

Our Corporate Identity

12 January 2026, Version 1.1



Our corporate identity helps us bring ASEC's commitment to life. These elements are the building blocks of our brand and the most important aspects of our visual expression. Used consistently, this identity will give us the flexibility we need to create a unified and recognisable presence across all of our communications.



Aspiration

One day, no one shall die in an accident.

Mission

We aspire to develop a workplace emergency response system so that everyone goes home safely at the end of the day.

Tagline

Because every life matters.

Core Values

Our core values are the fundamental principles that guide every action we take, from the training we deliver to the way we interact with our clients and each other. They are the heart of who ASEC is and why we do what we do.

RISE

Respect our people & work

Be empathetic and attentive, valuing and appreciating each other when working with colleagues.

Integrity as our foundation

Be honest, accountable and responsible in communications and actions.

Synergy for win-win collaboration

Be a catalyst for synergy, driving partnerships that deliver mutual success.

Excellence in our quality

Be dedicated to placing customer satisfaction foremost and consistently delivering beyond expectations.

Logo

The ASEC logo represents the Academy of Safety & Emergency Care, using ITC Avant Garde Gothic to reflect clarity and professionalism. The orange colour symbolises energy, alertness, and action, core to our focus on emergency readiness. Used consistently across all platforms, it reinforces a strong and recognisable identity.

The image shows the ASEC logo in a large, bold, orange font. The letters are thick and blocky, with a slight shadow effect. The 'A' is the largest, followed by 'S', 'E', and 'C'.

Pronunciation: (AY-sek) (/ˈeɪsɛk/)

Logo colours and background

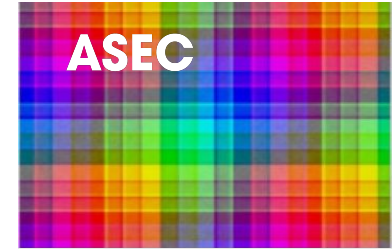
To support a variety of applications, our logo is available in 4 colour options. The full-colour logo is the preferred colour option.

Our logo may be applied over a variety of backgrounds, including colour or imagery. The key considerations are visibility and legibility.

Our colour



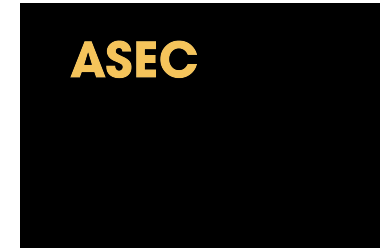
White colour



Black colour
(Require approval)



Gold colour
(Require approval)



Note: Use of black or gold logo variants is allowed only under special circumstances and requires prior approval from the Brand and Marketing team.

Logo sizing and clear space

Our clear space equals the height or width of the letter “C” in the logo. Always maintain this minimum space around the logo to ensure visibility and impact.



Note: The logo must always be used at a legible size to maintain clarity and recognition. If you're unsure about sizing or placement, please consult the Brand and Marketing team.

Logo usage and application

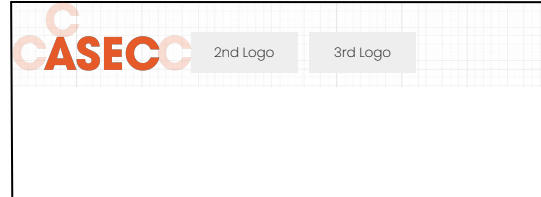
The ASEC logo is generally placed at the top left of communication materials to support brand recall and align with natural reading patterns.

For video content, the logo is shown only in the outro to maintain visual clarity and avoid obstructing key on-screen elements.

Single logo



Multiple logos



Note: Exceptions such as placing the logo at the center of buntings, on merchandise or in other special formats may be permitted for design or functional purposes. All non-standard placements must receive prior approval from the Brand and Marketing team.

Logo misuse

We encourage you to become familiar with the correct use of the ASEC logo. The integrity of the logo must be respected at all times. Don't stretch, condense or otherwise morph or manipulate it. A modification of the ASEC logo confuses its meaning and diminishes its impact.

Shown at right are several examples of incorrect uses of our logo. Please keep in mind that this is not an exhaustive list.



Do not recolour the logo



Do not distort or stretch the logo



Do not add graphic effects, such as a drop shadow



Do not use the old logo



Do not outline the old logo



Do not place the logo on a background with insufficient contrast



Do not create a logo lock-up

Using or sharing our logo externally

Our logo is one of our most important assets. We must work together to protect it and ensure that it is used appropriately and does not cause any reputational damage or legal consequences. Please keep these things in mind:

Sharing our logo externally:

You must obtain approval in advance of sharing our logo. Please reach out to Brand and Marketing team.

You must provide:

1. Who are you sharing our logo with?
2. Business purpose / What is ASEC's relationship with the organisation?
3. How/where is our logo being used?
4. Length of use?

- *The use of our logo must follow our logo guidelines. These usage rules include; our logo cannot be altered, combined with other text, crowded with other logos, etc.*

- *Our logo cannot be used for anything deemed inappropriate, sensitive, or divisive. Our logo placed on a website, ad, event program or sign signifies ASEC's public support of that organisation. Therefore, we must be cautious in how we choose to share our logo and ensure we have proper governance to protect our name.*

Creating merchandises:

If you choose to create your own merchandise, please keep these things in mind:

- *The use of our logo must follow our logo guidelines. These usage rules include; our logo cannot be altered, combined with other text.*

- *Our logo cannot be used on any items deemed inappropriate, sensitive, or divisive. An item with our logo on it represents our company and our reputation. Therefore, we must be cautious in what items we choose to brand with our logo.*

- *A proof of the merchandise must be shared for approval. Please reach out to Brand and Marketing team.*

Our colour palette

Colour is one of the most immediate cues for recognising our brand. ASEC Orange is used thoughtfully and purposefully alongside our supporting colours and with plenty of white space.

Primary colours

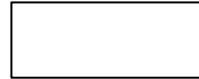


ASEC Orange

HEX: #e65a2a

RGB: 230, 90, 42

CMYK: 5, 79, 97, 0



White

HEX: #ffffff

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0



Black

HEX: #000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

Secondary colours

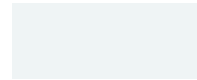


Dark Blue

HEX: #030338

RGB: 3, 3, 56

CMYK: 98, 93, 41, 59



Light Platinum

HEX: #eff4f5

RGB: 239, 244, 245

CMYK: 5, 2, 2, 0

Division colour

While ASEC Orange remains our core brand colour, we use distinct division colours in course content and other communication materials to clearly differentiate our four key service areas. These colours enhance clarity, support visual organisation and help audiences quickly identify the focus of each offering.

First aid



Green

HEX: #009348

RGB: 0, 147, 72

CMYK: 86, 17, 100, 4

Fire fighting



Red

HEX: #e01b22

RGB: 224, 27, 34

CMYK: 6, 100, 100, 0

Hazardous materials



Light Blue

HEX: #00a0e3

RGB: 0, 160, 227

CMYK: 73, 22, 0, 0

Emergency response



Grey

HEX: #58595b

RGB: 88, 89, 91

CMYK: 64, 55, 52, 27

Our typography

Poppins is our primary typeface and is used for all print and digital marketing communications, including our website, collateral and signage.

Poppins is available in multiple weights.

Extra light:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ +

Normal:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ +

Bold:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * () _ +

Note: Montserrat may be used as a secondary typeface for creative applications where a different visual expression is desired. However, we recommend prioritising the use of Poppins to maintain brand consistency across all touchpoints.

We Are Here to Help

Our Corporate Identity is evolving and will continue to develop over the coming months.

For the latest guidelines, templates, tools and to download our official logo, please refer to the Marketing Google Drive under 03 ASEC Marketing > Corporate Identity.

If you have any questions on how to apply the guide, feel free to reach out to the Brand and Marketing team.