DSA 2024
18TH DEFENCE SERVICES ASIA
EXHIBITION & CONFERENCE
SINCE 1988

NATSEC ASIA 2024
THE 3RD INTERNATIONAL EXHIBITION ON NATIONAL SECURITY FOR ASIA

6-9 MAY 2024
MITEC, KUALA LUMPUR

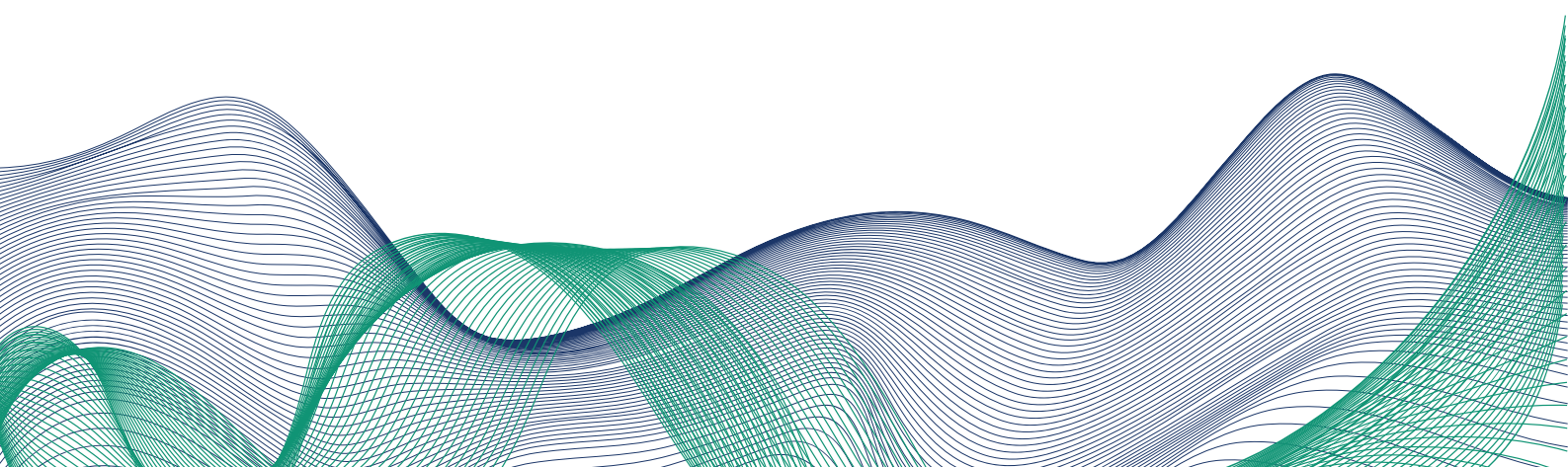*Branding*
GUIDELINE
CORPORATE IDENTITY

DSA AND NATSEC ASIA 2024 LOGO

The DSA and NATSEC Asia 2024 logo represents the Defence Services Asia and National Security Asia events scheduled fon 6-9 May 2024, emphasizing defence, security, and related industries.

It serves as a visual identity encapsulating the themes of security, strength, innovation, and collaboration. The specified typefaces in the logo are crucial for maintaining consistency and recognition. By directing individuals to the website for logo download, organizers likely aim to control usage, ensuring brand integrity, and offering a central hub for event information and resources.

TYPE OF LOGO

MASTER LOGO	PROMOTIONAL LOGO

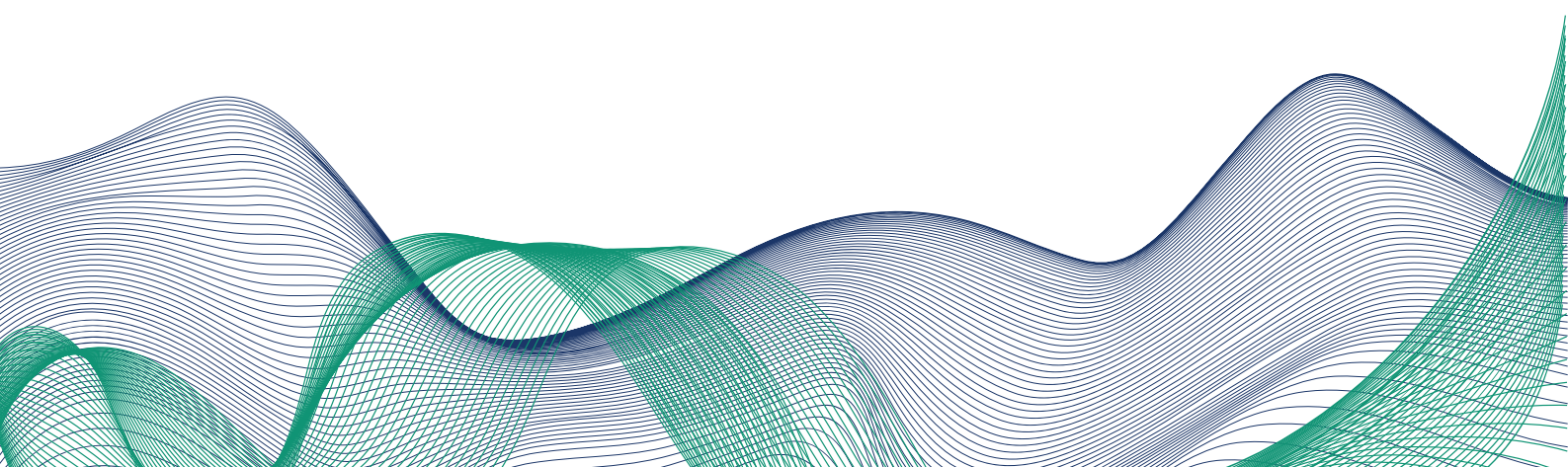
DSA 2024 Logo   National Security Asia 2024 Logo

Show Date and Venue

The **DSA and NATSEC Asia 2024** logo is a combination of the Defence Services Asia 2024 (DSA) and National Security Asia 2024 (NATSEC) logos. These two logos must not be separated in any form of usage.

There are two formats of the DSA and NATSEC Asia 2024 logo available for you to choose: the Master logo and the Promotional logo. However, you are encouraged to use the Promotional logo as it includes the date and venue as part of the design.

Please be reminded that the logo must never be altered, modified, or recreated. Any attempt to modify or alter the logo is a violation of the Company's standards.

CLEAR ZONE

To ensure the DSA and NATSEC Asia logo has maximum impact, it is essential to create a clear zone around the logo.

No other company logos or icons, of any nature, should encroach within the specified distance denoted as 'x'.

An illustrative example is presented below.

MINIMUM SIZE

The specified minimum logo size should never be compromised.

4 CM

4 CM

LOGO MISUSE

Do not use the DSA and NATSEC Asia 2024 logo in any way that damages the brand, including but not limited to: removing or altering, any parts of the logo.

Never remove any parts of the logo

Never change the color of the logo

Never change the arrangement of the logo

Usage of only one logo

Never use distort logo

Never reproduce logo in typography style

Never include any wording/icon/logo too close to the logo
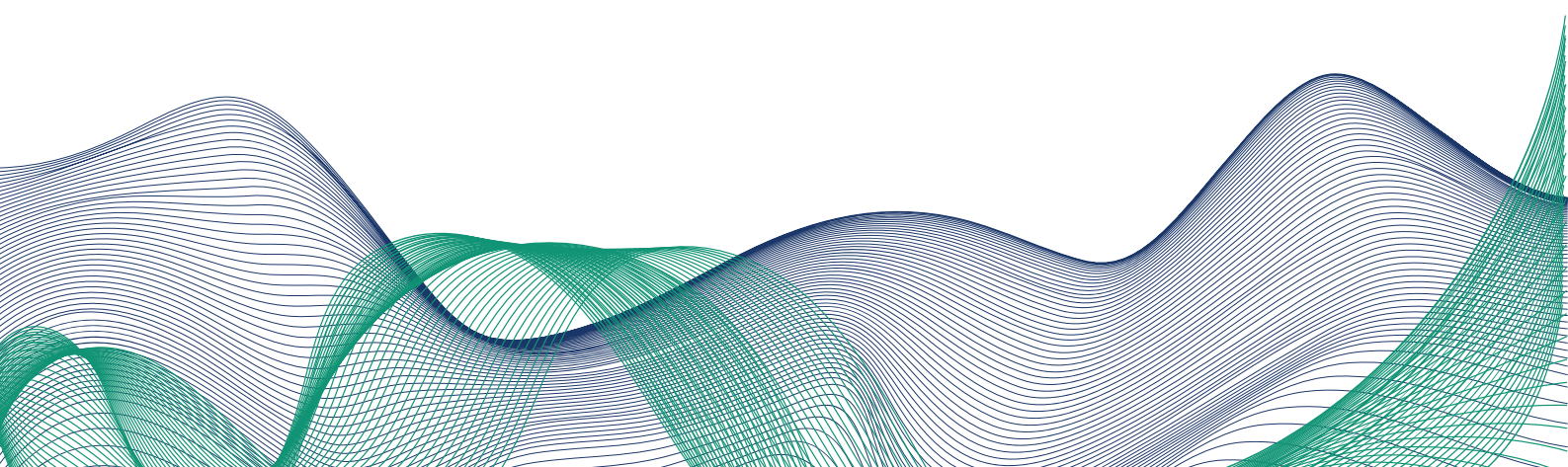
Never use blurred/ pixelated logo

Never use logo on a busy background

Never use logo within any holding shape
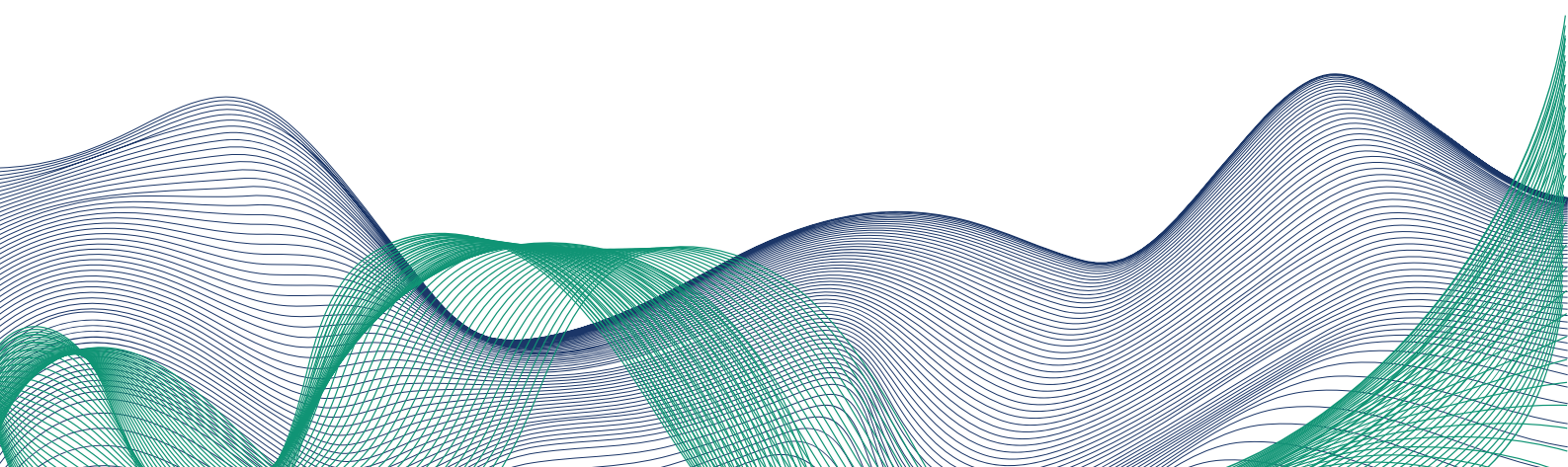
Never add any effects to the logo

LOGO COLOR

USAGE ON BACKGROUND

The logo should be versatile enough to be displayed on both light and dark backgrounds. The DSA and NATSEC Asia 2024 logo is designed with a black and white font, ensuring its visibility and prominence in any visual context.

LOGO COLOR SPECIFICATION

Pantone 3278 C

Pantone 274 C

Pantone Black C (30%)

Pantone Black C

PROMOTIONAL ARTWORK

To enhance the visibility of your participation in DSA and NATSEC Asia 2024 and ensure effective promotion, we've crafted a promotional artwork with the intention of making your involvement more prominent and facilitating general notifications.

FACEBOOK COVER

SIZE : 1920 X 1080 PX

TWITTER BANNER

SIZE : 1500 X 500 PX

SOCIAL MEDIA ARTWORK

SIZE : 1080 X 1080 PX

LINKEDIN BACKGROUND PHOTO

SIZE : 1584 X 396 PX
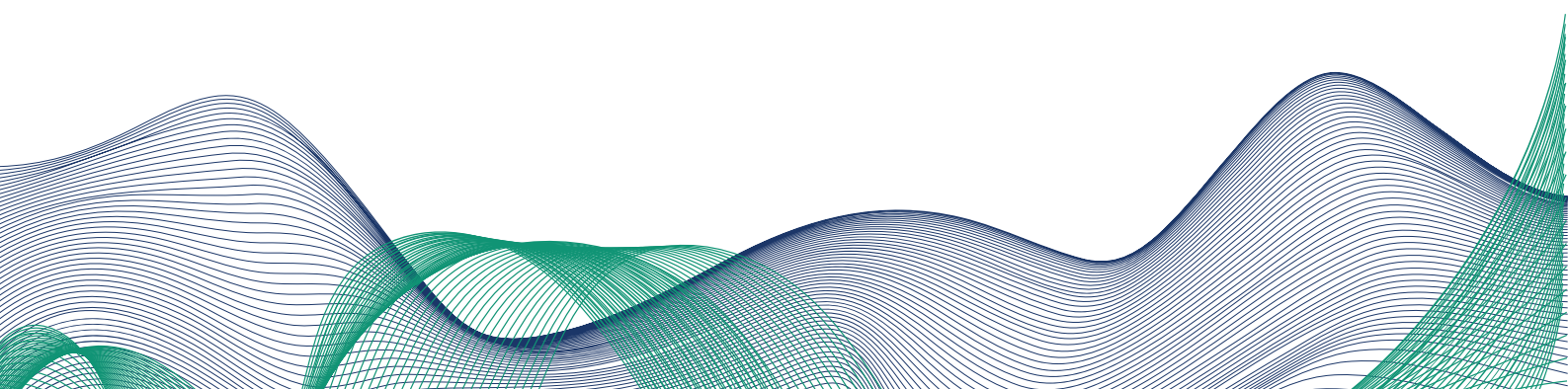
OUTLOOK BANNER

SIZE : 1080 X 400 PX

SOCIAL MEDIA STORY ARTWORK

SIZE : 1080 X 1920 PX

SCAN QR
to download promotional artworks

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This document has been developed by the
Marketing Department of
DSA Exhibition and Conference Sdn Bhd.
For further guidance on using the
DSA and NATSEC Asia 2024 logo,
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