We are passionate about helping travellers to have an incredible Indonesian experience and more than ready to help you to enjoy this amazing country to the fullest.

1.0 About Brand

Brand Attributes also known as core values, represent the essence of the brand.

1.1 Brand Attributes



The brand archetype concludes that Justrip is considered as a Explorer brand archetype category.

The Explorer

The Explorer is focused on self-discovery and self-sufficiency and achieves this through being curious, adventurous and intrepid.

The personality / character of a brand is essential to maintain good relationship with its audience, expressed through a visual component, writing and the brand's tone of voice.

**Simple
Bold &
Expressive**

2.0 Brand Mark

The logo for Justrip features the word "Justrip" in a bold, rounded, sans-serif typeface. The text is a vibrant blue. A small, solid green square is positioned above the letter 't', acting as a distinctive graphic element.

2.0 Brand Mark

2.2 Logo Concept



Simple

Simple and straightforward visual style.

Trip

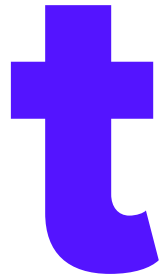
The trace of an airplane in the sky that represents fast movement, trip, and travel.

Excitement

The excitement we feel when we go to places we have never been before.

2.0 Brand Mark

2.3 Rational Logo



Letter t

Connecting two words
(Just + Trip)
Represent connecting
people + destination

Airplane Trace

Fast Moving
Flexibility
(Negative Space)

Happy People

Expressive Gesture
(Abstract)

Tagline here.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

2.0 Brand Mark

Our logo is based on simple shapes. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.

2.5 Construction



2.0

Brand Mark

In Justrip logo, there are two visual components that can be used accordingly.

Wordmark/Logo with full display (primary use).

The use of icon/monogram by using the 't' from Justrip logo.

2.6

Configuration & Versions

Wordmark

The wordmark logo for Justrip, featuring the brand name in a bold, blue, sans-serif typeface. A small green square is positioned above the letter 't', which has a distinctive curved underline.

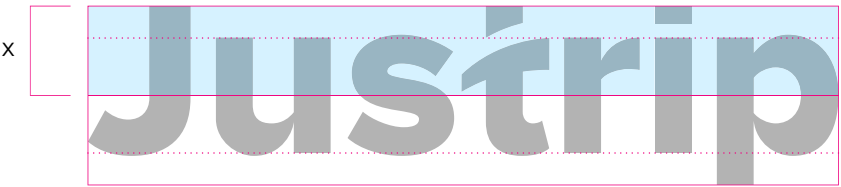
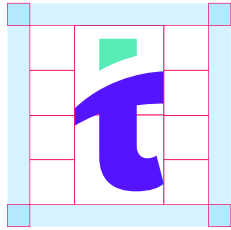
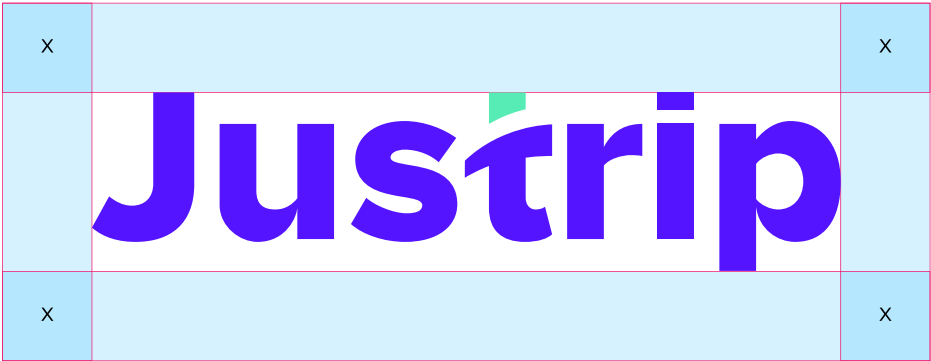
Monogram

The monogram logo for Justrip, featuring the brand name in a light gray, sans-serif typeface. The letter 't' is highlighted in blue and includes a small green square above it, matching the wordmark's design.

2.0
Brand Mark

Exclusion Zone is area around logo that is off limits to any kind of graphic elements.

2.7
Exclusion Zone



2.0 Brand Mark

Our logo is designed to scale to small sizes on print and screen.

Smallest size for screen is 70 pixels and 35 mm for print.

2.8 Sizing

Minimum Screen Size



Minimum Print Size

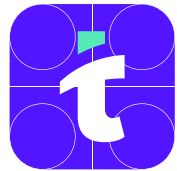


2.0 Brand Mark

Apps icons are individually designed based on specifications. They are an exception to the clearspace guidelines and are sized optically to best fit each shape.

2.9 Icon Usage

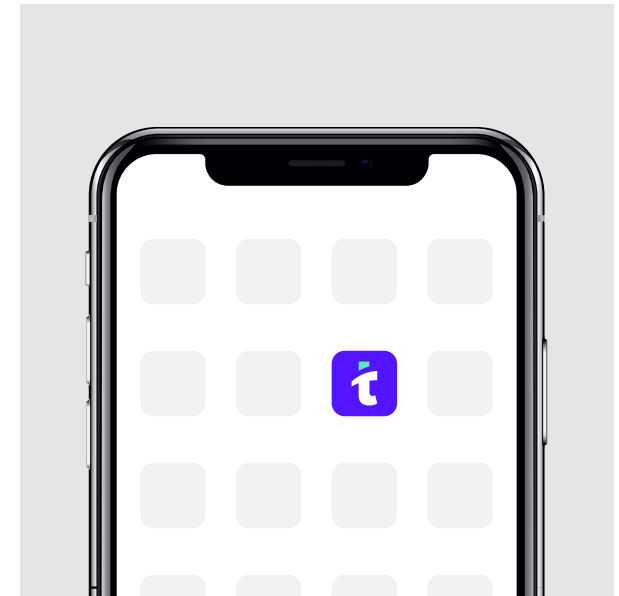
Apps icons



Primary
Usage



Secondary
Usage



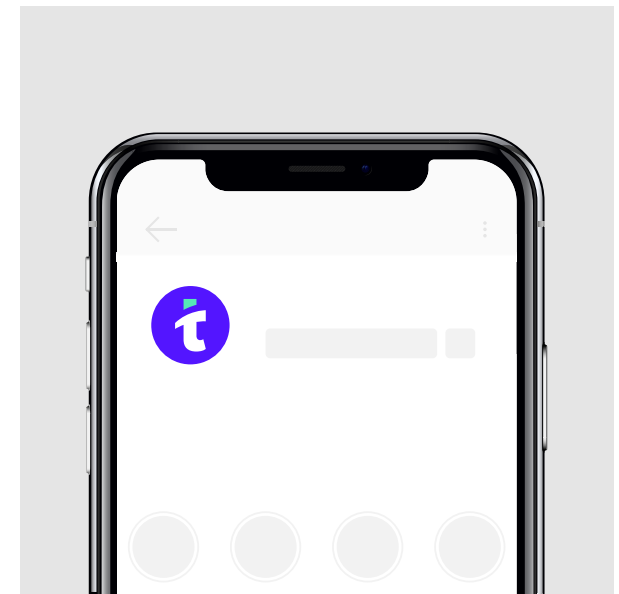
Social icons



Primary
Usage



Secondary
Usage



3.0 Color

3.0
Color

The primary Purple color stand for serenity and spirit of exploration.

The secondary Green color is vibrant, warm and youthful.

3.1
Identity Color

Justrip Purple

RGB 83 22 255

HEX #5315ff

Justrip Green

RGB 86 234 182

HEX #56eab6

Black

RGB 0 0 0

Hex #000000

White

RGB 255 255 255

Hex #FFFFFF

3.0 Color

Color specification advised in printing technique is CMYK. Full color version is main priority in print usage such as promotional materials.

When there are any technical limitations in full-color usage, use the greyscale and solid version instead.

3.2 Print Color Palette

Purple

Pantone 2368 C
CMYK 82 70 0 0

Green

Pantone 3375 U
CMYK 45 0 36 0

Black

Black 100%
CMYK 0 0 0 100

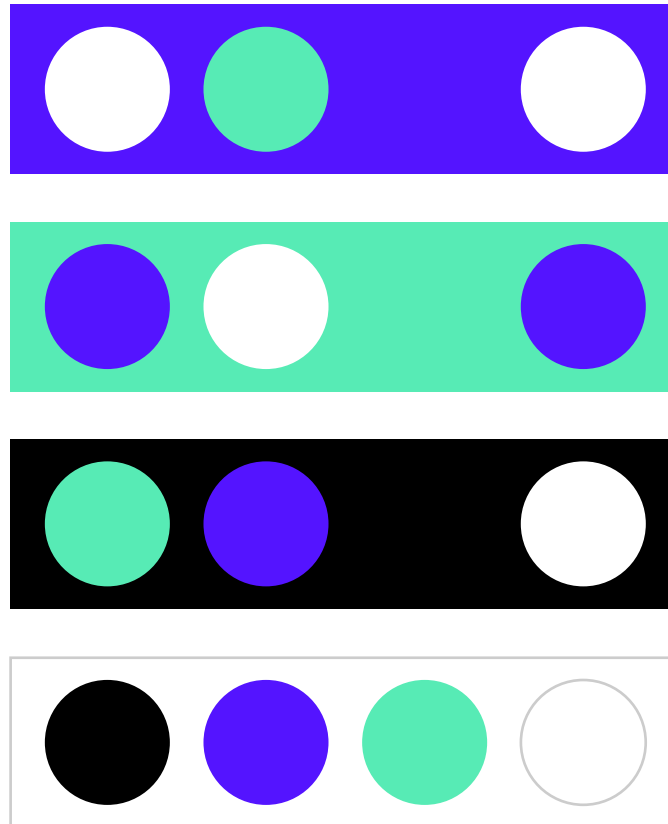
Grey

Black 40%
CMYK 0 0 0 40

3.0 Color

Color combination applicable in logo implementation on various media. As for the bodytext, the use of white color is mandatory when it is placed in a colored background. That means other colors are off limits, and that is due to the reading clarity and convenience

3.3 Color Combination



3.0 Color

The logo has 4 alternative colors that can be used.

If the background color is bright, use positive colors.

If the color is dark or collides with the same color as the logo (purple), use a white logo (negative).

3.4 Color Variant



Primary Color Usage



Secondary Color Usage (Negative)



Green



Green (Negative)



Grayscale



Grayscale (Negative)



Black



Black (Negative)

4.0 Typography

4.0

Typography

Typography is one of the key elements of Justrip brand. Its main function is to show consistency and clarity in media communication.

The typography chosen is Fieldwork. Sans serif fonts possess good clarity and legibility.

Fieldwork

Geo

4.1

Typeface

Aa

BbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRr SsTtUuVvWwXxYyZz
01234567890!@#\$%^&*():"

Fieldwork have an extensive font family. But for Justrip, the font used is Fieldwork Geo Light, Regular, Bold, and Black. Each type has its own purpose.

Light

Regular

Bold

Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
01234567890!@#\$%^&*():"

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
01234567890!@#\$%^&*():"

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
01234567890!@#\$%^&*():"

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
01234567890!@#\$%^&*():"

4.0

Typography

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications.

Bold weight should be paired with Light weight. Black weight should be paired with Regular weight.

Bold

Header

Black

Header

Light

Subhead

Regular

Subhead

4.3

Pairings

**This headline is
set in bold.**

This subheadline is ½ the
point size of the headline and
set in light.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut
labore et dolore magna aliqua.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut
labore et dolore magna aliqua.

5.0 Do's & Dont's

5.0

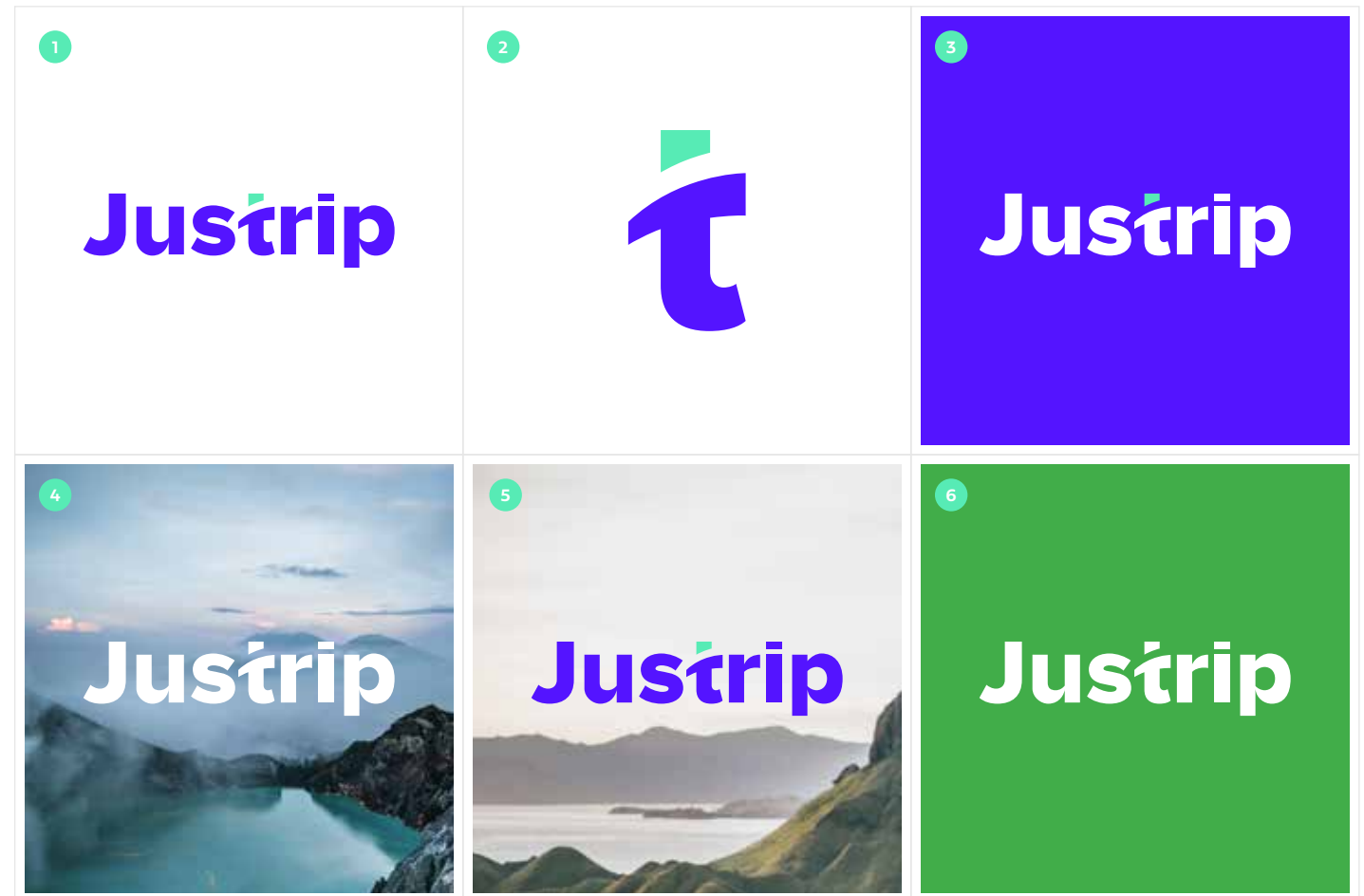
Do's & Dont's

Kindly implement the logo properly and correctly in accordance with rules that have been made, at all times.

1. Logo implementation must always be in accordance with exclusion zone configuration specified on page...
2. The icon use is applicable with configuration specified on page
3. Logo implementation over dark color
4. Use white logo on dark images.
5. Use colored logo on light images.

5.1

Do's



5.0

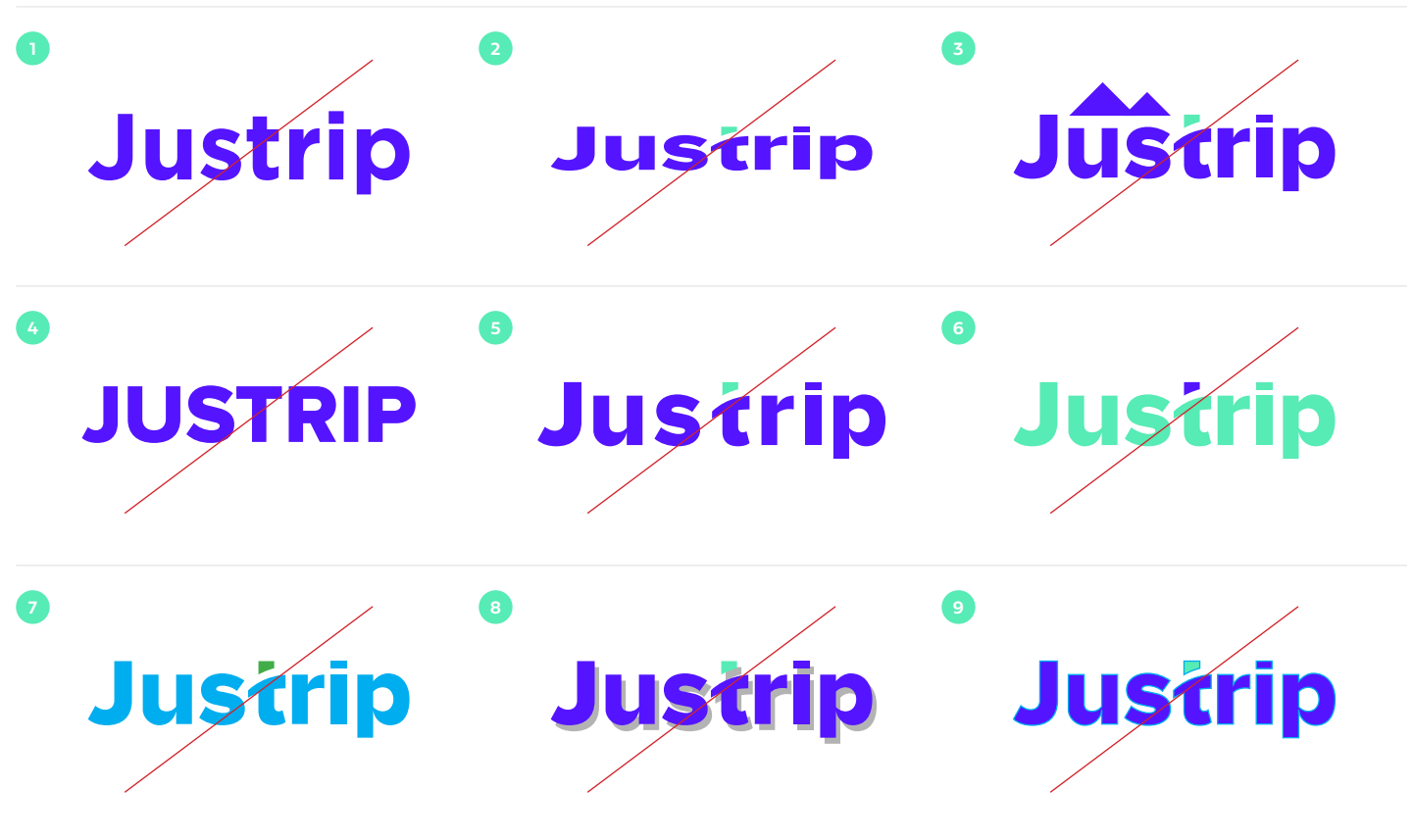
Do's & Dont's

Always use the logo properly and correctly in accordance with the rules that have been made:

1. Don't type out Justrip in any other fonts.
2. Don't stretch or manipulate the logo.
3. Don't pair the logo with marks that may be confused as logos.
4. Don't type out Justrip in all caps or no caps.
5. Don't change or re-adjust the kerning.
6. Don't switch the logo color composition.
7. Do not change the logo color.
8. Don't apply drop shadow
9. Don't put additional outline on the logo.

5.2

Dont's



6.0 Visual System

To maintain **visual consistencies**, a system has been set specifically to be applicable on all communication platforms.

6.0

Visual Systems

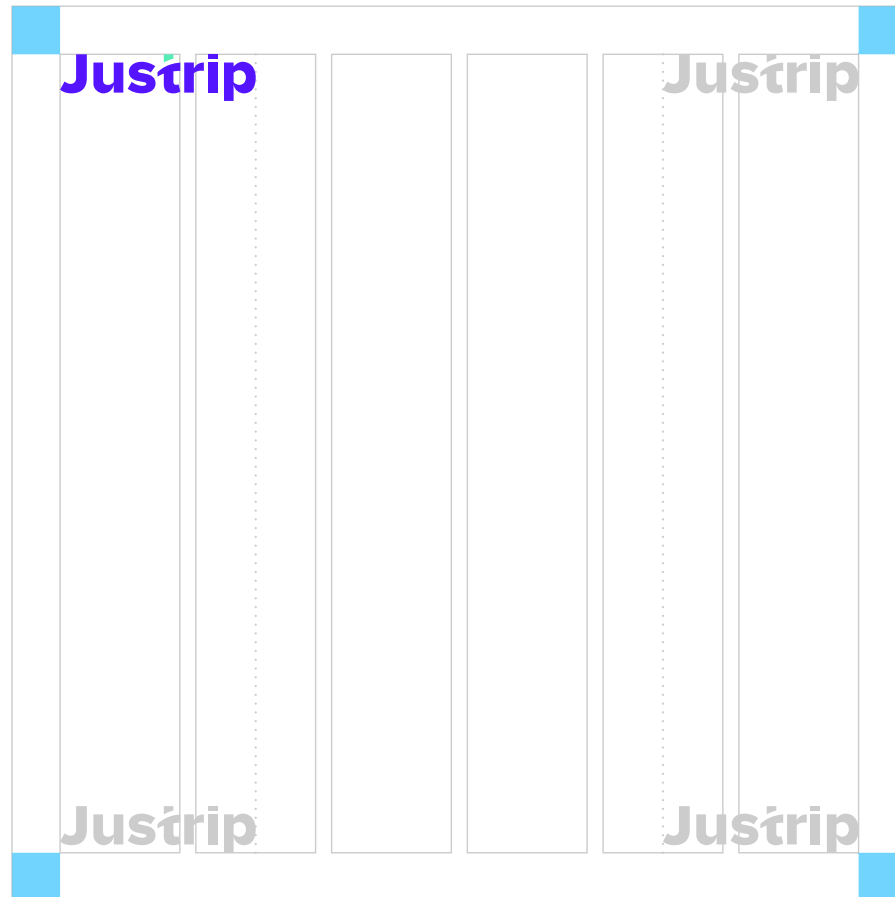
The logo placement depends on the type of communication and use.

General communications that includes text, logo should be placed top left of composition.

6.1

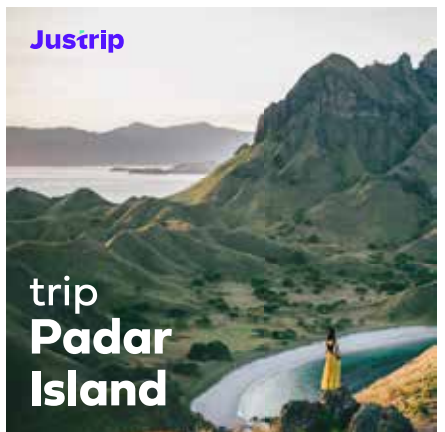
Logo Size and Placement

Top Left



Justrip

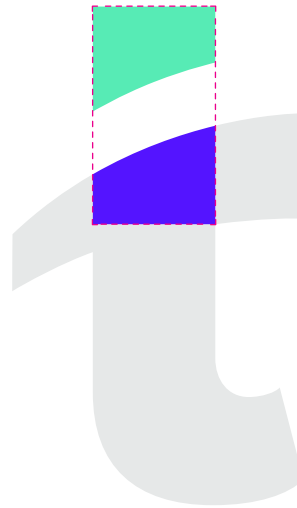
trip
**Padar
Island**



6.0 Visual Systems

To support brand communication
supergraphic is needed.

Supergraphic is extracted from
cropping the 't' monogram in Justrip
logo.



Monogram



Supergraphic

6.0

Visual Systems

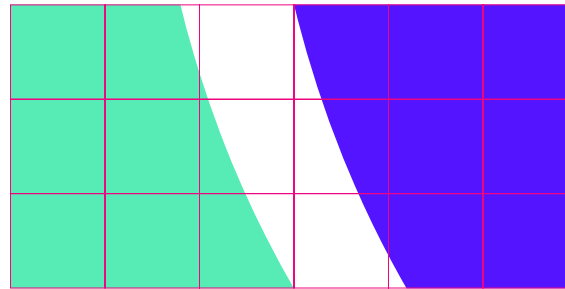
Supergraphic is divided to three parts for every format.

The top and bottom, right and left parts have the same height.

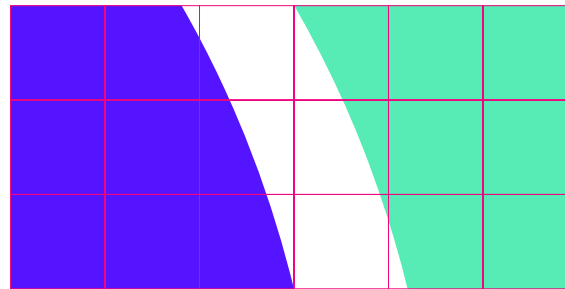
3 x 6 square grid is the basic grid of supergraphic using.

6.3

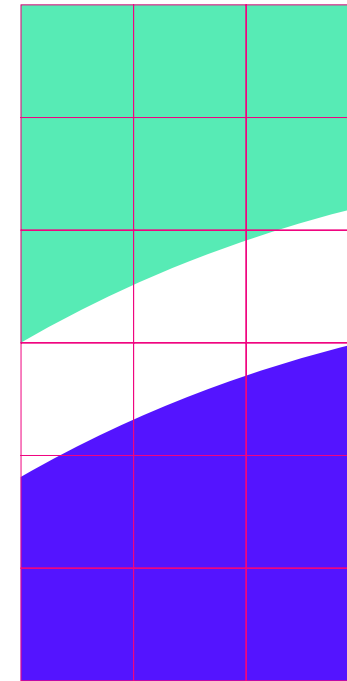
Supergraphic Format



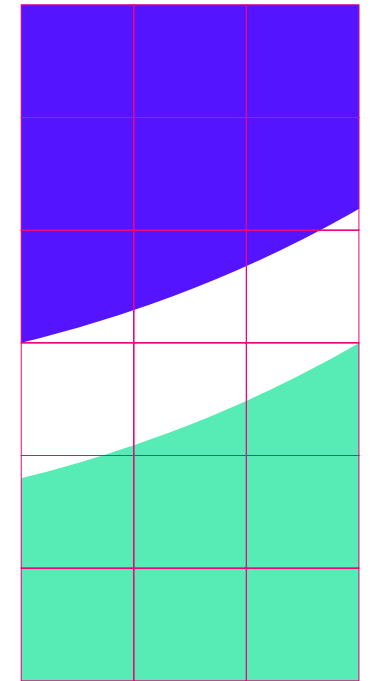
Horizontal A (Primary Use)



Horizontal B



Vertical A (Primary Use)



Vertical B

6.0

Visual Systems

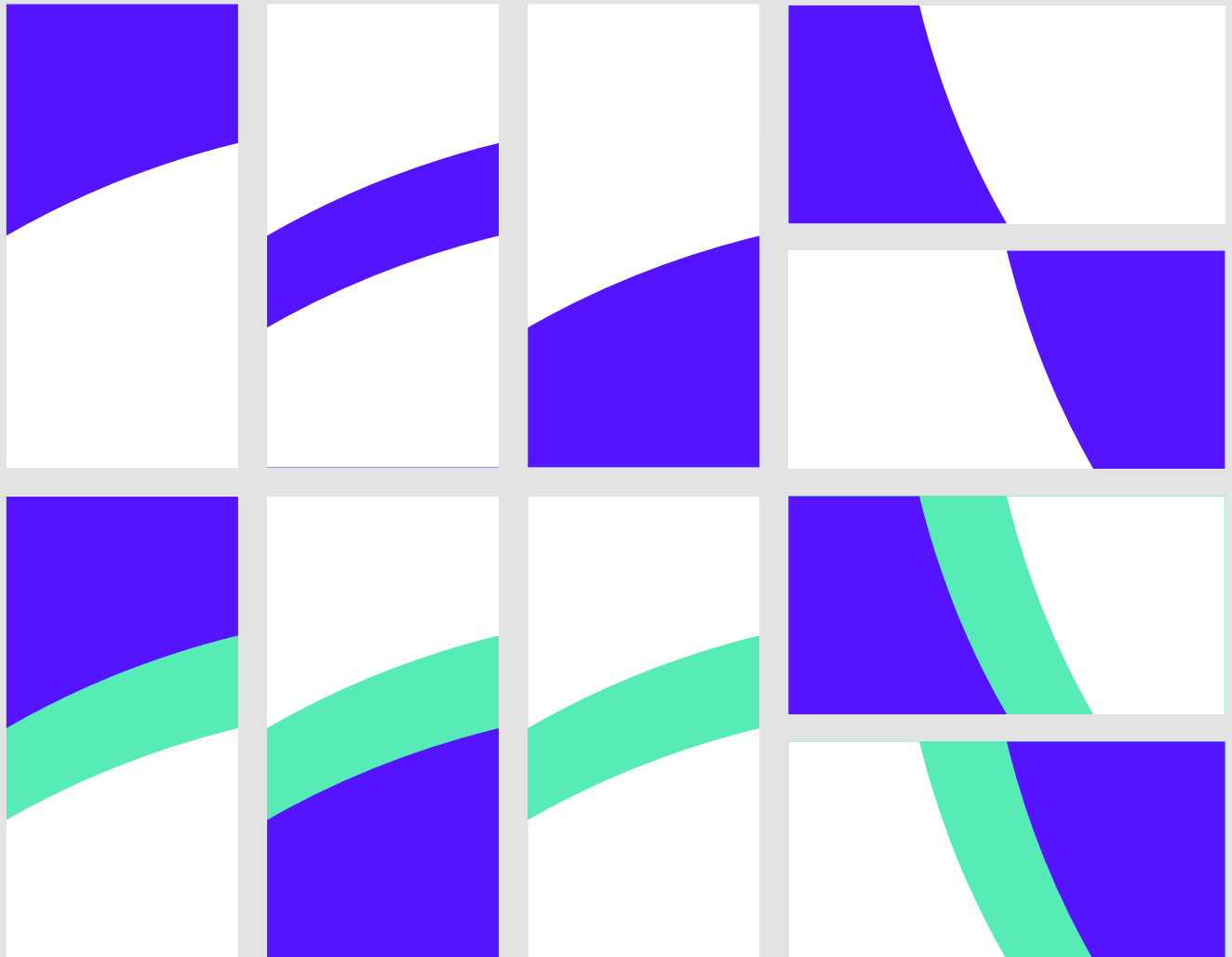
In implementation of supergraphic, it is suggested to only use one part only (top/middle/bottom).

The maximum use of supergraphic is two parts: top + bottom, top + middle, bottom + middle.

The uses of green shape needs to follow more dominant purple shape, unless the green shape is a single line that responds to the photo.

6.4

Supergraphic Using



6.0 Visual Systems

Each part of the supergraphic can be dragged top and bottom (vertical), left and right (horizontal) with the dividing line in the centre of the media.

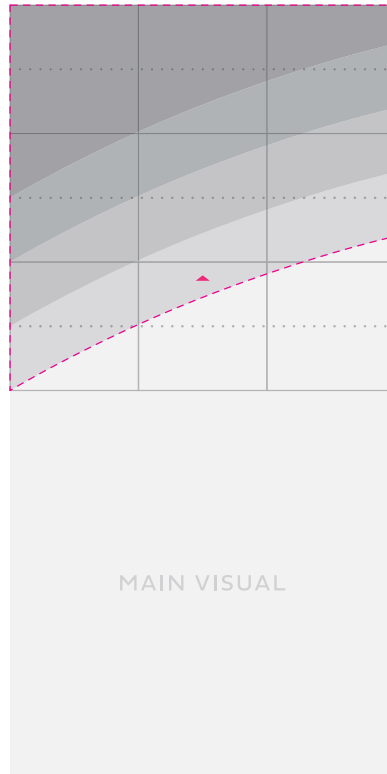
Each part cannot trespass the maximum appointed grid limit.



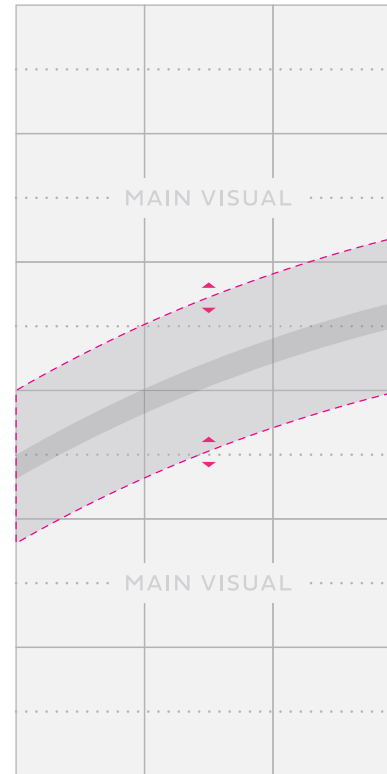
For horizontal use please rotate the supergraphic 90° counter clockwise (primary). Detailed in page 35.

6.5 Dynamic Panel System

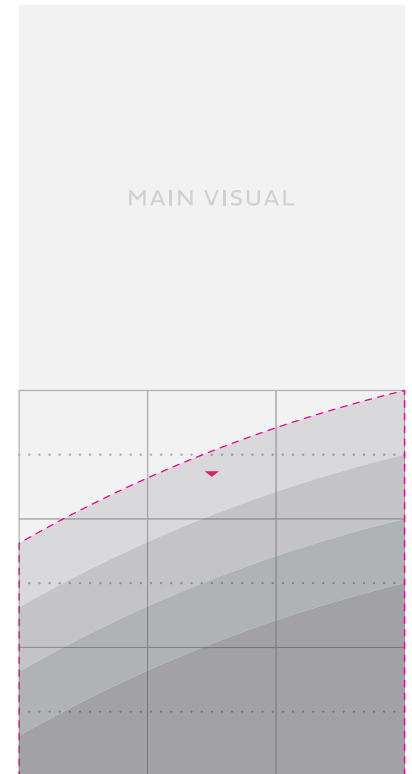
Top



Middle



Bottom



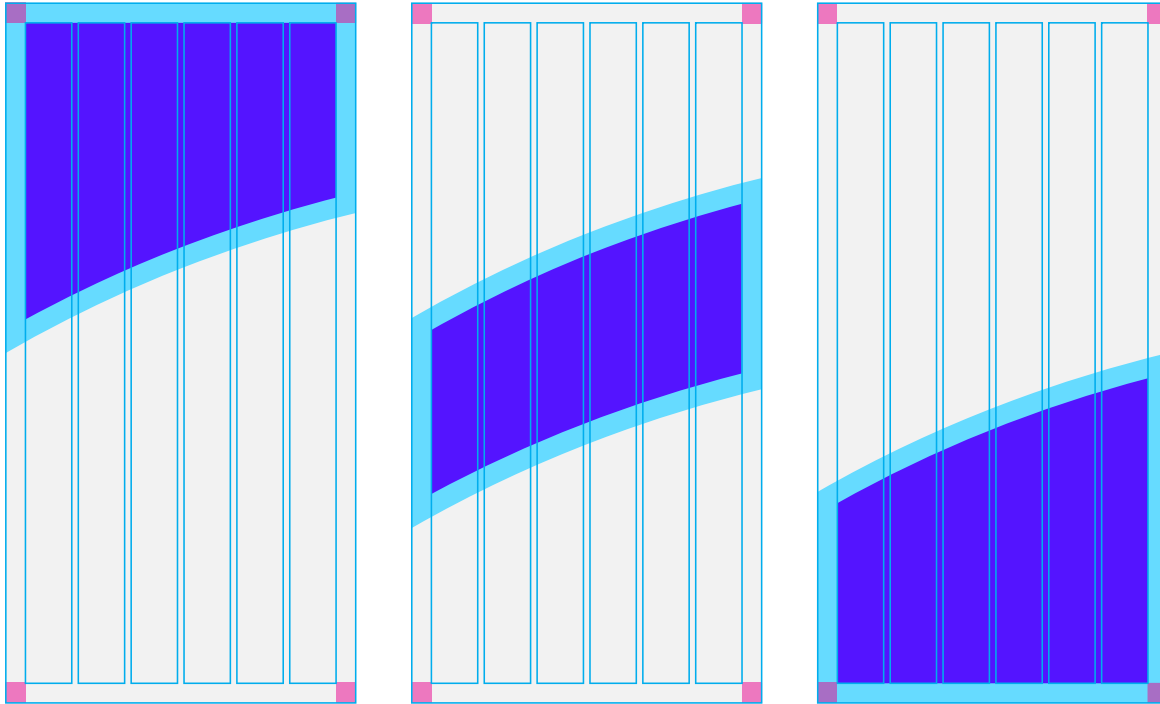
Minimum Size



Adjustable

6.0 Visual Systems

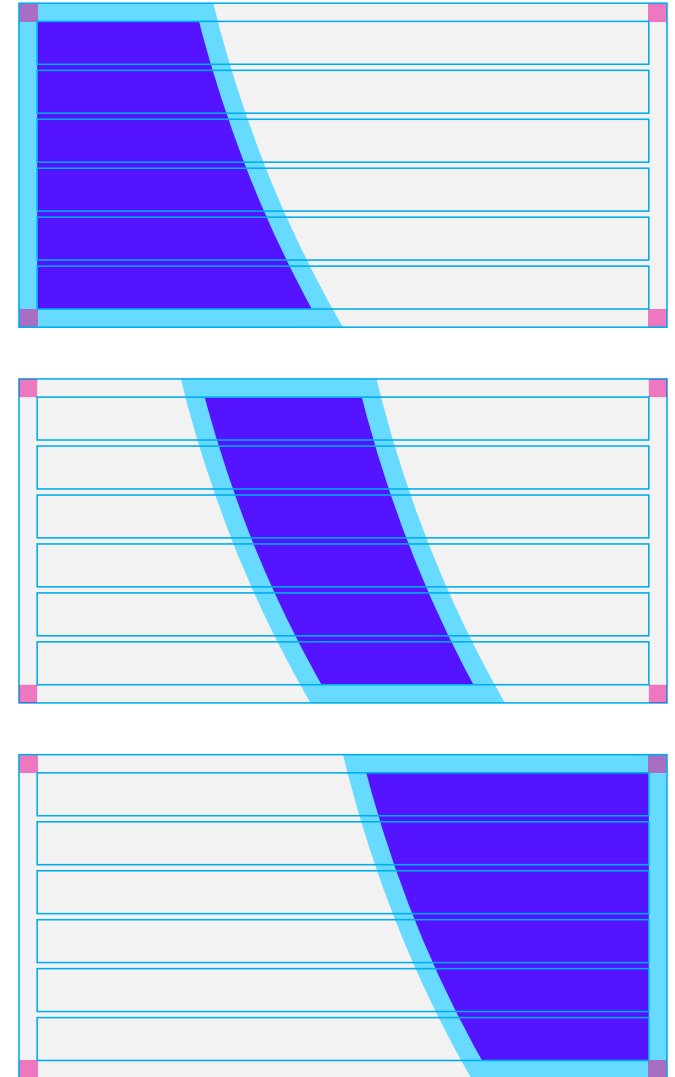
6.5 Supergraphic Safe Area



Agar konten dapat terlihat dan terbaca dengan baik pada supergrafis dibutuhkan grid system.

The general principle for print and digital media must use a grid with 6 columns, which can be applied to various size formats.

- Exclusion Zone
- Margins
- Safe Zone



6.0

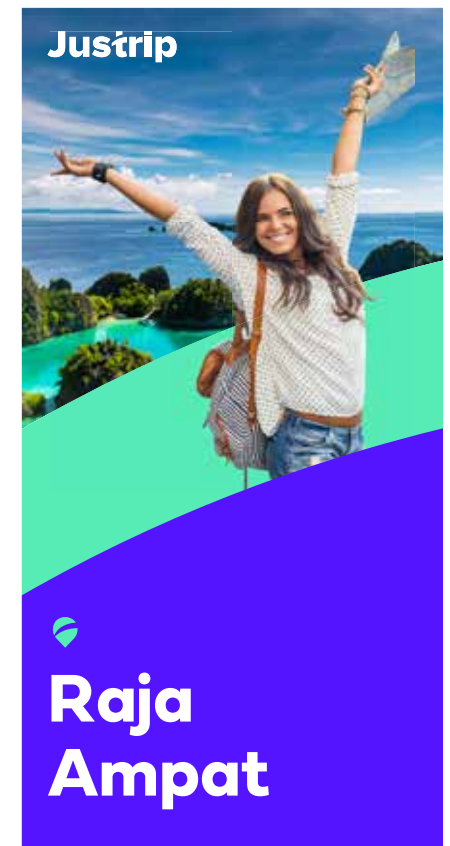
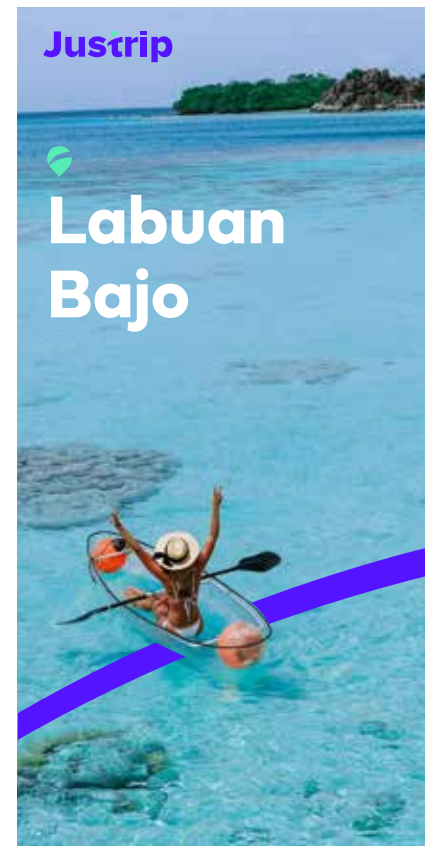
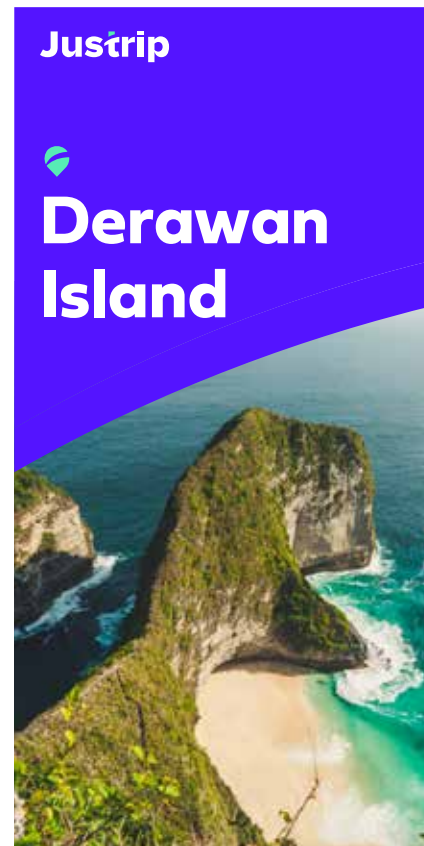
Visual Systems

To use supergraphic in horizontal format, turn 90 degrees counter clockwise.

The horizontal format is divided to three part, left, middle and right.

6.6

Vertical Example



6.0

Visual Systems

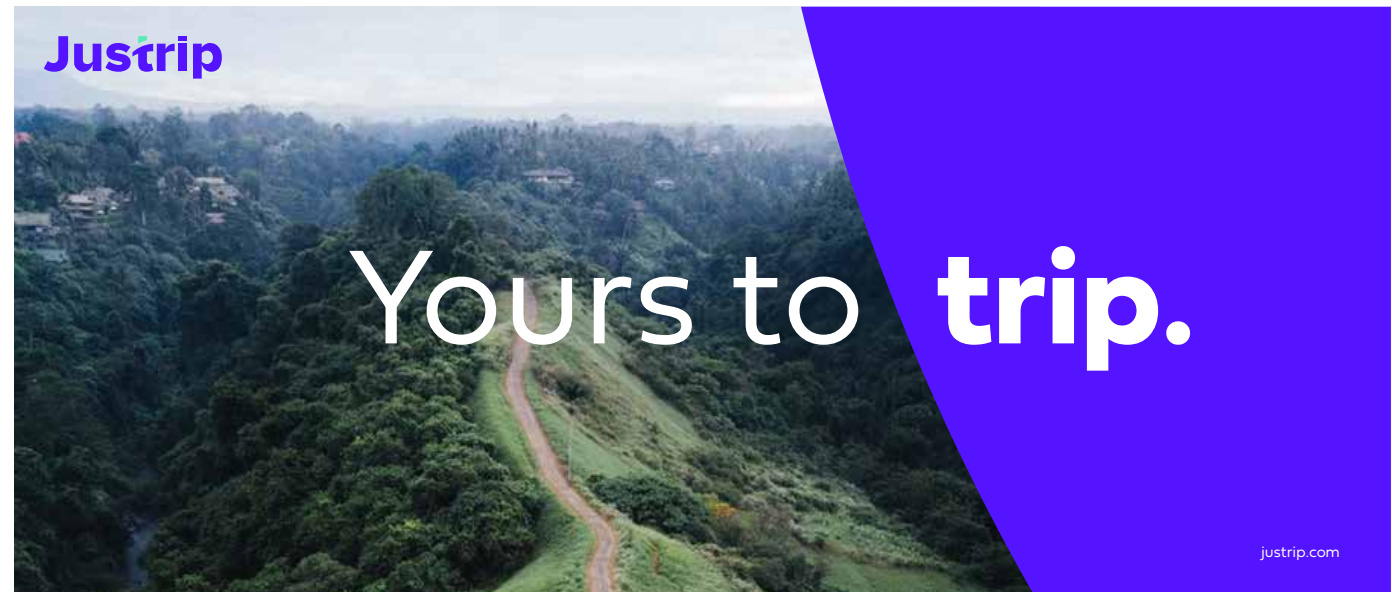
To use supergraphic in horizontal format, you can turn 90 degrees clockwise or counter clockwise..

Disamping ini adalah beberapa contoh penerapan supergraphic left, center, and right pada media horizontal.

Penggunaan supergraphic pada bagian tengah bisa merespon foto seperti contoh disamping.

6.7

Horizontal Examples

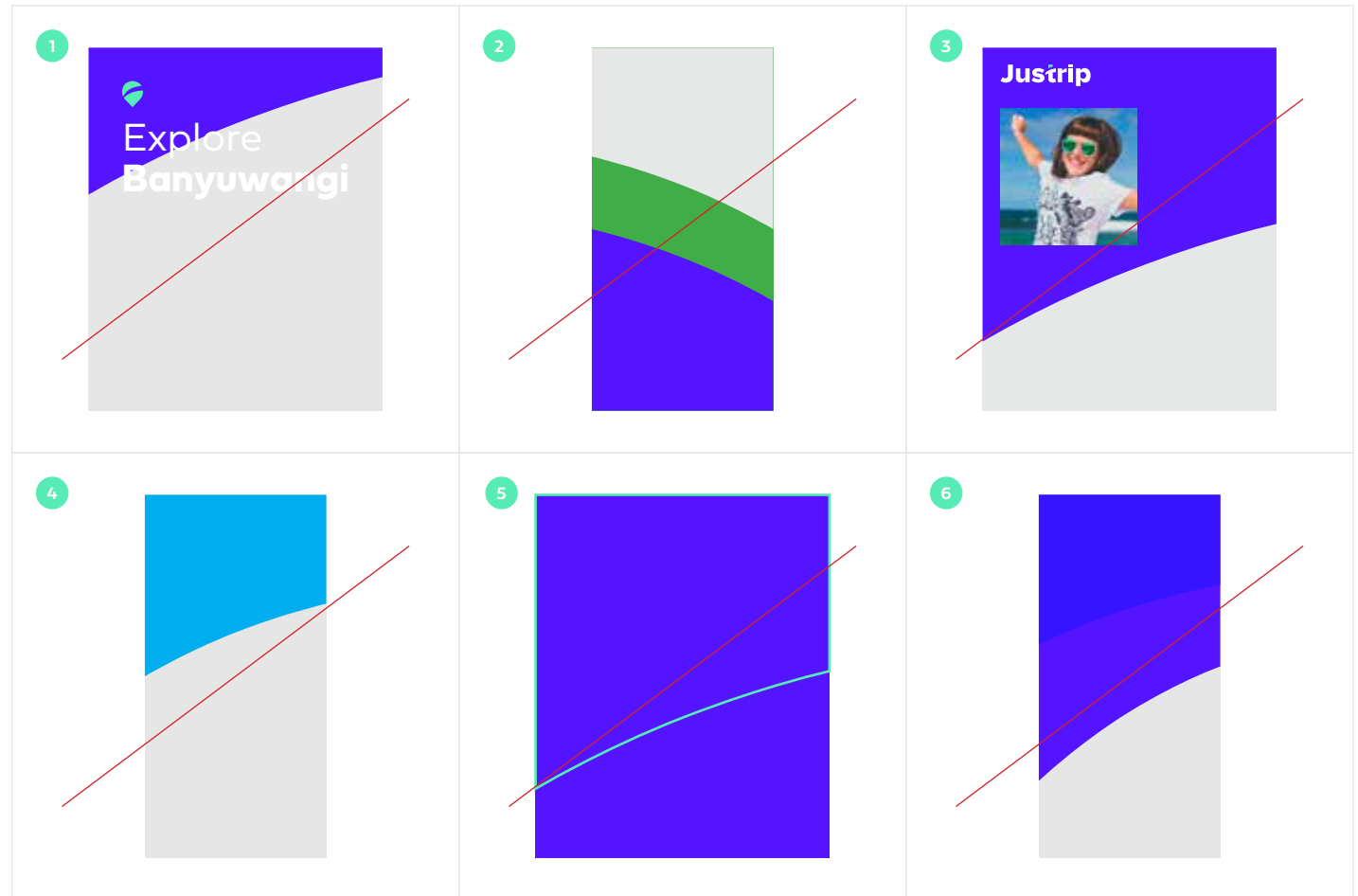


6.0 Visual Systems

Di samping beberapa contoh penggunaan supergrafis yang salah dan harus dihindari:

1. Jangan memasukkan teks pada minimum size supergrafis.
2. Jangan me flip supergrafis and comebine with other colors.
3. Jangan menempatkan foto tanpa cut off di atas supergrafis.
4. Jangen menggunakan warna lain pada supergrafis.
5. Jangan menggunakan supergrafis hanya outline.
6. Do not skew or create more than one duplicate of the supergraphic.

6.8 What to Avoid



6.0

Visual Systems

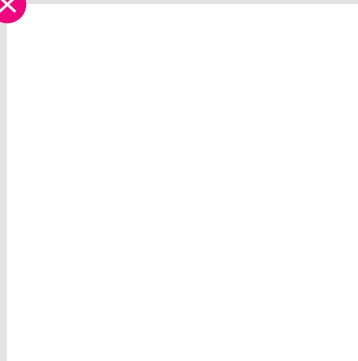
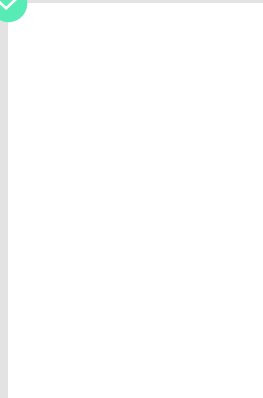
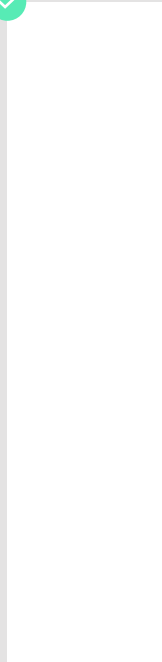
The supergraphic will work If your composition is very tall and skinny or very short and wide (like some banner ads).

Supergraphic won't work in square format.

© 2019 Justrip

6.9

Supergraphic Format



7.0 Implement

7.0
Application

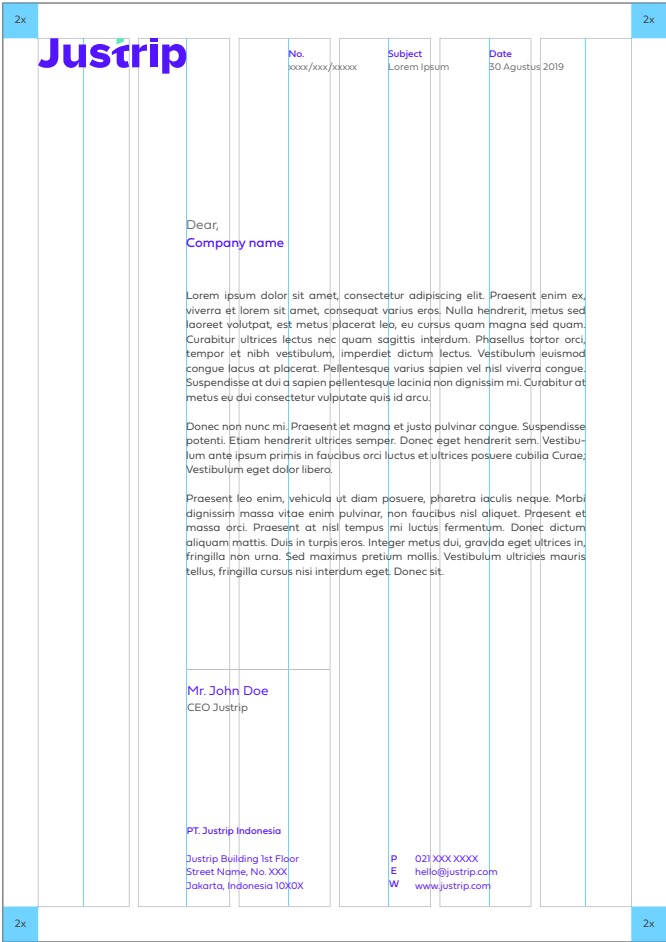
The general principle for print media must use a grid with 6 columns, which can be applied to various size formats.

Grid systems can be tailored to the needs of the application you want, but to maintain consistency it is recommended to follow the rules that have been made.

Lebar X diambil dari setengah dari tinggi logo pada media.

The following example is a comparison measure, where the original size is 21, cm x 29.7 cm (A4).

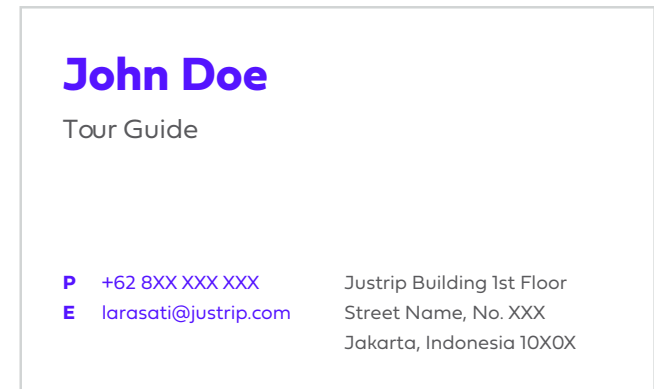
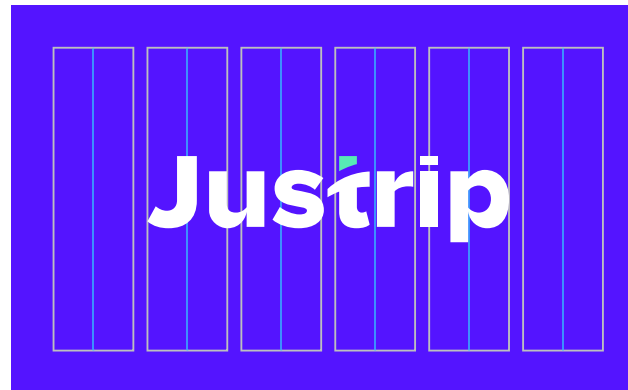
7.1
Letter Head



7.0 Application

Business card 9cm x 5cm

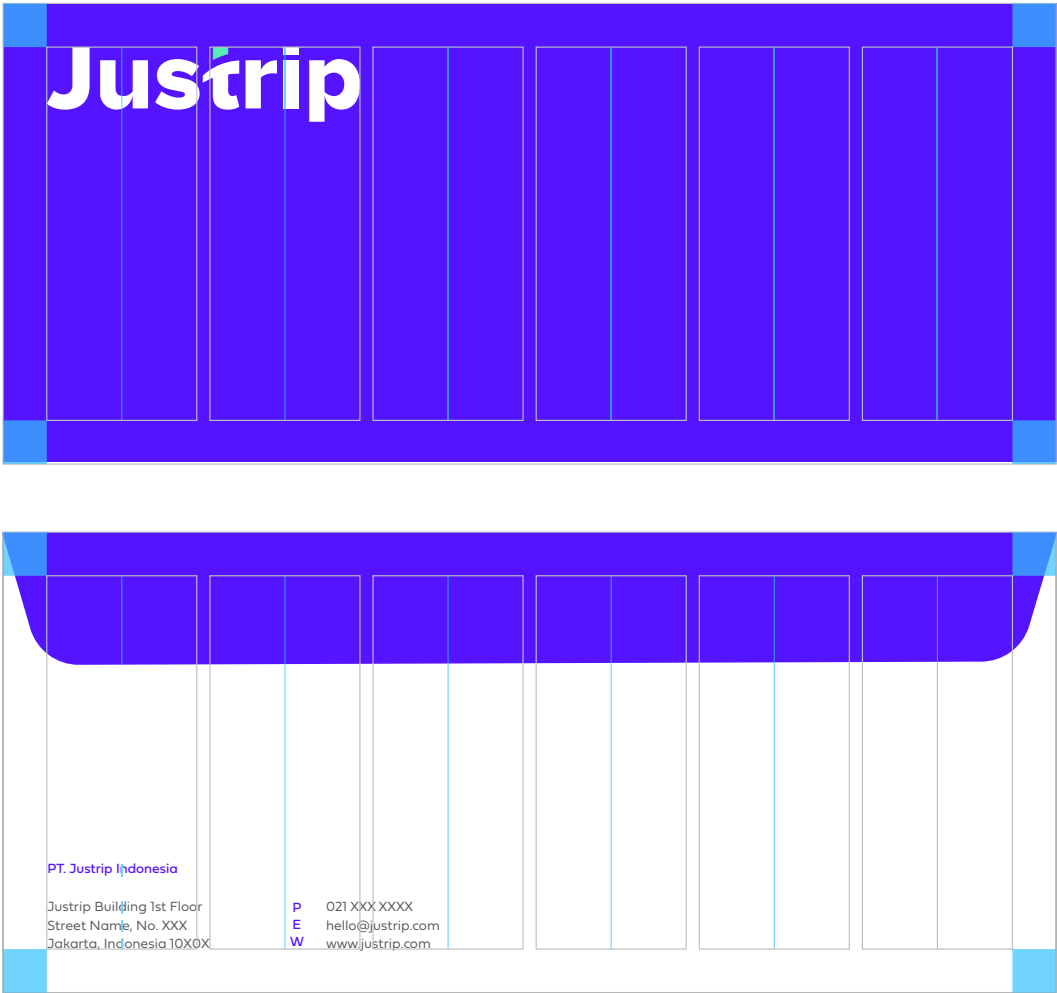
7.2 Business Card



7.0
Application

Envelope 24.1cm x 10.5cm

7.3
Envelope



7.0 Application

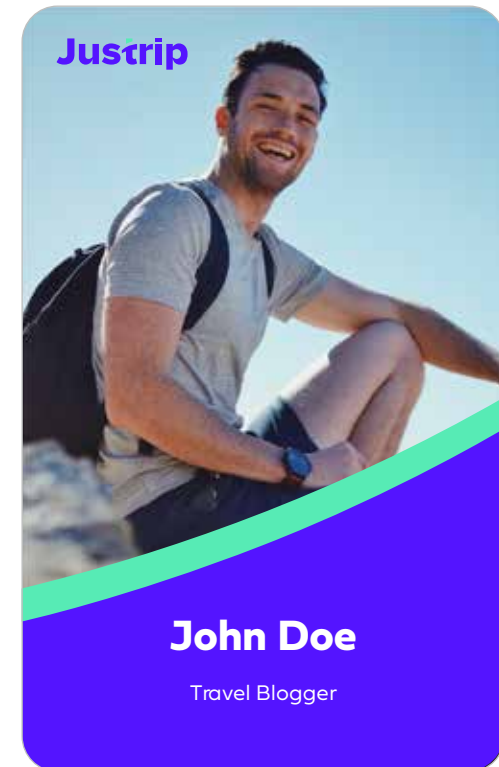
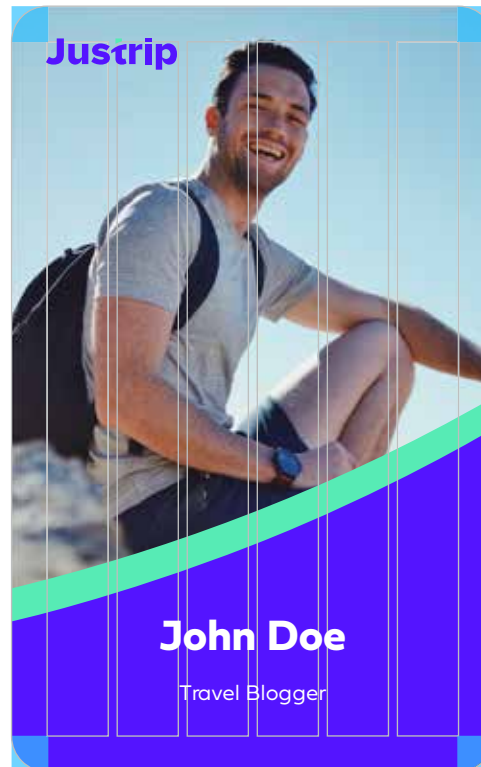
7.3 Envelope



7.0 Application

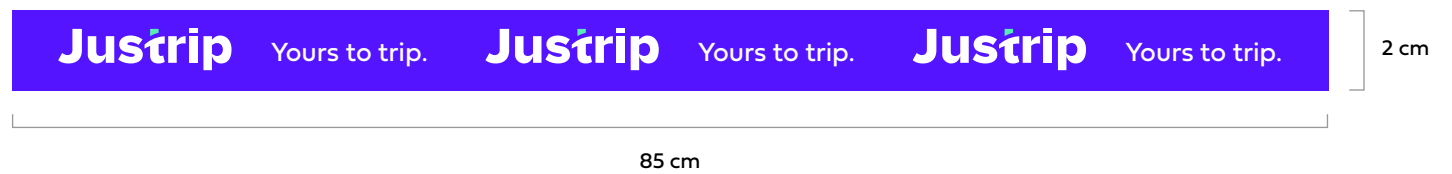
7.4 ID Card

ID Card 8.5cm x 5.5cm



7.0
Application

7.5
Lanyard



7.0

Application

Logo and supergraphic in merchandise can be a combination from typography or illustration.

Totebag A3.

7.7

Totebag

