

# SEA DREAM BRAND & EDITORIAL GUIDELINES

2026 Version

Developing Health Research Excellence and  
Mentorship in Southeast Asia Programme

**MANUAL**



The SEA DREAM visual identity establishes a consistent and recognisable brand across all communications. These guidelines define the correct use of the programme's visual elements to ensure clarity, professionalism, and brand consistency across digital, print, and promotional materials.

# BRAND IDENTITY

Consistent application of the typography system reinforces the SEA DREAM brand and ensures a cohesive visual experience across all touchpoints.

## HEADLINE FONT

**ANTONIO**  
*antonio*

## SUBHEADING FONT

**ROBOTO**  
*roboto*

## BODY FONT

**APTOS**  
*aptos*

**Aa**

Bold

*Aa*

Italics

Aa

Underline

**Aa**

Bold

*Aa*

Italics

Aa

Underline

**Aa**

Bold

*Aa*

Italics

Aa

Underline

# FONTS

Bold and condensed, creating a strong visual impact while conveying confidence, clarity, and a modern identity.

Modern and structured, providing a clear visual hierarchy while maintaining a balanced and professional appearance.

Rounded and highly legible, ensuring comfortable reading and clear communication across both digital and print materials.

The SEA DREAM typography system provides a clear and consistent foundation for all communications. By using the approved typefaces and maintaining a defined hierarchy, the brand achieves a cohesive visual identity that is legible, professional, and adaptable across all media.

# FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz



LOREM IPSUM

Dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

PRIMARY  
AND SUPPORTING

The SEA DREAM colour palette is designed to create a clear, consistent, and recognisable visual identity. Each colour serves a distinct purpose while working together to achieve balance, accessibility, and versatility across all communications.



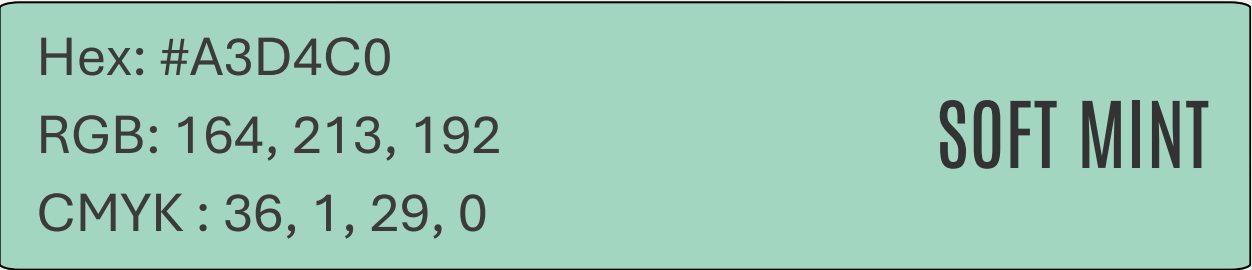
Hex: #17926D  
RGB: 164, 213, 192  
CMYK: 83, 20, 71, 4

SEA GREEN



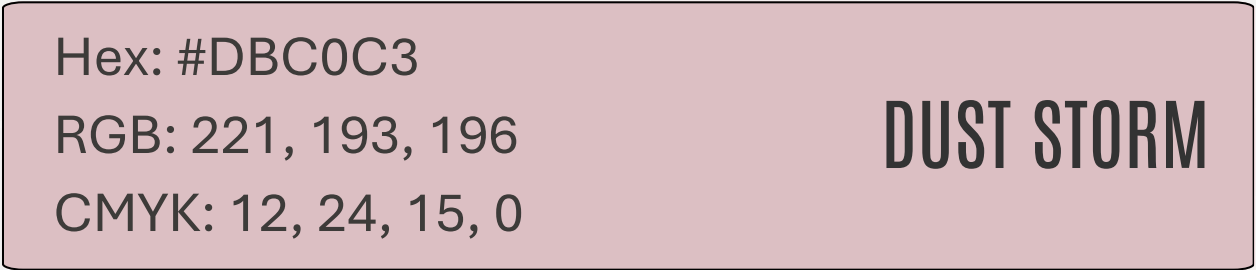
Hex: #A22023  
RGB: 163, 33, 36  
CMYK: 24, 99, 98, 19

CARMINE RED



Hex: #A3D4C0  
RGB: 164, 213, 192  
CMYK : 36, 1, 29, 0

SOFT MINT



Hex: #DBC0C3  
RGB: 221, 193, 196  
CMYK: 12, 24, 15, 0

DUST STORM

Their consistent application strengthens brand recognition and creates a cohesive visual identity across digital, print, and promotional materials.

COLOR

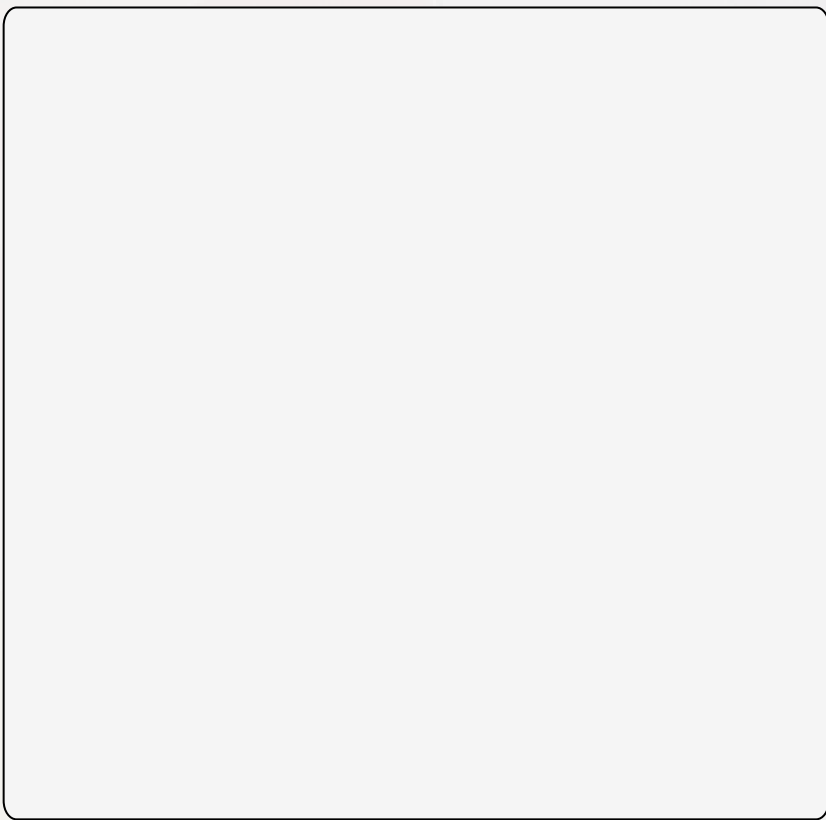
# NEUTRALS



CHARCOAL GRAY

Hex: #333333

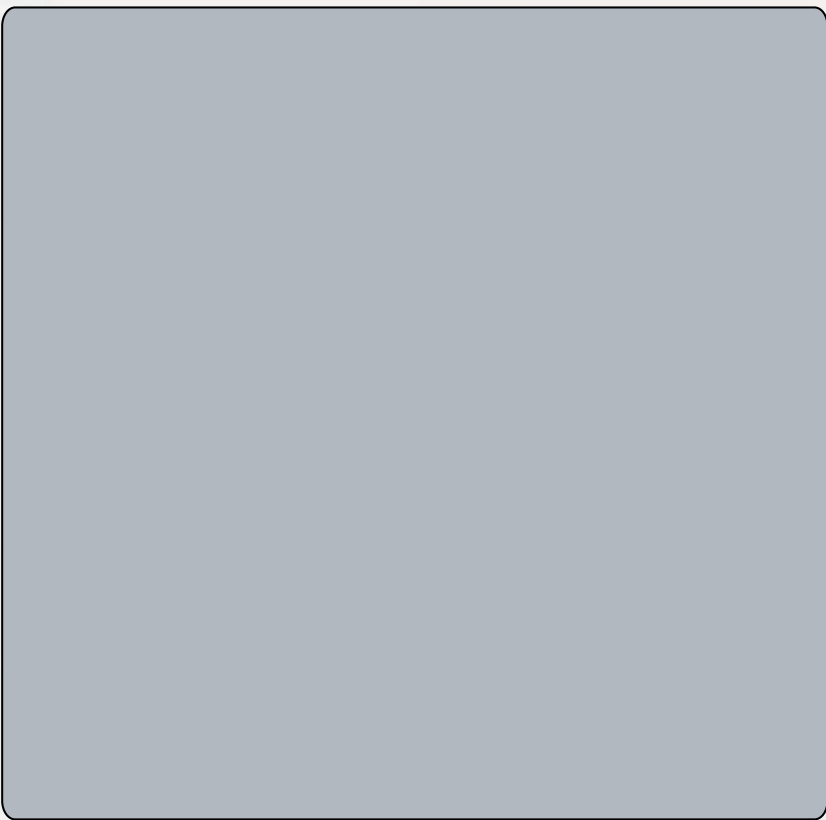
|         |       |
|---------|-------|
| C: 69 % | R: 52 |
| M: 63%  | G: 51 |
| Y: 62%  | B: 51 |
| K: 58%  |       |



CULTURED GRAY

Hex: F3F3F4

|       |        |
|-------|--------|
| C: 0% | R: 243 |
| M: 0% | G: 244 |
| Y: 0% | B: 244 |
| K: 4% |        |



FRENCH GRAY

Hex: #B5BCC8

|        |        |
|--------|--------|
| C: 29% | R: 181 |
| M: 20% | G: 188 |
| Y: 14% | B: 200 |
| K: 0%  |        |

COLOR

# ACCENTS

INDIGO DYE

Hex: #264F71  
RGB: 38, 78, 113  
CMYK: 91, 68, 34, 56

MAYA BLUE

Hex: #5DA7D3  
RGB: 94, 168, 211  
C: 61, 20, 5, 0

ROYAL PURPLE

Hex: #5B3F87  
RGB: 92, 64, 135  
CMYK: 78, 89, 14, 2

LAVENDER GRAY

Hex: #9C8EBF  
RGB: 157, 143, 192  
C: 40, 44, 2, 0

BURNT SIENNA

Hex: #C86A3F  
RGB: 200, 106, 64  
C: 17, 68, 83, 4

DUSTY PEACH

Hex: #D4AD89  
RGB: 212, 173, 137  
C: 17, 31, 48, 0

GOLD OCHRE

Hex: #C19B32  
RGB: 193, 155, 50  
C: 25, 36, 97, 2

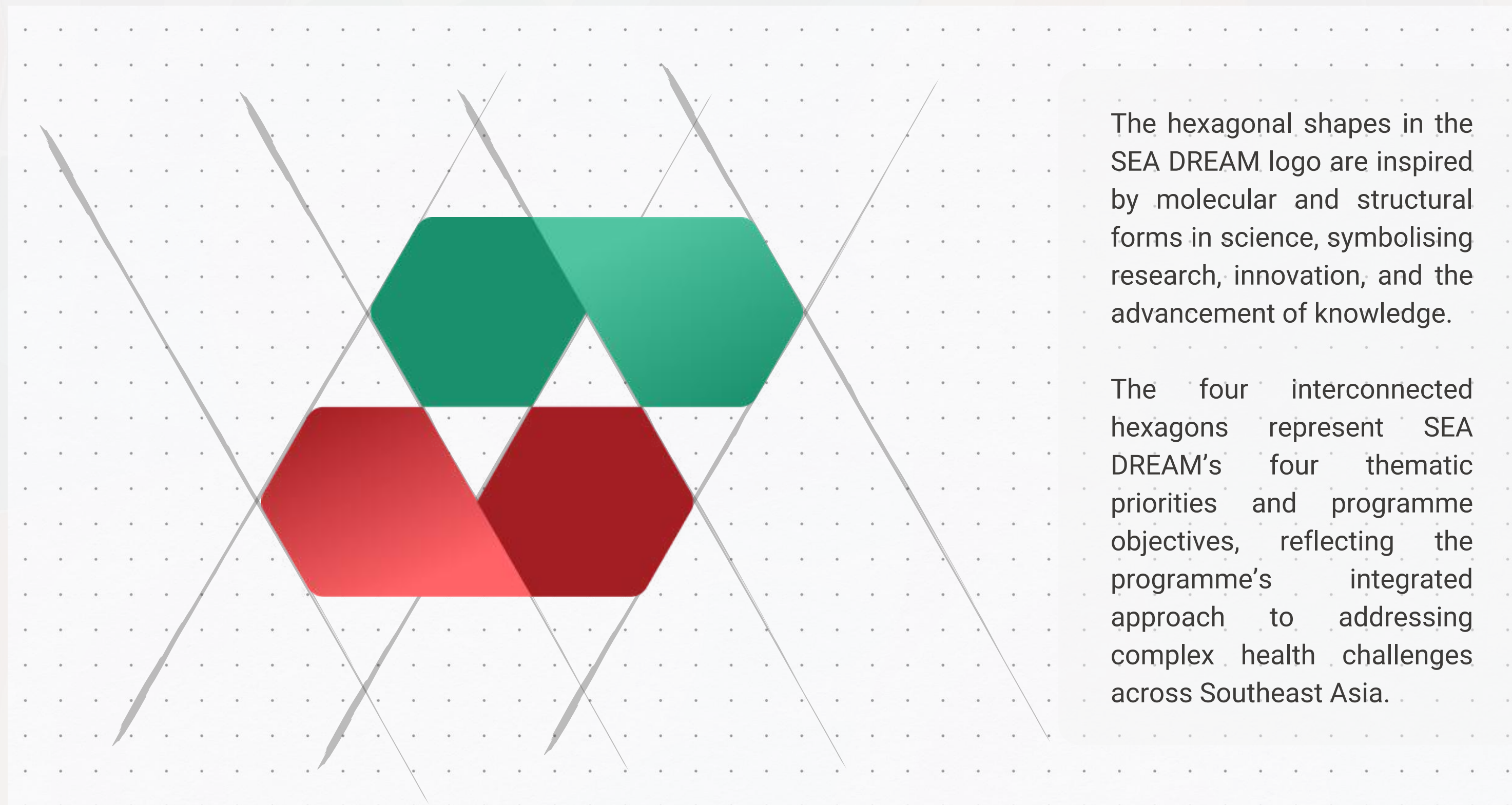
SOFT BUTTER YELLOW

Hex: #E3D480  
RGB: 227, 212, 129  
C: 12, 11, 60, 0

# COLOR

The SEA DREAM logo is the primary visual representation of our programme and should be used consistently across all communications, publications, presentations, and promotional materials. The approved logo versions provided below help ensure a clear, professional, and recognizable identity across all platforms and audiences.

# LOGO



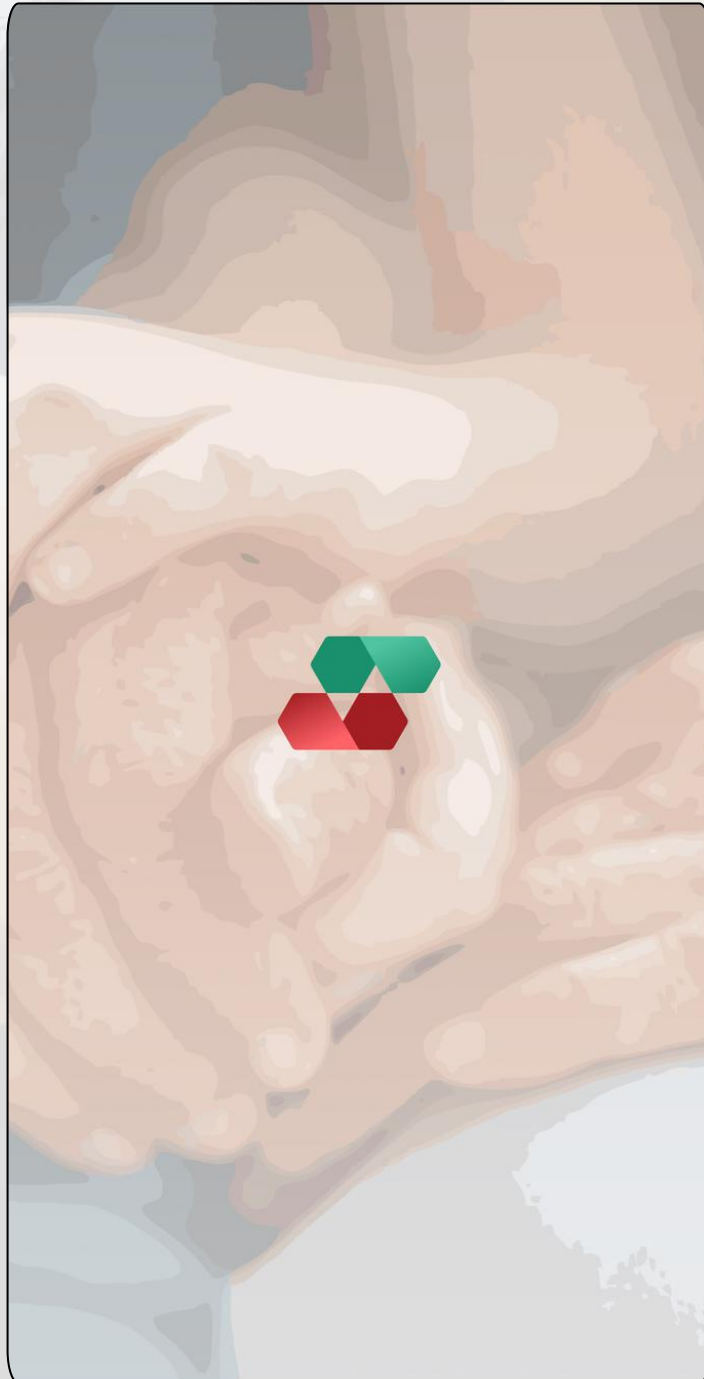
The hexagonal shapes in the SEA DREAM logo are inspired by molecular and structural forms in science, symbolising research, innovation, and the advancement of knowledge.

The four interconnected hexagons represent SEA DREAM's four thematic priorities and programme objectives, reflecting the programme's integrated approach to addressing complex health challenges across Southeast Asia.

The interlocking design illustrates collaboration and partnership, bringing together researchers, mentors, and institutions across the region to advance health research excellence. Together, the geometric arrangement forms a subtle "S" shape, representing SEA DREAM and Southeast Asia.

# LOGO

## VARIATIONS



ICON



HORIZONTAL



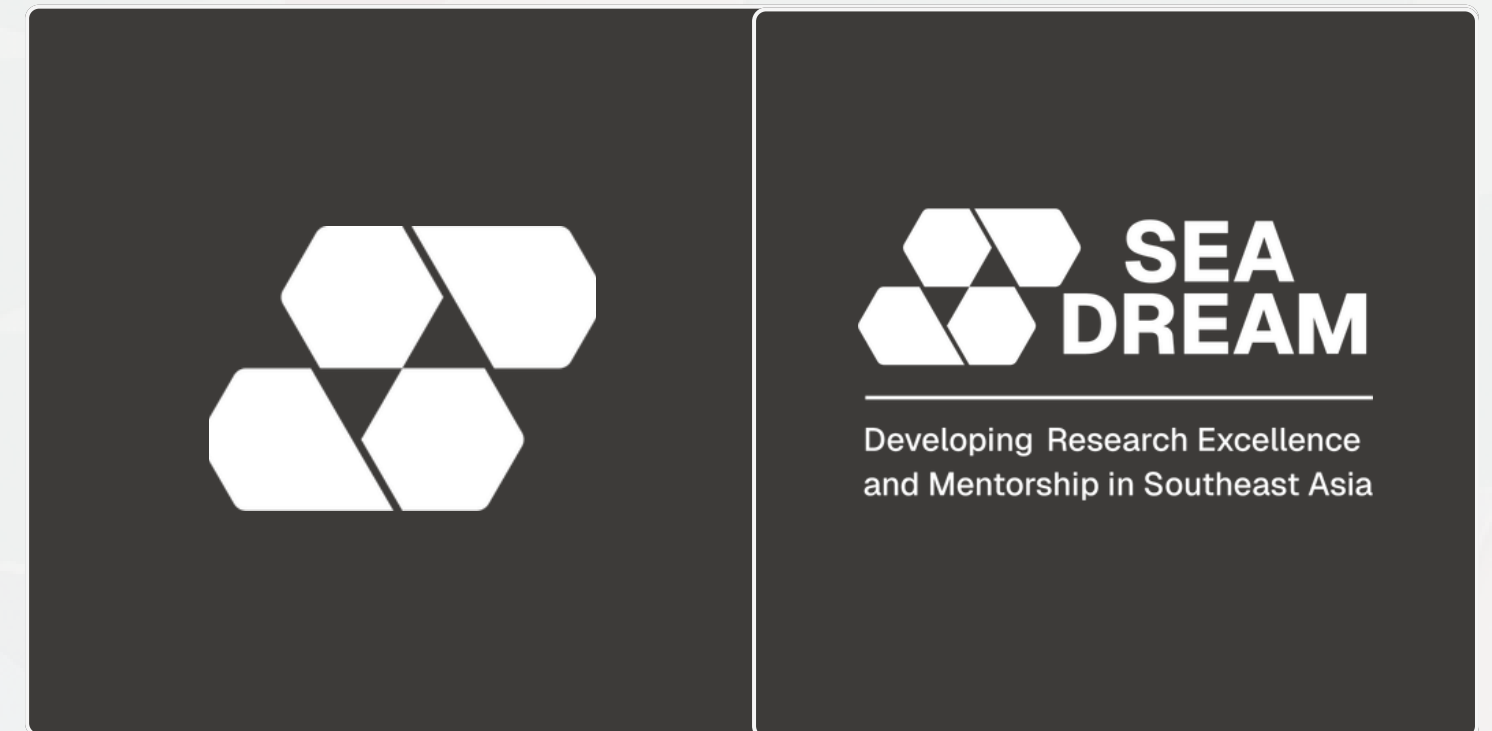
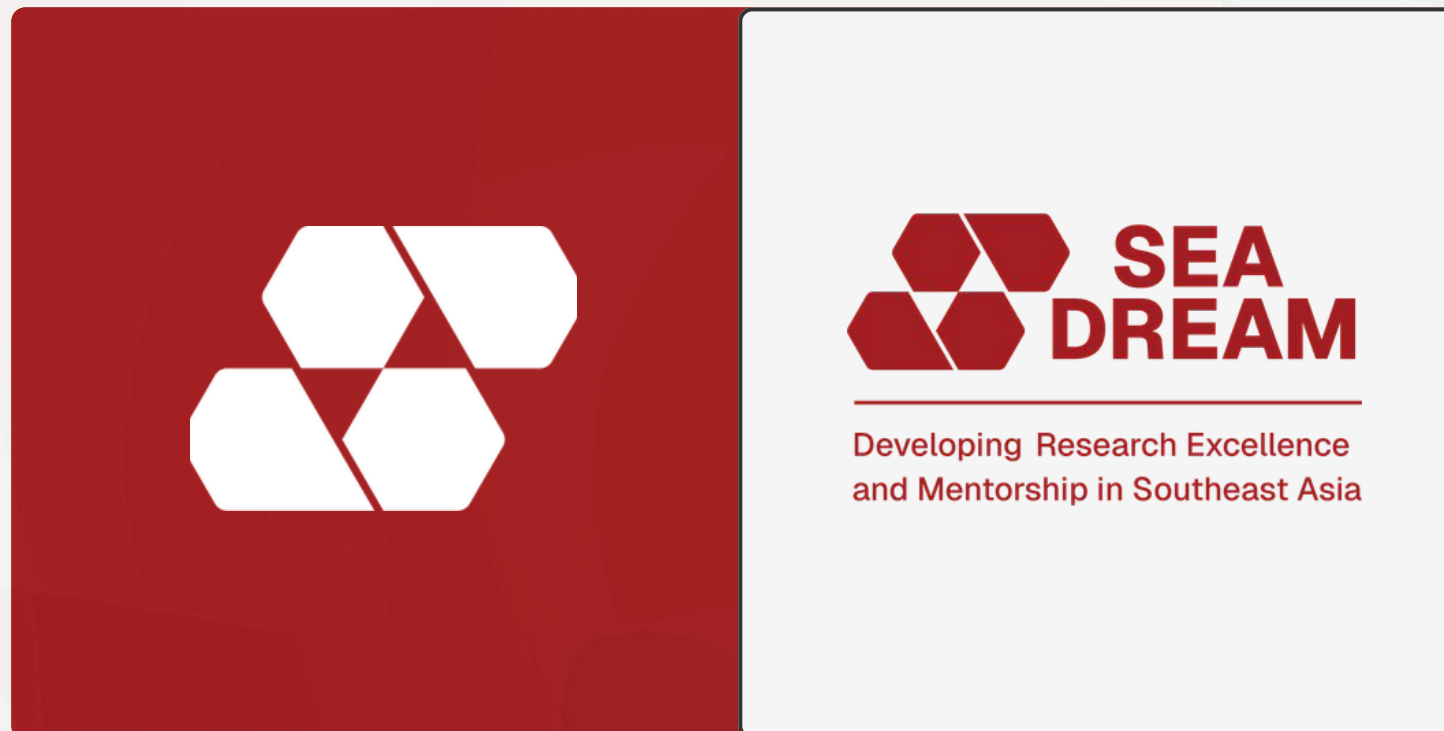
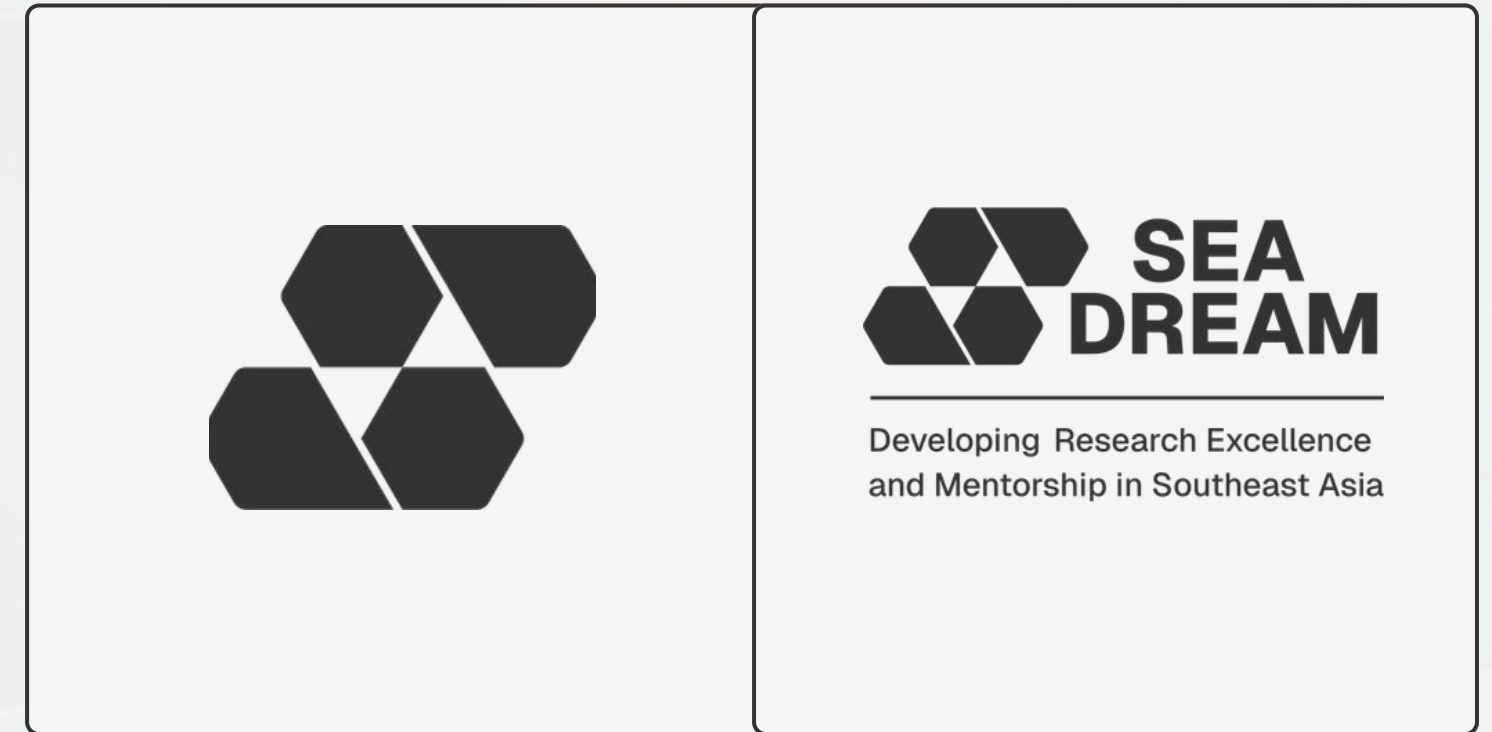
VERTICAL



TAGLINE

# SINGLE COLOR

# LOGO

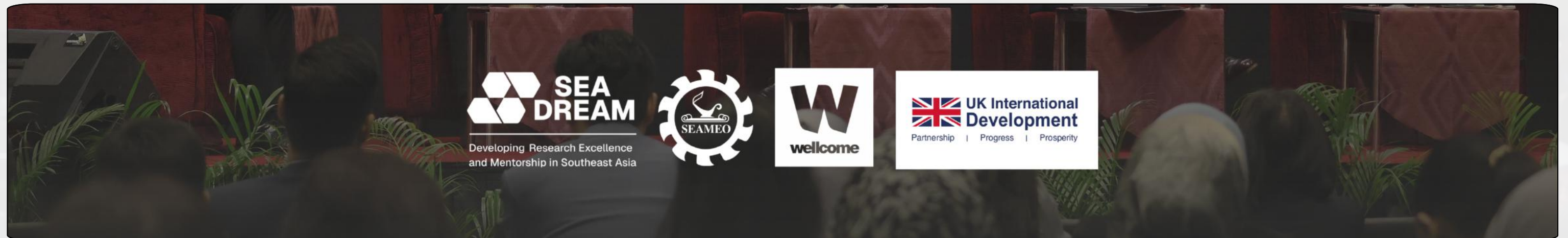


When displayed together, the partner logos should follow this order: SEA DREAM tagline logo, SEAMEO Secretariat logo, Wellcome logo, and UK FCDO logo.

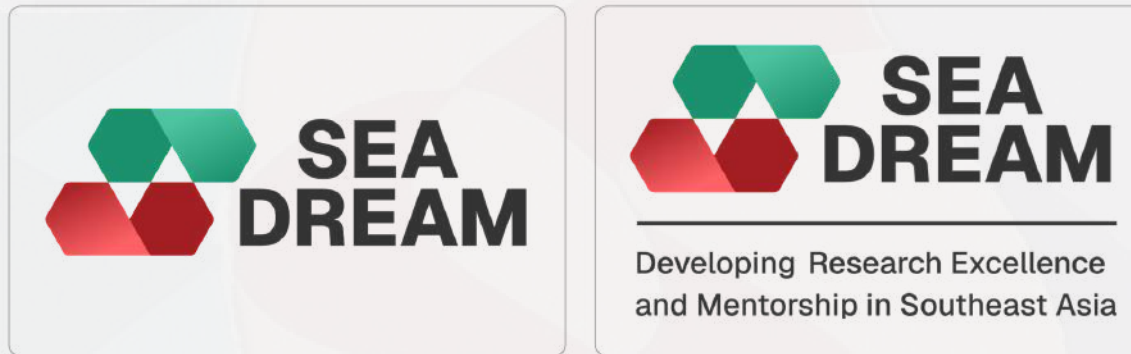
# LOGO

The SEA DREAM Programme is implemented by the SEAMEO Secretariat in strategic partnership with Wellcome and the UK Foreign, Commonwealth and Development Office.

# PARTNER

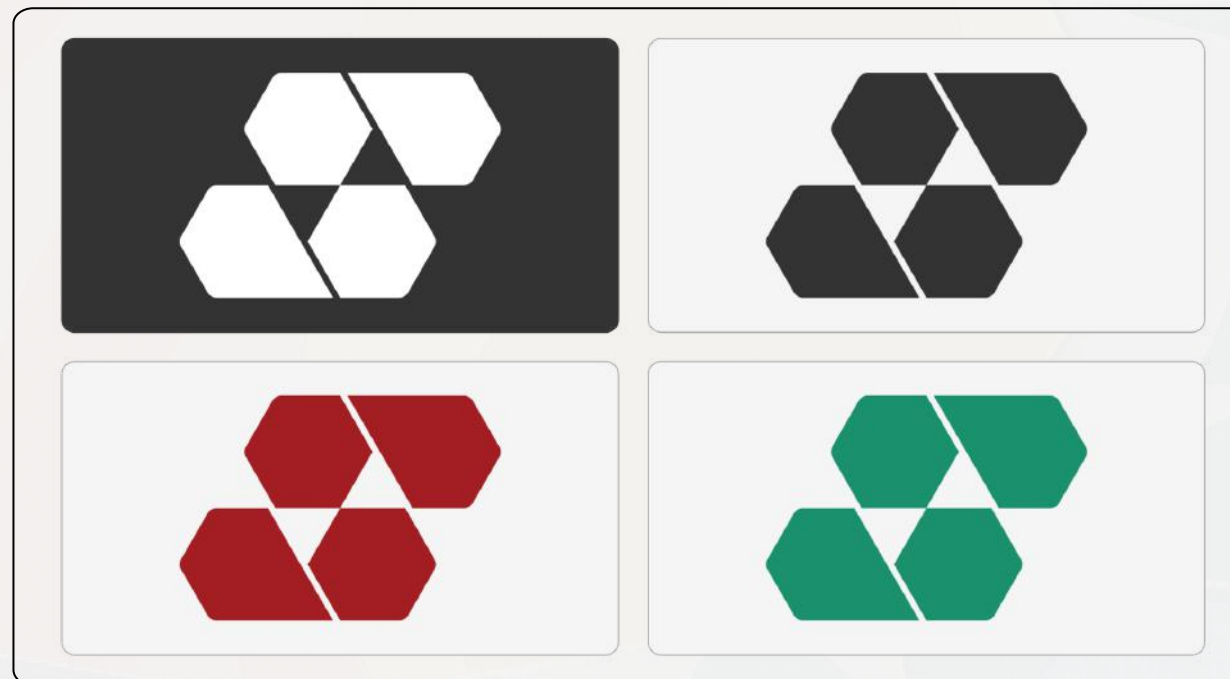


# LOGO USAGE



## Primary Logo

The full-colour vertical logo and the full-colour vertical logo with tagline are the primary SEA DREAM logos and should be used whenever possible on official documents, presentations, websites, and Information, Education, and Communication (IEC) materials.



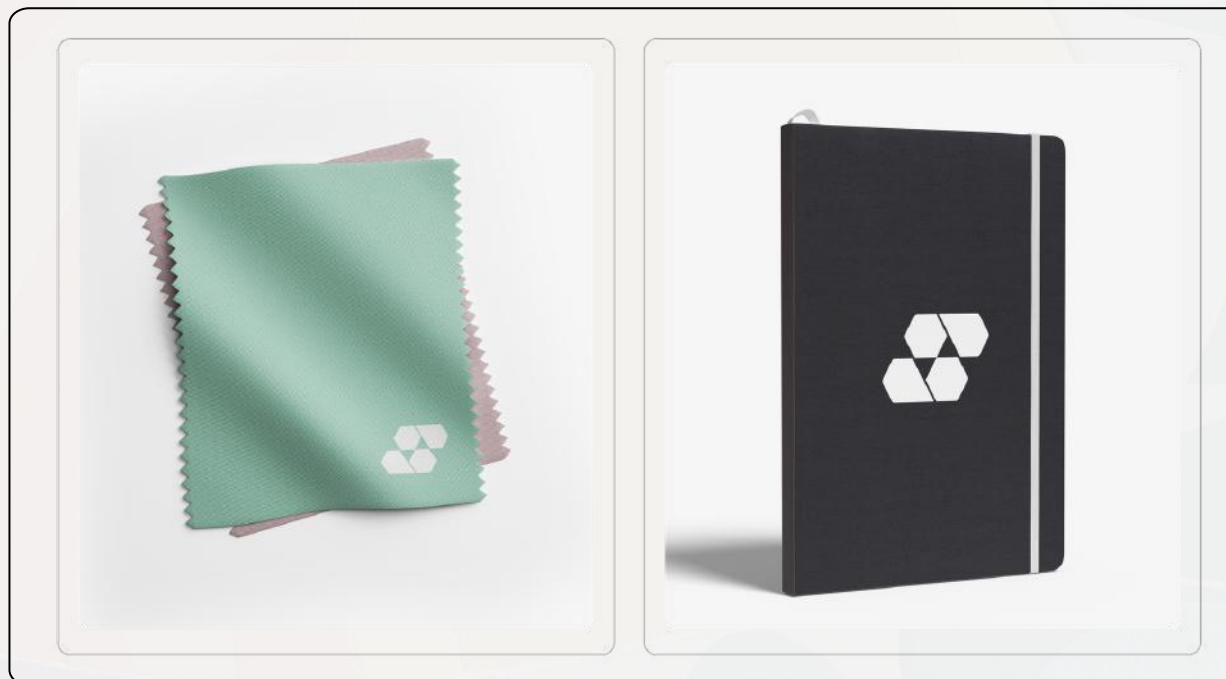
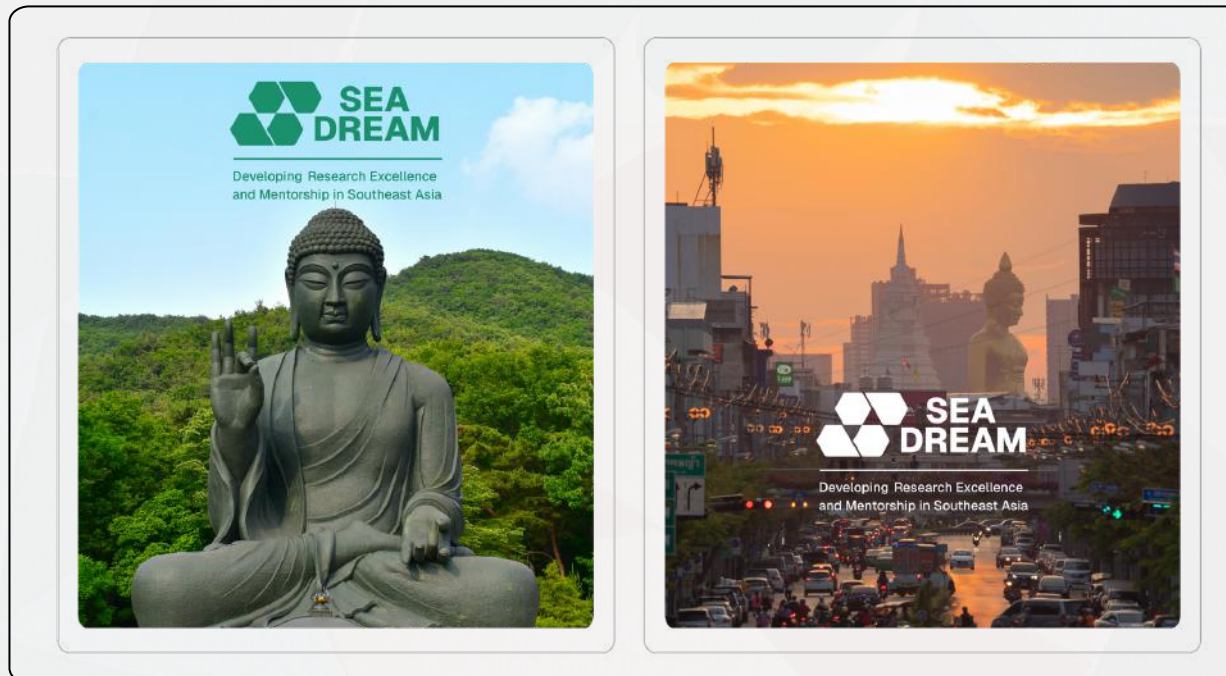
## Single-color logo

Single-colour logo versions should only be used when the primary logo is not suitable.

- The white logo should be used only on dark backgrounds.
- The green, red, or dark logo should be used only on light backgrounds.

Always ensure sufficient contrast to maintain visibility and legibility.

# LOGO USAGE



## Background

The SEA DREAM logo must always appear on a background that provides clear contrast.

Avoid placing the logo on:

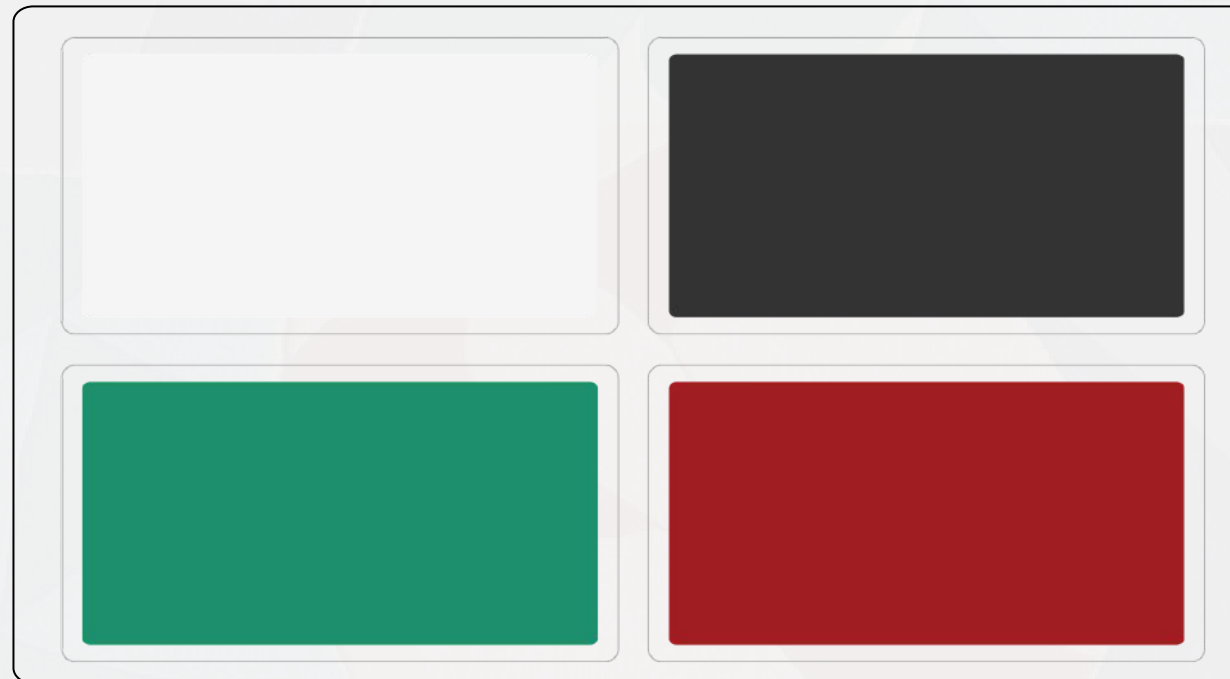
- Backgrounds with similar colour tones
- Busy or highly detailed images
- Patterned or textured surfaces that reduce readability

## Icon-only usage

The SEA DREAM icon may be used independently only for non-informative and promotional applications, such as merchandise, event kits, souvenirs, social media graphics, or other branded items.

The icon should not replace the complete logo on official communications unless specifically approved.

# LOGO USAGE



## Approved colors

The SEA DREAM logo may only be reproduced using the official brand colours:

- Sea Green: #17926D
- Carmine Red: #A22023
- Charcoal Gray: #333333
- Cultured Gray: #F3F3F4

No other colours may be used without prior approval.

## Typography

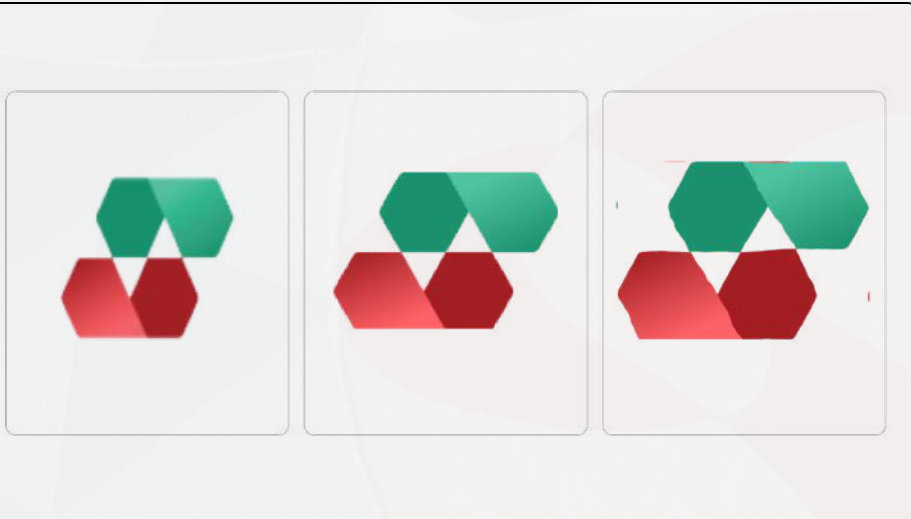
The typography within the SEA DREAM logo is a fixed design element and must never be altered.

- Use only the official logo artwork.
- Do not recreate or modify the lettering.
- Do not replace the logo typography with another typeface.
- Do not embed the icon within other text or wordmarks.

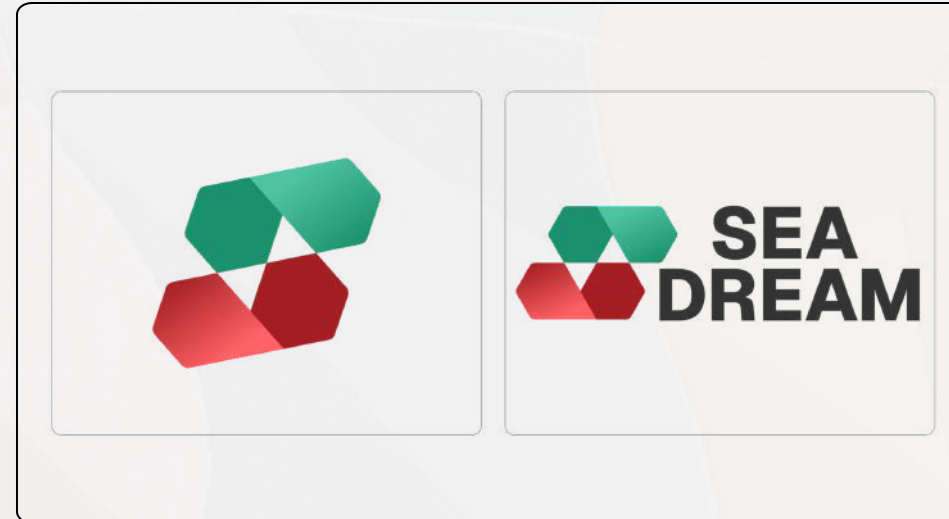
**Official Logo Files:** Always use the official SEA DREAM logo files provided by the programme. Official logo files are distributed through SEA DREAM website and should be used in their original format to ensure quality and consistency. Do not use logos copied from other websites, presentations, social media, screenshots, or other unofficial sources, as these may be low resolution, outdated, or incorrectly formatted.

# LOGO USAGE

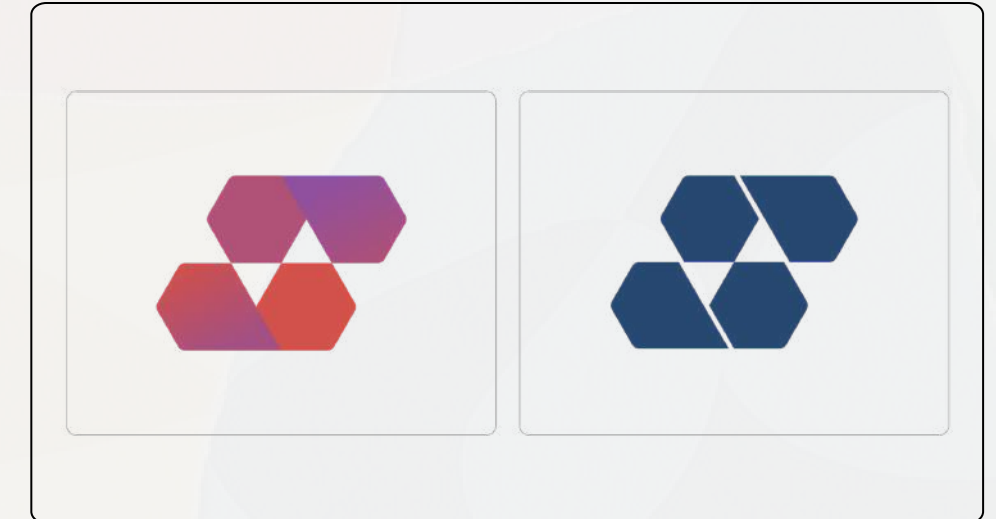
**INCORRECT**



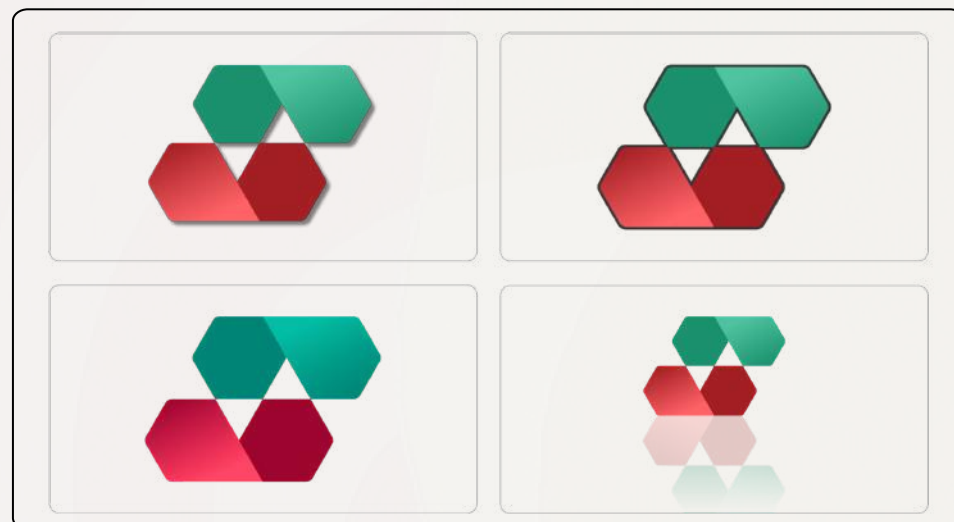
Stretch, compress, or distort the logo



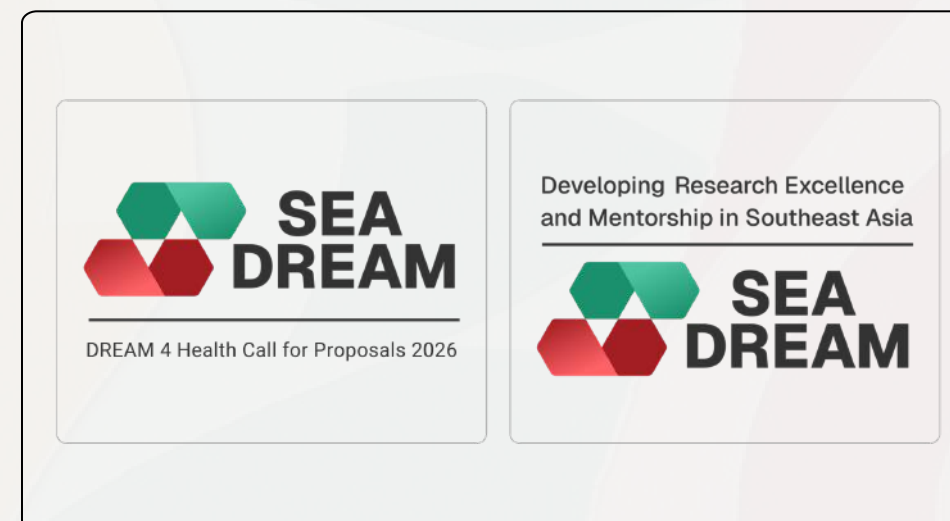
Rotate or change its proportions



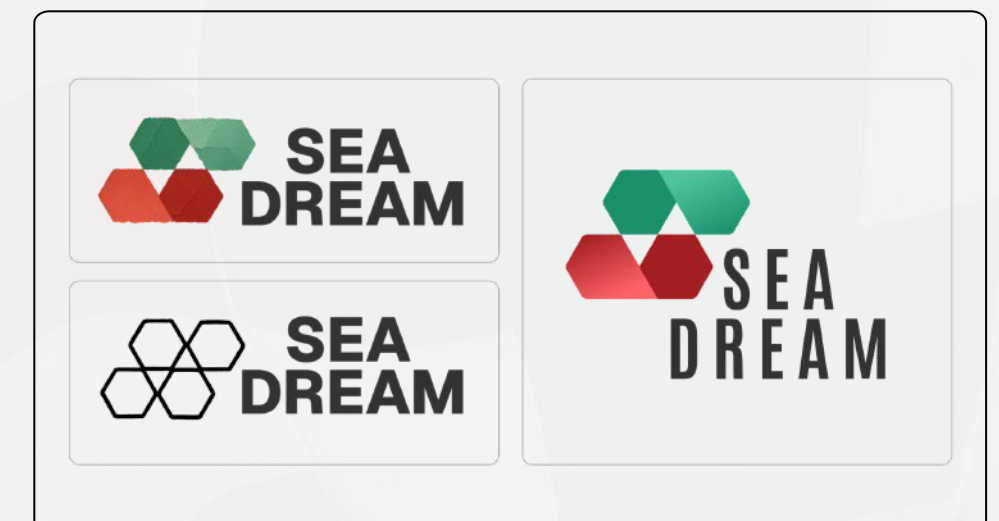
Apply colours outside the approved palette



Add shadows, outlines, gradients, or visual effects



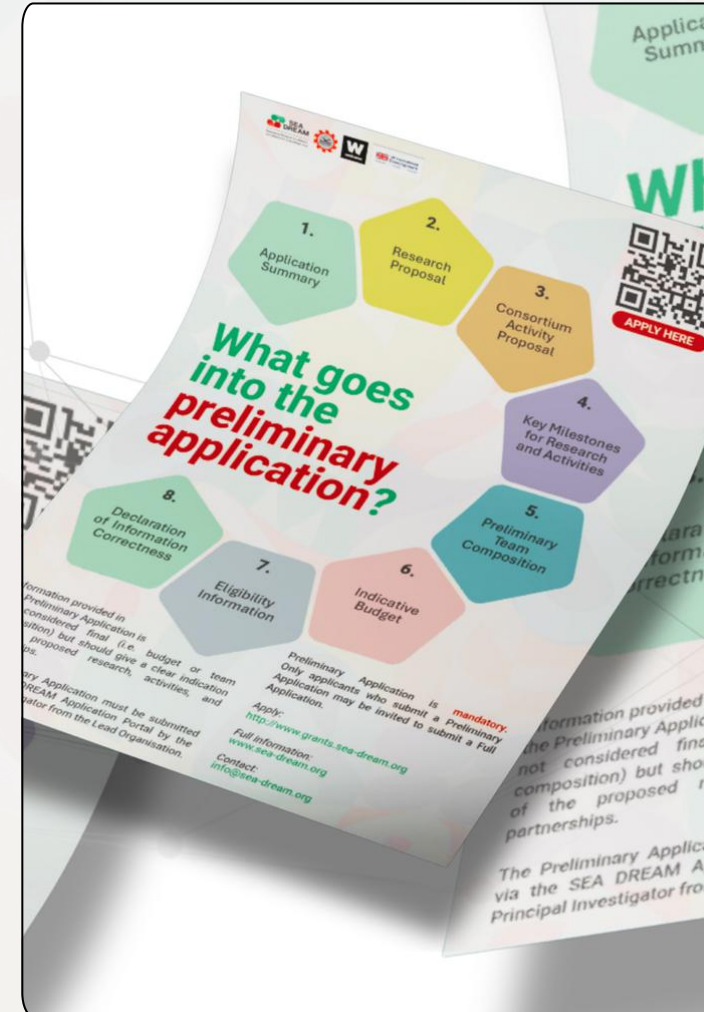
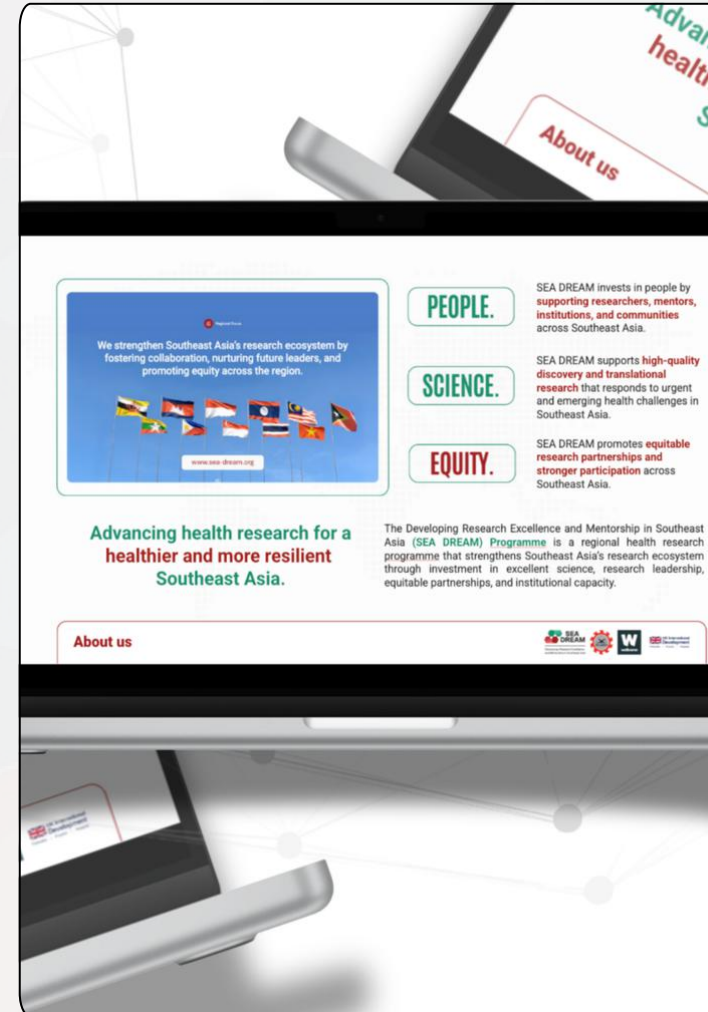
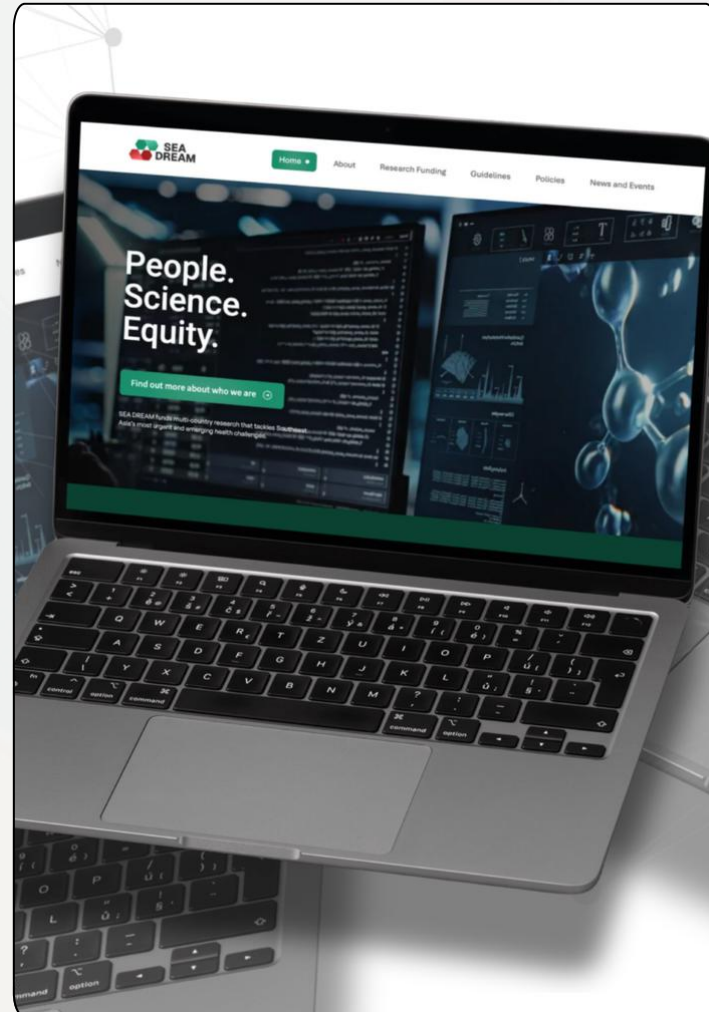
Modify or reposition the tagline



Alter any logo elements or typography

# BRAND

The SEA DREAM visual identity should be applied consistently across all official communications and materials, including but not limited to:



## Websites

programme/ project websites  
project websites  
landing pages  
web portals  
digital platform

## Presentation

PowerPoint presentations  
webinars  
conference presentations  
training materials  
briefing decks

## Printed materials

reports  
brochures  
fact sheets  
posters  
banners  
publications  
stationery

## Promotional contents

social media graphics  
campaign and dissemination  
materials  
event collateral  
videos  
marketing materials

All applications must comply with the logo usage, colour palette, and typography outlined in these guidelines.

# APPLICATIONS



The SEA DREAM Editorial Guidelines establish standards for written communication across all platforms and publications. They promote consistency in language, tone, formatting, and editorial style to ensure that all communications are clear, accurate, inclusive, and aligned with the SEA DREAM brand.

# EDITORIAL GUIDELINES

# VOICE

SEA DREAM communicates with a voice that reflects its commitment to scientific excellence, regional collaboration, and equitable partnerships. All communications should be clear, credible, and accessible while remaining respectful of diverse audiences across Southeast Asia.

## PROFESSIONAL

Maintain a confident, respectful, and authoritative tone that reflects SEA DREAM's role as a trusted regional health research programme.

## ENGAGING

Write in a way that is approachable, human, and relevant, encouraging collaboration while making complex topics easy to understand.

## CONCISE

Communicate ideas clearly and efficiently by avoiding unnecessary words, repetition, and overly technical language where possible.

## ACCURATE

Ensure all information is factually correct, evidence-based, and consistent with SEA DREAM's official policies, terminology, and messaging.

SEA DREAM follows **British English**.

Spelling should follow the current Oxford English Dictionary (OED) and Oxford Languages, using the preferred British spelling where variants exist. Examples include:

| British      | American             |
|--------------|----------------------|
| organisation | organization         |
| recognise    | recognize            |
| prioritise   | prioritize           |
| analyse      | analyze              |
| behaviour    | behavior             |
| programme    | program <sup>*</sup> |
| colour       | color                |
| centre       | center               |
| labour       | labor                |
| travelling   | traveling            |

*<sup>\*</sup>Use programme except when referring to software or computer programs.*

**Always follow the official spelling of organisations, publications, or proper names.**

Correct examples

- Southeast Asian Ministers of Education Organization (not Organisation)
- Centers for Disease Control and Prevention (CDC) (not Centres)

SPELLING

# QUOTATION

Use quotation marks consistently to distinguish quotations from titles and specialised terms.

## Single quotation marks ( ' ' )

Use single quotation marks for:

- titles of articles or reports
- conference themes
- slogans
- specialised terms on first reference
- letters or words discussed as words

### Example

The conference theme was 'Building Research Equity Across Southeast Asia'.

## Double quotation marks ( " " )

Use double quotation marks only for direct quotations or spoken dialogue.

### Example

One of the participants stated, "Regional collaboration is essential to strengthening health research."

# LISTS

Use bullet points to improve readability while maintaining consistent punctuation and formatting.

## Complete sentences

If each bullet is a complete sentence, begin with a capital letter and end with a full stop.

### Example

SEA DREAM supports regional health research through the following initiatives:

- The programme strengthens research partnerships across Southeast Asia.
- It promotes equitable collaboration among consortium members.
- It invests in the next generation of health research leaders.

## Introductory stem

If an introductory statement leads directly into the bullet points, each item should complete the sentence. Begin each item with a lowercase letter (unless it is a proper noun). Omit punctuation for short items.

### Example

SEA DREAM supports health research by:

- strengthening regional research partnerships
- building institutional research capacity
- investing in future research leaders

## Words or short phrases

If the bullet points consist of words or short phrases rather than sentence fragments, begin each item with a lowercase letter (unless it is a proper noun) and omit punctuation.

### Example

SEA DREAM's thematic priorities include:

- infectious diseases
- mental health
- climate change and health
- strengthening health systems and access to care

# BULLETED

SEA DREAM is committed to respectful, inclusive, and equitable communication. Language should reflect the diversity of people, institutions, and communities across Southeast Asia while avoiding stereotypes or discriminatory expressions.

# LANGUAGE

## Use inclusive language

- Use gender-neutral terms where possible.
- Avoid assumptions based on gender, ethnicity, nationality, disability, religion, or age.
- Refer to people respectfully using their preferred names and pronouns when known.
- Emphasise people before conditions or characteristics where appropriate (for example, *people living with disabilities where this aligns with preferred terminology*).

| Instead of                          | Use                                                              |
|-------------------------------------|------------------------------------------------------------------|
| manpower                            | workforce / staffing                                             |
| chairman                            | chair / chairperson                                              |
| principal investigator and his team | research team / the Principal Investigator and the research team |
| developing countries                | low- and middle-income countries (LMICs), where appropriate      |
| vulnerable groups                   | people or communities in vulnerable situations                   |
| beneficiaries                       | participants / communities / partners (depending on the context) |
| boys and girls                      | children                                                         |
| mankind                             | humanity / humankind                                             |

# INCLUSIVE

Whenever possible, use plural constructions to avoid unnecessary gendered pronouns.

Instead of  
A researcher must submit his report.

Use  
Researchers must submit their reports.

# DATES

Use the **day month year** format without commas.

## Example

- ✓ 15 January 2026
- ✓ 7 July 2026
- ✗ January 15, 2026

# TIME

Use the **24-hour clock** and always include the applicable time zone for meetings, events, webinars, deadlines, and other time-sensitive communications. Use the appropriate **time zone** abbreviation or UTC/GMT offset where relevant.

## Example

- ✓ 09:00 ICT
- ✓ 14:30 GMT+7
- ✓ 09:00–17:00 ICT

Spell out numbers one to nine and use numerals for 10 and above, except when a number begins a sentence.

**ONE**, TWO, THREE  
FOUR, FIVE, SIX,  
SEVEN, EIGHT,  
NINE, **10**, 11, 12,  
13, 14, 15, 16, 17,  
18, 19, 20, 21, 22...

## Example

- Three consortiums participated.
- The programme funded 12 research projects.
- Twenty researchers attended the workshop.

# NUMBERS

# HYPHENATION

Use hyphens only where they improve clarity or are part of established terminology.

## Example

- early-career researcher
- evidence-based policy
- multi-country consortium
- region-wide initiative
- decision-making

Do not hyphenate commonly accepted terms.

## Example

- ✓ healthcare
- ✓ stakeholder
- ✓ email

# PUNCTUATION

Apply British English punctuation consistently throughout all communications.

- Use one space after full stops, commas, colons, semicolons, and other punctuation marks. Do not insert multiple spaces between sentences.
- Use the serial (Oxford) comma only where it improves clarity.

## Example

- ✓ The consortium includes researchers from Cambodia, Malaysia and Thailand.
- ✓ The keynote speakers included the Minister of Health, the Director-General, and the Programme Director.

*(The comma before "and" clarifies that these are three separate individuals.)*

- Use en dashes (–) for ranges.

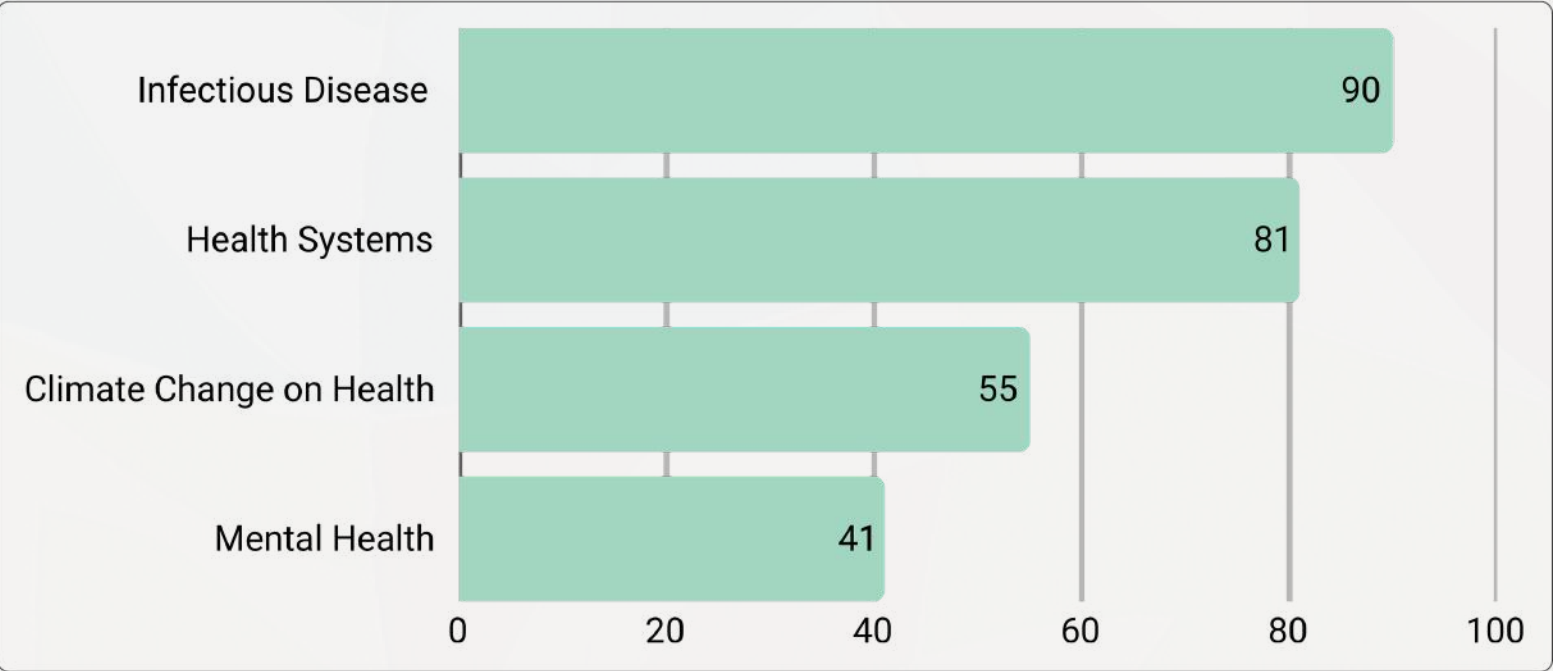
## Example

- 2026–2030
- Pages 12–18
- Monday–Friday

# REFERENCES TO FIGURES AND TABLES

References to figures, tables, charts, and panels should appear in parentheses at the end of the relevant sentence.

## Example



Thematic distribution of 267 eligible preliminary applications for D4H Call for Proposals 2026 (see Figure 1).

Source notes should begin with **Source**: followed by the citation.

## Example

**Source:** SEA DREAM Programme.

Acronyms should only be used after the full term has been written on its first occurrence. Once introduced, the acronym may be used consistently throughout the remainder of the document.

| First reference                                                             | Subsequent references |
|-----------------------------------------------------------------------------|-----------------------|
| Southeast Asian Ministers of Education Organization (SEAMEO) Secretariat    | SEAMEO Secretariat    |
| Developing Research Excellence and Mentorship in Southeast Asia (SEA DREAM) | SEA DREAM             |
| UK Foreign, Commonwealth & Development Office (UK FCDO)                     | UK FCDO               |

## Guidelines

- Spell out the full name on first mention.
- Do not create unnecessary acronyms.
- Avoid using abbreviations that may not be widely recognised by the intended audience.
- Use only officially accepted acronyms for organisations, programmes, and technical terms.

# ACRONYMS

Southeast Asia

Use Southeast Asia (not South East Asia).

Country Names

Use the official English names adopted by SEA DREAM and Association of Southeast Asian Nations (ASEAN).

| Use               | Other Forms                     |
|-------------------|---------------------------------|
| Brunei Darussalam | Brunei (formal documents)       |
| Cambodia          | Kingdom of Cambodia             |
| Indonesia         | —                               |
| Lao PDR           | Laos                            |
| Malaysia          | —                               |
| Myanmar           | Burma                           |
| Philippines       | The Philippines                 |
| Singapore         | —                               |
| Thailand          | Kingdom of Thailand             |
| Timor-Leste       | East Timor                      |
| Vietnam           | Viet Nam (official titles only) |

COUNTRY NAMES

Regional References

- Avoid abbreviating "Southeast Asia" to "SEA". Use "SEA" only when it forms part of the official programme name, such as "SEA DREAM", or another officially named entity.
- Refer to member organisations by their official institutional names.



The Official Correspondence guidelines provide recommended standards for preparing letters and other formal communications on behalf of the SEA DREAM Programme. They serve as a reference for formatting and writing official correspondence while allowing flexibility to accommodate different communication needs and institutional requirements.

# OFFICIAL CORRESPONDENCE

# FORMAT

## Page Format:

- Font: Aptos, 11 pt /12 pt  
*Font size may be adjusted slightly for unusually short or long letters*
- Alignment: Justified
- Line spacing: Single
- Paragraph spacing: Add one blank line between paragraphs
- Paragraph indentation: None

## Logo:

- Use the full-colour SEA DREAM partner logo.



## Date:

- Use the day month year format without commas.

7 July 2026



7 July 2026

**Mr John Smith**  
Director of Research  
Faculty of Medicine  
University of Malaya  
50603 Kuala Lumpur  
Malaysia

**Dear Mr Smith,**

On behalf of the Southeast Asian Ministers of Education Organization (SEAMEO) Secretariat, I am pleased to invite you to participate in the **DREAM 4 Health Call for Proposals 2026 Regional Forum**, to be held on **21 August 2026**, from **09:00–12:00 ICT**, at the Centara Grand at CentralWorld, Bangkok, Thailand.

The forum will bring together researchers, higher education institutions, government agencies, and development partners from across Southeast Asia to discuss regional health research priorities, strengthen research collaboration, and explore opportunities for advancing equitable research partnerships under the SEA DREAM Programme. The programme will feature keynote presentations, panel discussions, and networking sessions highlighting current regional health challenges and the role of collaborative research in addressing them. Participants will also receive updates on the DREAM 4 Health Call for Proposals 2026, including funding opportunities, programme priorities, and future activities.

We would be honoured by your participation and believe your expertise would make a valuable contribution to the discussions. We kindly request that you confirm your attendance by **7 August 2026** by completing the online registration form available at [www.sea-dream.org](http://www.sea-dream.org).

Please find enclosed the concept note and provisional programme for your reference. Should you require any additional information, please do not hesitate to contact the SEA DREAM Secretariat at [contact@sea-dream.org](mailto:contact@sea-dream.org).

We look forward to welcoming you to Bangkok and to your continued support in advancing health research excellence and regional collaboration across Southeast Asia.

Yours sincerely,

**Datuk Dr Habibah Abdul Rahim**  
Director  
SEAMEO Secretariat

**Enclosure:** Programme Agenda

Official  
correspondence  
issued on behalf of  
the SEA DREAM  
Programme should  
use the official SEA  
DREAM letterhead  
and follow the  
formatting  
standards below.

# LETTER

# STRUCTURE

## Addressee

- Place the recipient's name, title, organisation, and address at the top left of the first page.
- Use the recipient's official title where applicable.

### Example

#### Government Ministers and Ambassadors

**H E Mr Jurin Laksanawisit**

*Minister of Education*

Ministry of Education

Rajdamnoen Nok Avenue

Dusit, Bangkok 10300

Thailand

### Example

#### Other recipients

**Prof Dr Adul Wichiencharoen**

*Chairperson*

SEAMEO Secretariat

Bangkok, Thailand



- Format the addressee's full name in **bold**.
- Format the addressee's position in *italics*.

# LETTER

# STRUCTURE

## Salutation

Use the appropriate salutation according to the recipient's title.

| Recipient                                    | Salutation                                                            |
|----------------------------------------------|-----------------------------------------------------------------------|
| Ministers, Secretaries of State, Ambassadors | Your Excellency,                                                      |
| Others                                       | Dear Prof Dr Adul,<br>Dear Dr Santos,<br>Dear Ms Tan,<br>Dear Mr Lee, |

Do not use full stops after titles.

### Example

#### Correct

- ✓ Prof Dr
- ✓ Mr
- ✓ Mrs
- ✓ Ms

#### Incorrect

- ✗ Prof. Dr.
- ✗ Mr.
- ✗ Mrs.
- ✗ Ms.



7 July 2026

**Mr John Smith**  
*Director of Research*  
Faculty of Medicine  
University of Malaya  
50603 Kuala Lumpur  
Malaysia

Dear Mr Smith,

On behalf of the Southeast Asian Ministers of Education Organization (SEAMEO) Secretariat, I am pleased to invite you to participate in the **DREAM 4 Health Call for Proposals 2026 Regional Forum**, to be held on **21 August 2026**, from **09:00–12:00 ICT**, at the Centara Grand at CentralWorld, Bangkok, Thailand.

The forum will bring together researchers, higher education institutions, government agencies, and development partners from across Southeast Asia to discuss regional health research priorities, strengthen research collaboration, and explore opportunities for advancing equitable research partnerships under the SEA DREAM Programme. The programme will feature keynote presentations, panel discussions, and networking sessions highlighting current regional health challenges and the role of collaborative research in addressing them. Participants will also receive updates on the DREAM 4 Health Call for Proposals 2026, including funding opportunities, programme priorities, and future activities.

We would be honoured by your participation and believe your expertise would make a valuable contribution to the discussions. We kindly request that you confirm your attendance by **7 August 2026** by completing the online registration form available at [www.sea-dream.org](http://www.sea-dream.org).

Please find enclosed the concept note and provisional programme for your reference. Should you require any additional information, please do not hesitate to contact the SEA DREAM Secretariat at [contact@sea-dream.org](mailto:contact@sea-dream.org).

We look forward to welcoming you to Bangkok and to your continued support in advancing health research excellence and regional collaboration across Southeast Asia.

Yours sincerely,

**Datuk Dr Habibah Abdul Rahim**  
Director  
SEAMEO Secretariat

Enclosure: Programme Agenda

**Note:** Preserve official titles, honourifics, and institutional names exactly as they are used by the organisation.

LETTER

# STRUCTURE

BRAND VOICE

## PROFESSIONAL

### Writing Style

- Use clear, professional, and concise language.
- Keep paragraphs short and focused.
- Leave one blank line between paragraphs.
- Use justified text alignment.
- Avoid unnecessary jargon, repetition, and overly complex sentences.

### Formatting

- Use formatting sparingly to emphasise key information.
- Bold the title of the event, activity, or main purpose of the letter.
- Highlight important dates, deadlines, and response requirements in bold using Carmine Red (Hex: #A22023).
- Avoid excessive use of bold, colour, or italics elsewhere in the letter.

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Director  
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**Enclosure:** Programme Agenda

Write in a clear, professional, and concise manner. Keep paragraphs focused on a single topic and use plain language that is easy to read and understand.

# LETTER

# STRUCTURE

## BRAND VOICE PROFESSIONAL

### Recommended Structure

The structure of an official letter may vary depending on its purpose; however, the following sequence is recommended.

#### Opening Paragraph

- Introduce the organisation issuing the letter, including any partner organisations where appropriate. Clearly state the purpose of the correspondence.

#### Supporting Information

- Provide relevant background information, such as the event, activity, initiative, or request. Include any information necessary for the recipient to understand the context.

#### Action Required

- Clearly state any action expected from the recipient, including deadlines, confirmation requirements, or requested documents.

#### Closing Information

- Provide contact details for further enquiries and refer to any enclosed documents where applicable.

#### Closing Paragraph

- Conclude with a courteous closing statement expressing appreciation, anticipation of the recipient's response, or continued collaboration before the complimentary close.



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**Enclosure:** Programme Agenda

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# LETTER

# STRUCTURE

## Complimentary Close

| Recipient                                    | Closing                                                                            |
|----------------------------------------------|------------------------------------------------------------------------------------|
| Ministers, Secretaries of State, Ambassadors | <i>Please accept, Your Excellency, the assurances of my highest consideration.</i> |
| Other recipients                             | <i>Yours sincerely,</i>                                                            |

Use *renewed assurances of my highest consideration* only when continuing an existing official correspondence.

## Enclosures

If documents accompany the letter, refer to them within the body of the letter and indicate them below the signature.

### Example

#### Enclosure:

- Programme Brochure
- Call Guidelines
- Programme Agenda



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**Datuk Dr Habibah Abdul Rahim**  
Director  
SEAMEO Secretariat

**Enclosure:** Programme Agenda

LETTER

# NAMING

Naming conventions vary across Southeast Asia. When corresponding with individuals, always verify and use their preferred form of name and title.

## CONVENTIONS

| Country            | Preferred reference                                                                                                                                                                                                                                                                                 |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Cambodia</b>    | Most names consist of two short words. Use both names throughout.                                                                                                                                                                                                                                   |
| <b>Indonesia</b>   | Many individuals have a single name or no family name. When a name consists of two words, generally use the first name. In some cases, both names are used throughout.                                                                                                                              |
| <b>Lao PDR</b>     | For names consisting of two words, always use the first name.                                                                                                                                                                                                                                       |
| <b>Malaysia</b>    | Malays generally do not have family names. Instead, the father's given name forms the second part of the name. Use the first name. The terms bin (son of), binti (daughter of), and Haji may be omitted where appropriate. Given names may also include compounds such as Abdul, Mohammed, or Syed. |
| <b>Myanmar</b>     | Many individuals have only one name. When a name consists of two words, use both names throughout.                                                                                                                                                                                                  |
| <b>Philippines</b> | Use the last name after the first reference.                                                                                                                                                                                                                                                        |
| <b>Singapore</b>   | Three-syllable Chinese names do not use a hyphen between the last two syllables. Use the first name. For two-word names, use the second name.                                                                                                                                                       |
| <b>Thailand</b>    | Use the first name.                                                                                                                                                                                                                                                                                 |
| <b>Vietnam</b>     | Names usually consist of three words without hyphens, although some consist of two words. Generally, use the last name.                                                                                                                                                                             |

*When in doubt, use the form of name shown in the person's email signature, business card, institutional website, or previous correspondence.*

