



bali annual
telkom international
conference 2026

OFFICIAL BRANDING GUIDELINES

FOR EXTERNAL





BATIC 2026 KEY VISUAL

03 - 07

LOGO DETAILS

08 - 09

COLOR

10 - 12

PATTERN

13

FONT

14 - 15

MASCOT

17 - 26

DESIGN IMPLEMENTATION

28

IGNITE LOGO



LOGO DETAILS

Main Colors



Inverted Colors



Block Colors



Monochrome





LOGO DETAILS



CORRECT LOGO USAGE



On light backgrounds,
use: Main brand colors +
black typography.



On dark backgrounds, use:
Main brand colors + white typography
or inverted color versions.



LOGO DETAILS



INCORRECT LOGO USAGE



Do not adjust or add
visual effects
(shadows/ glows)



Avoid backgrounds
where logo colors
blend



Do not recolor or
tint, the logo



Do not rearrange
logo elements



Do not place the
logo on busy
patterns or images



Do not stretch,
compress, rotate, or
skew the logo



LOGO PAIRING GUIDELINES



INCORRECT USAGE:



Do not position partner or sponsor logos in the top area together with the BATIC and TELIN logos

Do not make partner or sponsor logos larger than or more visually dominant than the BATIC logo

LOGO PAIRING GUIDELINES



CORRECT USAGE:



1. Logo should be positioned at the bottom of the layout, maintaining a clear separation from the main BATIC and TELIN branding
2. Place logo on background that provide sufficient contrast for maximum legibility
3. Partner or sponsor logos must be smaller in size and less visually dominant than the BATIC logo.



COLOR PHILOSOPHY



Red Maroon: Heritage, Strength, and Determination.

In Javanese philosophy, it symbolizes the courage to move forward while remaining grounded in cultural identity. Red Maroon rooted in the classing sogen batik tones of Java.



Gold: Wisdom, Excellence, and Connected Leadership

In a technological context, gold becomes a metaphor for high-value connections, innovation, and the collective excellence created when ecosystems unite.

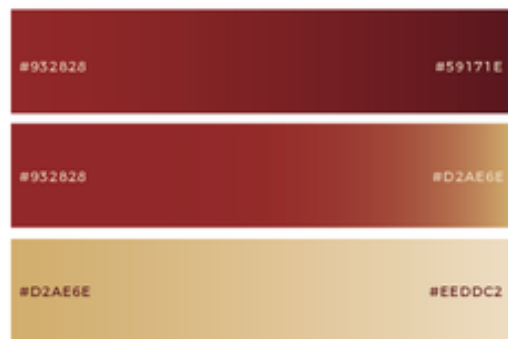


Blue: Technology, Trust, and Global Connectivity

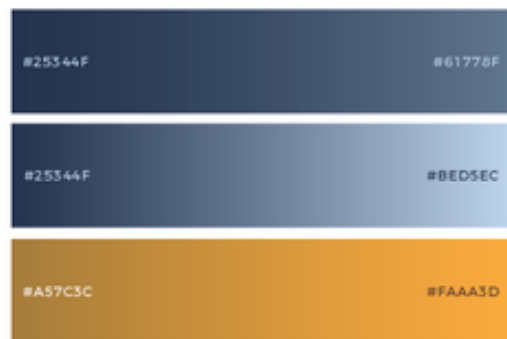
Blue introduces a modern and technological dimension to the palette. As a secondary color, blue bridges tradition with the future representing connectivity & technology.

COLOR PALLETE

— Main Colors



— Secondary Colors



— Mixed Colors



●●●● PATTERN

Semanggi
EAST JAVA



Sidomukti Garuda
CENTRAL JAVA



PATTERN PHILOSOPHY



Sidomukti Garuda

A mythological bird that soars high toward the light of knowledge. In Javanese philosophy, Garuda also represents the determination to continuously rise while remaining rooted in cultural heritage.

Visual Interpretation

Garuda becomes a symbol of vision, leadership, and evolution. A continuous journey of ascending, adapting, and progressing with the times, while embodying the spirit of Uniting Ecosystems to Drive Connected Progress."



Semanggi

Symbolizing good fortune, balance, and the unity of the four elements of life (mind, heart, body, and soul).

Visual Interpretation

A symbol of unity, inclusivity, and resilience. Serving as a supporting background pattern and a motif icon across digital media, representing global collaboration and interconnected ecosystems.





FONT USED

— Headline & Sub Headline: ESPHIMERE

IT'S THAT TIME

FOR ASIA'S BIGGEST CONFERENCE

Ensure you seize the opportunity to reconnect with major telecom companies in the ASPAC region amidst the captivating backdrop of Bali in the year 2026.

— Body Text: Prompt

— ESPHIMERE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

1234567890

— PROMPT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

1234567890



BATIC ICON : BLOO MEENA

Beskap Jawi Jangkep



Melambangkan kesempurnaan, kehormatan, dan keselarasan hidup. Warna gelap dan potongan rapi mencerminkan rendah hati, keteguhan, serta kesiapan menjalankan tanggung jawab dalam acara sakral dan adat Jawa.

Motif khas



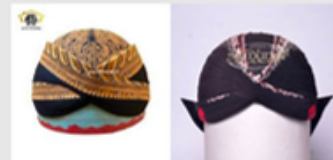
Filosofi khas motif Jawa Tengah mengandung makna mendalam, seperti motif Parang yang melambangkan kekuatan dan keberanian, motif Sido (misalnya Sido Asih dan Sido Mukti) yang harapan akan kebahagiaan dan kasih sayang, motif Kawung yang melambangkan kesempurnaan dan kesucian, dan motif Sekar Jagad yang menggambarkan keindahan dan keberagaman dunia.

Jam Tangan Digital



Melambangkan perpaduan tradisi dan teknologi modern. Elemen ini menunjukkan bahwa Bloo Meena sebagai wajah brand bergerak maju mengikuti era digital tanpa meninggalkan identitas budayanya. Jam tangan digital menandakan inovasi, ketepatan, dan konektivitas,

Blangkon Jawa



Blangkon melambangkan kedisiplinan, pengendalian diri, dan kejernihan pikiran. Ikatan belakangnya menjadi simbol menahan hawa nafsu, sementara bentuknya mencerminkan keseimbangan hidup dan martabat lelaki Jawa.



Jarik khas Jawa Tengah adalah kain panjang bermotif batik yang menjadi bagian penting dari busana tradisionalnya, seperti motif Parang dan Sidomukti. Motif-motif ini tidak hanya digunakan sebagai bawahan kebaya, tetapi juga dapat dipakai dalam berbagai acara adat dan modern. Kualitas kain jarik bervariasi, sering kali menggunakan bahan katun primisima yang nyaman dan tahan lama.

Selop





COLLECTION BATIC ICON POSE





**bali annual
telkom international
conference 2026**

ignite **PRO**
A BATIC EVENT



**bali annual
telkom international
conference 2026**

ignite**PRO**
A BATIC EVENT



bali annual
telkom international
conference 2026

| *ignite* **PRO**
A BATIC EVENT



**bali annual
telkom international
conference 2026**

ignite **PRO**
A BATIC EVENT



**bali annual
telkom international
conference 2026**



**bali annual
telkom international
conference 2026**



**bali annual
telkom international
conference 2026**



**bali annual
telkom international
conference 2026**

ignite **PRO**

A BATIC EVENT

ignite **PRO**

A BATIC EVENT

ignite **PRO**
A BATIC EVENT

ignite **PRO**
A BATIC EVENT



bali annual
telkom international
conference 2026

DESIGNING FOR BATIC:

When creating materials related to BATIC, please refer back to this guidelines as the foundation to ensuring that all BATIC materials maintain a strong, consistent, and professional brand presence across every application.

Consistency across all touchpoint strengthens the brand and reinforces BATIC as a trusted, global, and forward-thinking conference platform.

CONTACT:

For any questions, clarifications, or requests regarding logo usage or applications not covered within this document, please contact :
Branding Communication and Creative Team -
Isabella Nyssa (isabella@telin.net)

BATIC 2026 PREPARED BY BCC Team