



UNIVERSITAS BUNG HATTA

Brand Guidelines

Back- ground

In the era of global competition, Universitas Bung Hatta is committed to becoming a higher education institution of excellence and character. As a university that carries national and intellectual values, it is important for Universitas Bung Hatta to have a consistent visual identity in every form of communication.

This brand guideline was prepared to ensure that every element of Universitas Bung Hatta communication, both in print and digital form, has uniformity that reflects the university's values, vision and mission. With this guide, all stakeholders—from academic staff, students, to external partners—can use Universitas Bung Hatta visual elements appropriately and professionally.

Why Does The Brand Guidelines Matters?

1. Building Identity Consistency

A uniform visual identity helps strengthen Universitas Bung Hatta image as an institution that is professional, trustworthy and has high academic value.

2. Raising Brand Recognition

With a consistent design, Universitas Bung Hatta will be more easily recognized by students, industry partners and the wider community.

3. Helping Communication More Effective

This guide ensures that the messages conveyed by Universitas Bung Hatta in various platforms remain clear, effective, and in line with academic standards.

4. Keeping Reputation

The use of appropriate logos, colors and visual elements helps create a professional impression and enhances the university's credibility in the eyes of the public.

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Universitas Bung Hatta

Identity

01

1.1

About Universitas Bung Hatta

Universitas Bung Hatta was established on April 20, 1981. The name "BUNG HATTA" was originally taken from an Indonesian Politician, Muhammad Hatta. Muhammad Hatta was born on August 12, 1902, in Bukittinggi, West Sumatera, Indonesia. He is a leader of the Indonesian independence movement who was **Prime Minister (1948 – 1950)** and **Vice President (1950 –1956) of Indonesia**. Muhammad Hatta contributes in bringing out fascinating ideas to help fight of colonialism in Indonesia. As a real Patriot, he also engaged in intellectual pursuits. He was regularly invited to deliver lecture in universities. He promoted the topics about economy and cooperatives. By giving lecturer on those topics he would become a promotor of the idea. He is one of the Indonesia's leading economists and is known as "**Bapak Koperasi**" or "**The Father of Indonesian Cooperative Movements**".

Bearing a great name of Indonesian Patriot, Universitas Bung Hatta, continues the spirit of Muhammad Hatta to make Indonesian **became the intellectual, discipline, and honesty and have high integrity**. These principles

have been passed down and are passed on the future. With **seven faculties (27 study programs), one master's program (six study programs), and two vocational programs**. Bung Hatta University always strengthen and develop the excellent academic atmosphere to create high competency of the students in their own field. By having academic excellence, students are able to start their journey in preparing for their future career success.

With more than 9000 students, Bung Hatta University has **274 full time education staffs** (173 Magisters, 101 doctors, and 8 professors), and **144 Administrative & Supporting Staffs**. This profile obtains the latest information about staff's and students' achievement and the development of Faculties, Study Programs, and Postgraduate Program. Bung Hatta University is always working over in improving and increasing the quality and quantity of the research that can provide benefits for the welfare of the community.



MOHAMMAD HATTA
1902 – 1980

"I'd volunteer to go to prison, as long as there are books. Because with books, I'm free"

1.2

Universitas Bung Hatta Vision and Mission

1.2.1

Vision

Becoming a qualified and leading university in Indonesia towards the world class university.

1.2.2

Mission

To conduct a high quality teaching and research in a highly academic atmosphere and implements knowledge, technology, arts, and culture in order to improve the quality of life of the society.

Logo Guidelines

02

2.1

Logo Construction

The logo of Universitas Bung Hatta is a pentagon-shaped emblem with a dominant green background, incorporating symbolic elements that represent the university's values and identity. The logo of Universitas Bung Hatta combines elements of education, nationalism, and cultural heritage, visually communicating the university's mission to nurture intelligent, ethical, and future-ready graduates.

2.1.1

Key Elements and Their Meanings:

1. Pentagon Shape

Represents the five principles of Pancasila, the foundational ideology of Indonesia, reflecting the university's commitment to national values.

2. Garuda Wings

Symbolizes strength, wisdom, and the spirit of knowledge, inspired by Indonesia's national emblem, Garuda Pancasila.

4. Green Color

Represents growth, harmony, and sustainability, aligning with the university's commitment to academic and moral development.

5. Wave Motif

Represents the maritime culture of West Sumatra, reflecting the university's regional heritage and its connection to local wisdom.



3. Book and Torch

The open book represents education, knowledge, and the pursuit of wisdom. The torch symbolizes enlightenment, intellectual growth, and the role in fostering future leaders.

6. The Year "1981"

Indicates the founding year of Universitas Bung Hatta, marking its establishment and long-standing contribution to higher education in Indonesia.

2.2 Logo Variations



2.2.1 Primary Logo

The primary logo (official pentagon-shaped logo) should be used in all official documents, websites, and printed materials.

Ensure a clear space around the logo to maintain its visibility and integrity.

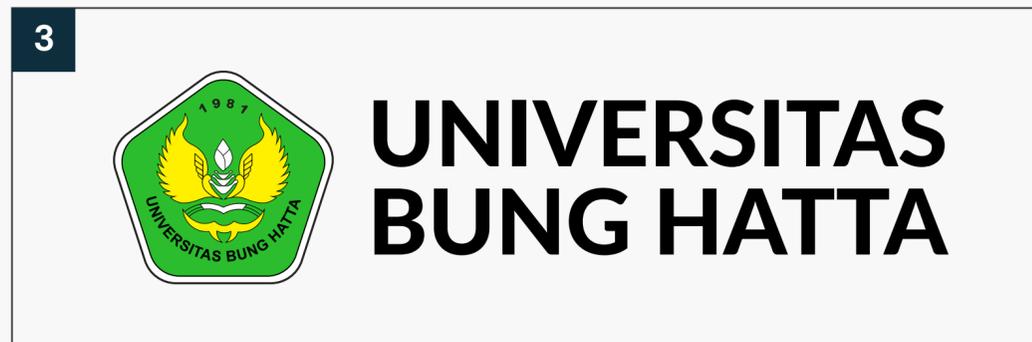


2.2.2 Monochrome Version

For black-and-white printed documents or minimalistic designs.

2.3

Wordmark Variations



The Universitas Bung Hatta wordmark logo represents the institution’s academic excellence, modern vision, and commitment to knowledge and innovation. It is a typographic identity that ensures brand recognition across various media while maintaining a professional and prestigious appearance.

1. Horizontal Lock-Up

The horizontal lock-up emblem is ideal when there are no constraints on space or size, allowing the symbol to be displayed in its entirety.

2. Centered Stack-Up Lock-Up

The centered stack-up lock-up serves as an alternative when space or size limitations exist, ensuring the symbol remains fully visible and legible.

3. Horizontal Stack-Up Lock-Up

The horizontal stack-up lock-up emblem is used when space is limited, allowing the symbol to be displayed completely while maintaining readability.

4. Centered Lock-Up

This variation is ideal for space-constrained applications, ensuring the logo remains clear, legible, and visually cohesive in both print and digital formats.

2.4 Clear Area & Minimum Size

2.4.1 Clear Area

To ensure that UBH logo looks its best and stands out, it is best to provide clear and ample space around the logo using the width or height of the “X” letter from guidance.

2.4.2 Minimum Size

The logo must not be reduced **below 3,5 cm** width in print and **100 px width** in digital formats to ensure readability.

2.4.3 Protective Space

Protective space serves as a guideline to ensure adequate clear space around the Universitas Bung Hatta emblem, preventing overcrowding and maintaining visual integrity. This space helps eliminate a cluttered appearance, preserving the professionalism and institutional image in visual communications. By maintaining protective space, the logo appears stronger, more prominent, and clearly defined, enhancing its overall impact.



2.5 Universitas Bung Hatta Sub-Brand Signature

The Universitas Bung Hatta emblem's sub-brand signature can be adapted for various applications, including standardization across departments, faculties, and administrative units. This variation may use either the full logo version or the outline version, while ensuring consistent font size and grid alignment as defined in the official emblem guidelines.

Centered Stack-Up Lock-Up	Horizontal Stack-Up Lock-Up
	
	

2.6 Logo Placement

The use of the Universitas Bung Hatta emblem in printed media must maintain a proper distance from the edges of the paper. The placement and usage of the emblem should also consider the page content margins. This ensures the clarity and overall composition of the logo remain well-balanced and professional.

Always position the logo in a clear and unobstructed area on any medium. Preferably placed at the top left or centered in documents and presentations.



Top Left



Top Centre

2.7 Logo Guidance

While exploration is fun, but it has also its limit. This is one of those times when we should adhere to the book by avoiding the mentioned boundaries when applying them to the logo.



✔ Do use the logo like this



✘ Do not rotate the logo



✘ Do not modify the logo color



✘ Do not skew the logo



✘ Do not apply any effects on the logo



✘ Do not shrink or distort the logo



✘ Do not modify any elements on the logo

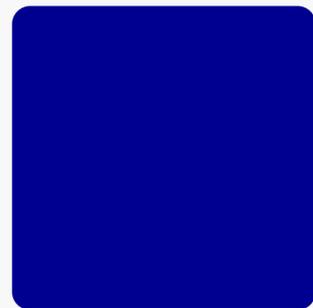
Color Identity

03

3.1

Primary Color

The primary colors reflect the university's core identity and should be used prominently in branding materials.



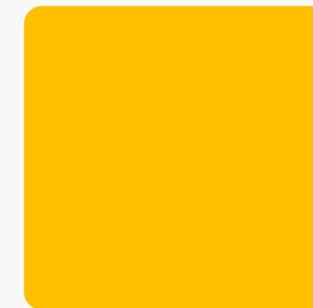
UBH Navy

#00008B
RGB 0, 0, 139
CMYK 100%, 98%, 7%, 8%
Adds depth to branding and digital materials.



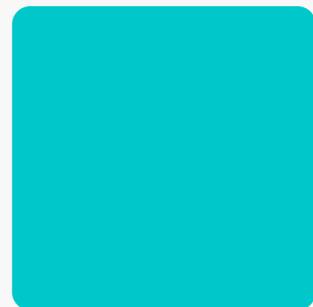
UBH Dark Green

#2E7D32
RGB 46, 125, 50
CMYK 82%, 28%, 100%, 14%
Used for strong visual emphasis and contrast.



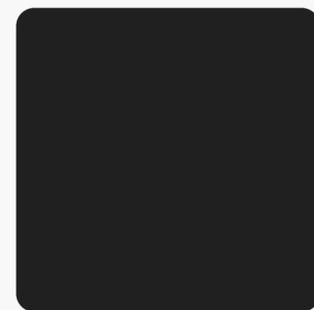
UBH Yellow

#FFC107
RGB 255, 193, 7
CMYK 0%, 25%, 100%, 0%
Represents excellence, energy, and optimism.



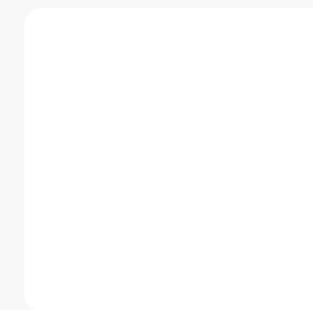
UBH Aqua

#2FC4C9
RGB 47, 196, 201
CMYK 67%, 0%, 25%, 0%
Represents the spirit of innovation, dynamism, and openness.



UBH Black

#212121
RGB 33, 33, 33
CMYK 72%, 66%, 65%, 73%
Used for typography and formal applications.



UBH White

#FFFFFF
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%
Used for background and minimalistic designs.

3.2 Secondary Color

These colors provide flexibility while maintaining brand cohesion.



Green

#4CAF50

RGB 76, 175, 80

CMYK 72%, 5%, 95%, 0%

Symbolizing growth, education,
and harmony.



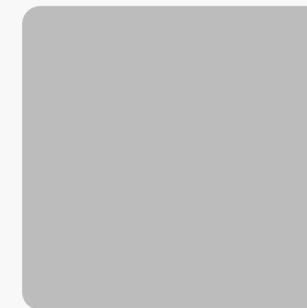
Earth Brown

#795548

RGB 121, 85, 72

CMYK 42%, 62%, 66%, 29%

Represents heritage
and stability.



Soft Gray

#BDBDBD

RGB 189, 189, 189

CMYK 26%, 21%, 21%, 0%

Used for subtle backgrounds
and neutral tones.

3.3

Faculty Color Selection



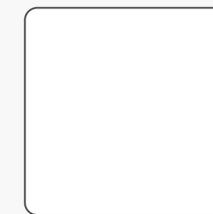
Fakultas Ekonomi dan Bisnis
 Gray
 #808080
 RGB (128, 128, 128)
 CMYK (0%, 0%, 0%, 50%)



Fakultas Hukum
 Red
 #FF0000
 RGB (255, 0, 0)
 CMYK (0%, 100%, 100%, 0%)



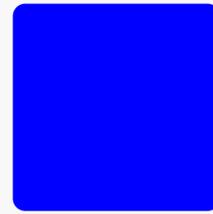
Fakultas Keguruan dan Ilmu Pendidikan
 Yellow
 #FFFF00
 RGB (255, 255, 0)
 CMYK (0%, 0%, 100%, 0%)



Fakultas Ilmu Budaya
 White
 #FFFFFF
 RGB (255, 255, 255)
 CMYK (0%, 0%, 0%, 0%)



Fakultas Teknik Sipil
 Gold
 #FFD700
 RGB (255, 215, 0)
 CMYK (0%, 16%, 100%, 0%)



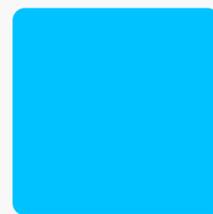
Fakultas Perikanan dan Ilmu Kelautan
 Blue
 #0000FF
 RGB (0, 0, 255)
 CMYK (88%, 76%, 0%, 0%)



Fakultas Teknologi Industri
 Orange
 #FFA500
 RGB (255, 165, 0)
 CMYK (0%, 35%, 100%, 0%)



Fakultas Kesehatan dan Kedokteran
 Royal Blue
 #2B6CBO
 RGB (43, 108, 176)
 CMYK (85%, 57%, 3%, 0%)



Program Pascasarjana
 Capri
 #00BFFF
 RGB (0, 191, 255)
 CMYK (100%, 25%, 0%, 0%)

Each faculty has a distinct color to create a strong individual identity while staying cohesive to Universitas Bung Hatta’s values.

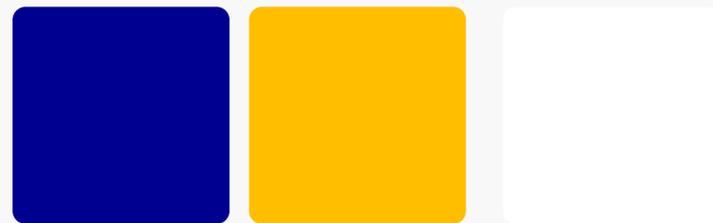
Usage Recommendations

1. Primary colors should always be the dominant choice in official Universitas Bung Hatta’s materials.
2. Faculty colors should be used for faculty-specific branding, faculty-related documents, and faculty events.
3. Secondary colors can be used as complementary accents in graphics, backgrounds, and digital media.

3.4 Color Combination

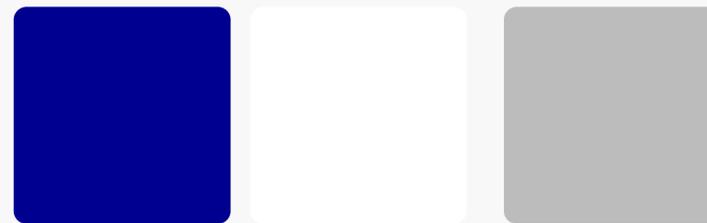
Primary Color Combinations

These combinations should be used in **official documents, website design, signage, and promotional materials:**



UBH Navy (#00008B) + UBH Yellow (#FFC107) + White (#FFFFFF)

- ✓ Best for main branding, official documents, and promotional banners
- ✓ Provides a fresh and energetic feel
- ✗ Avoid using yellow text on a white background (low contrast)



UBH Navy (#00008B) + UBH White (#FFFFFF) + Soft Gray (#BDBDBD)

- ✓ Best for formal documents, certificates, and website backgrounds
- ✓ Gives a clean, academic, and professional look
- ✗ Avoid excessive gray tones that may look dull



UBH Navy (#00008B) + UBH Yellow (#FFC107) + Deep Orange (#FF5722)

- ✓ Best for bold graphics, digital banners, and presentations
- ✓ Creates strong contrast and emphasis
- ✗ Avoid using too much black in lighthearted content

3.5

Universitas Bung Hatta Faculty Flag



Fakultas Ekonomi dan Bisnis



Fakultas Hukum



Fakultas Keguruan dan Ilmu Pendidikan



Fakultas Ilmu Budaya



Fakultas Teknik Sipil



Fakultas Perikanan dan Ilmu Kelautan



Fakultas Teknologi Industri



Fakultas Kesehatan dan Kedokteran

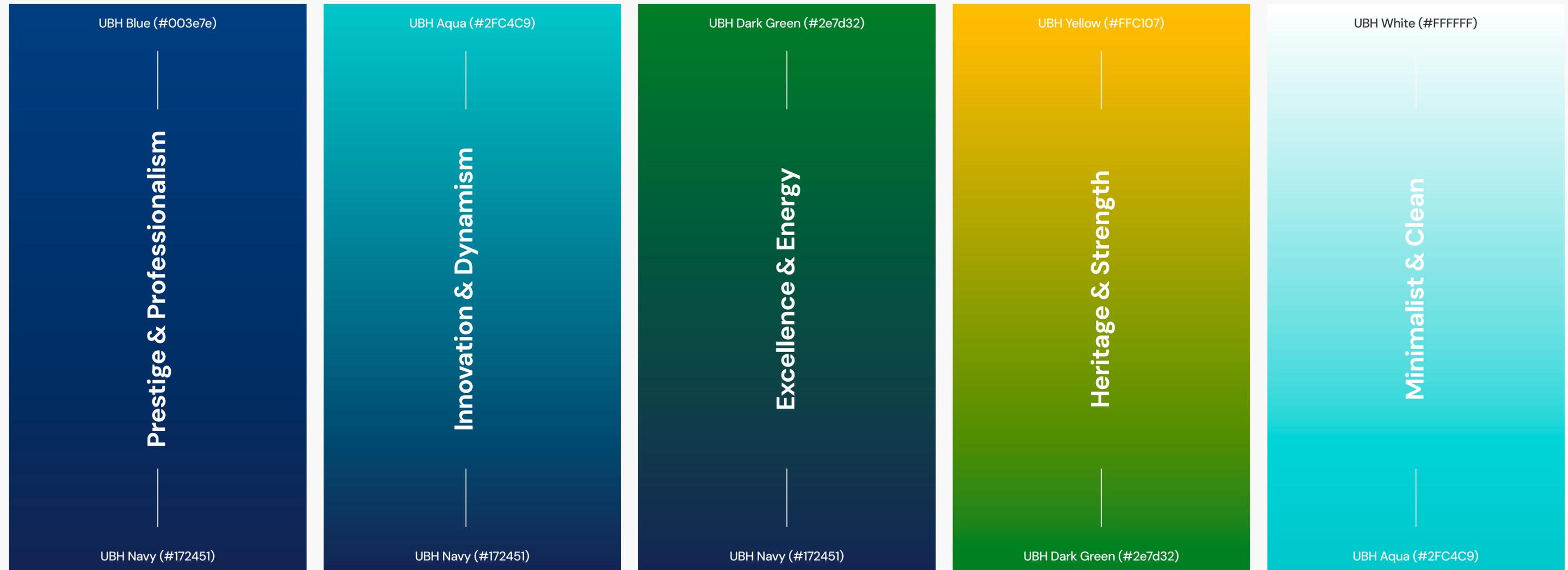


Program Pascasarjana

3.6

Gradients

Gradient color recommendations for Universitas Bung Hatta (UBH) that align with its academic excellence, Minangkabau heritage, and modern branding:



3.7 Special Application Color Pairings

For different design elements and marketing materials, use the following pairings:

Application	Recommended Combination	Effect
Website Background	Soft Gray + White	Professional and neutral
Call-to-Action Buttons	UBH Yellow + UBH Navy	High contrast, engaging
Event Posters	UBH Navy + UBH Yellow + Deep Orange	Vibrant and energetic
Social Media Graphics	Faculty-Specific Color + UBH Navy	Consistent faculty branding
Certificates & Diplomas	Navy Blue + Gold	Formal and prestigious

Final Recommendations:

1. High Contrast: Ensure sufficient contrast between text and background (e.g., dark text on light backgrounds).
2. Color Harmony: Use a maximum of three main colors per design to avoid overwhelming visuals.
3. White Space: Incorporate white or neutral tones to balance strong colors and keep designs clean.
4. Brand Consistency: Always integrate UBH Green, Yellow, or Dark Green as the primary elements in official branding.

Typography

04

4.1 Primary Typefaces

The primary typefaces should reflect UBH’s academic excellence, approachability, and modern identity. These fonts will be used in official documents, websites, and promotional materials.

4.1.1 Serif Typeface (Formal & Academic Use)

Merriweather

Best for: Formal documents, research papers, official publications
 Why: Traditional yet modern, ensuring readability in long texts
 Alternative: Times New Roman (if Merriweather is unavailable)

Usage Example:

Headlines: Merriweather Bold (24pt+)
 Subheadings: Merriweather SemiBold (18pt – 22pt)
 Body Text: Merriweather Regular (12pt – 16pt)

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789
 !@#\$%^&*()_+

4.1.2 Sans–Serif Typeface (Modern & Digital Use)

Lato

Best for: Digital platforms, presentations, marketing materials
 Why: Clean, professional, and highly readable for UI/UX
 Alternative: Arial (if Montserrat is unavailable)

Usage Example:

Headlines: Lato Bold (24pt+)
 Subheadings: Lato SemiBold (18pt – 22pt)
 Body Text: Lato Regular (12pt – 16pt)

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789
 !@#\$%^&*()_+

Subheader using Lato Semibold

Subheader

**This Headline is
Titlecase styled with
Merriweather Bold**

Headline
with example
using 90pt

This body text is 30% the point size of headlines, using Lato Medium for a clean and highly legible modern look and feel. For hyperlinks, white underlines can be used.

Body Text

Daftar Sekarang!

Daftar Sekarang!

Call to Action

4.2 Typography Guidelines & Do's and Don'ts

✔ Please DO

- Use Merriweather or Montserrat for all official UBH communications.
- Maintain a clear hierarchy by differentiating font weights (Bold for headlines, Regular for body text).
- Keep adequate line spacing (1.4x line height) for readability.
- Use Sans-serif fonts for digital platforms and social media.
- Ensure high contrast between text and background colors.

✘ Please DON'T

- Do not use too many fonts in one design (stick to 2–3 fonts maximum).
- Avoid overusing bold or italic text, as it reduces readability.
- Do not use script or cursive fonts in formal documents.
- Avoid using all uppercase text for long paragraphs.

By following this typography system, Universitas Bung Hatta ensures professionalism, readability, and brand consistency across all materials. This structured approach enhances UBH's academic credibility, digital presence, and overall brand recognition.

Photography & Logo Implementation

05

5.1

Photography Direction

The imagery used for Universitas Bung Hatta branding should reflect excellence in education, innovation, and student engagement. Below are key aspects of Universitas Bung Hatta's photography style.

5.1.1 Photography Themes & Concepts

- ✔ **Academic Excellence** – Capture students in classrooms, laboratories, libraries, and study environments.
- ✔ **Campus Life** – Showcase students interacting, collaborating, and engaging in extracurricular activities.
- ✔ **Faculty & Research** – Highlight professors, research projects, and academic discussions.
- ✔ **Modern Facilities** – Feature UBH's campus buildings, libraries, auditoriums, and laboratories.
- ✔ **Graduation & Achievements** – Celebrate student success with graduation ceremonies, awards, and events.
- ✔ **Community & Culture** – Emphasize diversity, collaboration, and UBH's connection to Indonesian culture.





5.1.2 Photography Style & Composition

- ✔ **Natural & Bright Lighting** – Use well-lit, high-resolution images with natural or balanced artificial lighting.
- ✔ **Candid & Authentic Shots** – Capture real emotions and natural interactions rather than staged poses.
- ✔ **Depth of Field** – Use a sharp focus on the subject with a blurred background to create emphasis.
- ✔ **Diverse Representation** – Ensure photos represent the diverse student body and faculty members.
- ✔ **Consistent Color Grading** – Maintain warm, vibrant, and welcoming tones that align with UBH's color palette.



5.2

Do's & Don'ts in UBH Photography

✔ Please DO

- Use high-resolution images with good lighting.
- Maintain natural expressions and authentic poses.
- Feature UBH branding subtly (e.g., students wearing UBH merchandise).
- Capture dynamic and engaging campus life moments.

✘ Please DON'T

- Avoid blurry, overexposed, or underexposed images.
- Do not use heavily filtered or over-saturated photos.
- Avoid cluttered backgrounds that distract from the subject.
- Do not use stock images that do not represent UBH authentically.

5.3

Logo Implementation on Photo



5.4 Logo Implementation with Other Institution

1. Default Placement (Universitas Bung Hatta as the Host or Main Organizer)

When Universitas Bung Hatta is the main or host institution:

- Universitas Bung Hatta logo is placed **on the left side (from the viewer’s perspective)**.
- When the content is created primarily by or for Universitas Bung Hatta audiences (e.g., campus brochures, internal reports) and when in co-branded materials (e.g., posters, banners, MoU documents), the logo should go **on the left** for emphasis and signifies leadership or ownership.
- Partner/invited logos are placed **on the right side**, in descending order of hierarchy or involvement.

2. Universitas Bung Hatta as Co-Host or Equal Partner

If Universitas Bung Hatta is equal in role (e.g., joint conference), apply alphabetical or agreed-upon order:

- You may place the logo **on the left** if Universitas Bung Hatta logo is alphabetically first or through agreement.
- Use **equal sizing and spacing** for visual balance.

3. Universitas Bung Hatta as Guest or Supporting Institution

If Universitas Bung Hatta is supporting or a guest institution:

- Universitas Bung Hatta logo is placed **on the right side (from the viewer’s perspective)**.
- The host institution’s logo **takes the left** (honor) position.

4. Technical Specifications

- Minimum clear space around the Universitas Bung Hatta logo must be equal to the height of the “U” in the wordmark.
- Do not distort the logo (stretch, skew, rotate).
- Maintain proportional scaling if using with other logos.
- Logos should be aligned horizontally or vertically centered, depending on format.
- Use only official, approved versions of the Universitas Bung Hatta logo.

5. Examples of Placement

Host or Organizer:
Universitas Bung Hatta – Partner Logo



Co-Host (Equal Role):
Universitas Bung Hatta (or alphabetic) – Partner Logo



Guest / Participant:
Host Logo – Universitas Bung Hatta



5.5

Logo Implementation on Media





Visual Implementation

06

6.1

Key Graphics

This key graphic symbolizes the spirit of Universitas Bung Hatta by blending elements of Minangkabau culture, community values, and the visionary ideals of Bung Hatta into a modern and meaningful visual identity.

- ◆ **Minangkabau Inspiration**

The design reflects Rumah Gadang architecture and golden rice stalks, symbolizing wisdom, humility, and knowledge.

- ◆ **Community & Growth**

The three circles represent students, educators, and society, emphasizing unity and academic excellence.

- ◆ **Bung Hatta's Ideals**

The upward flow signifies integrity, independence, and continuous progress, aligning with Universitas Bung Hatta's mission to educate and empower future leaders.



6.2

Key Graphics Alternative



Filled Version



Outlined Version



Transformed into Pattern

6.3 Social Media Content



UNIVERSITAS BUNG HATTA *Be Proud & Confident*

Karir Sukses Dimulai di **UNIVERSITAS BUNG HATTA!**

- ✓ Kesiapan Kerja & Kewirausahaan
- ✓ Kerjasama dengan Lembaga & Industri
- ✓ Program Studi Terakreditasi
- ✓ Fasilitas Pendukung dan Beasiswa

Daftar Sekarang!

www.bunghatta.ac.id @universitasbunghatta Universitas Bung Hatta *Cap Raih Siap Jadi Pengusaha*

UBH Admission Post



UNIVERSITAS BUNG HATTA *Be Proud & Confident*

#UBHNews

Menyambut Bulan Ramadhan 1446 H, Universitas Bung Hatta Gelar Pengajian

www.bunghatta.ac.id @universitasbunghatta Universitas Bung Hatta *Cap Raih Siap Jadi Pengusaha*

UBH News Update



UNIVERSITAS BUNG HATTA *Be Proud & Confident*

"Belajar di UBH memberikan banyak pengalaman luar biasa! Dosen yang inspiratif, lingkungan yang suportif, dan kesempatan magang di perusahaan ternama membuat saya lebih siap menghadapi dunia kerja."
— Reza, Teknik Industri

Daftar Sekarang!

www.bunghatta.ac.id @universitasbunghatta Universitas Bung Hatta *Cap Raih Siap Jadi Pengusaha*

Student's Testimony

6.4 OOH Collateral

Universitas Bung Hatta
Billboard Design | 8x4m

The billboard design features a dark blue background with a light blue gradient on the right side. At the top left is the Universitas Bung Hatta logo and the text "UNIVERSITAS BUNG HATTA". The main headline reads "SIAP KERJA, SIAP JADI PENGUSAHA!" in large, bold, yellow and white letters. A central image shows a smiling female student in a dark blue jacket and hijab. To the right, three yellow stars precede the text: "Jaringan Luas", "Alumni Hebat", and "Program Magang Berkualitas!". Below this is a yellow button with the text "DAFTAR SEKARANG!" and a QR code. At the bottom, there are social media icons for Instagram (@universitasbunghatta), Facebook, and YouTube (Universitas Bung Hatta), along with the website "www.bunghatta.ac.id". On the right, a WhatsApp icon is next to the text "Layanan Informasi Penerimaan Mahasiswa Baru" and the phone number "0822 1845 3998". The billboard is mounted on a grey metal pole with a wooden bench-like structure at the top.

UNIVERSITAS BUNG HATTA

**SIAP KERJA,
SIAP JADI
PENGUSAHA!**

- ★ Jaringan Luas
- ★ Alumni Hebat
- ★ Program Magang Berkualitas!

DAFTAR SEKARANG!

@universitasbunghatta Universitas Bung Hatta www.bunghatta.ac.id

Layanan Informasi Penerimaan Mahasiswa Baru
0822 1845 3998

Closure

The Universitas Bung Hatta Brand Guidelines serve as a foundation to maintain consistency, professionalism, and a strong visual identity across all communication channels. By adhering to these guidelines, we ensure that Universitas Bung Hatta's values—**excellence, innovation, and integrity**—are reflected in every design, message, and interaction.

As Universitas Bung Hatta continues to grow and adapt in the ever-evolving educational landscape, this brand guideline will serve as a living document that evolves while staying true to its core essence. Every implementation, from logo usage to typography and colors, plays a vital role in strengthening Universitas Bung Hatta's **presence, credibility, and recognition in the academic world.**

Together, let's uphold the legacy of Bung Hatta's vision and shape the future of education with pride and distinction.





UNIVERSITAS BUNG HATTA

Panduan Identitas Visual ©2025