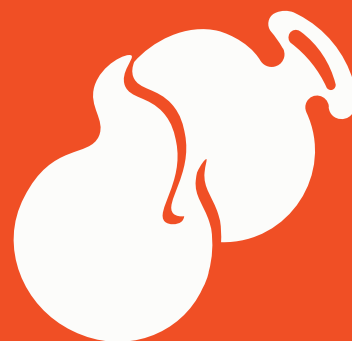


GRAPHIC STANDARD MANUAL



Graphic Standard Manual for tungku



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About

The background is a solid orange color. On the right side, there is a large, dark red, semi-circular shape. In the center-left, there is a stylized white figure that looks like a person with their arms raised, possibly in a gesture of surprise or excitement. The figure is composed of simple, rounded shapes.

Profile

What is tungku?

/tung-ku/ n

Derived from Indonesian word *tungku* meaning “*Kiln*” is one of the essential element in the ceramic making process where clay and glaze meet fire to create something that lasts.

Inspired by this very element, tungku embodies the same essence for potters in the form of a mobile application designed to assist potters, researchers, and studios in documenting and developing glaze ceramics. By bridging the gap between conventional methods in traditional ceramic practice and the modern ways of digital innovation, tungku serves more than just a tool, as it become a place where every trace of creation, glaze, and experiment is preserved.

Background

In recent years, the emergence of independent ceramic studios has created a growing need for a more structured and sustainable documentation system for glaze. Glaze, a thin layer of glass that has been fused onto the surface of ceramics, plays a crucial role in defining the aesthetic value of each piece. However, the process itself being highly experimental and complex is often poorly documented, causing valueable results and discoveries to be easily lost or damaged over time.

**“Every potter
leaves a trace.”**

Bregas Harrimardoyo (Pekunden Pottery)

**“Setiap Potter,
Memiliki Jejak”.**

Bregas Harrimardoyo (Pekunden Pottery)

Brand Strategy

The background of the slide features a large, abstract graphic. It consists of several organic, wavy shapes in two shades of red: a vibrant orange and a darker, more muted red. These shapes overlap and flow across the page, creating a dynamic and modern visual texture. The top left corner is a solid orange, while the rest of the page is a mix of these two red tones.

Brand Positioning

Serves as a digital platform for potters to document their experiments, and share glaze recipes, unlike glazy, tungku offers something that is more grounded in Indonesia's ceramic context through locally sourced materials. Along with shared core functions as its point of parity and localized insight as its point of difference, tungku positions itself as the go-to platform for Indonesian potters to document, share, and learn about glazes.

Frame of Reference

Digital platform for potters in documenting, experimenting, and developing glaze recipes like glazy.

Point of Difference

Relevant to Indonesia's ceramic context with locally sourced materials.

Point of parity

Digital space for potters to document, share, and learn about glazes.

Brand Mantra

As a preserving, reflective, and structured platform, tungku are meant to document every process, experiment, and results. Ensuring that no creative trace is lost while giving potters a clear, organized space to revisit their journey.

Brand Function

Preserving

Preserving as a means of documenting every process, experiment, and result, ensuring that no creative trace is ever lost.

Descriptive Modifier

Structured

Structured as to provide an organized and systematic space, where information is being presented clearly and practically.

Emotional Modifier

Reflective

Reflective as a means to capture traces of every potter's creative journey, allowing them to look back and reflect.

Brand Value

Upholding continuity, collaboration, and authenticity, tungku values every creative knowledge and process, preserves knowledge for continuous explorations and innovations, while stays rooted in local materials and traditions, and fosters a community where potters learn and grow together.

Continuity

Every creative knowledge are valued by ensuring that each process and discovery always lasts for continuous explorations and innovations.

Collaboration

Connection within the community are being fostered by creating a space for knowledge to be shared collectively.

Authenticity

Grounded in its local materials, traditions, and artistic sensibilities, tungku stays relevant while embracing innovation to move the craft forward.

Brand Personality

Friendly, reliable, and up to date, tungku carries a warm, encouraging tone, providing a dependable system for secure documentation, and continuously adapting to evolving trends and the needs of modern potters.

Friendly

Always carries a warm and positive tone that encourages creativity.

Up to Date

Stays relevant with the evolving trends and technologies, adapting to the needs of modern potters.

Reliable

Provides a dependable system that ensures every documentations is safely preserved and accessible.

Tone of Voice

Empathic

Friendly

Passionate

Informative

Brand Identity

The background of the page is composed of large, organic, wavy shapes in two shades of red: a vibrant orange and a darker, more muted red. The orange shape occupies the left and center, while the dark red shape fills the right and bottom. The overall effect is a modern, minimalist aesthetic.

Logo Philosophy

Logomark



The tungku logo embodies the essence of community, craftsmanship, and transformation process. With every elements inspired by the imperfections of human touch, clay, and fire from within every kiln.



Api Fire

The fire in tungku represents energy, transformation, and serves as an essential element that brings the pottery and its glaze to life.



Gerabah Pottery

Depicted through negative space between the arms, pottery is one of the most recognizable forms for potters since the old days.



Tangan Arms

The two arms in tungku represents the community and human touch in creating pottery.

Logo Anatomy

Logomark

The logomark of tungku consists of the shape of fire, and pottery from the negative space between the two arms.

Logotype

The logotype of tungku is set in lowercase, using a regular weight serif font.

Tagline

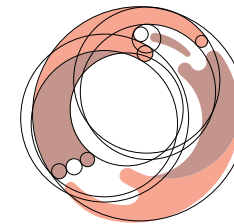
The tagline for tungku is set in lowercase, using a regular weight sans-serif font.



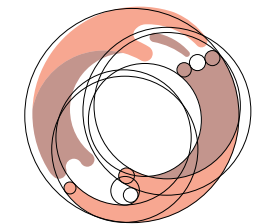
Grids

In each element of the logo has its own separate grid, which are later combined to form the complete tungku logo composition.

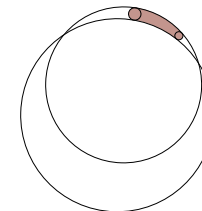
Grid
Top Arm



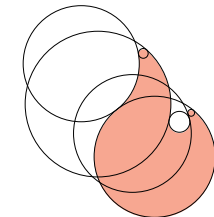
Grid
Bottom Arm



Grid
Inner Potter &
Tumb



Grid
Fire



Logo Configuration

Maximal Configuration

For large media or official promotions uses, the tungku logo should appear in its maximal configuration.

Maximal Configuration Vertical Logo

Vertical logo of tungku are for tall medias & may be applied on the any side.



Maximal Configuration Horizontal Logo

Horizontal logo of tungku are for wide medias & may be applied on the left side only.



Minimum Configuration

For smaller media or digital interfaces with limited space, the tungku logo should appear in its minimum configuration.

Logomark

**Only use when logo is small.*



Logotype with Tagline

**Only use when space is limited.*



Without Tagline

**Only use when the tagline would become unreadable.*



Usage & Hierarchy

Vertical

Main Logo

Vertical logo of tungku are use for official representation.



Horizontal

Secondary Logo

Horizontal logo of tungku are use as an alternative depending on the media.



Main Logo

Abstract

The logo for tungku is an abstract logo.



Logotype

As the primary identifier.

tungku

Tagline

Supports the logotype and explains tungku as a brand.

prosesmu, jejakmu

Logomark

Visual symbol that complements the name and tagline.



Minimum Size

Digital Logo

For mobile app icons or UI elements.



48 px (height)

40 px
*without tagline

Digital Logotype

For mobile app icons or UI elements.

tungku

32 px

Digital Logomark

For mobile app icons or UI elements.



24 px

Print Logo

for cards, stationery, etc.



12 mm (height)

Print Logotype

for cards, stationery, etc.

tungku

10 mm

Print Logomark

for cards, stationery, etc.



10 mm

The smallest size at which the tungku logo can be reproduced while remaining legible and recognizable. Using the logo smaller than this size may compromise clarity, and readability.

Clear Space

The tungku logo ratio is 6:8.



Please maintain a safe distance around the tungku logo so that it will not be obstructed by text or any other visual elements.

Do's & Don'ts

Do

Use The Approved Proportion & Orientation

Must use tungku logo only in its correct proportions and orientation with no stretching or rotating.

Do

Maintain The Minimum Clear Space

Must keep the required clear space free from any elements around the logo.

Do

Keep The Logo Legible at All Sizes

Must ensure the logo stays clear and readable by following the minimum size rules.

Don'ts



Don't stretch the logo.



Don't rearrange the logo elements.



Don't change the proportions.



Don't rotate the logo.



Don't put logotype and tagline above logomark.



Don't add graphics or clip art to the logo.

Tagline

“prosesmu, jejakmu”

This tagline is inspired by every potter's journey in making ceramics and glazes. Where in the process, through every experiments, happy accidents, trials and errors, they leave traces of their journey that shapes who they are.

Typography

Font In Use

Logotype

Averia Serif Libre

Averia serif libre family is the primary display typeface, not only used as the logotype for tungku, it can also be use for headline text. Averia Serif libre was chosen for its imperfect characteristic much like pottery.

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*(),./?;'"`-+

Regular Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*(),./?;'"`-+*

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*(),./?;'"`-+

Bold Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*(),./?;'"`-+*

Tagline

National 2

National 2 family is the secondary display typeface, not only used as the tagline for tungku, it can also be use for sub-headline and body text. National 2 was chosen for its simple, clean letterforms that are easy to read.

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
1234567890 !@#\$%^&*(),./?;'"`-+

Regular Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
1234567890 !@#\$%^&*(),./?;'"`-+*

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
1234567890 !@#\$%^&*(),./?;'"`-+

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890
!@#\$%^&*(),./?;'"`-+**

Typographic Hierarchy

| | | |
|-----------|------------------------------|--|
| H1 | Headline 64 px | Bold 700 Halo Teman Agni! <i>Averia Serif Libre Bold Tracking -25 Leading 24 pt</i> |
| H2 | Sub-Headline 42 px | Medium 500 Mau ngapain hari ini? <i>National 2 Medium Tracking -10 Leading 14 pt</i> |
| H3 | Body Text 32 px | Regular 400 Prosesmu, jejakmu <i>National Regular Tracking 0 Leading 12 pt</i> |

Increments of 6 px for smaller sizes and increasing up to 8 px for larger sizes to maintain a clear typographic hierarchy, ensuring the layout remains consistent, readable, and flexible.

Style & Treatment

Must maintain consistent weight and hierarchy across all applications with the proper colors.



Dark Fonts

Only use dark text on light backgrounds to ensure maximum readability and visual clarity.

Combination

Combining dark and light text styles is allowed on medium dark color or when emphasizing hierarchy.

Light Fonts

Only use light text on dark backgrounds for strong contrast and accessibility.

Color

The background of the page is composed of large, organic, flowing shapes in two shades of red: a vibrant orange and a darker, more muted red. The shapes overlap and curve, creating a dynamic and modern aesthetic. The word 'Color' is printed in a white, bold, serif font in the upper left corner.

Brand Color

The tungku brand color is inspired by the core elements of fire in tungku and earth color from the clay in pottery making.

Primary color of tungku is Tangelo and Falu Red.

Primary

| | |
|------------|--------------|
| HEX | RGB |
| FC4D16 | 252, 77, 22 |
| HSB | CMYK |
| 14, 91, 99 | 0, 69, 91, 1 |
| HSL | LAB |
| 14, 97, 54 | 58, 64, 64 |

Tangelo

| | |
|------------|---------------|
| HEX | RGB |
| BA3715 | 186, 55, 21 |
| HSB | CMYK |
| 12, 89, 73 | 0, 70, 89, 27 |
| HSL | LAB |
| 12, 80, 41 | 43, 51, 48 |

Rust

Primary

| | |
|-----------|---------------|
| HEX | RGB |
| 772014 | 119, 32, 20 |
| HSB | CMYK |
| 7, 83, 47 | 0, 73, 83, 53 |
| HSL | LAB |
| 7, 71, 27 | 27, 37, 29 |

Falu red

Secondary

| | |
|------------|---------------|
| HEX | RGB |
| 533926 | 83, 57, 38 |
| HSB | CMYK |
| 25, 54, 33 | 0, 31, 54, 67 |
| HSL | LAB |
| 25, 37, 24 | 26, 9, 16 |

Café noir

Secondary

| | |
|------------|---------------|
| HEX | RGB |
| 2C1E12 | 44, 30, 18 |
| HSB | CMYK |
| 28, 59, 17 | 0, 32, 59, 83 |
| HSL | LAB |
| 28, 42, 12 | 13, 5, 11 |

Bistre

| | |
|------------|--------------|
| HEX | RGB |
| 19180A | 25, 24, 10 |
| HSB | CMYK |
| 56, 60, 10 | 0, 4, 60, 90 |
| HSL | LAB |
| 56, 43, 7 | 8, -2, 8 |

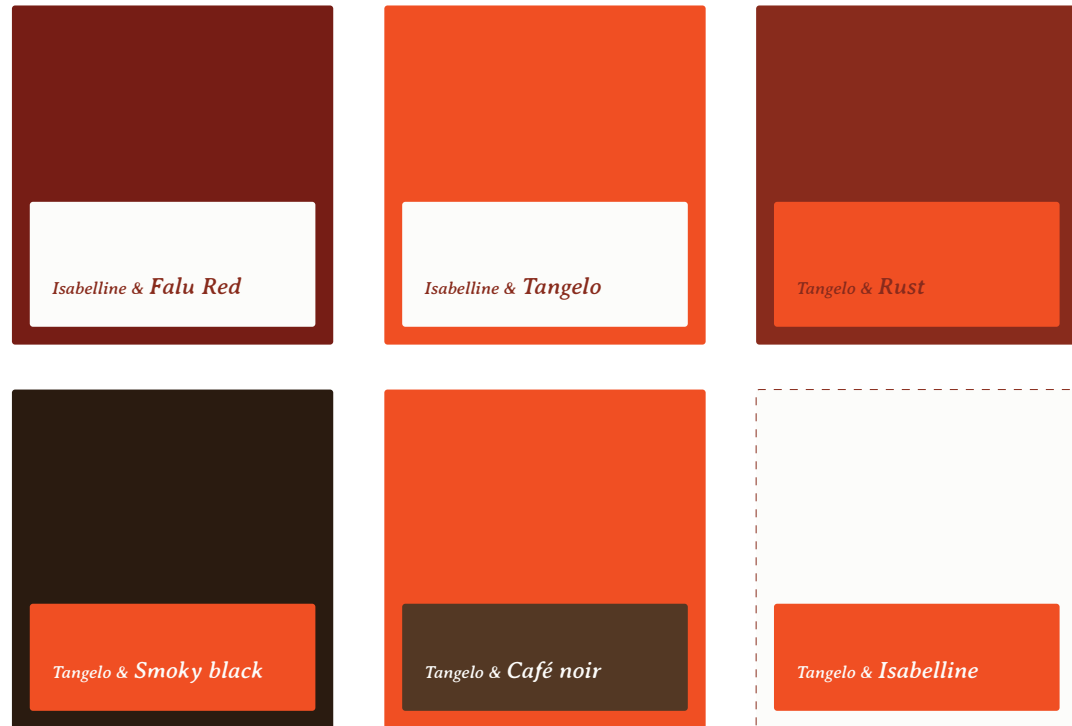
Smoky black

Secondary color of tungku is *Café noir* and *Bistre*.

*Other colors may be use as accent.

Color Configurations

These configurations are recommended to ensure clarity, balance, and strong visual hierarchy. Using 1/4 proportion of the primary colors and 3/4 proportions of secondary colors, helps to maintain consistency and contrast.



Do's & Don'ts

Do

Logomark Only

If without logotype and tagline this logo variant with two color are allowed to use only on darker background.



Do

Reversed Logo

This logo variant with tungku primary colors are allowed to use only on darker background.

**This applies to the logotype.*



This logo variant has no gradient or is one color only.

Do

On Logomark Only

Must use the logo only in its correct proportions and orientation with no stretching or rotating.

Don'ts



Don't use dark variant on dark background.



Don't use unapproved combinations.



Don't use unapproved colors.



Don't use high-contrast background.

Imagery

The background of the page is composed of large, flowing, organic shapes in two shades of red: a vibrant orange and a deep, dark burgundy. The shapes overlap and curve, creating a sense of movement and depth. The word 'Imagery' is printed in a white, classic serif font in the upper left corner.

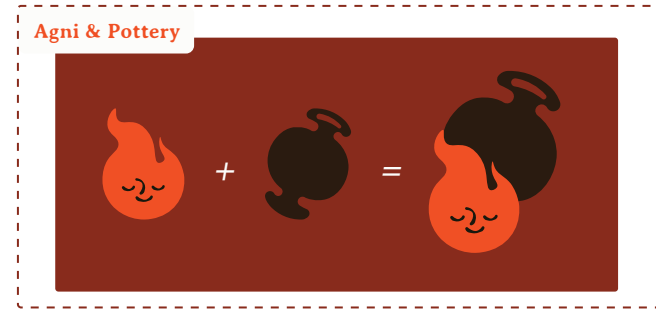
Illustrations

This style of illustration can be applied freely across any media.

Agni



The name "Agni" meaning "fire" is taken from Sanskrit.



Combination is allowed.

Do's & Don'ts

Do

Use Clean & Simple Shapes

Must be consistent with Agni's character style.

Do

Keep Expressions Clear & Friendly

Must follow the established face styles.

Do

Apply The Official Color Palette

Must follow Agni's signature flame color.

Do

Maintain Consistent Line Weight

Must be consistent with Agni's facial features and details.

Do

Use Approved Combination

Must follow the approved style.

Do

Maintain Proper Spacing & Proportions

Must keep the silhouette recognizable.

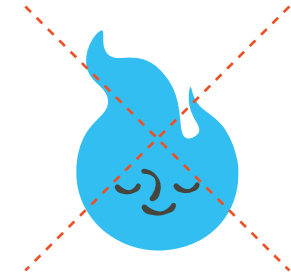
Don'ts



Don't alter Agni's core silhouette.



Don't change Agni's illustration style.



Don't change Agni's color.



Don't change Agni's facial expression styles.



Don't combine illustrations in ways that distort proportions.



Don't rotate or flip in a way that disrupts Agni's flame directions.

Photography

Photography for tungku must reflect warmth, authenticity, and community. Photography with natural light and raw, unposed moments are preferred.

Avoid heavy filters or overly staged shots.



In tungku the subject include real people such as potters, process-oriented moments, and other objects related to ceramic and glaze.

Do's & Don'ts

Do

Capture Authentic Moments

Must reflect the warmth, craftsmanship & community/human connection.

Do

Use Clean & Well-lit Photos

Must highlight the details clearly.

Do

Maintain Consistent Tones

Must aligned with the approved overall tones.

Do

High Resolution

Must ensure high resolution for both print and digital use.

Don'ts



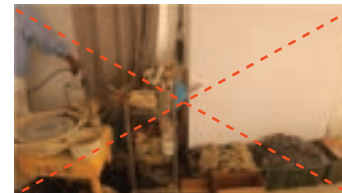
Don't crop photos in ways that cut off the key subjects.



Don't use low-resolution and blurry photos.



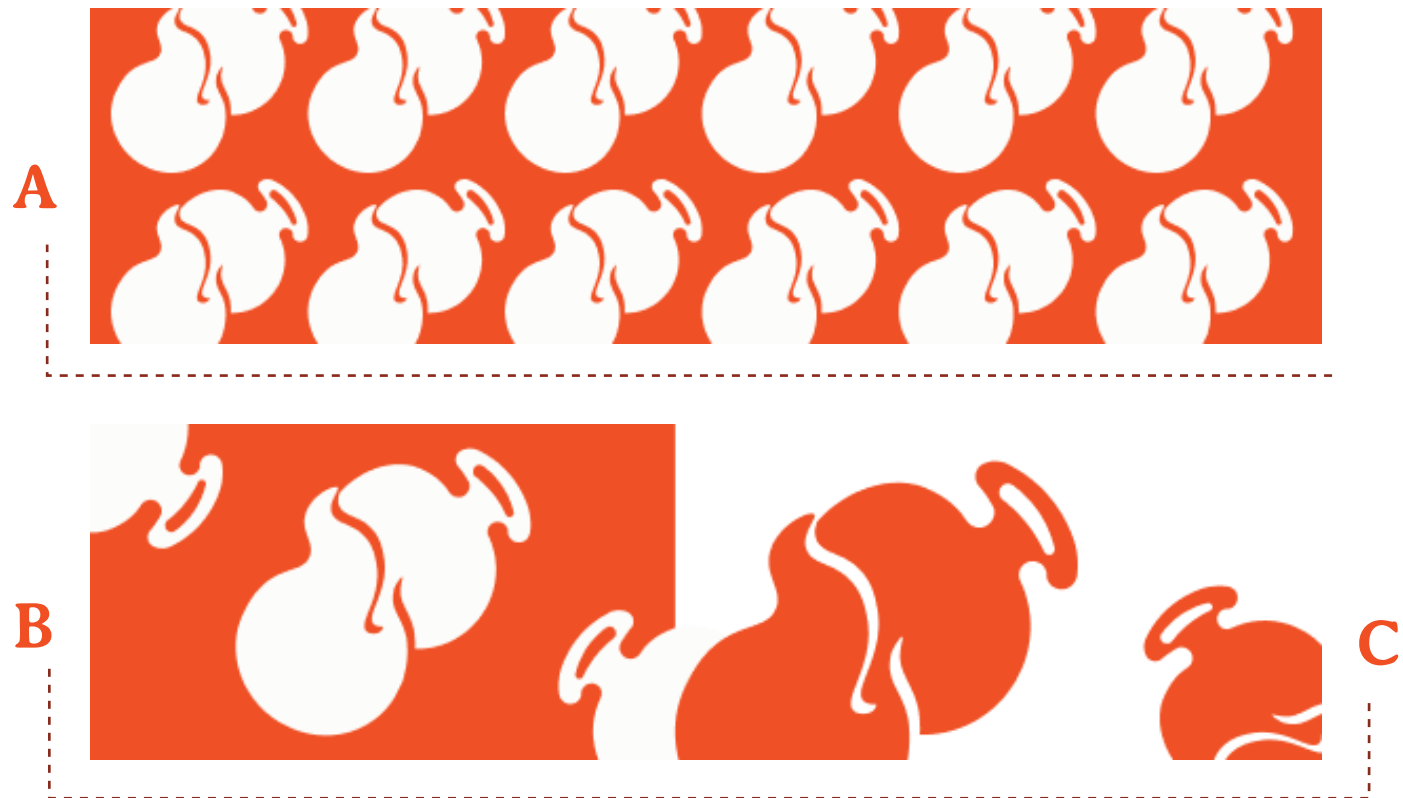
Don't apply heavy filters or unapproved tones.



Don't use cluttered or distracting backgrounds.

Supergraphics

Supergraphics for tungku use bold, oversized shapes with 100% opacity from the combination of illustration inspired by pottery form and Agni's fire shape.



Supergraphics for tungku serve as visual accents across layouts & can be applied freely across media.

Do's & Don'ts

Do

Use The Official Shapes

Must be as defined: oversized shapes from the combination of illustration inspired by pottery form and Agni's fire shape.

Do

Apply Only To Enhance Space or Layout

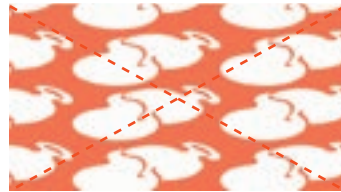
Must be applied without overpowering the main content.

Do

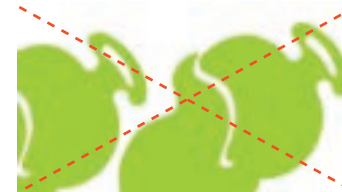
Maintain Consistent Colors

Must aligned with the approved tungku's colors.

Don'ts



Don't distort or stretch the shapes.



Don't use unapproved colors or patterns.



Don't apply supergraphics in ways that disrupts readability.

Additional

Supergraphic & Logo Guide

If the supergraphic fully occupies the surface of the media, please use the tungku logo without the logomark. However, if there is still sufficient empty space, please use the complete logo.

Collaterals

The background of the slide is composed of large, organic, flowing shapes in two shades of orange and brown. A dark brown shape occupies the upper left and central portions, while a lighter, vibrant orange shape fills the rest of the frame. The shapes overlap and curve, creating a sense of movement and depth.

App Icon

Grid



Size

1024 x 1024 Px
(Digital IOS)

Final App Icon



On Mockup



Apron

Illustration

Alignment: **Align Right** (Right Chest)

Size : **8 cm height** (width follows original proportions)

Clear Space: **1.5 cm** (on all sides)

Logotype

Alignment: **Centered** (Below Illustration)

Spacing: **1 cm below**

Size: **7 cm width**

Orientation: **Horizontal**

On Mockup



Business Card

Logo

Size: 2 cm width

Placement: Top-left

Orientation: Horizontal

Size

9 x 5.5 cm

Margins

5 mm on each side

Text Sizes

All 6 pt (Aligned Right)

Material

Art Carton

230 gsm

Front



Back



On Mockup



Catalog Folder

On Mockup

Logo

Size: 7 cm width

Placement: Top-left

Orientation: Horizontal

Sizes

22 × 31 cm

Inside Pocket: 8 cm Height

Orientation: Vertical

Text: 16 pt (centered)

Illustration

Alignment: Bottom Right

Size : 6.5 cm height

Clear Space: 1.5 cm (on right side)

Supergraphic C

Alignment: Bottom Left

Size : 16 cm height (width follows original proportions)

Clear Space: 3 cm (on right side)



Postcard

Logo

Size: 2 cm width

Placement: Bottom-Right

Orientation: Horizontal

Size

10 × 15 cm

(A6 standard)

Stamp area (2 × 2 cm)

Margins

5 mm on each side

Supergraphic B

Alignment: Centered

Front



Back



On Mockup



