

Moving Forward

Planning, Branding, and Enhancing

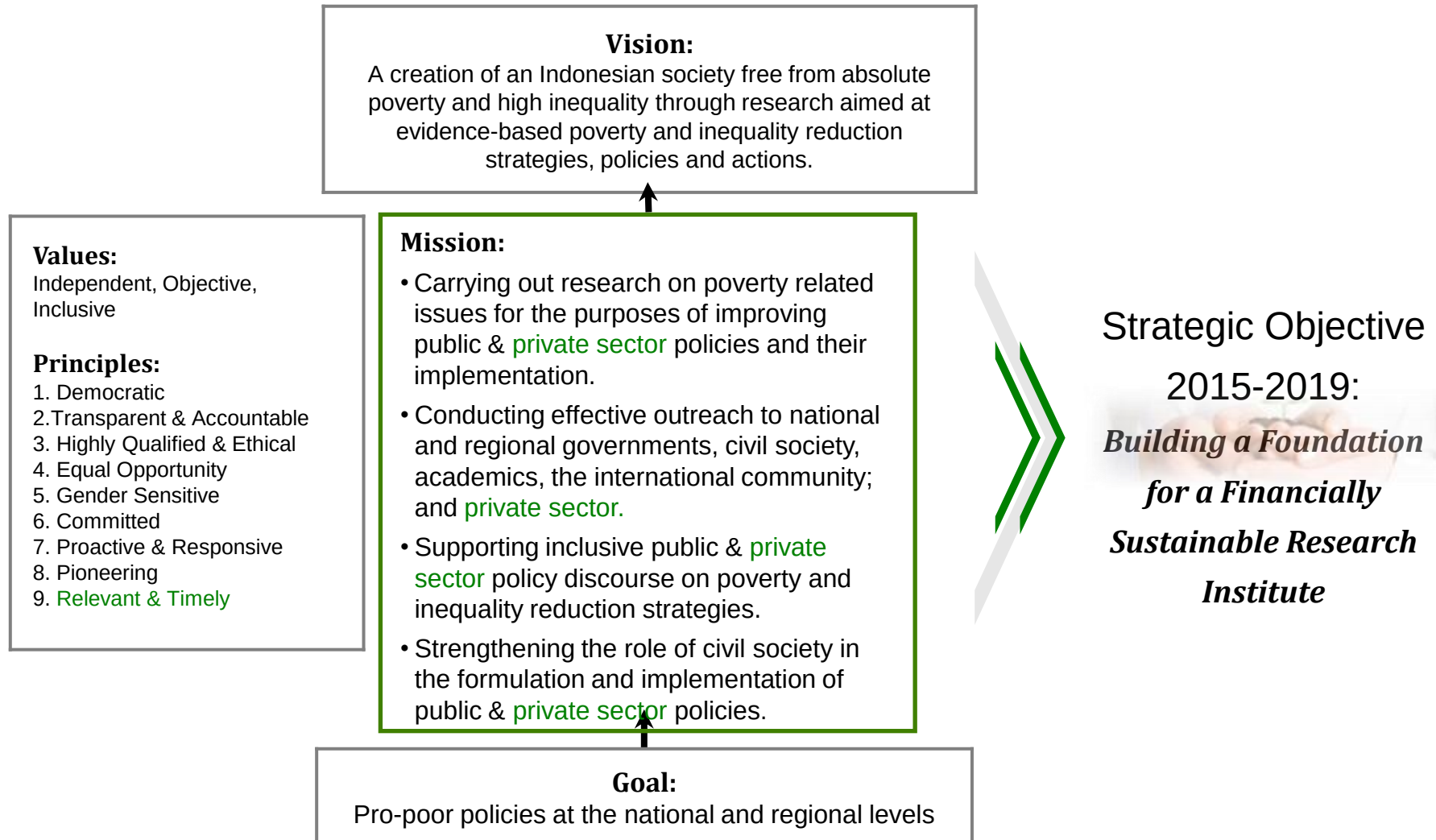
Research Sharing Event 2014-2015
Jakarta, 31 March 2015

- SMERU's Strategic Plan 2015–2019
- Redesigning SMERU's Logo
- Enhancing SMERU's Website



SMERU's Strategic Plan 2015–2019

Strategic Planning 2015–2019: New Strategic Objectives



Strategic Plan 2015–2019



Three horizontal rounded bars in teal, blue, and orange are positioned on the left side of the slide.

Redesigning SMERU's Logo

The Aim of Redesigning Our Logo

To create a logo that can:

- Represent the organization's identity
- Represent the organization's image
- Be easily recognized
- Be easily remembered

Meaning Behind the New Logo



- **Font:** objectivity, credibility, up to date, flexibility
- **Fingers/bar graph:** expertise in research, both quantitative and those that directly engage the community (qualitative, participatory)
- **Palm:** help improve the community's well-being by providing research-based evidence for stakeholders
- **Turquoise color:** honesty, clarity
- **Blue color:** knowledge, research, wisdom
- **Earth tone yellow:** sustainability



Enhancing SMERU's Website

Redesigning the Website

SMERU redesigned its website to create a website that is:

- Modern
- Professional
- Appealing
- Easy to navigate

Expanding the Content of the Website

What's new?

- An English and Indonesian website
- Information on SMERU's research activities
- More information on SMERU events
- Indonesian NGO database with new classifications
- More information on SMERU's network