



BRANDING TOOL KIT

Visual identity guidelines of the Asian Development Bank

This manual provides the guidelines, materials, and tools to build a powerful visual identity for the Asian Development Bank (ADB). It builds upon the visual standards established in 2004's "One ADB, One Look." A visual identity is more than the surface aspect to ADB's mission and activities—it establishes a unified, recognizable brand for all of ADB's communications. A well-implemented visual identity establishes trust, heightens visibility, and enhances the effectiveness of ADB's work.

BRANDING TOOL KIT

Visual identity guidelines of the Asian Development Bank

CONTENTS

	VICE-PRESIDENT'S MESSAGE		
01	IDENTITY BASICS		
02	LOGO		
	Overview	18	
	Color and Background	20	
	What Not to Do	22	
	Logo and Full Name	23	
03	SUB-BRANDING AND COBRANDING		
	Sub-branding	26	
	Cobranding	28	
04	TYPOGRAPHY		
	Primary Typeface	34	
	Secondary Typeface	39	
05	COLOR		
	Color palettes	44	
	Logo	46	
06	IMAGERY		
	Photography	48	
07	STATIONERY		
	Overview	52	
	Business card	54	
	Invitation	55	
	Envelope	56	
	Letterhead	57	
	Corporate folder	58	
	News release	60	
	Fax	61	
08	DIGITAL MEDIA		
	E-mail Signature	64	
	ADB.org	65	
	Digital Presentations	66	
	Social Media	68	
09	PUBLICATIONS		
	Overview	72	
	Report Covers	74	
	Book Covers	75	
	Working Paper Covers	76	
	TIM/Briefs	78	
	Book Spines	80	
	Copublished	81	
	Back covers	82	
	Flagship	83	
10	ADB IN THE FIELD		
	Building signs	86	
	Vehicle signs	87	
11	REFERENCE		
	About the ADB Seal	90	
	Relevant Files	91	
	ADB Logos	91	
	List of Templates	98	
	Fonts	98	

VICE-PRESIDENT'S MESSAGE



Dear colleagues,

I'm pleased to introduce the Branding Tool Kit containing ADB's new visual identity standards. These standards respond to an information landscape that has changed dramatically since we produced our first set of standards "One ADB, One Look" in 2004.

Ten years ago, print and electronic media were our main channels for information distribution. Today, we have a multitude of communications channels to choose from.

A working paper uploaded to adb.org can potentially reach and influence millions; social media have overtaken print advertisements and public service announcements as vehicles of social change.

We need to stand out on all of these channels. There is already an overload of information produced by many different sources: some established, some new; some serious, some spurious; some reliable, some less so.

It's important to understand where information comes from, to identify the source, and to know whether it's trustworthy. Visual identity—and its consistent application—plays a key role in this evaluation and recognition process.

How do we achieve instant recognition of the ADB brand? Through the consistent application of the new standards and a commitment to the visual quality of all our brand expressions, from publication covers to event signage to adb.org. We need to be familiar with every part of the Branding Tool Kit and assimilate and integrate the new brand look and style into our daily work.

These standards reflect ADB's commitment to continuous improvement and innovation as we pursue our vision of an Asia and Pacific region free of poverty. They provide a bold, recognizable, reliable face to what we do and what we stand for.

I count on your enthusiasm and your creativity in implementing them.

A handwritten signature in black ink, appearing to read "Bindu N. Lohani". The signature is fluid and cursive, with a large initial "B" and "L".

BINDU N. LOHANI

Vice-President

Knowledge Management and Sustainable Development

01 IDENTITY BASICS

*A brand identity brings
visual unity to complex,
diverse organizations.*

Identity, unity, visibility

ADB employs 3,000 people in a vast variety of places and tasks. A complex, far-flung organization, ADB would be impossible to explain in one simple sentence. It is, however, possible to visualize ADB through a unified, instantly recognizable brand.

To achieve visual unity, this manual establishes standards and guidelines. The goal is not simply to assure correct usage and representation of the identity, but to help visualize a clear image of the ADB brand, and to inspire you to apply that image to all ADB communication products. The result will be heightened visibility, recognition, and reputation for ADB.

Consistency

A brand identity is crucially defined by the way it is used in the world at large—in stationery and publications, building signs, vehicle stickers, websites, apps, social media, packaging, and banners.

One basic function of the identity is to represent ADB's presence—to give visual evidence that ADB is fulfilling its mandate in Asia and the Pacific, and the world. Beyond heightening visibility and recognition, a well-designed, well-produced, and consistently applied identity serves as a true mark of commitment, authenticity, and credibility.

*A consistently used
brand identity
signals authenticity
and credibility.*

The ADB logo and beyond

The ADB logo, also known as the Blue Block, is ADB's first identity component. Its basic elements—the logotype's blue and its related palette, the square shape—provide the motif that should recur in all visual communications.

But a visual identity is more than the logo at its center. The identity includes the color palette, typography, image guidelines, and design elements that serve as marks of recognition for a single entity. These make up the visual DNA that should determine the look and feel of each of ADB's communication products.

*A brand identity is
more than just a logo.*

Identity style

The brand style communicated through the visual identity shares some of the same basic qualities that ADB embraces in its work—clear, effective, and open.

CLEAR

Bold letter forms, geometric shapes, and clean colors define the ADB brand image. The design aesthetic is spacious and avoids clutter.

EFFECTIVE

The typography is reduced to a few classic, highly legible fonts. Colors are selected to contrast and differentiate. Information hierarchies are clear. Visual design is employed to communicate, not to embellish.

OPEN

The ADB brand style comes right to the point: images make bold, direct statements. No vagueness or blurriness should obscure the brand impression.

02 LOGO



The ADB logo

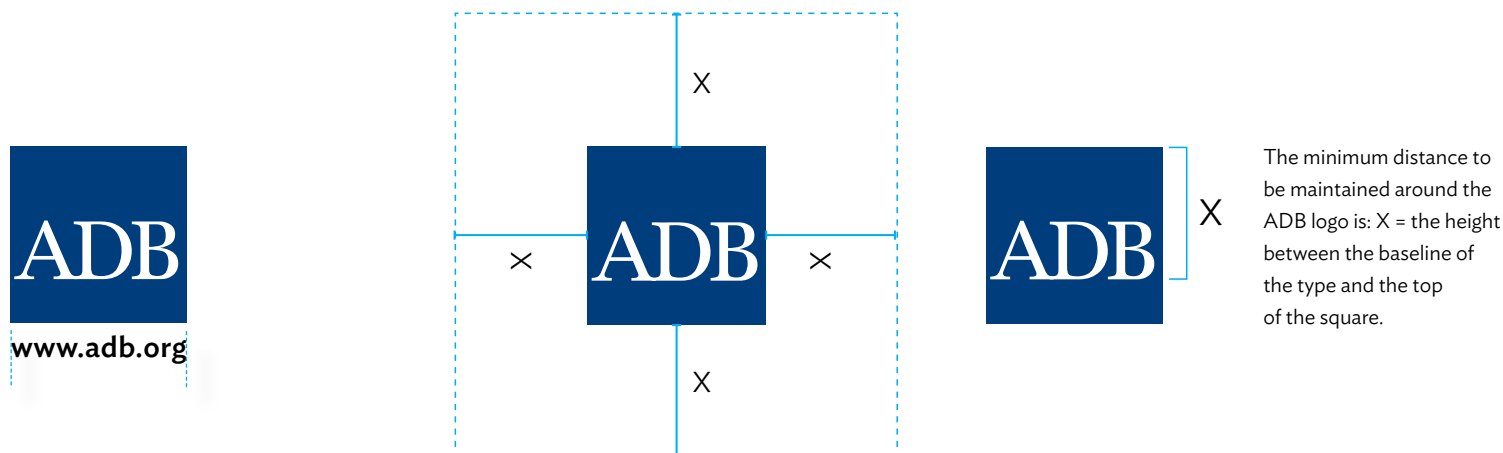
The ADB logo is ADB's central icon and acts as the institution's signature. As a mark of authenticity, its value relies on consistent representation and use. While the size at which the logo appears will vary greatly, any version of the ADB logo you use must originate from the authorized digital files that accompany this standards manual.

The characters and graphic components in the logo have been carefully developed and drawn. Logo characters, proportions, colors, and graphic elements should not be redrawn, typeset, altered, embellished, or adjusted in any way.

TWO VERSIONS: The ONLY two authorized versions of the ADB logo are the Blue Block and the Black-and-White Block.

IMPORTANT! To assure brand consistency and avoid brand fragmentation, departments are NOT authorized to create their own logos.

NOTE: All relevant files can be found online.



The minimum distance to be maintained around the ADB logo is: X = the height between the baseline of the type and the top of the square.

The ADB logo with URL

The ADB logo may be used along with the ADB URL. NO OTHER URL may be placed under the ADB logo. The URL is typeset across the full width of the logo.

A digital file is provided online, which should be used in ALL instances.

Clear space

For strong visual effect, the logo should be surrounded by an area of clear space whenever it appears alongside other logos, and on publication covers, banners, and posters.

Clear space is equal on all sides. This ratio of space should be applied to the logo in all sizes and for all applications (with the exception of permissible sub-brands, logo with URL, stationery, and signage).

BLUE BLOCK



Blue Block on light color background

BLACK-AND-WHITE BLOCK



Black-and-White Block on dark gray background



Blue Block on bright color photographic background



Black-and-White Block on light gray background



Blue Block on black-and-white photographic background



Black-and-White Block on black-and-white photographic background

BLUE BLOCK W/ OUTLINE



Blue Block on black background

BLACK-AND-WHITE BLOCK W/ OUTLINE



Black-and-White Block on black background



Blue Block on dark color photographic background



Black-and-White Block on dark black-and-white photographic background

NOTE: The logo with outline may be used **ONLY** in cases where the ADB logo needs to be applied to dark backgrounds with insufficient contrast to the Blue Block or Black-and-White block.

02 LOGO WHAT NOT TO DO



DO NOT stretch or distort the logo.



DO NOT add any design elements to the logo.



DO NOT frame the logo or modify the logo color.



DO NOT overprint the logo or use it as a tinted background.



DO NOT recreate or typeset the logo. Only use the official digital logo files.



DO NOT remove ADB from the ADB logo.

ALWAYS set full name
in Ideal Sans Semibold
all caps in a single line



ASIAN DEVELOPMENT BANK

The ADB full name

The ADB logo is to be used independently of the full name “Asian Development Bank.” There is no “lockup” of the logo with its full name.

In cases where it is desirable to show the logo with the full name (e.g., for clarification to outside audiences), the full name should be set in Ideal Sans Semibold in all caps in a single line.

The full name is NOT part of the logo, nor can it replace the logo. It is NOT to be used as a wordmark in lieu of the logo.

For examples of how to place the full name, see sections 07 Stationery and 09 Publications.

03 SUB-BRANDING AND COBRANDING

03 SUB-BRANDING

Font:

Use Whitney Sans Medium Condensed for all sub-branding lines

Color: Black

Placement:

Center type under ADB logo at a distance of one cap height

Proportion:

The longest line should not exceed the width of the ADB logo.



“Sub-branding” is the practice of identifying and highlighting certain aspects of a core brand (e.g., a thematic area of work or area of operations) by representing it as a logo extension.

Permissible sub-brands

ADB has a single brand identity and logo. It is permissible to sub-brand countries, regions, and Communities of Practice (CoPs) under the ADB logo as shown.

It is NOT permissible to sub-brand offices or departments. However, field offices may display their full names next to the ADB logo on external building and foyer signage (use Ideal Sans).

Always use the ADB logo files provided to you in these guidelines.

Nomenclature

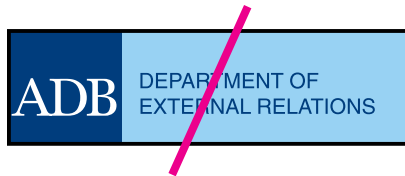
For country sub-branding, use country name only (“Indonesia,” NOT “Indonesia Resident Mission”)

For region sub-branding, use region name only (“Central and West Asia,” NOT “Central and West Asia Department”)

For CoP sub-branding, use CoP title only (“Water,” NOT “Water CoP”)

NOTE: A sub-branded ADB logo is NOT to be used as a profile picture, or avatar, in social media (see page 69).

NOTE: All relevant files can be found online.



DO NOT create department or office logos.



DO NOT create logos for ADB-owned campaigns, events, initiatives, or products.



DO NOT color code the ADB logo for any sub-branding or other purposes.

What NOT to do:

Sub-brands should NEVER be presented as independent of the ADB logo or brand identity, but as attributes to the core identity's essence.

NOTE: To assure brand consistency and avoid brand fragmentation, departments or offices are not authorized to create unique logos for their departments, offices, events, or initiatives.

Branding with partners

“Cobranding” refers to any instance where ADB’s logo appears alongside another organization’s logo. Examples include partner websites or apps, workshop banners, joint publications, or campaigns.

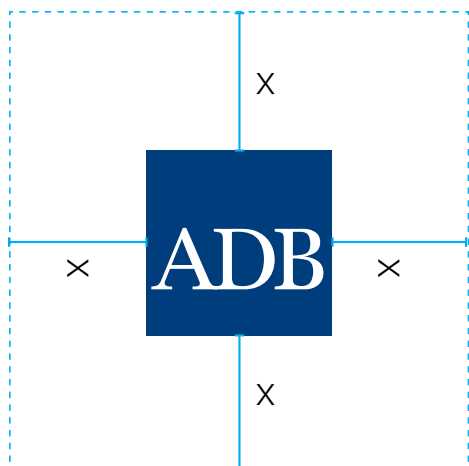
This section provides guidance for cases where ADB directly controls the design of cobranded materials. However, the rules and standards defined on the next page should also be distributed to partners who will design and produce materials where ADB’s logo appears. In all such cases, an ADB representative should ensure the ADB logo’s presence and correct usage.

The following examples do not constitute a complete list. It will be up to each of you to identify further opportunities to raise ADB’s visibility.



X

The minimum distance to be maintained around the ADB logo is: X = the height between the baseline of the type and the top of the square.



Clear space in cobranding

For strong visual effect, the logo should be surrounded by an area of clear space separating it from other logos.

Clear space is equal on all sides. This ratio of space should be applied to the logo in all sizes and for all cobranding applications.



ADB as lead agency/sponsor

Whenever ADB appears as the lead agency, the ADB logo should visually dominate other logos shown on the same page. The size of the ADB logo should be 30%–50% larger than the partner logos, as shown. In addition, the ADB logo should be positioned as the first logo on the left or centered above partner logos.



ADB as equal partner

Whenever ADB appears as an equal partner, such as in the case of a copublication where ADB and another organization are recognized as joint publishers, or for a coproduced event, the ADB logo should visually be of equal prominence as other logos. The ADB logo must be listed first, with partners' logos in alphabetical order.

Cobranded ADB publications

Whenever ADB is the sole publisher of a report, book, periodical, etc., that has been produced in collaboration with partners/sponsors, the ADB logo ALONE appears on the front cover and, size permitting, the spine. Partners' logos appear on the back cover in alphabetical order.

NOTE: News releases are an exception to this rule. (see section 07 Stationery, page 60).

04 TYPOGRAPHY

ADB's primary typeface: Ideal Sans

Ideal Sans is ADB's primary typeface and should be used for all of the organization's publications and external communications. Ideal Sans is an integral part of ADB's identity. However, it should not be used for internal communications or correspondence.

The font has an elegant square proportion that echoes the ADB logo and the block motif developed for ADB's new look and feel.

Ideal Sans is a humanist sans serif. In the words of its designers: "Ideal Sans has classical rather than industrial proportions. The typeface contains almost no straight lines, [and] very few symmetries. This makes Ideal Sans engaging at large sizes, and helps it to perform at small ones, giving the design a warm, organic, and handmade feeling."

While sans serif typefaces are generally associated with a contemporary, industrial, and unadorned style, the humanist variant developed in Ideal Sans makes it a perfect match for the values and qualities advanced by ADB's mission.

Even beyond these visual considerations, Ideal Sans offers clear advantages for the more technical publications ADB produces, including tabular figures, fractions, and extended monetary symbols.

TWO BASIC RULES

1. Always use Ideal Sans for:
 - titles, subtitles, and author credits on publication covers
 - section and chapter headings
 - headlines on posters, banners, video titles, and web pages
 - event titles where ADB is the lead sponsor
2. Ideal Sans Italic may be used in combination with Ideal Sans for:
 - subheadings
 - pull quotes
 - text boxes

Ideal Sans Light

Ideal Sans Book

Ideal Sans Medium

Ideal Sans Semibold

Ideal Sans should be used for all of ADB's external communications. Due to the “handmade” style of the letter forms, Ideal Sans appears somewhat bolder than ordinary fonts, so we recommend the use of Ideal Sans Light (rather than Book) as the default body text grade for ADB publications (for examples of usage, see section 09 Publications).

IDEAL SANS LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

IDEAL SANS BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

IDEAL SANS MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

IDEAL SANS SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

IDEAL SANS LIGHT ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

IDEAL SANS BOOK ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

IDEAL SANS MEDIUM ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

IDEAL SANS SEMIBOLD ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

ADB's primary typeface: Ideal Sans

IMPORTANT NOTE ABOUT NUMBERS: Ideal Sans defaults to *old style* numbers. While these work well in text, charts, and diagrams, lining numbers are preferable when used in combination with all-cap headlines as shown. Ideal Sans also features tabular numbers for tables.

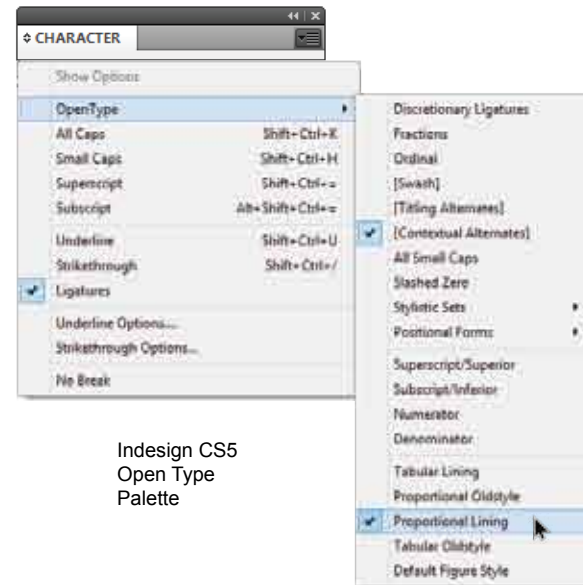
APRIL 2014

CORRECT: *All caps with lining numbers*

APRIL 2014

INCORRECT: *All caps with old style numbers*

To switch between old style and lining, proportional and tabular numbers, use the Open Type menu in your design application's Character/Fonts dialog box. (the example shown is from Adobe InDesign)



Indesign CS5
Open Type
Palette

NOTE: It is advised to use Proportional Lining.

Mercury Text Roman

Mercury Text Semibold

Mercury Text Bold

Secondary/body text typeface: Mercury Text

Mercury Text is a serif font that complements Ideal Sans and should be used mainly as a body text font in publications and other external communications products. Mercury Text should not be used for internal communications or correspondence.

This font was designed to perform under a range of printing conditions and on diverse grades of paper.

Like Ideal Sans, Mercury Text includes tabular figures and extended monetary symbols.

BASIC RULES

Use Mercury Text within a publication in combination with or as an alternative to Ideal Sans for:

- body text
- subheadings
- pull quotes
- text boxes

MERCURY TEXT G2 ROMAN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

MERCURY TEXT G2 SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

MERCURY TEXT G2 BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

MERCURY TEXT G2 ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

MERCURY TEXT G2 SEMIBOLD ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

MERCURY TEXT G2 BOLD ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

05 COLOR

The ADB identity uses two color palettes:

- 1. THE MAIN COLOR PALETTE**
- 2. THE ACCENT COLOR PALETTE**

These colors help define ADB's identity and should be applied to all materials pertaining to the organization.

The range of blues in the main color palette is intended to add brightness and range to the ADB logo color.

The colors in the accent palette are meant to complement the main palette, with the exception of their use on ADB publication covers (see section 09 Publications)

NOTES TO DESIGNERS: The CMYK/RGB/Pantone color match values are based on colorimetric target hues (rather than autoconversions).

The colors will perform differently depending on printing and paper conditions and therefore may need to be adjusted to match targets.

When printing in color, always ask the printer for a digital color proof. Only color proofs from OAS printing should be used. Computer monitors do not show accurate rendering of colors. This process ensures consistency in the quality of ADB's visual identity.

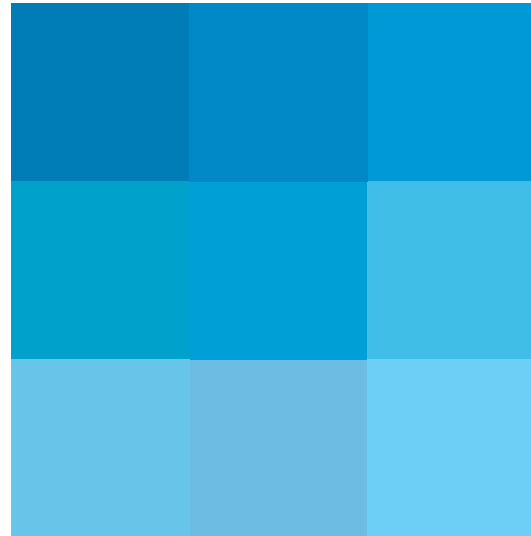
TWO BASIC RULES...

1. Use the main color palette on all color applications.
2. Use the accent color palette **SELECTIVELY** to offset the main palette's blues

... AND ONE EXCEPTION:

On ADB publication covers, the accent color palette can be used **EXCLUSIVELY**, or in combination with the main color palette.

C=100 R=0 M=20 G=125 Y=0 B=183 K=20 PP 227-1	C=100 R=0 M=20 G=136 Y=0 B=199 K=10 PP 226-1	C=100 R=0 M=13 G=153 Y=1 B=216 K=2 P Process Blue
C=70 R=0 M=0 G=161 Y=0 B=203 K=20 PP 234-3	C=75 R=0 M=15 G=159 Y=0 B=214 K=5 PP 226-4	C=60 R=65 M=0 G=190 Y=0 B=232 K=5 PP 233-4
C=50 R=104 M=0 G=197 Y=0 B=234 K=5 PP 233-5	C=50 R=109 M=5 G=188 Y=0 B=227 K=5 PP 226-6	C=50 R=109 M=0 G=207 Y=0 B=246 K=0 PP 232-5



THE MAIN COLOR PALETTE is made up of shades of blue. These are the identifying colors of ADB and should be used whenever possible.

The main color palette includes the use of tints ranging from 50%–100%. However, to maintain color intensity, tints below 50% should not be used.

C=98 R=0 M=0 G=165 Y=10 B=210 K=5 P 639C	C=50 R=141 M=0 G=198 Y=100 B=63 K=0 P 376C	C=3 R=233 M=83 G=83 Y=95 B=43 K=0 P 179C
C=82 R=0 M=0 G=182 Y=23 B=201 K=0 P 3125 C	C=26 R=200 M=0 G=218 Y=100 B=43 K=0 P 382C	C=0 R=245 M=62 G=127 Y=95 B=41 K=0 P 158C
C=54 R=99 M=0 G=204 Y=4 B=236 K=0 P 2985C	C=5 R=242 M=0 G=230 Y=100 B=0 K=2 P 3965C	C=0 R=253 M=32 G=181 Y=100 B=21 K=0 P 130C



THE ACCENT COLOR PALETTE was chosen to complement and support the main palette. Whenever possible, these colors should be used in combination with the main color palette.

In limited instances, the accent color palette may also use tints ranging from 50% to 100%. However, to maintain color intensity, tints below 50% should not be used.



ADB BLUE

Pantone 281C

CMYK:

C=100

M=89

Y=28

K=27

RGB:

R=0

G=37

B=105

Blue is an essential feature of the ADB brand identity.

The ADB logo color is Pantone 281C (except in black-and-white application). To ensure that the logo is always clearly defined and distinct from its surroundings, this shade is NOT part of the main and accent color palettes. NEVER use the logo on an ADB Blue background.

06 IMAGERY

Photography guidelines

The thematically and stylistically consistent use of photos plays a crucial role in ADB's identity. When selecting photographs, remember that the mood of the photo will inform the perception of ADB. Since ADB is an active, positive force in improving people's lives, this basic fact should be reinforced through the use of positive images.

The goal of the following guidelines is to represent reality with an underlying sense of possibility, and to thereby convey a mood of confidence in ADB's mandate and effectiveness.

Whenever possible, use professional photographs. Images can be sourced from the ADB photo library: adbphotos.adb.org.

THREE BASIC RULES

1. Use photos that depict people in Asia and the Pacific as strong and determined.
2. Use professional photographs with a positive, active mood.
3. Photos should have a clear focus of interest.



Choose photos that emphasize the strength, dignity and determination of people in Asia and the Pacific.



Photos should project an active, positive mood.



Use professionally shot and lit photos with clear subject matter.



Avoid photos that reinforce a stereotype of people in the region as helpless or victims.



DO NOT use photos showing indifferent groups or crowds of people.



DO NOT use photos of static, generic-looking scenes.

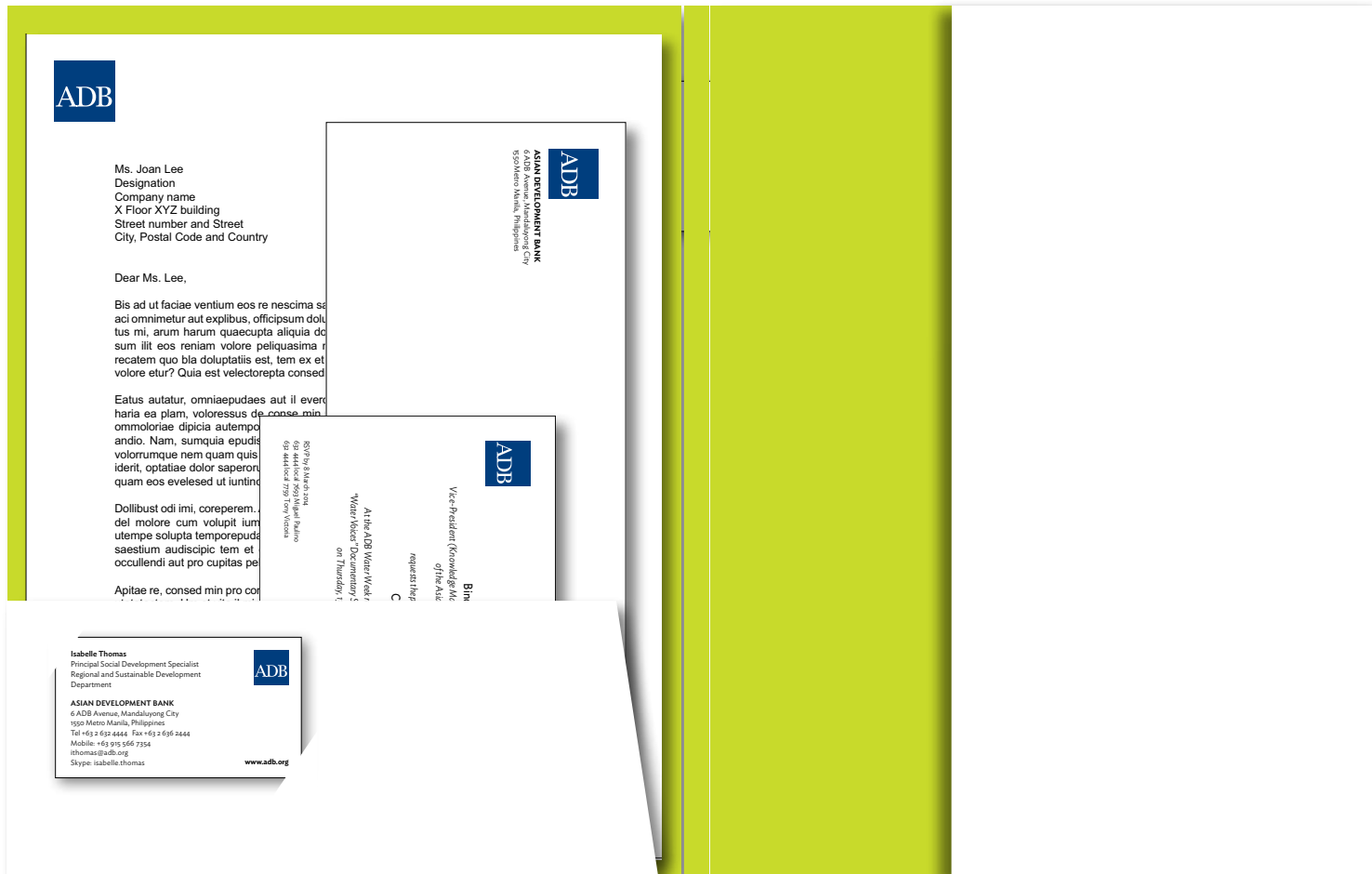
07 STATIONERY

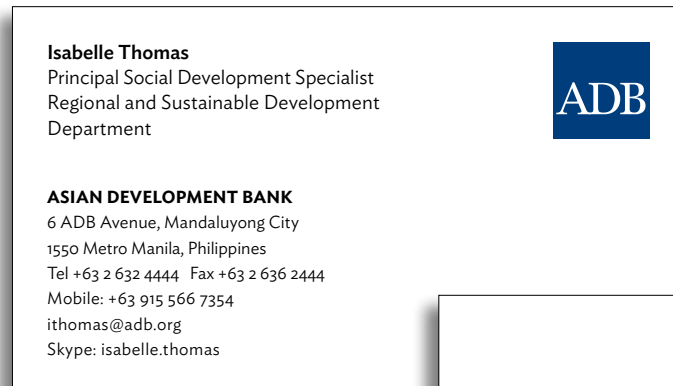
ADB's stationery system

The stationery program uses clear guidelines that are easy to implement. The following specifications will provide a basic template for building all types of stationery.

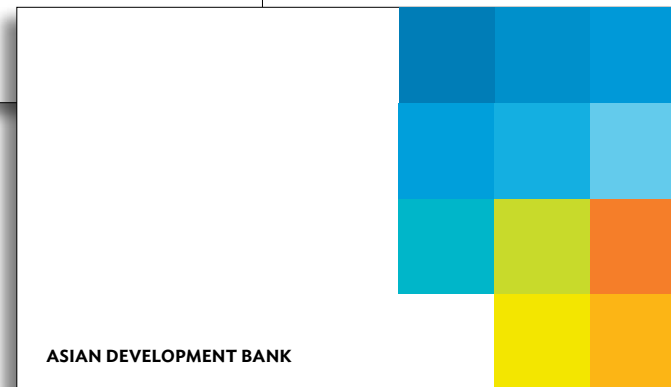
THREE COLOR RULES

1. ALWAYS use the color palette for business cards and folders.
2. Use the accent color palette SELECTIVELY to offset the main palette's blues.
3. You may combine two colors; the first must be from the main, the second from the accent palette.





Business card, front



Business card, back

ADB's business cards

Business cards are printed on both sides.

The design on the back of the cards uses one of the main palette's blues, plus colors from the accent palette.

For technical specifications, see following page >

ADB's business cards

Guidelines for the use of external titles are provided in the 4 October 2011 memo issued by BPMSD.

Consultants recruited under Technical Assistance (TA) or ADB-financed loan project, as staff consultants or training consultants, and all persons employed or associated with the consultants, are not permitted to use any form of the ADB logo on their business cards.

Use of department and division names on business cards is optional.

Translated business cards are limited to resident mission (RM) and representative office (RO) staff and headquarter staff who are assigned to RM/ROs on extended assignment. Staff from headquarters who require translated business cards must formally request clearance from PD, DER with the endorsement of their HoD and must obtain translation from the relevant RM and approval from the Country Director.

07 STATIONERY BUSINESS CARD

Business card format

Shown are layouts for the basic ADB business card. These specifications should be followed for ALL ADB business cards.

Size:

3.5" X 2" wide, two-sided

FRONT

Color:

Logo: Pantone 281C

Type: Black

Type Formats:

Name: 7.5/9.5 Ideal Sans Semibold

Title: 7.5/9.5 Ideal Sans Light

Department: 7.5/9.5 Ideal Sans Light
(default old style numbers)

ADB full name:

6.5/9.5 Ideal Sans Semibold (all caps)

Contact info: 6.5/9.5 Ideal Sans Light

Web address: 6.5/9.5 Ideal Sans Semibold

Logo:

0.5" X 0.5"

BACK

Color: 4/C process

Type: Black

Color bleeds top, right, and bottom

NOTE: Color blocks should be created from main and accent color palettes.

ADB full name:

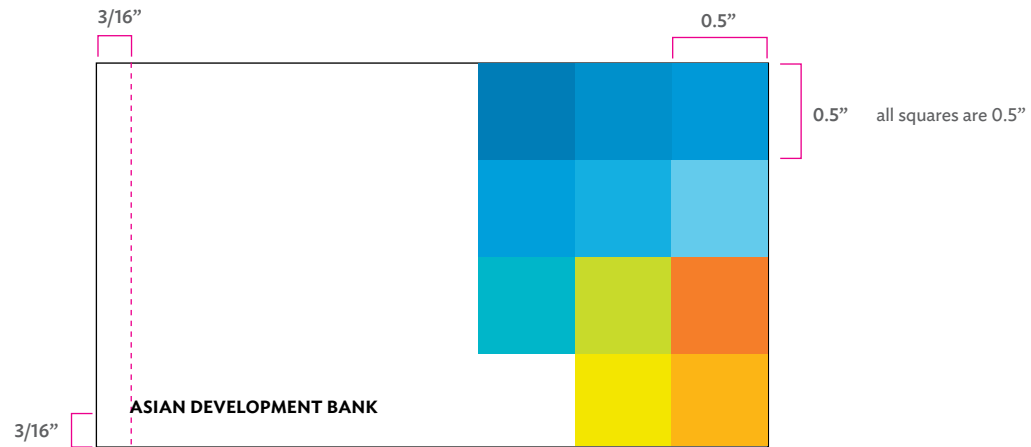
6.5/9.5 Ideal Sans Semibold (all caps)

Paper Stock:

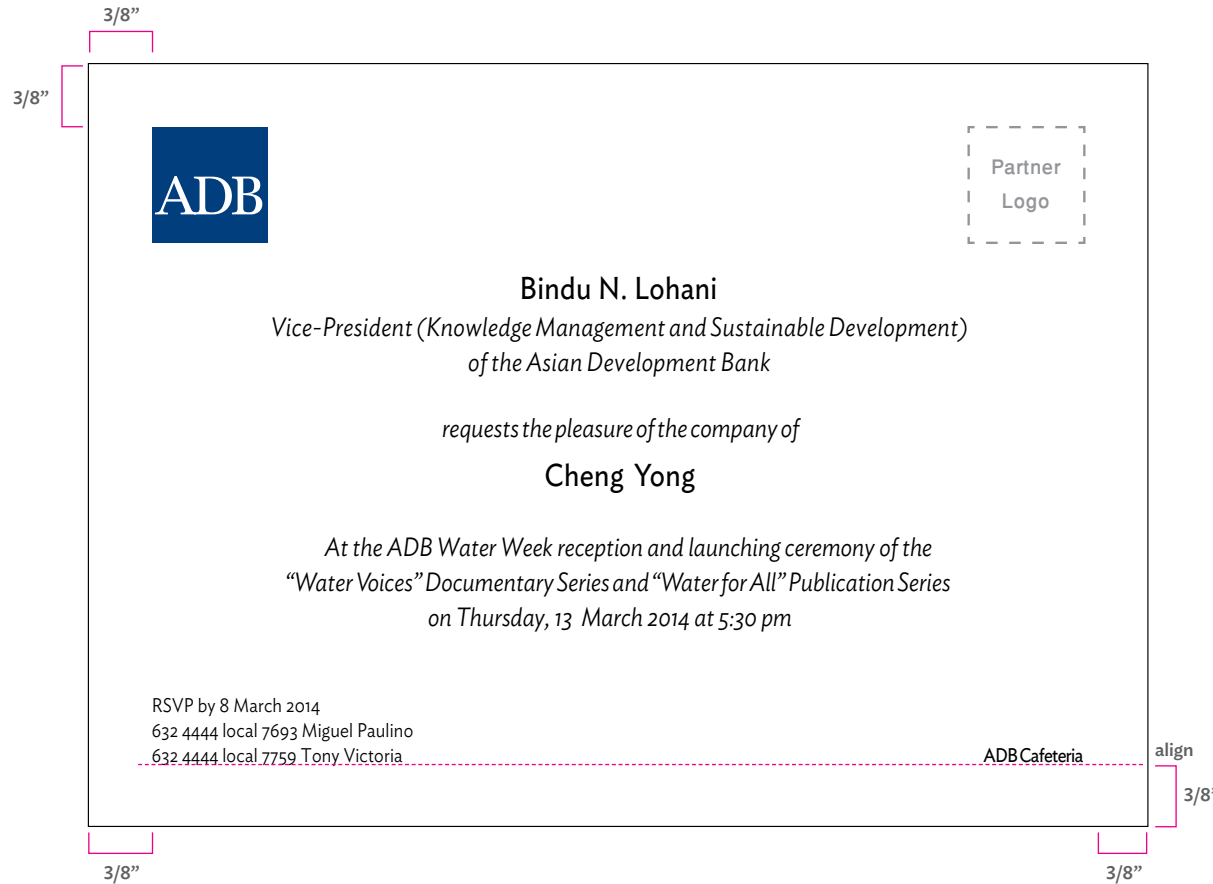
Determined by ADB Printing Unit



Business card, front



Business card, back



Invitation format

These specifications should be followed for ALL ADB invitations.

Size:

6.25" X 4.5" horizontal

Color:

Prints 2/0:

Logo: Pantone 281C

Type: Black

Type Formats:

Ideal Sans Book and Light Italic

Name:

12/15 Ideal Sans Book

Text:

10/15 Ideal Sans Light Italic

Contact info:

7.5/9 Ideal Sans Light

Venue:

7.5/9 Ideal Sans Book

Logo:

11/16" X 11/16"
(0.6875" X 0.6875")

Paper Stock:

Determined by ADB Printing Unit

NOTE: Partner logos for cosponsored events should appear in the corner across the ADB logo.

07 STATIONERY ENVELOPE

Envelope format

The diagram below is the basic ADB #10 envelope, which matches the ADB letterhead (shown on next page). This style should be followed for ALL ADB envelopes.

Size:

#10 Envelope
(4 1/8" X 9.5")

Color:

Prints 2/0:

Logo: Pantone 281C

Type: Black

Type Formats:

ADB full name:

8/10 Ideal Sans Semibold (all caps)

Contact information:

8/10 Ideal Sans Light

(use default old style numbers)

Logo:

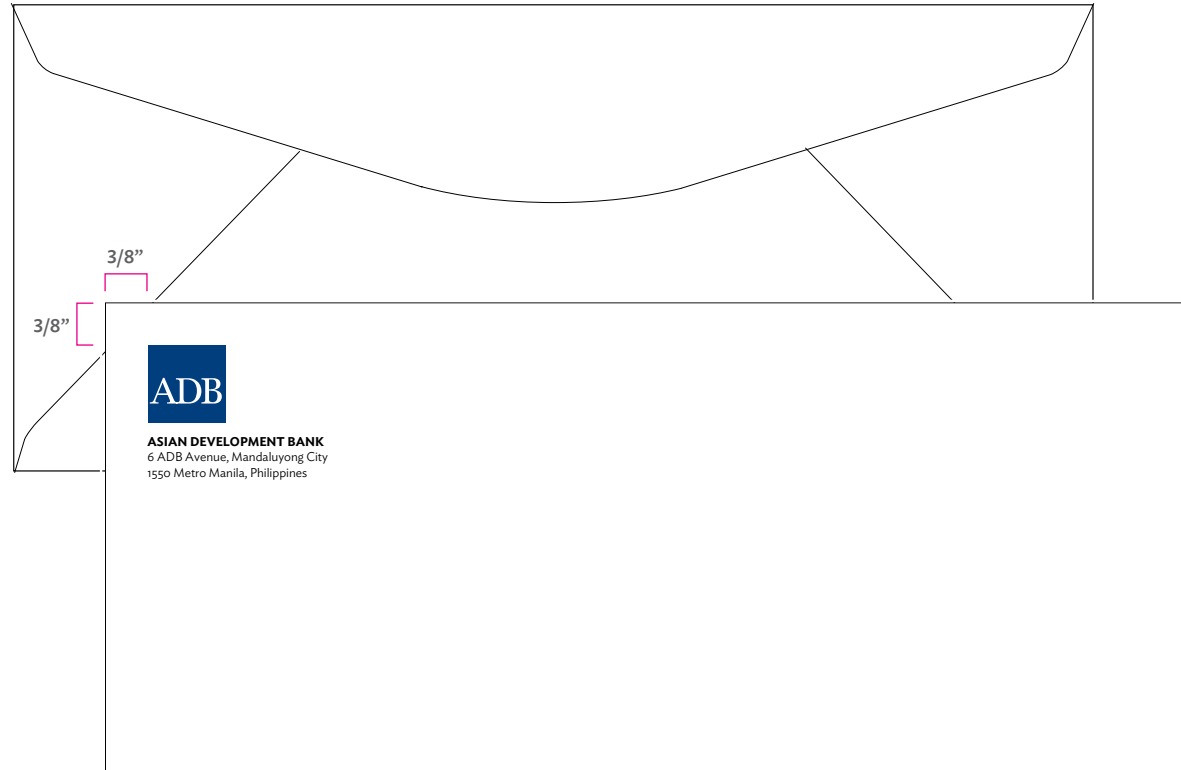
11/16" X 11/16"

(0.6875" X 0.6875")

Paper Stock:

Determined by ADB

Printing Unit



**Letterhead format**

The diagram shown here is the basic ADB #10 letterhead. This style should be followed for ALL ADB envelopes.

Size:

#10 letterhead
 (8.5" X 11")

Color:

Prints 2/0:
Logo: Pantone 281C
Type: Black

Type Formats:

ADB full name:
 8/11 Ideal Sans Semibold (all caps)

Contact information:

8/11 Ideal Sans Light
 (use default old style numbers)

Logo:

13/16" X 13/16"
 (0.8125" X 0.8125")

Paper Stock:

Determined by ADB
 Printing Unit

Typing Style:

11/13 Arial, justified, place a space
 between paragraphs

07 STATIONERY CORPORATE FOLDER

Corporate folder

The ADB corporate folder uses a colorful design in keeping with the new visual identity.

The design on the outside employs colors from the main and accent color palettes (see section 05 Color).

Size:

9" X 12"

Color:

Prints: 4/1

Type:

FRONT:

ADB full name:

14/18 Ideal Sans Semibold (all caps)

BACK:

ADB full name:

11/15 Ideal Sans Semibold (all caps)

Contact information:

11/15 Ideal Sans Light

(use default old style numbers)

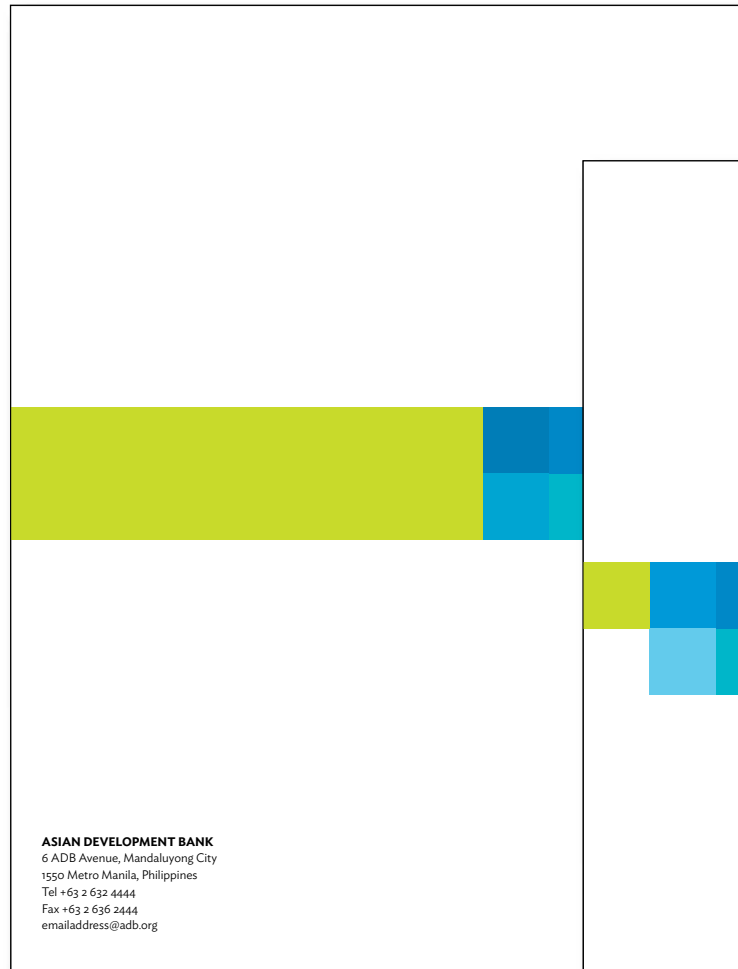
Logo:

7/16" X 7/16"

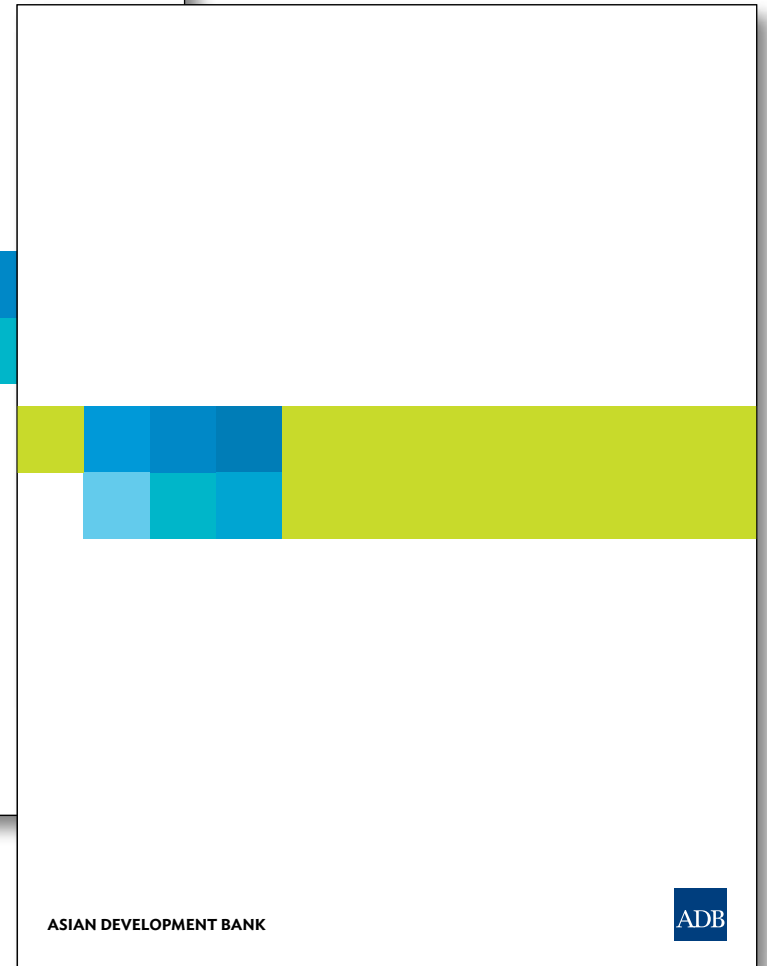
(0.4375" X 0.4375")

Paper Stock:

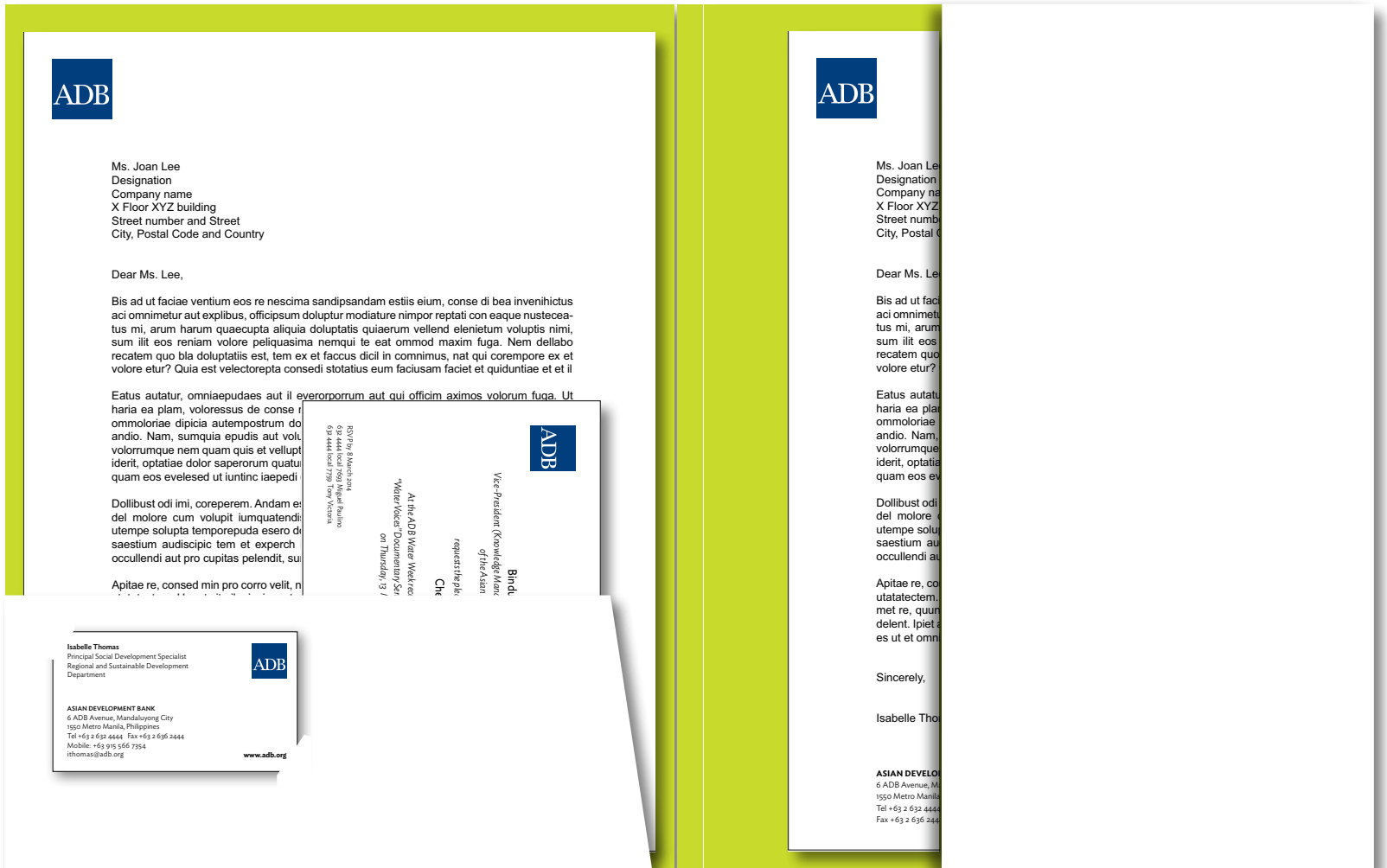
Determined by ADB
Printing Unit



Folder, outside back cover



Folder, outside front cover



Folder, inside spread

NOTE: ADB corporate folders are mass produced for ADB staff use, and can be ordered from the Material Management Unit (OAS).

News release format

The diagram shown here should be followed for style for ALL types of ADB news releases.

NOTE: Partner logos are not permitted on ADB news releases.

Size:
#10 Letterhead
(8.5" X 11")

Color:
Prints 1/0: black

Type:
ADB full name:
8/13 Ideal Sans Semibold (all caps)

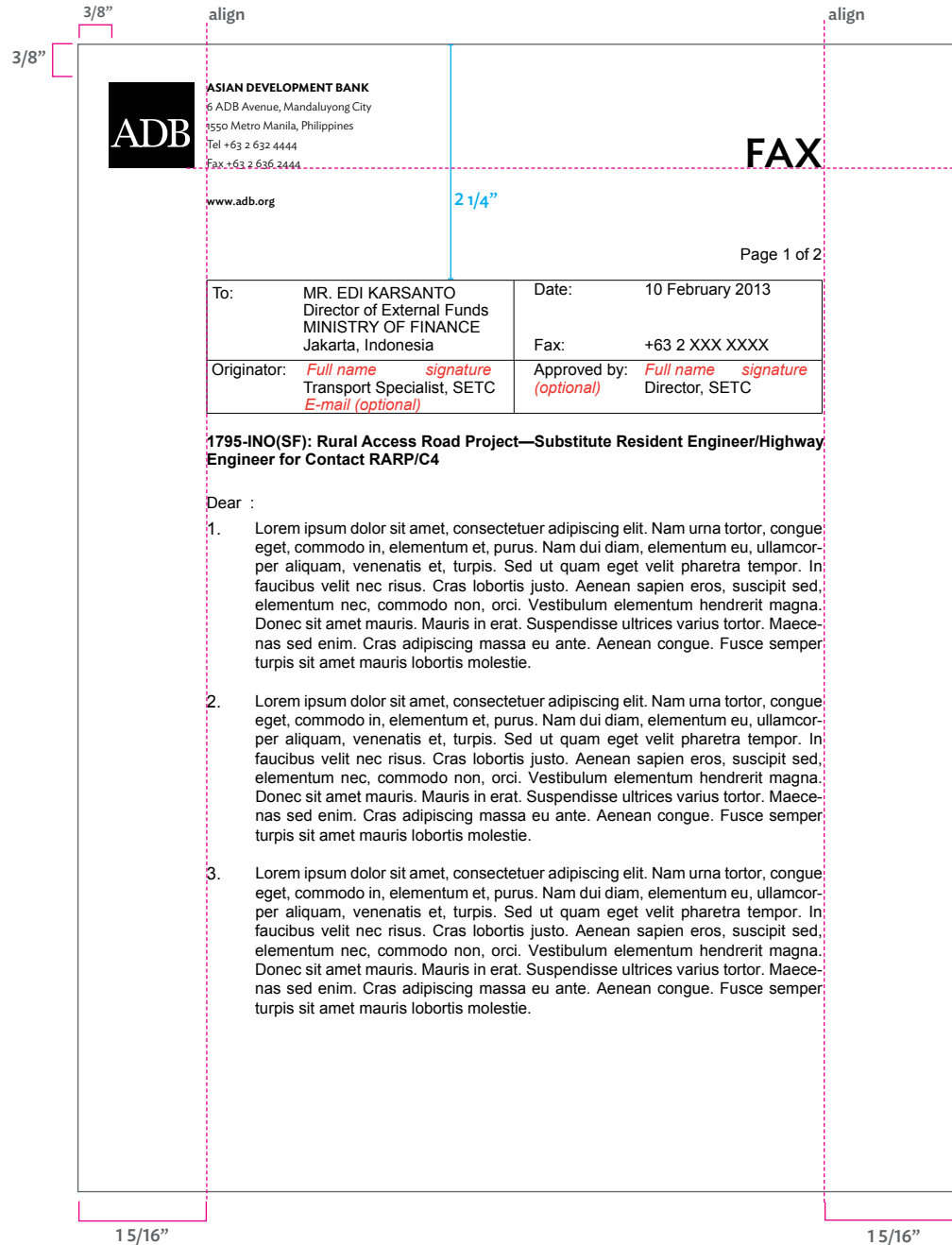
Contact information:
8/13 Ideal Sans Light
(use default old style numbers)

Logo:
13/16" X 13/16"
(0.8125" X 0.8125")

Paper Stock:
Determined by ADB
Printing Unit

Typing Style:
11/13 Arial, justified, place a space
between paragraphs





Fax letterheads

The diagram shown here should be followed for style for ALL ADB fax forms.

Size:

#10 Letterhead
(8.5" X 11")

Color:

Prints 1/0: black

Type:

ADB full name:

8/13 Ideal Sans Semibold (all caps)

Contact information:

8/13 Ideal Sans Light
(use default old style numbers)

Logo:

13/16" X 13/16"
(0.8125" X 0.8125")

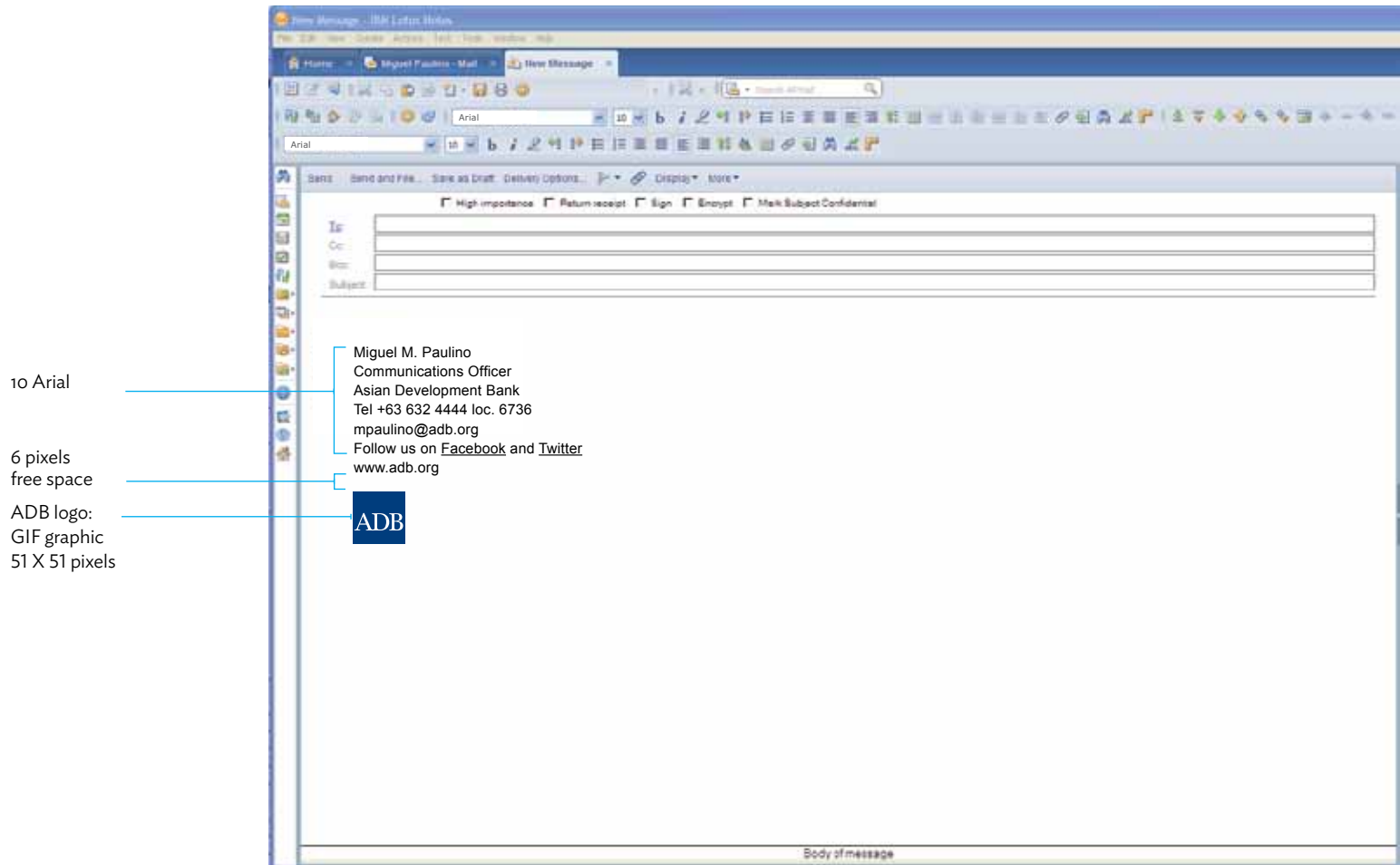
Paper Stock:

Determined by ADB
Printing Unit

Typing Style:

11/13 Arial, justified, place a space between paragraphs

08 DIGITAL MEDIA



ADB E-mail signature

E-mail signatures should include the signature information with the ADB logo only. Do not add other logos or icons. Other contact information, such as hyperlinked social media addresses, can be added at the discretion of the ADB staff member. These addresses should be added beneath the email signature and before the URL.

BASIC RULES FOR ADB WEBSITE

The ADB website should use the basic identity components of the new ADB look and feel, specifically:

- Ideal Sans web fonts
- the main and accent color palettes.

TIPS FOR DIGITAL PRESENTATIONS

Use a solid blue from the ADB main palette as a title slide background. Use the ADB accent color palette for highlights.

Place the ADB logo on the lower right corner, allowing sufficient clear space on all sides.

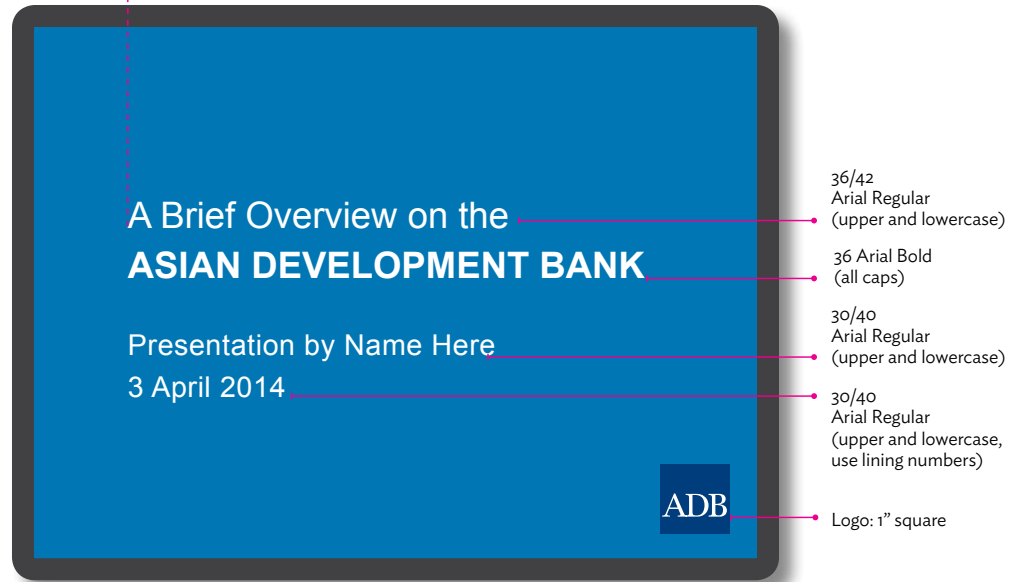
Use photos, charts, and videos to add visual appeal—but don't use them all in one slide.

Use system fonts, preferably Arial.

Text should be a minimum of 18 points; 20 to 24 points is better.

Show a maximum of five bullet points per page.

3/4" margin




Digital presentation—title slide example

3/4" margin

3/4" margin

**THE REGION'S
POVERTY CHALLENGE**

- Two-thirds of the world's poor live in the region
- 828 million people live on less than \$1.25 a day
- 1.7 billion live on less than \$2 a day



36/42
Arial Regular
(all caps)

30/40
Arial Regular
(upper and lowercase)

Logo: 3/4" square

Detailed description: This diagram illustrates the layout of a typical text-only slide. It features a central white rectangular area with a black border. Two vertical dashed red lines indicate a 3/4-inch margin on both the left and right sides. The main content is centered within this area. The title 'THE REGION'S POVERTY CHALLENGE' is at the top, with 'THE REGION'S' in blue and 'POVERTY CHALLENGE' in orange. Below the title is a bulleted list of three items in blue text. At the bottom right is the ADB logo, a blue square with white text. Three callout lines with pink dots point from the text specifications on the right to the corresponding elements on the slide: the title, the first bullet point, and the logo.

Digital presentation—typical slide with text only

**ADB's
MISSION**

To help our developing member countries
reduce poverty and improve quality of life



NOTE: Use same type and format specifications as above

Use single or multiple images according to ADB VIS image guidelines. (see section 06 Imagery).

Detailed description: This diagram illustrates the layout of a typical slide with text and images. It features a central white rectangular area with a black border. Two vertical dashed red lines indicate a 3/4-inch margin on both the left and right sides. The main content is centered within this area. The title 'ADB's MISSION' is at the top, with 'ADB's' in blue and 'MISSION' in orange. Below the title is a horizontal strip of three images: two children in school uniforms, a woman in a headscarf, and a soldier. Below the images is a line of blue text. At the bottom right is the ADB logo, a blue square with white text. Two callout lines with pink dots point from the text specifications on the right to the image strip and the ADB logo.

Digital presentation—typical slide text and image



Facebook page

Page detail

window width =
logo width



CORRECT



INCORRECT



INCORRECT

Social media

All official ADB social media accounts should only use the ADB logo as a profile picture, also known as the avatar. Make sure that the logo fits into the profile picture window without cropping, distortion, or white lines. Always use the JPEG logo provided with these guidelines online.

The name line, Asian Development Bank, should be written in all caps.



Page detail

Twitter page

window width =
logo width



CORRECT



INCORRECT



Page detail

Facebook page

Social media + sub-brands

Sub-branded ADB social media accounts must also use the ADB logo as a profile picture, also known as the avatar. This is important to assert a unified visual presence for a complex organization. Always use the applicable JPEG logo provided with these guidelines online.

For sub-brand differentiation, use the name line next to the “profile picture,” NOT the sub-branded ADB logo. Adding a sub-branding line at this small size would result in illegible type and minimize the brand presence. The name line, Asian Development Bank, should be written in all caps.

09 PUBLICATIONS

One look for ADB Publications

ADB publications are widely disseminated and read, and are among the most visible expressions of the ADB brand. These guidelines introduce a consistent look and feel for all ADB publications to ensure that they are instantly recognizable as an ADB product.

ESTABLISHING ONE LOOK

Typography: Two fonts to identify and structure ADB’s written communications: the primary font, Ideal Sans, to ALWAYS be used in all applications; the secondary, Mercury, to be SELECTIVELY used for body text and subheadings.

Color: Two palettes to systematically enliven and define ADB’s new look and feel. Colors in the main and accent palettes can be used to create vivid, instantly recognizable color schemes.

Cover templates: A fixed framework that places graphic elements in a cohesive and consistent way.



THREE RULES FOR BOOK AND REPORT COVER GRIDS

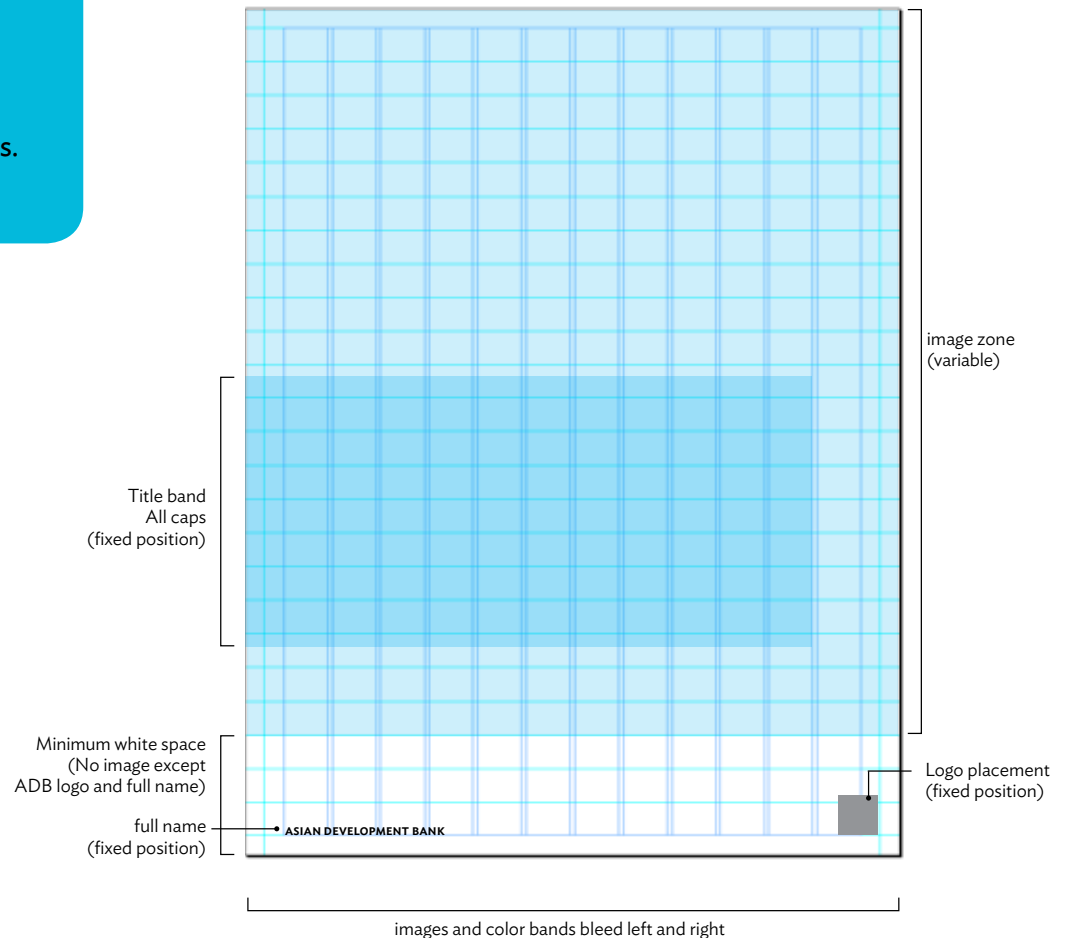
1. The ADB logo/name placement should ALWAYS be consistent as shown on the grid.
2. The title band's size and position on the grid is fixed. The title band can incorporate either main or accent colors as shown in this section.
3. Maintain white space according to the grid units as shown in examples.

Book and Report covers: ADB's grid

Below is a simple grid to be followed for all publications.

The grid should be used as an underlying framework for all ADB books and reports and is supplied as an InDesign file for easy layering. The grid defines usable areas for color blocks, text, and images. Always use the applicable files provided with these guidelines.

NOTE: All relevant files can be found online.



Examples of report covers

These examples illustrate how the grid may be used to create report cover designs.



Examples of book covers

These examples illustrate how the grid may be used to create book cover designs.



TYPOGRAPHICAL COVER

FULL PAGE COVER

HALF PAGE COVER

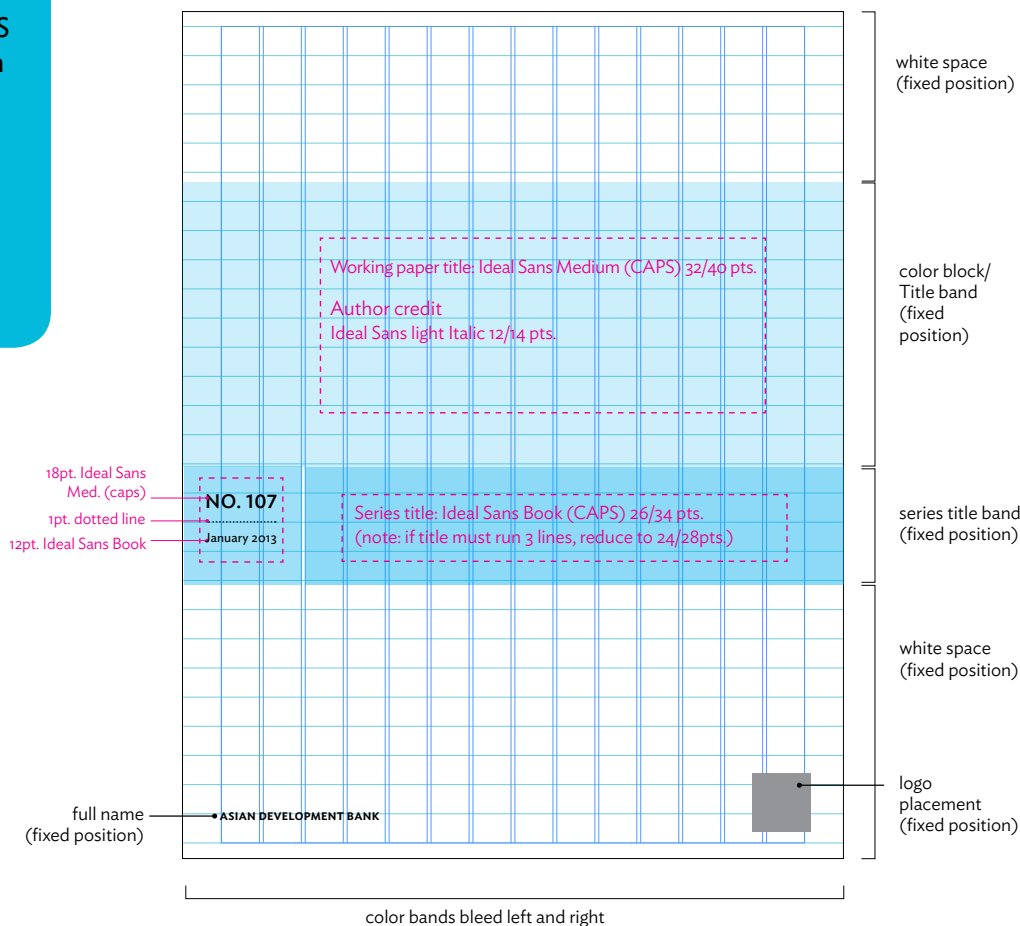
4 RULES FOR WORKING PAPER GRIDS

1. ADB logo/name placement should ALWAYS be consistent as shown on the grid.
2. Series title band should ALWAYS be of a consistent size and be placed as shown. Title band should ALWAYS use the main color palette as shown in this section.
3. Use color to differentiate working papers series.
4. Maintain white space according to the grid units as shown in examples.

Working paper covers: new grid

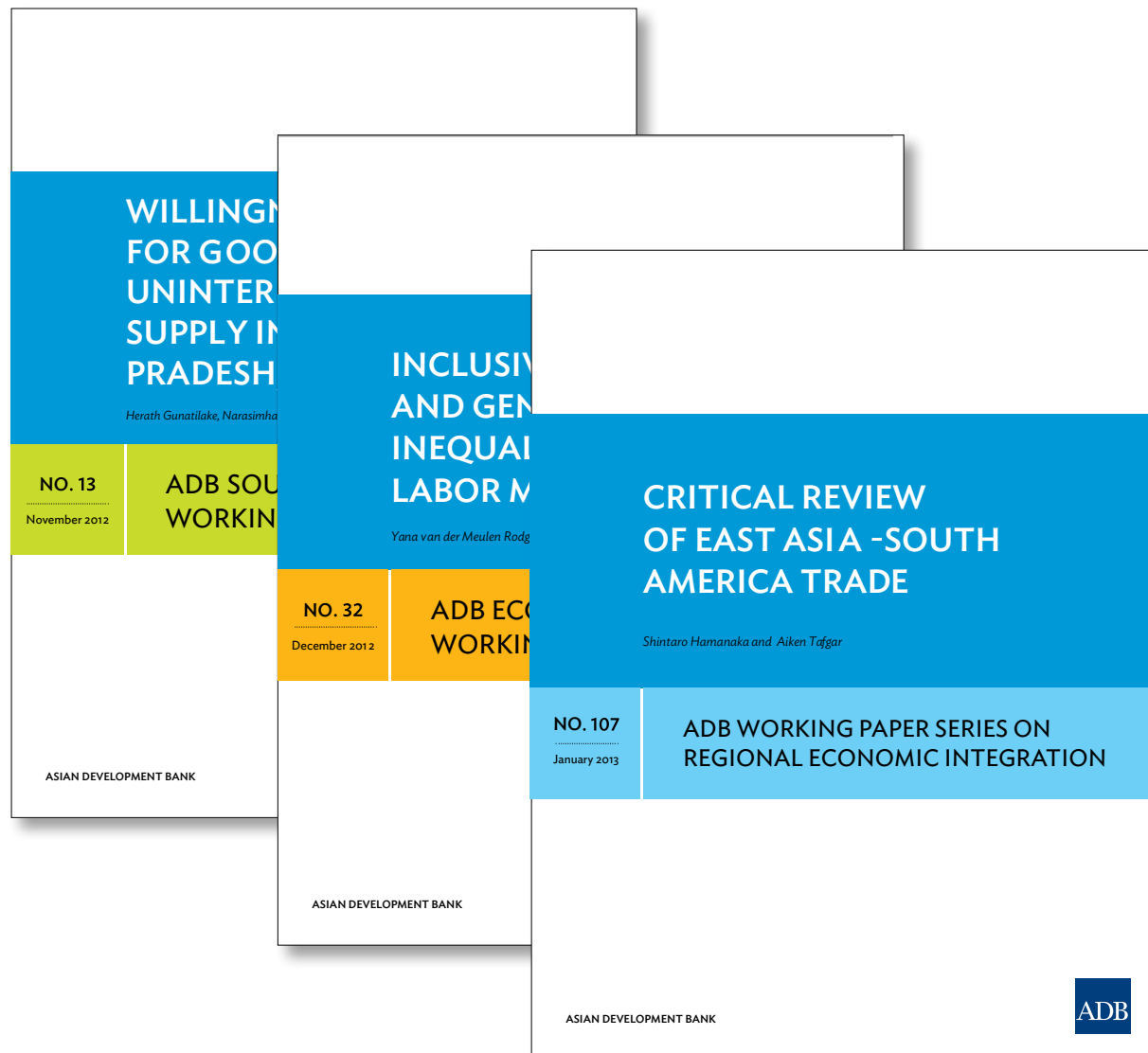
Below is a simple grid to be followed for all working papers. The grid should be used as an underlying framework for all ADB working papers and is supplied as an InDesign file for easy layering. The grid defines usable areas for color blocks, banners, and text. Always use the applicable files provided with these guidelines.

NOTE: All relevant files can be found online.



Examples of working paper covers

These examples illustrate how the grid may be used to create working paper cover designs.



TRAINING AND INSTRUCTIVE MATERIALS (TIM)

For training and instructive materials, you have the option of using either book or report templates. In addition, TIM may be produced with spiral binding and chapter separator tabs.

THREE RULES FOR BRIEFS

1. ADB logo/name placement should ALWAYS be consistent as shown on front cover template.
2. Title band and type should ALWAYS be of a consistent size and be placed as shown. Title band uses the accent color palette.
3. Brief No./date box should ALWAYS be of a consistent size and color and should be placed as shown in template. Do not change the color.

Note: Diagrams and specifications for ADB briefs are shown on facing page. (see page 79)

ADB briefs:

This template should be used for *all* ADB briefs and is supplied as an InDesign file for typesetting. Always use the applicable files provided with these guidelines.

Specifications:**Size:**

8 1/2" X 11" folded
(17" X 11" spread)

Color:**Prints 2/0:**

Series No.: C=75 M=15 Y=0 K=5

Title band: C=26 M=0 Y=100 K=0

See page 45

Text: Black

Series No.
(fixed
position)

color block/Title band
(fixed position)

NO. 8
JUNE 2011

ADB BRIEFS

KEY POINTS

- Targets established in the 11th Five-Year Plan (2006–2010) of the People's Republic of China contributed to remarkable environmental achievements compared with the previous plan; the goals of reducing sulfur dioxide, chemical oxygen demand, and energy intensity were achieved.
- Among the important factors considered to have contributed to the comparative success of the 11th Five-Year Plan are increased investment, greater focus, and strengthened accountability and enforcement.
- Despite these achievements, the mode of economic growth, which relies more on manufacturing than on services and more on investment than on consumption, still imposes substantial burdens on the country's environment.
- The fundamental changes of the current mode of growth will depend on how quickly the government can overcome the country's "rush to growth" approach to urbanization, the coal dominance in the energy structure, and the overdependence on administrative measures for environmental management.
- Against this backdrop, this brief recommends that the 12th Five-Year Plan (2011–2015) consider the following measures: (i) changing the price of resources and removing disincentives, (ii) expanding the use of market-based instruments to control pollution, and (iii) developing legal reform to clarify responsibilities and trigger cooperation.

ENVIRONMENTAL STRATEGY FOR THE 12TH FIVE-YEAR PLAN PERIOD: WHAT CAN THE PEOPLE'S REPUBLIC OF CHINA LEARN FROM THE 11TH FIVE-YEAR PLAN?

Qingfeng Zhang
Principal Water Resources Specialist
East Asia Department
Asian Development Bank


Robert Crooks
Consultant
East Asia Department
Development Bank

As the People's Republic of China (PRC) is preparing its environmental strategy for the 12th Five-Year Plan (2011–2015),² this policy brief reviews the environmental performance of the relatively successful 11th Five-Year Plan (2006–2010) by comparing it with that of the 10th Five-Year Plan (2001–2005), which has been widely accepted as unsatisfactory. In broad terms, the 12th Five-Year Plan is expected to continue the strategies that were successfully implemented during the previous plan, with the following enhancements:

- (i) extensions of mandatory caps to cover two more important pollutants—ammonia in water and nitrogen oxides in air—in addition to sulfur dioxide (SO₂) and chemical oxygen demand;
- (ii) further improvements in living quality and standards by improving environmental management and strengthening protection of drinking water sources;
- (iii) promotion of green development with environmental protection; and
- (iv) more efforts to address international environmental issues such as climate change.

¹ The author would like to acknowledge Edgar Cua for providing inspiration and guidance in the preparation of this brief. The brief likewise benefited from the quality inputs of the consulting team who conducted the second country environmental analysis of the PRC, especially Ma Zhong, Wang Jinxin, Ge Chaozhong, and Pan Jialun. Several reviewers in ADB offered valuable comments, including Yi Jiang, Raymond Renfro, Yue-Lang Feng, and Fei Yue. External peer review was also provided by Chen Jing, Suzanne Guarnieri-Johns, and Mark Kaman. Joy Quintanilla-Gonzalez provided the editorial and design services to produce and disseminate this publication.

² The PRC released its 12th Five-Year Plan Outline in March 2011, but the environmental protection component of said plan is still under preparation and is expected to be approved by the end of 2011.



JEL Classification: O44,
Q56, Q58
Publication Stock No.
ABF113572

front cover

ADB BRIEFS NO. 28

The fundamental changes of the current mode of growth will depend on how quickly the government can overcome the considerable momentum behind the growth.

The problem is further aggravated by the fact that ecological boundaries are rarely matched with political boundaries, which encourages local governments to "leave the problem to the neighbors." Given the range of central and provincial government ministries and departments with different and sometimes overlapping responsibilities for environmental protection, the EPL amendment should develop frameworks for cross-provincial coordination and cooperation.

CONCLUSION

The prospects for the environmental agenda under the 12th Five-Year Plan and beyond to 2020 will depend substantially on the progress in restructuring the economy, particularly the balance between the secondary and tertiary sectors and the role of large-scale, capital-intensive industries. Despite the environmental achievements made in the 11th Five-Year Plan, the mode of economic growth, which relies more on manufacturing than on services and more on investment than on consumption, still imposes substantial burdens on the country's environment.

The fundamental changes of the current mode of growth will depend on how quickly the government can overcome the considerable momentum behind the growth, which includes the local "rush to growth" approach to urbanization, the dominance of coal in the energy structure, and the overdependence on administrative measures to manage the environment.

Against this backdrop, this brief recommends that the PRC government consider the following in its 12th Five-Year Plan on Environmental Protection:

- (i) changing the price of resources and removing disincentives,
- (ii) expanding the use of market-based instruments to control pollution, and
- (iii) developing legal reform to clarify responsibilities and trigger cooperation.

Asian Development Bank
ADB, based in Manila, is dedicated to reducing poverty in the Asia and Pacific region through inclusive economic growth, environmentally sustainable growth, and regional integration. Established in 1966, it is owned by 67 members—48 from the region.

ADB Briefs are based on papers or notes prepared by ADB staff and their resource persons. The series is designed to provide concise, nontechnical accounts of policy issues of typical interest, with a view to facilitating informed debate. The Department of External Relations administers the series.

The views expressed in this publication are those of the authors and do not necessarily reflect the views and policies of ADB or its Board of Governors or the governments they represent. ADB encourages printing

or copying information exclusively for personal and noncommercial use with proper acknowledgment of ADB. Users are restricted from reselling, redistributing, or creating derivative works for commercial purposes without the express, written consent of ADB.

Asian Development Bank
6 ADB Avenue, Mandaluyong City
1550 Metro Manila, Philippines
Tel +63 2 632 4444
Fax +63 2 636 2444 information@adb.org
www.adb.org/documents/briefs

In this publication, "\$" refers to US dollars.

back cover

09 PUBLICATIONS BOOK AND REPORT SPINES

Spine Format:

Spine must be minimum 3/8" W to print type/logo.

Type should ALWAYS run from top to bottom and center vertical align (as shown).

Color:

Prints 2/0:

Logo: Pantone 281C

Type: Black

Title Type Size:

Ideal Sans Medium (all caps)
(as large as comfortably fits)

Type can run on two lines as needed.

Subtitle Type Size:

Minimum 6 points
Ideal Sans Medium Italic
(upper and lowercase)

Logo:

1/4" X 1/4"

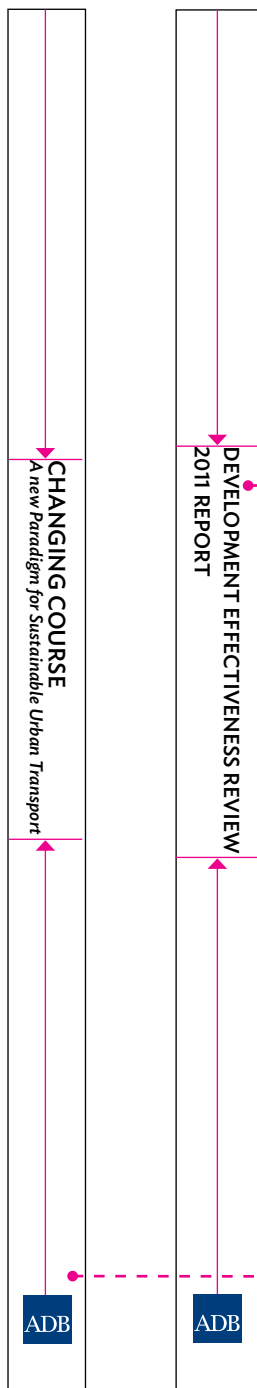
(0.25" X 0.25")

Always positioned 1/4" from bottom of the book, centered left to right

Paper Stock:

Determined by ADB
Printing Unit

Logo: 1/4" from base
(fixed position)
centered, left to right



Book and Report Spine

All book and report spines are uniform white with the publication title in black text and the ADB logo located at the bottom.

SAMPLE REPORT



SAMPLE BOOK



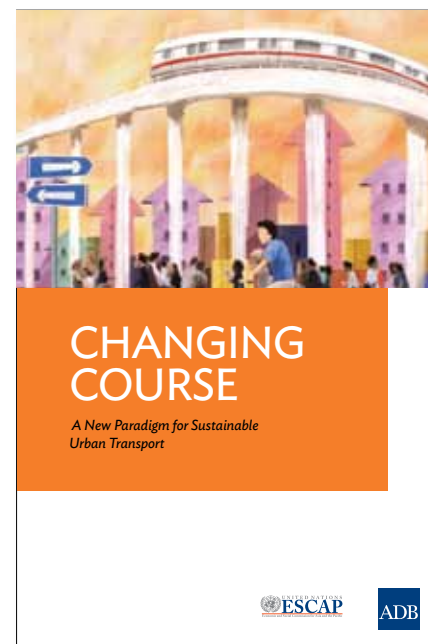
Copublished reports and books

In the case of a copublication where ADB and another organization are recognized as joint publishers, both ADB's and the copublishing partner's logos should visually be of equal prominence. Logos are placed on the front cover as shown and, space permitting, the spine (please note orientation). On copublished reports and books, ADB's full name, Asian Development Bank, is NOT used.

SAMPLE REPORT



SAMPLE BOOK



Book and Report back cover

Back covers should all be printed on white background and contain the following elements as arranged on the template:

Book and Report back cover: cobranded

Whenever ADB is the sole publisher of a report, book, periodical, etc., that has been produced in collaboration with partners/sponsors, the ADB logo ALONE appears on the front cover and, size permitting, the spine. Partner logos appear on the back cover as shown.

<p>1" </p> <p>1/2" Publication title in Ideal Sans Publication subtitle</p> <p>Publication blurb text: <i>Pidipsae de cus delignam ut et estrume pliberciunt rem. Ro testrum sitatio rempos dolor rae est, et excepuad aepraepetur?</i></p> <p>About the Asian Development Bank</p> <p>ADB's vision is an Asia and Pacific region free of poverty. Its mission is to help its developing member countries reduce poverty and improve the quality of life of their people. Despite the region's many successes, it remains home to two-thirds of the world's poor: 1.7 billion people who live on less than \$2 a day, with 828 million struggling on less than \$1.25 a day. ADB is committed to reducing poverty through inclusive economic growth, environmentally sustainable growth, and regional integration.</p> <p>Based in Manila, ADB is owned by 67 members, including 48 from the region. Its main instruments for helping its developing member countries are policy dialogue, loans, equity investments, guarantees, grants, and technical assistance.</p> <p> ASIAN DEVELOPMENT BANK 6 ADB Avenue, Mandaluyong City 1550 Metro Manila, Philippines www.adb.org</p> <p>3/8" </p> <p>ISBN 978-92-10712-094-2  9 789290 928942</p>	<p>Publication title in Ideal Sans Publication subtitle</p> <p>Publication blurb text: <i>Pidipsae de cus delignam ut et estrume pliberciunt rem. Ro testrum sitatio rempos dolor rae est, et excepuad aepraepetur?</i></p> <p>About the Asian Development Bank</p> <p>ADB's vision is an Asia and Pacific region free of poverty. Its mission is to help its developing member countries reduce poverty and improve the quality of life of their people. Despite the region's many successes, it remains home to two-thirds of the world's poor: 1.7 billion people who live on less than \$2 a day, with 828 million struggling on less than \$1.25 a day. ADB is committed to reducing poverty through inclusive economic growth, environmentally sustainable growth, and regional integration.</p> <p>Based in Manila, ADB is owned by 67 members, including 48 from the region. Its main instruments for helping its developing member countries are policy dialogue, loans, equity investments, guarantees, grants, and technical assistance.</p> <p>   </p> <p>ISBN 978-92-10712-094-2  9 789290 928942</p> <p>ASIAN DEVELOPMENT BANK 6 ADB Avenue, Mandaluyong City 1550 Metro Manila, Philippines www.adb.org</p>
--	--

Flagship publications guidelines

Flagship publications represent ADB's intellectual face to the world. These publications are authoritative sources of information with lasting value. They are among the most visible and effective platforms of the ADB brand and therefore they must be allowed to communicate the brand boldly and in a striking way. The most effective way to do this would be hard to regulate in a VIS and will depend largely on the creativity of the designer. However, there are a few rules that can assure that these publications project a strong brand presence:

FOUR RULES FOR FLAGSHIP PUBLICATIONS

1. On covers, use only the primary font, Ideal Sans, both for the masthead and for all headlines. You **MUST** use the logo on covers. Use of the grid is optional.
2. For cover illustration, use only the ADB main and accent color palettes.
3. For inside pages, use Ideal Sans for all headlines, and Ideal Sans or Mercury Text for all body text, boxes, subheaders, etc.
4. For inside pages and graphics, including charts and illustrations, use the ADB main and accent color palettes.

NOTE: Flagship publications are determined by ADB's Publications Committee.

10 ADB IN THE FIELD

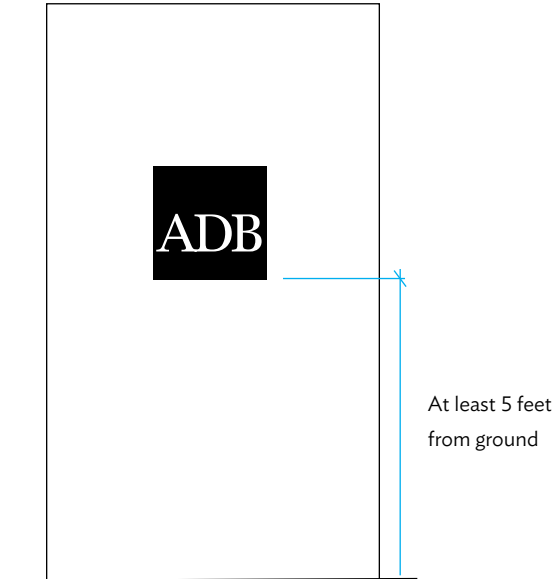


Fig. 1 Typical exterior signage

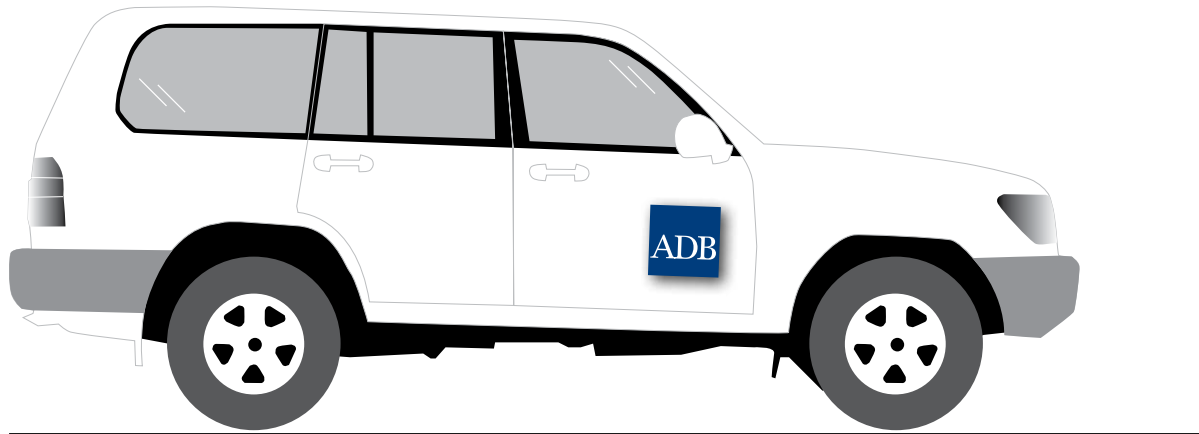


Fig. 2 Typical interior signage

ADB's building signage

Wall-hung signs should be at least 1' X 1' in size and mounted in highly visible, unobstructed spots with the sign's bottom at least 5 feet from ground. In most cases, it should be sufficient for the ADB logo to appear alone. However, when the full name is needed, it should appear underneath the logo.

NOTE: All relevant files can be found online.

***ADB's vehicle signage***

Use magnetic signs that can be easily attached and detached as the situation requires. Signs should be approximately 10" square and attached to the vehicle's front doors on both sides.































11 REFERENCE



Emblem (official seal)

The ADB Seal

The official seal is not part of ADB's visual identity. It is used as a dry seal on some legal documents and certificates. The ADB logo is used as the primary identifier across all other materials, including signages on ADB buildings, offices, and events.

ADB LOGOS					
		Filenames			Filenames
		ADB_logoBLUE.eps ADB_logoBLK.eps ADB_logoBLUE.dwg ADB_logoBLK.dwg			ADB_logoBLUEoutl.eps ADB_logoBLKoutl.eps ADB_logoBLUEoutl.dwg ADB_logoBLKoutl.dwg
		ADB_logoBLUE_URL.eps ADB_logoBLK_URL.eps ADB_logoBLUE_URL.dwg ADB_logoBLK_URL.dwg			ADB_logoBLUE_URLoutl.eps ADB_logoBLK_URLoutl.eps ADB_logoBLUE_URLoutl.dwg ADB_logoBLK_URLoutl.dwg
ADB Regions					
		ADB_logoBLUE_CWA.eps ADB_logoBLK_CWA.eps ADB_logoBLUE_CWA.dwg ADB_logoBLK_CWA.dwg			ADB_logoBLUE_SEA.eps ADB_logoBLK_SEA.eps ADB_logoBLUE_SEA.dwg ADB_logoBLK_SEA.dwg
CENTRAL AND WEST ASIA	CENTRAL AND WEST ASIA		SOUTHEAST ASIA	SOUTHEAST ASIA	
		ADB_logoBLUE_SA.eps ADB_logoBLK_SA.eps ADB_logoBLUE_SA.dwg ADB_logoBLK_SA.dwg			ADB_logoBLUE_P.eps ADB_logoBLK_P.eps ADB_logoBLUE_P.dwg ADB_logoBLK_P.dwg
SOUTH ASIA	SOUTH ASIA		THE PACIFIC	THE PACIFIC	
		ADB_logoBLUE_EA.eps ADB_logoBLK_EA.eps ADB_logoBLUE_EA.dwg ADB_logoBLK_EA.dwg			
EAST ASIA	EAST ASIA				
ADB Members					
		ADB_logoBLUE_AFG.eps ADB_logoBLK_AFG.eps ADB_logoBLUE_AFG.dwg ADB_logoBLK_AFG.dwg			ADB_logoBLUE_AZE.eps ADB_logoBLK_AZE.eps ADB_logoBLUE_AZE.dwg ADB_logoBLK_AZE.dwg
AFGHANISTAN	AFGHANISTAN		AZERBAIJAN	AZERBAIJAN	
		ADB_logoBLUE_ARM.eps ADB_logoBLK_ARM.eps ADB_logoBLUE_ARM.dwg ADB_logoBLK_ARM.dwg			ADB_logoBLUE_BAN.eps ADB_logoBLK_BAN.eps ADB_logoBLUE_BAN.dwg ADB_logoBLK_BAN.dwg
ARMENIA	ARMENIA		BANGLADESH	BANGLADESH	
		ADB_logoBLUE_AUS.eps ADB_logoBLK_AUS.eps ADB_logoBLUE_AUS.dwg ADB_logoBLK_AUS.dwg			ADB_logoBLUE_BHU.eps ADB_logoBLK_BHU.eps ADB_logoBLUE_BHU.dwg ADB_logoBLK_BHU.dwg
AUSTRALIA	AUSTRALIA		BHUTAN	BHUTAN	

To locate and access these files enter the word '[branding](#)' on your internet browser.











11 REFERENCE RELEVANT FILES

ADB Members					
		Filenames			Filenames
 BRUNEI DARUSSALAM	 BRUNEI DARUSSALAM	ADB_logoBLUE_BRU.eps ADB_logoBLK_BRU.eps ADB_logoBLUE_BRU.dwg ADB_logoBLK_BRU.dwg	 INDONESIA	 INDONESIA	ADB_logoBLUE_INO.eps ADB_logoBLK_INO.eps ADB_logoBLUE_INO.dwg ADB_logoBLK_INO.dwg
 CAMBODIA	 CAMBODIA	ADB_logoBLUE_CAM.eps ADB_logoBLK_CAM.eps ADB_logoBLUE_CAM.dwg ADB_logoBLK_CAM.dwg	 JAPAN	 JAPAN	ADB_logoBLUE_JAP.eps ADB_logoBLK_JAP.eps ADB_logoBLUE_JAP.dwg ADB_logoBLK_JAP.dwg
 PEOPLE'S REPUBLIC OF CHINA	 PEOPLE'S REPUBLIC OF CHINA	ADB_logoBLUE_PRC.eps ADB_logoBLK_PRC.eps ADB_logoBLUE_PRC.dwg ADB_logoBLK_PRC.dwg	 KAZAKHSTAN	 KAZAKHSTAN	ADB_logoBLUE_KAZ.eps ADB_logoBLK_KAZ.eps ADB_logoBLUE_KAZ.dwg ADB_logoBLK_KAZ.dwg
 COOK ISLANDS	 COOK ISLANDS	ADB_logoBLUE_COO.eps ADB_logoBLK_COO.eps ADB_logoBLUE_COO.dwg ADB_logoBLK_COO.dwg	 KIRIBATI	 KIRIBATI	ADB_logoBLUE_KIR.eps ADB_logoBLK_KIR.eps ADB_logoBLUE_KIR.dwg ADB_logoBLK_KIR.dwg
 FIJI	 FIJI	ADB_logoBLUE_FIJ.eps ADB_logoBLK_FIJ.eps ADB_logoBLUE_FIJ.dwg ADB_logoBLK_FIJ.dwg	 REPUBLIC OF KOREA	 REPUBLIC OF KOREA	ADB_logoBLUE_KOR.eps ADB_logoBLK_KOR.eps ADB_logoBLUE_KOR.dwg ADB_logoBLK_KOR.dwg
 GEORGIA	 GEORGIA	ADB_logoBLUE_GEO.eps ADB_logoBLK_GEO.eps ADB_logoBLUE_GEO.dwg ADB_logoBLK_GEO.dwg	 KYRGYZ REPUBLIC	 KYRGYZ REPUBLIC	ADB_logoBLUE_KGZ.eps ADB_logoBLK_KGZ.eps ADB_logoBLUE_KGZ.dwg ADB_logoBLK_KGZ.dwg
 HONG KONG, CHINA	 HONG KONG, CHINA	ADB_logoBLUE_HKG.eps ADB_logoBLK_HKG.eps ADB_logoBLUE_HKG.dwg ADB_logoBLK_HKG.dwg	 LAO PEOPLE'S DEMOCRATIC REPUBLIC	 LAO PEOPLE'S DEMOCRATIC REPUBLIC	ADB_logoBLUE_LAO.eps ADB_logoBLK_LAO.eps ADB_logoBLUE_LAO.dwg ADB_logoBLK_LAO.dwg
 INDIA	 INDIA	ADB_logoBLUE_IND.eps ADB_logoBLK_IND.eps ADB_logoBLUE_IND.dwg ADB_logoBLK_IND.dwg	 MALAYSIA	 MALAYSIA	ADB_logoBLUE_MAL.eps ADB_logoBLK_MAL.eps ADB_logoBLUE_MAL.dwg ADB_logoBLK_MAL.dwg

























ADB Members					
		Filenames			Filenames
 MALDIVES	 MALDIVES	ADB_logoBLUE_MLD.eps ADB_logoBLK_MLD.eps ADB_logoBLUE_MLD.dwg ADB_logoBLK_MLD.dwg	 PAKISTAN	 PAKISTAN	ADB_logoBLUE_PAK.eps ADB_logoBLK_PAK.eps ADB_logoBLUE_PAK.dwg ADB_logoBLK_PAK.dwg
 MARSHALL ISLANDS	 MARSHALL ISLANDS	ADB_logoBLUE_RMI.eps ADB_logoBLK_RMI.eps ADB_logoBLUE_RMI.dwg ADB_logoBLK_RMI.dwg	 PALAU	 PALAU	ADB_logoBLUE_PAL.eps ADB_logoBLK_PAL.eps ADB_logoBLUE_PAL.dwg ADB_logoBLK_PAL.dwg
 FEDERATED STATES OF MICRONESIA	 FEDERATED STATES OF MICRONESIA	ADB_logoBLUE_FSM.eps ADB_logoBLK_FSM.eps ADB_logoBLUE_FSM.dwg ADB_logoBLK_FSM.dwg	 PAPUA NEW GUINEA	 PAPUA NEW GUINEA	ADB_logoBLUE_PNG.eps ADB_logoBLK_PNG.eps ADB_logoBLUE_PNG.dwg ADB_logoBLK_PNG.dwg
 MONGOLIA	 MONGOLIA	ADB_logoBLUE_MON.eps ADB_logoBLK_MON.eps ADB_logoBLUE_MON.dwg ADB_logoBLK_MON.dwg	 PHILIPPINES	 PHILIPPINES	ADB_logoBLUE_PHI.eps ADB_logoBLK_PHI.eps ADB_logoBLUE_PHI.dwg ADB_logoBLK_PHI.dwg
 MYANMAR	 MYANMAR	ADB_logoBLUE_MYA.eps ADB_logoBLK_MYA.eps ADB_logoBLUE_MYA.dwg ADB_logoBLK_MYA.dwg	 SAMOA	 SAMOA	ADB_logoBLUE_SAM.eps ADB_logoBLK_SAM.eps ADB_logoBLUE_SAM.dwg ADB_logoBLK_SAM.dwg
 NAURU	 NAURU	ADB_logoBLUE_NAU.eps ADB_logoBLK_NAU.eps ADB_logoBLUE_NAU.dwg ADB_logoBLK_NAU.dwg	 SINGAPORE	 SINGAPORE	ADB_logoBLUE_SIN.eps ADB_logoBLK_SIN.eps ADB_logoBLUE_SIN.dwg ADB_logoBLK_SIN.dwg
 NEPAL	 NEPAL	ADB_logoBLUE_NEP.eps ADB_logoBLK_NEP.eps ADB_logoBLUE_NEP.dwg ADB_logoBLK_NEP.dwg	 SOLOMON ISLANDS	 SOLOMON ISLANDS	ADB_logoBLUE_SOL.eps ADB_logoBLK_SOL.eps ADB_logoBLUE_SOL.dwg ADB_logoBLK_SOL.dwg
 NEW ZEALAND	 NEW ZEALAND	ADB_logoBLUE_NZL.eps ADB_logoBLK_NZL.eps ADB_logoBLUE_NZL.dwg ADB_logoBLK_NZL.dwg	 SRI LANKA	 SRI LANKA	ADB_logoBLUE_SRI.eps ADB_logoBLK_SRI.eps ADB_logoBLUE_SRI.dwg ADB_logoBLK_SRI.dwg




11 REFERENCE RELEVANT FILES



ADB Members					
		Filenames			Filenames
 TAIPEI,CHINA	 TAIPEI,CHINA	ADB_logoBLUE_TAP.eps ADB_logoBLK_TAP.eps ADB_logoBLUE_TAP.dwg ADB_logoBLK_TAP.dwg	 TUVALU	 TUVALU	ADB_logoBLUE_TUV.eps ADB_logoBLK_TUV.eps ADB_logoBLUE_TUV.dwg ADB_logoBLK_TUV.dwg
 TAJKISTAN	 TAJKISTAN	ADB_logoBLUE_TAJ.eps ADB_logoBLK_TAJ.eps ADB_logoBLUE_TAJ.dwg ADB_logoBLK_TAJ.dwg	 UZBEKISTAN	 UZBEKISTAN	ADB_logoBLUE_UZB.eps ADB_logoBLK_UZB.eps ADB_logoBLUE_UZB.dwg ADB_logoBLK_UZB.dwg
 THAILAND	 THAILAND	ADB_logoBLUE_THA.eps ADB_logoBLK_THA.eps ADB_logoBLUE_THA.dwg ADB_logoBLK_THA.dwg	 VANUATU	 VANUATU	ADB_logoBLUE_VAN.eps ADB_logoBLK_VAN.eps ADB_logoBLUE_VAN.dwg ADB_logoBLK_VAN.dwg
 TIMOR-LESTE	 TIMOR-LESTE	ADB_logoBLUE_TIM.eps ADB_logoBLK_TIM.eps ADB_logoBLUE_TIM.dwg ADB_logoBLK_TIM.dwg	 VIET NAM	 VIET NAM	ADB_logoBLUE_VIE.eps ADB_logoBLK_VIE.eps ADB_logoBLUE_VIE.dwg ADB_logoBLK_VIE.dwg
 TONGA	 TONGA	ADB_logoBLUE_TON.eps ADB_logoBLK_TON.eps ADB_logoBLUE_TON.dwg ADB_logoBLK_TON.dwg	 CANADA	 CANADA	ADB_logoBLUE_CAN.eps ADB_logoBLK_CAN.eps ADB_logoBLUE_CAN.dwg ADB_logoBLK_CAN.dwg
 AUSTRIA	 AUSTRIA	ADB_logoBLUE_AUT.eps ADB_logoBLK_AUT.eps ADB_logoBLUE_AUT.dwg ADB_logoBLK_AUT.dwg	 DENMARK	 DENMARK	ADB_logoBLUE_DEN.eps ADB_logoBLK_DEN.eps ADB_logoBLUE_DEN.dwg ADB_logoBLK_DEN.dwg
 BELGIUM	 BELGIUM	ADB_logoBLUE_BEL.eps ADB_logoBLK_BEL.eps ADB_logoBLUE_BEL.dwg ADB_logoBLK_BEL.dwg	 FINLAND	 FINLAND	ADB_logoBLUE_FIN.eps ADB_logoBLK_FIN.eps ADB_logoBLUE_FIN.dwg ADB_logoBLK_FIN.dwg
 TURKMENISTAN	 TURKMENISTAN	ADB_logoBLUE_TKM.eps ADB_logoBLK_TKM.eps ADB_logoBLUE_TKM.dwg ADB_logoBLK_TKM.dwg	 FRANCE	 FRANCE	ADB_logoBLUE_FRA.eps ADB_logoBLK_FRA.eps ADB_logoBLUE_FRA.dwg ADB_logoBLK_FRA.dwg

ADB Members					
		Filenames			Filenames
 GERMANY	 GERMANY	ADB_logoBLUE_GER.eps ADB_logoBLK_GER.eps ADB_logoBLUE_GER.dwg ADB_logoBLK_GER.dwg	 SPAIN	 SPAIN	ADB_logoBLUE_SPA.eps ADB_logoBLK_SPA.eps ADB_logoBLUE_SPA.dwg ADB_logoBLK_SPA.dwg
 IRELAND	 IRELAND	ADB_logoBLUE_IRE.eps ADB_logoBLK_IRE.eps ADB_logoBLUE_IRE.dwg ADB_logoBLK_IRE.dwg	 SWEDEN	 SWEDEN	ADB_logoBLUE_SWE.eps ADB_logoBLK_SWE.eps ADB_logoBLUE_SWE.dwg ADB_logoBLK_SWE.dwg
 ITALY	 ITALY	ADB_logoBLUE_ITA.eps ADB_logoBLK_ITA.eps ADB_logoBLUE_ITA.dwg ADB_logoBLK_ITA.dwg	 SWITZERLAND	 SWITZERLAND	ADB_logoBLUE_SWI.eps ADB_logoBLK_SWI.eps ADB_logoBLUE_SWI.dwg ADB_logoBLK_SWI.dwg
 LUXEMBOURG	 LUXEMBOURG	ADB_logoBLUE_LUX.eps ADB_logoBLK_LUX.eps ADB_logoBLUE_LUX.dwg ADB_logoBLK_LUX.dwg	 TURKEY	 TURKEY	ADB_logoBLUE_TUR.eps ADB_logoBLK_TUR.eps ADB_logoBLUE_TUR.dwg ADB_logoBLK_TUR.dwg
 THE NETHERLANDS	 THE NETHERLANDS	ADB_logoBLUE_NET.eps ADB_logoBLK_NET.eps ADB_logoBLUE_NET.dwg ADB_logoBLK_NET.dwg	 UNITED KINGDOM	 UNITED KINGDOM	ADB_logoBLUE_UKG.eps ADB_logoBLK_UKG.eps ADB_logoBLUE_UKG.dwg ADB_logoBLK_UKG.dwg
 NORWAY	 NORWAY	ADB_logoBLUE_NOR.eps ADB_logoBLK_NOR.eps ADB_logoBLUE_NOR.dwg ADB_logoBLK_NOR.dwg	 UNITED STATES	 UNITED STATES	ADB_logoBLUE_USA.eps ADB_logoBLK_USA.eps ADB_logoBLUE_USA.dwg ADB_logoBLK_USA.dwg
 PORTUGAL	 PORTUGAL	ADB_logoBLUE_POR.eps ADB_logoBLK_POR.eps ADB_logoBLUE_POR.dwg ADB_logoBLK_POR.dwg			

11 REFERENCE RELEVANT FILES

Communities of Practice					
		Filenames			Filenames
 AGRICULTURE, RURAL DEVELOPMENT, AND FOOD SECURITY	 AGRICULTURE, RURAL DEVELOPMENT, AND FOOD SECURITY	ADB_logoBLUE_Agri_Rural_Food.eps ADB_logoBLK_Agri_Rural_Food.eps ADB_logoBLUE_Agri_Rural_Food.dwg ADB_logoBLK_Agri_Rural_Food.dwg	 PUBLIC MANAGEMENT AND GOVERNANCE	 PUBLIC MANAGEMENT AND GOVERNANCE	ADB_logoBLUE_Pub_Mngt_Governance.eps ADB_logoBLK_Pub_Mngt_Governance.eps ADB_logoBLUE_Pub_Mngt_Governance.dwg ADB_logoBLK_Pub_Mngt_Governance.dwg
 EDUCATION	 EDUCATION	ADB_logoBLUE_Edu.eps ADB_logoBLK_Edu.eps ADB_logoBLUE_Edu.dwg ADB_logoBLK_Edu.dwg	 PUBLIC- PRIVATE PARTNERSHIP	 PUBLIC- PRIVATE PARTNERSHIP	ADB_logoBLUE_PPP.eps ADB_logoBLK_PPP.eps ADB_logoBLUE_PPP.dwg ADB_logoBLK_PPP.dwg
 ENVIRONMENT	 ENVIRONMENT	ADB_logoBLUE_Environment.eps ADB_logoBLK_Environment.eps ADB_logoBLUE_Environment.dwg ADB_logoBLK_Environment.dwg	 REGIONAL COOPERATION AND INTEGRATION	 REGIONAL COOPERATION AND INTEGRATION	ADB_logoBLUE_Reg_Coop_Integration.eps ADB_logoBLK_Reg_Coop_Integration.eps ADB_logoBLUE_Reg_Coop_Integration.dwg ADB_logoBLK_Reg_Coop_Integration.dwg
 FINANCIAL SECTOR DEVELOPMENT	 FINANCIAL SECTOR DEVELOPMENT	ADB_logoBLUE_Financial_Sector_Development.eps ADB_logoBLK_Financial_Sector_Development.eps ADB_logoBLUE_Financial_Sector_Development.dwg ADB_logoBLK_Financial_Sector_Development.dwg	 SOCIAL DEVELOPMENT AND POVERTY	 SOCIAL DEVELOPMENT AND POVERTY	ADB_logoBLUE_Social_Dev_Poverty.eps ADB_logoBLK_Social_Dev_Poverty.eps ADB_logoBLUE_Social_Dev_Poverty.dwg ADB_logoBLK_Social_Dev_Poverty.dwg
 GENDER EQUITY	 GENDER EQUITY	ADB_logoBLUE_Gender_Equity.eps ADB_logoBLK_Gender_Equity.eps ADB_logoBLUE_Gender_Equity.dwg ADB_logoBLK_Gender_Equity.dwg	 TRANSPORT	 TRANSPORT	ADB_logoBLUE_Transport.eps ADB_logoBLK_Transport.eps ADB_logoBLUE_Transport.dwg ADB_logoBLK_Transport.dwg
 HEALTH	 HEALTH	ADB_logoBLUE_Health.eps ADB_logoBLK_Health.eps ADB_logoBLUE_Health.dwg ADB_logoBLK_Health.dwg	 URBAN	 URBAN	ADB_logoBLUE_Urban.eps ADB_logoBLK_Urban.eps ADB_logoBLUE_Urban.dwg ADB_logoBLK_Urban.dwg

Communities of Practice			
	Filenames		Filenames
	ADB_logoBLUE_Operations.eps ADB_logoBLK_Operations.eps ADB_logoBLUE_Operations.dwg ADB_logoBLK_Operations.dwg		ADB_logoBLUE_Water.eps ADB_logoBLK_Water.eps ADB_logoBLUE_Water.dwg ADB_logoBLK_Water.dwg
	ADB_logoBLUE_Energy.eps ADB_logoBLK_Energy.eps ADB_logoBLUE_Energy.dwg ADB_logoBLK_Energy.dwg		

Field Offices	
 AFGHANISTAN RESIDENT MISSION	 AFGHANISTAN RESIDENT MISSION
Armenia Resident Mission	Myanmar Resident Mission
Azerbaijan Resident Mission	Nepal Resident Mission
Bangladesh Resident Mission	Pakistan Resident Mission
Cambodia Resident Mission	Papua New Guinea Resident Mission
People's Republic of China Resident Mission	Philippines Country Office
Georgia Resident Mission	Sri Lanka Resident Mission
India Resident Mission	Tajikistan Resident Mission
Indonesia Resident Mission	Thailand Resident Mission
Kazakhstan Resident Mission	Timor-Leste Resident Mission
Kyrgyz Republic Resident Mission	Turkmenistan Resident Mission
Lao PDR Resident Mission	Uzbekistan Resident Mission
Mongolia Resident Mission	Viet Nam Resident Mission
Other Offices	
European Representative Office	Pacific Liaison and Coordination Office
Japanese Representative Office	Pacific Subregional Office
North American Representative Office	

11 REFERENCE RELEVANT FILES

List of Templates			
	Template Format		Template Format
Business card	InDesign	E-mail signature	HTML
Invitation	InDesign	Digital presentation	PowerPoint
Envelope	InDesign	ADB briefs	InDesign
Letterhead	InDesign / MS Word	Report covers	InDesign
Corporate folder	InDesign	Book covers	InDesign
News release	MS Word	Working papers covers	InDesign
Fax	MS Word		
Fonts			
Ideal Sans Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()	Ideal Sans Medium Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()		
Ideal Sans Light Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()	Mercury Text Roman ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()		
Ideal Sans Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()	Mercury Text Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()		
Ideal Sans Book Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()	Mercury Text Semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()		
Ideal Sans Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()	Mercury Text Semibold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&*()		

