PT Yopdesign Creative Indonesia

Version 1.0 · 2027

yop/design

Brand Guidelines

How to use the yop/design identity across websites, apps, dashboards, print and social media.

yopdesign.com

Web · Apps · Dashboard

Brand & Voice

POSITIONING

yop/design is a digital product studio from Indonesia. We build websites, web & mobile apps and business dashboards — and keep them running.

TAGLINE

From website to dashboard — one team.

Descriptor line: Web · Apps · Dashboard

BOILERPLATE

PT Yopdesign Creative Indonesia (yop/design) helps businesses grow online. Starting as a web creative agency, we now design and build websites, web applications, Android apps and company dashboards, with SEO, hosting and maintenance under one roof. Learn more at yopdesign.com.

VOICE — FOUR TRAITS

Clear

Plain words, no jargon. Explain tech by what it does for the client.

Practical

Talk about outcomes: faster sites, fewer manual reports.

Friendly

Warm and polite, like a helpful partner — never stiff.

Confident

Short sentences, active verbs, no over-promising.

We say

"Your sales team will see today's orders in one dashboard."

"We'll keep your site updated and secure every month."

We don't say

"We leverage cutting-edge synergistic solutions."

"The best agency in Indonesia, guaranteed #1."

Write the brand name as **yop/design** in visuals and **Yopdesign** in running text.

Logo

yop/design

Primary logo — use this whenever space allows

ANATOMY OF THE SLASH

p/d

Angle	**22° from vertical**
Width	**0.12 × font size**
Height	**0.80 × font size**
Spacing p / d	**0.19 / 0.07 × font size**

LOCKUPS

yop/design

Horizontal

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WEB · APPS · DASHBOARD

With descriptor

y/

yopdesign

Stacked

y/

Monogram y/ (app icon, favicon)

Clear Space & Minimum Size



CLEAR SPACE

o **x** = height of the letter "o" in the wordmark.

Keep at least **1x** empty on every side. No text, edges, photos or other logos may enter this area. For the monogram, use 0.25 × the icon width.

MINIMUM SIZE

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Wordmark
Print 25 mm wide · Screen 96 px wide

yop/design
WEB · APPS · DASHBOARD

With descriptor
Print 40 mm wide · Screen 160 px wide

Monogram / favicon
Print 6 mm · Screen 16 px (slash only below 24 px)

Backgrounds & Misuse

APPROVED BACKGROUNDS

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DON'T

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✕ Stretch or squash

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✕ Use off-palette colors

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✕ Flip the slash angle

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✕ Type a "/" character instead

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✕ Change the typeface

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✕ Add shadows or effects

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✕ Place on low contrast

yop/design

✕ Rotate the logo

Color Palette

PRIMARY

Yop Blue

HEX #1A9BE0
RGB 26 155 224
CMYK 88 31 0 12

Ink

HEX #0A0F1A
RGB 10 15 26
CMYK 62 42 0 90

Paper

HEX #F4F5F7
RGB 244 245 247
CMYK 1 1 0 3

SECONDARY — SUB-BRAND ACCENTS

Mint · yop/apps

#12B886 · RGB 18 184 134 · CMYK 90 0 27 28

Signal · yop/dashboard

#FF6A3D · RGB 255 106 61 · CMYK 0 58 76 0

Violet · yop/care

#8B7CF6 · RGB 139 124 246 · CMYK 44 50 0 4

PROPORTION



CMYK values are conversion starting points — confirm with a printed proof before production.

Tints & Contrast

BLUE SCALE — FOR UI, CHARTS AND DASHBOARDS

50	100	300	500 · Yop Blue	700	900
#E8F5FC	#CDEAF8	#6CC0EC	#1A9BE0	#0B6FA8	#073E5E

INK SCALE — TEXT, BORDERS, SURFACES

50 · Paper	100	300	500	700	900 · Ink
#F4F5F7	#E4E7EC	#A6B0C0	#4A5566	#2A3242	#0A0F1A

TEXT CONTRAST (WCAG 2.2)

Ink on White

19.2 : 1 · AAA — all text

White on Blue 700

5.4 : 1 · AA — buttons, links

Ink on Yop Blue

6.5 : 1 · AA — highlights

Ink 500 on White

7.5 : 1 · AAA — secondary text

Ink on Accents

5.8 – 7.5 : 1 · AA — Mint, Signal, Violet

White on Yop Blue

2.9 : 1 · Fails — logo slash & decor only, never text

Typography

HEADINGS & LOGO

Aa

Manrope

ExtraBold 800 · Bold 700 · SemiBold 600
Fallback: "Segoe UI", Arial, sans-serif

BODY & INTERFACE

Aa

Inter

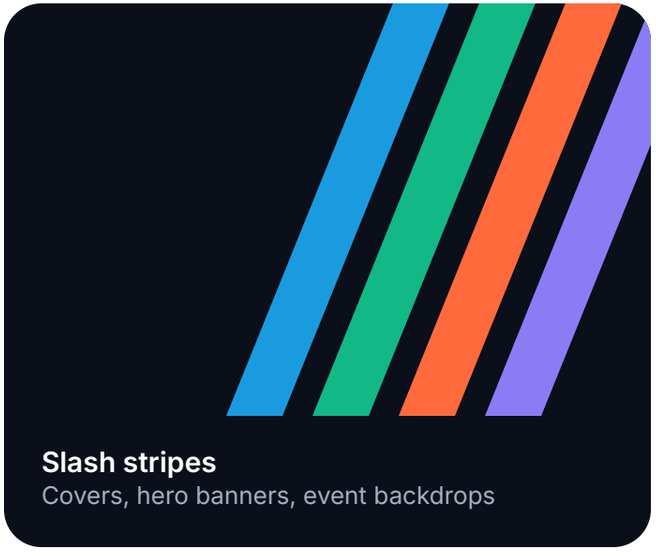
Regular 400 · Medium 500 · SemiBold 600
Fallback: system-ui, Arial, sans-serif

TYPE SCALE (WEB, PX)

Display 64/68	Build it once
H1 44/50	Our services
H2 32/38	Company dashboards
H3 24/30	Real-time sales overview
Body L 18/28	We design, build and maintain your digital products.
Body 16/24	Default text for websites, proposals and apps.
Small 14/20	Table cells, helper text, captions
Label 12/16	SECTION LABEL · UPPERCASE

Print: body 10–11 pt, headings 18–32 pt. Headings use tight tracking (−2 to −4%); body text uses default tracking. Left-align text; avoid justified paragraphs.

Graphic Elements



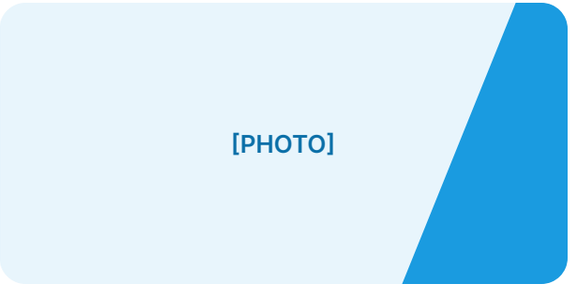
Slash stripes
Covers, hero banners, event backdrops

SECTION LABEL

Web / Apps / Dashboard

Home / Services / **Dashboard**

Slash as divider
Labels, separators, breadcrumbs



Slash crop
One angled edge on a photo or card corner

ICONOGRAPHY — 24 PX GRID, 2 PX ROUNDED STROKE



Ink outline with one Yop Blue detail. No filled, 3D or emoji-style icons.

PHOTOGRAPHY

Use: real people at work, real screens of our products, natural light, clean desks, Indonesian settings.

Avoid: staged handshakes, generic stock "tech" glow, heavy filters, busy backgrounds behind the logo.

Sub-brands

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Master brand. Use for the company, website, proposals, invoices and anything covering more than one service.

yop/web

Company websites, landing pages, e-commerce, SEO.

yop/apps

Web applications and Android apps.

yop/dashboard

Company, factory and management dashboards.

yop/care

Maintenance, hosting, security and updates.

Same construction

Only the slash color and the word after it change. Never redraw or add new symbols.

Where to use

Service pages, case studies, product badges and app splash screens for that service.

Adding a new line

Pick one short lowercase word and a new accent with at least 4.5:1 contrast against Ink text.

UI Kit — Apps & Dashboards

BUTTONS · RADIUS 10 · HEIGHT 44

Primary | Dark | Secondary

Text link

FORM FIELDS

Work email

name@company.co.id

Service

Company dashboard

Focus state: Blue 700 border + Blue 100 ring

STATUS BADGES

Live | In progress | Needs review | Draft

Sales overview

Dashboard sample

Orders	Revenue	Open tickets
[0]	Rp [0]	[0]
▲ [0]% vs last month	▲ [0]% vs last month	▼ [0] overdue

Chart series order: Blue → Mint → Signal → Violet → Ink 300

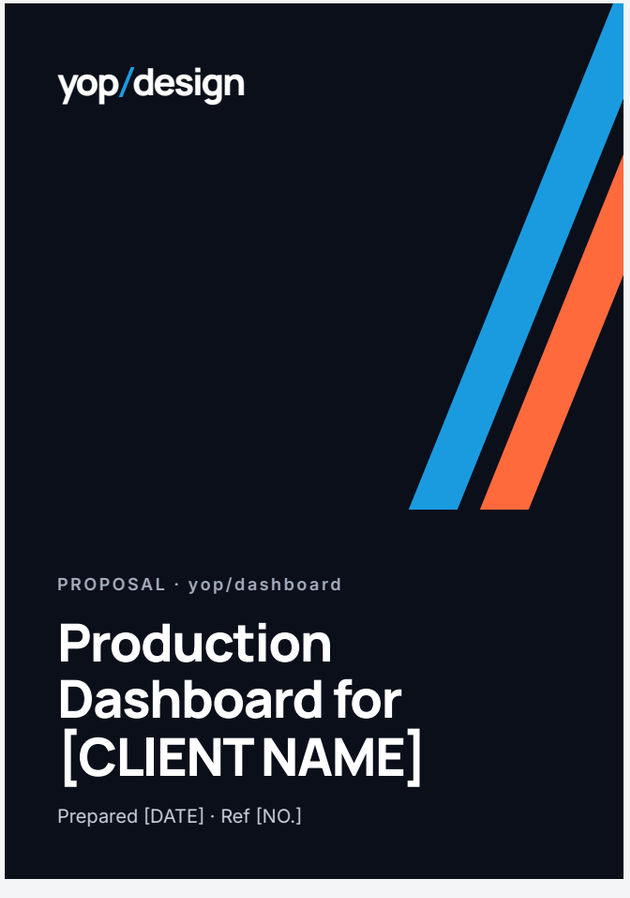


Project	Service	Status
[Client A] website	yop/web	Live
[Client B] stock dashboard	yop/dashboard	In progress

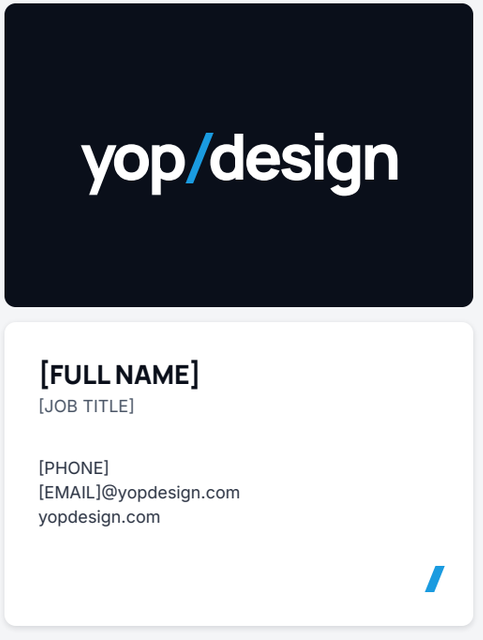
Stationery



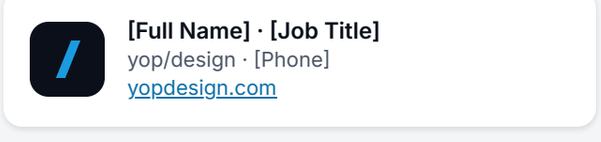
Letterhead · A4



Proposal cover · A4

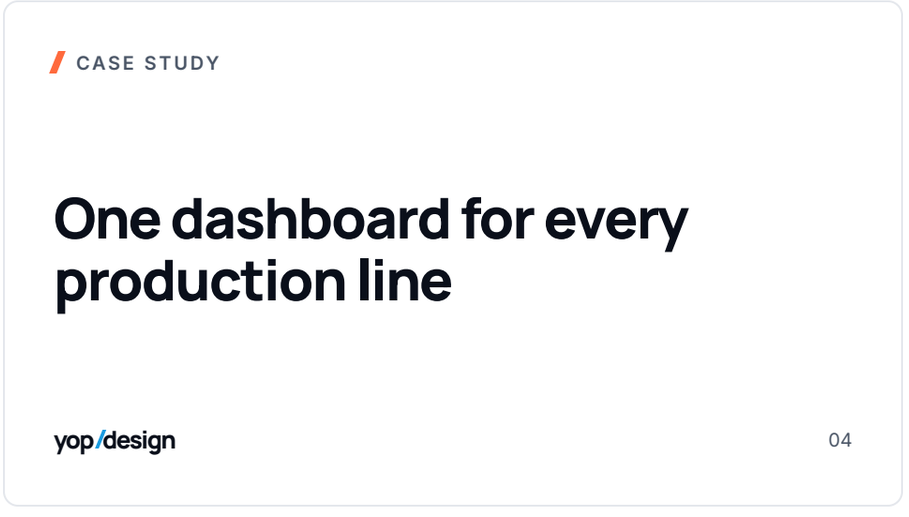


Business card · 85 × 55 mm

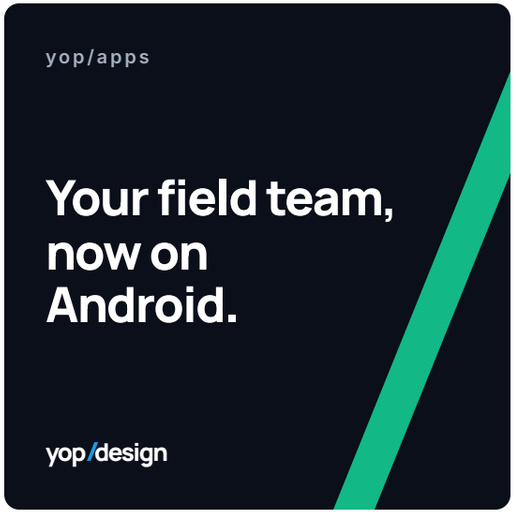


Email signature

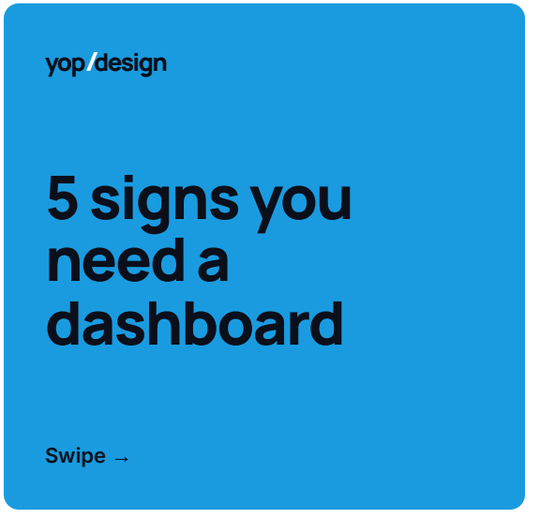
Digital Templates



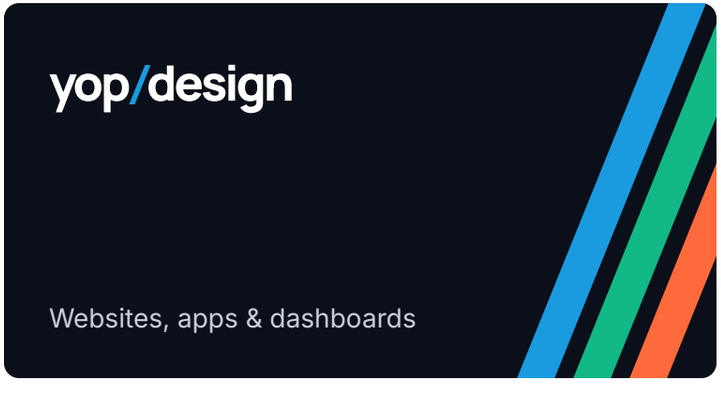
Presentation slide · 16:9



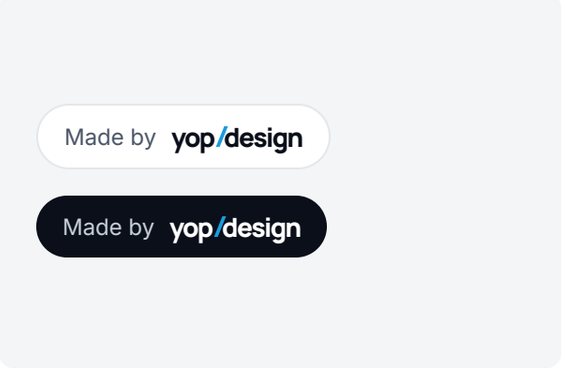
Social post · 1:1



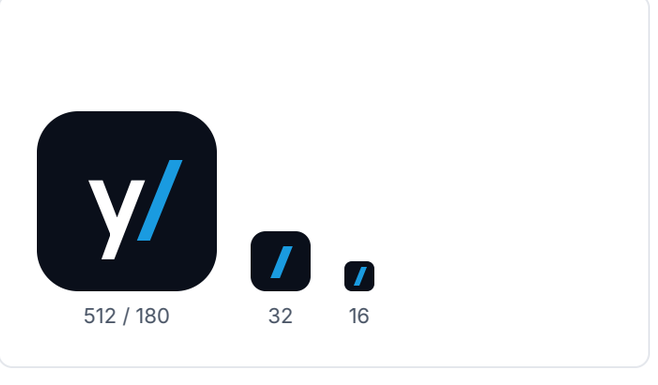
Social carousel cover · 4:5



Website share image (OG) · 1200 × 630



Credit badge for client sites & apps



App icon & favicon set (px)