



20 - 23 APRIL 2026
MITEC, KUALA LUMPUR

BRANDING GUIDELINES

C O R P O R A T E I D E N T I T Y



20 – 23 APRIL 2026
MITEC, KUALA LUMPUR

LOGO RATIONALE

The DSA and NATSEC Asia 2026 logo embodies the strength, resilience, and collaborative spirit of the Defence and National Security sectors in Asia. The design elements, including bold typography and strategic use of color, represent stability and professionalism, while the inclusion of symbols such as doves highlights a commitment to peace and security.

The unified composition reflects the convergence of defense services and national security, creating a powerful visual that aligns with the mission of DSA and NATSEC Asia to foster partnerships, innovation, and strategic alliances. This logo serves as a modern and authoritative emblem for a globally recognized event dedicated to safeguarding regional and international security.



TYPE OF LOGO



MASTER LOGO



DSA 2026 Logo

National Security
Asia 2026 Logo

PROMOTIONAL LOGO



20 - 23 APRIL 2026
MITEC, KUALA LUMPUR

Show Date and Venue

The **DSA and NATSEC Asia 2026** logo merges the Defence Services Asia 2026 (DSA) and National Security Asia 2026 (NATSEC) logos into a unified design. These logos must always remain together and should never be used separately in any form.

For DSA and NATSEC Asia 2026, two logo formats are available – the Master logo and the Promotional logo. We recommend using the Promotional logo, as it includes the event date and venue within the design.

Please remember that the logo must not be altered, modified, or recreated in any way. Any changes to the logo are a breach of the Company's branding standards.

R 32 G 27 B 31
#201B51



20 - 23 APRIL 2026
MITEC, KUALA LUMPUR

CLEAR ZONE

To ensure the DSA and NATSEC Asia 2026 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'.

x is the height of the letter 'N' in the word 'NATSEC'. 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 2026 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



20 - 23 APRIL 2026
MITEC, KUALA LUMPUR

USAGE ON BACKGROUND

The logo should be versatile enough to be displayed on both light and dark backgrounds. The DSA and NATSEC Asia 2026 logo is designed with a black and white font, ensuring its visibility and prominence in any visual context.



On white background



On dark background

COLOR SPECIFICATION



20 - 23 APRIL 2026
MITEC, KUALA LUMPUR

C 70 M 15 Y 0 K 0
R 38 G 170 B 225
#26aae1

C 100 M 100 Y 36 K 34
R 32 G 27 B 81
#201b51

C 75 M 68 Y 67 K 90
R 0 G 0 B 0
#000000

C 26 M 21 Y 19 K 0
R 188 G 189 B 192
#bcbdc0

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
#ffffff



APPROVED STYLE FOR EVENT NAME



IMPORTANT RULES TO FOLLOW

- Always write the abbreviations “DSA” and “NATSEC” in all capital letters, as they stand for “Defence Services Asia” and “National Security,” respectively.
- Only “Asia” should follow the capitalisation rules of the chosen style (either ALL CAPS or Title Case).
- Always use the word “and” between “DSA” and “NATSEC.” Do not replace “and” with the “&” symbol.

When referring to the event “DSA and NATSEC Asia,” please follow these guidelines to ensure consistent branding:

There are two approved ways to write the event name:

Option 1: All capital letters

Write the event name in full capital letters.

Examples:

- DSA AND NATSEC ASIA 2026
- DEFENCE SERVICES ASIA AND NATIONAL SECURITY ASIA 2026

Option 2: Title case

Write the event name in title case, meaning only the first letter of each main word is capitalised, while “**DSA**” and “**NATSEC**” remain fully capitalised.

Examples:

- DSA and NATSEC Asia 2026
- Defence Services Asia and National Security Asia 2026

Official Terminology for event name in Bahasa Malaysia

Please use the following translation for DSA and NATSEC Asia 2026:

All capital letters:

PAMERAN PERKHIDMATAN PERTAHANAN ASIA DAN PAMERAN KESELAMATAN
KEBANGSAAN ASIA 2026

Title Case:

Pameran Perkhidmatan Pertahanan Asia dan Pameran Keselamatan Kebangsaan Asia
2026



20 - 23 APRIL 2026
MITEC, KUALA LUMPUR

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 2026 logo,
please contact
marketing@dsaexhibition.com

