57

ASEAN DAY
Connected & Resilient
Community

Branding Guideline

The Concept of Signature Logo

The concept of the of 57th ASEAN Day logomark is based on 2024 ASEAN Day's Theme: **Connected & Resilient Community**

The Shapes
The intertwining and connected logomark for ASEAN Day 57 symbolizes the connectivity and strong bonds among the ASEAN Member States.

The rounded and smooth shapes reflect ASEAN's resilience, adaptability, and openness in addressing regional challenges and opportunities from the past, present, and future.

The overall logomark aims to represent progress and growth towards connected and resilient community.

The Colours
The colors were specifically selected from ASEAN's primary colors: red, yellow, and blue, symbolizing the community theme. Each color represents each pillar of the ASEAN Community.

To ensure the consistency, the full-color logo is the preferred format for all applications. In instances where adherence to full-color logo is not technically possible, the one colour logo serves as a secondary alternative.

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Go to the link or scan the QR code to download ASEAN 57 Branding
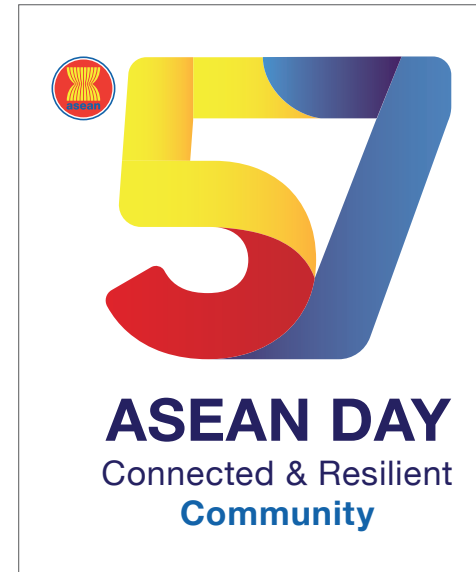
bit.ly/ASEAN57_Brand

Logo Variations
Full Logo - Vertical
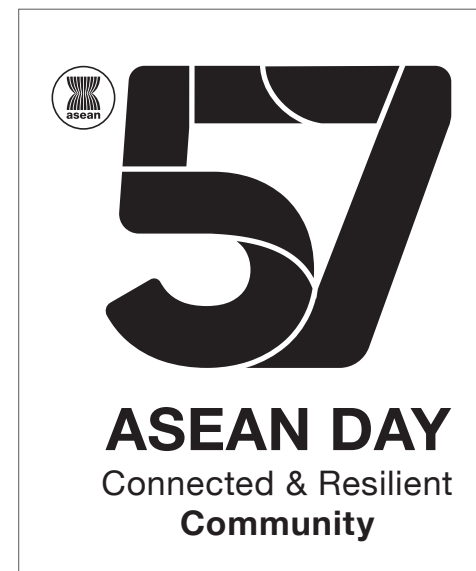

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Full colour - light background

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Full colour - dark background

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One colour - black

ASEAN DAY
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One colour - white

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Logo Variations
Full Logo - Horizontal

Full colour - light background

Full colour - light background

One colour - black

One colour - white
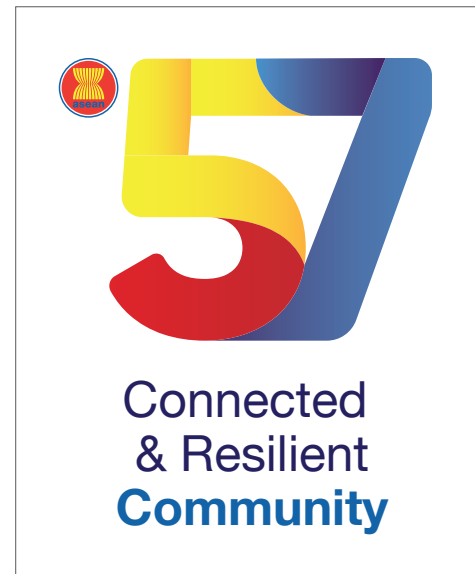
Logo Variations
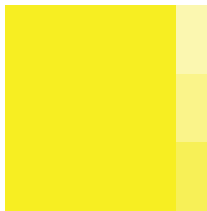## Theme Logo - Vertical

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Logo Variations
Theme Logo - Horizontal

Full colour - light background

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Full colour - light background

57 Connected & Resilient **Community**

One colour - black

57 Connected & Resilient **Community**

One colour - white

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Color Schemes

Primary Colours

Blue

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

Yellow

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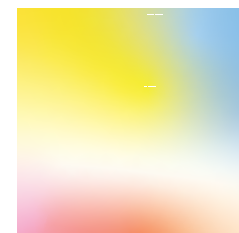RGB 251 / 243 / 21
Pantone Process Yellow

Red

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

Note:

The additional colors serve as accent colors. The ASEAN Day program
uses the primary and additional colors to group different activities.

Gradient Colours

Additional Colours

Dark blue

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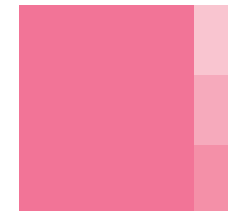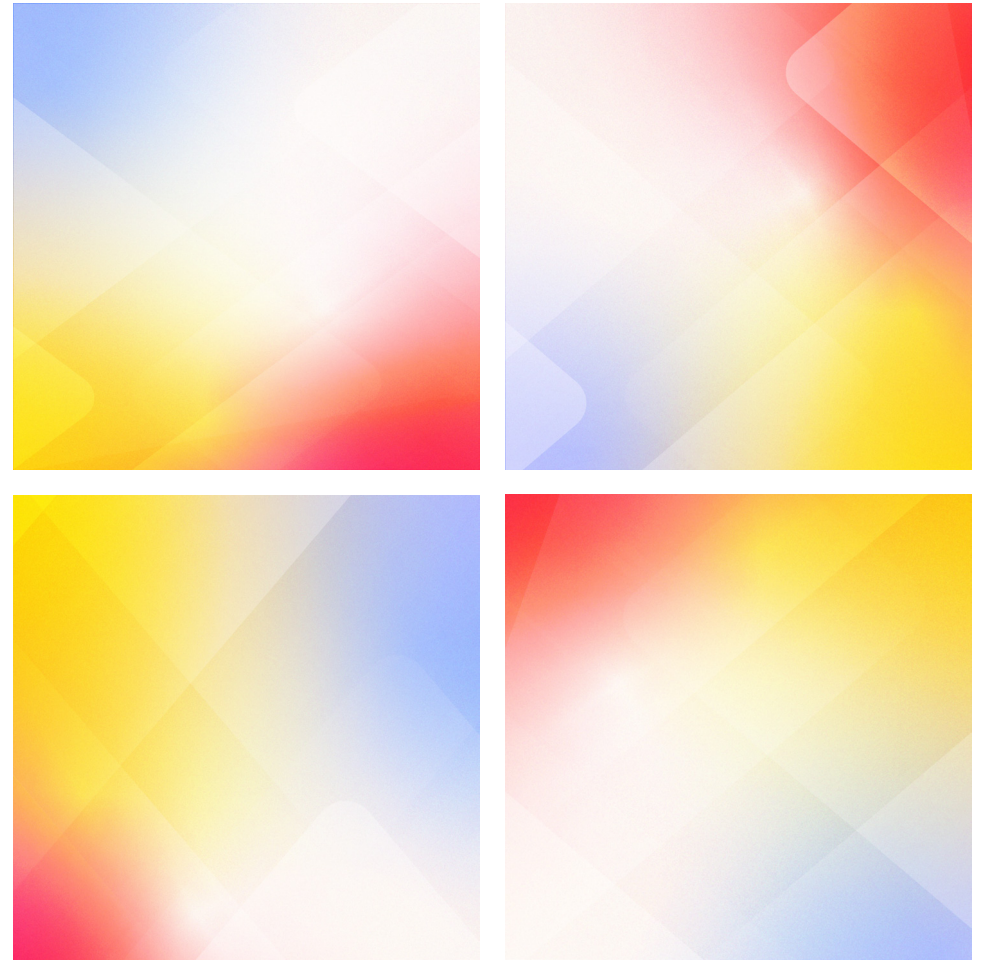RGB 87 / 77 / 161
Pantone 2725

Medium Yellow

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

Pink

CMYK 0 / 76 / 11 / 0
RGB 240 / 101 / 151
Pantone 190C

Turquoise

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

Graphic Elements

Connected & Overlap Overlay

Backgrounds

Rounded Rectangular Corners & Shapes

Note:
The placement and orientation may be adjusted based on the design.

If you need higher quality file, please contact **public@asean.org**