



Brand Guidelines

Welcome to the new brand guide for **ARCASIA**. The brand guide is based on the needs for **ARCASIA** to project a more coherent corporate image to both the members and the public.

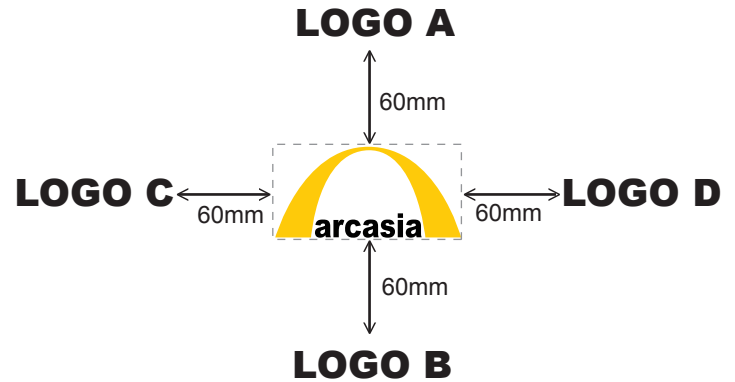
The guidelines show you how to use **ARCASIA** graphic elements. They are essential to preparing all kinds of **ARCASIA** printed or graphic materials.

By following these guidelines you will maintain the integrity of the brand, increase brand recognition and strengthen the corporate image of **ARCASIA**.

about logo

space to stand out

To ensure the logo stands out and makes an impact, please maintain a set amount of clear space on each side of the logo (see below). This space must equal the height of the logo, at least. For example, if the logo is 60mm high, then there must be at least 60mm of space on each side of the logo. No other types logos should invade this clear space. If more space is available then the clear space area around the logo can be increased.



position and porportion

The logo has been specially drawn and must appear in the correct proportions shown below (never stretched or contracted). The position and spacing between the logo, i.e. symbol and the logotype i.e. text must not be adjusted.

logo in colour



logo in Black



logo in Outline



about logo (continued)

logo falling on black or dark / bright colour background



correct colours and background

The logo may be:

- Full colour on white background
- Reversed (white) on a one colour background
- Reversed only wording “arcasia” (white) on a black background

The logo must not be printed in any other colours. You can access the logo in AI, TIF and JPG formats on the CD-ROMs.

about logo (continued)

logo colours

The logo colours are Black 100% and Yellow - Pantone 109C (Process M20% Y100%)



Black 100%



Pantone 109C
Process M20% Y100%

The following are examples of how **NOT** to use the logos



wrong colour



wrong colour



wrong shape



wrong
logotype (text)



logo
is contracted



logo
is stretched



wrong logotype arrangement

fonts



arcasia

Arial Black font with 100% height and 90% width

Architects Regional Council of Asia

Arial Narrow font with 100% height and 100% width

ARCASIA uses two fonts : Arial Black and Arial Regular on document writing

Arial Black is used for company title, key messages and document titles. Different versions of Arial Regular (italic) are used for body text. The correct use of these fonts supports the identification of ARCASIA brand.

Arial Black • (for Company Title, Report Title and Document Title)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Regular • (for Bodytext)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

key message

At times, there may be a need to use key message to support ARCASIA's objectives or activities. These messages can be placed on any background and the colour should be in ARCASIA colour key, or reversed (white).

For example,

"TO PROMOTE THE ADVANCEMENT OF ARCHITECTURE AND THE ARCHITECTURAL PROFESSION FOR THE BETTERMENT OF SOCIETY"

logo application



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Japan

Adviser
Ar. Kun Chang Yi
Korea



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letterhead

following page



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business card FRONT

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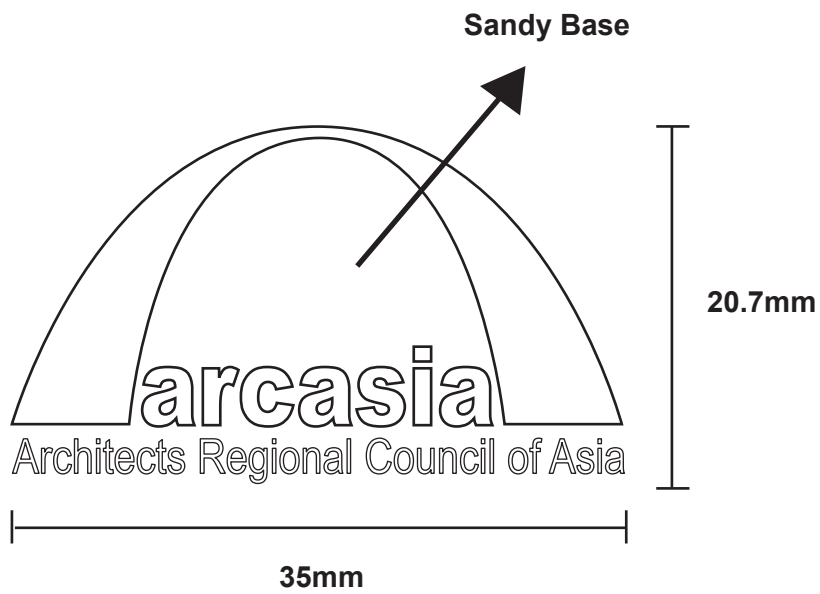
f +603-2163 7022

✉ peiing@pc.jaring.my

business card BACK

logo application (continued)

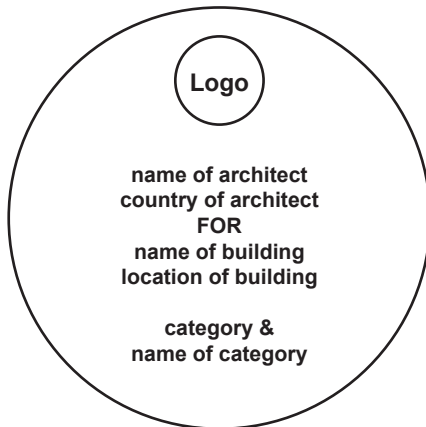
pewter lapel pin



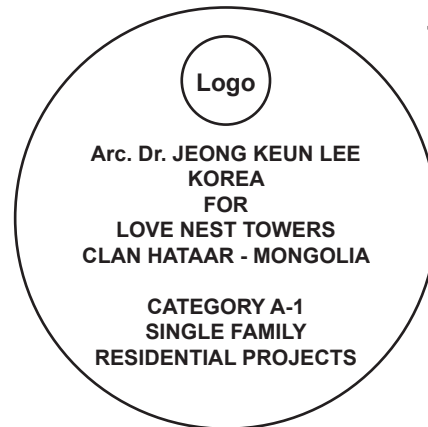
logo application (continued)

ARCASIA Award Gold Medal

TEXT : FRONT SIDE



SAMPLE : FRONT SIDE



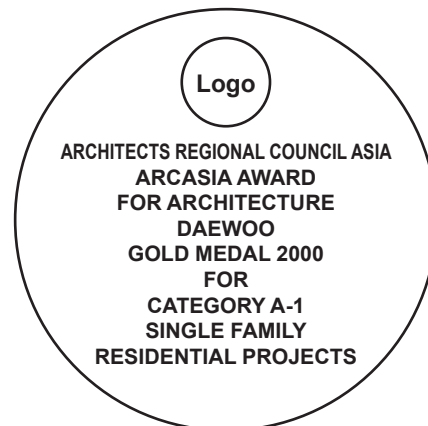
Thickness :
(+/-) 3 / 16 of an inch

4 inches

TEXT : BACK SIDE



SAMPLE : BACK SIDE



logo application (continued)

ARCASIA Award Gold Medal

