



Malaysia
MENANG
BERSAMA

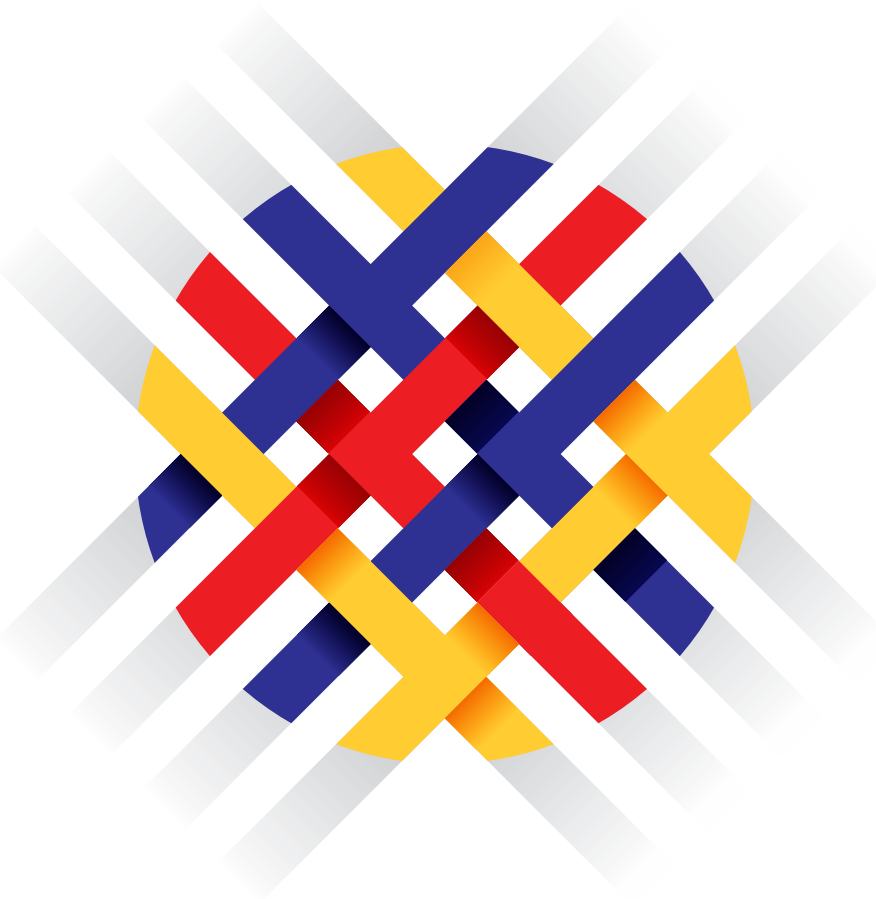
Logo Guideline 2021

OVERVIEW

**COMMUNICATING
OUR BRAND WITH
CONSISTENCY
AND SENSITIVITY
IS IMPORTANT
TO ALL OF US.**

NOTE

Please note that all final artwork and new designs of collateral not featured in this manual must be approved by the Brand Communications team prior to production. Should you have any queries regarding the guidelines or its applications, please contact the team immediately.



WEAVE

A single thread is fragile.
Right now, we are fragile.
Our beloved country is, too.
In these unprecedented times,
we have two stark choices.
We can **break**.
Or we can **bounce back**.

Not by the **strength of one**,
but by the **strength of many**.
In our 64 years, our foundation has
always been our **diversity**.
Many threads woven together,
stronger than any single one alone.

Well, it's strength we need now.
Strength unfrayed by partisan politics.
Strength untouched by narrow
agendas. Strength, because **34 million
people need us to be strong**.
Now. **Right now**.

Bahasa Malaysia Version



PELAN PEMULIHAN NEGARA



English Version



NATIONAL RECOVERY PLAN



OUR LOGO VERTICAL FORMAT

Our brand signature is a representation of who we are. The Pelan Pemulihan Negara brand signature is a representation of the brand and its values. The purpose of these guidelines is to protect and enhance the brand signature.

The Pelan Pemulihan Negara brand logo – is the key identifier of the brand. The logo projects a friendly, sociable and engaging personality.

The logotype is fixed and should not be altered in any way. Each element should always appear as shown, in the same position and with the same proportions to each other.

Bahasa Malaysia Version



English Version



OUR LOGO HORIZONTAL FORMAT

Our brand signature is a representation of who we are. The Pelan Pemulihan Negara brand signature is a representation of the brand and its values. The purpose of these guidelines is to protect and enhance the brand signature.

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The logotype is fixed and should not be altered in any way. Each element should always appear as shown, in the same position and with the same proportions to each other.

Bahasa Malaysia Version



English Version



CLEAR SPACE VERTICAL FORMAT

The clear space must NOT be reduced or filled by another element, be it text or pictures, except when specified. The minimum clearance is the height of the **MENANG BERSAMA / STRONGER TOGETHER**.

Bahasa Malaysia Version



English Version



CLEAR SPACE HORIZONTAL FORMAT

The clear space must NOT be reduced or filled by another element, be it text or pictures, except when specified. The minimum clearance is the height of the **MENANG BERSAMA / STRONGER TOGETHER**.

Bahasa Malaysia Version



English Version



MINIMUM SIZE VERTICAL FORMAT

To maintain clarity and readability, the logo must NOT be smaller than the minimum size.

Bahasa Malaysia Version



English Version



MINIMUM SIZE HORIZONTAL FORMAT


To maintain clarity and readability, the logo must NOT be smaller than the minimum size.


Full Colour



Malaysia
MENANG
BERSAMA

 C0 M20 Y90 K0
R255 G204 B50

 C0 M100 Y100 K0
R237 G28 B36

 C100 M100 Y0 K0
R46 G49 B146

 C0 M0 Y0 K100
R35 G31 B32

Greyscale



Malaysia
MENANG
BERSAMA

 K20

 K70

 K90

 K100

COLOUR VARIANTS

Consistent use of colour will ensure noticeability. Only use these two versions:

1. Full Colour
2. Greyscale

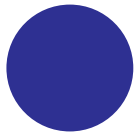
Primary colours



C0 M20 Y90 K0
R255 G204 B50



C0 M100 Y100 K0
R237 G28 B36



C100 M100 Y0 K0
R46 G49 B146

Secondary colours



C0 M50 Y100 K0



C50 M0 Y100 K0



C50 M100 Y0 K0



C0 M0 Y0 K100
R35 G31 B32

COLOUR PALETTE

Try to use the primary colour palette as it is our main visual identifier. A secondary colour palette has also been developed for variety and adaptability.

Aa

Ubuntu Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,:;!@#\$%^&*()_+<>

Aa

Ubuntu Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,:;!@#\$%^&*()_+<>*

Aa

Ubuntu Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,:;!@#\$%^&*()_+<>**

Aa

Ubuntu Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,:;!@#\$%^&*()_+<>**

TYPEFACE

The primary font for the Pelan
Pemulihan Negara brand is Ubuntu.

DOS AND DON'TS

Dos



Ensure the logo is legible at all times.



If using a coloured background, make sure to use only one of our colours at a time. When on a coloured background, make sure the WEAVE has a white outline.

Don'ts



Never distort the logo.
Do not stretch, compress, or shear it.



Avoid busy or cluttered backgrounds like photographs or graphical designs.

NEVER alter the logo in any way. Here are a few examples to guide us.