**DIGITAL TRANSFORMATION
OF ASIAN HIGHER EDUCATION**

D 6.8 PROJECT PROMO PACK

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RESULT OVERVIEW

Title:	Project Promo Pack
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Abstract:	This document contains the *DIGITAsia* project promo pack, including its visual identity and key communication materials. It features the project logo, an informative flip book, as well as printables like a poster, banner, nametag and stickers.
Key words:	dissemination, promo pack, flip book, logo, printables

EXECUTIVE SUMMARY

This document presents the DIGITAsia project promotional pack, which encompasses the complete visual identity of the project. Included are the official project logo and a comprehensive flip book detailing the project's goals, activities, key results, and partner institutions. Additionally, the promo pack features a range of printable materials, such as the project poster, banner, nametag and stickers, designed to support consistent and effective communication of the project's brand and mission. These materials are aligned with our online presence, including the DIGITAsia website (https://digitasia.utm.my/) and social media channels, such as our Facebook page (https://www.facebook.com/people/DigitAsia-Project/61572587845083/?_rdr).
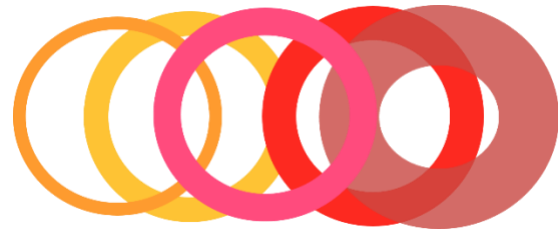
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1. DIGITAsia Logo

The DIGITAsia logo features five vibrant, interlinked circles, symbolizing unity and diversity. The colours reflect the official project palette, reinforcing identity and cohesion. They are extracted from the partners logo(s) in order to symbolize and communicate some really powerful ideas:

- **Yellow**: Optimism, clarity, and intellect. It represents **enlightenment**, curiosity, and the joy of learning.
- **Pink**: Creativity, compassion, and approachability. It adds a human, nurturing touch— signaling **student support**, inclusivity, and community.
- **Orange**: Enthusiasm, innovation, and encouragement. It symbolizes **bold thinking**, energy in learning, or **forward-looking pedagogy.**
- **Red**: Passion, strength, and action. In an education context, it means drive, ambition, and **leadership.**

 The logo is available in two versions: one with the full DIGITAsia wordmark and another with just the symbolic circles for versatile use across media and branding platforms.

Picture 1: DIGITAsia wordmark logo

Picture 2: DIGITAsia circles logo

2. DIGITAsia Flip Book

The DIGITAsia project flip book is a comprehensive and visually engaging resource that outlines the core elements of the project. It includes detailed information on the project's aims, allocated budget, and specific objectives. Additionally, the flip book introduces the project partners, breaks down the work packages, and highlights the expected impact of the initiative. Designed for both clarity and accessibility, the flip book serves as a key tool for communicating the essence and scope of DIGITAsia to diverse audiences.
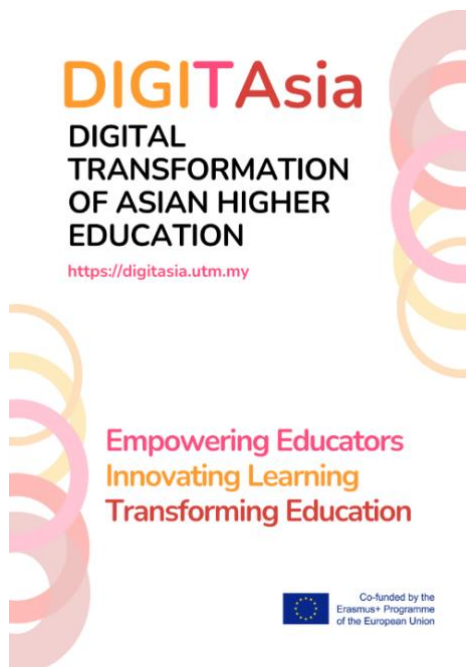

Picture 3: DIGITAsia Flip Book front page

The full version of the flip book is available online:
https://projekti.hr/sites/default/files/FlipBooks/DIGITAsia/index.html

3. DIGITAsia Printables

DIGITAsia project printables are designed to visually represent the project's identity across various formats. They include an A3 poster, a name tag for project events, an 85x200 cm outdoor banner and two types of stickers: one intended for items purchased using project funds, and another for general-purpose use. Each item features the official project slogan Empowering Educators, Innovating Learning, Transforming Education, the official colours, and the distinctive project logo, ensuring consistent and professional branding across all materials.

Picture 4: DIGITAsia Poster side 1

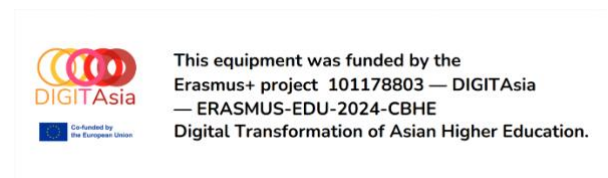*Picture 5: DIGITAsia Poster side 2*

Picture 6: DIGITAsia Name tag

Picture 7: DIGITAsia Outdoor banner

Picture 8: DIGITAsia General-purpose stickers

Picture 9: DIGITAsia Equipment sticker type 1

Picture 10: DIGITAsia Equipment sticker type 2