ASEAN – Cyber Business Platform LOGO MANUAL

2021.11

Variations

Primary - Horizontal

Primary – Vertical

Primary – Vertical Black & White

Primary – Horizontal - Black & White

Color Palette

DIC 565			
C 0%	R 230	#E60012	
M 100%	G 0		
Y 100%	B 18		
K 0%			

DIC 558			
C 0%	R 228	#E4007F	
M 100%	G 0		
Y 0%	B 127		
K 0%			

DIC 632			
C 35%	R 164	#A40B5D	
M 100%	G 11		
Y 35%	B 93		
K 10%			

DIC 556			
C 0%	R 0	#000000	
M 0%	G 0		
Y 0%	B 0		
K 100%			

Minimum Display Size

To ensure logo visibility, we do not recommend using sizes smaller than the minimum usage sizes.

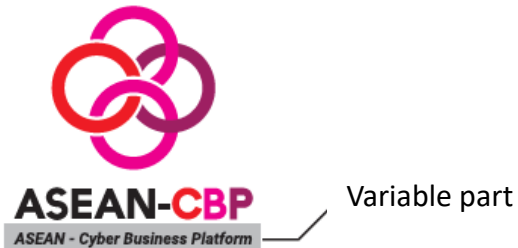25mm

20mm
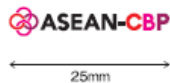
Combination of letter - Variations

Primary – Horizontal – Full name

Primary – Vertical - Full name

Variable part

Variable part

Variable part

Variable part: Use Google Fonts Roboto Bold Italic
Adjust the font size according to the number of characters.

Example - Variable part

Acceptable Logo Use

Light background color/No modification

Dark background color/Outline in white

Complex background color/Square margins

The recommended margin size is approximately 130% of the logo.

Unacceptable Logo Use

Please do not compromise the basic integrity of the logos.

Do not shrink or stretch the logo.

Do not alter the balance.

Do not compromise visibility.

Do not rotate the logo.

Do not change colors.

Not to lack any part of the logo.

Do not alter typeface.

Do not apply a drop shadow.