

ASEAN University Network

Logo Guidelines

Project Information

Project Scope: Logo & Brand Guidelines Poster
Logo Designed: May 2021
Organization : ASEAN University Network

Logo and Guidelines Designed by

Rinrada Boondiskulchok
rinrada.rinn@gmail.com
+66 80 552 8352

Landscape Logo



Portrait Logo



Clear Space

Clear Space is a padded area, defined by 'X', surrounding the logo that should be kept free of any intruding visual elements.



Clear Space



Primary Logo Marks

There are 4 main logo mark options for Pathfinder: Colormark Primary Use, Colormark Small Use, and 2 solid monochrome options.

Colormark - Primary Use



Colormark - Small use



Monomark - Black & White



Monomark - Color



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The Logo Mark Family

The entire Pathfinder Logo Mark family consists of 6 versions to be used as and when needed.



Logo Grid & Alignments



Brand Colours



Social Media & Application Icons



Brand Typeface: Gilroy ExtraBold and Nunito

A1 AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@£\$%^&*()_+j€#ç∞\$!•

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Color Variations for Primary Logo

The primary logo has color variations to accommodate all creative and technical requirements, including a white version to be used on dark backgrounds.

The primary logo should be used on the majority of executions. Always ensure the logo has enough contrast from the background and that the brandmark and wordmark are both legible.

Primary Logo with black wordmark

To be used on a white or other light colored background where the white wordmark may not be visible.



Primary Logo with white wordmark

To be used on black or dark backgrounds where the black wordmark may not be visible.



All white logo

To be used on black or dark backgrounds where the black wordmark and tagline may not be visible OR on a red background where the red logo of the primary logo may not be visible.



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Improper uses for primary logo

The red brandmark should be used on the majority of executions.
The alternate white version exists only to accommodate production limitations.
Always ensure the brandmark has enough contrast from the background.



Improper uses for primary logo



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Do not change the logo's color.



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Do not apply different color combinations or change logo to include flag colors or colors relating to social causes.



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Do not angle the logo.



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Do not change the font.



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Do not use a single-color application other than those in the logo guidelines.



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Do not stretch or manipulate.



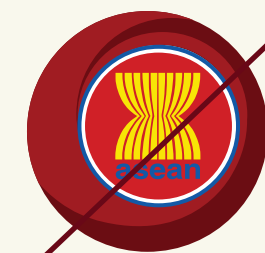
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Do not apply a gradient to the logo.



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Do not alter any single element of the logo.



ASEAN University Network
Country

Do not add words to the logo.



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Do not apply a drop shadow.