

The 50th Year of ASEAN-Japan Friendship and Cooperation Guideline to use the Title, Official Logo and the Catchphrase

Title of the anniversary year

English: The 50th Year of ASEAN-Japan Friendship and Cooperation

Japanese: 日本ASEAN友好協力50周年

(note) Any type of font is allowed to use.

Official Catchphrase

English: Golden Friendship, Golden Opportunities

Japanese: 輝ける友情 輝ける機会 (Kagayakeru Yujo Kagayakeru Kikai)

(note) Any type of font is allowed to use.

Official Logo

Color : For the background, do not use the same or similar colors which are used in the official logo.
Do not change the colors of the official logo.



Size : Although the size may be changed, the horizontal and vertical ratio must not be changed. In the case of magnifying or minimizing the official logo, the wording should be legible. Do not redistribute data that has been modified in size or pixels.

Composition : Do not change the layout of the title and the figure. Do not separate the figure or the title into parts.

Layout : Other figures or characters should not touch or overlap the official logo. In the case of using other figures or characters, those must be a certain margin from the official logo, in order not to be recognized as an integrated design.

* Only the logo with English title is official. Color and black-and-white versions are available.

Examples of Usage of title, the official logo, and catchphrase

In public materials (i.e. website, posters, event pamphlets, program booklet, related publications, banners, signboards, event admission tickets, letterhead, envelopes, business cards, wrapping paper, newspaper and magazine advertisements, promotional items (T-shirts, calendars, pins, stickers, pens, etc.)).

Notes on the usage of title, official logo and catchphrase

- Only the events which are accredited by the Ministry of Foreign Affairs of Japan and the Commemorative Events Secretariat for the 50th Year of ASEAN-Japan Friendship and Cooperation (ASEAN- JAPAN Centre) are eligible to use the title, the official logo, and the catchphrase. In principle the expiry date is 31st December, 2023.
- Do not redistribute the official logo to other organizations without permission.
- Organizers of accredited events are required to submit a summary of the event conducted attached with samples or pictures that describes how title, official logo or catchphrase were used in the event.
- Organizers of accredited events are responsible in deleting the clean proof and data of the logo after usage.
- Organizers of the accredited events will bear the entire responsibility for the conduct of events. The Ministry of Foreign Affairs of Japan and the ASEAN-Japan Centre will bear no responsibility for any consequences related to the event by granting the usage of the title, the official logo, and the catchphrase.
- In any case should the event be cancelled or a substantive change be made, the organizers should promptly inform the Ministry of Foreign Affairs of Japan and the ASEAN-Japan Centre.
- In any case should the event be cancelled or the substantive change does not comply with the criteria for accreditation, the Ministry of Foreign Affairs of Japan or the ASEAN-Japan Centre may cancel the accreditation as well as the usage of logo and catchphrase.

Contact

The Commemorative Events Secretariat for the 50th Year of ASEAN-Japan Friendship and Cooperation (ASEAN- JAPAN Centre)

[ASEAN Promotion Centre on Trade, Investment and Tourism](#)

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