



May 2026

BLUE SAMUDRA

BRAND GUIDELINES

Logo

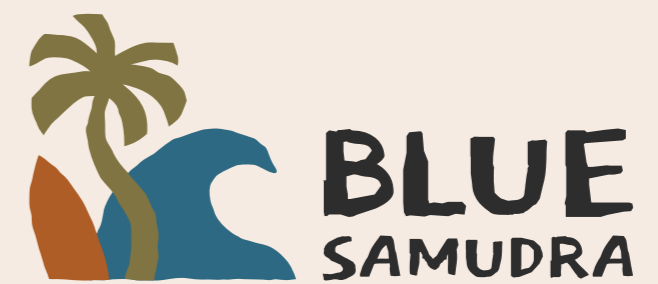


BLUE
SAMUDRA

Logo variations



BLUE
SAMUDRA



BLUE
SAMUDRA

Logo Philosophy



The Wave

Kruī's legendary swells have been quietly shaping surf culture long before the world caught on. We built our home on this coast to make sure you never miss a perfect ride.



The Palm

Sumatra's southwest coast is raw, tropical, and beautifully untouched. No crowds, no compromises — just the jungle, the sea, and a coastline that has always stayed true to itself.



The Surfboard

Whether you're chasing your first green wave or hunting barrels, Blue Samudra crafts every journey around you. Come not to watch the ocean — come to become one with it.

Typography

Dokdo

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
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

Aa

1 2 3 4 5 6 7 8 9 0
? ! @ # \$ % & * ()
- + / = [] { } ; :
' " , . < >

<https://fonts.google.com/specimen/Dokdo>

Typography

Nanum Pen

Aa

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

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

1 2 3 4 5 6 7 8 9 0

? ! @ # \$ % & * ()

- + / = [] { } ; :

' " , . < >

<https://fonts.google.com/specimen/Nanum+Pen+Script>

color



Ocean

#2E6A82



Olive

#807443



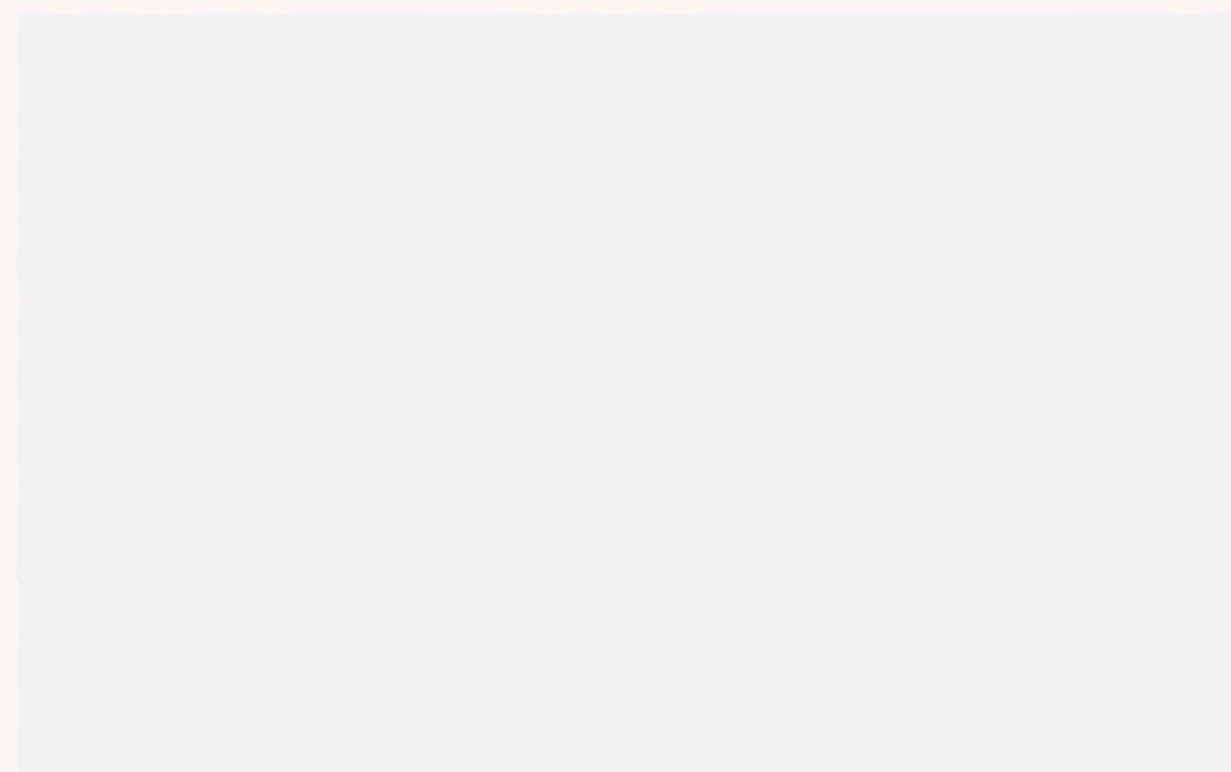
Rust

#AF5D26



Sand

#957659



Pearl

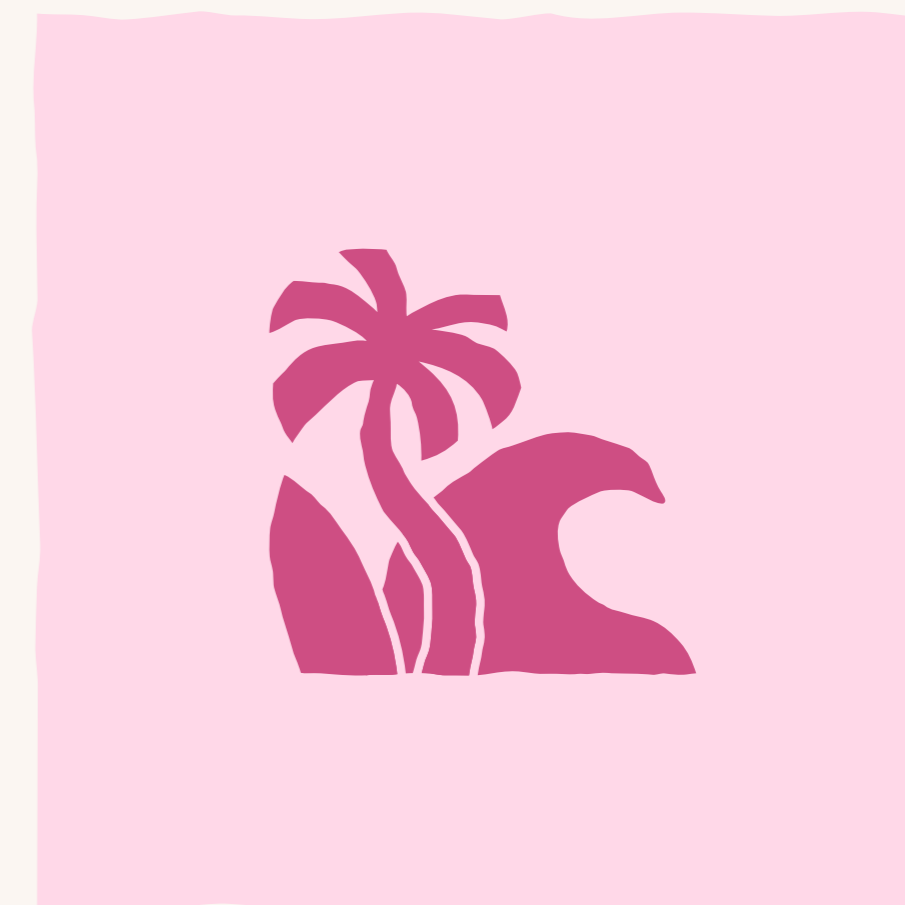
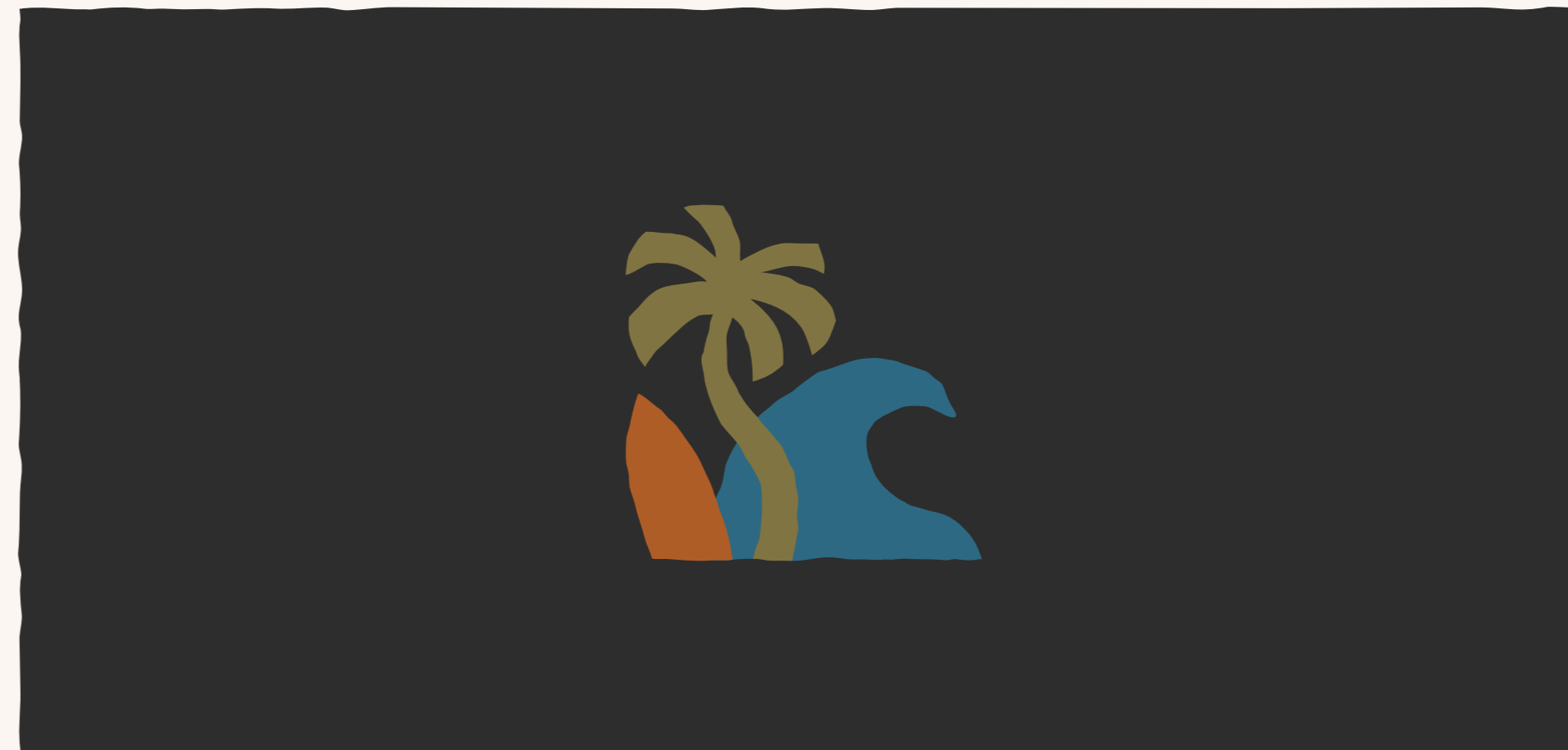
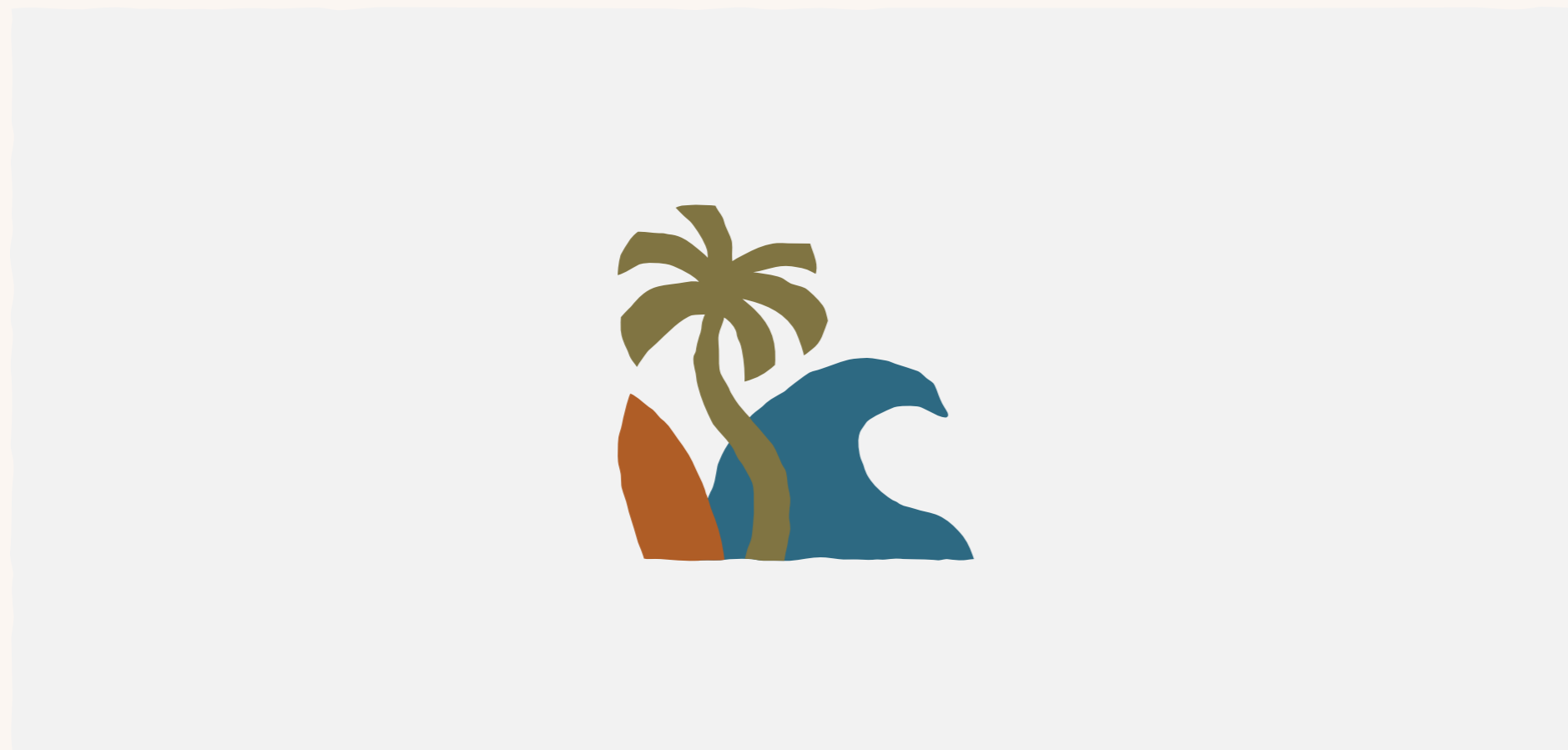
#F2F2F2



charcoal

#2D2D2D

Logo color combination



The full-color version is for light or neutral backgrounds only.
Use the single-color version when placing the logo on a colored background.

Brand Tone

RAW.

KNOWING.

UNHURRIED.

We speak like someone who has been on this coast long enough to know what the swell is doing before it arrives.

Blue Samudra is for surfers who travel
— not tourists who surf.

Raw

unpolished, unfiltered, untouched.

Sumatra's southwest coast is raw by nature. Our content should be too. Show the wipeout, not just the barrel. Show the dirt road to the break, not just the wave. Show real conditions — not only the beautiful days.

Raw is a deliberate choice — not an excuse for low effort. The photos still need to be good. But they should feel lived-in, not curated.

Sounds Like

Four days of onshore finally cleared. The reef is showing itself again.

Never

Over-edited presets. Resort language. Staged smiles. Superlatives. Heavy saturation.

Visual Rule

If it looks like a stock photo, it's wrong for this brand.

Knowing

Specific, not generic. Local, not brochure.

Krui's breaks have names. The swell has a height. The wind has a direction. Use them. Experienced surfers read the copy first and the photo second — give them something real to read.

This word only works if the person running the account actually delivers local knowledge consistently. It's a claim the content must back up.

Sounds Like

South swell pushing 4–6ft into way Jambu. Left's cleaning up. Tide drops at 11.

Never

"Great waves today." "Amazing conditions."
"Indonesia's best surf." Generic spot references. Anything a tourist could have written.

Name Rule

Say Krui, not Indonesia. Say way Jambu, not "a great left." Specificity is the whole point.

Unhurried

No urgency. No noise. No chasing the algorithm.

Short captions. Let the image carry the weight. Post with intention, not with frequency. The brand that never shouts is the one people trust.

Important: unhurried is a tone, not a posting strategy. consistency still matters. The feed should feel considered — not abandoned.

Sounds Like

Some rides you plan. Some rides find you.

Never

"Book NOW." "Limited slots!" Exclamation marks. "Epic." "Paradise." "World-class." Five hashtags on a single post. "Like if you agree."


caption Rule

If a caption needs more than three lines, it's trying too hard. cut it.

Design Assets


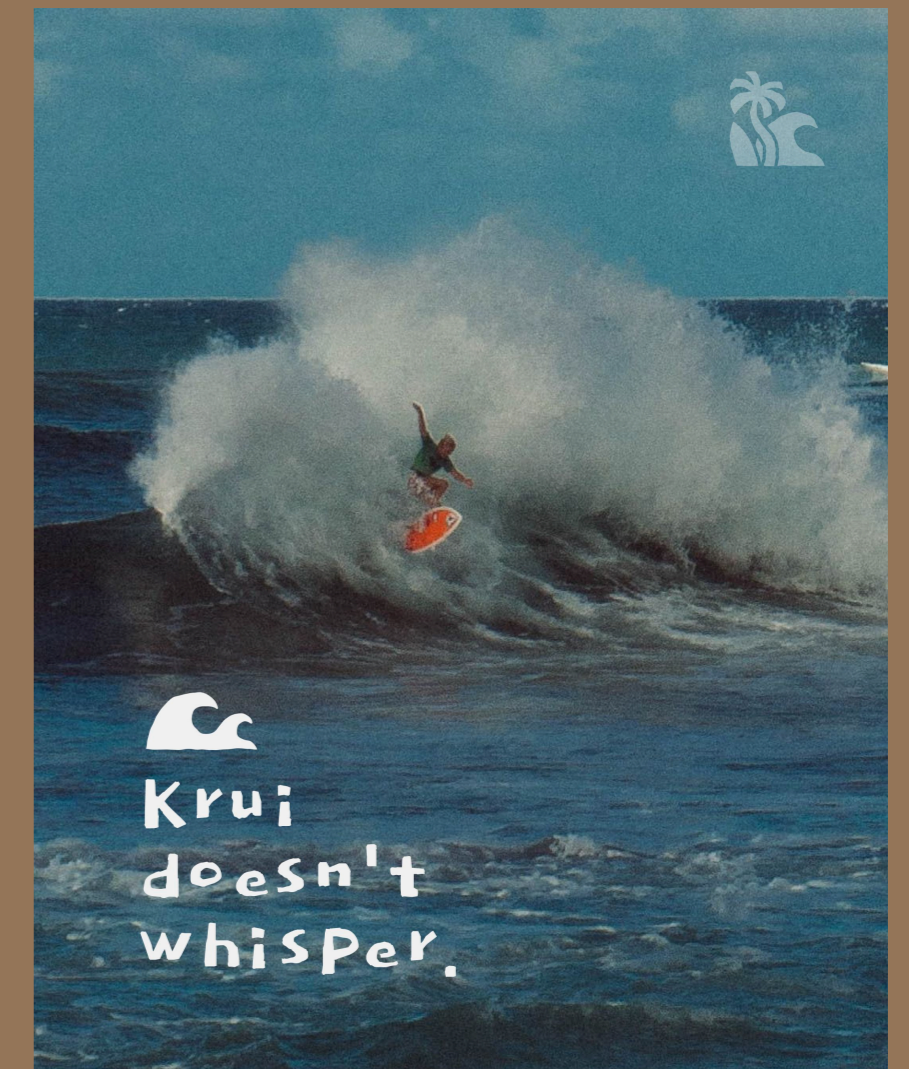



Social Media



Krui was here
long before the
surf world
found it.


It'll be here
long after the
crowds move on.



Krui.
Seven days.
Fifteen breaks.
No crowds.

Reef, jungle, and offshore winds that show up
before breakfast.

[Link in bio.](#)



Mockups

