IDX Identity Application Guidelines

Logo

Logo
Guideline

IDX Logo Concept

IDX

Indonesia Stock Exchange
Bursa Efek Indonesia

Logo is the identity of the company. The meaning and significance of the logo of Indonesia Stock Exchange is certainly a representation of the vision, mission, and values of the company Indonesia Stock Exchange.

The standard for using the logo and the rules for using the logo contained in this guidebook are a guide for every party who will use the logo of Indonesia Stock Exchange. Considering that the logo is the brand identity of every company, the use of the logo of Indonesia Stock Exchange must provide a positive image for the company. Mistakes in using the logo can have an impact on the company's image.

On the other hand, in carrying out their activities, every employee must understand the meaning of the logo so that every employee has values that are in line with the spirit contained in the company logo.

Primary Logo

Secondary Logo

Logogram

Logotype

Caption

Supergraphics

The gestalt logo symbol depicting the power, energy, and dynamic movement in Indonesia's capital market activities has been developed into a corporate supergraphic pattern as one of the important components in the image of Indonesia Stock Exchange.

The corporate supergraphic pattern appears in a corporate red version with two backgrounds, namely a corporate red and white gradient color, both of which can be used in several corporate, communication, and marketing applications.
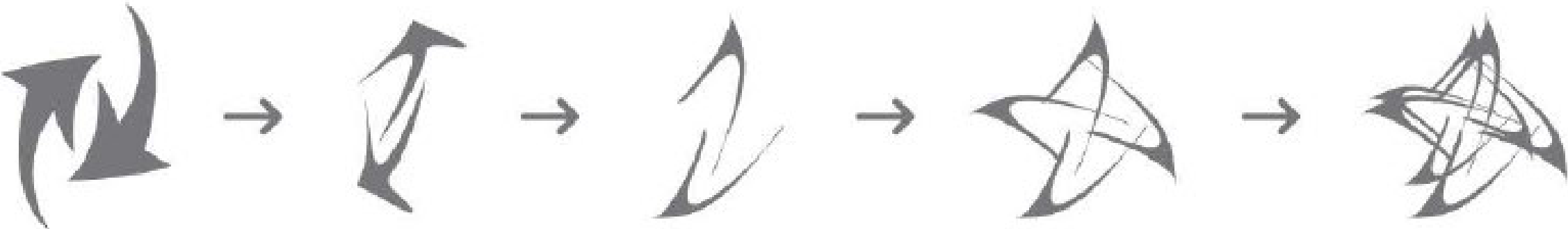
Gestalt

The gestalt form of up and down arrows visualizes the power, energy, and dynamic movement of the Indonesia Stock Exchange as an efficient market organizer with high integrity, reliable infrastructure, and a variety of investment products.
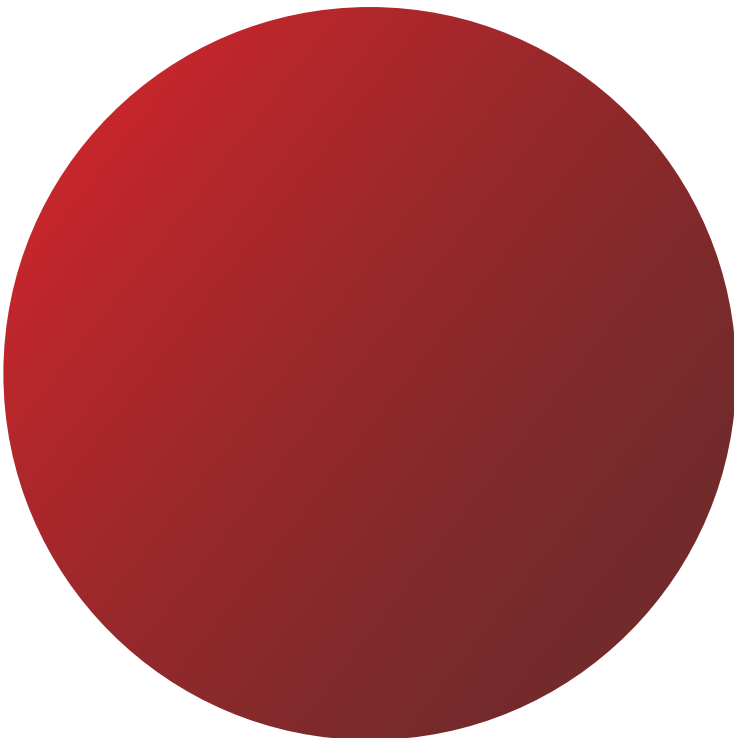
Circle

The selection of a circle logo is intended so that Indonesia Stock Exchange as a connection or community of a world-scale capital market, as a whole, realizes resilience, movement and security for all capital market stakeholders.

Logo Color Configuration Philosophy

Gradation of red symbolizes strength, energy and warmth of love as well as courage and unity.

Gray is intellectual, future, simple and is the color that is easiest for the eye to see.

Color

The combination of these two colors has the meaning of strength, energy and courage which is expected to be able to become a competitive exchange with world-class credibility through the creation of a trusted and credible financial market infrastructure to realize an orderly, fair and efficient market, and can be accessed by all stakeholders through innovative products and services.

Compotition

If a line is drawn from the arrangement of circles and text in such a way that a pyramid shape will be obtained which is a symbol of strength, in accordance with our hopes and beliefs that Indonesia Stock Exchange is one of the strong pillars of the Indonesian economy.

Logo Configuration

IDX
Indonesia Stock Exchange
Bursa Efek Indonesia

Primary Logo

This configuration is the configuration of the main (primary) logo of Indonesia Stock Exchange.

The use of the primary logo configuration is a priority in various forms of applications.

IDX

Secondary Logo

This configuration is the configuration of the secondary logo of Indonesia Stock Exchange.

The application of the secondary logo can be done if the application media does not allow the use of the primary logo, either in terms of size or placement media.

Aa.,

Muster SSi Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#$%^&*()

Muster SSi

The typography of the logo of Indonesia Stock Exchange uses the regular MusterSSi font.

Muster SSi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#$%^&*()

0,907x

1,15x

x

x

0,062x

0,116x

0,39x

0,154x

0,177x

0,056x

0,135x

1,828x

2,15x

Primary Logo Configuration Grid System

The height of the logogram is used as x, so that in applying the logo in various media, the height of the logogram is used as x.

Example

50mm

So x = 50mm
So the IDX logotype = 0.39 x 50mm
and the size of other elements in the logo follows x = 50mm.
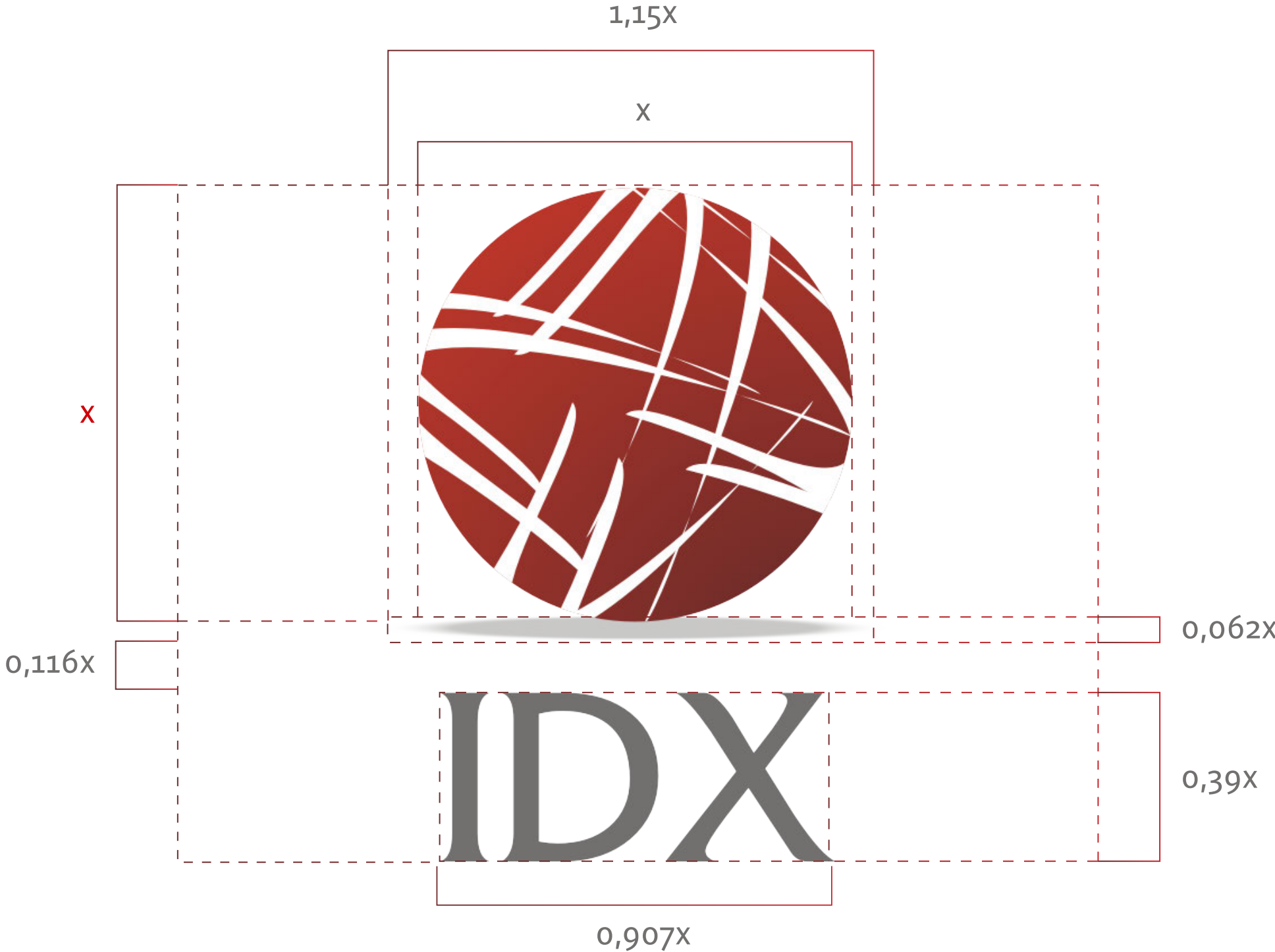
1,15x

x

x

0,062x

0,116x

0,39x

0,907x

Secondary Logo Configuration Grid System

The height of the logogram is used as x, so that in applying the logo in various media, the height of the logogram is used as x.

Primary Logo Clear Space

Primary Logo Configuration Clear Space

The minimum clear space must not be less than the limit specified by the diagram.

The minimum clear space distance is 0.4x around the logo, with the height of the IDX logogram used as x.

Secondary Logo Clear Space

Secondary Logo Configuration Clear Space

The minimum clear space must not be less than the limit specified by the diagram.

The minimum clear space distance is 0.4x around the logo, with the height of the IDX logogram used as x.

25mm

20mm

10mm
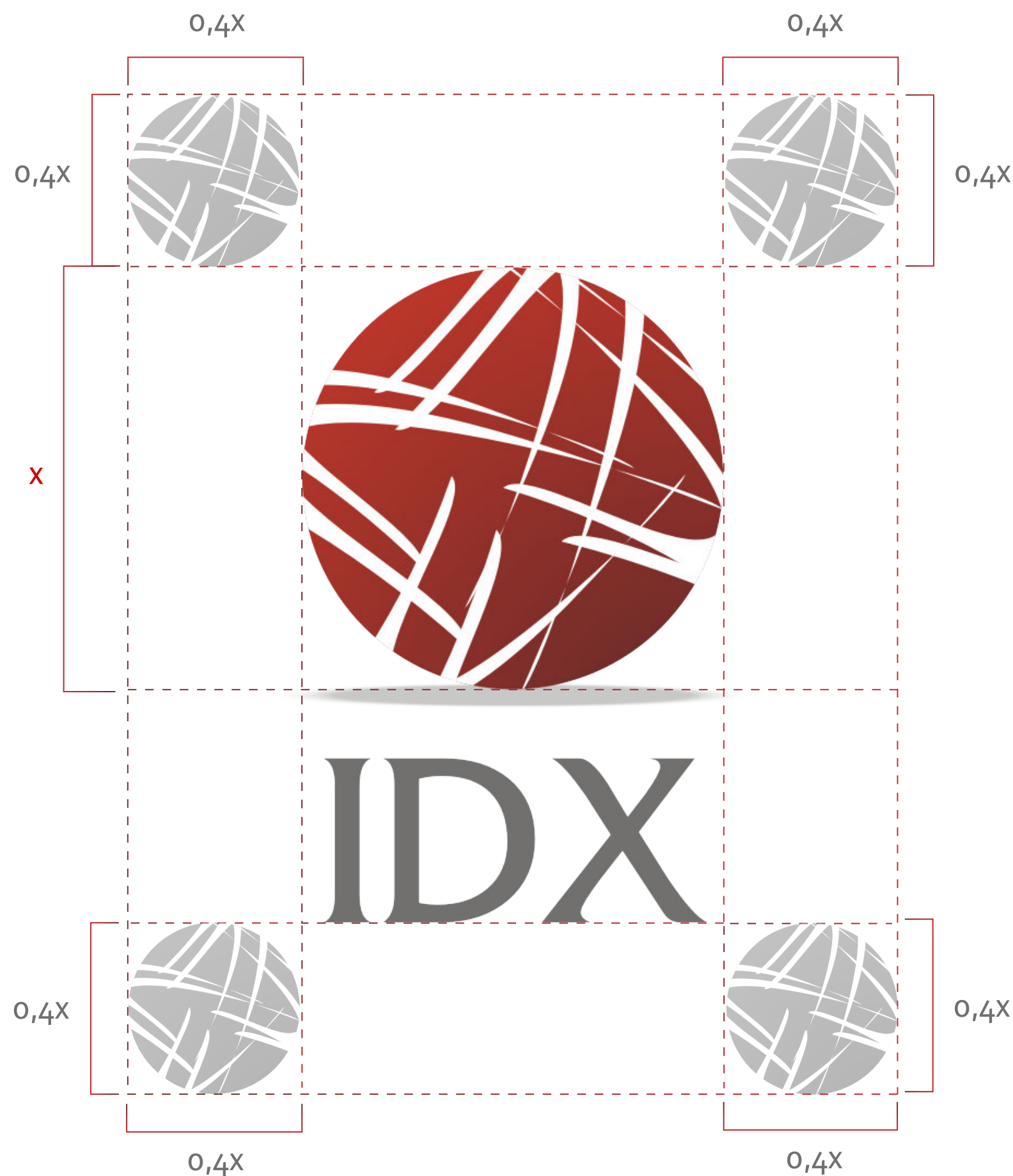
5mm

Primary Logo Size Variations

The size variation in the primary logo configuration is with a minimum width of not less than 20mm.

Secondary Logo Size Variations

For small field sizes that do not allow for the use of a primary logo, a secondary logo must be used.

The minimum width of the secondary logo is 5mm.

Minimum Embroidery Size

8omm

3omm

Primary Logo Application

Logo application for embroidery purposes on the primary logo configuration is with a minimum width of not less than 8omm.

Secondary Logo Application

For small embroidery area sizes that do not allow for the use of a primary logo, a secondary logo must be used.

The minimum width of a secondary logo for embroidery purposes is 3omm.

Logogram colors for embroidery purposes can be seen on the Secondary Colors page.

Corporate Color

IDX Dark Red

Coated	: 1815 C	Process Color	: C : 31 M : 92 Y : 82 K : 36
Uncoated	: 1815 U	Monitor	: R : 127 G : 39 B : 40

IDX Red

Coated	: 485 C	Process Color	: C : 6 M : 99 Y : 100 K : 11
Uncoated	: 485 U	Monitor	: R : 224 G : 32 B : 27

IDX Red and Dark Red Gradation

Use the gradient settings in Illustrator software: Window > Gradient with a location position of 38% and an angle of -38°

IDX Gray

Coated	: Cool Gray 9 C	Process Color	: C : 55 M : 47 Y : 44 K : 11
Uncoated	: Cool Gray 9 U	Monitor	: R : 119 G : 119 B : 121

IDX White

Process Color	: C : 0 M : 0 Y : 0 K : 0
Monitor	: R : 255 G : 255 B : 255

The colors used in the logo of Indonesia Stock Exchange (IDX) are gradations of IDX Dark Red and IDX Red, IDX Grey, and IDX White, which are considered to reflect the company's new vision after the merger of the Surabaya Stock Exchange into the Jakarta Stock Exchange.

It is not permitted to use other colors in the logo. Always use the original master artwork to maintain the consistency and accuracy of the appearance of the Indonesia Stock Exchange logo. All of these colors form the primary color palette.

Matching print colors

The Pantone colors on this page and throughout this guide are not intended to be used as Pantone® color standards. Use the latest edition of the Pantone® Color Reference Guide for color matching purposes. Pantone® is a registered trademark of Pantone, Inc.

Printed via four-color process

Four-color process printing can be used in place of special color printing. Various factors can affect the accuracy of color reproduction, including printing press, paper type, color raster, print area, and so on. Please note that these factors can affect the final result of printing using the four-color process formula. The printer or production specialist is responsible for achieving the expected print quality standards according to the artwork prepared, and for making any necessary adjustments to achieve the color reproduction standards given in this manual.

Secondary Color

IDX Maroon

Coated	: 7621 C	Process Color	: C : 22 M : 100 Y : 97 K : 13
Uncoated	: 7621 U	Uncoated	: R : 127 G : 32 B : 38

IDX Light Gray

Coated	: Cool Gray 1 C	Process Color	: C : 14 M : 11 Y : 13 K : 0
Uncoated	: Cool Gray 1 U	Uncoated	: R : 217 G : 215 B : 212

The secondary colors on the logo of Indonesia Stock Exchange are IDX Maroon and IDX Light Grey.

IDX Maroon is used for embroidery and neon box making purposes as a replacement for the IDX Dark Red and IDX Red gradient colors on the IDX logogram.

Matching print colors

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Printed via four-color process

Four-color process printing can be used in place of special color printing. Various factors can affect the accuracy of color reproduction, including printing press, paper type, color raster, print area, and so on. Please note that these factors can affect the final result of printing using the four-color process formula. The printer or production specialist is responsible for achieving the expected print quality standards according to the artwork prepared, and for making any necessary adjustments to achieve the color reproduction standards given in this manual.

Special Color

IDX Gold
Coated   : 8385 C
Uncoated   : 8385 U

IDX Silver
Coated   : 8400 C
Uncoated   : 8400 U

The special colors used are IDX Gold and IDX Silver.

These special colors are only used for applications in the production of Indonesia Stock Exchange merchandise.

The special colors use the Pantone®
Metallic Formula Guide.

Matching print colors

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Use of Logo Color

Displaying the full color version of the logo on a white background is the recommended application standard in every possible opportunity.

Logo display without gradient effect for application on embroidery and neon boxes.

Display the full color version of the logo on a background with bright color nuances that produce adequate contrast.

Displaying the logo in grayscale or black on a white background is only permitted for black and white applications such as facsimile transmission.

Displaying the logo in grayscale or black on a white background is only permitted for black and white applications such as facsimile transmission.

The full color version of the logo is displayed on a photo-matching background with bright color nuances that produce adequate contrast.

Full color version of the logo on a white field. This view is ONLY for special applications where the standard logo must be reproduced on a patterned background and does not provide sufficient contrast.

Use of Logo Color

The logo is displayed in reverse white on the IDX Dark Red corporate color background.

The logo is displayed in reverse white logotype and caption on black background.

The logo is displayed in reverse white on the IDX Red corporate color background.

The logo is displayed in reverse white logotype and caption on a background with color nuances that produce adequate contrast.

The logo is displayed in reverse white logotype and caption on IDX corporate color background Grey.

The logo is displayed in reverse white logotype and caption on a photo-patterned background with dark color nuances that produce adequate contrast.
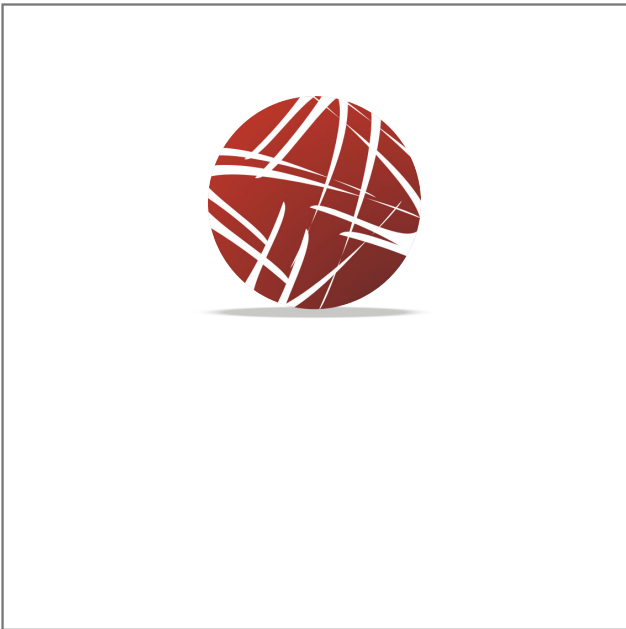
Use of Special Color

The logo is displayed in reverse white on the IDX Gold background.

The logo is displayed in IDX Gold on a leather surface.

The logo is displayed in reverse white on the IDX Silver background.

The logo is displayed in IDX Silver on a leather surface.

Incorrect Logo

It is prohibited to remove any elements from the logo other than those previously specified.

It is prohibited to rotate the logo.

It is prohibited to change the proportions of the logo, such as reducing the size of one of the elements of the logo.

It is prohibited to flip the logo.

It is prohibited to distort the logo.

It is prohibited to add any effects to the logo.

Incorrect Logo

It is prohibited to use photo backgrounds with many patterns.

It is prohibited to place a full color version of the logo without white elements in the logogram.

It is prohibited to use the logo on a background color that does not have sufficient contrast so that the logo is not clearly visible.

It is prohibited to reproduce the logo using textured images or photos as logo colors.

It is prohibited to use backgrounds with many patterns.

It is forbidden to place the logo together with other logos without paying attention to the free space of the logo.

Incorrect Logo

It is prohibited to change the color of one or all elements of the logo other than those previously determined.

It is prohibited to move or change any elements or composition from the logo other than those previously specified.

It is prohibited to display the logo in outline format.

It is prohibited to remove any elements from the logo other than those previously specified.

It is prohibited to remove any elements from the logo other than those previously specified.

Primary Logo Placement

Placement of the Indonesia Stock Exchange Logo applied to publication media, backdrops, banners, and pennants is regulated as follows:

IDX Logo Stands Alone Without Any Other Logo

If the IDX logo stands alone without any other logo, then the primary logo must be used.

Notes

Please place the logo at the top of the document or visual.

IDX 'BOLD' Logo Stands Alone Without Other Logos

The bold version of the logo is used in print media if the contrast is deemed inadequate. The rules for using the scale and placement of the bold version of the logo are the same as the previous regulation.

Notes

Please place the logo at the top of the document or visual.

Primary Logo Placement

Notes

Please place the logo at the top of the document or visual.

Logo of IDX, OJK & Other SRO

The IDX logo is placed after the logo of the government institution (OJK), followed by the logo of other SROs. The IDX logo on publication media uses the primary logo.

Notes

Please place the logo at the top of the document or visual.

Logo of IDX & Other SRO

The IDX logo is placed in the middle if there are only IDX and other SRO logos. The IDX logo on publication media uses the primary logo.

OJK OTORITAS JASA KEUANGAN

IDX
Indonesia Stock Exchange
Bursa Efek Indonesia

iDClear
Kliring Penjaminan Efek Indonesia

ksei
Indonesia Central
Securities Depository

Other Institutions Logo

Notes

Please place the logo at the top of the document or visual.

Logo of IDX, OJK, Other SRO & Other Institutions

If there is a logo of a government institution (OJK) and other institutions, then the IDX logo is placed after the logo of the government institution (OJK), followed by the SRO logo and the logo of other institutions. The BEI logo on the publication media uses the primary logo.

Primary Logo Placement

iDClear
Kliring Penjaminan Efek Indonesia

IDX
Indonesia Stock Exchange
Bursa Efek Indonesia

ksei
Indonesia Central
Securities Depository

Campaign Logo

Notes

Please place the logo at the top of the document or visual.

Logo of IDX, Other SRO & Logo of Campaign or Anniversary

The IDX logo and other SROs are placed on the left side with the IDX logo in the middle, while the campaign logo is placed in the right corner. The IDX logo on publication media uses the primary logo.
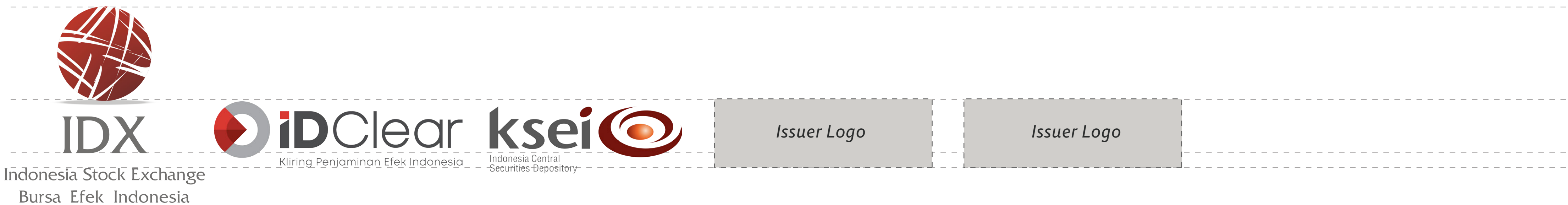
OJK OTORITAS JASA KEUANGAN

IDX
Indonesia Stock Exchange
Bursa Efek Indonesia

iDClear
Kliring Penjaminan Efek Indonesia

ksei
Indonesia Central
Securities Depository

Anniversary Logo

Notes

Please place the logo at the top of the document or visual.

Logo of IDX, OJK, Other SRO & Logo of Campaign or Anniversary

If there is a government institution logo and an anniversary logo, the IDX logo is placed after the government institution logo (OJK), followed by the SRO logo, and the anniversary logo is placed in the right corner. The IDX logo on publication media uses the primary logo.
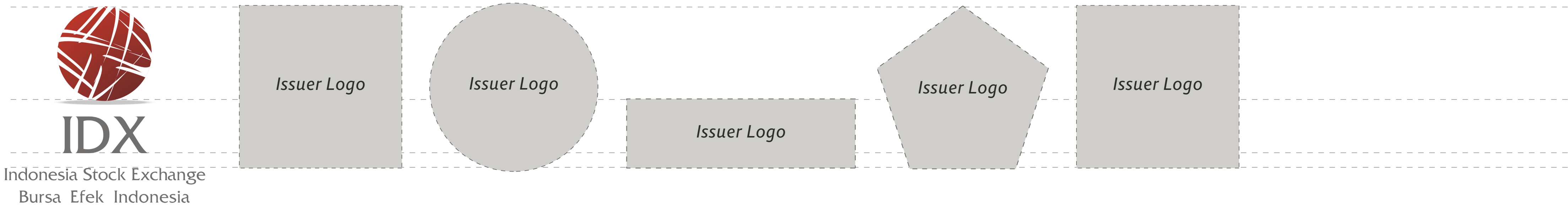
IDX

Indonesia Stock Exchange
Bursa Efek Indonesia

iDClear
Kliring Penjaminan Efek Indonesia

ksei
Indonesia Central
Securities Depository

Issuer Logo

Issuer Logo

Notes

Please place the logo at the top of the document or visual.

Logo of IDX, Other SRO & Logo of Issuer

If there is an issuer logo, the IDX logo is placed on the far left before other logos, followed by the SRO logo and the issuer logo. The IDX logo on publication media uses the primary logo.

Primary Logo Placement

IDX
Indonesia Stock Exchange
Bursa Efek Indonesia

Issuer Logo

Issuer Logo

Issuer Logo

Issuer Logo

Issuer Logo

Notes

Please place the logo at the top of the document or visual.

Logo of IDX & Logo of Issuer

The IDX logo is placed on the far left if there are only the IDX and issuer logos. The IDX logo on publication media uses the primary logo.

Ministry / State Institutions Logo

TITLE

IDX
Indonesia Stock Exchange
Bursa Efek Indonesia

Notes
Please place the logo at the top of the document or visual.

Logo of IDX, Ministry/State Institutions and Title

If there is a ministry/state institutions logo and title, then the IDX logo is placed on the far right and the ministry/state institutions logo on the far left and the title in the middle. The IDX logo on publication media uses the primary logo.

**Ministry /
State Institutions
Logo**

IDX

Indonesia Stock Exchange
Bursa Efek Indonesia

Notes

Please place the logo at the top of the document or visual.

Logo of IDX, Ministry/State Institutions and Title

If there is a ministry/state institutions logo, the IDX logo is placed side by side after the ministry/state institutions logo on the far left. The IDX logo on publication media uses the primary logo.
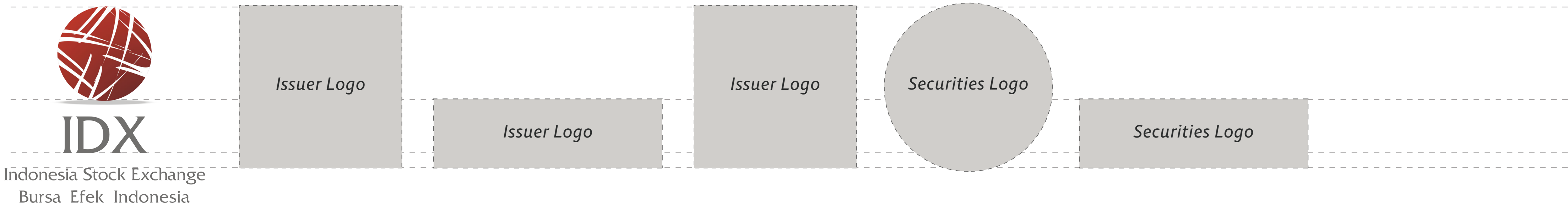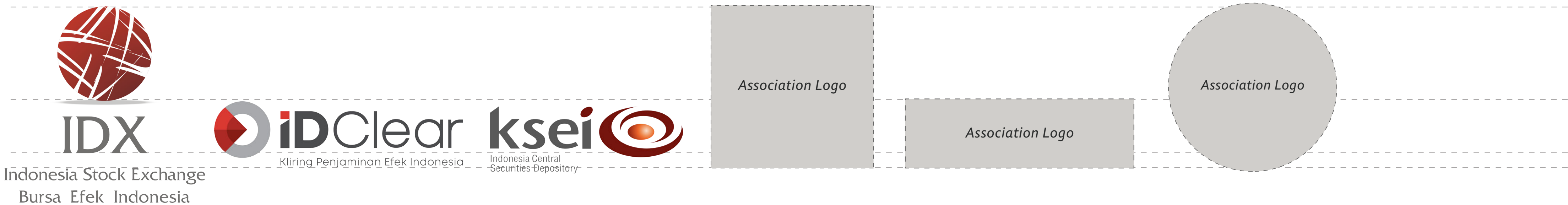
Notes

Please place the logo at the top of the document or visual.

Logo of IDX, Logo of Issuer & Logo of Securities

If there is an issuer logo and a securities logo, then the IDX logo is placed on the far left before other logos, followed by the issuer logo and securities logo. The IDX logo on publication media uses the primary logo.

Notes

Please place the logo at the top of the document or visual.

Logo of IDX, Other SRO & Logo of Association

If there is an association logo, the IDX logo is placed on the far left before other logos, followed by the SRO logo and the association logo. The IDX logo on publication media uses the primary logo.

Notes

Please place the logo at the top of the document or visual.

The use of the Secondary Logo can be adjusted to other logos, if necessary it can be used, however if there is a discrepancy with other logos then you are directed to use the Primary Logo.

Logo of IDX, OJK & Other SRO

The IDX logo is placed after the logo of the government institution (OJK), followed by the logo of another SRO. The IDX logo with more than 1 (one) logo of another institution must use a secondary logo.

Please place the logo at the top of the document or visual.

The use of the Secondary Logo can be adjusted to other logos, if necessary it can be used, however if there is a discrepancy with other logos then you are directed to use the Primary Logo.

Logo of IDX & Other SRO

The IDX logo is placed in the middle if there is only the IDX logo and 2 (two) other SRO logos. The IDX logo must use a secondary logo.

Secondary Logo Placement

Notes

Please place the logo at the top of the document or visual.

The use of the Secondary Logo can be adjusted to other logos, if necessary it can be used, however if there is a discrepancy with other logos then you are directed to use the Primary Logo.

Logo of IDX, OJK, Other SRO & Other Institutions

The IDX logo is placed after the logo of the government institution, followed by the logo of another SRO. IDX logo with more than 1 (one) logo of another institution must use a secondary logo.

Other Institutions Logo

IDX

Indonesia Stock Exchange
Bursa Efek Indonesia

Other Institutions Logo

IDX

Indonesia Stock Exchange
Bursa Efek Indonesia

Notes

Please place the logo at the top of the document or visual.

Logo of IDX & Other Institutions

The IDX logo is placed on the far left before the logos of other institutions. The placement of the IDX logo with 1 (one) logo of another institution on the publication media must use the primary logo.