



Brand Book

Guideline and Applications



XL Axiata Brand Book

XL Axiata Brand Book is a guide to codify XL Axiata overall brand visual identity that can be used by internal and stakeholders of XL Axiata.

By having brand book, it will help shape people's perception and how to deliver XL axiata purposes, product or people inside the company

In this new brand book⁽¹⁾, you can find XL Axiata updated brand identity and how to implement it in various formats based on the newest company objective and market trends (e.g. product segment print ads, product segment brand book, and corporate merchandise).

We understand the dynamics of our market, so if you have any inquiry, please contact **Corporate Brand Management** team. Kindly refrain from modifying the brand identity on your own. All of us are equally responsible for keeping the brand as consistent as possible.

At your service:
corporatebrandmanagement@xl.co.id

*(1) Brand Book 2022 version



The Contents

Section

01

About
The Company
And Brand

Section

02

Brand
Strategy

Section

03

Corporate Brand and Network
Descriptor Design & Application



Section 1:

About the company & brand

- ▶ Who We Are
- ▶ Brand Journey
- ▶ Company Purpose & Vision
- ▶ Core Values



Indonesia's convergence telecommunication provider through services for retail and corporate customers, with wide network coverage throughout Indonesia



Who We Are



1996

Start operating commercially as PT Excelcom



1996
Officially operating as Excelcomindo Pratama



1998
Launched GSM-XL and proXL as GSM-based cellular telecommunications products



2004

Excelcom logo rebranded to XL



2004
Launched jempol as prepaid product



2004
Launched bebas as prepaid product



2004
Launched Xplor as postpaid product



2006

XL changing the logo color and become the pioneer in implementing tariffs of Rp 1/second



2006
Launched Jimat, the first prepaid product in Indonesia that provides international telecommunication services at very economical and low rates



2009

XL adding Axiata prism to the logo and create monolithic brand



2011
Launched Hauraa, the first sharia-based mobile card product in Indonesia



2013

Launched XL Axiata Corporate Logo



2014
E-branded XL logo with peel off concept



2015
Acquired Axis and carried out the business merger



2016
Rebranded XL Logo



2016
Launched XL Business Solutions



2016
Launched XL GO as product for mobile individual market



2016
Launched XL Home as product for Home and SME market



2016
Launched XL Prioritas as postpaid product for middle up market



2020
Launched LIVE.ON as digital product



2021
Launched XL satu as the first convergence product in Indonesia



2021
XL Business Solutions changed to XL Axiata Business Solutions

Brand Journey



Purpose & Vision

PURPOSE

We Bring The World Closer In
A Simple Way For A Brighter Life

VISION

**#1 Converged Operator
in Indonesia**



Brand

Culture

CULTURE - ITS XL

Uncompromising Integrity
Team Synergy
Simplicity
EXceptional Performance

Commercial Brand



Branded Proposition





Core Values

Uncompromising Integrity



- I only **do the right things** align **with the team** and **seek for advice** if unclear.
- I am **courageous** to make **bold decision** and **speak up** when needed.

Team Synergy



- I **deliver** on **commitment**.
- I **listen, understand** before **challenging** and **offer help** to achieve best solution.

Simplicity



- I put the **customer at the center** by executing in a **simple, adaptive, fast**, consistent and reliable way.
- I **challenge the status quo** and **innovate** in a **simple** way.

Exceptional Performance



- I **give my best** and together we'll win.
- I **persevere** in challenging situations and **learn from stepbacks**.



Section 2:

Brand Strategy

- ▶ Brand Architecture
- ▶ Brand DNA & Tagline
- ▶ Brand Personality
- ▶ XL Axiata Personification
- ▶ Target Audience

Brand Architecture



Brand DNA & Tagline



XL Axiata ✓
@XLAxiata_Tbk

Brand DNA:

The essence of our Brand Purpose:
Guiding All To Betterment



XL Axiata ✓
@XLAxiata_Tbk

Brand Tagline: The catchy short phrase derived from brand DNA to be included in every campaign



#JadiLebihBaik

Brand Archetype



CAREGIVER

XL Axiata cares about its costumers so it consistently acts as a trustworthy and committed partner in helping them achieve better life.

Brand Personality

Generous:

Compassionate and Caring

Empathetic:

Approachable

Innovative:

Knowledgeable, Continuous Reflection and Have Courage

Trustworthy:

Credible, Reliablle and High Integrity



XL Axiata Personification

Basic Profile

-  Rakabumi
-  33 years old
-  Digital Company Employee
(Managerial Level)
-  Settled
-  Urban

Basic Life Values

Success is a betterment of a nonstop progress to reach the top together with others.

Personality

- ✓ Generous
- ✓ Empathetic
- ✓ Innovative
- ✓ Trustworthy

Fears

Unable to lift others to achieve their best life.

Biography

Raka is a modern urban professional worker who has positive mindset about life and how to lift others to reach their betterment, although the complexities are inevitable.





Target Audience

Indonesian family who want to progress through connectivity to simplify their road of betterment of their lives.

- Family, M/F, 13-45 y.o
- Live in urban & suburban area in Indonesia

Section 3:

Corporate Brand and Network Descriptor Design & Application

- ▶ Axiata Logo
- ▶ Corporate Brand & Network Descriptor Design
- ▶ Graphic Element
- ▶ Brand Color
- ▶ Font Guideline
- ▶ Tone of Voice
- ▶ Photography Guideline
- ▶ Iconography & Vector
- ▶ Design & Template Application Guideline
- ▶ Guideline Application for Digital
- ▶ Guideline Application for Print
- ▶ Merchandise



Axiata Logo



Prism Philosophy:

This logo is called the prism, adopted from Axiata Group. It portrays the rich heritage and cultural diversity which is true for Indonesia and displays the vibrant energy of the company and the country.

Note:

The use of the identity of the Republic of Indonesia can be carried out in accordance with the up to date regulation UNDANG-UNDANG REPUBLIK INDONESIA NOMOR 24 TAHUN 2009 TENTANG BENDERA, BAHASA, DAN LAMBANG NEGARA, SERTA LAGU KEBANGSAAN

Download here :
<https://bit.ly/CorporateBrandMaterials>

In section 3, there will be 2 logos shown: Corporate Brand Logo and Network Descriptor Logo. Both cannot be used in one key visual because they have different usage.



Corporate Brand Logo

Usage: To represent XL Axiata as Corporate

Sample of Application:

- ▶ Press Release
- ▶ Corporate Event
- ▶ Merchandise
- ▶ CSR Activity
- ▶ Internal Communications, etc.



Network Descriptor Logo

Usage: To represent XL Axiata network technology capabilities

Sample of Application:

- ▶ Product Campaign
- ▶ Network Campaign.

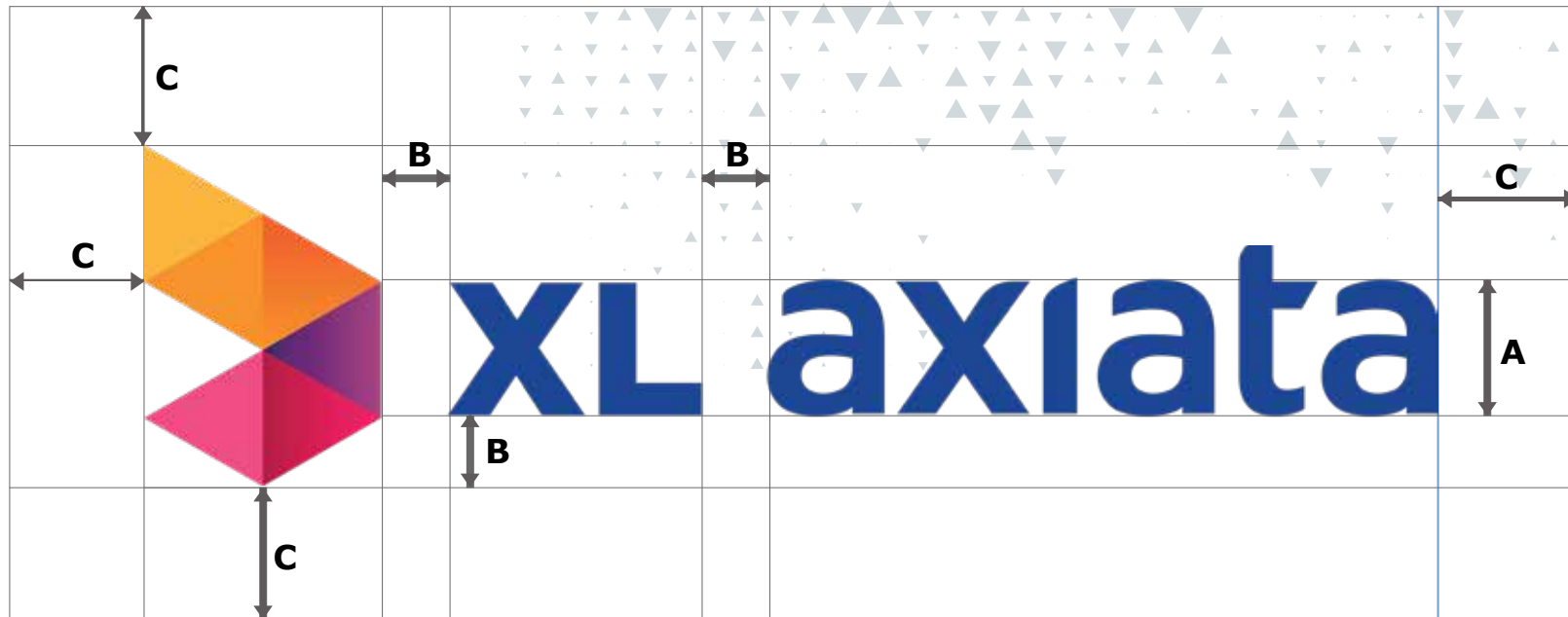


**Corporate
Brand Logo**



XL axiata

Corporate Brand Logo



A: the height of the font

B: The exact distance
between the font and
the prism with the half
size of the font

C: The safe area of the
logo that is equal to
the height of the font

Corporate Brand Logo Prism Adjustment

In a small area, prism can be moved to center above the XL Axiata logo to maximize the visibility. The logo should be as dominant as possible, but make sure it did not cross the safe area.

However, it is advised to consult with brand corporate team before do the prism adjustment.



Sample: Prism adjustment for social media profile picture



Logo Application Guidance



Normal/Main Logo

Used on usual
Circumstances
(color printing
available)



Monochrome Logo

Used on special
circumstances
(no color allowed)



B&W Logo

Used only when
there is no color
printing available

Dos



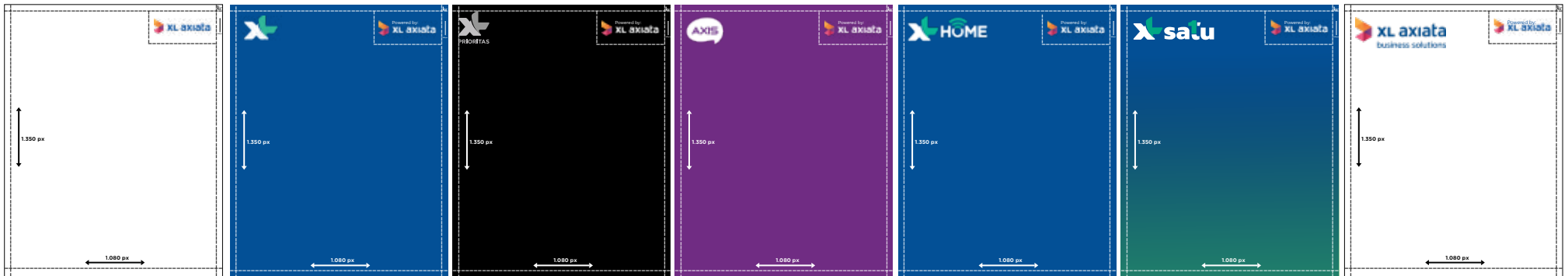
Don'ts



Corporate Brand Endorsement

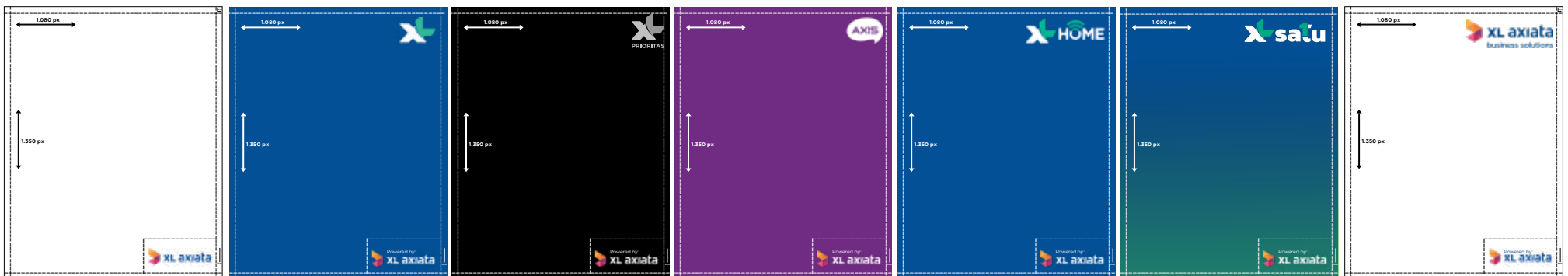
Option A

- Corporate Logo Placement : Top right in any material
- Ratio size : Corporate logo's minimum width 10% of Key Visual's total width



Option B

- Corporate Logo Placement : Bottom right in any material
- Ratio size : Corporate logo's minimum width 10% of Key Visual's total width





Network Descriptor Logo

The '5G' logo is centered within a large orange triangle pointing right. This triangle is overlaid by a yellow triangle pointing right, which is in turn overlaid by a smaller teal triangle pointing right. The background features a light blue area with a pattern of small white triangles and a large teal triangle pointing from the top left towards the center.

5G

Network Descriptor Logo



Network Descriptor Logo Application Guideline



Normal/Main Logo

Used on usual Circumstances
(Color printing available)



Monochrome Logo

Used on special Circumstances
(No color available)



Black & White Logo

Used only when there is no color
(Printing available)

Internet Rumah Super Cepat	Kuota HP Bersama	Hanya Rp 379.000
50 Mbps	+ 25 GB	Rp 334.000 /Bulan

Powered by: XL axiata 5G

Langganan Sekarang
www.xl.co.id/xlsatu

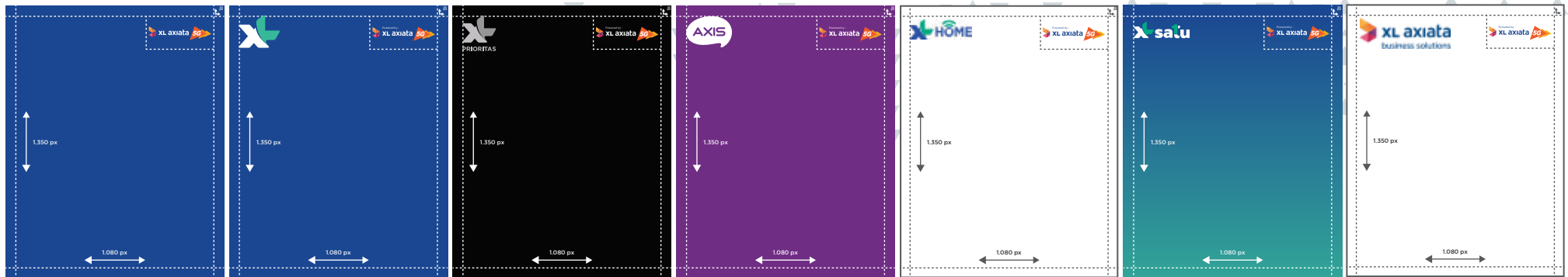
Dos & Don'ts



Network Brand Endorsement

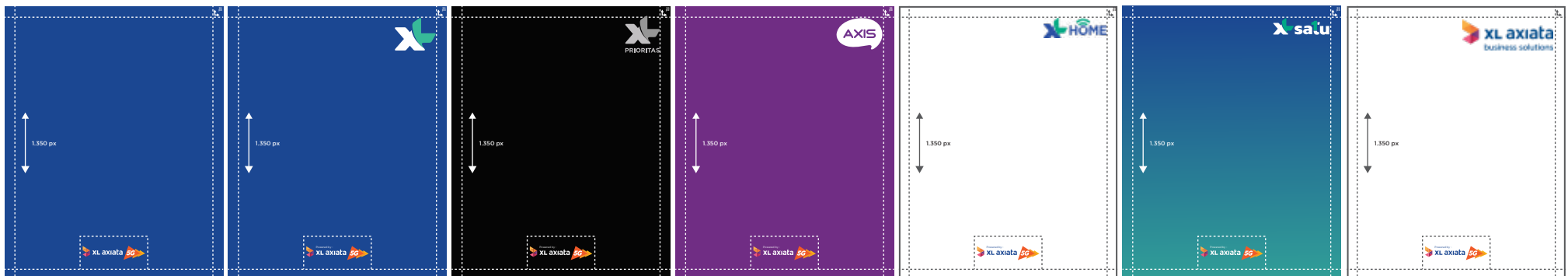
Option A

- ▶ Network Descriptor Logo Placement : Top right in any material
- ▶ Ratio size : Network Descriptor Logo's minimum width 10% of Key visual's total width



Option B

- ▶ Network Descriptor Logo Placement : Bottom center in any material
- ▶ Ratio size : Network Descriptor Logo's minimum width 10% of Key visual's total width



TVC End Frame Network

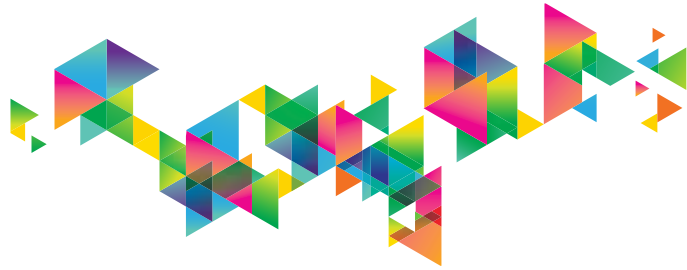


The background is a light gray field filled with a pattern of small, semi-transparent triangles pointing in various directions. A prominent diagonal band of solid cyan color runs from the top-left towards the bottom-right. On the left side, there is a solid cyan square. In the center-right area, there is a complex, overlapping cluster of larger, multi-colored triangles in shades of cyan, magenta, yellow, and green, creating a sense of depth and geometric complexity. Below this cluster, a large, solid dark blue triangle points upwards.

Graphic Elements

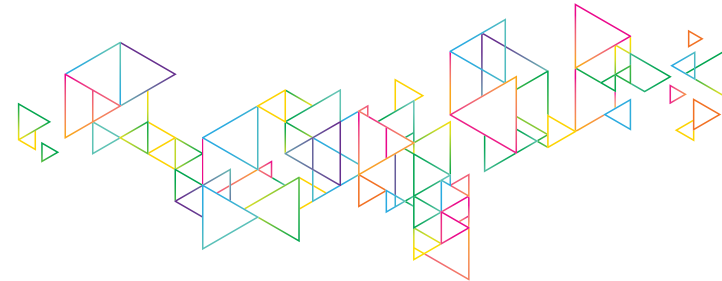
Full Color Prism

The prism fabric can be used in full color as shown.



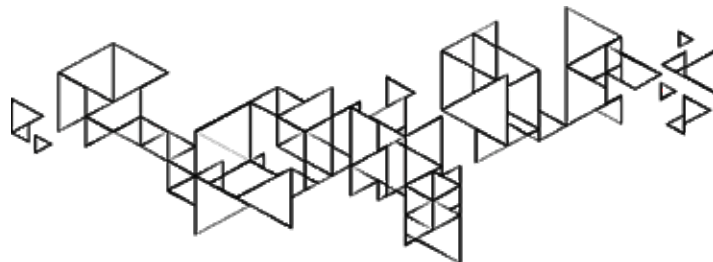
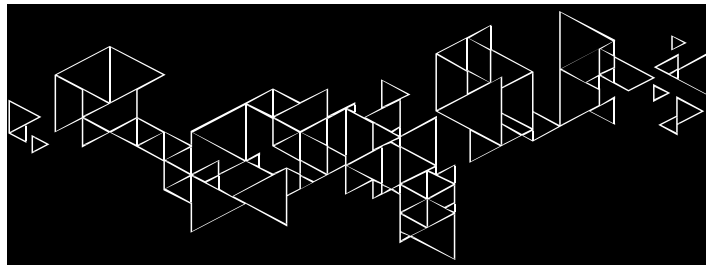
Keyline Prism

Multy Color:
Should be used in full color applications.



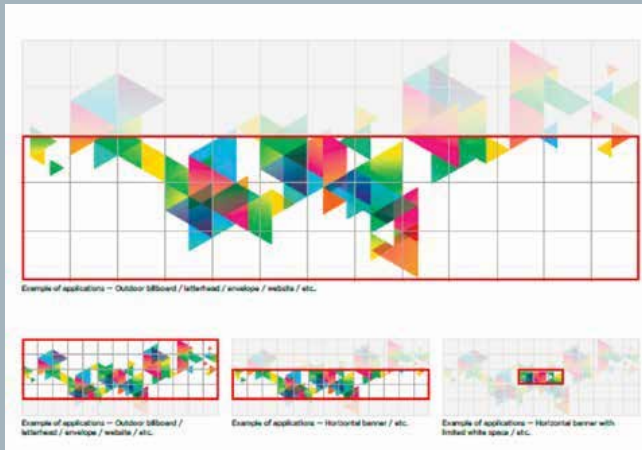
Keyline Prism

Single Color:
Should be used in single-color applications.

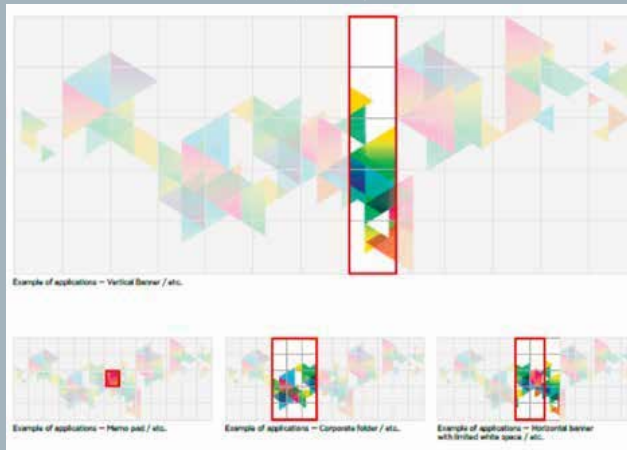


How to use

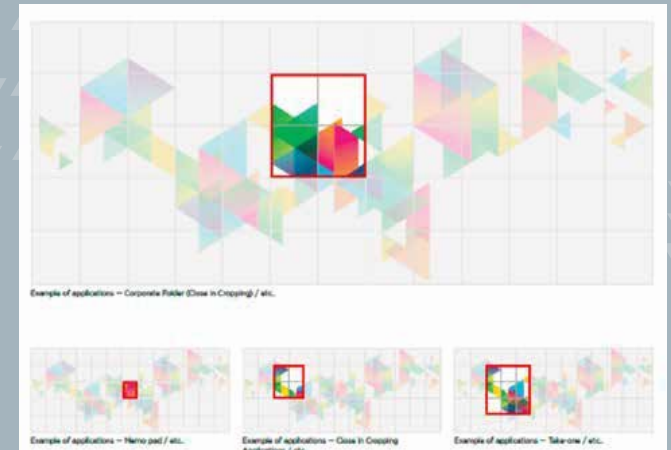
Prism Cropping & Usage



Horizontal



Vertical



Square

The cropping process of the prism is allowed as long as the ratio and total shape is maintained. It is allowed to use these 3 cropping styles.

Dos & Don'ts

Prohibited Prism Fabric Applications



Never alter the shape of Prism Fabric.



Never create an outline outside the Prism Fabric.



Never reproduce the Prism Fabric in a tone-on-tone effect.



Never reproduce the Prism Fabric in a monotone version.



Never reproduce the Prism Fabric with different set of color.



Never reproduce the Prism Fabric in one solid color.



Never reproduce the Prism Fabric on a textured or complex background.



Never reproduce the Prism Fabric on a photographic background that does not offer sufficient contrast.

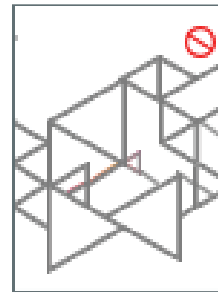
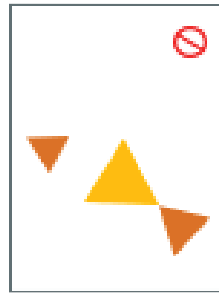
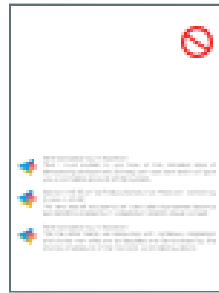
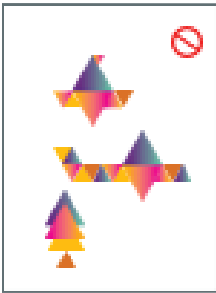
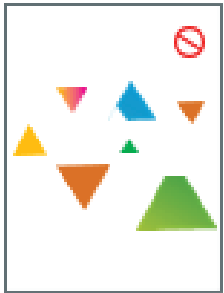
Acceptable Prism Fabric Usage on design

- ▶ Use of triangle for die cut.
- ▶ Special effect on triangle.
- ▶ Triangle as bullet points.
- ▶ Use of triangle as a special effect on photography.



Acceptable Prism Fabric Usage on design

- ▶ Should not break into pieces on print.
- ▶ Not allowed to create new graphics other than given Prism Fabric.
- ▶ Not combining the prism graphics with bullet points.
- ▶ Double triangle as bullet points.
- ▶ Triangle should always facing left or right not up and down.
- ▶ Die cut should always follow prism fabric grid.
- ▶ Don't apply more than 2 effects or die cuts to the Prism Fabric.
- ▶ When put on a design, triangle should not interface with subject matter.





Brand Color

Colors Palette

XL Axiata colors adopted from Axiata as group.
The color represented in company prism logo.

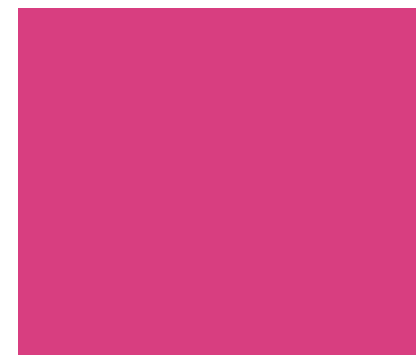
Primary Color

Axiata Blue & Axiata Magenta are XL Axiata's primary color. On its application, Axiata Blue or Axiata Magenta should become the most prominent color usage in all communications.



Axiata Blue

Pantone 280C
C100 M80 Y0 K0
R22 G80 B150
Webhex 164396



Axiata Magenta

Pantone 205C
C0 M90 Y20 K0
R238 G62 B128
Webhex EE3E80

Secondary Color

Can be used as the alternative color in creative outputs



Axiata Gold

Pantone 740C
C0 M30 Y90 K0
R253 G185 B52
Webhex FDB934

Axiata Orange

Pantone 130C
C0 M50 Y100 K0
R247 G148 B30
Webhex F7941E

Axiata Orange

Pantone 158C
C0 M80 Y100 K0
R241 G90 B34
Webhex F15A22

Axiata Purple

Pantone 2425C
C50 M100 Y20 K20
R123 G27 B103
Webhex 7B1B67

Axiata Red

Pantone 207C
C0 M100 Y60 K20
R196 G13 B66
Webhex C40042

Accent Color

Mostly consist of light & gradient color range palette
Can be used as accent in creative outputs.



Axiata Denim

Pantone 540C
C65 M40 Y20 K0
R102 G137 B171
Webhex 6689AB

Axiata Denim

Pantone 3125C
C70 M0 Y20 K0
R25 G190 B207
Webhex 1DBECB

Axiata Green

Pantone 383C
C35 M0 Y100 K0
R179 G211 B53
Webhex B3D335

Axiata Peach

Pantone 178C
C0 M75 Y55 K0
R242 G102 B100
Webhex F26664

Axiata Silver

Pantone 537C
C10 M0 Y0 K20
R186 G202 B211
Webhex BADAD3

Axiata Grey

Pantone 445C
C15 M0 Y0 K65
R99 G113 B122
Webhex 63717A



100%
C 75 M 100 Y 0 K 0
R 102 G 45 B 145

100%
C 60 M 100 Y 35 K 0
R 93 G 196 B 182

100%
C 100 M 0 Y 0 K 0
R 02 G 174 B 239

100%
C 60 M 100 Y 35 K 0
R 100 G 197 B 182




100%
C 60 M 0 Y 100 K 0
R 114 G 191 B 69

100%
C 0 M 0 Y 100 K 0
R 225 G 221 B 0

100%
C 75 M 100 Y 0 K 0
R 102 G 45 B 145

100%
C 0 M 60 Y 100 K 0
R 102 G 45 B 145



Font Guideline

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z



Typography

Headline font

Axiata Bold

Axiata Bold used for any headlines purpose in any media & merchandise.

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Axiata Book Medium

Used for the categorized writings or section and or to emphasizing statements in a sentence

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Download here :
<https://bit.ly/CorporateBrandMaterials>

Writings font

Axiata Book

Axiata Book used for any copies as contents & writings.

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Axiata Book Italic

Used when referring to books, movie, music, slank copies

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Font

Really Free

Used for specific casual event.

Usage of this font should get advice from brand team.

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Simvoni

Used for specific casual event.

Usage of this font should get advice from brand team.

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Download here :

<https://bit.ly/CorporateBrandMaterials>

Dos & Don'ts Typography

Dos

- ▶ Always use the specific font instructions based on purpose

Don'ts

- ▶ Not allowed to put any effect on writings
- ▶ Not allowed to modified shape of Axiata fonts

Typography Application



Axiata Bold

Axiata Medium



Axiata Bold

Really Free



Simvoni



Tone of Voice



Corporate Brand Language

Professional Language

XL Axiata is a corporate brand hence need to maintain professionalism in the language it uses.

Easy to understand

Despite being professional, the language used has to be easy to understand, to show brand's approachability and to ensure the message is well delivered.

Appropriate For the Target Audience

The language and terminology used needs to be adapted to suit the different stakeholders of the brand, while keeping the professionalism.

Certous

Polite and show respect



Photography Guideline





Through images, we want to tell stories about how our brand intertwine with people's lives in harmony, about people embracing technology in their own way and space, and our advancement in technology enable people to achieve betterment in lives.

Photography Mood

1. Genuine (Natural Expression & Pose).
2. Warm (warm environment, unsaturated color & natural/bright skin tone).
3. Familiar (warm gestures, mixed of human & tech).
4. Trustworthy (Professionals, Category Cues).

Outdoor Daylight

1. Natural light, Clear & not dark
2. Brand color accent hint
3. Vibrant tone

Outdoor Night

1. Bright & Clear
2. Brand color accent hint
3. Vibrant tone

Indoor Daylight

1. Natural, Clear & Not Dark
2. Brand color accent hint
3. Vibrant tone

Indoor Evening

1. Bright, Clear, & Not Dark
2. Brand color accent hint
3. Vibrant tone

Dos & Donts

1. Use Natural White, Natural Yellow
2. Avoid Additional lamp color over saturated
3. Avoid Over brightness
4. Avoid Red & Yellow color accent
5. Avoid sensual mood
6. Avoid famous registered brand logo in properties (Apple, Samsung, Nike, adidas, etc)
7. Indonesian Talent Look
8. Avoid negative expression



**For website,
corporate reports,
the highlight is on
professionalism &
high integrity.**



**For Consumers,
the highlight is to
build engagements &
deliver stories.**



**For Business,
the highlight is to
build sincere trust &
profesionalism.**



Talent

Modern

For Corporate Brand :

- ▶ Represent young Indonesian family
- ▶ Parents age 25-45 y.o
- ▶ Single adult individuals age 18-45 y.o
- ▶ Children and teenagers up to 17 y.o

For B2B Brand :

- ▶ Represent employees and/or owner of Large Enterprise & Medium Enterprise
- ▶ Adult individuals age 25-45 y.o



Posture & Gesture

1. Dynamic & confident posture
2. Active gesture
3. Connection between people in the photograph
4. Warm body gestures in family photo
5. Professional posture & gesture in corporate photo

Environment

1. Modern urban and sub-urban
2. Believably tidy
3. Right balance of building and greenery
4. Aspirational yet realistically lived-in homes
5. Professional yet cozy working spaces

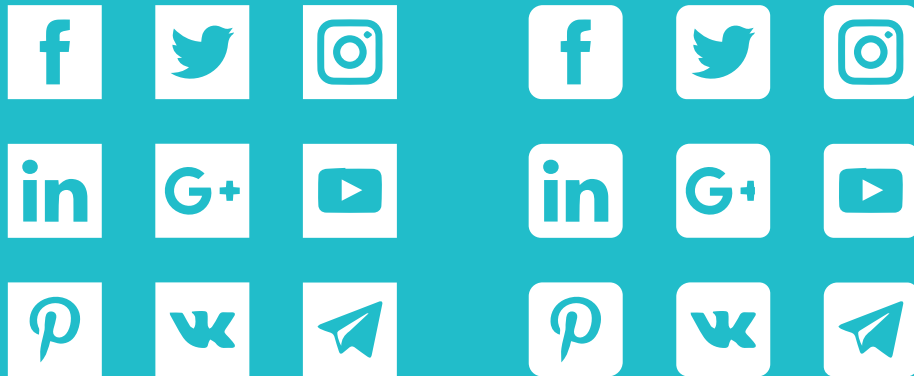
Lighting

1. Natural Light
2. Normal With Exposure
3. Warm

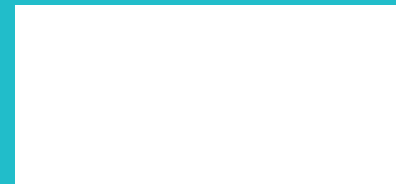
Iconography & Vector



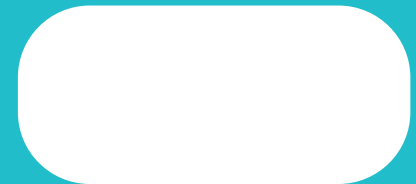
Iconography



Vector Shape



Sharp Model



Round Edges Model



Design & Template Application Guideline



Guideline Application for Digital



Hashtag

#JadiLebihBaik

is a corporate brand hashtag which derived from the tagline
Jadi Lebih Baik.

Hashtags make it easy for people to find social media content, increase social media engagement, and attract new customers. To maximize the benefits, corporate brand hashtag will be used on each of posts from XL Axiata Tbk* social media account and advised to be used by internal communications, external communications, segments, regions, customer care, and employee accounts when communicating corporate campaign and talking about activities held which refers to company purpose.

*)XL Axiata social media accounts

Instagram: https://www.instagram.com/xlaxiata_tbk/

Facebook: <https://www.facebook.com/xlaxiatatbk>

Twitter: https://twitter.com/XLAxiata_Tbk

TikTok: https://www.tiktok.com/@xlaxiata_tbk

LinkedIn: <https://www.linkedin.com/company/pt.-xl-axiata-tbk>



Social Media

Social Media Content:

Show XL Axiata brand identity in form of:

Visual:

logo or brand color

Caption or copy:

tag/mention @xlaxiata_tbk or hashtag #JadiLebihBaik

Bio:

Add copy “part of XL Axiata Tbk”



Note:

Content can be adjusted based on the campaign and social media.
Please contact Corporate Brand Management Team to get more advice.

Corporate Website



XL Axiata website was designed with stakeholders in mind.

Through XL Axiata website, we can find information about:

1. Company
2. The Organization
3. Brand
4. Governance
5. Network Quality
6. Sustainability

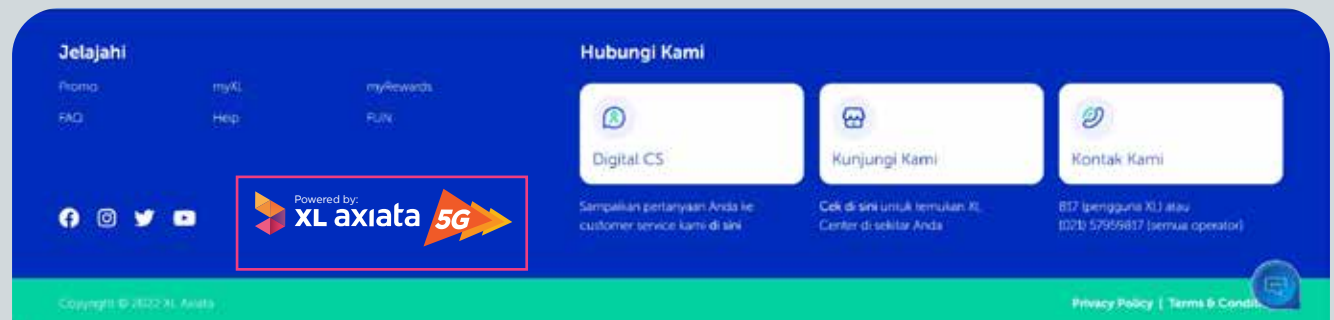
xlaxiata.co.id

Segment and Program Website

Website :

Always put XL Axiata logo on bottom area of any segment, program, and campaign website

Segment and Network Campaign should use Network Descriptor Logo



Corporate Program and Corporate Campaign should use Corporate Brand Logo



Website Banner



Signature Email

Always use the banner as signature email. The banner can be updated based on relevancy and needs.

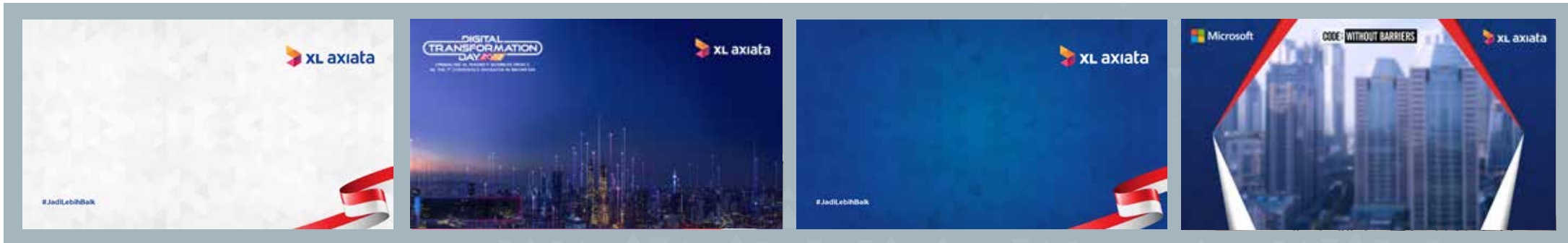


Download here :

<https://bit.ly/CorporateBrandMaterials>

Guideline Application for Digital

Virtual Background Design



Virtual backdrop design is used by XL Axiata representative to highlight corporate identity for internal and external virtual event.

Always use the best fit frame in your background preview in order to show Corporate Brand Identity.

The usage of virtual backdrop design should following brand guideline. However, the virtual backdrop template can be updated based on relevancy and events.



Corporate Brand Presentation Template



Power Point Presentation Deck



Power Point Presentation Sub



Power Point Page Content

Usage of power point template presentation is a must. Please be aware with security document categorization to avoid security breach.

XL Axiata Confidential

Remarks:
This template used for showing highly sensitive/critical information to conduct business

Example:
Company Strategy, Customer Data, MoM BOD/Steering Committee

Warning:
✓ It is forbidden to copy this file without approval
✓ Storing this file in hard copies in an open place without any protection

XL Axiata Internal

Remarks:
This template used for showing information that can be used inside XL Axiata organization

Example:
Policy & Procedure, Company Announcement, Organization Regulation

Warning:
✓ It is forbidden to share this file to external parties without written agreement/NDA (Non Disclosure Agreement)

XL Axiata Public

Remarks:
This template used for showing information that can be accessed or opened by public

Example:
Information that has been posted and broadcasted in external media

Warning:
-

Notes:

- ✓ To be used for any presentation related with company or involving both brand (XL and Axis)
- ✓ For specific commercial brand (XL and Axis) presentation, kindly use respective brand template
- ✓ It is not allowed to use empty security documentation labelling

Download here :

<https://bit.ly/CorporateBrandMaterials>

Guideline Application for Print



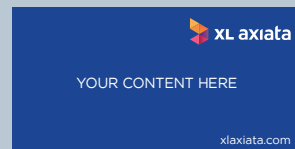
Printed Banner Layout

Full Branding Banner



1 : 2

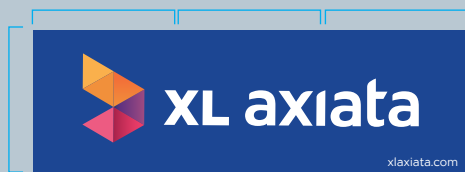
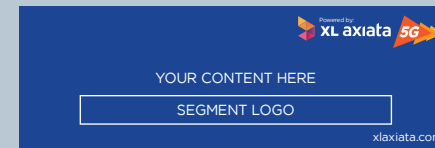
Banner With Content



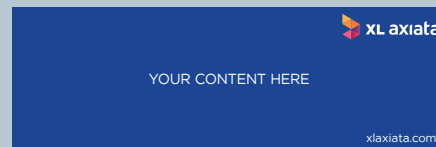
Full Branding Banner Network



Banner Network With Content



1 : 3

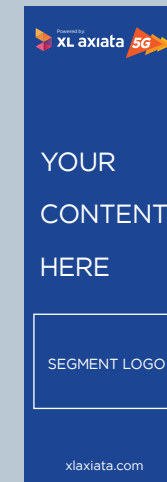


3 : 1

2 : 1



Full Branding Banner Network



Banner Network With Content

Full Branding Banner

Banner With Content

Physical Backdrop Design



Physical backdrop design can be used by event participants to highlight corporate identity for internal and external offline event.

The usage of physical backdrop design should following brand guideline. However, the physical backdrop design can be updated or modify based on relevancy and events.



Corporate Stationery

Letter & documentation



ID Card



Note :

1. MR Employee: Put Name Only on ID card
2. Permanent/Contract Employee : Put Name & ID Employee on ID Card

Business Card



The usage of Corporate Stationery design should following brand guideline. However, the Corporate Stationery design can be updated based on relevancy and needs.

Network Descriptor Logo Application Guideline

For Network Campaign Only

Note: For Network campaign, 5G symbol can be used apart from XL Axiata logo. The logo should be as dominant as possible, but make sure it did not cross the safe area.



Permanent Branding XL Axiata Tower



In any form permanent branding, always make sure XL Axiata corporate brand logo stands out.

Corporate Brand Merchandise

In any form of merchandise, always make sure XL Axiata corporate brand logo stands out.



Network Descriptor Merchandise

In any form of merchandise, always make sure XL Axiata 5G network descriptor logo stands out.



Program Activation Brand Guideline



New & Existing Program Activation

Dos & Dont's

1.

Company Program (exclude Commercial activation) concept should align with Company Purpose & Mission and Vision (Subject to Management Approval).

2.

Program logo creation should aligned with XL Axiata brand guideline then approved by respected XL Axiata Corporate Brand Management Team.

3.

If the upcoming and existing program not comply with above points, the program should be re-reviewed internally.

XL Axiata Program Activation Brand Guideline

Program Logo Creation
should have XL Axiata
main logo or naming
on it

Program Creative Expression

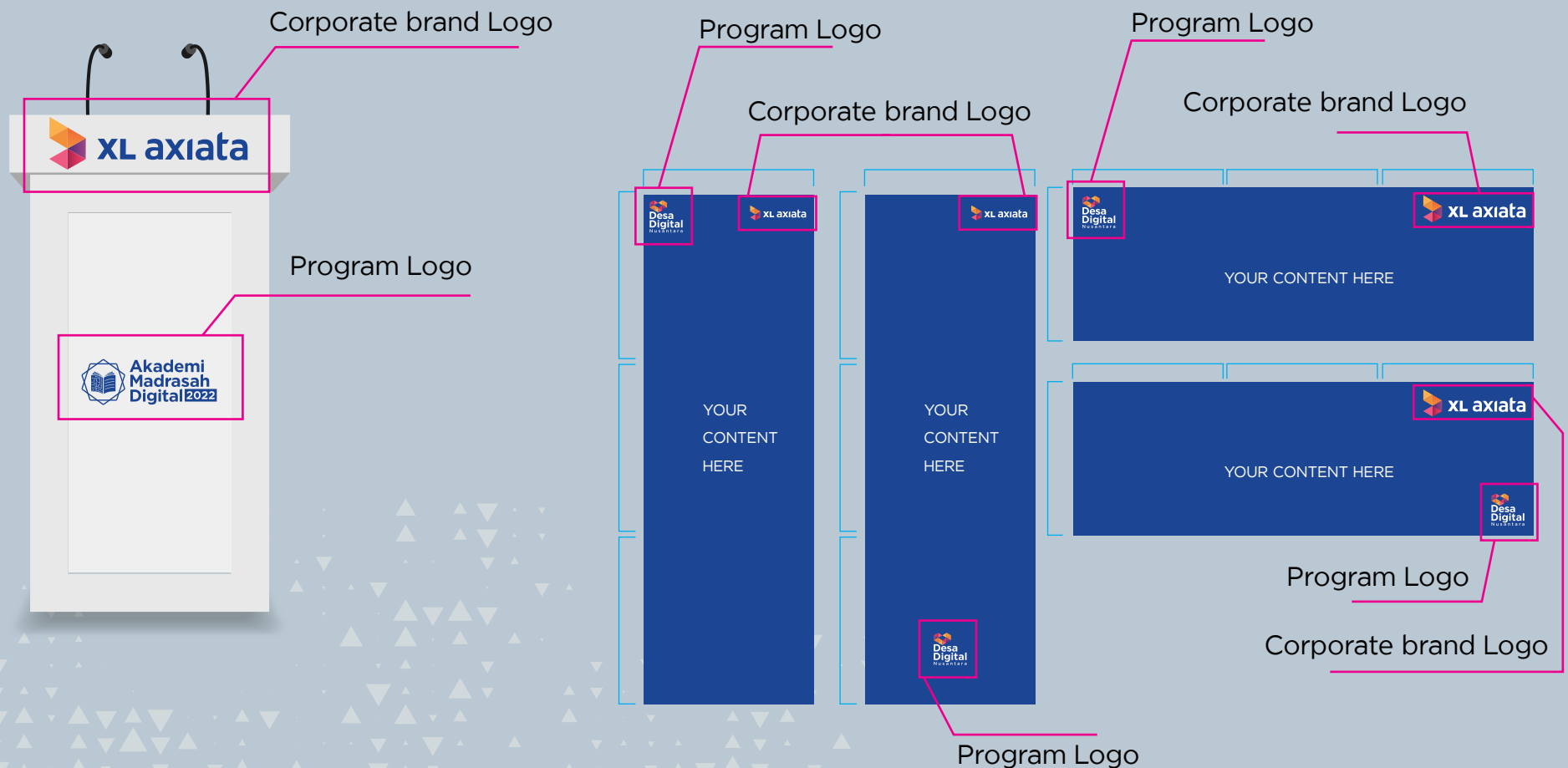
- Always put XL Axiata main brand logo as dominant as possible
- Always (a must) put XL Axiata brand logo in any creative layout space design
- If activation involving commercial brand, commercial brand logo should be dominant but not bigger than XL Axiata main brand logo in creative layout space design

Consult with XL Axiata
Corporate Brand to get
mutual agreement
regarding guideline
flexibilities

XL Axiata Program Activation Brand Guideline Sample



XL Axiata Program Activation Brand Guideline Sample



XL Axiata Program Activation Brand Guideline Sample



Thank You

