



PANDAI

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IDEA

PandAI means “smart” in Indonesian — and it’s more than just a name. It reflects a philosophy: an intelligent approach to space, design, and living.



PANDAI

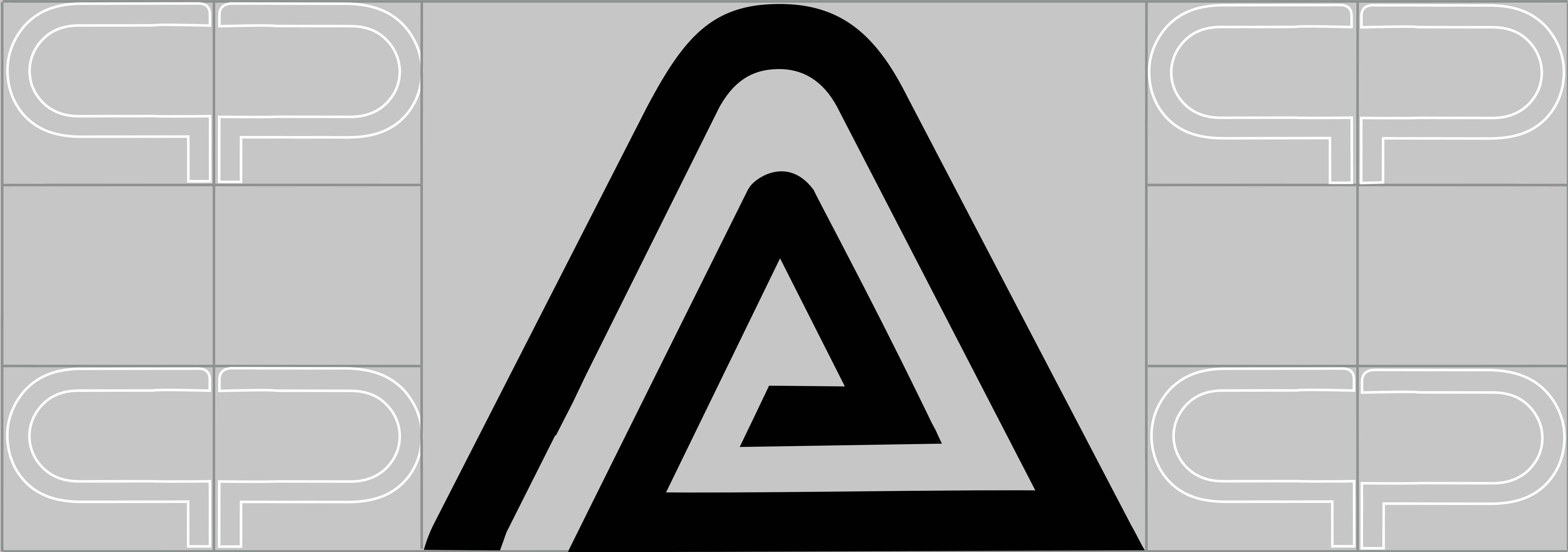
IDEA

At the heart of our visual identity lies the spiral — a symbol that, since ancient times, has embodied growth, evolution, and the journey toward deeper meaning. It mirrors the rhythms of nature itself — unfolding smoothly, powerfully, and inevitably.

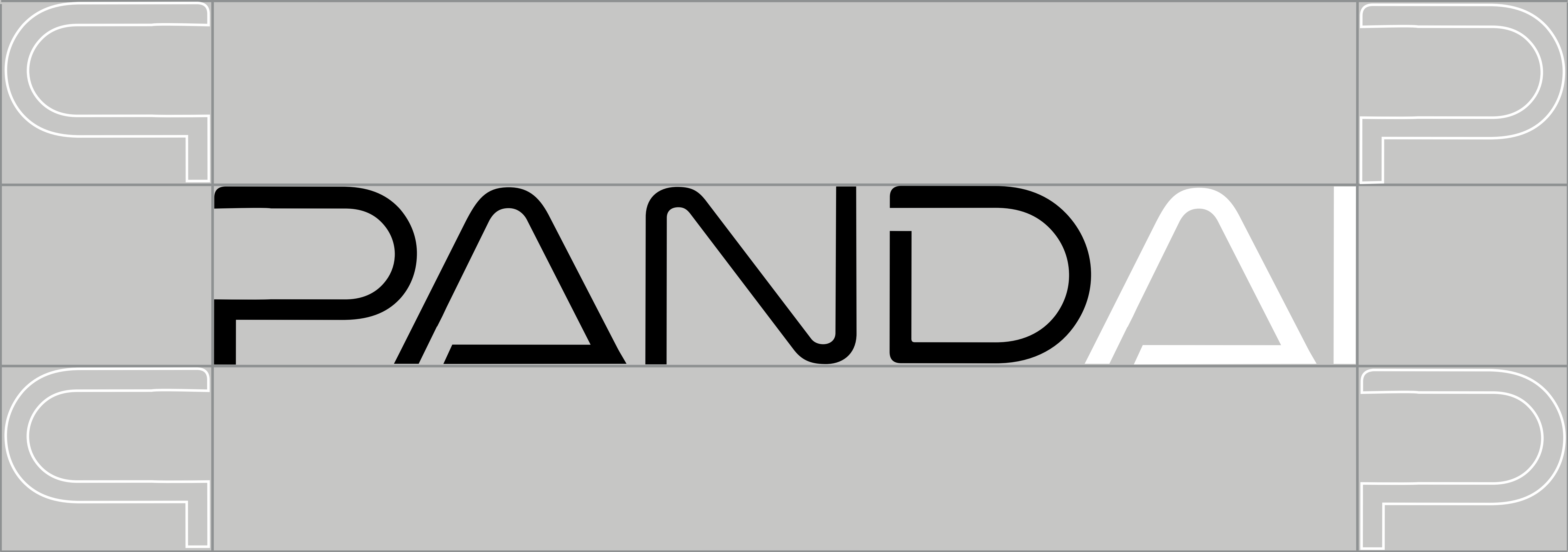
The spiral sets the tone for everything: from architecture to atmosphere. It moves from simplicity to complexity, from the outer to the inner, creating harmony where every element has purpose.

This is where something truly new begins.

LOGO



LOGO



LOGO

main



symbol



wordrmark



icon



COLORS

The brand colors—black, light gray, dark gray, and white—emphasize the brand’s technological and minimalist nature. Black represents strength, confidence, and cutting-edge technology. Shades of gray convey a balance between innovation and stability, while white signifies the purity of ideas and transparency of processes. Together, they create a sleek and sophisticated visual identity, perfectly aligned with Bali’s first AI-powered hotel.

COLOR BALANCE

A good way to balance composition is to apply the 1/2—1/4—1/8—1/8 rule: 1/2 for the primary color, 1/4 for the secondary color, and 1/8 each for the additional and accent colors.

1/2
dominant color

1/4
secondary color

1/8
accent color

1/8
accent color

LOGO+COLORS

white + black



PANDAI

light grey + black



PANDAI

dark grey + white



PANDAI

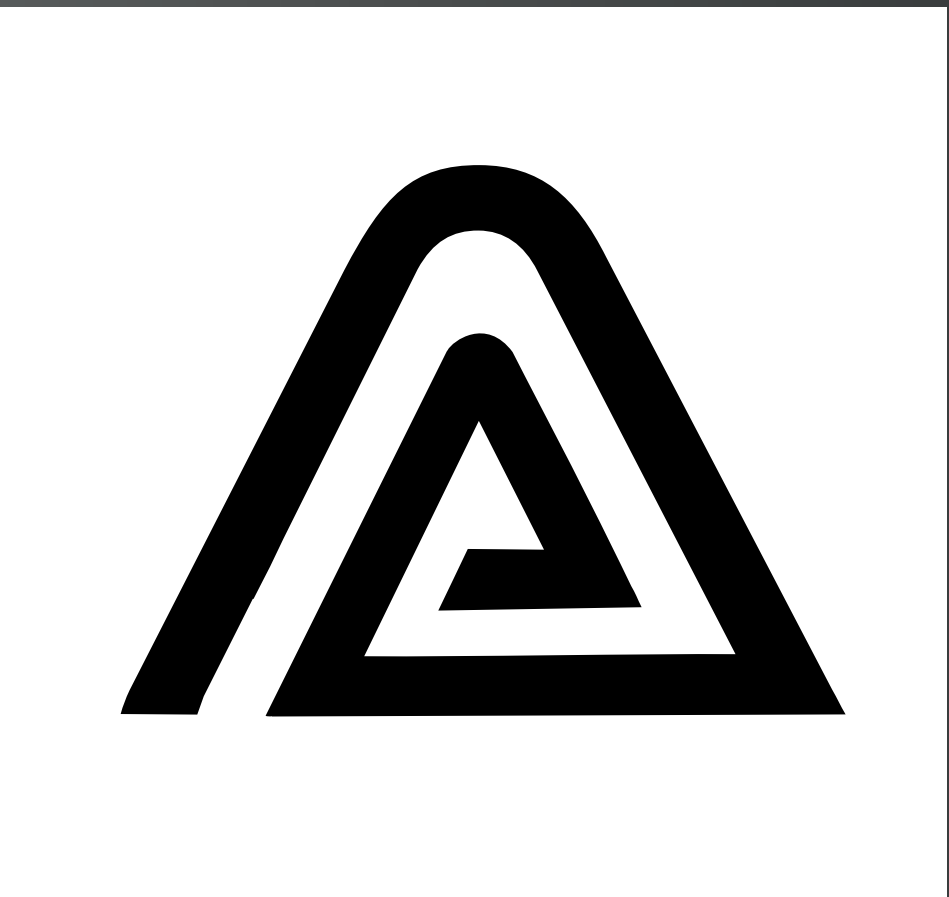
black + white



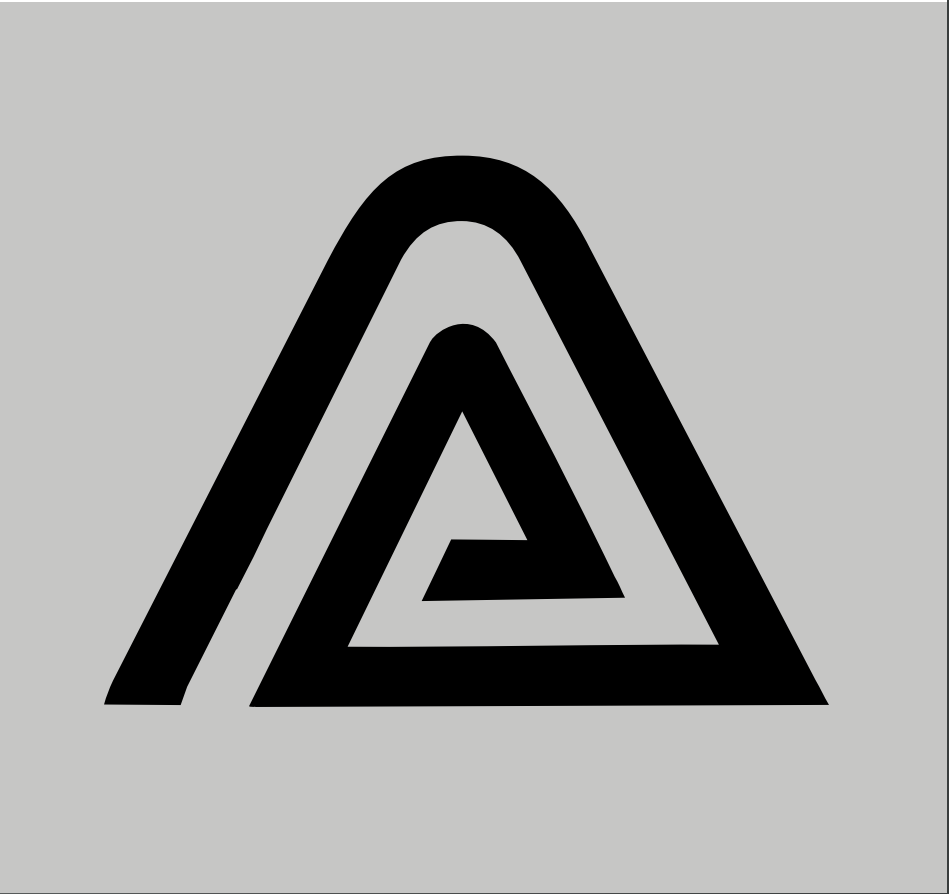
PANDAI

LOGO+COLORS

white + black



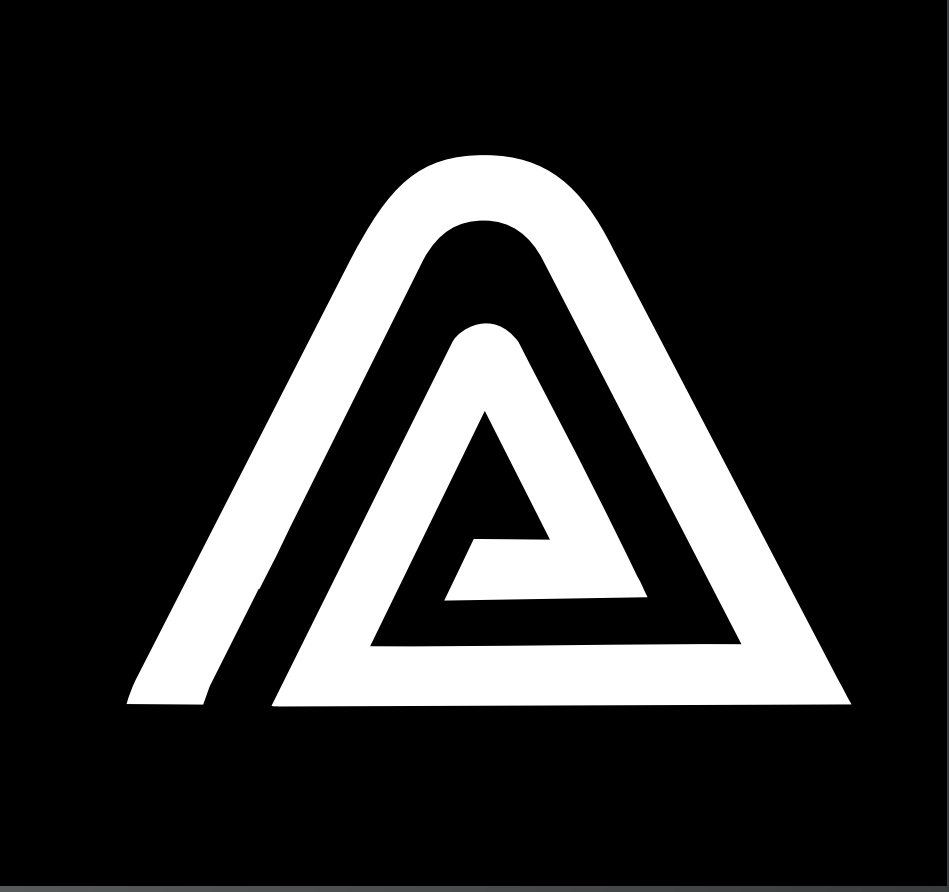
light grey + black



dark grey + white



black + white



TYPOGRAPHY

The Influencer Secrets brand typeface is Satoshi, a clean, modern, and versatile sans-serif font.

Satoshi should be used in all design materials, marketing communications, external advertising, and on the web.

Never italicize the font.

SATOSHI

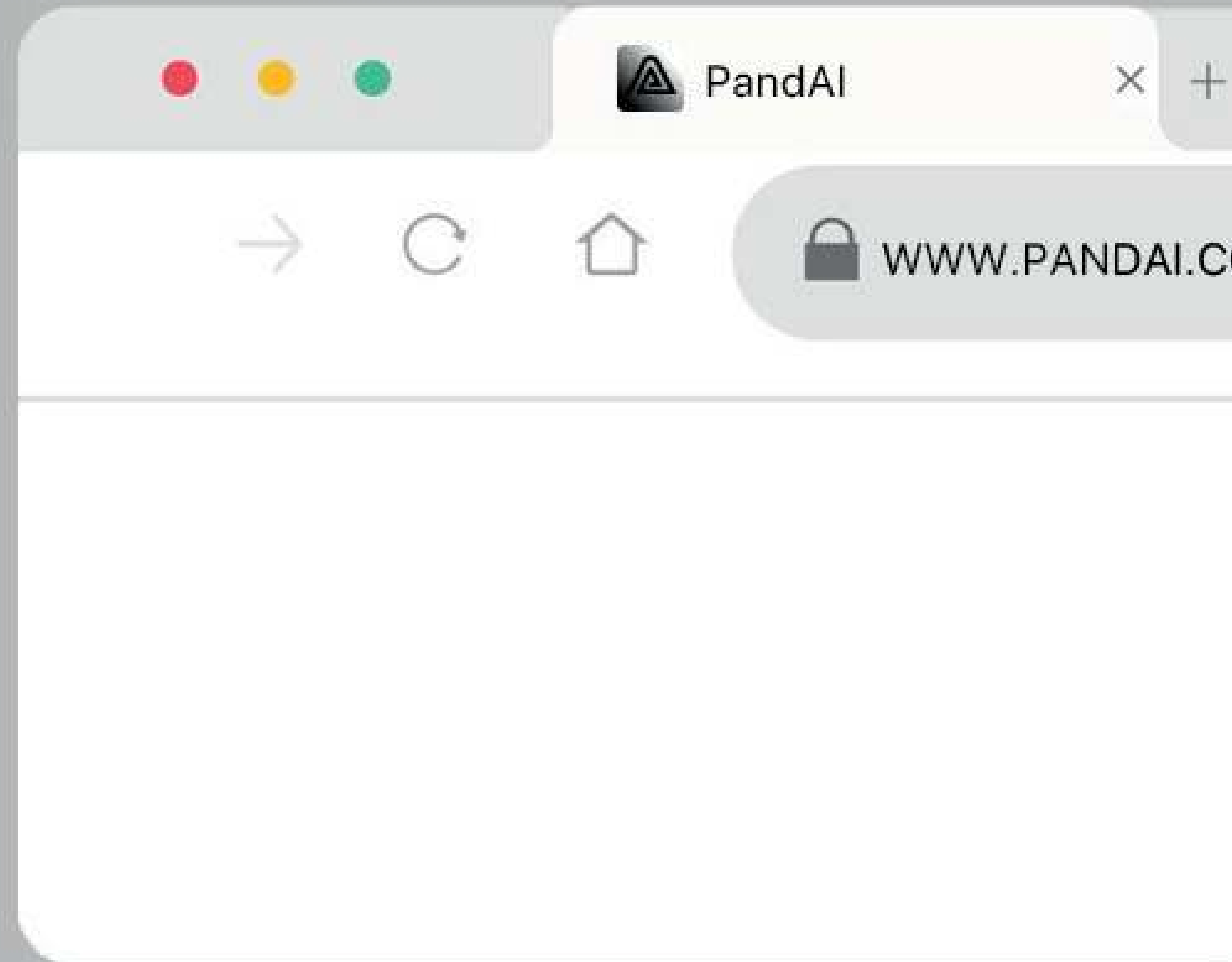
Aa. Bb, Cc. Dd, Ee
Ff, Gg, Hh, Ii, Jj, Kk,
Ll, Mm Nn, Oo, Pp,
Qq, Rr, Ss, Tt, Uu, Vv,
Ww, Xx, Yy, Zz,

1 2 3 4 5 6 7 8 9 0

ICON



ICON



A large black billboard is mounted on a metal frame at a construction site. The billboard features white text and a logo. To the left of the billboard, a multi-story building is under construction, showing concrete frames and scaffolding. To the right, a large metal door is visible. The overall scene is industrial and modern.

Where Tradition
Meets Tomorrow's
Aspirations.

PANDAI













PandAi plans to collaborate with leading brands in Bali such as Gaya Ceramic, Oaken Lab and some of the well-known cafe brands like Revolver / Baked / Home Cafe

Benefits:

1. Strengthen our brand status at the level of key market players.
2. Gain additional visibility through partner channels.
3. Align with current market trends and attract audience attention.



