

Bang Ando Brand Guidelines

Brand Guidelines Version 1.0



An Overview

This branding guide serves to visually communicate and document the Brand Identity of Bang-Ando.

Clearly articulating the mission, vision, values and persona for the design of all subsequent brand artefacts.

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Audience Persona

Our audience are Indonesians,
primarily the Indonesia migrant
workers who are working overseas
and away from their families in
Indonesia.

Personas:

Indonesian Migrant Workers

Indonesian Students Overseas

Story

//

Anak Indonesia means the children of Indonesia. Anak Indonesia intends to reach out to all Indonesians that strive for a better life to build a platform of trust that can depend on extending our care & protection to fellow Indonesians, who are overseas.

The name of the app is known as Bang-Ando which means Big Brother, an easy and familiar name to seek help and advice, finding job opportunities globally in a safe manner.

//

Values

Leadership

Taking charge to shape a better future

Dependability

Always looking out for our fellow Indonesians

Empowerment

Promoting upskilling and life-long learning

Trust

Building a network of trust

Inclusion

Enabling for financial inclusion

Vision

Utilising and implementing cost effective financial technologies with the most advanced and efficient software operating systems to enable those in need to access services and promote inclusive prosperity.

Mission

We will achieve this by offering a trusted & inclusive digital mobile application dedicated to fellow Indonesians living and working overseas to stay connected with Indonesia and loved ones.

Anak Indonesia also works closely with the government and manpower agencies to ensure proper procedural documentation and provide reliable information to all Indonesia migrant workers.

Message

Working Overseas can be Exciting and Enriching

Bang-Ando is here to support and improve migrant workers' life journey by protecting their finances, healthcare and worker rights, so that they can a healthy state of body, mind and career.

Tone of Voice

Who we are

Progressive
Accessible
Friendly
Casual

What we are Not

Traditional
Exclusive
Corporate
Formal



Logo

Logo Spacing





Logo Variation

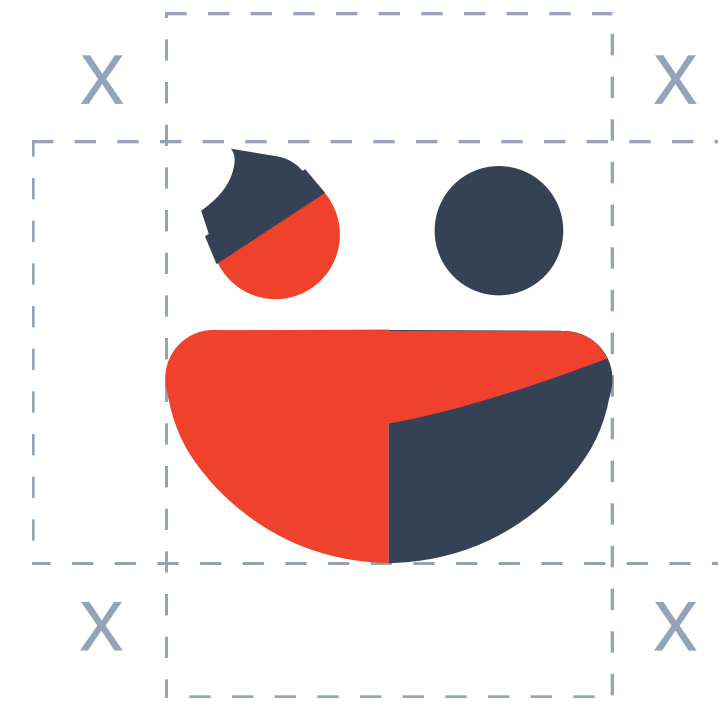
vertical stack



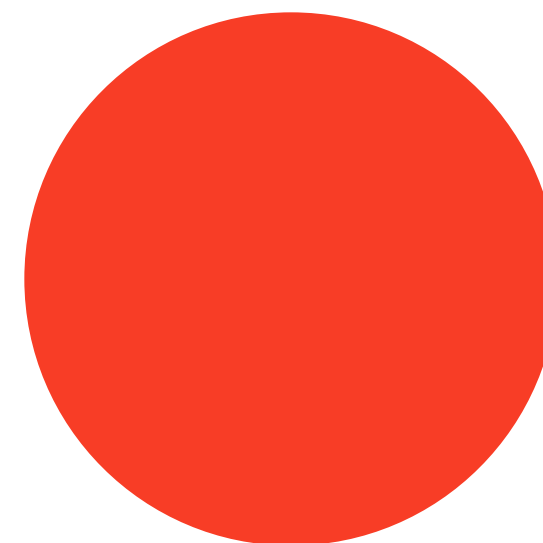
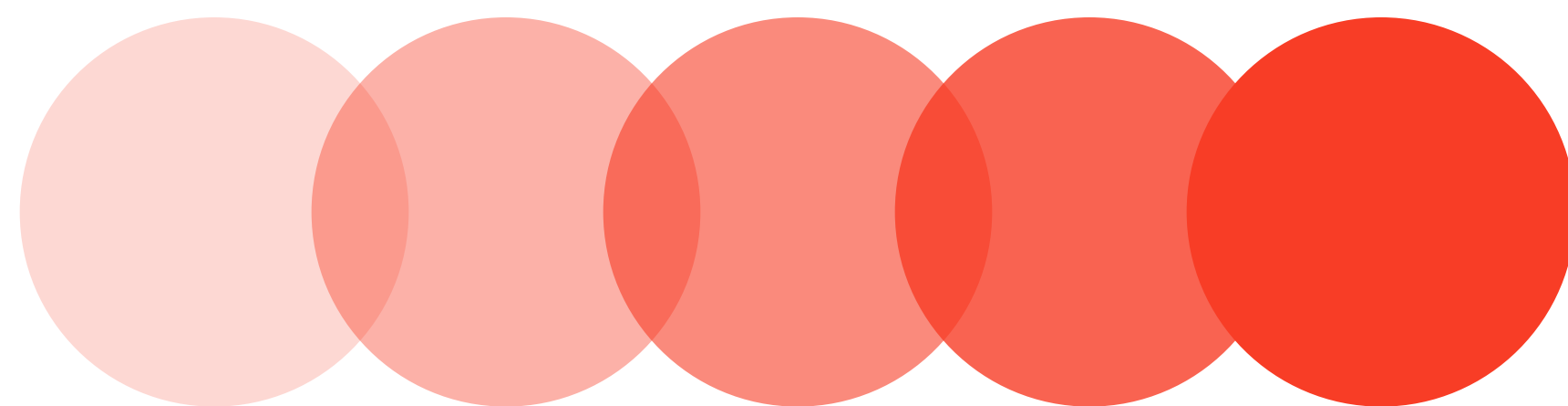
square stack



horizontal stack

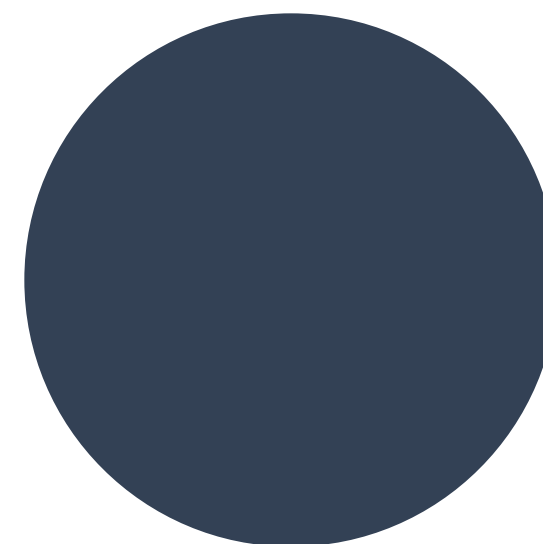
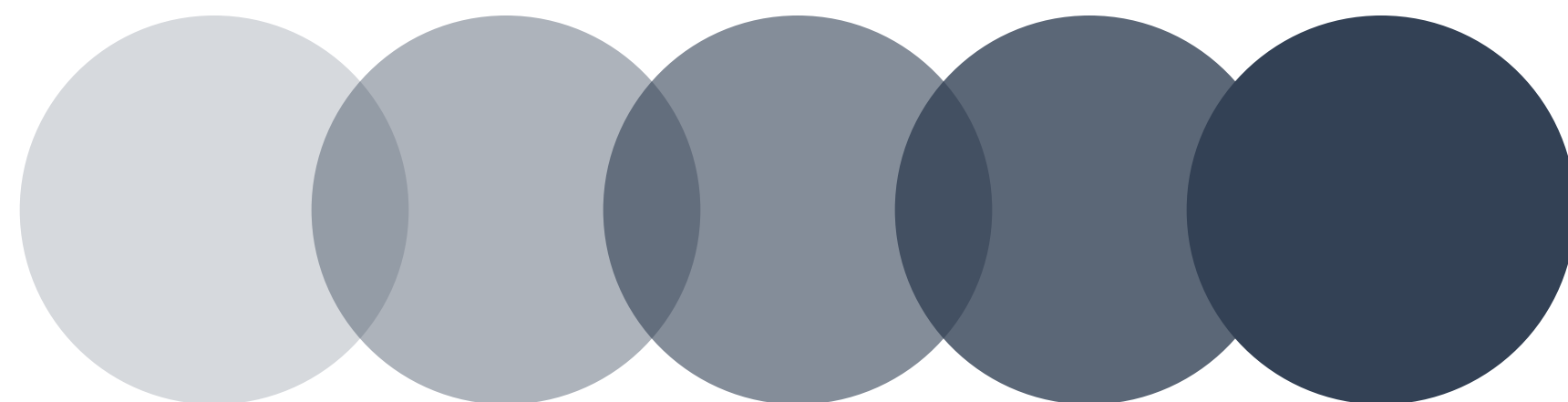


logo mark



Red

HEX #F83D26
RGB 248, 61, 38
CMYK 0%, 75%, 85%, 3%



Navy Blue

HEX #334155
RGB 51, 65, 85
CMYK 40%, 24%, 0%, 67%

DM Sans

Aa

Regular

AaBbCcDdEeFfGgHhI
iJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZ
z1234567890.,;:'"[]\?!
@#\$%^&)\]

Aa

Medium

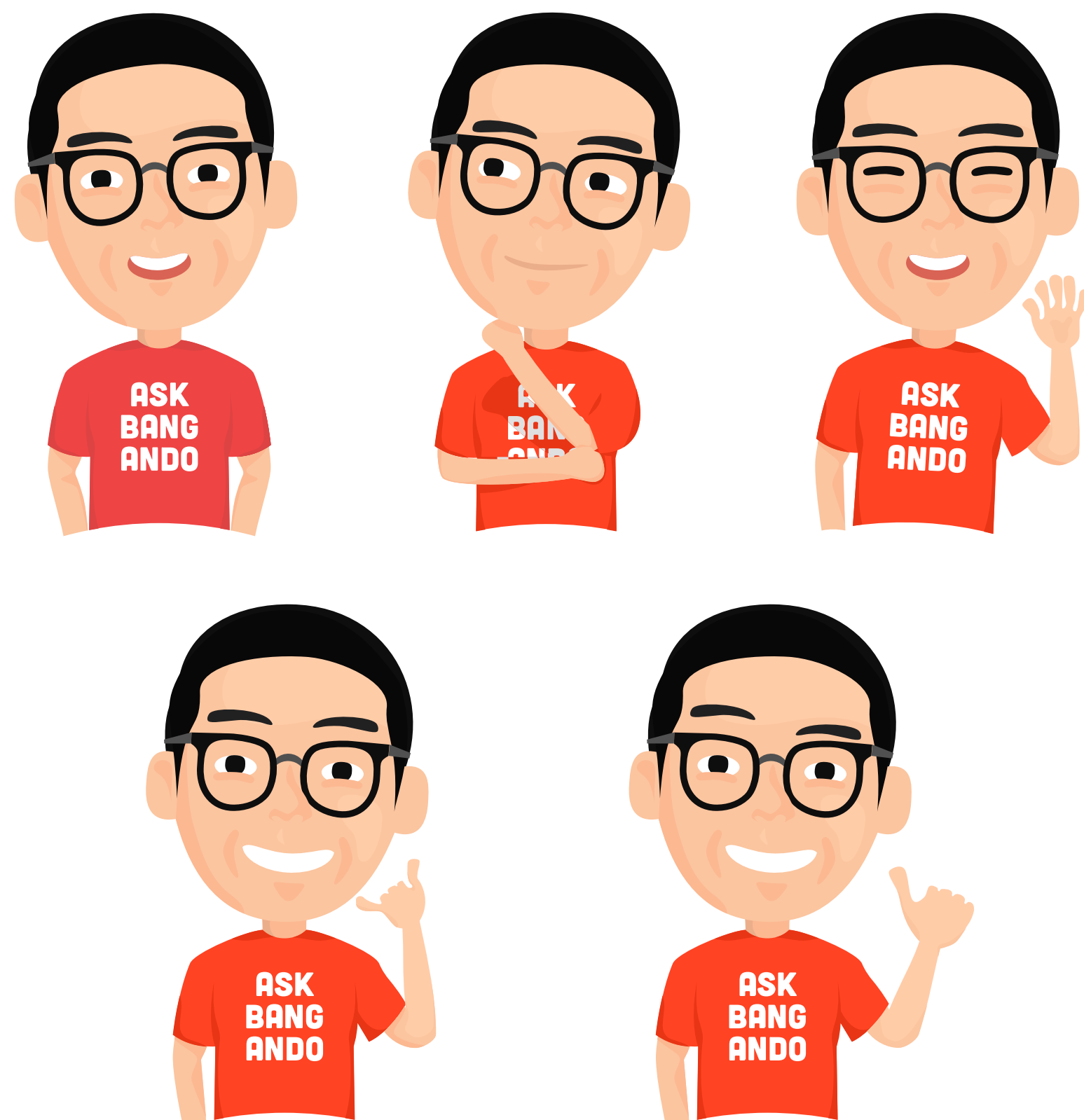
AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQ
qRrSsTtUuVvWwXxY
yZz1234567890.,;:'"
[{\?!@#\$%^&)\]

Aa

Bold

AaBbCcDdEeFfGgH
hIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwX
xYyZz1234567890.,;:'
"[{\?!@#\$%^&)\]

Bang Ando Illustration



Bang Ando Stickers





Namecard



Anak Indonesia
Dedicated Migran Ecosytem

PT Anak Indonesia Internasional (HQ) | Anak Indonesia Pte Ltd

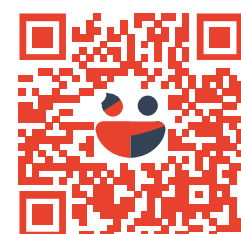
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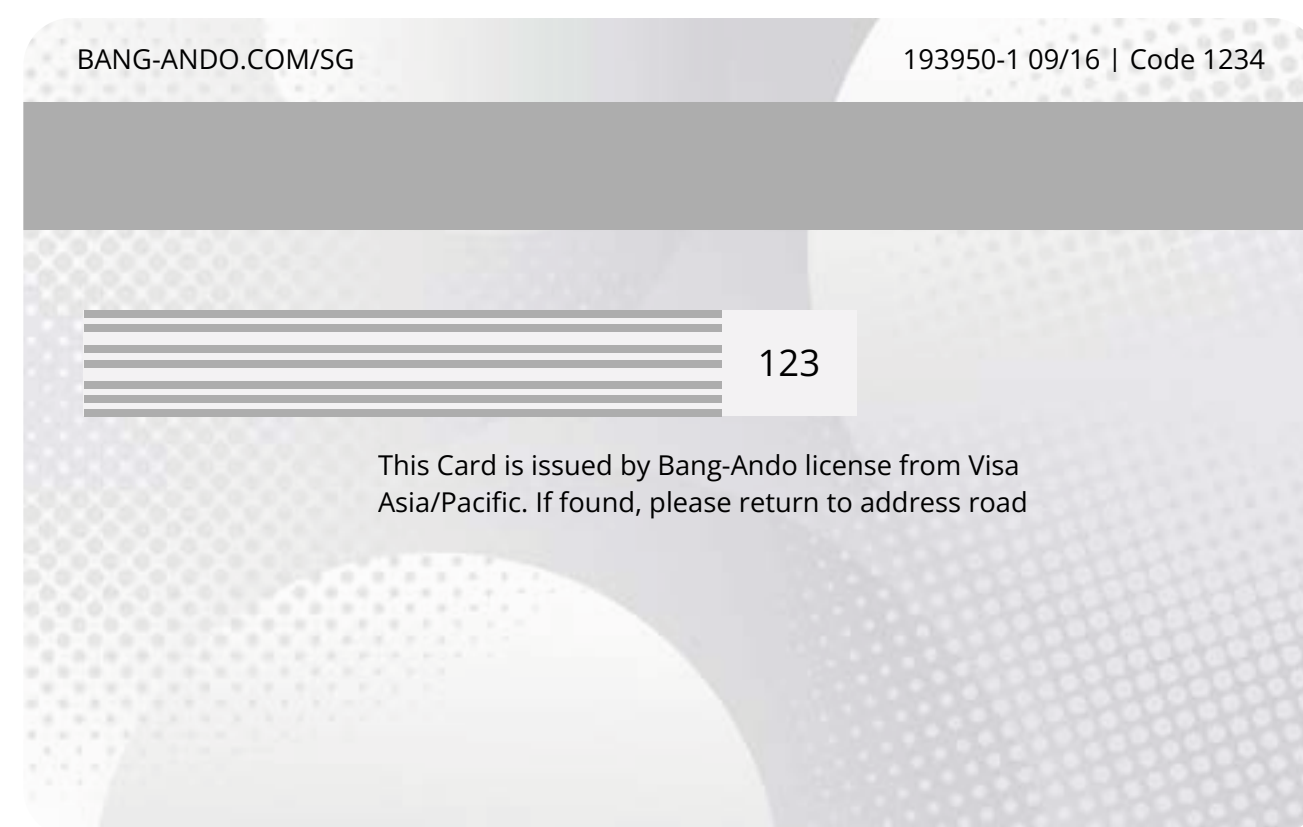


anakindonesia.com





Debit Card



Organisation Dashboard

×

+

←

→

↺

🔒 bang-ando.com/org/register

●

⋮

Apps

Welcome Back!

Sign in to continue to Bang Ando.



 **Bang Ando**

Username

Password



☐ Remember me

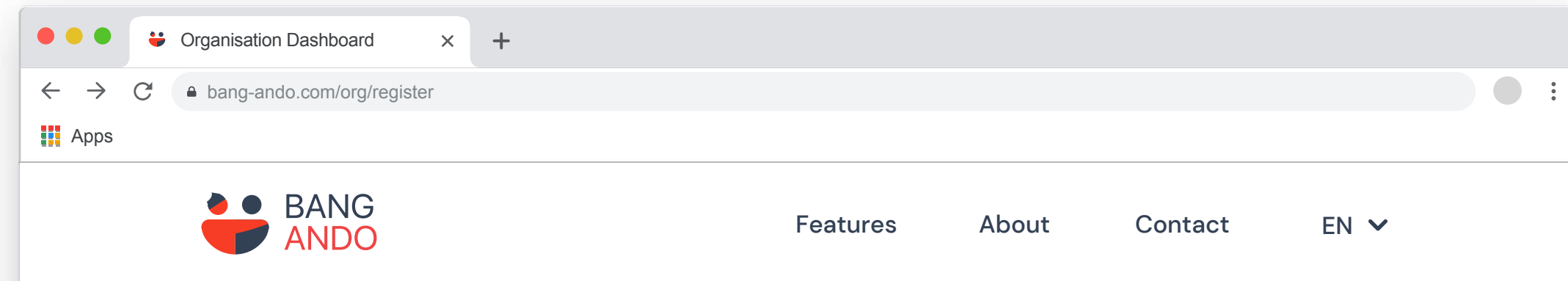
Sign In

 [Forgot your password?](#)

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Website



Working Overseas can be Exciting and Enriching

Bang-Ando is here to support your life journey
as a migrant worker.

Ready qualified talent pool for **hire!**

[Find Out More](#)



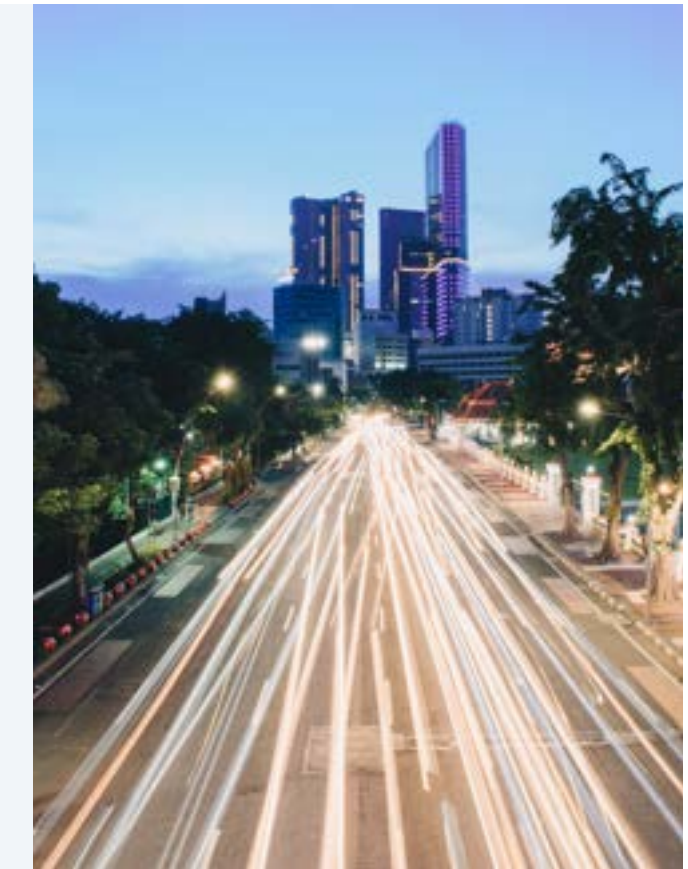
Travel Light, comes with a built-in Digital Wallet

Receive money or salary, send money to
others easily via remittance or into digital
account (wallet).

-  Top-up Wallet
-  Receive Money or Salary
-  P2P Transfer
-  Pay Utility Bills Overseas
(coming soon)
-  Instant Remittance

Vision

Utilising and implementing cost effective
financial technologies with the most advanced
and efficient software operating systems to
enable those in need to access services and
promote inclusive prosperity.



Mission

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inclusive digital mobile application dedicated
to fellow Indonesians living and working
overseas to stay connected with Indonesia
and loved ones.

For Global Employers

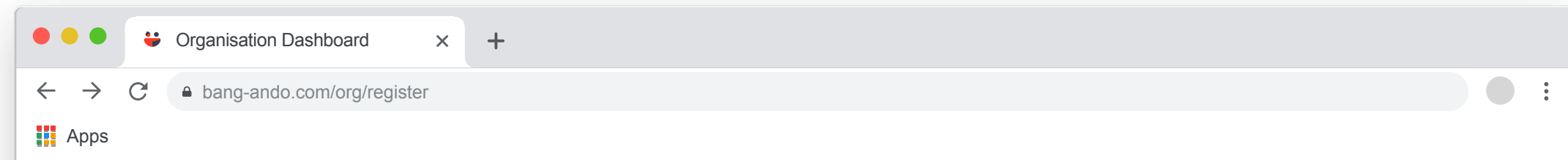
Bang-Ando has a marketplace that allows
Employers to tap on our qualified talent pool
of motivated and committed Indonesian
Migrant Workers (IMW).

Bang-Ando ensures training and social
support are in place, where Employers can
have a peace of mind, as the migrant workers
have the support and environment that cares
for their well being to create an effective and
happy worker.





Website



For Global Employers

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Bang-Ando ensures training and social support are in place, where Employers can have a peace of mind, as the migrant workers have the support and environment that cares for their well being to create an effective and happy worker.



Join our network

A Dedicated Indonesian Migrant Workers Ecosystem for Career & Life Development

Our end-to-end trusted platform leverages on our ecosystem partners to improve quality of lives and creating jobs opportunities for all Indonesian migrant workers toward a better future and prosperity through 3Ps:

Protection | Productivity | Placements



We supported these organisations



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App

App

