



REGULATIONS AND GUIDELINES ON THE USAGE OF THE ASEAN ARCHITECT LOGO



1. The Design of the ASEAN Architect Logo

- 1.1 The ASEAN Architect Logo shall be the official emblem of the ASEAN ARCHITECT. The logo reflects the concept of co-operation, rapport and sustainability symbolized by the entwined triangles which represent the unity of ASEAN member states combined. The triangle depicts the letter 'A' for Architect and ASEAN.
- 1.2 The logo shall appear in the specified colours or in a singular colour of black, white or monochrome. The logo can be enlarged or reduced in proportionate size as appropriate for its use and place of display.
- 1.3 The font used for the word 'ASEAN' in the logo is upper-case Arial in bold and lower-case Arial for the word 'architect'.
- 1.4 The ASEAN Architect logo is the reserved copyright of ASEAN Architect Council (AA Council). Any modifications or changes to the logo can only be made with the approval of the AA Council.

2. The Use of the ASEAN Architect Logo

- 2.1 The controlling authority in the use and display of the AA logo lies with the ASEAN Architect Council. Non-AA organizations or individuals are not permitted to use the logo in any way to imply or claim that they are partners of, or represent AA or endorsed by AA without written permission of the ASEAN Architect Secretariat on behalf of the Council.

The AA Secretariat and AA Council shall have the exclusive right to use the logo for the following purposes:-

- a) Use in its official correspondence as letterhead;
- b) Use as the official stamp on its certificates or other official documents;
- c) Use in its official publications including books, journals, newsletters, pamphlets, etc.;
- d) Use in its souvenir items including pins, mugs, bags, folders, t-shirts, caps, etc.;

- e) Use in its identification tags or identity cards, to be worn by delegates, staff and members of AA at official functions including meeting, conference, exhibition, etc.; or
 - f) Any other purposes at the discretion of the AA Council.
- 2.2 The Monitoring Committee of the ASEAN Architect Member States or affiliated bodies or sub-committee under the auspices of the AA Council are authorized to use the logo only in functions or events relating to ASEAN Architect. They may request for the use of the logo for other purposes at the discretion of the AA Council.
- 2.3 Registered ASEAN Architect individuals are only permitted to use the logo on their name card and it must be complied with the standard format of design and guidelines as approved by the AA Council.
- 2.4 Use of the logo by other entities for commercial purposes is prohibited, except for events or activities relating to ASEAN Architect or events organized by public entities or bodies. Such use shall be in conformity with the guidelines specified by the AA Council and request for the use of the logo must be submitted to the AA Secretariat.
- 2.5 The logo may be used by ASEAN Architect Member States Monitoring Committee in its souvenirs or gifts that are for sale for the purpose of promoting and advancing the activities of ASEAN Architect. However, the Monitoring Committee shall notify the AA Secretariat on the use of the logo and sales of the souvenirs or gifts. The proceeds from such sale shall be notified to the council for deliberation of their use.
- 2.6 To encourage the promotion of the registration of ASEAN Architect, the National Monitoring Committee may host fund raising events. The proceeds of the fund raised for such events will be left to the responsibility of the respective Monitoring Committee.
- 2.7 The Monitoring Committee of the ASEAN Architect Member States or affiliated bodies or sub-committee under the auspices of the AA Council shall notify the ASEAN Architect Council (AAC) Secretariat promptly in writing when the logo is used in functions or events not related to ASEAN Architect.

3. Request for the Use of ASEAN Architect Logo

- 3.1 Request for the use of the AA logo as described in Item 2.4 shall be submitted to the AA Secretariat in writing, and accompanied with details information on the proposed activity.
- 3.2 The approval granted for the use of the logo in relation to Item 2.4 shall be exclusive to the proposed activity. Such approval shall not be extended to third parties.
- 3.3 Any enquiries related to the use of the logo shall be forwarded to the Monitoring Committee concerned for verification and advice by the AA Secretariat.

4. Reproduction of the AA Logo

The ASEAN Architect Logo shall be reproduced in accordance with the specifications and colours indicated in Annex 1.

ASEAN Architect Council
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