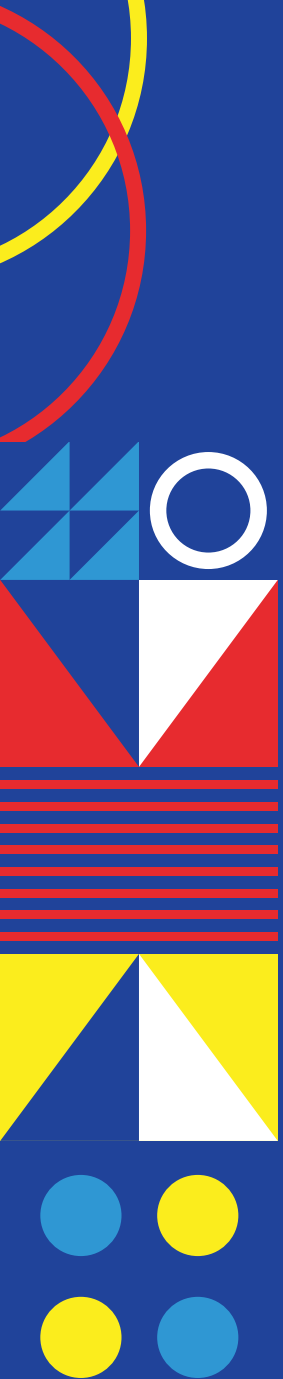


# Logo Guidelines for Partners





ASEAN FOUNDATION

# Logo Guidelines for Partners

Before using our logo, please submit an approval request to [communications@aseanfoundation.org](mailto:communications@aseanfoundation.org) to ensure compliance with our branding standards. To initiate the approval process, please provide the following information:

Describe how you plan to use the ASEAN Foundation's logo, including the context and purpose of the usage.

Provide a brief summary of the partnership, including the point of contact at the ASEAN Foundation.

If possible, submit drafts of your materials featuring the ASEAN Foundation's logo, such as infographics, press releases, or event materials. This will help expedite the approval process.

We will carefully review each request and respond within 5 business days. In some cases, we may require multiple proof iterations before making a final decision.

The ASEAN Foundation reserves the right to approve or deny any logo usage request. We will notify you of our decision and provide guidance on any necessary revisions.

# Logo Guidelines for Partners



## Colour Usage

Ensure that text is clear and background context is always optimised. Whenever feasible, employ the full-colour logo. However, in situations with low-contrast, complex, or photo backgrounds, opt for the white logo.

Full colour: Suitable for white or light-coloured backgrounds.  
Reverse to white: Appropriate for darker or complex backgrounds



## Logo Integrity

Do not modify or distort the logo, change any colours, or add additional elements.



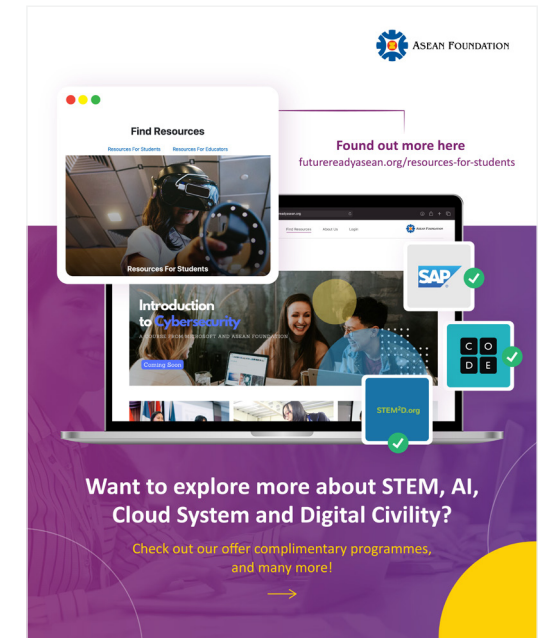
## Clear Space

Ensure there is sufficient clear space around the ASEAN Foundation logo, with a minimum distance equal to the height of the blue crown of the logo.



## Logo Placement

Whenever feasible, position the ASEAN Foundation logo on the upper right corner of the material. Additionally, do not overcrowd the logo with images, text, or other graphics that compromise its impact.



# Logo Guidelines for Partners



## Hierarchy

Use the ASEAN Foundation logo as a supporting element, in a context that clearly describes the role of the ASEAN Foundation.

Depending on the role, the wording can be "Implemented by," "Organised by," "Supported by," and "Co-hosted by."



## Affiliation

Do not use the logo as the most prominent element or in a way that implies affiliation or endorsement without explicit permission from the ASEAN Foundation.

## Q&A

**Q: Can we use the ASEAN Foundation's logo on our materials if we are an official implementing partner of your programme?**

→ Yes, you can use our logo on related programme materials while the programme is ongoing. Please submit the design draft for review and approval first.

**Q: Can we use the ASEAN Foundation's logo if we invite your Executive Director or staff to our event without an official partnership?**

→ You need to send the terms of reference outlining their role and the design draft. We will provide our logo after review and approval.

**Q: Can our third-party collaborator use the Foundation's logo to promote our programme?**

→ Yes, but the design must be created by you, the official implementing partner, in consultation with us.

**Q: Can we still use the Foundation's logo after the completion of partnership?**

→ Please inform us and share the materials with our logo first for review.

Contact Information:  
For logo usage guidelines or approval requests, please submit your inquiry to  
[communications@aseanfoundation.org](mailto:communications@aseanfoundation.org).

Think. Feel. and #BeASEAN



All Around

You(th)!



aseanfoundation

