



THE PHALA



tiny pantry

Graphic Standard Manual



Logogram

tiny
pantry

Logotype



Logogram



The logo base is a complex geometric composition centered on a white background. It features a large circle with a thick gold outline. Inside this circle, there is a smaller, solid gold circle. A white ring surrounds the inner gold circle. The center of the logo is a white circle containing a smaller, tilted gold circle. The entire design is intersected by four thin, light orange lines forming a cross. Small white circles are positioned at the intersections of these lines with the outer gold circle. The overall aesthetic is minimalist and modern.

Logo Base



Filosofi

Diambil dari bentuk ukir Pepatraan yang memberi makna kenyamanan pelindung dari rasa panas, dan haus.

Makna



Inisial “TP” yang diambil dari nama perusahaan “Tiny Pantry”



Motif ukiran pepatraan
menunjukkan produk yang disajikan khas Indonesia.



Tanda panah ke kanan atas
lambang perusahaan yang bergerak ke arah positif dan berkembang.



Asap lambang makanan yang tersaji selalu fresh dan penerimaan yang hangat.



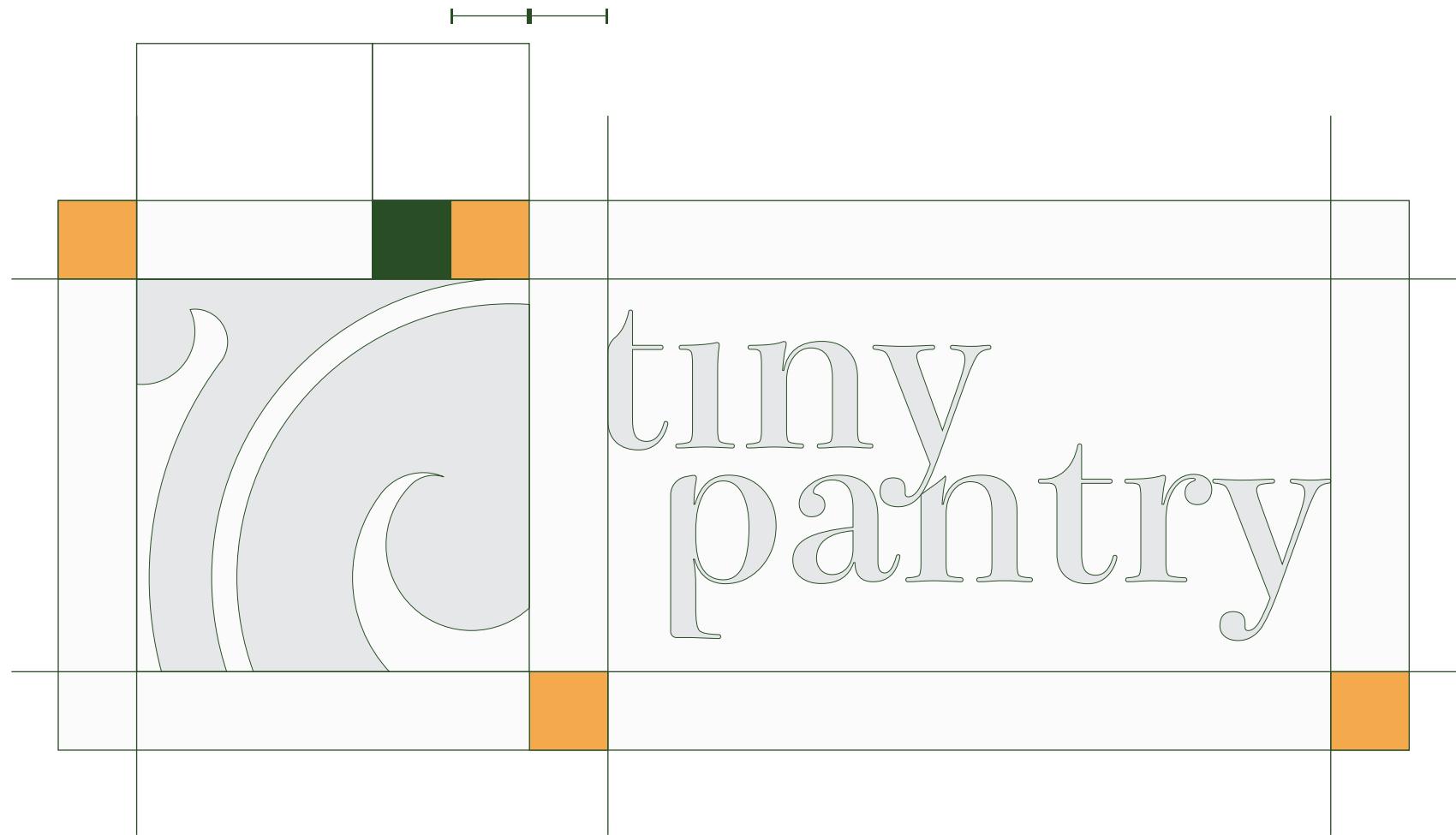
Unsur air sebagai simbol produk beverage.



Unsur api sebagai simbol produk food.

tiny
pantry

Logotype



Logotype Position & Area



tiny
pantry

Clear Area

Color & Contrast



#D6AA26
Urobilin



#F4A94E
Pastel Orange



#EF803C
Mandarin Orange



#2D4E25
Cal Poly Pomona Green



#FFF3E4
Old Lace

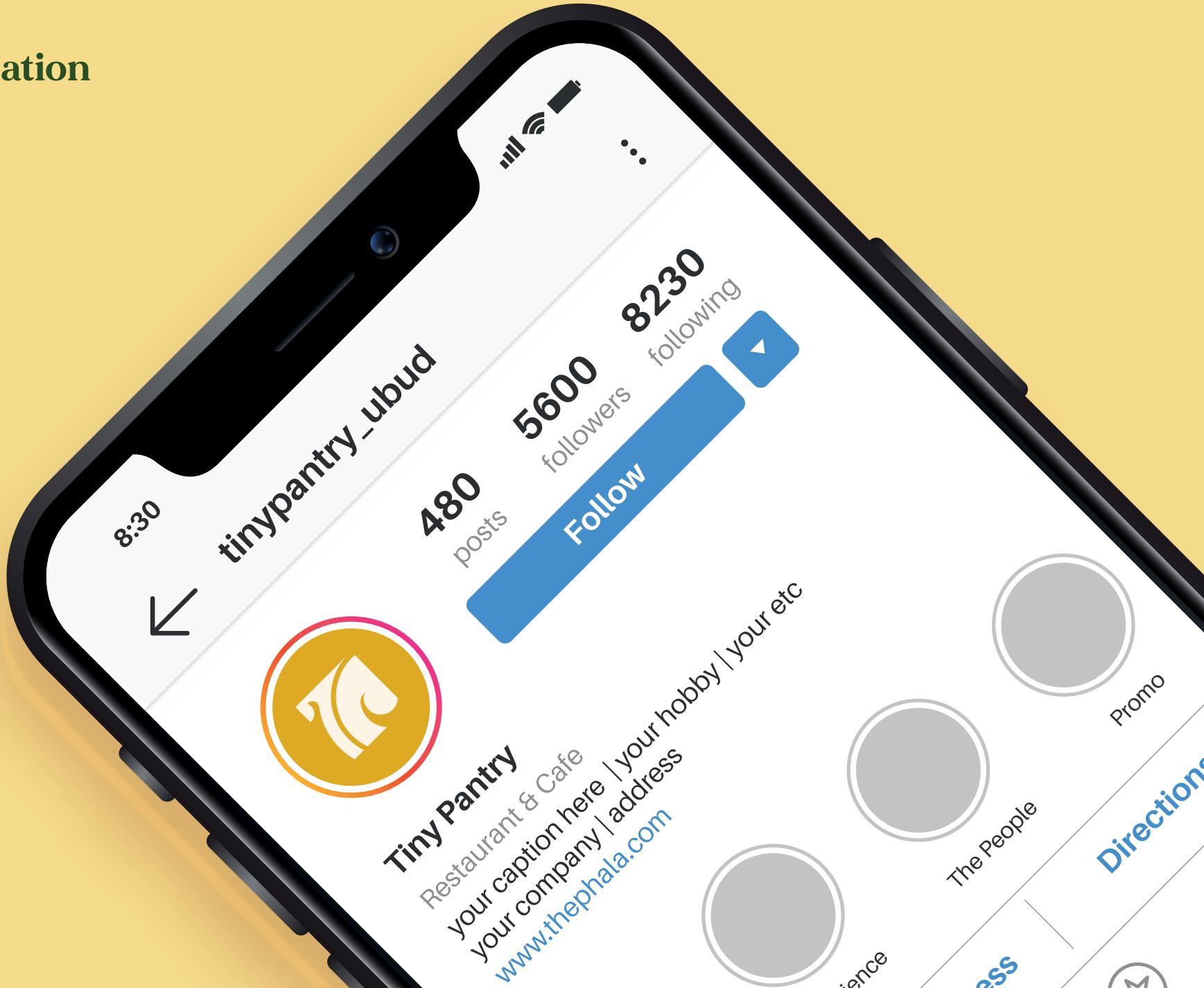


Logo Application



Logo Application

Logo Application



It's The People