

## **ASEAN EMBLEM**



The ASEAN Emblem represents a stable, peaceful, united and dynamic ASEAN. The colours of the Emblem -- blue, red, white and yellow -- represent the main colours of the crests of all the ASEAN Member States.

The blue represents peace and stability. Red depicts courage and dynamism. White shows purity and yellow symbolises prosperity.

The stalks of padi represent the dream of ASEAN's Founding Fathers for an ASEAN comprising all the countries in Southeast Asia bound together in friendship and solidarity. The circle represents the unity of ASEAN.

The specification of Pantone Colour adopted for the colours of the ASEAN Emblem are:

Blue: Pantone 286

Red: Pantone Red 032

Yellow: Pantone Process Yellow

For four-colour printing process, the specifications of colours will be:

Blue: 100C 60 M 0Y 6K (100C 60M 0Y 10K)

Red: 0C 91M 87Y 0K (0C 90M 90Y 0K)

Yellow: 0C 0M 100Y 0K

Specifications in brackets are to be used when an arbitrary measurement of process colours is not possible.

In Pantone Process Colour Simulator, the specifications equal to:

Blue: Pantone 204-1

Red: Pantone 60-1

Yellow: Pantone 1-3

The font used for the word "ASEAN" in the Emblem is lower-case Helvetica in bold.