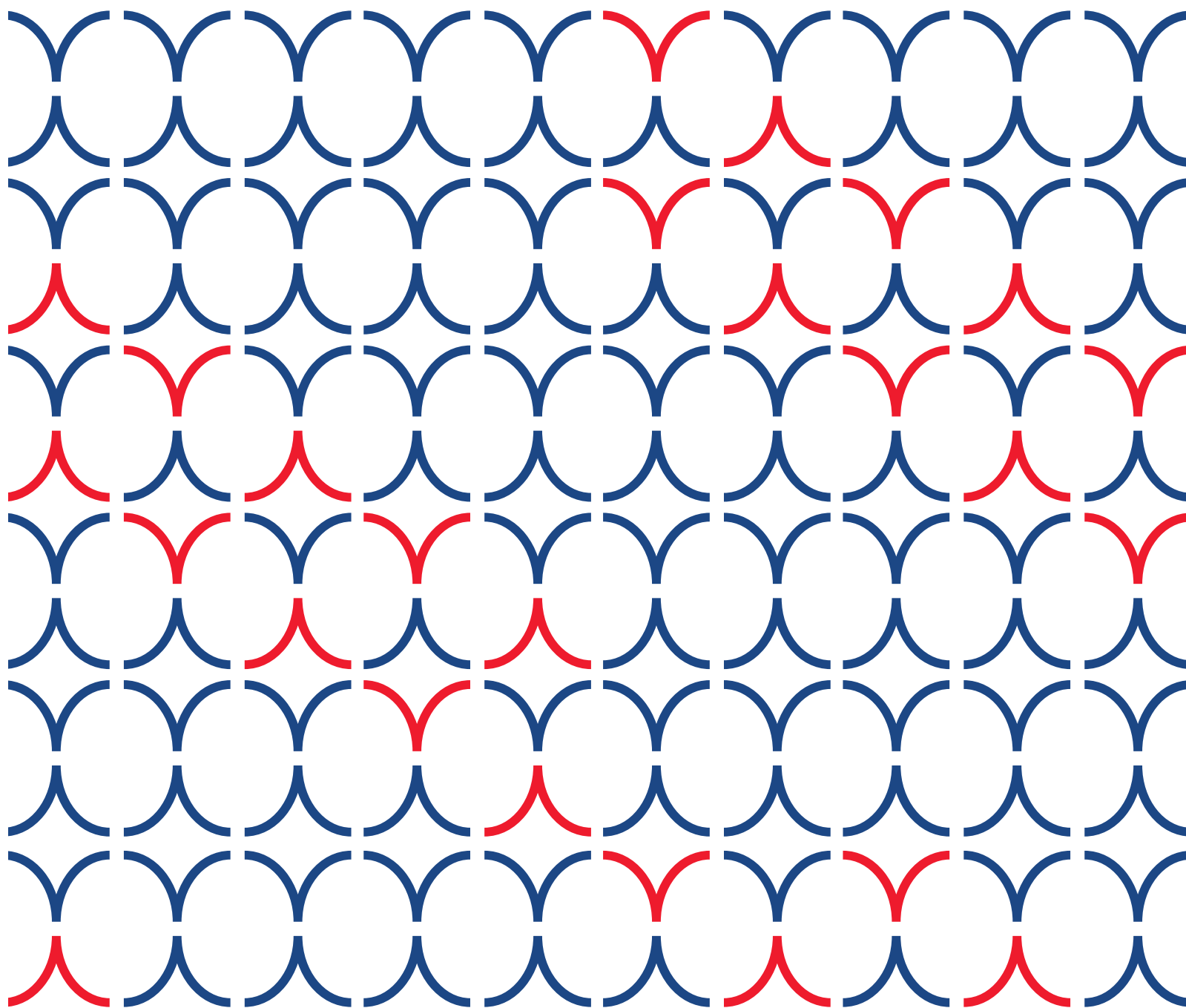




**BRAND MANUAL**  
Visual Identity Guidelines







## **BRAND MANUAL**

This document is a guide to the visual identity of the AsiaBerlin brand, and should be followed when commissioning, designing, or delivering any visual brand collaterals and marketing material.

Designed by Ideactio Pte Ltd  
On behalf of AsiaBerlin

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# **BRAND MANUAL**

## Visual Identity Guidelines







# **01** **Core Brand Identity**



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## PRIMARY LOGO

The logo for AsiaBerlin and AsiaBerlin Summit are both made up of two elements: the Logomark and the Wordmark ('AsiaBerlin' or 'AsiaBerlin Summit').



1) AsiaBerlin primary logo



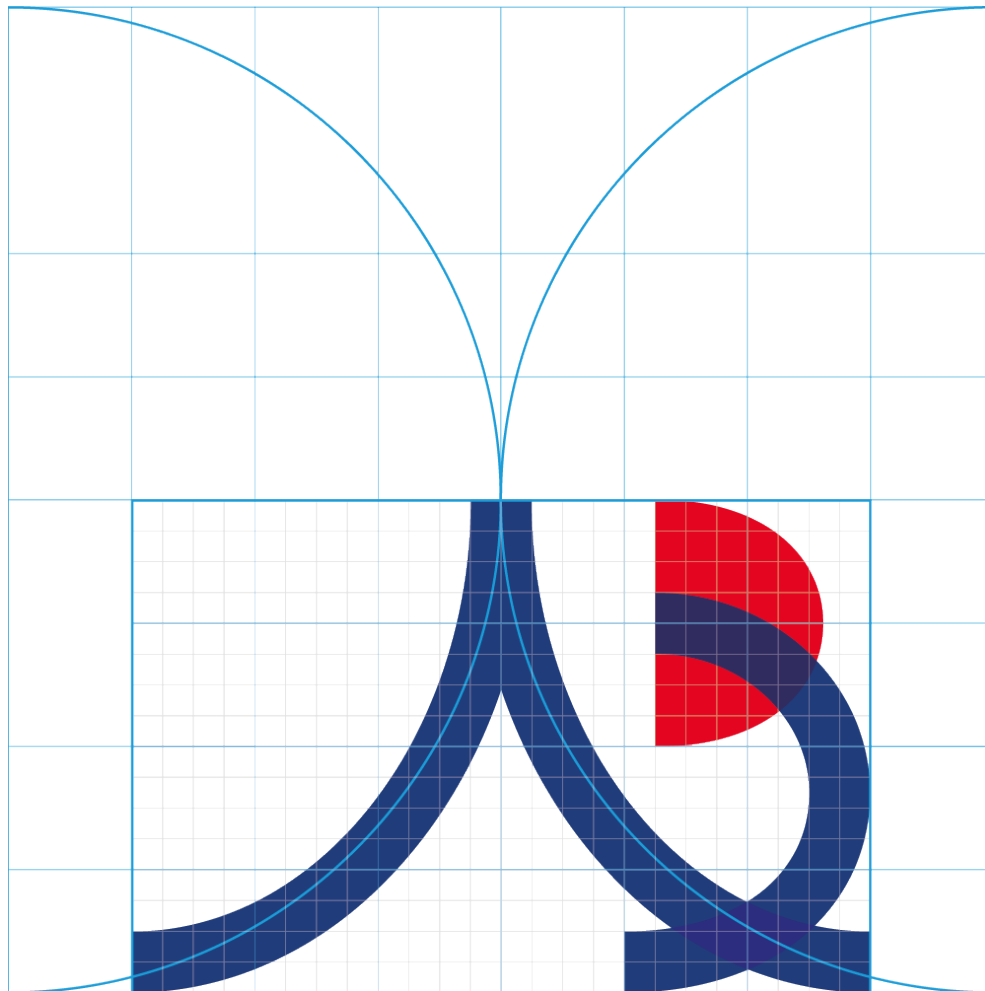


2) AsiaBerlin Summit primary logo



## LOGOMARK

The logomark forms an abstract 'AB' for AsiaBerlin and the overlapping 'A' and 'B' represents the coming together of Asia and Berlin. The inverted 'V' is inspired by the roof architecture commonly found in Asia, and signifies growth.



a) Logomark

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## WORDMARK

The wordmark is based on Circular, which is a geometric sans-serif typeface. It has been modified to complement the logomark.

No attempt should be made to replicate this typography.



The wordmark 'AsiaBerlin' is displayed in a bold, red, sans-serif typeface. The letters are closely spaced, and the 'i' in 'Berlin' has a distinctive blue dot.

b) AsiaBerlin wordmark



The wordmark 'AsiaBerlin Summit' is displayed in a bold, sans-serif typeface. 'AsiaBerlin' is in red, and 'Summit' is in blue. The 'i' in 'Berlin' has a distinctive blue dot, and the 'i' in 'Summit' has a distinctive red dot.

c) AsiaBerlin Summit wordmark



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## LOGO WITH TAGLINE

Logo with tagline lockups should only be used in situations where logo is of a substantial size to maintain legibility of the tagline. Preferred lockup should always be used unless dimensions require for special use lockup to be used.



**Preferred:** AsiaBerlin + tagline lockup

---



**Special use:** AsiaBerlin + tagline lockup



**Preferred:** AsiaBerlin Summit + tagline lockup

---



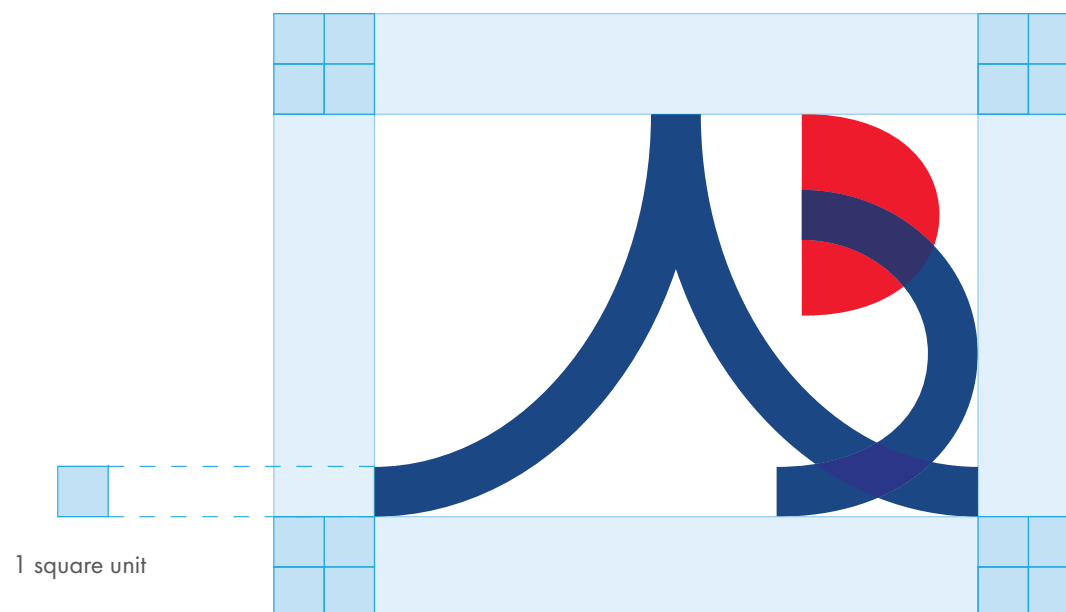
**Special use:** AsiaBerlin Summit + tagline lockup

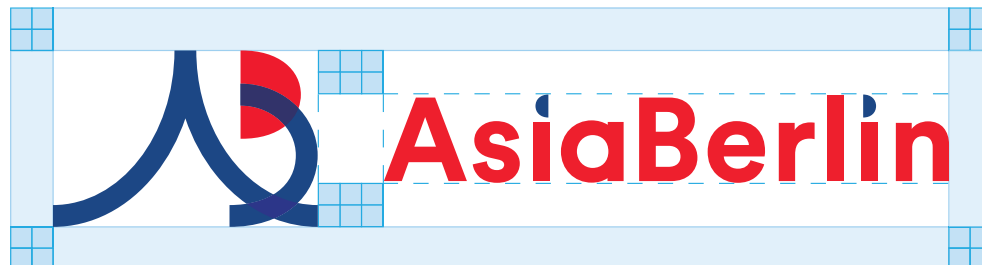


## LOGO CLEAR SPACE

Clear space is the minimum “breathing room” around the logo. An area of clear space is required to keep the logo free from any other visual distraction or interference.

Always ensure that the clear space around every variation of the logo is at least 4 square units as illustrated on below.





1) AsiaBerlin primary logo

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2) AsiaBerlin Summit primary logo

## MINIMUM SIZE

The AsiaBerlin logo has a preferred minimum size specified by the overall width of the logo. Setting a minimum size is required due to the limitations of some printing processes beyond which the logo type may not be legible or the colours may not be distinguishable.



Absolute minimum: 30mm



Absolute minimum: 30mm



Absolute minimum: 50mm



Absolute minimum: 35mm



Absolute minimum: 60mm



Absolute minimum: 60mm



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## LOGO COLOURWAYS

The preferred colourway should always be used unless there are printing or other colour constraints. You may only use reversed colour & single colour logo variations of the logo when the logo needs to be in a single colour.



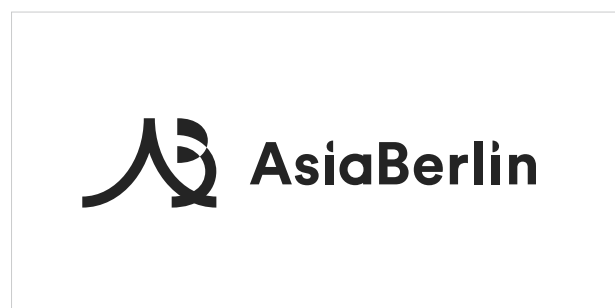
**Preferred:** Colour logo on white background



Reversed colour logo on coloured background



Reversed colour logo on black background



Single colour logo on white background

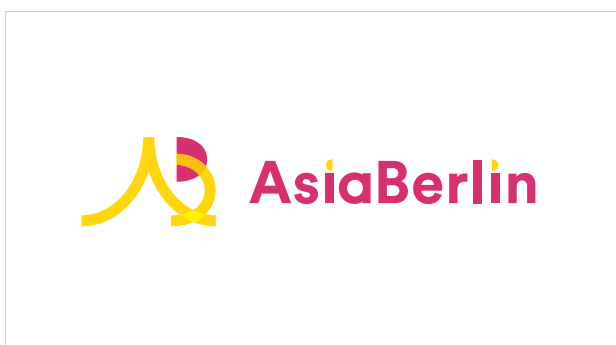
## UNACCEPTABLE USAGE



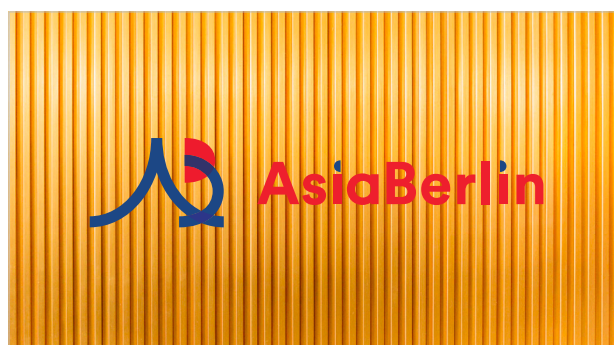
Do not stretch or skew logo



Do not place logo on similar coloured backgrounds



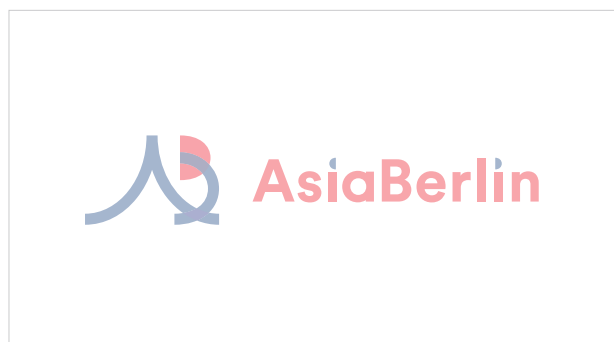
Do not change the logo colours



Do not place the logo on an image



Do not place primary logo on dark backgrounds



Do not watermark the logo



Do not change the logo proportions



Do not tilt the logo



Do not apply any effects on the logo



Do not use a different typeface



Do not rearrange the logo



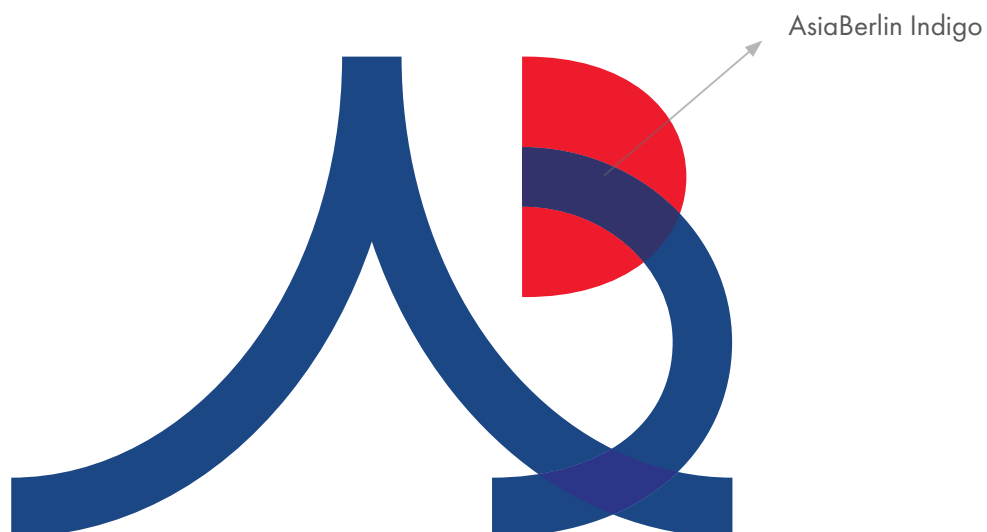
Do not crop the logo



## BRAND COLOURS

A bold duo colour palette has been chosen to enhance the identity and ensure strong visibility and contrast. AsiaBerlin's brand colours (AsiaBerlin Red and AsiaBerlin Blue) have been specified in Pantone Matching Shades (PMS), CMYK, and RGB values.

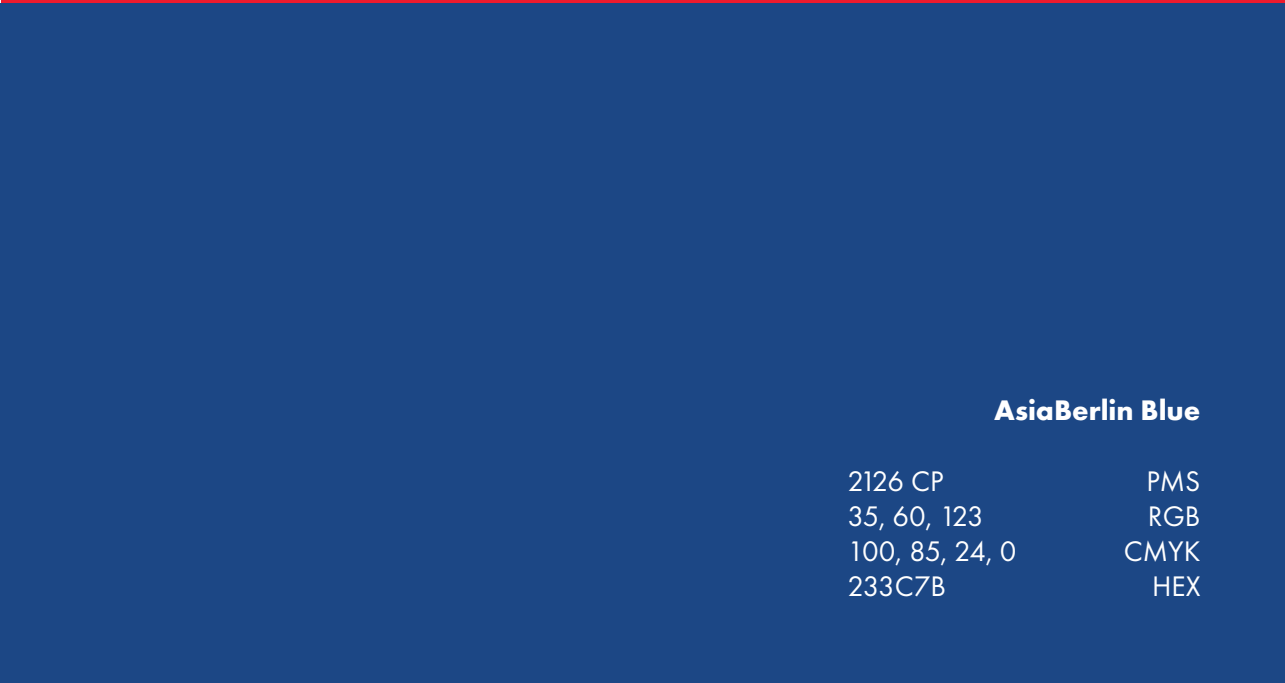
In the AsiaBerlin logomark, there is an overlap of red and blue, which leads to a third colour (dark indigo) in multicolour printing. This effect will not occur with two-color screen printing and would then have to be printed with three colours in a screen printing process. This third colour is specified as 'AsiaBerlin Indigo'.





**AsiaBerlin Red**

186 C	PMS
228, 5, 33	RGB
0, 100, 90, 0	CMYK
E40521	HEX



**AsiaBerlin Blue**

2126 CP	PMS
35, 60, 123	RGB
100, 85, 24, 0	CMYK
233C7B	HEX



**AsiaBerlin Indigo**

2119 C	PMS
49, 45, 96	RGB
95, 91, 29, 22	CMYK
312D60	HEX



## BRAND TYPOGRAPHY

The font family selected for the AsiaBerlin brand is **Futura PT**, a geometric sans serif typeface that complements the brand logo and identity. It is neutral yet versatile, and works well in both print and digital text.

# FUTURA PT

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

Book / *Book Oblique* / **Heavy** / ***Heavy Oblique*** / **Bold** / ***Bold Oblique***

---

Example

# LARGE HEADER BOLD

## Subtitle Heavy

Body text Book: Lorem ipsum dolor sit amet consectetur elit, tempor incididunt et dolore. Vel turpi  
sre loso *highlighted (Book Oblique)* or **highlighted (Heavy)** dolor sed viverra ipsum nunc.  
Nulla facilisi morbi tempus iaculis urna id volutpat lacus. Senectus et netus ac turpis egestas. Duis  
convallis convallis tellus id interdum velit laoreet.

### Malesuada proin libero

- *Magna fringilla urna porttitor rhoncus dolor.*
- Libero enim sed faucibus turpis in. Urna eget nunc scelerisque **viverra mauris** in aliquam.

---

#### Body text

Body text should be between 8 to 12 pt; in extreme cases, body text font should be 6 pt minimum.

#### Highlighted words and sentences

Futura PT Book Oblique, Futura PT Heavy, or Futura PT Heavy Oblique can be used to emphasize words.

#### Tracking

Optical spacing must be used for letter spacing with tracking of 0 pt to 25 pt.

#### Leading

Leading should always be 1.2 times of the font (rounded up to the nearest 1 decimal place). For example, if the body text is 12 pt, the leading should be  $12 \times 1.2 = 13.2$  pt.

#### Alignment

Text should usually be left aligned. Be careful to balance the body text so that there are no stray widows. Hyphens that occur when a word is broken into two should be avoided.







**02**

## **Visual Architecture**



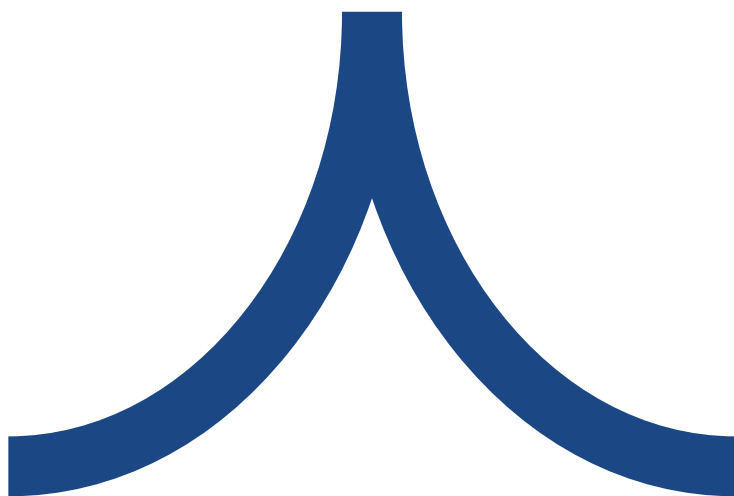
## VISUAL ELEMENTS

The visual elements are derived from the basic geometric shapes that make up the logomark. The 3 different elements are: 1) Inverted 'V', 2) Semicircle, 3) Arch.

These elements are rearranged and combined in different ways to create a visual architecture system that can be sorted into 2 categories: **Pattern** and **Layout**.



Full logomark



1) Inverted 'V'



2) Semicircle

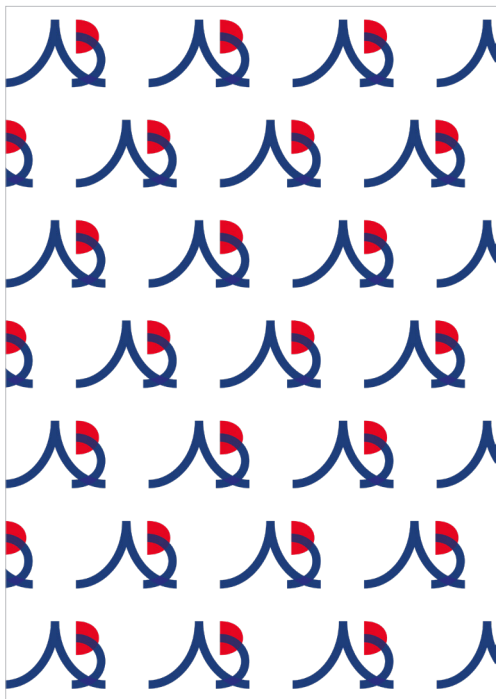


3) Arch



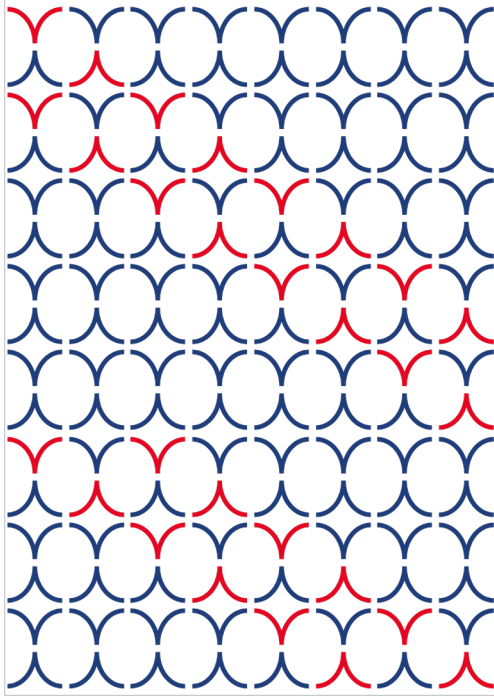
## PATTERN

The patterns of AsiaBerlin's visual architecture reflects the creativity and innovativeness of the startup industry. These patterns should be used in moderation and can all be used interchangeably with each other.



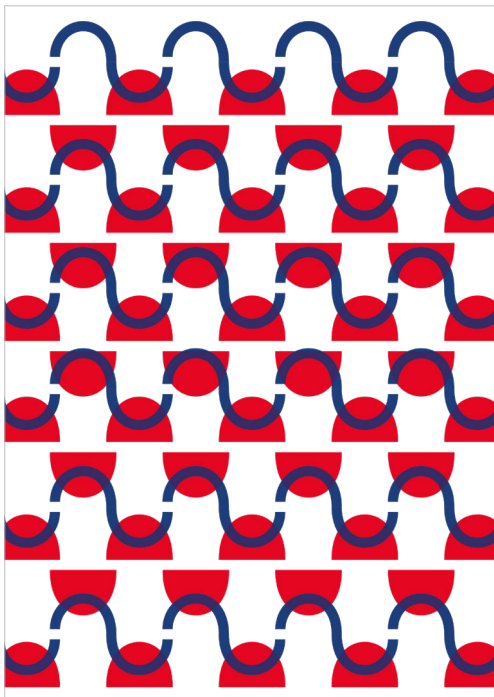
### Pattern A

Tessellation of full logomark



**Pattern B**

Tessellation of inverted 'V' element



**Pattern C**

Tessellation of semicircle + arch elements

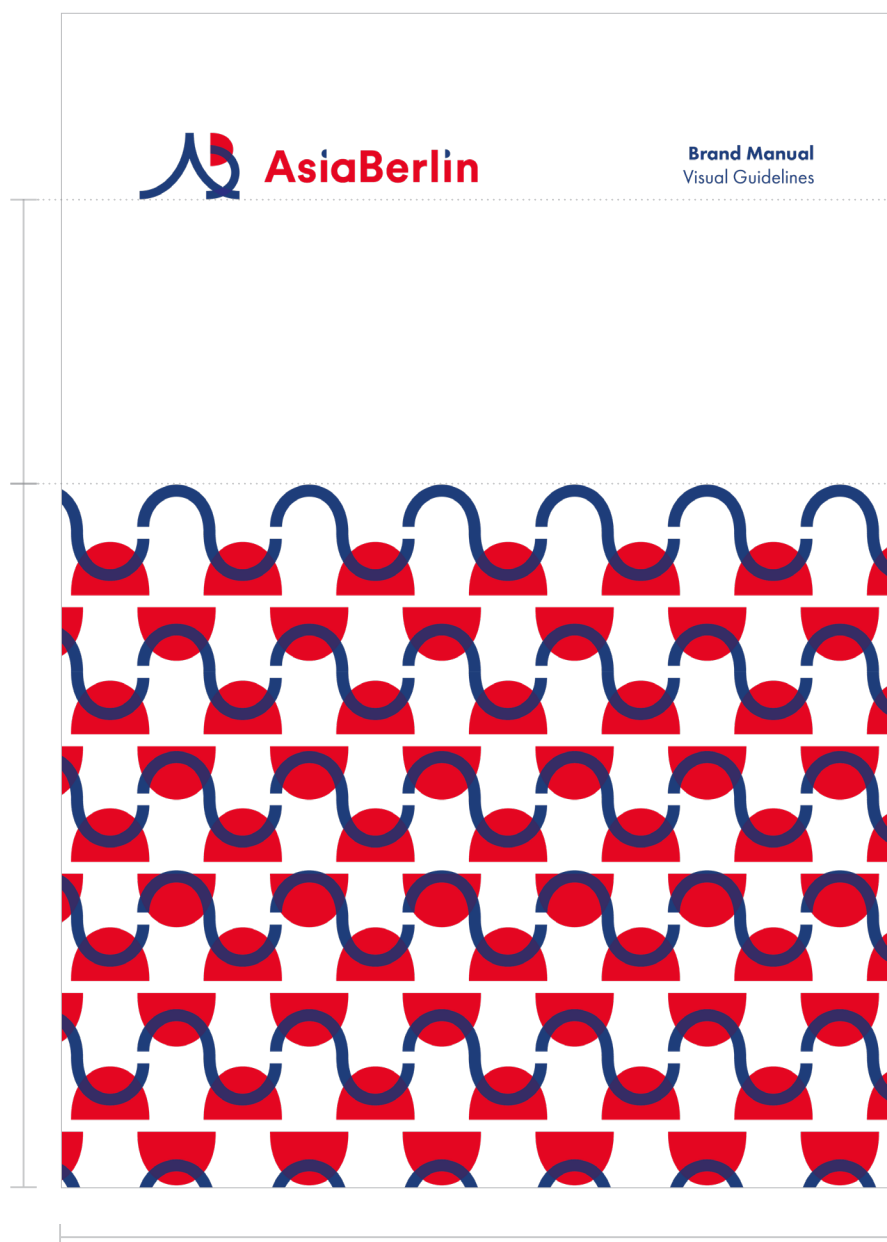
## PATTERN USAGE GUIDELINES

General guidelines for pattern use:

- a) Pattern should take up at least 35% of the artwork.
- b) Pattern should occupy the full length of either the height and/or width of the artwork.
- c) If other elements are present, there should be a clear space of at least one row/column of the pattern.

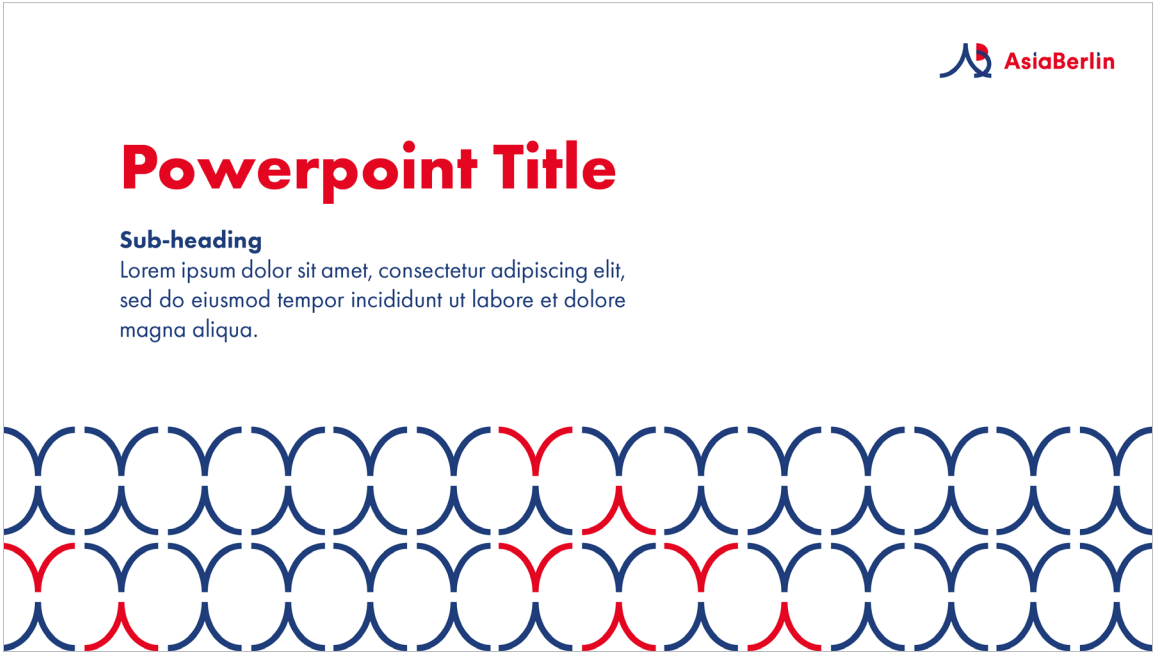
At least one row of  
pattern of clear space  
from other elements

At least 35% of the  
area of the artwork



Occupy full width or height of the artwork

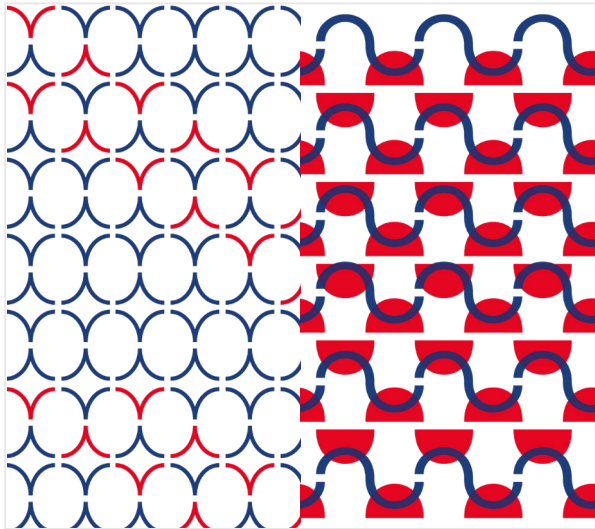
# PATTERN USAGE INSTANCES



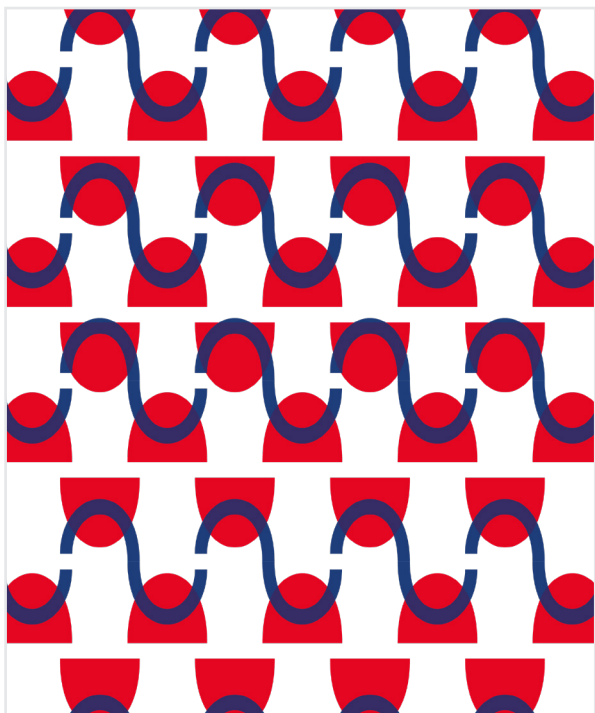


---

## PATTERN USAGE - DON'TS



Do not combine 2 patterns.

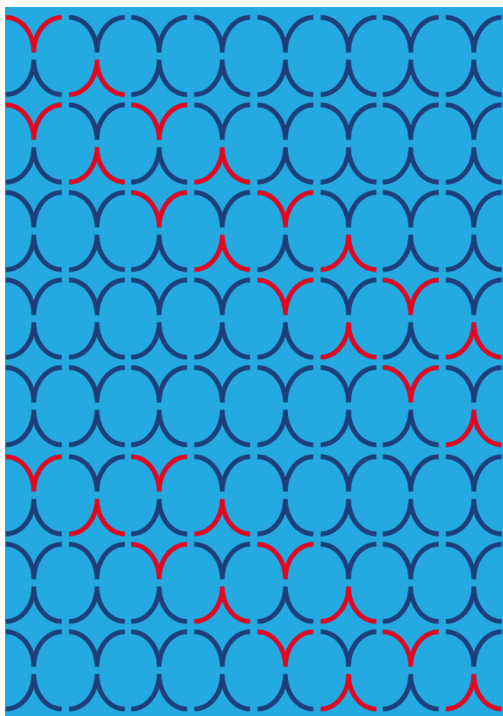


Do not stretch, skew or tilt pattern.





Do not place text over pattern.



Do not place pattern on coloured background.  
Only place pattern on white background.



## LAYOUT

There are 3 main layouts in AsiaBerlin's visual architecture system, created from extractions of the AsiaBerlin logomark. Each layout is made for different applications - however, the elements in each layout can be adjusted according to its content.



### **Layout A - Corner Accent**

Corner accent can be used at any corner of the document and can be scaled to fit requirements.



### **Layout B**

Ratio of white and blue elements can be adjusted to fit content.

Colours of each element can be changed.



### **Layout C**

For promotional materials, especially where photos are needed.

Ratio of white and blue elements can be adjusted to fit content.

Red element can be scaled and moved around to fit content.

Colours of each element can be changed.

## LAYOUT USAGE INSTANCE

Instance 1 and Instance 2 illustrates how the elements in Layout C can be scaled and adjusted.



**14th Asia-Pacific Week Berlin**  
**13 – 19 May 2019**

**ASIA-EUROPE DIALOGUE ON INNOVATION**

Asia-Pacific Week (APW) 2019 will focus on an exchange between startups, SME, corporates, universities, research institutes and politics - the most important innovation trends and topics will be discussed to develop joint projects and partnerships. Take part in the APW 2019 and get in touch with experts from Asia and Europe – we are looking forward to see you in Berlin!

**be:mini Berlin** **APFB**  
ASIA-PACIFIC FORUM BERLIN

**AsiaBerlin Summit** Connecting Startup Ecosystems.

Instance 1

## 14th Asia-Pacific Week Berlin

13 – 19 May 2019

### ASIA-EUROPE DIALOGUE ON INNOVATION

Asia-Pacific Week (APW) 2019 will focus on an exchange between startups, SME, corporates, universities, research institutes and politics - the most important innovation trends and topics will be discussed to develop joint projects and partnerships. Take part in the APW 2019 and get in touch with experts from Asia and Europe – we are looking forward to see you in Berlin!

**be:im Berlin** **APFB** **AsiaBerlin Summit** Connecting Startup Ecosystems.

Instance 2





## **03** **Brand Artefacts**

# STATIONERY SET

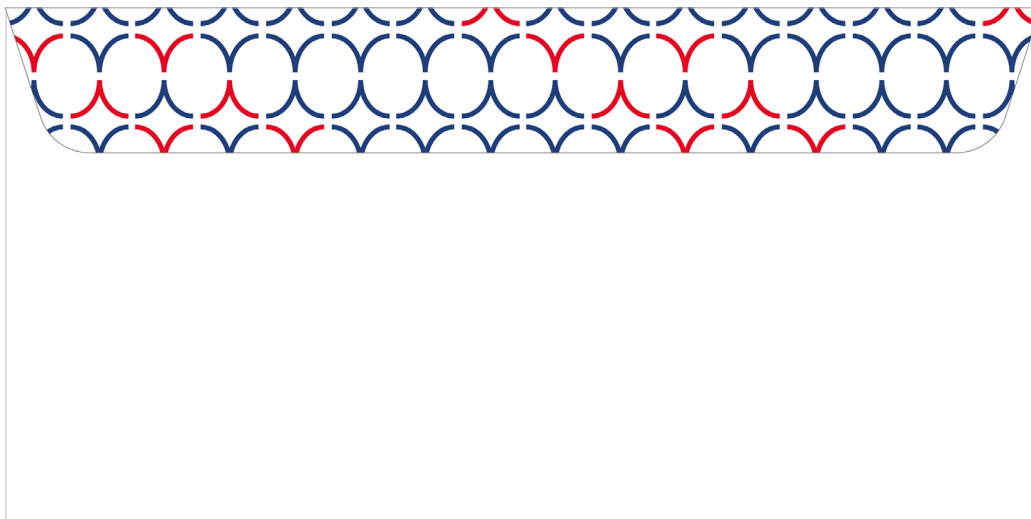




## ENVELOPE



Front

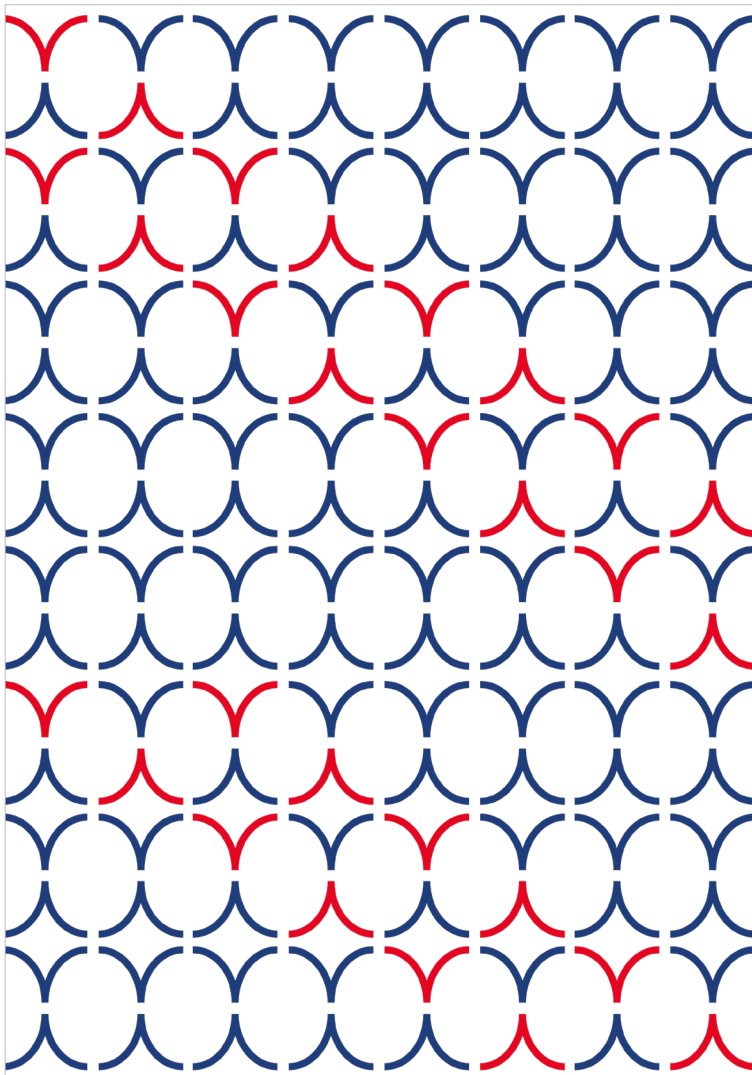


Back

(Pattern is interchangeable with other patterns)



## LETTERHEAD - BACK



### **Artwork Size**

210mm x 297mm (A4)

Pattern is interchangeable with  
all other patterns

## LETTERHEAD - FRONT



### Artwork Size

210mm x 297mm (A4)

### Logo Size

65mm (Width)

### Address/Website/Number

Font: Futura PT Book

Size: 7pt

### Recipient Name

Font: Futura PT Bold

Size: 10pt

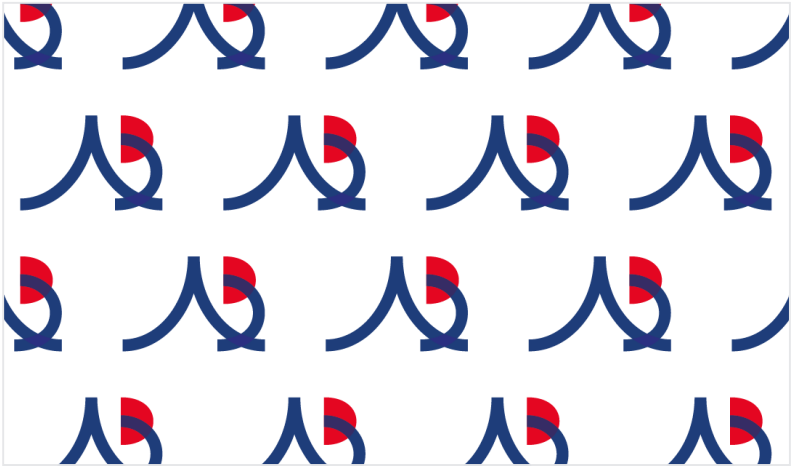
### Body

Font: Futura PT Book

Size: 10pt

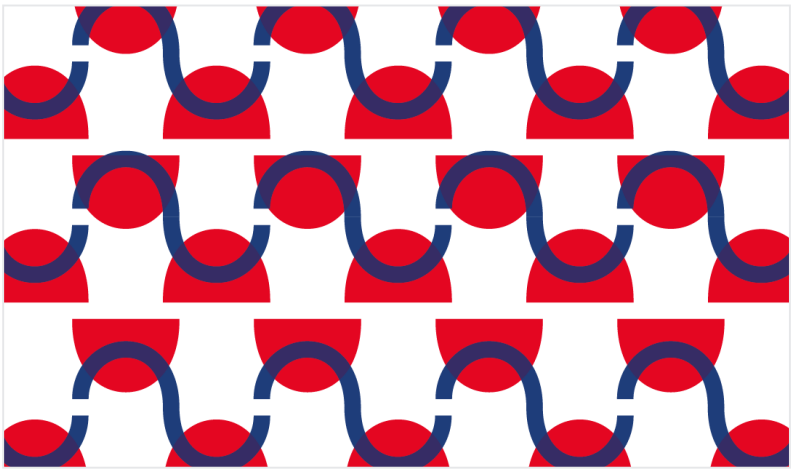
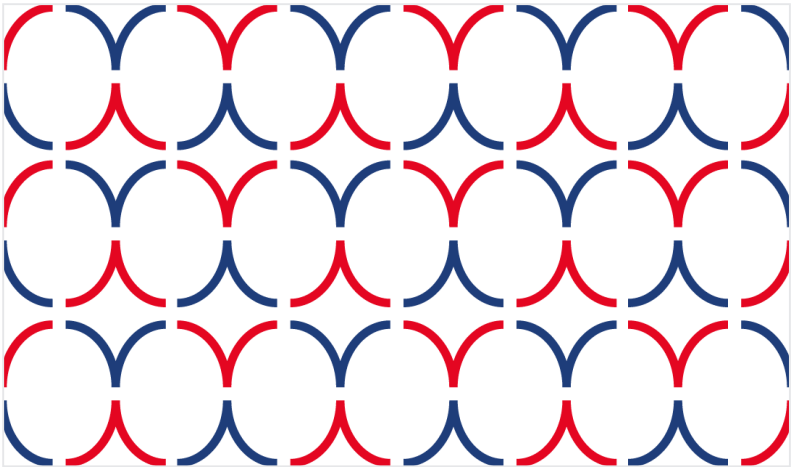


**BUSINESS CARD - BACK**

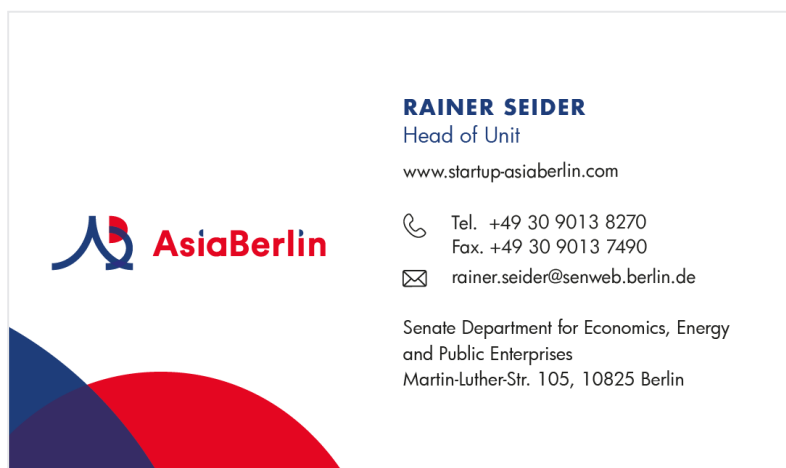


**Artwork Size**  
90mm x 54mm

Patterns can be used  
interchangeably



## BUSINESS CARD - FRONT



### Artwork Size

90mm x 54mm

### Logo Size

30mm (Width)

### Name

Font: Futura PT Bold  
Size: 7pt

### Designation

Font: Futura PT Book  
Size: 7pt

### Contact Details

Font: Futura PT Bold  
Size: 6pt



---

## POWERPOINT - COVER (VERSION 1)



### Artwork Size

1920px x 1080px

### Logo Size

45mm (Width)

### Title

Font: Futura PT Bold

Size: 54pt

### Sub-Heading

Font: Futura PT Heavy

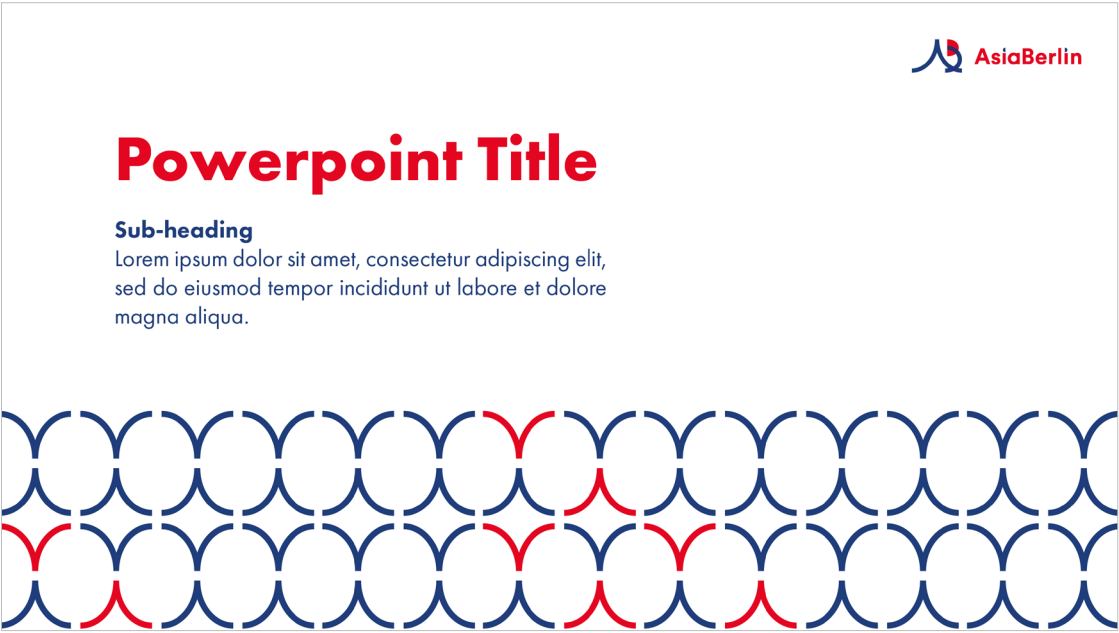
Size: 22pt

### Description

Font: Futura PT Book

Size: 18pt

POWERPOINT - COVER (VERSION 2)



**Artwork Size**  
1920px x 1080px

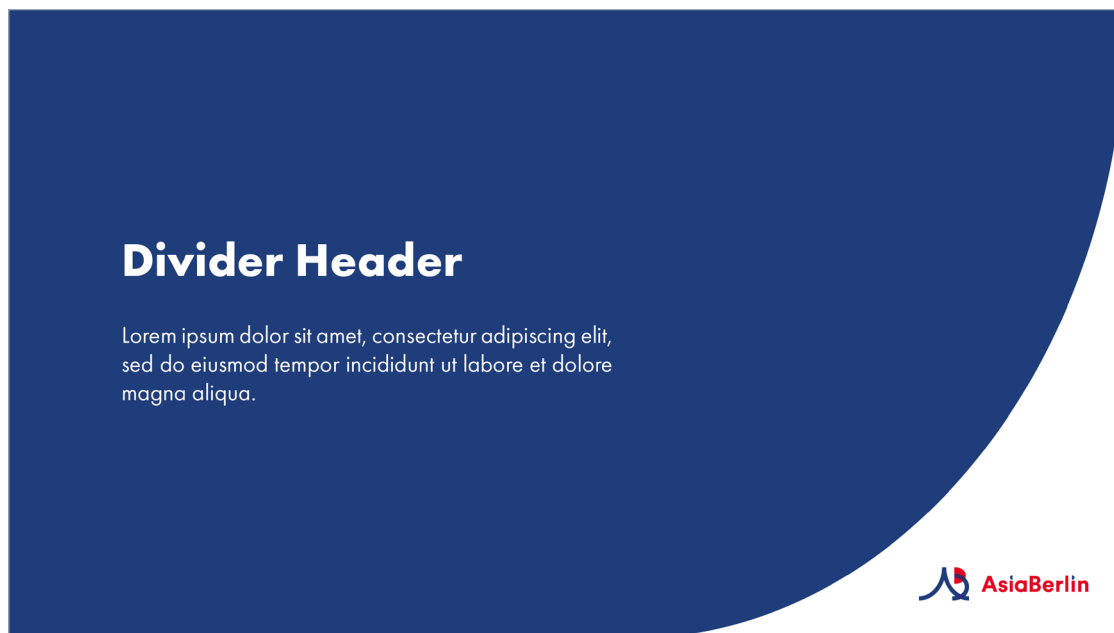
**Logo Size**  
45mm (Width)

**Title**  
Font: Futura PT Bold  
Size: 54pt

**Sub-Heading**  
Font: Futura PT Heavy  
Size: 22pt

**Description**  
Font: Futura PT Book  
Size: 18pt

## POWERPOINT - DIVIDER



### Artwork Size

1920px x 1080px

### Logo Size

45mm (Width)

### Header

Font: Futura PT Bold  
Size: 48pt

### Description

Font: Futura PT Book  
Size: 20pt



## POWERPOINT - CONTENT

### Header

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Cursum sit amet dictum sit amet.
- Vitae congue eu consequat ac felis donec et odio. Vel turpis nunc eget lorem dolor sed viverra ipsum nunc.
- Nulla facilisi morbi tempus iaculis urna id volutpat lacus.
- Senectus et netus et malesuada fames ac turpis egestas. Duis convallis convallis tellus id interdum velit laoreet. Malesuada proin libero nunc consequat interdum varius sit amet mattis.
- Magna fringilla urna porttitor rhoncus dolor. Dolor sed viverra ipsum nunc aliquet bibendum enim. Libero enim sed faucibus turpis in.



#### Artwork Size

1920px x 1080px

#### Logo Size

45mm (Width)

#### Header

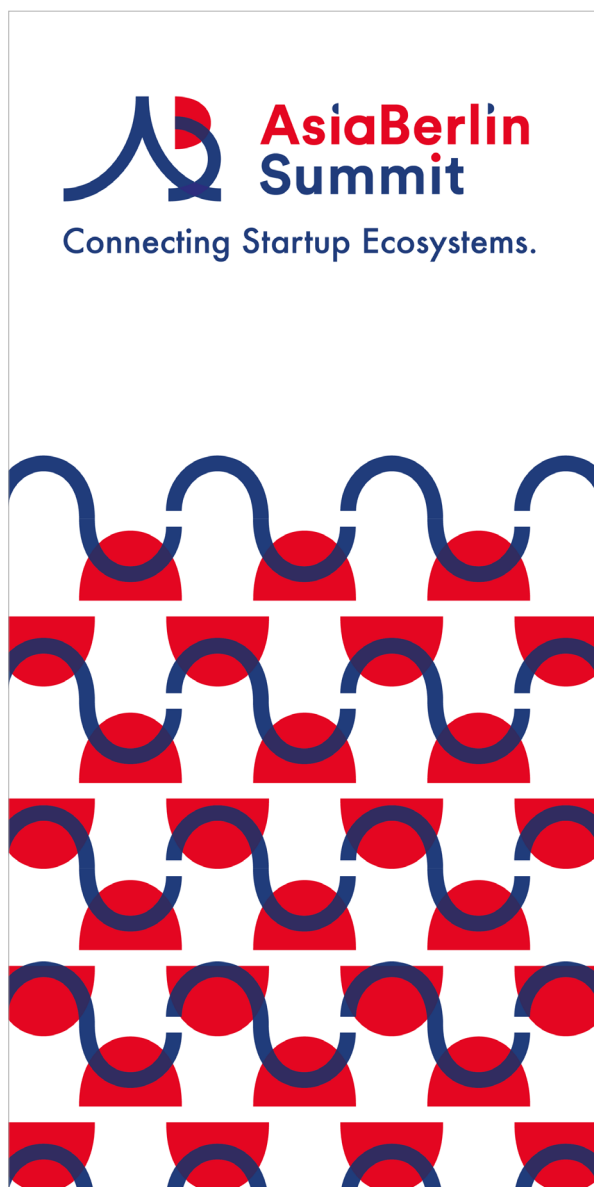
Font: Futura PT Bold  
Size: 36pt

#### Body Text

Font: Futura PT Book  
Size: 20pt



## ROLL-UP BANNER



**Artwork Size**  
1000mm x 2000mm

**Logo Size**  
775mm (Width)

Pattern is interchangeable with  
all other patterns

## SIGNAGE



### Artwork Size

297mm x 420mm (A3)  
- Scalable

### Logo Size

1500mm (Width)

### Text

Font: Futura PT Bold  
Size: 120pt

## KEY VISUAL 1



### Artwork Size

210mm x 297mm (A4)

- Scaleable

### Logo Size

70mm (Width)

### Header Text

Font: Futura PT Bold

Size: 24pt

### Sub-Header Text

Font: Futura PT Bold

Size: 21pt

### Body Text

Font: Futura PT Book

Size: 10pt

Suitable for postcards or flyers.  
(Image is a placeholder image)

## KEY VISUAL 2



### Artwork Size

210mm x 297mm (A4)  
- Scalable

### Logo Size

1500mm (Width)

### Header Text

Font: Futura PT Bold  
Size: 26pt

### Sub-Header Text

Font: Futura PT Bold  
Size: 20pt

Suitable for posters, postcards or flyers.  
(Image is a placeholder image)

Designed by

**ideactio**

Ideactio is a Singapore based business and design consultancy, made up of a diverse and balanced team delivering innovation, experience, and branding design solutions. Based on our clients' needs, we frame issues and achieve results by equipping clients with creativity and design thinking tools for business problem solving and business opportunity realisation.

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