



SEADRIF

VISUAL IDENTITY

COMPANY LOGOTYPE

A protective circular form, rotated slightly to provide shelter from the elements, begins as a solid form in primary yellow, representing the union of ASEAN+3 nations. This collaboration sprouts a harvest of vibrant rice stalks, strengthening affinity with the ASEAN logo, and symbolising renewing, growth cycle of financial resilience. The stalks and grains of rice gently spread open, suggesting distribution and a sharing of resources to those in need. The SEADRIF logo tells a story of togetherness and collaboration that leads to growth, offering protection and financial security for all.



CORPORATE TYPOGRAPHY

HELVETICA

HELVETICA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

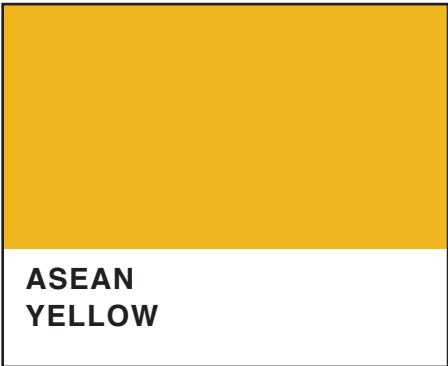
HELVETICA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



SEADRIF COLOUR SYSTEM

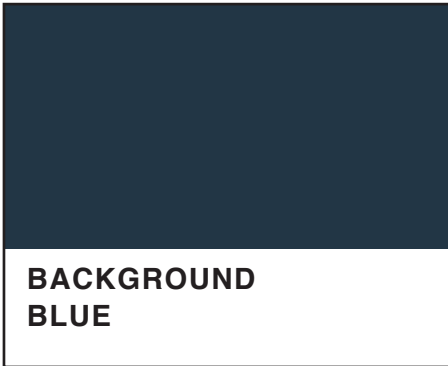
PRIMARY COLOUR SYSTEM



ASEAN Yellow
CMYK : C6 M29 Y100
Pantone : 7406C
RGB : R240 G195 B025
Web : #F0C319



Growing Green
CMYK : C67 M12 Y100 K001
Pantone : 369C
RGB : R97 G167 B068
Web : #61A744



Background Blue
CMYK : C86 M69 Y50 K46
Pantone : 7546C
RGB : R36 G55 B70
Web : #243746

BW BRAND COLOURS



K:30



K:70



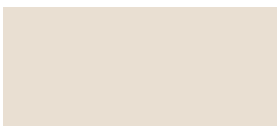
K:100

GRADIENTS



SECONDARY COLOR SYSTEM

Secondary colours are complementary to our official colors, but are not recognizable identifiers for SEADRIF. Secondary colors should be used sparingly to accent and support the primary colour palette.



Web : #e8ded3



Web : #e67460



Web : #8bb83d



Web : #63b1ba



Web : #c8a297



Web : #bd627a



Web : #2d8a3f



Web : #009aa4



Web : #724b60



Web : #913b59



Web : #36562c



Web : #006773



SCAN & DOWNLOAD
SEADRIF IDENTITY
LOGOS AND FONTS



SEADRIF
SOUTHEAST ASIA
DISASTER RISK INSURANCE FACILITY