

Debindo Brand Guideline & SOP Documentation



DEBINDO VISUAL ASSET OVERVIEW

ICONIC ASSET

The Debindo logo is our iconic asset. As its signature element, it strengthens brand recognition in the consumer's mind. It should be present at every brand touchpoint.

LOGO

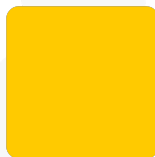


All Event Specialists

PRIMARY BRAND ASSETS

These assets must be used at every touchpoint to maintain a consistent brand presence.

COLOURS



CHECKMARK



COMPANY NAME

debindo

TAGLINE

All Event Specialists

FONT

Myriad Pro Myriad Pro Myriad Pro **Myriad Pro**

DEBINDO VISUAL ASSETS

DEBINDO LOGO CORRECT USAGE

The Debindo logo can be displayed in all the variations presented on this page. It may be positioned on the top left or right of any print or digital communication.



All Event Specialists

Master brand logo



Duo colour logo
black and white



Duo colour logo with reverse
white text & blue background



Duo colour logo with reverse
black text & yellow background




Single colour logo with reverse
black background

DEBINDO VISUAL ASSETS

DEBINDO COLOURS

Colors are essential to the Debindo brand, bringing energy and vibrancy to digital and interactive media.



#0e4687
R 14, G 70, B 135
C 100, M 82, Y 19, K 5

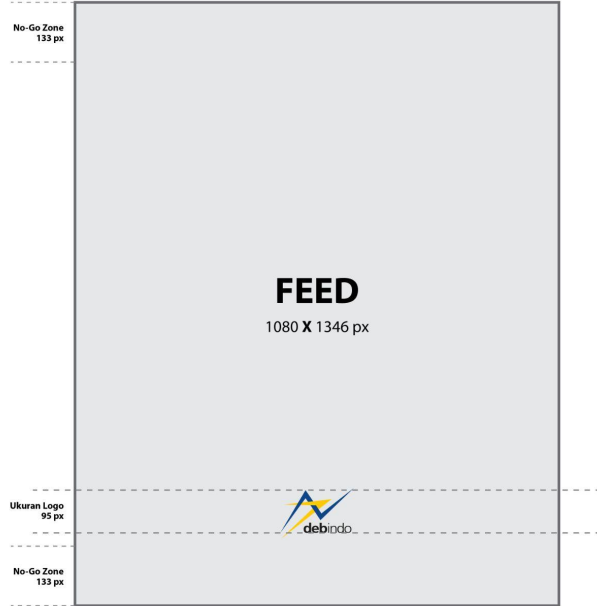


#ffcb00
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C 0, M 20, Y 100, K 0

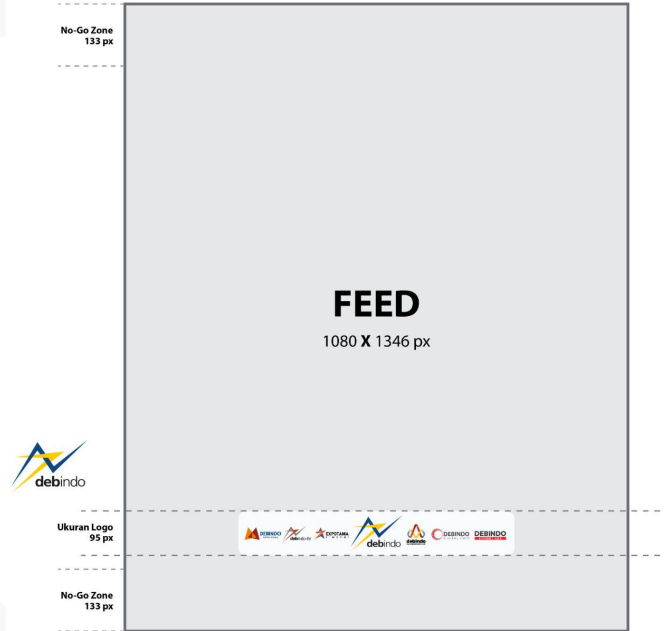


#000000
R 0, G 0, B 0

GUIDELINES SOSIAL MEDIA

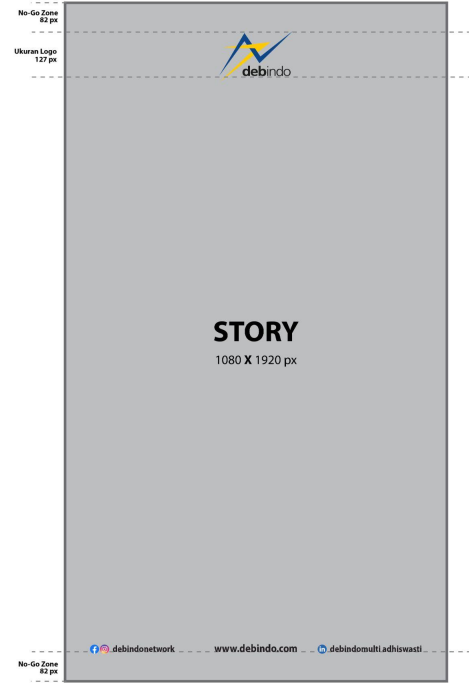
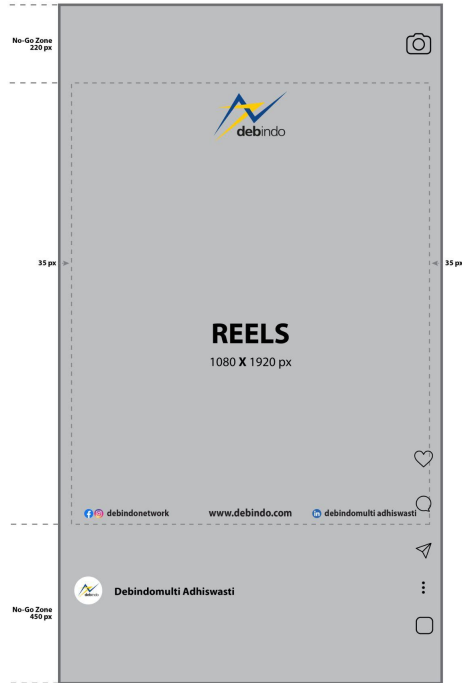


Guide Logo Debindo



Guide Logo Debindo Group

GUIDELINES SOSIAL MEDIA



EVENT DOCUMENTATION SOP

PHOTO

1. On-time arrival at the scheduled meeting and briefing sessions about the event to shoot.
2. Capture all elements during the expo. More focus on the event program, exhibitor & product details and the event ambience.
3. Consult with the organizer for selection of Persons, Exhibits and Activities to shoot: Who, What, Where, When.
4. Event documentation must come from these 5 elements: Exhibitor, Visitor, Buyer, VIP/VIP and Organiser.
5. Photographer should capture the preparation before and after the event.
6. Must capture the interviewees during their interview session
7. Candid photo for organiser, minister, exhibitor, keynote speaker and visitor
8. For B2B event all clients appearance must be in the formal cloth, and children are not allow to be seen in the video. While B2C semi-formal, casual and formal clothing.
9. For post event all raw files and edited files need to be attach in the Hard Disk or USB that will be given into the organiser (Maximum 1 week after the event).

EVENT DOCUMENTATION SOP

VIDEO

1. On-time arrival at the scheduled meeting and briefing sessions about the event to shoot.
2. Consult with the organizer for selection of Persons, Exhibits and Activities to shoot: Who, What, Where, When.
3. Interview with 5 different source-persons: Exhibitor, Visitor, Buyer, VVIP/VIP and Organiser.
4. For B2B event all clients appearance must be in the formal attire, and children are not allow to be seen in the video. While B2C semi-formal, casual and formal clothing.
5. Must follow the Questioner the template that Organiser provided.
6. Capturing the ambiance of the event should be when they have a lot of crowd, otherwise can allocate into the booth and product details.
7. For post event all raw footage and edited files must be copied to attach in an External Hard Disk to be submitted to the organiser (Maximum 2 weeks after the event).

EVENT DOCUMENTATION SOP

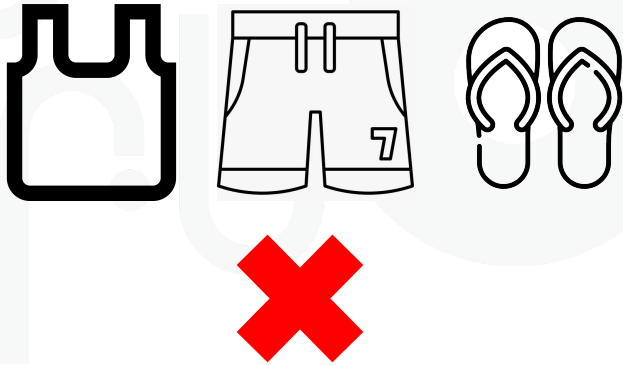
QUESTIONER TEMPLATE

1. Introduction about the client as Exhibitor, Visitor, or Buyer. What are their intended reason visiting or joining this event?
2. What do you think about this event? And the theme about the event ex. Global Partners for sustainable resources? The client perception about the event
3. What do you think about the organiser? The services and the event management that organiser provided for client?
4. What is your expectation, hopes and suggestions for the event and the organiser itself in the future?
5. In the scale 1-10, what do you think about the management of this event?

CLOTHING GUIDELINES

1. PIC must wear Debindo attribute (uniform/pin)
2. Formal attire
3. No Sandals, short, and tank top

Inappropriate attire



Appropriate attire



**SCAN TO DOWNLOAD
DEBINDO LOGO**



[**https://s.id/Debindobrandguideline**](https://s.id/Debindobrandguideline)



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