



Asia Brand Guidelines 2023

GESS Asia logo

Original version



White version



GESS Asia original logo is to be used in all cases. The white version should only be used if absolutely necessary and after consulting with the design team.

Logo usage

The GESS logo should be used so it is legible on the background it is used on. The original version should be used on white or a pale background. The white version is used only when absolutely necessary. Below are some examples of correct or incorrect usage.

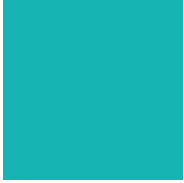


The logo should be used as is provided and not warped or edited in any way. This includes changing the colours and proportions of the logo.

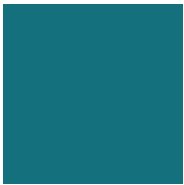


Colours

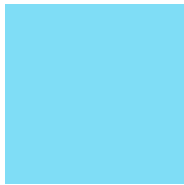
The first teal is to be used as a background colour only.



R: 22
G: 181
B: 180



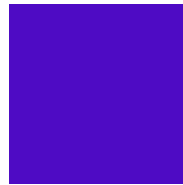
R: 20
G: 113
B: 125



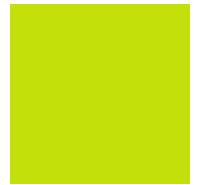
R: 127
G: 221
B: 246



R: 237
G: 97
B: 106



R: 78
G: 11
B: 196



R: 195
G: 224
B: 11

Fonts

Interstate Bold

Headers & Subheaders

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz**

Interstate Light

Bodycopy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz