



## CORPORATE DESIGN MANUAL

AIPA stands for ASEAN Inter-Parliamentary Assembly. It serves as the center of communication and information among Member Parliaments which consist of the Legislative Council (Majelis Mesyuarat) of Brunei Darussalam, National Assembly (Rathasaphea) and Senate (Prithasaphea) of Cambodia, House of Representatives (Dewan Perwakilan Rakyat) of Indonesia, National Assembly (Sapha Hengsat) of Lao PDR, House of Representatives (Dewan Rakyat) and Senate (Dewan Negara) of Malaysia, Union Assembly (Pyidaungsu Hluttaw) of Myanmar, Congress of the Philippines, Parliament of Singapore, National Legislative Assembly of Thailand, and National Assembly (Quoc Hoi) of Vietnam.

AIPA aims to encourage understanding, cooperation, and close relations among Member Parliaments as well as Observer Member Parliaments and other parliamentary organizations. AIPA also plays instrumental role in familiarizing the peoples of Southeast Asia with policies aimed at accelerating the realization of an ASEAN Community in 2015.

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More information on the project: [www.aipasecretariat.org](http://www.aipasecretariat.org) - [www.giz.de](http://www.giz.de)

# AIPA

## CORPORATE DESIGN MANUAL

### **The Corporate Design of AIPA**

The Corporate Design translates the existing identity of AIPA, defined to date by the emblem and the logo, into a clear, unique and strong Corporate Design. The Corporate Design will define design parameters for all necessary communication instruments to guarantee a consistent visual appearance.

The use of Corporate Design is mandatory for all publicity-related media produced by the organisation. These include items ranging from business stationery and print publications through adhesive label and pennants.

### **The need for a Corporate Design**

AIPA is the second largest regional community of nation states. It is a very colorful community but that colour has not been well-reflected in its visible identity.

The motto: one vision, one identity, one community.

This motto and all the colours must be reflected in the new Corporate Design. We need to strengthen these messages with all stakeholders and enhance AIPA's visibility on the global stage.

Furthermore, a common Corporate Design reduces daily operational costs, provides synergy effects, and simplifies the daily work of the secretariat.

### **The AIPA Corporate Design Manual Online**

The AIPA Corporate Design Manual is available online on the AIPA Web ([www.aipasecretariat.org/resources-tool-kit](http://www.aipasecretariat.org/resources-tool-kit)).

### **Advice and contact**

For question about the design and production of public relations materials, please contact:

[aipa@aipasecretariat.org](mailto:aipa@aipasecretariat.org)

# CORPORATE DESIGN MANUAL

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# 1. Basic Elements

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## **AIPA Logo**

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# The Logo Signature Rationale

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The Triangle represents Parliament as the summit of a nation and one of the bulwark of democracy.

The Triangle forms an upward arrow that reflects growth, improvements, direction, purposes, and destination.

The Triangle also forms an alphabet “A” to represent “AIPA”.

The Logogram creates a visual imagery of a strong standing mountain that represents stability, prosperity, and strength.

The five interlocking ribbons that form a triangle or upward arrows represent some of the values that AIPA member parliaments would like to live by, namely, the pursuit of peace, stability, unity, prosperity and good governance.

The Flowing Ribbons with its gradient colors represent dynamic, energetic, movements, while the Folding Ribbons represent flexibility, relevance and responsiveness and interconnection among AIPA member parliaments.

The AIPA Logo is the reserved copyright of AIPA. The font used for the word AIPA in the logo is uppercased Gotham in bold.





Raising Hand symbolizes the gesture made by members of parliament who would like to pose questions or express their opinions during a session. This represents the role of legislative body as the representative of the people.



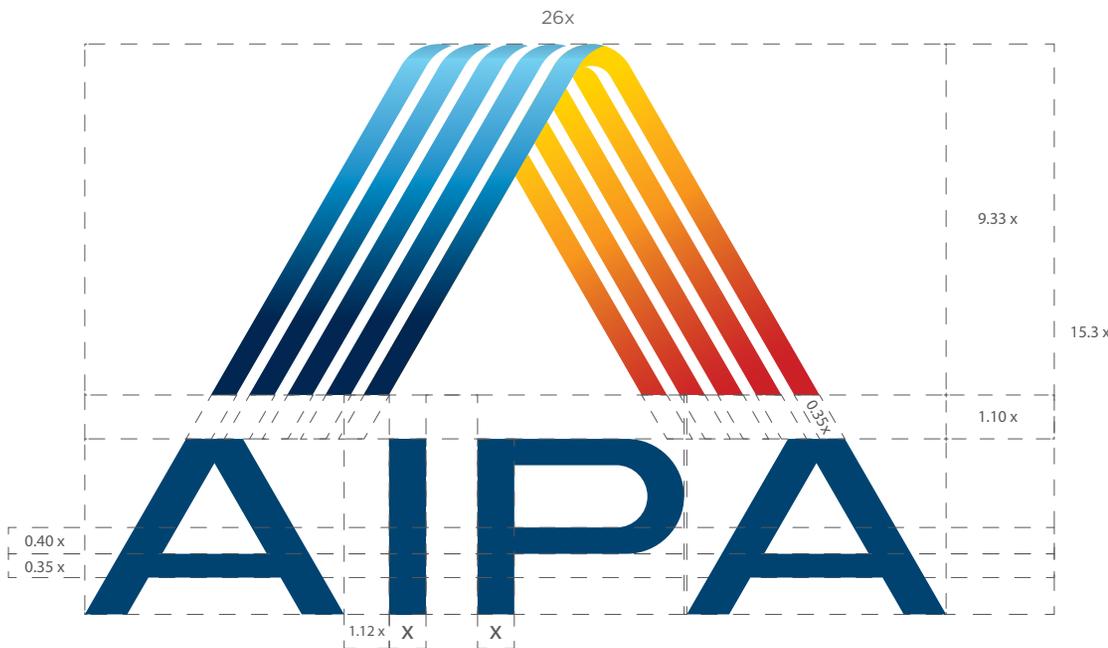
The interconnecting ribbons represent Unity and Solidarity, while at the same time reflect the Sense of Belongingness and Ownership among the people of AIPA.



The five interlocking ribbons that form a triangle or upward arrows represent some of the values that AIPA member parliaments would like to live by, namely, the pursuit of peace, stability, unity, prosperity and good governance.

# Logo Signature Standard

---



Logo signature must be consistently used in all applications, in order to build long term visual equity for the identity. Do not make any change to the signature. Please use the design files directly.

### Correct Proposition

Define the width of "I" on AIPA type as "X". The height of the signature is 15.3X and the width of the signature is 26X.

# Correct Proportion, Restricted Zone and Minimum Size

**AIPA's logo must be consistently used in all applications, in order to build long term visual equity for the identity. Do not make any change to the signature. Please use the design files directly.**

## Correct Proposition

Define the width of "I" on AIPA type as "X". The width of the signature is 26x and the height of the signature is 15.3X

## Restricted Zone

To ensure clear and consistent Logo appearance, there should be a clear space around the overall lock up. Any text, symbol or the visual elements are not allowed within clear space. Define the width of "I" on AIPA type as "X". Height of the clear space will be "2.10X" accordingly and width of the clear space will be "3.44X"

## Minimum size

The minimum size of the signature is with height of 4.5 mm. Smaller than this size will make signature difficult to identify and print. Minimum size can be adjusted according to practical usage situation.



# The Logo Signature Background Control

## AIPA colour signature on grey colour background



## AIPA colour signature on image background

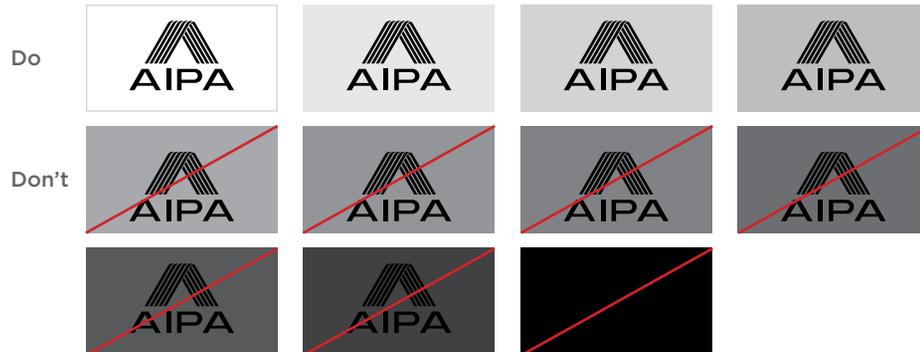


Background colour should be strictly controlled in order to maintain clarity and consistency of the signature.

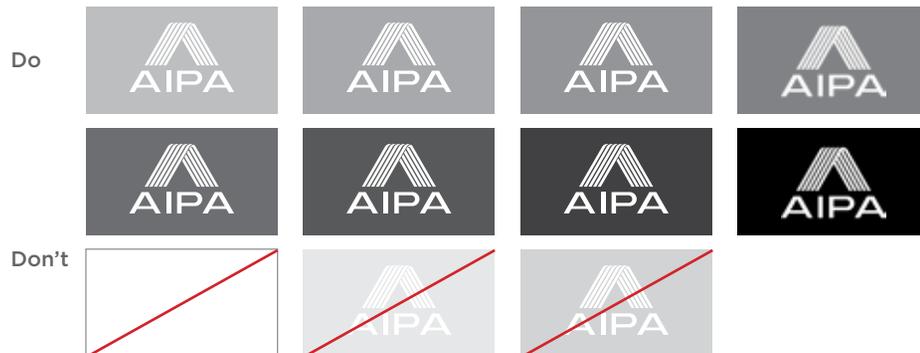
**AIPA colour signature on grey colour background**  
This section shows the usage guideline of AIPA colour signature on different gradient of grey colour background. Try best to use AIPA colour signature on white background. If need, background colour gradient must be controlled. For example, AIPA colour signature can only be used on K0, K10, K20 and K100 background. Colour gradient between K30 and K90 is not allowed.

**AIPA color signature on image background**  
When using AIPA colour signature on image background, make sure there is enough colour and brightness contrast between signature and background to ensure clarity of the signature. Background colour can not be too dark, or too close to signature colour.

**AIPA colour signature on grey colour background**



**AIPA colour signature on grey colour background**



**Black signature on grey colour background**

Try best to use black signature on white background in fax or printing materials. If needed, only KO, K10, K20 and K30 are allowed as background colour.

**White out signature on grey colour background**

White out version should be used when background colour is darker than K30, to ensure clarity of AIPA signature.

## Logo and Positioning

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### Primary Logo



### This is the full set of AIPA Logos.

**Our logos are the most important and recognizable elements of our brand's identity.**

They are the visual focus for our brand and communicate who we are and how we differentiate ourselves from other organizations.

This logo set, comprised of four individual logos that each serve a specific purpose. The role and usage of each logo will be explained in these guidelines.

Using these logos consistently ensures that we build equity and recognition for our brand.

Do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork.

**Logo for  
Legal Documents**



**Logo for Legal Documents  
with Vertical Composition**



**Horizontal Logo**



# Incorrect Use of The Logo Signature

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Figure 1



Figure 4



Figure 2



Figure 5



Figure 3



Logo signature must be consistently used in all logo appearance, in order to build long term visual equity for the Logo.

Examples of incorrect usage of the signature:

1. Do not change the proposition of signature elements
2. Do not stretch the signature
3. Do not use other colour except AIPA colour
4. Do not outline or apply shadow to the signature
5. Do not use typeface, or place the signature in certain shapes

# The Logo Signature Colour Guidelines

Correct Proposition & Restricted Zone



**AIPA signature can be used in AIPA blue, single colour and white out version.**

## AIPA colours

AIPA colours is defined in Pantone, CMYK and RGB version.

## Single colour

Single colour signature can be applied when there is limitation in production and craftsmanship. Single black colour signature can be used in fax or other printing materials. Gold or silver colour signature can be used for special requirement. The blue, red and yellow on single colour logo also can be applied when there is limitation in production and craftsmanship.

## White out signature

Try the best to use AIPA blue signature all the time. White out signature is not suggested in communications. It might be used in stationery or collateral. White out signature can be used on AIPA blue, red, yellow and black background if needed.

## Colour

CMYK - for printing ads, magazines, posters etc`

Single colour



White out signature



CMYK  
100/79/31/16

CMYK  
14/100/98/4

CMYK  
1/55/100/0

CMYK  
0/0/0/100

# Colour System

## Signature Colour



C : 91.24  
M : 52.46  
Y : 24.58  
K : 4.23



C : 46.6  
M : 0  
Y : 2.29  
K : 0



C : 80.92  
M : 32.46  
Y : 4.51  
K : 0



C : 100  
M : 67  
Y : 8.21  
K : 63



C : 13.09  
M : 100  
Y : 100  
K : 4.38



C : 0  
M : 50  
Y : 100  
K : 0



C : 0  
M : 15  
Y : 100  
K : 0

## Supporting colour



C : 100  
M : 79  
Y : 31  
K : 16



C : 100  
M : 83  
Y : 41  
K : 39



C : 0  
M : 94  
Y : 82  
K : 0



C : 2  
M : 98  
Y : 92  
K : 0

## Grey Family



C : 0  
M : 0  
Y : 0  
K : 80



C : 0  
M : 0  
Y : 0  
K : 70



C : 0  
M : 0  
Y : 0  
K : 60



C : 0  
M : 0  
Y : 0  
K : 50

## Gold and silver Family



SILVER  
Pantone  
877



GOLD  
Pantone  
874

## Signature Colour

AIPA blue is colour of the signature. It will use used widely in all communication to enhance AIPA logo image.

## Supporting colour

Supporting colour is introduced to integrate AIPA logo image. Colours other than signature colour and supporting colour can not be used in design. Other supporting colour might be used in special events, occasions such as National Holidays.

Supporting colour also consists of grey, gold and silver

# Typeface

---

**Font is one of the key visual elements for AIPA. To ensure consistency of the logo impression, only use AIPA font family in all levels of communication.**

Official font for AIPA is Gotham family which is mainly used in media communication, stationery, contracts, administration notices, email and websites.

## Typeface: Gotham Family

Gotham thin  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@!%\*

*Gotham light italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890@!%\**

Gotham extra light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@!%\*

*Gotham extra light italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890@!%\**

Gotham book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@!%\*

*Gotham book italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@.\$!%\*

**Gotham medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@.\$!%\*

*Gotham medium italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@.\$!%\*

**Gotham bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@.\$!%\*

*Gotham bold italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@.\$!%\*

**Gotham black**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@.\$!%\*

*Gotham black italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@.\$!%\*

**Gotham ultra**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@.\$!%\*

*Gotham ultra italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@.\$!%\*

# Office Typeface

---

**Font is one of the key visual elements for AIPA. To ensure consistency of the logo impression, only use AIPA font family in all levels of communication.**

Second official font for AIPA is Segoe UI which is mainly used in media communication, stationery, contracts, administration notices, and email.

**Typeface: Segoe UI Family**

Segoe UI lights  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@.\$!%\*

*Segoe UI light italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@.\$!%\*

Segoe UI semi light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@.\$!%\*

*Segoe UI semilight italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@.\$!%\*

Segoe UI regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@\$!%\*

*Segoe UI italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@\$!%\*

Segoe UI semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@\$!%\*

*Segoe UI semibold italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@\$!%\*

**Segoe UI bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@\$!%\***

***Segoe UI bold italic***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@\$!%\***

**Segoe UI black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@\$!%\***

***Segoe UI black italic***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890@\$!%\***

# Logo on Images

---

**Reproduce the signature on a photographic background that offer sufficient contrast for the signature.**

Do not place the Primary logo on visually distracting backgrounds.



For a dark background, use white version of the logo.



For a contrast and light background/photographic images, you can use the full color version of the logo.

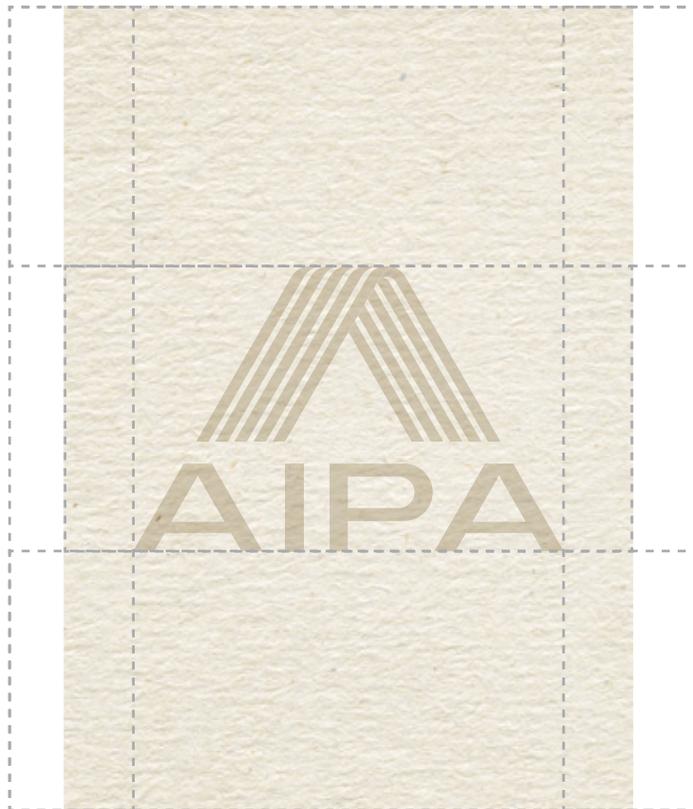
## Water Mark

---

### **The AIPA Logo may be used as a Watermark.**

The Watermark can work in conjunction with the corporate Logo or can stand alone within the context of a larger branded piece or corporate legal forms to ensure authenticity of the documents.

The watermark and the clear space rule must be fully fit the width of the documents.



## 2. Operation System

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### **AIPA Stationery**

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# AIPA Stationery

## Bussines Card



All the information should be kept in the restricted area (highlighted in blue). Font size and line spacing can be slightly adjusted in special case, if there is a large amount of information included.

Paper:

1. Coated Paper 250g Or Recycle Paper 250g
2. Conqueror Smooth CX22 Diamond White 250g  
Crafts: Pantone / CMYK

\* There are three different set of back panel design to be chosen.

Suggest print 3 boxes at a time with each design per box.

Size: 9 x 5.5 cm

# Letters - Letterheads

This section explains the formula to calculate size of the signature and lock up in general vertical layout (A4 H-3/2W)

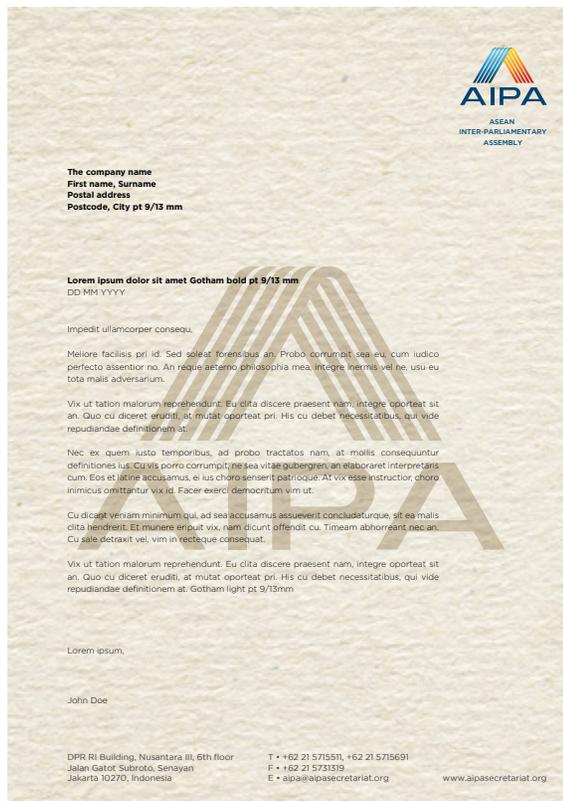
Format	DIN A4
Emblem	3.25 x 3.6 cm
Name of organisation	Gotham bold Black   9 Pt   Line spacing 10 Pt   Kerning 0 (optical)

## Fonts used for correspondence on the letterhead

Sender line	Gotham Light   Black 9 Pt   Line spacing 10 Pt   Kerning 0 (optical)
Receiver's address	Gotham bold Black   9 Pt   Line spacing 10 Pt   Kerning 0 (optical)
Copy	Gotham Light and medium Black   10 Pt   Line spacing 10 pt   Kerning 0 (optical)



# Letters - Special Line For The Secretary-General



This section explains the formula to calculate size of the signature and lock up in general vertical layout

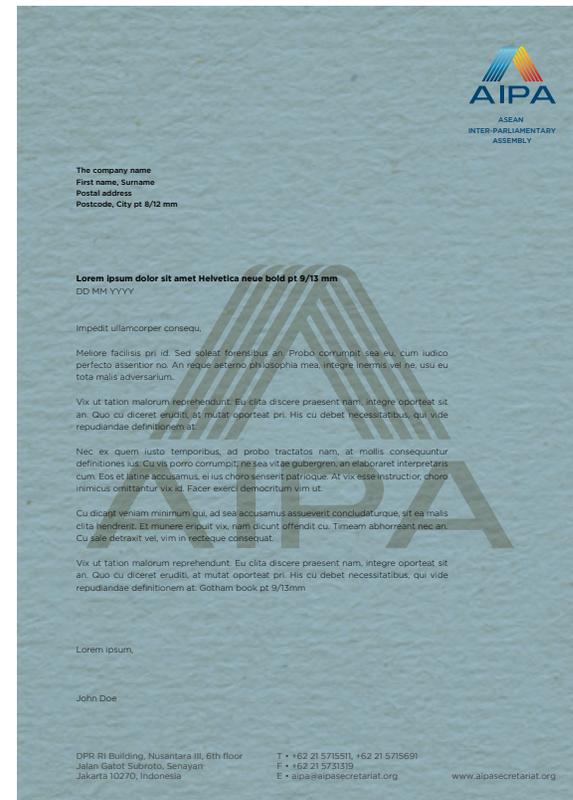
Format	DIN A4
Emblem	3.25 x 3.6 cm
Name of organisation	Gotham bold Black   9 Pt   Line spacing 10 Pt   Kerning 0 (optical)
<b>Fonts used for correspondence on the letterhead</b>	
Sender line	Gotham Light   Black 9 Pt   Line spacing 10 Pt   Kerning 0 (optical)
Receiver's address	Gotham bold Black   9 Pt   Line spacing 10 Pt   Kerning 0 (optical)
Copy	Gotham Light and medium Black   10 Pt   Line spacing 10 pt   Kerning 0 (optical)

# Letters - Diplomatic Note

---

## Diplomatic note

Format	DIN A4
Emblem	3.25 x 3.6 cm
Watermark	125 mm
Copy	Gotham Light and medium Blue   10 Pt   Line spacing 10 Pt   Kerning 0 (optical)





# Envelopes

---

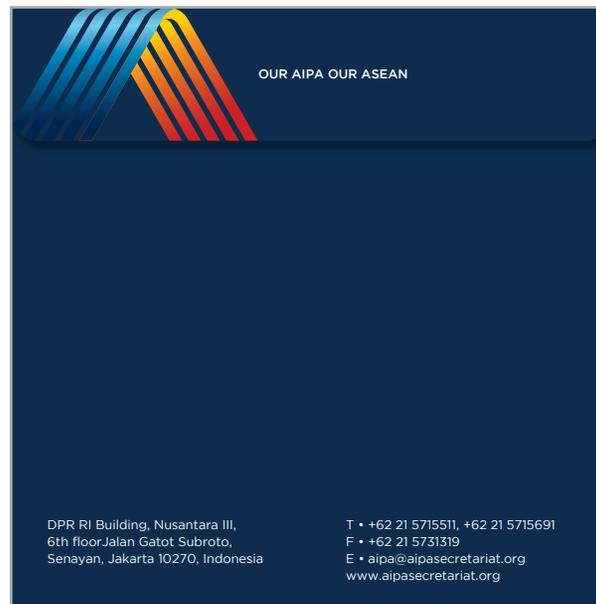
## Envelopes Special line for the Secretary-General

Format	22 x 11 cm
Emblem	2.1 x 6.8 cm
Name of organisation	Gotham Medium Blue   9 Pt   Line spacing 10 Pt   Kerning 0 (optical)
Address	Gotham bold Black   9 Pt   Line spacing 10 Pt   Kerning 0 (optical)



## CD/DVD cover

---



### CD/DVD Case

CD/DVD covers are mostly white and designed to include the dynamic stripes design element.

Images or graphics can also be used as required.

**Emblem** 4.4 x 0.9 cm

**Address** Gotham bold  
Black | 9 Pt | Line spacing  
10 Pt | Kerning 0 (optical)

# Memo paper

Format	DIN A4
Emblem	3.2 x 3.6 cm
Address	Gotham Light Black   9 Pt   Line spacing 10 Pt   Kerning 0 (optical)
Headline	Gotham Light Black   40 Pt   Kerning 0 (metric)
Specification	Gotham Light Black   8 Pt   Line spacing 10 Pt   Kerning 0 (optical)
Line	stright line   black   0.5 Pt



AIPA  
ASEAN  
INTER-PARLIAMENTARY  
ASSEMBLY

## Memo

To : \_\_\_\_\_  
Through : \_\_\_\_\_  
CC : \_\_\_\_\_  
From : \_\_\_\_\_  
Date : \_\_\_\_\_  
Subject : \_\_\_\_\_

**Lorem ipsum dolor sit amet Gotham light pt 9**  
DD MM YYYY

Impedit ullamcorper consequ.

Melore facilisis pri id. Sed soleat forensibus an. Probo corruptit sea eu, cum iudico perfecto assentior no. An reque aeterno philosophia mea, integre inermis vel ne, usu eu tota malis adversarium.

Nec ex quem iusto temporibus, ad probo tractatos nam, at mollis consequuntur definitiones ius. Cu vis porro corruptit, ne sea vitae gubergren, an elaboraret interpretaris cum. Eos et latine accusamus, ei ius choro senserit patrioque. At vix esse instructor, choro inimicus onstantur vix id. Facer exerci democritum vish ut.

Cu dicant veniam minimum qui, ad sea accusamus assueverit concludaturque, sit ea malis cita hendrent. Et munere eripuit vix, nam dicunt offendit cu. Timeam abhorreant nec an. Cu sale detraxit vel, vim in recteque consequat.

Vix ut tation malorum reprehendunt. Eu cita discere praesent nam, integre oporteat sit an. Quo cu diceret eruditi, at mutat oporteat pri. His cu debet necessitatibus, qui vide repudiandae definitionem at. Gotham light pt 9/13mm

Lorem ipsum,  
John Doe

DPR RI Building, Nusantara III, 6th floor  
Jalan Gatot Subroto, Senayan  
Jakarta 10270, Indonesia

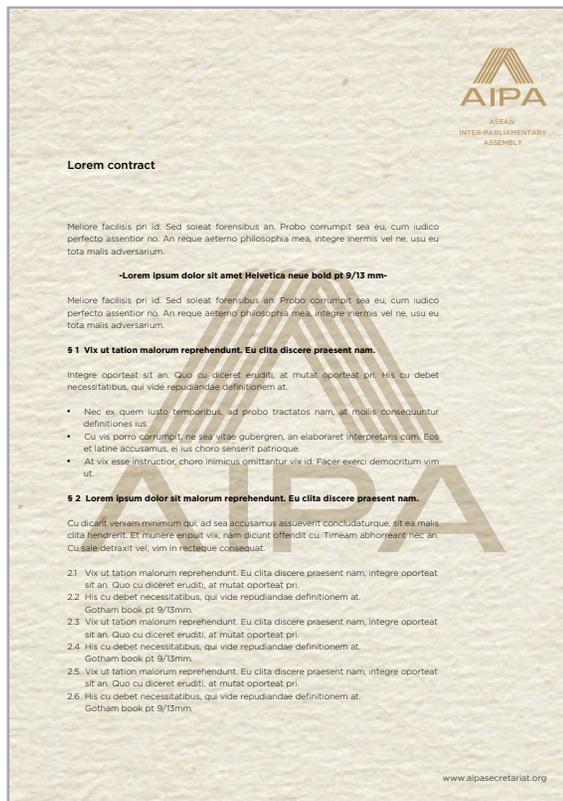
T • +62 21 5715511, +62 21 5715691  
F • +62 21 5731319  
E • aipa@aipasecretariat.org

www.aipasecretariat.org

# Contract

**A contract is a voluntary arrangement between two or more parties that is enforceable by law as a binding legal agreement.**

<b>Format</b>	22 x 11 cm
<b>Emblem</b>	Gold version   3.8 x 0.9 cm
<b>Watermark</b>	125 mm
<b>Headline</b>	Gotham Medium Black   20 Pt   Kerning 0 (metric)
<b>Copy</b>	Gotham Light and bold Black   10 Pt   Line spacing 5 mm   Kerning 0 (metric)



# Fax

Format	DIN A4
Emblem	3.2 x 3.6 cm
Address	Gotham Light Black   9 Pt   Line spacing 10 Pt   Kerning 0 (optical)
Claim	Gotham Light Black   8 Pt   Line spacing 10 Pt   Kerning 0 (optical)
Headline	Gotham bold Black   20 Pt   Kerning 0 (metric)
Specification	Gotham Light Black   8 Pt   Line spacing 10 Pt   Kerning 0 (optical)
Line	stright line   black   0.5 Pt



**AIPA**  
ASEAN  
INTER-PARLIAMENTARY  
ASSEMBLY

**Fax**

To : \_\_\_\_\_ From : \_\_\_\_\_  
Fax : \_\_\_\_\_ Pages : \_\_\_\_\_  
Phone : \_\_\_\_\_ Date : \_\_\_\_\_  
Re : \_\_\_\_\_ Cc : \_\_\_\_\_

Urgent    Reply    Comments    Circulate

Lorem ipsum dolor sit amet, Helvetica neue bold pt 9/13 mm.  
DD MM YYYY

Impedit ullamcorper consequ.

Melior facilis pri id. Sed soleat forensibus an. Probo corrupti sea eu, cum iudico perfecto assentior no. An reque aeterno philosophia mea, integre inermis vel ne, usu eu tota malis adversarium.

Vix ut tation malorum reprehendunt. Eu cilia discere praesent nam, integre oporteat sit an. Quo cu diceret eruditi, at mutat oporteat pri. His cu debet necessitatibus, qui vide repudiandae definitionem at.

Nec ex quem iusto temporibus, ad probo tractatos nam, at mollis consequuntur definitiones ius. Cu vis porro corrupti, ne sea vitae gubergren, an elaboraret interpretaris cum. Eos et latine accusamus, ei ius choro sensent patrioque. At vix esse instructor, choro inimicus omittantur vix id. Facer exerci democritum vim ut.

Cu dicant veniam minimum qui, ad sea accusamus assueverit concludaturque, sit ea malis cilia henderit. Et munere eripuit vix, nam dicunt offendit cu. Timeam abhorreant nec an. Cu sale detraxit vel, vim in recteque consequat.

Vix ut tation malorum reprehendunt. Eu cilia discere praesent nam, integre oporteat sit an. Quo cu diceret eruditi, at mutat oporteat pri. His cu debet necessitatibus, qui vide repudiandae definitionem at. Gotham book pt 9/13mm

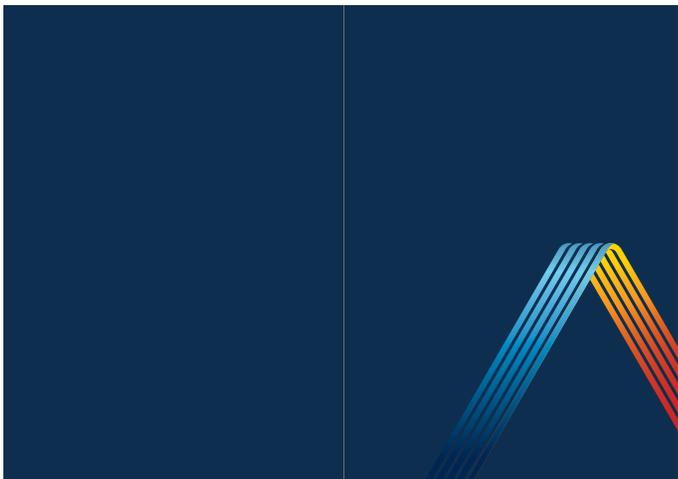
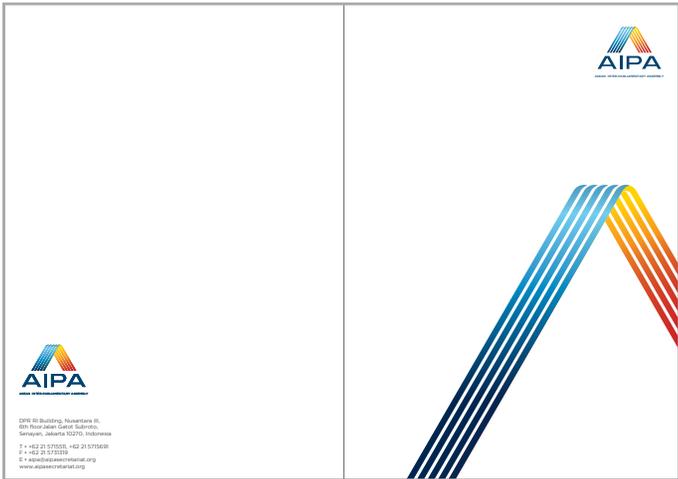
Lorem ipsum.

John Doe

DPR RI Building, Nusanara III, 6th floor  
Jalan Gatot Subroto, Senayan  
Jakarta 10270, Indonesia

T • +62 21 5715511 +62 21 5715691  
F • +62 21 5731319  
E • aipa@aipasecretariat.org

www.aipasecretariat.org



## Folder

---

**A contract is a voluntary arrangement between two or more parties that is enforceable by law as a binding legal agreement.**

**Format** 43 x 31 cm

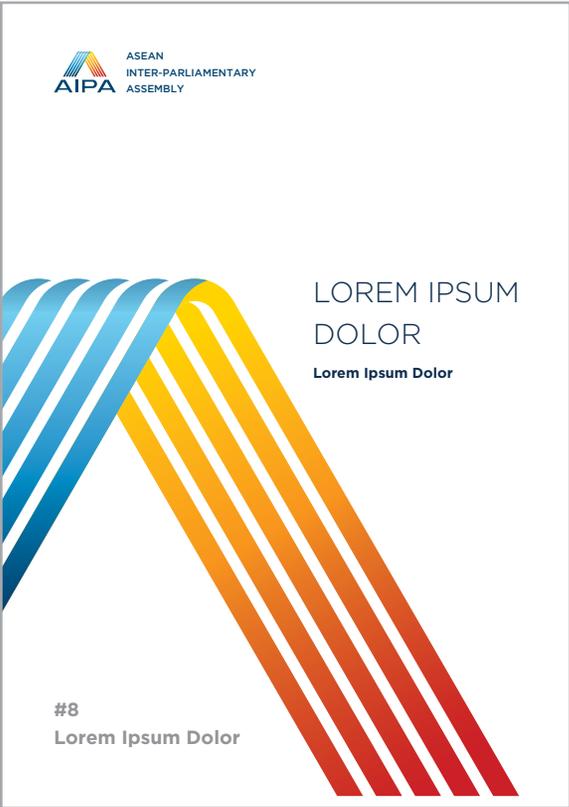
**Emblem** 4.5 x 3.3

**Address** Gotham Light  
Black | 10 Pt | Line spacing  
10 Pt | Kerning 0 (optical)

# Annual Report

---

<b>Format</b>	DIN A4
<b>Emblem</b>	4.4 x 6.2 cm
<b>Title</b>	Gotham light Black   30 Pt   Line spacing 44.2 pt   Kerning 0 (metric)
<b>Subtitle</b>	Gotham bold Black   15 Pt   Kerning 0 (metric)





## Power-point presentations

---

The layout of the PowerPoint presentation reflects the general look and feel of overall AIPA corporate design.

As with print publications, the stripes serve as design elements and also to contain layout areas





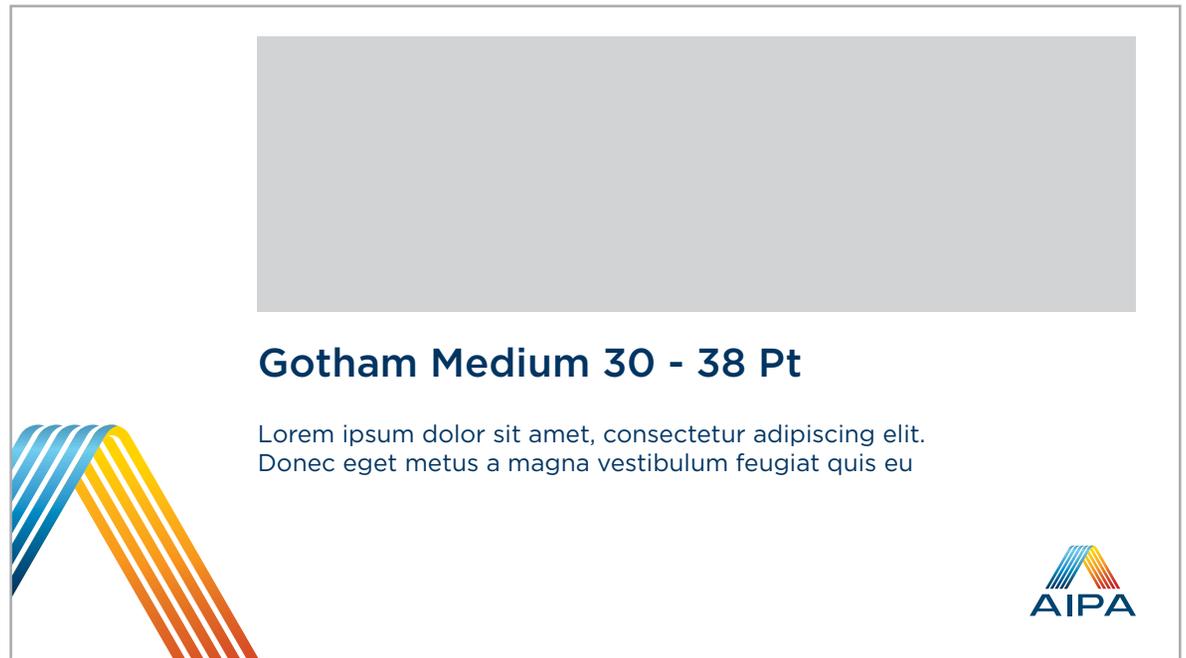


**The Subtitle of the presentation have two options**

As with print publications, the stripes serve as design elements and also to contain layout areas

## Template for cover

The grey areas serve as a placeholder for images, graphics and colour areas.



## Title slide

The title slide generally contains a strong image related to content of presentation. This image is contained at its base by stripes.

The headline can be placed in the image or below the stripes, as required.

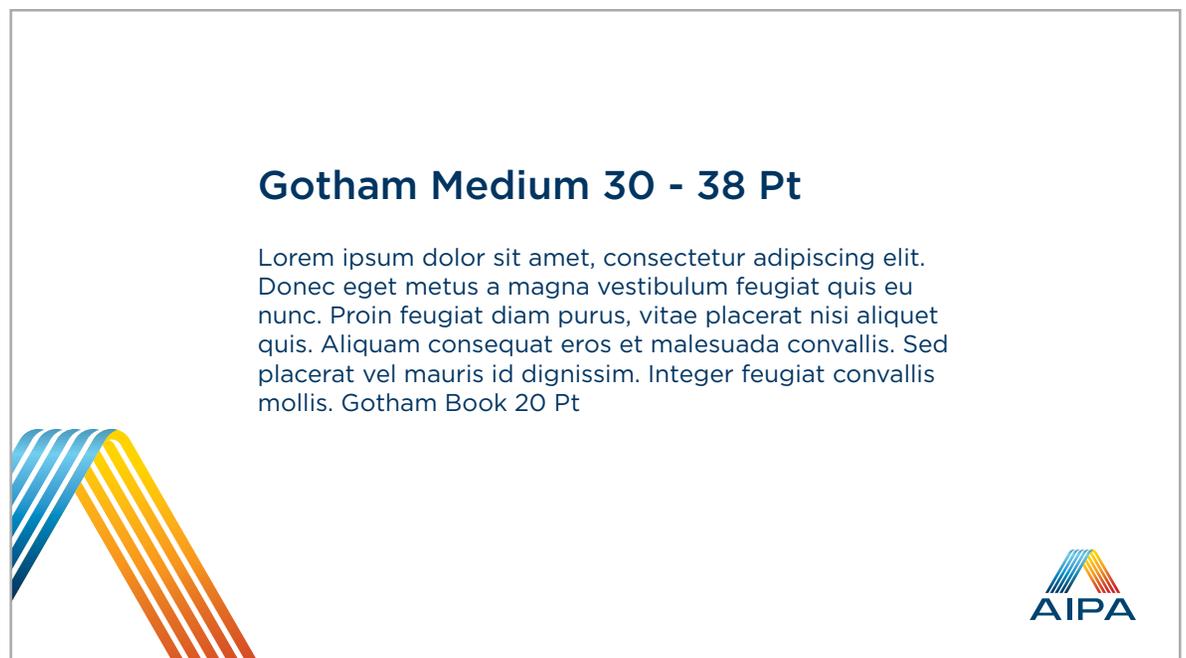
Emblem and claim are located on the bottom right.

**Format** 800 x 600 pixel

**Emblem** RGB version | 58 pixel

**Cover headline** Gotham Medium | colour palette | 30 - 38 Pt | Line spacing 42.3 Pt | Kerning 0 (metric)

**Subheadline** Gotham book | colour palette | 20 Pt | Line spacing 25 Pt | Kerning 0 (metric)



## 1. ASEAN Emblem and Motto

Use a consistent layout with:

- Organisation name
- Logo
- Colors
- Tagline
- Symbols



**The layout of the PowerPoint presentation reflects the general look and feel of overall AIPA corporate design.**

As with print publications, the stripes serve as design elements and also to contain layout areas

## 2. Fonts

- Include no more than three different fonts in slide deck
- Use Gotham family fonts
- Use at least a 20-point font
- Keep font size consistent
- AVOID ALL CAPS - IT MAKES IT DIFFICULT TO READ



### 3. Text

- Avoid lengthy or repetitive text
- Too much text makes it difficult for audience to read and process the information
- Audience will either try to read or copy down everything and will quickly lose focus



### 4. Bullet

- No more than 6 bullets per slide
- No more than 6-7 words per bullet
- Don't use periods at end of bullets
- Capitalize first word but no others
- Present one thought per line
- 2 levels of bullets per slide



## 5. Graphics



- Place graphics off-center, with :
  - Makes room for text
  - Balances the slides
- Placing graphics on the left side leads your eye to the text



## 6. Length of Presentation

- Spend 1-2 minutes speaking for each slide
- Maximum 10 slides (or more if presenting visuals)
- Aim for a 15-20 minute presentation
- Optimise the Q&A period



## 7. Conclusion

- Use an effective and strong closing. The audience is likely to remember the last words
- End your presentation with simple question to invite the audience to ask questions



## Other Alternatives for Title Slide



## Your Name (in dark blue color)

Position/Title (in black)

Division/Directorate (in black)



Telephone number and extension | Fax number | email address (in black)

DPR RI Building, Nusantara III, 6th floor

Jalan Gatot Subroto, Senayan, Jakarta 10270, Indonesia



[www.aipasecretariat.org](http://www.aipasecretariat.org)

## Email Signatures

---

**The term "signature" has very personal feel and immediately makes you think of the signature an artist uses on a painting. In emails, though the signature is not used as an autograph under a unique work of art.**

The font to be used is Gotham book 9 Pt, not italics, and using capital and small letters.

Note: The AIPA footer has been auto-set to [www.aipasecretariat.org](http://www.aipasecretariat.org) outgoing emails to external (non-AIPA.org) recipients. The image would appear automatically.

## 3. Print publication

---

### Basic Elements For Publications

Design system front cover	47
Tables and graphics	48
Fact sheet	51

### Publications Formats (to be used)

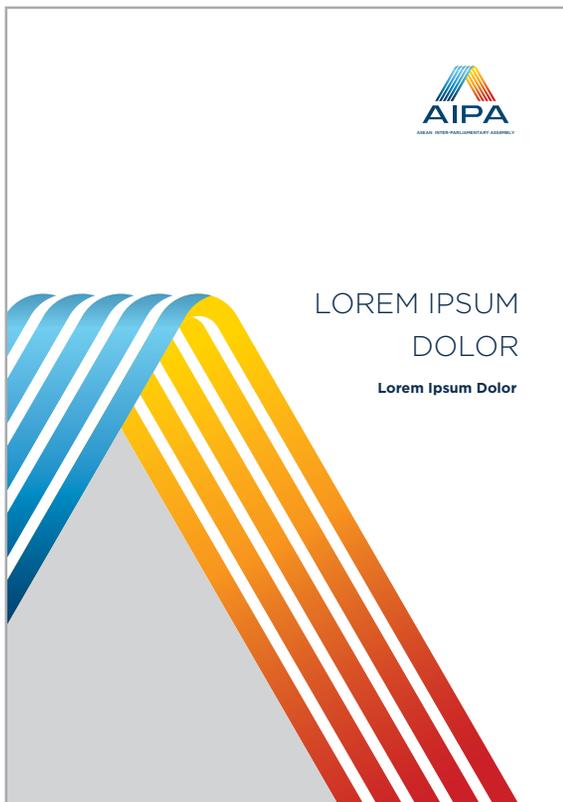
Front cover	54
Imprint layouts	55
Headlines, subheads and body text	56
Drop caps and paragraph spacing	57

Bullets	58
Spine of a book	59
Footnotes, footers and page number	60
Photo captions and credits	61
Maps	63

# Basic Elements For Publications

## Design system front cover

---



**The design element can be positioned in a flexible way on the cover page to suit requirements.**

Text elements are aligned to the design grid and must be placed in a harmonious relationship to the stripes.

Emblem and claim are always located on the top right.

### **Template for cover**

The grey areas serve as a placeholder for images, graphics and colour areas.

# Tables and graphics

---

**Tables are designed to be clear and accessible.**  
Their size can be adjusted to suit column width and the surrounding text.

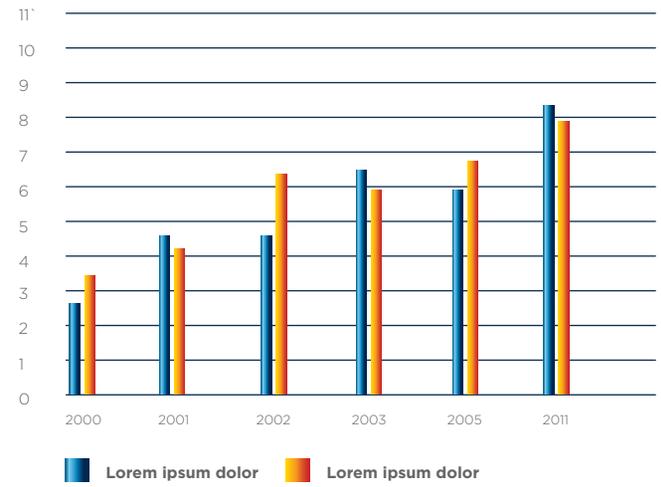
Lorem	2001	2003	2007	2008	2009
Ipsum	1.332	2.658	5.369	48.698	41.365
Dolor	2.332	3.658	15.349	421.698	52.365
Dellenim	3.332	4.658	25.365	232.698	63.365
Delit	4.332	5.658	35.323	54.698	74.365
Comm	5.332	6.658	425.369	4.698	85.365
Ebiat	6.332	7.658	15.369	4.698	96.365
Heisenberg	7.332	7.743	55.369	224.698	107.365
Jessie	8.332	8.910	65.369	411.698	341.365
Nem aut il Essequam	: mos iusdaepero cuptatet hilluptatur sitatust et dolo eiumet vel milles explaci. : cus disquistione dolorione is adi dolorep raectem quis porume ilibusae				

Lorem	2001	2003	2007	2008	2009
Ipsum	1.332	2.658	5.369	48.698	41.365
Dolor	2.332	3.658	15.349	421.698	52.365
Dellenim	3.332	4.658	25.365	232.698	63.365
Delit	4.332	5.658	35.323	54.698	74.365
Comm	5332	6.658	425.369	4.698	85.365
Ebiat	6.332	7.658	15.369	4.698	96.365
Heisenberg	7.332	7.743	55.369	224.698	107.365
Jessie	8.332	8.910	65.369	411.698	341.365

Nem aut il : mos iusdaepero cuptatet hilluptatur sitatust et dolo eiumet vel milles explaci.  
 Essequam : cus disquisitione dolorione is adi dolorep raectem quis porume ilibusae

Lorem	2001	2003	2007
Ipsum	1.332	2.658	5.369
Dolor	2.332	3.658	15.349
Dellenim	3.332	4.658	25.365
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Comm	5332	6.658	425.369
Ebiat	6.332	7.658	15.369
Heisenberg	7.332	7.743	55.369
Jessie	8.332	8.910	65.369

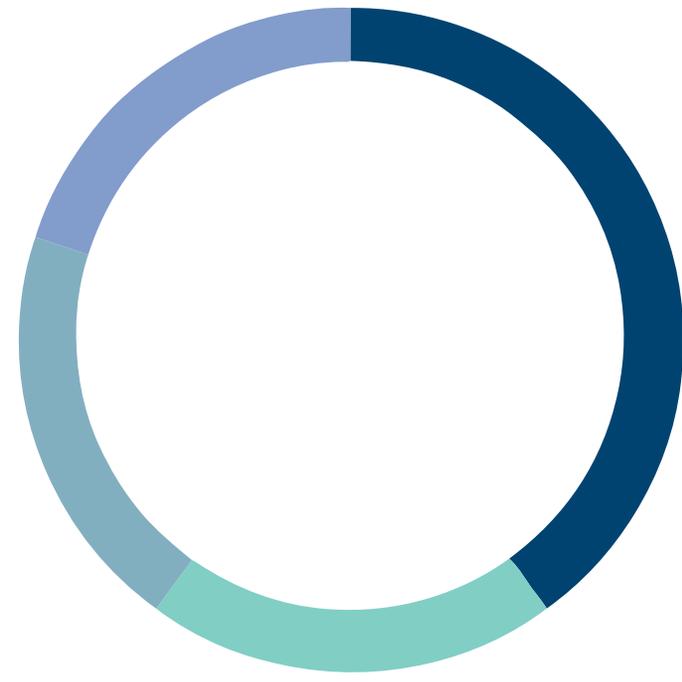
Nem aut il : mos iusdaepero cuptatet hilluptatur sitatust et dolo eiumet vel milles explaci.  
 Essequam : cus disquisitione dolorione is adi dolorep raectem quis porume ilibusae



Graphics and diagrams are presented in primary or secondary colours, depending on their subject

Their size can be adjusted to suit column width and the surrounding text.

Culpa aute net quam dolenis cimpell endenet



○ Lorem ipsum dolor 20%   
 ○ Lorem ipsum dolor 20%   
 ○ Lorem ipsum dolor 20%   
 ○ Lorem ipsum dolor 40%

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 : cus disquisitione dolorione is adi dolorep raectem quis porume ilibusae

## Fact sheet

A sheet of paper giving useful information about a particular issue, especially one distributed for publicity purposes.

<b>Format</b>	DIN A4
<b>Emblem</b>	4.4 x 6.2 cm
<b>Title</b>	Gotham bold Black   40 Pt   Kerning 0 (metric)
<b>Subtitle</b>	Gotham bold Black   15 Pt   Kerning 0 (metric)
<b>Claim</b>	Gotham bold Black   20 Pt   Line spacing 10 Pt   Kerning 0 (optical)
<b>Address</b>	Gotham Light Black   10 Pt   Line spacing 12 Pt   Kerning 0 (optical)

### Template for cover

The grey areas serve as a placeholder for images, graphics and colour areas.



## Fact Sheet Basics

Fact Sheet should be 2-4 pages

### Front Page

- Make front page attractive and reflect subject matter
- Use a single, high quality image capturing the theme
- Write short, eye-catching sentences

### Logo

The logo should be bright and clear

### Fonts

Use one or two fonts or colors

### Organize information

Use subheadings, text boxes and bullets to break up text and organize information

### Grammar

Double-check all spelling and grammar

## Fact Sheet Template

### Background

A fact sheet provides basic information on a topic in an easy and quick-to-read format.

### Layout

- Use 10-14 point font
- Page should begin with the words "Fact Sheet," followed by a brief that explains the subject
- Use bullets
- Leave a lot of white space
- Use bolding, text boxes and graphics to emphasize important points
- Simple graphs and charts can give the reader information at a glance. Pie charts are easiest to understand
- Give references for more information – electronic communications links can be included
- For the best result, use high-quality paper (plain, glossy or premium glossy)



## Photos

Use professional photos if possible. Avoid photos that will quickly date the fact sheet. For example, avoid pictures showing a time and/or date stamp.

Choose photos that contribute to your key message. Select and use pictures that describe AIPA better than words can.

Tell a story with the photos in your fact sheet. Make sure that photos are placed in a logical order with the text.

Nothing attracts more attention than photos of people.

Be mindful of "borrowing" images that may be copyright protected. Always credit the photo.

## Content

- Write with common terminology that someone without professional training in the subject areas can understand
- Simplify complex ideas. Search for comparisons and everyday analogies that will express complicated processes
- Avoid using acronyms
- Write in the present tense and use active verbs, not passive voice
- Be consistent in use of terminology
- Keep text brief and to the point
- Place most important information in the first paragraph – the issue, the action that's needed, and the main idea
- Double-check all numbers and percent used
- If details are given in a table or chart, there is no need to give those details in the narrative (use general terms instead)
- If using lists, use bullet points
- Hook the readers with questions or interesting quotes from well-known figures throughout AIPA



## Using Infographics

### What are Infographics?

"...A graphic visual representation of information, data or knowledge intended to present complex information quickly and clearly."

### Keep it Simple and Short

An infographic is intended to simplify that which is complex.

**Plan** colors carefully, in line with the meaning of the data as well as to fit the AIPA branding.

**Don't** overwhelm readers with too much data, especially on consecutive pages.

If the infographic is especially complex or forms a central part of the content, a full or a double spread page may be considered.

**Placement** too near the front and risk turning off audience; too deep into the text, readers may not notice it.



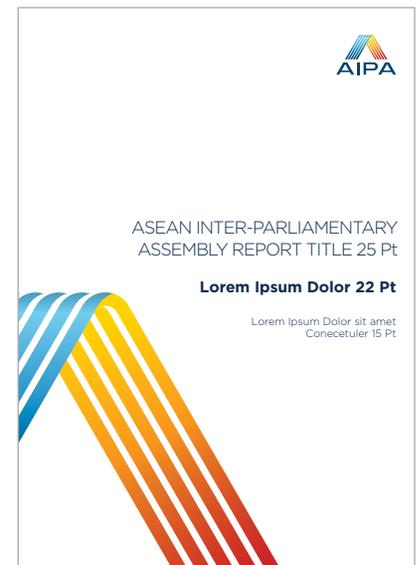
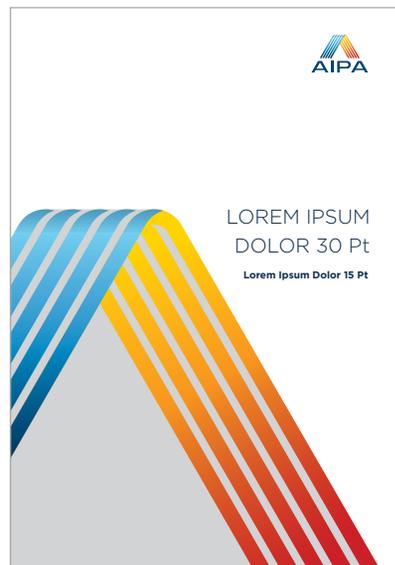
# Publications Formats

(to be used)

## Front cover

Covers are characterised by their relationship with the design element. The dynamic form of the stripes can contain an image or serve as a graphic limit to a typographic layout.

Format	DIN A4
Emblem	4.4 x 6.2 cm
Title	Gotham light Black   30 Pt   Line spacing 44.2 pt   Kerning 0 (metric)
Subtitle	Gotham bold Black   15 Pt   Kerning 0 (metric)



### Template for cover

The grey areas serve as a placeholder for images, graphics and colour areas.

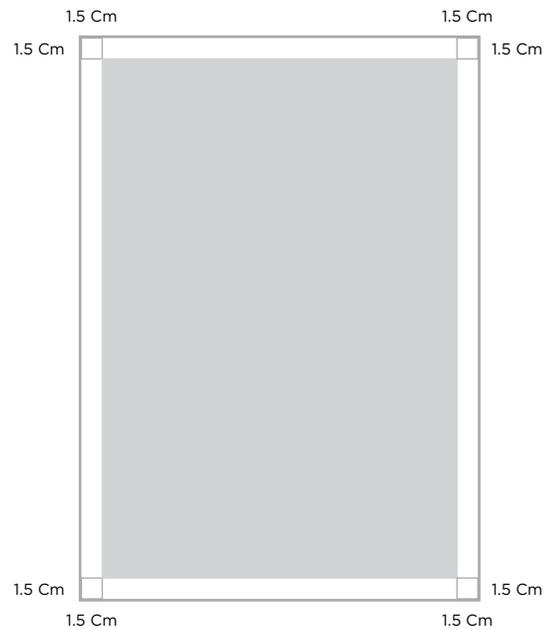
### Template for cover with picture

The grey areas serve as a placeholder for images, graphics and colour areas.

### Template for cover with pure text

# Imprint layouts

---



**Imprint layouts define the clear space within a full page layout across the corporate communication media.**

The clear space margin should be at least 1.5 cm from Top, Left, Right, and Bottom of the Page Layout.

# Headlines, subheads and body text

---

**All publications headlines, must follow the design guidelines on the right.**

The headlines using font Gotham Bold 22pt, the Subheads use Gotham Medium 14pt, and for the Body Text use Gotham Light 9pt.

Headlines | Gotham Bold  
22 Pt

**Lorem ipsum dolor sit amet.**

Subheads | Gotham Medium  
14 Pt

**Restia volo magnat ariorepel  
millum ea sunt oditaquo  
iducilluptas de nobita nonem res  
veliberum rem**

Body text | Gotham Light  
9 Pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent non erat convallis, efficitur justo eget, cursus magna. Sed malesuada justo vitae quam egestas placerat in non dui. Praesent ullamcorper porta augue. Curabitur fermentum sapien in nibh porttitor, vel commodo nunc interdum. Ut leo ex, consectetur sed faucibus id, tempus et nisl. Cras ut aliquam felis. Curabitur finibus ligula eget magna semper pulvinar. Nam aliquet, augue ut hendrerit ullamcorper, mauris neque hendrerit ligula, et efficitur nibh odio sit amet felis. Nullam interdum elit eu eleifend maximus.

## Drop caps and paragraph spacing

---

### Lorem ipsum dolor sit amet.



Restia volo magnat ariorepel  
millum ea sunt oditaquo  
iducilluptas de nobita nonem  
res veliberum rem

**Z**orem ipsum dolor sit amet, consectetur adipiscing elit. Praesent non erat convallis, efficitur justo eget, cursus magna. Sed malesuada justo vitae quam egestas placerat in non dui. Praesent ullamcorper porta augue. Curabitur fermentum sapien in nibh porttitor, vel commodo nunc interdum. Ut leo ex, consectetur sed faucibus id, tempus et nisl. Cras ut aliquam felis. Curabitur finibus ligula eget magna semper pulvinar. Nam aliquet, augue ut hendrerit ullamcorper, mauris neque hendrerit ligula, et efficitur nibh odio sit amet felis. Nullam interdum elit eu eleifend maximus.

All publications material, must follow the design guidelines about drop caps and paragraph spacing defined in the templates on the right.

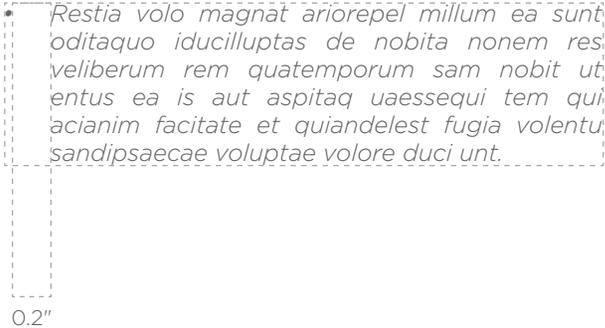
The paragraph spacing must follow the exact 10.5pt for each paragraph, while the Dropcaps use three lines.

# Bullets

---

**All publications must follow the design guidelines on the right.**

The bullet spacing should be at least 0.2"



## Spine of a book

---

Title of the book | Gotham Bold & light 9-24 Pt



Lorem ipsum | dolor sit amet

XXXX

the year the book is published | Gotham Light 9-24 Pt

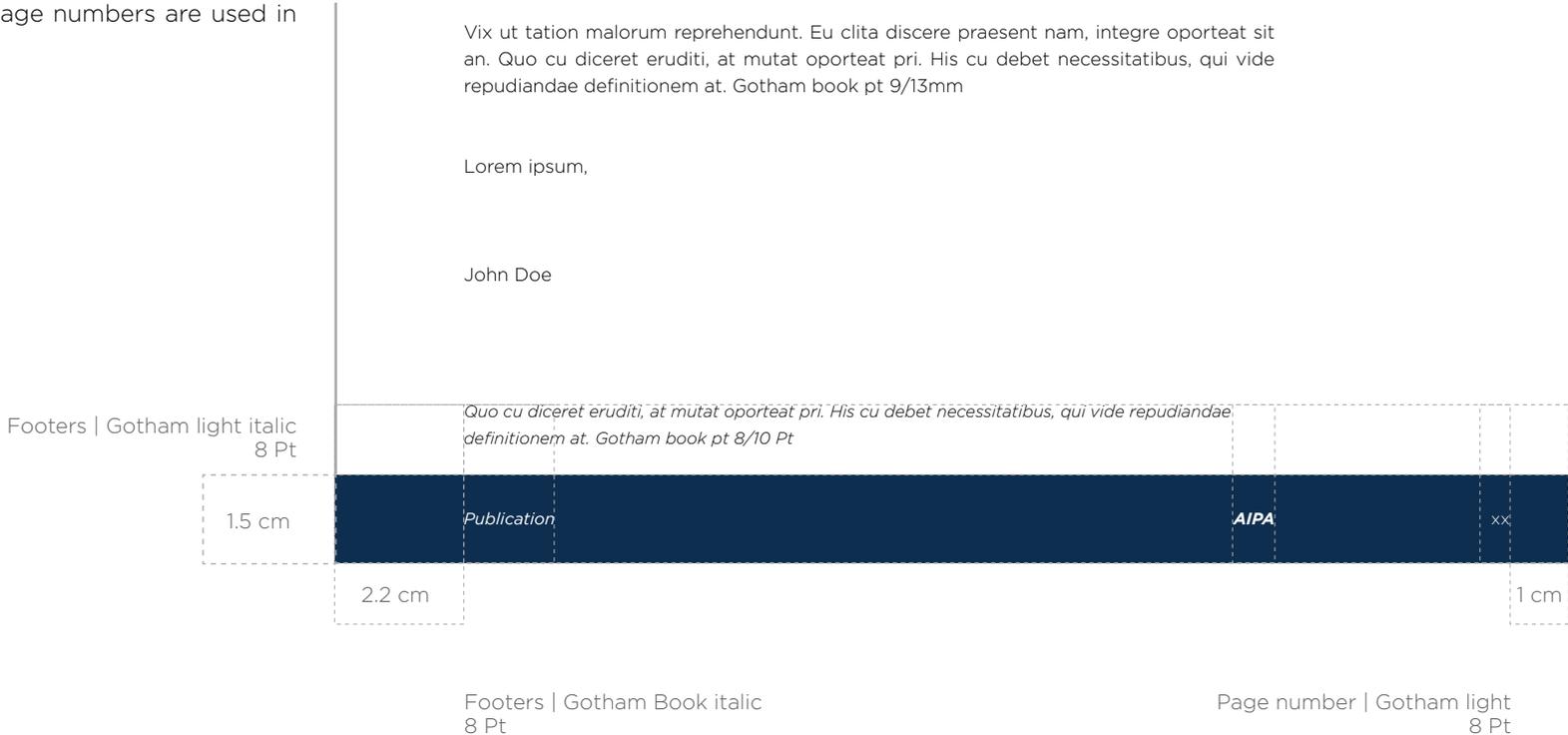
**Book spine is part of the identity used by AIPA to communicate the look and feel.**

The illustration on the left provides general description of how the AIPA brand on a book spine should look.

This is not deemed to be a definitive design as book spine size may differ, however by following this template as close as possible with an effective application of the brand elements, the AIPA brand can be maximized.

# Footnotes, footers and page number

Footnotes, footers, and page numbers are used in AIPA publications.



## Photo captions and credits

---

Captions are used to give detailed and proper information on the image displayed.

The minimum size of the text are mentioned in the templates on the left.



Caption here | Gotham light  
8 Pt



Credit here | Gotham light italic 6 Pt



# Maps

---

**We use the map to show a place we have never been before with the help of guidance from others who have come to it.**

With map and a few pointers, we can easily and quickly find the places we are looking for.

## 4. Other form of publication

---

Publication with partners and contractors	65	<b>Event examples</b>	
Biographies and CVs	66	Podium sign	77
Award certificate	67	Banners	78
Wrapping paper for present	68	Greeting cards	79
Invitation	70	<b>Press kit</b>	
Posters	71	Press release	80
Routing slip	72	Press statements	81
Promotional items	73	Media advisories	82
Sign and lettering on vehicles	74		
Flag	75		
Film and video	76		

# Publication with partners and contractors



Invitation is a part of corporate communication tools to inform the audience about a venue or event, held by AIPA.

The invitation is a one sided card with attractive design of AIPA symbol, used as a brand graphic.

## Template for publications

The grey areas serve as a placeholder for logo of partners or contractors images, graphics and colour areas.



# Award Certificate

DIVISION OF DESIGN AND DEVELOPMENT  
ASEAN INTER-PARLIAMENTARY ASSEMBLY

Presented to

Restia volo magnat ariorepel millum ea sunt  
oditaquo iducilluptas de nobita nonem res veliberum rem

Date



## Award certificate

---

The certificates are generally printed on high quality paper.

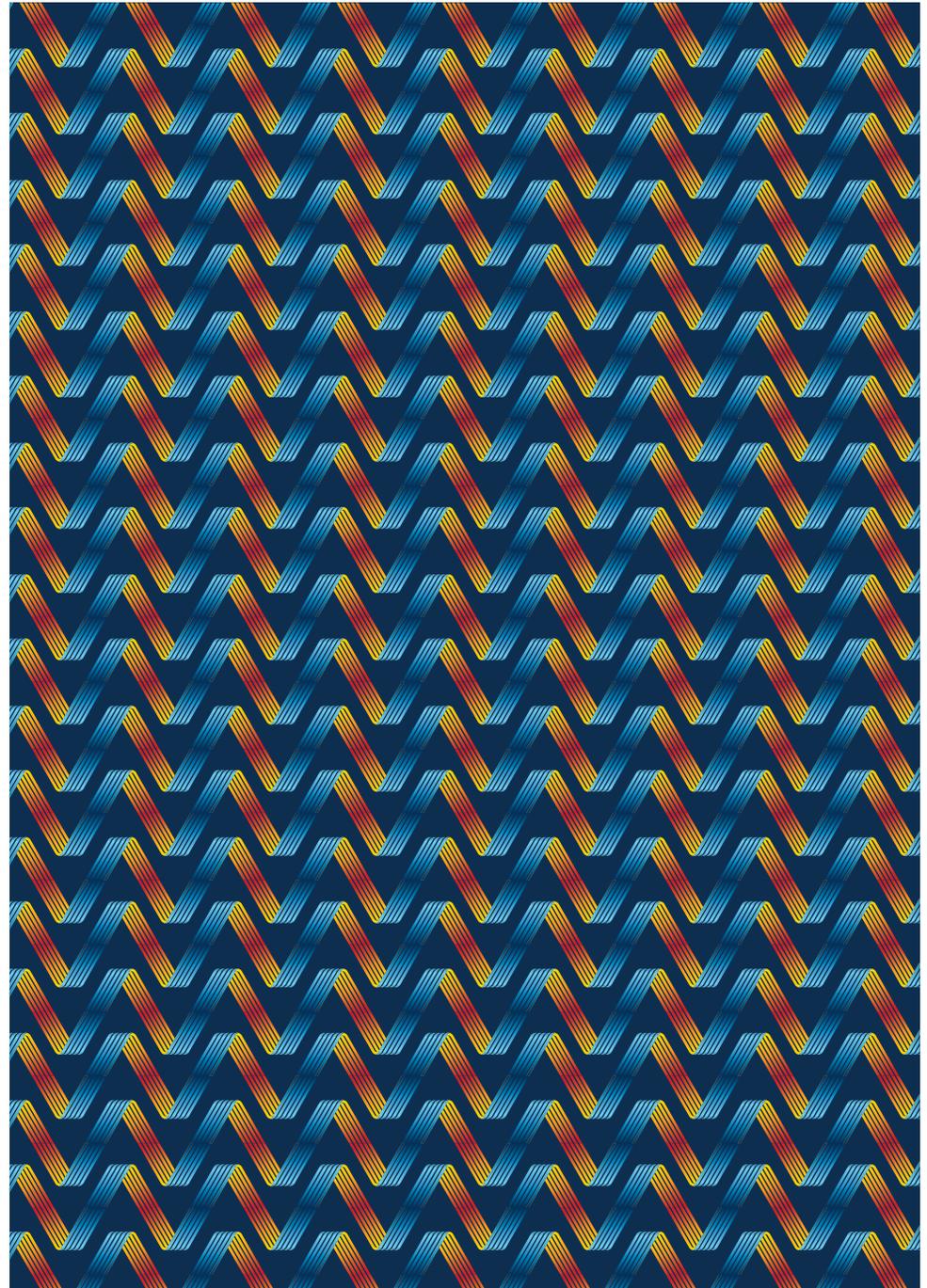
The design is exclusive and celebratory, depending on circumstance.

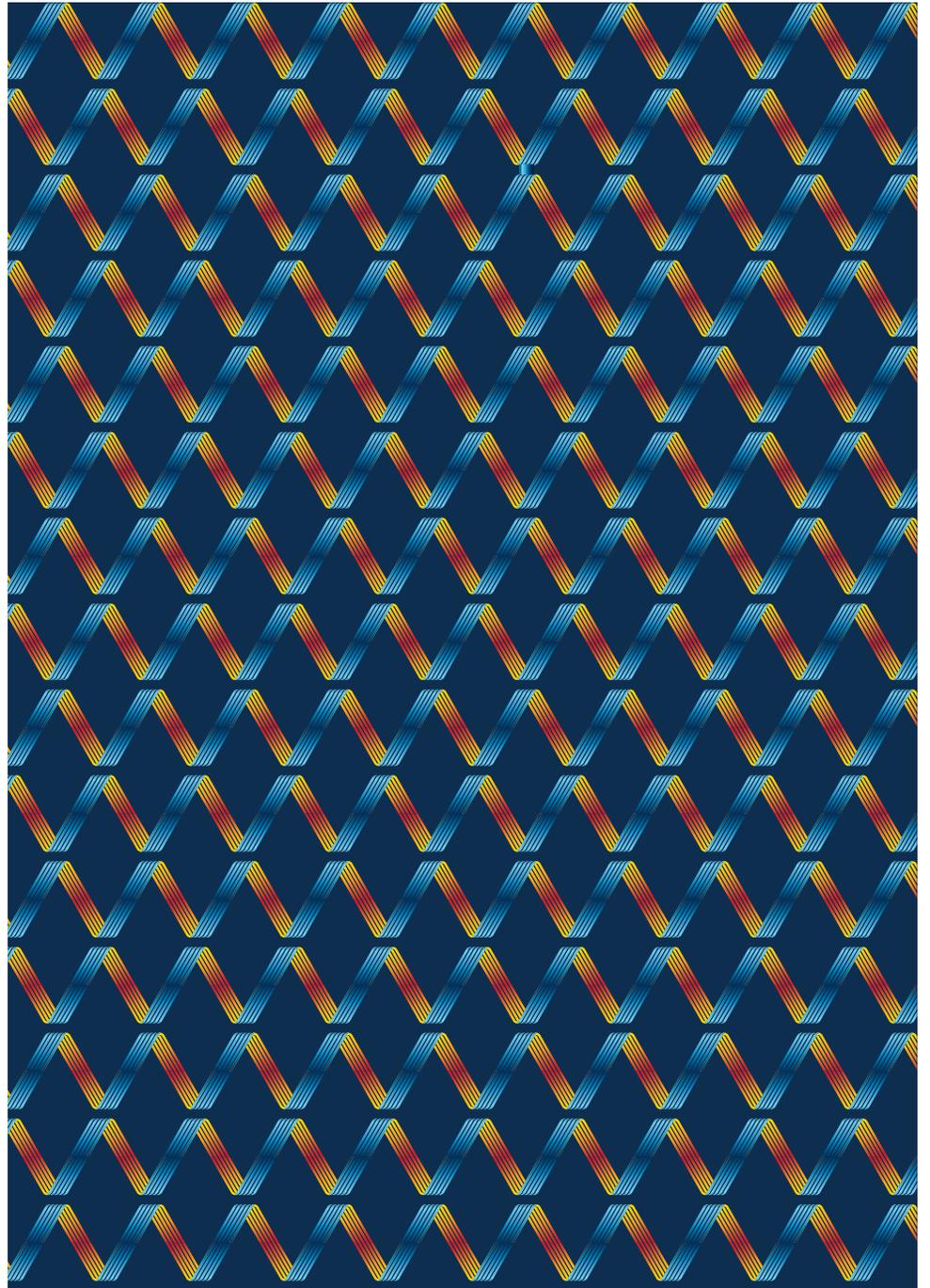
# Wrapping paper for present

---

**Wrapping paper used as gift or package wrapper for any occasion within the organization.**

The wrapping paper are designed with the idea of having AIPA symbol as brand pattern that spread beautifully accros the whole surface.





# Invitation

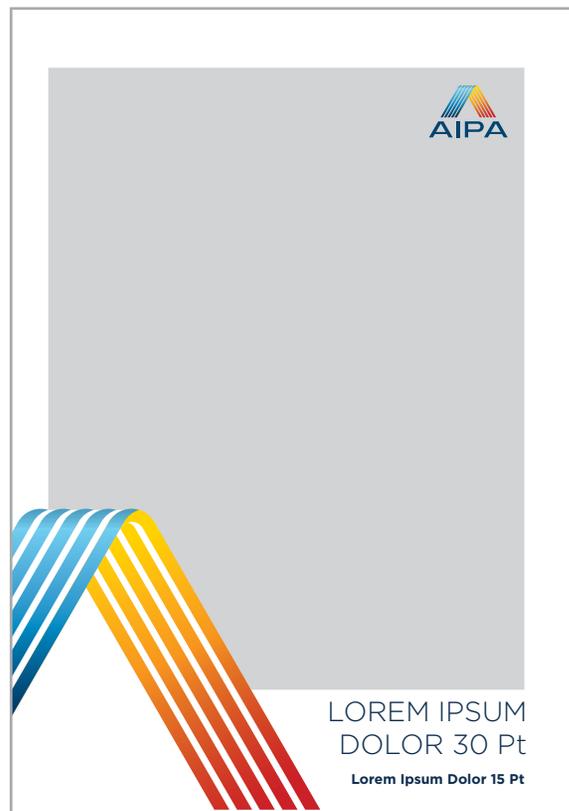
---

Invitation is a part of corporate communication tools to inform the audience about a venue or event, held by AIPA.

The invitation is a one sided card with attractive design of AIPA symbol, used as a brand graphic.



# Poster



Posters are used as a communication tools, to inform, educate, and to communicate.

The detailed design of the posters are mentioned in the templates on the left.



## Promotional items

---

**Promotional items act as gift, souvenir, and become a part of corporate campaign that help the audience to know about AIPA.**

Display on the left are several examples of the promotional items for AIPA.



## Sign and lettering on vehicles

---

The illustration on the right gives a general description of how the AIPA vehicle should look.

The car branding consists of AIPA logo on the front passenger doors, and the AIPA Brand Graphic on the back part of the vehicle.

This is not deemed to be a definitive design as vehicle types will differ, however by following this template as close as possible with an effective application of the brand elements, the AIPA brand can be maximized.



# Flag



## Film and video

---

The illustration on the right provides general description of how the AIPA brand on television or motion media should look.

The television information display consists of a set of news sticker on the bottom of the screen. The AIPA logo stands on the left panel, while name and description on the middle panel, and the AIPA brand graphic on the far right.

This is not deemed to be a definitive design as television show format and frame size will differ, however by following this template as close as possible with an effective application of the brand elements, the AIPA brand can be maximized.



## Event examples

### Podium sign

---



# Banner

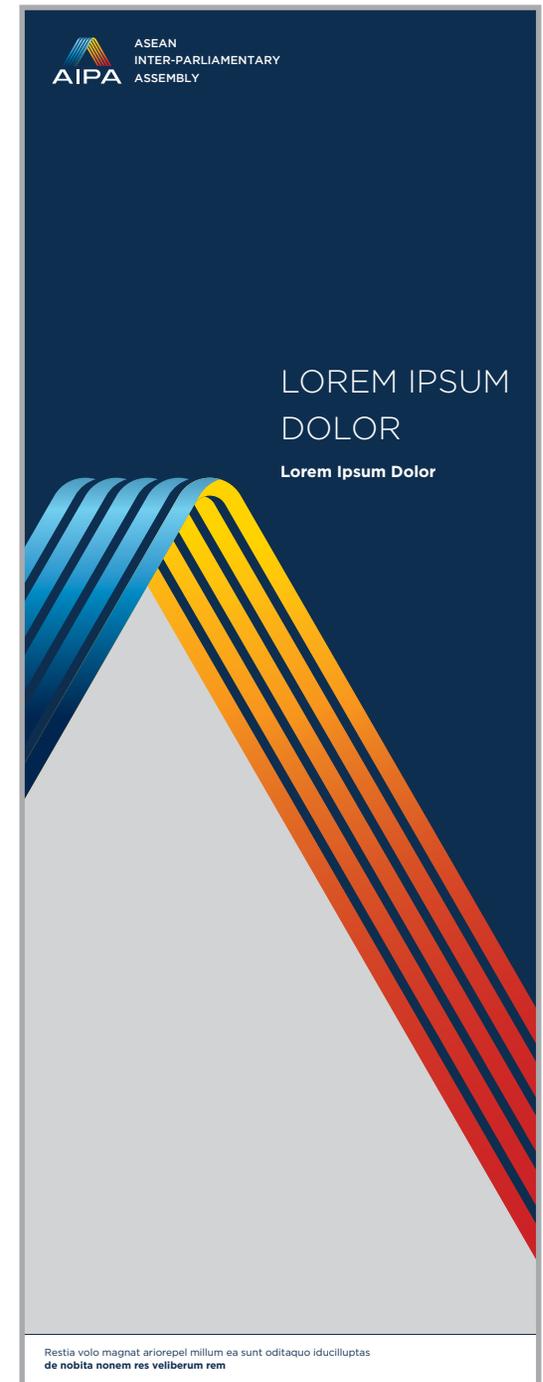
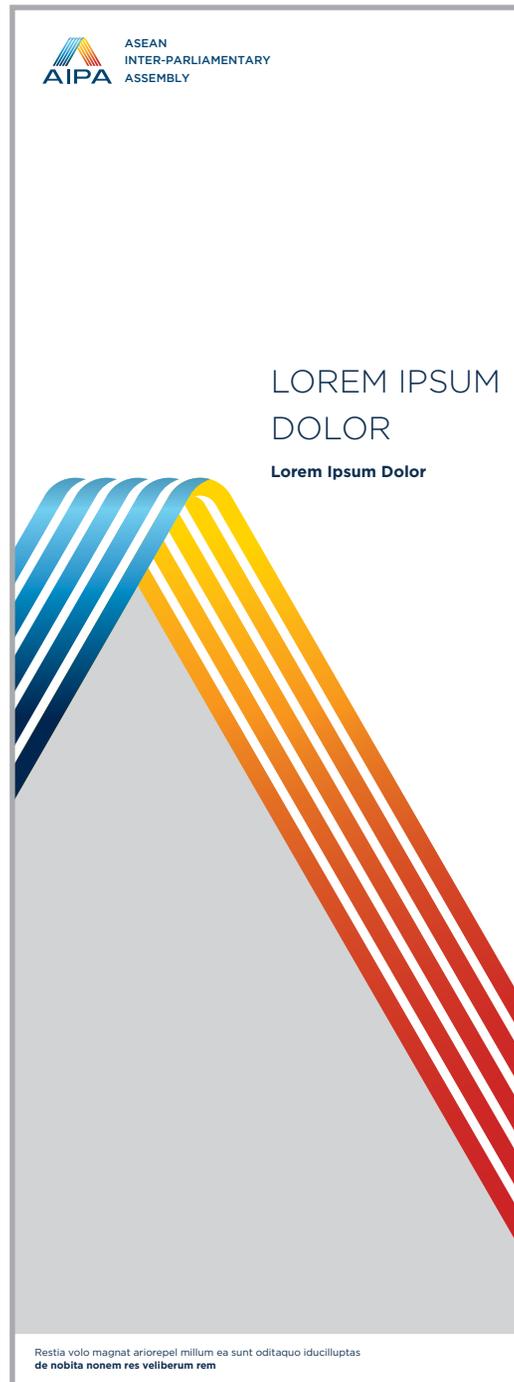
**Banners are used as communication tools on the events and venue. The following pages are Design Guidelines for banners.**

Banners are available in two types. For practical reasons, you are advised to work with two recommended size at all times, which is 60 x 160 cm, and 85 x 200 cm.

Where photography is not available, you may leave the image frame below the supergraphic blank.

## Template for banner

The grey areas serve as a placeholder for images, graphics and colour areas.





## Greeting cards

---



# Press kit

## Press release

## Press statements

## Media advisories



**AIPA**  
ASEAN  
INTER-PARLIAMENTARY  
ASSEMBLY

# PRESS RELEASE

**Headline here bold 20 pt**  
**Secondary headline here medium 15 pt**

Impedit ullamcorper conseq.

Melior facilis pri id. Sed solet forensibus an. Probo corrupti sea eu, cum iudico perfecto assentior no. An reque aeterno philosophia mea, integre inermis vel ne, usu eu tota malis adversarium.

Vix ut tation malorum reprehendunt. Eu clita discere praesent nam, integre oporteat sit an. Quo cu diceret eruditi, at mutat oporteat pri. His cu debet necessitatibus, qui vide repudiandae definitionem at.

Nec ex quem iusto temporibus, ad probo tractatos nam, at mollis consequuntur definitiones ius. Cu vis porro corrupti, ne sea vitae gubergren, an elaboraret interpretaris cum. Eos et latine accusamus, ei ius choro senserit patrioque. At vix esse instructor, choro inimicus omittantur vix id. Facer exerci democritum vim ut.

Cu dicant veniam minimum qui, ad sea accusamus assueverit concludaturque, sit ea malis clita hendrerit. Et munere eripuit vix, nam dicunt offendit cu. Timeam abhorreant nec an. Cu sale detraxit vel, vim in recteque consequat.

Vix ut tation malorum reprehendunt. Eu clita discere praesent nam, integre oporteat sit an. Quo cu diceret eruditi, at mutat oporteat pri. His cu debet necessitatibus, qui vide repudiandae definitionem at. Gotham book pt 9/13mm

DPR RI Building, Nusantara III, 6th floor  
Jalan Gatot Subroto, Senayan  
Jakarta 10270, Indonesia

T • +62 21 5715511, +62 21 5715691  
F • +62 21 5731319  
E • aipa@aipasecretariat.org

www.aipasecretariat.org

For release [Time, AM/PM Time Zone, Date]



**AIPA**  
ASEAN  
INTER-PARLIAMENTARY  
ASSEMBLY

# PRESS STATEMENT

**Headline here bold 20 pt**  
**Secondary headline here medium 15 pt**

Impedit ullamcorper conseq.

Melior facilis pri id. Sed solet forensibus an. Probo corrupti sea eu, cum iudico perfecto assentior no. An reque aeterno philosophia mea, integre inermis vel ne, usu eu tota malis adversarium.

Vix ut tation malorum reprehendunt. Eu clita discere praesent nam, integre oporteat sit an. Quo cu diceret eruditi, at mutat oporteat pri. His cu debet necessitatibus, qui vide repudiandae definitionem at.

Nec ex quem iusto temporibus, ad probo tractatos nam, at mollis consequuntur definitiones ius. Cu vis porro corrupti, ne sea vitae gubergren, an elaboraret interpretaris cum. Eos et latine accusamus, ei ius choro senserit patrioque. At vix esse instructor, choro inimicus omittantur vix id. Facer exerci democritum vim ut.

Cu dicant veniam minimum qui, ad sea accusamus assueverit concludaturque, sit ea malis clita hendrerit. Et munere eripuit vix, nam dicunt offendit cu. Timeam abhorreant nec an. Cu sale detraxit vel, vim in recteque consequat.

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For release [Time, AM/PM Time Zone, Date]



**AIPA**  
ASEAN  
INTER-PARLIAMENTARY  
ASSEMBLY

# MEDIA ADVISORIES

**Event** : Charity

**Date & Time** : Tues, July 24, 6 - 9 p.m.

**Place** : Lorem Ipsum Cultural Arts Center  
1712 Oretha Castle Haley Boulevard

**Participant** : Meliore Facillisis, Prid Sed, Soleat Forensibus, Probo Corruptit,  
Sea Eu, Cum Ludico, Perfecto Assentior

**Contact** : Shabrina Hazania Basri  
+62 811 9961 888 shabrina@aipasecretariat.org

**SUMMARY** :  
Melior facilis pri id. Sed solet forensibus an. Probo corrupti sea eu, cum iudico perfecto assentior no. An reque aeterno philosophia mea, integre inermis vel ne, usu eu tota malis adversarium.

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**Contacts**

For more information or questions about the guidelines, please contact [aipa@aipasecretariat.org](mailto:aipa@aipasecretariat.org).

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