

20 - 23 APRIL 2026 MITEC, KUALA LUMPUR

# BRANDING GIBBERS

CORPORATE IDENTITY





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# LOGORATIONALE

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



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 81 #201B51













# 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.

















# LOGO MISUSE SE

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





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Never use distort logo



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Never reproduce logo in typography style

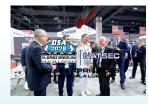


Never include any wording/icon/logo too close to the logo



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













# **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 dark background

# COLOR SPECIFICATION AND THE





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C 70 M 15 Y 0 K 0 R 38 G170 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 R0G0B0 #000000

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

COMOYOKO R 255 G 255 B 255 #ffffff















# APPROVED STYLE FOR E FOR EVENT NAME ME

### 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

















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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 2026 logo, please contact marketing@dsaexhibition.com









