



Stamp Style Guide

UPDATED NOVEMBER 2021

Introduction

Southeast Asia is a popular, well known international destination with significant growth experienced in the last decade. On a worldwide scale and certainly within Asia, most countries of Southeast Asia are well recognized as desirable tourism locations.

Following the COVID-19 pandemic, it is essential that Southeast Asia deliver a consistent promise of safety in order to maintain high hygiene standards and create greater market appeal.

As part of the work developing Guidelines on Hygiene and Safety for Tourism Professionals and Communities in the Tourism Industry to be used by the ten countries of ASEAN, a stamp has been developed to strengthen the promise of tourism across the region.

To ensure consistent use of the ASEAN Safe and Warm stamp, it is necessary to have a style guide which establishes guidelines for the standardization of the stamp's use.

Please follow the guidelines set in this document as a best practice. There may be edge cases which are not covered in this style guide. In those instances it is for the designer to use their professional judgement based on the information contained within this style guide.

DESIGN

Stamp Design

The ASEAN Safe and Warm stamp is an important asset to communicate key safety values to tourists, tourism professionals, and the public within the region.

There are a number of elements within the stamp, these are:

- The primary “Safe and Warm” message paired with the safety checkmark.
- The secondary “Tourism and Hospitality” and “Trust Southeast Asia” messages encircling the primary message.
- The stamp also includes a simplified version of the ASEAN logo to create a unique cornered-circle shape.
- All of the elements must be present when the stamp is being presented.



DESIGN

Stamp Styles

The stamp comes in three styles. Each style can be used in different situations.

- **Transparent**

Used on backgrounds where there is enough contrast to emphasize the cornered-circle shape, eg Blue.

- **Border**

Used on backgrounds where there is not enough contrast to emphasise the cornered-circle shape, eg White.

- **Shadow**

Used on photographic or 'busy' backgrounds where there is not enough contrast to emphasise the cornered-circle shape.

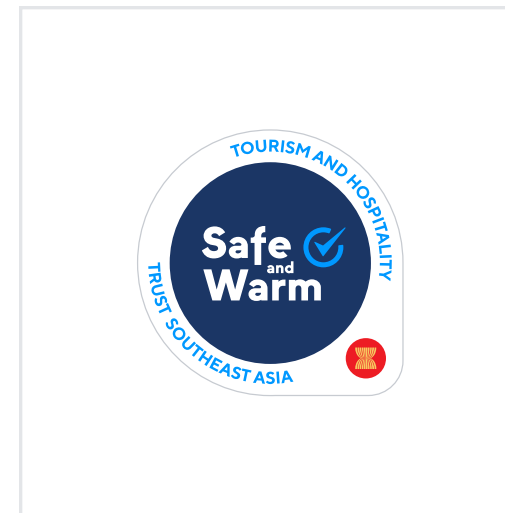
Transparent



Border



Shadow









Colors

The stamp comprises 6 base colors.

Dark and light blue form the signature color palette of the Safe and Warm stamp.

The color combinations pass accessibility guidelines.

		HEX	CMYK	Pantone
	Dark Blue	#1B3665	C 29% M 18% Y 0% K 60%	655 C
	Light Blue	#0098FF	C 100% M 40% Y 0% K 0%	2925 C
	Yellow	#F7CA60	C 0% M 18% Y 59% K 3%	122 C
	Red	#ED1C24	C 0% M 82% Y 79% K 7%	1788 C
	Gray	#C7CBD1	C 4% M 2% Y 0% K 18%	428 C
	White	#FFFFFF	C 0% M 0% Y 0% K 0%	11-0601 TPX

DESIGN

Typography

The Safe and Warm stamp includes two types.

If matching types are to be used when creating graphics to accompany the stamp, please ensure that they are appropriately sourced and used, and that no substitutes are used in their place.

Primary Typeface / Font

Strawford / Black

Secondary Typeface / Font

TT NORMS / BOLD

USAGE

Spacing

It's important that the Safe and Warm stamp has enough space around it so that other elements do not clash with it.

Please use the general rule that at least one quarter of the width of the stamp should be used as spacing.

Example

A 400px stamp would have 100px spacing.

1/4 Width of Stamp

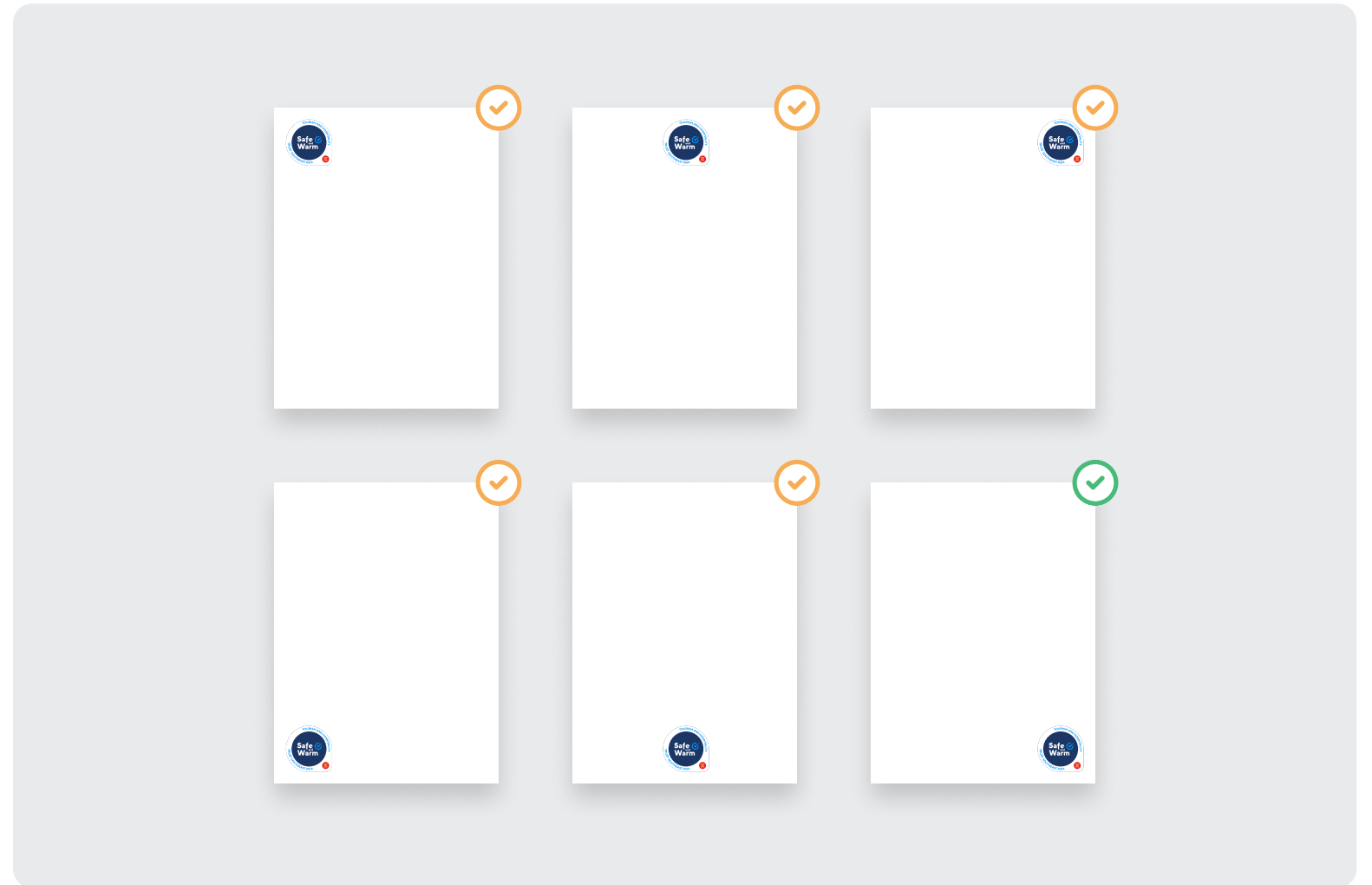


USAGE

Placement

The stamp works best when anchored against the side of an element. It is flexible and can work left, center, or right aligned.

When possible, consider placing the stamp in the bottom right of the element for the best results.



SAFE AND WARM

Details

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States of the Association are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam. The ASEAN Secretariat is based in Jakarta, Indonesia.

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General information on ASEAN appears online at the ASEAN Website:

www.asean.org

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