

ASIAN DEMOCRATIC LEADERS' ALLIANCE (ADLA) LOGO

Design Rationale



The Asian Democratic Leaders' Alliance (ADLA) logo is a combination mark which comprises a symbol and the brand name "Asian Democratic Leaders' Alliance". The letter "D" embodies a blue arrow, visually seen as a steadfast graphic that is up-folded (or originated) from the letter "D", signifying the mission of the alliance which is to advance and promote democratic leadership and governance in Asia. The letter "D" is enveloped in a circle shape representing the notions totality, wholeness and timelessness. It connotes the effort and common interest of leaders and organisations, as an alliance, in making democracy work for everyone.

The brand name is typeset in a sans-serif typeface to exude modernity and relevancy.