



EAS XIAMEN, CHINA
6-8 NOVEMBER
CONGRESS 2024



2024厦门国际海洋周
World Ocean Week in Xiamen

BRANDING GUIDELINES

OF THE 8TH EAST ASIAN SEAS CONGRESS

中华人民共和国自然资源部
Ministry of Natural Resources of the People's Republic of China

厦门市人民政府
Xiamen Municipal People's Government



INTRODUCTION TO THE PRIMARY LOGO

In 2024, the 8th East Asian Seas (EAS) Congress will be held in Xiamen City, People's Republic of China on 6-8 November 2024, in collaboration with the Xiamen World Ocean Week (XWOW).

The EAS Congress 2024 logo serves as the corporate identity of this triennial event, which will be used in all promotional materials. This branding guideline includes information about the logo, proper use in designs and different media, and appropriate attribution.



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BRIEF RATIONALE



Intertwined waves - harmony and sustainability



Coral - Life underwater, and biodiversity



Leaves - Marine Habitat and Blue Carbon



Fish - Aquaculture and Food Security



Man throwing fishnet - Livelihood, Fisheries and Man as the main agent of change

LOGO VARIATIONS

HORIZONTAL

The horizontal version is the primary logo format to be used in all collaterals.

Full color



Dark BG (reverse text)



Reverse White



Black and White



VERTICAL

The vertical logo format will be used for banners and other form of large prints, which are vertically long.

Full color



Dark BG



Reverse White



Black and White



DON'TS

PLACEMENT & POSITION

DO NOT: change the placement of the logotype and logo as presented in the logo variation



COLORS

DO NOT: change the color of the elements as presented in the logo variation



RESIZING

DO NOT: Do not squish or squash the logo. Any resizing must be in proportion to how it was presented.



FORMAT

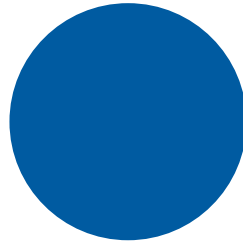
DO NOT: reformat the logo. The only variation that can be used is horizontal and vertical format (see logo variation) upright position



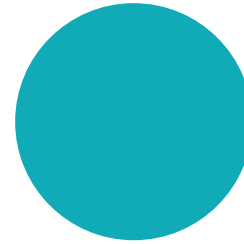
PRIMARY AND SECONDARY COLORS

The primary colors will be applied as the dominant colour palette in all collaterals including but not limited to social media posts, website, and print materials.

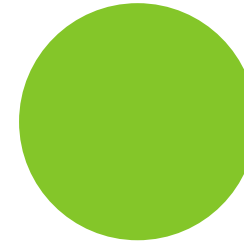
PRIMARY



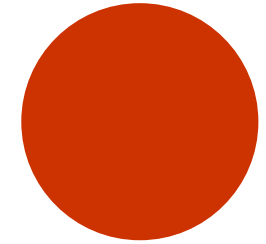
RGB: 0 / 91 / 160
CMYK: 96 / 69 / 7 / 0
Hex: #005BA0



RGB: 17 / 170 / 182
CMYK: 76 / 11 / 29 / 0
Hex: #11AAB6



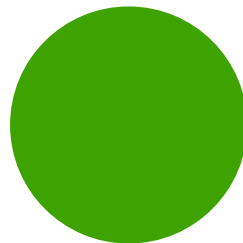
RGB: 131 / 197 / 41
CMYK: 54 / 0 / 100 / 0
Hex: #83C529



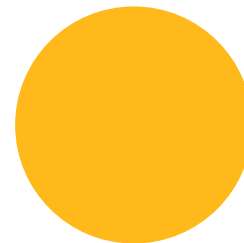
RGB: 203 / 51 / 0
CMYK: 14 / 93 / 100 / 5
Hex: #CB3300

The secondary colors can be used as accents of the design.

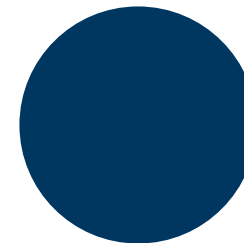
SECONDARY



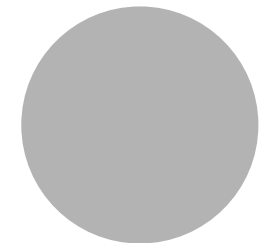
RGB: 62 / 162 / 0
CMYK: 77 / 11 / 100 / 1
Hex: #3EA200



RGB: 255 / 184 / 26
CMYK: 0 / 31 / 98 / 0
Hex: #FFB81A



RGB: 0 / 55 / 97
CMYK: 100 / 82 / 36 / 26
Hex: #003761



RGB: 178 / 178 / 178
CMYK: 31 / 25 / 25 / 0
Hex: #B2B2B2

TYPEFACE

PRIMARY

Bebas Neue should be used as the main typeface for headers where the brand is implemented. This is also used as the primary typeface in the EAS Congress logo set.

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

Avenir Next LT Pro or **Avenir** should be used as standard body text in all materials of the EAS Congress 2024: website, brochures, posters, and all forms of correspondences.

Avenir (Roman, Medium and Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

This is also the typeface used in EAS Congress 2024 theme.

SECONDARY

Arial should be used in all meeting documents and other Congress-related presentations that is not part of materials published on public domains.

Arial (Roman, Black and Narrow)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

LOGO APPLICATION WITH XWOW LOGO (FOR PEMSEA)

The XWOW logo will appear in all of the collaterals of the EAS Congress 2024 as the main collaborator. This guide shows the proper proportion of the XWOW logo and various placements of the logo based on the dimension of the material.

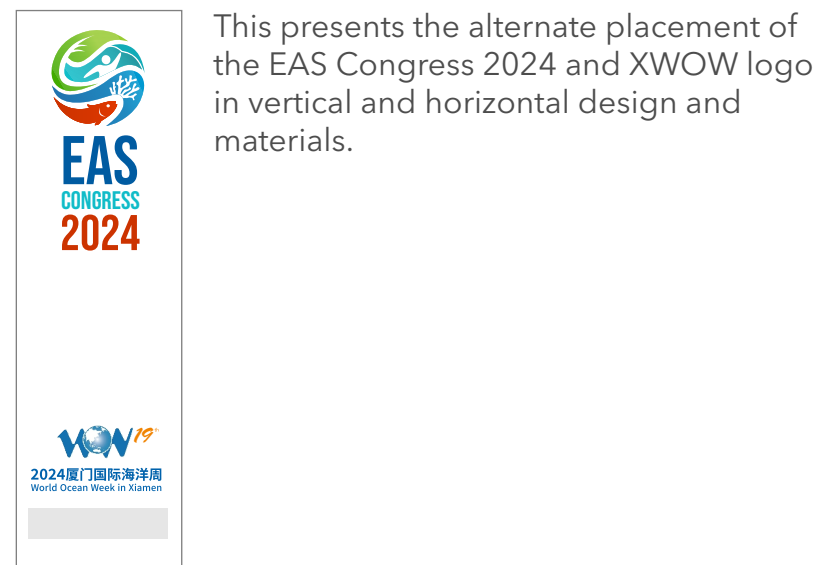
OFFICIAL PRESENTATION OF EASC2024 LOGO WITH XWOW LOGO



CLEAR SPACE AND PROPORTIONS OF LOGO



LOGO PLACEMENT VARIATION BY PRINT DIMENSION



This presents the alternate placement of the EAS Congress 2024 and XWOW logo in vertical and horizontal design and materials.

LOGO CO-BRANDING AND PLACEMENT

LOGO BALANCE FOR PEMSEA PROMOTION

This logo placement will be used for all PEMSEA-led and published materials prior, during, and after the Congress except the joint Opening Ceremony with XWOW.



LOGO BALANCE FOR MNR/XIAMEN PROMOTION

This logo placement will be used with the discretion of Xiamen and the Ministry of Natural Resources (MNR).



LOGO BALANCE DURING XWOW-EAS CONGRESS

This logo study will be used during the joint Opening Ceremony of the EAS Congress 2024 and XWOW to emphasize the balanced collaboration between the two landmark events.



THEME APPLICATION

The EAS Congress 2024 theme is an integral part of the brand identity. The theme will be implemented in the letterhead, powerpoint presentation templates, audio and video presentations, and other forms of promotional material.

For primary collaterals including social media cards, posters, website, email signatures, and the likes, the theme should use **Avenir Next LT Pro** or **Avenir**.

Blue Synergy for a Shared Future: One Sustainable and Resilient Ocean

THEME FORMAT WITH THE EAS CONGRESS 2024 LOGO

The logo set is side-by-side with the theme in white background.

The logo set is side-by-side with the theme in block color.

When applying colors to the theme's typeface, use the following colors only:



**Blue Synergy for a Shared Future:
One Sustainable and Resilient Ocean**
XIAMEN, CHINA • 6-8 NOVEMBER



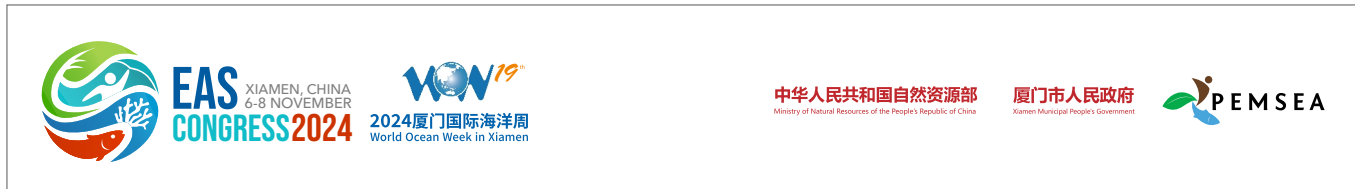
PEMSEA AND HOST COUNTRY CO-BRANDING

The EAS Congress 2024 will be co-branded by the Ministry of Environment and Natural Resources, People's Republic of China, Xiamen Municipality, and PEMSEA. The logo set below is the standard placement. No other logos will be aligned with the logos of the organizer and host. The logo set shall be placed either on the opposite side of or below the EAS Congress and XWOW logo set.

ORGANIZER AND HOST LOGO SET

中华人民共和国自然资源部
Ministry of Natural Resources of the People's Republic of China

厦门市人民政府
Xiamen Municipal People's Government



PUBLICATION LAYOUT AND FORMAT

For publication and presentation layout, the EAS Congress 2024 logo and theme can be laid out in various positions as long as they are balanced and emphasized. The theme and logo set will also be applied in documents and specific releases and promotions of the Congress.

The use of EAS Congress logo set by partners in any publication should be done with the approval of PEMSEA Resource Facility.

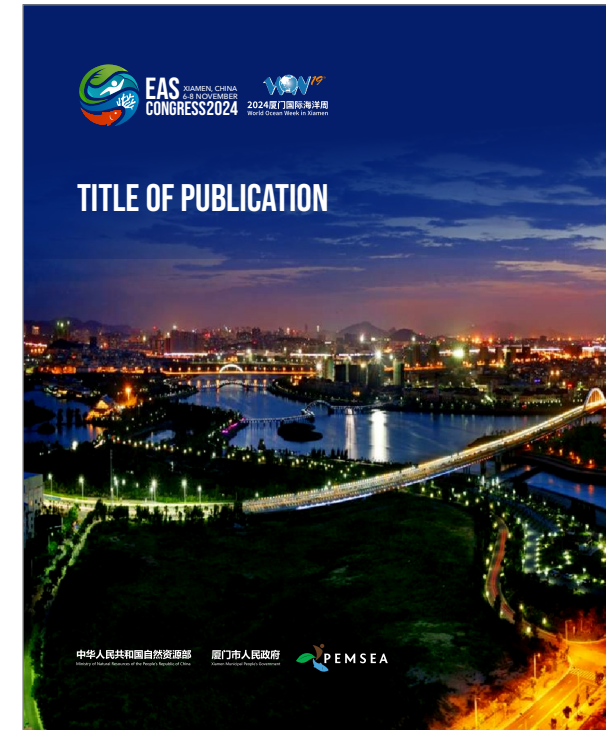
Logo on white background



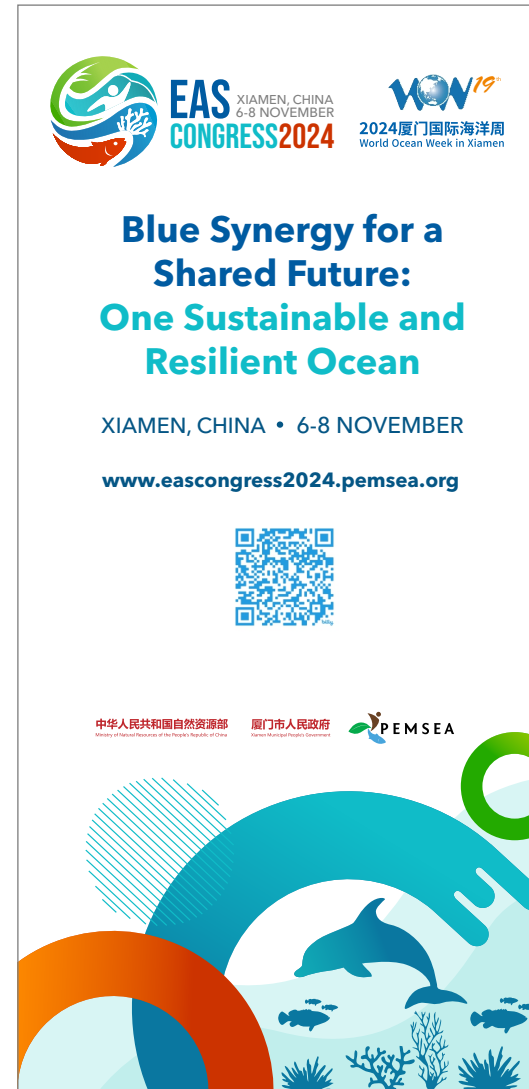
Logo on light-colored background



Reversed logo for dark background

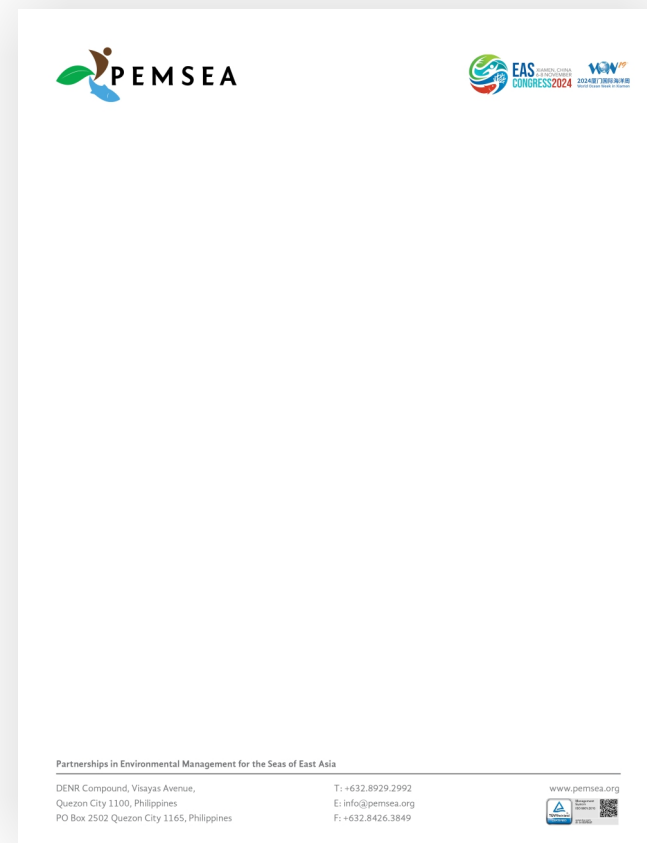
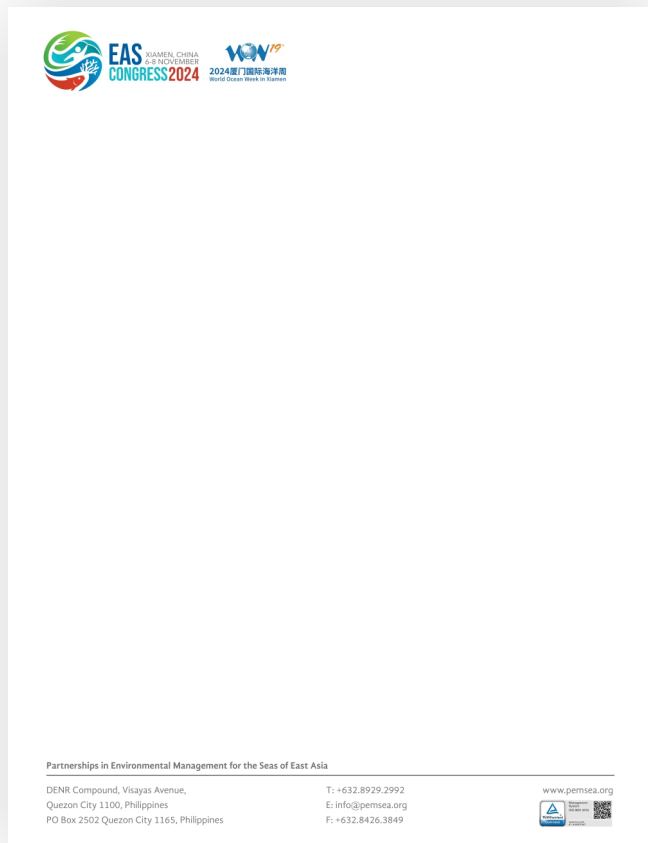


SAMPLE BACKGROUND DESIGN



LETTERHEAD

PEMSEA Secretariat and EAS Congress 2024 organizing committees will use the Congress letterhead for all official correspondences. The letterhead with PEMSEA logo will be used for non-EAS Congress 2024 communications of PRF.



E-SIGNATURES

EAS Congress 2024 e-signatures will be used by PRF staff and EAS Congress committee members for promotion. It will be attached in email signatures and will be linked to the official EAS Congress 2024 website.

John SMITH

Designation

<Division, Unit or Office>

Partnerships in Environmental Management
for the Seas of East Asia (PEMSEA)

Tel No.: (+632) 929-2992 | name@pemsea.org

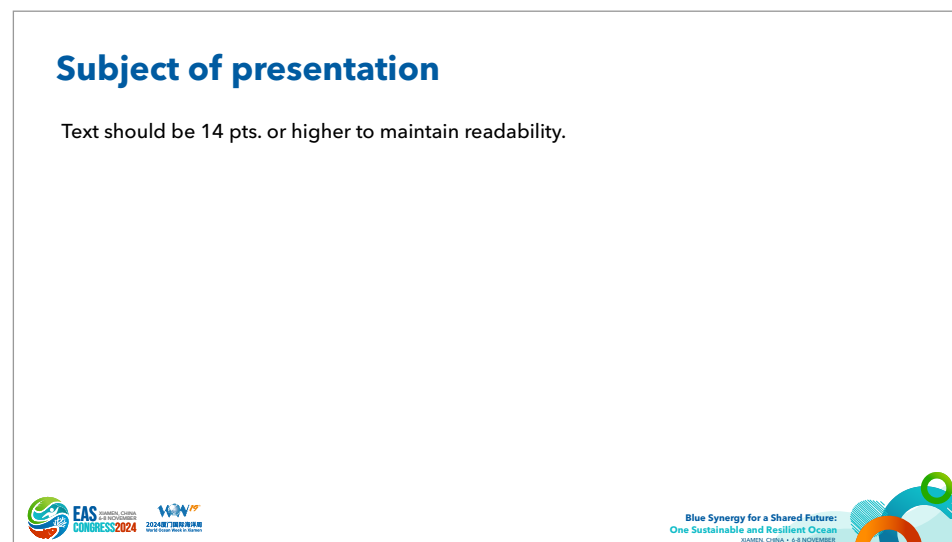


Blue Synergy for a Shared Future:
One Sustainable and Resilient Ocean
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POWERPOINT PRESENTATION TEMPLATE (EAS CONGRESS-RELATED)

This is the EAS Congress 2024 template for PowerPoint presentations, which includes a cover page and body slide design.



POWERPOINT PRESENTATION TEMPLATE (END SLIDE PROMOTION)

The EAS Congress 2023 end-slide shall reflect different platforms of PRF and the Congress website.



WEBSITE AND SOCIAL MEDIA

EAS Congress 2024 digital banners are customized based on the required dimension of different digital platforms. It will follow the sample format:

Side block (338x293)



PEMSEA e-updates header (640x281)



X (Twitter) cover photo (1500x500)



Thumbnail (250x145)



Facebook cover photo (851x315)



LinkedIn banner photo (1584x396)



Leaderboard (730x92)



ZOOM BACKGROUND

PRF staff will use new zoom background with EAS Congress 2024 logo present on the upper left corner of the screen.

Colored background



Light background



PRESS RELEASE

The PRF Secretariat shall use the EAS Congress 2024 Press Release template for media advisory and other correspondences.



Press Release

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About the East Asian Seas Congress

The East Asian Seas (EAS) Congress is a triennial event that serves as an intellectual marketplace and forum on the sustainable development of the seas and coasts in the region and beyond. Organized by Partnerships in Environmental Management for the Seas of East Asia, this year's Congress is in collaboration with Xiamen World Ocean Week and hosted by the People's Republic of China.

www.eascongress2024.pemsea.org

For media inquiry, contact....

EAS CONGRESS 2024 BOILERPLATE

Blurb for the website and citation page of the publication

The East Asian Seas (EAS) Congress is a triennial event that serves as an intellectual marketplace and forum on the sustainable development of the seas and coasts in the region and beyond. It provides an ocean-focused forum for knowledge sharing, collaborative action, and partnership building. Since 2003, the EAS Congress has been drawing over 1,000 participants including national and local government officials, policymakers, scientists, NGOs, funding institutions, companies, investors and academia, the EAS Congress provides a platform for ministerial and high-level technical discussions along with opportunities for knowledge sharing and networking between different sectors. The EAS Congress consists of a Ministerial Forum, international Conference, Environmental Exhibition, Youth Forum, and field visits to learn about sustainable coastal management in the East Asian Seas region.

The EAS Congress 2024 is in collaboration with Xiamen World Ocean Week, and hosted by the Ministry of Natural Resources of China, Xiamen Municipal People's Government, and Partnerships in Environmental Management for the Seas of East Asia.

Blurb for press releases and social media

The East Asian Seas (EAS) Congress is a triennial event that serves as an intellectual marketplace and forum on the sustainable development of the seas and coasts in the region and beyond. The EAS Congress 2024 is in collaboration with Xiamen World Ocean Week, and hosted by the Ministry of Natural Resources of China, Xiamen Municipal People's Government, and Partnerships in Environmental Management for the Seas of East Asia.



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