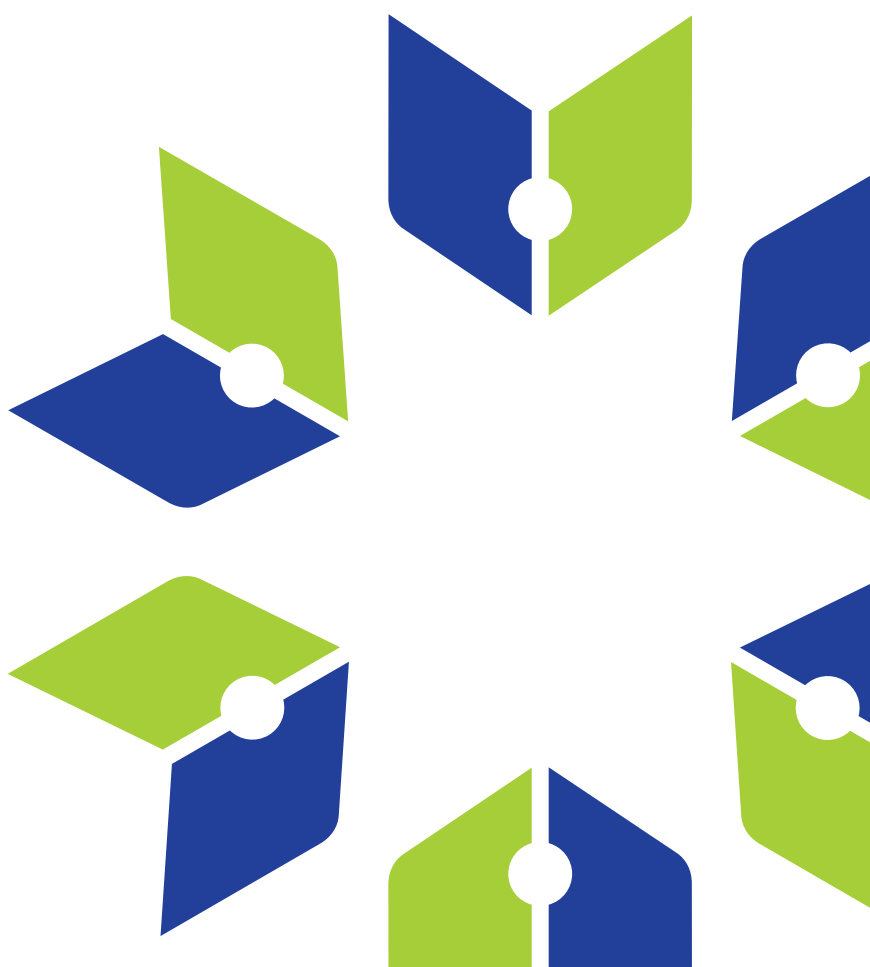




**Council of
Asian Science Editors**

CASE

BRAND IDENTITY GUIDE





**Council of
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CASE

BRAND IDENTITY GUIDE



The present manual contains regulations and explanations; it is a strategic guide that suggests basic design intentions, detailed presentation methods, and application of the overall CIP system of the Council of Asian Science Editors (CASE). Therefore, the CASE CIP system image objective should be systematically practiced through compliance with the requirements below for the accurate understanding, strict management, and efficient utilization of the design intent and regulations.

1. As the only code for CASE's visual information communication system, the present manual must not be disclosed or copied without notice to non-related personnel. In the case of ordering production per category, only the necessary portion is to be extracted and should be recovered as soon as production is finished.
2. No parts of the manual can be reproduced without discretion. Any inquiries or interpretation should be addressed with the CI management department.
3. The contents of this manual can be progressively amended if the need is acknowledged due to changes at the time of the manual's application. Inquiries will be received by the Public Relations team for thorough research and evaluation.
4. As the elements and systems contained in this manual were not created for print, the relevant media should be utilized.

As indicated by the explanatory notes, PANTONE is the registered trademark of Pantone, Inc. and the name for the color scheme table provided by the company. The suggested color scheme should be used for accurate color reenactment.

December 2014

A

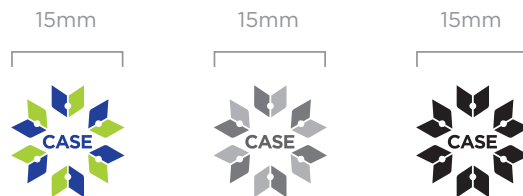
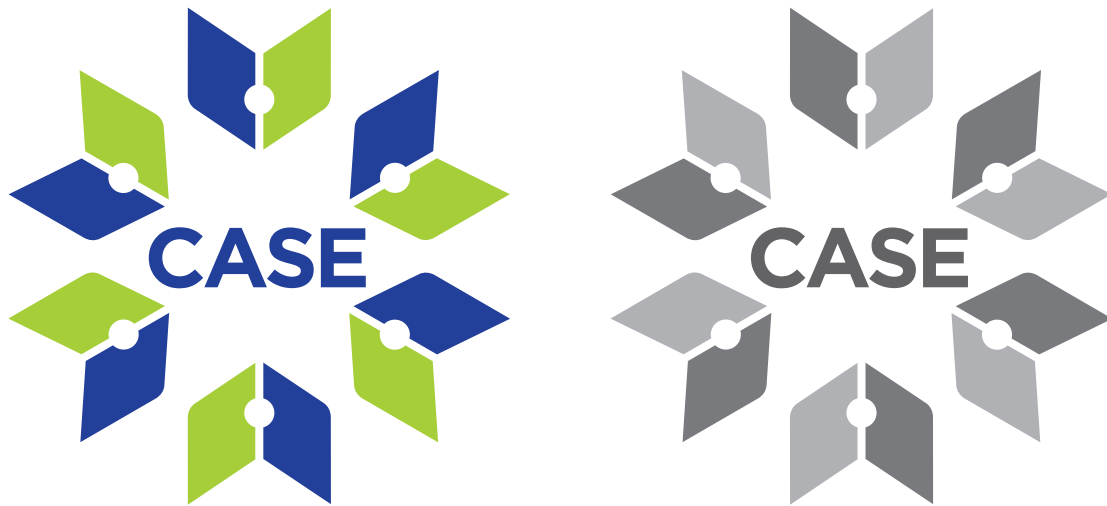
Basic Elements

1. Symbol Mark
2. Symbol Mark Grid
3. Color System
4. Color Usage
5. Signature Type
6. Graphic Motif
7. Incorrect Usage



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Symbol Mark



Logo Type

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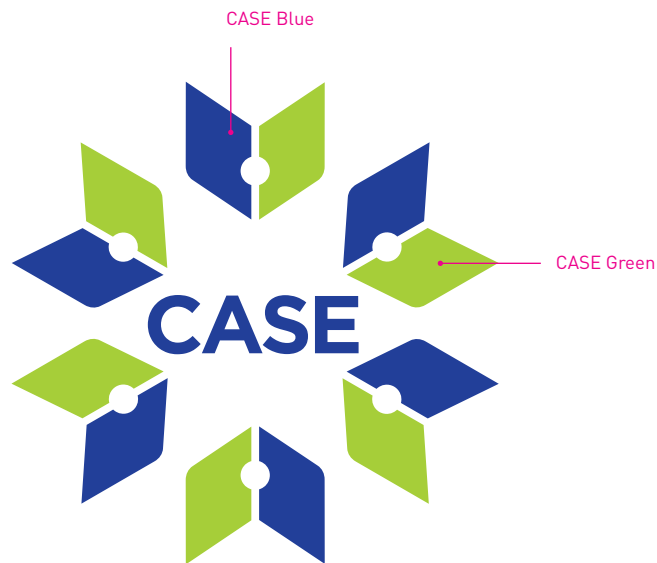
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Symbol Mark Grid



Color System

While the principle for expressing the color system in print is to use the exclusive color, it may also be expressed using four primary print colors, according to the attribute of the applied medium. While color reproduction may differ due to printing method, ink concentration, and paper quality when expressing the colors, optimal state should be maintained. When applying colors to signs, there may be slight color differences based on the attributes of mediums such as vinyl sheets, paints, or silkscreens; however, it should be optimized to the exclusive colors given in the example. While the color system on websites should comply with the suggested color values, minimal adjustments appropriate to each situation can be made.



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Main Color

<p>CASE Blue PANTONE 2736</p> <p>C 100 M 90 Y 0 K 0</p>	<p>CASE Green PANTONE 382</p> <p>C 40 M 0 Y 100 K 0</p>
--	--

Sub Color

<p>CASE Silver PANTONE Metallic Coated 8420C</p>
<p>CASE Gold PANTONE Metallic Coated 872C</p>

Color Usage

While color expression using the color system is prioritized for color usage, if unique decorative effects are expected, gold, silver, gilt, or silver gilt may be used. Follow the regulations below if color reenactment is difficult or expression should be made in a single color. Usage must comply with the examples provided in this section so as not to cause confusion or deconcentration of organizational images due to incorrect usage.

White



Black



Blue



Green



Silver



Gold



Black 20%



Black 40%



Black 60%



Black 80%

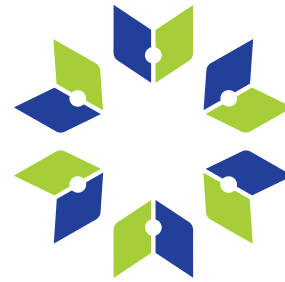


Signature Type

Signature types pertain to combinations of the symbol and logo under certain standards. The appropriate signature type should be selected from the types suggested below, according to the medium and the layout of the space. Separate use of the symbol or arbitrary adjustment of the symbol and logo layout to fit the medium is strictly prohibited.



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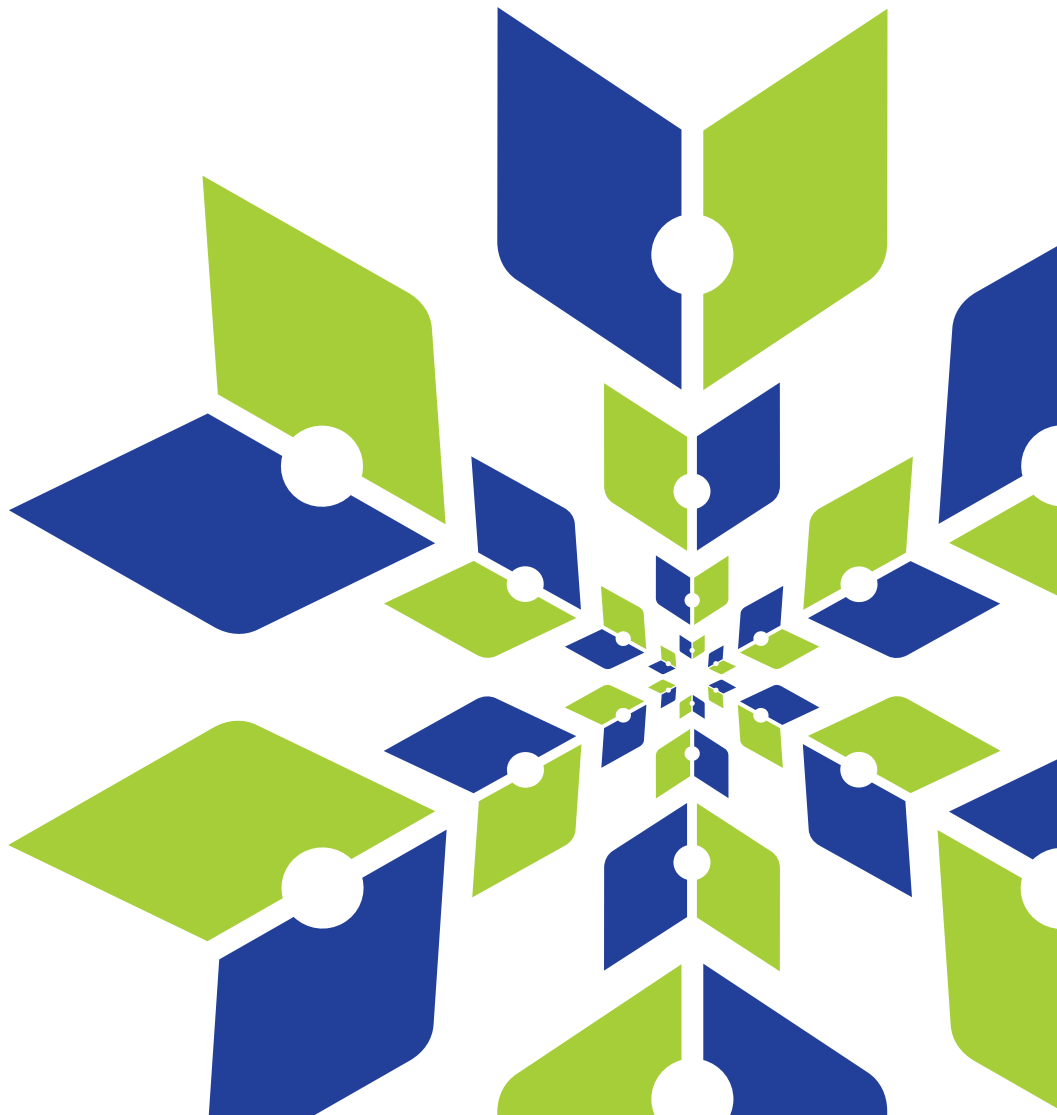


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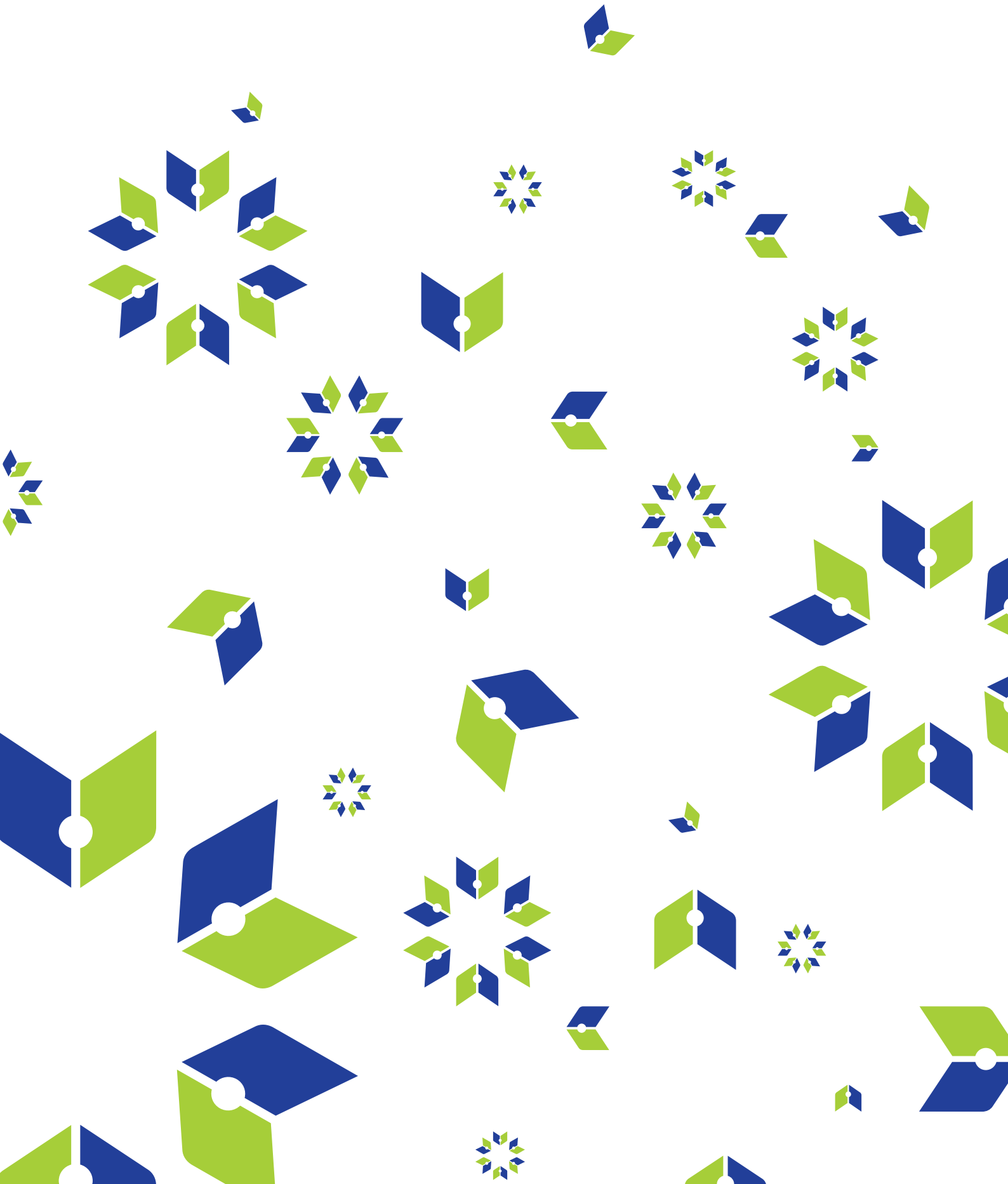


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Graphic Motif



Graphic Motif

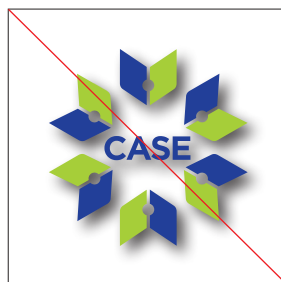


Incorrect Usage

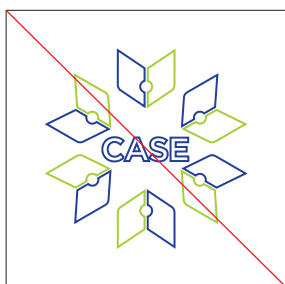
Using arbitrarily modified symbols besides the standardized images damages the original image of the symbol and creates confusion regarding identity. The examples provided below are examples of incorrect usage. Correct usage according to section regulations must be strictly managed.



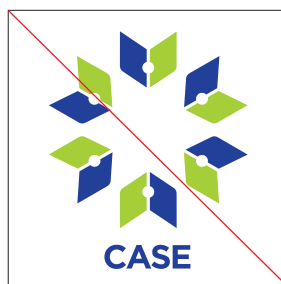
Arbitrary change of color



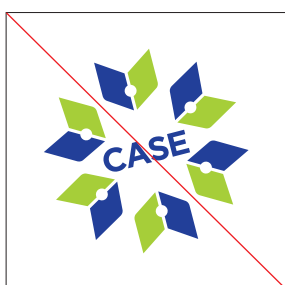
Arbitrary use of effects



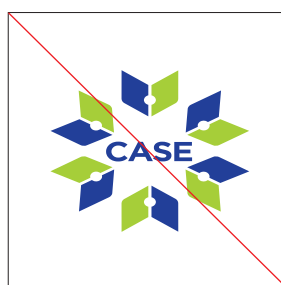
Using only the outline



Arbitrary placement of elements



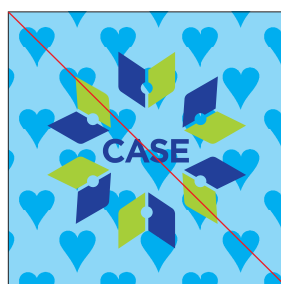
Arbitrary change of angle



Arbitrary change of proportion



Arbitrary change of size



Application on complex backgrounds

B

Stationery

1. Business Card
2. Letterhead
3. Memo
4. Envelope
5. Badge, Tag & Plate
6. Name Plate
7. Promotion Item
8. Banner(Placards)
9. Writing Tackle
10. Mug Cups, Paper Cups
11. Carrier Bags
12. Vehicles



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Business Card

The business card plays an important role as the primary medium exchanged in external interactions. The business cards provided below are of actual size. While the size may be adjusted if more space is required for addresses and titles, the placement of the elements may not be adjusted. Strict caution should be taken not to distort the image and to follow the provided examples.

**Cards should be offset-printed using designated colors on Rendezvous Ultra White 240g/m² or similar paper.

Front Example 1



Front Example



Front Example



Hologram Foil Strip

Business Card

The business card plays an important role as the primary medium exchanged in external interactions. The business cards provided below are of actual size. While the size may be adjusted if more space is required for addresses and titles, the placement of the elements may not be adjusted. Strict caution should be taken not to distort the image and to follow the provided examples.

**Cards should be offset-printed using designated colors on Rendezvous Ultra White 240g/m² or similar paper.

Back Example 1



Back Example 2



Back Example 3



Business Card

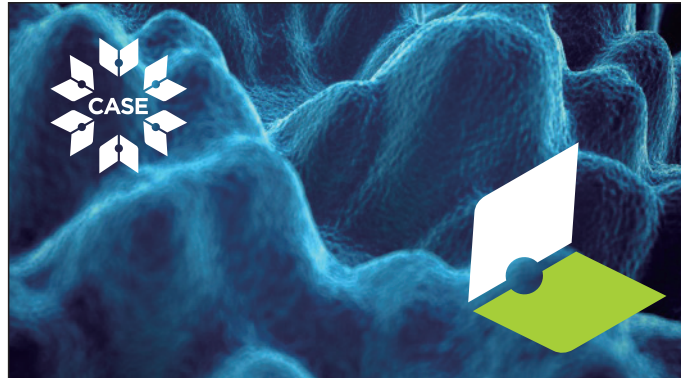
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**Cards should be offset-printed using designated colors on Rendezvous Ultra White 240g/m² or similar paper.

Back Example 4



Back Example 5



Letterhead

As the primary messenger that represents the image of CASE, the letterhead should present a positive image to the receiver while being functional and economical. The signature, address, and telephone number should be placed according to the size and position provided in the layout.

* Offset-print on white vellum paper of 210 X 297mm (A4) size

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Month Day, Year

Addressee Name
Addressee Title
Business Name
Street Address
City, State Zip Code
Country

Dear Addressee

This letter is an example of a typical format for a letterhead. The clean and organized appearance of the flush left format presents a highly professional profile in the world of business communications.

No indentations will be made at the beginning of any paragraph. Each line of typing, including the first line of each paragraph, aligns with the left margin, aligning with the logotype. Leave a clear space of 20 mm from the right margin of the paper.

Start typing with the date line 25mm below the logo base line. Skip one line between the date line and the address block. Leave two lines clear space for the salutation. Skip one line for the first line of the letter. At the last line of the last paragraph, skip one line again for the closing and the sender's name, which should allow enough space for the sender's signature

Complimentary Close,

Sender's Name
Sender's Title

CASE
Council of Asian Science Editors

Month Day, Year

Addressee Name
Addressee Title
Business Name
Street Address
City, State Zip Code
Country

Dear Addressee

This letter is an example of a typical format for a letterhead. The clean and organized appearance of the flush left format presents a highly professional profile in the world of business communications.

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Complimentary Close,

Sender's Name
Sender's Title

Memo

The notepads should present a positive image to all related personnel within and outside of CASE. As a mass consumable item, it should be practical and economical.

*Example is a reduced size.



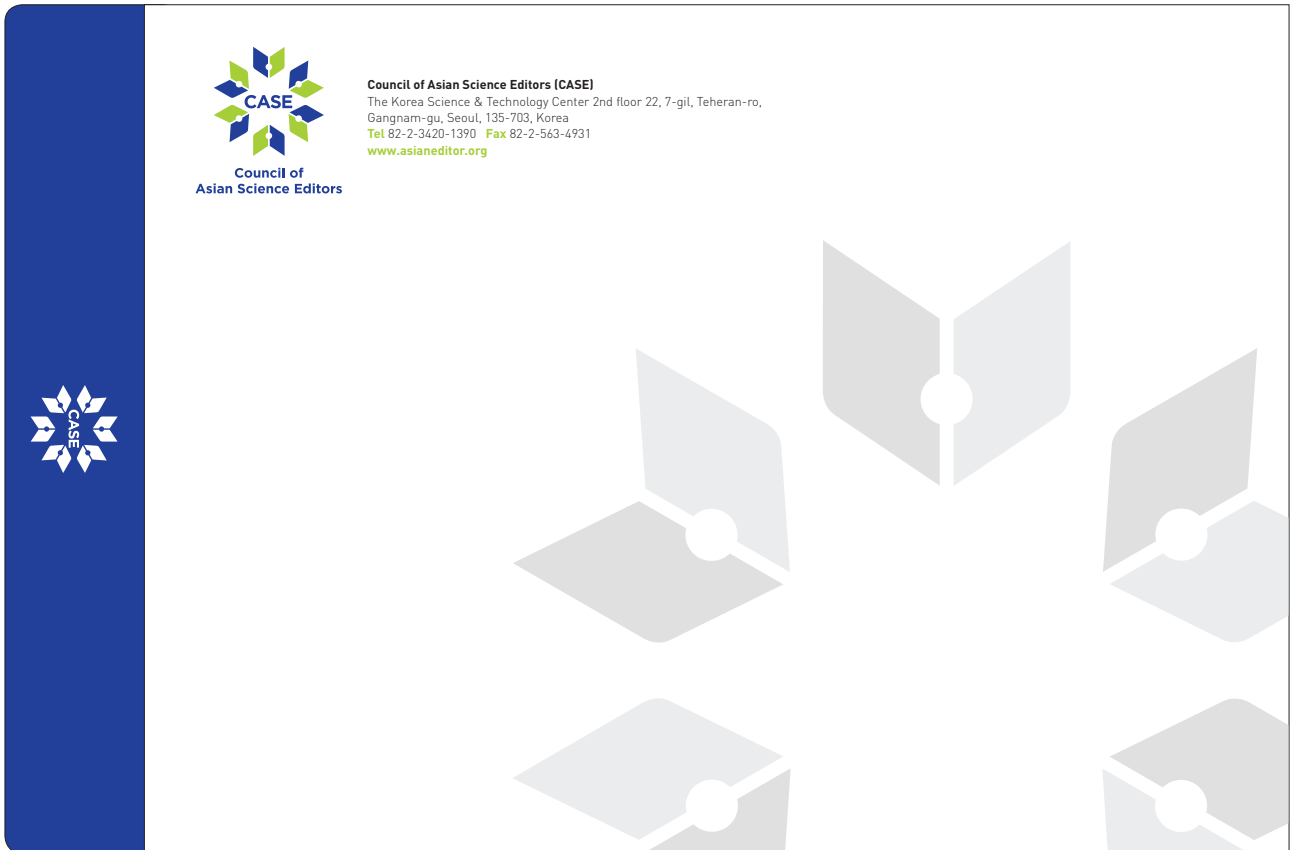
Envelope

As a mass consumable item that presents the image of CASE to all related personnel within and outside of CASE, the envelope should be practical and economical. Display elements such as watermark, logo, and address should be placed in the designated locations provided below.

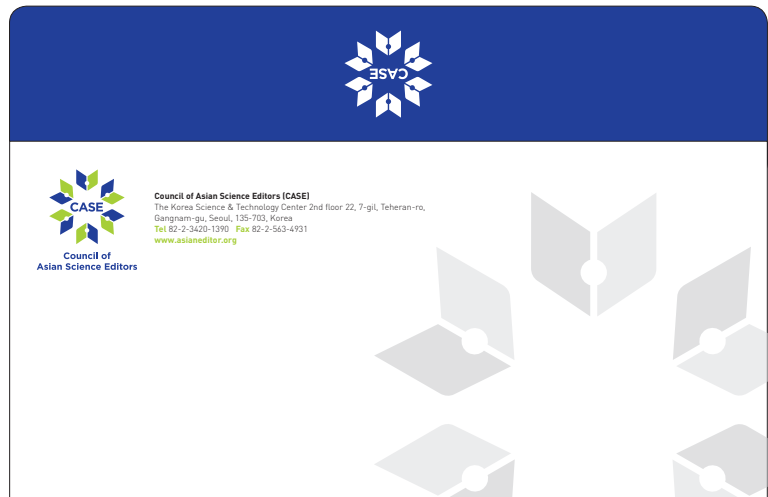
* Offset-print on white vellum paper, 120g/m².

Large Envelope

size : 265 X 190 mm

**Small Envelope**

size : 220 X 105 mm

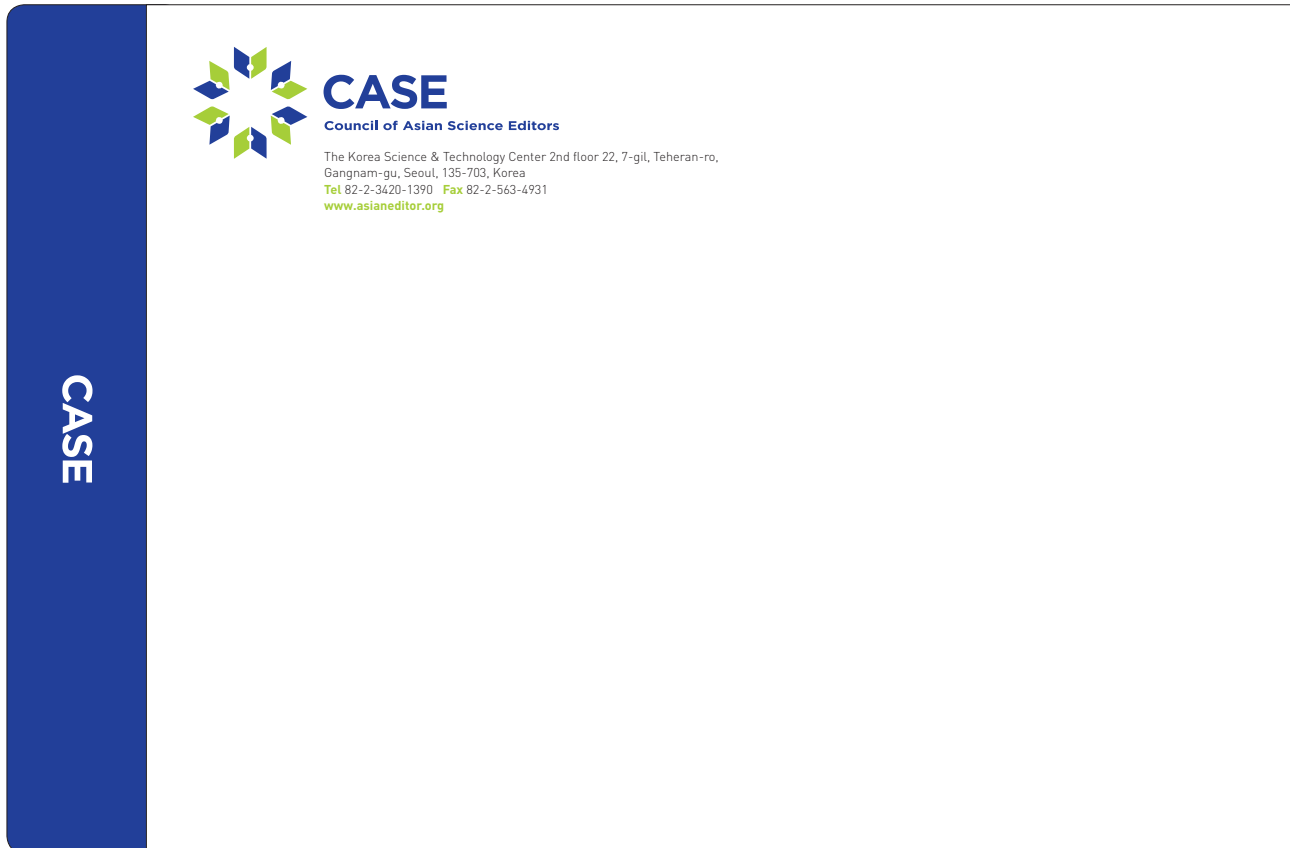


Envelope

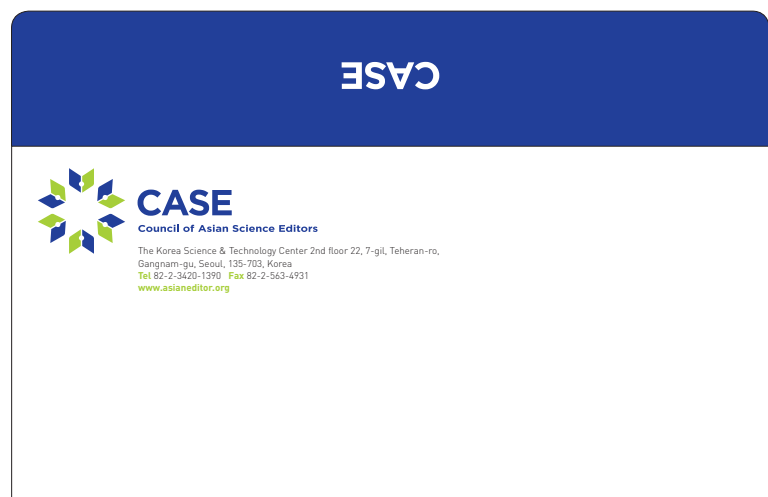
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* Offset-print on white vellum paper, 120g/m²

Large Envelope
size : 265 X 190 mm



Small Envelope
size : 220 X 105 mm



**Badge
Tag & Plate**

As the official symbols that represent CASE, the badge, tag, and plate are highly visually attracting media and should therefore be kept clean in order to maintain a high level of dignity and an outstanding image.



15 x 15 mm



15 x 15 mm



65 X 18 mm



65 X 18 mm



Name Plate

As an official symbol that represents CASE, the name plate is a highly visually attracting medium and should therefore be kept clean in order to maintain a high level of dignity and an outstanding image.



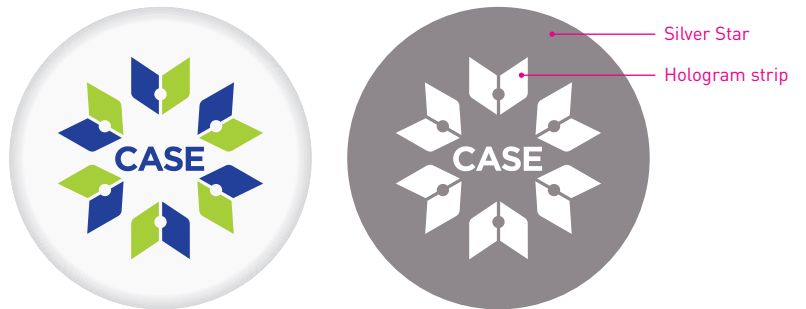
Promotion Item

Button stickers are to be used for business, domestic, and foreign public relations, along with signboards on moving vehicles. As an advertising medium with high exposure that promotes intimacy with the public, button stickers should be produced to maintain a consistent image. Their size may be enlarged or reduced according to the application situation.

Sticker 1
size :
20mm diameter



Size:
40mm diameter

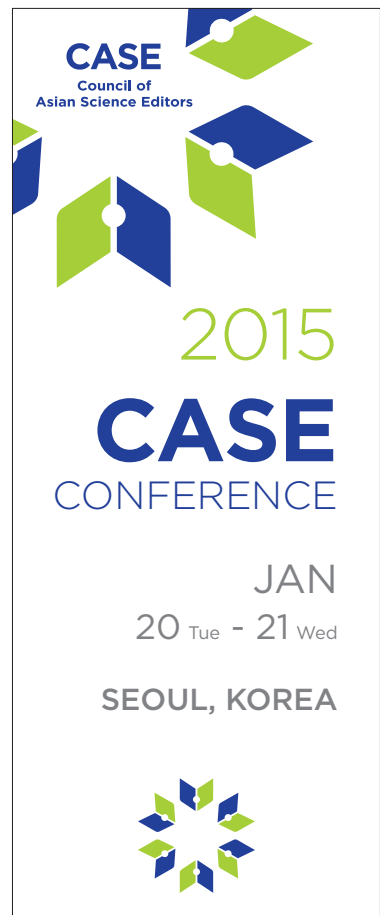


Sticker 2



Banner(Placards)

Placards are to be used during various CASE events and for public relations purposes. The ratio may be enlarged or reduced according to the given space. Placards are to be produced by printing the actual image.



Writing Tackle

Promotional items are to be used for business, domestic, and foreign public relations, along with signboards on moving vehicles. As an advertising medium with high exposure that promotes intimacy with the public, button stickers should be produced to maintain a consistent image. Their size may be enlarged or reduced according to the application situation.



Mug Cups
Paper Cups

Promotional items are to be used for business, domestic, and foreign public relations. As an advertising medium with high exposure that promotes intimacy with the public, button stickers should be produced to maintain a consistent image. Their size may be enlarged or reduced according to the application situation.



Carrier Bags

Carrier bags are to be used for business, domestic, and foreign public relations. As an advertising medium with high exposure that promotes intimacy with the public, carrier bags should be produced to maintain a consistent image. Their size may be enlarged or reduced according to the application situation.



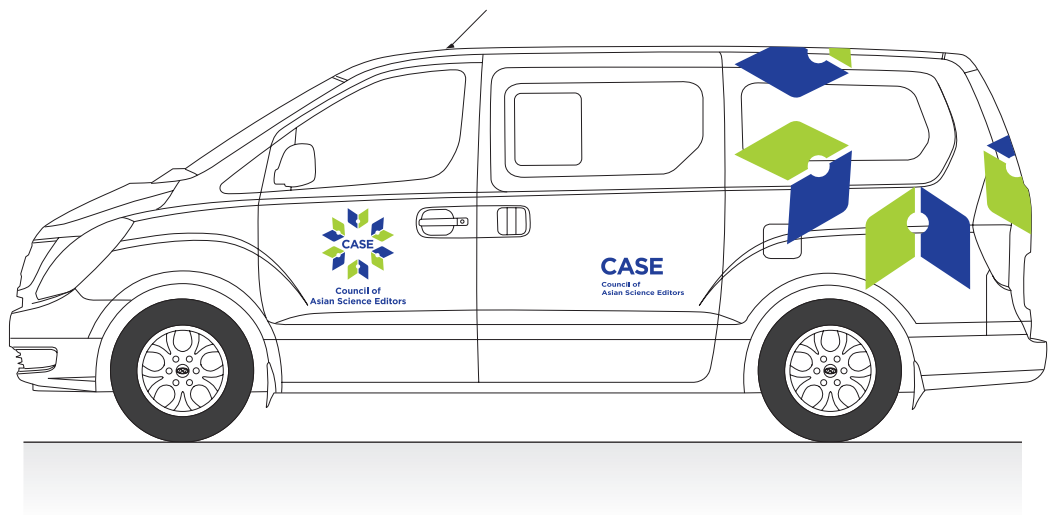
Type A



Type B

Vehicles

As a moving advertising medium, vehicles transmit the image of CASE to the public. Hence, thorough management for maximum effectiveness in progressive image improvement and propagation is required. As the vehicle form may change according to manufacturer and production year, even for the same vehicle type, the locations of the display elements may be adjusted according to the situation. The ratio regulation of the elements themselves, however, must be maintained.



C

Sign

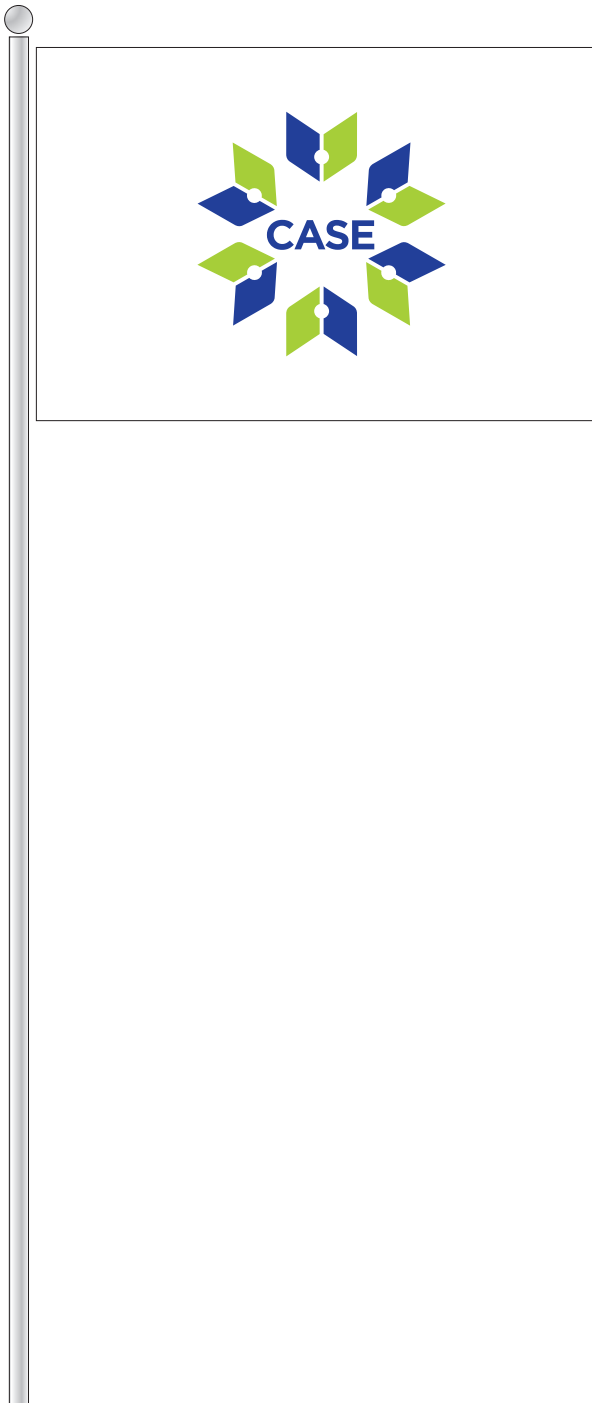
1. Flags
2. Sign
3. Outdoor Guide Sign



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Flags

Flags are an important medium that publicizes the image of CASE and guides visitors. While the ratio may be enlarged or reduced according to the situation, the regulations of the present section are to be maintained for the display elements.



Sign

Signs are an important medium that publicizes the image of CASE and guides visitors. While the ratio may be enlarged or reduced according to the situation, the regulations of the present section are to be maintained for the display elements.



**Outdoor
Guide Sign**

