



# Southeast Asia

## BRAND GUIDELINES

The background of the slide is white, featuring several large, stylized, wavy shapes in shades of orange and red. These shapes are arranged in a pattern that resembles a sunburst or a series of overlapping, curved lines. The colors transition from a light orange at the edges to a deeper red in the center of the shapes.

# INTRODUCTION

Southeast Asia is a popular, well known destination for holiday makers and business travellers from all around the world. Surprisingly, Southeast Asia has never been branded, while other continents like Australia, Europe and Africa have been marketed heavily. The ten member countries that are apart of ASEAN will be the foundation of the Southeast Asia brand.

Southeast Asia exists as a destination brand in the hearts and minds of travellers around the world. It may not be a power brand, given that it has been communicated through guide books, maps, films and the general media, rather than through any concerted promotional campaign. But it exists nonetheless. Various consumer and trade research reveal some remarkably consistent attributes across all destinations.

Two attributes – Friendliness and Culture – rise to the top of most polls. Having considered the views of consumers and the travel trade, it is possible to cluster the region's common brand attributes as follows:

- Genuine warmth that is inherent in Southeast Asian people

- Experience the outstanding service and hospitality that characterizes travel and tourism in Southeast Asia
- The year-round warmth that literally comes with Southeast Asia's tropical location, which is a major draw-card for travellers from seasonal climates around the world
- The warmth that one feels from encountering different cultures working in harmony and from witnessing, first hand, the traditional lifestyles of ancient cultures that have survived over the centuries.
- This can be expressed in a simple but powerful tagline: *feel the warmth*

The purpose of the Southeast Asia brand is to strengthen the brand in the ever more competitive tourism and travel industry, and increase growth for all member nations.

### **Southeast Asia and ASEAN**

Southeast Asia is the tourism destination brand for the ASEAN region. In brand architecture, ASEAN is the parent brand and Southeast Asia is the tourism brand for the consumer.

Southeast Asia represents the sub-continent, its characteristics and its core values – Free, Progressive, Stable,

## The new domain for the website is [www.SoutheastAsia.org](http://www.SoutheastAsia.org)

Opportunity, High Quality.

The signature comprises of a sun symbol that represents the ten member nations, a wordmark *Southeast Asia* and the tagline *feel the warmth* underscoring Southeast Asia's position as an amazing travel destination.

All three elements of the signature should be used together continuously to establish the brand. To maintain its identity and integrity, Southeast Asia must be used according to certain specifications. Each use of the brand requires the prior approval of the Southeast Asia brand office.

### **The Uses**

The updated policy guidelines with regard to the use of the Brand are set out below.

#### ***Southeast Asia is***

- A vehicle for promoting the sub-continent within and overseas;
- A 'location' brand identifying the region with Southeast Asia related events and organizations.

#### ***Basic policies relating to the brand are***

- It is not intended to replace the logos or identity of other organizations, including government departments.

- It is an umbrella brand meant to coexist with other logos, of government as well as non-government organizations, in a co-branding situation.
- It cannot be altered, taken over by or incorporated into the logos of other organizations.
- The Brand should not appear equal in size or weight on the same application as the ASEAN Logo. The ASEAN logo should be the less dominant and appear as an endorsement.

### **The Guidelines**

Southeast Asia is intended for long term use. In order to protect its identity, and to achieve recognition and acceptance of the Brand, it must be used consistently. The Brand is not simply a design feature, to be changed for creative or other reasons. And, it is not something to be simply added to a completed design. It should be considered an integral part of a design from the outset, and be used in a proper manner. There is already flexibility in the specifications to allow it to be used in different situations.

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## Need more help?

Southeast Asia is protected by copyright and prior approval is required for it to be used. Final designs are also subject to approval.

The process is simple and no forms are required. Approval for one design does not imply general approval for the use of the Brand in other applications or situations, no matter how similar they might be.

Each proposed use of the brand must be submitted for separate approval. Simply email the full details of your request. Enquiries should also be directed to the same email address:

Email: **[brand@SoutheastAsia.org](mailto:brand@SoutheastAsia.org)**

The background features several large, overlapping, curved shapes in shades of orange and red, resembling stylized leaves or petals. These shapes are arranged in a pattern that is partially obscured by the text.

# BASIC ELEMENTS

## Southeast Asia Signature



Southeast Asia's visual identity is an important asset. It symbolizes the characteristics of Southeast Asia such as friendliness, culture and warmth. Its represents Southeast Asia and its core values.

The Southeast Asia signature is composed of three elements: the sun symbol, the Southeast Asia wordmark and the tagline *feel the warmth*

The sun symbol incorporates the ten member nations for Southeast Asia.

The signature is a unique piece of artwork. The sun symbol, wordmark and tagline must never be recreated. The proportions, as indicated on the left, should be maintained.

The primary signature has been created for primary usage and is the preferred version of the signature for Southeast Asia.

*feel the warmth* should always be used with lowercase letters which is informal and friendly. This should apply to all text forms such as titles, speeches and press releases.



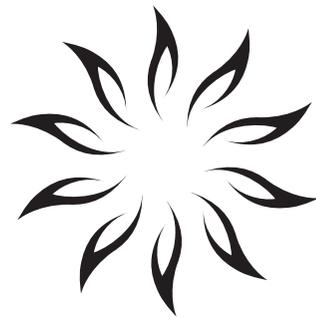
# Primary Signature Two Color

The primary signature two color version is suitable for print production where the gradient is unable to be produced successfully.

It is also suitable for merchandise and graphics that require a colored background.



# Primary Signature Black & White



Southeast Asia  
*feel the warmth*

The primary signature is available in black only. This should be rarely used as it is against the essence of the brand values.

Usage of the black logo would only apply to printed publications such as newsprint classified adverts.

There is no grey scale alternative as it weakens the brand signature.



## Vertical Lock-up Full Color

When the horizontal lock-up is not practical for your graphic requirements, a secondary signature can be used.

The secondary signature is the sun with the wordmark and tagline used in a vertical lock-up.

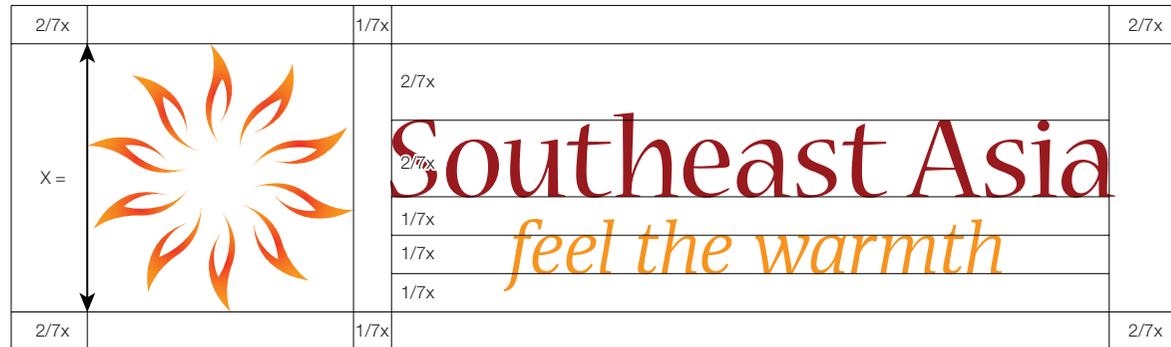


## Vertical Lock-up Two Color

The two color version can be used when the reproduction of the full color version will be compromised.

It is also suitable for merchandise and graphics that require a colored background.

# Minimum Clear Space



**x** which represents the height of the sun symbol, is the basis on which other parts should be calculated to arrive at the correct proportions.

Always maintain the minimum clear space around the Southeast Asia signature to preserve its integrity.

To maintain visual clarity and to provide maximum impact, the signature must never appear to be linked to or crowded by copy, photographs or graphic elements.

The minimum clear space must never differ proportionally from the version demonstrated on this page.

The clear space for the Southeast Asia signature is  $2/7$ th **x** on the sides and  $1/7$ th **x** on the top and the bottom.



# Minimum Signature Sizes

15mm minimum height



To protect the integrity, legibility and impact of the Southeast Asia signature, it must never be reproduced in sizes smaller than those shown on this page.

## For print applications

- When using the primary signature, do not make the sun smaller than 15 mm in height.
- When using the secondary signature, do not make the width of the wordmark less than 40 mm.
- Any further reduction would impair its legibility.

# Unacceptable Usage



Correct usage



Do not rotate the symbol



Do not flip the symbol



Do not shrink or offset the symbol



Do not change the color of the symbol



Do not rotate the signature



Do not use photographic images with the signature

## Other unacceptable usage

- Never reproduce the signature smaller than the stated minimum size
- Never reposition and re-size the elements of the signature.
- Never reposition the elements with mixed languages.
- Never reproduce the signature so it merges with another brand's identity elements.
- Never reproduce the signature in a way that infringes on the minimum clear space, especially in a co-branding situation.
- Do not put the signature in a box. The only exception is in the case of computer hyperlinks.
- Never create an outline around the signature.

# Brand Characteristics and Tone

## Core Values

Free  
Progressive  
Stable  
Opportunity  
High Quality

## Characteristics

Welcoming  
Friendly  
Exotic  
Tropical  
Sunny  
Cultural  
Traditional  
Charming  
Youthful  
Hospitable  
Challenging

## Tone

Clear  
Clean  
Warm  
Engaging  
Confident

These carefully selected words provide an emotional connection to the brand and are something which can help inspire brand communication.

The background features several large, stylized, wavy shapes in shades of orange and red, resembling flames or abstract leaves. These shapes are arranged in a pattern that is partially obscured by the text.

COLOR USAGE

# Signature Colors

<p><b>SEA ORANGE</b> TAGLINE COLOR &amp; 2ND GRADIENT COLOR</p>		<p>PANTONE 1375</p>	<p>CMYK 0:50:100:0</p>	<p>HEX F7931E</p>
<p><b>SEA RED</b> 1ST GRADIENT COLOR</p>		<p>PANTONE 485</p>	<p>CMYK 0:100:100:0</p>	<p>HEX ED1C24</p>
<p><b>SEA BROWN</b> WORDMARK</p>		<p>PANTONE 484</p>	<p>CMYK 25:100:100:25</p>	<p>HEX F15A22</p>
	100%			
<p><b>SEA SUNBURN</b> SYMBOL GRADIENT</p>		<p>Outer color - SEA Orange Inner color - SEA Red</p>		
	100%			

Southeast Asia orange, red and brown comprise the signature color palette. The sun symbol uses a color gradient titled SEA Sunburn.

Many factors can influence accurate color reproduction: press process, paper stock, line screen and ink coverage.

- For good quality uncoated paper stock, use a line screen of 150 LPI (lines per inch).
- For high quality brochures or coated art paper, in general 175 LPI or higher is the standard choice.
- For newsprint and silk-screen printing, 85 LPI screen is the normal choice.
- The Southeast Asia Signature can also be reproduced in HEX values for online display.

Pantone Solid Coated swatches have been used to represent spot colors.

The standards for PANTONE® colors are shown in the current edition of the PANTONE® Color formula guide. The colors shown on this page and throughout these guidelines are not intended to match the PANTONE® Color Standards. PANTONE® is a registered trademark of Pantone, Inc. Use actual PANTONE® chips. Do not attempt to match examples in this guide.

# Primary Color Palette

		PANTONE 115	CMYK 0:15:100:0	HEX FFD400
		PANTONE 136	CMYK 0:30:100:0	HEX FDB813
SEA ORANGE		PANTONE 1375	CMYK 0:50:100:0	HEX F7931E
		PANTONE 1655	CMYK 0:80:100:0	HEX F15A22
SEA RED		PANTONE 485	CMYK 0:100:100:0	HEX ED1C24
	100%			

The primary colors are ideal to emphasize the signature. They are warm color that are ideal to be used in display adverts, headlines, headings and other important elements

Pantone Solid Coated swatches have been used to represent spot colors.

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# Secondary Color Palette

	PANTONE 675	CMYK 30:100:40:0	HEX B62467
	PANTONE 526	CMYK 75:100:0:0	HEX 663399
	PANTONE 7455	CMYK 80:80:0:0	HEX 524FA1
	PANTONE 312	CMYK 100:0:10:0	HEX 00ADDC
	PANTONE 347	CMYK 100:0:100:0	HEX 00A651

100%

The secondary color palette is to support and contrast the primary color palette and the signature.

Pantone Solid Coated swatches have been used to represent spot colors.

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# Combined Color Palette

			PANTONE 1655	CMYK 0:80:100:0	HEX F15A22
			PANTONE 675	CMYK 30:100:40:0	HEX B62467
			PANTONE 526	CMYK 75:100:0:0	HEX 663399
			PANTONE 7455	CMYK 80:80:0:0	HEX 524FA1
			PANTONE 312	CMYK 100:0:10:0	HEX 00ADDC
			PANTONE 570	CMYK 55:0:30:0	HEX 66CCCC
			PANTONE 347	CMYK 100:0:100:0	HEX 00A651
			PANTONE 115	CMYK 0:15:100:0	HEX FFD400
			PANTONE 136	CMYK 0:30:100:0	HEX FDB813
100%	55%	30%			

The combined color palette is based on both the primary and secondary color palettes.

This offers more flexibility for designers to produce vibrant and engaging designs using colors.

Opacity values are 100% 55% 30%

Pantone Solid Coated swatches have been used to represent spot colors.

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# Background Color: Signature



Primary Background



100% background opacity primary palette



30% background opacity combined palette

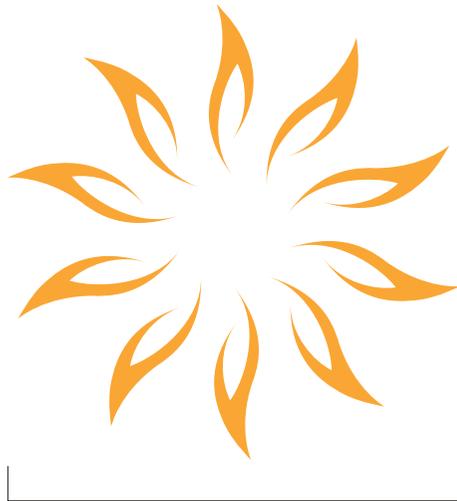
The Southeast Asia signature primary background is white and should be used in nearly all marketing communications.

There are two alternative methods displayed here for treatment against color backgrounds.

**The alternative methods are**

- Using 100% background opacity with the primary palette is the preferred option when the primary white background is not available.
- Use of the primary signature is allowed when used against the 30% background opacity combined palette.
- Both options are valid and offer designers more flexibility.

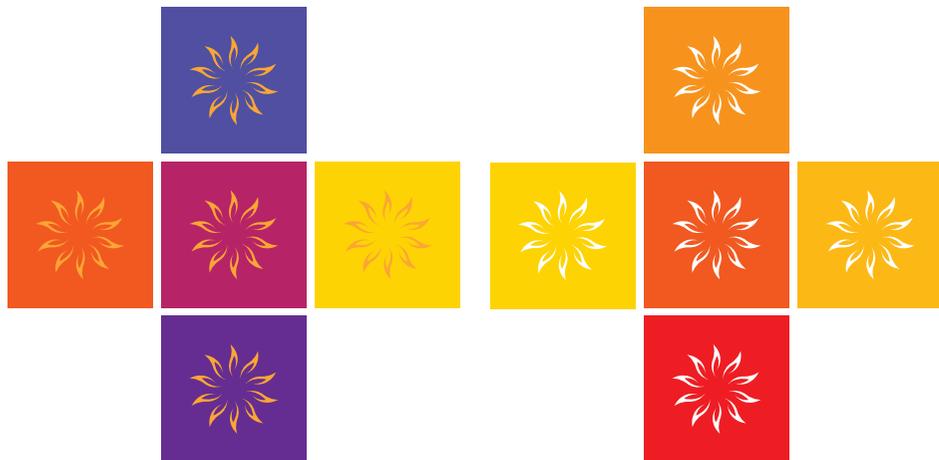
# Background Colors: Sun Symbol



Solid Color



White Out



The preferred choice when placing the sun symbol on a background color would be to use the solid color or white out versions.

## **Solid Color**

The sun symbol using the SEA Orange can be used successfully on the secondary colors or several of the primary colors.

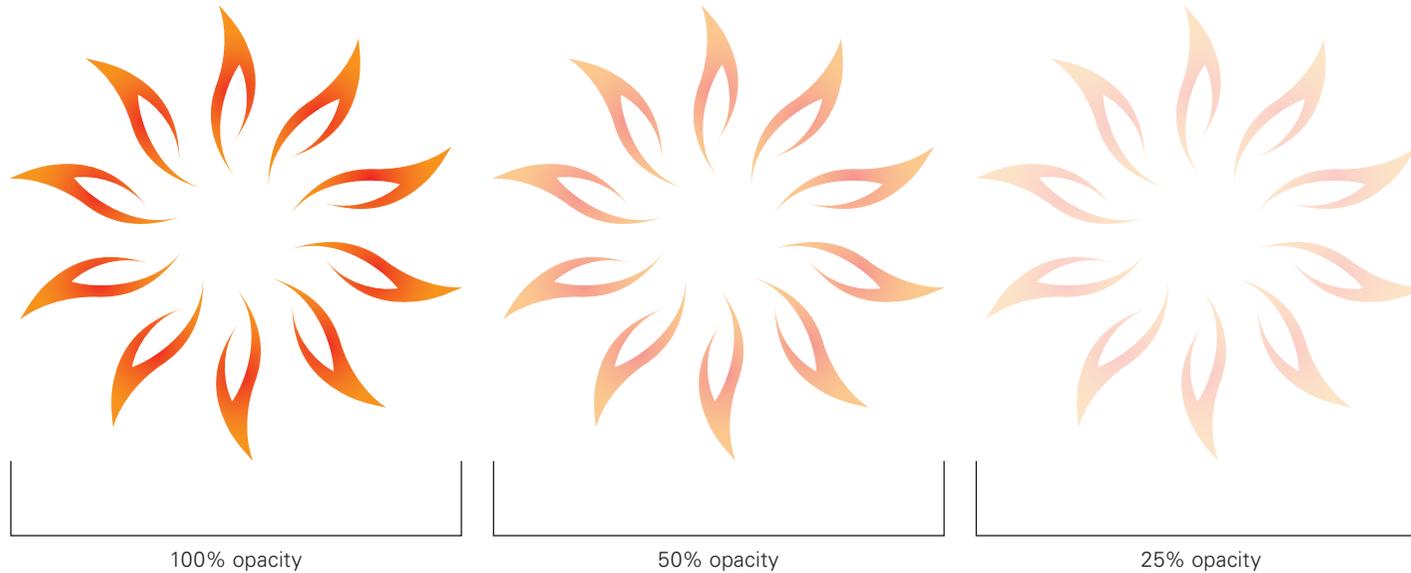
## **White Out**

The white out sun symbol should only be used with the primary color palette. Using the white-out sun symbol with secondary colors loses the essence of the symbol.

The background features several large, overlapping, wavy shapes in shades of orange and red, resembling stylized leaves or flames. These shapes are arranged in a pattern that is partially obscured by the text.

SUPER GRAPHIC

# Sun Symbol Supergraphic



The sun symbol is a primary supergraphic to enhance your visual design.

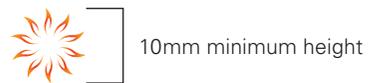
Examples include T-shirts, baseball caps, gift boxes, watches, lapel pins and other various merchandise. In such cases, the sun can be reproduced as an engraving, etching, foil stamping, etc.

The previous page demonstrates the use of 25% tinted sun symbol cropped through the page.

The 100% full color with gradient sun symbol can be used solely as a single graphic on a white background, such as a flag or banner.

The 50% and 25% versions should be used as support such as Powerpoint presentation. They should not be used alone.

The minimum height of the sun symbol supergraphic should be no less than 10 mm. Please note the supergraphic is a separate entity to the signature.





The wave supergraphic is used to mask the image. The wave supergraphic is used again below to enhance the color of the flower petals

The wave supergraphic is based on the curves of an individual ray from the sun symbol.

The wave supergraphic can be used for various design needs that include masking images and underlying images as demonstrated on the left.

It can also be used to underline keywords or phrases for marketing communications.

Use of color from the combined palette with creative arrangement is allowed but do not rotate or distort the essence of the shape.

Using transparency effects, applying the 55% or 30% value is allowed and should be used to create engaging graphics.

Southeast Asia  
Your **dream holiday**  
is **closer than ever**

The wave supergraphic can be used graphically to highlight a message.

The background of the slide is white and features several large, stylized, wavy shapes in shades of orange and red. These shapes are arranged in a pattern that resembles a sunburst or a series of overlapping, curved lines. The word "FONTS" is positioned on the right side of the slide, centered vertically relative to the middle of the page.

FONTS

## Primary Typeface

### Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

### Univers 45 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

### Univers 55 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

### Univers 55 Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

### Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

### Univers 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

## Secondary Typeface

### Optima Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

### Optima Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

### Optima Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

### Optima Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

### Optima Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

### Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

## Online Typeface

### Trebuchet

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

### Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

### Verdana

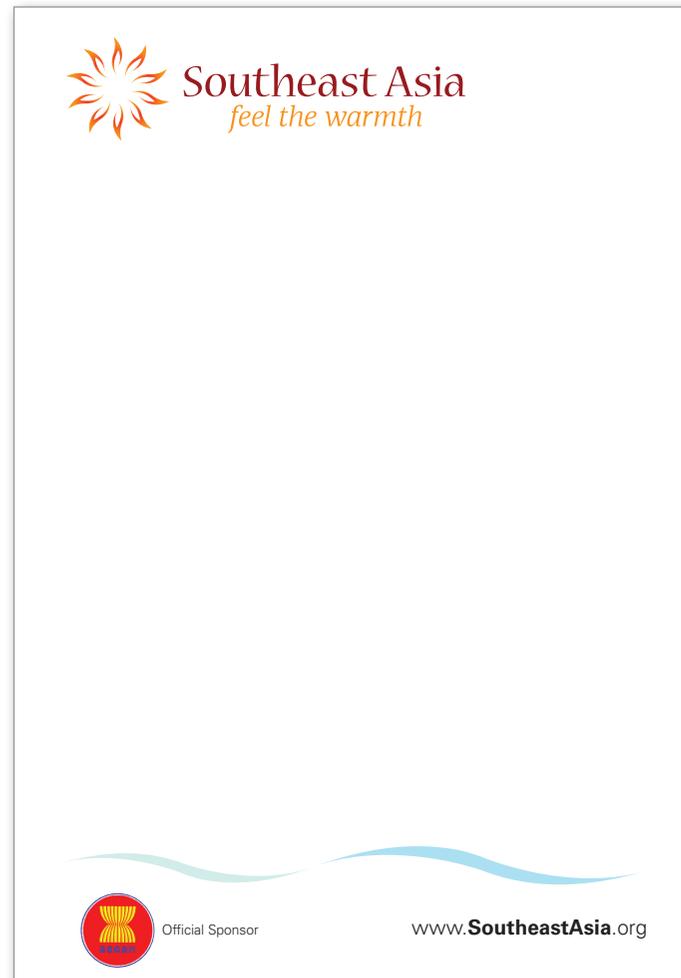
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#\$\$%^&\*!/?/;:."{}|()

The primary typeface to be used is Univers. The secondary typeface is Optima and contrast the primary typeface and should be used headings.

We recommend using Linotype  
<http://www.linotype.com>

The background features several large, overlapping, curved shapes in shades of orange and red, resembling stylized leaves or petals. These shapes are arranged in a pattern that suggests a circular or spiral movement, with some shapes pointing towards the center and others pointing outwards. The colors transition from a light orange at the edges to a deeper red in the center of the shapes.

DESIGN STYLES



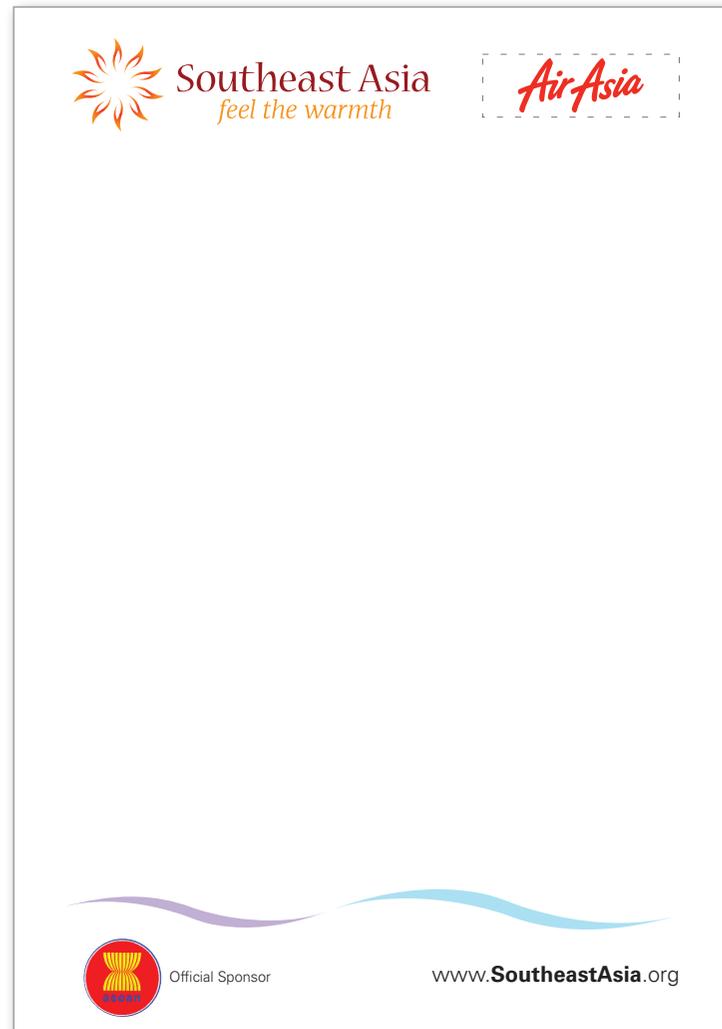
The primary design focuses on the Southeast Asia signature with the ASEAN logo aligned equally with the sun symbol. The ASEAN logo is 5/7th **x**

The left and right page margins are 7/14th **x**

The primary design can be used for various communication needs including stationary, presentations and marketing collateral.

The wave supergraphic has been applied to the footer with various colors from the combined palette.

Using electronic letterheads in MS Word or OpenOffice, the footer can have various color options applied to represent different divisions or subjects.



The partner design offers an excellent position to communicate Southeast Asia partnerships.

Based on the primary design, the Southeast Asia signature is reduced to 6/7th **x** to free up space on the right for partner logos.

The dashed lines represent maximum size in comparison with the Southeast Asia signature.



The image shows a marketing design for Southeast Asia. At the top left, there is a logo consisting of a stylized orange sunburst icon followed by the text "Southeast Asia" in a serif font and "feel the warmth" in a smaller, italicized sans-serif font below it. Below the logo is a photograph of a smiling woman with long dark hair, wearing a colorful necklace, holding two large pink flowers. The text "Diwata, The Philippines" is overlaid on the top right of the photo. Below the photo, there is a white curved banner containing the headline "Your dream holiday is closer than ever" in a bold, red, sans-serif font. To the right of the headline is a block of placeholder Latin text. At the bottom of the banner, there is a decorative wavy line in shades of orange and yellow. Below the banner, the text "book online for your adventure of a lifetime" is on the left and "www.SoutheastAsia.org" is on the right.

**Southeast Asia**  
*feel the warmth*

Diwata, The Philippines

**Your dream holiday  
is closer than ever**

Les et hilitiae eatas sum sunt, quia qui officab  
orepressed quaelgnis dem re cum restrum  
fugit officit eum rero volent maximi, non nat  
ut il eum simagni simolo molum alitatus, et  
idus ex excepre pelicia vollit archillit, ut  
volorendit qui ratio. Ovidunt, sam qui dolerei  
umquam, quam, opta simi, quas venimod ma  
veriti antia et liquatus accumque vero corum  
acepel id que porro blandent doluptatus. Les  
et hilitiae eatas sum sunt, quia qui officab  
orepressed quaelgnis dem re cum restrum

book online for your adventure of a lifetime [www.SoutheastAsia.org](http://www.SoutheastAsia.org)

The Southeast Asia signature placement should always be top left on a white background. Southeast Asia is a new brand and needs strong and clear placement.

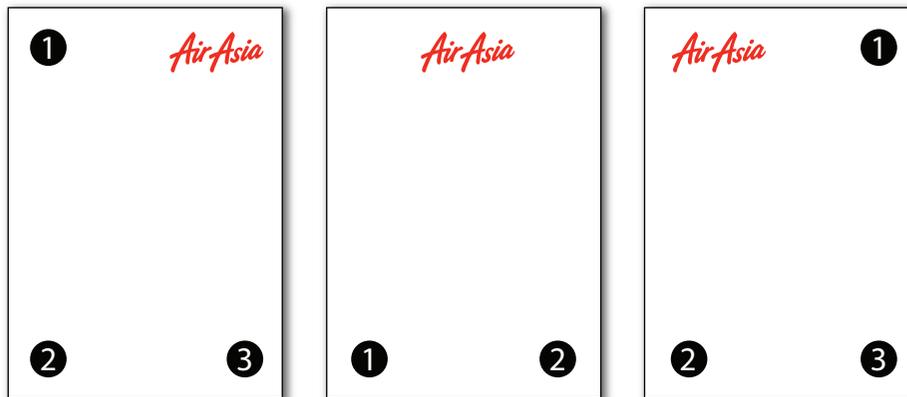
The design example shown here leads with a close-up hero shot with subject staring directly at the viewer. Using people and direct eye contact is the best way to engage the viewer.

The foot of the page is a call to action, simple, clear and uncluttered.

# Signature Placement

Preferred locations of the Southeast Asia signature placement when used with third party providers.

An example of this maybe an independent travel operator who wishes to use the signature in a color or black and white print advert.



The background features several large, stylized, wavy shapes in shades of orange and red, resembling flames or abstract leaves. These shapes are arranged in a pattern that is partially obscured by the text.

MERCHANDISE

# Umbrellas



The umbrella uses the vertical version of the Southeast Asia signature every alternate panel. The web address can be displayed in the alternate panels.

Custom-made umbrellas with 10 panels should also be considered.

# Polo Shirts



The polo shirt would use an embroidered version of the logo across the left chest with the web address across the right chest. The web address could appear on the back just below the collar. Long hair would cause a visibility problem with this position.

The rim of the sleeves maybe used for other logos such as sponsorship brands or third party brands.

# T-shirts



A selection of T-shirts printed in the combined color palette with a white out Southeast Asia signature.

Merchandise can use the reverse white logo more freely along with the tinted sun symbol supergraphic.

# Baseball Caps

Baseball caps would have the signature embroidered in solid color on the cap. The web address would be embroidered on the peak and on the back close the fastener.



# Coffee Cups



Coffee cups could come in white or a variety of colors. Full color signature would be screened onto a white coffee cup along with the web address.

Alternatively, the white out signature could be used on color cups.

The background features several large, flowing, organic shapes in shades of orange and red, resembling stylized leaves or flames. These shapes are scattered across the white background, with some overlapping. The colors transition from a light orange to a deeper red, creating a sense of movement and depth.

# THE END OF BRAND GUIDELINES