



18<sup>th</sup> ASIAN GAMES  
**Jakarta  
Palembang  
2018**

# LOGO & MASCOT | 18<sup>th</sup> ASIAN GAMES 2018





BRAND INSIGHT

# The Energy of Asia





BRAND INSIGHT

## THE IDENTITY SYSTEM'S CRITERIA

**ASIA**

**INDONESIA**

**SPORT**





# ASIA

## BRAND INSIGHT



The Asian Games is a multi sport event for nations on the Asian continent, held with the purpose to enhance and strengthen the friendship between Asian nations as well as to display the spirit of unity and level of achievement taking place in Asian sports.

The first Asian Games were held in 1951 in New Delhi, India.

Thus we can say that the Asian Games was held to showcase the energy of Asia.





# INDONESIA

BRAND INSIGHT



The fourth Asian Games in 1962 was the first to be held in Indonesia. Our founding father, President Soekarno has been waiting for this chance since the first Asian Games in New Delhi, He had envisioned this opportunity to launch Indonesia into the international stage.

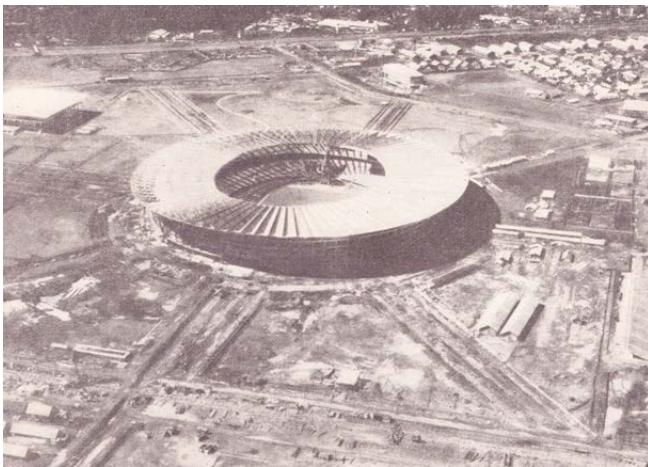
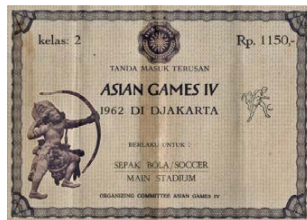
The 1962 Asian Games played a major role in Jakarta's history, the city was transformed from a 'big village to a metropolis city' in order to host the game. There are many significant landmark that was build for welcoming the Asian Games, from the sport infrastructure, the magnificent Gelora Bung Karno, our first broadcasting station - TVRI to Indonesia's first international hotel, Hotel Indonesia.

The 18th Asian Games will once again be held in Indonesia in 2018. This time the honour to host will be shared between two cities, Jakarta and Palembang.



BRAND INSIGHT

**1962 ASIAN GAMES**

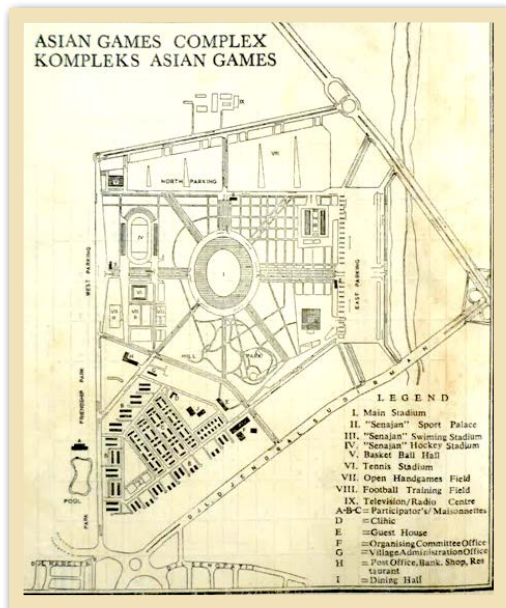




18<sup>th</sup> ASIAN GAMES  
**Jakarta  
Palembang  
2018**

# GELORA BUNG KARNO

## BRAND INSIGHT



At the time of its completion in 1962, the main stadium (SUGBK) was the first of its kind with huge steel roof construction that forms a gigantic ring called temu gelang (joined ring).

*"... Its construction is a feat unequalled in the annals of sport history in Asia and perhaps in the world."* The Asia Magazine, Hong Kong

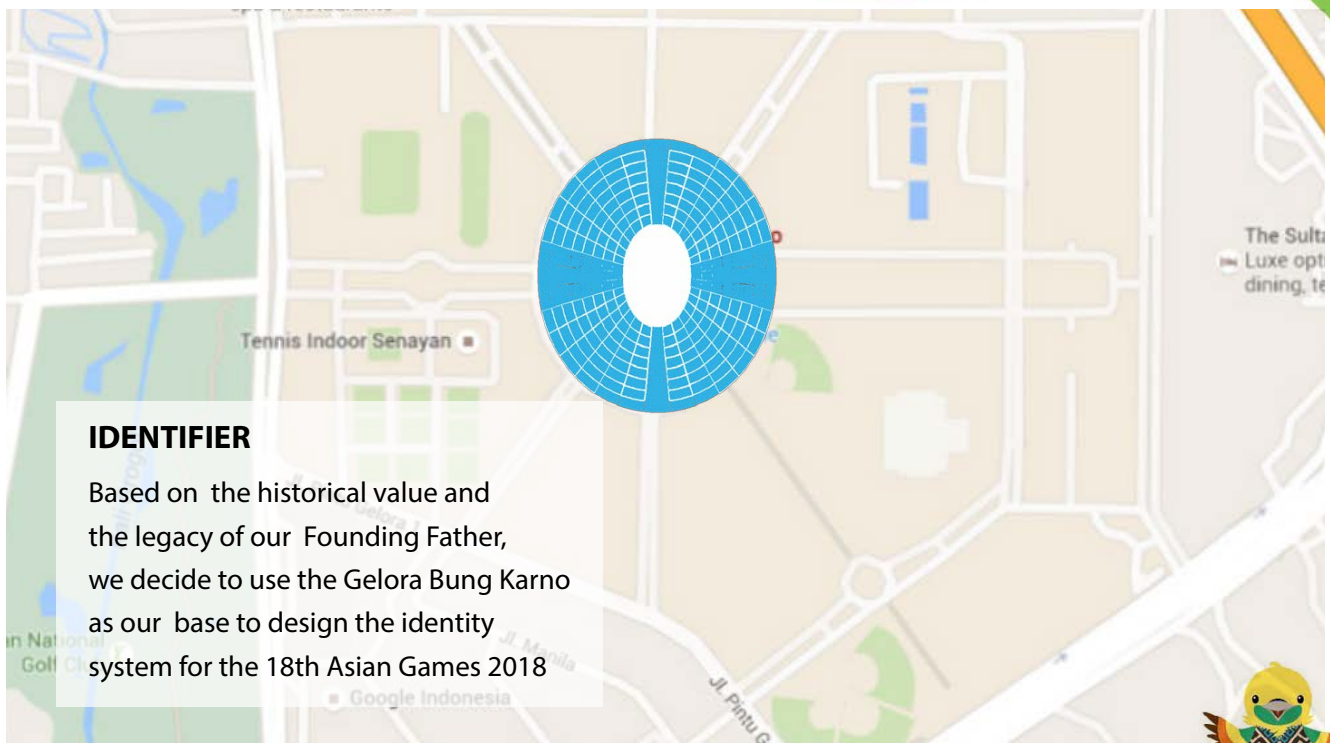
For Soekarno, the role of GBK is more than just as a sports complex or to strengthen the bonds between nations through sport, but also to grow our own pride as a free nation.

Built for the 1962 Asian Games by President Soekarno, the complex is both a historical memento, and a national pride.





## BRAND INSIGHT

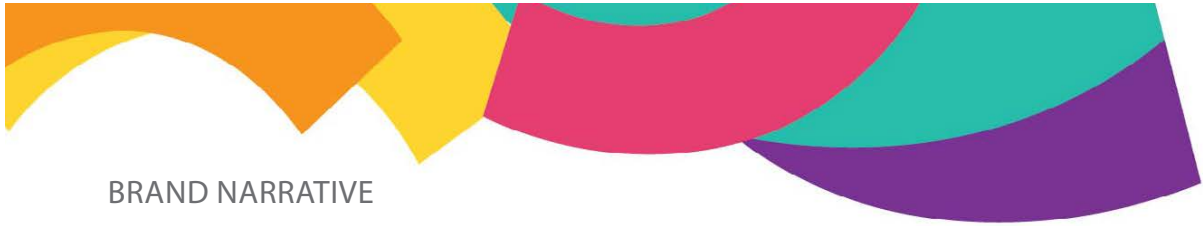


### IDENTIFIER

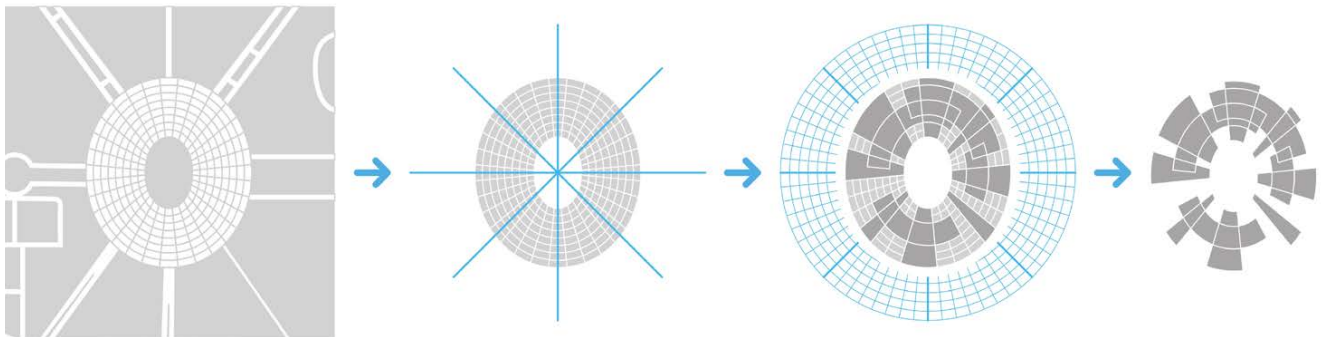
Based on the historical value and the legacy of our Founding Father, we decide to use the Gelora Bung Karno as our base to design the identity system for the 18th Asian Games 2018

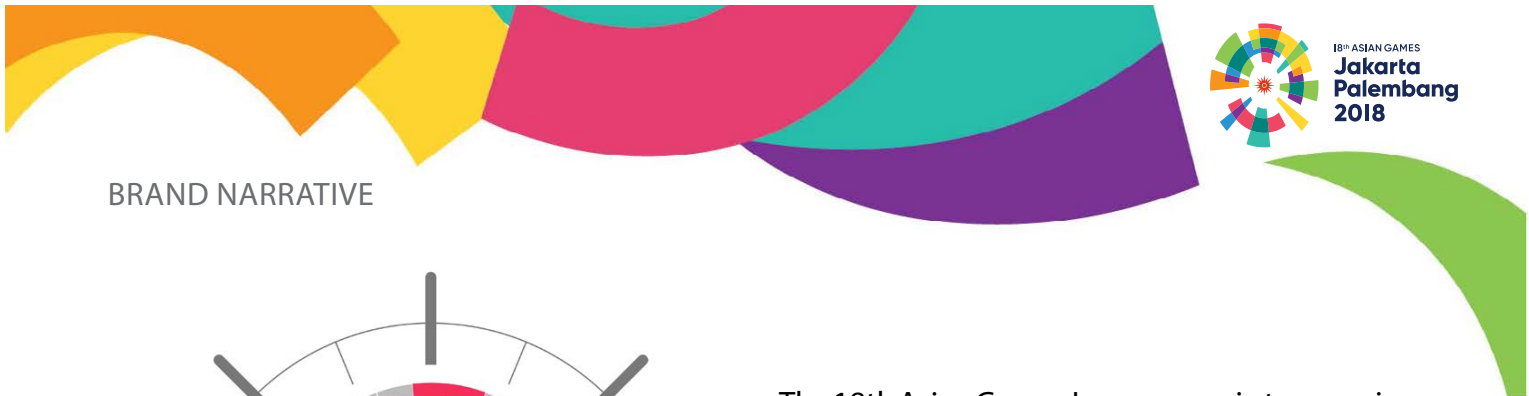




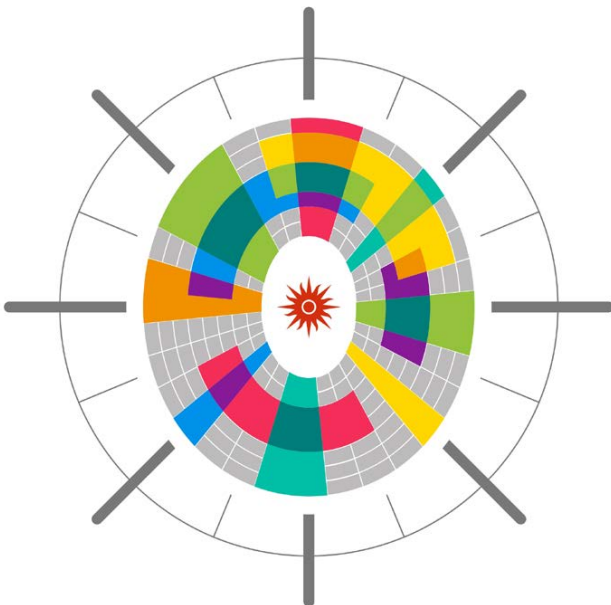


BRAND NARRATIVE





## BRAND NARRATIVE



The 18th Asian Games Logo comes in two version: the horizontal logo and the vertical logo.

Both version build upon two components : the colorful symbol with Asian Games shining sun emblem in the centre, and logotype with dark blue color. These two elements should not be seperated and must be used in all 18<sup>th</sup> Asian Games communication materials.





# LOGO

PRIMARY IDENTITY - HORIZONTAL



18<sup>th</sup> ASIAN GAMES

# Jakarta Palembang 2018





PRIMARY IDENTITY - VERTICAL



18<sup>th</sup> ASIAN GAMES  
**Jakarta  
Palembang  
2018**





COLOR GUIDE



18<sup>th</sup> ASIAN GAMES  
**Jakarta  
Palembang  
2018**



#93C13D  
R147 G193 B61  
C50 M0 Y90 K0



#0091EA  
R0 G145 B234  
C75 M30 Y0 K0



#FFD600  
R255 G214 B0  
C0 M15 Y90 K0



#00BFA5  
R0 G191 B165  
C70 M0 Y42 K0



#F29100  
R242 G145 B0  
C0 M50 Y100 K0



#007E79  
R0 G126 B121  
C90 M27 Y54 K9

**18**

#1F2855  
R31 G40 B85  
C100 M90 Y30 K35



#F52D5A  
R245 G45 B90  
C0 M88 Y48 K0

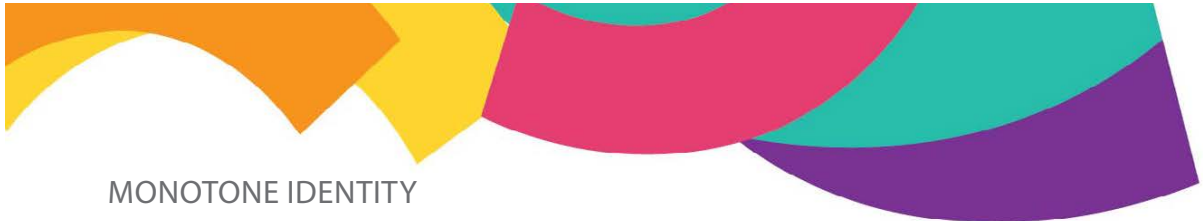


#871996  
R135 G25 B150  
C64 M96 Y0 K0



#D3300F  
R211 G48 B15  
C0 M90 Y100 K10





MONOTONE IDENTITY



18<sup>th</sup> ASIAN GAMES  
**Jakarta  
Palembang  
2018**



18<sup>th</sup> ASIAN GAMES  
**Jakarta  
Palembang  
2018**





IDENTITY VARIATION

18<sup>th</sup> ASIAN GAMES  
**Jakarta  
Palembang**  
2018

18<sup>th</sup> ASIAN GAMES  
**2018**  
Jakarta - Palembang





# MASCOT







## UNITY BEYOND DIVERSITY



The Energy of Asia lies in the diversity of it's culture, heritage, and legacy. When all these elements come together, they will be a major force to reckon in the world.

The same principle applies to Indonesia, home to hundreds of ethnic groups speaking many different languages. Our nation can stay strong if we can unite and stand together. Our Founding Fathers has envisioned a united nation under the **Bhinneka Tunggal Ika** philoshophy.

That is why, we decided to use 3 different animals to represent the spirit of unity. Each of this animal is unique to it's region that is divided by the Wallace and Webber line.





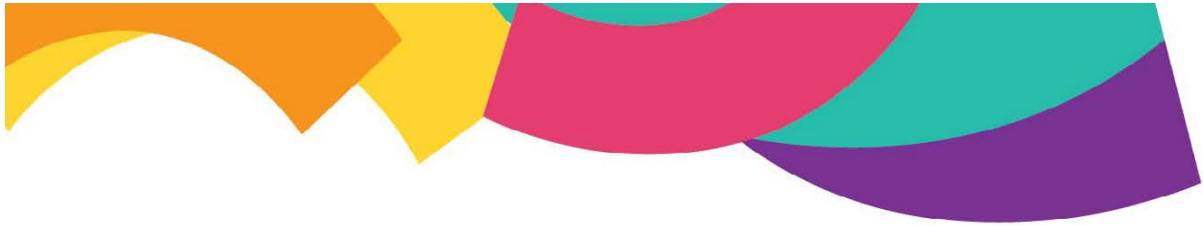
THE 18<sup>TH</sup> ASIAN GAMES MASCOT

**Bhin Bhin**



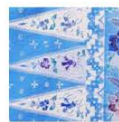
- Cendrawasih (*Paradisaea apoda*)
- Represents **Strategy**
- Bhin Bhin wears a vest with Asmat pattern details from Papua.





THE 18<sup>TH</sup> ASIAN GAMES MASCOT

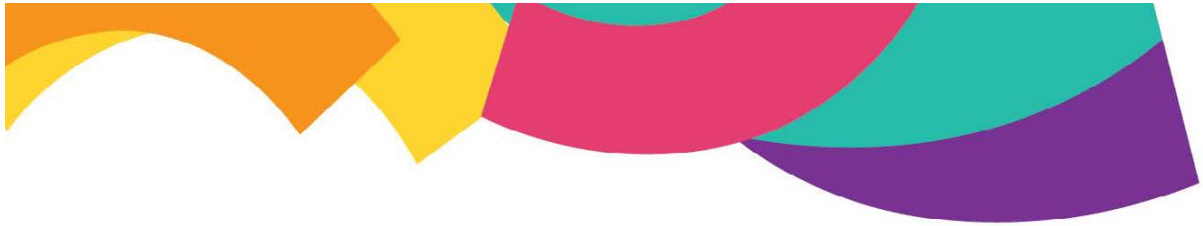
### Atung



- Rusa Bawean ( *Hyalaphus kuhlii* )
- Represents Speed
- Atung wears a sarong with Jakarta's batik's tumpal pattern.

Copyright © 2018. All Rights Reserved.





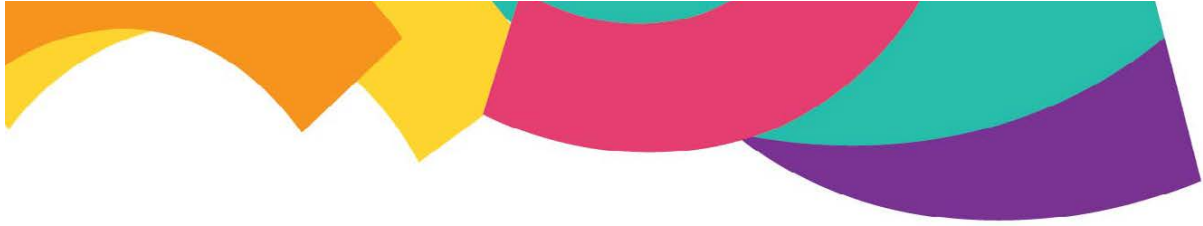
THE 18<sup>TH</sup> ASIAN GAMES MASCOT

Ika



- Badak Bercula Satu ( *Rhinoceros sondaicus* )
- Represents Power
- Ika wears Palembang's traditional attire with flower pattern.





**THANK YOU**

