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BRAND SIGNATURE GUIDELINE
(For members)



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About the Guideline

The ASPRI brand signature guidelines ensure that the visual design elements of the ASPRI signature are applied correctly and consistently in all communications - advertising, brochures, banners, websites, etc. It is vital that the guidelines are strictly followed in order to build a strong recognition of the ASPRI brand.

These guidelines serve as a resource for internal office and external vendors. It is important that only the original electronic files supplied are used; the signature should never be recreated or altered.



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Brand Signature Rationale

The corporate signature of the Association of Process Industry (ASPRI) is a symbolic expression of its dynamic role in representing, connecting and propelling the growth of Singapore's process industry. The five letters are linked by an arch that resembles a bridge to encapsulate how ASPRI connects members to key private and governmental stakeholders, engage members in strategic partnerships and encourage growth opportunities.

The dignity of the typeface captures the importance of a strong industry voice and a visible and credible representation in the industry. The colour blue conveys reliability and responsibility, and portrays ASPRI as a dependable partner. It is complemented with green which reflects growth, a fundamental foundation for ASPRI and its future.



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Brand Signature Elements

The ASPRI signature consists of the logotype and tagline. These should be treated as one unit and should never be divided. It has been designed to project a strong visual identity for ASPRI. The relationship among these elements is an integral part of the brand signature. Under no circumstances should these elements be re-drawn or re-configured in any way.

Recommended full logo





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Colour Palette

Colour is an integral part of the ASPRI identity. The specified colours must be used at all times and correctly, and applied across all visual communications for a strong and consistent branding.

	ASPRI Blue	ASPRI Green	ASPRI Gray
PANTONE	300C	3125C	Cool Gray 11C
CMYK	C100 M42 Y0 K0	C89 M0 Y20 K0	C48 M36 Y24 K66
RGB	R0 G101 B189	R0 G176 B202	R77 G79 B83
WEB	#0065BD	#00B0CA	#4D4F53



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Colour Applications

The ASPRI signature should be applied in the original colour palette whenever possible. When full colour printing is not possible or when the background colours interfere with the dynamism of the logo, it can be applied as:


1. 1-colour application using black, or
2. A reverse white application

Full color application



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Reverse white application



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Gray scale application



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Clear Space

To protect the integrity of the ASPRI signature, clear space needs to be maintained around the elements. The clear space zone is calculated using the height of "I" in "ASPRI" and below the box

The example below illustrates how the clear space zone should be applied to the signature.



Minimum Size

The ASPRI signature looks best when used at an appropriate size for the medium it is applied. For printed materials to be viewed by holding in hand, the minimum recommended width is 35mm. For large format media meant to be viewed from a distance, a larger size is recommended.



35mm

Acceptable & Unacceptable Applications

The ASPRI signature can appear against dark and light colour backgrounds, as long as care is taken to ensure readability and legibility.

Acceptable Application of the Logo



Unacceptable Application of the Logo



Acceptable & Unacceptable Applications

The ASPRI brand signature artwork files are available from the ASPRI Secretariat. The type of format you need depends on how you intend to use the brand signature.

Sticking with these guidelines will help to ensure an accurate, clean, crisp image in your project .

.eps - EPS is highly recommended for print materials where high-resolution and/or large logo sizes are important. It is characterised by smooth edges and has the ability to scale limitlessly. EPS is the most widely accepted vector format and special design software is required to open the file .

.jpg - JPEG is a common file format for use in both web and print materials, provided it has an appropriate resolution for your usage. However, note that a white box will appear around a JPG format logo unless the background colour of the file matches the background colour of the project .

.png - PNG is primarily used for Internet and web graphics, or for use in presentations for display on a computer screen. PNG images are not acceptable for print use.