



LOGO GUIDELINE

Signature Logo

The concept of the of 55th ASEAN Day logomark is based on 2022 ASEAN Day's Theme: **Stronger Together**.

The shapes of 55 are bold, solid and geometrical to show its firmness and maturity of ASEAN as we reached the 55th year since its starting date. The two 5s are connected with each other to show ASEAN's way of partnership and cooperation to reach the goal. The positioning is designed to give a sense of "direction" depicting how ASEAN moves forward to the future.

For the colours, the vivid gradient symbolizes "from the dark to light" - "from the night to dawn" that symbolizes the colourful journey towards the future. The dark may also represent our challenges especially in the past 2 years of the pandemic, but we are still hopeful that we are walking to the bright-looking future.



Logo Variations

Main Logo



Horizontal Logo



Color Schemes

Primary Colors

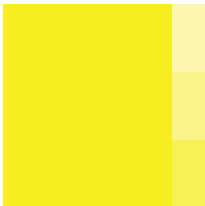
Blue

CMYK 100 / 60 / 0 / 6
RGB 44 / 89 / 167
Pantone 286



Yellow

CMYK 0 / 0 / 100 / 0
RGB 251 / 243 / 21
Pantone Process
Yellow

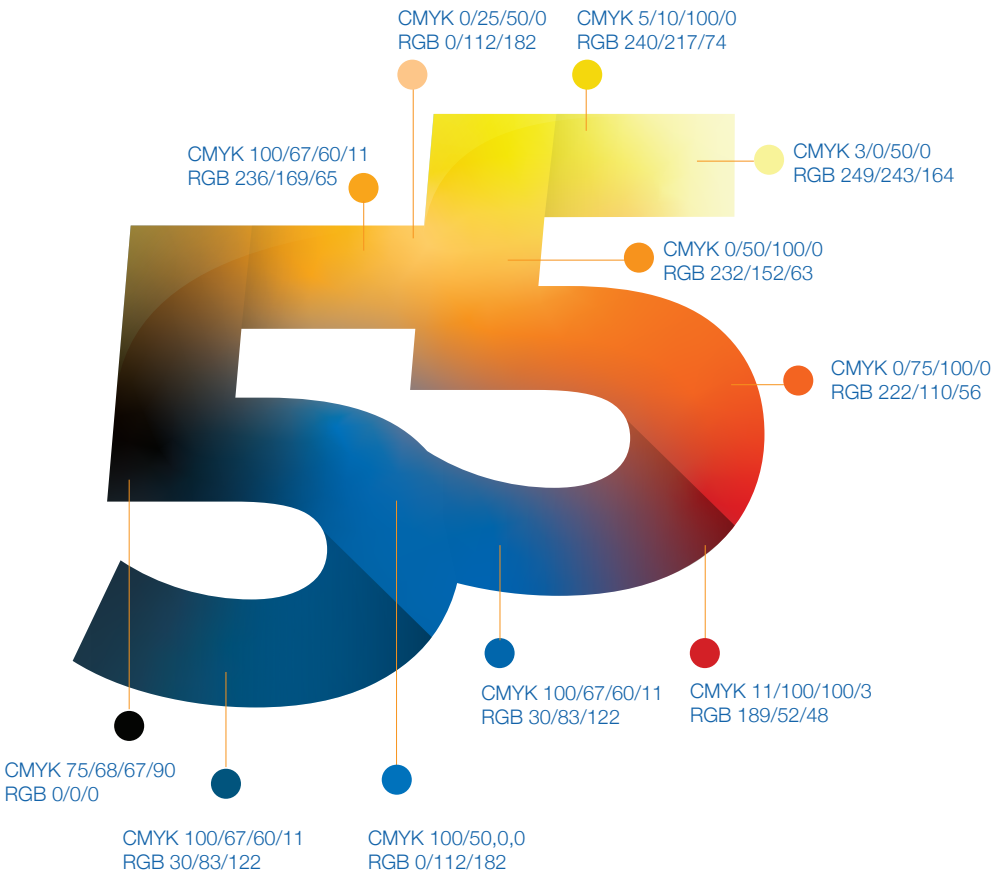


Red

CMYK 0 / 91 / 87 / 0
RGB 199 / 57 / 53
Pantone Red 032



Primary Gradient Colors



Secondary Gradients



Main gradient colors are using custom or path-based gradient tool and the secondary gradients are based from the combination of the 3 colors in the gradient color schemes.