

The

 silang

Brand Book 2024



## The Silang Brand Book

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### The contributors

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In a world that is becoming increasingly connected through technology, integration is key to ensuring inclusion. We are proud to present The Silang Brand Book 2024, a brand guide that reflects our dedication to bringing about positive change. More than just a visual design, this guide tells the story of our passion and purpose.

Approximately 19 million Deaf people in Indonesia (Kemenkes RI, 2019) require a new approach in an era filled with technology. Silang was born as a commitment to breaking communication barriers and supporting an inclusive ecosystem.

The Silang Brand Book 2024 reflects our commitment to inclusion on every page. We prioritize accessibility in our design elements, color choices, and their meanings. Our strategic steps are based on data and numbers, not just statistics.

Our slogan **#SemuaBisaAkses** reflects our mission. We are determined to bring about change and understand that it cannot be achieved alone. That is why we invite you to participate in the long journey of **#SemuaBisaAkses**. Together, through technology and the spirit of inclusion, we can embrace a more inclusive future.

Thank you for joining us on this journey. You are an integral part of this great story. Our dedication is the foundation that makes up the big story, which encourages us to continue inspiring each other towards an inclusive Indonesia.

Salam Inklusi,

**Ahmad Yusuf**  
CEO, Silang.id

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# What's Silang?

## Accessibilities for the Deaf Community

Silang.id as a pioneer to provides sign language interpreter accessibility by technology to provide easy accessibility for Deaf.

Launched in 2019, Silang.id continues to be committed to creating an inclusive ecosystem and **#SemuaBisaAkses** for the Deaf community by touching segments of government, companies, non-government organizations, and others.

Silang from two word: **sign language**. Our oxygen to realize an inclusive Indonesia.

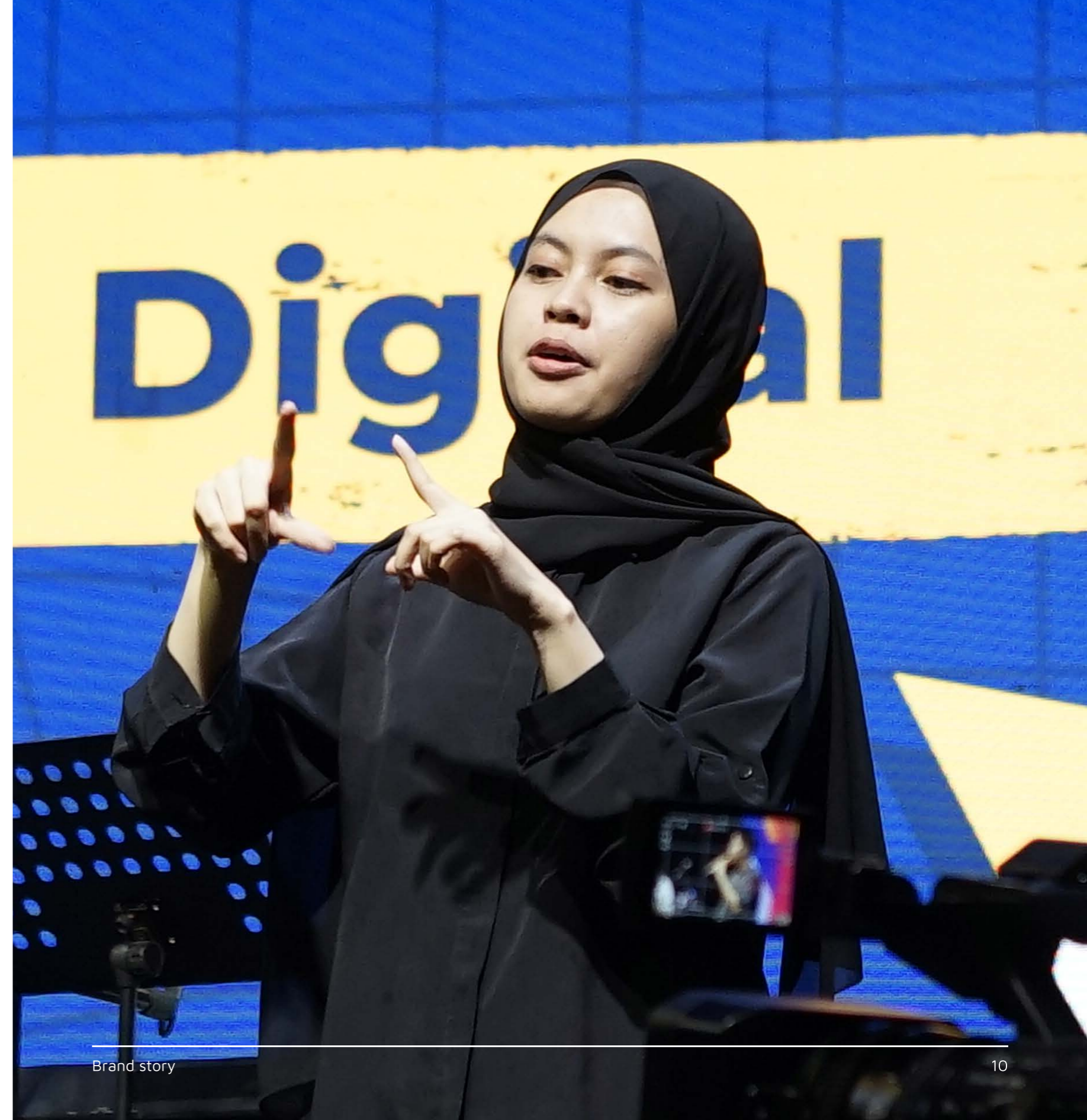
# Brand Story

## It's about the Founders

Silang.id was founded from the concerns of the founder, Ahmad Yusuf, whose mother and siblings are Deaf. They often experience communication barriers in their environment.

Not only Yusuf, Silang.id was also founded with Hadiansyah Ismawan and Bagja Prawira-who are also Deaf-to start experimenting, looking for answers and innovations to answer a simple question:

**How to overcome communication barriers faced by Deaf and hearing people?**



# Brand Purpose: Vision And Mission

## We must start

Muhammad Yunus said,

“If we can imagine something, there is a good chance that it will happen. If we don’t imagine it, there is almost no chance of it happening.”

## Vision

**Building inclusive societies.**

## Mission

**To make the Deaf accessible in people's lives.**

# Brand Archetype: The Everyman

## The Everyman

"The Everyman" describes the existence and importance of ordinary individuals in society. In the context of Silang.id, it reflects an inclusive and accessible approach to technology for the Deaf community.

### Goals:

Ensure that the accessibility services and technologies provided by Silang.id are not only suitable for the Deaf community, but also easy to understand and access by anyone.



# Silang's Slogan

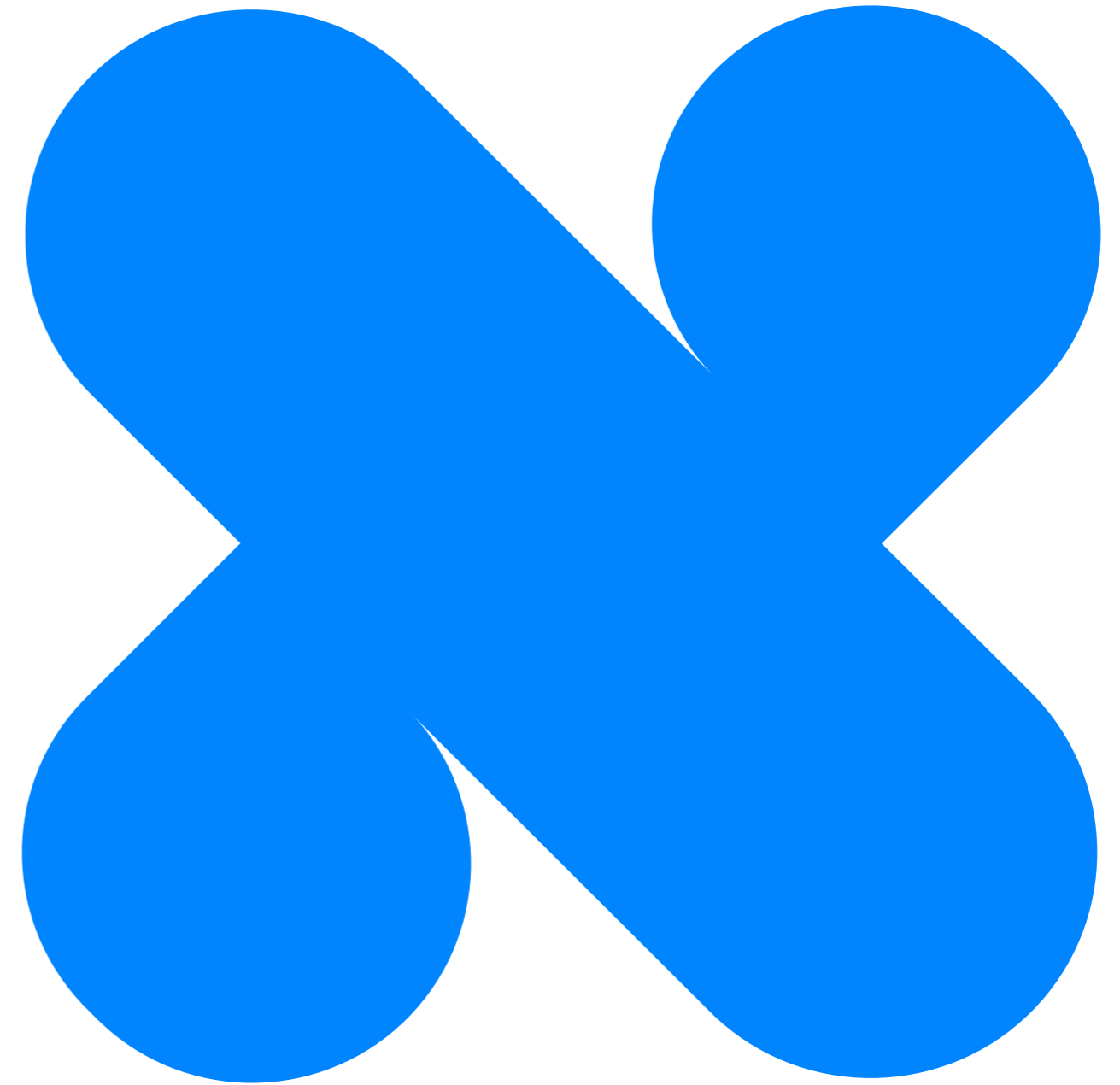
The slogan '**Semua Bisa Akses**' embodies Silang's purpose and values, conveying the message that accessibility is a right for all individuals, regardless of background or ability.

It reflects Silang's spirit of inclusivity, which aligns with its mission to provide accessibility platforms and applications through sign language interpreters. The slogan gives a positive and strong impression of Silang's focus on inclusivity and accessibility.

Semua Bisa Akses  
Semua Bisa Akses  
Semua Bisa Akses  
Semua Bisa Akses  
Semua Bisa Akses  
Semua Bisa Akses  
Semua Bisa Akses  
Semua Bisa Akses

# Introducing Inklo:

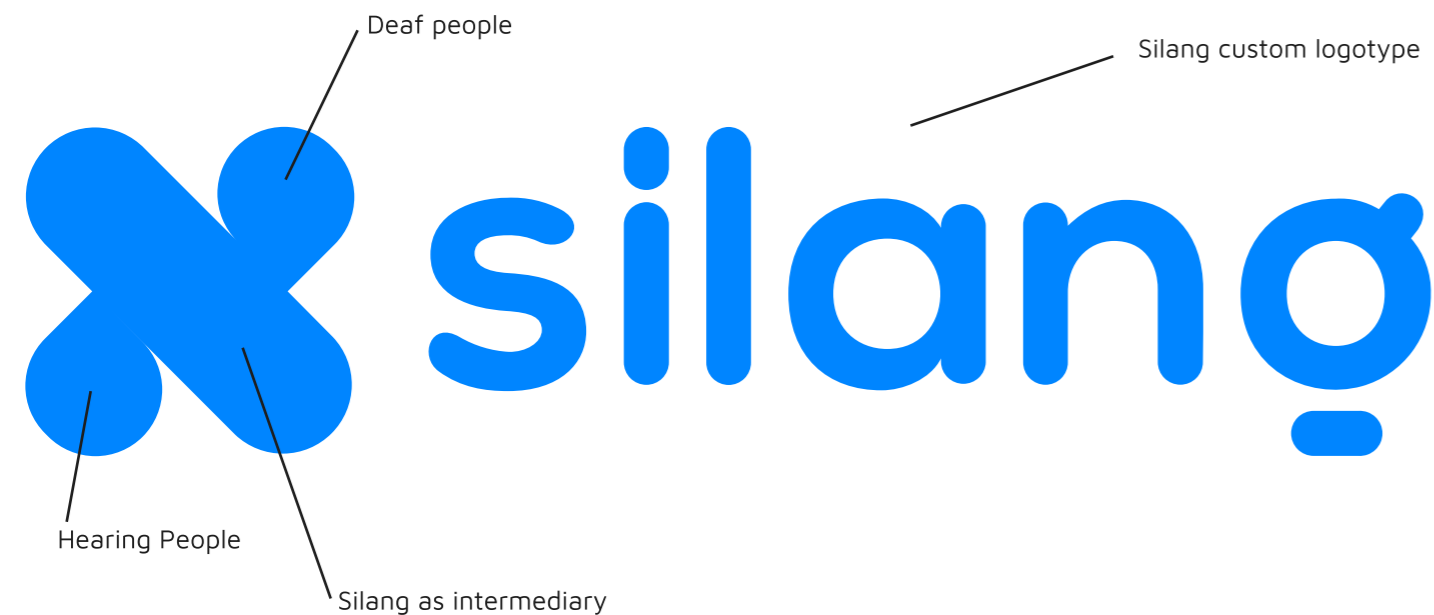
## The Brand of Silang Logo



# The Inklo Philosophy

## Stands For Sign Language

Silang.id provides space for listening friends to learn sign language by bringing together deaf friends as sign language teachers. Thus, Silang.id logo is a combination of three objects that come together so that sign language is better known by the public.



**Hearing people** who need access to sign language learning.



**Silang as a platform** that facilitates the two to meet each other.



**Deaf friends** as educators teaching sign language.



Silang custom logotype

# Logo Elements: Logomark And Logotype

## Two in one

The Silang.id logo consists of a symbol and a wordmark. The symbol and the wordmark can be used locked up together.

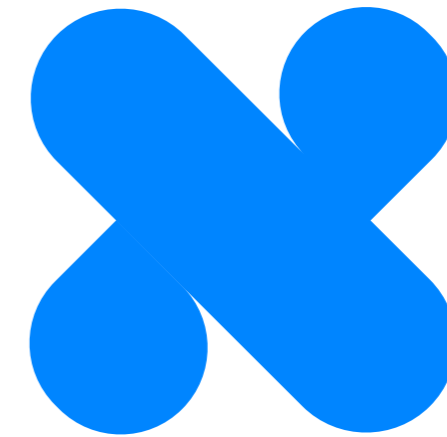
- **Logomark**

Also called a symbol, it refers to Silang.id the product company. When you see Silang, you also see the associated brand.

- **Logotype**

Also called wordmark, it's a brand name represented in text. The typography and casing of the text lend a unique identity to the brand.

## Logomark



**HEX**  
#0085FF

**RGB**  
0, 133, 255

**CMYK**  
100, 48, 0, 0

**Pantone**  
2925 C

---

## Logotype

**HEX**  
#0085FF

**RGB**  
0, 133, 255

**CMYK**  
100, 48, 0, 0

**Pantone**  
2925 C

# Logo Variations: Brandmark, Horizontal Logo And Vertical logo

The Silang logo are an important expression of our brand identity.

- **Brandmark**

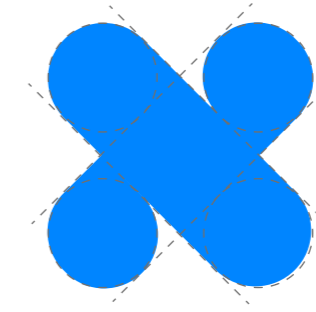
We do allow using only our icon/symbol if it's featured as an app icon on the app screen of a device or using as a graphic element.

- **Horizontal**

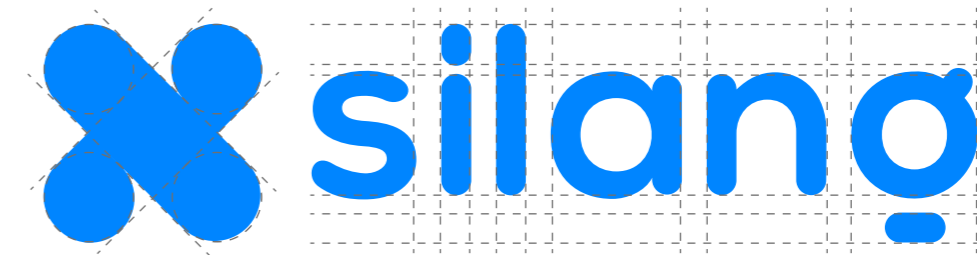
It is our primary graphic device logo and should be the first choice when choosing a graphic element to represent the Silang brand.

- **Vertical**

The vertical logo should be used when the logo background area is not enough to use a horizontal logo. This logo is the second option if a horizontal logo is not suitable for use.



**Brandmark**



**Horizontal Logo**

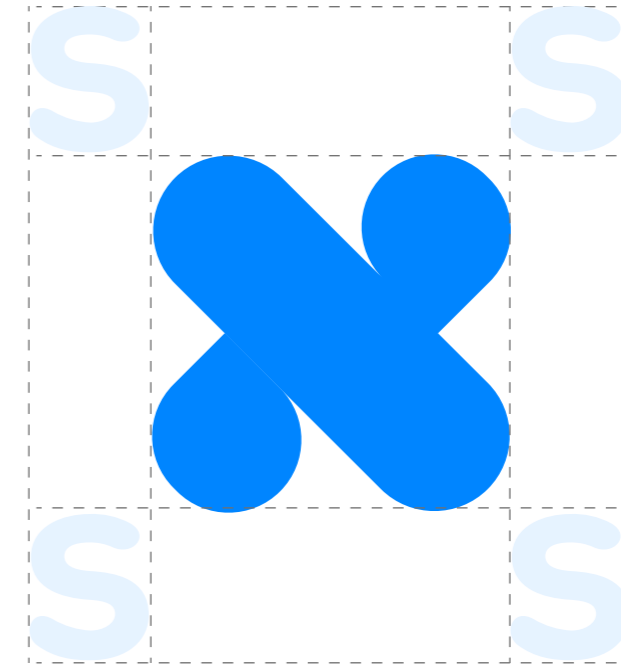


**Vertical Logo**

# Safe Area And Placement

## Exclusive Zone

The 'S' defines the specific amount of space the logo must have on all sides, regardless of where it is used. Clear space should be full width of the icon on all sides for best legibility and impact. Avoid putting any text or graphics within the clear space. The reason for clear space is to ensure that a logo maximizes visibility & impact.



# Cobranding

## Partner Logos

Placement of the Silang.id logo with the partner logo must not be done haphazardly. Make sure the size of the partner logo matches the size of the Silang.id logo area which is surrounded by the letter 'S' in each corner.

If the partner logo is horizontal, then use it according to the horizontal size of the Silang.id logo. Conversely, if the partner logo is vertical, then use it according to the vertical size of the Silang.id logo. Adjust to the guidelines above



# Logo Placement And Logo Size

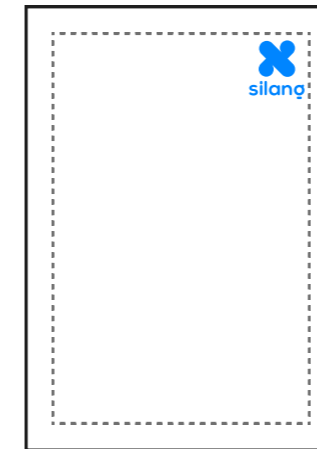
## Logo Placement

There are 3 ways to place a Silang.id logo.

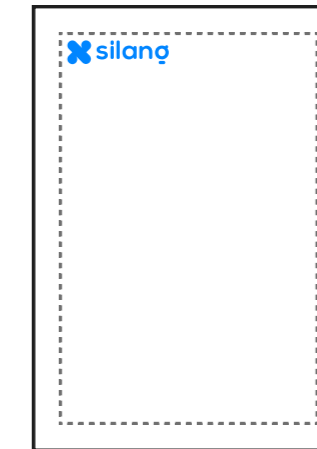
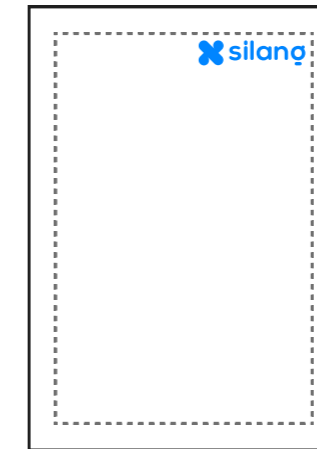
- ▶ In a composition
- ▶ With typography
- ▶ A primary graphic element

### ▶ In a composition

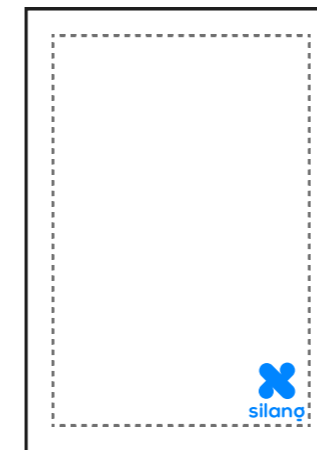
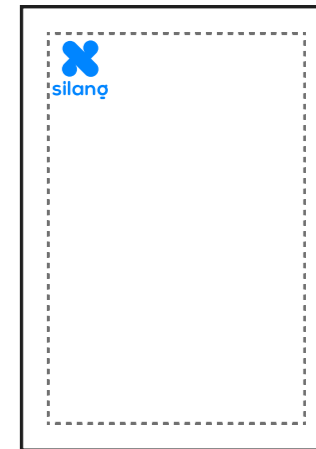
At the four corners



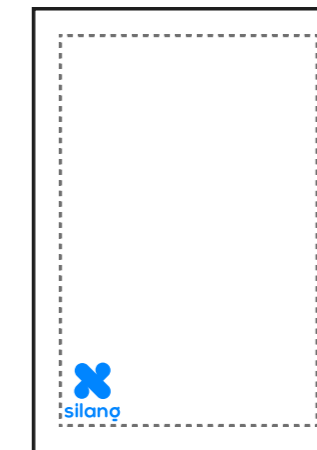
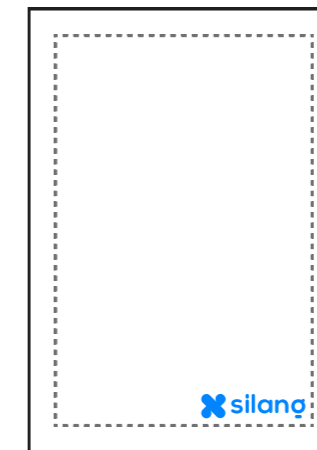
Top right



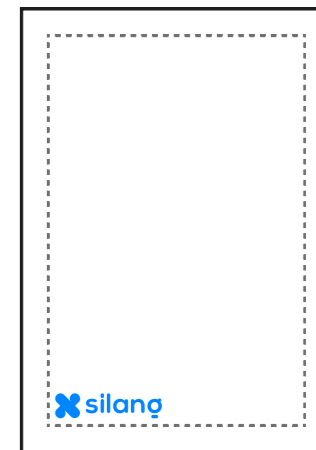
Top left



Bottom right

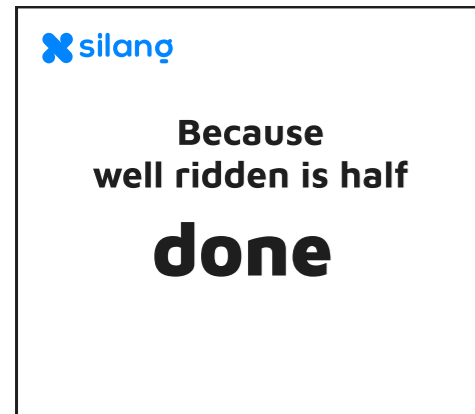
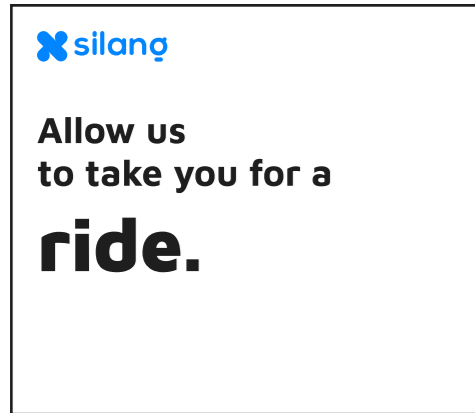


Bottom left



## ▸ With typography

Left Alignment & Center Alignment



## ▸ A primary graphic element

In the visual center of the composition.  
Logo takes the emphasis



Potrait

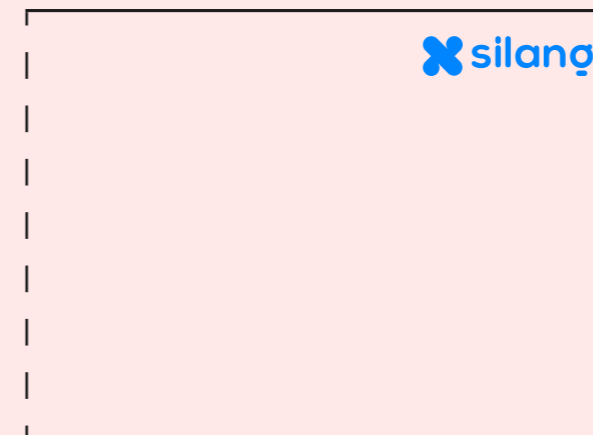
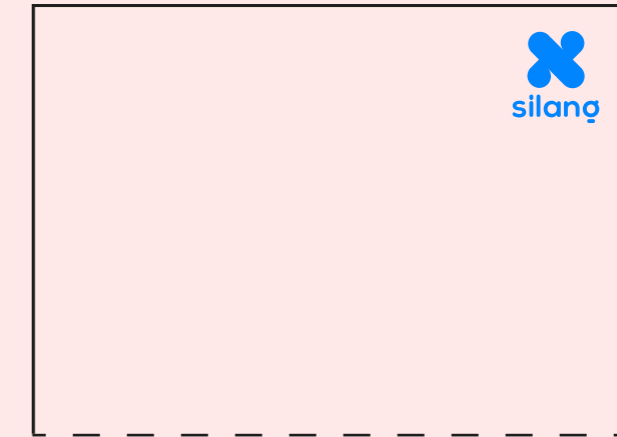


Landscape

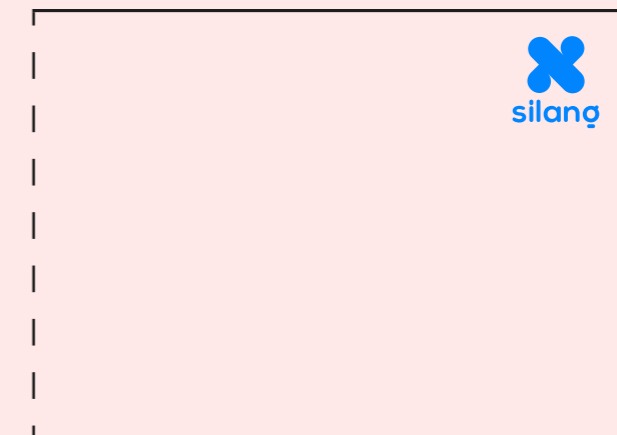
## Logo size



Potrait



Landscape



All measurements are the minimum allowable sizes. If x is the shortest length of the canvas, the minimum heights for vertical and horizontal lockups must be 0.2x and 0.1x respectively.

# Digital And Print Usage: Brandmark, Horizontal Logo And Vertical Logo

## Logo size

Avoid using logos that are very small, so that the logo is difficult to see. Use the logo size according to the existing guidelines.

The following are the minimum logo usage restrictions for each of each logo variation. Size limits make a logo readable.

## Digital

Minimum size in pixel



35px

Brandmark



70px

Horizontal Logo



35px

Vertical Logo

## Print

Minimum size in mm



7mm

Brandmark



25mm

Horizontal Logo



15mm

Vertical Logo

# Logo With Slogan: Semua Bisa Akses

## Semua Bisa Akses

Most of the promotional materials or brand collaterals go with this lock-up. The logo variations used for logos with slogans are horizontal and vertical logos only.



# Do's



Keep it blue on a white or a light background



Keep it white on a blue background.



Keep it white on a gradient background.

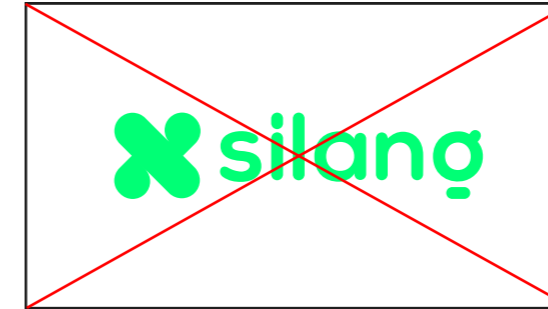


Keep it white on a dark background.



Use the white version on complex images.

# Don't's



Do NOT use different or random colors



Do NOT stretch or distort the logo



Do NOT use drop shadows or any other effects



Do NOT use logos that blend into the background colors.



Do NOT rotate any part of the logo



Do NOT use logos that blend into images.

# Letter Casing: Silang, or Silang.id

## Product Names

Product names must start with "Silang" and then the service names. Make sure the first letter of each word is capitalized—Silang Interpreting Offline, Silang Interpreting Online, Silang Intrepreting Video, Silang Interpreting Video Call.

## Brand Name

A brand is not a product. It is a name that many people will recognize. We call it Silang or Silang.id.

Not SILANG ID.

## But why not SILANG ID, you ask?

- ✓ **Silang** A very simple word. This word will often be used in verbal and sign references. It is very easy for everyone to remember.
- ✓ **Silang.id** This is very important, especially in copywriting activities. All forms of writing should add the ".id" domain to give the impression that we are a tech startup.
- ✗ **SILANG ID** Not highly recommended. It's too big and too crowded. Besides, it's not in the Silang.id dictionary.

# Colors: Primary Color, Secondary Color, Neutral Color

## Primary Color

We are a blue and white brand. Silang Azure is the primary color that should be applied across all communications, to uphold brand consistency.

## Secondary Color

Secondary colors can be combined with primary colors. Cyan Process is only used when you want to create a gradient color with Silang Azure, while Yellow Sun is used when you want to highlight a word or sentence.

## Neutral Color

We have a select set of supporting neutral colours which help Silang Azure to match. In the majority of uses, we want strong contrast between all of the colours used.

## Primary Colors

### Silang Azure

**Hex**  
#0085FF  
**Pantone**  
2925 C  
**RGB**  
0, 133, 255  
**CMYK**  
100, 48, 0, 0

### White

**Hex**  
#FFFFFF  
**Pantone**  
7436 C  
**RGB**  
255, 255, 255  
**CMYK**  
0, 0, 0, 0

## Secondary Colors

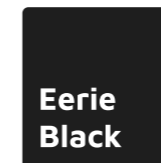


**Hex**  
#0CB8E8  
**RGB**  
12, 184, 232  
**Pantone**  
306 C  
**CMYK**  
95, 21, 0, 9



**Hex**  
#ECFF19  
**RGB**  
236, 255, 25  
**Pantone**  
395 C  
**CMYK**  
8, 0, 90, 0

## Neutral Colors



**Hex**  
#1E1E1E  
**RGB**  
30, 30, 30  
**Pantone**  
419 C  
**CMYK**  
0, 0, 0, 88



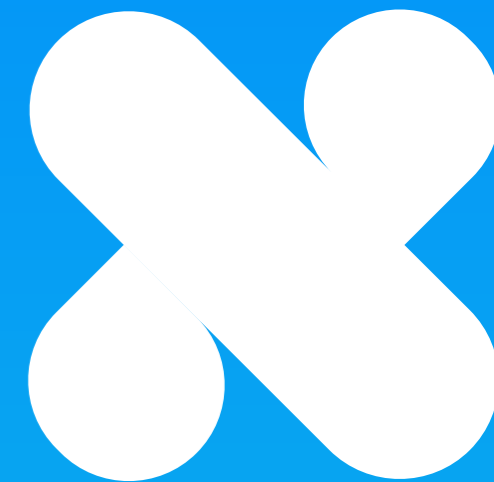
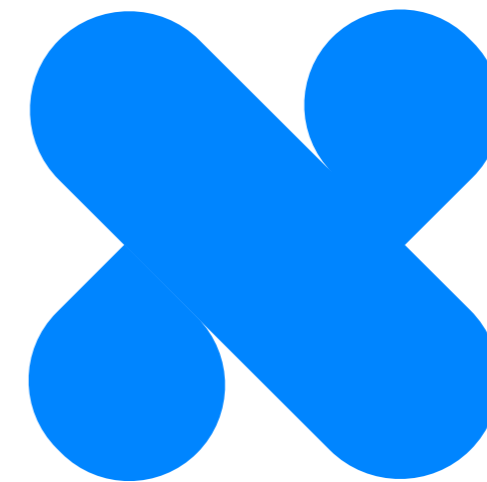
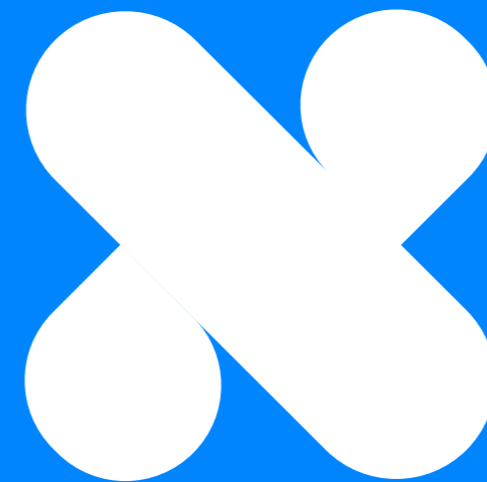
**Hex**  
#FFFFFF  
**RGB**  
255, 255, 255  
**Pantone**  
7436 C  
**CMYK**  
0, 0, 0, 0

# Logo On Colored Backgrounds: Contrast Is The Key

## Color Version.

The logo can be used in a limited number of color variations and only on certain color backgrounds. The Silang Azure logos should be used only on white backgrounds, and for White logos should be used only on blue or photograph background.

For the gradient version, you can use 2 colors, namely Silang Azure and also Cyan Process. The gradient version itself also has 2 versions, namely horizontal and vertical.



# Color on typeface

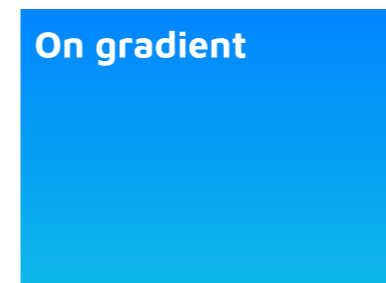
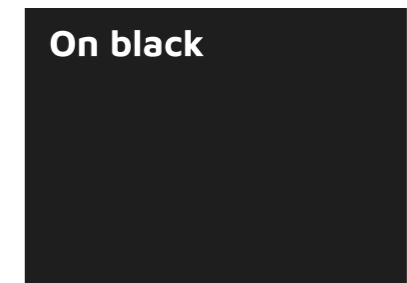
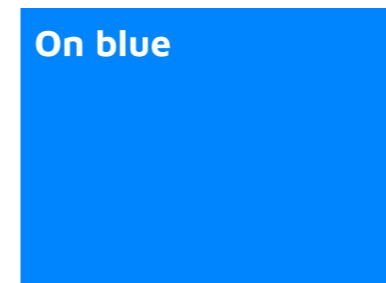
## Color Version.

Any combination of colors that fall under our color palette can be used for typeface and background, as long as the combination produces fine contrast and legibility.

## Colors on type

**Aa** **Aa** **Aa** **Aa**

## Colors as background



# Brand Typeface

## Value For The Brand.

Typography is important because it can add value to a brand. Silang font has its own uniqueness and strength in describing a brand. Silang.id has 2 types of typefaces, each of which has its own function.

The typeface chosen by Silang.id himself represents technology and also modern.

**A B C D E F G H I**

**J K L M N O P Q R**

**S T U V W X Y Z**

Cap height  
Base line

**a b c d e f g h i**

**j k l m n o p q r**

**s t u v w x y z**

X height  
Base line

**1 2 3 4 5 6 7 8 9 0**

**! @ # \$ % & ( )**

Cap height  
Base line

# List Of Typeface

## One for All.

Maven Pro is a sans-serif typeface with unique curvature and flowing rhythm. Its forms make it very distinguishable and legible when in context.

Nunito is a well balanced Sans Serif with rounded terminals. Nunito has been designed mainly to be used as a display font but is useable as a text font too.

## ◆ Maven Pro

Maven Pro Regular

The quick brown fox  
jumps over a lazy dog.

Maven Pro Bold

**The quick brown fox  
jumps over a lazy dog.**

Maven Pro Black

**The quick brown fox  
jumps over a lazy dog.**

## ◆ Nunito

Nunito Black

**The quick brown fox  
jumps over a lazy dog.**

# Typography Details

## Hierarchy Is Necessary

The extensive font styles of Maven Pro give way to multiple typographic combinations. And for the brand to not lose the way, we keep few constraints in place when choosing our fonts, to achieve consistency in our visual communication.

### ● Display Typeface

#### **Maven Pro**

When using the title or heading sentence, Silang uses the Maven Pro Black font for the display. And make sure the display typeface is bigger than the body typeface

### ● Body Typeface

#### **Maven Pro**

For the body, Silang always use a regular font type. If there are words that you want to highlight, then use bold font type to highlight the words.

### Display Typeface : Maven Pro

**Mulai buat Akses Setara  
buat Tuli bareng Silang.**

Font used : Maven Pro Black

Leading : x points

Font size : x points

Kerning : 0 point

### Body Typeface : Maven Pro

Sobat Silang bakal ditemenin sama Galang yang bakal sajiin berita terbaru dengan akses closed caption dan JBI yang pastinya bakal inklusif untuk Tuli

Font used : Maven Pro Regular

Leading : x points

Font size : x points

Kerning : 0 point

# Readability And Legibility

## Minimum Size Font

Readability and legibility are both ways to gauge how easily text can be interpreted or read. However, they focus on different aspects of the viewer's experience. Whether in print publications or digital content, choosing the right typographic style is essential for effective brand strategy.

### Font size for print

The font size for printing must be very careful because the font size displayed will be a fixed size, different from digital screens.

### Font size for digital

Digital fonts should prioritize readability on screens. On each digital screen resolution, the font size will be different. Therefore, the minimum size of a font for digital is very important.

## Font size for print

**Aa**

**Aa**

**Aa**

Header : Maven Pro Black  
Smallest Size : 16pt

**Aa**

**Aa**

**Aa**

Body : Maven Pro Bold  
Smallest Size : 8pt

Aa

Aa

Aa

Body : Maven Pro Regular  
Smallest Size : 8pt

The minimum font size may be used for print applications is 16pt for Header, and 8pt for the body

## Font size for digital

**Aa**

**Aa**

**Aa**

Header : Maven Pro Black  
Smallest Size : 16pt

**Aa**

**Aa**

**Aa**

Body : Maven Pro Bold  
Smallest Size : 8pt

Aa

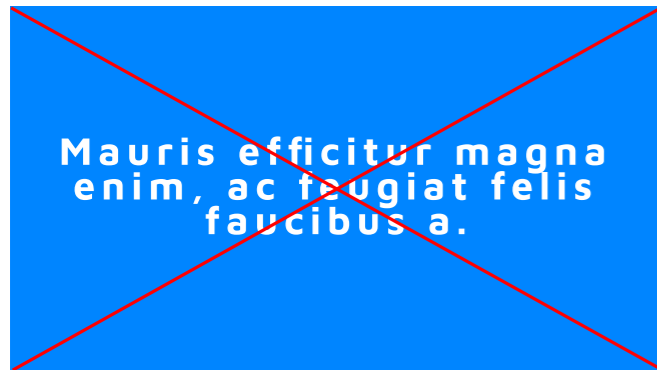
Aa

Aa

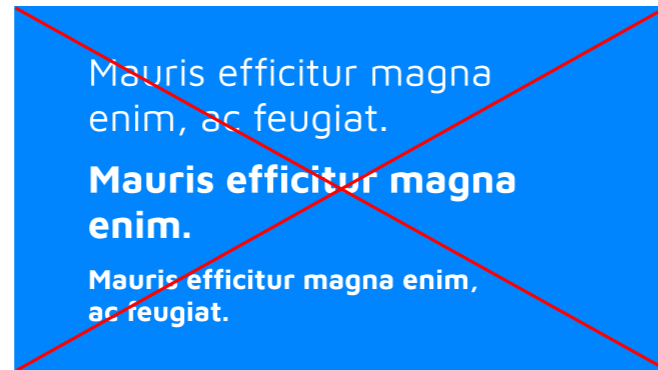
Body : Maven Pro Regular  
Smallest Size : 8pt

The minimum font size may be used for digital applications is 16pt for Header, and 8pt for the body

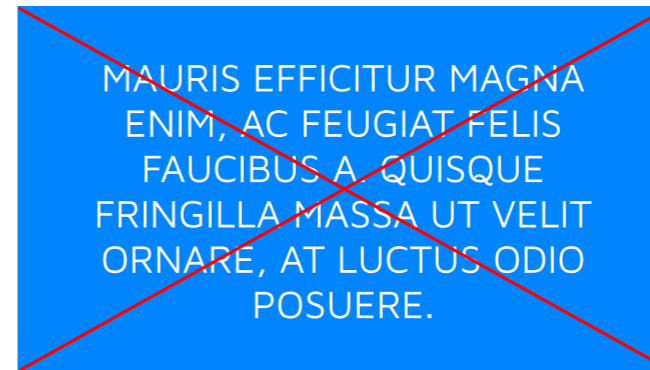
# Typography Fails



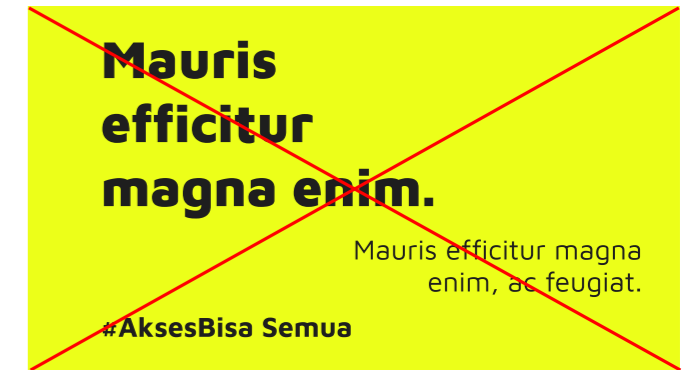
Do NOT use typography with less line spacing.



Do NOT use bad hierarchy.



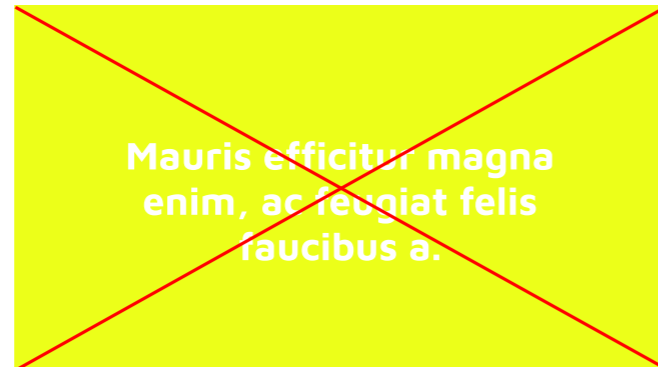
Do NOT use all capslock for long copy



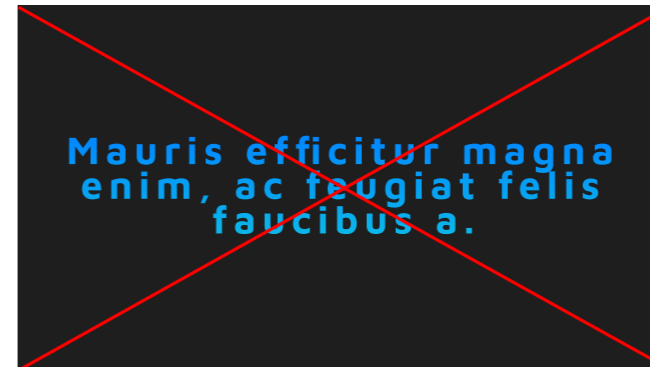
Do NOT use multiple alignment styles



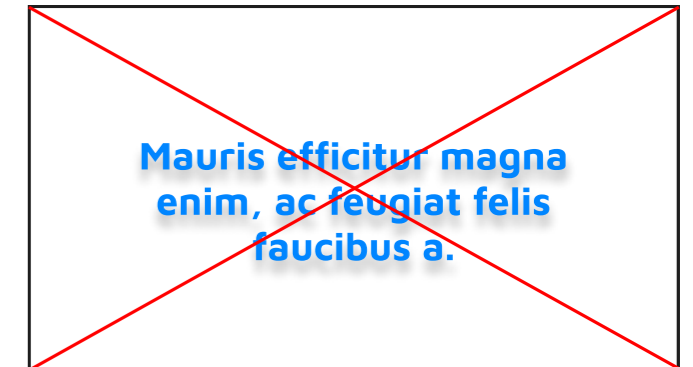
Do NOT place the text on a heavy background without opacity color.



Do NOT compromise on the contrast



Do NOT use gradients



Do NOT use shadow effect

# Lorem ipsum dolor sit amet.

————— Maven Pro Black

Aliquam maximus sapien enim,  
id feugiat **Lorem ipsum**  
eleifend eu.

————— Maven Pro Bold

————— Maven Pro Regular

# Lorem ipsum dolor sit amet.

————— Maven Pro Black

Aliquam maximus sapien  
enim, id feugiat risus  
eleifend eu.

————— Maven Pro Regular

**#Lorem ipsum** ————— Maven Pro Bold

# Lorem ipsum dolor sit amet.

————— Maven Pro Black

Aliquam maximus sapien  
enim, id feugiat risus  
eleifend eu.

————— Maven Pro Regular

Play with different type of fonts and size. It is almost obvious that the larger the type, the more the eye will be attracted to it. The order of importance should be reflected in the type size.

# Tone Of Voice

Silang.id is likened to a human who is always there for anyone. He is not a judge who always justifies, and likewise not a critic who always comments.

Silang.id is someone present as a mediator because he wants everyone to get the same opportunity. Especially talking about inclusivity.

**What we do keep falling back on, are the four adjectives that define Silang's tone of voice.**

**Interaction**

**Energetic**

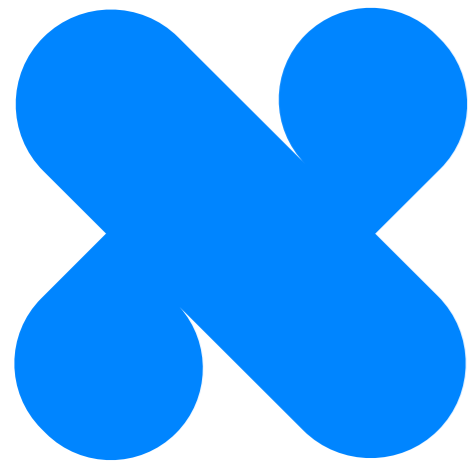
**Exciting**

**Dynamism**

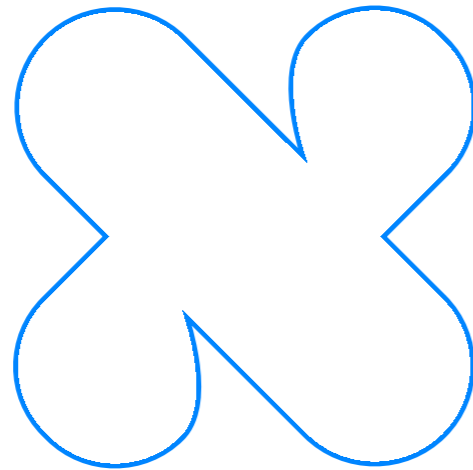
# Supergraphic Logo

## Inklo As A Graphic Element.

Inklo itself has 2 styles, consisting of Inklo fill and Inklo outline. Inklo is free to use according to each design's needs.



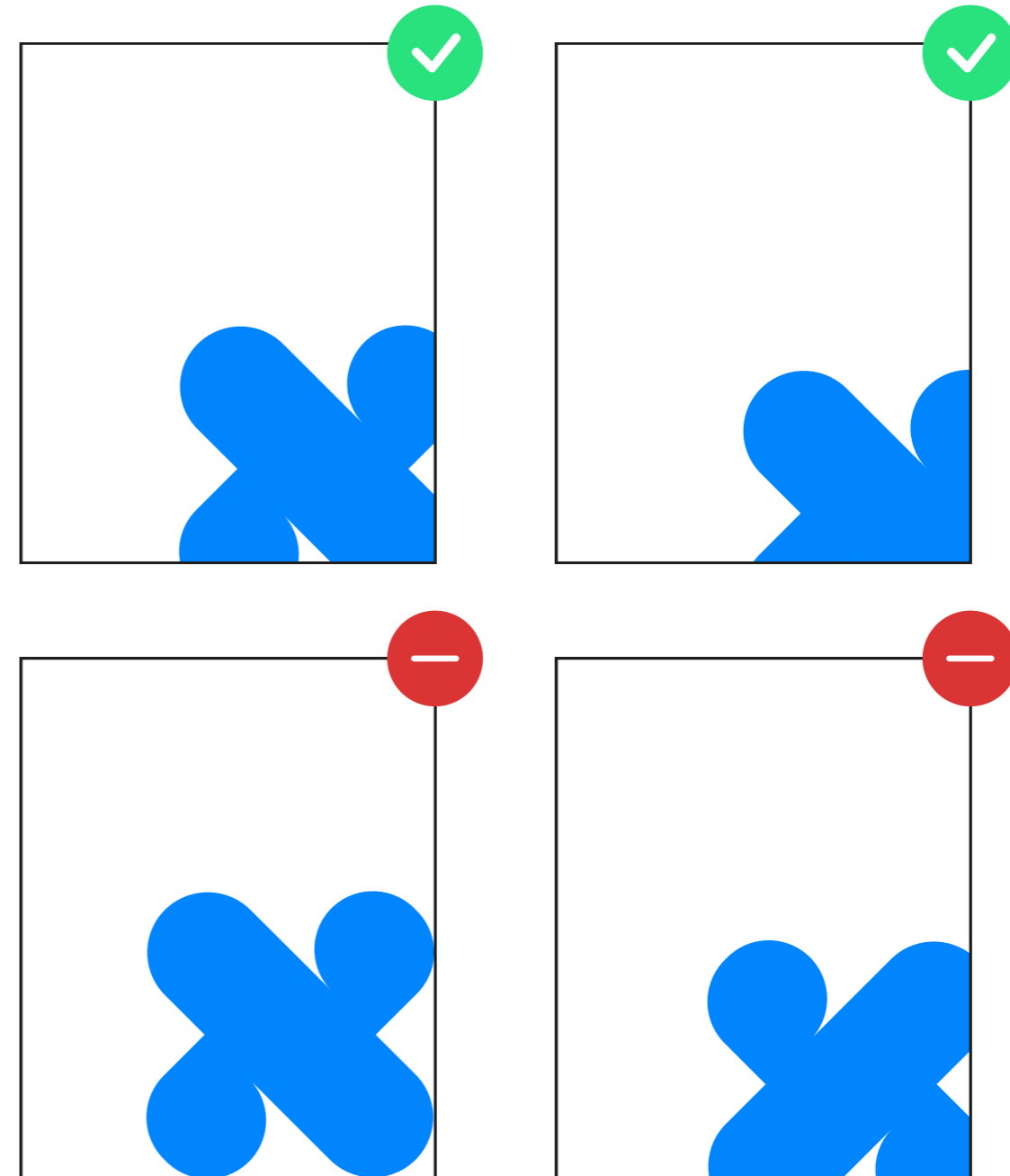
Style 1



Style 2

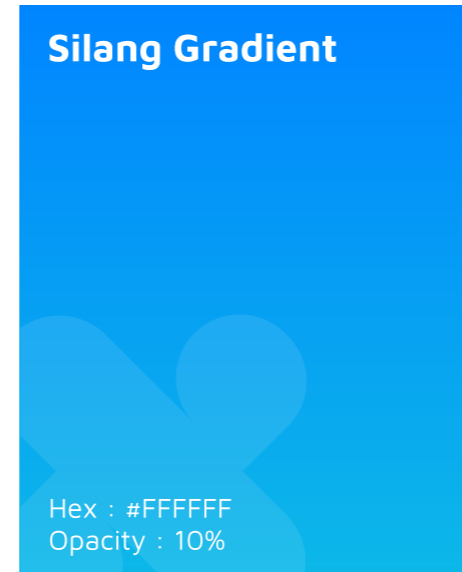
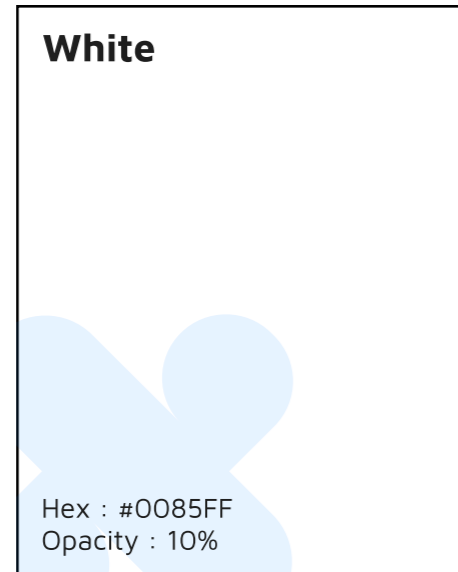
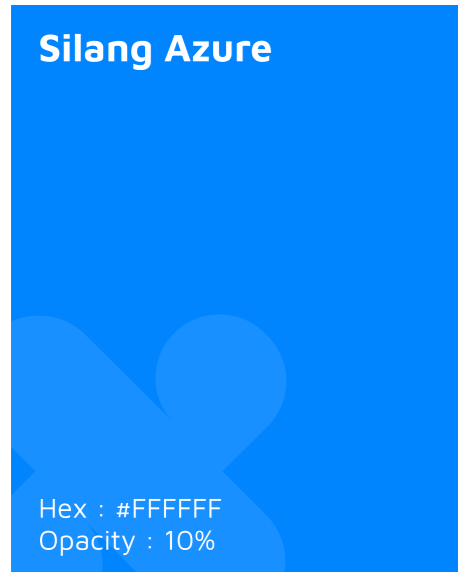
## Placement of the Inklo

Placement of an Inklo can be placed in every corner of the canvas area. Make sure Inklo complies with the guide below. An Inklo can also be placed behind an object, you can check it on the next page.



## Colors

If you understand the placement of an Inklo, the color of the Inklo should not be arbitrary. Each Inklo has its own color, depending on the background color too.

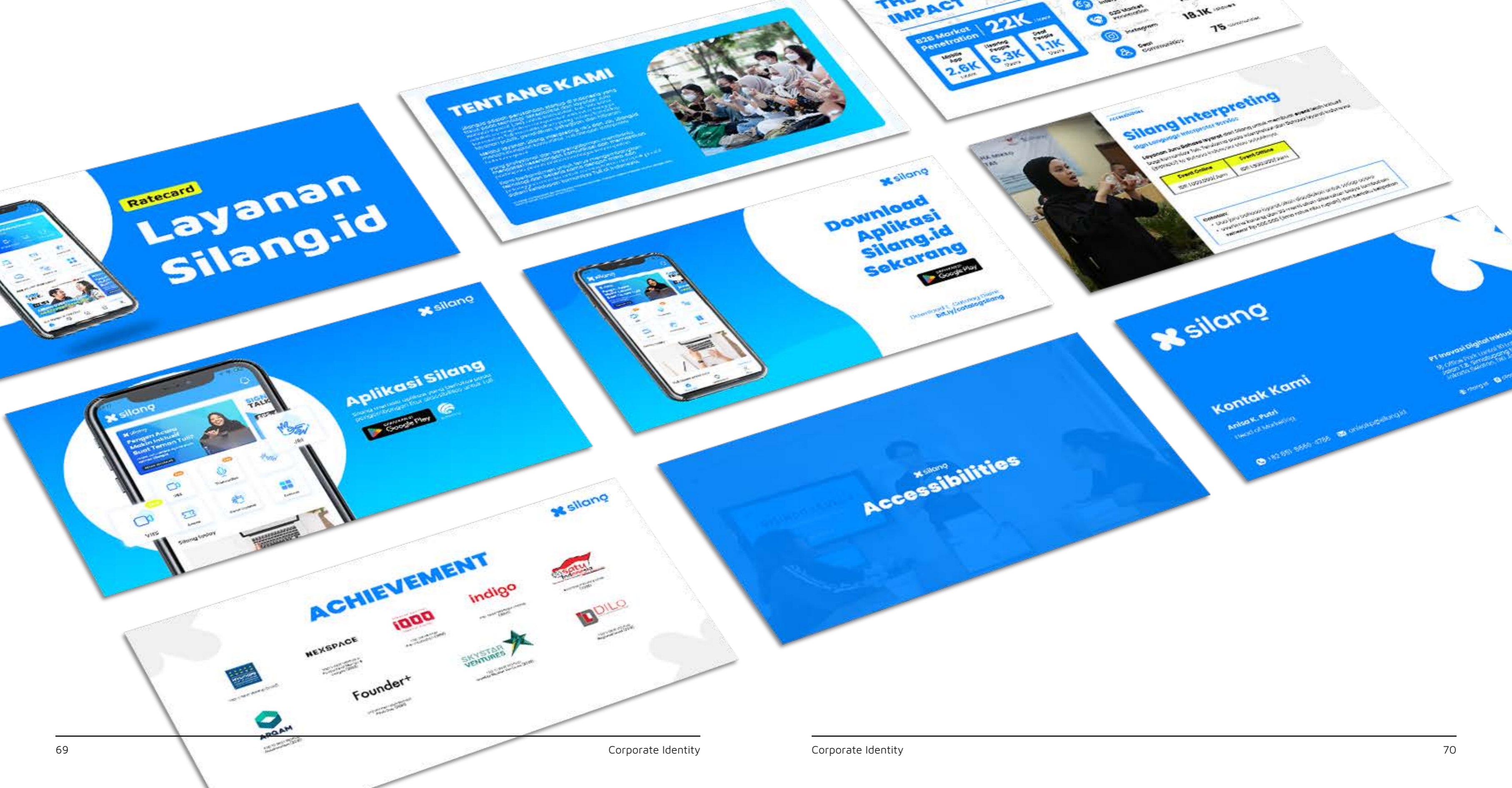


## Examples









Ratecard

# Layanan Silang.id

## TENTANG KAMI



## Download Aplikasi Silang.id Sekarang



## Accessibilities

## Silang Interpreting

Event Office	Event Online
021-139212931 dan	021-139212931 dan

## Aplikasi silang



## ACHIEVEMENT

Partners and Awards:

- ARQAM
- Nextspace
- Foundert+
- Indigo
- SKYSTAR VENTURES
- DILO
- 1000
- Indonesian Startup Awards

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