

Brand Guide

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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. The colours used in the logo are black and jade.

scoutAsia

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 the line “BY NIKKEI & THE FINANCIAL TIMES” set in uppercase. We recommend its use where the brand is introduced for the first time and in marketing materials such as banner ads as the endorsement is a powerful shorthand for trust and quality.



scoutAsia

Logo



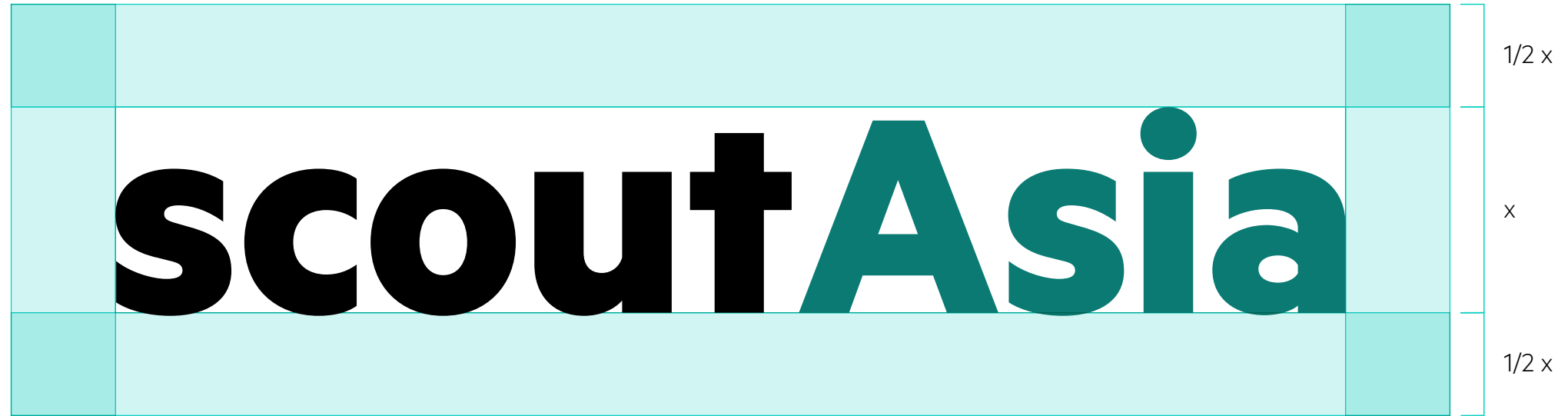
scoutAsia
BY NIKKEI & THE FINANCIAL TIMES

Logo (Secondary version)

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 'i' in the scoutAsia logo.



Logo



Logo (Secondary version)

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
16mm

scoutAsia



Digital
100px (72dpi)

Logo (Secondary version)

scoutAsia
BY NIKKEI & THE FINANCIAL TIMES



Print
30mm

scoutAsia
BY NIKKEI & THE FINANCIAL TIMES



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



scoutAsia

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



scoutAsia

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



scoutAsia

X Do not use different colours
(Unless otherwise stated)



scoutAsia

X Do not outline the logo



scoutAsia

X Do not distort the logo



scoutAsia

X Do not rotate the logo



scoutAsia

X Do not apply drop shadow or
any stylistic effects



scoutAsia

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.



Partnership Lockups

When paired with a partner logo, always ensure proper representation of scoutAsia.

The space between the logos is defined by the teal keyline box of 2x in width. 'X' is defined by the height of the 'i' in the scoutAsia logo.



Logo (Secondary version)

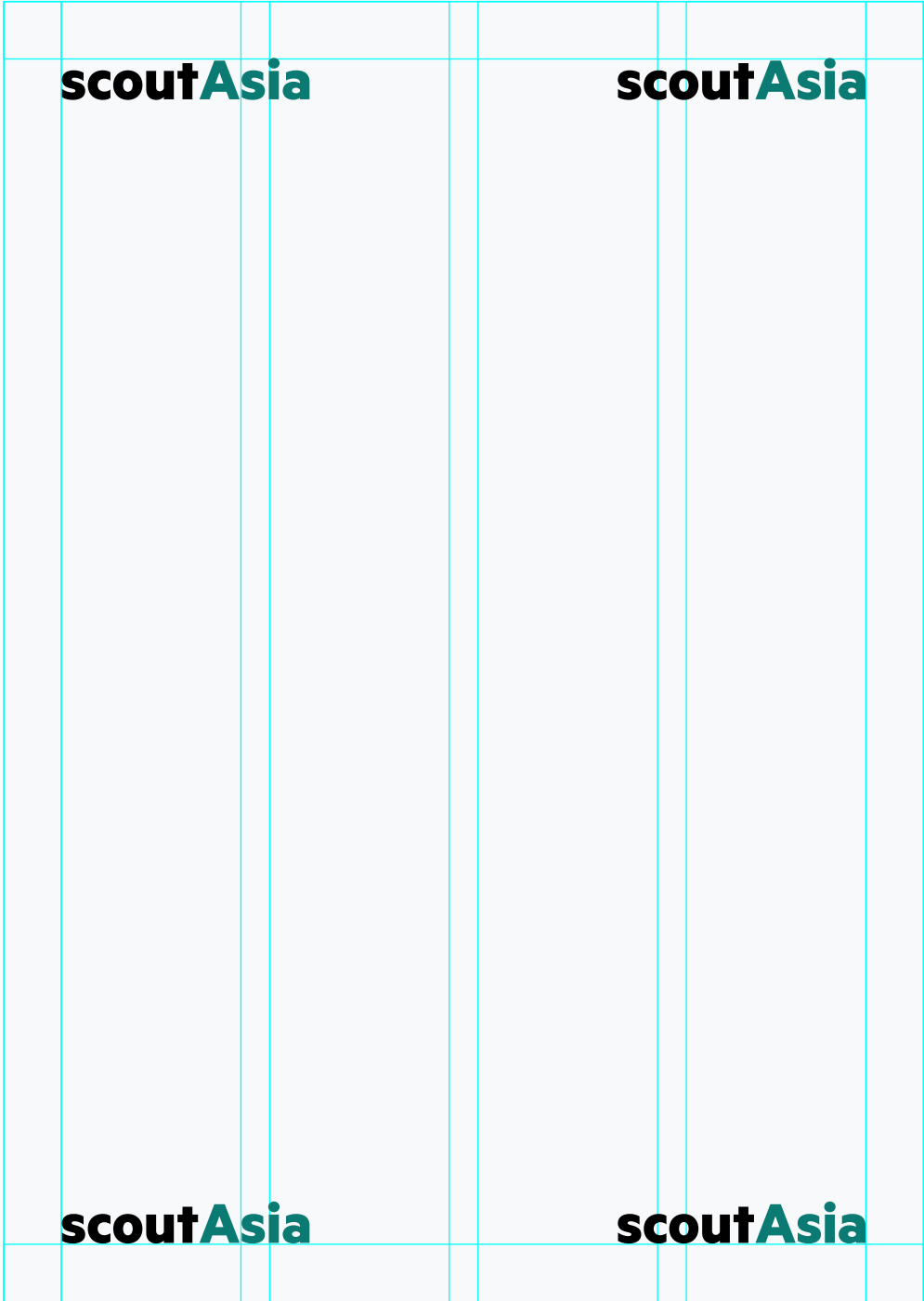


Logo Placement

Wherever possible the logo should always be placed at the corners and within the margins of the canvas.

Logo placement options:

- **Top left**
- **Top right**
- **Bottom left**
- **Bottom right**



Color Palette
Colour Guide

Colours

Colour Palette

Primary

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:

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

Light Jade

R 17 G 209 B 196
C 66 M 0 Y 33 K 0
Hex #11D1C4

Pantone 7472

Grey

R 220 G 221 B 223
C 12 M 9 Y 8 K 0
Hex #DCDDDF

Light Grey

R 248 G 249 B 251
C 2 M 1 Y 0 K 0
Hex #F8F9FB

White

R 255 G 255 B 255
C 0 M 0 Y 0 K 0
Hex #FFFFFF

Colour Palette

Secondary

The secondary brand colours for scoutAsia are:

- **Jade**
- **Black**

The secondary colour palette adds a contrast to the overall colour palette.

Jade should be used to complement the primary colour palette when necessary.

Black is restricted to text usage only.

Jade

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

Pantone 7718

Black

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

Colour Guide

It is important to ensure a good contrast between the text and the background at all times.

Examples shown here are acceptable combinations.

Monitor risks more efficiently	Monitor risks more efficiently
Monitor risks more efficiently	Monitor risks more efficiently
Monitor risks more efficiently	Monitor risks more efficiently
Monitor risks more efficiently	Monitor risks more efficiently