

## Chapter 5

# Branding the Annual Meeting

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## 5.1. Annual Meeting Logo

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### A. Anatomy of the Annual Meeting Logo

The Annual Meeting logo (AM logo) is composed of three main and two supporting graphic elements. The three main elements are the ADB logo, the event icon, and the event wordmark. While the two supporting elements are the graphic or color background, and event details.



#### • ADB Logo

The ADB logo is essential to the overall branding of the event. It clearly indicates the primary purpose of the event – the Annual Meeting of ADB’s Board of Governors. As such, the ADB logo must always appear with the event icon in all materials. Its color is fixed, as is the font and form of the logo. This cannot be adapted.

The ADB corporate brand guidelines may be provided upon request to the host country or supplier engaged to create the host country logo.

#### • Event Icon

The event icon is owned by the host country. It is usually derived from a cultural facet. When designing the event icon, be mindful of using illustrations that can be used in small executions. It is best to retain a simple design, but culturally relevant and colorful. The ADB logo and event icon represent the partnership between Asian Development Bank and the Host Country.

#### • Event Wordmark

The wordmark should have the following information in order of visual dominance:

- the reference to ADB Annual Meeting
- the year and date

The official font of ADB and the Annual Meeting is a custom-purchased font called Ideal Sans, which has over 20 styles and thickness, allowing a wide range of variations. The use of the font is mandatory for copyright purposes. Copies of the font can be requested from DOC.

This custom font may be provided upon request to the supplier engaged to design the host country logo.



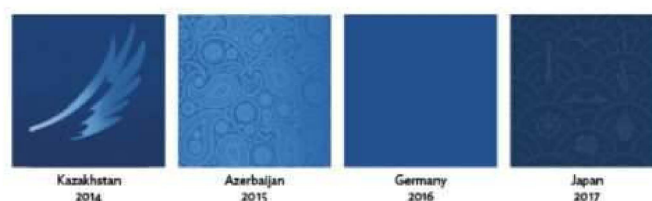
## Graphic or color background

A background color and graphic motif can be used as a design element to create visual uniformity in event materials. The background color and graphic motif are also decided upon by the host country. The following are some guidelines in choosing a background color and graphic motif:

- ADB has a corporate color palette which can be used as reference.



- Choose a background color that accentuates and compliments the ADB logo and event icon.
- Be mindful that the background color will project differently on print and digital media.
- Use a graphic motif that is simple. If intricate, fade the design to ensure the ADB logo and event icon are still prominent.



## Event Details

This is used to provide context to some branding materials but is used only when it is required. Examples of this material are very long horizontal banners and the Governor's photo.

### 53rd ANNUAL MEETING OF THE BOARD OF GOVERNORS ASIAN DEVELOPMENT BANK

## B. Logo Development Process

The following is a broad timeline of the Annual Meeting logo development:

Month/Year	Task
July Y-2	ADB informs the host country that the AM logo design processes need to begin.
October Y-2	The host country submits the design options to ADB for review. ADB responds with comments and a final logo is agreed upon

May Y-1	The AM logo is applied to the ADB.org website, the host country booth and displayed during their event at the Annual Meeting. The AM logo is also to be used in promotional materials.
July Y-1	Development of AM Logo Guidelines for Annual Meeting.

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