



ASEAN DAY
*Navigating
Our Future,
Together*

Signature Logo

The concept of the 59th ASEAN Day logomark is based on 2026 ASEAN Day's Theme: **Navigating Our Future, Together**

The Shapes

The ASEAN Day 59 logomark highlights two key graphic elements: the gradient steps and the pindrop. The gradient steps embody the “Navigating” element of the theme, symbolising ASEAN's continuous progress and forward movement. Their rounded forms represent adaptability, openness, and resilience in navigating an evolving world while embracing new opportunities together as One Community.

The Pindrop Element, inspired by the globally recognised gesture of dropping a pin on a map to mark a destination, represents ASEAN's collective journey towards a common vision. It embodies the “Our Shared Future” element of the theme, reflecting unity, shared purpose, and the commitment of ASEAN Member States to a shared goal. Beyond indicating a destination, it also conveys guidance, connection, and collaboration, underscoring ASEAN's role in navigating opportunities and shaping a stronger regional community.

Together, these elements illustrate that meaningful progress is achieved through continuous advancement rather than a single leap, reinforcing ASEAN's commitment to shaping Our Shared Future through purposeful navigation and collective action.

The Colours

The logomark adopts ASEAN's primary colours, blue, yellow, red, and white. The gradual colour transition reflects the steady progression of ASEAN's journey towards a shared future.



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Go to the link or scan the QR code
to download ASEAN 59 Branding Assets

bit.ly/ASEAN59_Brand



Logo Variations

Full Logo - Horizontal



Full Colour - Light Background



Full Colour - Dark Background



One Colour - Black



One Colour - White

To ensure the consistency, the full-colour logo is the preferred format for all applications. In instances where adherence to full-colour logo is not technically possible, the one colour black and white logos serve as a secondary alternatives.

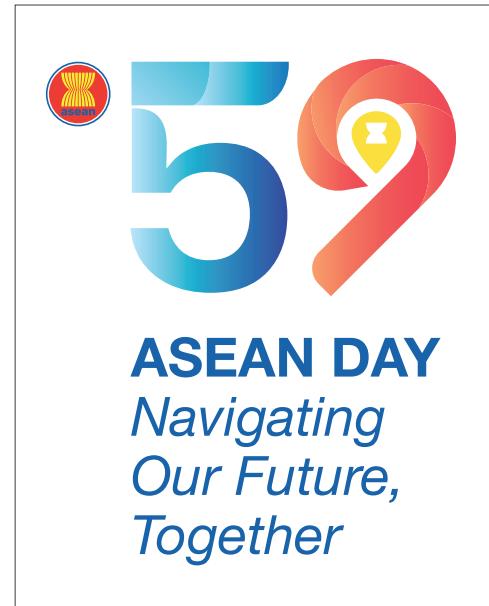
Logo Variations

Full Logo - Vertical



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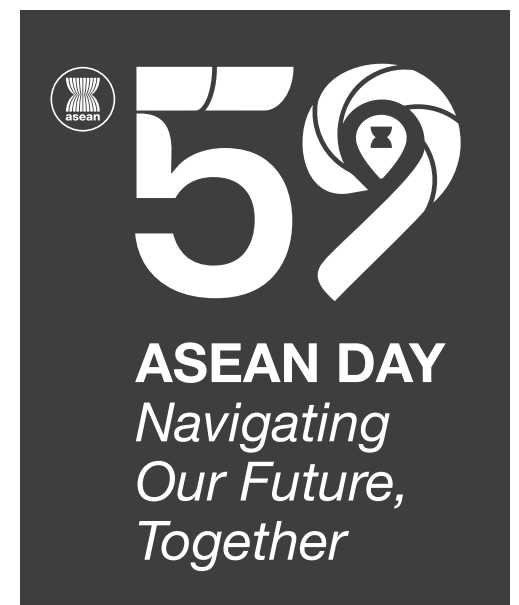
Full Colour –
Light Background



Full Colour –
Dark Background



One Colour – Black



One Colour – White

Colour Schemes

Primary Colours

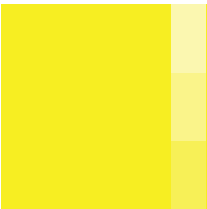
Blue

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



Yellow

CMYK 0 / 0 / 100 / 0
RGB 251 / 243 / 21



Red

CMYK 0 / 91 / 87 / 0
RGB 199 / 57 / 53



Accent Colours

Turquoise

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



Light green

CMYK 53 / 0 / 94 / 0
RGB 164 / 199 / 71



Gradient Colours



Typography

Primary Font Family

Helvetica Neue Bold

Helvetica Neue Regular

Helvetica Neue Light

Alternate Font Family

Arial Bold

Arial Regular

The ASEAN Day 59 is incorporating the Helvetica Neue, as part of ASEAN's Corporate Design typography, to ensure consistency and flexibility in the overall design.

For instances where Helvetica Neue cannot be used, Arial can be utilised as the alternative.