



Asia Global Vacation

Corporate Identity Guidelines

Asia Global Vacation Logo Guidelines



Full Colour

Pantone 021 C=0 M=60 Y=100 K=0

The precise color specified must be used.
Never attempt to match it.



Spot Colour and B/W

C=0 M=0 Y=0 K=100



Reverse White

Full Colour, Spot Colour and B/W

Applicable for use on dark background.

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Exclusion Zone



Exclusion zone equals to the horizontal of the upper case character “C” should be maintained around the logo. To ensure clarity of the logo and avoid visual clutter, nothing should ever appear inside the exclusion zone.

Minimum Size



Minimum size refers to the smallest size at which the logo can be reproduced to preserve its integrity and ensure its legibility. It should never go below the minimum size requirement to avoid poor quality or distortion.

Scaling



To size the logo, hold it by one of the four corners and never the centre marks before dragging it to ensure proportional scaling.

Asia Global Vacation Logo Guidelines

Examples of Acceptable and Unacceptable Use on Image Background



✓



✓



✗



✗



✗



✗

Asia Global Vacation Logo Guidelines

Examples of Acceptable and Unacceptable Use on Solid Background



Important Notes

The logo can only be used in accordance with the guidelines set out herein.

The logo must be used correct and consistently across all applications. It should not be altered, redrawn, distorted, tampered with or have any element added in any way at all times.

Only original digital graphic files which can be downloaded from <http://www.asiaglobalvacation.com/CorporateIdentity> can be used. Permission to use must be granted while terms and conditions of use must be agreed and adhered to.

Email cwa@chanbrothers.com.sg for permission to use the logo or advice on use of the logo.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular (Note: 100% horizontal scale)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Oblique (Note: 100% horizontal scale)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold (Note: 100% horizontal scale)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold Oblique (Note: 100% horizontal scale)

环亚旅游1234567890

黑体 (Note: 90% horizontal scale)

环亚旅游1234567890

大黑 (Note: 90% horizontal scale)