

Brand Guidelines

About scoutAsia

Jointly developed in 2018 by Nikkei Inc. and the Financial Times, ScoutAsia is an Asia-focused news and company data platform. Combining quality content and technologies, ScoutAsia delivers AI-driven insights on Asian businesses with the ultimate aim of enabling our customers towards better and informed decisions.

Employees and third parties should follow this guide in the creation of any marketing materials. This includes but is not limited to: advertisements, videos, websites, press releases, event collaterals and sales presentations.

For any queries, please contact info@scout.asia

ScoutAsia's brand vision should be clear throughout all communications. We are:

1 **Modern and innovative**

We combine the best technology and quality content to help modern businesses maintain relevance. Our communication style should be fresh, innovative but real and engaging at the same time.

2 **Intellectual and concise**

All our messaging should be easy-to-understand and as free of jargons as possible. Both in writing and in visual, our content should be clean and focused.

3 **Independent and trusted**

Although we are part of Nikkei and the Financial Times – one of the world's biggest independent media groups – we are nevertheless responsible for winning customer trust with reliable, timely and transparent communications.

4 **Genuine and personable**

We speak in a professional manner. We should come across as thoughtful, inclusive and customer-oriented. Every effort should also be made to convey the dedicated, diverse nature of our global team.

The design vision outlines the directions for ScoutAsia's brand communications. We are:

1 Clear

Concise and succinct
Easy to understand

2 Light

Communicate more with less

3 Strong

Bold and distinct
Knowledgeable and trustworthy

4 Innovative

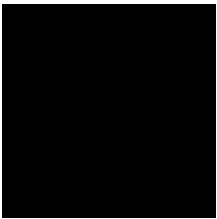
Progressive and forward-looking

Logo

The logo is the core visual element of ScoutAsia’s brand identity. It is created in Metric Bold and typeset with customised letterspacing. Do not attempt to recreate the logo and characters, always use the supplied files.

When mentioning the brand name in written text, it should use the same font/weight as surrounding text.

scoutAsia



R 0 G 0 B 0
C 0 M 0 Y 0 K 100
Hex #000000



R 10 G 122 B 115
C 98 M 0 Y 48 K 40
Hex #0A7A73

Logo

There are two lockups in use for ScoutAsia.

The primary logo is made up of the ScoutAsia name.

The secondary logo consists of primary logo together with Nikkei branding set in uppercase. We recommend its use in marketing materials as the endorsement is a powerful shorthand for trust and quality.

scoutAsia

Logo

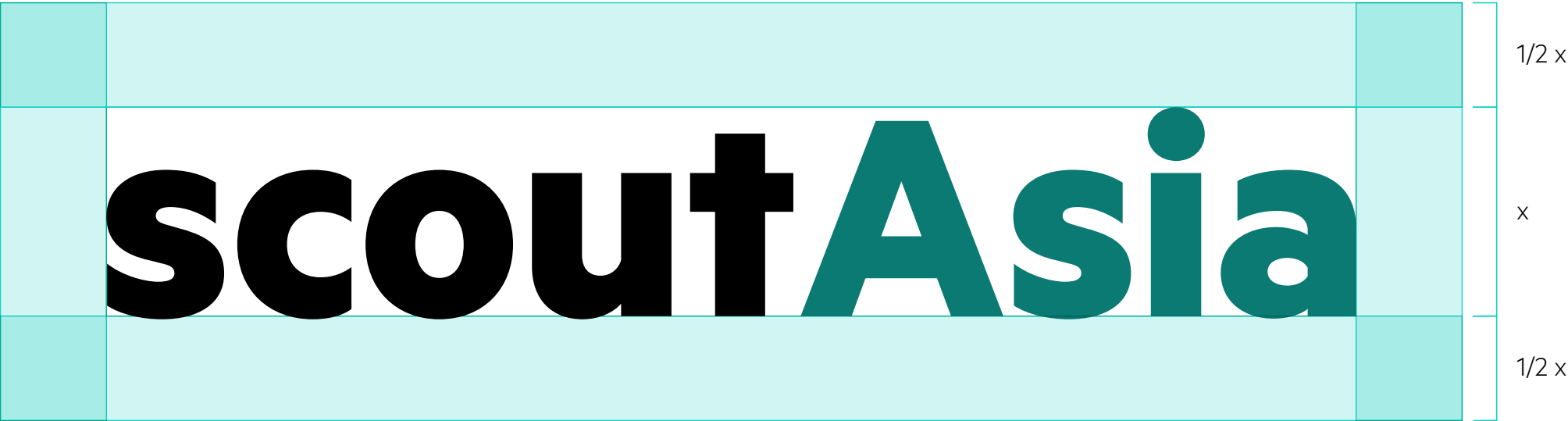
NIKKEI
scoutAsia

Nikkei scoutAsia Logo

Exclusion Zone

It is important to ensure that the logo is clearly reproduced - for this reason, an exclusion zone has been created where no other graphics or text should appear. It helps to ensure the visibility of the logo.

The exclusion zone is defined by the teal keyline box. 'X' is defined by the height of the ScoutAsia logo.



Logo



Nikkei scoutAsia Logo

Minimum Size

To ensure the logo maintains its maximum clarity and legibility, it should never be reproduced any smaller than the stated minimum size for print and digital formats.

Logo

scoutAsia



Print

20mm

scoutAsia

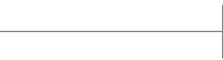


Digital

100px (72dpi)

Nikkei scoutAsia Logo

NIKKEI
scoutAsia



Print

30mm

NIKKEI
scoutAsia



Digital

100px (72dpi)

Incorrect Usage

Examples here illustrate the incorrect use of the ScoutAsia logo. To ensure consistency in the brand communications and protect the integrity of the brand, please use the provided logo files and avoid attempting any of these.

Logo



X Do not recreate the logo (eg. using a different typeface)



X Do not interchange the colours between 'scout' and 'Asia'



X Do not use different colours (Unless otherwise stated)



X Do not outline the logo



X Do not distort the logo



X Do not rotate the logo



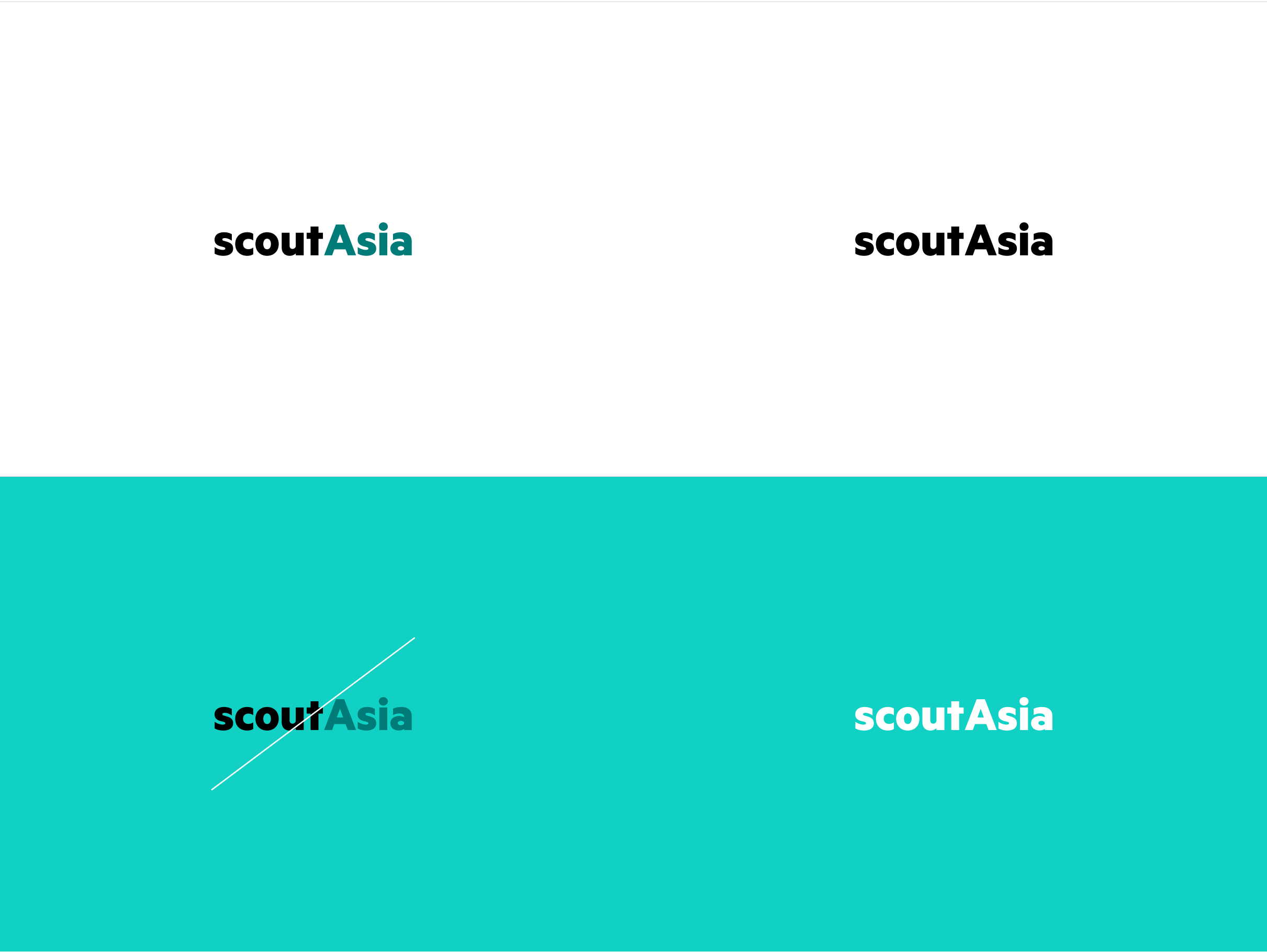
X Do not apply drop shadow or any stylistic effects



X Do not mask any images or patterns into the logo

Logo Colours

Wherever possible, please use the full colour version of the logo. There are variations of the logo for specific uses where full colour is not possible or appropriate. It is important to ensure a good contrast between the logo and the background it is being applied to at all times.



Primary Typeface

Metric is the primary typeface used for all ScoutAsia’s brand communications.

The weights in use are:

- **Metric Light**
- **Metric Regular**
- **Metric Medium**

Metric Family

scoutAsia’s primary typeface is Metric Light
scoutAsia’s primary typeface is Metric Regular
scoutAsia’s primary typeface is Metric Medium

About the typeface

Metric is a geometric, humanist sans serif inspired by lettering on West Berlin street signs.

Primary typeface in use

Metric

Typography Hierarchy

Typography hierarchy is important for clear communication. It provides an order of importance through the use of contrasting weights and type sizes.

Example here demonstrates the proportion and typesetting guide for Headline, Sub-header and Body copy.

Sizes should be adapted across different applications accordingly, maintaining the proportion and typesetting appropriate to the canvas.

Metric Regular
Type size **90pt**

Headline

Metric Medium
Type size **60pt**

Headline

Metric Medium
Type size **40pt**

Sub-header

Metric Regular
Type size **22pt**

Body copy text

Headline	Typeface Metric Regular (For type size above 60pts) Metric Medium	Alignment Left-align (Otherwise stated)	Kerning Optical
Sub-header	Typeface Metric Medium (Otherwise stated)	Alignment Left-align (Otherwise stated)	Kerning Optical
Body copy	Typeface Metric Regular	Alignment Left-align (Otherwise stated)	Kerning 0

Type Specifications

Leading Ratio

Examples here illustrate the relationships between type sizes and leading for Headline, Sub-header and Body copy.

As a general rule, we reduce our leading for large titles and increase leading for smaller text to maximise legibility.

Headline
Type size / Leading
100% / 90%

Asia's most powerful
AI platform

Sub-header
Type size / Leading
100% / 105%

Let our AI machines bring
you the news you need

Body copy
Type size / Leading
100% / 120%

We aggregate data from trusted sources, industry-specific reports, news publications and more. We validate and correct data using machine learning and a human curation team. You get access to the most accurate data available.

Colour Guide

Colours serve as an important visual expression for ScoutAsia and it reflects ScoutAsia as a confident and innovative organisation. ScoutAsia’s colour palette is light and clear.

The primary brand colours for ScoutAsia are:

- **Jade**
- **Light Jade**
- **White**

Black is the primary colour for texts.

<div><div>White</div><div>R 255 G 255 B 255 C 0 M 0 Y 0 K 0 Hex #FFFFFF</div></div>	<div><div>Jade</div><div>R 10 G 122 B 115 C 98 M 0 Y 48 K 40 Hex #0A7A73 Pantone 7718</div></div>	<div><div>Light Jade</div><div>R 17 G 209 B 196 C 66 M 0 Y 33 K 0 Hex #11D1C4 Pantone 7472</div></div>
<div><div><div></div><div>Black</div><div>R 0 G 0 B 0 C 0 M 0 Y 0 K 100 Hex #000000</div></div></div>		