

SEAFDEC STANDARDS FOR OFFICIAL DOCUMENTS AND STATIONERIES

The Southeast Asian Fisheries Development Center (SEAFDEC) is an autonomous intergovernmental body established as a regional treaty organization in 1967 to promote sustainable fisheries development in Southeast Asia. SEAFDEC currently comprises 11 Member Countries¹ and operates through the Secretariat located in Thailand and five Departments, namely: the Training Department (TD) in Thailand; the Marine Fisheries Research Department (MFRD) in Singapore; the Aquaculture Department (AQD) in the Philippines; the Marine Fishery Resources Development and Management Department (MFRDMD) in Malaysia; and the Inland Fishery Resources Development and Management Department (IFRDMD) in Indonesia.

The SEAFDEC Standards for Official Documents and Stationeries is developed to serve as guide on how SEAFDEC should be publicized while preserving its identity. It contains the visual expression of harmonized elements of the SEAFDEC Secretariat and Departments. The established SEAFDEC Standards are intended for use by SEAFDEC in the preparation of official documents, publications, information materials, stationeries, and by partner organizations/agencies for specific purposes.

SEAFDEC Theme Color

The SEAFDEC theme color since its establishment is greenish blue as shown below with its specifications.



Hex code: #3c92b3

CMYK: 75, 30, 20, 0

RGB: 60, 146, 179

SEAFDEC Logo

The SEAFDEC logo should be displayed in all SEAFDEC official documents, publications, information materials, stationeries, name cards, PowerPoint presentations, and certificates. The logo, in SEAFDEC theme color and its specifications, is shown below.



Ratio: 1.00 (height) × 1.33 (width)

Minimum resolution: 300 ppi (print) and 72 ppi (webpage)

Color and background variations

¹ SEAFDEC Member Countries: Brunei Darussalam, Cambodia, Indonesia, Japan, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam

Legibility must be ensured when the SEAFDEC logo is used in colored backgrounds. The black and white versions of the logo can be used as appropriate, *e.g.* on light or dark background. The master files of the images are downloadable from www.seafdec.org.

Stationeries

Letterhead

The following is an example of letterhead that the Secretariat is using. For the Departments, the full name of the Department and address at the top should be of the Department to which the letterhead belongs. Below, the full names and addresses of the Departments should start with Secretariat followed by other Departments arranged in chronological order of their establishment. The full names of the Departments should be in title case (the first word and all other words are capitalized except for articles, conjunctions, and prepositions). The logo and full name of the Departments should be in SEAFDEC theme color. The size of the paper to be used is A4, with the following margin: from top = 0.5 cm; left = 1.0 cm; and right margin = 1.0 cm.



SOUTHEAST ASIAN FISHERIES DEVELOPMENT CENTER

SEAFDEC Secretariat

P.O. Box 1046, Kasetsart Post Office, Chatuchak, Bangkok 10903, Thailand; Tel: +66 2940 6326; Fax: +66 2940 6336; www.seafdec.org

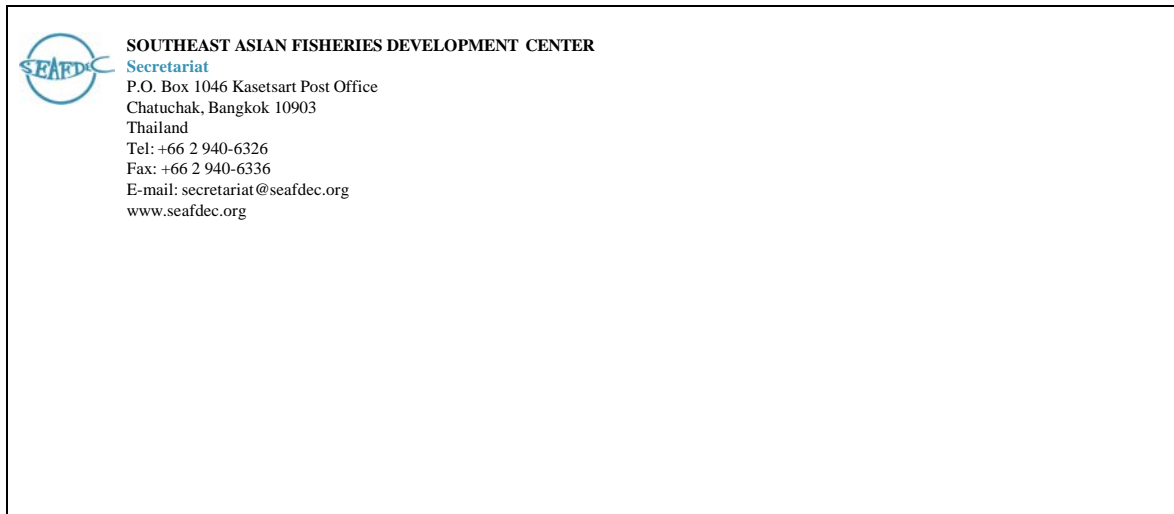
Training Department (TD) P.O. Box 97 Phrasamutchedi, Samut Prakan 10290, Thailand Tel: +66 2425 6100 Fax: +66 2425 6110 +66 2425 6111 www.seafdec.or.th	Marine Fisheries Research Department (MFRD) 2 Perahu Road, Off Lim Chu Kang Road, Singapore 718915 Tel: +65 6790 7973 Fax: +65 6861 3196 www.seafdec.org/mfrd	Aquaculture Department (AQD) Buyu-an, Tigbauan, 5021 Iloilo, Philippines Tel: +63 33 330 7000 +63 33 511 9171 Fax: +63 33 330 7002 www.seafdec.org.ph	Marine Fishery Resources Development and Management Department (MFRDMD) Taman Perikanan, Chendering, 21080 Kuala Terengganu, Malaysia Tel: +609 617 5940, 617 1543 Fax: +609 617 5136, 617 4042 www.seafdec.org.my	Inland Fishery Resources Development and Management Department (IFRDMD) Jl. Gub. HA. Bastari No.08 RT.29 RW.07 Kel. Silaberanti Kec. Seberang Ulu 1, Jakabaring, Palembang 30252 Sumatera Selatan, Indonesia Tel: +62 711 5649600; Fax: +62 711 5649601 www.seafdec.or.id
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Letter envelope

The following is an example of return mailing address in the letter envelope that the Secretariat is using. For the Departments, the full name and address should be of the Department to which the letter

envelope belongs. The full name of the Department should be in title case. SEAFDEC theme color should be used for the SEAFDEC logo and full name of the Department.



Header of working/reference papers

The following is the template that should be followed for working/reference papers. The title of the events should be in title case. The logo should be in SEAFDEC theme color or black. The font type of the header of the working papers and context should be “Times New Roman.”



<Title of SEAFDEC event>
<Venue>
<Date>

WP or REF<number>

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