



ASEMUS

Asia - Europe
Museum Network

**2011
Asia Europe Museum
Network (ASEMUS)**

Brand Identity
Guidelines

VERTICAL



ASEMUS
Asia - Europe
Museum Network

ASEMUS Logo Application

The following design guidelines have been written to ensure proper, consistent and uniform use of the Asia Europe Museum Network logo.

Consistently abiding by the principles set forth in this document will assure the consistency of visual signals needed for maximum effectiveness of the total program.

HORIZONTAL

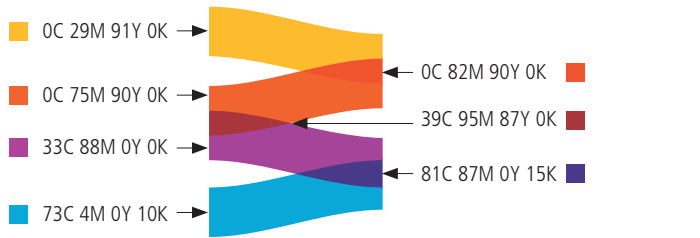


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HORIZONTAL FOR WEB



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ASEMUS ← 0C 0M 0Y 100K ■

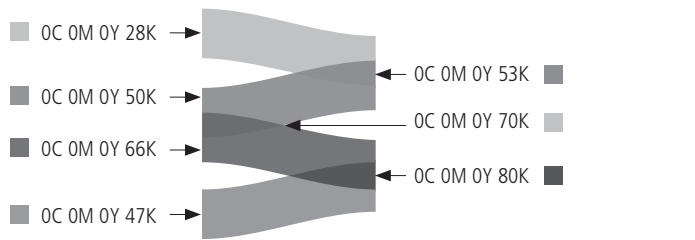
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Four Colour Application

Always use this version when printing in four colours.

Note: The logo must appear on white or light coloured backgrounds.

- 0C 29M 91Y 0K
- 0C 82M 90Y 0K
- 0C 75M 90Y 0K
- 39C 95M 87Y 0K
- 33C 88M 0Y 0K
- 81C 87M 0Y 15K
- 73C 4M 0Y 10K
- 0C 0M 0Y 100K



ASEMUS ← OC 0M 0Y 100K ■
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Greyscale Application

Always use this version when printing in Greyscale.

Note: The logo must appear on white or light coloured backgrounds.

- OC 0M 0Y 28K
- OC 0M 0Y 53K
- OC 0M 0Y 50K
- OC 0M 0Y 70K
- OC 0M 0Y 66K
- OC 0M 0Y 80K
- OC 0M 0Y 47K
- OC 0M 0Y 100K



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Black & White Application

Always use this version when printing in Black and White.

Note: The logo must appear on white or light coloured backgrounds.



**Reverse
Application**

Always use these versions
when printing in
reverse application.



Background Colour Application

1. The logo with black type must always appear on white or light coloured backgrounds.
2. Never reproduce the black type logo on a dark background that does not offer sufficient contrast against the logo.
3. Never reproduce the logo on textured or patterned backgrounds that may impair legibility.
4. Never reverse the white type logo out of a light background that does not offer sufficient contrast against the logo.



ASEMUS Logo Application

The Exclusion Zone simply means having an adequate clear space on all sides of the logo in any design layout.

There should be no other logos or distracting background detail, pictures and text.

The Exclusion zone may contain a background colour or picture - as long as the logo is clear and distinct from it.

The width of the zone is calculated as X, or the height of the logotype as shown.