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.
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, e.g., Blue.

- **Border**

  Used on backgrounds where there is not enough contrast to emphasize the cornered-circle shape, e.g., White.

- **Shadow**

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

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX</th>
<th>CMYK</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Blue</td>
<td>#1B3665</td>
<td>C 29%  M 18%  Y 0%  K 60%</td>
<td>655 C</td>
</tr>
<tr>
<td>Light Blue</td>
<td>#0098FF</td>
<td>C 100%  M 40%  Y 0%  K 0%</td>
<td>2925 C</td>
</tr>
<tr>
<td>Yellow</td>
<td>#F7CA60</td>
<td>C 0%  M 18%  Y 59%  K 3%</td>
<td>122 C</td>
</tr>
<tr>
<td>Red</td>
<td>#ED1C24</td>
<td>C 0%  M 82%  Y 79%  K 7%</td>
<td>1788 C</td>
</tr>
<tr>
<td>Gray</td>
<td>#C7CBD1</td>
<td>C 4%  M 2%  Y 0%  K 18%</td>
<td>428 C</td>
</tr>
<tr>
<td>White</td>
<td>#FFFFFF</td>
<td>C 0%  M 0%  Y 0%  K 0%</td>
<td>11-0601 TPX</td>
</tr>
</tbody>
</table>
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
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.
**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.

For inquiries, contact:

The ASEAN Secretariat
Public Outreach and Civil Society Division 70A Jalan Sisingamangaraja
Jakarta 12110
Indonesia

Phone : (62 21) 724-3372, 726-2991
Fax : (62 21) 739-8234, 724-3504
E-mail : public@asean.org

ASEAN Guidelines on Hygiene and Safety for Tourism Professionals and Communities in the Tourism Industry Jakarta: ASEAN Secretariat, October 2021

General information on ASEAN appears online at the ASEAN Website:

www.asean.org

The text of this publication may be freely quoted or reprinted, provided proper acknowledgement is given and a copy containing the reprinted material is sent to Public Outreach and Civil Society Division of the ASEAN Secretariat, Jakarta.

Copyright Association of Southeast Asian Nations (ASEAN) 2021.

All rights reserved.