visit MALAYSIA 2014

Truly Asia

Brandmark Summary Guide

Introduction

The celebration of Visit Malaysia 2014 is one of the country's efforts to promote Malaysia as a popular tourism destination in line with the Malaysia Tourism Transformation Plan 2020, where the country has set a target of 36 million tourist arrivals with a revenue of RM168 billion. It is also to create awareness among Malaysians about the Visit Malaysia 2014 campaign and to enhance the value of welcoming foreign tourists to Malaysia.

Communications Objective:
To create synergy and alignment to the country's new masterbrand and logo for the audience, to reenergize, rethink and reconsider Malaysia as their next holiday destination.

Primary Message:
Malaysia offers you rich and authentic cultural travel experiences.

Secondary Message:
Malaysia offers a diversity of tourism experiences found nowhere else.

Summary

The Brandmark

The Brandmark

Logo | Preferred Versions

As much as possible, the full
colour version of our logo should
be used and applied.

FULL COLOUR

OFFSET PRINTING
DIGITAL PRINTING

FLAT COLOUR

SILK-SCREEN PRINTING
EMBROIDERY

The Brandmark

Logo | Restricted Versions

There may be situations in which the full colour version cannot be used, perhaps due to production or media limitations.

In these situations, use one of the other versions shown on this page.

GREYSCALE

OFFSET PRINTING

DIGITAL PRINTING

NEWSPRINT

FAX

ONE COLOUR

NEWSPRINT

RUBBERSTAMP

SANDBLASTING

SILK-SCREEN

The Brandmark

Clear Space & Minimum Size

To ensure the visual impact
and legibility of the logo, the
specifications regarding clear space
and minimum dimensions presented
in this guide must be respected.

Clear space refers to the area
around the logo that should remain
clear of visual clutter and therefore
allow the logo to appear clearly.

The measurement for this area is
based on the internal height of the
letter "A" in Malaysia as illustrated.

Whenever possible the clear space
should be increased. It must
never be decreased and NO other
elements should be positioned
within this space.

Clear Space

2x

2x

2x

2x

A x

Minimum Size

12 mm

!

THE MINIMUM SIZE IS INTENDED
TO PRESERVE THE LEGIBILITY OF
MALAYSIA'S BRANDMARK.AS SUCH,
THE ESTABLISHED DIMENSIONS
MUST BE RESPECTED. THE MEASURE
INDICATED ABOVE IS THE MINIMUM
SIZE FOR APPLICATIONS IN GENERAL
GRAPHIC PIECES.

The Brandmark

Incorrect Usage

Remember that the identity is a valuable asset and you should protect it from any misuse which will dilute its power and effectiveness.

It is vital that we use the Visit Malaysia 2014 mark in a consistent and disciplined manner. We must not alter it or use it on inappropriate backgrounds.

DO NOT REMOVE THE BACKGROUND

DO NOT CHANGE THE FONTS

DO NOT CHANGE THE BACKGROUND COLORS OF THE LOGO

DO NOT ALTER THE FONT COLOUR PARTIALLY OR COMPLETELY

DO NOT ALTER THE SYMBOL-TEXT LOCK-UP
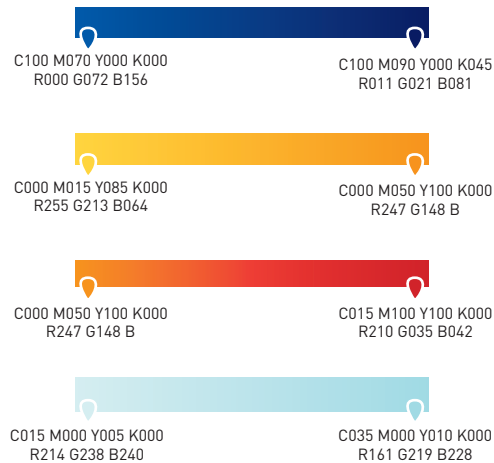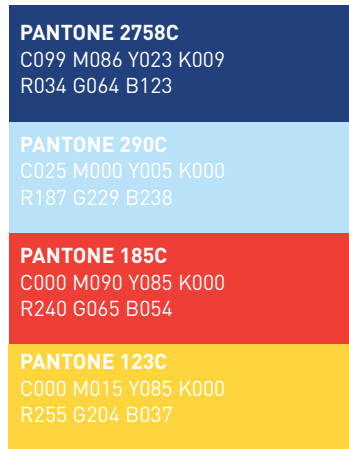

DO NOT DISTORT THE MARK

Colors
Colours | Brandmark

The brandmark colour system is designed to represent the richness and diversity of Malaysia. The mark's colours are inspired by Malaysia's flag and in line with the new Brand Malaysia mark.

Refer to the main Brand Malaysia guidelines for principles on secondary colours.

PANTONE 2758C
C099 M086 Y023 K009
R034 G064 B123

PANTONE 290C
C025 M000 Y005 K000
R187 G229 B238

PANTONE 185C
C000 M090 Y085 K000
R240 G065 B054

PANTONE 123C
C000 M015 Y085 K000
R255 G204 B037

C100 M070 Y000 K000
R000 G072 B156

C100 M090 Y000 K045
R011 G021 B081

C000 M015 Y085 K000
R255 G213 B064

C000 M050 Y100 K000
R247 G148 B

C000 M050 Y100 K000
R247 G148 B

C015 M100 Y100 K000
R210 G035 B042

C015 M000 Y005 K000
R214 G238 B240

C035 M000 Y010 K000
R161 G219 B228

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Typography

There are two typefaces for most Visit Malaysia 2014 communications, each selected to offer a range of typographic expressions.

The purpose of Meta Bold Italic is to provide individuality and character to headlines in advertising and other applications.

Meta must not be used for any text other than headlines. The unique personality of Meta allows it to act as a memorable element of the Visual Identity.

Generally, Din – in all the standard-width variants – is the information typeface.

Easily read from a distance and suitable for large amounts of text, Din is the ideal typeface for large scale applications such as signages, as well as text-heavy documents including brochures, programs and forms.

If the Din font is not available for technical reasons, it is permissible to use Arial. Arial is used for Office applications and for digital communication media.

Meta Bold Italic

AaBbCcDdEeFf GgHhIiJjKk LlMmNnOoPpQ qRrSs TtUuVvXxYyZz 0123456789

Din Light
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSs
TtUuVvXxYyZz0123456789

Din Regular
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSs
TtUuVvXxYyZz0123456789

**Din Bold
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSs
TtUuVvXxYyZz0123456789**

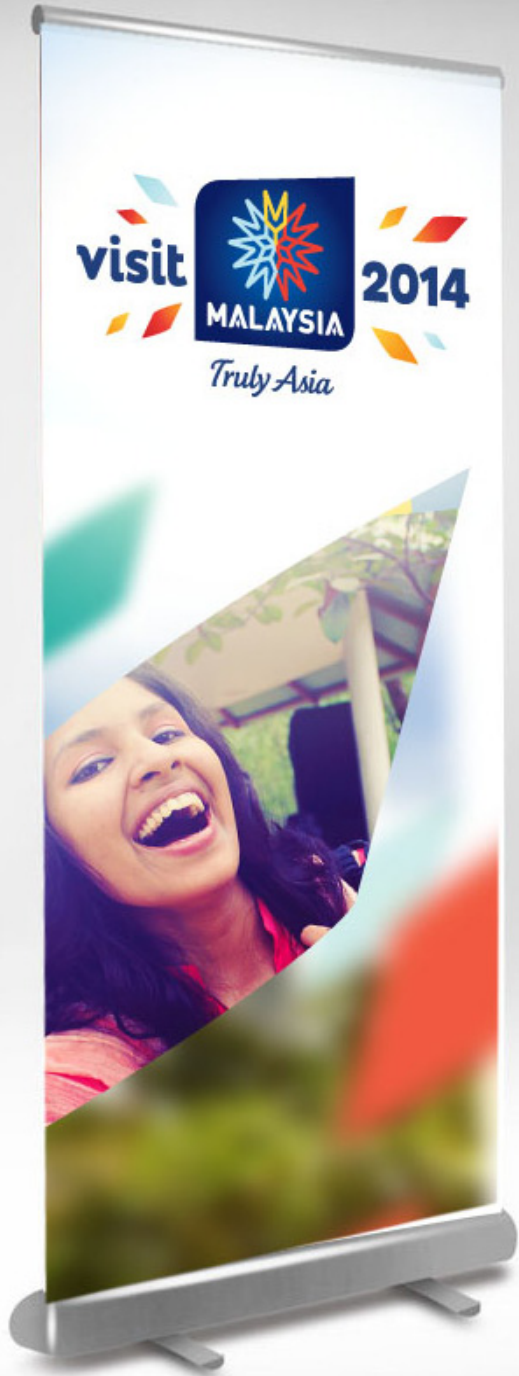# Brand Malaysia Visual Elements
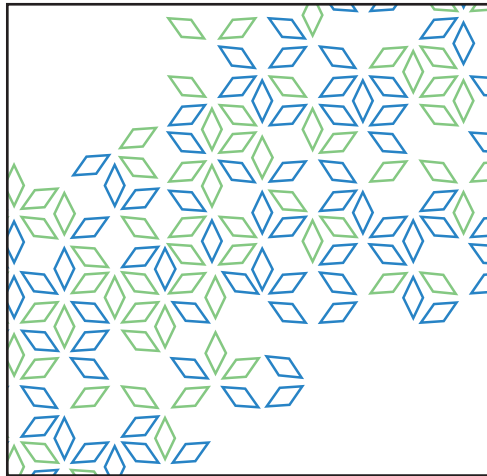
Pattern

Photographic Style

Boxes

! Refer to the main Brand Malaysia guidelines for principles on Pattern, Photographic Style and Boxes that can be applied to Visit Malaysia 2014 applications.
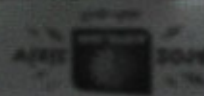
Applications

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Endless reasons to celebrate with us

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of

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endless reasons to visit

Lorem Ipsum is simply dummy text of the printing and industry. Lorem the industry's stands

Thean Hou Temple
Kuala Lumpur

Tioman Island

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text

FutureBrand