ASEAN CORPORATE DESIGN MANUAL
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).

Advice and contact

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

public@asean.org
Corporate Design Manual

1. Basic elements  
2. Print publications  
3. Other forms of publications  
4. ASEC business stationery
# 1. Basic elements

<table>
<thead>
<tr>
<th>1.1. ASEAN EMBLEM</th>
<th>1.2. DESIGN ELEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1.1. ASEAN Emblem variations</td>
<td>5</td>
</tr>
<tr>
<td>1.1.2. ASEAN Emblem minimum spacing</td>
<td>12</td>
</tr>
<tr>
<td>1.1.3. ASEAN Emblem inadmissible changes</td>
<td>6</td>
</tr>
<tr>
<td>1.1.4. ASEAN Emblem sizes</td>
<td>13</td>
</tr>
<tr>
<td>1.1.5. ASEAN Emblem combined with other logos</td>
<td>14</td>
</tr>
<tr>
<td>1.2. DESIGN ELEMENTS</td>
<td>15</td>
</tr>
<tr>
<td>1.3. COLOURS</td>
<td>16</td>
</tr>
<tr>
<td>1.4. TYPEFACES AND FONTS</td>
<td>17</td>
</tr>
<tr>
<td>1.4.1. Primary Typography</td>
<td>18</td>
</tr>
<tr>
<td>1.4.2. Alternate Typography</td>
<td>19</td>
</tr>
<tr>
<td>1.5. FLAG</td>
<td>20</td>
</tr>
<tr>
<td>1.6. LOGO</td>
<td>21</td>
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</tbody>
</table>
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
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.

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.

The left edge of the claim is aligned with the right edge of the minimum spacing.
1.1.3. ASEAN EMBLEM – INADMISSIBLE CHANGES

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

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

1.1.2. ASEAN EMBLEM – MINIMUM SPACING

Emblem above name of organisation

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

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.

The left edge of the claim is aligned with the right edge of the minimum spacing.
The unchanging use of the emblem is essential for a consistent presentation of ASEAN. For this reason changes to the emblem are not permitted.

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

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

The emblem should never be shown with a shadow.

The emblem may not be displayed in a distorted format. This is only permitted where a photographic image is used.
### ASEAN Emblem – Sizes

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

### 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.
1.3. COLOURS

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
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.
### 1.3. Colours

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary colours</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue</td>
<td>100 / 60 / 0 / 6</td>
<td>44 / 89 / 167</td>
<td>286</td>
</tr>
<tr>
<td>Red</td>
<td>0 / 91 / 87 / 0</td>
<td>199 / 57 / 53</td>
<td>032</td>
</tr>
<tr>
<td>Yellow</td>
<td>0 / 0 / 100 / 0</td>
<td>251 / 243 / 21</td>
<td>Process</td>
</tr>
<tr>
<td></td>
<td>Yellow</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Secondary colours</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orange</td>
<td>0 / 54 / 94 / 0</td>
<td>217 / 149 / 52</td>
<td>138</td>
</tr>
<tr>
<td>Green</td>
<td>84 / 22 / 71 / 4</td>
<td>88 / 148 / 110</td>
<td>348</td>
</tr>
<tr>
<td><strong>Additional colours</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turquoise</td>
<td>79 / 25 / 17 / 0</td>
<td>99 / 154 / 192</td>
<td>7459</td>
</tr>
<tr>
<td>Dark blue</td>
<td>82 / 75 / 0 / 0</td>
<td>87 / 77 / 161</td>
<td>2725</td>
</tr>
<tr>
<td>Purple</td>
<td>24 / 96 / 0 / 0</td>
<td>171 / 19 / 139</td>
<td>675</td>
</tr>
<tr>
<td>Orange red</td>
<td>0 / 73 / 94 / 0</td>
<td>207 / 108 / 49</td>
<td>1595</td>
</tr>
<tr>
<td>Medium yellow</td>
<td>0 / 27 / 93 / 0</td>
<td>235 / 202 / 57</td>
<td>142</td>
</tr>
<tr>
<td>Light green</td>
<td>53 / 0 / 94 / 0</td>
<td>164 / 199 / 71</td>
<td>376</td>
</tr>
</tbody>
</table>
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)

```
abcdefghijklmnopqrstuvwxyz
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.

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

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;!–-+±()&%/€$£*
```

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

2.1. BASIC ELEMENTS FOR PUBLICATIONS

2.1.1. Design system front cover 21
2.1.2. Design system inside pages 22
2.1.3. Tables and graphics 23
2.1.4. Information box 26

2.2. PUBLICATION FORMATS (to be used)

2.2.1. Front cover 27
2.2.2. Image brochure type area 29
2.2.3. Image brochure inside template 30
2.2.4. Standard brochure type area 32
2.2.5. Standard brochure inside template 33
2.2.6. Information brochure type area 34
2.2.7. Information brochure inside template 35
2.2.8. Flyer type area 36
2.2.9. Flyer template 37
2.2.10. Fact sheets 39

2.3. DESIGN ELEMENTS FOR ADVERTISEMENTS

2.3.1. Design system for vertical format 41
2.3.2. Design system for horizontal format 42
2.3.3. Design system for extreme horizontal formats and billboards 43
2.3.4. Overview font sizes 44

2.4. ADVERTISEMENT (to be used)

2.4.1. Advertisement - Vertical Formats 45
2.4.2. Advertisement - Poster 47
2.4.3. Advertisement - Billboard 48
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.
### 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

<table>
<thead>
<tr>
<th>Lorem</th>
<th>2003</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
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<td>Ipsum</td>
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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.

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Dolobore Feugiam Amconullan

Feugiam: Equatatuerat num ea feugiam consest ex erilla consed do delit num iliscillt. Pulatue raesto. pt 6/Auto
Further examples of graphics.
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.
2.2.1. PUBLICATION FORMATS – FRONT COVER

**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 subline**

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 subline**

Arial Regular  
Colour palette | 12 Pt | Line spacing 5 mm  
Kerning 0 (optical)
2.2.1. PUBLICATION FORMATS – BACK AND FRONT COVER

**Template for cover with picture**

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

![Template for cover with picture](image)

**Template for cover with pure text**

![Template for cover with pure text](image)

---

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

**Template** for chapter beginning

**Template** for following page

**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)
3.2.3. PUBLICATION FORMATS – IMAGE BROCHURE INSIDE TEMPLATE

**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)

---

**Template** for following page

The grey areas serve as a placeholder for images, graphics and colour areas.
3.2.4. PUBLICATION FORMATS – STANDARD BROCHURE TYPE AREA

**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.

Illustration 50%
3.2.5. PUBLICATION FORMATS – STANDARD BROCHURE INSIDE TEMPLATE

**Template** for chapter beginning

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

---

**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**

Arial Regular | Colour palette | 8 Pt
Line spacing 5 mm | Kerning 0 (optical)
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.
3.2.7. PUBLICATION FORMATS

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 | Black | 8 Pt
Line spacing 2.5 mm | Kerning 0 (optical)

Pagination and sections

Arial Regular | Black | 8 Pt
Line spacing 5 mm | Kerning 0 (optical)
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.
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
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)
FACT SHEET
Title of the Fact Sheet

High Resolution Photo
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 Basics

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)

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.
3.3.1. DESIGN ELEMENTS FOR ADVERTISEMENTS – DESIGN SYSTEM FOR VERTICAL FORMAT

**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.
## DESIGN ELEMENTS

### 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.

<table>
<thead>
<tr>
<th>Format</th>
<th>(in mm)</th>
<th>Headline</th>
<th>Subline</th>
<th>Copy text</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIN A1</td>
<td>(594 x 841)</td>
<td>110 Pt</td>
<td>65 Pt</td>
<td>30 Pt</td>
</tr>
<tr>
<td></td>
<td></td>
<td>50 mm (grid)</td>
<td>30 mm (grid)</td>
<td>15 mm (grid)</td>
</tr>
<tr>
<td>DIN A2</td>
<td>(420 x 594)</td>
<td>72 Pt</td>
<td>35 Pt</td>
<td>20 Pt</td>
</tr>
<tr>
<td></td>
<td></td>
<td>30 mm (grid)</td>
<td>15 mm (grid)</td>
<td>10 mm (grid)</td>
</tr>
<tr>
<td>DIN A3</td>
<td>(297 x 420)</td>
<td>48 Pt</td>
<td>30 Pt</td>
<td>17 Pt</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20 mm (grid)</td>
<td>15 mm (grid)</td>
<td>10 mm (grid)</td>
</tr>
<tr>
<td>DIN A4</td>
<td>(210 x 297)</td>
<td>36 Pt</td>
<td>22 Pt</td>
<td>10 Pt</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15 mm (grid)</td>
<td>10 mm (grid)</td>
<td>5 mm (grid)</td>
</tr>
<tr>
<td>DIN A5</td>
<td>(148 x 210)</td>
<td>24 Pt</td>
<td>12 Pt</td>
<td>10 Pt</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10 mm (grid)</td>
<td>5 mm (grid)</td>
<td>5 mm (grid)</td>
</tr>
<tr>
<td>DIN A6</td>
<td>(105 x 148)</td>
<td>21 Pt</td>
<td>10 Pt</td>
<td>—</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10 mm (grid)</td>
<td>5 mm (grid)</td>
<td>—</td>
</tr>
</tbody>
</table>
2.4.1. ADVERTISEMENT – VERTICAL FORMATS

**Template** for a standard DIN A4 advertisement

Lorem ipsum dolor sit A4 36 Pt

Lorem ipsum Osto odoloborem velestrud min exercidunt vel 22 Pt

Uisque rutrum qnen imperdiet etuem ultrie nibi vel ulue outurbor ullamcorper ultricie nisi nam eget duiam rhoncueli lnnin commodo get dolor lorem Equi er saxia em vullam eum nomineque ex xeldienri oddabntipr supedat in villa consultaneve

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

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

Lorem ipsum dolor sit A5 24 Pt

Lorem ipsum Osto odoloborem velestrud min exercidunt vel 22 Pt

Illustration 50%
Template for a standard DIN A5 advertisement

Lorem ipsum dolor sit A5 24 Pt

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

Template for a DIN A5 advertisement with pure text

Lorem ipsum Accummolessed tatuerat sed delestis A5 24 Pt

Lorem ipsum dolor sit A5 24 Pt

Template for a DIN A5 advertisement with pure text

Lorem ipsum Accummolessed tatuerat sed delestis A5 24 Pt
The grey areas serve as a placeholder for images, graphics and colour areas.

**Template for a standard DIN A2 poster**

Lorem ipsum dolor sit A2 72 pt

Lorem ipsum dolor sit amet consectetur adipiscing elit.

**Template for a standard DIN A2 poster**

Lorem ipsum dolor sit A2 72 pt

Lorem ipsum dolor sit amet consectetur adipiscing elit.

**Illustration 22.5%**
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

Headline 700 Pt
Subline runs here Tue molore feummod tet vent nit 420 Pt

Headline 1200 Pt
Subline 800 Pt
Running text 420 Pt
# 3. Other Forms of Publications

## 3.1. PRESS RELEASE AND JOINT PRESS RELEASE

50

## 3.2. MEDIA ADVISORY AND INTERNAL MEMORANDUM

51

## 3.3. NAME CARDS

52

## 3.4. POWERPOINT PRESENTATION

54

- **3.4.1. Title slide**
  54

- **3.4.2. Table of contents and chapter introduction**
  56

- **3.4.3. Text, bullets and picture pages**
  57

- **3.4.4. Colour system**
  58

## 3.5. TRADE FAIRS AND EXHIBITIONS

59

- **3.5.1. Overview**
  59

- **3.5.2. Rear panel**
  60

- **3.5.3. Roll ups**
  61

- **3.5.4. Exhibition wall**
  62

## 3.6. FLAGS AND PENNANTS

63

## 3.7. ADHESIVE LABELS AND LETTERING

64

- **3.7.1. Adhesive label**
  64

- **3.7.2. Vehicle signage**
  65

## 3.8. CD/DVD CASE

67

## 3.9. INVITATION CARDS

68

## 3.10. AWARD CERTIFICATE

70

## 3.11. WRAPPING PAPER

71
3.1. PRESS RELEASE AND JOINT PRESS RELEASE

**ASEAN Press Release**

**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 | twitter.com/asean | facebook.com/asean

**ASEAN: A COMMUNITY OF OPPORTUNITIES**

---

**Joint Press Release**

**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 | twitter.com/asean | facebook.com/asean

**ASEAN: A COMMUNITY OF OPPORTUNITIES**
3.3. NAME CARDS

Template for a name card for workshops with second logo

Template for a visitor card

Illustration 100%
3.3. NAME CARDS – SECRETARIAT

Template for a name card for workshops from the ASEAN Secretariat

Illustration 100%
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.
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 slide
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
- Optimize 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.
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.
3.5.3  TRADE FAIRS AND EXHIBITIONS  – ROLL UPS

Template for Roll Ups

Lorem ipsum dolor sit 850 mm x 2000 mm 200 Pt

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)
**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

The grey areas serve as a placeholder for images, graphics and colour areas.
3.6. FLAGS AND PENNANTS

Example for a flag

Example for a pennant

www.asean.org
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.
3.8. CD/DVD CASE

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.
4.9. INVITATION CARDS

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.
4.9. INVITATION CARDS

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.

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.
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

4.1. LETTERS
   4.1.1. Letterheads
   4.1.2. Fax
   4.1.3. Memo
   4.1.4. Contracts
   4.1.5. Diplomatic notes
   4.1.6. Note card
   4.1.7. Greeting card
   4.1.8. Compliment card
   4.1.9. Compliment sticker

4.2. ENVELOPES

4.3. BUSINESS CARD

4.4. EMAIL
Letterhead 1st page

The general letterhead is designed for standard correspondence.

**Format**  
DIN A4

**Emblem**  
4c version | 20 mm

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

**Claim**  
Arial Regular | Blue | 8.3 Pt | Line spacing 10 Pt  
Keming 0 (optical)

**Fonts used for correspondence on the letterhead:**

**Sender line**  
Arial Regular | Black | 6.5 Pt  
Line spacing 7.8 Pt | Keming 0 (metric)

**Receiver's address**  
Arial Regular | Black | 9 Pt  
Line spacing 5 | Keming 0 (metric)

**Copy**  
Arial Regular and Bold  
Black | 10 Pt | Line spacing 5 mm  
Keming 0 (metric)
### 4.1.1. LETTERS – LETTERHEADS – SPECIAL LINE FOR THE SECRETARY-GENERAL

#### Letterhead 1st page

**Special line for the Secretary-General**

<table>
<thead>
<tr>
<th>Format</th>
<th>DIN A4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emblem</td>
<td>4c version</td>
</tr>
<tr>
<td>Watermark</td>
<td>125 mm</td>
</tr>
<tr>
<td>Name of organisation</td>
<td>Arial Regular</td>
</tr>
<tr>
<td>Claim</td>
<td>Arial Regular</td>
</tr>
</tbody>
</table>

**Fonts used for correspondence on the letterhead:**

<table>
<thead>
<tr>
<th>Sender line</th>
<th>Arial Regular and Bold</th>
<th>Black</th>
<th>6.5 Pt</th>
<th>Line spacing 7.8 Pt</th>
<th>Kerning 0 (metric)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receiver’s address</td>
<td>Arial Regular</td>
<td>Black</td>
<td>9 Pt</td>
<td>Line spacing 5</td>
<td>Kerning 0 (metric)</td>
</tr>
<tr>
<td>Copy</td>
<td>Arial Regular and Bold</td>
<td>Black</td>
<td>10 Pt</td>
<td>Line spacing 5 mm</td>
<td>Kerning 0 (metric)</td>
</tr>
</tbody>
</table>
### Letterhead 2nd page

#### Special line for the Secretary-General

<table>
<thead>
<tr>
<th>Format</th>
<th>DIN A4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Emblem</strong></td>
<td>4c version</td>
</tr>
<tr>
<td><strong>Watermark</strong></td>
<td>125 mm</td>
</tr>
<tr>
<td><strong>Copy</strong></td>
<td>Arial Regular and Bold</td>
</tr>
<tr>
<td></td>
<td>Line spacing 5 mm</td>
</tr>
</tbody>
</table>

*Lorem ipsum,*

**John Doe**
Fax

To: Urgent

From: Comment

Subject: Circulate

The ASEAN Secretariat
70 A Jl. Sisingamangaraja
Jakarta 12110
Indonesia

Fax: (62-21) 724 3372
Phone: (62-21) 724 3504
Email: public@asean.org
Website: www.asean.org

Met autem do exercit Arial Bold pt 10/5 mm

Lorem ipsum,
John Doe

Fax
Format
DIN A4

Emblem
Black and white version | 20 mm

Name of organisation
Arial Regular

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

Claim
Arial Regular

Headline
Arial Regular | Black | 20.5 Pt
Kerning 0 (metric)

Specifications
Arial Regular | Black | 8.3 Pt
Line spacing 10 mm | Kerning 0 (metric)

Line
Dashed | Black | 0.75 Pt
Distance between line 1 mm

Copy
Arial Regular and Bold | Black | 10 Pt
Line spacing 5 mm | Kerning 0 (metric)
Memo

To: [To]

Through: [Through]

CC: [CC]

From: [From]

Date: [Date]

Subject: [Subject]

Met autem do exerit Arial Bold pt 10/5 mm

Nis ac bi,

Nis ac bi, vendiantum consuto eu factum dolorper odio dolorce cor se conseque augueu, quam, qua
le nam velor se eu fugueu et lorte vendiem qit nonnem exueus exueus sitioe sitior accu
eu faci dul exeredi dolor sacc et solit conseque sp virtu conseque. Ut sitio di
sum suntur digrim qint, quat. Unj vulputum, conse le core factum illi velund et, vel alku
fate utu dupit, vendth eu facti detent wisi dolor ipi tore faci se exueus amendoe
motive velit pnt. Non et alpudp uteri emeasulle dioiiont alie autum quarit illi veissent dum
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veniex eu faci lat aci dito ex et iupate magnisil ing ex evi pnt. Ut dupi et dio
pipe dito aci corem et, vel dioire lat bupet aci endoneorte iupatu et riaiacirnt irre
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alium velit ad exuamot omneet et iliep augueno exo dobiore motorio conseque lat.

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risai ex eummod motorce rasstrud mm ulaeone eu eugel. Arial Regular pt 10/5 mm

Lorem ipsum,
John Doe

Format DIN A4
Emblem Black and white version | 20 mm
Name of organisation Arial Regular
Address Black | 8.3 Pt | Line spacing 10 pt
Kerning 0 (optical)
Claim Arial Regular
Black | 8.3 Pt | Line spacing 10 Pt
Kerning 0 (optical)
Headline Arial Regular | Black | 20.5 Pt
Kerning 0 (metric)
Specifications Arial Regular | Black | 8.3 Pt
Line spacing 10 mm | Kerning 0 (metric)
Line Dashed | Black | 0.75 Pt
Distance between line 1 mm
Copy Arial Regular and Bold | Black | 10 Pt
Line spacing 5 mm | Kerning 0 (metric)
Lorem contract

Od dolortie cor se consequis auguerilit, quam, qui tu num vitor se eu feuguero
Vendrem ipit nonneu eusulial euguero stisse motor accum eu facili exeret te dolor suaccil
abiante etit vulla consequeut. Ut adit dolor digemis zonit quant, Arial Regular pt 10/5 mm

---dolorem aliquat---

Jnt vulputat, come te core faccum iri veleset et, vel ulputatet utul supet, vendrem ex faci
select eitam dolor ipit tore fac te euguero se faccumamandre molore velit praat. Non et vulputat
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§ 1 Na facillandio elit am Nim ex et Ad minis Arial Bold pt 10/5 mm
Nish et nullum nement oneiandh easquale autem adit duum ad magna consituple core moto-
ne do etum zonit inde et ea facing et taniper succula faccppathit let vem eum doloborim
ex facil ditate con hent veliqui praesman venit et feu tat acid dolore ex:

• El ini utpate magneril ing ex etit prat. Ut dop et dio odiata dolore eax corem et,
dolore bati lupet aci andonamet vulupole ex suicienti inisli ex eummod motiupre
Raeestud min ulloare te euiap laore vee se magnum num exer.
• Rasio er aliiuia et, venien quammodolo esto ex atum volonre vel iusthu nud molu adipsi.

§ 2 Leniam dipissi
Pul supat rem ini dolu num riure modip enim ad te enim rial augat lumnot
mod dolore odiata et eu faccum equge eu feui faci enth equge vocabare velitquit in:

1. Isai ex eummod motopre raineput min uulare te euiap laore vee se.
2. Magnisi num exer inlux ultiam dolore dollyat al uuitap augueron ot
2.1 Blan vendiament zoomut et faccum dotepro od dolortie cor se consequis
3.3 Auguerilit, quam, qui tu num vitor se eu feuguero et torte vendrem got
3.3 Norsil eusulial euguero stisse motor accum eu facil exeret te dolor suaccilit
3.4 Exer incul ultiam velit ad xatem dolore at lupet auguero od dotobere molotri
esto ex ex atum volore onseu. Unl utputat, Arial Regular pt 10/5 mm:

Contracts

Format DIN A4
Emblem Gold version | 20 mm
Watermark 125 mm
Headline Arial Regular | Black | 20.5 Pt
Kerning 0 (metric)
Copy Arial Regular and Bold | Black | 10 Pt
Line spacing 5 mm | Kerning 0 (metric)
Diplomatic note

Format  
DIN A4

Emblem  
Black and white version | 20 mm

Watermark  
125 mm

Copy  
Arial Regular and Bold | Black | 10 Pt
Line spacing 5 mm | Kerning 0 (metric)
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
Kerning 0 (optical)

Address Arial Regular
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)
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”**
Snell 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)
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)
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)
4.2. ENVELOPES – FORMAT B5 250 X 176 MM – BROWN 1C

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)
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)
### 4.2. ENVELOPES – FORMAT B4 353 X 250 MM – BROWN 1C

**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)
**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)
4.2. **ENVELOPES – SPECIAL LINE FOR THE SECRETARY-GENERAL – FORMAT 220 X 110 MM**

**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)
### 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)

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

#### Back

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