

# ASEAN CORPORATE DESIGN MANUAL



one vision  
one identity  
one community

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States of the Association are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam. The ASEAN Secretariat is based in Jakarta, Indonesia.

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# ASEAN Corporate Design Manual

### **The Corporate Design of ASEAN**

The Corporate Design translates the existing identity of ASEAN, defined to date by the emblem and the logo, into a clear, unique and strong Corporate Design. The Corporate Design will define design parameters for all necessary communication instruments to guarantee a consistent visual appearance.

The use of the Corporate Design is mandatory for all publicity-related media produced by the organisation. These include items ranging from business stationery and print publications through adhesive labels and pennants.

### **The need for a Corporate Design**

ASEAN is the second largest regional community of nation states. It is a very colourful community but that colour has not been well-reflected in its visible identity.

The motto: one vision, one identity, one community.

This motto and all the colours must be reflected in the new Corporate Design. We need to strengthen these messages with all stakeholders and enhance ASEAN's visibility on the global stage.

Furthermore, a common Corporate Design reduces daily operational costs, provides synergy effects, and simplifies the daily work of the Secretariat.

### **The ASEAN Corporate Design Manual Online**

The ASEAN Corporate Design Manual is available online on the ASEAN Web ([www.asean.org/resources/asean-resources-tool-kit](http://www.asean.org/resources/asean-resources-tool-kit)).

### **Advice and contact**

For questions about the design and production of public relations materials, please contact:

[public@asean.org](mailto:public@asean.org)

# Corporate Design Manual

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# 1. Basic elements

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The ASEAN Emblem represents a stable, peaceful, united and dynamic ASEAN. The colours of the emblem – blue, red, white and yellow – represent the main colours of the crests of all the ASEAN Member States.

The blue represents peace and stability. Red depicts courage and dynamism. White shows purity and yellow symbolises prosperity.

The stalks of padi represent the dream of ASEAN's founding fathers for an ASEAN comprising all the countries in Southeast Asia bound together in friendship and solidarity. The circle represents the unity of ASEAN.

The ASEAN Emblem is the reserved copyright of ASEAN.

The Pantone Colour specification adopted for the colours of the ASEAN emblem are:

**Blue:** Pantone 286

**Red:** Pantone Red 032

**Yellow:** Pantone Process Yellow

For four-colour printing process, the colour specification is:

**Blue:** CMYK 100 / 60 / 0 / 6

**Red:** CMYK 0 / 91 / 87 / 0

**Yellow:** CMYK 0 / 0 / 100 / 0

In the Pantone Process Colour Simulator, the specifications equate to:

**Blue:** Pantone 204-1

**Red:** Pantone 60-1

**Yellow:** Pantone 1-3

The font used for the word "ASEAN" in the emblem is lower-case Helvetica in bold.

**The four-colour emblem should be used wherever possible. It may only be used on a white background.**



**Black and white variation:** For printing requirements where the use of the four-colour emblem is not possible a two tone outline emblem is used. For example: black and white. Colour value: 100% black



**Gold variation:** The golden emblem is only used for special official and exclusive forms e.g. contracts. Colour value: Pantone 871 C



**Watermark variation:** This variation of the emblem is a simulated watermark in printed form and is used as a background design element for certificates. Colour value: 5% Pantone 286



**Silver variation:** The silver emblem is only used on special backgrounds e.g. cars or vehicles. Colour value: Pantone 877 C



Emblem



Emblem above claim



Emblem next to claim



- x** The **minimum spacing** is defined as the square that is created from the lower edge of the yellow element and the lower edge of the circle.

If the claim is placed beneath the emblem it should be aligned right.

- x** The first line of the **claim** is aligned with the lower edge of the minimum spacing.

If the claim is placed next to the emblem it should be aligned left, to the right side of the emblem.

- x** The left edge of the claim is aligned with the right edge of the minimum spacing.

**Emblem above name of organisation**

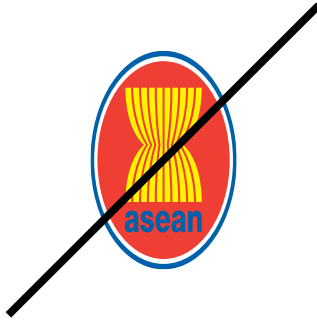
If the name of the organisation is placed beneath the emblem it should be aligned left.

- x** The first line of the claim is aligned with the lower edge of the minimum spacing.

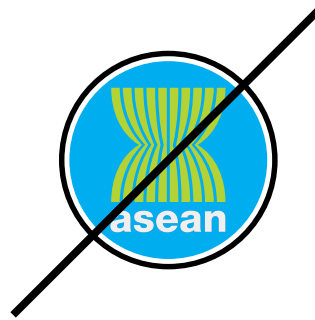
**Emblem next to name of organisation**

If the name of the organisation is placed next to the emblem it should be aligned left, to the right side of the emblem.

- x** The left edge of the claim is aligned with the right edge of the minimum spacing.



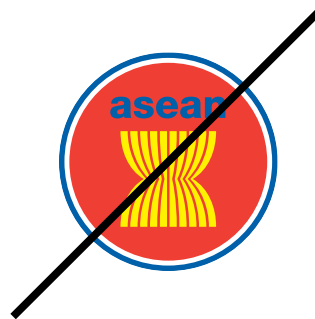
The emblem may not be displayed in a distorted format. This is only permitted where a photographic image is used.



The emblem may not incorporate any colours other than its officially defined colours.



The emblem should never be shown with a shadow.



The proportions and positions of individual elements of the emblem may not be altered in any way.

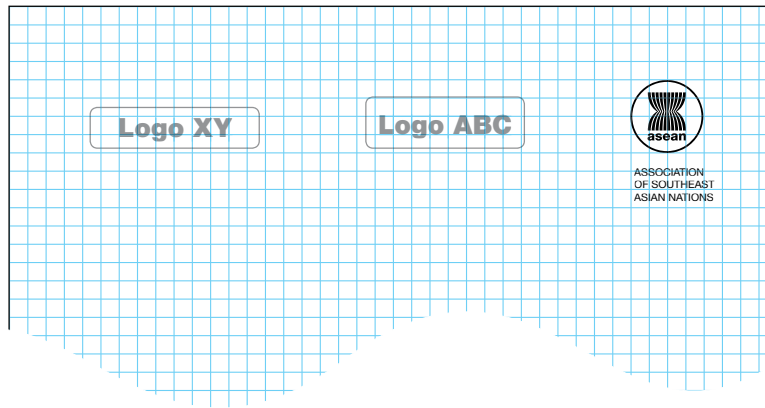
The unchanging use of the emblem is essential for a consistent presentation of ASEAN. For this reason changes to the emblem are not permitted.

Format	(in mm)	Emblem size	Claim size	Filename
<b>DIN A1</b>	(594 x 841)	50 mm	22.5 Pt	ASEAN_Logo_50mm_A1_4C.eps
				ASEAN_Logo_50mm_A1_BW.eps
<b>DIN A2</b>	(420 x 594)	40 mm	17.8 Pt	ASEAN_Logo_40mm_A2_4C.eps
				ASEAN_Logo_40mm_A2_BW.eps
<b>DIN A3</b>	(297 x 420)	30 mm	13.5 Pt	ASEAN_Logo_30mm_A3_4C.eps
				ASEAN_Logo_30mm_A3_BW.eps
<b>DIN A4</b>	(210 x 297)	20 mm	9 Pt	ASEAN_Logo_20mm_A4_4C.eps
				ASEAN_Logo_20mm_A4_PAN.eps
				ASEAN_Logo_20mm_A4_RGB.eps
				ASEAN_Logo_20mm_A4_BW.eps
				ASEAN_Logo_20mm_A4_Pan_871_gold.eps
<b>DIN A5</b>	(148 x 210)	15 mm	6.8 Pt	ASEAN_Logo_15mm_A5_4C.eps
				ASEAN_Logo_15mm_A5_BW.eps
<b>FLYER</b>	(DIN long format)	15 mm	6.8 Pt	ASEAN_Logo_15mm_A5_4C.eps
				ASEAN_Logo_15mm_A5_BW.eps
<b>CARDS</b>	(DIN long format)	15 mm	6.8 Pt	ASEAN_Logo_15mm_A5_4C.eps
				ASEAN_Logo_15mm_A5_BW.eps
<b>BUSINESS CARDS</b>		12 mm	5 Pt	ASEAN_Logo_12mm_4C.eps
				ASEAN_Logo_12mm_PAN.eps

**Which emblem size should you choose?**

The table provides an overview of different emblem sizes and their use with corresponding printing formats.

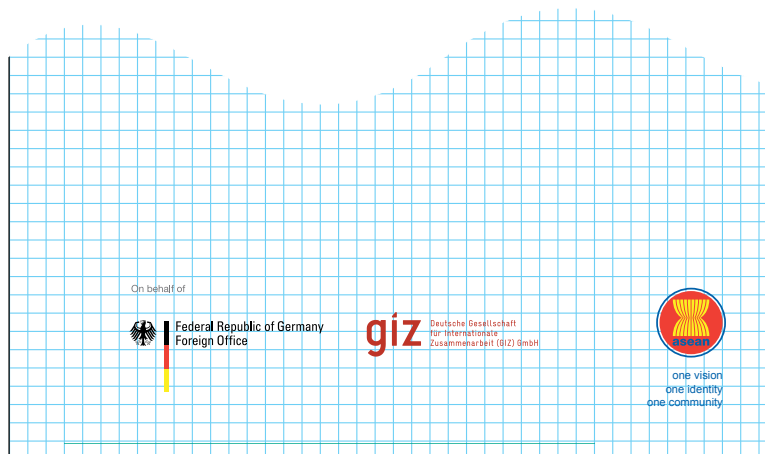
The size of the emblem is proportional to the font size for the claim and may not be modified.

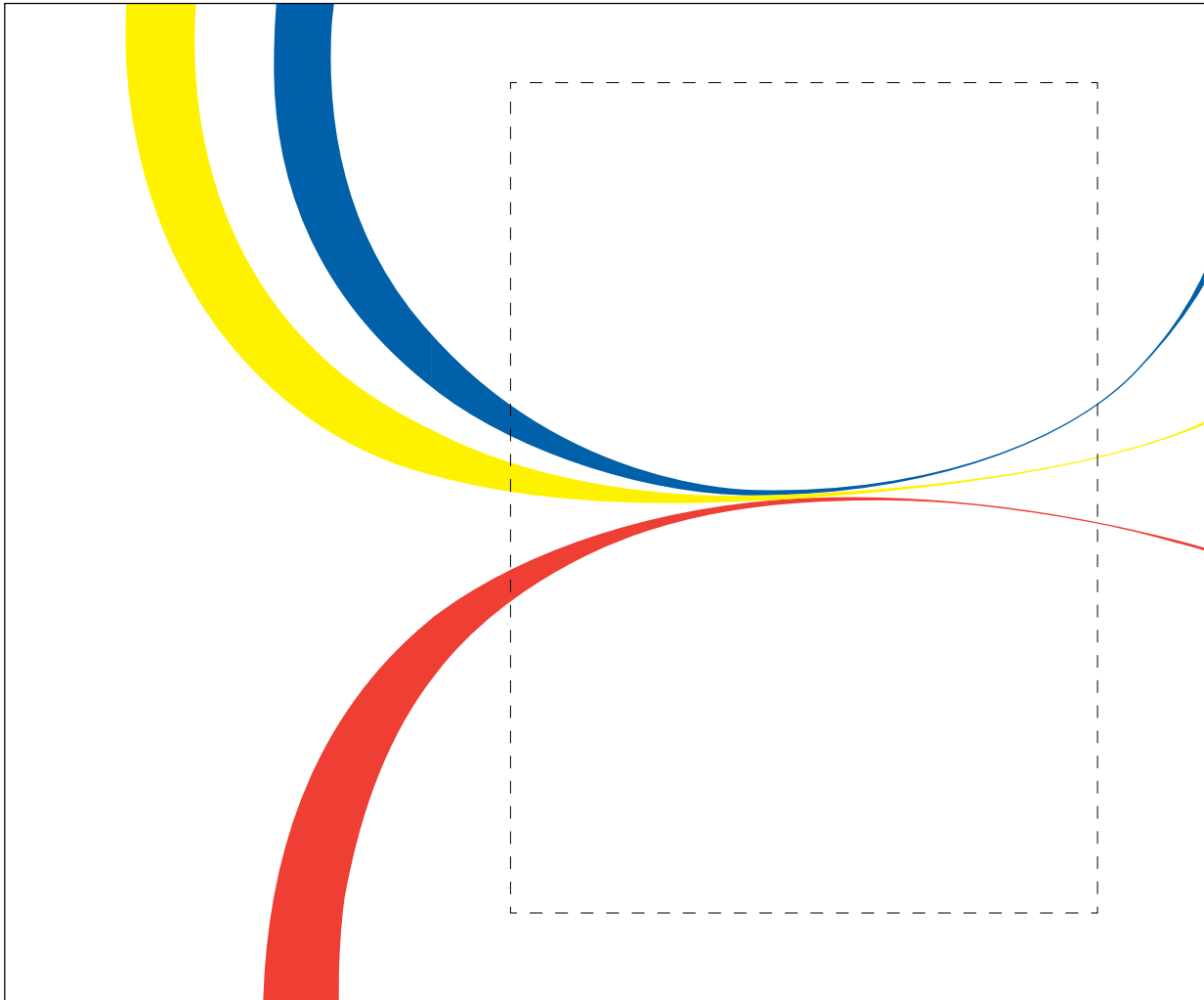


**Combinations with other emblems**

The ASEAN Emblem should be placed to the right, where possible, of other logos or ASEAN Member States' National Symbols, as seen by the viewer.

Additional logos should be evenly distributed and should not exceed the optical size of the ASEAN Emblem





### Design elements

Free moving circles and arches filling space present a light and dynamic image of ASEAN. The forms of the emblem inspired the design and were put into a new context. The three coloured stripes symbolise the Member States of ASEAN – partners that are moving toward the centre in harmony. The arches and lines resemble loops and represent a peaceful partnership.

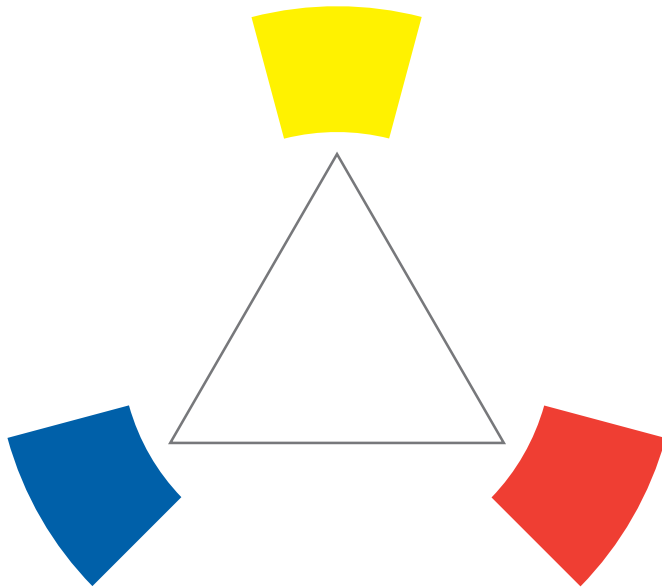
The whole design is an interpretation of the core ideas of the emblem and creates a modern and unique visual appearance. The alignment shows the elements in harmony.

The depicted design elements are used in almost all print publications. The graphic character of the elements as well as their proportional size ratios and form are binding and may not be modified.

**Primary colours**

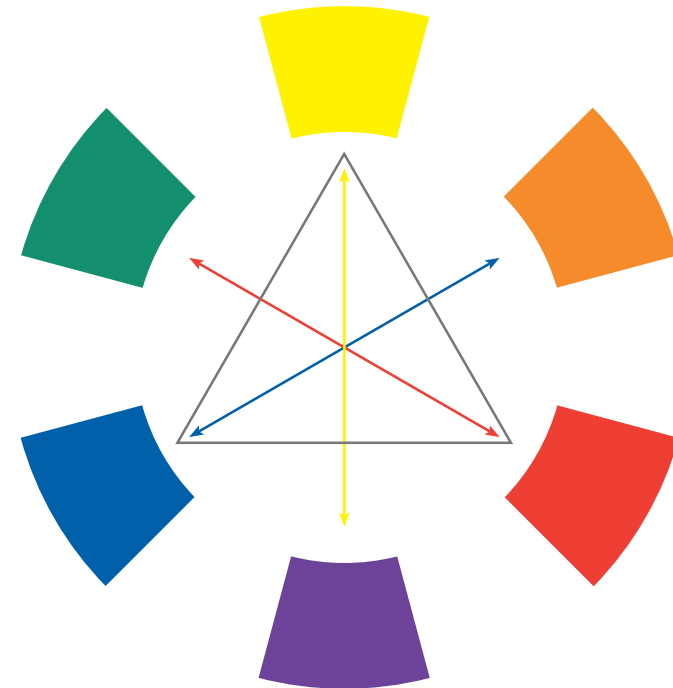
The three primary colours  
are taken from the emblem:

**Blue, Red and Yellow**

**Secondary colours**

The three secondary colours are  
derived from combinations  
of the three primary colours:

**Green, Violette and Orange**



**Full colour palette**

In addition to the three primary colours and three secondary colours, six further colours have been defined as an extension of the colour palette.

This results in a full colour palette of twelve colour values.





**Blue**

**CMYK** 100 / 60 / 0 / 6  
**RGB** 44 / 89 / 167  
 Pantone 286



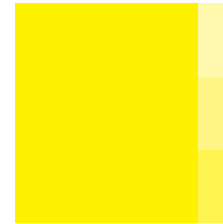
**Red**

**CMYK** 0 / 91 / 87 / 0  
**RGB** 199 / 57 / 53  
 Pantone Red 032



**Yellow**

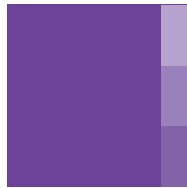
**CMYK** 0 / 0 / 100 / 0  
**RGB** 251 / 243 / 21  
 Pantone Process  
 Yellow



**Primary colours**

**Violette**

**CMYK** 69 / 88 / 0 / 0  
**RGB** 108 / 54 / 148  
 Pantone 526



**Green**

**CMYK** 84 / 22 / 71 / 4  
**RGB** 88 / 148 / 110  
 Pantone 348



**Orange**

**CMYK** 0 / 54 / 94 / 0  
**RGB** 217 / 149 / 52  
 Pantone 138



**Secondary colours**

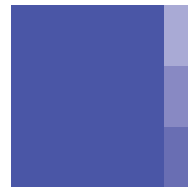
**Turquoise**

**CMYK** 79 / 25 / 17 / 0  
**RGB** 99 / 154 / 192  
 Pantone 7459



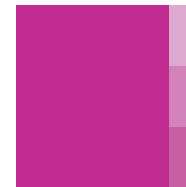
**Dark blue**

**CMYK** 82 / 75 / 0 / 0  
**RGB** 87 / 77 / 161  
 Pantone 2725



**Purple**

**CMYK** 24 / 96 / 0 / 0  
**RGB** 171 / 19 / 139  
 Pantone 675



**Additional colours**

**Orange red**

**CMYK** 0 / 73 / 94 / 0  
**RGB** 207 / 108 / 49  
 Pantone 1595



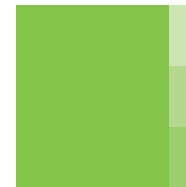
**Medium yellow**

**CMYK** 0 / 27 / 93 / 0  
**RGB** 235 / 202 / 57  
 Pantone 142



**Light green**

**CMYK** 53 / 0 / 94 / 0  
**RGB** 164 / 199 / 71  
 Pantone 376



Aa Aa Aa

**ARIAL REGULAR** | Kerning 0 (optical)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?\_-- +±()&%/@€\$£\*

**ARIAL BOLD** | Kerning 0 (optical)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?\_-- +±()&%/@€\$£\*

**ARIAL ITALIC** | Kerning 0 (optical)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,:;!?\_-- +±()&%/@€\$£\*

### Primary typography

The professionalism and clarity of the ASEAN Corporate Design are also reflected in the choice of the corporate typeface. Combinations or varieties of different fonts are not permitted. The three fonts that are used come from the same font family:

Arial Regular

Arial Italic

Arial Bold

Arial is a versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising and promotions.

**SNELL ROUNDHAND** | Kerning 0 (metric)

*abcdefghijklmnopqrstuwxyz*  
*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 . , ; ! ? \_ - - + ± ( ) & % / @ € \$ £ \**

**ARIAL REGULAR, BOLD + ITALIC** | Kerning 0 (metric)

**abcdefghijklmnopqrstuwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890.,:;!?\_--++±()&%/@€\$£\***

**Handwritten typography**

For special official or celebratory applications the Snell Roundhand font is used as a handwritten alternative. This is appropriate for personal letters, invitations from the Secretary-General, etc.

**Alternate typography**

Arial is used for correspondence, forms and publishing on the web. It is also used in Word documents and presentations.

**IMPORTANT!** Typefaces (fonts) are usually subject to copyright. This means that a licence must be purchased before you can use a certain computer font. The Arial typeface is pre-installed on almost all computers around the world. There is no need to purchase licences for this typeface.



The ASEAN flag is a symbol of Member States' unity and support for the principles and endeavours of ASEAN. It is a means to promote greater ASEAN awareness and solidarity.

The ASEAN flag represents a stable, peaceful, united and dynamic ASEAN. The colours of the flag – blue, red, white and yellow – represent the main colours of the flags of all the ASEAN Member States.

The blue represents peace and stability. Red depicts courage and dynamism, white shows purity, and yellow symbolises prosperity.

The stalks of padi in the centre of the emblem represent the dream of ASEAN's Founding Fathers for an ASEAN comprising all the countries in Southeast Asia, bound together in friendship and solidarity.

The circle represents the unity of ASEAN.

The ASEAN flag is the reserved copyright of ASEAN.

The specifications for Pantone Colour values adopted for the colours of the ASEAN flag are:

**Blue:** Pantone 19-4053 TC  
**Red:** Pantone 18-1655 TC  
**White:** Pantone 11-4202 TC  
**Yellow:** Pantone 13-0758 TC

For the printed version, the colour specifications (except white) follow those for the colours of the ASEAN emblem:

**Blue:** Pantone 286 or  
 CMYK 100 / 60 / 0 / 6  
**Red:** Pantone Red 032 or  
 CMYK 0 / 91 / 87 / 0  
**Yellow:** Pantone Process Yellow or  
 CMYK 0 / 0 / 100 / 0

The ratio of the width to the length of the flag is two to three, and the size specifications for the following flags are:

**Table flag:** 10 cm x 15 cm  
**Room flag:** 100 cm x 150 cm  
**Car flag:** 10 cm x 30 cm  
**Field flag:** 200 cm x 300 cm



### **ASEAN Secretariat Logo**

The design of the ASEAN Secretariat logo adheres to the same colour specifications as the general ASEAN flag.

It differs clearly at the level of typography. The word "ASEAN" is set in the Helvetica Neue Bold font. The word "Secretariat" is set in the Helvetica Neue Roman font.

## 2. Print publications

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### 2.3. DESIGN ELEMENTS FOR ADVERTISEMENTS

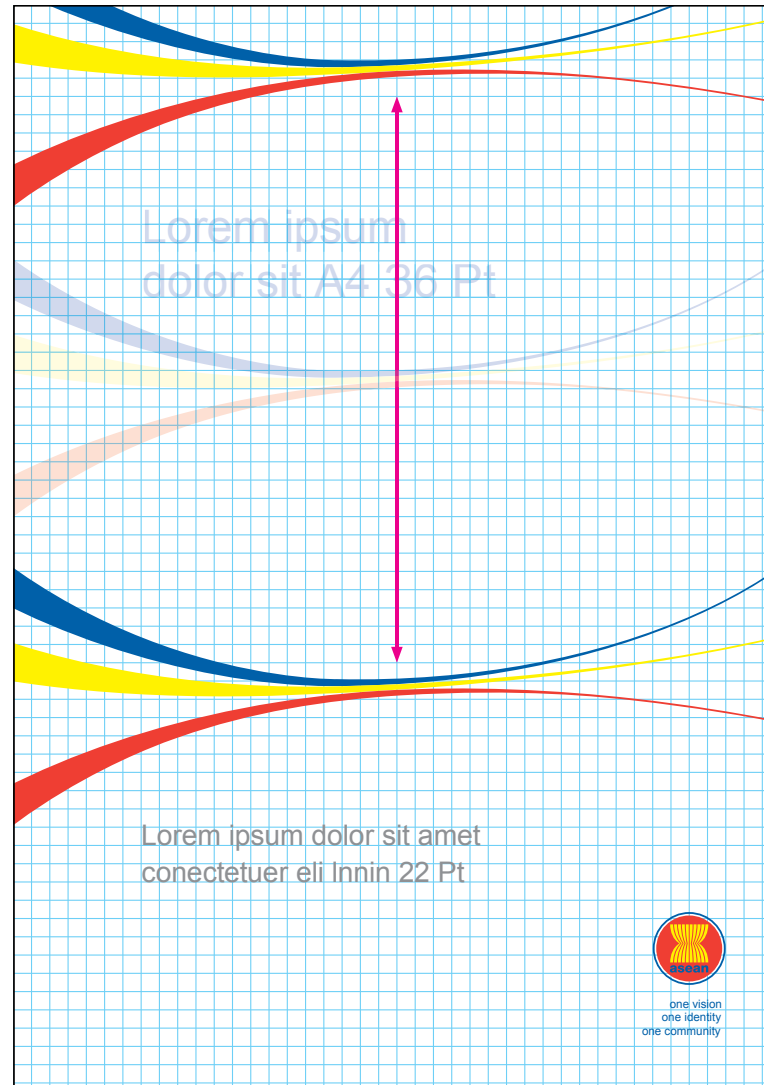
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Highest position

Lowest position

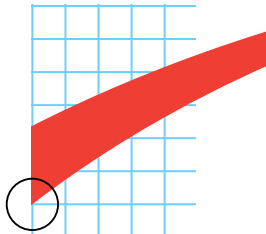
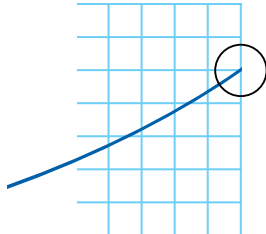
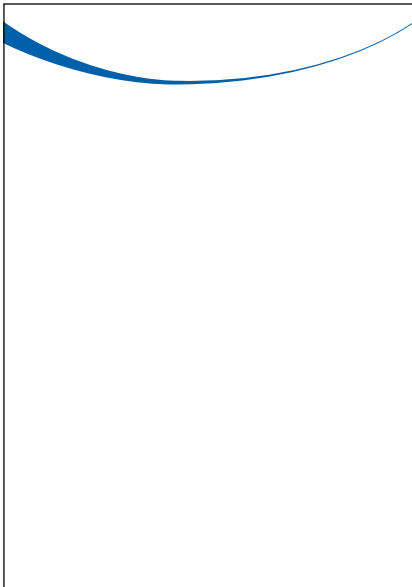
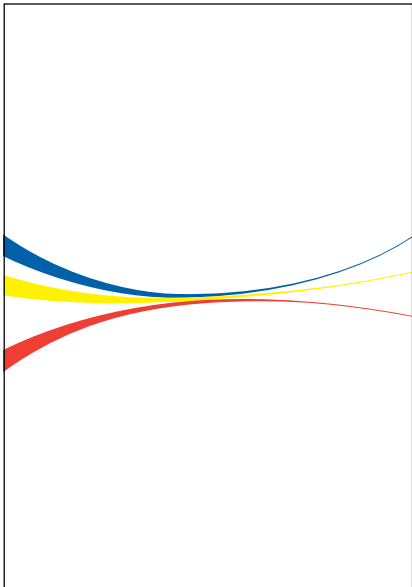


### Design system front cover

The design element can be positioned in a flexible way on the cover page to suit requirements. The illustration demonstrates the respective highest and lowest positions of the three stripes. The element can be designed as desired within this area.

Text elements are aligned to the design grid and must be placed in a harmonious relationship to the stripes.

Emblem and claim are always located on the bottom right.

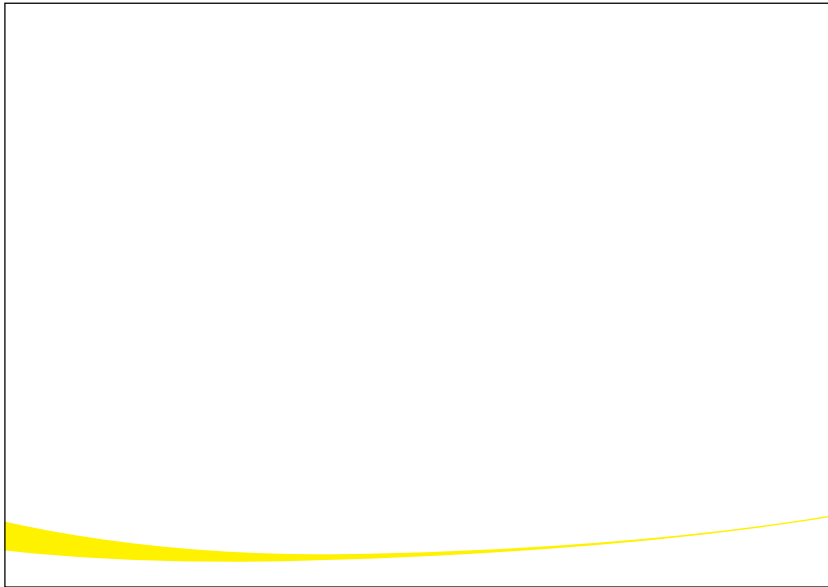


**Design system inside pages**

Cover pages always display the three stripes.

For the inside pages the stripes can be deployed individually. This is primarily intended for use as a style element to contain the upper or lower edge of an image.

This results in stripes aligning with one of the two lower edges within the grid structure.





**Amconullan ulluptat wis am, quat pt 10**

Lorem	2003	2007	2008	2009	Prease
Ipsum	1,332	2,267	2,592	2,533	2.63
Delenim	1,270	2,560	3,404	3,678	4.50
Nullum	33,134	34,268	38,271	39,731	1.30
Delit	13,451	21,653	19,162	17,074	2.21
Comm	523	945	1,021	1,031	2.50
Eniat	27,143	44,745	48,95	45,587	2.24
Vullam Eraese	20,017	30,927	30,653	27,259	1.87
Amconullan	38,324	46,630	47,393	46,381	1.46
Ulluptat pt 8	23,549	34,325	37,068	33,052	1.73

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Dolobore: Praese modiate tuerosto ese tem adit luptat  
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**Tables**

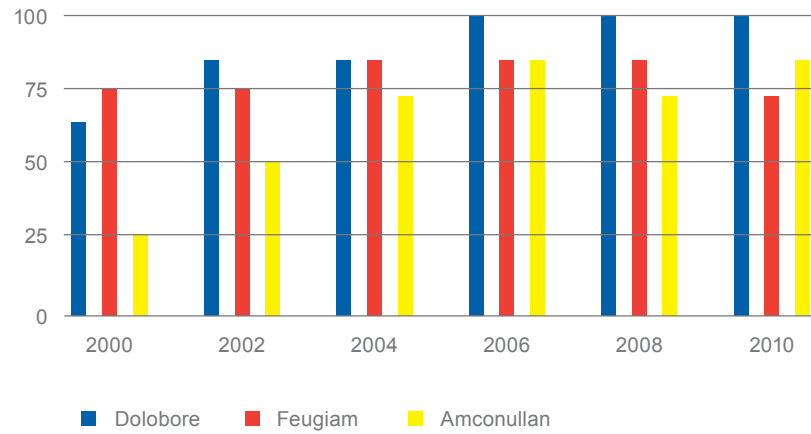
Tables are designed to be clear and accessible. Their size can be adjusted to suit column width and the surrounding text.

**Amconullan ulluptat wis am, quat pt 10**

Lorem	2003	2007	2008	2009	Prease
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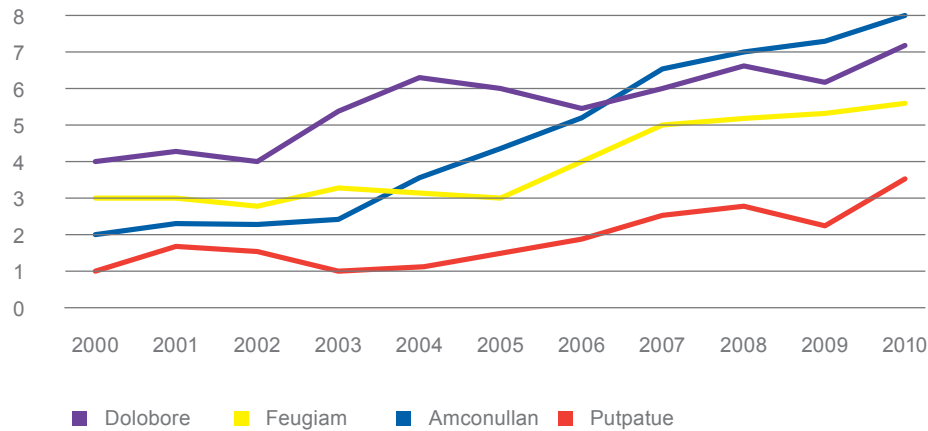


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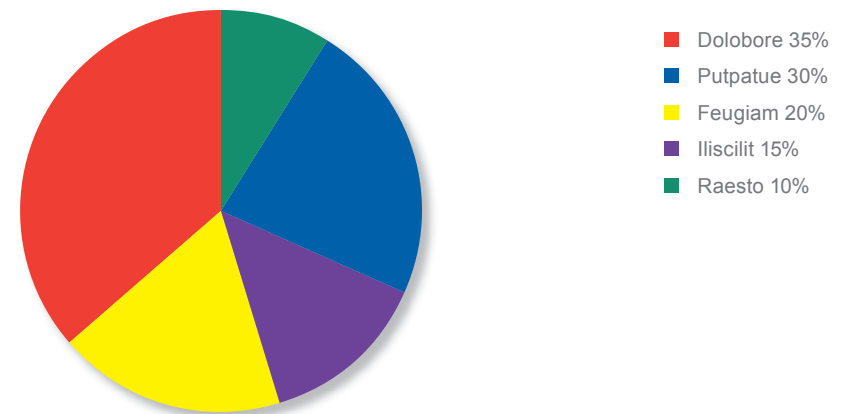
Graphics and diagrams

Graphics and diagrams are presented in primary or secondary colours, depending on their subject. Their size can be adjusted to suit column width and the surrounding text.

Amconullan ulluptat wis am, quat pt 10

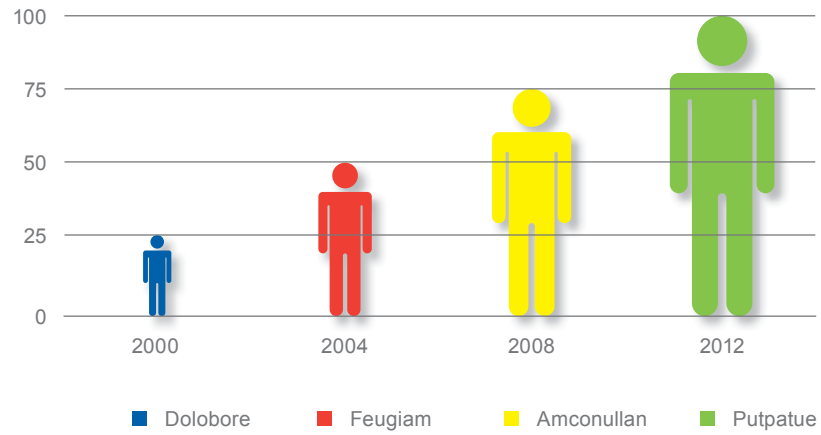


Amconullan ulluptat wis am, quat pt 10



Feugiam: Equatuerat num ea feugiam consecte ex erilla consed do delit num ilisciliit. Putpatue raesto. pt 6/Auto

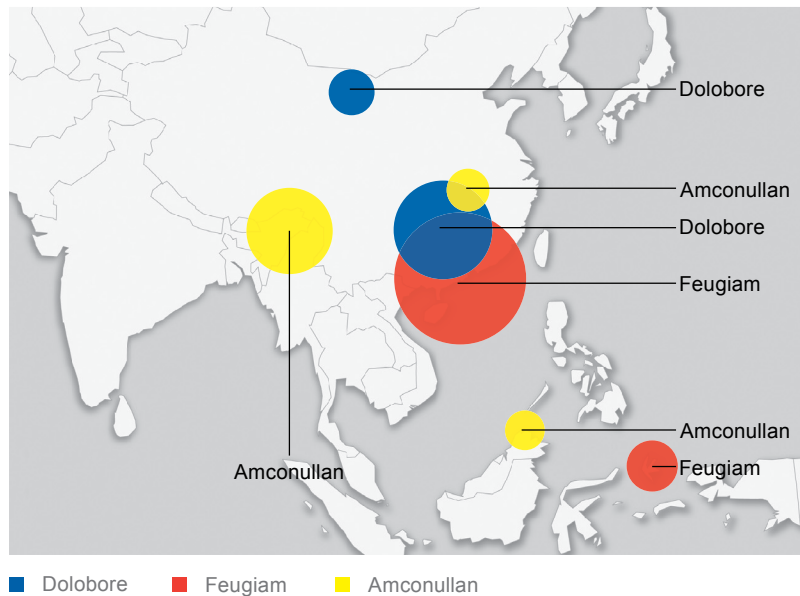
Amconullan ulluptat wis am, quat pt 10



Graphics

Further examples of graphics.

Amconullan ulluptat wis am, quat pt 10



**Ologra del intruhili naro 12 Pt**

- At vertiensus converb enincipierei tus  
Enim con Verbo Bamala eninent Lebrono
- Etra ves re Desidem cupiere erat est
- Nikita def est Jamala e Lebrono
- Jenga dero nadono Edwardo ella oiz rodon  
del Horo rodon est erat dritus Harmalum
- At vertiensus converb enincipierei tus
- Etra ves re esidem Gamala est erum
- Nikita def jamala Lebrono arot
- Jenga dero 10 Pt

**Ologra del intruhili naro 12 Pt**

- At vertiensus converb enincipierei tus  
Enim con Verbo Bamala eninent Lebrono
- Etra ves re Desidem cupiere erat est
- Nikita def est Jamala e Lebrono
- Jenga dero nadono Edwardo ella rodon  
del Horo rodon est erat dritus Harmalum
- At vertiensus converb enincipierei tus
- Etra ves re esidem Gamala est erum
- Nikita def jamala Lebrono 10 Pt

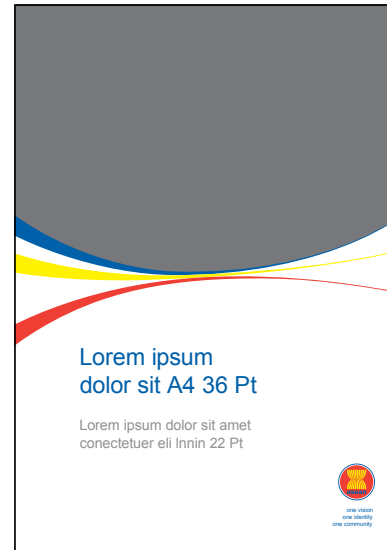
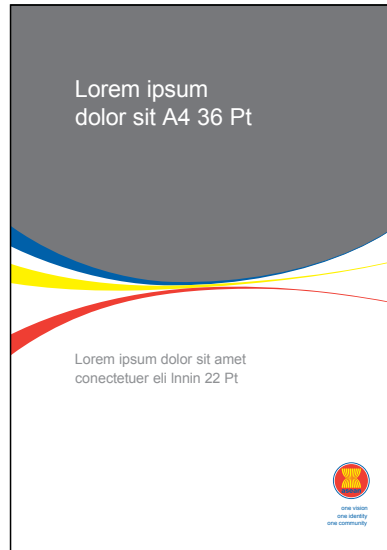
**Information box**

Information boxes are derived from the formal design elements of the stripes.

They are usually adjusted to match column width and should be displayed in the primary colours of red or blue.

**Template** for cover with picture

The grey areas serve as a placeholder for images, graphics and colour areas.



**Template** for cover with pure text



**Front cover**

Covers are characterised by their relationship with the design element. The dynamic form of the three stripes can contain an image or serve as a graphic limit to a typographic layout.

**Format** DIN A4

**Title headline**

Arial Regular

Colour palette | 36 Pt | Line spacing 15 mm

Kerning 0 (optical)

**Title subtitle**

Arial Regular

Colour palette | 22 Pt | Line spacing 10 mm

Kerning 0 (optical)

**Format** DIN A5

**Title headline**

Arial Regular

Colour palette | 24 Pt | Line spacing 10 mm

Kerning 0 (optical)

**Title subtitle**

Arial Regular

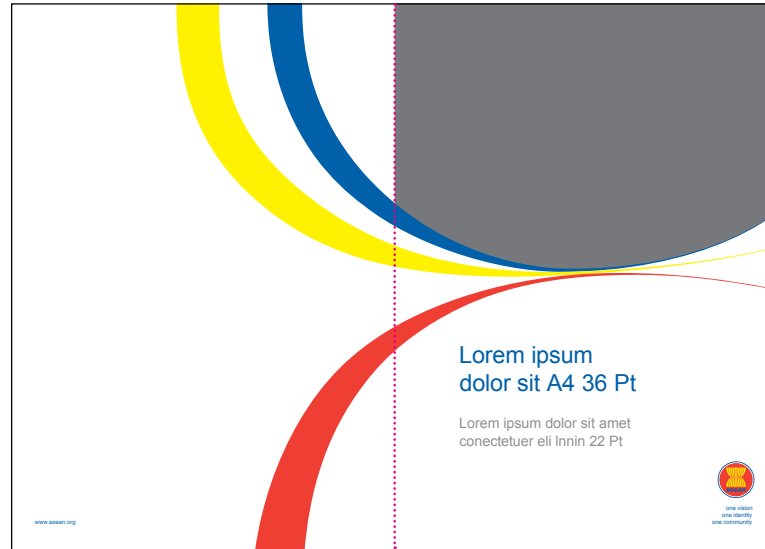
Colour palette | 12 Pt | Line spacing 5 mm

Kerning 0 (optical)

Illustration 25%

**Template** for cover with picture

The grey areas serve as a placeholder for images, graphics and colour areas.



**Template** for cover with pure text

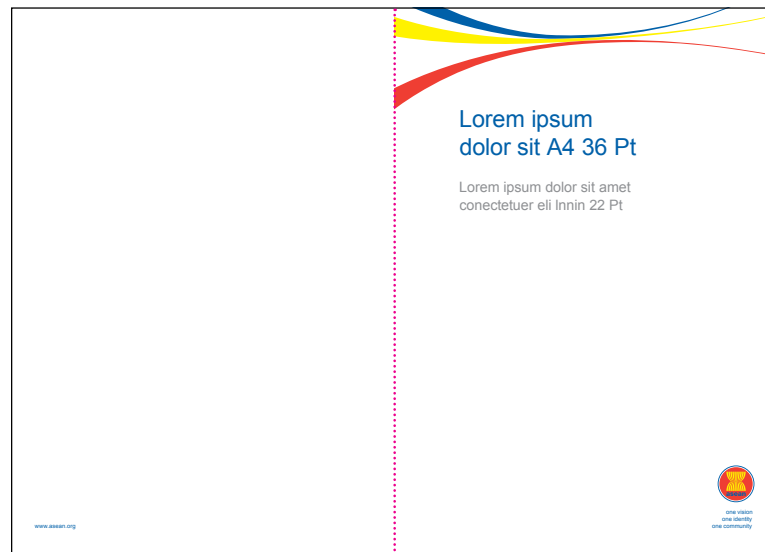


Illustration 25%

**Back and front cover**

**Format** A4, A5

**Cover with picture:** If the three stripes are located in the middle of the front cover to contain an image or a graphic surface, they will be continued on the back cover.

This possibility is only available when the stripes are in this position, because it is the only position that provides a balanced context for the stripes to continue to the back cover.

**Text cover:** If the three stripes are located in an upper position on a typographic cover layout they may NOT be continued onto the back cover.

The URL is usually found on the back cover at the bottom right.

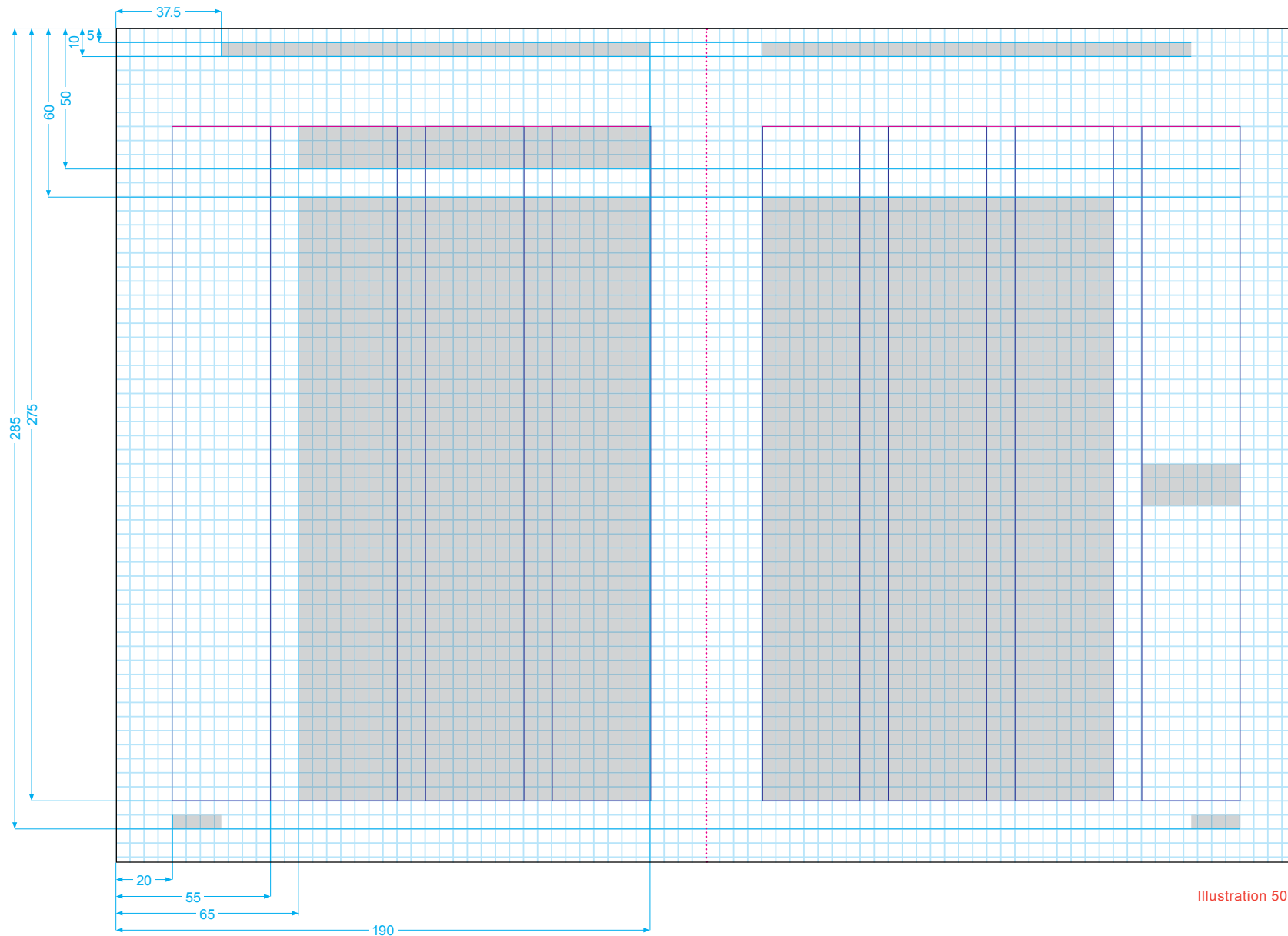


Illustration 50%

**Image brochure  
type area****Format 210 x 297 mm**

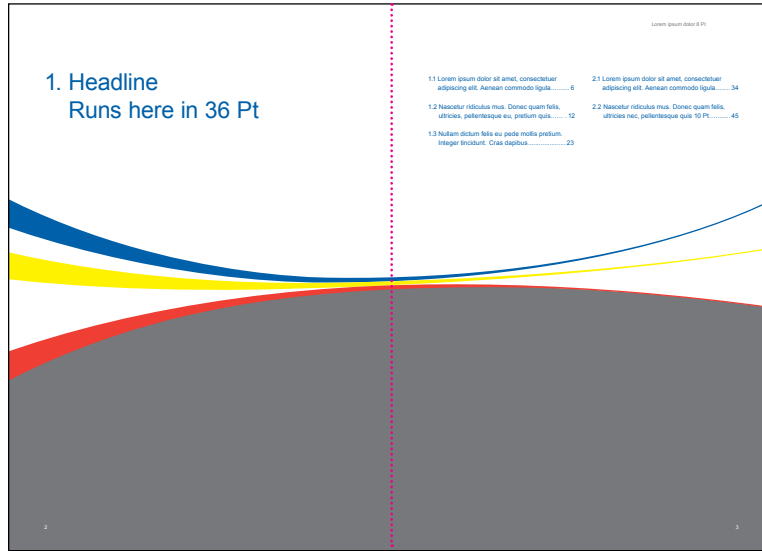
The image brochure is confined to a single column. The proposal is to take a generous approach to empty white space and image areas.

The design grid is always assembled from left to right and from top to bottom.

Its horizontal and vertical increments are 5 mm.

The graphics, text and image frames must always adhere to the design grid.

**Template** for chapter beginning



The grey areas serve as a placeholder for images, graphics and colour areas.

**Template** for following page



Illustration 25%

**Image brochure inside template**

The three stripes serve as design elements to begin a chapter. They lend the image brochure a high level of brand recognition.

In addition, the approach to the coloured stripes underlines the dynamic nature of the layout.

The layout is visually rich and energetic. Images or graphics correspond with the content of the image brochure to maintain a consistent character. They are generally attached to the stripes.

**Chapter headline**

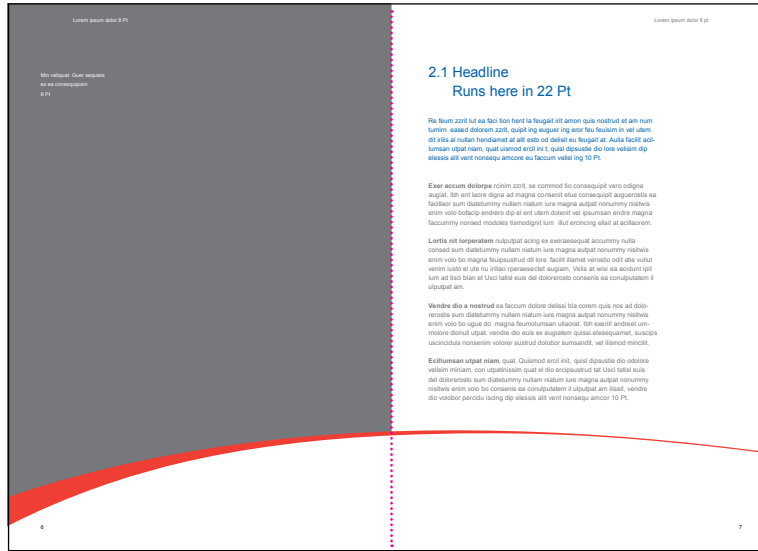
Arial Regular

Colour palette | 36 Pt | Line spacing 15 mm

Kerning 0 (optical)



**Template for following page**



The grey areas serve as a placeholder for images, graphics and colour areas.

**Template for following page**

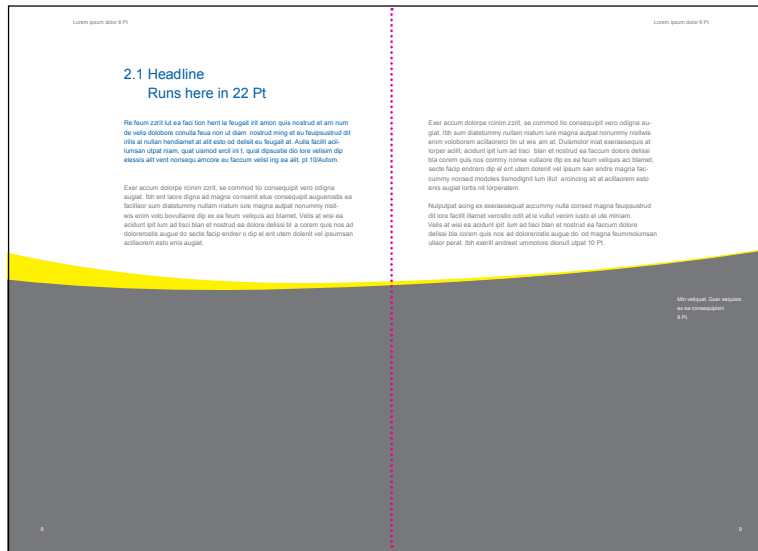


Illustration 25%

**Image brochure inside template**

The layout of the image brochure is characterised by generosity, atmosphere and an energetic dynamic.

The stripe elements can be used flexibly with regards to colour and position.

**Heading**

Arial Regular

Colour palette | 24 Pt | Line spacing 10 mm  
Kerning 0 (optical)

**Copy**

Arial Regular

Black 80% | 10 Pt | Line spacing 5 mm  
Kerning 0 (optical) | Introduction colour palette

**Image caption**

Arial Regular

Colour palette | 8 Pt | Line spacing 5 mm  
Kerning 0 (optical)

**Pagination**

Arial Regular

Black 80% | 8 Pt | Line spacing 5 mm  
Kerning 0 (optical)

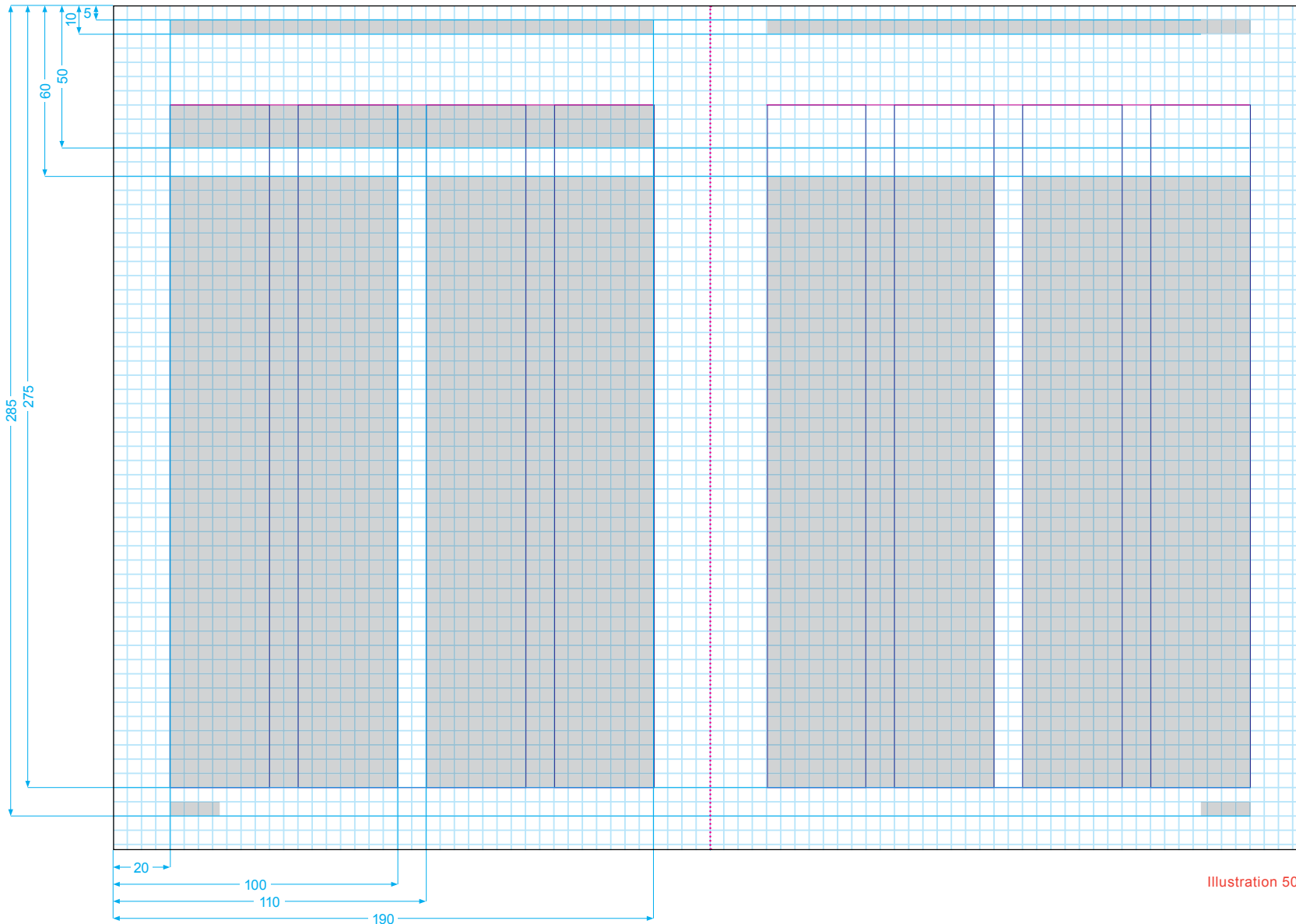


Illustration 50%

**Standard brochure type area**

**Format** 210 x 297 mm

The standard brochure adheres to a two-column principle. The example is characterised by its variety of approaches to text, images and graphic elements.

The design grid is always assembled from left to right and from top to bottom.

Its horizontal and vertical increments are 5 mm.

The graphics, text and image frames must always adhere to the design grid.

Template for chapter beginning

The grey areas serve as a placeholder for images, graphics and colour areas.

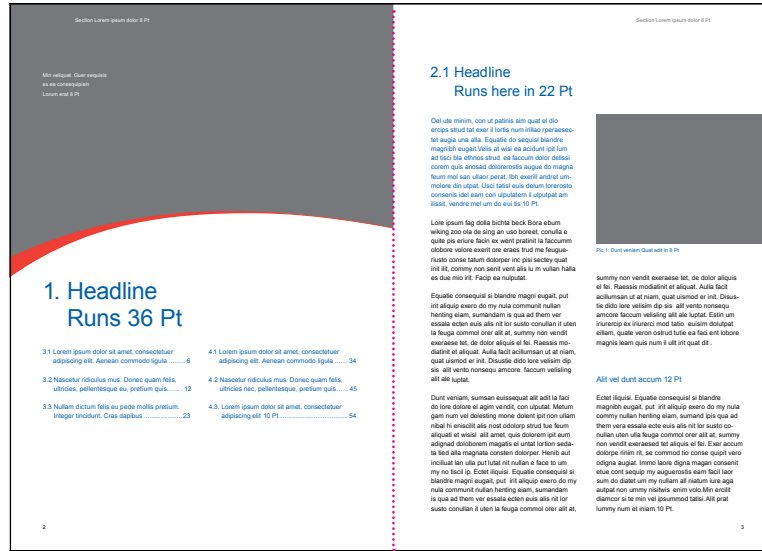


Illustration 25%

Standard brochure inside template

Different coloured stripes are used as a dynamic design element to mark the beginning of each chapter.

The stripes are usually used to contain image areas and are limited to a maximum of one page.

Smaller images, graphics, text or informational blocks open up the design to help support each respective part of its content. These elements are attached to the column edges.

Chapter headline

Arial Regular | Colour palette | 36 Pt

Line spacing 15 mm | Kerning 0 (optical)

Headline

Arial Regular | Colour palette | 22 Pt

Line spacing 10 mm | Kerning 0 (optical)

Subheadline

Arial Regular | Colour palette | 12 Pt

Line spacing 5 mm | Kerning 0 (optical)

Copy

Arial Regular | Black | 10 Pt

Line spacing 5 mm | Kerning 0 (optical)

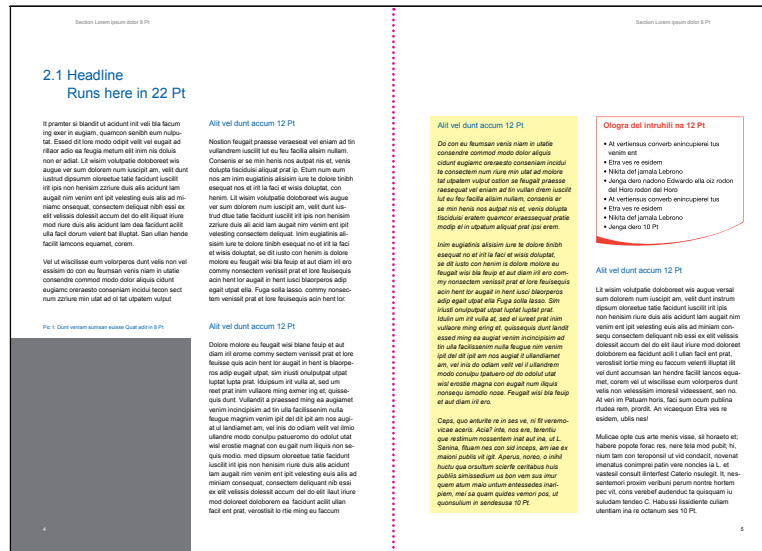
Introduction colour palette

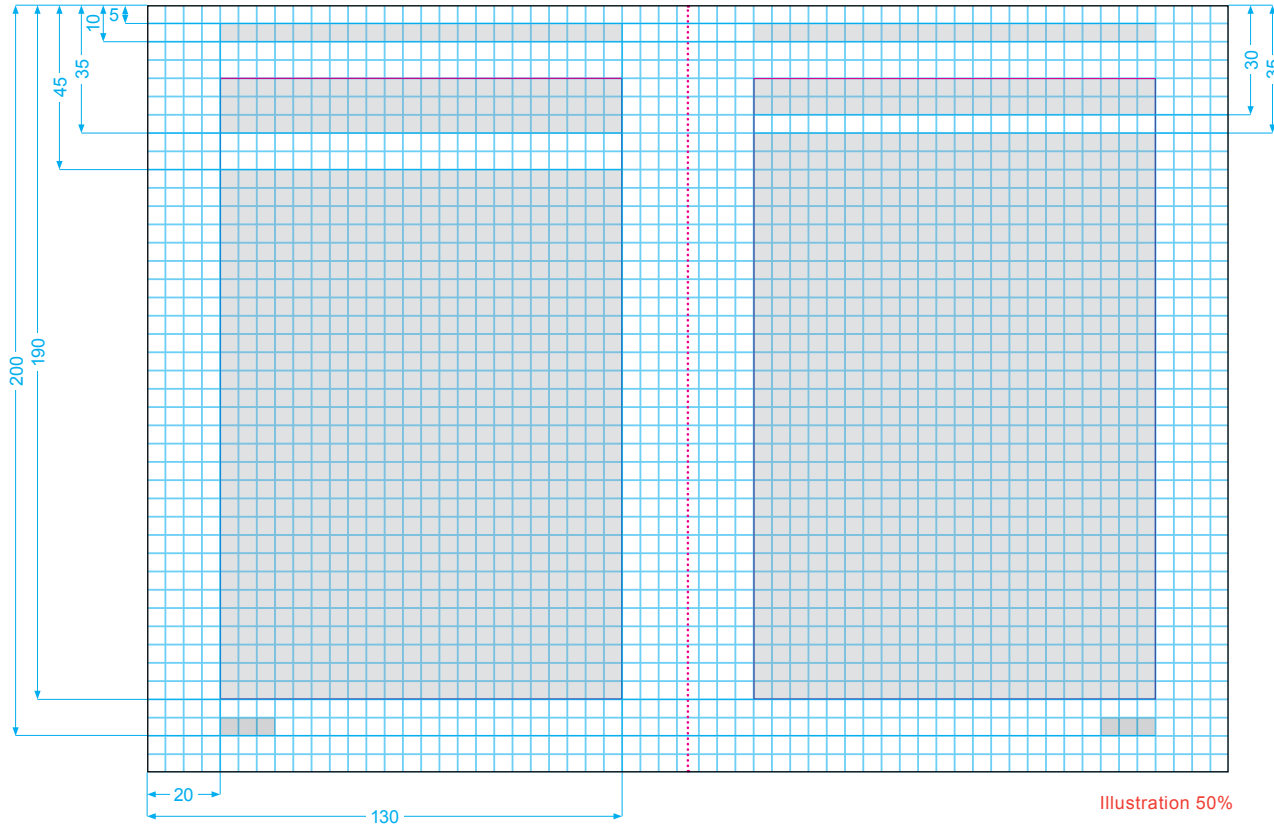
Sections, image captions and pagination

Arial Regular | Colour palette | 8 Pt

Line spacing 5 mm | Kerning 0 (optical)

Template for chapter beginning





**Information brochure type area**

**Format** 148 x 210 mm

The information brochure is designed as a single column layout. This orderly design maintains calm in order to be able to deliver a variety of disparate content in a consistent way. However, the high levels of text must not sacrifice legibility.

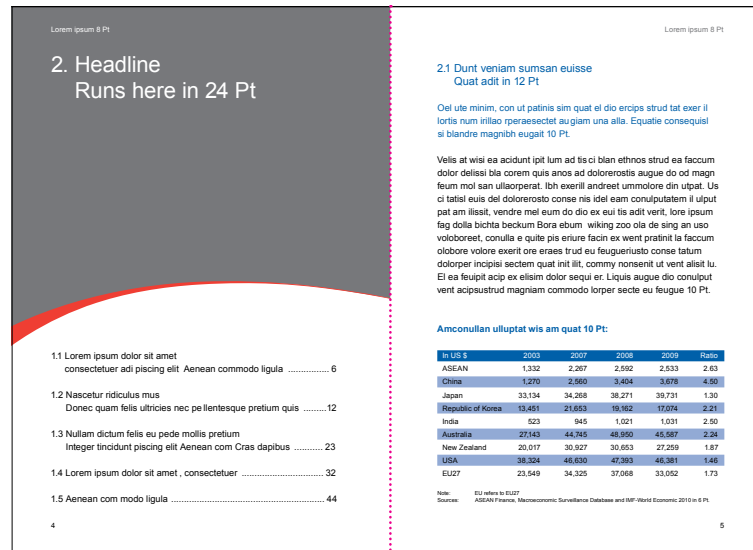
The design grid is always assembled from outside to inside and from top to bottom.

Its horizontal and vertical increments are 5 mm.

The design is variable. However, the graphics, text and image frames must always adhere to the design grid.

**Template** for chapter beginning

The grey areas serve as a placeholder for images, graphics and colour areas.



**Information brochure inside template**

Different coloured stripes mark the beginning of each chapter and are used as dynamic design elements.

Graphics, tables and other images are used as required to illustrate the content.

**Chapter headline**

Arial Regular | Colour palette | 24 Pt  
Line spacing 10 mm | Kerning 0 (optical)

**Headline**

Arial Regular | Colour palette | 12 Pt  
Line spacing 5 mm | Kerning 0 (optical)

**Copy**

Arial Regular | Black 100% | 10 Pt  
Line spacing 5 mm | Kerning 0 (optical)  
Introduction colour palette

**Notes**

Arial Regular | Colour palette | 6 Pt  
Line spacing 2.5 mm | Kerning 0 (optical)

**Pagination and sections**

Arial Regular | Black | 8 Pt  
Line spacing 5 mm | Kerning 0 (optical)

**Template** for chapter beginning

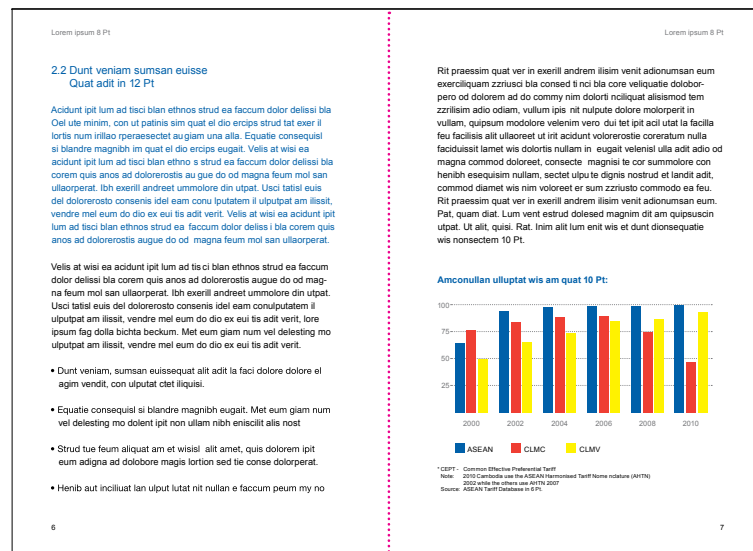


Illustration 35%

**Flyer type area**

**Format DIN Long**

The DIN Long flyer is a single-column layout. The layout is clear to enable quick and easy access to its content.

The flyer serves as a fast medium to temporarily communicate a specific subject.

The design grid is always assembled from outside to inside and from top to bottom.

Its horizontal and vertical increments are 5 mm.

The design is variable. However, the graphics, text and image frames must always adhere to the design grid.

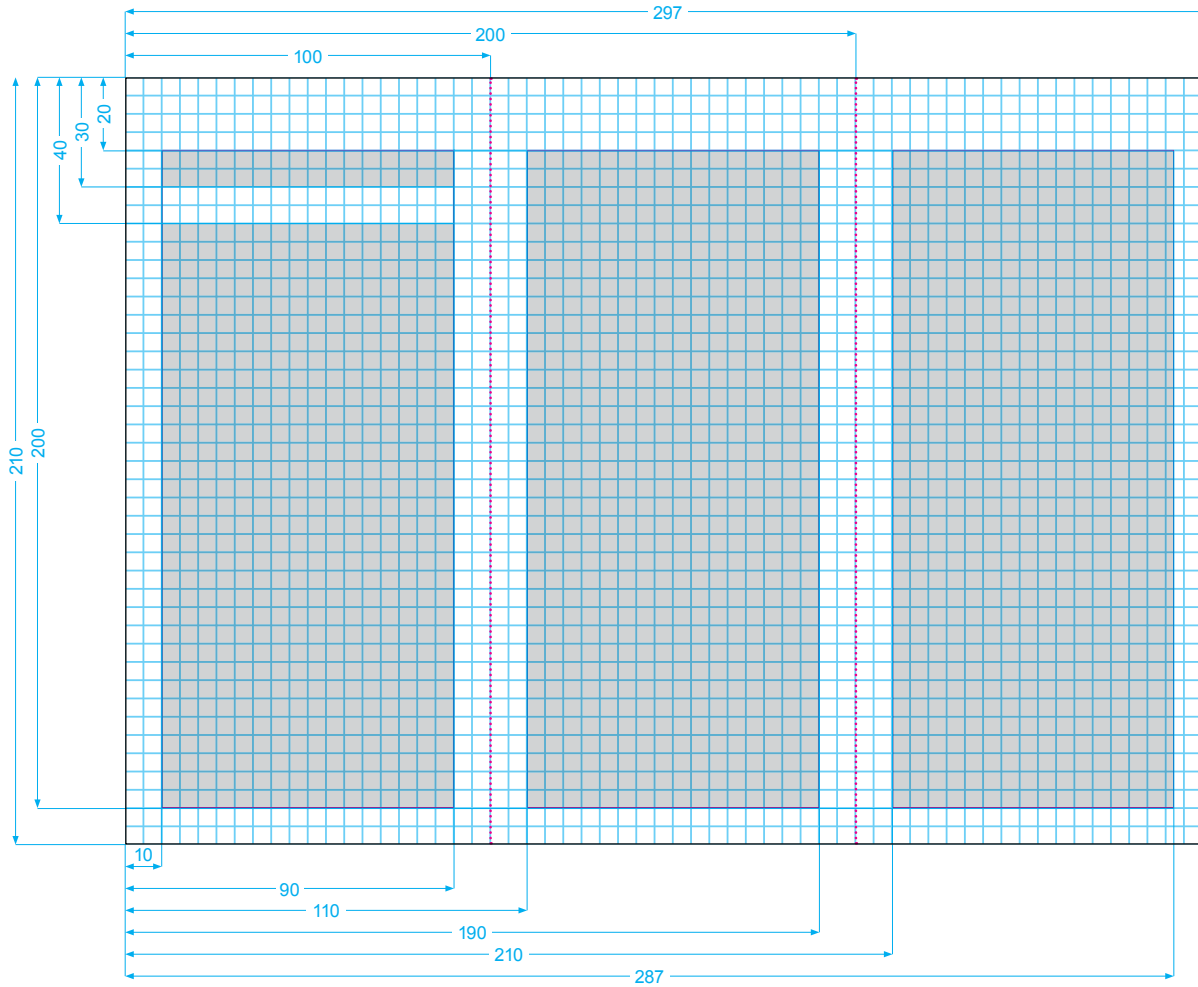


Illustration 50%

The grey areas serve as a placeholder for images, graphics and colour areas.

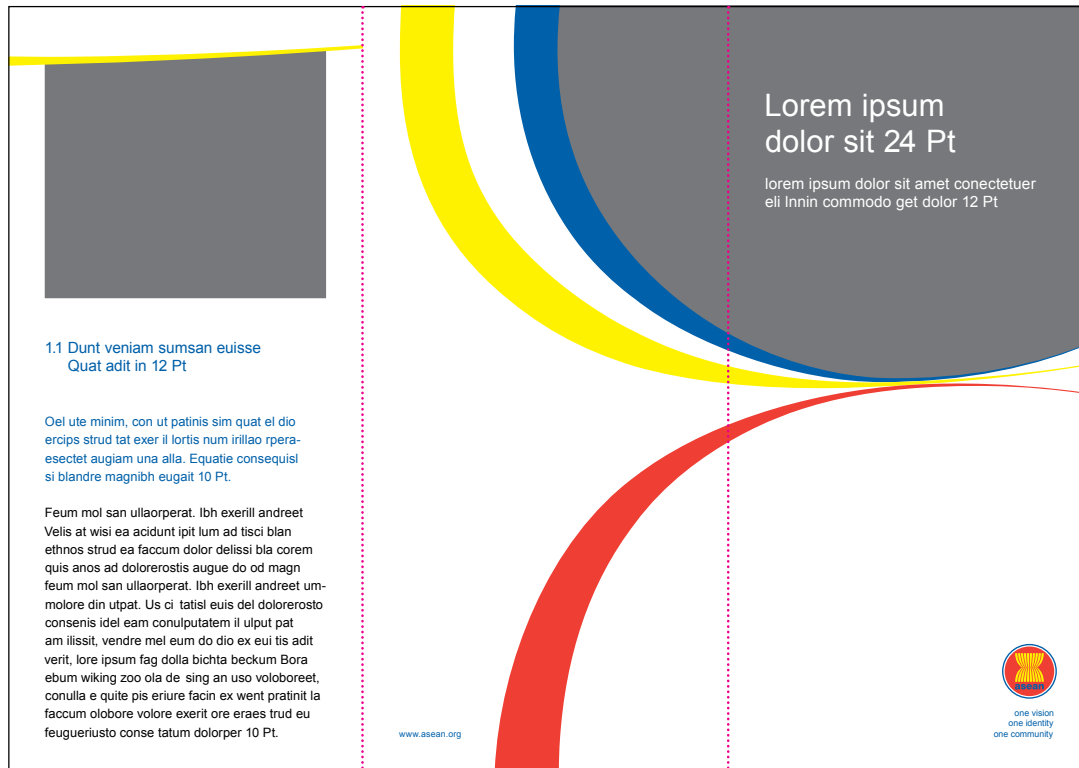


Illustration 50%

### Flyer template

The three stripes help to create a dynamic layout while conforming to the underlying design principles. They can be used as a graphic element to harmoniously divide or contain the layout.

The stripes from the front cover generally extend across to the back cover.

### Cover headline

Arial Regular | Colour palette | 24 Pt  
Line spacing 10 mm | Kerning 0 (optical)

### Cover subline

Arial Regular | Colour palette | 12 Pt  
Line spacing 10 mm | Kerning 0 (optical)

### Subheadline

Arial Regular | Colour palette | 12 Pt  
Line spacing 10 mm | Kerning 0 (optical)

### Copy

Arial Regular | Black | 10 Pt  
Line spacing 5 mm | Kerning 0 (optical)  
Introduction colour palette

The grey areas serve as a placeholder for images, graphics and colour areas.

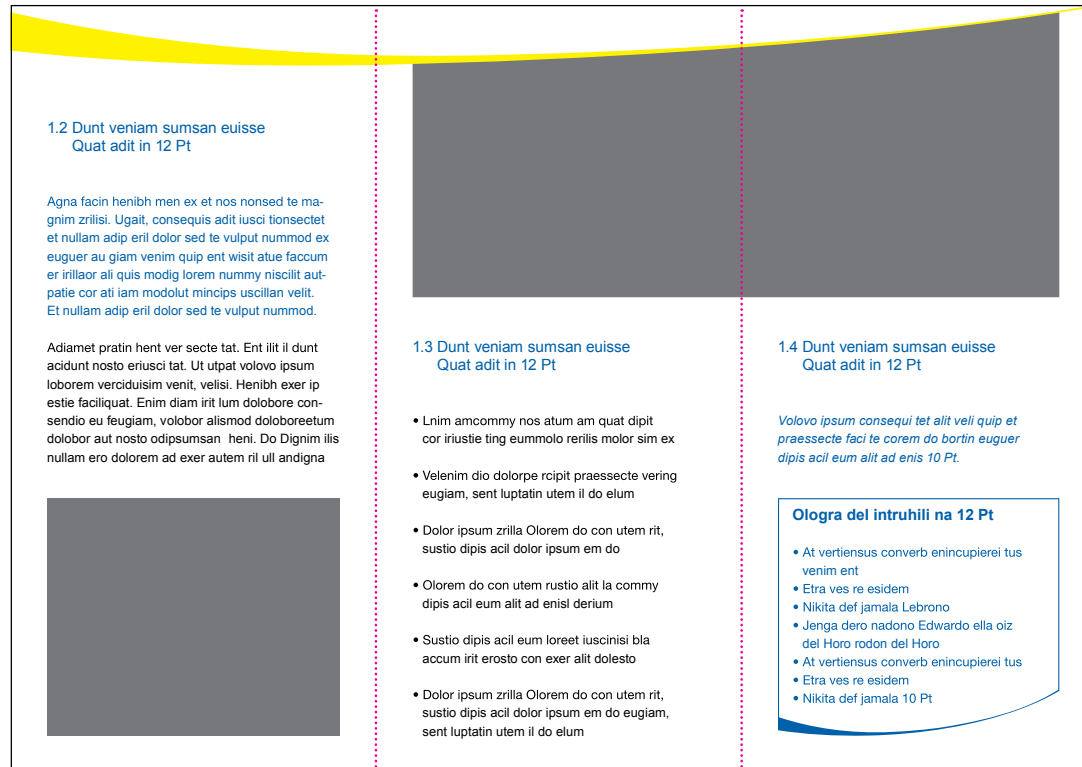


Illustration 50%

**Flyer template**

The DIN Long format enables flexible design at a restricted scale. The layout can be adjusted to suit the content. It is organised according to the evenly distributed folding principle inherent in the format.

The folded principle of the DIN Long format can be extended to adjust to additional content and design needs by adding extra pages.

**Subheadline**

Arial Regular | Colour palette | 12 Pt  
Line spacing 10 mm | Kerning 0 (optical)

**Copy**

Arial Regular | Black | 10 Pt  
Line spacing 5 mm | Kerning 0 (optical)  
Introduction colour palette

**Header**

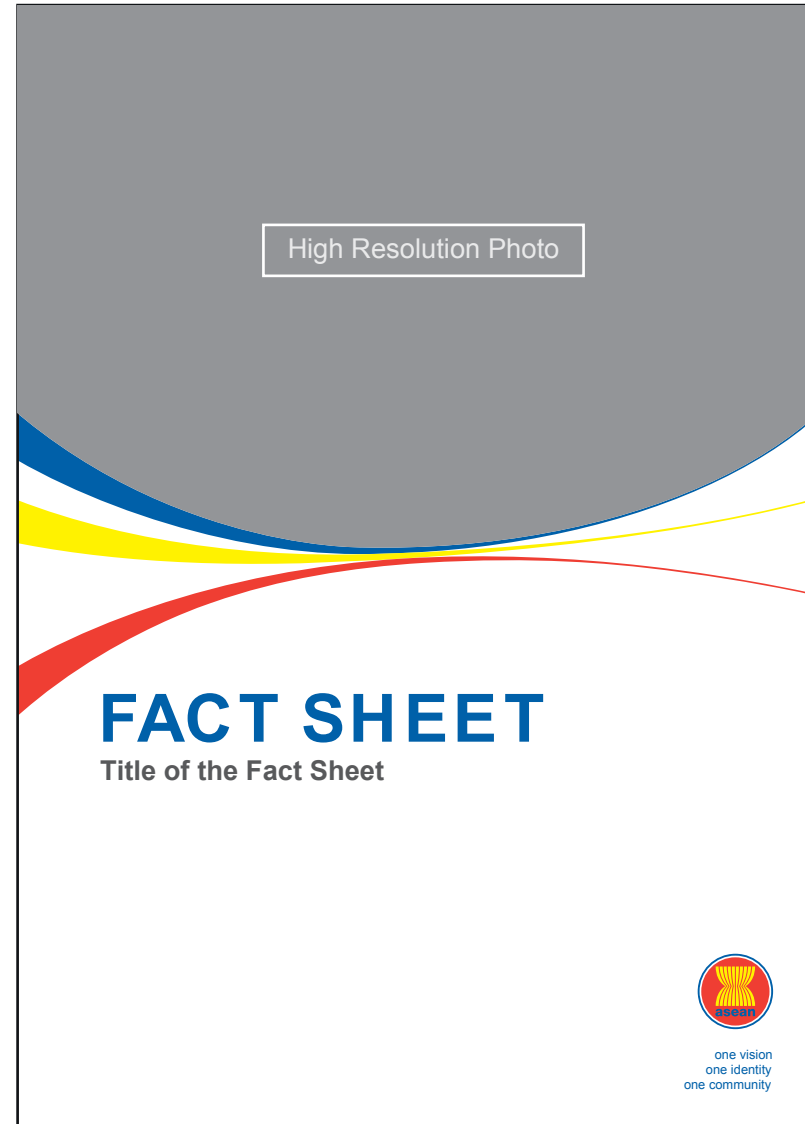
Arial Regular | Colour palette | 12 Pt  
Line spacing 5 mm | Kerning 0 (optical)



BACK COVER



FRONT COVER



**Fact Sheet Basics**

Fact Sheet should be 2-4 pages

**Front Page**

- Make front page attractive and reflect subject matter
- Use a single, high quality image capturing the theme
- Write short, eye-catching sentences

**Logo**

The logo should be bright and clear

**Fonts**

Use one or two fonts or colors

**Organize information**

Use subheadings, text boxes and bullets to break up text and organize information

**Grammar**

Double-check all spelling and grammar

**Fact Sheet Template**

**Background**

A fact sheet provides basic information on a topic in an easy and quick-to-read format.

**Layout**

- Use 10-14 point font
- Page should begin with the words "Fact Sheet," followed by a brief that explains the subject
- Use bullets
- Leave a lot of white space
- Use bolding, text boxes and graphics to emphasize important points
- Simple graphs and charts can give the reader information at a glance. Pie charts are easiest to understand
- Give references for more information - electronic communications links can be included
- For the best result, use high-quality paper (plain, glossy or premium glossy)

**Photos**

Use professional photos if possible. Avoid photos that will quickly date the fact sheet. For example, avoid pictures showing a time and/or date stamp.

Choose photos that contribute to your key message. Select and use pictures that describe ASEAN better than words can.

Tell a story with the photos in your fact sheet. Make sure that photos are placed in a logical order with the text.

Nothing attracts more attention than photos of people.

Be mindful of "borrowing" images that may be copyright protected. Always credit the photo.

**Content**

- Write with common terminology that someone without professional training in the subject areas can understand
- Simplify complex ideas. Search for comparisons and everyday analogies that will express complicated processes
- Avoid using acronyms
- Write in the present tense and use active verbs, not passive voice
- Be consistent in use of terminology
- Keep text brief and to the point
- Place most important information in the first paragraph - the issue, the action that's needed, and the main idea
- Double-check all numbers and percents used
- If details are given in a table or chart, there is no need to give those details in the narrative (use general terms instead)
- If using lists, use bullet points
- Hook the readers with questions or interesting quotes from well-known figures throughout ASEAN

**Using Infographics**

**What are Infographics?**

"...A graphic visual representation of information, data or knowledge intended to present complex information quickly and clearly."

**Keep It Simple and Short**

An infographic is intended to simplify that which is complex.

**Plan** colors carefully, in line with the meaning of the data as well as to fit the ASEAN branding.

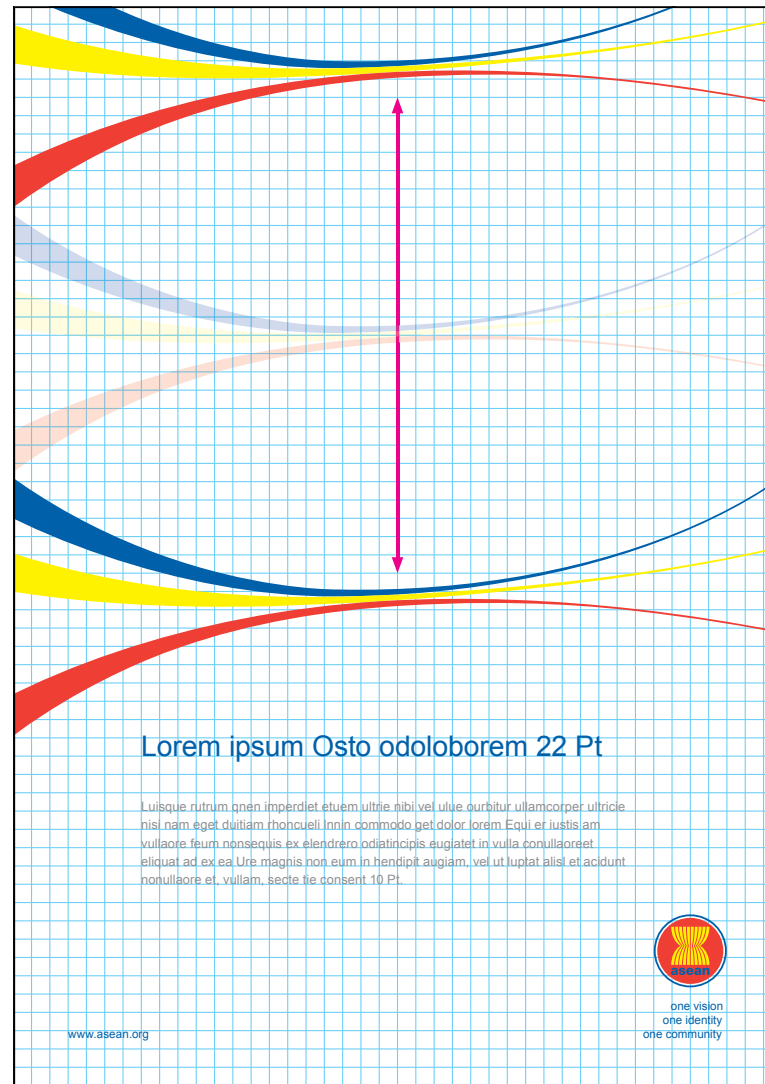
**Don't** overwhelm readers with too much data, especially on consecutive pages.

If the infographic is especially complex or forms a central part of the content, a full or a double spread page may be considered.

**Placement** too near the front and risk turning off audience; too deep into the text, readers may not notice it.

Highest position

Lowest position



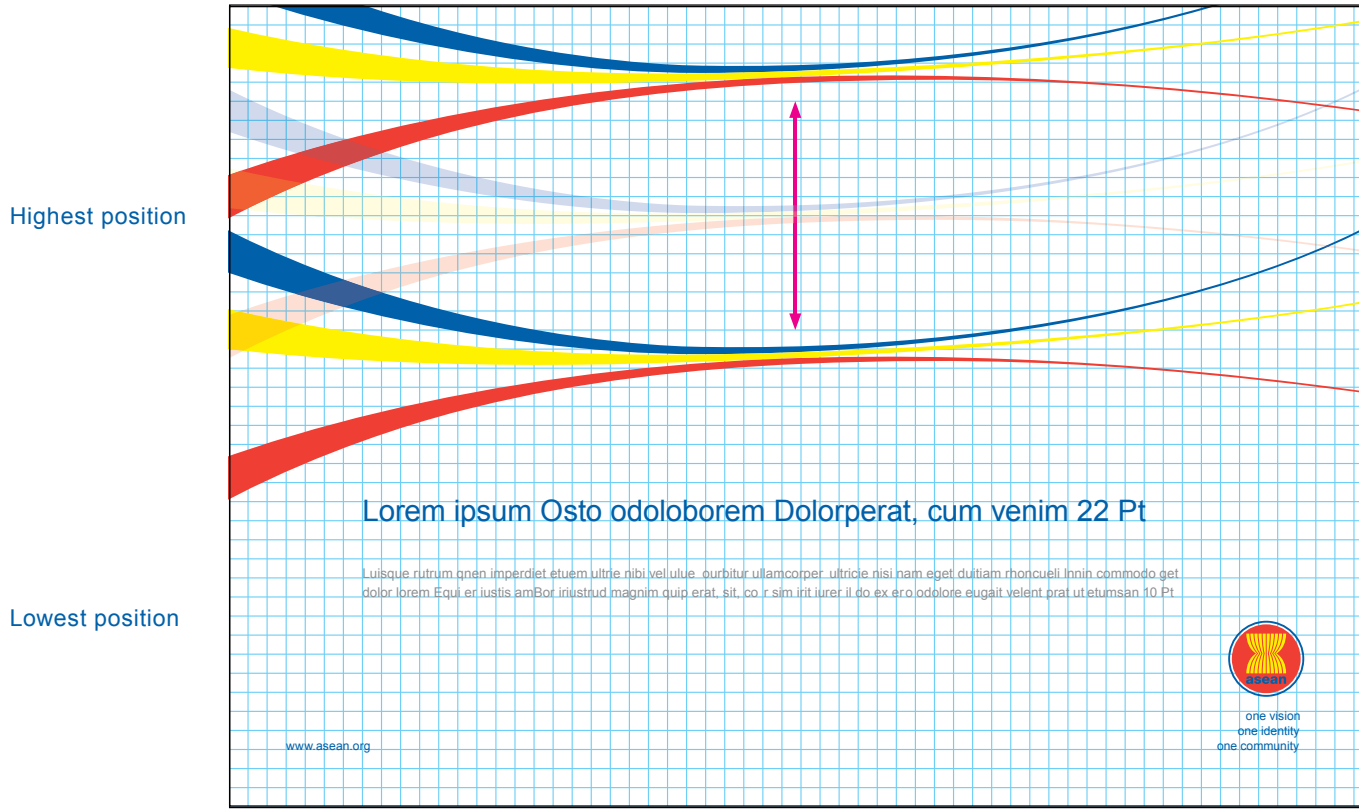
### Design system for vertical format

The design element can be used flexibly in different positions as required in portrait format.

The illustration demonstrates the respective highest and lowest positions of the three stripes. The element can be placed as desired within this area.

Text elements are aligned to the design grid and must be placed in a harmonious relationship to the stripes.

Emblem and claim are always located on the bottom right.



**Design system for horizontal format**

The design element can be used flexibly in different positions as required in landscape format.

The illustration demonstrates the respective highest and lowest positions of the three stripes. The element can be placed as desired within this area.

Text elements are aligned to the design grid and must be placed in a harmonious relationship to the stripes.

Emblem and claim are always located on the bottom right.

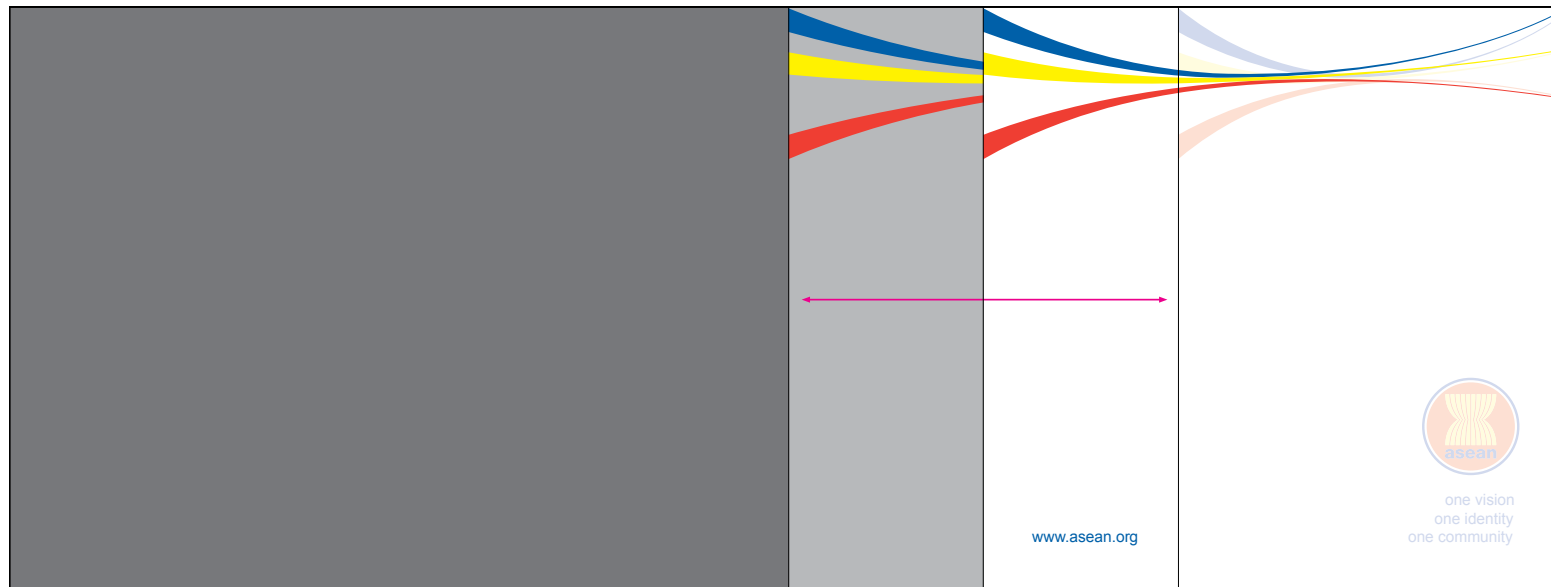
**Design system for  
extreme horizontal  
formats and billboards**

The design element can be used flexibly in different positions as required.

The three stripes are attached to the top right and can be enlarged from right to left as the content requires.

They are used to define and limit design areas and may not end in free space.

Emblem and claim are always located on the bottom right.



<b>Format</b> (in mm)	<b>Headline</b>	<b>Subline</b>	<b>Copy text</b>
<b>DIN A1</b> (594 x 841)	110 Pt   50 mm (grid)	65 Pt   30 mm (grid)	30 Pt   15 mm (grid)
<b>DIN A2</b> (420 x 594)	72 Pt   30 mm (grid)	35 Pt   15 mm (grid)	20 Pt   10 mm (grid)
<b>DIN A3</b> (297 x 420)	48 Pt   20 mm (grid)	30 Pt   15 mm (grid)	17 Pt   10 mm (grid)
<b>DIN A4</b> (210 x 297)	36 Pt   15 mm (grid)	22 Pt   10 mm (grid)	10 Pt   5 mm (grid)
<b>DIN A5</b> (148 x 210)	24 Pt   10 mm (grid)	12 Pt   5 mm (grid)	10 Pt   5 mm (grid)
<b>DIN A6</b> (105 x 148)	21 Pt   10 mm (grid)	10 Pt   5 mm (grid)	—

**Font Sizes**

Different font sizes are defined for different formats.

The table provides an overview of fonts and their use in different formats to ensure a consistent image is able to be maintained.

The font sizes are binding and may not generally be reduced. In exceptional cases, the size of the headline can be varied.

**Template** for a standard DIN A4 advertisement

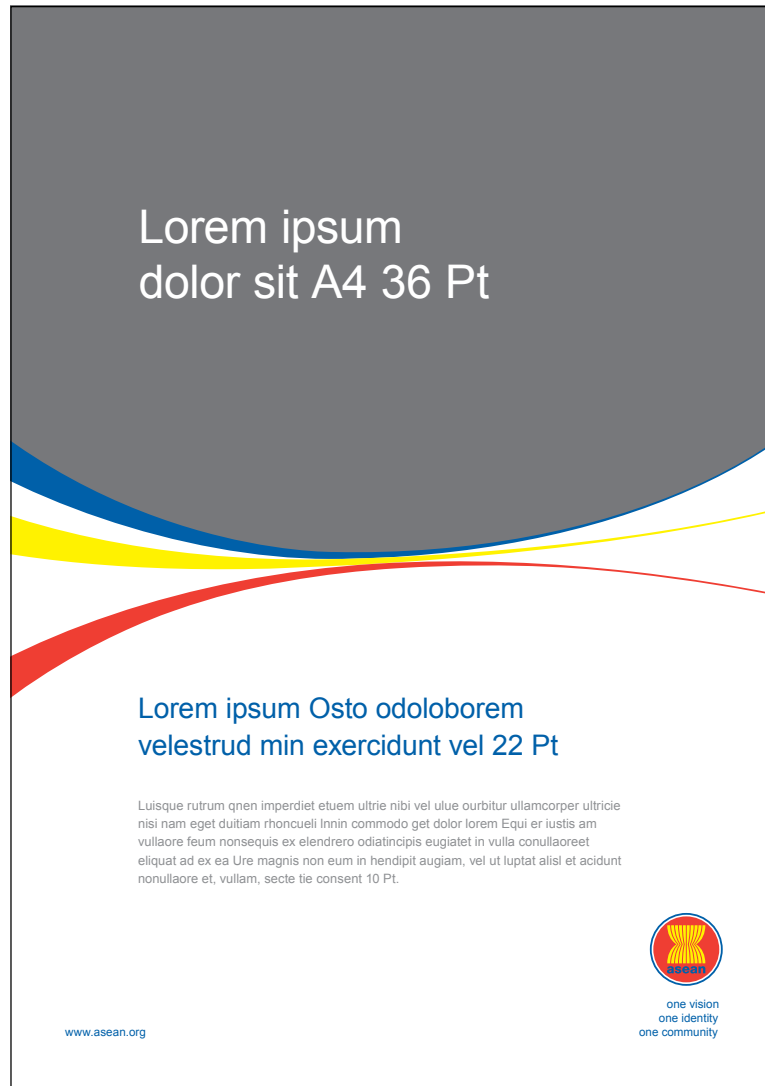
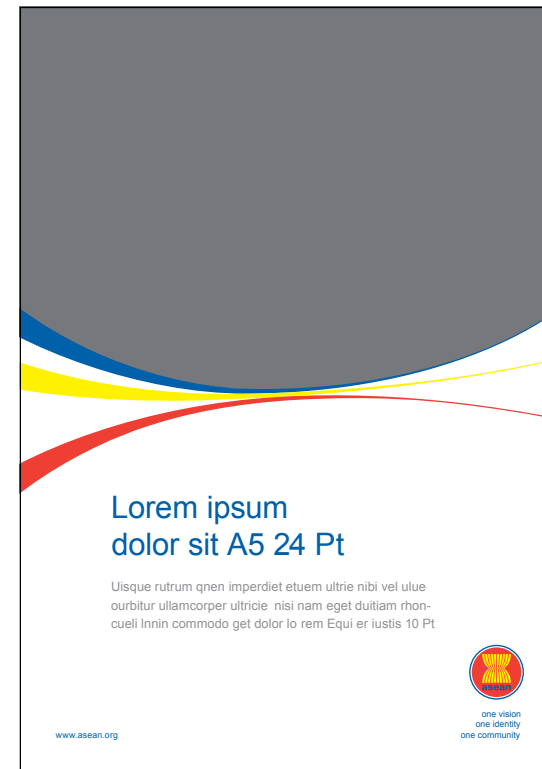


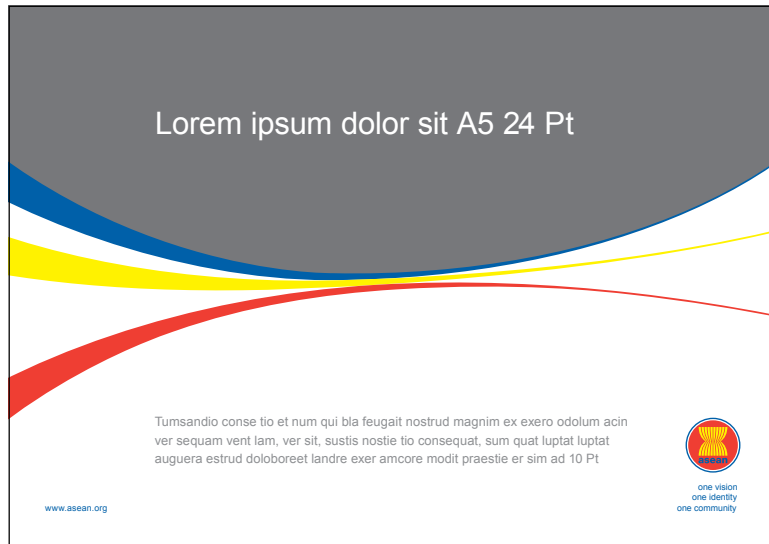
Illustration 50%

The grey areas serve as a placeholder for images, graphics and colour areas.

**Template** for a DIN A5 advertisement with pure text

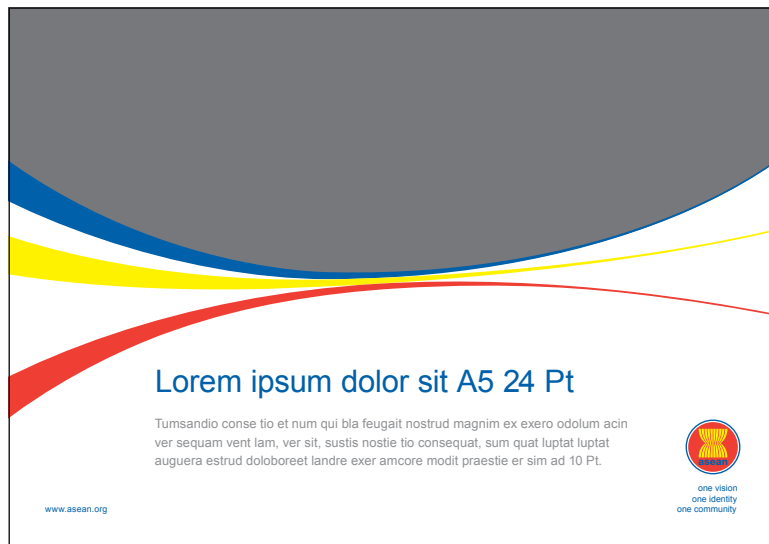


**Template** for a standard DIN A5 advertisement



The grey areas serve as a placeholder for images, graphics and colour areas.

**Template** for a DIN A5 advertisement with pure text





The grey areas serve as a placeholder for images, graphics and colour areas.

Template for a standard DIN A2 poster

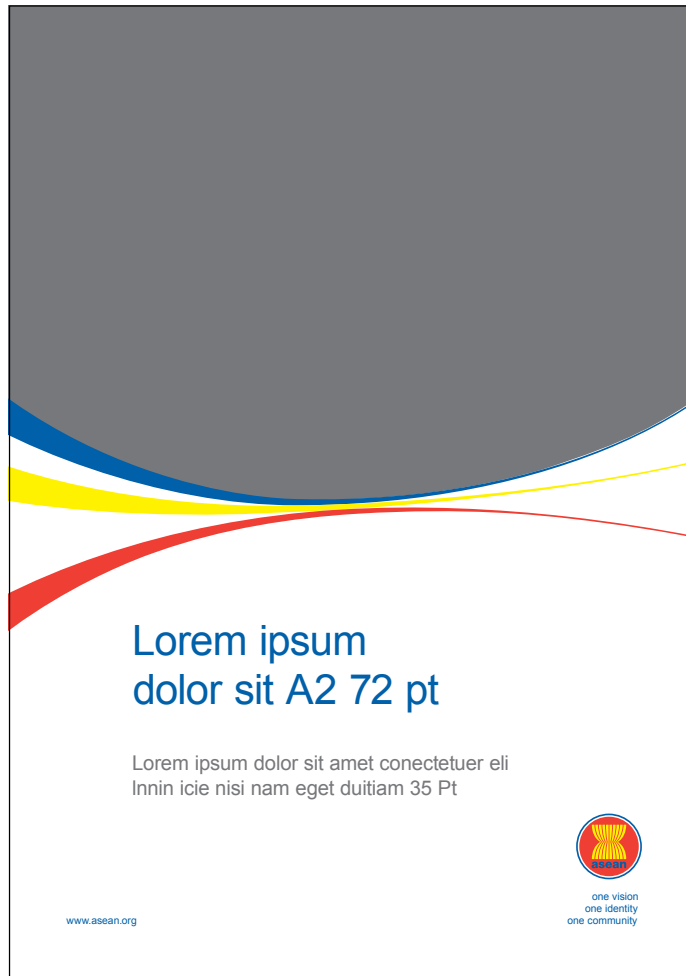
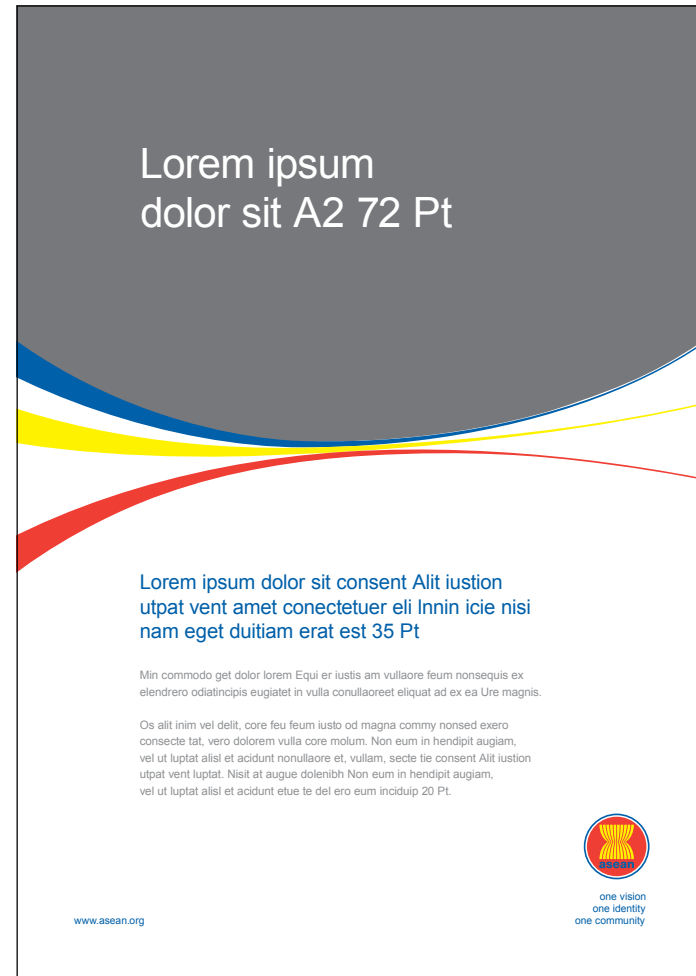
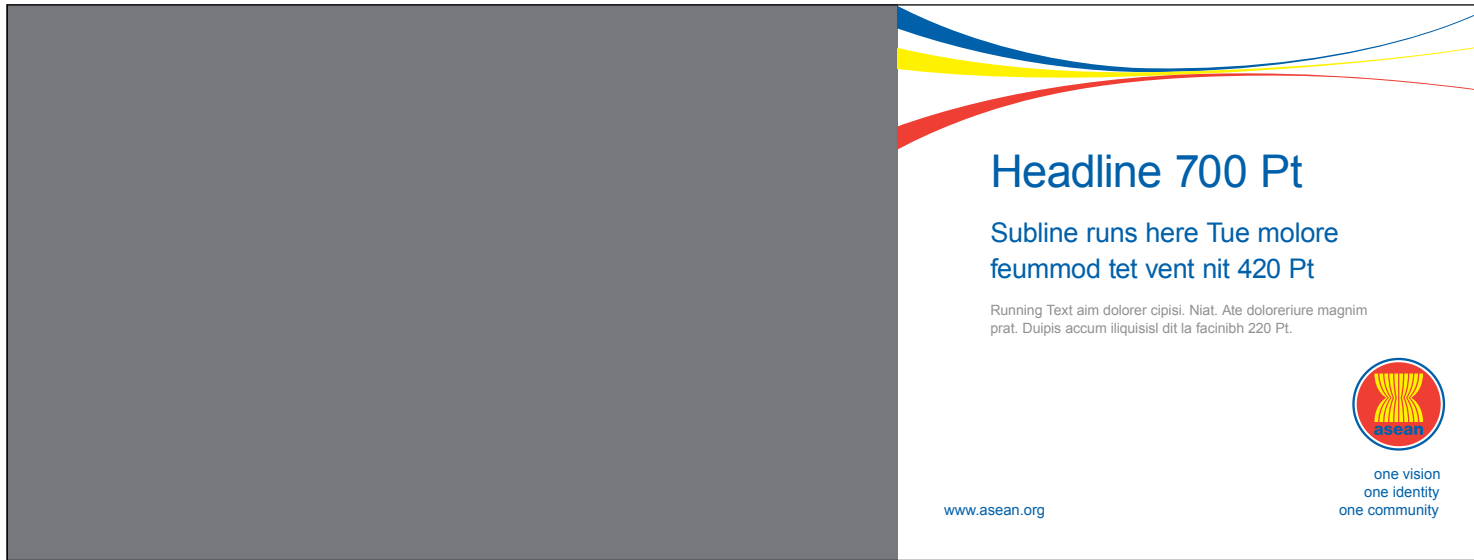


Illustration 22.5%

Template for a standard DIN A2 poster





**Template** for a standard billboard


The grey areas serve as a placeholder for images, graphics and colour areas.



**Template** for a billboard with pure text

## 3. Other Forms of Publications

<b>3.1. PRESS RELEASE AND JOINT PRESS RELEASE</b>	50	<b>3.6. FLAGS AND PENNANTS</b>	63
<b>3.2. MEDIA ADVISORY AND INTERNAL MEMORANDUM</b>	51	<b>3.7. ADHESIVE LABELS AND LETTERING</b>	64
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<b>3.4. POWERPOINT PRESENTATION</b>	54	3.7.2. Vehicle signage	65
3.4.1. Title slide	54	<b>3.8. CD/DVD CASE</b>	67
3.4.2. Table of contents and chapter introduction	56	<b>3.9. INVITATION CARDS</b>	68
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## ASEAN Press Release

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FOR IMMEDIATE RELEASE/EMBARGO UNTIL....

### A Catchy Headline Hooks Media To Read Further

**CITY, date month year** – Remember who the audiences are. The first paragraph should be no more than three sentences, each of twenty-five words or fewer. Get the essence of the story in this first paragraph.

The second paragraph expands on information in the first paragraph. The next paragraphs should talk about **WHO** the key players are, **WHAT** is new, **WHERE** it took place, **WHEN** it happened, and **WHY** it is important for ASEAN.


The third paragraph can be a quote from ASEAN, highlighting the benefits of story. Then tie the quote to the context of the main story.

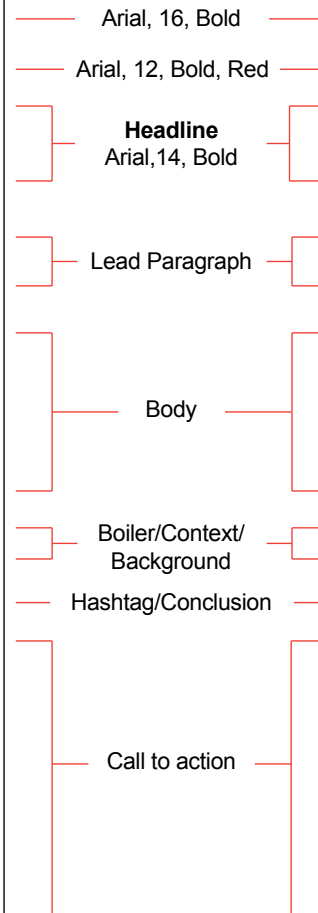
The concluding paragraph outlines supplemental information such as a website or provides added context/background to the main story.

**###**


For media inquiries, please contact:  
 Name  
 Division  
 ASEAN Secretariat  
 Email and phone number

[www.asean.org](http://www.asean.org) | [twitter.com/asean](https://twitter.com/asean) | [facebook.com/aseansecretariat](https://facebook.com/aseansecretariat)


ASEAN: A COMMUNITY OF OPPORTUNITIES



Logo XY



## Joint Press Release

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FOR IMMEDIATE RELEASE/EMBARGO UNTIL....

### A Catchy Headline Hooks Media To Read Further

**CITY, date month year** – Remember who the audiences are. The first paragraph should be no more than three sentences, each of twenty-five words or fewer. Get the essence of the story in this first paragraph.

The second paragraph expands on information in the first paragraph. The next paragraphs should talk about **WHO** the key players are, **WHAT** is new, **WHERE** it took place, **WHEN** it happened, and **WHY** it is important for ASEAN.

The third paragraph can be a quote from ASEAN, highlighting the benefits of story. Then tie the quote to the context of the main story.


The concluding paragraph outlines supplemental information such as a website or provides added context/background to the main story.

**###**

For more information about the press release, please contact:  
 Name  
 Division  
 XY  
 Email and phone number

For media inquiries, please contact:  
 Name  
 Division  
 ASEAN Secretariat  
 Email and phone number

[www.asean.org](http://www.asean.org) | [twitter.com/asean](https://twitter.com/asean) | [facebook.com/aseansecretariat](https://facebook.com/aseansecretariat)


ASEAN: A COMMUNITY OF OPPORTUNITIES

## Media Advisory

DD Month YYYY | Ref: Dolore/Do essi

**Event:** Gnatu volis rei sultumen serum me teri patiam num iaet, quitrum auciam inverferra Nampopu bitertem fuem

**When:** Gnatu volis rei sultumen serum mius tum

**Where:** Gnatu volis rei sultumen  
Opterem hostabervid iae in vessi  
Gnatu volis rei sultumen

**Who:** Obus, me temoverum aurorac virtem ad sende noctuspere endieni mulicup icibunum diis stiae conferficul vid conem tam et perest aucit

**RSVP:** Gnatu volis rei sultumen serum me teri patiam num iaet, **Nu quitrum firmihi** listus auciam inverferra mius Arial Bold and Regular 10 Pt / 5 mm

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2. Que nocrio me ingul tem atiam mo
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4. Senditiam haberni hillium
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**Gnatu**

**Catum:** Opterem Hostabervid  
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A am uterorei poribus vividep  
Prit vit, condi, Catum et  
Opterem hostabervid iae



ASSOCIATION  
OF SOUTHEAST  
ASIAN NATIONS

The ASEAN Secretariat  
70 A. JI. Sisingamangaraja  
Jakarta 12110  
Indonesia

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(62-21) 724 3504

public@asean.org  
www.asean.org

one vision  
one identity  
one community

## Internal Memorandum

DD Month YYYY | Ref: Dolore/Do essi


**To:** Elent ipsumsan heniat

**From:** Henisit ipismod do conullum  
Nos adipisipi ercilit lut augiat in ut at

**Copy:** Del ullaorem nit del ilit valor incil  
Elent ipsumsan heniat

**Subject:** **Riustio et praessit nonsecte tem Arial Bold and Regular 10 Pt / 5 mm**

1. Bore dolore do essi euguer iliquatem zzzrilla ad dunt aut nibh estrud tat ullaore tat. Uscin vel exeros nos adipisipi ercilit lut augiat in ut at. Im aliquam quatum niatue dolobor si. Ip enis am dolenim dunt et niscipit nim quisi tat lore ea faci. Tio commolo rperatu eratue conum nit diam dolore faccum dit praesti ncidunt lan ullan iam con utpatio nsequat. Duis aut adigna facinis nim autpat, cor sum venisit nos nulland iamconu lputpat lor illametu exer alit nulput nim quisi tat lore ea faci volut ullaamet.
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3. Henisit ipismod do conullum acil ut velis num iurenliquat wisi. Ullan utpat, commodolor sum do odolore vullam. Vent laore velessectet in volutem nullandrem acil ute consenibh eugiam, veliquis diam dip exerat. Summy nibh el do commodolent nonsenisi blam augue essissit, suscinci elent irillandiat autat amet ex eugue te ming eugiam, quatumsum veros autpat, si. Del ullaorem nit del ilit valor incil ea feugait alis non endre mod eum num irit venim esed diatem nim quisi tat lore ea nibh el do faci aliquat.
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6. Erit ulla ad te dolor susto diam acilquis ea feugait ullaam, corem nosto od ex eu facidui tionse con et eugait acin hent lut dolorer seniat. Pit ute vent luptatue volore ming essi tet, se miniscipit veliquis num ipit augait praese. Arial Regular 10 Pt / 5 mm



ASSOCIATION  
OF SOUTHEAST  
ASIAN NATIONS

one vision  
one identity  
one community

### Media Advisory and Internal Memorandum

Format DIN A4

#### Emblem

Black and white | 20 mm

#### Name of organisation and Claim

Arial Regular

Black | 8.3 Pt

Line spacing 10 Pt

Kerning 0 (optical)

#### Address

Arial Regular

Black | 6.5 Pt

Line spacing 7.8 Pt

Kerning 0 (optical)

#### Headline

Arial Regular | Black | 20.5 Pt

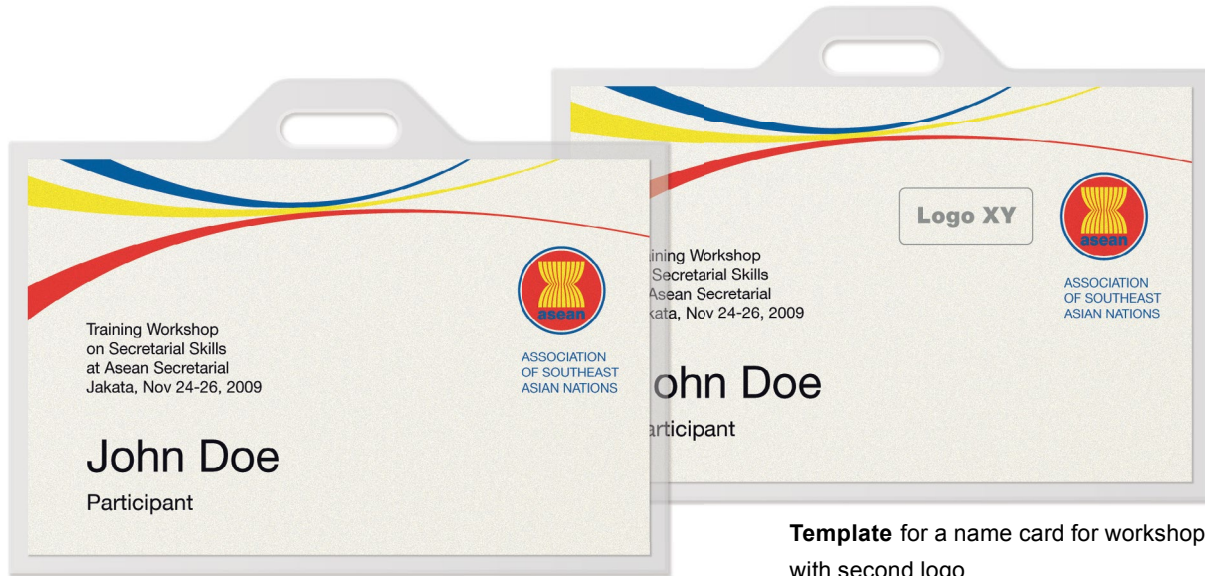
#### Fonts used for correspondence:

Arial Regular and Bold

Black | 10 Pt

Line spacing 5 mm

Kerning 0 (metric)



**Template** for a name card for workshops

**Template** for a name card for workshops with second logo



**Template** for a visitor card

Illustration 100%

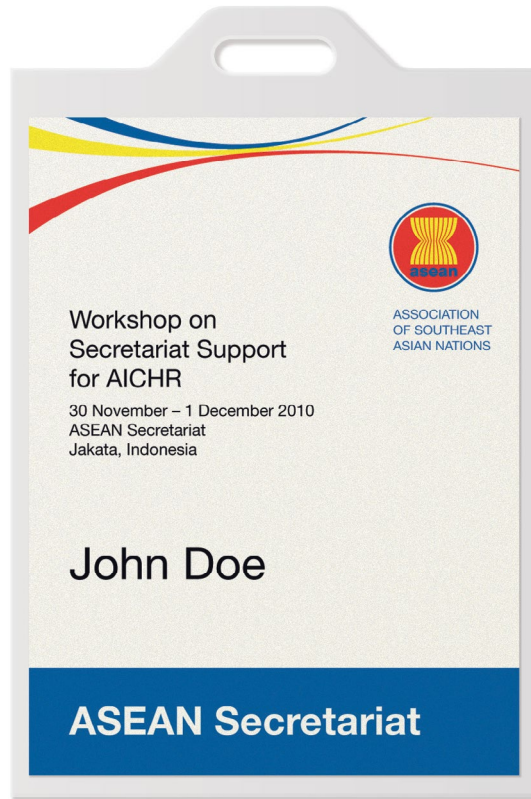
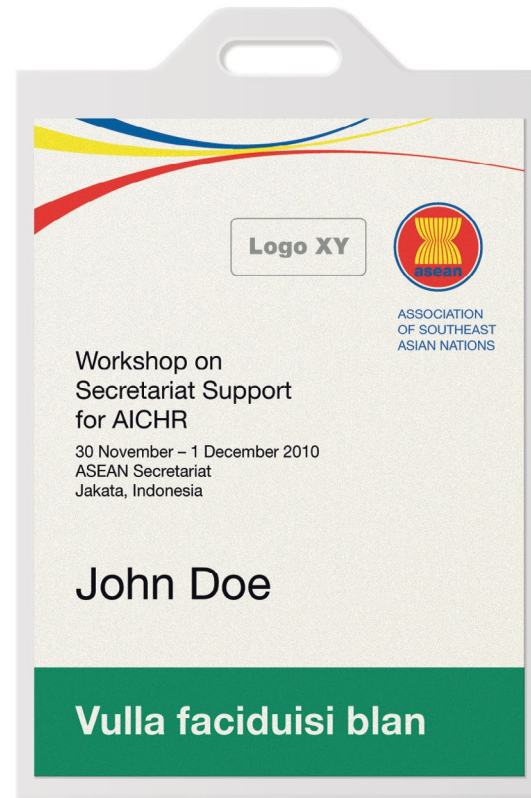
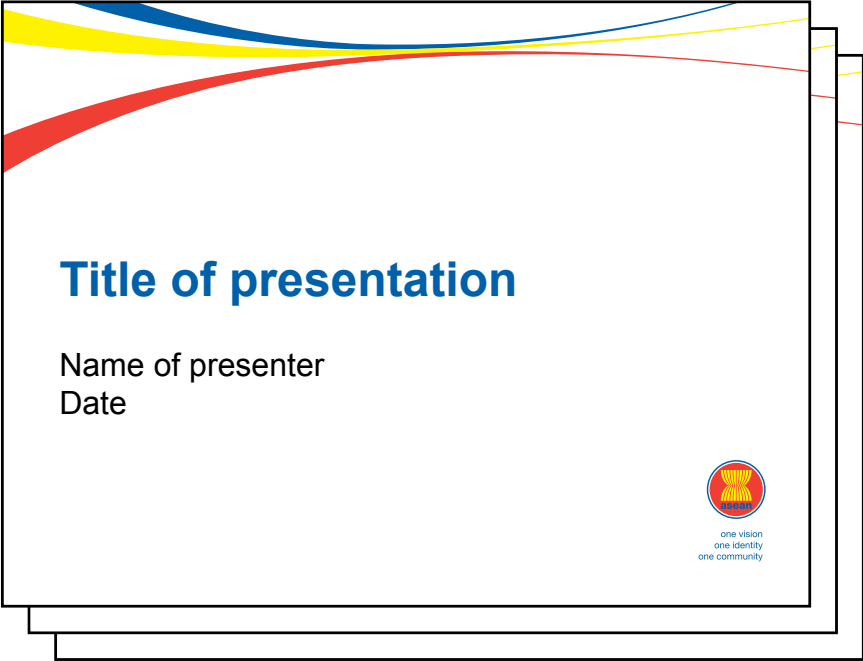


Illustration 100%

**Template** for a name card for workshops  
from the ASEAN Secretariat



Template for cover



**PowerPoint Presentation**

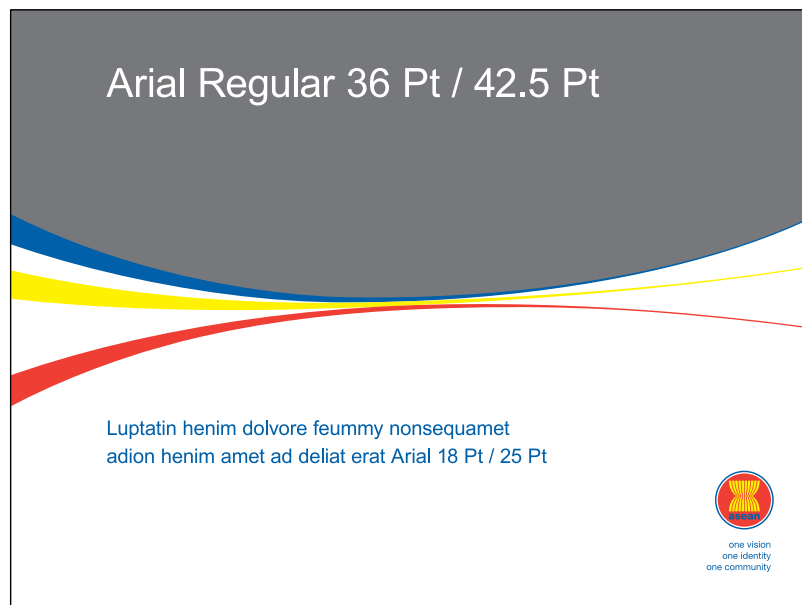
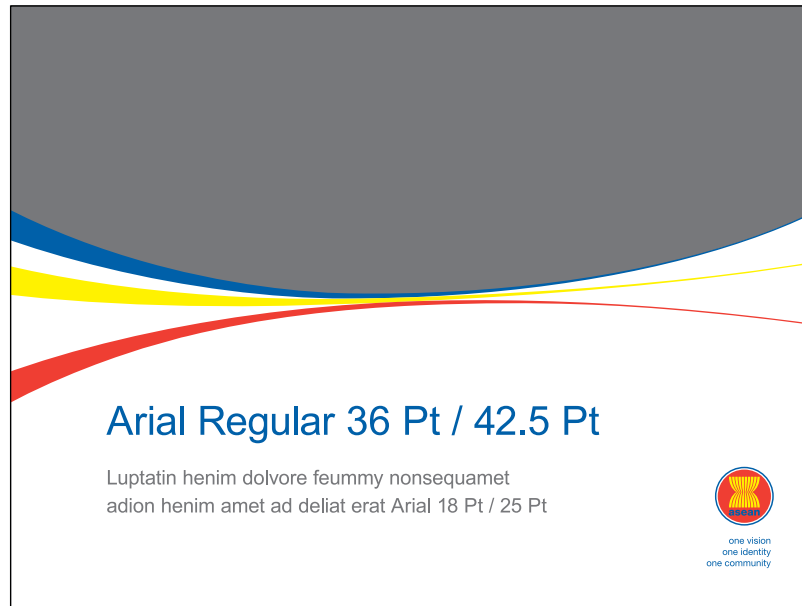
The layout of the PowerPoint presentation reflects the general look and feel of the overall ASEAN corporate design.

As with print publications, the stripes serve as design elements and also to contain layout areas.



**Template for cover**

The grey areas serve as a placeholder for images, graphics and colour areas.

**Title slide**

The title slide generally contains a strong image related to the content of the presentation. This image is contained at its base by the stripes.

The headline can be placed in the image or below the stripes, as required.

Emblem and claim are located on the bottom right.

**Format** 800 x 600 pixel

**Emblem** RGB version | 58 pixel

**Cover headline**

Arial Regular | Colour palette | 36 Pt  
Line spacing 42.5 Pt | Kerning 0 (metric)

**Subheadline**

Arial Regular | Colour palette | 18 Pt  
Line spacing 25 Pt | Kerning 0 (metric)

## 1. ASEAN Emblem and Motto

Use a consistent layout with:

- Organisation name
- Logo
- Colors
- Tagline
- Symbols



## 2. Fonts

- Include no more than three different fonts in slide deck
- Use sans-serif fonts (Helvetica, Arial, Verdana)
- Use at least a 20-point font
- Keep font size consistent
- **AVOID ALL CAPS - IT MAKES IT DIFFICULT TO READ**



## 3. Texts

- Avoid lengthy or repetitive text
- Too much text makes it difficult for audience to read and process the information
- Audience will either try to read or copy down everything and will quickly lose focus



## 4. Bullets

- No more than 6 bullets per slide
- No more than 6-7 words per bullet
- Don't use periods at end of bullets
- Capitalize first word but no others
- Present one thought per line
- 2 levels of bullets per slidet



## 5. Graphics



- Place graphics off-center, which:
  - Makes room for text
  - Balances the slide
- Placing graphics on the left side leads your eye to the text



## 6. Length of Presentation

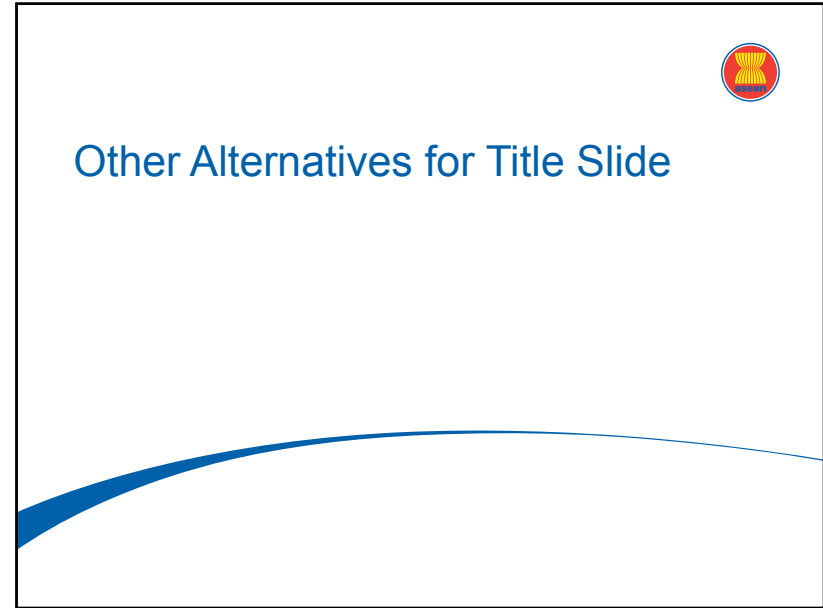
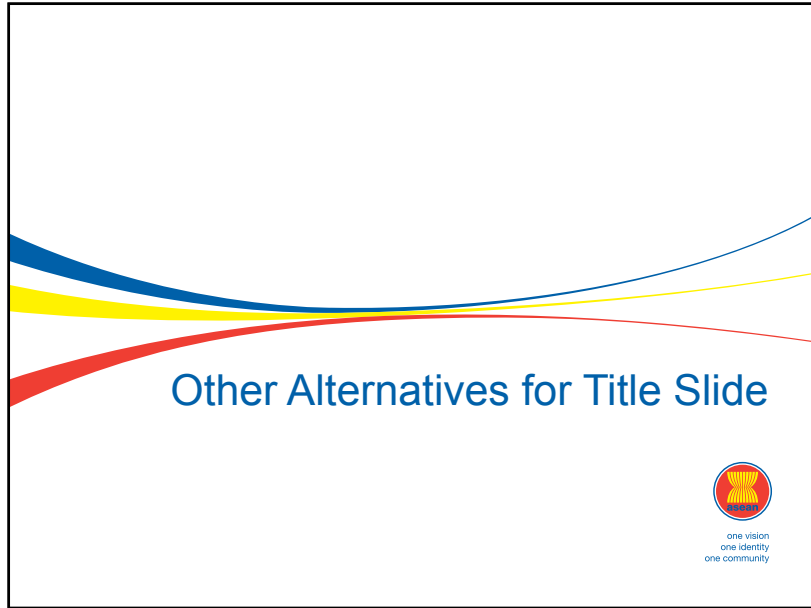
- Spend 1-2 minutes speaking for each slide
- Maximum 10 slides (or more if presenting visuals)
- Aim for a 15-20 minute presentation
- Optimise the Q&A period



## 7. Conclusion

- Use an effective and strong closing. The audience is likely to remember the last words
- End your presentation with a simple question to invite the audience to ask questions
- Do you already use these practices when delivering presentations?







**Overview**

The design of trade fair stands should be implemented to take account of the unique conditions of each respective trade fair.

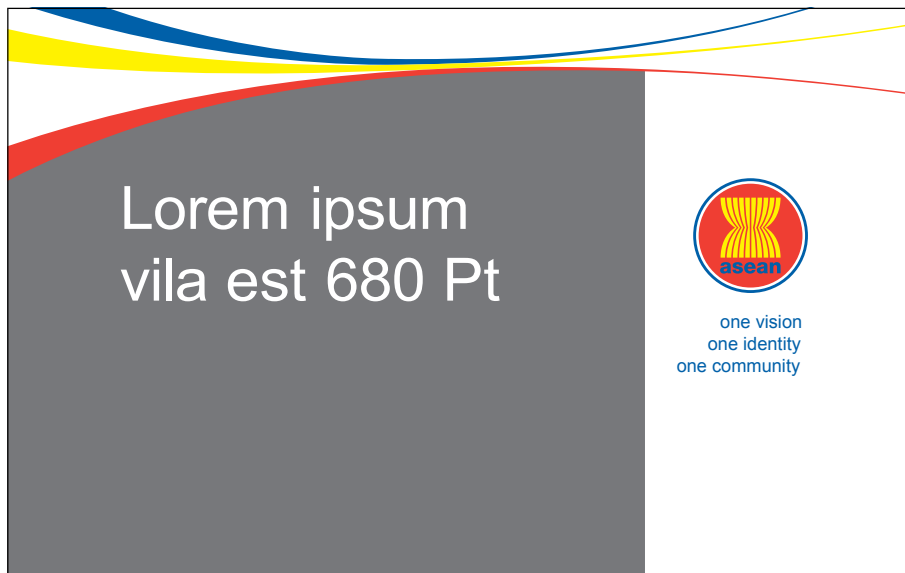
Visitors must be clear about who is exhibiting and what is being communicated.

A clear and visible representation of the ASEAN branding elements are required for consistent communication.

**Template for a neutral design**



**Template for a content design**



### Rear Panel

**Neutral design:** the standard neutral design includes branding elements only.

The claim is positioned as a headline at the centre and communicates the identity and philosophy of the organisation clearly. The emblem is located in a prominent place and is easily visible.

**Content design:** the content-related design clearly communicates a subject and the layout is spacious. The background contains a large image or graphic. A strong headline helps to clearly underline the subject.

The emblem and claim are placed in a prominent location.

The grey areas serve as a placeholder for images, graphics and colour areas.

Template for Roll Ups



The grey areas serve as a placeholder for images, graphics and colour areas.



**Roll Ups:** Roll Ups can easily be designed with the use of a design matrix. The three stripes serve as a design element and can also help to position content according to requirements. They can close off an image or graphic along its lower edge or function as an overall design principle. Comprehensive text is set in two columns to ensure good legibility.

The emblem and claim are in the lower part of the design at a height that is clearly visible.

**Format 850 x 2000 mm**

**Emblem 4c version | 142.5 mm**

**Claim**

Arial Regular | Blue | 64.1 Pt  
Line spacing 26.7 mm | Kerning 0 (optical)

**Title Headline**

Arial Regular | Colour palette | 200 Pt  
Line spacing 85 mm | Kerning 0 (optical)

**Subheadline**

Arial Regular | Colour palette | 120 Pt  
Line spacing 51 mm | Kerning 0 (optical)

**Copy**

Arial Regular | Black | 36 Pt  
Line spacing 20 mm | Kerning 0 (optical)

Template for an exhibition wall



Exhibition wall

The three stripes span the surface of the trade fair system's walls. They serve as an overarching backdrop upon which to mount images, graphics and texts.

The layout is spacious and visually strong. The texts are placed in a way that makes them easy to read.

The emblem and claim are positioned appropriately with respect to the content and at a height that is easily visible.

Title Headline

Arial Regular | Colour palette | 200 Pt  
Line spacing 85 mm | Kerning 0 (optical)

Copy

Arial Regular | Black | 65 Pt  
Line spacing 27.5 mm | Kerning 0 (optical)  
Introduction colour palette

Template for an exhibition wall



The grey areas serve as a placeholder for images, graphics and colour areas.



Example for a flag



Example for a pennant

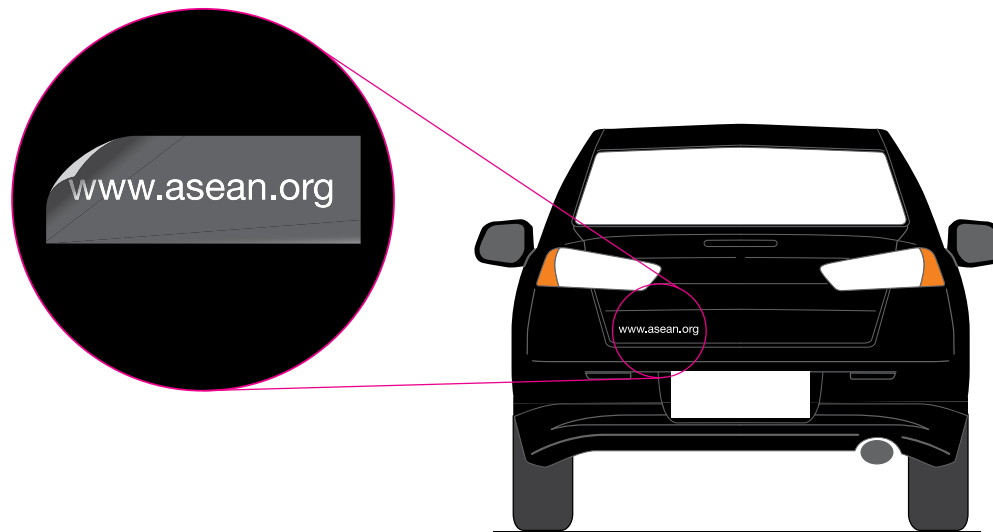
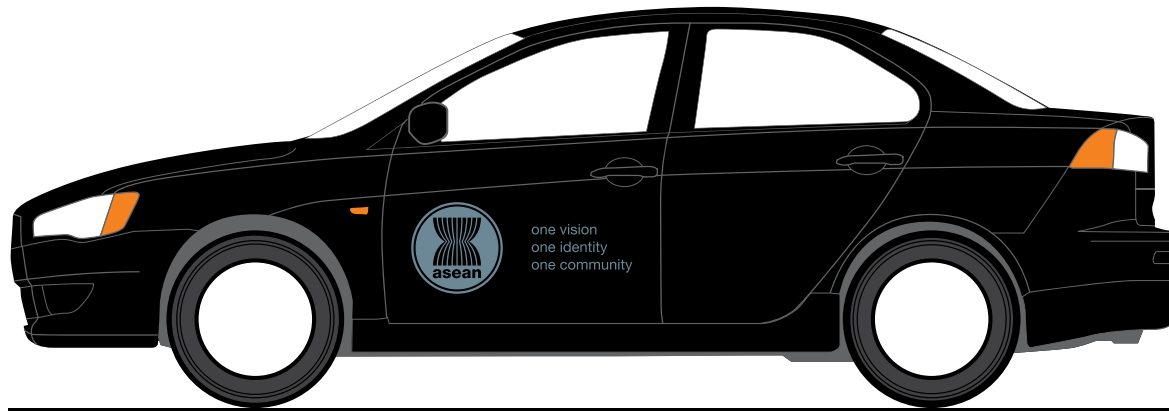


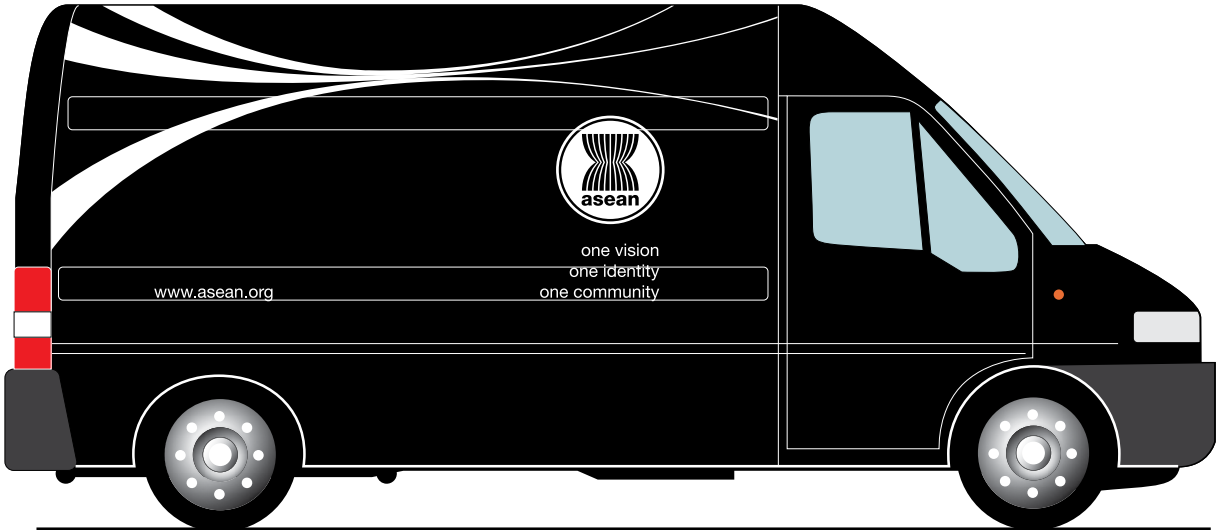
**Example** for an adhesive label



**Example** of vehicle signage for black limousines

The emblem and claim are displayed in silver on the door. The URL is displayed clearly by means of a sticker on the rear of the vehicle.





**Example** of vehicle signage for black minivans

Minivans are able to be branded with the stripes, emblem, claim and URL.



**Template for a soft cover**



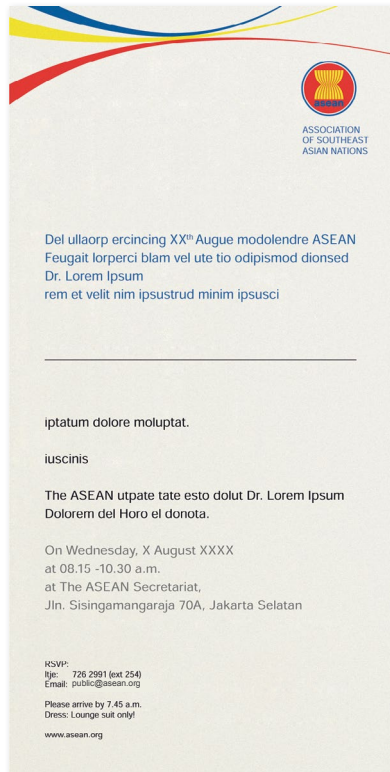
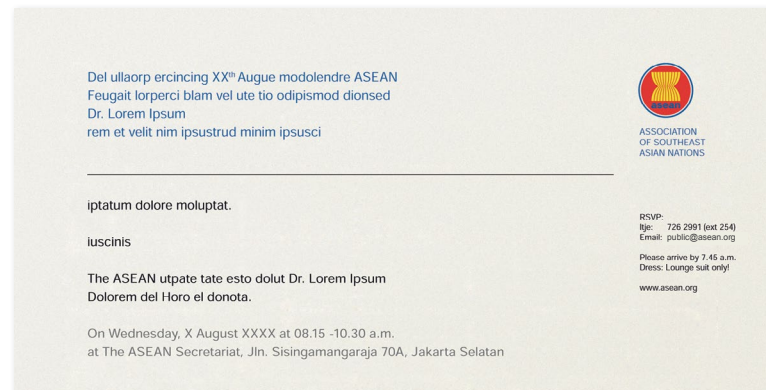
**CD/DVD Case**

CD/DVD covers are mostly white and designed to include the dynamic stripes design element.

Images or graphics can also be used as required.

**Template for a hard cover**



**Template for vertical invitation card****Template for horizontal invitation card****Invitation card**

**One-sided:** single-sided invitation cards are able to be created in portrait or landscape format. If portrait format is selected the stripes also serve as a design element.

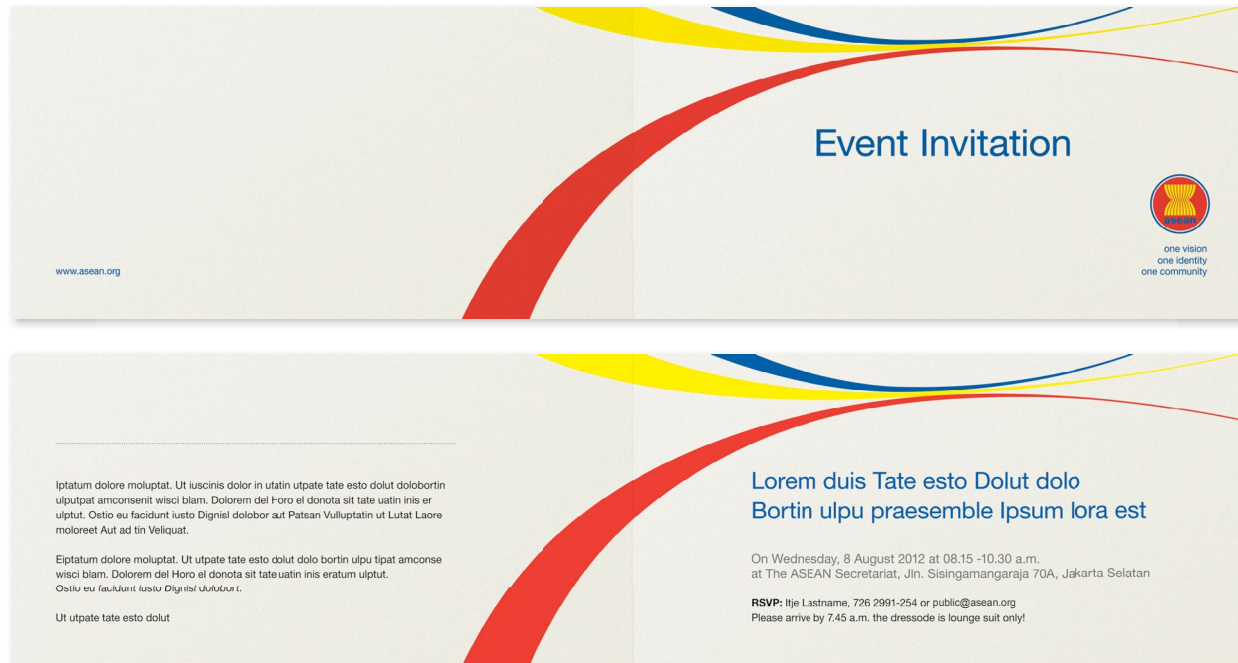
Template for a two-sided invitation card



Invitation card

**Two-sided:** the standard invitation card is spacious and elegant in its design. The striped design elements define the appearance of the front of the card.

Template for a four-sided invitation card



**Four-sided:** the invitation card can also be designed as a four-sided folder. In this case the stripes continue on the rear of the card. The inside of the card also features corresponding sections of the stripes.

The design is refreshing, discreet and always adjusted to match the occasion.

**Valid for all invitation cards:**

In special cases images, graphics and illustrations can also be used. These uses are governed by the general guidelines for print publications.

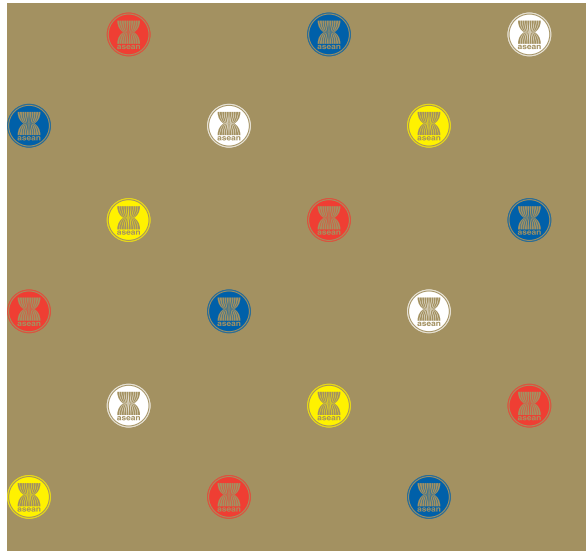
For special festive occasions the font “Snell” can be used.

**Template** for an award certificate

The certificates are generally printed on high quality paper.

The design is exclusive and celebratory, depending on the circumstance. The watermark emblem variation in the background supports the official character of the document.

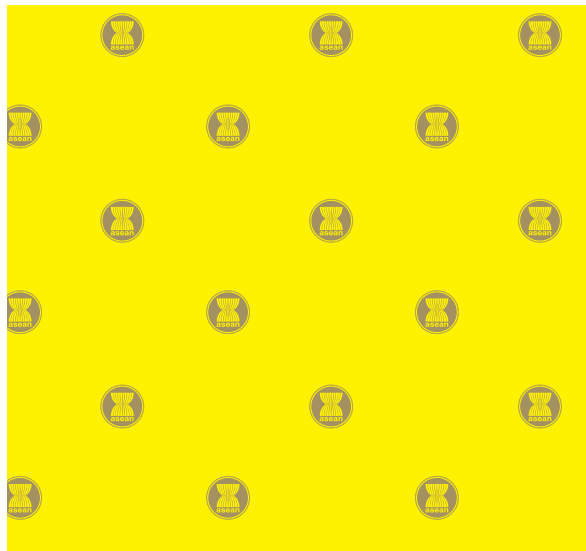




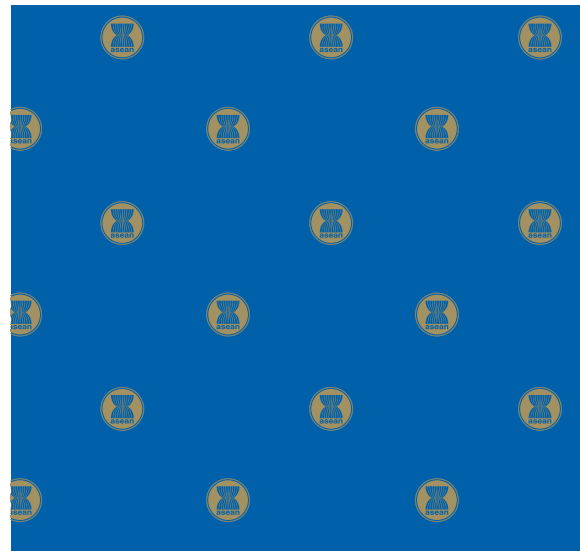
Gold



Red



Yellow



Blue

### Wrapping Paper

There are four different design variations for ASEAN gift wrapping paper.

There is an overall version of gift wrapping paper for all occasions. It has a gold background and features coloured emblems.

The three other variations are in the official standard colours for the pillars of the ASEAN community and can be used accordingly.

## 4. ASEC business stationery

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<b>4.1. LETTERS</b>	73	<b>4.2. ENVELOPES</b>	85
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Illustration 50%

**Letterhead 1<sup>st</sup> page**

The general letterhead is designed for standard correspondence.

<b>Format</b>	DIN A4
<b>Emblem</b>	4c version   20 mm
<b>Name of organisation</b>	Arial Regular Blue   8.3 Pt   Line spacing 10 Pt Kerning 0 (optical)
<b>Claim</b>	Arial Regular Blue   8.3 Pt   Line spacing 10 Pt Kerning 0 (optical)
<b>Fonts used for correspondence on the letterhead:</b>	
<b>Sender line</b>	Arial Regular   Black   6.5 Pt Line spacing 7.8 Pt   Kerning 0 (metric)
<b>Receiver's address</b>	Arial Regular   Black   9 Pt Line spacing 5   Kerning 0 (metric)
<b>Copy</b>	Arial Regular and Bold Black   10 Pt   Line spacing 5 mm Kerning 0 (metric)

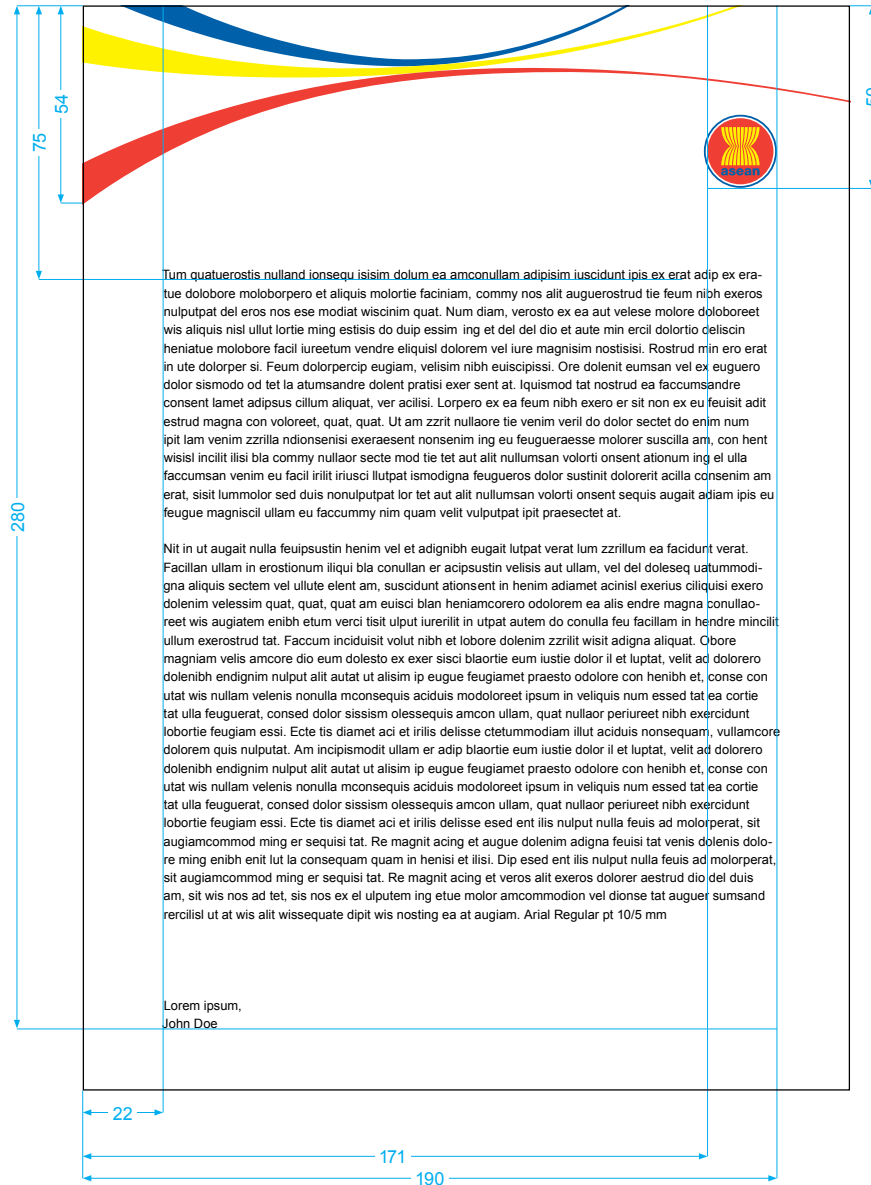


Illustration 50%

**Letterhead 2<sup>nd</sup> page**

<b>Format</b>	DIN A4
<b>Emblem</b>	4c version   20 mm
<b>Copy</b>	Arial Regular and Bold Black   10 Pt   Line spacing 5 mm Kerning 0 (metric)



Illustration 50%

**Letterhead 1<sup>st</sup> page  
Special line for the Secretary-General**

<b>Format</b>	DIN A4
<b>Emblem</b>	4c version   20 mm
<b>Watermark</b>	125 mm
<b>Name of organisation</b>	Arial Regular Blue   8.3 Pt   Line spacing 10 Pt Kerning 0 (optical)
<b>Claim</b>	Arial Regular Blue   8.3 Pt   Line spacing 10 Pt Kerning 0 (optical)
<b>Fonts used for correspondence on the letterhead:</b>	
<b>Sender line</b>	Arial Regular and Bold   Black   6.5 Pt Line spacing 7.8 Pt   Kerning 0 (metric)
<b>Receiver's address</b>	Arial Regular   Black   9 Pt Line spacing 5   Kerning 0 (metric)
<b>Copy</b>	Arial Regular and Bold   Black   10 Pt Line spacing 5 mm   Kerning 0 (metric)

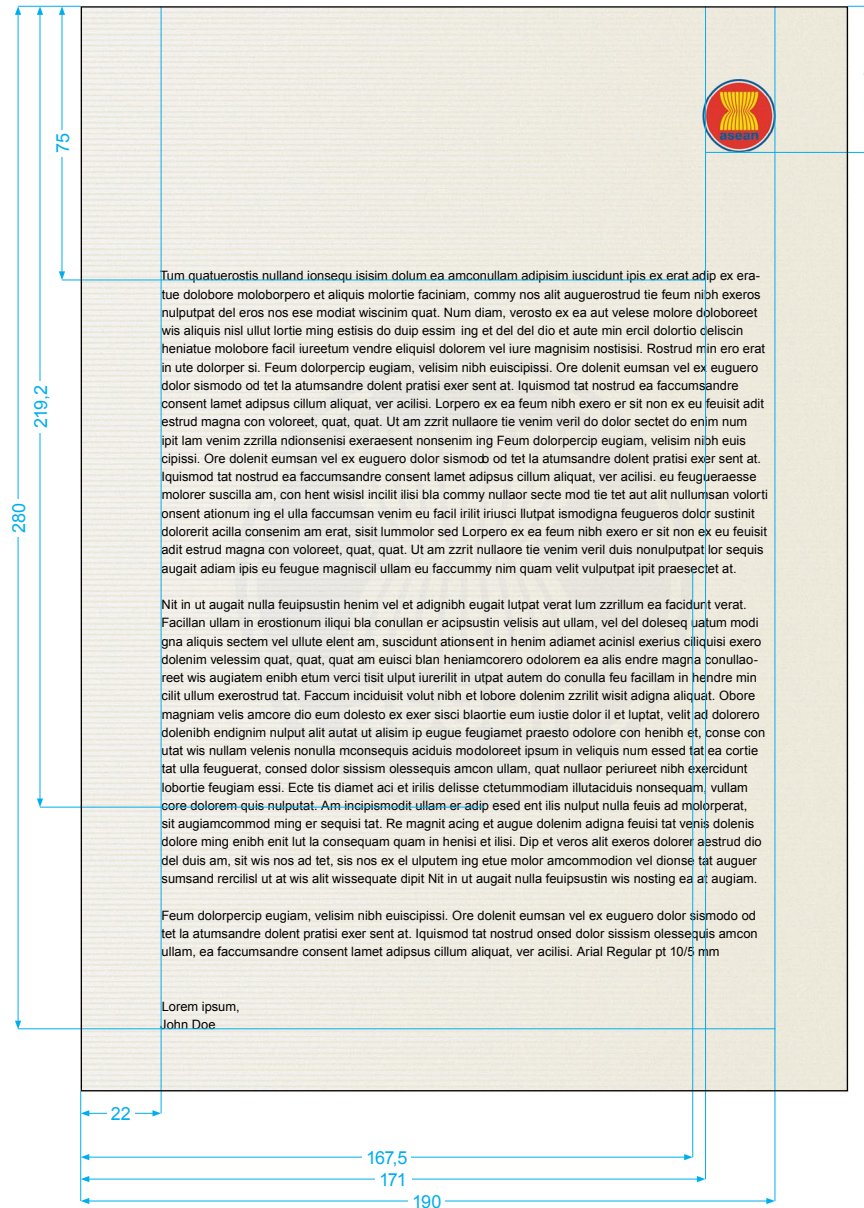


Illustration 50%

**Letterhead 2<sup>nd</sup> page**  
**Special line for the Secretary-General**

<b>Format</b>	DIN A4
<b>Emblem</b>	4c version   20 mm
<b>Watermark</b>	125 mm
<b>Copy</b>	Arial Regular and Bold   Black   10 Pt Line spacing 5 mm   Kerning 0 (metric)

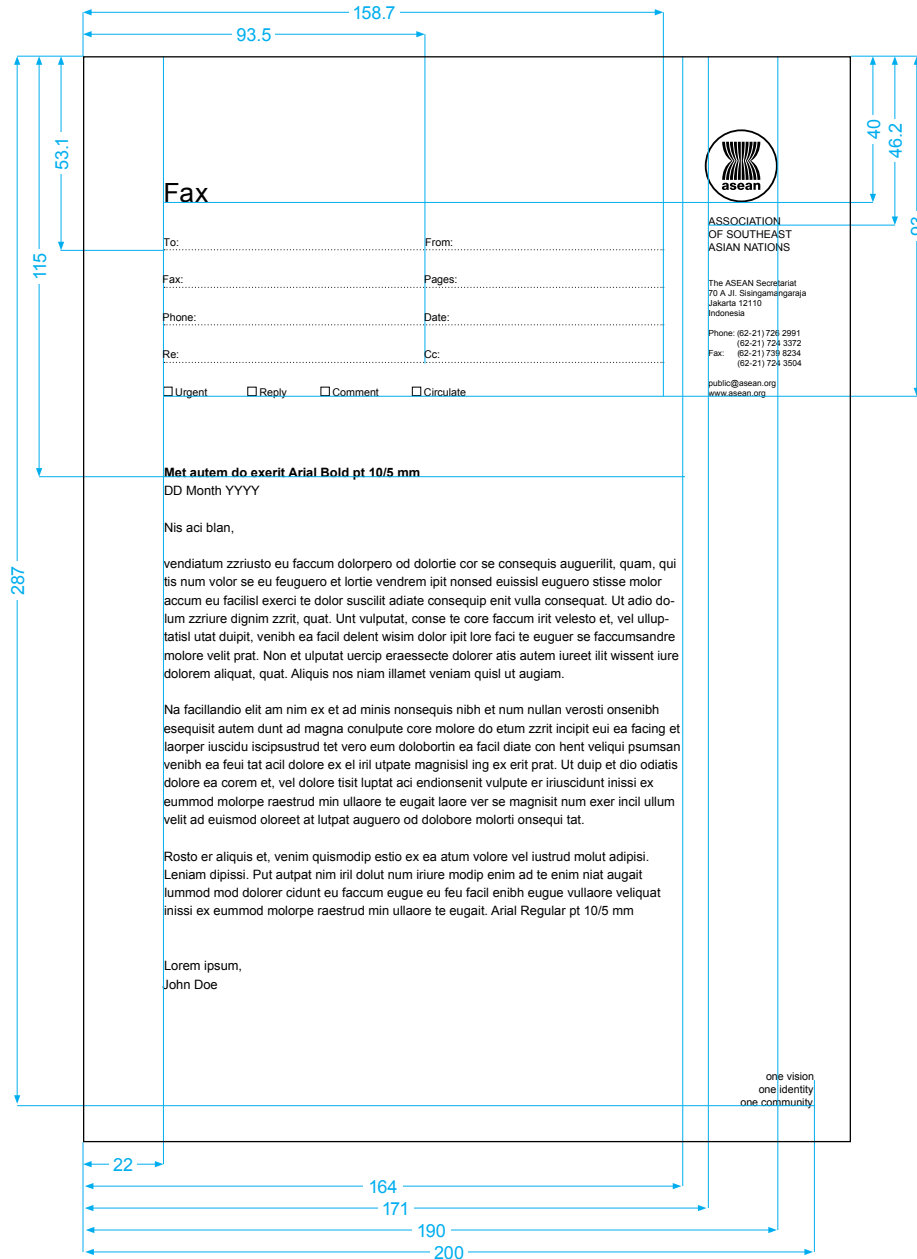


Illustration 50%

<b>Fax</b>	
<b>Format</b>	DIN A4
<b>Emblem</b>	Black and white version   20 mm
<b>Name of organisation</b>	Arial Regular Black   8.3 Pt   Line spacing 10 Pt Kerning 0 (optical)
<b>Address</b>	Arial Regular Black   6.5 Pt   Line spacing 7.8 Pt Kerning 0 (optical)
<b>Claim</b>	Arial Regular Black   8.3 Pt   Line spacing 10 Pt Kerning 0 (optical)
<b>Headline</b>	Arial Regular   Black   20.5 Pt Kerning 0 (metric)
<b>Specifications</b>	Arial Regular   Black   8.3 Pt Line spacing 10 mm   Kerning 0 (metric)
<b>Line</b>	Dashed   Black   0.75 Pt Distance between line 1 mm
<b>Copy</b>	Arial Regular and Bold   Black   10 Pt Line spacing 5 mm   Kerning 0 (metric)

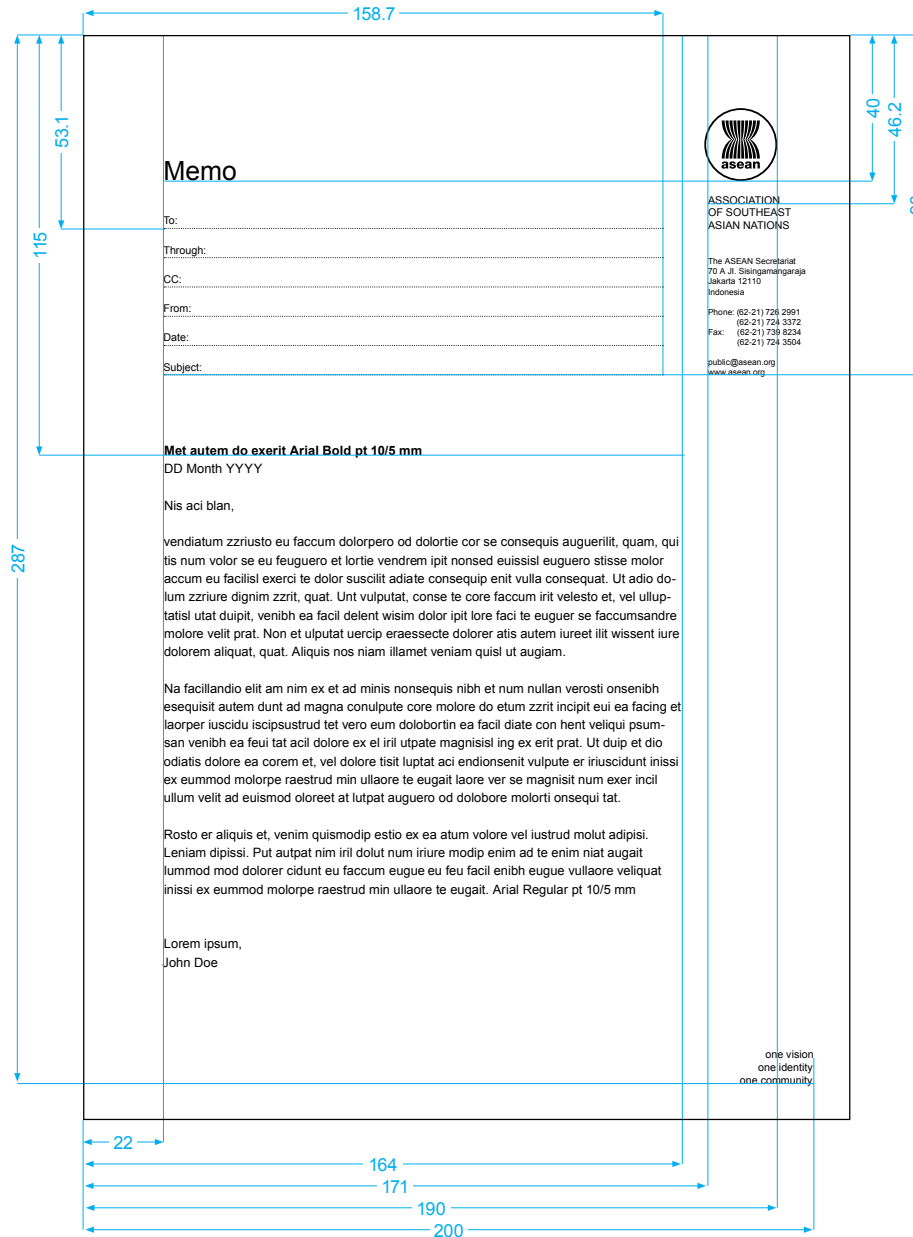


Illustration 50%

<b>Memo</b>	
<b>Format</b>	DIN A4
<b>Emblem</b>	Black and white version   20 mm
<b>Name of organisation</b>	Arial Regular Black   8.3 Pt   Line spacing 10 pt Keming 0 (optical)
<b>Address</b>	Arial Regular Black   6.5 Pt   Line spacing 7.8 Pt Keming 0 (optical)
<b>Claim</b>	Arial Regular Black   8.3 Pt   Line spacing 10 Pt Keming 0 (optical)
<b>Headline</b>	Arial Regular   Black   20.5 Pt Keming 0 (metric)
<b>Specifications</b>	Arial Regular   Black   8.3 Pt Line spacing 10 mm   Keming 0 (metric)
<b>Line</b>	Dashed   Black   0.75 Pt Distance between line 1 mm
<b>Copy</b>	Arial Regular and Bold   Black   10 Pt Line spacing 5 mm   Kerning 0 (metric)



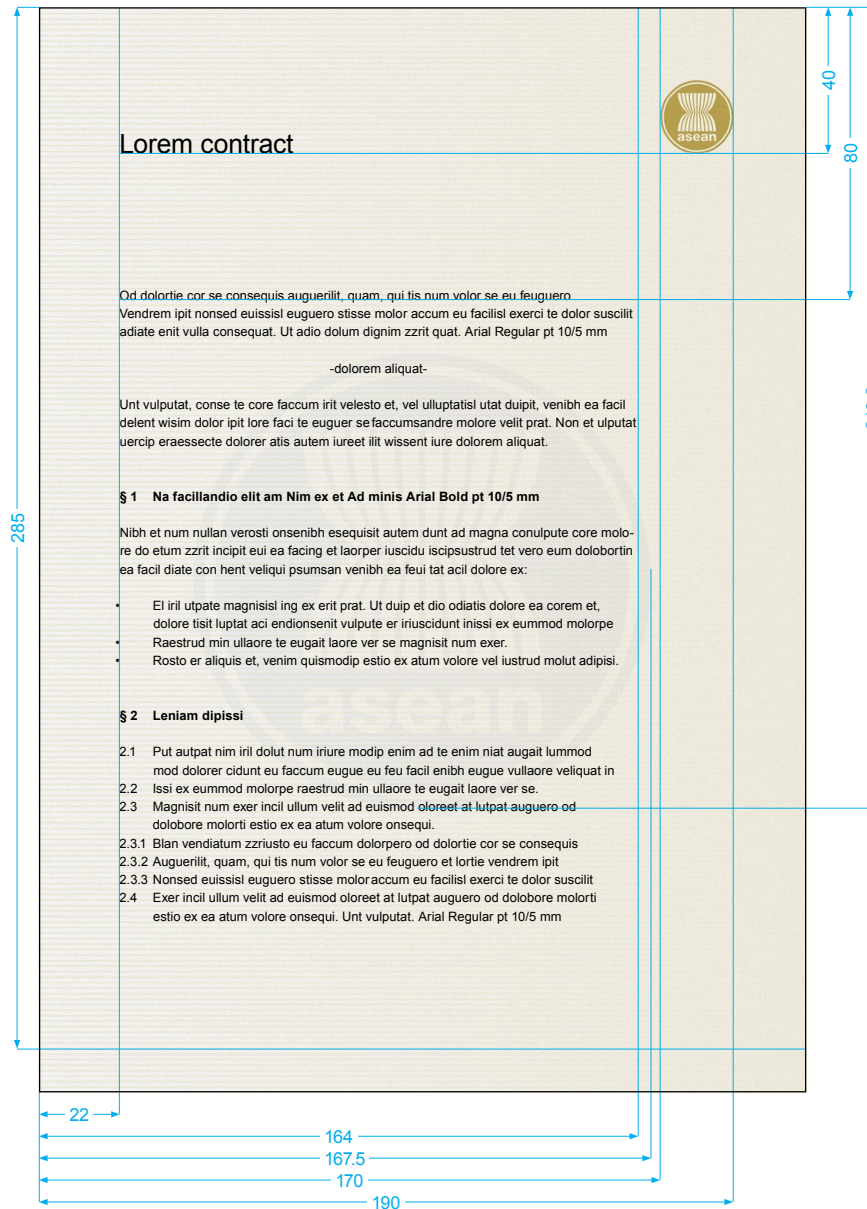


Illustration 50%

<b>Contracts</b>	
<b>Format</b>	DIN A4
<b>Emblem</b>	Gold version   20 mm
<b>Watermark</b>	125 mm
<b>Headline</b>	Arial Regular   Black   20.5 Pt Kerning 0 (metric)
<b>Copy</b>	Arial Regular and Bold   Black   10 Pt Line spacing 5 mm   Kerning 0 (metric)



**Diplomatic note**

<b>Format</b>	DIN A4
<b>Emblem</b>	Black and white version   20 mm
<b>Watermark</b>	125 mm
<b>Copy</b>	Arial Regular and Bold   Black   10 Pt Line spacing 5 mm   Kerning 0 (metric)

Illustration 50%

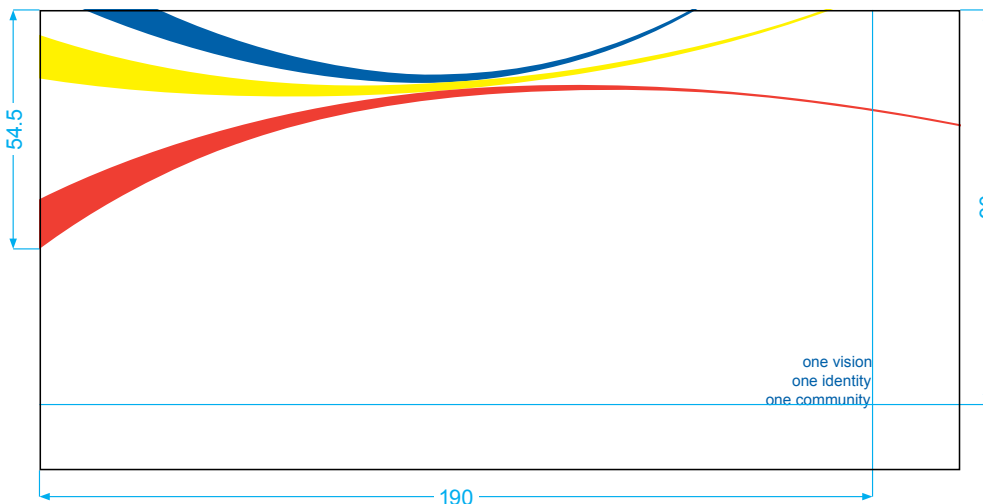
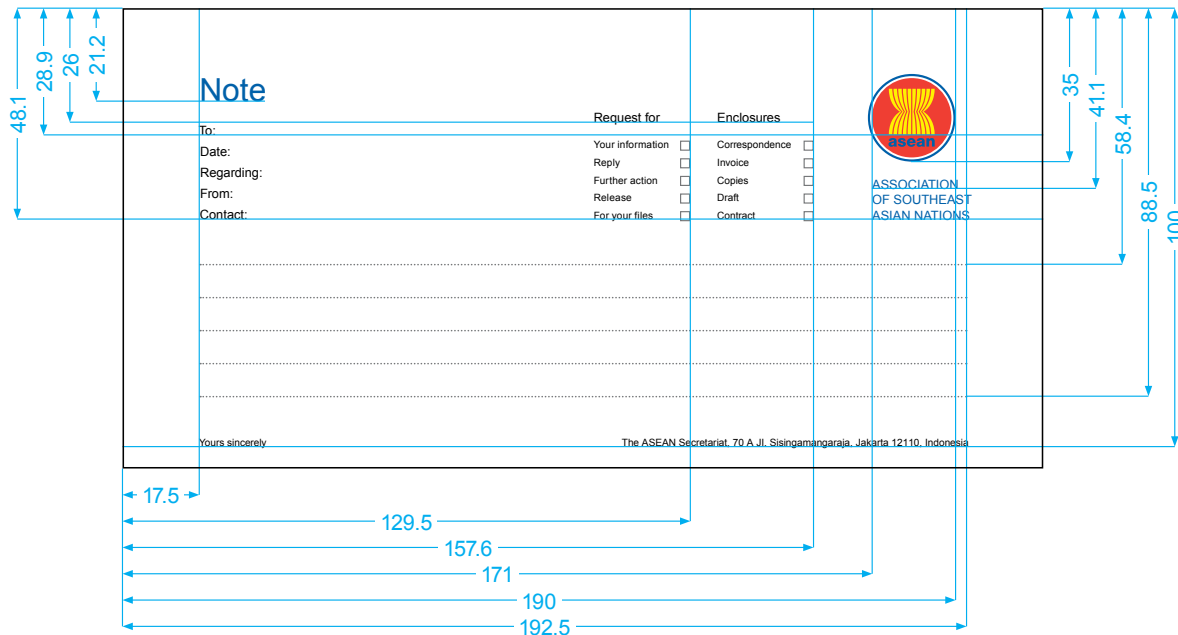


Illustration 60%

**Note card**

**Format** 210 x 105 mm

**Front**

**Emblem** 4c version | 20 mm

**Name of organisation** Arial Regular  
Blue | 8.3 Pt | Line spacing 10 Pt  
Kerning 0 (optical)

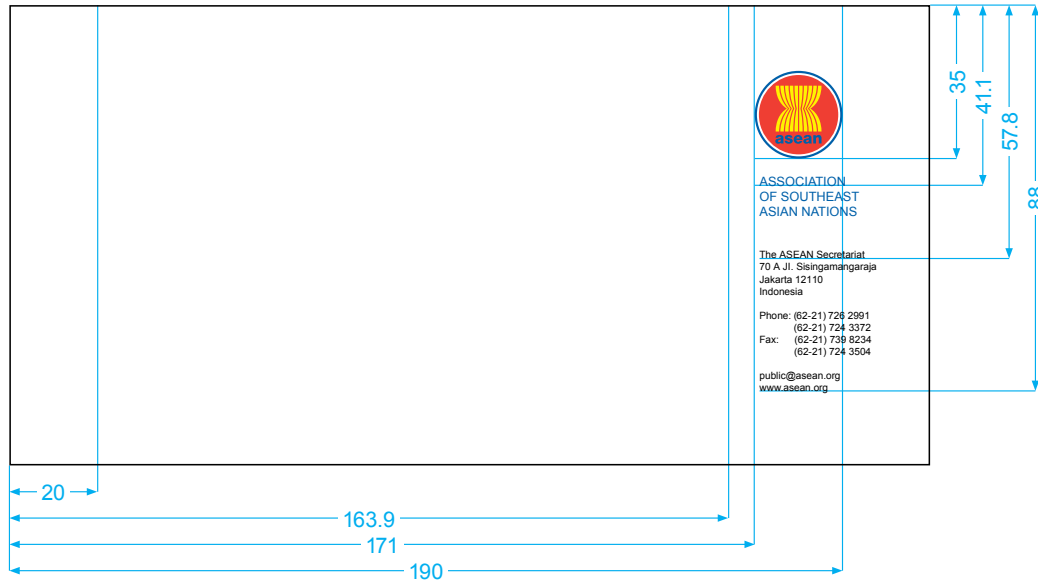
**Address** Arial Regular  
Black | 6.5 Pt | Line spacing 7.8 Pt  
Kerning 0 (optical)

**Headline** Arial Regular  
Blue | 20.5 Pt  
Kerning 0 (optical)

**Specifications** Arial Regular  
Black | 8.3 Pt | Line spacing 8 Pt  
Black | 6.5 Pt | Line spacing 7.8 Pt  
Kerning 0 (optical)

**Back**

**Claim** Arial Regular  
Blue | 10 Pt | Line spacing 12 Pt  
Kerning 0 (optical)



**Greeting card**

**Format** 210 x 105 mm

**Front**

**Emblem** 4c version | 20 mm

**Name of organisation** Arial Regular  
Blue | 8.3 Pt | Line spacing 10 Pt  
Keming 0 (optical)

**Address** Arial Regular  
Black | 6.5 Pt | Line spacing 7.8 Pt  
Keming 0 (optical)

**Back**

**Claim** Arial Regular  
Blue | 10 Pt | Line spacing 12 Pt  
Keming 0 (optical)

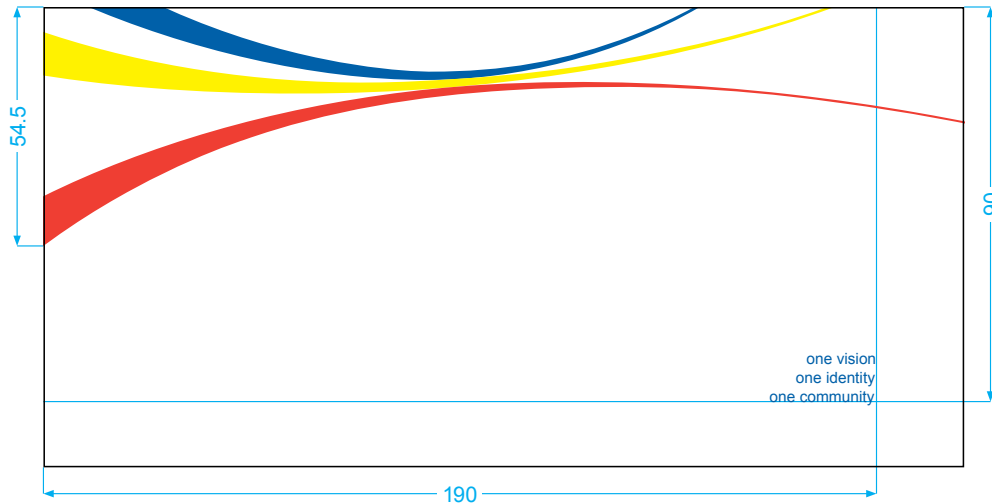


Illustration 60%

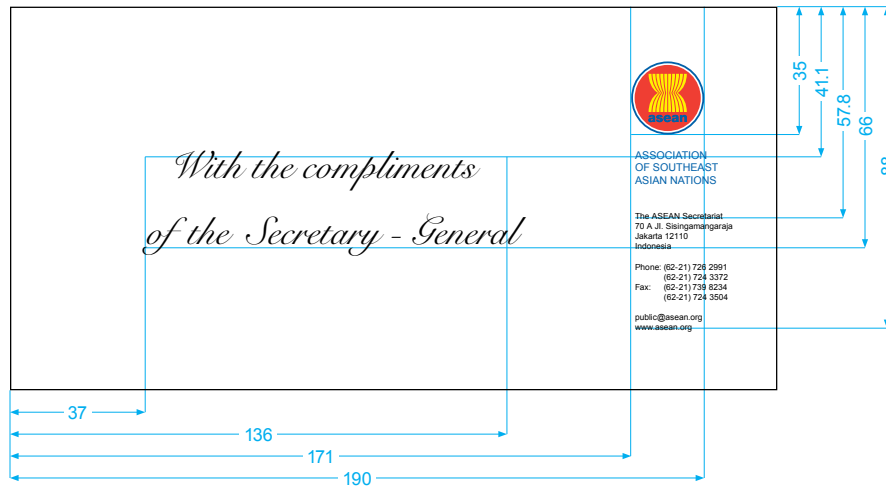


Illustration 50%

**Compliment card**

**Format** 210 x 105 mm

**Emblem** 4c version | 20 mm

**Name of organisation** Arial Regular  
 Blue | 8.3 Pt | Line spacing 10 Pt  
 Kerning 0 (optical)

**“With the compliments of the Secretary – General”**  
 Snel Roundhand Script  
 Black | 30 Pt | Line spacing 36 Pt  
 Kerning 0 (metric)

**Address** Arial Regular  
 Black | 6.5 Pt | Line spacing 7.8 Pt  
 Kerning 0 (optical)

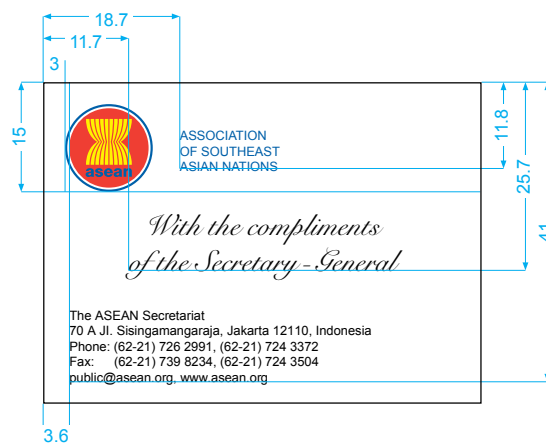


Illustration 100%

**Compliment sticker****Format** 60 x 44 mm**Emblem** 4c version | 12 mm

**Name of organisation** Arial Regular  
 Blue | 8.3 Pt | Line spacing 10 Pt  
 Kerning 0 (optical)

**“With the compliments of the Secretary – General”**  
 Snell Roundhand Script  
 Black | 11.5 Pt | Line spacing 13.8 Pt  
 Kerning 0 (metric)

**Address** Arial Regular  
 Black | 6.5 Pt | Line spacing 7.8 Pt  
 Kerning 0 (optical)



Illustration 50%

**Small envelopes white 4c**

- Format** B5 250 x 176 mm
- Emblem** 4c version | 15 mm
- Name of organisation** Arial Regular  
Blue | 6.2 Pt | Line spacing 7.44 Pt  
Kerning 0 (optical)
- Address** Arial Regular  
Black | 6.2 Pt | Line spacing 7.44 Pt  
Kerning 0 (optical)

Small envelopes brown 1c

- Format** B5 250 x 176 mm
- Emblem** Black and white version | 15 mm
- Name of organisation** Arial Regular  
Blue | 6.2 Pt | Line spacing 7.44 Pt  
Kerning 0 (optical)
- Address** Arial Regular  
Black | 6.2 Pt | Line spacing 7.44 Pt  
Kerning 0 (optical)

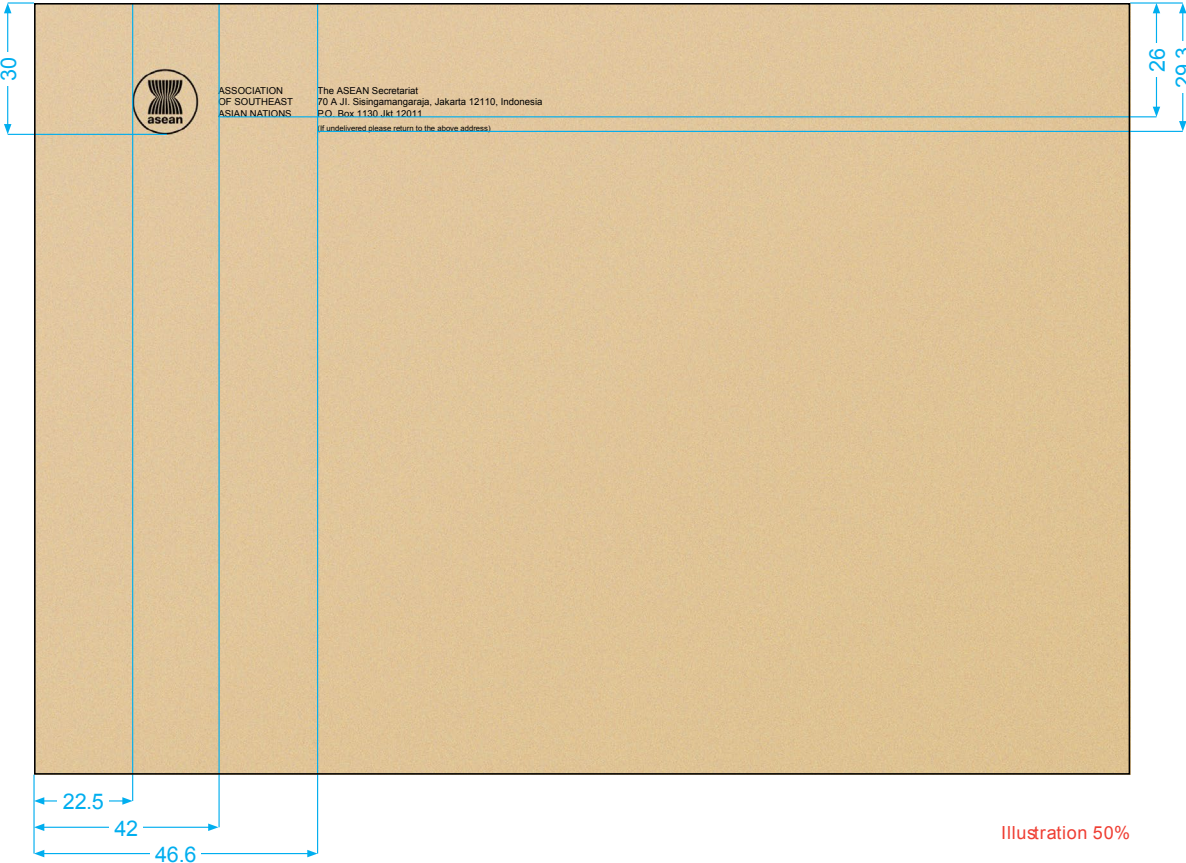
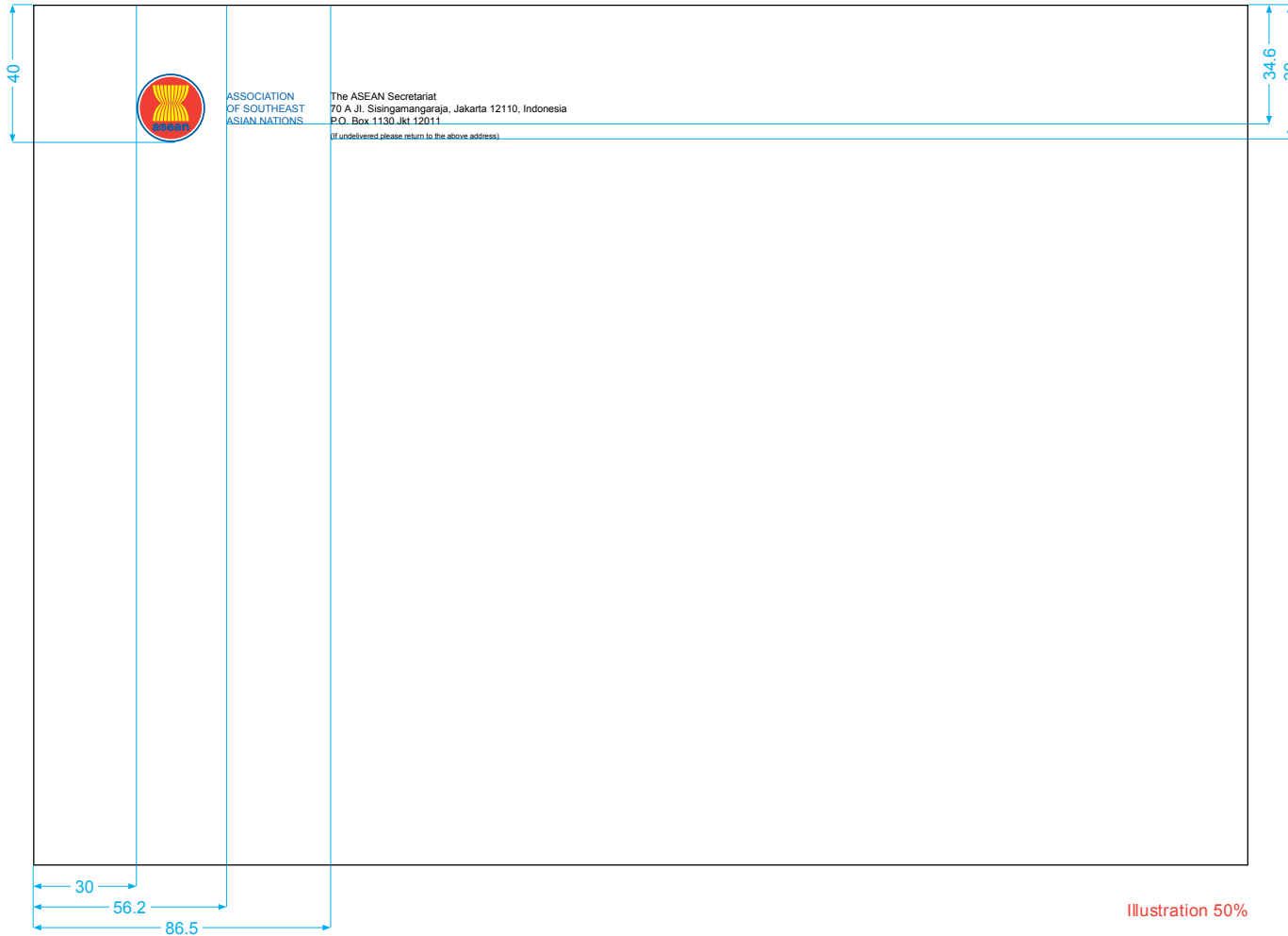


Illustration 50%

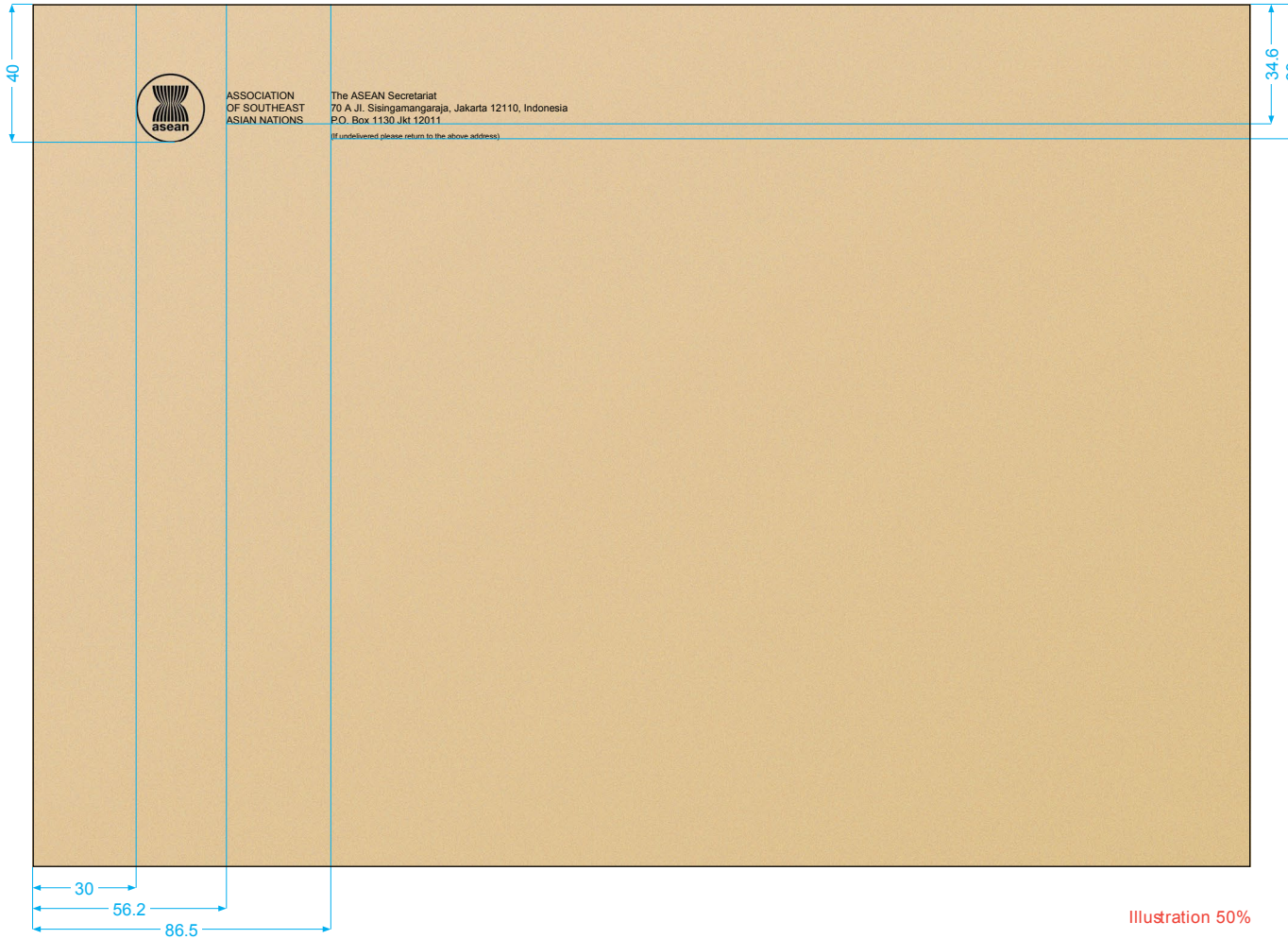


**Big envelopes white 4c**



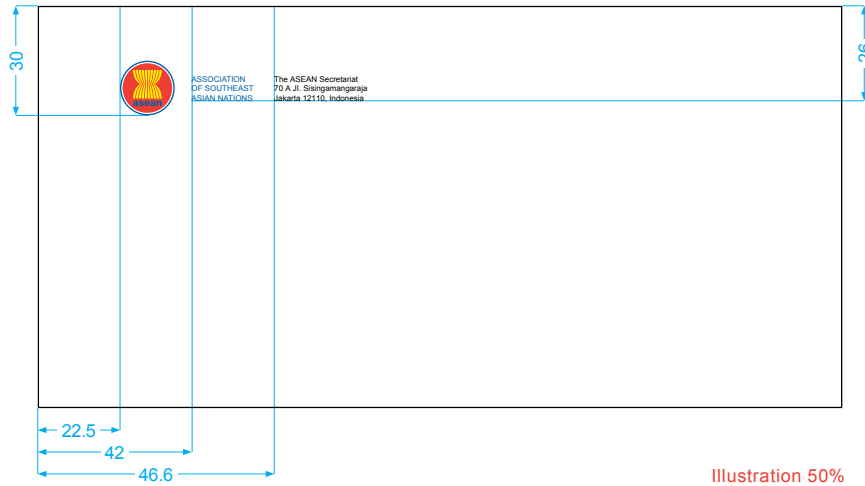
- Format** B4 353 x 250 mm
- Emblem** 4c version | 15 mm
- Name of organisation** Arial Regular  
Blue | 8.3 Pt | Line spacing 10 Pt  
Kerning 0 (optical)
- Address** Arial Regular  
Black | 8.3 Pt | Line spacing 10 Pt  
Kerning 0 (optical)

**Big envelopes brown 1c**



- Format** B4 353 x 250 mm
- Emblem** Black and white version | 15 mm
- Name of organisation** Arial Regular  
Blue | 8.3 Pt | Line spacing 10 Pt  
Kerning 0 (optical)
- Address** Arial Regular  
Black | 8.3 Pt | Line spacing 10 Pt  
Kerning 0 (optical)

Illustration 50%



**Envelopes**

**Format** 220 x 110 mm

**Emblem** 4c version | 15 mm

**Name of organisation** Arial Regular  
Blue | 6.2 Pt | Line spacing 7.44 Pt  
Kerning 0 (optical)

**Address** Arial Regular  
Black | 6.2 Pt | Line spacing 7.44 Pt  
Kerning 0 (optical)

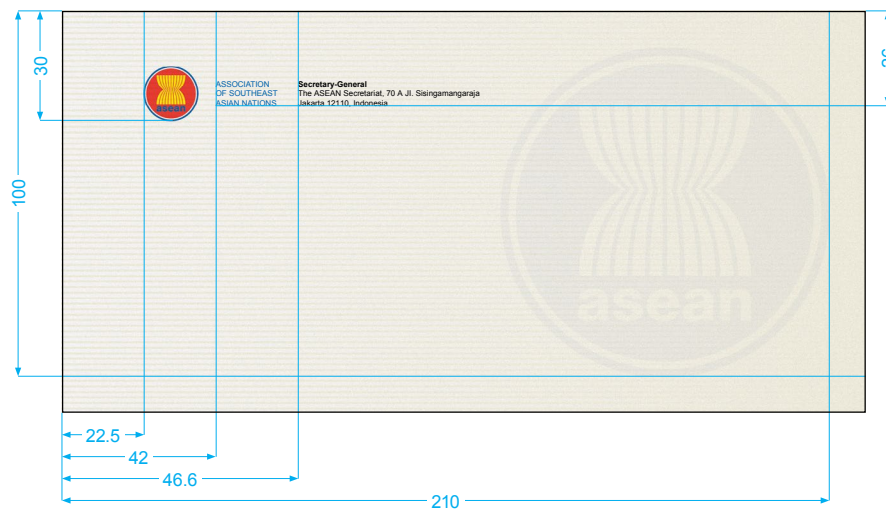
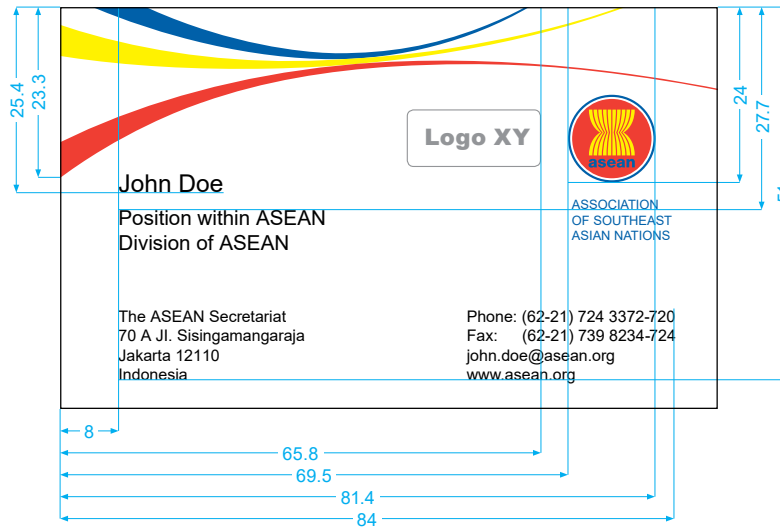


Illustration 50%

**Envelopes****Special line for the Secretary-General****Format** 220 x 110 mm**Emblem** 4c version | 15 mm**Watermark** 90 mm**Name of organisation** Arial Regular  
Blue | 6.2 Pt | Line spacing 7.44 Pt  
Kerning 0 (optical)**Address** Arial Regular  
Black | 6.2 Pt | Line spacing 7.44 Pt  
Kerning 0 (optical)

Front



Back

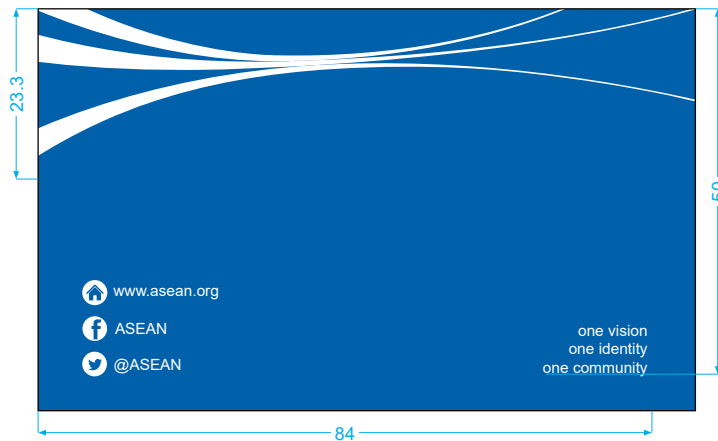


Illustration 100%

**Business cards**

**Format** 90 x 55 mm

**Emblem** 4c version | 12 mm

**Front**

**Name of organisation** Arial Regular  
Blue | 5 Pt | Line spacing 6 Pt  
Kerning 0 (optical)

**Name** Arial Regular  
Black | 9.5 Pt | Kerning 0 (optical)

**Title and Function** Arial Regular  
Black | 8 Pt | Kerning 0 (optical)

**Address** Arial Regular  
Black | 6.2 Pt | Line spacing 7.44 Pt  
Kerning 0 (optical)

**Back**

**Claim** Arial Regular  
White | 8 Pt | Line spacing 10 Pt  
Kerning 0 (optical)

**Your Name (in dark blue color)**

Secretary-General

Telephone number and extension | Fax number | email address (in black)

ASEAN Secretariat | 70 A Jalan Sisingamangaraja | Jakarta 12110 Indonesia



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**Your Name (in dark blue color)**

Position/Title (in black)

Division/ Directorate (in black)

Telephone number and extension | Fax number | email address (in black)

ASEAN Secretariat | 70 A Jalan Sisingamangaraja | Jakarta 12110 Indonesia



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### Email signatures

The term “signature” has a very personal feel and immediately makes you think of the signature an artist uses on a painting. In emails, though, the signature is not used as an autograph under a unique work of art.

The font to be used is Arial 9 Pt Regular, not Italics, and using capital and small letters.

Note: The ASEAN footer has been auto-set to asean.org outgoing emails to external (non-asean.org) recipients. The image would appear automatically.

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