
Asia-Europe Meeting (ASEM) Logo Guidelines

Information on how to apply the ASEM logo



1.0

The ASEM Logo

The core element of the brand identity is the logo. It informs a language consisting of a number of core assets which – when combined – create a unique look and feel that make the ASEM brand instantly recognisable.

History

The ASEM Logo

In order to have a permanent logo for the Asia-Europe Meeting (ASEM), the Asia-Europe Foundation (ASEF) was commissioned by ASEM Senior Officials to hold an ASEM Logo Competition throughout 2001-02.

Over 300 entries were received and the top three entries, selected by a panel of design experts, were presented to the ASEM Senior Officials Meeting (SOM) in 2003. The final logo was selected and revealed during the 5th ASEM Foreign Ministers' Meeting in July 2003 in Bali, Indonesia.

Logo Rationale

The ASEM logo expresses the idea of interaction between Asia and Europe through the intertwined forms of an Asian brush-stroke and a simplified Roman letter "E". These also combine to form the letters "A" and "E", symbolising Asia and Europe.

The logo represents two different yet intertwined cultures of East and West seeking ways to come together to interact. The colours of the logo, red and blue, represent Asia and Europe respectively.

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1.1 The ASEM Logo

Stacked Logo

Full colour stacked version

The primary stacked logo is the most visible core element of the ASEM identity. It is essential that it is applied consistently on a white background.



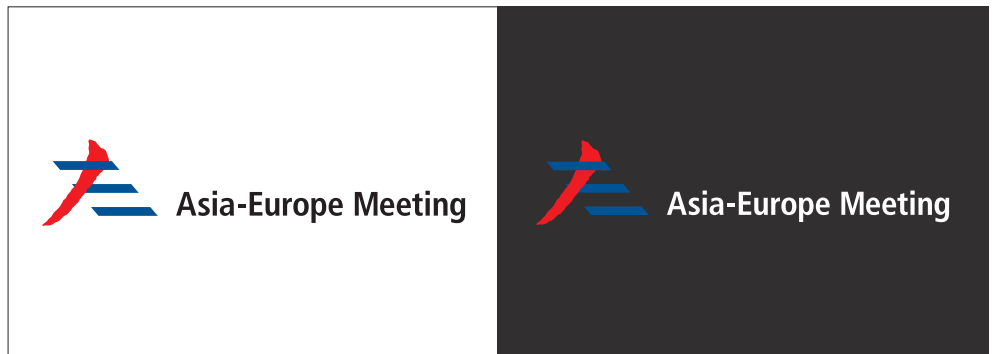
The ASEM logo can also be used on a solid black background, but never on a coloured background (See 1.4 Incorrect Logo Use).



In-Line Logo

Full colour in-line version

A secondary In-Line Logo has been developed for specific landscape formats where the use of the primary logo would cause illegibility issues. In this instance it may be preferable to use the In-Line Logo version. (See 1.3 Logo Use).

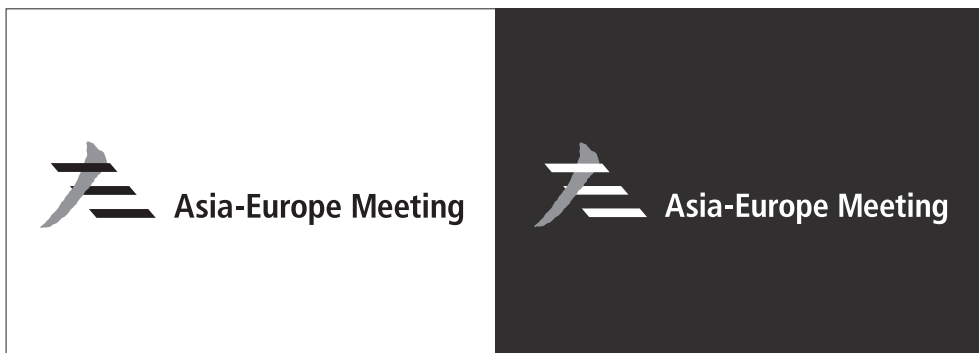


1.2 Logo Formats

Mono / mono reverse

When colour reproduction is not available, a monochromatic version of the logo should be used to ensure accurate contrast between the icon elements.

The greyscale values are set at 100% and 50% tints of black and should not be altered.



1.3 Logo Use

Exclusion Areas

The exclusion zone is the minimum area around the logo that must remain clear of any typography or other graphic elements. The exclusion zone is determined by twice the capital letter height represented by the value 'X'.

Care should be taken to ensure that there are no detailed backgrounds, texts, or other graphics within this area.

'X' Equal to Cap Height



Minimum Sizes

Print / Screen

The logo may be scaled but please ensure the original height and width proportions are maintained.

To ensure legibility a minimum width has been set for both logo versions

The In-line Logo should only be used in landscape formats where the minimum size for the Stacked Logo exceeds the format dimensions.



Stacked Logo
Width 20mm / 100px



In-line Logo
Width 30mm / 150px

1.4 Incorrect Logo Use

To maintain brand integrity, it is important that the logo is used in a consistent manner.

The examples opposite demonstrate some of the most common mistakes when applying the ASEM logo.

At all times the ASEM master logo files must be used. If you require a set of master logos, please visit www.aseminfoboard.org



Asia-Europe Meeting

Do not stretch



Asia-Europe Meeting

Do not compress



Asia-Europe Meeting

Do not rotate



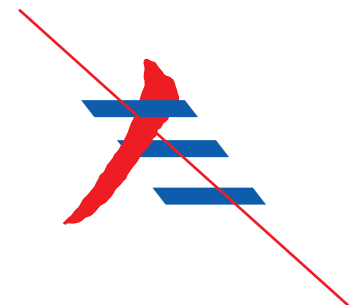
Asia-Europe Meeting

Do not switch colours



Asia-Europe Meeting

Do not use in one colour



Do not remove ASEM title



ASIA EUROPE MEETING

Do not replace font



Asia-Europe Meeting

Do not adjust icon position



Asia-Europe Meeting

Do not flip icon



Asia-Europe Meeting

Do not place on any coloured background



Asia-Europe Meeting

Do not add any effects



Asia-Europe Meeting

Do not add any new elements

1.5 Colour Palette

Full Colour *Print / Screen*

Colour is a key element of the ASEM visual signature. The primary red and blue should be applied whenever possible although a black can be used when used with imagery and dominant colours. The colour breakdowns from both screen and print reproduction are given and should not be altered.



ASEM Red
PMS 485 C
C0 / M100 / Y100 / K0
R227 / G6 / B19
#e30613



ASEM Blue
PMS 294 C
C100 / M60 / Y0 / K20
R0 / G84 / B150
#004f91



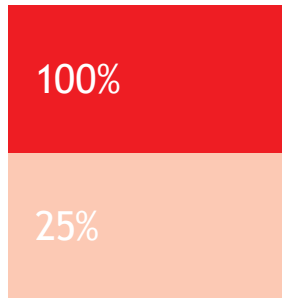
ASEM Black
PMS Black C
C0 / M0 / Y0 / K100
R0 / G0 / B0
#000000

Tints

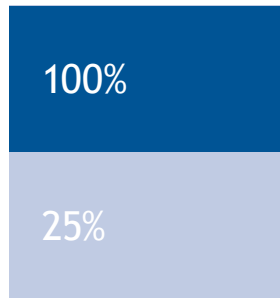
The ASEM colour palette can be reproduced as percentage tints when required but care should be taken to maintain legibility.

The 25% tint palette has been developed for use in branded communications as a background colour or to differentiate documents. **(See 3.6 / 3.7 Application Examples).**

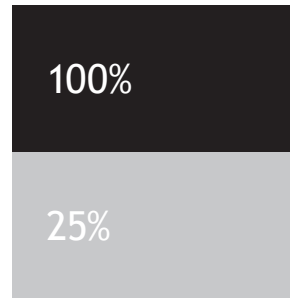
The logo should never be placed on a background colour including these tints. **(See 1.4 Incorrect Logo Use).**



ASEM Red Tint 25%
C0 / M25 / Y25 / K0
R250 / G207 / B189
#facfbd



ASEM Blue Tint 25%
C25 / M15 / Y0 / K0
R202 / G207 / B234
#cacfea



ASEM Black Tint 25%
C0 / M0 / Y0 / K25
R208 / G208 / B208
#d0d0d0

2.0

Terms & Conditions

Regulations and guidelines on the use of the ASEM logo

*Excerpted from the
Chair's Statement of
the 6th ASEM Foreign
Ministers' Meeting, April
2004 in Kildare, Ireland*

“ASEF is entrusted by ASEM partners with the copyright of the ASEM logo and it is required to ensure the legal copyright registration. The governments of ASEM partners have the right to use the logo at no cost in perpetuity. The governments of ASEM partners are given the responsibility under the authority of these Regulations and Guidelines to provide necessary control on the use and display of the logo.

1. Design of the logo

The ASEM logo shall be the official emblem of the ASEM. The design of the logo and the colors and other specifications used in the logo are prescribed above. The logo shall appear either in the specified colors or in black and white. It can be in proportionate size as appropriate for its use and place of display.

2. Dignity of the logo

As a general principle, the logo shall be used in proper manner as not to be subjected to any indignity. It is prohibited to use the logo as an advertisement or trademark for political propaganda in whatever form.

3. The use and display of the logo at the ASEM Meetings

The logo may be displayed and used at ASEM Meetings, subject to proper supervision and control by the governments of ASEM partner countries hosting such meetings, based on the understanding of this Regulation. It should be stressed, however, that, only at meetings which are commonly recognized by all of ASEM partners, the logo can be used in the manner as to display in the conference hall and entrance, as markings on conference papers, folders, identification tags of delegates and officials etc.

4. Use and display of the logo by governments of ASEM partners

The governments of ASEM partners are also authorized to use and display the logo but only on ceremonies, meetings and other functions of ASEM as well as on public relations activities for ASEM. The governments of ASEM partners may apply discretions on the manner the logo should be used, bearing in mind the desirability in the protection of its dignity.”



Asia-Europe Meeting

Asia-Europe Meeting (ASEM)
Logo Guideline Document
Version 1.0 / October 2013
www.aseminfoboard.org

Further Resources

If you require a copy of ASEM brand assets for your team or any other information, please visit www.aseminfoboard.org

