

Australia for ASEAN Futures

Brand Guideline



Aus4ASEAN
FUTURES

Main Logo

Logogram



Logotype

Aus4ASEAN

FUTURES

The image displays the main logo for 'Aus4ASEAN FUTURES'. It is divided into two sections: 'Logogram' and 'Logotype'. The 'Logogram' section features the Australian coat of arms on the left and the ASEAN logo on the right, separated by a vertical line. The 'Logotype' section features the text 'Aus4ASEAN' in a large, bold, blue font, with 'FUTURES' in a smaller, blue, all-caps font below it.

Logo Configuration



Aus4ASEAN
FUTURES

Vertical orientation



Aus4ASEAN
FUTURES

Horizontal orientation

Logo Color

Main color



Single color



Black color



Whitecolor



Color

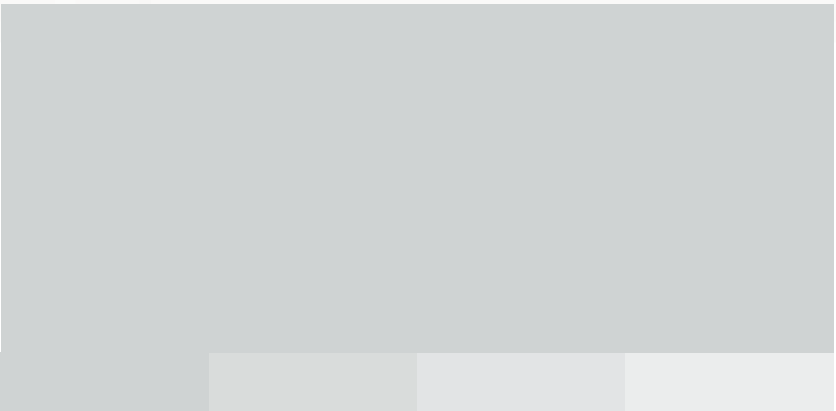
DFAT Color



R: 22 C: 90
G: 102 M: 52
B: 131 Y: 33
 K: 10



R: 44 C: 82
G: 62 M: 63
B: 72 Y: 52
 K: 44



R: 206 C: 18
G: 210 M: 12
B: 210 Y: 13
 K: 0



R: 0 C: 86
G: 132 M: 27
B: 117 Y: 60
 K: 8

ASEAN Color



R: 226 C: 5
G: 50 M: 94
B: 40 Y: 98
 K: 0



R: 251 C: 4
G: 251 M: 3
B: 11 Y: 99
 K: 0



R: 3 C: 99
G: 90 M: 70
B: 160 Y: 7
 K: 0

Typography

Main Font

Work Sans

Work Sans is a free to use font from Google Font that can be downloaded in <https://fonts.google.com/specimen/Work+Sans?query=work>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()*

Subtitute Font

Verdana

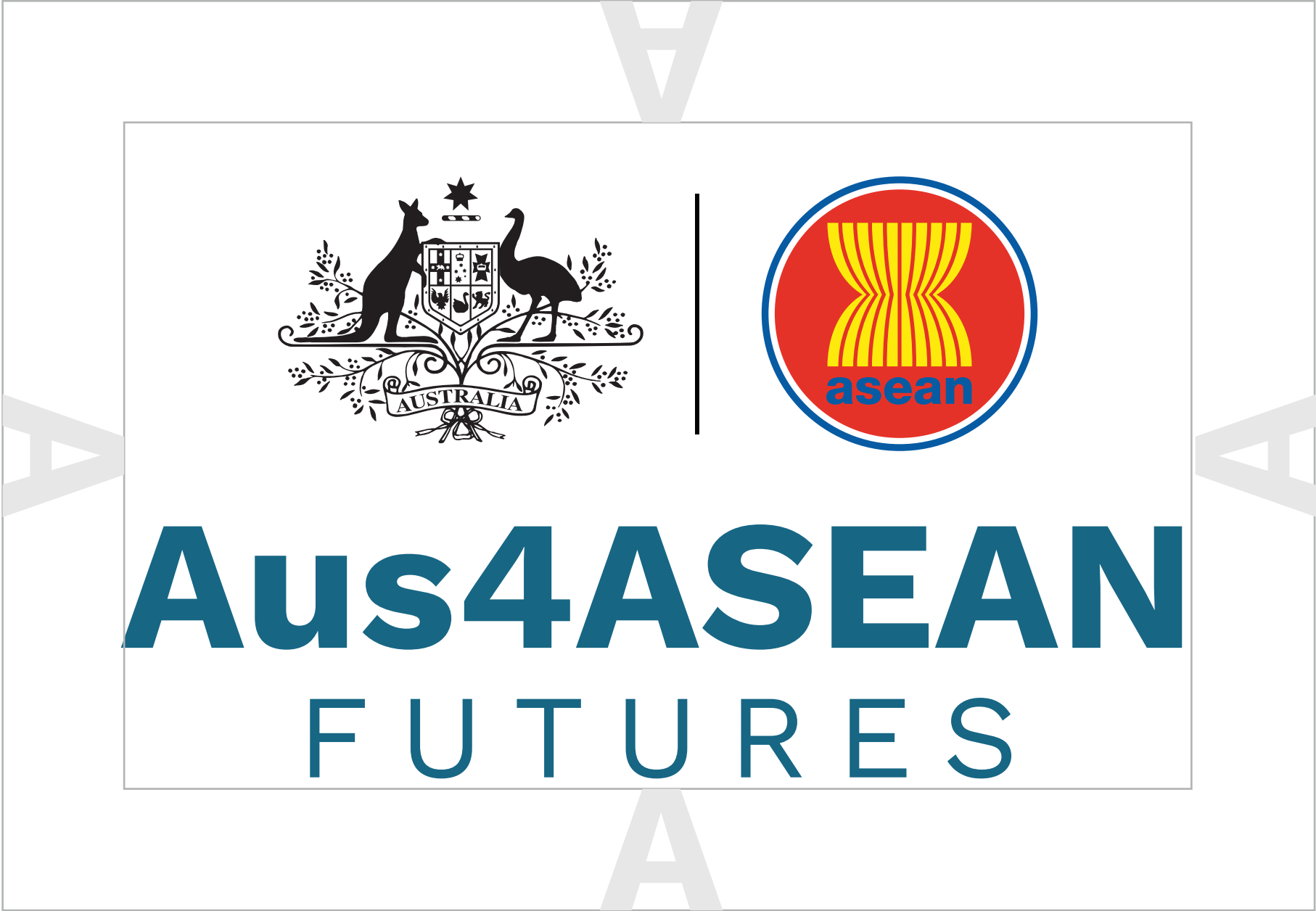
Verdana font can be used as subtitute font in some software that can not load the Work Sans correctly, e.g Microsoft Word and Power Point

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()*

Clear Space



Clear space or what can be called a distance limiting rule between logos and re-application so that there is an empty space to see more focus and intact and the physical logo does not change.

The size of the clear space depends on the size of the logo, if you have determined the size of the logo, use the flask element in the logo to determine the clear space.

Minimum Size



Aus4ASEAN
FUTURES

Normal Size



Aus4ASEAN
FUTURES

4 cm

This size is deliberately arranged to avoid the difficulty of logo legibility. This minimum size is determined based on the size or size of the letters on the scale, which still allows it to be seen or read clearly.

However, for some special reproduction conditions such as newspaper printing, hot-printing or screen printing, always use a size larger than the minimum size whenever possible.

Graphics



Letterhead



To:
John Appleseed
Company Name
Address, and City Name
1234 Country Name

November 28, 2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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A stylized, handwritten signature in black ink that reads "Paul Winfrey".

Sender Name
Sender position

Address
Address, and City Name
1234 Country Name

Contact
+62 1234 5678
+62 1234 5678

Email
info@website.com
www.website.com

Power Point



Australia for ASEAN Futures



Slide Title

