



ASEAN Capital Markets Forum

Brand Guidelines

November 2017

CONTENTS

BRAND FOUNDATION

- Introduction 1
- Brand Values 2
- Brand Promise 3

VISUAL IDENTITY

- ACMF Icon 4
- ACMF Icon Usage & Construction 5
- ACMF Logo Usage & Construction 6
- ACMF (short) Logo Usage & Construction 8
- ACMF Logo Primary Colours 9
- ACMF Secondary Colours 10
- ACMF Logo Placement 11
- ACMF Logo in Photo Background 12
- ACMF Logo Incorrect Usage 13
- Typography 14
- Language Format 14
- Print and Online Tools 15



BRAND FOUNDATION

Introduction

The brand guideline has been designed to define the identity of the Association of South East Asian Nations Capital Market Forum, the ACMF. This guideline will enable any user to understand the basic principles of ACMF's identity.

This document is intended for the use of all ACMF employees and service providers (printers, graphic designers, etc.). The strict application of the brand rules will ensure a consistent enhancement of ACMF's identity.



Brand Values

ACMF Vision 2016-2025

“An interconnected, inclusive and resilient ASEAN Capital Market that mobilises financing for regional growth”

ACMF’s Focal Points

- Creation of greater fundraising and investment opportunities
- Increased liquidity
- Cross-sharing of experiences and expertise/opportunities for financial literacy education works
- More intensive outreach roadshows with key international investors/partners to promote ASEAN asset classes
- Working toward benefitting all stakeholders, including capital market professionals/advisors, institutional investors, policy makers, issuers, and retail investors

Brand Promise

- ACMF's strategic objectives and key priorities give a clear direction to the members, i.e., achieving good investments and fundraising in order to generate greater member and industry participation and gain traction
- This will elevate the self-financing capacity of ASEAN
- ACMF looks at pursuing active supervisory and enforcement cooperation among relevant capital market regulators to inculcate more trust and confidence in an investor that will result in greater investments in the region

Collectively, ACMF, through these measures, foresees to raise the region's resilience against external financial shocks successfully

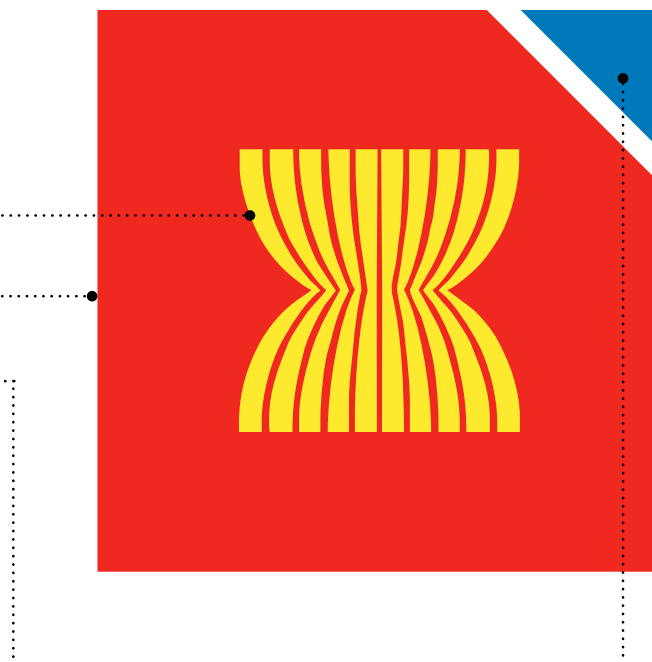
VISUAL IDENTITY

ACMF Icon

As the ACMF works within the ASEAN framework, it was important to incorporate the ASEAN identity into the new ACMF icon.

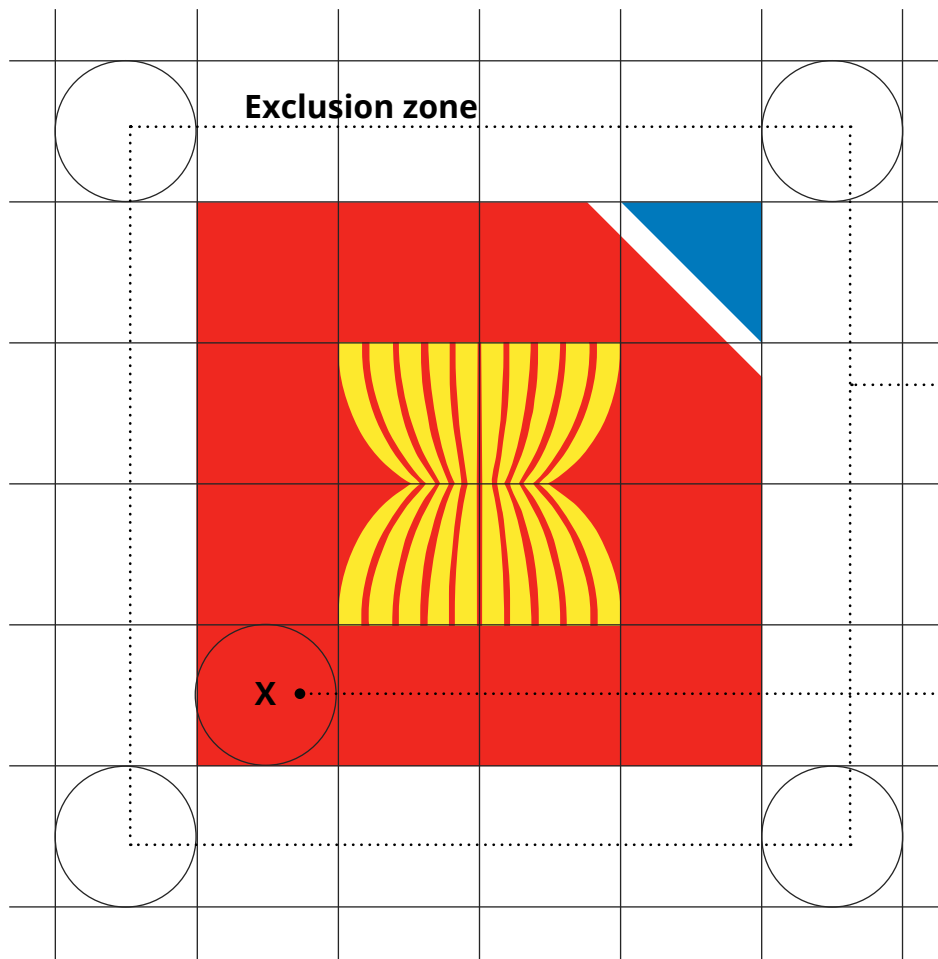
The **10 rice stalks** of the ASEAN logo as well as the **red, blue and yellow colour** are the key component of the new logo icon.

The **square border** provides a new dimension to the ACMF, showing its roles are distinct from the ASEAN. **The blue arrow on the top right** is reminiscent of financial graphs, which indicates the field of work of the ACMF. The upward pointing arrow is optimistic, indicating the growth trajectory of the ACMF.



Note: Refer to page 9 for logo colour code information.

ACMF Icon Usage & Construction





The ACMF icon is best used in social media or on mobile devices when display space is limited.

The **exclusion zone** of the ACMF icon is also represented by the "X" height.

Note: Always use artwork supplied. ACMF Icon should never be redrawn.

 The ACMF icon is also used as favicon* for the website

 Minimum size for print of the ACMF icon is 10mm in width

 Minimum size for online of the ACMF icon is 40 pixels in width



* A **favicon** (short for favorite icon), also known as a shortcut icon, website icon, tab icon, URL icon, or bookmark icon, is a file containing one or more small icons, associated with a particular website or web page.

ACMF Logo Usage & Construction

The ACMF Logo (Combined icon and text) is the default logo usage for most collaterals. It can be arranged in horizontal format or in vertical format.

Horizontal

In the horizontal format the ACMF icon should be on the left and the text (ASEAN Capital Markets Forum) on the right.



The **exclusion zone** of the ACMF logo is also represented by the "X" height. The spacing between the ACMF icon and the text is represented by "Z" width.

Note: Always use artwork supplied. The ACMF Logo should never be redrawn.

Vertical

In the vertical format the ACMF icon should be at the top and the text (ASEAN Capital Markets Forum) on the bottom.

The **exclusion zone** of the ACMF logo is also represented by the **"X"** height. The spacing between the ACMF icon and the text is represented by **"Z"** width.

USAGE:
Vertical format can only be used on layouts with limited width space. For example vertical banners, buntings, book or report spine.

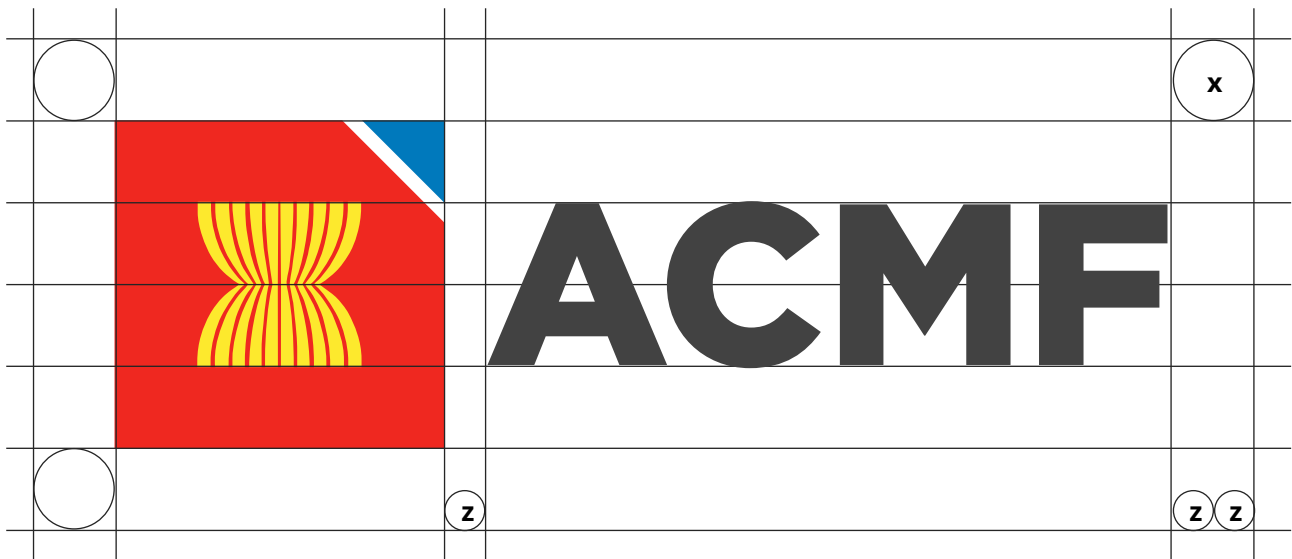


Note: Always use artwork supplied. The ACMF Logo should never be redrawn.

ACMF (short) Logo Usage & Construction

Another version of the ACMF logo is a short version wherein the full text of ASEAN Capital Markets Forum is abbreviated to ACMF. The ACMF short logo is to be used when ASEAN Capital Markets Forum is defined in the body copy.

This should be used in collaterals or website with minimum amount of space.



The **exclusion zone** of the ACMF logo is also represented by the "X" height. The spacing between the ACMF icon and the text is represented by "Z" width.

Note: Always use artwork supplied. The ACMF Logo should never be redrawn.

ACMF Logo Primary Colours

Primary colour



**ASEAN
Capital
Markets
Forum**

	Fire Engine Red		Golden Yellow		Denim		Night Rider
HEX #E30817		HEX #E5FD00		HEX #0B66AF		HEX #333333	
RGB 227 8 23		RGB 229 253 0		RGB 11 102 175		RGB 51 51 51	
CMYK 0 99 90 0		CMYK 0 0 100 0		CMYK 100 60 0 6		CMYK 69 60 56 66	
Pantone Red 032		Pantone Pantone 1-3		Pantone 286			

Note: The colours used are the same as the official ASEAN emblem/logo

Greyscale



**ASEAN
Capital
Markets
Forum**

	Smoky		White		Night Rider
HEX #626164		HEX #FFFFFF		HEX #333333	
RGB 98 97 100		RGB 255 255 255		RGB 51 51 51	
CMYK 58 48 44 34		CMYK 0 0 0 0		CMYK 69 60 56 66	

ACMF Secondary Colours

The Secondary colours are complementary to our official colours, but are not recognizable identifiers for ACMF. Secondary colours should be used sparingly, that is, in less than 10 percent of the palette in one piece.

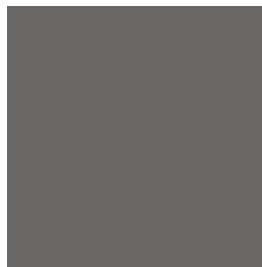
Usage:

Use them to accent and support the primary colour palette.



Gold

HEX **#d6a448**
Pantone **7407 C**
RGB **214 164 72**
CMYK **16 35 84 1**



Davy Grey

HEX **#565554**
Pantone **425 C**
RGB **86 85 84**
CMYK **63 56 56 31**



Coconut Red

HEX **#965742**
Pantone **4635 C**
RGB **150 87 66**
CMYK **31 69 75 21**



Pewter Green

HEX **#85AAA3**
Pantone **5493 C**
RGB **133 170 163**
CMYK **51 22 37 1**




Air Blue


HEX **#749BC1**
Pantone **645 C**
RGB **116 155 193**
CMYK **40 20 0 24**

ACMF Logo Placement

TEXT AREA



**ASEAN
Capital
Markets
Forum**



TEXT AREA

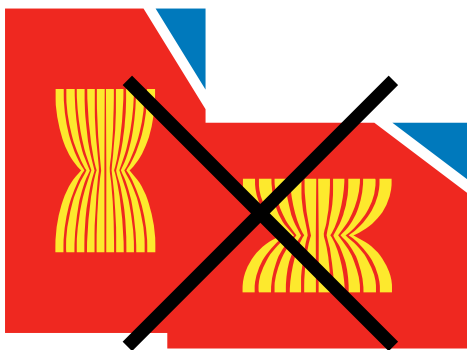


ACMF Logo in Photo Background



When the logo is placed on top of a visual, a transparent black layer must be added on top of the visual to enhance legibility.

ACMF Logo Incorrect Usage



Do NOT stretch the logo



Do NOT redraw the logo or change the font



Do NOT resize logo element



Do NOT add shadow or other effects on the logo



Do NOT move the text to the right side of the icon

Typography

Typography is an important part of any visual identity. The correct typeface, in any language, helps us convey the message of ACMF.

Gotham is the primary typeface to be used in ACMF's headlines. In case of unavailability of Gotham font, Helvetica font can be used as a substitute

For body content of all collaterals use Open Sans typeface. In case of unavailability of Open Sans font, Helvetica or Arial font can be used also as a substitute

A highly legible font that works equally well in digital, print and on mobile applications.

Gotham and Open Sans fonts can be downloaded online.

Gotham
Gotham
Gotham

Open Sans
Open Sans
Open Sans
Open Sans
Open Sans
Open Sans

Helvetica
Helvetica
Helvetica

Arial
Arial
Arial

Language Format

British English is preferred in ACMF owned communication.

Date format should be Day Month Year (15 November 2017).

Print and Online Tools

Business card

This shows the approved layout with the primary elements of the ACMF Business Card.

Usage:

The business cards will be used for all official contact and communication of ACMF.

Parameter

Dimensions
90 x 55 mm

Print
CMYK

Front



Back



Flyer Sample



ASEAN Capital Markets Forum

ACMF EVENT



EVENT DETAILS:

LOCATION
123 Address st. District 4, City,
Country Zip code

DATE
8 November 2017

TIME
9:00 am - 4:00 pm

EMAIL
info@theacmf.org

WEBSITE
www.theacmf.org

Lorem ipsum dolor sit amet, consectetur adipiscing elit, dolore sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

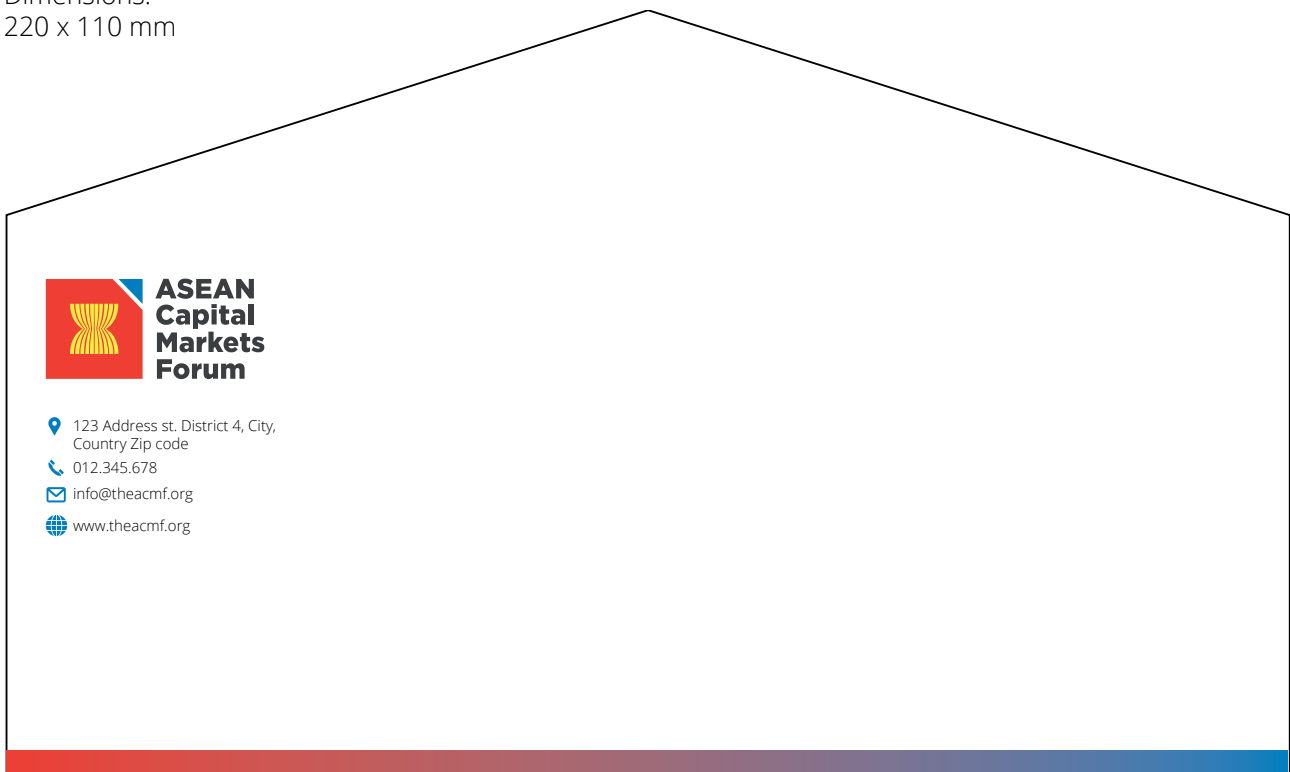
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur

Dimensions: A5

Envelope

This shows the approved layout with the primary elements of the ACMF Envelope

Dimensions:
220 x 110 mm



Folder Sample

This shows the approved layout with the primary elements of the ACMF Folder (A4)

Dimensions:

Spread: 431mm (w) x 303mm (h)

Flap: 215.5mm (w) x 100mm (h)



Press Release

For Immediate Release

Media contact
Address
Phone
Email



Headline of news release here

Slugline news here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus mattis, magna nec posuere pellentesque, ante urna tristique ante, consectetur rutrum odio diam a urna.

Mauris molestie ornare fringilla. In hac habitasse platea dictumst. Praesent imperdiet lacinia erat, vel interdum arcu. Mauris eu mi non massa euismod porta. Vestibulum vehicula tempor libero ut ullamcorper. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

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Subtitle Header

Mauris molestie ornare fringilla. In hac habitasse platea dictumst. Praesent imperdiet lacinia erat, vel interdum arcu. Mauris eu mi non massa euismod porta. Vestibulum vehicula tempor libero ut ullamcorper. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

 123 Address st. District 4
City, Country Zip code

 www.theacmf.org

 012.345.678

 info@theacmf.org

Report Sample 1



Report

20 October 2017

Title here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus mattis, magna nec posuere pellentesque, ante urna tristique ante, consectetur rutrum odio diam a urna.

Mauris molestie ornare fringilla. In hac habitasse platea dictumst. Praesent imperdiet lacinia erat, vel interdum arcu. Mauris eu mi non massa euismod porta. Vestibulum vehicula tempor libero ut ullamcorper. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

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Mauris molestie ornare fringilla. In hac habitasse platea dictumst. Praesent imperdiet lacinia erat, vel interdum arcu. Mauris eu mi non massa euismod porta. Vestibulum vehicula tempor libero ut ullamcorper. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

123 Address st. District 4
City, Country Zip code

www.theacmf.org

012.345.678

info@theacmf.org

Report Sample 2



123 Address st. District 4
City, Country Zip code

www.theacmf.org

012.345.678

info@theacmf.org

Title of Report

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus mattis, magna nec posuere pellentesque, ante urna tristique ante, consectetur rutrum odio diam a urna.

Mauris molestie ornare fringilla. In hac habitasse platea dictumst. Praesent imperdiet lacinia erat, vel interdum arcu. Mauris eu mi non massa euismod porta. Vestibulum vehicula tempor libero ut ullamcorper. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Mauris molestie ornare fringilla. In hac habitasse platea dictumst. Praesent imperdiet lacinia erat, vel interdum arcu. Mauris eu mi non massa euismod porta. Vestibulum vehicula tempor libero ut ullamcorper. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus mattis, magna nec posuere pellentesque, ante urna tristique ante, consectetur rutrum odio diam a urna.

Mauris molestie ornare fringilla. In hac habitasse platea dictumst. Praesent imperdiet lacinia erat, vel interdum arcu. Mauris eu mi non massa euismod porta. Vestibulum vehicula tempor libero ut ullamcorper. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Subtitle Header

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Powerpoint



Email Signature

This shows the approved layout with the primary elements of an email signature of ACMF.

First Name Last Name
Position

Office address

Tel No. : (+632) 123-4567

Fax No. : (+632) 123-4567

Mobile : (+632) 123-4567

www.theacmf.org



Social Media Post

This shows sample layout of a social media post

Dimensions:
1200px (w) x 900px (h)

In jpeg or png format



Website Banner Ads



LEADERBOARD - 728px x 90px

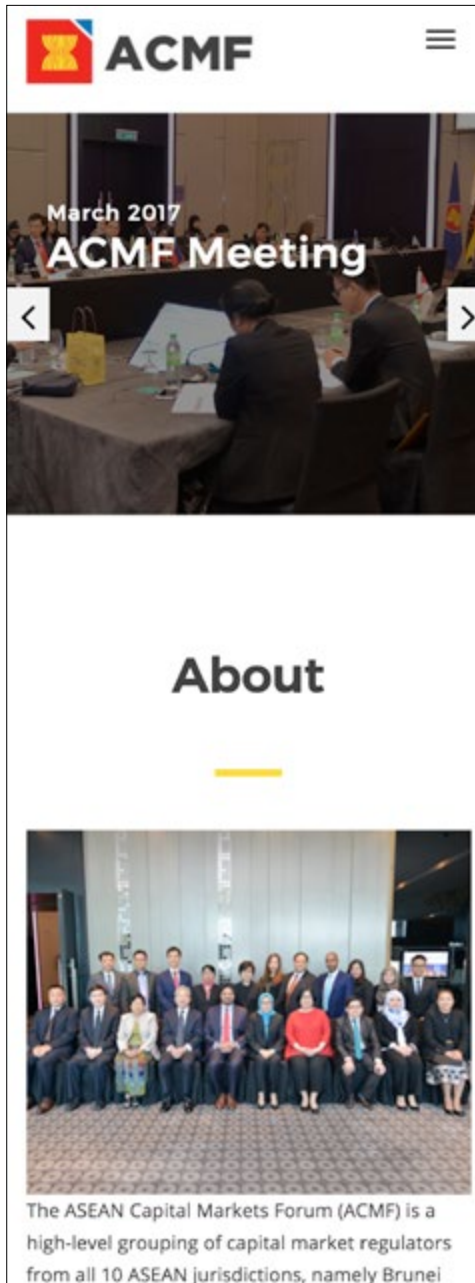


MREC - 300px x 250px

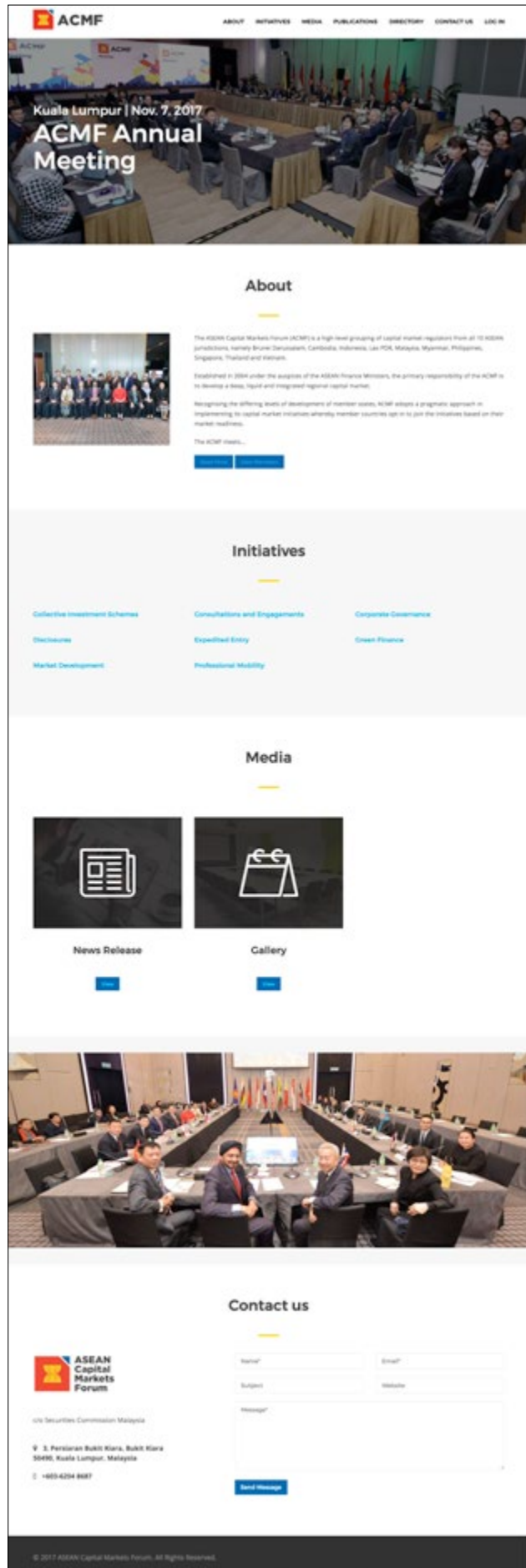


HALF PAGE - 300px x 600px

Website Homepage



Mobile Responsive





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