


ASIA



AsiaXML
CORPORATE VISUAL IDENTITY



At AsiaXML we're as passionate about our brand as we are about helping our clients maximize B2B travel opportunities. Our high standards of client service should be mirrored in the way we deport ourselves through our visual identity and all its aspects.

These brand guidelines set the visual standards for the AsiaXML brand image outlining usage convention for our logos, color palette, typography and infographics; setting out clear rules on the deployment of these components in our brand and marketing collateral.

By following the principles outlined in these guidelines, we can maintain cohesion and consistency across all our communications ensuring that we present AsiaXML as the number one travel B2B partner.

Logo



Turquoise Dark
#00CED1



Dark Grey
#414042



White
#FFFFFF

The ASIAXML logo is available in 4 different versions. Each version has been specifically designed to allow the best possible reproduction of the logo across different media and output methods.

Please ensure to choose the correct version, taking into consideration reproduction restrictions, as well as the size and shape of the materials being used.

We should, wherever possible, place the logo on a white background to ensure legibility and to differentiate it from our ASIAXML brand logo.

Digital artwork files have been created to suit a variety of applications and platforms.

Architecture

The logo is a graphic comprised of the wordmark (logotype) inside a sphere (symbol). The lettering is created using the Hevelatica Nieu typeface (Asia) and XML is hand-written.

The logo should be always produced from the master artwork.

Usage

The logo must stand out in all uses. Maintain clear space on all sides of the logo. The free zone stops the logo competing with other elements and graphic expressions. The ideal clear space above and under the logo is equal to the height of the 2 letter "A". The clear space to the left and right of the logo is equal to the twice the width of the letter "A"

Usage in B/W



Wherever possible the full colour execution of the brand logo is to be used. In cases where colour is limited, the black and white logos may be used. Wireframe logo is only used for repetitive administrative / disposable paperwork like receipts, payment vouchers, memos etc. Rubber stamp / Company will also carry wireframe logo.

Application over image backgrounds



Reversed presentation - Black or white

Only used when the colour logo isn't legible on the background (for example, colourful pictures).

For light-image backgrounds. Use the logo with the black logo. For dark-image backgrounds Use the white logo.



CORPORATE STATIONERY

Corporate stationery should keep the same logo without alteration in size and position in all applications. This section of the manual details how the corporate identity guidelines are put into practice through the main visual elements of the company. It is designed to help us present a strong, consistent visual image to the various stakeholders that we interact with. The ultimate success of the correct execution of our corporate identity rests with you, so please study the standards carefully and apply them rigorously.

BusinessCard

All business cards must be consistent and should not deviate from the corporate identity.

Font: HELVETICA NEUE

Card size: 90mm x 50mm, rounded corners
Paper: Magno Satin, 350gsm

Colours

Gray: 90% Black

Turquoise Dark: Pantone 295C / C100 M60 Y0 K20 White

Font sizes

Front of card:

Card holder name: 12 pt, Regular / Gray: 90% Black

Card holder position: 6 pt, Regular / Turquoise Dark

Company Name: 8 pt, Bold/ Gray: 90% Black

Company Address,

Phone number, email

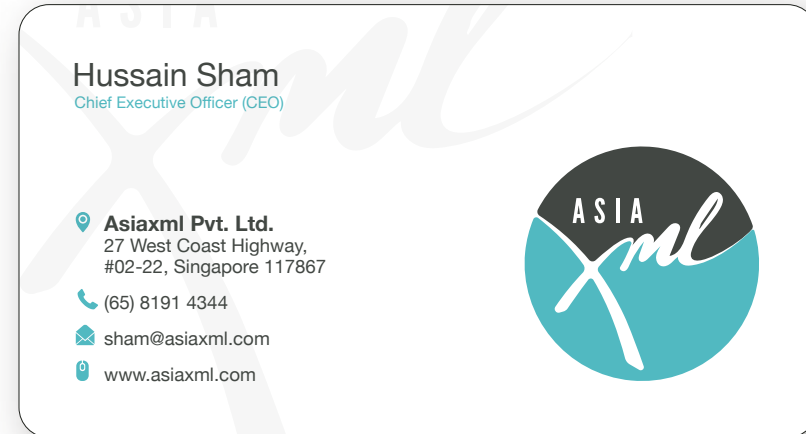
Address & Website: 7 pt, Regular / Gray: 90% Black

Icons: Turquoise Dark

Watermark: Enlarged Partial logo
Gray: 90% Black / Opacity 5%

Back of card:

Enlarged Partial colour Logo



Front



Back

Email Signature

Signatures can be used to automatically add text to an out- going message sent by email. Signatures should be used if you send multiple emails to contacts outside AsiaXML. This makes the message more personal and the recipient has access to your contact information. Signatures sent from AsiaXML should have a uniform appearance.

Content in signature

The content of a signature consists of the sender's name, title, contact number, email address, and AsiaXML's company name, address and web address.

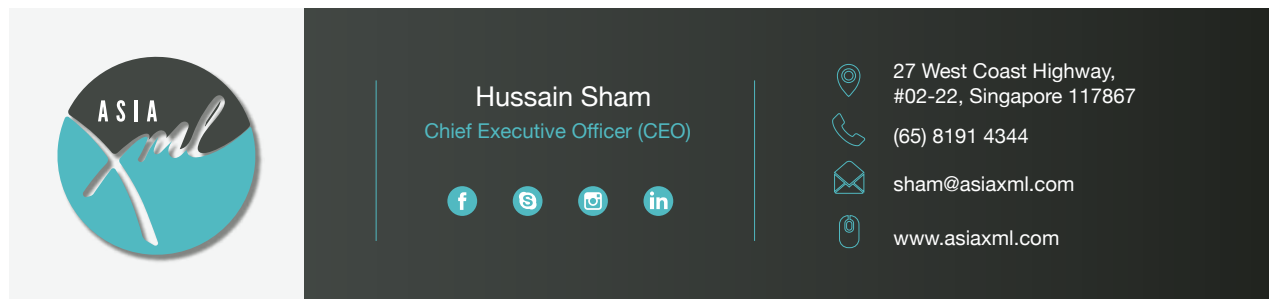
Setting the signature MS Outlook

Auto signature is set under Options – Mail

Format – Signatures. Insert the signature in the email message by going to Insert – Signature.

Mail - Mac OS

Auto signature is set under Options – Mail Preferences – Signatures. Signature will be automatically generated for every new mail.



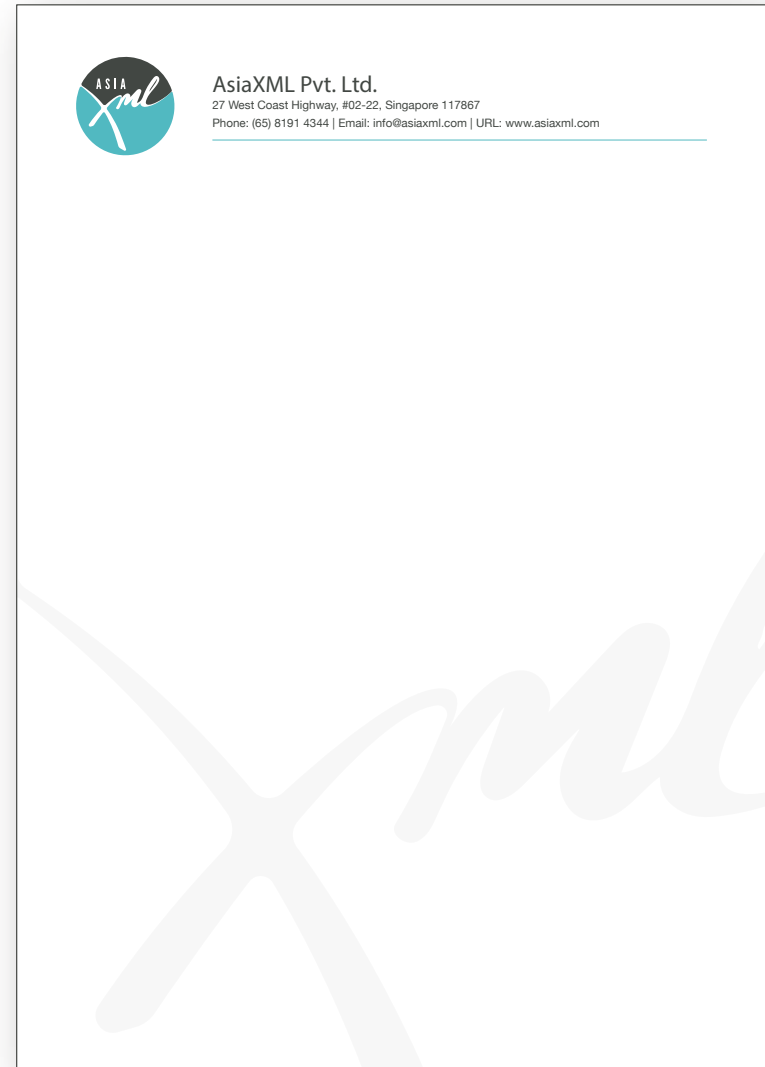
Paper line


The stationery has been designed to give a professional and clean look to all our written communications. Make sure to protect the corporate brand and ensure consistency in application and production quality.

Corporate letterhead should be printed on bright white stock (24# bond preferred).

The background “XML” symbol should be printed in 4% opacity of Gray (90% Black).

On US Letter (8.5” x 11”), the measurement and logo standard are as follows:





AsiaXML Pvt. Ltd.
27 West Coast Highway, #02-22, Singapore 117867
Phone: (65) 8191 4344 | Email: info@asioxml.com | URL: www.asioxml.com

QUOTATION
17 July 2019


NAME _____ ADDRESS _____
SALESPERSON _____
PHONE 123 456 789 STATE _____
FAX 123 456 789 ZIP CODE _____
EMAIL email@yourcompany.com PHONE NUMBER _____
WEBSITE www.yourcompany.com

NO	Model	QTY	Description	Price	Total

Return Policy and Terms and Conditions:
1. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
2. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
3. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

SUBTOTAL _____
TAX _____
DISCOUNT _____
DELIVERY _____
TOTAL _____

Customer Signature
Store Owner



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INVOICE
17 July 2019


NAME _____ ADDRESS _____
SALESPERSON _____
PHONE 123 456 789 STATE _____
FAX 123 456 789 ZIP CODE _____
EMAIL email@yourcompany.com PHONE NUMBER _____
WEBSITE www.yourcompany.com

NO	Model	QTY	Description	Price	Total

Return Policy and Terms and Conditions:
1. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
2. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
3. Lorem ipsum dolor sit amet, consectetur adipiscing elit.


SUBTOTAL _____
TAX _____
DISCOUNT _____
DELIVERY _____
TOTAL _____

Customer Signature
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MEMO
17 July 2019



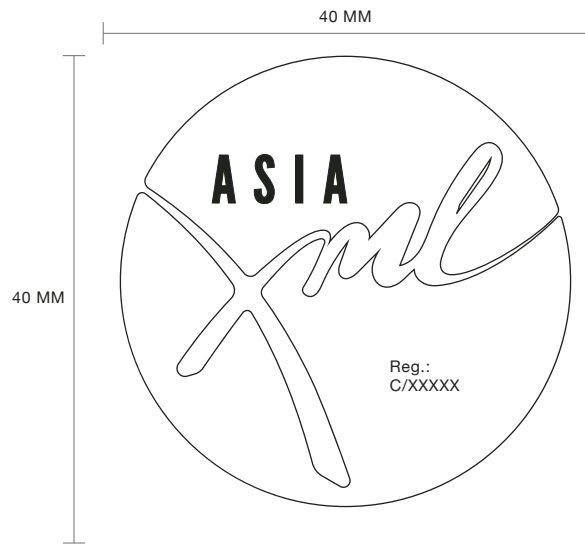
Asioxml Pvt. Ltd.
27 West Coast Highway, #02-22, Singapore 117867
(65) 8191 4344
accounts@asioxml.com
www.asioxml.com

PAYMENT RECEIPT

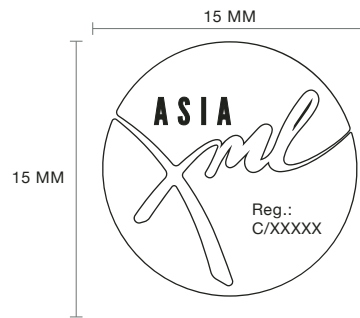
Receipt No.: _____ Date: _____
Received from _____ Sum of USD _____
USD _____
By Cash/TT/Cheque No. _____ Dated _____ Drawn on (if Cheque) _____
on account of _____

For Company Name

Company Stamp



Standard Corporate Stamp



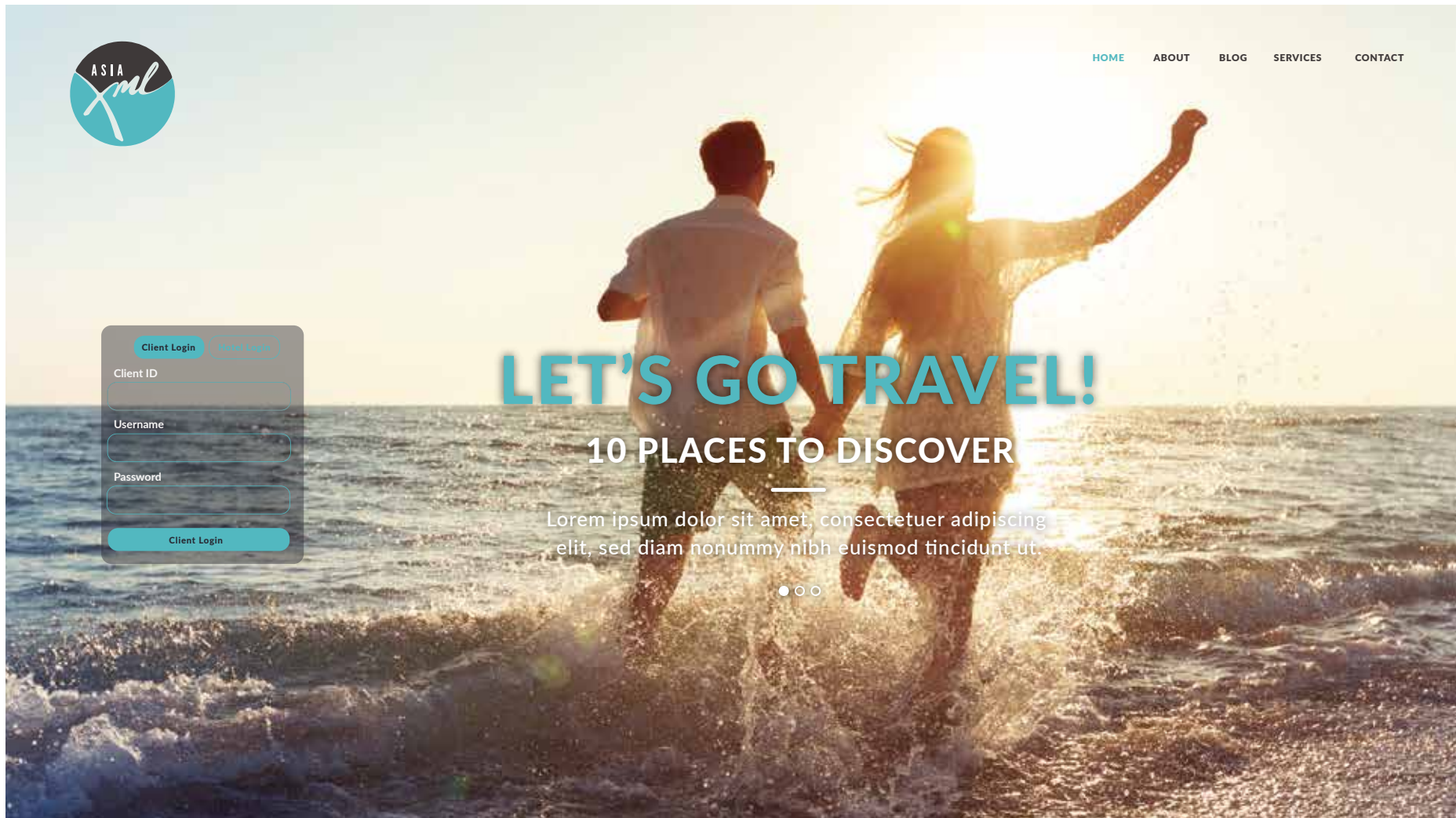
Accounting Stamp





Online communications

On-line presence is becoming greater and more important for engaging our stakeholders. Its important to ensure consistent application of the company visual identity in the online space. These guidelines outline some basic principles on how to apply company visual identity elements on the website. These are developed to allow maximum room for flexibility while remaining 'on brand' in its core characteristics.



Website Landing Page

Social Media

Social media and other web-based communications evolve and change nearly everyday, so the tactics is to advance rapidly. Therefore its important to portray consistent brand image through all mediums and strive to make sure that the content always represent the best of the brand.



Facebook Posts



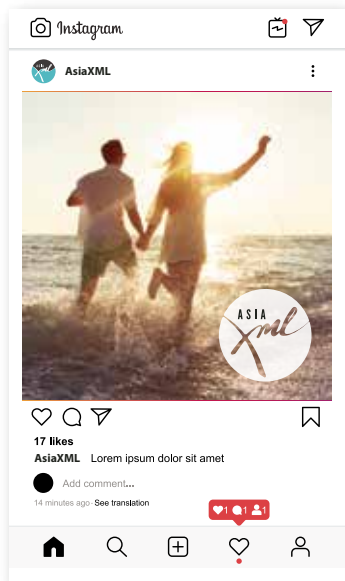
Facebook Cover page



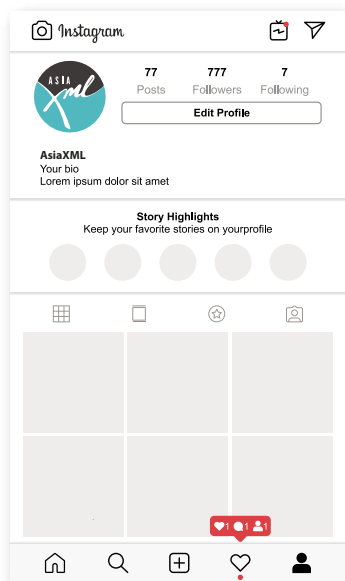
Twitter Cover page



Twitter Posts



Instagram Posts



Instagram Profile



Google Ads



Promotional Collaterals

Promotional collateral (such as banners, clothing and give-aways) is branded using the basic brand identity guidelines explained in section of this guide. Promotional items may be embroidered, silkscreened, embossed or laser engraved. Always ensure that promotional items are of a high quality in keeping with our brand image

Promotional Items



Identity Card



Baseball Cap



T-shirt



Note Pad



Mug

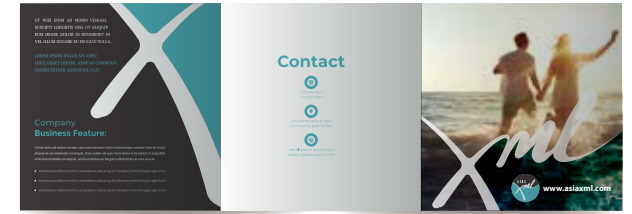


Paper Bag

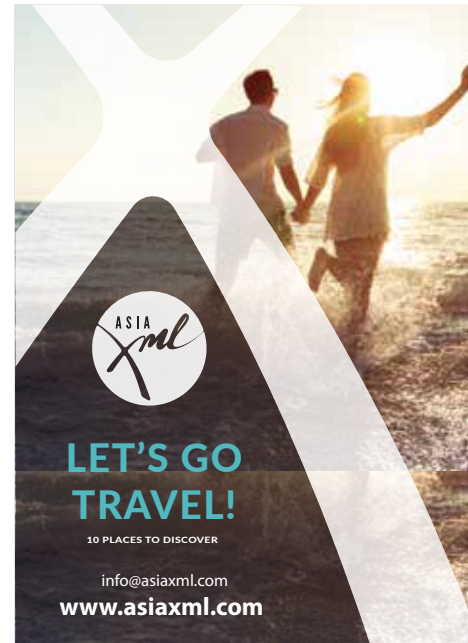
Marketing Materials



Roll down Banner



Trifold Leaflet



Poster



Office Signage



Exhibition Stand



Developed for
AsiaXML by

astar