



Guidelines on the Use of ASEAN's 50th Anniversary Logo

1. Background

To mark ASEAN's 50th Anniversary, the ASEAN Member States have adopted a commemorative logo to promote and publicize ASEAN's Golden Jubilee in 2017. The logo is illustrated below:



The logo depicts a golden sun with five rays symbolizing hopeful beginnings and five decades of prosperity. The dove of peace is painted in red to symbolize courage and dynamism. The ten stars represent the ten ASEAN Member States; they are positioned even-handed to signify equality and active collaboration.

2. Use of the Commemorative Logo

The logo may be used to promote and publicize events and activities marking ASEAN's 50th Anniversary. The logo may also be used on a variety of 50th Anniversary souvenirs/promotional materials, for example: pins, t-shirts, posters, caps, key chains, mugs, stamps, etc.

The logo must be used in proper manner and not to be subjected to any indignity. It is prohibited to use the logo as an advertisement or trademark for any political propaganda in whatever form.

3. Specifications of the Logo

The logo shall appear in the following specified colors:

- Blue (Pantone 286, CMYK 100-60-0-10);
- Red (Pantone 032, CMYK 0-90-90-0);
- Yellow (Pantone 1-3, CMYK 0-0-100-0)

The logo may also appear in grayscale, pure black & white, gold, or silver.

The size of the logo may be reduced or increased, but always *in proportion*. If the logo is to be reduced in size, the elements of the logo must still be distinct.

The logo should not be distorted or modified in any way. For instance:

- Do not tilt the logo in anyway
- Do not crop any part of the logo
- Do not interchange the colors
- Do not distort its shape
- Do not place the logo on a strong color or busy background that would obscure the logo

4. Authorized Use of the Logo

ASEAN Member States, ASEAN sectoral bodies, ASEAN Secretariat, official ASEAN institutions, and entities accredited to ASEAN are authorized to use the commemorative logo.

Any party outside the formal ASEAN structure that wishes to use or display ASEAN's 50th Anniversary logo should submit a request in writing. The request must include information on the organization/institution/company, the specific purpose of using the logo, and prototype of the proposed use of the ASEAN's 50th Anniversary logo.

The approving authorities for the requests to use of the logo are as follow:

- i) ASEAN National-Secretariats, which will decide on requests by parties located in their respective countries;
- ii) ASEAN Committees in Third Countries, which will decide on requests made by parties located in the countries where they are respectively based; and
- iii) ASEAN Secretariat, which will decide on requests submitted direct to the Secretariat and those requests that do not fall into the above two categories under the ASEAN National Secretariats and ASEAN Committees in Third Countries.

Permission to use the logo is up to 31 December 2017.

High resolution softcopy of the logo should be provided after approval is granted.

Further details on the use of the ASEAN Commemorative logo are provided in the attachment: "How to Seek Authorization to Use ASEAN's 50th Anniversary Logo." They are also available at the ASEAN website: www.asean.org.



How to Seek Authorisation to Use ASEAN's 50th Anniversary Logo



1. Any party outside of the formal ASEAN structure that wishes to use or display ASEAN's 50th Anniversary logo will need to submit a formal request in writing to get the approval of the appropriate authorities as listed below.
2. If you are located in one of the ten ASEAN Member Countries, you can contact the following:

Country you are located in	Write to	Fax Number	E-mail
Brunei Darussalam	ASEAN-Brunei Darussalam Ministry of Foreign Affairs and Trade	(673) 2261997 / 2230904	dept.ofasean@mfa.gov.bn
Cambodia	ASEAN-Cambodia Ministry of Foreign Affairs and International Cooperation	(855) 23 216 144, 216 141	mfaic@mfa.gov.kh
Indonesia	ASEAN-Indonesia Ministry of Foreign Affairs	(62-21) 350-9049, 720-3021	ksal.aseankemlu@gmail.com
Lao PDR	ASEAN-Laos Ministry of Foreign Affairs	(856) 21 413268/451927	aseanlaos@gmail.com
Malaysia	ASEAN-Malaysia Ministry of Foreign Affairs	(60-3) 8889 2729	myasean@kln.gov.my
Myanmar	ASEAN-Myanmar Ministry of Foreign Affairs	(9567) 412395, 412396	dgasean@gmail.com
Philippines	ASEAN-Philippines Department of Foreign Affairs	(63-2) 834-3247; 831-8951	asean.philippines.div1@dfa.gov.ph
Singapore	ASEAN-Singapore Ministry of Foreign Affairs	(65) 63798288	mfa_asean_singapore@mfa.gov.sg
Thailand	ASEAN-Thailand Ministry of Foreign Affairs	(66-2) 643-5223/ 643-5230 / 619- 0043/ 643-5218	asean01@mfa.go.th
Viet Nam	ASEAN-Viet Nam Ministry of Foreign Affairs	(84-4) 3843-5758	asean.mfa@mofa.gov.vn

3. If you are located in any country where there is an ASEAN Committee in Third Countries (or ACTC), you may contact the chairperson of the relevant ACTC as indicated here at <http://asean.org/asean/asean-structure/committees-abroad/>

4. If the country you are located in does not fall in any of the above two categories, you can send your request to the Community Relations Division of the ASEAN Secretariat by email to public@asean.org or fax to (62-21) 739-8234.
5. In submitting your request, please include your company/organisational profile, the specific purpose for using the logo, and the prototype of the proposed use of the ASEAN's 50th Anniversary logo.
6. Permission to use the logo will be granted up to 31 December 2017.

