



ASEAN CENTRE  
OF BIODIVERSITY



ASEAN  
ENMAPS

*Commit. Conserve. Communicate. For Our One ASEAN Sea.*

# Branding Guidelines

Effectively Managing Networks of Marine Protected Areas  
in Large Marine Ecosystems in the ASEAN Region (ASEAN ENMAPS)

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# Introduction

Photo: Christian Gloor



# Introduction

This ASEAN ENMAPS Project Branding Guidelines provide a structured framework for maintaining a consistent, professional, and recognisable visual identity across all communication materials. This publication outlines the proper use of the ASEAN ENMAPS logo, typography, colour palette, and other design elements, ensuring alignment with the project's mission and values. By adhering to these standards, ASEAN ENMAPS and its partners can effectively communicate their commitment to marine conservation, regional collaboration, and sustainable development, while strengthening the project's presence across digital and print platforms.

Graphic and layout artists, ASEAN Centre for Biodiversity (ACB) personnel, service providers, partner organisations, and other ASEAN ENMAPS collaborating agencies are recommended to follow these guidelines in developing communication, education, and public awareness (CEPA) materials, including exhibits, digital content, print publications, and multimedia presentations.



# ASEAN ENMAPS Project



# ASEAN ENMAPS Project

The complete project title of ASEAN ENMAPS is *Effectively Managing Networks of Marine Protected Areas in Large Marine Ecosystems in the ASEAN Region*. Accordingly, **its acronym should be complete: ASEAN ENMAPS. Do not omit the “ASEAN” and just use ENMAPS.**



Photo: Adiprayogo Liemena

# Boiler Template



Photo: Rushen



# Boiler Template

The following short description should be used to describe the ASEAN ENMAPS Project:

*The project Effectively Managing Networks of Marine Protected Areas in Large Marine Ecosystems in the ASEAN Region (ASEAN ENMAPS) aims to improve marine protected area (MPA) and MPA network management in key Large Marine Ecosystems across Indonesia, the Philippines, and Thailand. It applies science-based strategies to conserve biodiversity and sustain fisheries. The project also aims to strengthen governance, build the capacity of stakeholders, promote knowledge sharing, and advance sustainable financing for long-term conservation. ASEAN ENMAPS is implemented by the United Nations Development Programme through the funding of the Global Environment Facility, and with the ASEAN Centre for Biodiversity as the executing agency.*

Together with the ACB and the UNDP boiler templates, the ASEAN ENMAPS boiler template should be used in press releases, preliminary pages of publications, and other knowledge products that need the short description of the project.

Photo: Tom Fisk

# Positioning and Tagline





# Positioning and Tagline

This section defines the **ASEAN ENMAPS** brand identity and messaging, ensuring clarity and consistency across all communications. The tagline,

***Commit. Conserve. Communicate. For Our One ASEAN Sea.***

encapsulates the project's core values—**commitment to marine conservation, sustainable resource management, and knowledge-sharing**. Guidelines on tagline placement, typography, and alignment with the logo series ensure a cohesive and professional representation across various platforms.

## Messaging of the ASEAN ENMAPS tagline

**"Commit"** underscores ASEAN ENMAPS' unwavering dedication to uniting stakeholders in the shared responsibility of safeguarding marine biodiversity. This commitment reflects a science-based approach that prioritises effective conservation strategies such as integrated coastal management, marine spatial planning, and the ecosystem approach to fisheries management. It calls for active participation from ASEAN Member States, local communities, Indigenous Peoples, women, and youth to ensure sustainable and inclusive outcomes.



**"Conserve" highlights the project's central mission to protect globally significant marine biodiversity.** By prioritising health of coastal and marine ecosystems, ASEAN ENMAPS aims to sustain the natural resources that underpin livelihoods, food security, and resilience in the ASEAN region. Conservation efforts are anchored in sustainability, ensuring the marine environment remains vibrant for generations to come.

**"Communicate" reflects the importance of fostering dialogue and transparency among stakeholders to build trust and drive collective action.** ASEAN ENMAPS promotes knowledge-sharing, education, and advocacy to raise awareness about the value of marine conservation. By integrating traditional knowledge with modern science, the project ensures that local voices and perspectives are part of the regional narrative, empowering communities to actively engage in the stewardship of marine resources.

**"For Our One ASEAN Sea" embodies the shared responsibility and interconnectedness of ASEAN Member States in preserving the region's marine environment.** It underscores the idea that while national boundaries may separate individual waters, the ASEAN region is united by a single, vast, and ecologically connected marine system. The phrase reinforces the vision of ASEAN ENMAPS in fostering collaboration, strengthening regional governance, and promoting joint efforts in conservation. By recognising the ocean as a shared resource, ASEAN ENMAPS encourages collective stewardship to sustain biodiversity, coastal livelihoods, and regional resilience. This unified approach ensures that the health and sustainability of marine ecosystems benefit all ASEAN communities, now and in the future.



# ASEAN ENMAPS Official Logo



Photo: lonelyshrimp

# ASEAN ENMAPS Official Logo

## Logo Type

Background Colour:  
Cerulean blue (Hex Code: 005288)

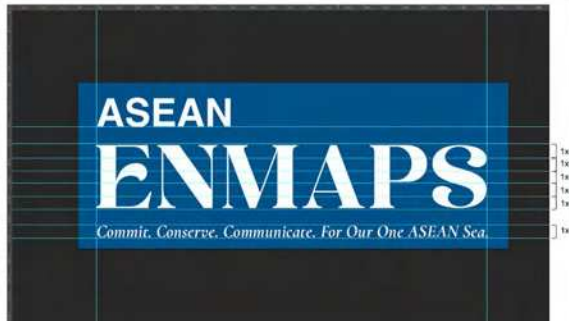


Cerulean blue colour can be associated with the open waters of the deep ocean on a clear day, symbolising stability, strength, and endurance. It reflects the immensity of the seas and their unwavering presence, akin to their role as Earth's life-support system. The tone is evocative of the trust and responsibility needed to protect marine environments, as well as the depth of biodiversity beneath the waves.

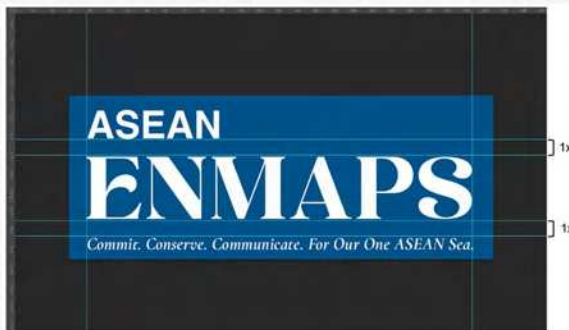
The ASEAN ENMAPS logo has a bold typographic design set against a cerulean blue background. The colour emphasises ASEAN ENMAPS' main thrust on coastal and marine biodiversity conservation. The word "ASEAN" is in uppercase sans-serif letters, conveying clarity and modernity. "ENMAPS" is in a serif typeface, emphasising stability, heritage, and authority.



The tagline “*Commit. Conserve. Communicate. For Our One ASEAN Sea.*” is always placed below the ASEAN ENMAPS logo. The font of the tagline is Cormorant, a refined and elegant serif typeface that reflects the essence of ASEAN ENMAPS' mission. Inspired by the cormorant, a waterbird found across Southeast Asia's coastal and freshwater ecosystems, this font embodies the project's commitment to marine conservation, ecological connectivity, and sustainability.



The height of the tagline is 5x the height of “ENMAPS”, while the width should be equivalent as that of the “ENMAPS” typography.



The space between the “ASEAN ENMAPS” is equivalent to that between “ASEAN” and “ENMAPS”.

For consistent branding, the logo should be used with its official colour palette, ensuring visibility and recognisability across all ASEAN ENMAPS communication materials.

The official logotype is mandatory on all print, audiovisual, and other communication materials. In all other applications, these are the preferred versions.





### Official logo

Background Hex Code: #5288



### Logo variation

Font Hex Code: #5288

The rest of the logos below can be used if the material or background will have an issue with only-blue text logo.



### Positive Background

Hex Code: #3c3c3c



### Negative

Font Hex Code: #3c3c3c

### Logo Don'ts



Redraw.



Distort.



Add Elements.



Create 3D version, emboss, or any other effects



Use other colours.



Cut the logo.



Use it in an angle.



Use as a spreading pattern.



Add shadow.



Stretch



Use unofficial font colours



Make an outline version.

## ASEAN ENMAPS Logo in Relation to Other Logos

The ASEAN ENMAPS Project is implemented by the United Nations Development Programme (UNDP) through the funding of the Global Environment Facility (GEF). The ACB serves as the executing agency, overseeing project coordination and implementation. At the national level, the project is executed in partnership with the Ministry of Forestry of Indonesia (MoF – Indonesia), the Department of Environment and Natural Resources of the Philippines (DENR – Philippines), and the Office of Natural Resources and Environmental Policy and Planning of Thailand (ONEP – Thailand).

To reflect the key implementing and executing agencies, the prescribed arrangement of the implementing organisations' logo is as follows: GEF, UNDP, the ACB and ASEAN. Equal spaces between logos should be ensured at all times.



The ASEAN ENMAPS logo is displayed with the above logo series as follows:



The logo series (i.e. GEF, UNDP, ACB, and the ASEAN emblem) must always be placed against a white background to ensure clarity, visibility, and brand consistency across all materials. If the primary design has a non-white background, a white banner or box should be used to maintain legibility and professionalism.



For regional/international events, for audiences targeted at the regional/ international level, and for general public

The ASEAN ENMAPS logo is displayed prominently across all publications, collaterals, videos, and other CEPA materials promoting the project. The materials shall likewise display the logos of GEF, UNDP, and ACB with the ASEAN emblem. This standardised placement reinforces ASEAN ENMAPS' identity and highlights the collaborative efforts behind the project.



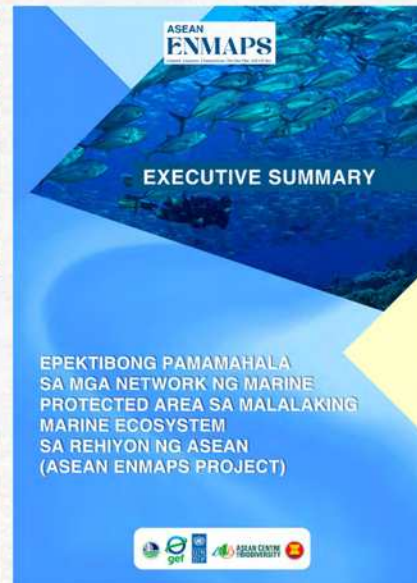
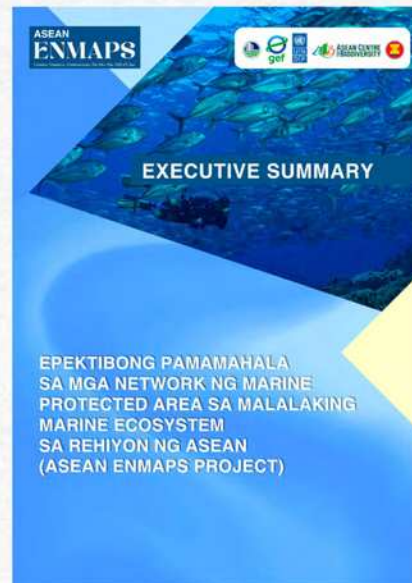
For national events and for audiences targeted at the national level

For national events or materials specifically targeting national and local stakeholders, the logo of the respective national executing partner (MoF-Indonesia, DENR-Philippines, or ONEP-Thailand) will be positioned at the leftmost side of the logo sequence. This placement ensures clear representation of the country's role in implementing ASEAN ENMAPS at the national level, while maintaining alignment with the project's overall branding and recognition of regional and global partners.

MoF-Indonesia



DENR-Philippines



ONEP-Thailand



## ASEAN ENMAPS Trademark

In all publications and communication materials, use the ASEAN ENMAPS trademark and official logo series.



The lone ASEAN ENMAPS trademark (the ASEAN ENMAPS official logo without the implementing and executing national agencies) is used only when the given space is not enough for the whole logo series, such as in decorative pins, social media avatars, favicons, and other small materials. Moreover, if the merchandise or the communication material is too small, then including the tagline can be optional (i.e. pins, ref magnets, etc.)



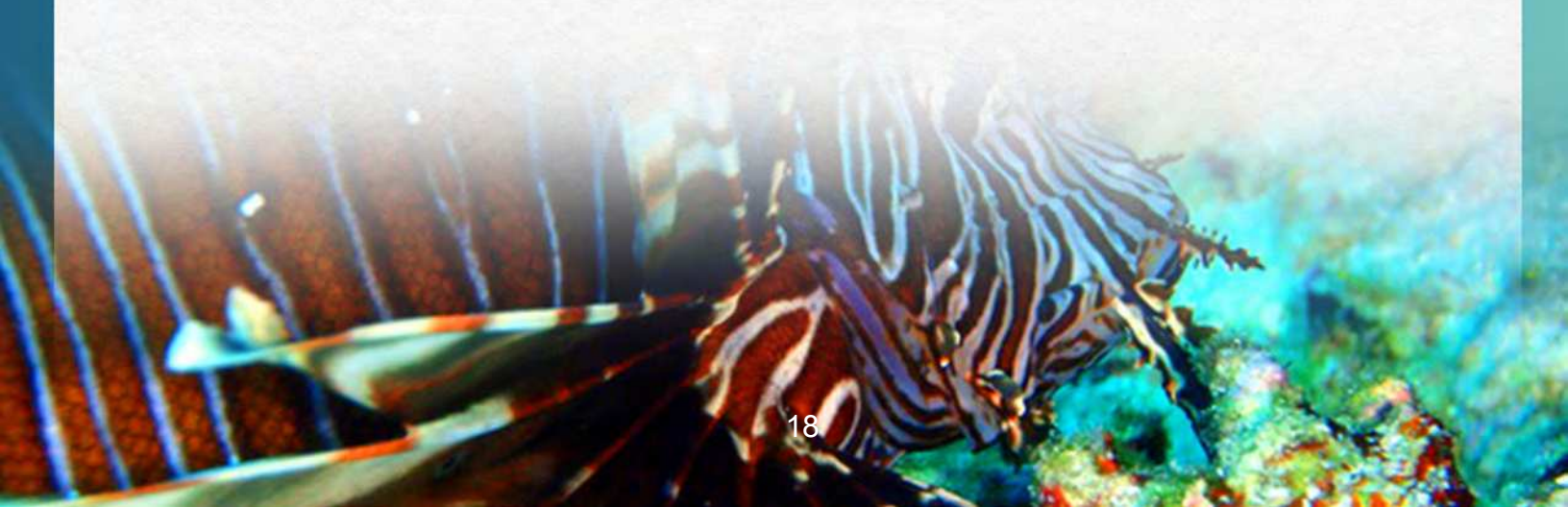
When using the ASEAN ENMAPS trademark in communication materials, please consult the ASEAN ENMAPS Project Management Unit of the ACB. The Unit can be reached at [enmaps@aseanbiodiversity.org](mailto:enmaps@aseanbiodiversity.org).

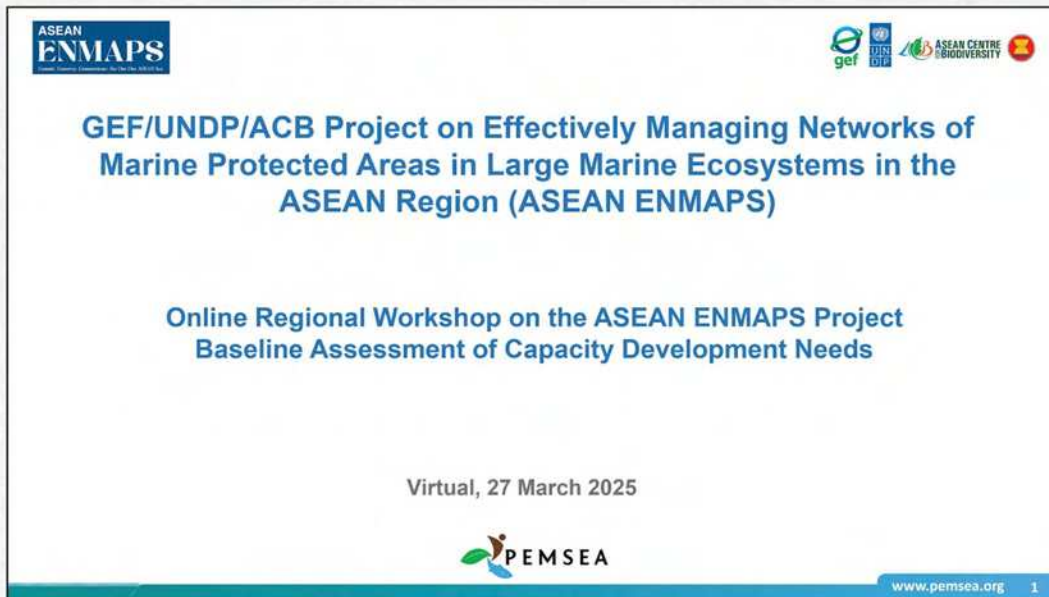
### Logo Application

#### **For materials produced by the executing agency (i.e. ACB)**

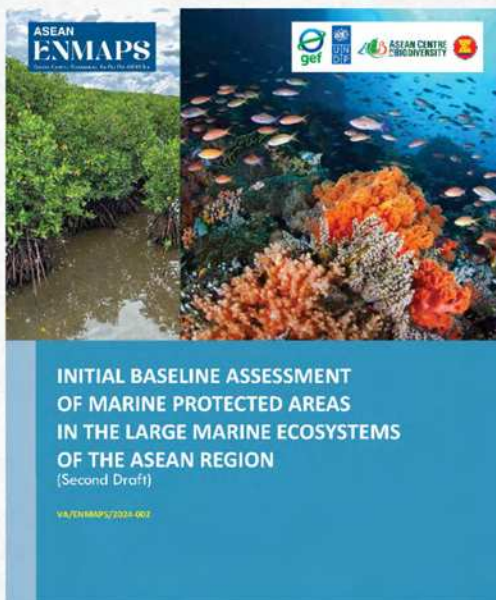
The ASEAN ENMAPS logo can be used by collaborating organisations in their publications and other related communication materials. Please note the following guidelines:

1. Any material produced, initiated, or issued by the executing agency must prominently display the primary set of logos—ASEAN ENMAPS, GEF, UNDP, ACB, and the ASEAN emblem—as shown in the illustration below.

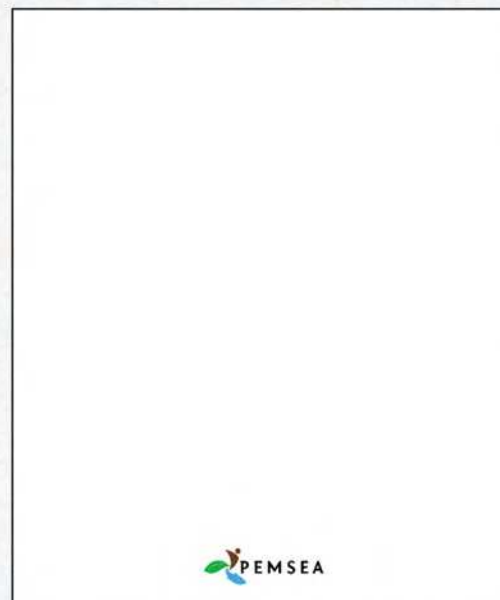




Logos of collaborating agencies should be positioned at the bottom of the front cover. However, if the front cover design is too complex to ensure clear visibility, these logos may instead be placed at the bottom of the back cover to maintain readability and visual balance.



Front Cover Page



Back Cover Page

2. The use of Service Provider logos would depend on whether the Service Provider/s collaborated in producing the material and upon the discretion of the executing agency (ACB). If the logos of Service Providers are added, they must be placed at the bottom of the front cover or at the bottom of the back cover.



Video Opening Billboard



Video Closing Billboard

3. Logos of collaborating agencies or service providers should be centre-aligned.

#### Other Reminders

1. If in doubt, seek permission from the ASEAN ENMAPS PMU on the use of the ASEAN ENMAPS logotype. Indicate in the request the kind of material to be produced; purpose of the activity/material; and where the logo will be placed in the material.
2. The logos should not be used for promotion of products, services, and activities for commercial purposes.
3. Other organisations also have their own guidelines in using their respective logos. Please consider these rules in the design process.

# Colour Palette



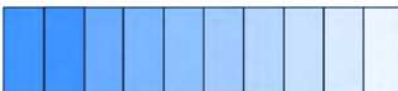
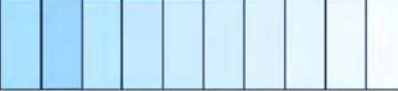
Photo: Line Knipst



# Colour Palette

Blue is the primary identifying colour of the ASEAN ENMAPS project, symbolising the marine environment, stability, and regional cooperation. As the project is dedicated to the protection and sustainable management of marine ecosystems, the use of blue reinforces its connection to the ocean, coastal communities, and conservation efforts.

The branding guidelines outline preferred shades of blue, each carrying specific meanings that align with ASEAN ENMAPS' mission and values. These shades may be used as the main colour theme for CEPA materials, ensuring that designs effectively convey the project's objectives while maintaining a cohesive and professional look.

| Colour Name                        | Hex Code                                                                                       | Marine Meaning                                                                                                                                                                                                                                                                                                                                                                                                    | Sample                                                                                |
|------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Bright vivid and royal blue</b> | #276ef8<br>  | This colour captures the energetic brilliance of the open ocean on a clear day, evoking confidence, innovation, and connection. It speaks to the marine ecosystems' role in sustaining life and fostering interconnectivity on Earth.                                                                                                                                                                             |   |
| <b>Bright sky blue</b>             | #4396fe<br> | Vibrant and clear mid-day skies over the ocean, symbolising freedom, optimism, and clarity. It represents the open waters and the limitless horizons of marine ecosystems.                                                                                                                                                                                                                                        |  |
| <b>Soft pastel blue</b>            | #A9DEFE<br> | This soft blue mirrors the serene and tranquil shallows of coral lagoons or calm, sunlit coastal waters. It conveys peace, balance, and rejuvenation, embodying the gentle harmony of marine environments.                                                                                                                                                                                                        |  |
| <b>Deep navy blue</b>              | #00276f<br> | This deep navy blue represents the mysterious depths of the ocean, symbolising depth, strength, and exploration. It evokes the vast, uncharted waters where life endures against the odds, a testament to the resilience of marine biodiversity.                                                                                                                                                                  |  |
| <b>Vivid aqua blue</b>             | #00b3f8<br> | This vibrant aqua blue is reminiscent of tropical waters, teeming with colourful marine life and coral reefs. It symbolises vitality, creativity, and renewal, highlighting the vibrancy of marine ecosystems and the potential for restoration and conservation.                                                                                                                                                 |  |
| <b>Strong, deep cerulean blue</b>  | #005288<br> | This colour can be associated with the open waters of the deep ocean on a clear day, symbolising stability, strength, and endurance. It reflects the immensity of the seas and their unwavering presence, akin to their role as Earth's life-support system. The tone is evocative of the trust and responsibility needed to protect marine environments, as well as the depth of biodiversity beneath the waves. |  |



# typography

Photo: Christian Gloor



The Helvetica type family serves as the primary font for all ASEAN ENMAPS materials, reflecting modernity, simplicity, and professionalism. Known for its clean and neutral design, Helvetica enhances the project's messaging by ensuring information is presented in a clear and visually balanced manner.

To complement Helvetica, the Arial type family has been selected as a secondary font, providing additional flexibility for digital and print materials. Arial shares Helvetica's clean and legible characteristics, making it a practical alternative when Helvetica is unavailable.

When using these fonts, it is essential to apply appropriate font styles, sizes, and weights based on the communication medium to ensure optimal readability and aesthetic consistency across ASEAN ENMAPS publications, digital platforms, and outreach materials.

### Prescribed Font Type

#### ***For Titles and Headlines***

**HELVETICA BOLD** and variations within Helvetica Family  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**  
**the quick brown fox jumps over the lazy dog**  
**1234567890!?,.,;''**

#### ***For Body***

**ARIAL REGULAR**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**  
**the quick brown fox jumps over the lazy dog**  
**1234567890!?,.,;''**

#### ***For Table of Contents and Notes***

**ARIAL NARROW**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**  
**the quick brown fox jumps over the lazy dog**  
**1234567890!?,.,;''**

**HELVETICA NARROW**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**  
**the quick brown fox jumps over the lazy dog**  
**1234567890!?,.,;''**

## Guidelines on Text Layout

- ✓ Limit font usage – Do not use more than three different font types in a single communication material to maintain a cohesive and professional appearance.
- ✓ Establish font hierarchy – Use a consistent font size for each text element, including headings, introductory paragraphs, body copy, and pull quotes, to create a clear structure.
- ✓ Ensure proper spacing – Maintain appropriate line spacing and letter spacing so that text is neither too compressed nor too spread out, ensuring readability.
- ✓ Make headlines prominent – Use a larger font size or a heavier font face to distinguish headlines and draw attention effectively.
- ✓ Minimise hyphenation – Reduce hyphenation in body text to maintain a smooth and uninterrupted reading experience.
- ✓ Use text styling for emphasis – Apply bold, italics, or underlining sparingly to highlight key words or important sections without overwhelming the layout.
- ✓ Consider text and background contrast – Always ensure sufficient contrast between text and background colors to improve legibility and accessibility across different formats.



