LPDP GRONINGEN

Brand Guidelines

Dari Groningen, untuk Indonesia.

VERSION	1.0.0-rc.1
STATUS	Release candidate — awaiting owner review
DATE	31 October 2026
ONLINE	https://brand.lpdpgroningen.nl/en/

Contents

00 — Overview
01 — Foundations
02 — Logo
03 — Colors
04 — Typography
05 — Visual Language
06 — Writing & Voice
07 — Applications
08 — Downloads
09 — Canva
10 — Governance

Status labels (Approved / Observed / Proposal / Pending) apply as online. Interactive elements are available online only.

One identity, *kept together.*

The community's reference for using the LPDP Groningen logo, colors, typography and voice consistently — on the web, in event publications, presentations and social media.

Start with the logo | Download assets

HERITAGE EDITORIAL + MODERN PRODUCT STRUCTURE DARI GRONINGEN, UNTUK INDONESIA.

CHAPTERS

Ten chapters, one system.

Each chapter separates approved rules, observed implementation, and proposals that still need project-owner approval.

01 **Foundations** →
About the community, essence, slogans, audiences.

02 **Logo** →
Approved mark, variants, use, misuse, provenance.

03 **Colors** →
Five core colors, contrast, combinations.

04 **Typography** →
Three families, scale, licences.

05 **Visual Language** →
Space, grid, borders, icons, photography.

06 **Writing & Voice** →
Tone, terminology, do and don’t examples.

07 **Applications** →
Web, social, posters, slides, templates.

08 **Downloads** →
Logo files, ZIP, PDF, tokens, checksums.

09 **Canva** →
Assemble and verify a Brand Kit manually.

10 **Governance** →

Approval, versioning, exceptions, reporting.

READING THE LABELS

What is settled, what is not.

● APPROVED

Taken from the canonical website documents: ecosystem design contract, design freeze, logo contract, typography governance or copywriting guide.

● OBSERVED IN WEBSITE CODE

A pattern actually used in the website code, but not written down as a rule.

○ PROPOSAL — NEEDS APPROVA

Proposed by this portal. Usable as working guidance, but not an official decision until approved.

◌ PENDING

Not yet available or blocked by external access. Never shown as if it exists.

Release status: Release candidate — awaiting owner review. These guidelines govern the LPDP Groningen community identity — not the identity of the LPDP institution, universities or partners.

A community identity, *rooted in a city.*

LPDP Groningen is the community of LPDP scholarship awardees and alumni in Groningen, the Netherlands. Its visual identity helps members, the committee and collaborators speak with one recognisable voice.

A / ABOUT THE BRAND

Why this identity exists.

PURPOSE

Recognised and trusted

Community publications are recognisable as LPDP Groningen and feel trustworthy — without being redesigned each time.

POSITIONING

A community, not an institution

LPDP Groningen is a Groningen-based community. This identity does not represent, replace or govern the official identity of the LPDP institution in Indonesia.

PHILOSOPHY

Heritage Editorial + Modern Product Structure

A warm editorial character that respects the city's history, combined with clear, measured and accessible digital structure.

● APPROVED Philosophy and slogans: website `docs/DESIGN_SYSTEM.md`.

B / ESSENCE

Message hierarchy.

LEVEL	TEXT	WHEN TO USE	STATUS
1	**Dari Groningen, untuk Indonesia.**	Community slogan. Poster sign-off, footers, covers. Keep in Indonesian on official materials.	● APPROVED
2	**Historic Groningen, Modern Impact**	Ecosystem slogan. Cross-product context and strategic decks; not a replacement for the community slogan.	● APPROVED
3	Heritage Editorial + Modern Product Structure	Internal design language. For designers and developers, not public audiences.	● APPROVED

AUDIENCES

Who we write for

- Awardees currently studying in Groningen
- Prospective awardees and new arrivals
- Alumni
- Event partners and research collaborators
- Interested Indonesian and Dutch public

● OBSERVED IN WEBSITE CODE Derived from the website navigation (Community, Groningen Guide, Awardees & Alumni, Programmes).

PERSONALITY

Composed, not loud

berkelas · hangat · reflektif · jernih · berirama · inklusif · membumi

Confident without self-congratulation. Warm without sentimentality. Professional without sounding like a circular.

● APPROVED From the website copywriting guide, `PRD COPYWRTING.MD` §4.

ECOSYSTEM

One family, not one template.

The public portal and ecosystem applications share five core colors and three type roles, but keep their own names, functions and interface density.

LPDPGRONINGEN.NL

Public portal

Editorial expression: generous space, narrative sections, sparse serif accents. Uses the community mark.

ACCOUNT.LPDPGRONINGEN.NL

GroninID

Member account and profile application. Part of the ecosystem; not a separate visual identity from the community.

FINANCE.LPDPGRONINGEN.NL

GroninGeld

Finance application with its own product name and wordmark. Denser interface. Never swap its logo with the community mark.

Separate identities: The LPDP institution logo, University of Groningen, UMCG, PPI Groningen and other partners are third-party identities with their own permission rules. This portal does not distribute them.

A mark that *stays unaltered.*

The LPDP Groningen emblem — the Martinitoren rising between orange, yellow and red flames — exists in two approved variants. Use the original files, keep the proportions, and pick the variant that suits the surface.

APPROVED VARIANTS

Two files. No more.

Only two PNG objects on R2 are defined as the source of truth by the ecosystem logo contract. The white version only turns the tower white; the flames keep their colors and the shape is identical (alpha masks match exactly).

Normal logo

● APPROVED

SURFACE	Light: Paper Ivory, Clean White
MASTER	PNG · 638×843 px · 274 KB · transparent background
RATIO	638 : 843 (≈ 0,757 : 1)
SOURCE	R2 canonical

Original · PNG 638×843 · 274 KB	Download ↓
512 px · PNG 387×512 · 119 KB	Download ↓
256 px · PNG 194×256 · 40 KB	Download ↓
128 px · PNG 97×128 · 14 KB	Download ↓

White logo

● APPROVED

SURFACE	Dark: Firmament Navy, Charcoal Ink
MASTER	PNG · 638×843 px · 239 KB · transparent background
RATIO	638 : 843 (≈ 0,757 : 1)
SOURCE	R2 canonical

Original · PNG 638×843 · 239 KB	Download ↓
512 px · PNG 387×512 · 110 KB	Download ↓
256 px · PNG 194×256 · 38 KB	Download ↓
128 px · PNG 97×128 · 14 KB	Download ↓

No SVG. No authentic vector master was found. Every LPDP Groningen SVG in the website repository only wraps the same PNG. 1024/2048/4096 px exports are not offered because the master is 638×843 px; upscaling adds no detail.

BACKGROUND RULES

The surface decides the variant.

SURFACE	NORMAL	WHITE
Paper Ivory	Right — Primary pairing for light surfaces.	Wrong — The white tower disappears on ivory. Use the normal version.
Clean White	Right — Approved for light surfaces.	Wrong — The white tower is invisible.
Firmament Navy	Wrong — The navy tower disappears on navy. Use the white version.	Right — Primary pairing for dark surfaces.
Charcoal Ink	Wrong — The navy tower is unreadable on charcoal. Use the white version.	Right — Usable on neutral dark surfaces.
Atomic Orange	Wrong — The orange flames merge into the orange background.	Wrong — The orange flames merge into the orange background.
Photograph	Only on a calm, even area of the photo with clear contrast. If in doubt, place the logo on a solid field outside the photo.	

● APPROVED Normal on light, white on navy/dark: ecosystem logo contract. The orange and photograph rows are this portal's visual reasoning. ○ PROPOSAL — NEEDS APPROVAL

ANATOMY & SIGNATURE

The emblem, and the name set beside it.

ANATOMY

One emblem, three elements

- The Martinitoren — navy in the normal version, white in the white version.
- Layered orange, yellow and red flames — identical in both versions.
- No text inside the logo file. The name "LPDP Groningen" is not part of the image.

● OBSERVED IN WEBSITE CODE Visual description of the master file; flame colors are artwork colors, not palette tokens.

SIGNATURE

The website lockup

The website composes the signature live: emblem + "LPDP / Groningen" set in bold Inter Tight, navy (white on dark). It is live text, not an image file.

● OBSERVED IN WEBSITE CODE `src/components/shared/logo/brand-logo.tsx`. No downloadable lockup file is approved.

CLEAR SPACE & SIZE

No official numbers yet.

The logo contract requires preserving the aspect ratio, but sets no clear-space or minimum-size numbers. The figures below are proposals for approval — not rules.

● APPROVED

Fixed ratio

Always 638 : 843. Scale proportionally only (`object-fit: contain`).

○ PROPOSAL — NEEDS APPROVAL

Clear space

At least ¼ of the emblem width on every side. No text, rules or other logos inside this area.

○ PROPOSAL — NEEDS APPROVAL

Minimum size

Digital: 40 px tall. Print: 15 mm tall. Code evidence: the website renders the emblem at 32×42 px at its smallest.

DO & DON'T

Wrong examples exist to be recognised, not copied.

Every "Wrong" example is produced with CSS on this page from the original file. No incorrect file is downloadable or included in any asset pack.

● RIGHT

Original proportions on a light surface

Approved file, unaltered, with room to breathe.

● RIGHT

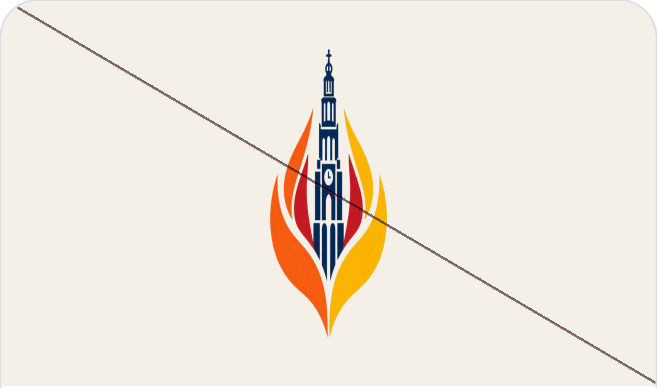
White version on navy

The tower stays legible because the variant matches the surface.

WRONG

Stretching

Changing the ratio distorts the tower and flames.



WRONG

Squashing

Same issue: the 638:843 ratio must hold.

WRONG

Recoloring

The emblem colors are part of the artwork; never change or invert them.

WRONG

Gradient background

Gradients are prohibited by the design freeze and blur the flames.

WRONG

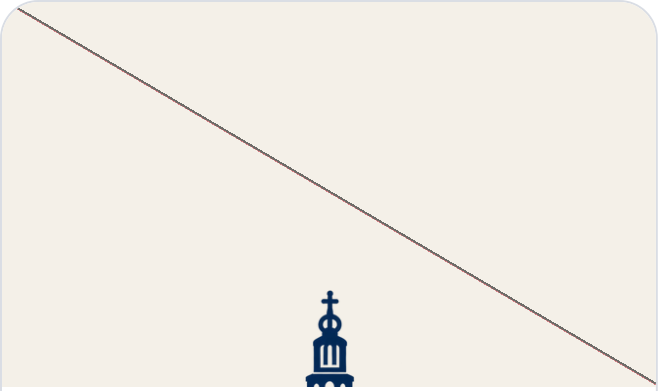
Shadow & glow

Effects add layers that are not part of the logo.

WRONG

Rotating

The tower always stands upright.



WRONG

Cropping

Always show the whole emblem; never crop the tower or flames.

WRONG

Busy background

Busy patterns dissolve the emblem's shape.

WRONG

Elements over the logo

Stickers, labels or text must never sit on the logo.

WRONG

Wrong variant on dark

The navy tower vanishes on navy.

WRONG

Substituting a product identity

GroninGeld and partners have their own identities; never swap them with the community mark or vice versa.

WRONG

Altering signature typography

Legacy lockups used Plus Jakarta Sans/Sora; the signature uses Inter Tight only.

PROVENANCE

Legacy files kept out of downloads.

A forensic audit inspected every logo candidate in the website repository. The files below are not removed from the website (outside this portal's remit) but are not published as approved assets.

Legacy / pending verification — 18 files

FILE	SIZE	CLASS	CONTENT	OFFERED?
`images/logo/logo.svg`	viewBox 0 0 638 843	legacy-raster-wrapper	Embedded PNG, 0 vector paths	No
`images/logo/logo-white.svg`	viewBox 0 0 638 843	legacy-raster-wrapper	Embedded PNG, 0 vector paths	No
`images/logo/main-logo.svg`	viewBox 0 0 260 114	legacy-composite	Embedded PNG, 0 vector paths; remote font import	No
`images/logo/main-logo-white.svg`	viewBox 0 0 260 114	legacy-composite	Embedded PNG, 0 vector paths; remote font import	No
`images/logo/main-logo-stacked.svg`	viewBox 0 0 240 260	legacy-composite	Embedded PNG, 0 vector paths; remote font import	No
`images/logo/main-logo-stacked-white.svg`	viewBox 0 0 240 260	legacy-composite	Embedded PNG, 0 vector paths; remote font import	No
`images/logo/main-logo.png`	480×228	legacy-lockup-raster	PNG	No
`images/logo/main-logo-white.png`	480×228	legacy-lockup-raster	PNG	No
`images/logo/main-logo-stacked.png`	520×573	legacy-lockup-raster	PNG	No
`images/logo/main-logo-stacked-white.png`	520×573	legacy-lockup-raster	PNG	No
`images/logo/lpdp-groningen-logowithmark-trans.png`	1254×1254	legacy-different-drawing	PNG	No

FILE	SIZE	CLASS	CONTENT	OFFERED?
`logo-lpdp-groningen/lpdp-groningen-logowithmark-trans.png`	1254×1254	legacy-different-drawing	PNG	No
`logo-lpdp-groningen/lpdp-groningen-logowithmark.png`	1254×1254	legacy-different-drawing	PNG	No
`logo-lpdp-groningen/lpdp-groningen-icon.png`	862×862	legacy-different-drawing	PNG	No
`logo-lpdp-groningen/lpdp-groningen-favicon.png`	881×881	legacy-different-drawing	PNG	No
`web-app-manifest-192x192.png`	192×192	derived-pwa-icon	PNG	No
`web-app-manifest-512x512.png`	512×512	derived-pwa-icon	PNG	No
`favicon.ico`	48×48	derived-favicon	PNG	No

Full data (SHA-256, alpha mask, pixel difference): assets-manifest.json. Third-party logos (LPDP, universities, partners) were audited and fully excluded.

Five colors. *No more.*

HEX values are frozen by the ecosystem design contract. Colors are used by function, not decoration, and there are no per-category or per-programme palettes.

CORE COLORS

The frozen core.

Paper Ivory

Editorial canvas and warm surface. Never a button/CTA fill.

HEX #F4F0E8
RGB 244 240 232
HSL 40° 35% 93%

Charcoal Ink

Primary text and editorial ink.

HEX #222222
RGB 34 34 34
HSL 0° 0% 13%

Firmament Navy

Identity authority, primary action, dark surfaces.

HEX #0A1E44
RGB 10 30 68
HSL 219° 74% 15%

Atomic Orange

Purposeful accent and emphasis; not small text on light surfaces.

HEX #F56A1C
RGB 245 106 28
HSL 22° 92% 54%

Groningen Red

Civic heritage accent or genuine danger.

HEX #BB2233
RGB 187 34 51
HSL 353° 69% 43%

● APPROVED `docs/ECOSYSTEM_DESIGN_CONTRACT.md` §2, `docs/PRD_DESIGN_FREEZE.md` §2.2.

SUPPORTING

Surfaces and lines.

Clean White

Supporting card and panel surface.

HEX #FFFFFF
RGB 255 255 255
HSL 0° 0% 100%

Stroke Light

Supporting thin border.

HEX #E3E7ED
RGB 227 231 237
HSL 216° 22% 91%

▶ **CMYK** — formula conversion, not a print specification

ACCESSIBILITY

Contrast, computed.

WCAG AA thresholds: 4.5:1 for normal text, 3:1 for large text (24 px, or 18.66 px bold).

WCAG 2.2 contrast ratios (computed from HEX at build time)

TEXT ↓ / BACKGROUND →	PAPER IVORY	CHARCOAL INK	FIRMAMENT NAVY	ATOMIC ORANGE	GRONINGEN RED	CLEAN WHITE
PAPER IVORY	—	14:1 AAA	14.41:1 AAA	2.65:1 Fail	5.45:1 AA	1.14:1 Fail
CHARCOAL INK	14:1 AAA	—	1.03:1 Fail	5.27:1 AA	2.57:1 Fail	15.91:1 AAA
FIRMAMENT NAVY	14.41:1 AAA	1.03:1 Fail	—	5.43:1 AA	2.64:1 Fail	16.38:1 AAA
ATOMIC ORANGE	2.65:1 Fail	5.27:1 AA	5.43:1 AA	—	2.05:1 Fail	3.02:1 AA large text
GRONINGEN RED	5.45:1 AA	2.57:1 Fail	2.64:1 Fail	2.05:1 Fail	—	6.20:1 AA
CLEAN WHITE	1.14:1 Fail	15.91:1 AAA	16.38:1 AAA	3.02:1 AA large text	6.20:1 AA	—

Aa — 14.41:1

● RIGHT Navy on ivory: the primary text pairing.

Aa — 15.91:1

● RIGHT Charcoal on white: long-form text.

Aa — 16.38:1

● RIGHT White on navy: footers, primary buttons.

Aa — 5.43:1

● RIGHT Orange on navy: accent on dark surfaces.

Aa — 2.65:1

● WRONG Small orange text on ivory fails AA. Prohibited by design freeze §7.2.

Aa — 3.02:1

● WRONG White text on orange fill: no owner decision yet. Do not use for small text.

COMPOSITION

Proportion, not a rainbow.

● RIGHT

Ivory dominant, navy as structure, orange as a single point of emphasis.

● RIGHT

Navy surface with white text; red only as a small heritage accent.

● WRONG

Large amounts of orange and red compete with each other and with the logo’s flames.

● WRONG

Colors outside the palette (e.g. green/purple per category) are prohibited. Categories use neutral text or navy.

04 / TYPOGRAPHY

Three families. *Clear roles.*

Inter Tight carries almost all text. IBM Plex Mono is for data and metadata. Instrument Serif is only for rare editorial emphasis. There is no fourth family.

INTER TIGHT ≈ 90% IBM PLEX MONO ≈ 7% INSTRUMENT SERIF ≈ 3%

SPECIMENS

Families and weights.

PRIMARY — UI, CONTENT, HEADINGS

● APPROVED

Inter Tight

Regular 400 Medium 500 **SemiBold 600** **Bold 700**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 · ! ? & @ € Rp % ( ) — “ ”

DATA — DATES, STATUS, CODES, REFERENCES

● APPROVED

IBM Plex Mono

Regular 400 **Medium 500**

SAB 14 NOV 2026 · 19.00 CET · ZERNIKE CAMPUS · REF-2026-011

EDITORIAL — RARE, SHORT EMPHASIS

APPROVED

Instrument *Serif*

Regular 400 *Italic 400*

Dari Groningen, *untuk Indonesia.*

SCALE

The website type scale.

Desktop sizes from the website typography governance. On small screens headings scale down progressively — never force desktop sizes onto mobile.

Heading 1
68 px / 110%

Studying in Groningen, returning for Indonesia

Heading 2
52 px / 120%

Studying in Groningen, returning for Indonesia

Heading 3
40 px / 120%

Studying in Groningen, returning for Indonesia

Heading 4
32 px / 130%

Studying in Groningen, returning for Indonesia

Heading 5
24 px / 140%

Studying in Groningen, returning for Indonesia

Heading 6 20 px / 140%	**Studying in Groningen, returning for Indonesia**
Lead 18 px / 150%	Studying in Groningen, returning for Indonesia
Body 16 px / 150%	Studying in Groningen, returning for Indonesia
Secondary 14 px / 150%	Studying in Groningen, returning for Indonesia
Caption 12 px / 150%	Studying in Groningen, returning for Indonesia

● APPROVED `docs/PRD_TYPOGRAPHY_FONT_GOVERNANCE.md` §6.

IN PRACTICE

UI and long-form.

UI EXAMPLE

PROGRAM · SAB 14 NOV 2026

Public discussion: energy and the city

One primary message, metadata in Plex Mono, and one primary action.

See details

○ EXAMPLE Sample content, not a real event.

LONG-FORM EXAMPLE

Many journeys begin alone. In Groningen, some of those journeys meet — in classrooms, in shared kitchens, in conversations that continue after the event ends.

Arrive with a purpose.
Return with experience.

Ideal line length 60–75 characters. One Instrument Serif pull quote per article at most.

○ PROPOSAL — NEEDS APPROVAL

LICENCES & SOURCES

All fonts are openly licensed.

FONT	LICENCE	COPYRIGHT	SOURCE
Inter Tight	SIL OFL 1.1	The Inter Project Authors (2022)	github.com/rsms/inter-tight
IBM Plex Mono	SIL OFL 1.1	IBM Corp. (2017)	github.com/IBM/plex
Instrument Serif	SIL OFL 1.1	The Instrument Serif Project Authors (2022)	github.com/Instrument/instrument-serif

Licences and attributions verified from the Fontsource packages used by this build; full licence texts: Inter Tight, IBM Plex Mono, Instrument Serif. This portal self-hosts its fonts, with no requests to Google Fonts.

Restrained, *structured.*

Hierarchy comes from scale, weight, spacing and semantic roles — not from effects. One ecosystem, not one template.

FROZEN RULES

What is already decided.

● APPROVED

Cards

20 px radius, white background, uniform thin border on all sides.

● APPROVED

No side rails

No thick colored edge on one side only (orange/red/navy border-left).

● APPROVED

No gradients & glass

Not on cards, buttons or content surfaces. Glass only for one documented focus surface.

● APPROVED

Buttons

Primary: navy + white text, ≈12 px radius, 44–48 px tall. Ivory is never a button fill.

● APPROVED

Functional icons

Line icons (Lucide on the website) for function. Emoji are not UI icons.

● APPROVED

One header per page

Never repeat the page title as the first section heading.

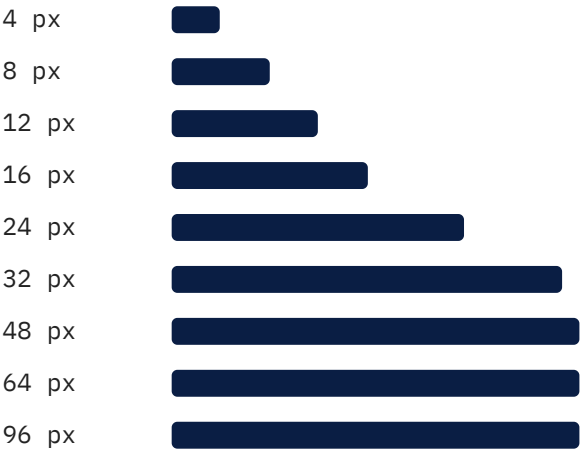
Sources: `ECOSYSTEM_DESIGN_CONTRACT.md` §5, `PRD_DESIGN_FREEZE.md` §2.5 & §3, `DESIGN_SYSTEM.md` §4.

SPACE & GRID

A repeatable rhythm.

SPACING SCALE

○ PROPOSAL — NEEDS APPROVAL



Multiples of 4/8 px, matching the Tailwind scale used by the website. Specific values for print/social are a proposal.

GRID & COMPOSITION

○ PROPOSAL — NEEDS APPROVAL

- Web: 12 columns, max content width ≈1200 px.
- Social 1080 px: 72–96 px margins, one primary message.
- A4 poster: 15 mm margins, logo in a calm corner.
- Long text: 60–75 characters per line.

RADII

● APPROVED Pill shape only for canonical utility/navbar patterns, not ordinary page buttons.

PROHIBITED STYLES

What dilutes the identity.

● WRONG

Per-category colors (blue badge for News, purple for Alumni).

● WRONG

A thick accent rail on one side — like this card.

● WRONG

Glassmorphism, glow, decorative shadows, cards that grow on hover.

● WRONG

A fourth font, including Plus Jakarta Sans, Sora, Manrope or Space Grotesk.

PORTAL VS APPLICATION

Different density, same family.

	PUBLIC PORTAL	GRONINGELD
Target	Heritage editorial + modern community portal	Financial command centre + decision support
Space	Generous, narrative	Denser, compact controls
Serif	Sparse accents	Exceptional in dashboards
Mono	≈7%	≈3–8%
Semantic colors	Core palette only	Product-specific, documented finance status colors

● APPROVED `ECOSYSTEM_DESIGN_CONTRACT.md` §4, §8, §9.

H / PHOTOGRAPHY & PORTRAITS

Authentic, with consent.

● APPROVED

Standard frame

Thin semantic border, 16–20 px radius. No glass overlays, thick rings or gradient frames. Meaningful alt text.

`PRD_DESIGN_FREEZE.md` §4.3

○ PROPOSAL — NEEDS APPROVAL

Rights & consent

Use community-owned or licensed photos. For individual portraits and children, obtain written consent. Honour requests not to be published.

○ PROPOSAL — NEEDS APPROVAL

Event photos

Real moments, not over-posed. Announce that documentation is happening and offer an opt-out.

○ PROPOSAL — NEEDS APPROVAL

Editorial portraits

Soft side light, calm background, shoulder- or chest-height crop, eyes on the upper third.

○ PROPOSAL — NEEDS APPROVAL

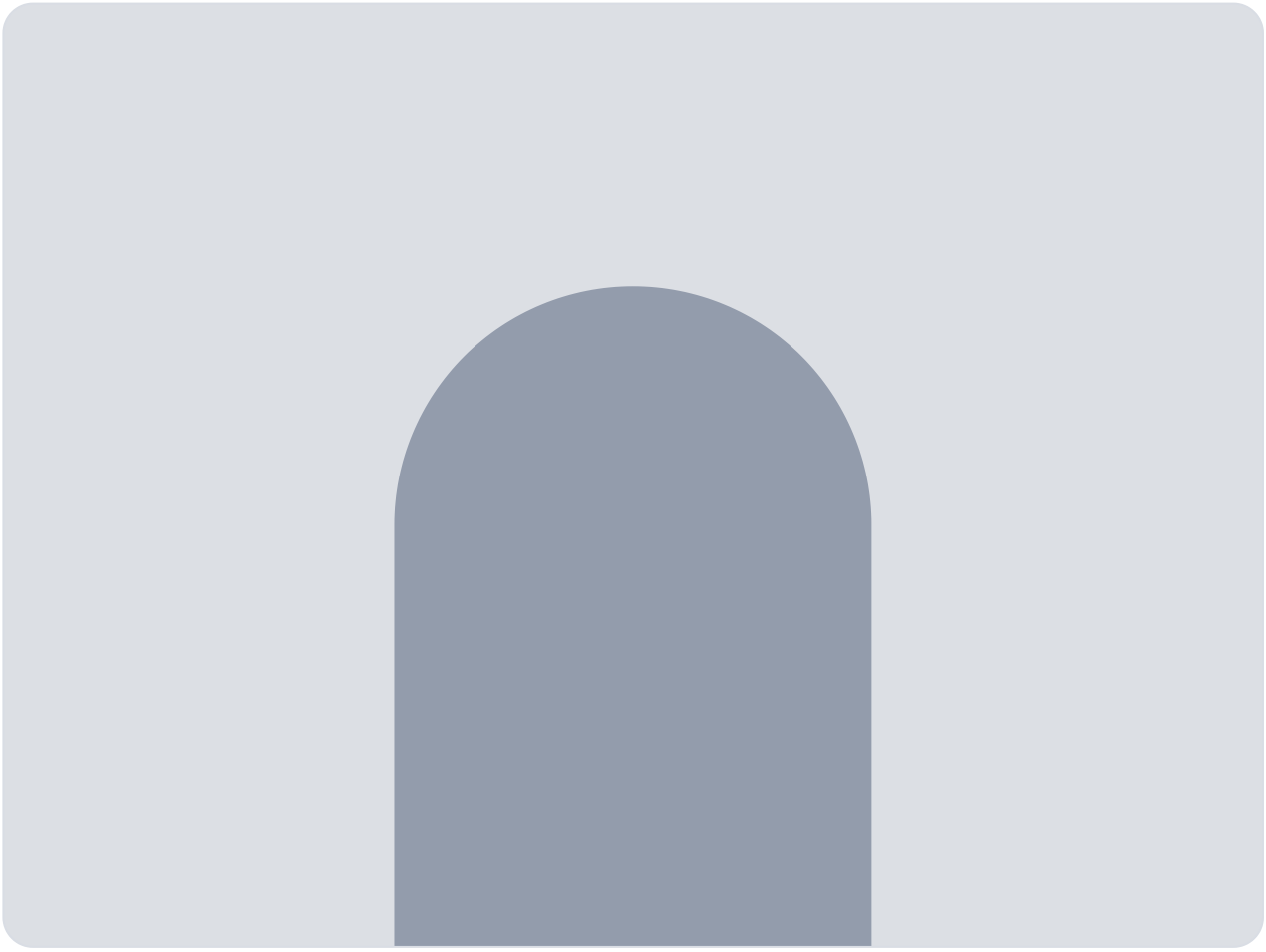
Image treatment

Exposure and white-balance correction only. No color filters, orange overlays or brand duotones.

○ PROPOSAL — NEEDS APPROVAL

Quality

At least 1600 px on the long edge for web; avoid compressed WhatsApp images for covers.



Composition diagram: subject on a third line, room for text on the other side. Not a real photo.

Composed, *not loud.*

We write as a community speaking with people, not an institution speaking at an audience. Information stays easy to scan; narrative must never hide times, venues or links.

● APPROVED Principles and examples come from `docs/PRD COPYWRTING.MD` §4 in the website repository.

PRINCIPLES

Seven voice principles.

01 **Human before institutional**
Speak with people, not down to them.

02 **Poetic, never vague**
A metaphor must clarify, not replace information.

03 **Rhythmic, never forced**
Sound must never override meaning.

04 **Warm, never sentimental by default**
Let specific details carry the emotion.

05 **Proud, never boastful**
Celebrate achievements without claiming superiority.

06

Informative, never bureaucratic

Times, venues, deadlines and links are written plainly.

07

Agency before pressure

Members decide for themselves what is relevant.

DO & DON'T

Examples from the copywriting guide.

Indonesian examples are quoted verbatim from the canonical guide.

Human before institutional

● WRONG

Kami berkomitmen menjadi organisasi unggulan yang mengembangkan sumber daya manusia Indonesia.

● RIGHT

Banyak perjalanan dimulai sendiri. Di Groningen, sebagian perjalanan itu kemudian bertemu.

Poetic, never vague

● WRONG

Mari menyalakan suluh cakrawala dalam samudra kolaborasi.

● RIGHT

Bertemu lintas bidang, berbagi pengalaman, dan membuka kemungkinan kolaborasi baru.

Proud, never boastful

● WRONG

LPDP Groningen kembali membuktikan bahwa anggotanya adalah yang terbaik.

● RIGHT

Selamat atas capaian ini. Semoga menjadi bagian dari perjalanan ilmu yang terus bertumbuh.

Agency before pressure

● WRONG

Jangan sampai menyesal karena melewatkan kesempatan ini!

● RIGHT

Jika topik ini relevan dengan perjalananmu, kamu bisa melihat detail dan mendaftar melalui tautan berikut.

CONTEXTS

Patterns for everyday writing.

The examples below were written for this portal following the copywriting guide. Names, dates and venues are samples — replace them with real facts before publishing.

○ EXAMPLE

Event announcement

Diskusi Publik: Energi dan Kota
Sabtu, 14 November 2026 · 19.00 CET · [Tempat]
Jika topik ini relevan dengan perjalananmu, daftar melalui tautan di bio sebelum Kamis, 12 November.

Operational facts first; invitation without pressure.

○ EXAMPLE

Partnership acknowledgement

Terima kasih kepada [Nama Mitra] atas dukungan ruang dan waktu untuk diskusi ini.

Name partners by their official name; show partner logos only with written permission; never imply an endorsement that does not exist.

○ EXAMPLE

Research / awardee spotlight

[Nama] meneliti bagaimana jaringan panas distrik dapat menurunkan emisi di kota menengah. Selamat atas publikasi pertamanya.

Explain research in plain language; get consent before showing names, photos or affiliations.

○ PROPOSAL — NEEDS APPROVAL

Terminology

WRITE	AVOID
LPDP Groningen	Lpdp groningen, LPDPGroningen
awardee	LPDP receiver
Rijksuniversiteit Groningen / University of Groningen	RUG without first spelling it out
Dari Groningen, untuk Indonesia.	loose translations of the slogan

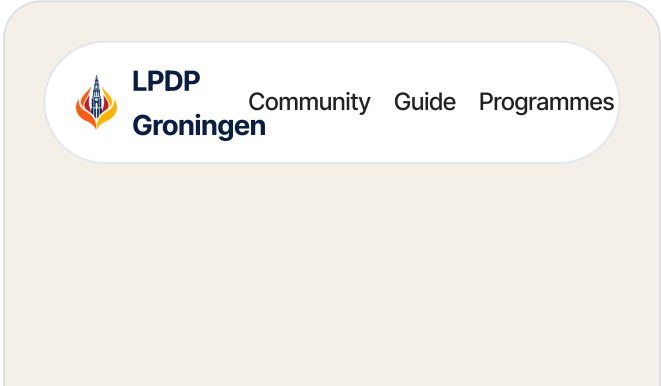
07 / APPLICATIONS

From system *to publication.*

One primary message, a clear type hierarchy, the logo on the right surface, and operational facts that are easy to scan.

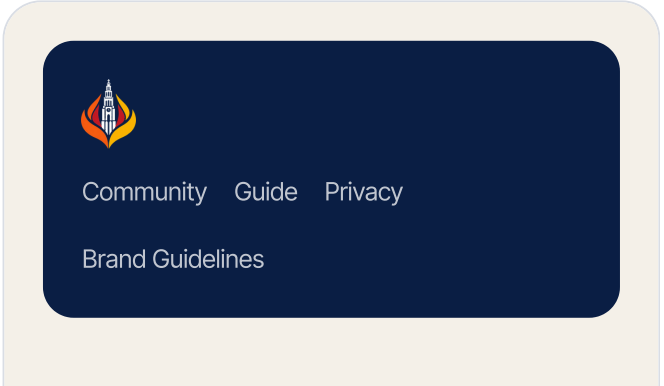
J / DIGITAL

Web, email and everyday surfaces.



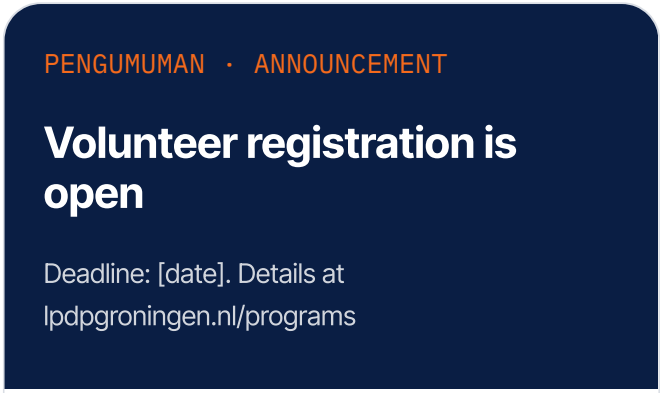
Web header

● OBSERVED IN WEBSITE CODE Floating white pill navbar with the normal logo and name in Inter Tight.



Footer

● OBSERVED IN WEBSITE CODE Navy footer with the white logo. A link to this portal is proposed for the website footer's bottom row (see Governance).



Email signature

○ PROPOSAL — NEEDS APPROVAL Plain text + 128 px logo. Many email clients block images — the text must be complete without the logo.

Digital announcement

○ PROPOSAL — NEEDS APPROVAL One message, one deadline, one link.

TEMPLATES

Editable source templates.

SVG files with live text and the approved logo embedded. Open in Figma, Inkscape, Illustrator or Affinity; install the three fonts first. Content inside is sample content — replace every bracketed and example value before publishing.

Community event announcement

○ EXAMPLE

Announce an event: title, date, time, venue, how to register.

FORMAT	Instagram portrait 4:5 · 1080 × 1350 px
STATUS	Editable SVG (live text). Not a Canva template.
LOGO	White logo on navy, top left.
FONTS	Inter Tight · IBM Plex Mono · Instrument Serif

SVG · source — Download ↓

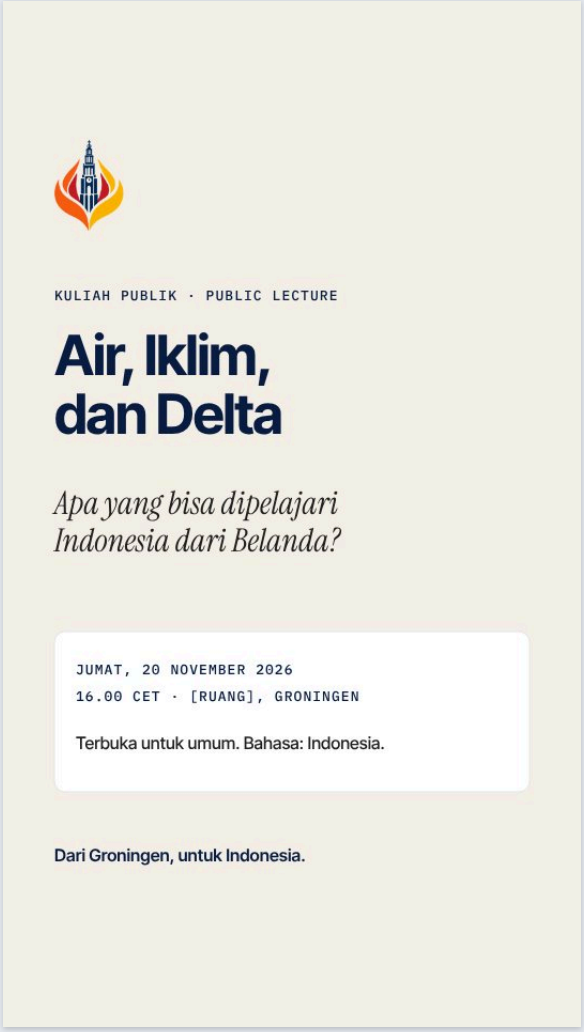
Speaker introduction

○ EXAMPLE

Introduce a speaker with a consented photo, name, role and topic.

FORMAT	Instagram square 1:1 · 1080 × 1080 px
STATUS	Editable SVG (live text). Not a Canva template.
LOGO	Normal logo on ivory, top right.
FONTS	Inter Tight · IBM Plex Mono · Instrument Serif

SVG · source — Download ↓



Public lecture / academic discussion

○ EXAMPLE

Story for an academic discussion or public lecture; top/bottom 250 px safe areas kept calm.

FORMAT	Instagram Story 9:16 · 1080 × 1920 px
STATUS	Editable SVG (live text). Not a Canva template.
LOGO	Normal logo on ivory, below the top safe area.
FONTS	Inter Tight · IBM Plex Mono · Instrument Serif

SVG · source — Download ↓

Partner acknowledgement

○ EXAMPLE

Thank a partner. The partner logo area stays empty until written permission exists.

FORMAT	Instagram square 1:1 · 1080 × 1080 px
STATUS	Editable SVG (live text). Not a Canva template.
LOGO	Normal logo on white; partner logo separate and equal, only with permission.
FONTS	Inter Tight · IBM Plex Mono · Instrument Serif

SVG · source — Download ↓

Research / awardee spotlight

○ EXAMPLE

Spotlight an awardee's research or achievement, with their consent.

FORMAT	Instagram portrait 4:5 · 1080 × 1350 px
STATUS	Editable SVG (live text). Not a Canva template.
LOGO	White logo on the bottom navy band.
FONTS	Inter Tight · IBM Plex Mono · Instrument Serif

SVG · source — Download ↓

Presentation title slide

○ EXAMPLE

Opening slide for community presentations.

FORMAT	16:9 slide · 1920 × 1080 px
STATUS	Editable SVG (live text). Not a Canva template.
LOGO	White logo on navy, top left.
FONTS	Inter Tight · IBM Plex Mono · Instrument Serif

SVG · source — Download ↓

A4 event poster

○ EXAMPLE

Printed poster or digital PDF. 15 mm margins.

FORMAT	A4 (210 × 297 mm, 300 dpi grid) · 210mm × 297mm
STATUS	Editable SVG (live text). Not a Canva template.
LOGO	Normal logo on ivory, top left.
FONTS	Inter Tight · IBM Plex Mono · Instrument Serif

SVG · source — Download ↓

Canva: Editable Canva templates have not been created because no authorised Canva account access exists. Importing SVG into Canva typically turns it into a graphic, not editable text — rebuild in Canva using the Brand Kit. ◌ PENDING

EXPORT

How to export

1. Install Inter Tight, IBM Plex Mono, Instrument Serif.
2. Open the SVG, replace the sample text. Do not touch the logo image.
3. Social: export PNG at native size (1×). Print: export PDF with fonts embedded.
4. Check contrast and spelling before publishing.

LIMITS

Good to know

- The logo in templates is a 512 px PNG; fine for social and slides, not for large banners.
- Without the fonts installed, apps fall back to other fonts — the result is off-brand.
- Partner logos are added only with written permission.

Original files, *honest labels.*

Every file on this page exists, is listed in the manifest and has a checksum. Only PNG is offered because no authentic vector master exists.

Download logo pack (ZIP) | Download guidelines PDF

CHOOSE A FILE

Variant and size.

Web derivatives are downscaled from the master (Lanczos, alpha preserved). No file is upscaled.

All approved logo files

FILE	PIXELS	SIZE	SHA-256
lpdp-groningen-logo-normal-original.png	638×843	274 KB	
lpdp-groningen-logo-normal-512.png	387×512	119 KB	
lpdp-groningen-logo-normal-256.png	194×256	40 KB	
lpdp-groningen-logo-normal-128.png	97×128	14 KB	
lpdp-groningen-logo-white-original.png	638×843	239 KB	
lpdp-groningen-logo-white-512.png	387×512	110 KB	
lpdp-groningen-logo-white-256.png	194×256	38 KB	
lpdp-groningen-logo-white-128.png	97×128	14 KB	

Originals are byte copies from the website repository. Equality with the canonical R2 objects (logo.png, logo-white.png) is checked with `npm run verify:r2`. ◌ PENDING

PACKS & DOCUMENTS

Everything else.

ZIP

Logo pack

The 8 approved PNGs, manifest, tokens and licence notice. Contents are checked against the manifest at build time.

lpdp-groningen-logo-pack.zip ↓

PDF

Full guidelines

PDF with selectable text, embedded fonts and a table of contents. Built from the print edition.

Bahasa Indonesia ↓

English ↓

TOKENS

Design tokens

Colors and fonts for developers.

brand-tokens.json ↓

brand-tokens.css ↓

assets-manifest.json ↓

TEMPLATES

Community event announcement
`event-announcement-1080x1350.svg · Instagram portrait 4:5`

Speaker introduction
`speaker-introduction-1080x1080.svg · Instagram square 1:1`

Public lecture / academic discussion
`public-lecture-story-1080x1920.svg · Instagram Story 9:16`

Partner acknowledgement
`partner-acknowledgement-1080x1080.svg · Instagram square 1:1`

Research / awardee spotlight
`awardee-spotlight-1080x1350.svg · Instagram portrait 4:5`

Presentation title slide
`presentation-title-1920x1080.svg · 16:9 slide`

A4 event poster
`event-poster-a4.svg · A4 (210 × 297 mm, 300 dpi grid)`

NOT AVAILABLE

And why.

PENDING

SVG

No authentic vector master exists in the audited repositories. All six LPDP Groningen SVGs embed PNG data.

PENDING

PNG 1024 / 2048 / 4096

Master is 638×843; larger files would be upscaled and contain no additional detail.

PENDING

Horizontal / stacked lockups

Legacy files use obsolete typography and have no approval record.

Reasons are shown as written in the machine-readable manifest.

A Brand Kit, *assembled with care.*

This page is the reference for assembling a Brand Kit in Canva. There is no automatic synchronisation between this portal and Canva — every change has to be updated manually.

Integration status: No verified official Canva Brand Kit, no editable Canva templates, and no API connection exist yet. Canva feature names and plan availability were not verified by this build; follow the Canva interface you see. PENDING

BRAND KIT CONTENTS

Copy exactly.

COLORS

Five core colors

Optional supporting: #FFFFFF, #E3E7ED. Do not add other colors.

LOGO

Two PNG files

Normal — original
638×843 PNG

White — original
638×843 PNG

Upload the original PNGs, not the legacy SVGs and not screenshots.

FONTS

Font roles

Heading	Inter Tight · Bold 700
Subheading	Inter Tight · SemiBold 600
Body	Inter Tight · Regular 400
Metadata	IBM Plex Mono · 400/500
Accent	Instrument Serif · Italic

If a font is not available in your Canva, uploading fonts requires a plan that supports it. Never silently substitute another font.

VOICE

Tone of voice

berkelas · hangat · reflektif · jernih · berirama · inklusif · membumi

A community speaking with people. Operational facts written plainly. Inviting, not pressuring.

Full voice guide →

STEPS

Three routes, one result.

01

Manual (recommended)

In Canva, open Brand Kit, add the five HEX values above, upload the two logo PNGs, and set the font roles. This route is the easiest to verify.

02

From a website (if available)

If your account offers building a Brand Kit from a URL, enter `https://brand.lpdpgroningen.nl/en/canva/`. Automatically extracted results must be checked — such tools can pick up wrong colors or images.

03

From a PDF (if available)

If import from a document is available, use the guidelines PDF. Check the result with the list below.

VERIFICATION

Post-import checklist.

- [ ] Exactly five core colors with exact HEX: #F4F0E8, #222222, #0A1E44, #F56A1C, #BB2233.
- [ ] No extra colors picked up from photos or illustrations.
- [ ] Only two logos: normal and white, PNG 638×843, uncropped and without a background.
- [ ] No LPDP institution, university, GroninGeld or partner logos in the community Brand Kit.
- [ ] Fonts: Inter Tight, IBM Plex Mono, Instrument Serif — no substitutes.
- [ ] Voice matches the Writing & Voice page; not auto-generated promotional copy.
- [ ] Record the date and portal version (V 1.0.0-rc.1) in the Brand Kit description.

Frozen *on purpose.*

Content adapts to the design, not the other way round. Identity changes are valid only with a written project-owner decision.

ORDER OF AUTHORITY

If documents conflict, the higher one wins.

01 **`ECOSYSTEM_DESIGN_CONTRACT.md`**
Five core colors and three type roles, across repositories.

02 **`ECOSYSTEM_LOGO_SOURCE_OF_TRUTH.md`**
Two R2 URLs for the normal and white mark.

03 **`PRD_TYPOGRAPHY_FONT_GOVERNANCE.md`**
Font families and loading rules.

04 **`PRD_BUTTON_SYSTEM.md`** · **`DESIGN_SYSTEM.md`**
Buttons, cards, image framing, page patterns.

05 **`PRD_DESIGN_FREEZE.md`**
Freeze rules and compliance for new content.

06

This portal

Documents and operationalises; cannot change the rules above.

All documents live in the canonical website repository `muhhilalsudarbi-pixel/lpdp-groningen-web`.

DECISIONS

Who decides what.

CHANGE	REQUIRES	STATUS
Five core colors, three type roles	Written owner decision + ecosystem-level decision (web and GroninGeld)	● APPROVED
Logo artwork or R2 URLs	Owner approval + coordinated PR in web, account centre and finance	● APPROVED
Shared component styles	Written owner decision; documents and code change in one PR	● APPROVED
Clear space, minimum size, new lockups, vector master	Owner approval of this portal's proposals	○ PROPOSAL — NEEDS APPROVAL
Portal content (copy fixes, links, bugs)	Reviewed PR + automated checks passing	○ PROPOSAL — NEEDS APPROVAL

Exceptions: "Just one page", "just for this event" or "temporarily" are not grounds for an exception. Valid exceptions are recorded in writing in the design freeze with limited scope (example: the website footer, 30 September 2026).

VERSIONING & PROVENANCE

Every file is traceable.

Portal version

`V 1.0.0-rc.1` — Release candidate — awaiting owner review. Minor bump for new content, major for approved rule changes.

Asset manifest

SHA-256, size, origin and classification of every file: assets-manifest.json.

Partner logos

Only with written permission from the owner, for a specific publication, and never added to the community asset pack.

REPORTING

Found outdated branding?

Report it

Open an issue in the repository lpdpgroningen/lpdp-groningen-brand or contact the committee via the website contact page. Include a link or screenshot, location and date.

Website integration

A footer link "Panduan Identitas Visual / Brand Guidelines / Huisstijlrichtlijnen" to this portal has been prepared as a patch for the canonical repository. Not yet applied. ◌ PENDING