PR ASIA
BRAND GUIDELINES

Version 1.1   May 2021
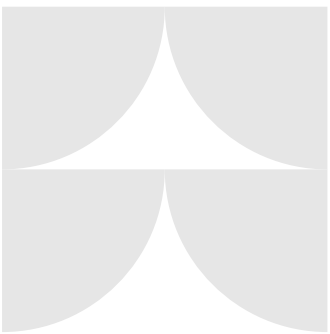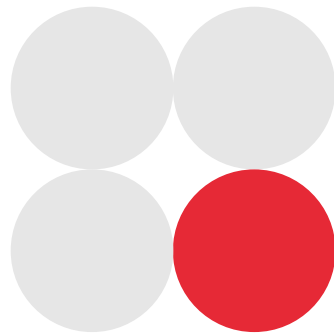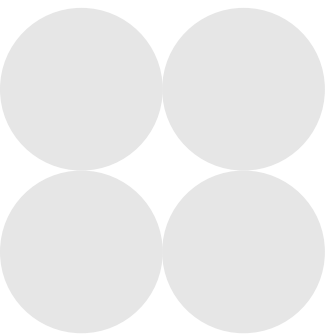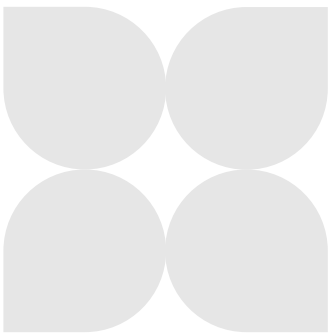
✿ PR ASIA

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DESIGN INSPIRATION

Our visual language is an extension of the logo.

These guidelines describe the visual and verbal elements that represent PR Asia's corporate identity. This includes the name, logo and other elements such as colours, typefaces and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect PR Asia's commitment to quality, consistency and style. Each of us is responsible for protecting the company's interests by preventing unauthorised or incorrect use of PR Asia's brand visual assets.

OVERVIEW

Design System

Our design system is composed of four core elements: logo, typography, colour and a design tool kit with specific shapes, icons and patterns.

Logo

PR ASIA
MAKE A DIFFERENCE

Typography

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
普 亚 文 化 时 尚 艺 术
体 育 影 视 喜 剧

Colour
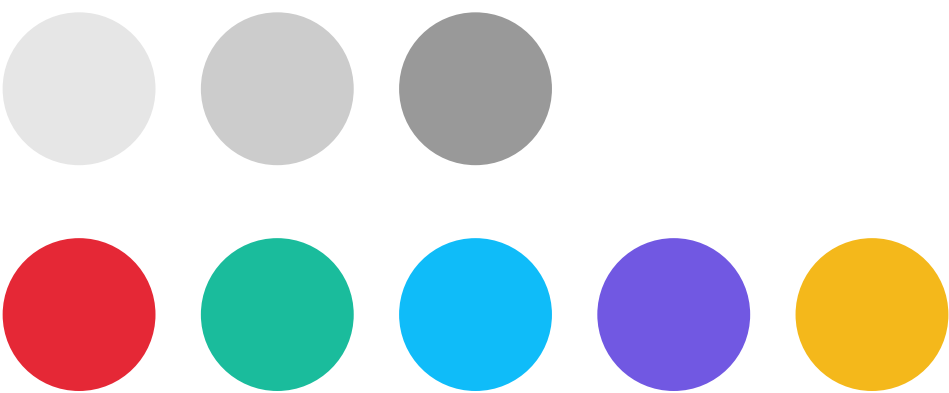
Design Tool Kit
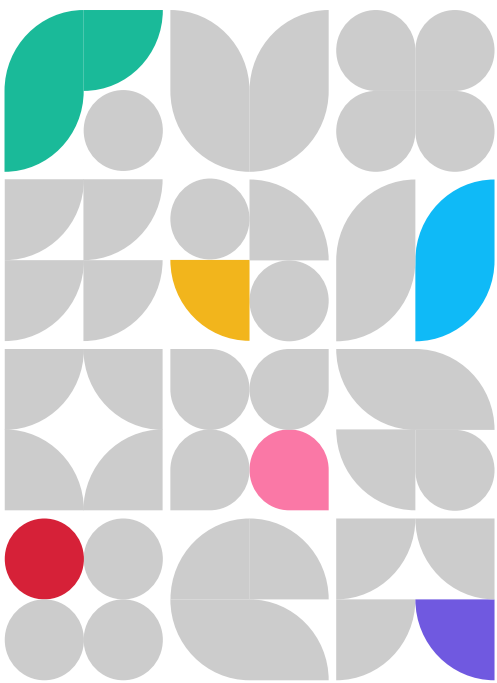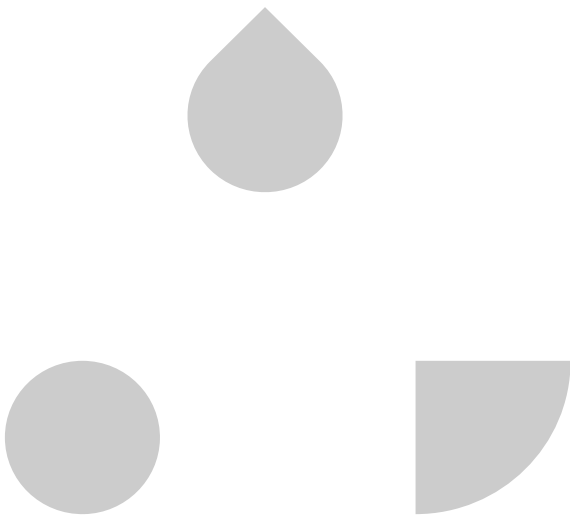
Logo

LOGO OVERVIEW

The Logo

PR Asia's identity is a persistent evolution of our brand and services.

The PR Asia logo comprises the lotus symbol and the brand name. The logo demonstrates a powerful image evoking the look and philosophy of PR Asia's brand - a leading creative Asian media group in Melbourne, Australia.

PR Asia Logo (English Version)

PR Asia Logo (Chinese Version)

LOGO

Logo Lockups

Optical kerning, refined weight, defined clear space, and all lockups help to make the logo instantly recognisable at all sizes and in all contexts.

Vertical
The vertical lockup option is our primary and preferred option for most applications.

Vertical Lockup

Vertical Lockup
with Slogan

Vertical Lockup
(Chinese)

Vertical Lockup
(Chinese & English)

Vertical Lockup
(Reversed)

Vertical Lockup
with Slogan (Reversed)

Vertical Lockup
(Chinese Reversed)

Vertical Lockup (Chinese
& English Reversed)

PR ASIA

LOGO

Logo Lockups

Horizontal

The horizontal lockup option is our secondary option and best used in tight or horizontally oriented applications such as landscape oriented business cards, 9x16 vertical video and presentation slides, etc.

Horizontal Lockup

Horizontal Lockup with Slogan

Horizontal Lockup (Chinese)

Vertical Lockup (Chinese & English)

Horizontal Lockup (Reversed)

Horizontal Lockup with Slogan (Reversed)

Horizontal Lockup (Chinese Reversed)

Vertical Lockup (Chinese & English Reversed)

PR ASIA

LOGO

Logo Lockups

Wordmark
The wordmark option is another option and best used when vertical and horizontal lockups are not applicable.

PR ASIA

Wordmark

PR ASIA
MAKE A DIFFERENCE

Wordmark with Slogan

普亚文化

Wordmark (Chinese)

普亚文化
PR ASIA

Wordmark (Chinese & English)

PR ASIA

Wordmark (Reversed)

PR ASIA
MAKE A DIFFERENCE

Wordmark with Slogan (Chinese Reversed)

普亚文化

Wordmark (Chinese Reversed)

普亚文化
PR ASIA

Wordmark (Chinese & English Reversed)

PR ASIA

LOGO

Logo Lockups

Cameo

The Cameo option is another option and best used when there is a symbol-only occasion and the other lockups are not applicable, such as small social media profile photo and website favicon, etc.

Cameo

Cameo (Reversed)

LOGO

Logo Lockups

Monochromatic Lockups
The fill and stroke variations are alternative options and best used when the background is monochromatic and vertical and horizontal lockups are not applicable.

Other Lockups
The other lockups are used when all the other lockups are not applicable. Please find rest of them in the Brand Package.

Monochromatic Lockup (Stroke)

Monochromatic Lockup (Fill)

Monochromatic Lockup (Stroke Reversed)

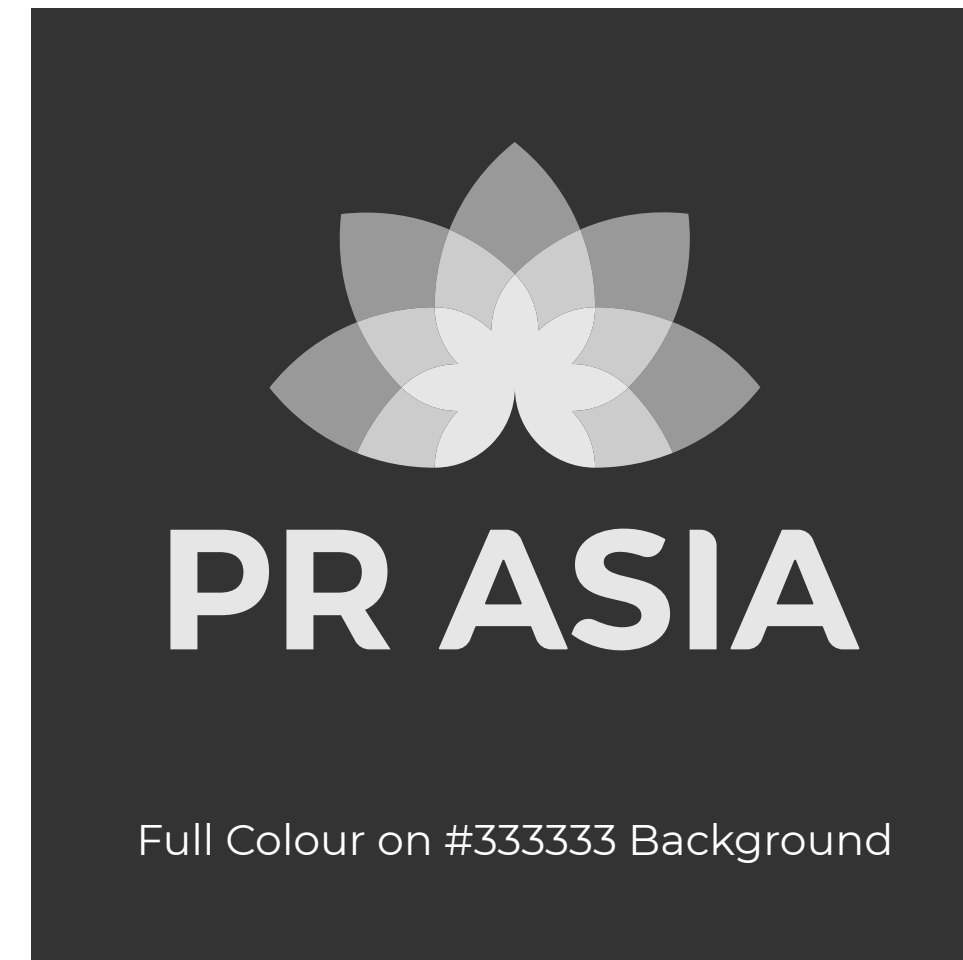Monochromatic Lockup (Fill Reversed)

LOGO

Colour Variations

Full-colour

Full-colour logo should only be used on HEX #333333 background, black or white backgrounds.

Full Colour on White Background

Full Colour on #333333 Background

Full Colour on Black Background

LOGO

Colour Variations

Monochrome
Monochromatic logos should be white on dark backgrounds and #333333 / black on light backgounds.

Black and white logos can be used on Fashion, Art, Sport, Film, Comedy background.

Do not use #333333 / black logo on Fashion and Film background.

LOGO

Colour Variations

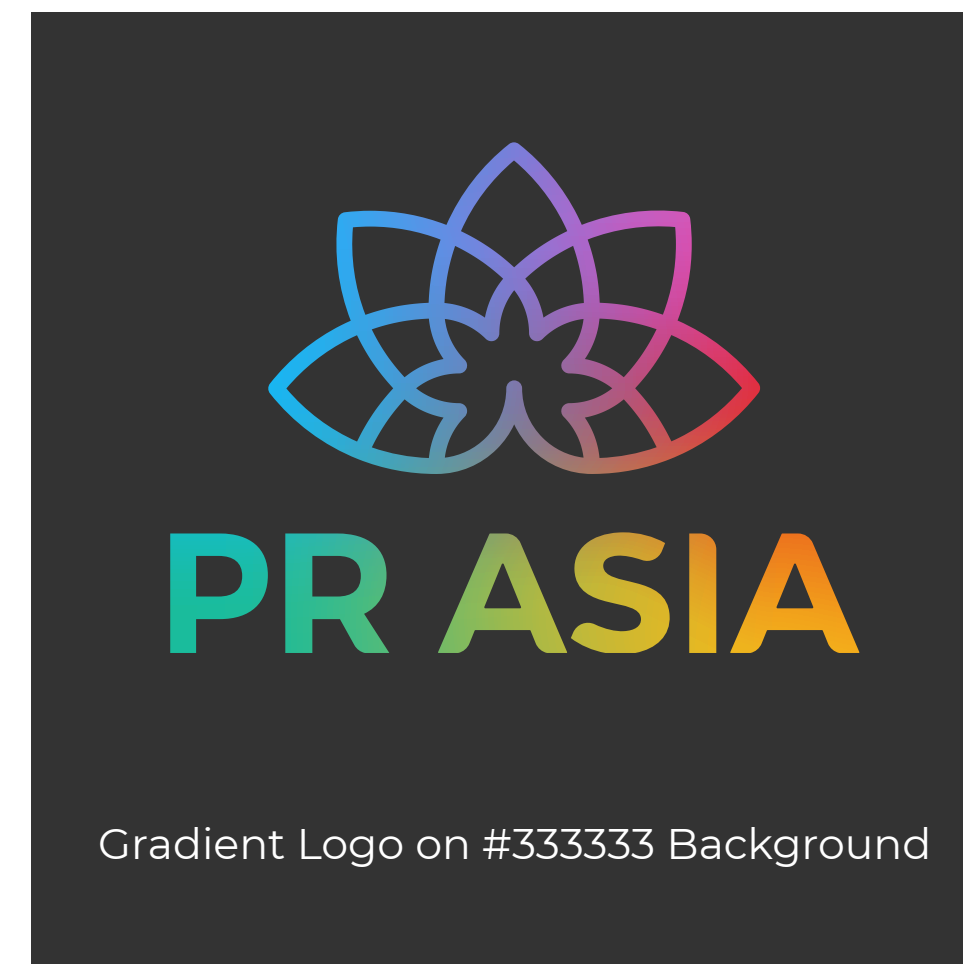### Gradient

Gradient logos should be stroke variations and be on white or #333333 / black backgounds.
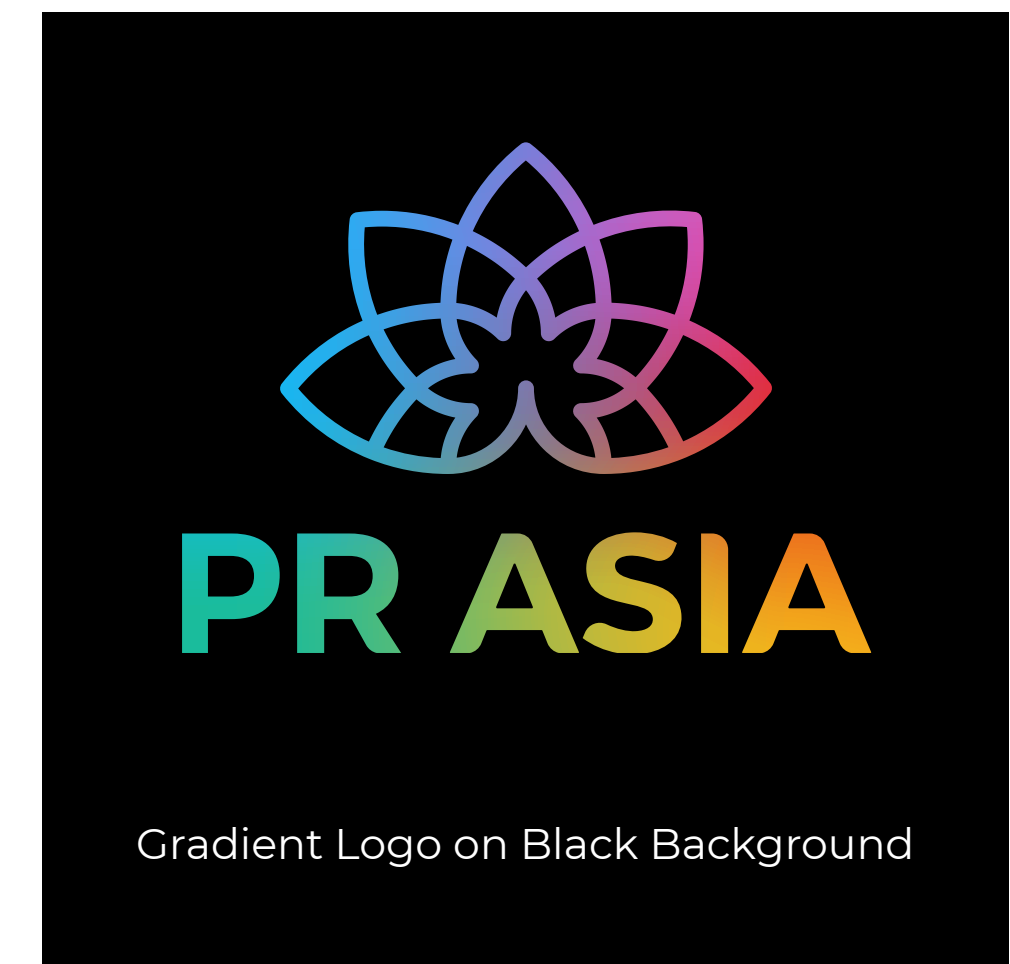
Do not use gradient logos on Fashion, Art, Sport, Film, Comedy background.

Gradient Logo on White Background

Gradient Logo on #333333 Background

Gradient Logo on Black Background

LOGO

Logo Construction

Our logo represents the process of **creation**, from a lotus flower's budding to blooming, it is also a metaphor of "The Tao produced One, One produced Two, Two produced Three, Three produced All things", which is known as Taoism in Asian culture.

Considering our brand essence (creation, ingenuity, leadership, collaboration and cross-border), the logo has been carefully designed for its creative and professional, friendly and simple in style, which has been further enhanced by the use of the Golden ratio.
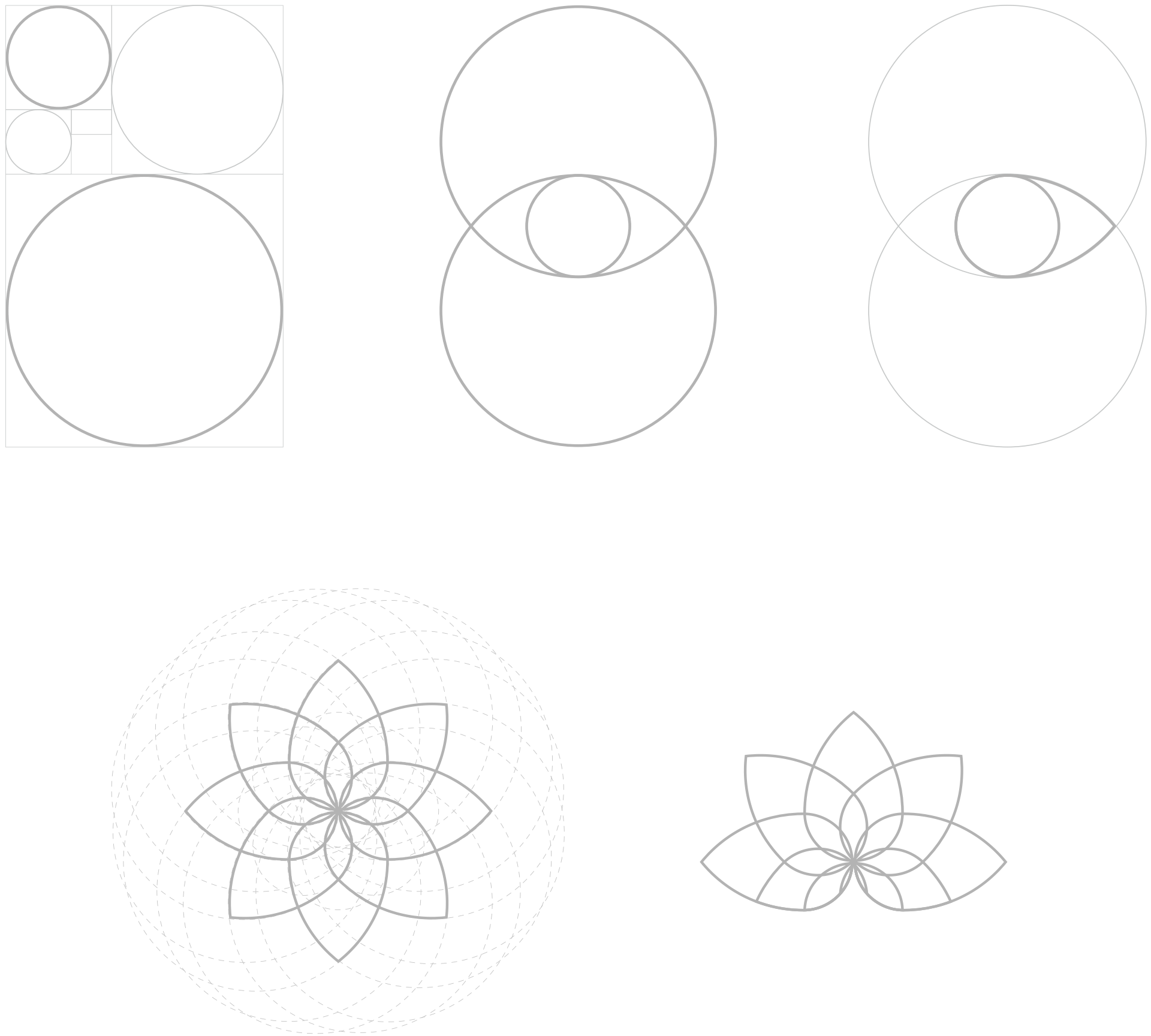
LOGO

Logo Construction

In the vertical lockup, the wordmark is set to the middle of the lotus symbol, separated from the symbol by a distance equal to half of the height of the "P", and from the slogan by a distance equal to half of the height of the "M" in the slogan. The left and right spaces around the lotus are both equal to the width of the "P".

In the horizontal lockup, the group of wordmark and slogan is set to the right of the lotus symbol, separated from the symbol by a distance equal to half of the width of the "P". The heigh of the lotus's second layer is equal to the heigh of the wordmark and slogan.

LOGO

Scale

Our logo is designed to scale to
small sizes on print and screen. Two
orientations have been provided
to accommodate for portrait and
landscape oriented applications.

Vertical Smallest Size
60px tall (20mm).

Horizontal Smallest Size
30px tall (10mm).

Vertical

PR ASIA — 60px tall (20mm)

普亚文化 — 60px tall (20mm)

PR ASIA
MAKE A DIFFERENCE — 100px tall (33mm)

普亚文化
PR ASIA — 100px tall (33mm)

Horizontal

PR ASIA — 30px tall (10mm)

普亚文化 — 30px tall (10mm)

PR ASIA
MAKE A DIFFERENCE — 50px tall (16mm)

普亚文化
PR ASIA — 50px tall (16mm)

PR ASIA

LOGO

Clearspace

Clearspace around the logo is equal to the height of the "P" for both horizontal and vertical logo lockups.

LOGO

Partner-ships

In the horizontal lockup, the separating line is used to separate the partnership logo and the wording "INCUBATED BY PR ASIA". In the vertical lockup, the wording is set to the bottom of the partnership logo.

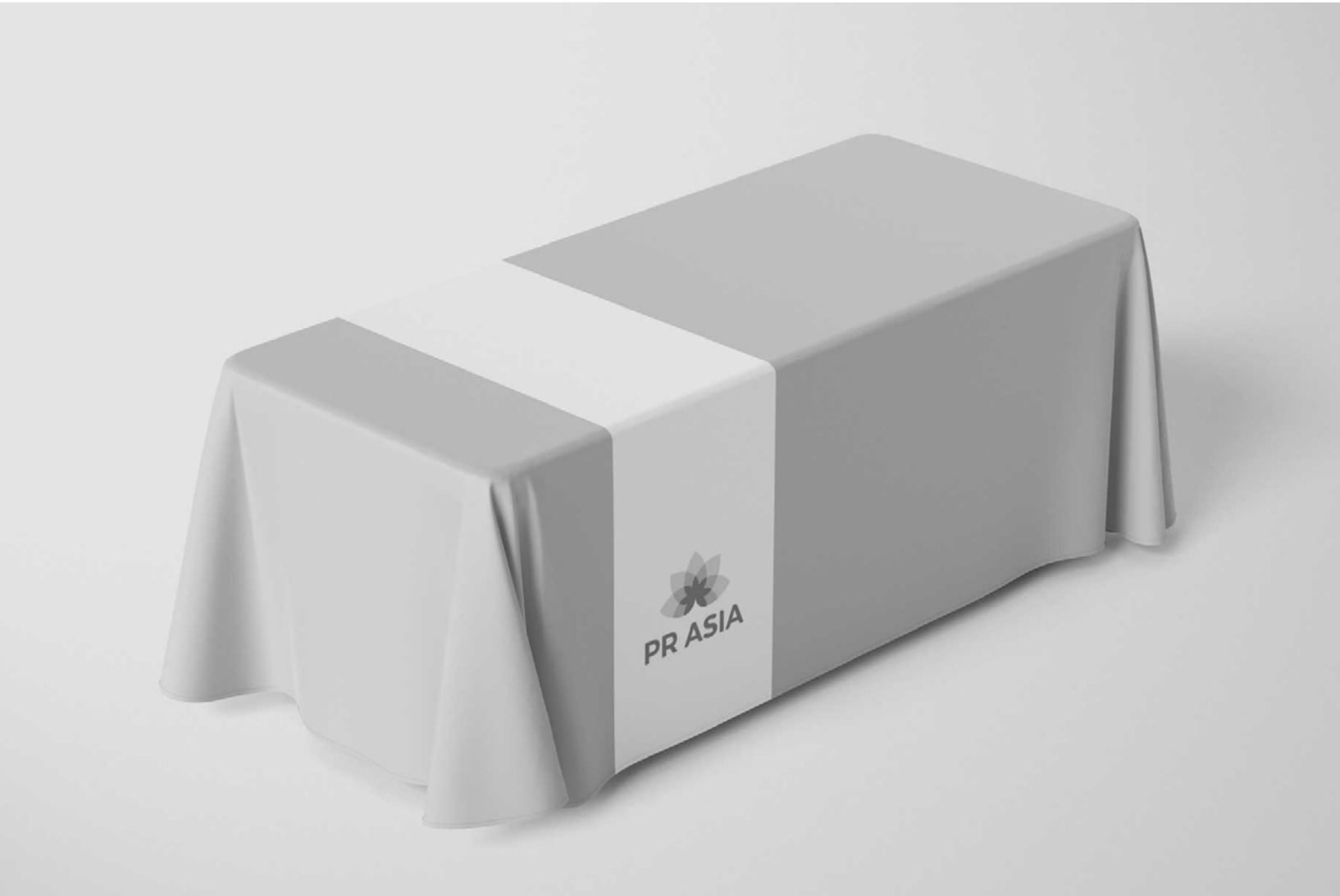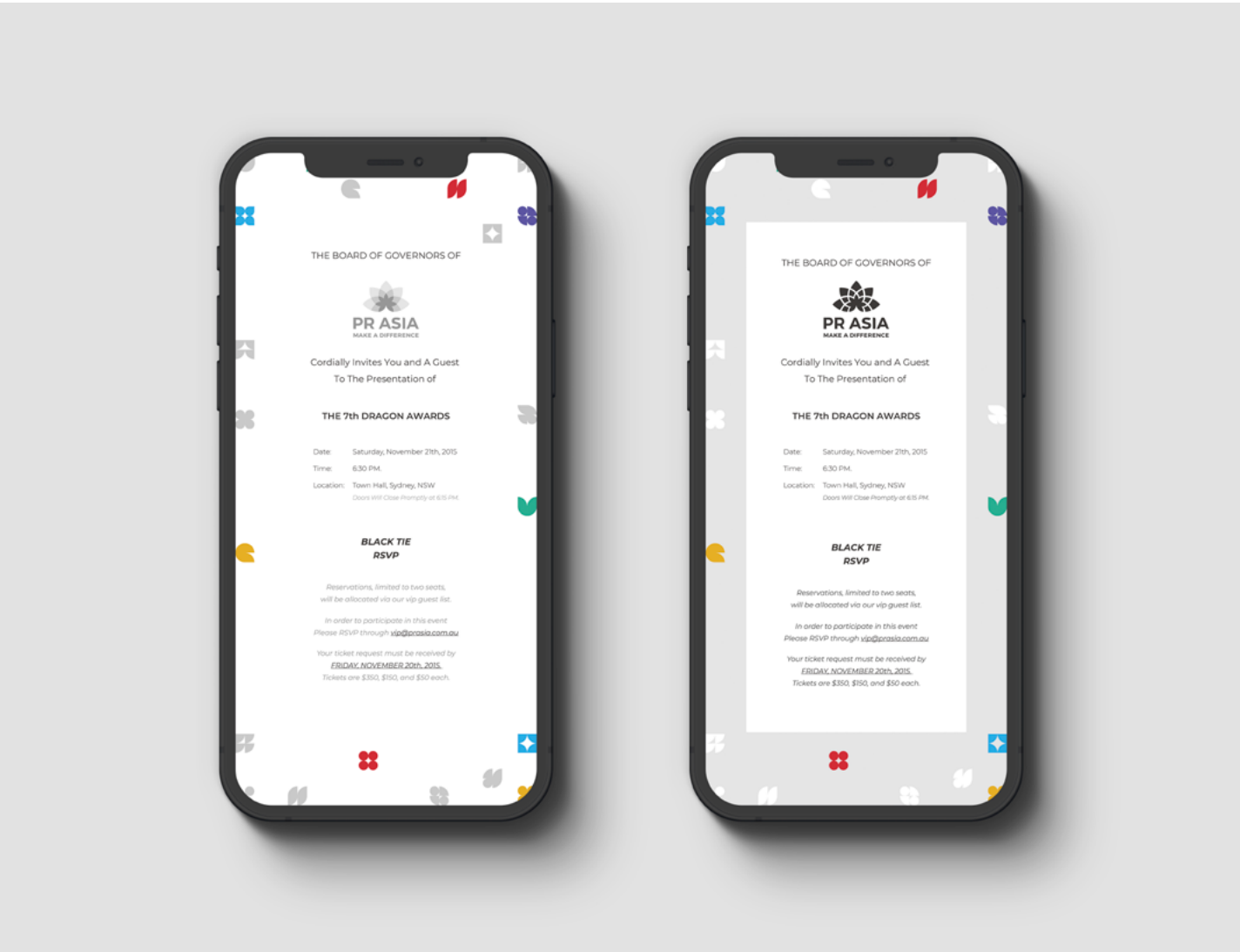**Vertical Lockups**

Horizontal Lockups

LOGO

Application

The logo placement depends on the type of communication and use. Aligning the logo should follow clearspace and colour rules.
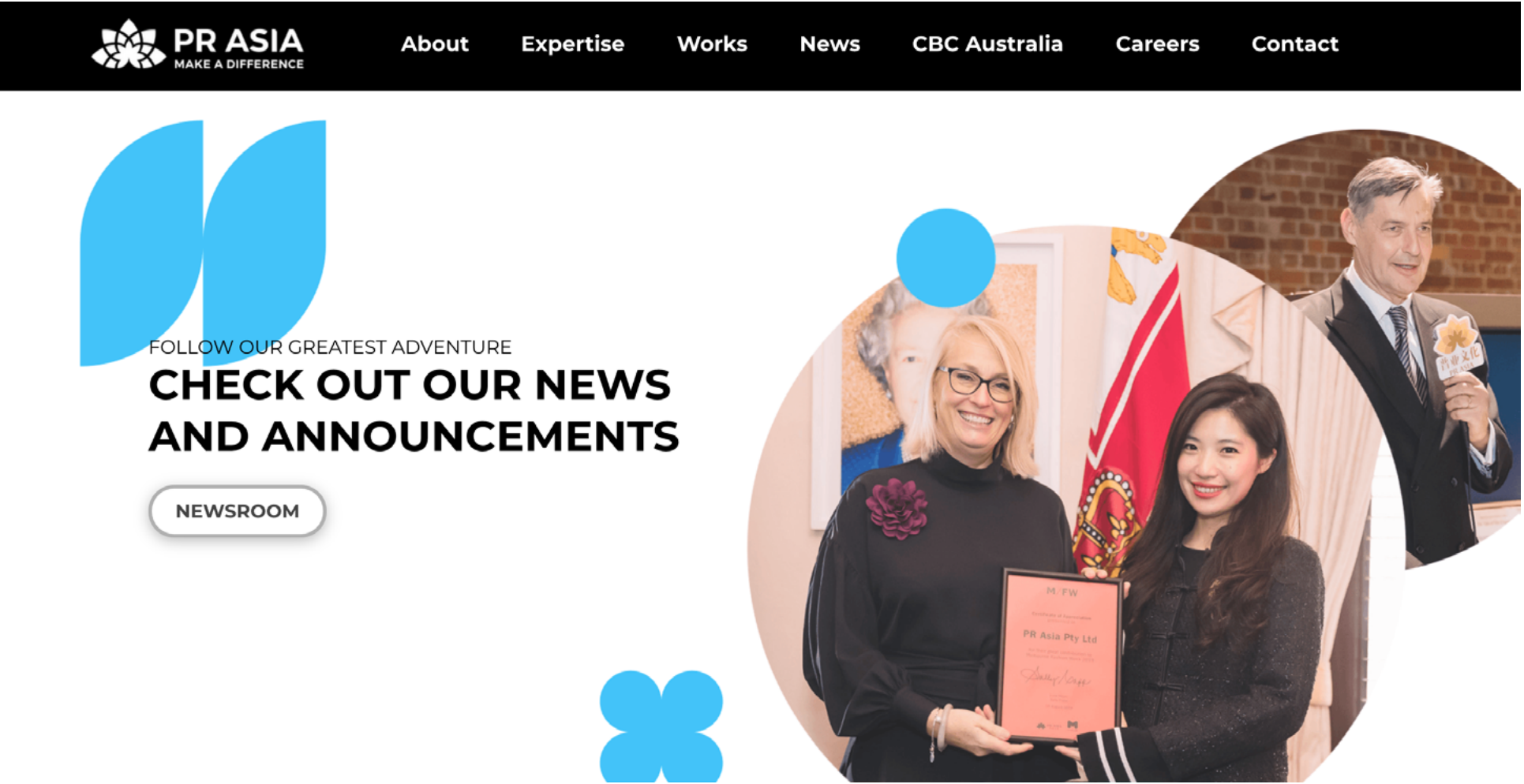
LOGO

Things to Avoid

1. Do not re-create the logo by typing it with a font.

2. Do not stretch, distort, or manipulate the logo.

3. Do not add effects like drop shadows or gradients.

4. Do not change the logo colour.

5. Do not place the logo on a background that reduces its legibility.

6. Do not outline or create a keyline around the logo.

1

2

3

4

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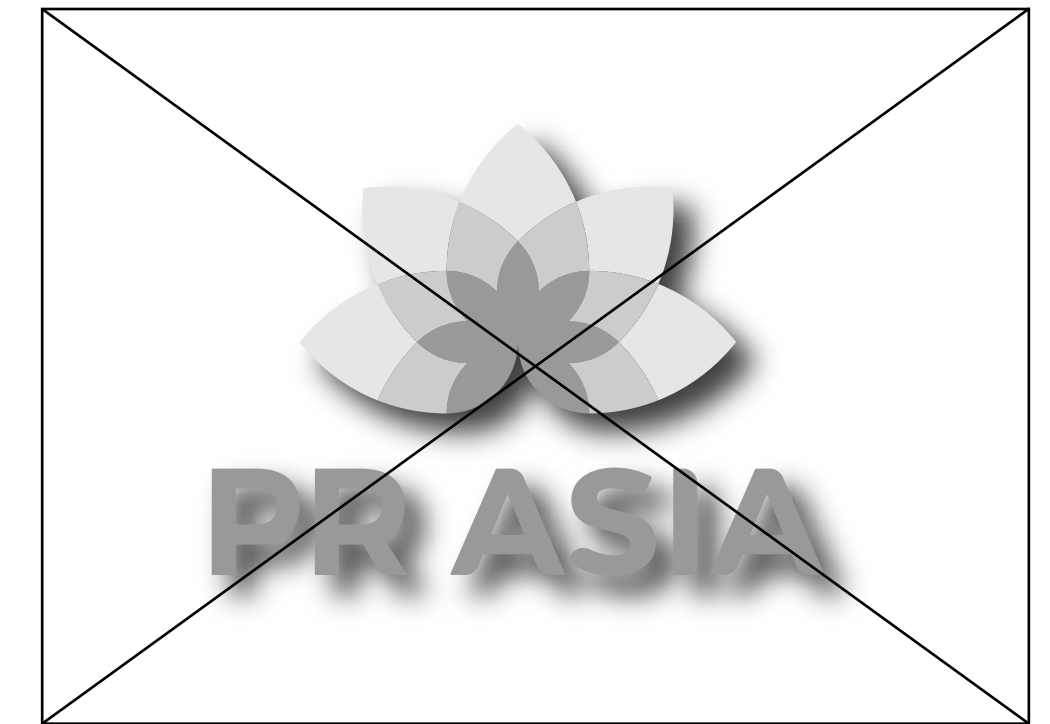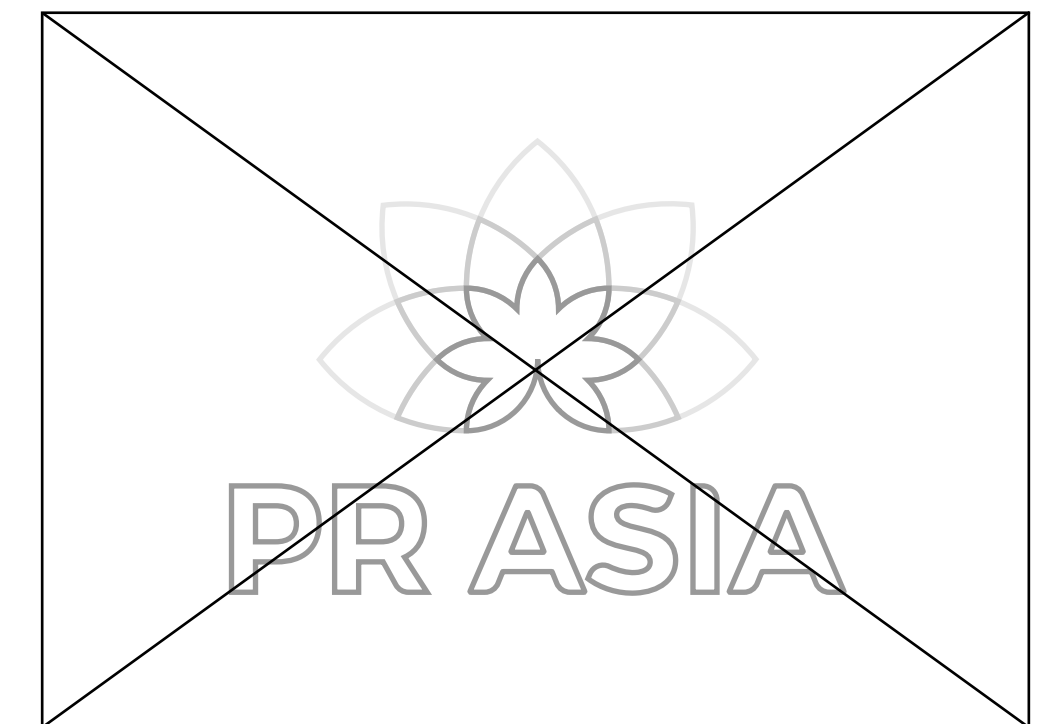
PR ASIA

LOGO

Sub-brand Logos

The PR Asia's six sub-brands are PR Asia Pro, Fashion, Art, Sport, Film and Comedy. Please see all the sub-brand logo variations in the Brand Package.

PR Asia Pro Logos

PR Asia Fashion Logos

PR ASIA

LOGO

Sub-brand Logos

PR Asia Art Logos

PR Asia Sport Logos

LOGO

Sub-brand Logos

PR Asia Film Logos

PR Asia Comedy Logos

PR ASIA

Typography

Brand Typefaces

PR Asia Sans Substitutes

PR Asia Chinese Substitutes

Typographic Hierarchy

Things to Avoid

TYPOGRAPHY OVERVIEW

Brand Typefaces

Our corporate typefaces - PR Asia Sans, PR Asia Sans Chinese, Montserrat and Noto Sans CJK are key elements to create a distinctive and consistent look across all our communications.

PR Asia Sans and PR Asia Sans Chinese, used for headlines and sub-headlines, are inspired by the petal shapes of lotus flowers and developed exclusively for PR Asia.

PR Asia Sans

` ´ – I O V `

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

PR Asia Sans Chinese

` ` — ｜ ノ ㇏

普 亚 文 化
时 尚 艺 术
体 育 影 视 喜 剧

TYPOGRAPHY OVERVIEW

Brand Typefaces

Montserrat, a geometric typeface with a modern and clean look, and Noto Sans CJK SC, an open-source Chinese typeface with a consistent look with the brand, are mainly used for paragraphs, short sentences and smaller supporting text.

Montserrat

Light
Regular
Italic
Medium
SemiBold
Bold
Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 {[(&)]}*,.:;¿¡?!/|\•¶@®©™
«»‹›""''‚‚"'… -‒—_†‡¬+<=>≠≤≥±÷−×∞~≈°
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Aa

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«»‹›""''‚‚"'… -‒—_†‡¬+<=>≠≤±÷−×∞~≈°
$¢£¥€§#%‰

Noto Sans CJK SC

Thin
Light
DemiLight
Regular
Medium
Bold
Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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TYPOGRAPHY OVERVIEW

PR Asia Sans Substitutes

In specific instances where our brand typefaces are not available, please opt for native sans-serif typefaces.

Helvetica or Arial

Widely available system sans-serif.

Roboto

Native to Android devices.

SF Pro

Native to Apple devices.

Helvetica

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Arial

Aa

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Roboto

Aa

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SF Pro

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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TYPOGRAPHY OVERVIEW

PR Asia Chinese Substitutes

In specific instances where our brand typefaces are not available, please opt for native sans-serif typefaces.

Microsoft YaHei or Hei
Widely available system sans-serif.

Apple LiGothic or PingFang SC
Native to Apple devices.

Microsoft YaHei

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Hei

Aa

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Apple LiGothic

Aa

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PingFang SC

Aa

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abcdefghijklmnopqrstuvwxyz
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TYPOGRAPHY

Typographic Hierarchy

Headline Level 1

Size: 4.5x. Weight: Bold. Tracking: -10pts.
Leading: 120%. Alignment: left, center.

Headline Level 2

Size: 3x. Weight: Bold. Tracking: -10pts.
Leading: 120%. Alignment: left, center.

Subhead

Size: 1.5x. Weight: Semi Bold. Tracking:-10pts.
Leading: 120%. Alignment: left, center.

Body

Size: 1x. Weight: Regular. Tracking: -10pts.
Leading: 140%. Alignment: left, center.

Caption

Size: .5x. Weight: Regular. Tracking: 10pts.
Leading: 140%. Alignment: left, center.

Headline Level 1

H1 - 4.5x - PR ASIA PRO

Headline Level 2

H2 - 3x - PR ASIA PRO

Subhead

Subhead - 1.5x - MONTSERRAT BOLD

Body

Body - 1x - MONTSERRAT REGULAR

Caption

Caption - 0.5x - MONTSERRAT LIGHT

PR ASIA

TYPOGRAPHY

Things to Avoid

1. Don't use the wrong typeface.

2. Don't apply gradients to type.

3. Don't put pictures or patterns in type.

4. Don't lead too much.

5. Don't lead too little.

6. Don't tightly track type.

7. Don't loosely track type.

8. Don't stretch, skew, or distort text in any way.

9. Don't apply drop shadows or other effects.

1

MAKE A DIFFERENCE

2

MAKE A DIFFERENCE

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MAKE A DIFFERENCE

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MAKE A DIFFERENCE

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MAKE A DIFFERENCE

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MAKE A DIFFERENCE

7

MAKE A DIFFERENCE

8

MAKE A DIFFERENCE

9

MAKE A DIFFERENCE

Colour

Primary Colour System

Secondary Colour System

Colour Groups

Things to Avoid

COLOUR

Primary Colour System

Colour is an instantly recognisable and important element of PR Asia brand. The primary colours are three grey colours representing an idea of nothingness - PR Asia Grey (PMS COOL GRAY 7 C), PR Asia Grey 60% (PMS COOL GRAY 7 C (60%)) and PR Asia Grey 40% (PMS COOL GRAY 7 C (40%)). When applied by the primary colours, the logo could be perceived as a transparent container for the message of the brand – "No matter what is given to us, we create from zero and make a difference."

PR Asia Grey

R 153	C 46
G 153	M 38
B 153	Y 53
	K 0

H 2
S 0
B 60

HEX 999999
PMS COOL GRAY 7 C

PR Asia Grey (60%)

R 204	C 24
G 204	M 18
B 204	Y 17
	K 0

H 2
S 0
B 80

HEX CCCCCC
PMS COOL GRAY 7 C (60%)

PR Asia Grey (40%)

R 230	C 12
G 230	M 9
B 230	Y 9
	K 0

H 2
S 0
B 90

HEX E6E6E6
PMS COOL GRAY 7 C (40%)

PR ASIA

COLOUR

Secondary Colour System

The secondary colours used to highlight seven sub-brands (pro, fashion, art, sport, film and comedy) of PR Asia are gold, red, green, blue, purple and yellow. The colours are carefully chosen to represent each sub-brand and are best for all digital applications.

PR Asia Pro

R 182   C 5
G 126   M 52
B 55   Y 100
               K 24
H 32
S 69
B 71

HEX B67E37
PMS 7511 C / 8385 C

PR Asia Fashion

R 229   C 0
G 40   M 88
B 54   Y 82
               K 0
H 356
S 83
B 90

HEX E52836
PMS 1788 C

PR Asia Art

R 26   C 84
G 188   M 0
B 156   Y 59
               K 0
H 168
S 86
B 74

HEX 1ABC9C
PMS 3395 C

PR Asia Sport

R 15   C 75
G 188   M 0
B 249   Y 5
               K 0
H 196
S 94
B 98

HEX 0FB81B
PMS 306 C

PR Asia Film

R 113   C 76
G 88   M 76
B 226   Y 0
               K 0
H 251
S 61
B 89

HEX 7158E2
PMS 2725 C

PR Asia Comedy

R 244   C 0
G 184   M 31
B 27   Y 98
               K 0
H 43
S 89
B 96

HEX F4B81B
PMS 1235 C

PR ASIA

COLOUR

Colour Groups

The breadth of PR Asia's colour palette offers flexibility and range within our brand system. Combining colours can evoke emotion and tone to underscore our messaging. We recommend using colour combinations that are monochromatic in tone and provide a rich visual contrast when combined together. When in doubt, refer to these select groups as our top recommendations.

#FFD6F2   #800012

#C1FD8D   #004713

#9CFFE8   #00006A

#D4D8FF   #43004F

#FEFFB5   #702C00

COLOUR

Things to Avoid

1. Do not use gradients as backgrounds.

2. Do not create new colors.

3. Do not use more than one emphasis color to highlight a headline.

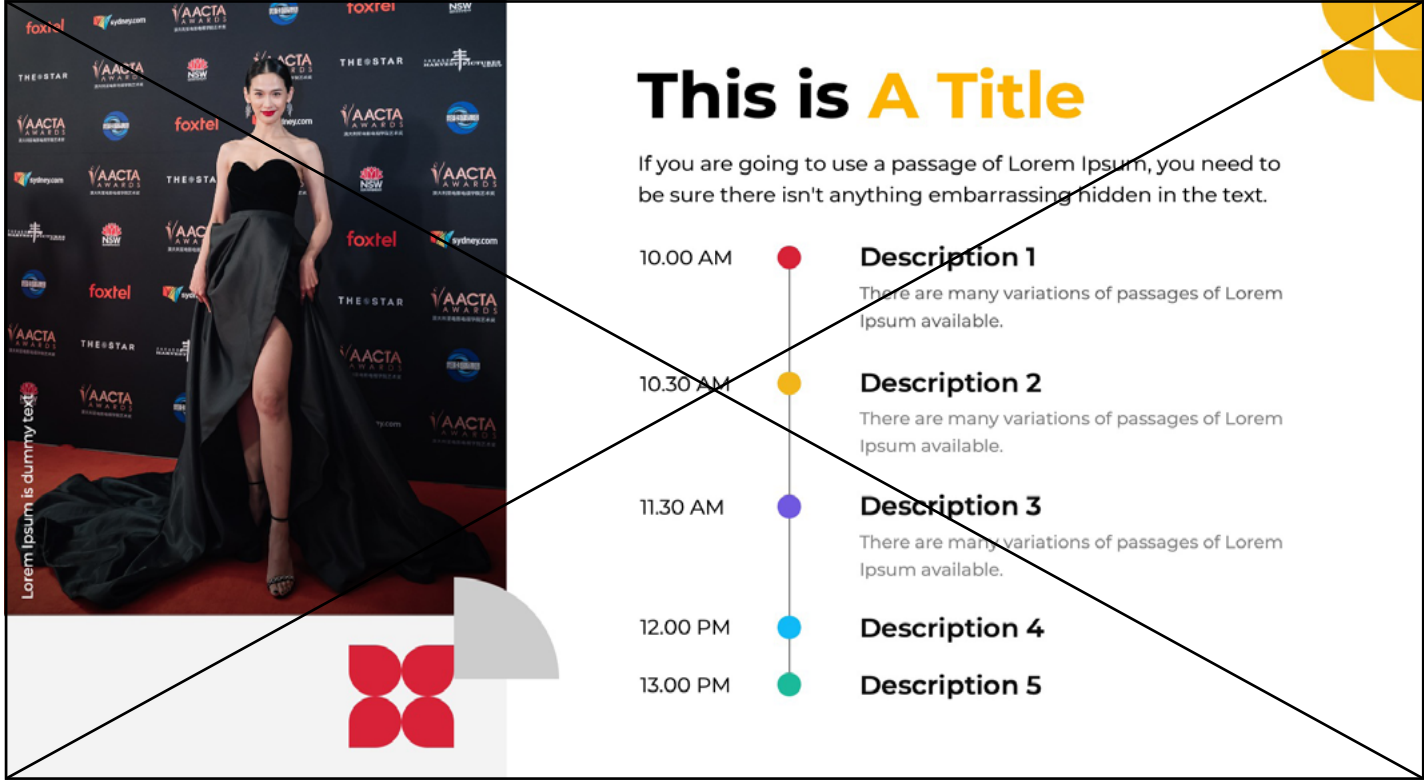4. Do not use Comedy to emphasise words on a white background.

1
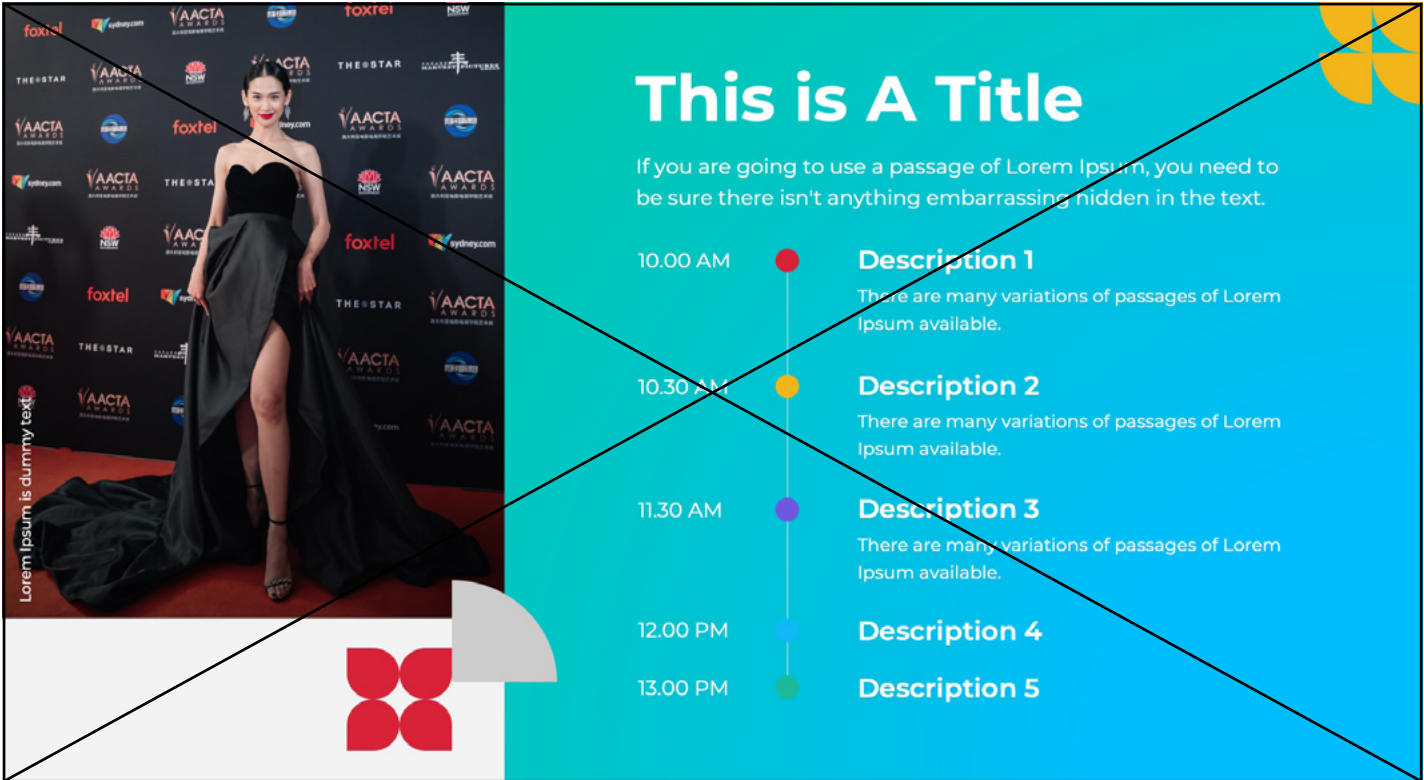
2
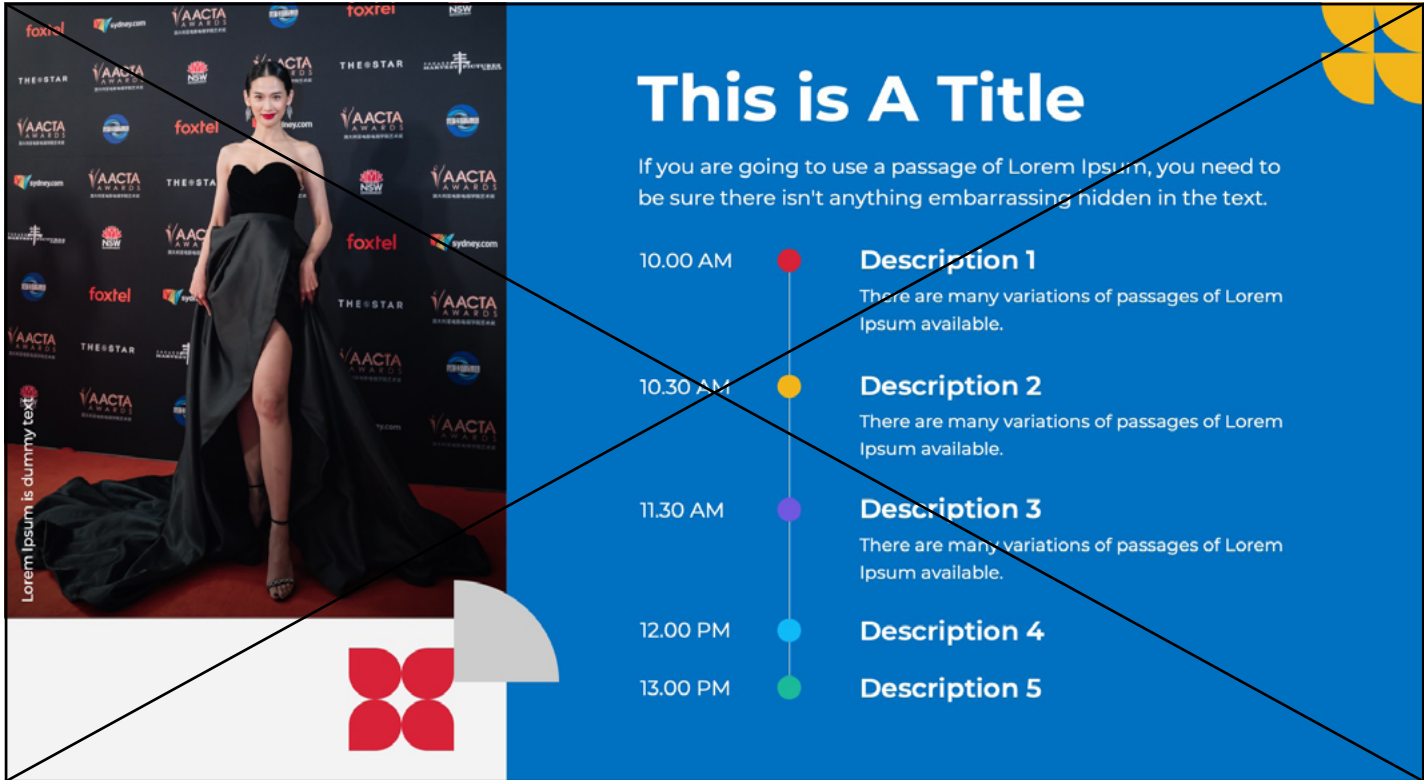
3
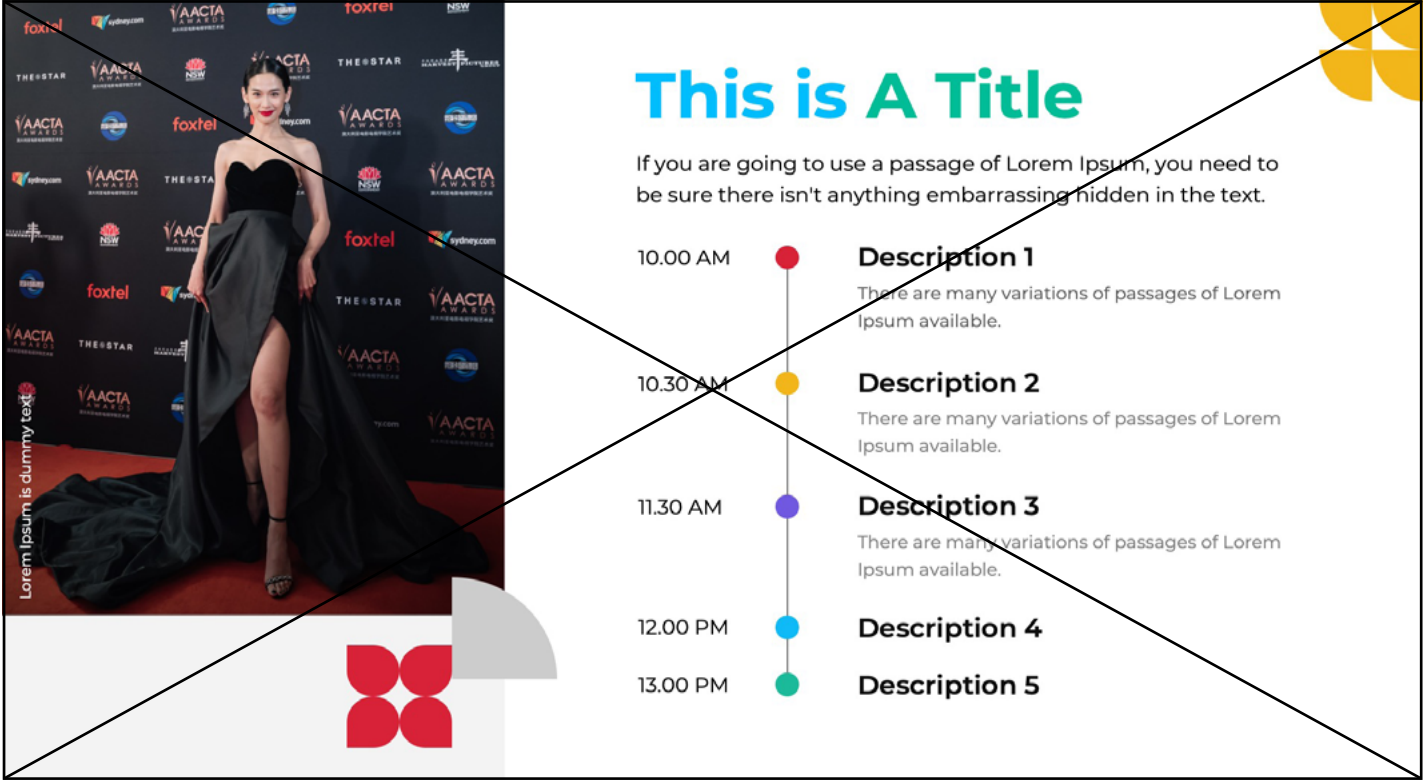
4

Design Tool Kit

Tool Kit Overview

Shapes

Icons

Patterns

Pattern Application

Things to Avoid

PR ASIA

DESIGN TOOL KIT OVERVIEW

Tool Kit

Our design tool kit is composed of three core elements: shapes, icons and patterns.

These elements are designed to be used in conjunction with the brand logo, colour, typography, and imagery.

The shapes have been derived from the lotus flower in the PR Asia logo. They tie back to the PR Asia brand while allowing for playfulness and creativity.
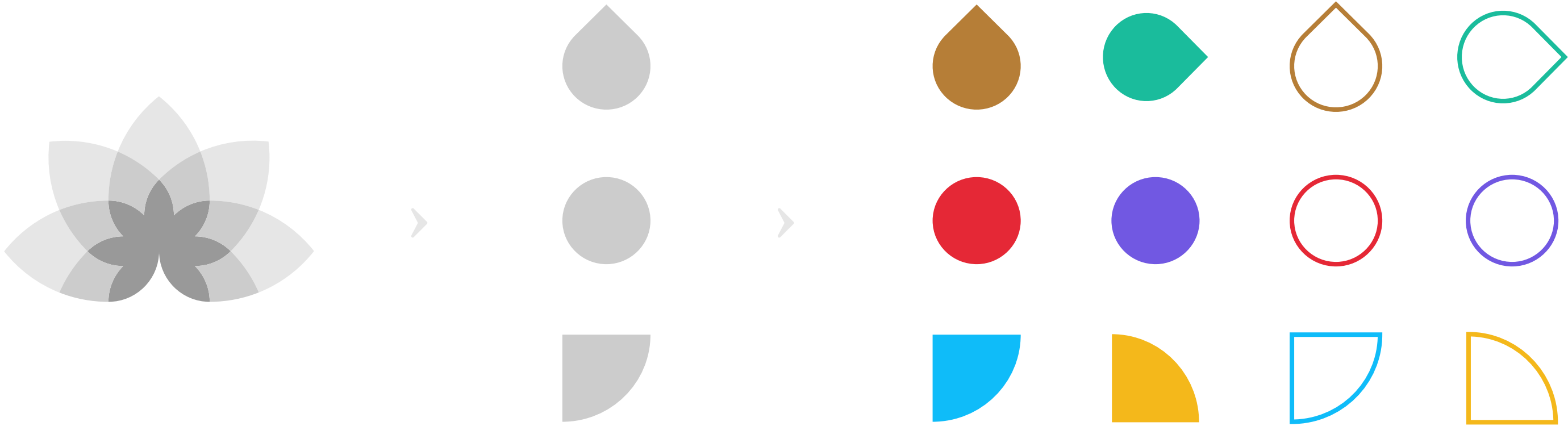
Shapes
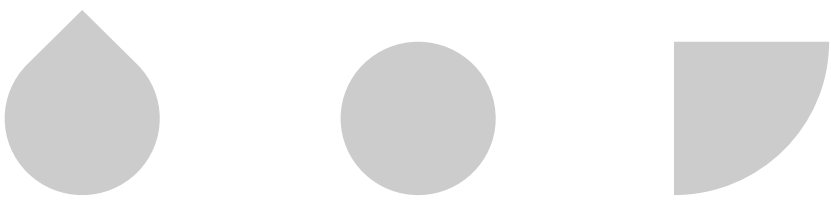
Icons

Patterns
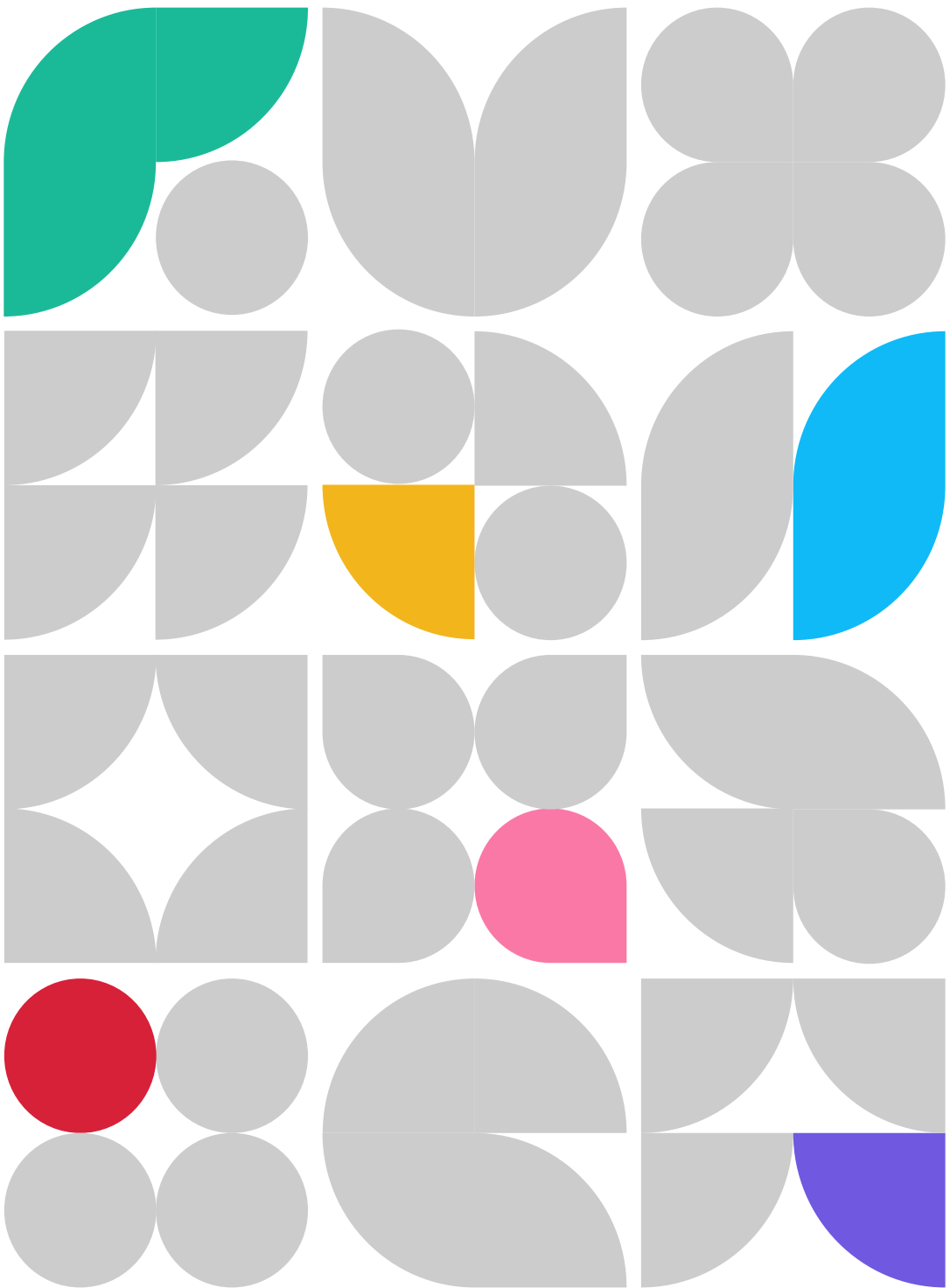
DESIGN TOOL KIT

Shapes

The shapes are derived from the lotus flower in the PR Asia logo and composed of three elements: petal shape，circle and quarter circle.

These elements have a fill and stroke variation in the brand colours.

The shapes are primarily used with the brand pattern and are also used to create the brand icons.

Applications

联系方式　│CONTACT US

普亚文化传播有限公司
PR ASIA PTY LTD
地址 │ Address :
Level 14 333 Collins St Melbourne VIC 3000
电话 │ Tel : 1300 648 648
邮件 │ Email : business@prasia.com.au
网站 │ Website : www.prasia.com.au

普亚文化品牌手册
PR ASIA BRAND BOOK

PR ASIA
MAKE A DIFFERENCE

PR ASIA

DESIGN TOOL KIT

Icons

The icons are pictograms displayed on a screen or print layout in order to help the user navigate through the content in an easier way. The icons are a set of small pictures or symbols serving as a quick, "intuitive" representation of a digital tool, function or category, etc.

The icons are primarily used with the brand pattern and are created using the brand shapes. All icons should have consistent line weights and visual style.
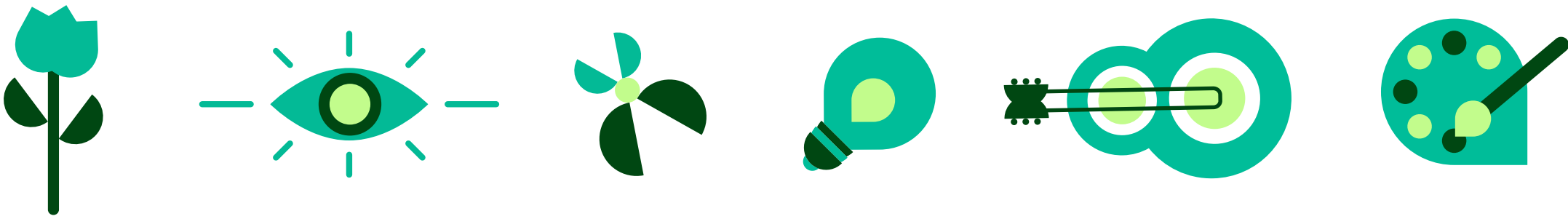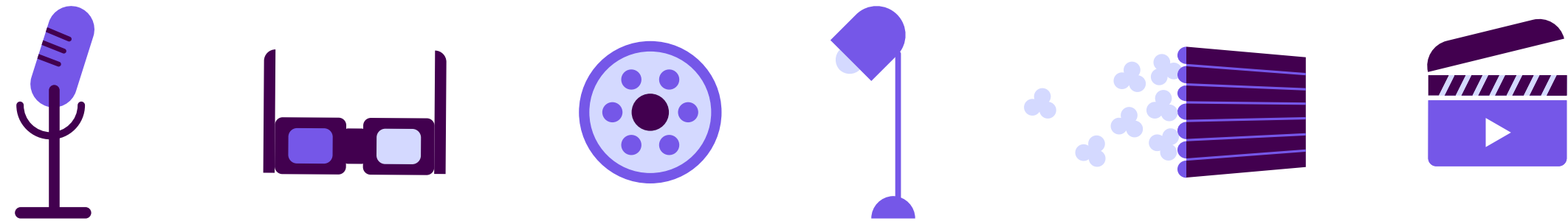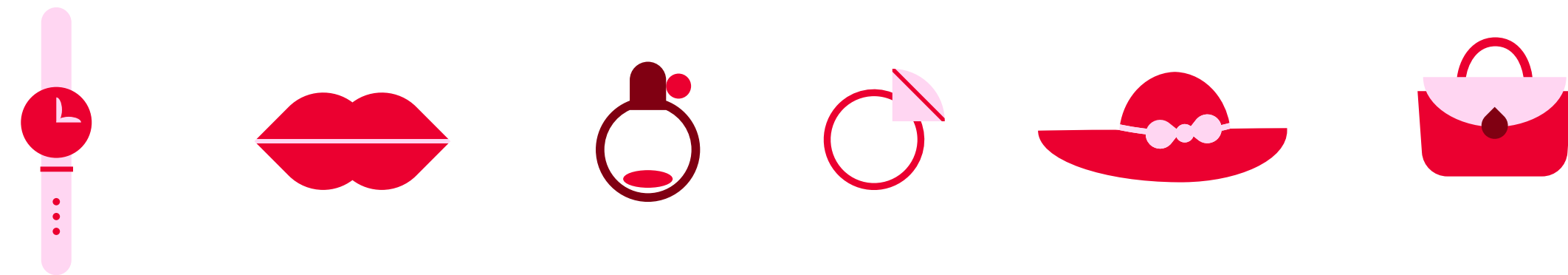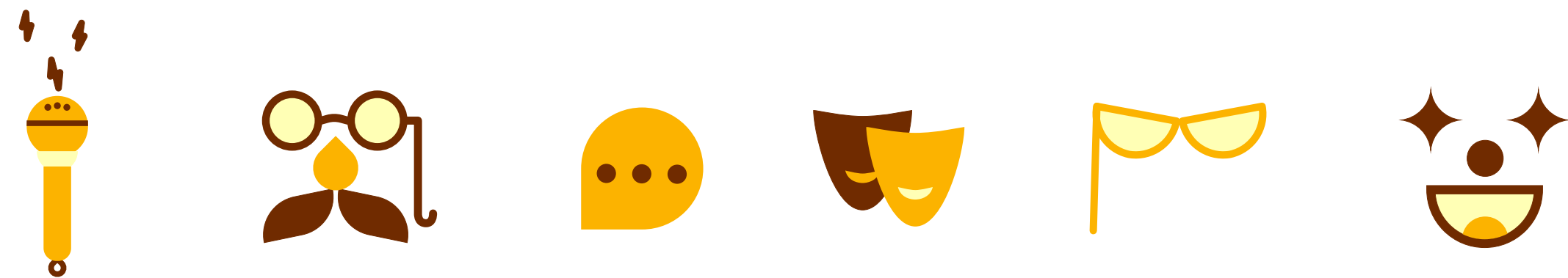
Sport

Art

Film

**Fashion**

Comedy

DESIGN TOOL KIT

Patterns

The pattern design elements are derived from the three brand shapes. The patterns add a level of playfulness and creativity while tying back to the PR Asia brand.

Patterns are used to bring visual interest to compositions as graphic elements. Each pattern is based a 2x2 grid and composed of any four of the brand shapes. Patterns based on a 4x4 grid or bigger gird are also allowed.
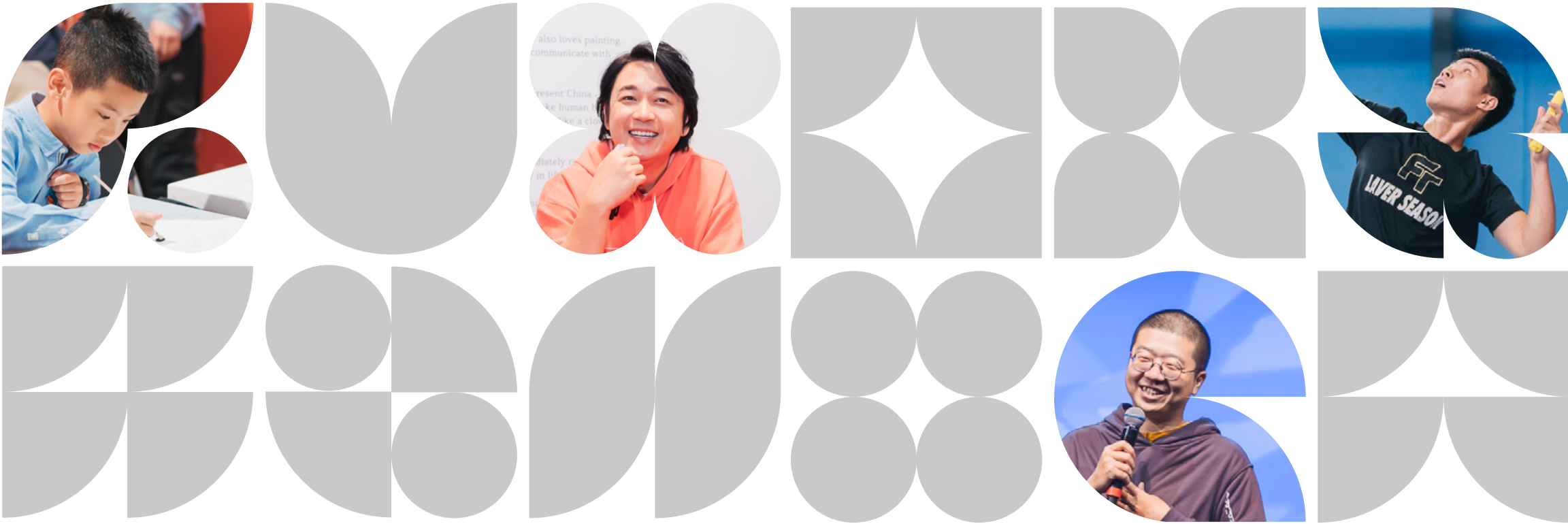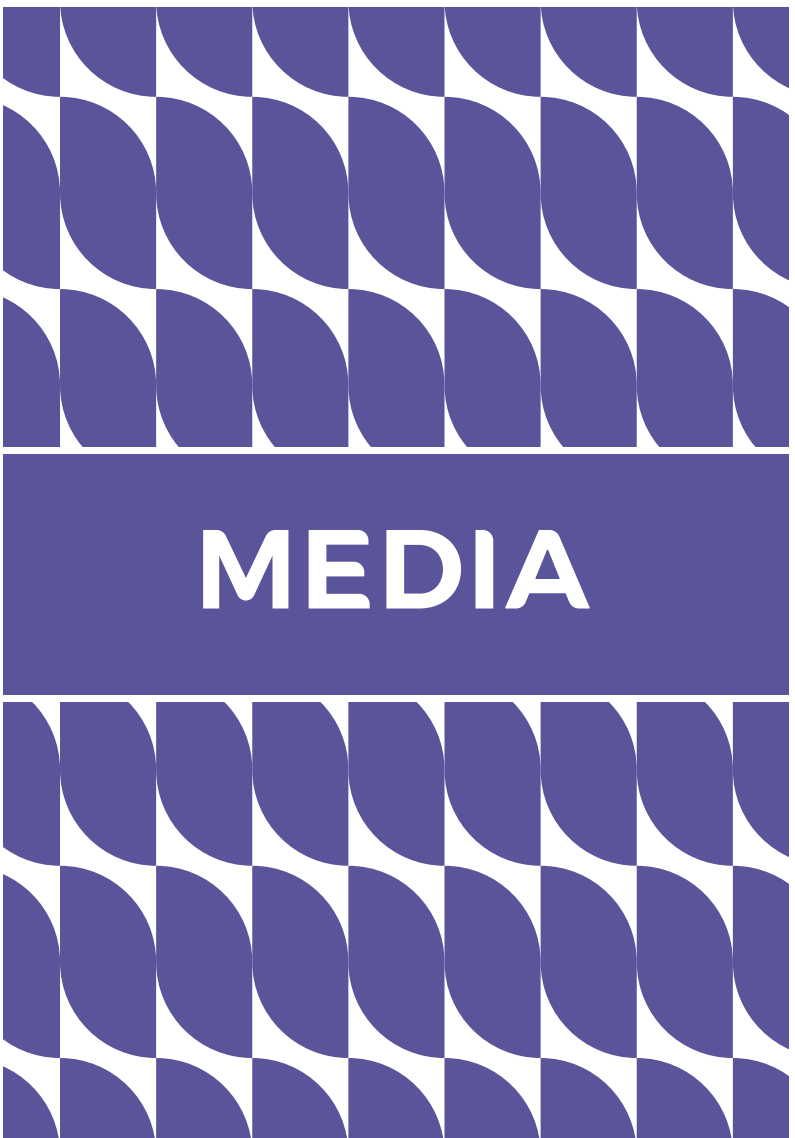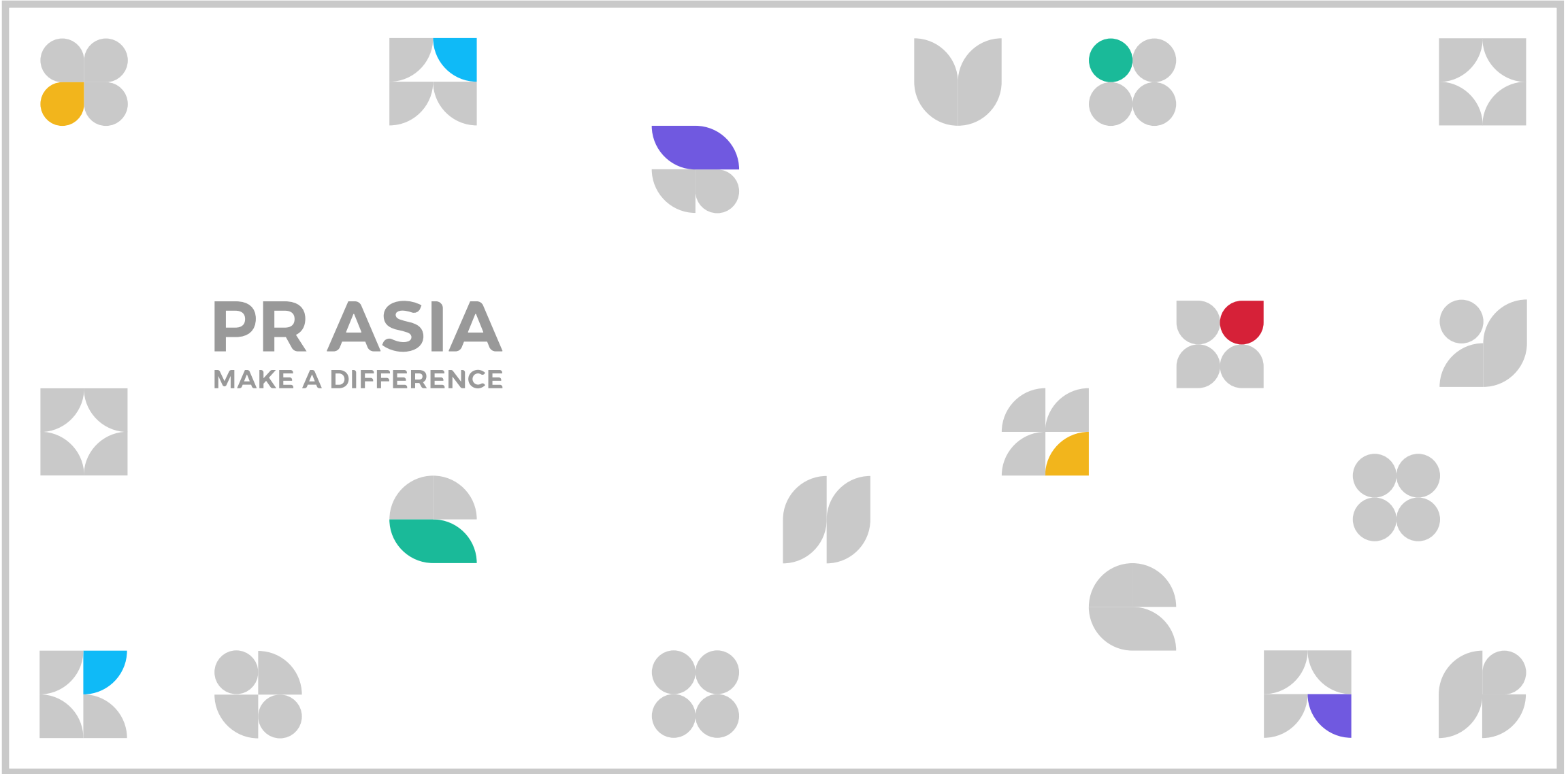
Patterns based on a 2x2 grid
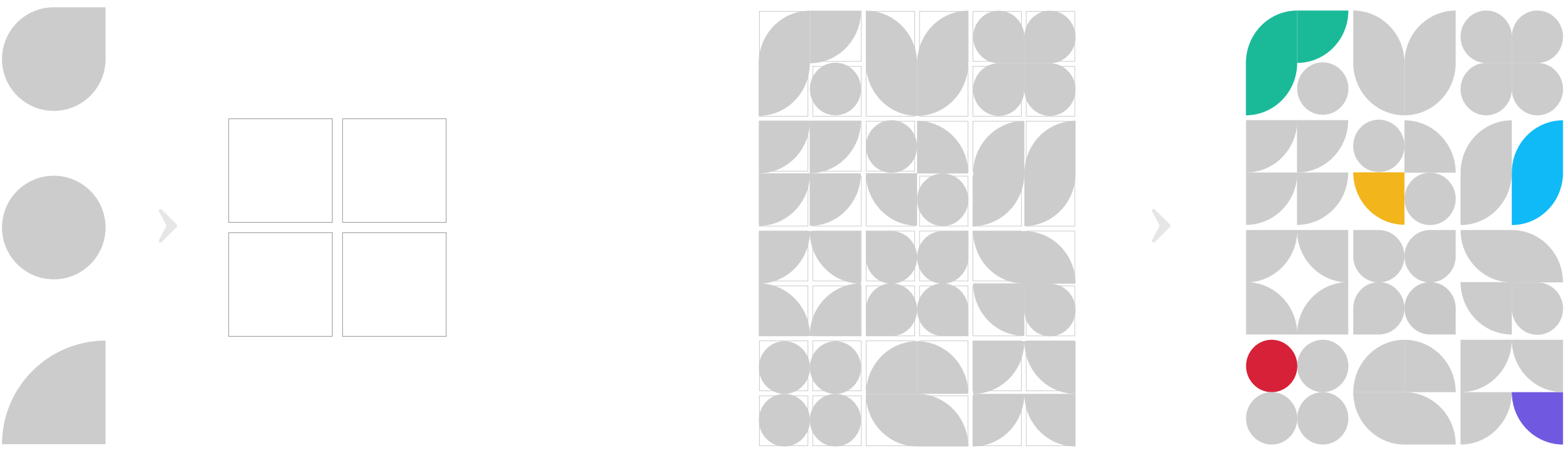
Patterns based on a 4x4 grid
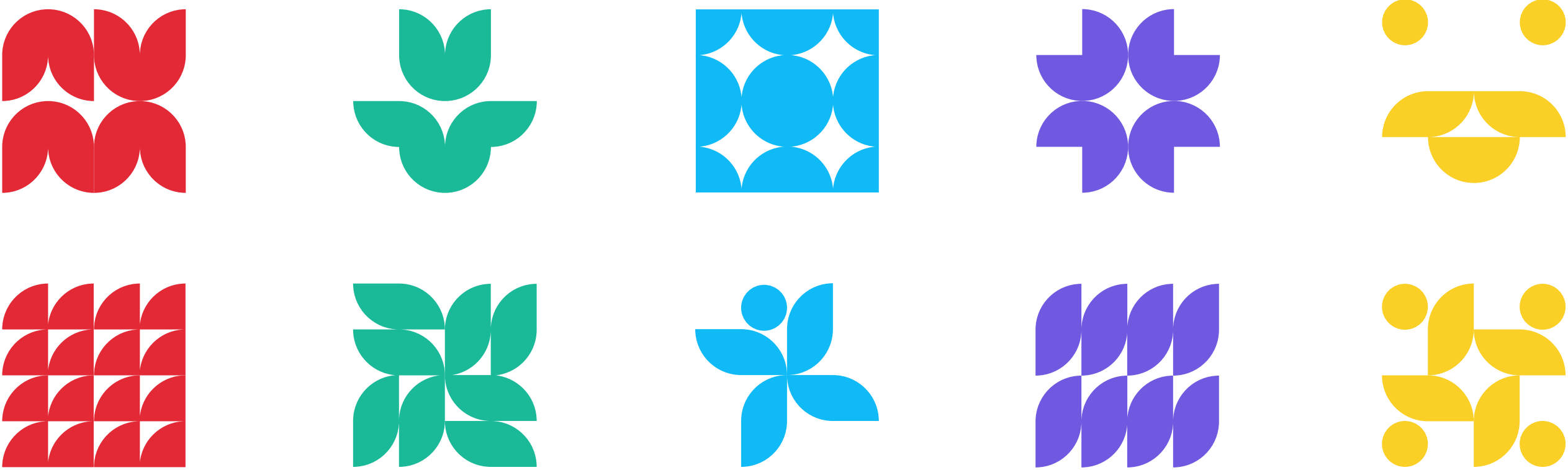
DESIGN TOOL KIT

Patterns

Patterns can be used as background elements or repeating backgrounds, or to divide and organise content. Patterns can be used full bleed or masked within.
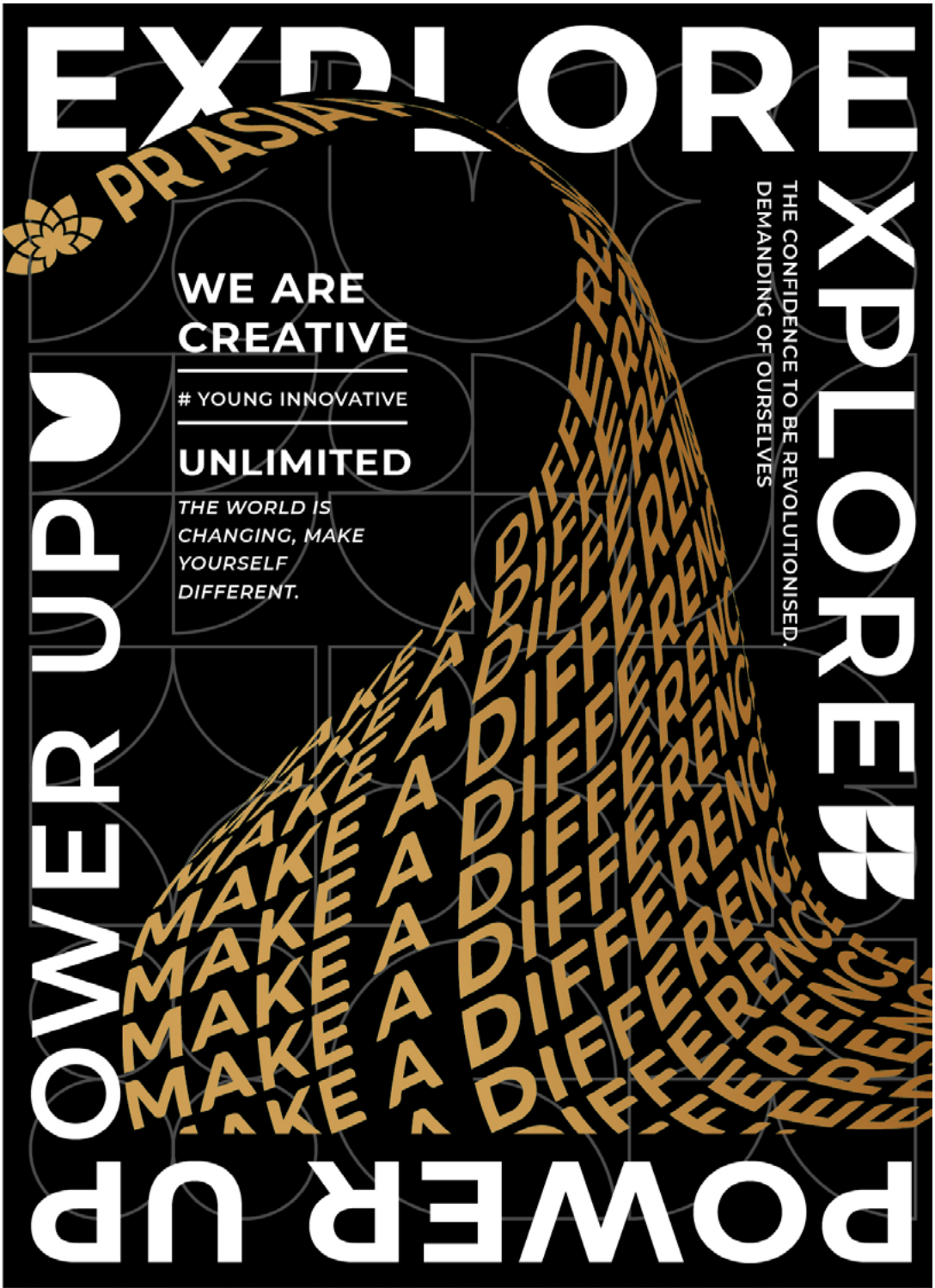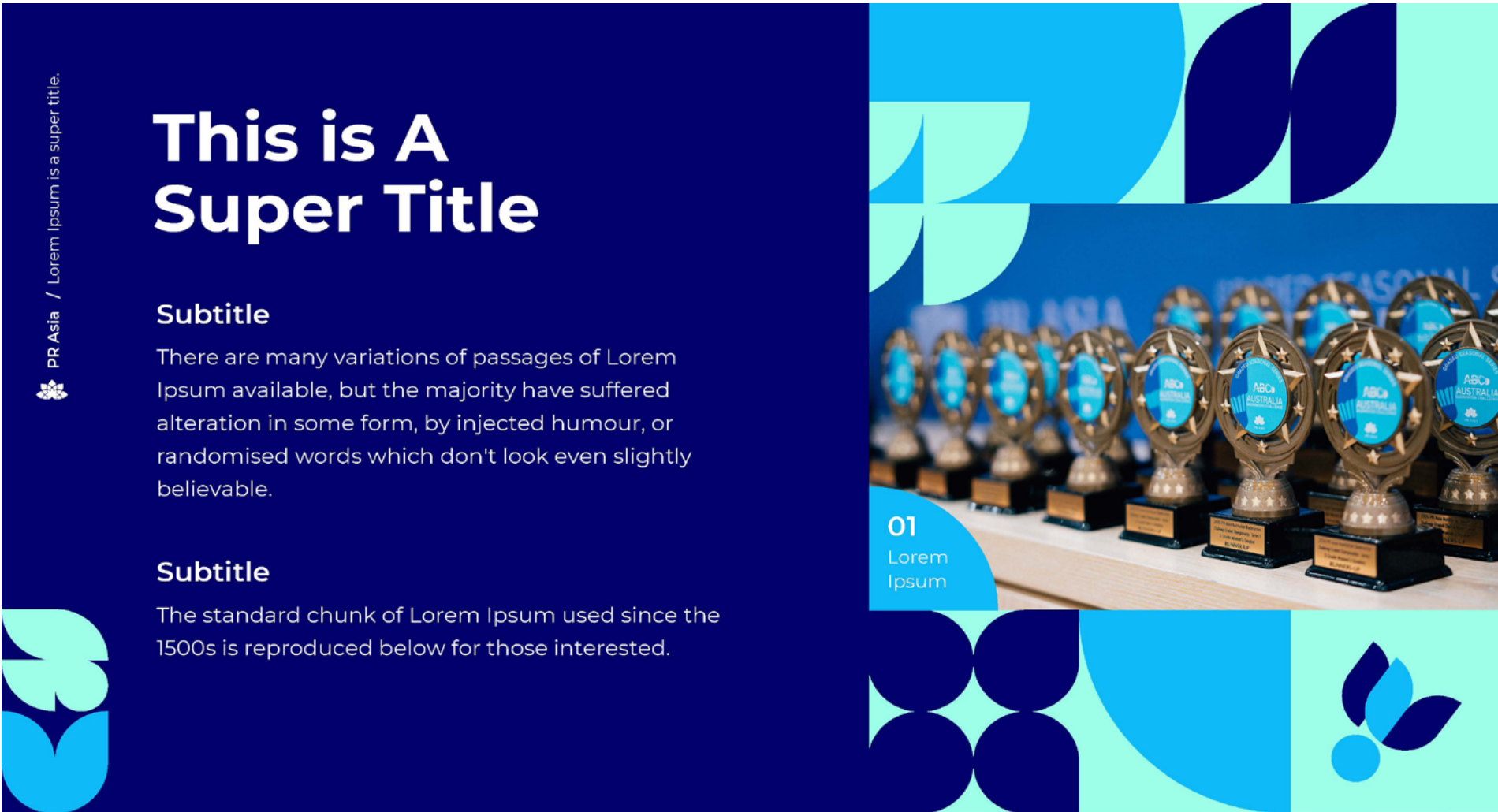
PR ASIA
MAKE A DIFFERENCE

MEDIA

43

DESIGN TOOL KIT

Pattern Application

The pattern placement depends on the type of communication. It should be used creatively and bring visual interest to compositions while following minimum size and accessibility requirements.

Things to Do

1. Use patterns on high contrast backgrounds.
2. Use patterns to divide content and create flow.
3. Use pattern in recommended colour groups.
4. Use patterns as a subtle background.

CHARPTER
01

INTRO-DUCTION

This is A Super Title

PR Asia / Lorem ipsum 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.

Subtitle

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

01
Lorem Ipsum

EXPLORE
PR ASIA

WE ARE CREATIVE

YOUNG INNOVATIVE

UNLIMITED

THE WORLD IS CHANGING, MAKE YOURSELF DIFFERENT.

THE CONFIDENCE TO BE REVOLUTIONISED DEMANDING OF OURSELVES

EXPLORE

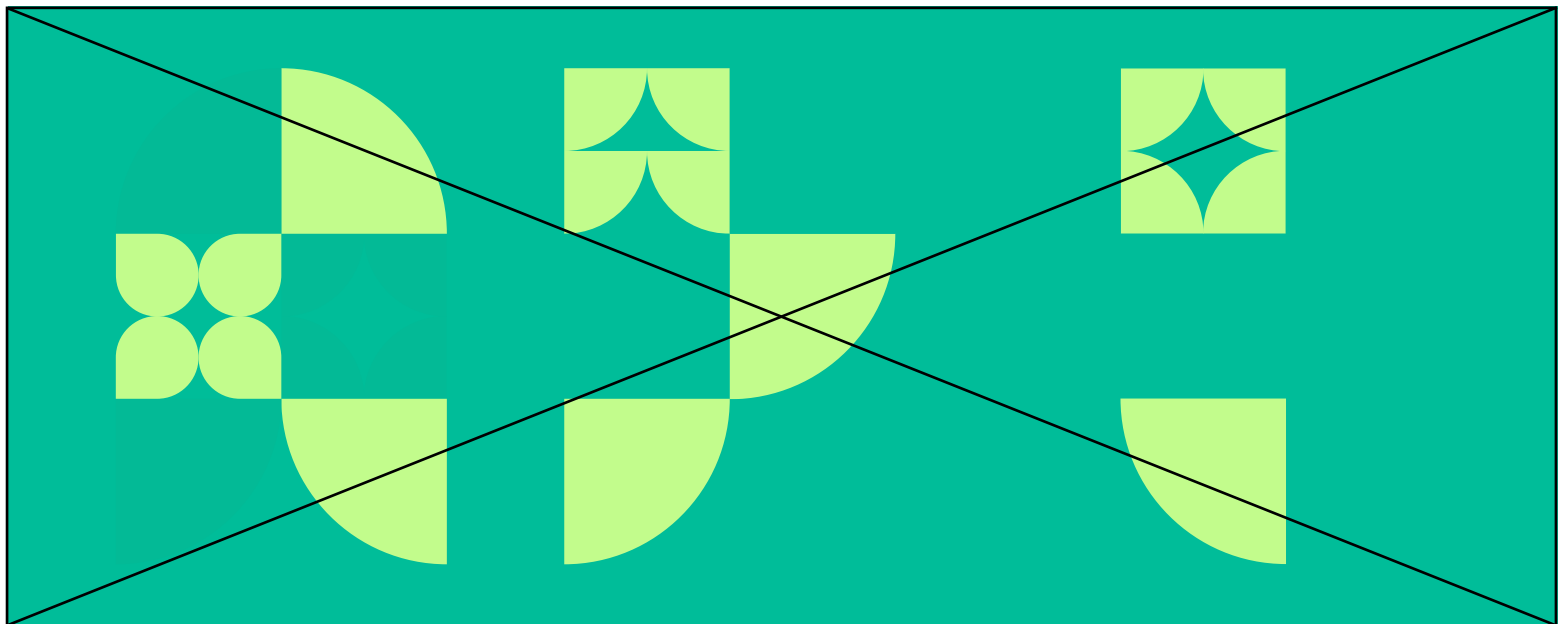MAKE A DIFFERENCE

POWER UP

POWER UP

DESIGN TOOL KIT

Things to Avoid

1. Do not use a pattern on a background with a clashing colour or any image.

2. Do not use a pattern on a background of the same colour, that colour will get lost.

3. Do not create new colours.
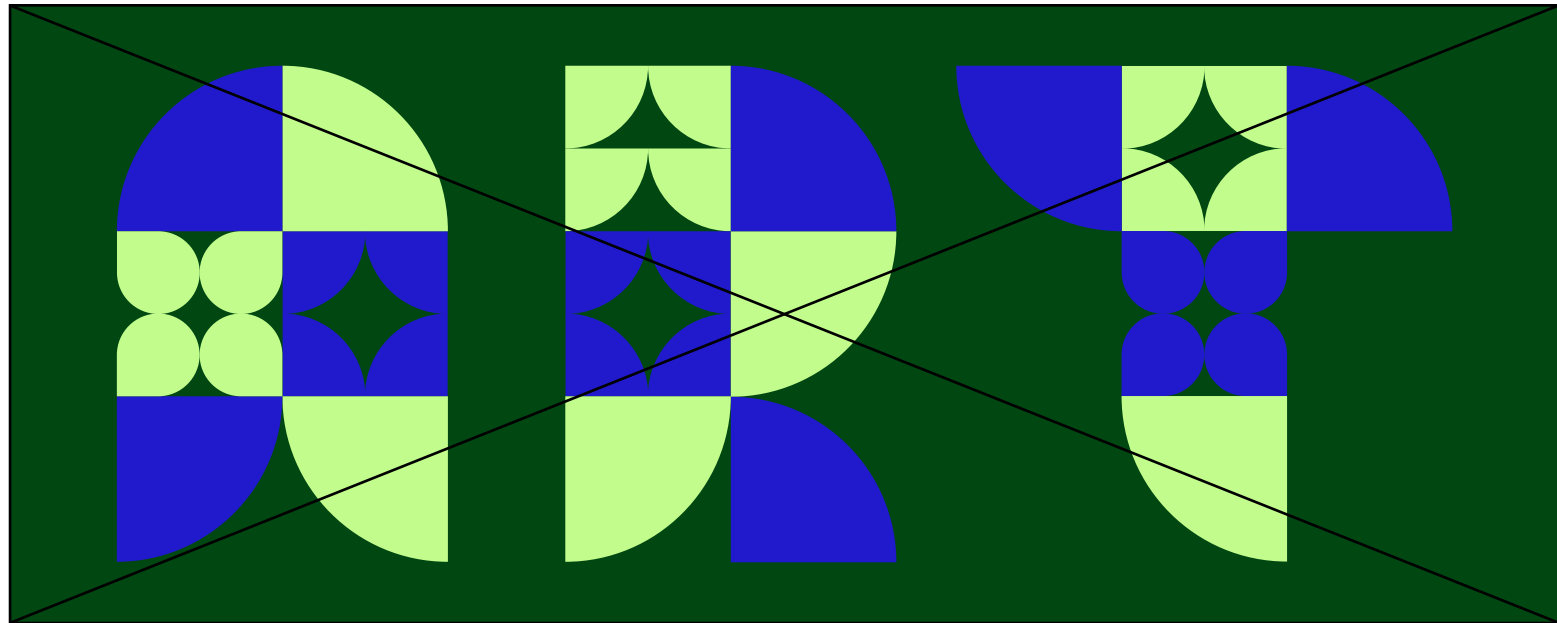
4. Do not use gradients as backgrounds.
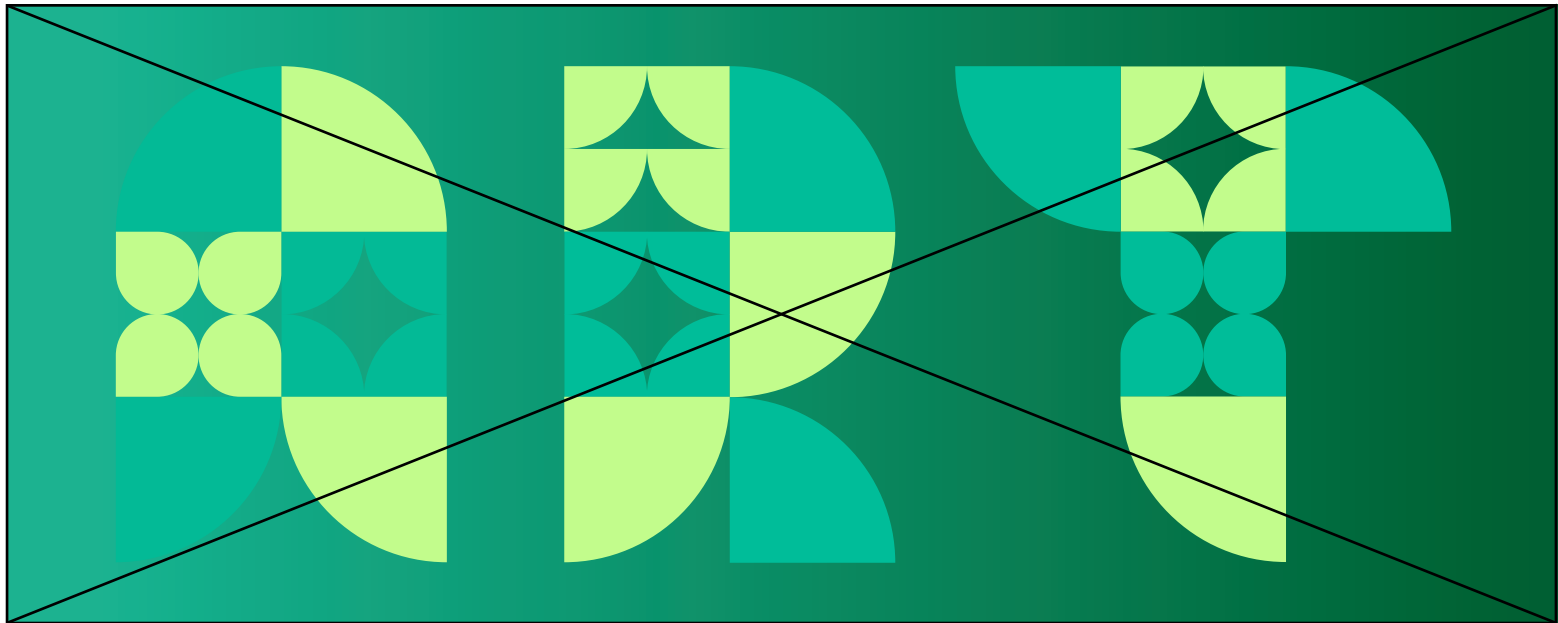
1

2

3

4

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.

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PR ASIA