

**Components**

The PlayAsiavv logo is composed of 3 graphic elements

- Icon
- Logotype
- Trademark ®



Note: This logo is not registered yet. Therefore we won't use the trademark symbol for now.

**Minimum Clearspace**

Clearspace around logo



Add a minimum of 25% of clearspace to height and width of icon. Add the same clearspace to the end of the wordmark on the right.

**Proportions**

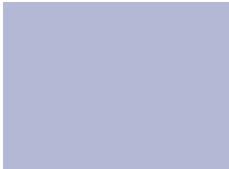
Always use correct logo proportions



If in doubt whether logo has right proportions:  
If logo width is 100, then height will be 17.83 (mm, pixels, % etc)

**Standard Colours****Primary and Secondary Colours***primary colour*

PANTONE 288C  
HEX #002D72  
R 0 R 45 B 114  
C 100 M 80 Y 6 K 32

*secondary colour*

PANTONE 288C - 30%  
HEX #B5B8D3  
R 181 G 184 B 211  
C 28 M 23 Y 5 K 0

The secondary colour may be used for logo background, or graphic elements and text.

**Standard Logos**

Logo should usually be displayed in Pantone 288C or WHITE colour, depending on background. In certain occasions any other solid colour may be used. Logo must be monochromatic at all times. Logo must be clearly legible.

Black colour is to be used for the logo, if colour is not applicable (embossing, engraving etc).

Use of Logo - DO's & DON'Ts Examples

✗		} Background too busy for blue or white logo
✗		
✓		} Background too busy: Use a blue or white box with 80 -100% opacity
✓		
✗		} Background contrast low: Background doesn't guarantee enough contrast for good legibility
✗		
✓		} Background contrast low: Use a blue or white box with 80 -100% opacity
✓		
✓		} Background contrast OK: As long as logo is easily legible use the plain blue or white logo.  } If in doubt: give it a white or blue box
✓		
✓		
✓		
✗		<i>In rare occasions</i> a different logo colour can be chosen <i>(PlayAsia designers only with approval of PlayAsia marketing team)</i>
✗		} NO: Outline to logo, unproportional scaling, 3D effect or dropshadow, highlighting or using different colours within logo etc
✗		
✗		
✗		

## Support Logos

### Slogan

For marketing purposes PlayAsia features a support chop. Use of the chop lies with the discretion of PlayAsia's designers and marketing department.



## Social Media

### Icon



file



display

## Corporate Font

### Helvetica Neue Font Family

Helvetica Neue Family is to be used for all text, except for titles or catch phrases, where any font may be used.

## Use of Logo - DO's

### Backgrounds

The use of the logo is determined by the background it lays upon. Legibility and clarity of the logo is of utmost importance.

On backgrounds with little contrast or where logo is difficult to read:

- use a white box (min 80% opacity) for the blue logo, or
- use a blue (288C) box (min 80% opacity) for the white logo

## Use of Logo - DON'Ts

### Change logo

No other alteration to the logo is permitted.

- unproportional scaling
- outlining
- dropshadow
- highlights
- embossing
- 3D effect
- bad resolution / dpi
- etc

***Please refer to page 5 for examples of correct and incorrect logo use.***