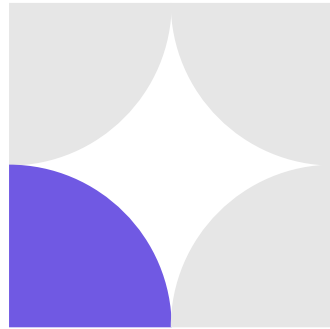
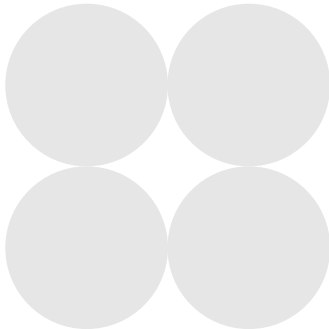
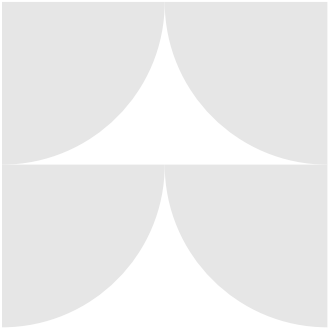




PR ASIA

BRAND APPLICATION GUIDE

Version 1.1 Sep 2021

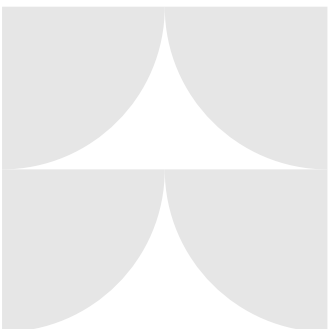
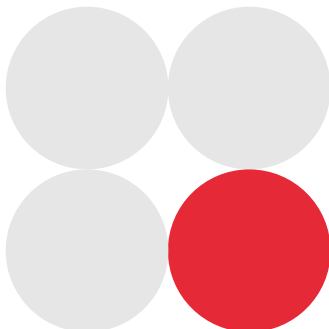
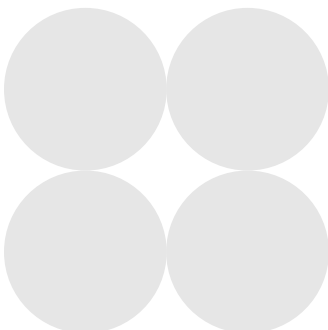
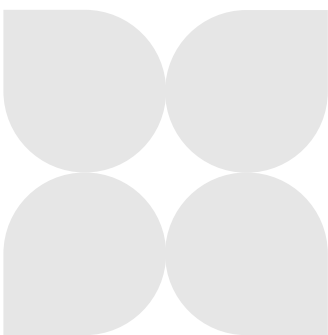


Table of Contents

01	Design Application Design Inspiration Brand Application Overview	03	Promotional Presentation Slides Pull-up Banner Paper Bag Certificate and File Bag T-shirt Table Cloth	04	Digital Email Signature Invitation LinkedIn Banner Goodstaff Banner Facebook Banner WeChat Banner Weibo Banner Weibo Background Page
02	Stationery Letterhead ID Card Business Card				

Brand Application

Design Inspiration

Brand Application Overview

DESIGN INSPIRATION

Our brand elements come together to tell stunning stories.

Brand application refers to the physical and digital representation and consistent use of brand identity across visual and verbal media. In visual terms, this can include the business card, marketing material, apparel, interior design and branded merchandise.

From business card and email signature to website and invitations, the objective of every PR Asia communication is the same: to maintain a strong, consistent expression of PR Asia at every point of contact with its partner and customer.

OVERVIEW

Brand Application

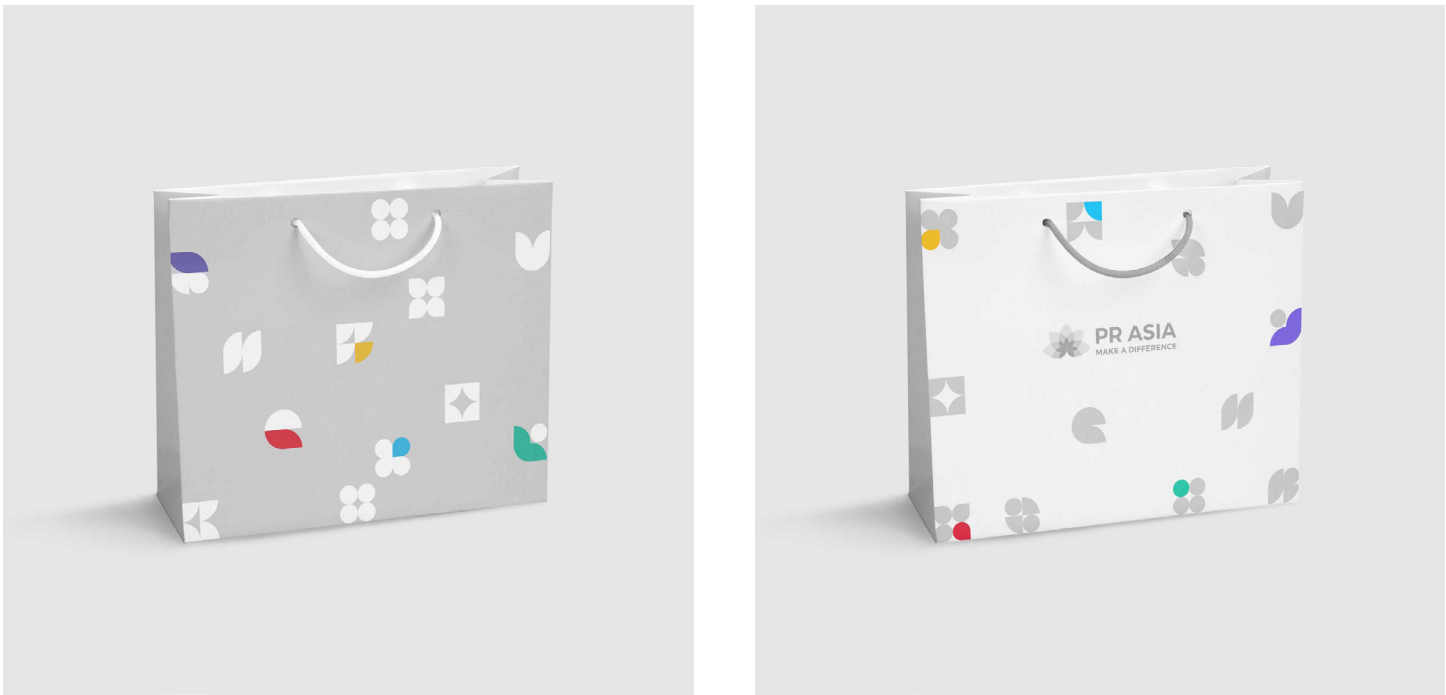
In our corporate communications, graphic continuity - the use of a uniform visual style - provides brand system designs with a solid, professional appearance that serves to enhance the PR Asia brand.

Our brand application is composed of three categories: stationery, promotional and digital.

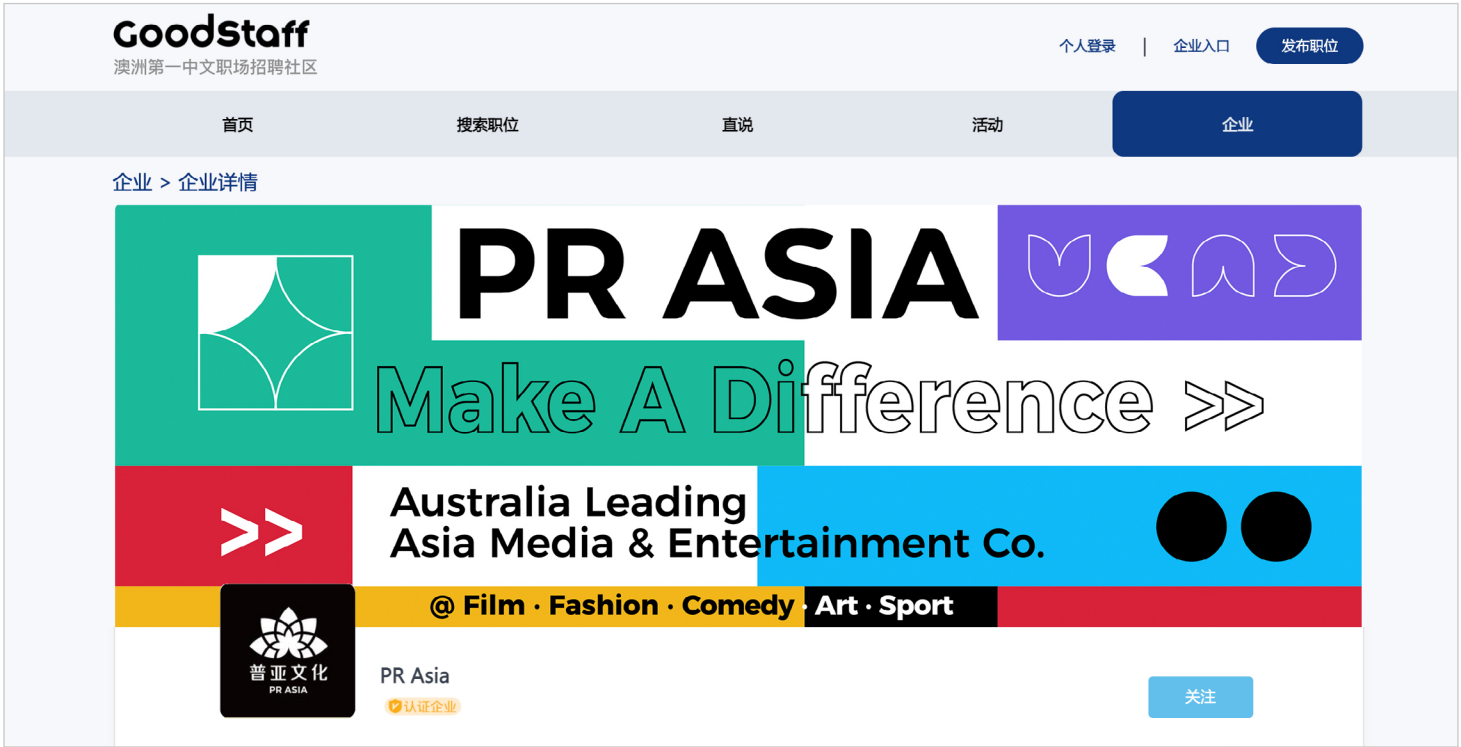
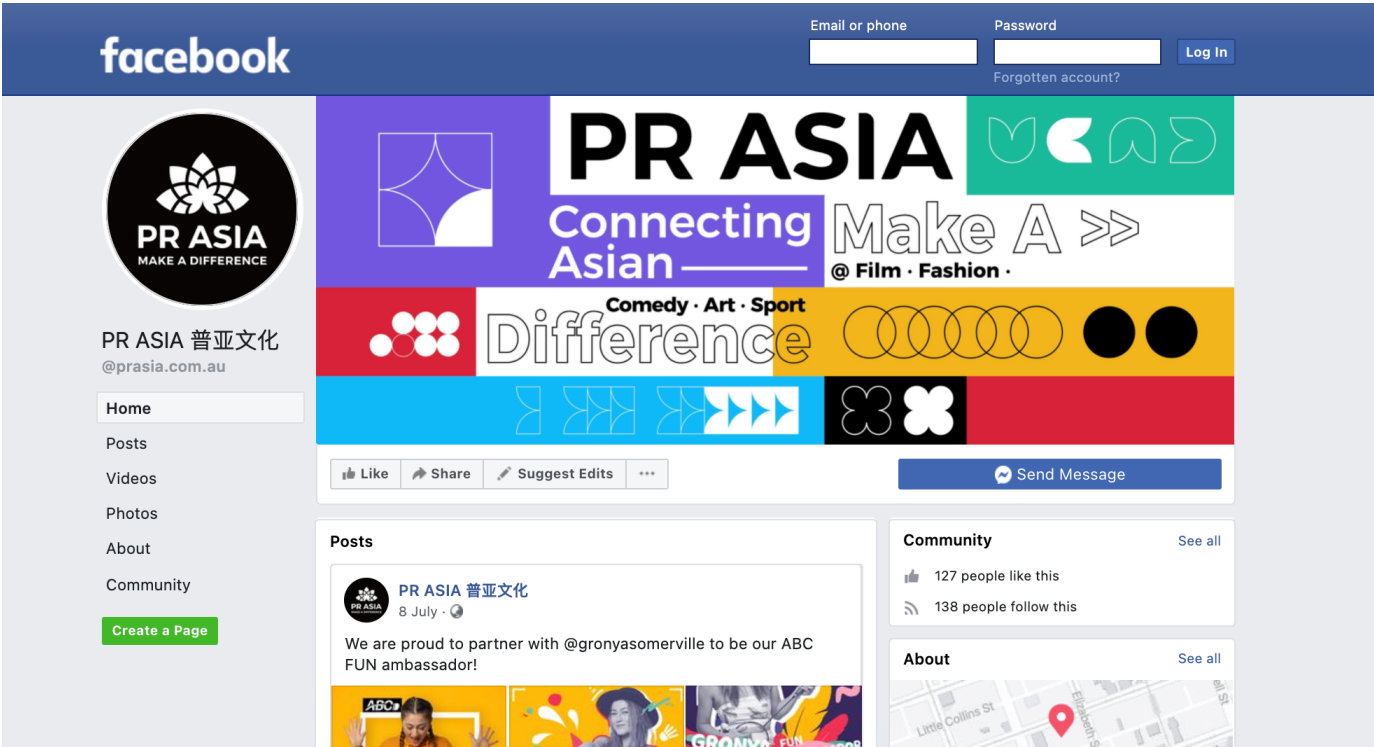
Stationery



Promotional



Digital



Stationery

Letterhead

ID Card

Business Card

STATIONERY

Letterhead

Size:
210mm x 297mm

- Template File:
- [PRAsia_Letterhead.docx](#)
 - [PRAsia_Letterhead GREYSCALE.docx](#)
 - [PRASIA_Letterhead_Chinese.docx](#)
 - [PRAsia_Letterhead_Chinese_GREYSCALE.docx](#)

Original File:

- [PRAsia_Letterhead_FINAL.ai](#)

For Print:

- [PRAsia_Letterhead_OUTLINED.pdf](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



Stationery

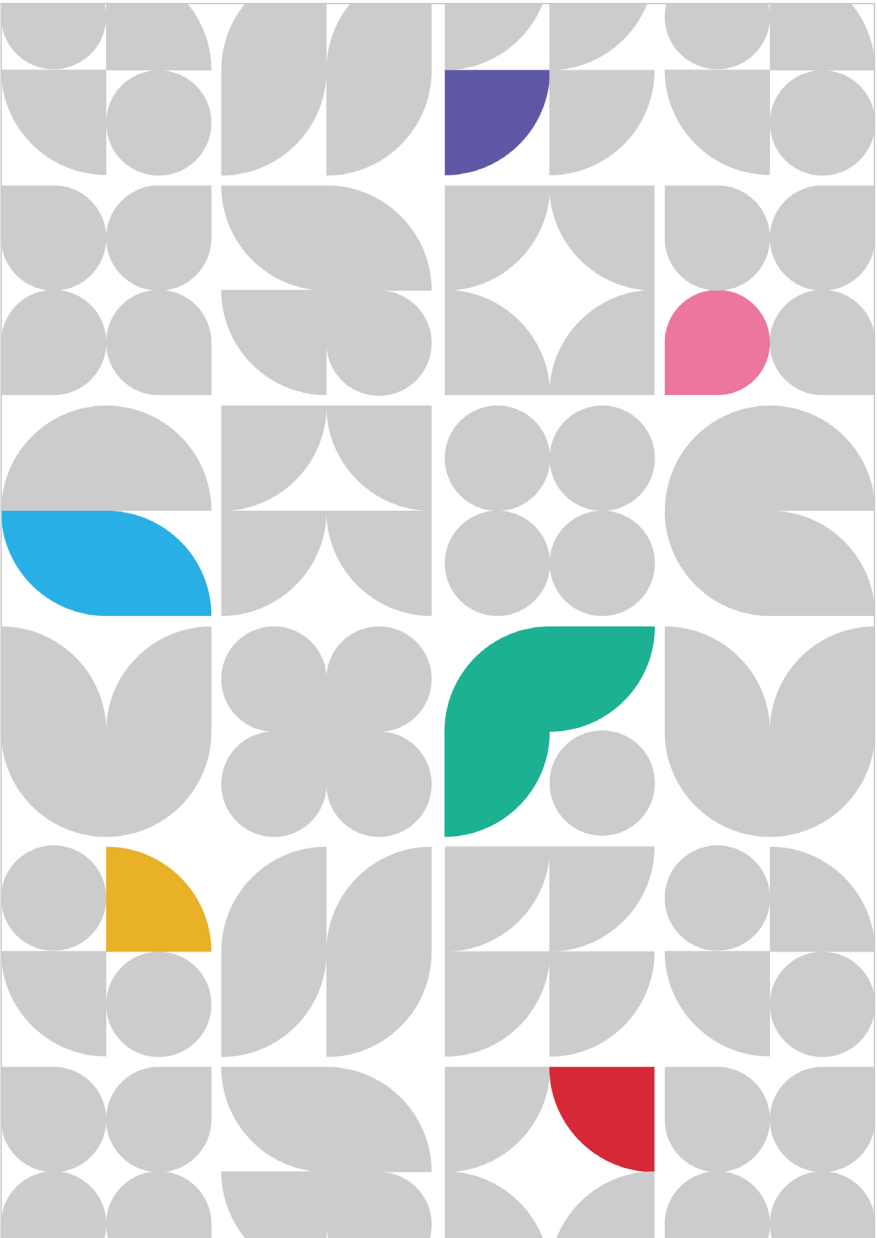
Letterhead



Front



Front (Greyscale)



Back

STATIONERY

Letterhead

Mockup



STATIONERY

ID Card

Size:
90mm x 130mm

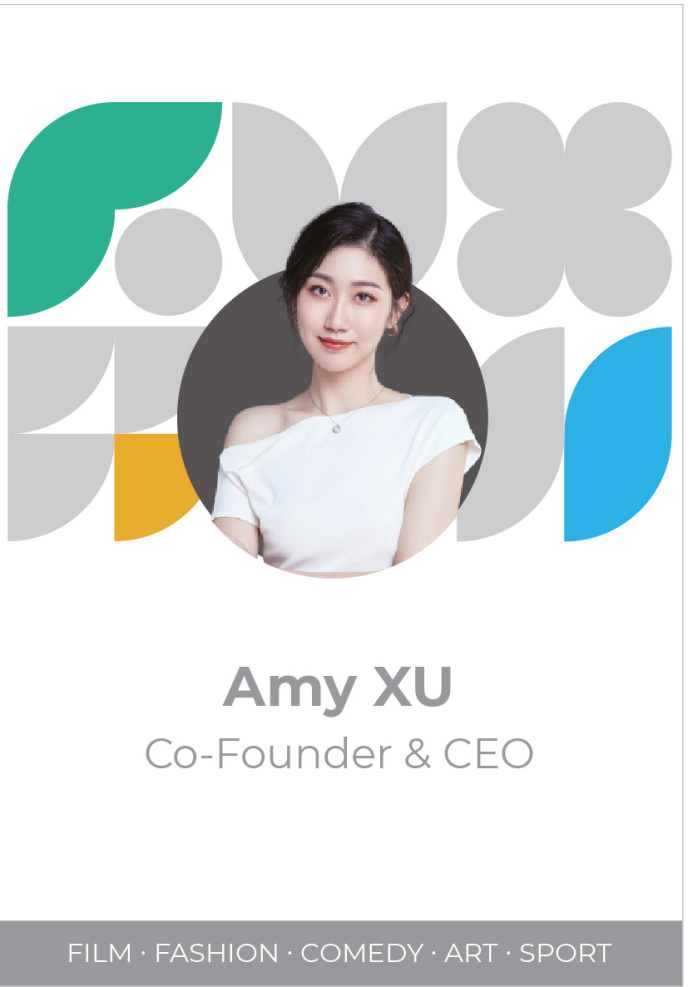
Original File:
[PRAsia_ID_Card_90x130mm_FINAL.ai](#)

For Print:
[PRAsia_ID_Card_90x130mm_OUTLINED.pdf](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



ID Card



ID Card (with Profile Photo)

STATIONERY

ID Card



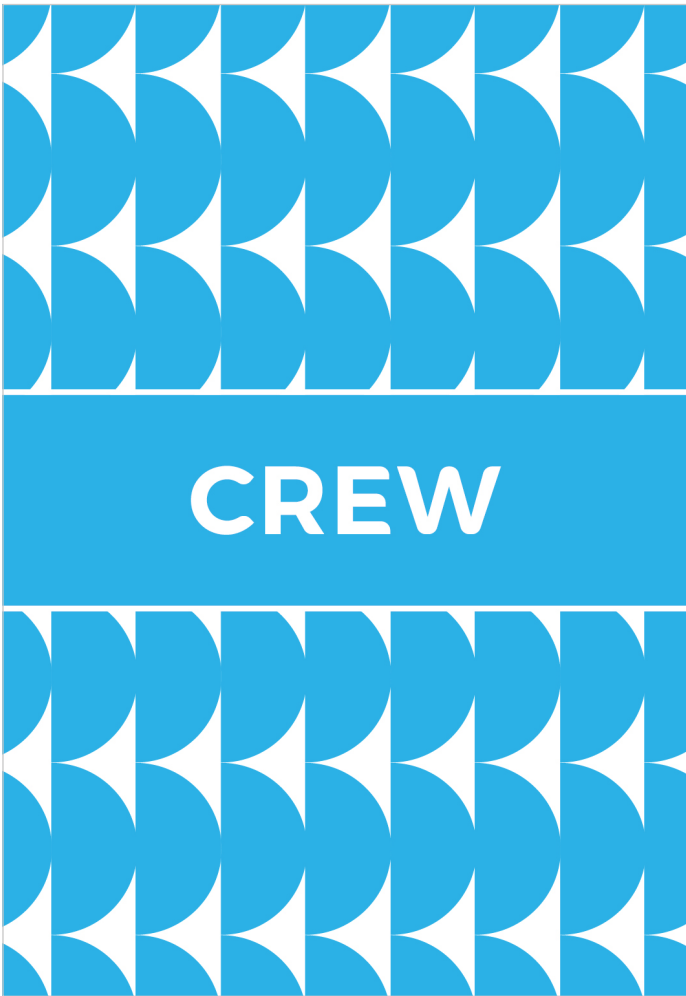
ID Card (VIP)



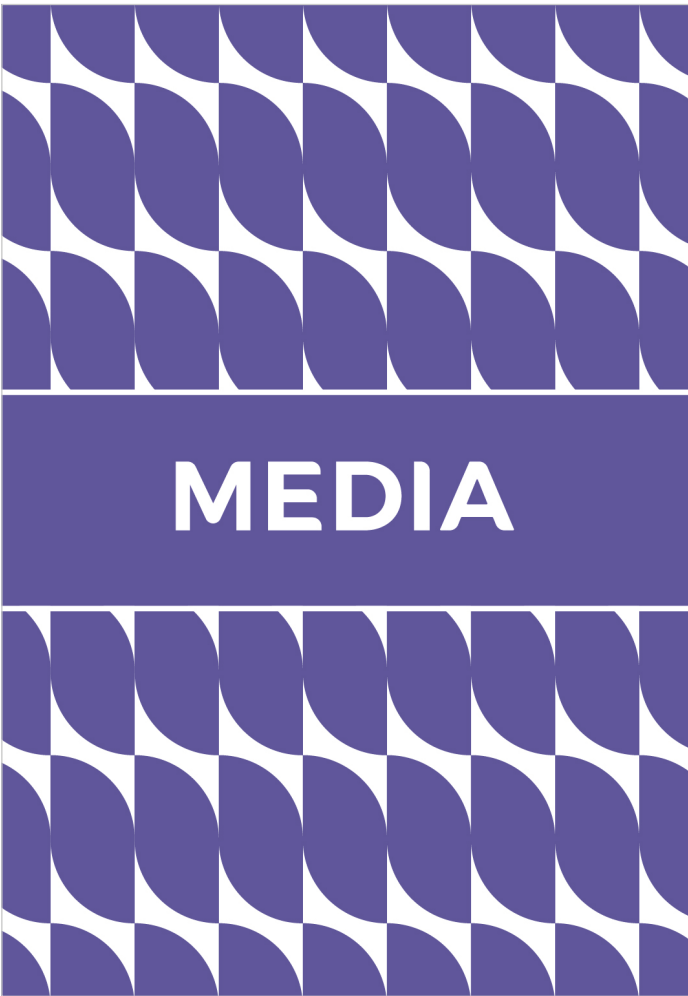
ID Card (Supervisor)

STATIONERY

ID Card



ID Card (Crew)



ID Card (Media)

STATIONERY

ID Card

Mockup



STATIONERY

Business Card

Size:
55mm x 85mm

Original File:
[PRAsia_Business_card_FINAL.ai](#)

For Print:
[PRAsia_Business_card_OUTLINED.pdf](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



Front

Back

STATIONERY

Business Card

Mockup



Promotional

Presentation Slides

Pull-up Banner

Paper Bag

Certificate and File Bag

T-shirt

Table Cloth

PROMOTIONAL

Presentation Slides

PPT Format: 16:9

File:

[PRAsia_PPT_template.pptx](#)

[PRAsia_PPT_FINAL.pptx](#)

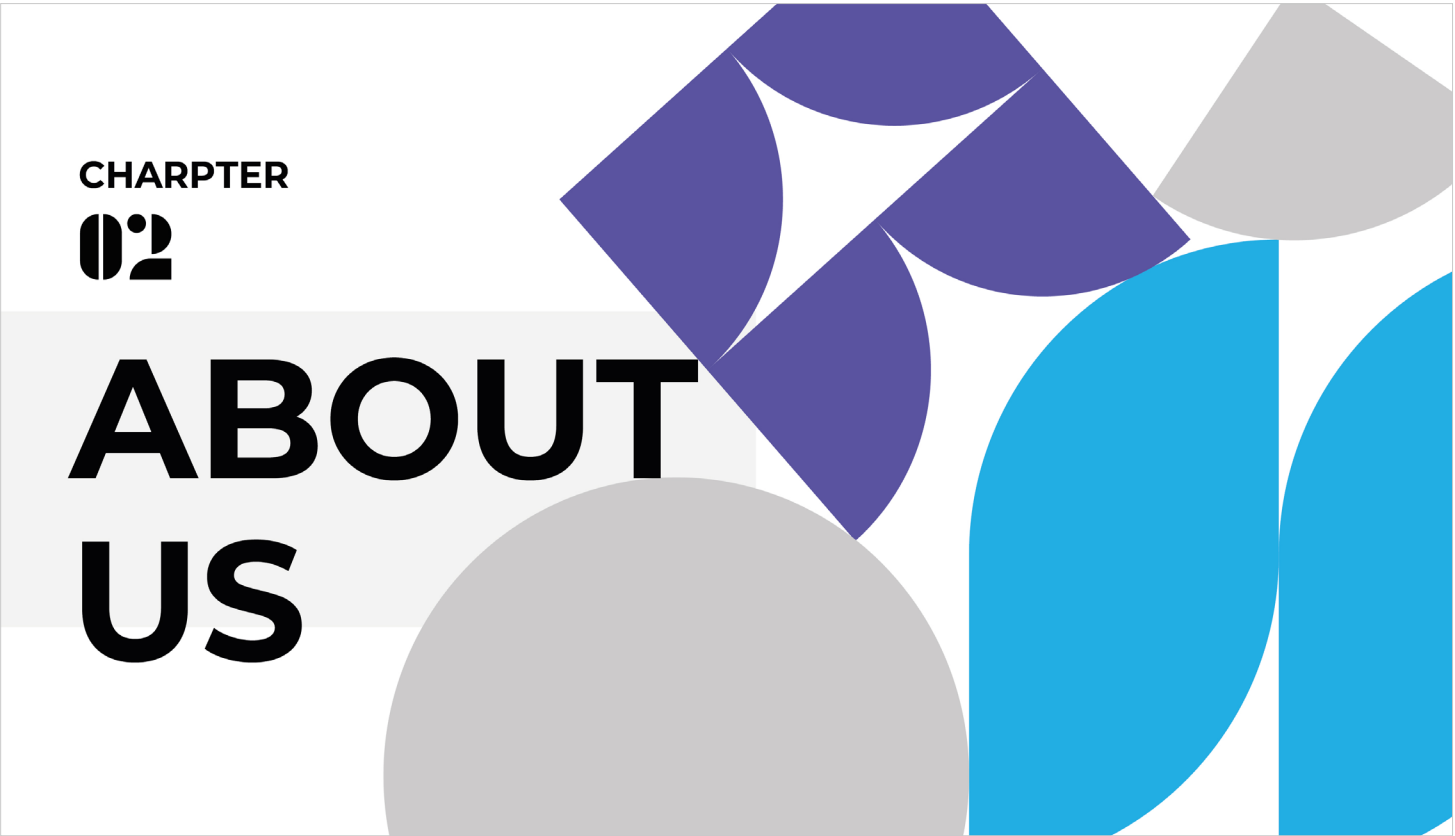
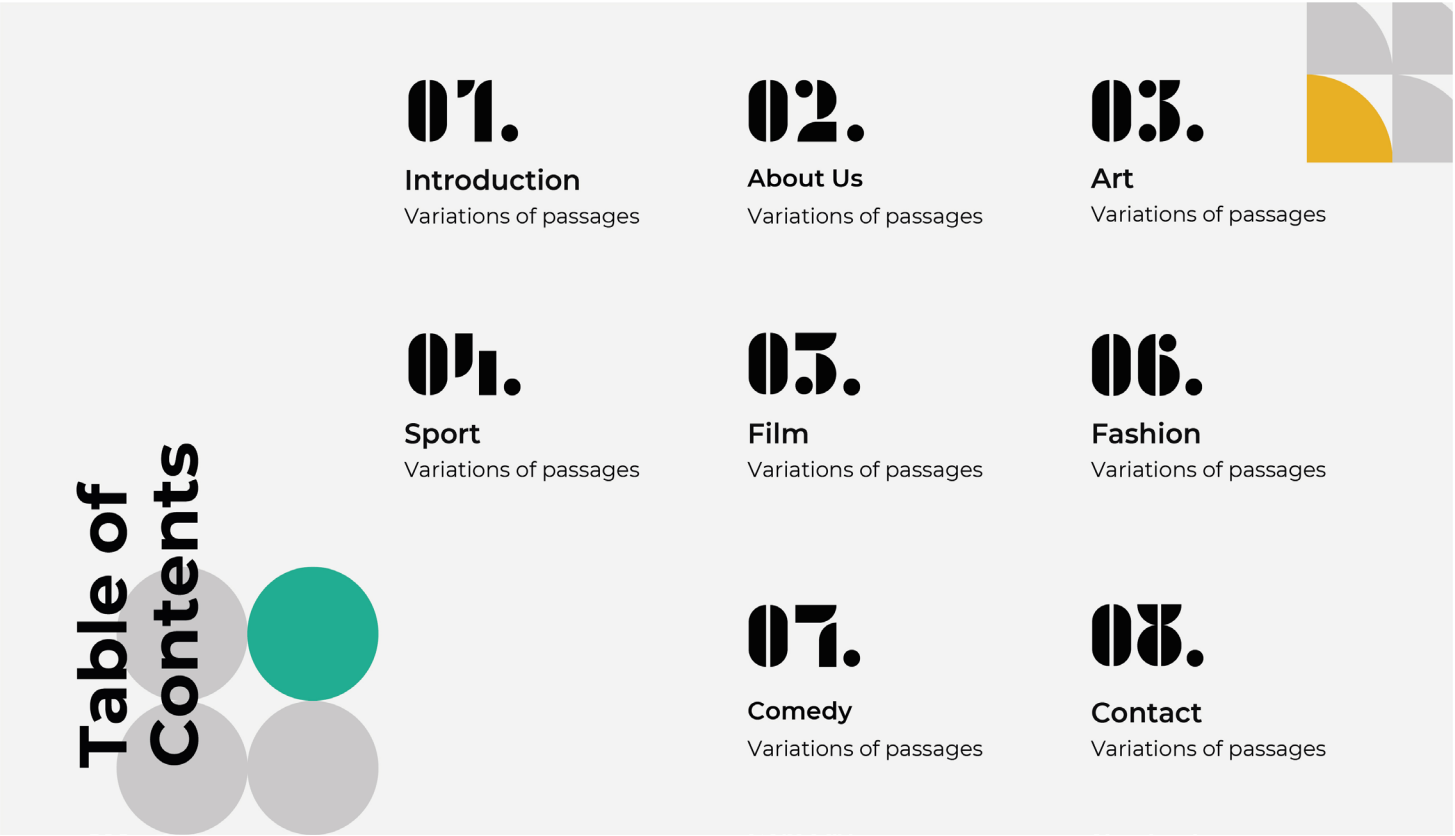
[PRAsia_PPT_FINAL.pdf](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



PROMOTIONAL

Presentation Slides



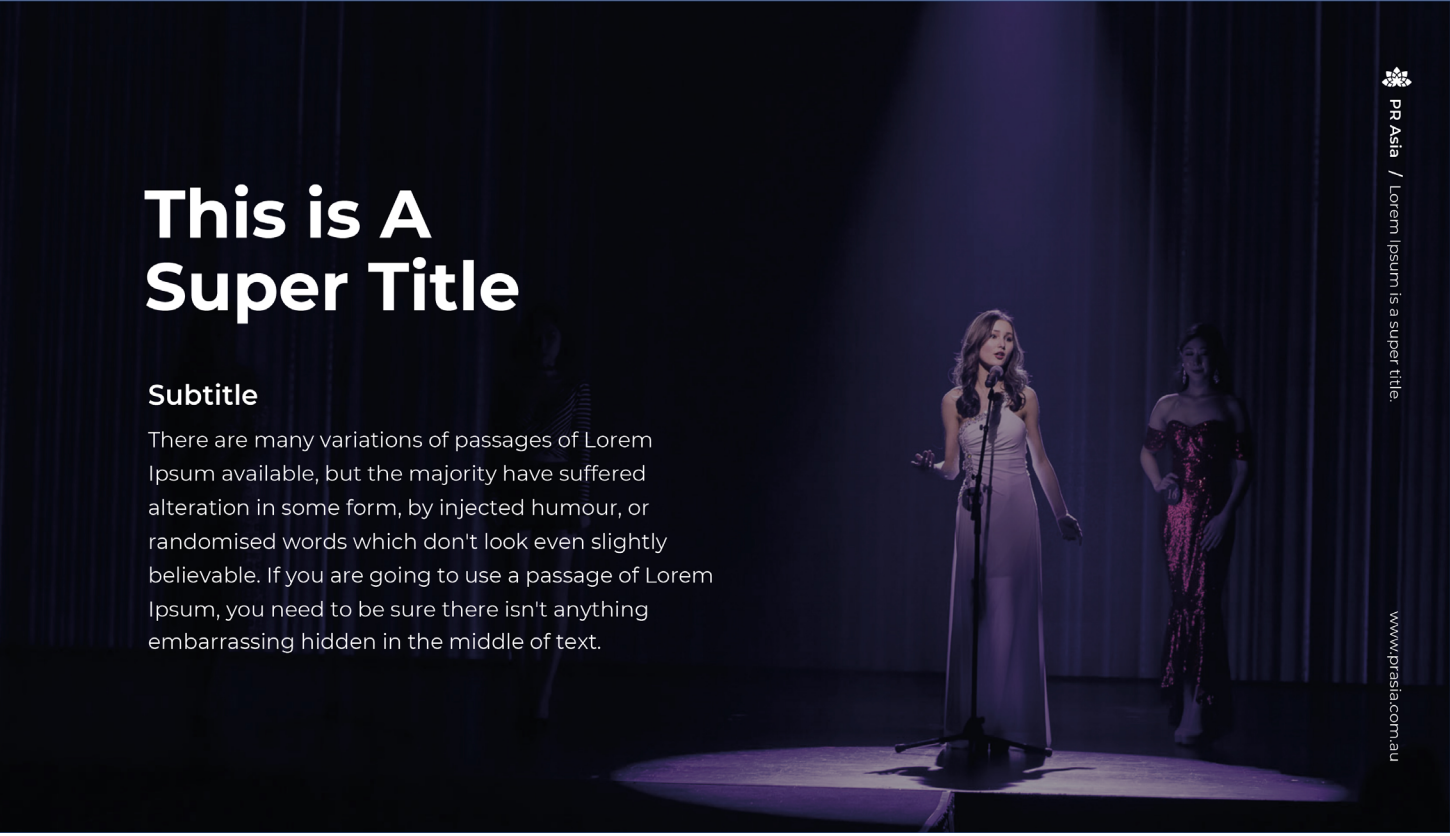
PROMOTIONAL

Presentation Slides

This is A Super Title

Subtitle

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text.





This is A Title

If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the text.

10.00 AM

Description 1

There are many variations of passages of Lorem Ipsum available.

10.30 AM

Description 2

There are many variations of passages of Lorem Ipsum available.

11.30 AM

Description 3

There are many variations of passages of Lorem Ipsum available.

12.00 PM

Description 4

13.00 PM

Description 5

This is A Super Title

Subtitle

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

01 Lorem Ipsum

Subtitle

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested.





This is A Super Title

It is an established fact that a reader will be distracted by the read content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed.

PROMOTIONAL

Presentation Slides

01
Lorem
Ipsum

02
Lorem
Ipsum

WHOLE
WORLD EXISTS
STAND

聚画
澳洲
2019

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form.

This is A
Super Title

03
Lorem
Ipsum

04
Lorem
Ipsum

PR Asia / Lorem Ipsum is a super title.

This is A Title

If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the text.

01
Lorem
Ipsum

02
Lorem
Ipsum

03
Lorem
Ipsum

04
Lorem
Ipsum

Title 1
80+

Title 2
300+

Title 3
200+

Title 4
4 Yrs

This is A
Super Title

It is an established fact that a reader will be distracted by the read content of a page when looking at its layout.

01
Lorem
Ipsum

02
Lorem
Ipsum

03
Lorem
Ipsum

PR Asia / Lorem Ipsum is a super title.

This is A
Super Title

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

01
Feature 1
There are variations.

02
Feature 2
There are variations.

03
Feature 3
There are variations.

04
Feature 4
There are variations.

05
Feature 5
There are variations.

06
Feature 6
There are variations.

PR ASIA

19

PROMOTIONAL

Presentation Slides

This is A Super Title

If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the text.



Title 1

- This is Feature 1
- This is Feature 2
- This is Feature 3



Title 2

- This is Feature 1
- This is Feature 2
- This is Feature 3



Title 3

- This is Feature 1
- This is Feature 2
- This is Feature 3



Title 4

- This is Feature 1
- This is Feature 2
- This is Feature 3



Title 5

- This is Feature 1
- This is Feature 2
- This is Feature 3



Title 6

- This is Feature 1
- This is Feature 2
- This is Feature 3

Pie Chart

If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. Various versions have evolved over the years.



Data 1

There are many variations of passages



Data 2

There are many variations of passages



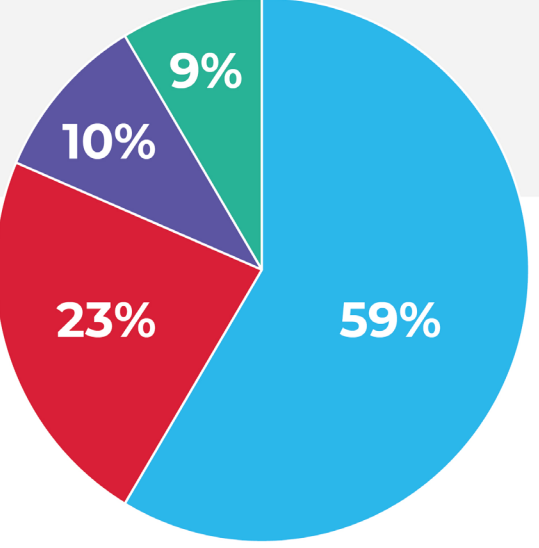
Data 3

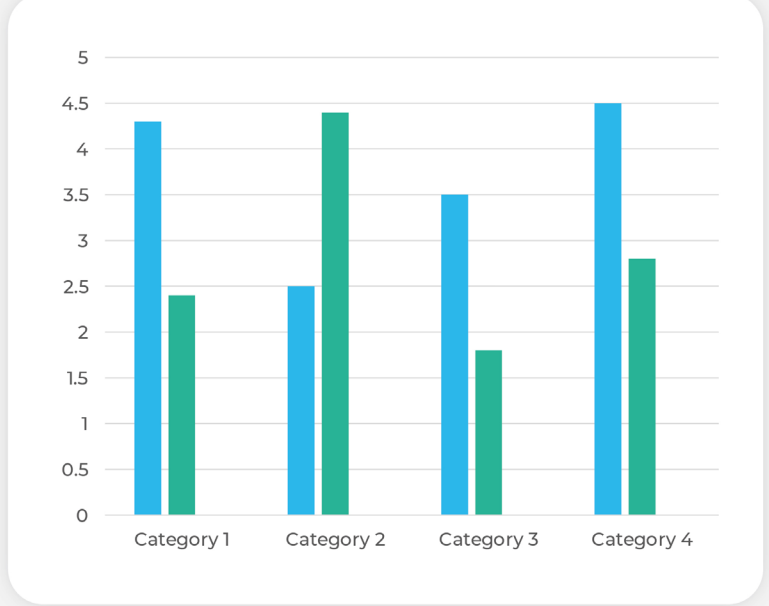
There are many variations of passages



Data 4

There are many variations of passages





Category	Series 1	Series 2
Category 1	4.3	2.4
Category 2	2.5	4.4
Category 3	3.5	1.8
Category 4	4.5	2.8

Column Chart

If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text.



Description 1

There are many variations of passages



Description 2

There are many variations of passages



Let's Get Connected

Address

Level 14 333 Collins St Melbourne VIC 3000

Phone

1300 648 648

Email

business@prasia.com.au

Website

www.prasia.com.au



For more information
Please follow our
WeChat account

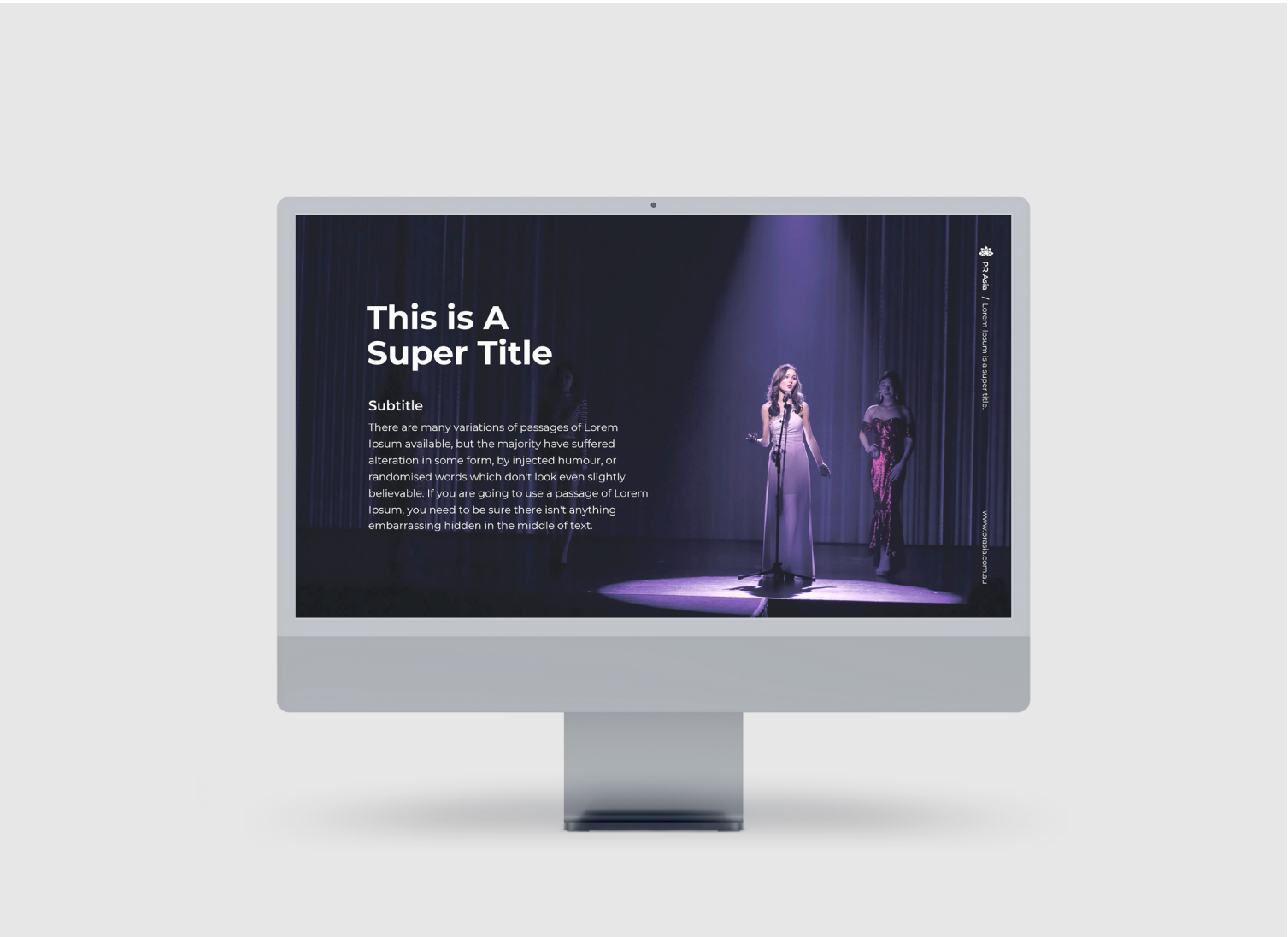
PR ASIA

20

PROMOTIONAL

Presentation Slides

Mockup



PROMOTIONAL

Pull-up Banner

Size:
800mm x 2000mm

Original File:
[PRAsia_Pull-up_banner_FINAL.ai](#)

For Print:
[PRAsia_Pull-up_banner_OUTLINED.pdf](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



PROMOTIONAL

Paper Bag

Size:
Paper Bag A: 320mm x 250mm
Paper Bag B: 250mm x 320mm

Original File:
[PRAsia_Paper_bag_FINAL.ai](#)

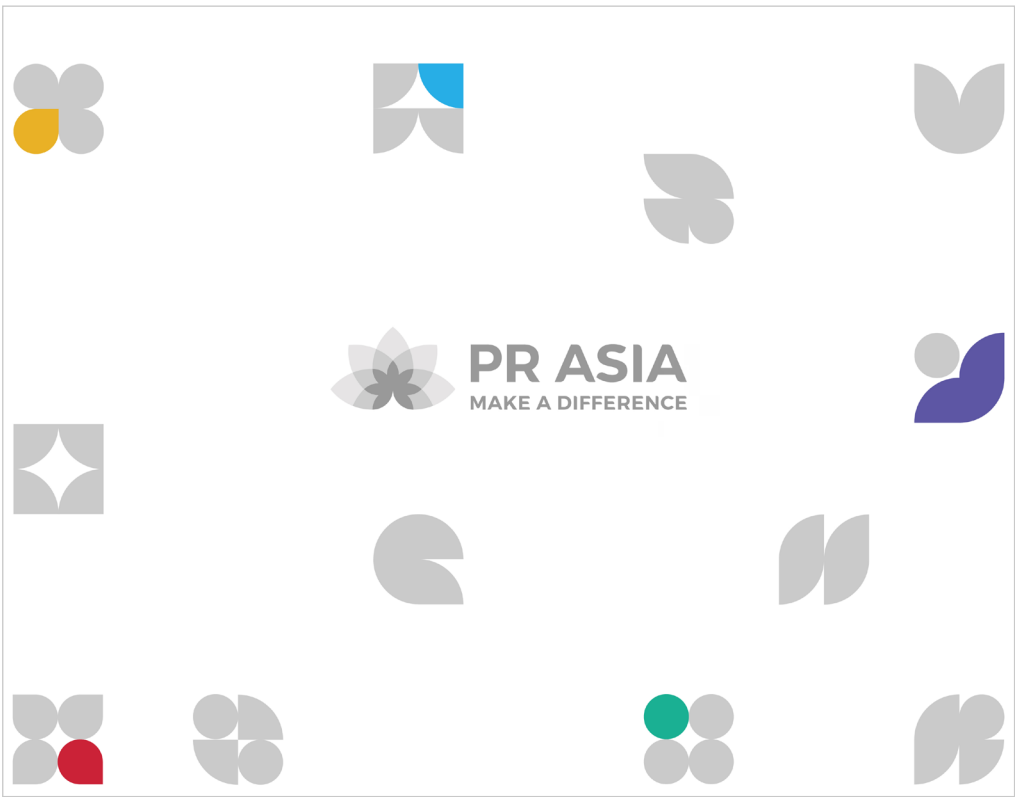
For Print:
[PRAsia_Paper_bag_OUTLINED.pdf](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.

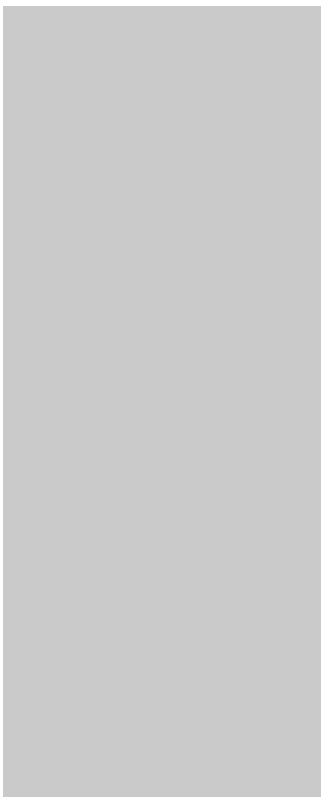
Promotional

Paper Bag

Paper Bag A



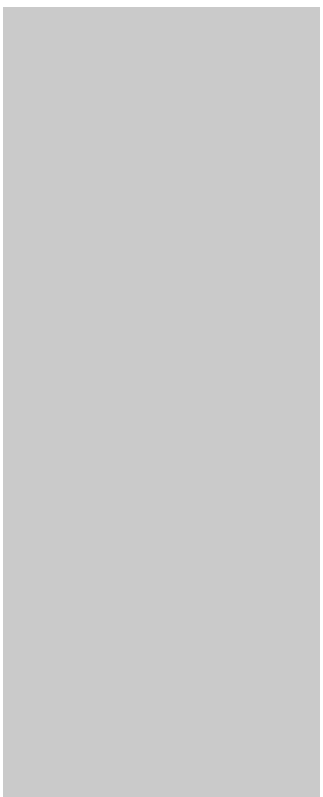
Front



Side



Back



Side

PROMOTIONAL

Paper Bag

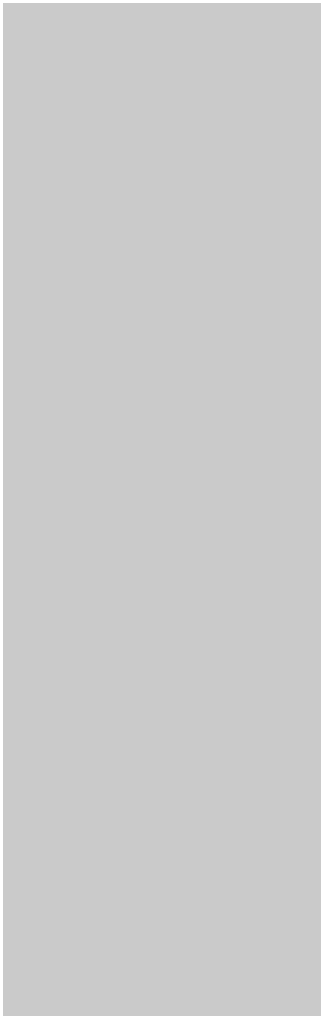
Promotional

Paper Bag

Paper Bag B



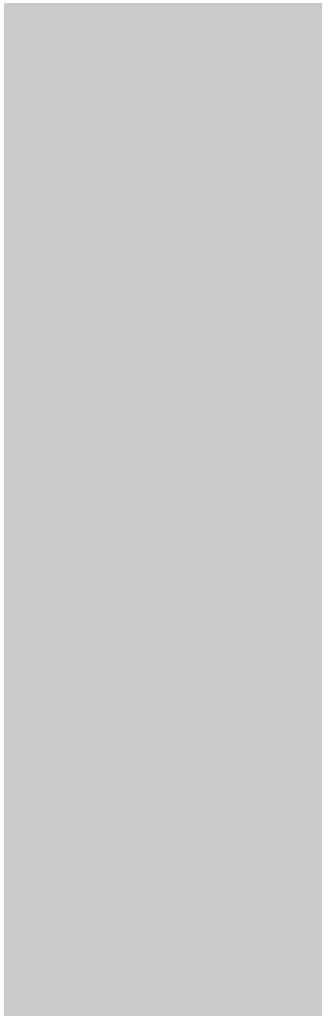
Front



Side



Back



Side

PROMOTIONAL

Paper Bag

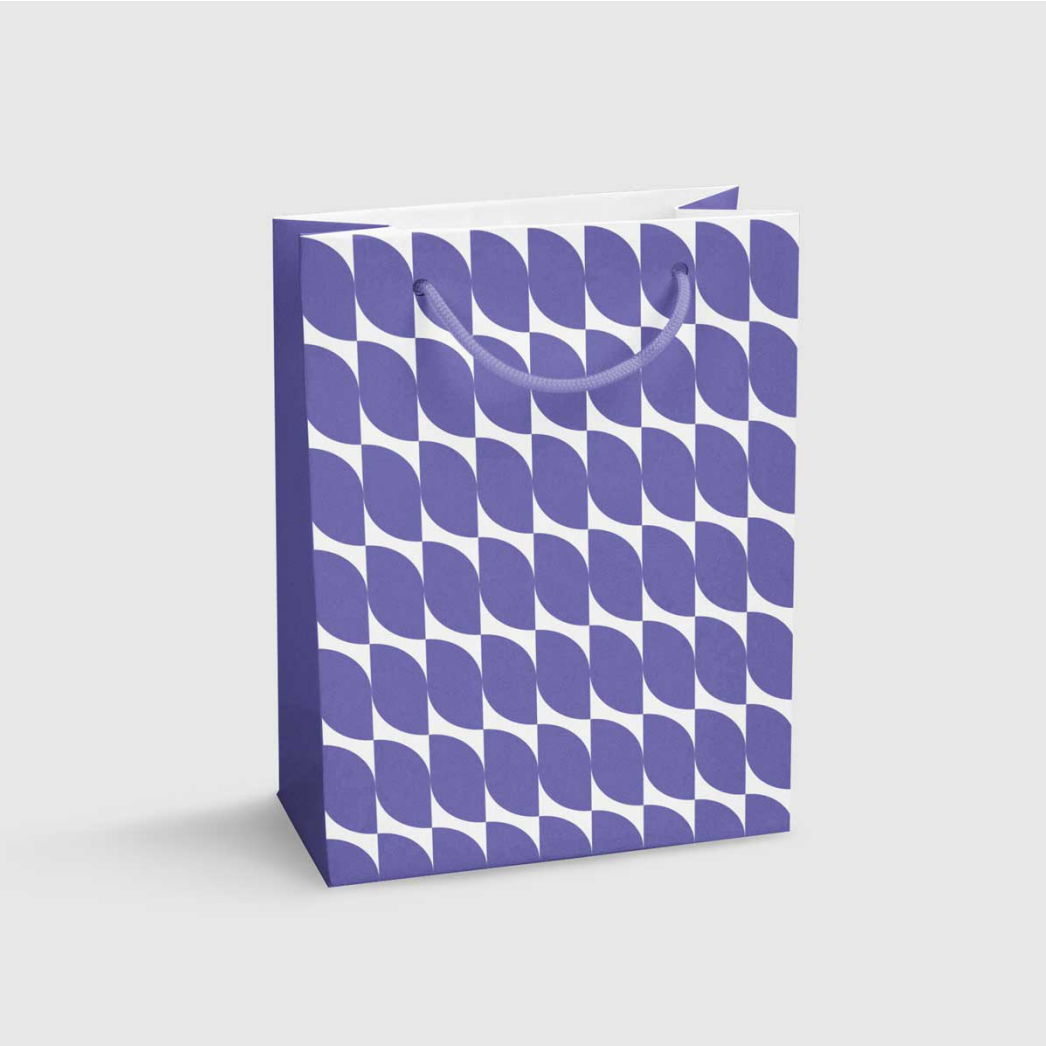
Mockup



PROMOTIONAL

Paper Bag

Mockup



PROMOTIONAL

Certificate
and File Bag

Size:
Certificate: 210mm x 297mm

Original File:
[PRAsia_Certificate_FINAL.ai](#)

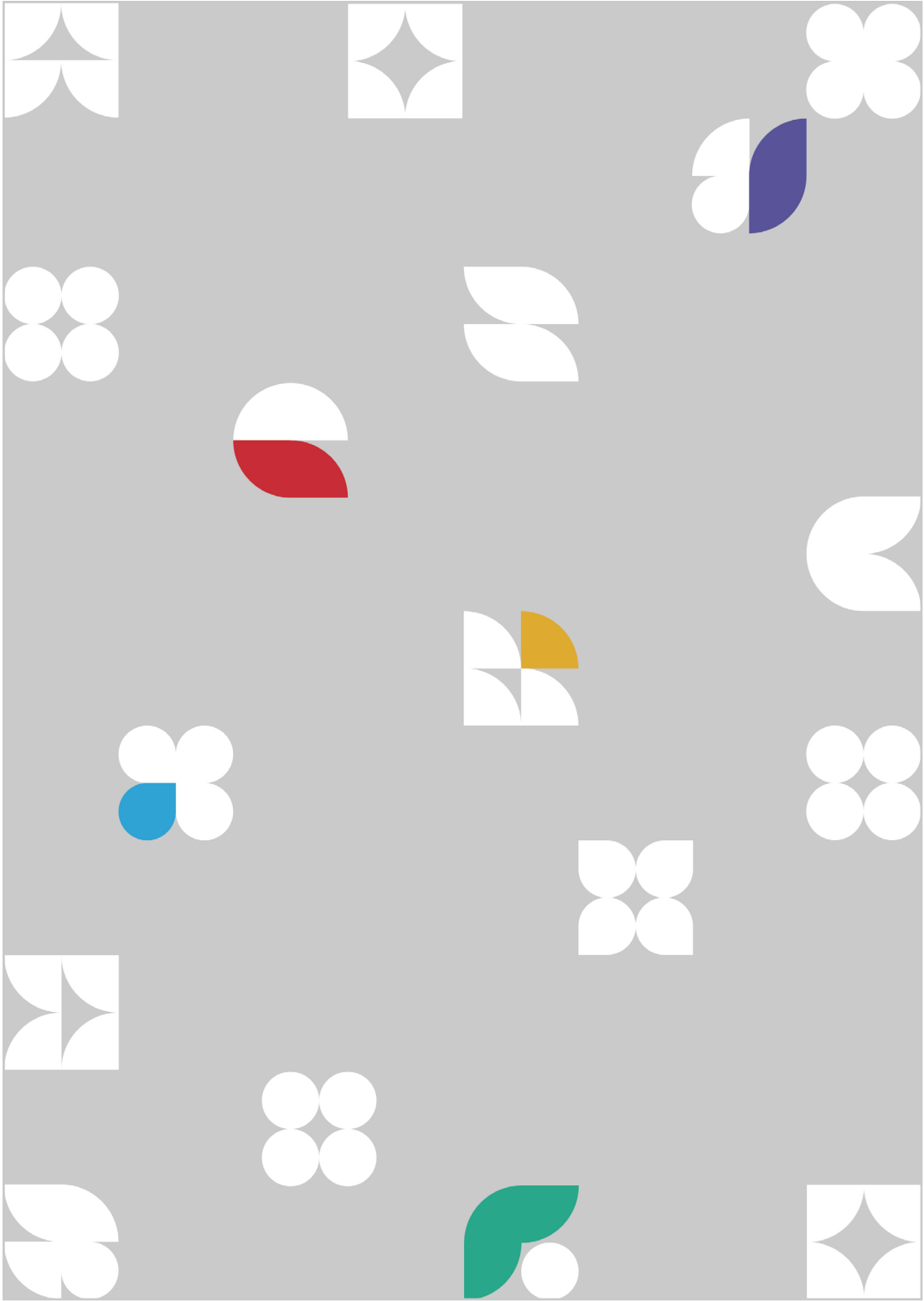
For Print:
[PRAsia_Certificate_OUTLINED.pdf](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.

Certificate



Front



Back

PROMOTIONAL

Certificate and File Bag

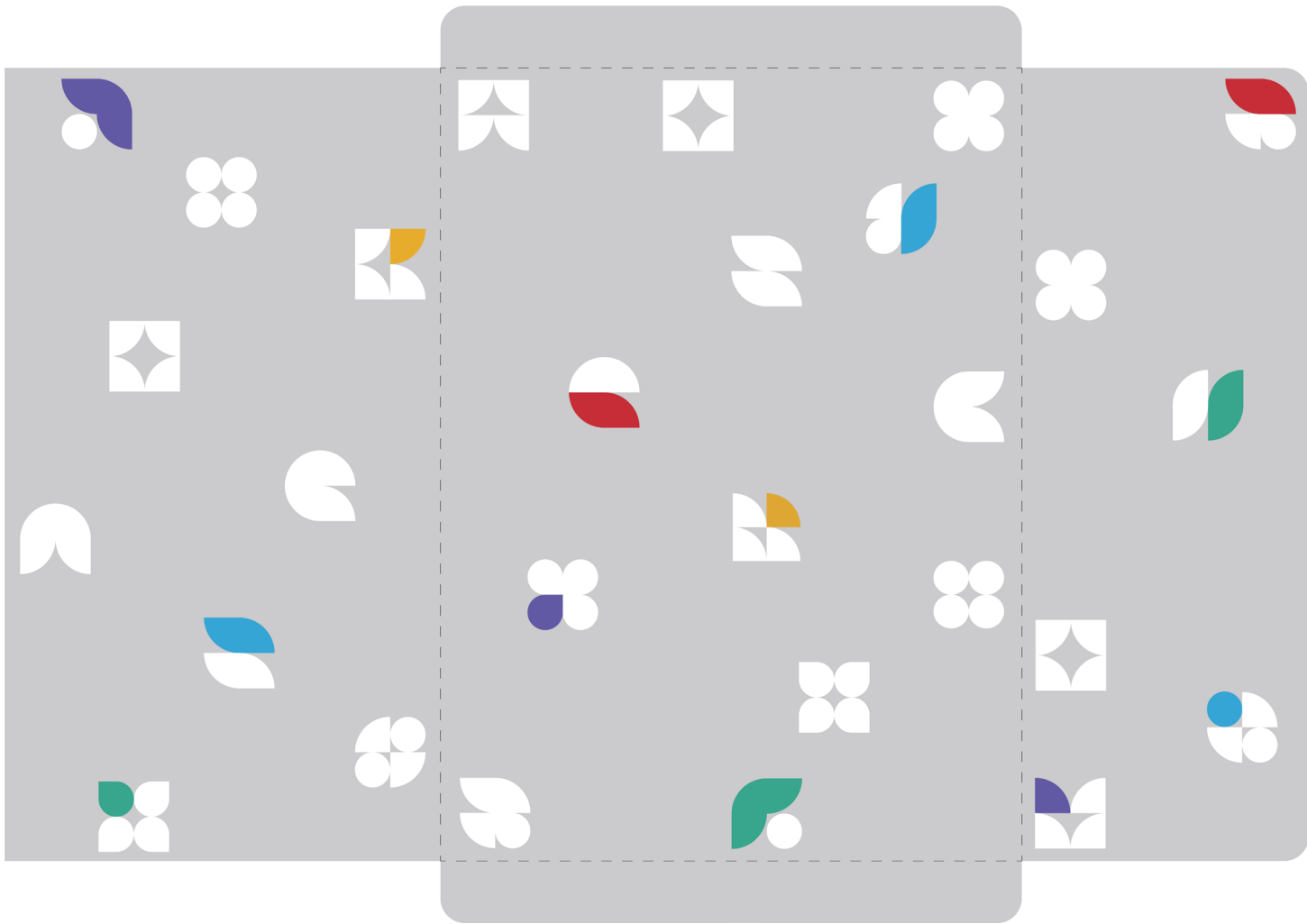
Size:
File Bag: 319mm x 525mm

Original File:
[PRAsia_File_bag_FINAL.ai](#)

For Print:
[PRAsia_File_bag_OUTLINED.pdf](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.

File Bag



Inside



Outside

PROMOTIONAL

Certificate and File Bag

Certificate Mockup



PROMOTIONAL

Certificate and File Bag

File Bag Mockup



Folded



Unfolded

PROMOTIONAL

T-shirt

Size:
Front Logo: 67mm x 60mm
Back Pattern A: 270mm x 305mm
Back Pattern B: 330mm x 450mm

Original File:
[PRAsia_Tshirt_FINAL.ai](#)

For Print:
[PRAsia_Tshirt_OUTLINED.pdf](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



Front



PROMOTIONAL

T-shirt



Back (Pattern A)



PROMOTIONAL

T-shirt



Back (Pattern B)



PROMOTIONAL

Table Cloth

Size:
Table Cloth A/B: 3400mm x 4600mm
Table Runner: 3400mm x 800mm

Original File:
[PRAsia_Table_cloth_FINAL.ai](#)

For Print
[PRAsia_Table_cloth_OUTLINED.pdf](#)

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Table Cloth A



Table Runner



PROMOTIONAL

Table Cloth

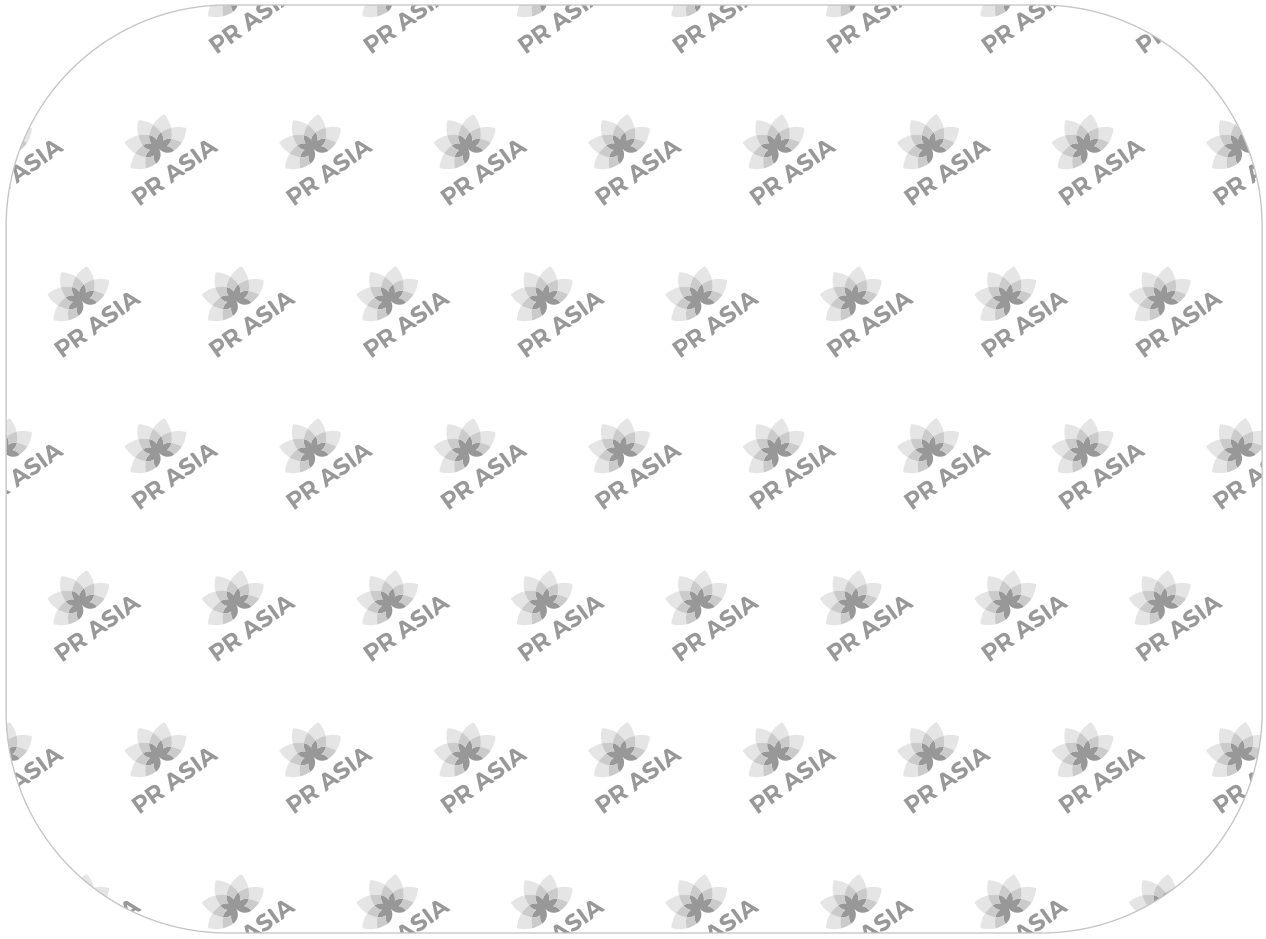


Table Cloth B

Digital

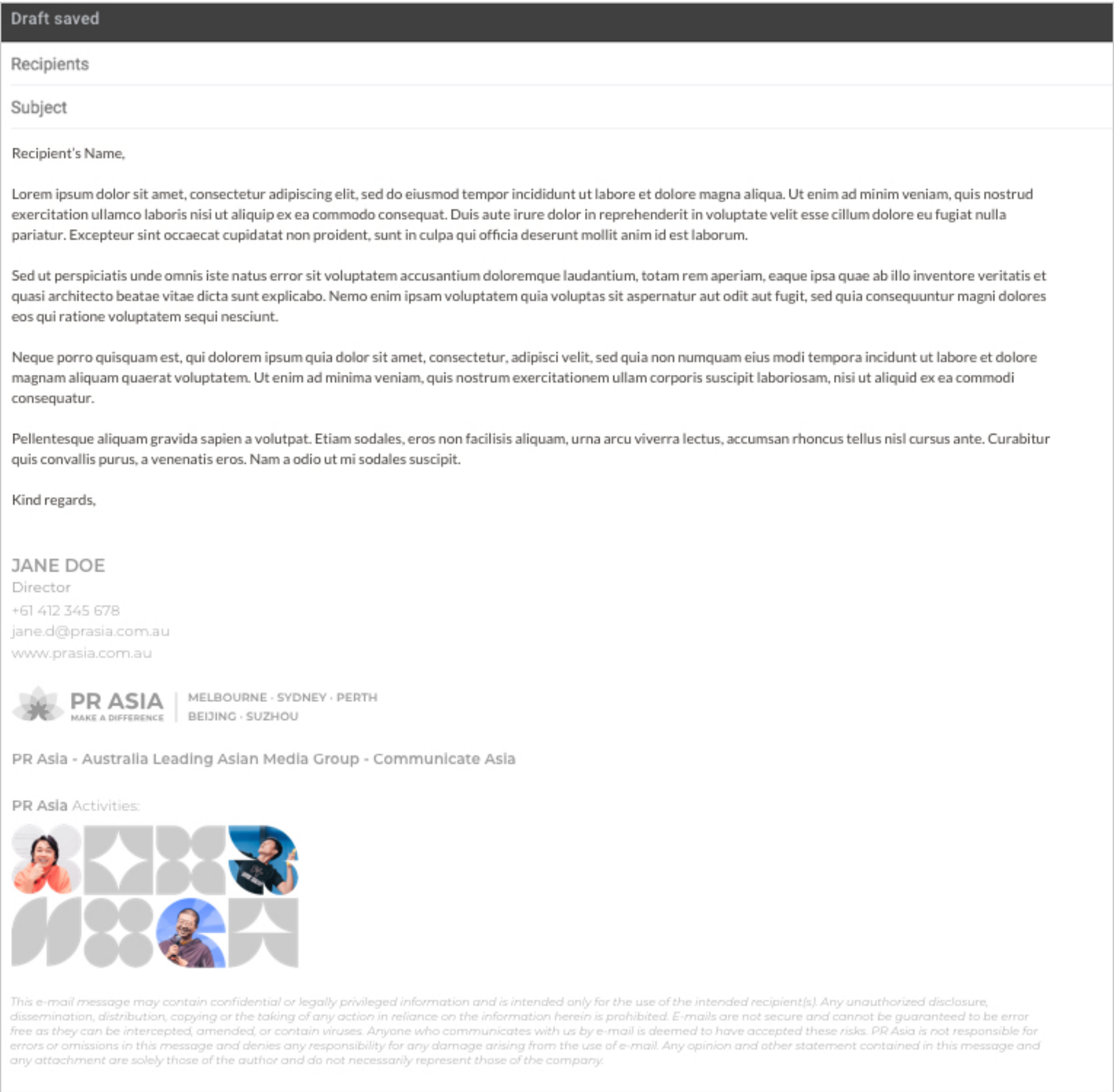
- Email Signature
- Invitation
- LinkedIn Banner
- Goodstaff Banner
- Facebook Banner
- WeChat Banner
- Weibo Banner
- Weibo Background Page

DIGITAL

Email Signature

Original File:
PRAsia_Email_signature_FINAL
sketch

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



DIGITAL

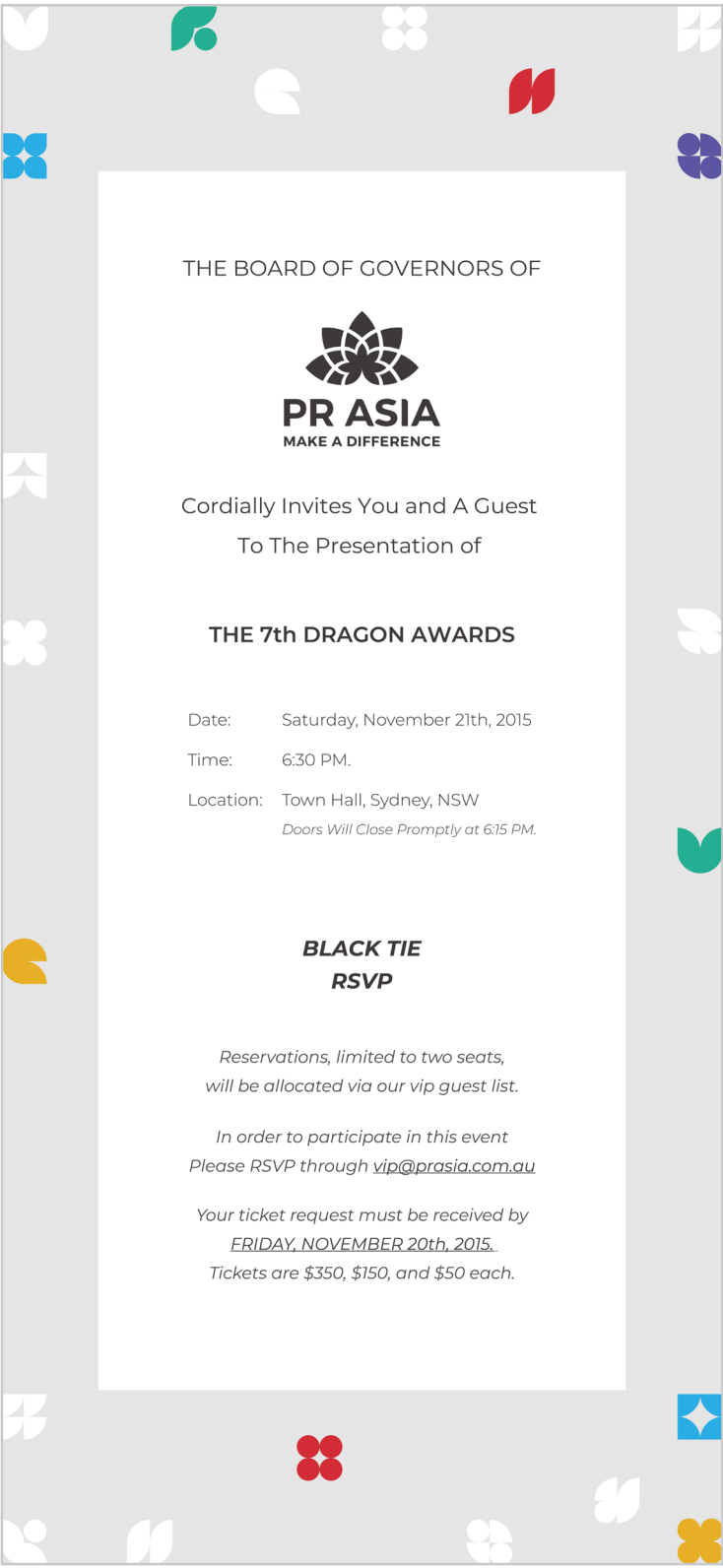
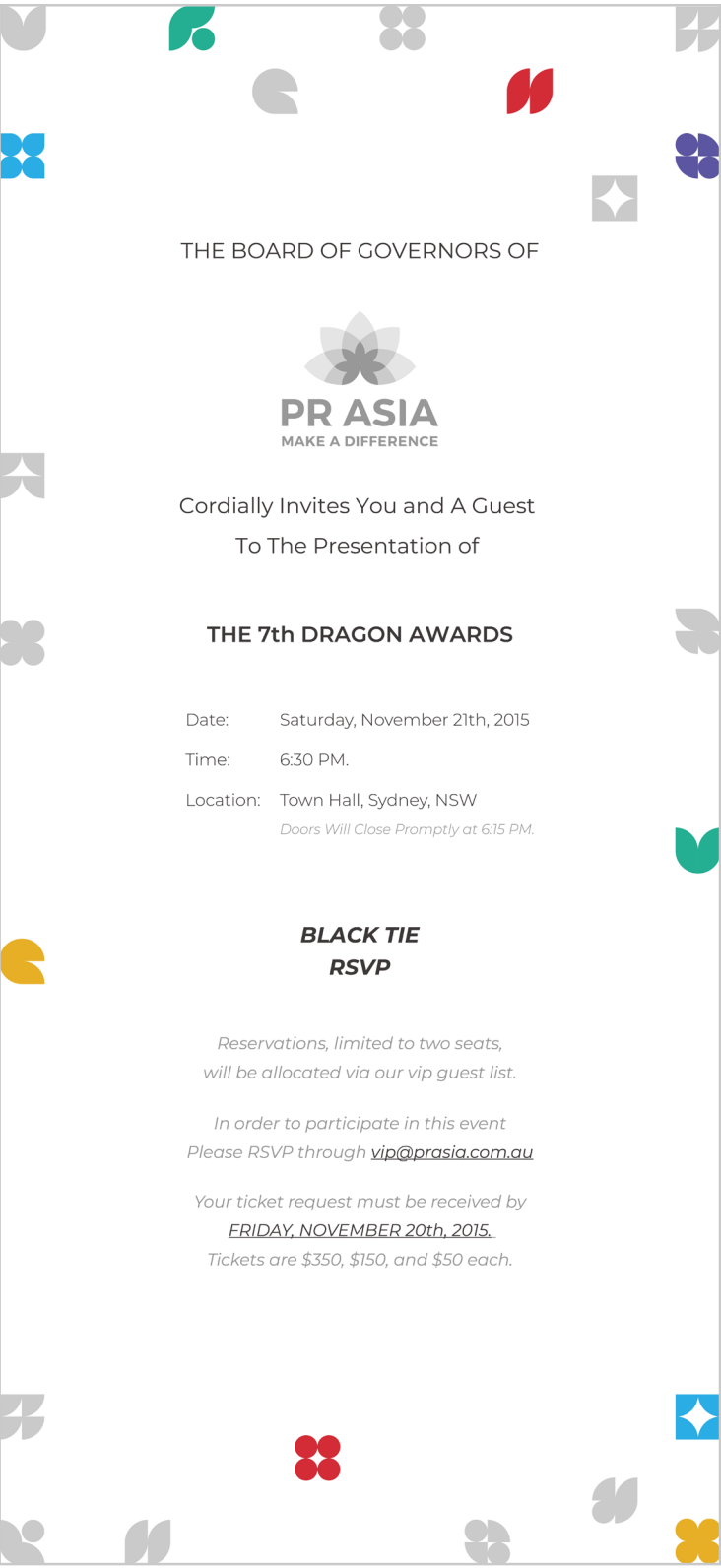
Invitation

Size
1242px × 2688px

Original File:
[PRAsia_Invitation_FINAL.ai](#)

JPEG File:
[PRAsia_Invitation_FINAL_1.jpg](#)
[PRAsia_Invitation_FINAL_2.jpg](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



DIGITAL

Invitation

Mockup



DIGITAL

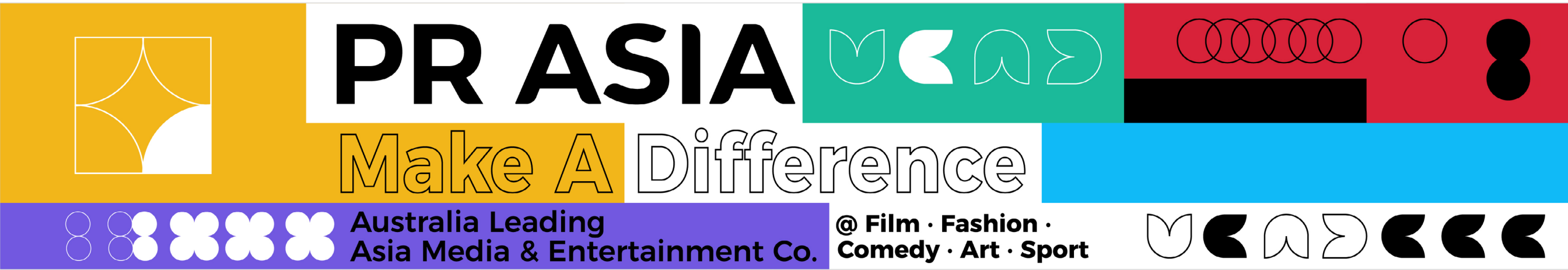
LinkedIn Banner

Size
1128px × 191px

Original File:
[PRAsia_LinkedIn_banner_FINAL.ai](#)

JPEG File:
[PRAsia_LinkedIn_banner.jpg](#)

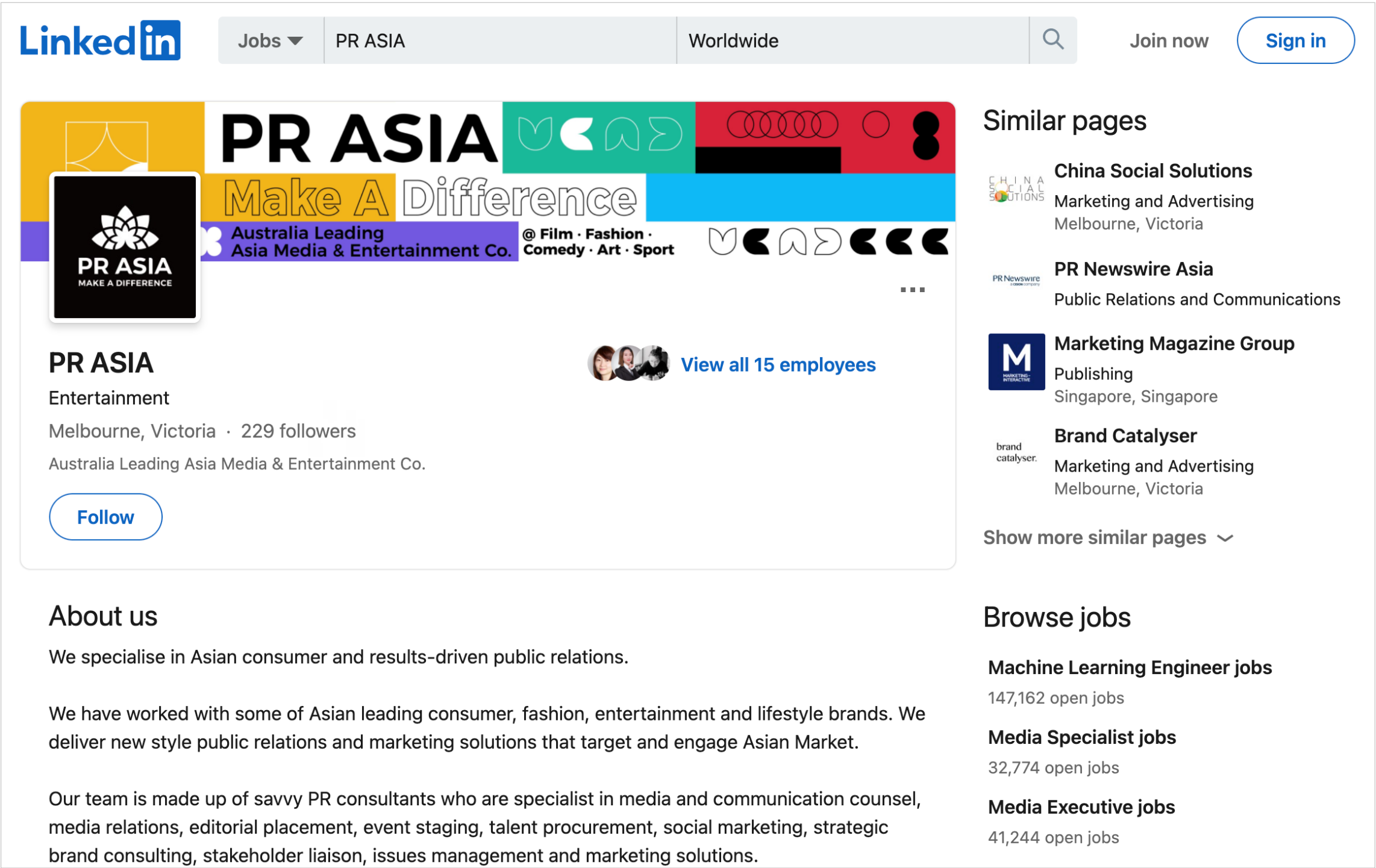
The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



DIGITAL

LinkedIn Banner

Mockup



DIGITAL

Goodstaff Banner

Size
640px × 220px

Original File:
[PRAsia_Goodstaff_banner_FINAL.ai](#)

JPEG File:
[PRAsia_Goodstaff_banner.jpg](#)

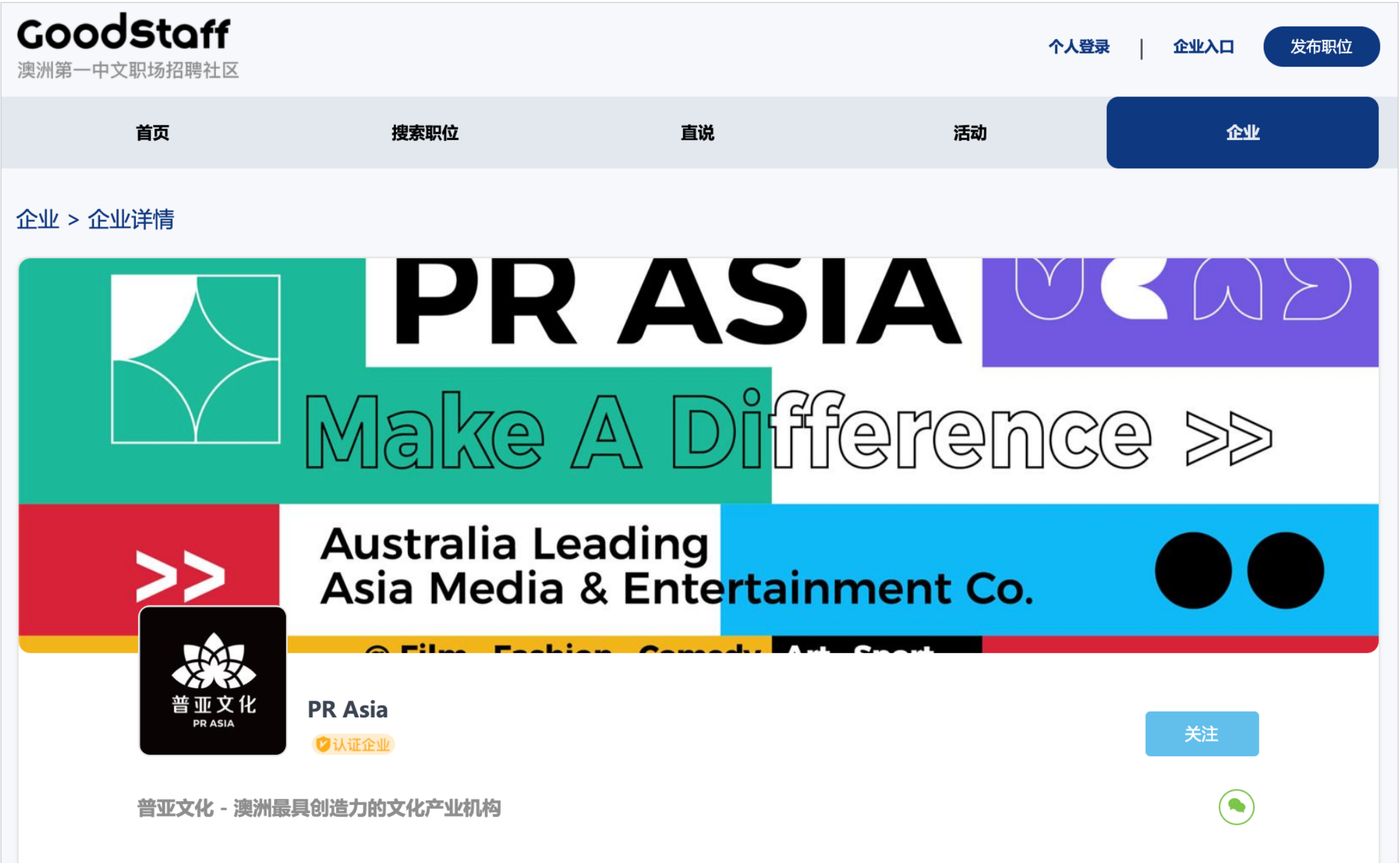
The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



DIGITAL

Goodstaff
Banner

Mockup



DIGITAL

Facebook Banner

Size
820px x312px

Original File:
[PRAsia_Facebook_banner_FINAL.ai](#)

JPEG File:
[PRAsia_Facebook_banner.jpg](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



DIGITAL

Facebook Banner

Mock up



DIGITAL

WeChat Banner

Size:
3500px × 5000px

Original File:
[PRAsia_Wechat_banner_1_FINAL.ai](#)

JPEG File:
[PRAsia_Wechat_banner_1_1.jpg](#)
[PRAsia_Wechat_banner_2_1.jpg](#)
[PRAsia_Wechat_banner_3_1.jpg](#)
[PRAsia_Wechat_banner_4_1.jpg](#)
[PRAsia_Wechat_banner_5_1.jpg](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



WeChat Banner (Sport)



WeChat Banner (Art)

DIGITAL

WeChat Banner



WeChat Banner (Film)



WeChat Banner (Fashion)



WeChat Banner (Comedy)

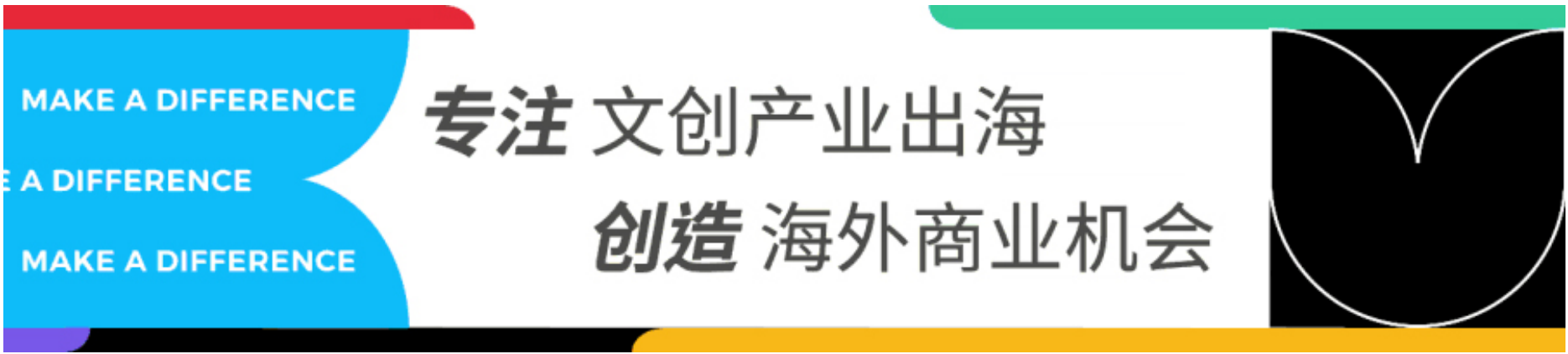
DIGITAL

WeChat Banner

Size:
Top: 900px × 200px
Bottom: 500px × 900px

File:
[PRAsia_WeChat_banner_2.gif](#)
[PRAsia_WeChat_banner_3_FINAL.ai](#)
[PRAsia_WeChat_banner_3.jpg](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



WeChat Blog Top Banner



WeChat Blog Bottom Banner

DIGITAL

WeChat Banner

Mockup



DIGITAL

Weibo Banner

Size:
920px × 300px

Original File:
[PRAsia_Weibo_banner_FINAL.ai](#)

JPEG File:
[PRAsia_Weibo_banner_FINAL.jpg](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



DIGITAL

Weibo Banner

Mockup



DIGITAL

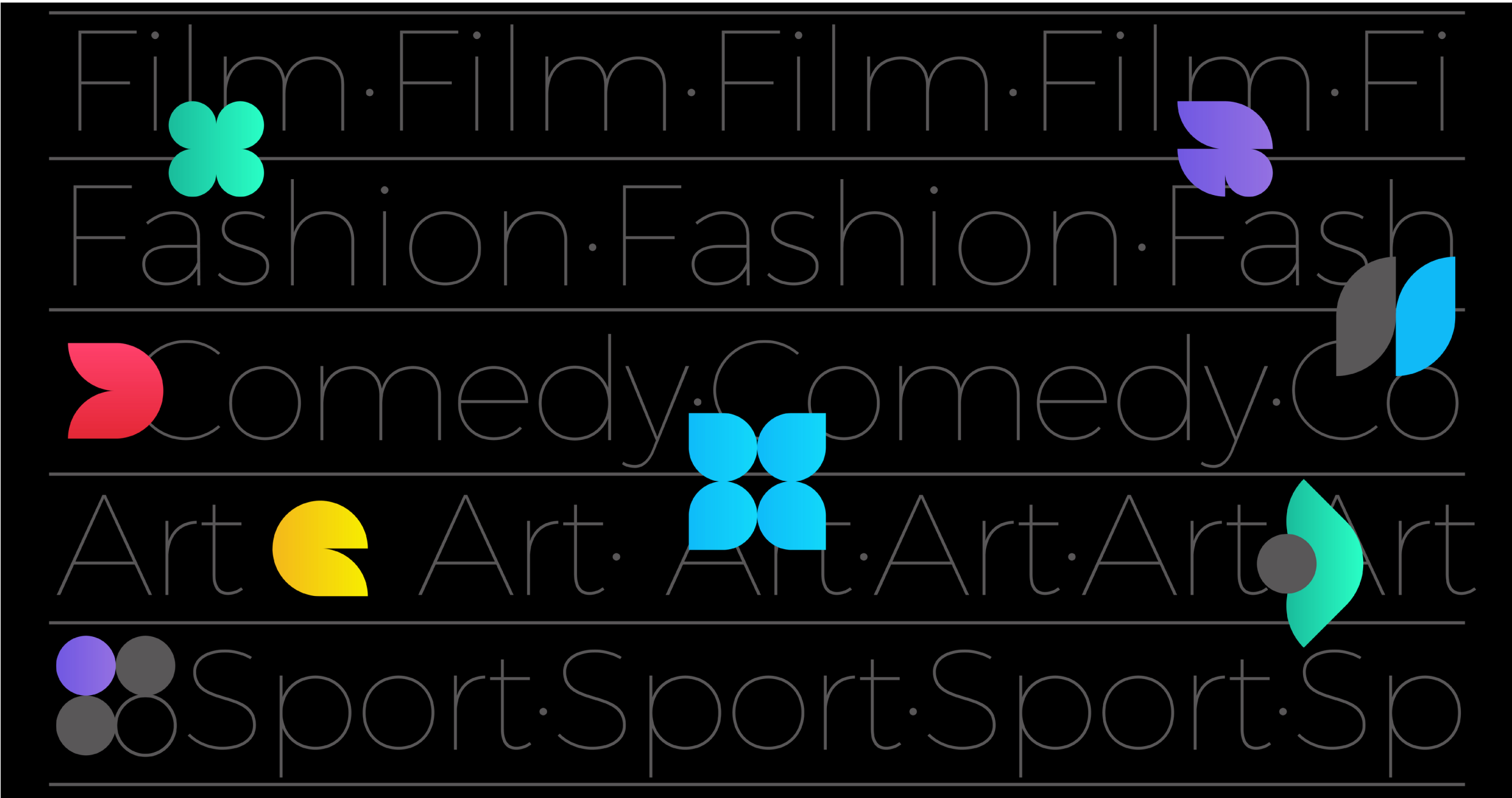
Weibo Background Page

Size:
1905px × 1000px

Original File:
[PRAsia_Weibo_background_page_FINAL.ai](#)

JPEG File:
[PRAsia_Weibo_background_page.jpg](#)

The templates supplied have paragraph styles applied, please use these styles when typesetting. Do not recreate the template without seeking permission from the company.



DIGITAL

Weibo Background Page

Mockup



Questions?

If you are having trouble with anything in this guide, you are missing brand elements from the Brand Package, or you are unsure if your communication best represents the PR Asia Brand, please contact Cheee design team.

Cheee Creative Studio

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