VISUAL
IDENTITY

Asia-Pacific Dialogue on Heritage and Authenticity

HA NOI - NINH BINH, VIET NAM
27 September - 1 October, 2026

Symbol

5 layers of meaning condensed into one system

Flow & Transformation — Heritage adapts to a changing world.
Fracture & Reconnection — Restoration, reconstruction, and maintaining continuity.
Flow — Living heritage expressed through generations, memories, beliefs, and practices.
Connected Nodes — Communities and knowledge holders who preserve and pass on knowledge.
Convergence — Diverse perspectives and regional voices contributing to global heritage practice.

Symbolic Elements

Built heritage is far more than static monuments; it is an evolving ecosystem where tangible fabric and living traditions intersect. Through interlocking modular forms, the visual identity embodies the physical construction and conservation of built heritage. Communities stand at the core as true custodians of authenticity, sustaining an invisible network of intergenerational knowledge and local wisdom. As diverse pathways and voices converge into a unified structure, heritage becomes a dynamic driver for sustainable development and collective resilience

Interconnecting nodes converging into the iconic 1972 World Heritage Convention emblem

Broken lines mended, fragmented pieces woven back together into an enduring whole.

Woven matrix: The craft of weaving embodies the symbiotic relationship between human craftsmanship, nature, and cultural memory. Single strands of natural fiber, fragile on their own, gain structural integrity and strength only when intricately bound and interlaced. This represents the architectural and communal foundation of heritage.

Radiating arcs signify heritage under pressure: the continuous impact of urbanization, climate change, tourism, and evolving technologies.

Flowing Waves (The Living Current): Heritage beyond physical form—living through rituals, memory, beliefs, and community practices.

Symbol & Typography Usage

01 — Horizontal Lockup
Icon on the left + conference name on the right

Used for covers, websites, documents, horizontal banners, and email signatures.

Asia-Pacific Dialogue on Heritage and Authenticity

02 — Vertical Lockup
Icon positioned above + conference name below

Used for posters, backdrops, social media, signage, and promotional materials.

Asia-Pacific Dialogue on Heritage and Authenticity

Colors

A color palette inspired by the natural environment, materials, and cultural memories of the Asia–Pacific region.
Deep teal and green represent life, flow, and connection; earth, beige, and red tones evoke land, materials, craftsmanship, and cultural memory; soft blue expands the association with the Pacific Ocean and exchange among communities.

Set against a white background, the colors form a diverse yet harmonious system, reflecting the spirit of the program: many identities – many voices – converging in a shared dialogue.

NATURAL HERITAGE COLOR PALETTE

Deep teal
depth, knowledge, ocean
Green
life, community, continuity

CULTURAL HERITAGE COLOR PALETTE

Earth / Terracotta
memory, heritage materials, people
Ochre
craftsmanship, earth, time

Heritage · Dialogue · Authenticity · Connection · Continuity · Contemporary Asia-Pacific

Color version

Original

Monochrome

Color version

Original version with color background

Monochromatic version on a colored background

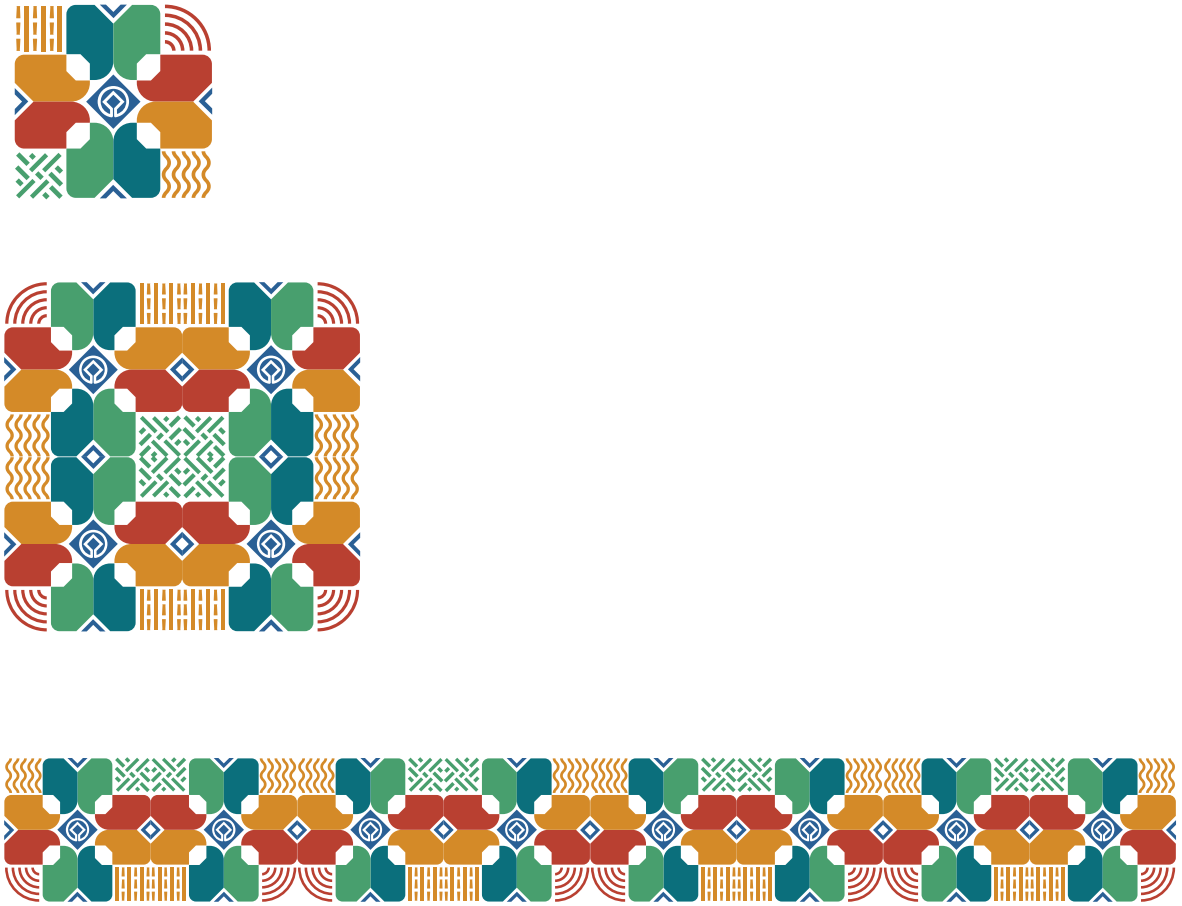
Visual Pattern

When repeated in a 2×2 arrangement, these nodes form a grid network. This connects particularly well with two themes:

Communities & Knowledge Holders
the nodes / network represent communities
and
Contested Values & Regional Voices
many different modules come together to create a shared structure.

Meanwhile, the flowing, curved, and interwoven lines along the edges can be connected to the three remaining themes.

A single DNA pattern can be transformed, cropped, scaled, stretched, or modularly split to represent each session:



The heritage modules are repeated and interconnected, creating a shared visual language for the Asia–Pacific dialogue.

Visual Pattern

The pattern can be flexibly transformed, rotated, and rearranged across modules to adapt to different layouts and design applications.
However, the World Heritage emblem must always remain upright and unrotated, ensuring consistency and maintaining its recognizability within the visual system.

Note:

Font

ENG

Mulish

Mulish Bold

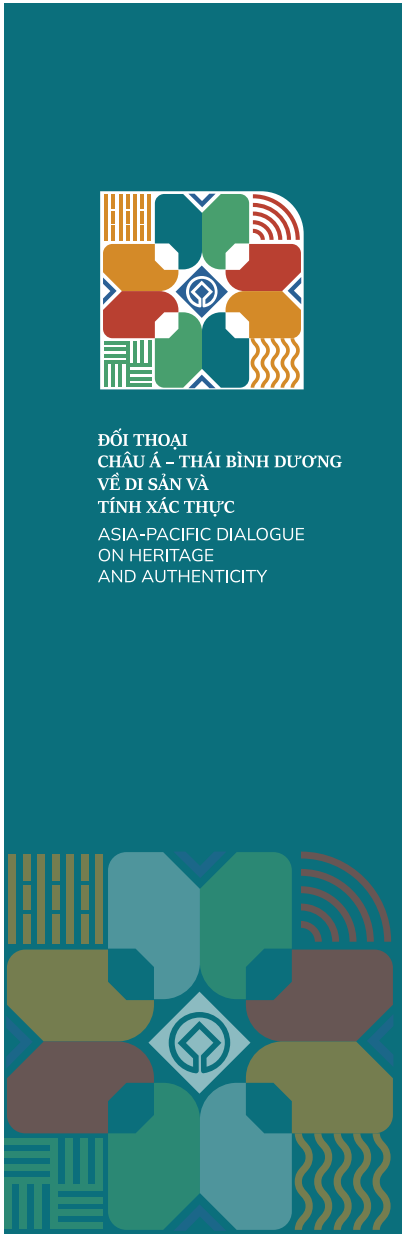
Mulish Medium

Mulish Regular

Mulish Regular

AĂÂBCDĐEIGHIKLMNÔƠ
PQRSTUƯVWXYZ

aăâbcdđeighiklmnôơ
pqrstuưvwxyz

1234567890

Application