

**OMBILIN COAL MINE**  
**HERITAGE OF SAWAHLUNTO**

## **IDENTITY**

LOGO AND ICON AND MINIMUM SIZE

LOGO VARIATIONS: CLEAR SPACE

INCORRECT USAGE OF THE LOGO

## **ASSETS**

TYPOGRAPHY

COLOR

PATTERNS

PHOTOGRAPHY

MESSAGING

## **COLLATERAL**

BUSINESS CARD

LETTERHEAD

PAMPHLET

RE-OPENING INVITATION

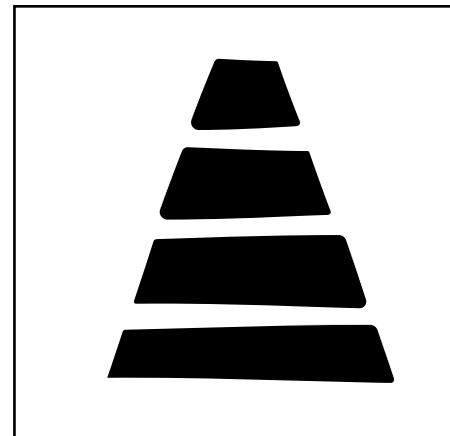
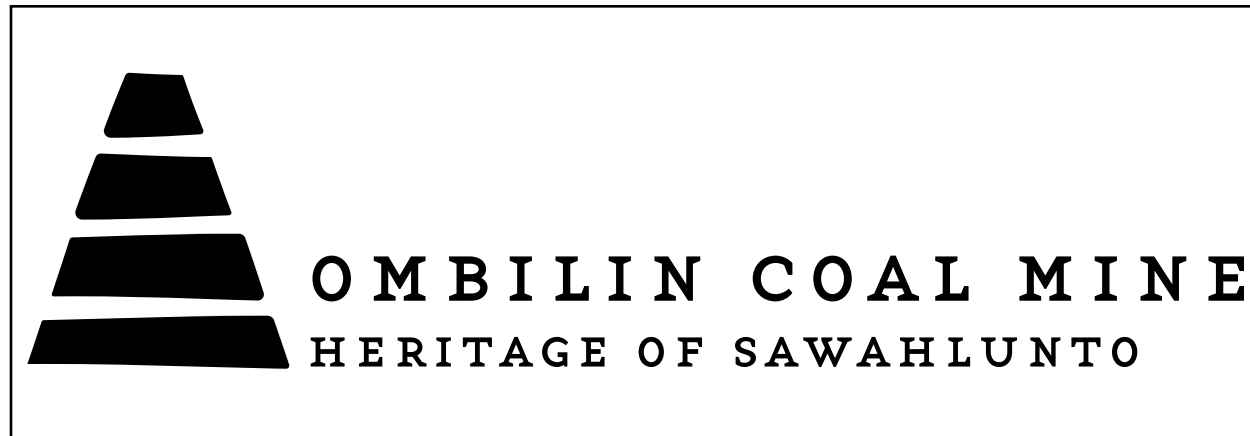
WEBSITE HOMEPAGE

BILLBOARD

SPECIAL ITEM

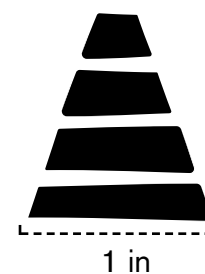
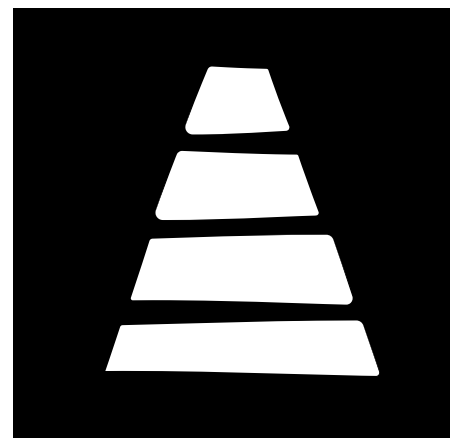
TOTE BAG

**IDENTITY**



Our black and white logo is the master logo that will be used for advertising against white backgrounds and in the instance you have to use it on a black background, use the white logo below. The icon will always be bigger than the word mark and will always be in black and white and never in color.

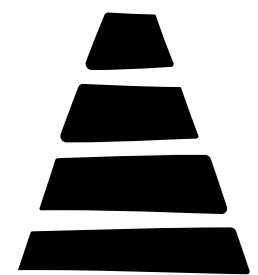
The icon can be used for branding assets instead of using the entire word mark and should be the first to attract the reader's attention. This logo can also be used white on black but not any other color.



The logo or icon should always be legible and able to be recognized in all sorts of communication. To maintain white spacing between the icon, use this guide as the minimum size the logo can go, keeping optical weight and spacing in mind. The logo and wordmark should always be proportional as shown.



Give the logo as much clear space around it as possible. The shown spacing is the minimum amount of space that should be left around the logo. Do not clutter images, objects or words around the logo as it will make it very confusing.



**ASSETS**

## PRIMARY

Aa

BASE 12 SERIF OT REGULAR/ITALIC/SMALL CAPS

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+

abcdefghijklmnopqrstu vwxyz

1234567890!@#\$%^&\*()\_+

## BODY TEXT EXAMPLE

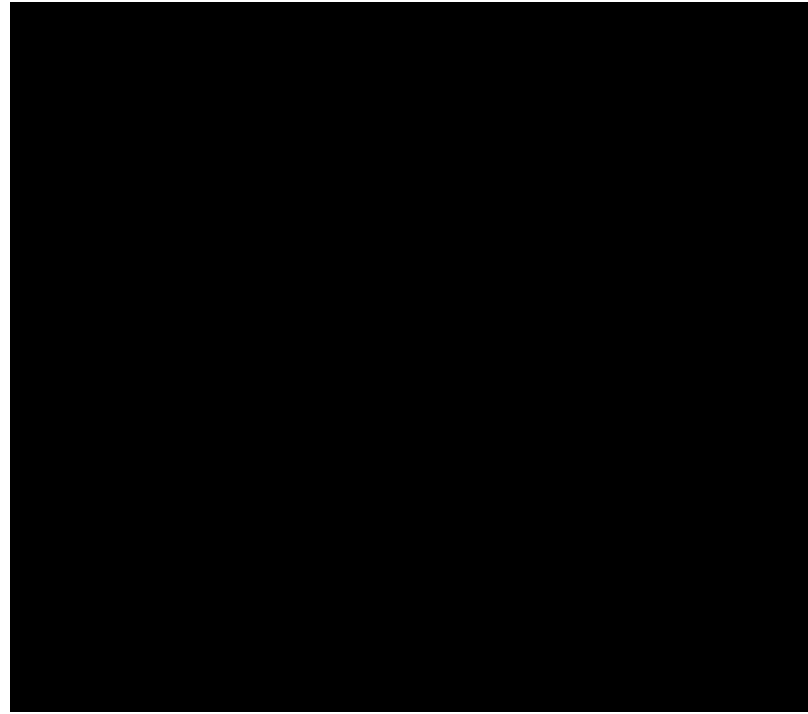
OMBILIN COAL MINE IN SAWAHLUNTO  
NAMED UNESCO WORLD HERITAGE SITE

*Published by The Jakarta Post*

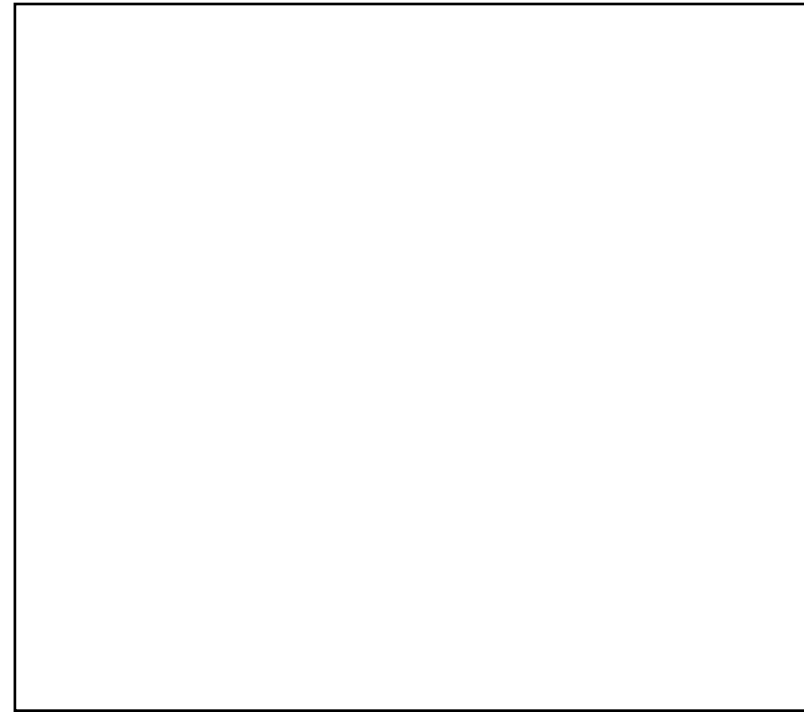
The Ombilin coal mine in Sawahlunto, West Sumatra, the “oldest coal mining town in Southeast Asia”, has been named a World Heritage site by UNESCO. “In addition to Indonesia, there were 20 other countries that supported the nomination,” Rahmat told The Jakarta Post on Saturday, about two hours before the committee unanimously agreed to officially name Sawahlunto’s historic coal mine a World Heritage site.

The primary type face of Ombilin Coal Mine Heritage of Sawahlunto is Base 12 Serif OT - a unique and moderne font. It is a slab serif showing proportionality and also being uneven at the same time. The font does most of the work aligned with the logo associating the brand with confidence, and boldness while showing some modern creativity.





C 0  
M 3  
Y 0  
K 53



C 0  
M 0  
Y 0  
K 0

The only color we have used throughout to show our identity is black and white. Black as a color for solidity and darkness signifying the coal mine while white contrasting it to create a balance and optimism of the community residing in the town.



We have also added pattern to accompany a larger visual or to be used as an accent on certain collaterals formed from our mark conveying solidity and the contrast of black and white again.



The Ombilin brand photography strives to bring authenticity, positivity, color and dynamism to the viewer. Being a tourist spot, our aim is to show attractive pictures that use unusual views of the Ombilin Coal Mining town focusing on moments from each area that add to the feel and look of the brand. Showing railways tracks connecting to the town, the famous tunnel, tourist spots such as the museum, and hotel and the company town center.

OUR JOURNEY TO A WORLD HERITAGE SITE

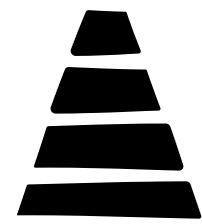
GET INVOLVED TODAY

EXPLORE THE BEAUTY OF SAWAHLUNTO

REIMAGINING THE OLDEST COAL MINE

We not only strive for optimistic and bold messaging but we want it to always be inviting and bringing positivity to the viewer. Words like “Explore” and “Involved” are particularly important to get the viewer interested. The focus while writing any messaging will also be on The Ombilin Coal Mine’s rich history and how we strive to brand it as a tourist town now.

**COLLATERAL**



**OMBILIN COAL MINE**  
HERITAGE OF SAWAHLUNTO

**Rabiah Khan**

*Director of Graphic Design*

ocmhs.org.id

(+62) 754-000-000

mail@omchs.org.id

Kubang Utara Sikabu, Lembah Segar, Sawah

Lunto City, West Sumatra, Indonesia



Mr./Ms. Last name  
Address  
City, state zip code

Dear Mr./Ms. Last name,

I'm delighted to invite you to the grand re-opening ceremony of the Ombilin Coal Mining Heritage Site's Cultural Center on October 26.

This exclusive invitation is for members-only. The Ombilin Coal Mining Heritage Site's Cultural Center has had the great privilege of working with MGSA Design to kick-start an exciting re-brand. On October 26, we will unveil the results of this year-long collaboration. We invite you to celebrate with us by becoming a member today and attend this exclusive members-only event, which will provide insider access to the cultural center before it opens to the public, a cash bar, and special entertainment. Bring your best moves and dance the night away with live music and DJ sets by Natasha Diggs, DJ Spinna, and DJ Dorrian Missick!

As a member, you'll also enjoy a discounted ticket (or tickets, depending on your membership level) for special admission to the Ombilin Coal Mining Heritage Site and exclusive access all-year-round. Join now to save with introductory discounts on our most popular membership levels and receive a special thank you gift. Your membership year promises perks like unlimited free admission to all ticketed exhibitions, exclusive members-only hours, and more.

I look forward to welcoming you as a member at the Ombilin Coal Mining Heritage site on October 26.  
Thank you!

Warmly,

Rabiah Khan  
Director of Graphic Design  
Ombilin Coal Mining Heritage of Sawahlunto



## OUR JOURNEY TO A WORLD HERITAGE SITE

Built for the extraction, processing and transport of high-quality coal in an inaccessible region of Sumatra, this industrial site was developed by the Netherlands East Indies' government in the globally important period of industrialization from the late 19th to the beginning of the 20th century. The workforce was recruited from the local Minangkabau people and supplemented by Javanese and Chinese contract workers, and convict laborers from Dutch-controlled areas. It comprises the mining site and company town, coal storage facilities at the port of Emmohaven and the railway network linking the mines to the coastal facilities. The Ombilin Coal Mining Heritage was built as an integrated system that enabled the efficient deep-bore extraction, processing, transport and shipment of coal. It is also an outstanding testimony of exchange and fusion between local knowledge and practices and European technology.



Inside the Coal Mine

Sawahlunto is known as the town of the 'black pearl' harking back to the once-abundant coal which was the town's prominent product. Today, approaching the town one finds deserted railroads, stepped rice fields, and the familiar Minangkabau Rumah Gadang traditional houses with their up-sweeping roofs dotting the wayside between the busy town of Solok and Koto Sungai Lasi and on to the town of Sawahlunto, a quiet cluster of heritage charm on the slopes of Muara Bungo's valley, set amongst rainforests. The town is quite small, but there is a lot here to discover.



The Ombilin Hotel

As a small town that built itself on the success of the coal mining industry, Sawahlunto today has become an attractive tourist destination that offers nostalgic traces of an old mining town. The heritage hotel built to cater Dutch scientists and geologists still stands gallantly among other century-old buildings.

## REIMAGINING THE OLDEST COAL MINE



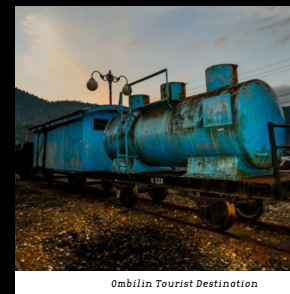
## VISITOR'S ATTRACTIONS

- The *Railway Museum* is there to explain the history of the trains in West Sumatra. It is the second railway museum built in Indonesia after the one at Amborawa, in Central Java.
- Although it ceased to operate as public transport, tourists can take a ride in one of these old trains and experience the nostalgic trip on the old railway lines from Sawahlunto to Muara Kolaban that are managed by an operator.
- The abandoned power plant at Kubang Sirakuak was transformed into a mosque, with the 75-meter chimney serving as the grand tower of the mosque now
- Wisma Ombilin is the *oldest hotel* in town, and it's worth the long travel all the way to this point



Statue outside the Ombilin Company Town

## GET INVOLVED TODAY. EXPLORE THE BEAUTY OF SAWAHLUNTO



Ombilin Tourist Destination

## REACH OUT TO US!

ocmhs.org.id  
 (+62) 754-000-000  
 mail@omchs.org.id  
 Kubang Utara Sikabu,  
 Lembah Segar, Sawahlunto City,  
 West Sumatra, Indonesia



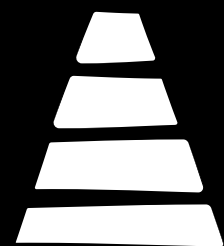
**YOU ARE INVITED**

**OMBILIN COAL MINING HERITAGE SITE'S  
RE-OPENING CEREMONY**

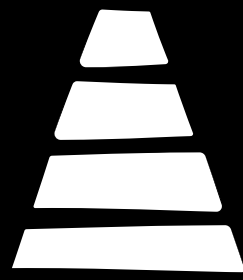
October 26, 2019

7-9PM

At The Ombilin Coal Mining Heritage Cultural Center



**OMBILIN COAL MINE**  
HERITAGE OF SAWAHLUNTO



OMBILIN COAL MINE  
HERITAGE OF SAWAHLUNTO

HOME

ABOUT US

PLAN YOUR VISIT





GET INVOLVED



## OMBILIN COAL MINE IN SAWAHLUNTO NAMED UNESCO WORLD HERITAGE SITE

*Published by The Jakarta Post*

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GET IN TOUCH!    









**Please Contact Rabiah Khan at  
zee.rabiah@gmail.com for any questions.**