



brand GUIDELINES

Logo and Brand Identity
Version 2 (05.12.2024)

Legal GUIDELINES



COPYRIGHT ACT 1987
COPYRIGHT (VOLUNTARY NOTIFICATION) REGULATIONS 2012
CERTIFICATE OF COPYRIGHT NOTIFICATION
[Subregulation 8(2)]

Notification Number	: CRAR2024W06594
Title of Work	: ASEAN MALAYSIA 2025
Category of Work	: ARTISTIC
Date of Notification	: 10 OCTOBER 2024
Date of Creation	: 08 AUGUST 2024
Date of First Published	: 10 OCTOBER 2024

This is to certify, under the Copyright Act 1987 [Act 332] and the Copyright (Voluntary Notification) Regulations 2012 that the copyrighted work bearing the Notification No. above for the applicant **KEMENTERIAN LUAR NEGERI** as the **OWNER** and **MUHAMAD KHALIS SYAFIQ BIN MOHAMAD NASIR (931002055589)** as the **AUTHOR** have been recorded in the Register of Copyright, in accordance with section 26B of the Copyright Act 1987 [Act 332].


KAMAL BIN KORMIN
CONTROLLER OF COPYRIGHT
MALAYSIA



(Agency under the Ministry of Domestic Trade and Cost of Living)



The Rights of Copyright Owners

Legal Rights

The author, copyright owner, and performer are given an exclusive right to control under the copyright law. Legal rights that are given to them include the right to enforce their copyrighted works in cases for infringement either by civil or criminal action. In terms of criminal prosecution, it is conducted by the Enforcement Division of the Ministry of Domestic Trade and Cost of Living or Royal Malaysian Police.

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Moral Rights

Paternity Rights

This rights allows the author to claim the originality rights of his or her creation.

Integrity Rights

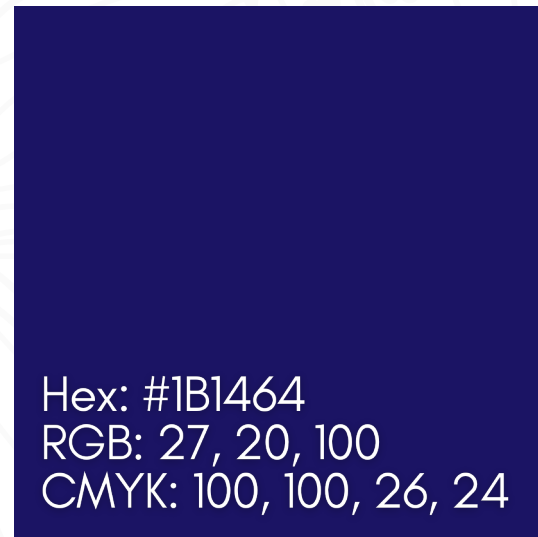
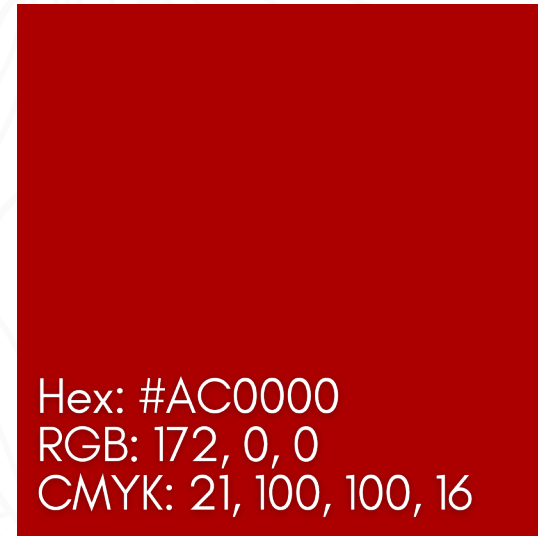
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Copyright Infringements

Whoever use any copyrighted works without consent or authorization from the author, copyright owner and performer, it may constitute an infringement under Copyright Act 1987. Amongst the act of infringement includes:






- reproduces in any material form, performs, shows or plays or distributes to the public;
- imports any article into Malaysia for the purpose of trade or financial gains;
- makes for sale or rent any infringing copy;
- sells, rent or by way of trade, exposes or offers for sale or rent any infringing copy;
- distributes infringing copies;
- possesses, otherwise than for his private and domestic use, any infringing copy;
- exhibits in public any infringing copy by way of trade;
- makes or has in his possession any contrivance used or intended to be used for the purpose of making infringing copies

Colours



Area for Clear Space

The area of clear space applies to solid graphical images around the logo. Background image and supporting graphics can be used in accordance to another rule.

Logomark		Main Logo			
					
1x		1x	1x	1x	1x
Horizontal Logo					
					
1x		1x		1x	

Hierarchy

ASEAN Summit Logo

Agency

Sponsors



Typography



Font: Paragon Black

ORIGINAL Logo Type face.
To be used on logo only. Other usage only
with official approval.

ASEAN Chairmanship

The Chairmanship of ASEAN shall rotate annually based on the alphabetical order of the English names of Member States.

A Member State assuming the Chairmanship shall chair the ASEAN Summit and related summits, the ASEAN Coordinating Council, the three ASEAN Community Councils, relevant ASEAN Sectoral Ministerial Bodies and senior officials, and the Committee of Permanent Representatives – Article 31 of the ASEAN Charter.

Font: Foco

ALLOWED Typeface.
To be used for official advertising
media by agencies.

ASEAN Chairmanship

The Chairmanship of ASEAN shall rotate annually based on the alphabetical order of the English names of Member States.

A Member State assuming the Chairmanship shall chair the ASEAN Summit and related summits, the ASEAN Coordinating Council, the three ASEAN Community Councils, relevant ASEAN Sectoral Ministerial Bodies and senior officials, and the Committee of Permanent Representatives – Article 31 of the ASEAN Charter.

Font: Calibri

ALTERNATIVE Type face.
To be used for official documents, presentations
by Government and related agencies

Typography

ORIGINAL Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Logotype
Paragon Black

ALLOWED Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Header
Foco Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sub Header
Foco Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Font
Foco Regular

Typography

ALLOWED Alternative Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Header
Calibri Bold

Sub Header
Calibri

Font
Calibri Light

Logo Over Photo

The full-colour logo should be used wherever possible. It may only be used on a white background.

Full Colour Logo on
light background photo



10% Opacity



50% Opacity



100% Opacity

White
Outline

Full Colour Logo on
dark background photo



10% Opacity



50% Opacity



100% Opacity

Misuse of Logo



Area of clearspace
encroachment



Logo on similar coloured
background



Partial use of the
official logo



Any shape alteration of logo



Usage of other colours
on logo



Rearrangement of logo



Use of other
typeface



Low opacity application
as main logo
representation



Incorrect scale
proportions



Adding dots to
stigma or any other
modifications

Logo Elements



Hibiscus Logomark



Hibiscus Symbol



Rounded Floral Symbol

Solid



Hibiscus Stem/Stigma



Loose Petal 01

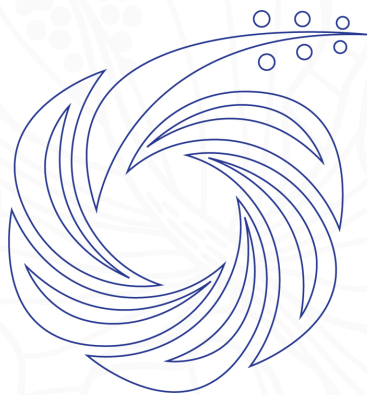


Loose Petal 02



Yellow Accents

Outline



Hibiscus Symbol



Rounded Floral Symbol



Hibiscus Stem



Loose Petal 01



Loose Petal 02

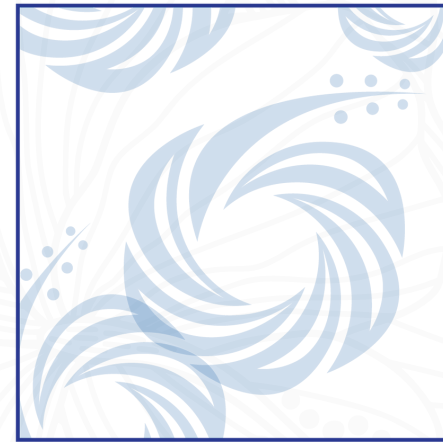
Logo Elements : Dos and Don'ts



Cropped element



Monochrome



Combined as
pattern



Partial usage



Colour variations within
original logo colours



Shape alteration



Usage of other colours
than original logo colours



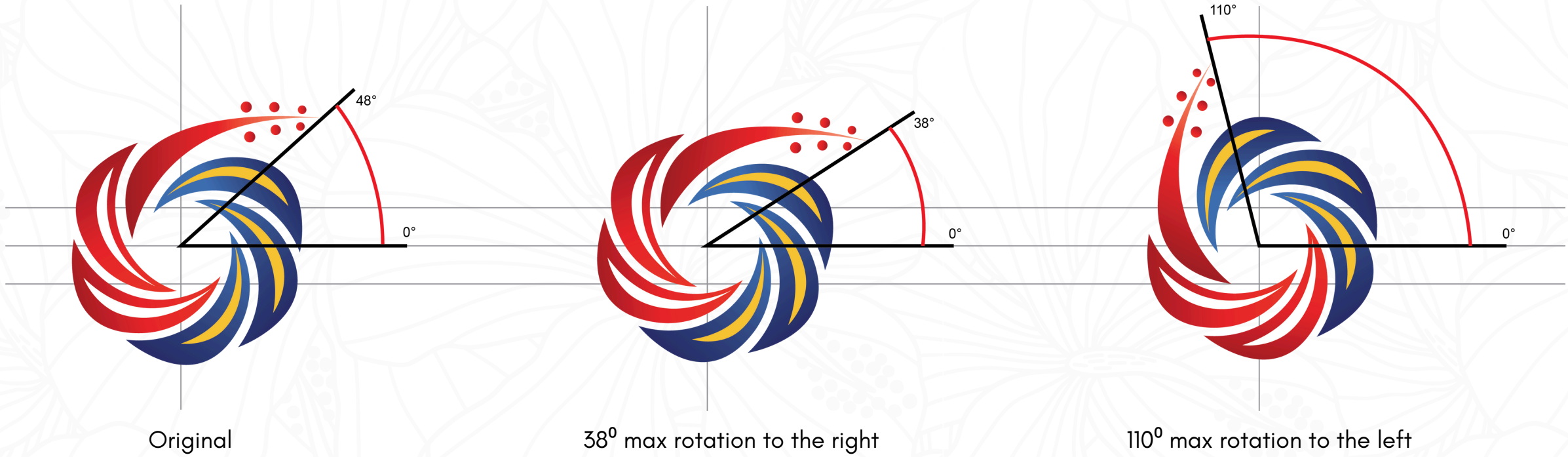
Shape distortion



Using ASEAN logo
as graphic element



Rotation : Angle Restrictions



Graphics from Logo Elements



Graphics from Logo Elements



Graphics from Logo Elements



Brand Applications



Brand Applications



Brand Applications



Brand Applications





**ASEAN
MALAYSIA 2025**
INCLUSIVITY AND SUSTAINABILITY

Exciting times ahead.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.





**ASEAN
MALAYSIA 2025**
INCLUSIVITY AND SUSTAINABILITY

Equal access to opportunities.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Brand Applications



**A culture of peace and
intercultural understanding.**



**An opportunity to
strengthen economy.**

Photography

City and Structures



Beauty of Nature



Inclusivity



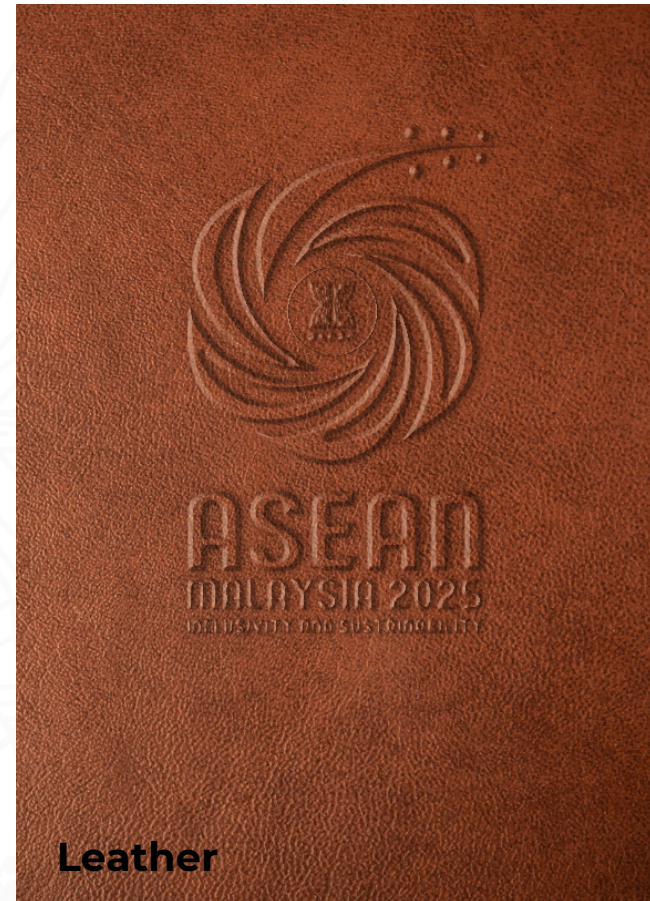
Green Technology



Economic



Expressing Brand in Material



Leather



Wood



Metal



Glass-Frosted



Fabric

ADVICE & CONTACT

For questions about the design and production of public relations materials, please contact,



sila2025@kln.gov.my