MALAYSIA AIRPORTS

CORPORATE IDENTITY
GUIDELINES

VERSION 2018

These guidelines serve a singular purpose;
to communicate our messages as one.

Contents

Introduction

Living the Brand
The Malaysia Airports corporate identity represents our world-class promise to all segments of audience. When you are using or carrying the day-to-day business, you also represent Malaysia Airports. By following these guidelines, you attain the benefits of the Malaysia Airports identity and contribute to its strength.

Behind Malaysia Airports Logo

The Malaysia Airports logo is a composition of three elements - a control tower, a runway and an aircraft flying skywards.

The runway with its four threshold reflects Malaysia Airports professionalism and commitment to providing superior levels of service. It depicts Malaysia Airports as being systematic in its approach, dynamic, efficient and customer-dedicated.

The diagonal "airways" signifies Malaysia Airports tenacity to remain an ever progressing organisation. The airport tower signifies Malaysia Airports high standards of efficiency and excellent service.
The logo's colours - blue and orange - mirror the corporate mission. Blue, a colour synonymous with aviation, signifies stability, harmony and the discipline to ensure excellence service. The second colour, orange, expresses the strength and forward vision of the management and people in Malaysia Airports.

The synergy of all the elements in the logo represents Malaysia Airports corporate vision of excellence and integrity.

Specification

The logo must always be with the corporate logotype. The logotype must always appear on the right hand side of the logo.

°32

LOGO

LOGOTYPE

Corporate Name

The registered name, Malaysia Airports Holdings Berhad (487092-W), must be used for official communications material, for example, stationery.

MALAYSIA AIRPORTS HOLDINGS BERHAD (487092-W)

Signature Colour

Please be advised that the colour composition and pantone may vary depending on the paper or printer used. To ensure accurate colour representation, we would recommend that you inform the printer and/or supplier on our pantone requirements beforehand.

MAHB BLUE

Pantone®
300 CV

Process Colour
100%   Cyan
40%   Magenta

C100 M40

MAHB ORANGE

Pantone®
1505 CV

Process Colour
55%   Magenta
90%   Yellow

M55 Y90

BLACK

Pantone®
PURE BLACK

Process Colour
100%   Black

K100

MAHB Orange
Pantone® 1505CV
55% Magenta
90% Yellow

MAHB Black
100% Black

MAHB Blue
Pantone® 300CV
100% Cyan
40% Magenta

Always follow background colour (transparent)

30% Black

100% Black

70% Black

Always follow background colour (transparent)

The Malaysia Airports Logo

Minimum Clear Space

The grid is to be used as a scale and as reference, especially for large scale renditions. The grid must never be painted or printed behind or on top of the logo. Use the height of the logo to determine the size of the logotype.

Two grids around the surface of the logo to remain empty.

Choosing a Configuration

For purpose of enlargement or reduction, the maximum width of the logo is measured. The standard size of the logo is 100mm in width. Minimum acceptable size is 20mm.

40mm

30mm

20mm

minimum
acceptable size

The Malaysia Airports Logo

Logo Colour Variations

The logo for Malaysia Airports must visually represent all three elements of the brand at all times, namely the Logotype, Control Tower and Airplane Flight path. Individual usage of these elements in isolation is strictly prohibited.

For white or bright backgrounds, the logo should be as it is.

For black or dark backgrounds, the entire logo must be in reverse white.

For coloured backgrounds, the aircraft flight path must always be transparent/hollow.

For background colour that is the same or close to MAHB Blue or MAHB Orange, the entire logo can be in reverse white or black.

The Malaysia Airports Logo

Avoid Logo Mistakes

DO NOT ALTER the typeface of the corporate logotype.

DO NOT ALTER the size of the corporate logo in relation to the corporate logotype.

DO NOT CHANGE any of the logo original colors.

DO NOT ALTER the diagonal slant of the corporate logo.

DO NOT PLACE the corporate logo on the right hand side of the corporate logotype.

DO NOT ALTER OR STRETCH the logo vertically.

DO NOT PLACE the corporate logo on top of the corporate logotype.

DO NOT PLACE the corporate logo at bottom of the corporate logotype.

DO NOT ALTER OR STRETCH the logo horizontally.

DO NOT CHANGE "Malaysia" to white on a dark background.

DO NOT LEAVE the aircraft flying path in white for coloured background.

DO NOT PLACE the coloured logo on a dark background.

Typography

Typography plays a vital role in establishing the tone and character of our communications. The consistent use of a uniformed set of typography in our Visual Identity System will create a harmonised and cohesive look to all our communications. It will generate a clear, confident and consistent image for our brand identity.

Primary Typeface

The primary corporate typeface **'SEGOE UI'** or **'Century Gothic'** and must be used in all advertising communications that are professionally printed or produced.

SEGOE UI Light	SEGOE UI Semibold
SEGOE UI Regular	**SEGOE UI Bold**
SEGOE UI Italic	***SEGOE UI Bold Italic***
CENTURY GOTHIC Regular	**CENTURY GOTHIC Bold**
CENTURY GOTHIC Italic	***CENTURY GOTHIC Bold Italic***

Default Typeface

For various internal and external employee-generated and electronic communications that include powerpoint presentations, letters, reports and other similar documents, the default typeface recommended is **'CALIBRI'**. Calibri should also be used in instances where there are font restrictions. This typeface is widely available on computers using Microsoft Windows 7.

CALIBRI Light	*CALIBRI Italic*
CALIBRI Light Italic	**CALIBRI Bold**
CALIBRI Regular	***CALIBRI Bold Italic***

Special Typeface

In certain circumstances such as internally generated certificates and compliment slips, **'PRISTINA'** can be used.

PRISTINA Regular

There are instances on websites where due to technical feasibility, Segoe UI typeface cannot be used. In such cases, please use '**ARIAL'** typeface.

ARIAL Regular	*ARIAL Italic*
ARIAL Bold	***ARIAL Bold Italic***

Email Signature

This is the standard approved signature to be used relevant to each divisions or subsidiaries. You may access this template via:
GALLERY$ (O:)\TEMPLATES

Edit your details and copy paste to
Lotus Notes: Preferences > Mail > Signature

NameÊ
Position
Division

Malaysia Airports (Sepang) Sdn
4th Floor, Airport Management
KL International Airport
64000 KLIA, Sepang, Selangor
☏ +603 – XXXX XXXX
🖷 +603 – XXXX XXXX
📱 +601X – XXX XXXX
🖂 name@malaysiaairports.co
*Follow us on twitter @MY_air

NameÊ
Position
Division

Malaysia Airports Consultancy Services Sdn Bhd
Malaysia Airports Corporate Office
Persiaran Korporat KLIA
64000 KLIA, Sepang, Selangor Darul Ehsan
☏ +603 – XXXX XXXX
🖷 +603 – XXXX XXXX
📱 +601X – XXX XXXX
🖂 name@malaysiaairports.com.my
*Follow us on twitter @MY_airports

NameÊ
Position
Division

K.L. Airport Hotel Sdn Bhd
Sama-Sama Hotel
KL International Airport, Jalan
64000 KLIA, Sepang, Selangor
☏ +603 – XXXX XXXX
🖷 +603 – XXXX XXXX
📱 +601X – XXX XXXX
🖂 name@malaysiaairports.co
*Follow us on twitter @MY_air

NameÊ
Position
Division

Sama-Sama Hospitality Management Sdn Bhd
Sama-Sama Hotel
KL International Airport, Jalan CTA 4B
64000 KLIA, Sepang, Selangor Darul Ehsan
☏ +603 – XXXX XXXX
🖷 +603 – XXXX XXXX
📱 +601X – XXX XXXX
🖂 name@malaysiaairports.com.my
*Follow us on twitter @MY_airports

Graphic Devices

The Malaysia Airports Visual Identity System includes a graphic device which underscores our Brand Positioning. This device features a cresent or curveline to separates the visual area from the copy area.

The following illustrations outline how the graphic devices, which is modular, may be applied in our internal communications materials.

The colour and lines within the wave is fixed and cannot be inverted or change. But it may be cropped at certain parts of it, or made smaller or larger to fit the visual layouts via percentage enlargement, reduction, rotation or flipped.

Cresent Graphic Device

Curveline Graphic Device

Possible area for cropping

Logo Applications

Name Cards

For name cards, the Corporate Logo must always be placed on the top right.

Names
8pt Segoe UI Semibold
Positions/Department/Division
6pt Segoe UI Light

Corporate Name
8pt Segoe UI Semibold
Corporate Number
5pt Segoe UI Light
Address
6pt Segoe UI Light
Numbers
6pt Segoe UI Semibold/Light

Measurement
90W x 55H (mm)
Paper
White Matte "Conqueror" 220gsm
Printing
4 Colours

90

FRONT

* For short name,
   just remove top
   name line.
* Measurement in
   milimeter (mm)
* Scale 1:1

55

Names
Names
Position
Division
Department
Contact   +603-XXXX XXXX
Mobile   +6019-XXX XXXX
Email   xxxxxx@malaysiaairports.com.my

BACK

* Measurement in
   milimeter (mm)
* Scale 1:1

55

General   +603-8777 7000
Fax   +603-8777 7777

MALAYSIA AIRPORTS HOLDINGS BERHAD
Malaysia Airports Corporate Office
Persiaran Korporat KLIA
64000 KLIA, Sepang, Selangor, Malaysia

www.malaysiaairports.com.my

Malaysia Airports   @MY_Airports
Malaysia Airports   malaysiaairports

Logo Applications

Letterhead & Continuation Sheet

For Letterhead the Corporate Logo must always be placed on top right. As for Continuation Sheet, it shall be left empty.

Corporate Name
8pt Segoe UI Semibold
Corporate Number
5pt Segoe UI Light
Address
8pt Segoe UI Light
Numbers
8pt Segoe UI Semibold/Light

Measurement
210W x 297H (mm)
Paper Letterhead
Pure White "Conqueror" 80gsm
Paper Continuation Sheet
Pure White "Conqueror" 70gsm
Printing
4 Colours

210
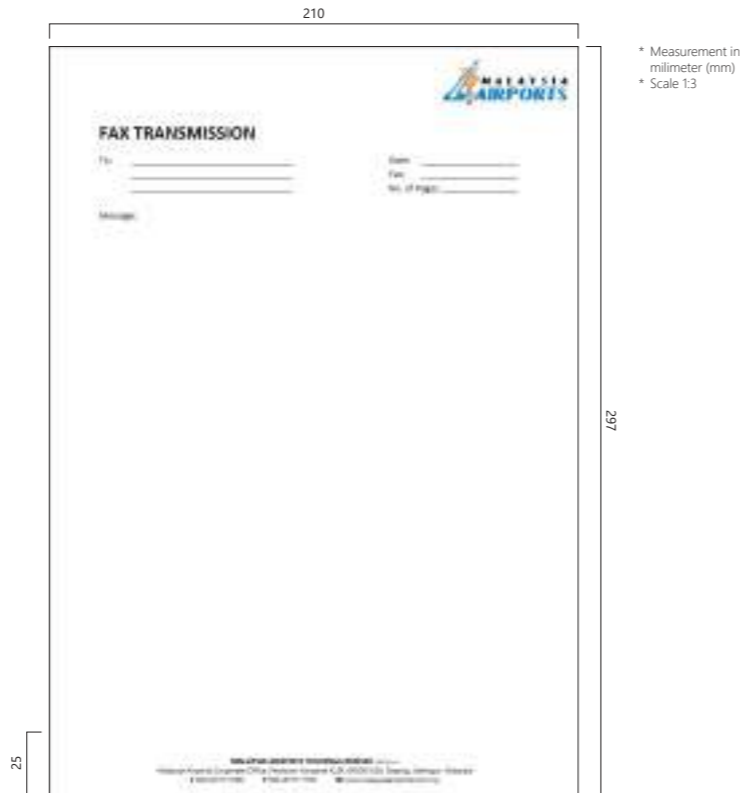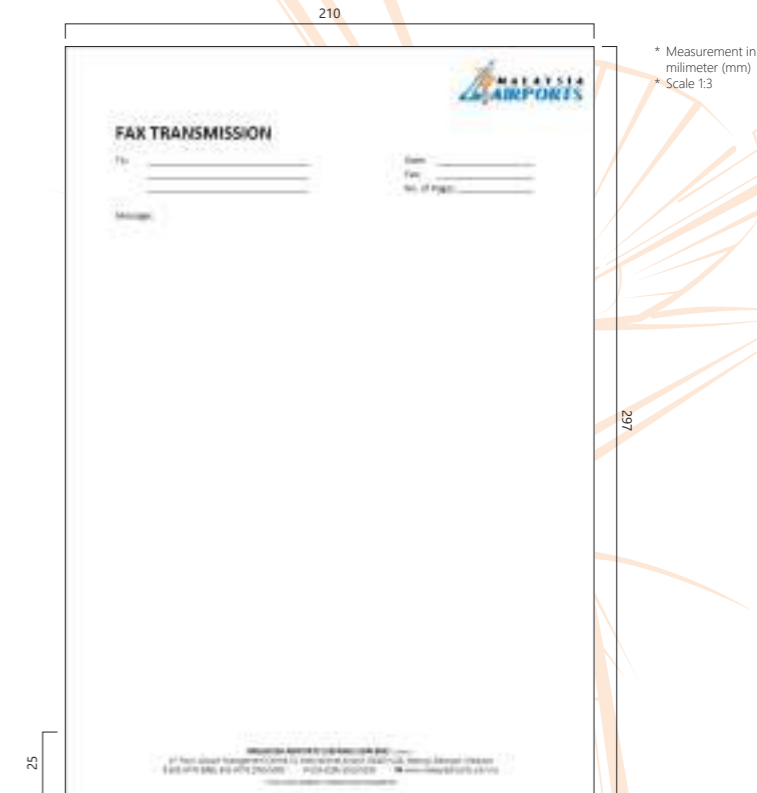
* Measurement in
   milimeter (mm)
* Scale 1:3

297

25

Fax Transmission

For Fax Transmission Sheet, the Corporate Logo must always be placed on the top right.

Corporate Name
8pt Segoe UI Semibold
Corporate Number
5pt Segoe UI Light
Address
8pt Segoe UI Light
Text
18pt Segoe UI Semibold
10pt Segoe UI Light

Measurement
210W x 297H (mm)
Paper
Pure White "Conqueror" 70gsm
Printing
4 Colours

* Measurement in milimeter (mm)
* Scale 1:3

210

297

25

Name Cards
for Subsidiary

For name cards, the Corporate Logo must always be placed on the top right. As for subsudiary logo, must always be placed on the back face of card.

Names
8pt Segoe UI Semibold
Positions/Department/Division
6pt Segoe UI Light

Corporate Name
8pt Segoe UI Semibold
Corporate Number
5pt Segoe UI Light
Address
6pt Segoe UI Light
Numbers
6pt Segoe UI Semibold/Light

Measurement
90W x 55H (mm)
Paper
White "Conqueror" 220gsm
Printing
4 Colours

90

FRONT

* For short name, just remove top name line.
* Measurement in milimeter (mm)
* Scale 1:1

55

BACK

* Measurement in milimeter (mm)
* Scale 1:1

55

Logo Applications

Letterhead & Continuation Sheet
for Subsidiary

For Letterhead the Corporate Logo must always be placed on top right and Subsidiary Logo on top left. As for Continuation Sheet, it shall be left empty.

Corporate Name
8pt Segoe UI Semibold
Corporate Number
5pt Segoe UI Light
Address
8pt Segoe UI Light
Numbers
8pt Segoe UI Semibold/Light

Measurement
210W x 297H (mm)
Paper Letterhead
Pure White "Conqueror" 80gsm
Paper Continuation Sheet
Pure White "Conqueror" 70gsm
Printing
4 Colours

210

* Measurement in
  milimeter (mm)
* Scale 1:3

297

25

Logo Applications

Fax Transmission
for Subsidiary

For Fax Transmission Sheet, the Corporate Logo must always be placed on the top right .

Corporate Name
8pt Segoe UI Semibold
Corporate Number
5pt Segoe UI Light
Address
8pt Segoe UI Light
Text
18pt Segoe UI Semibold
10pt Segoe UI Light

Measurement
210W x 297H (mm)
Paper
Pure White "Conqueror" 70gsm
Printing
4 Colours

210

* Measurement in
  milimeter (mm)
* Scale 1:3

297

25

FAX TRANSMISSION

Logo Applications

Memo

For Memo, the Corporate Logo placed at top centre of page.

Corporate Name
8pt Segoe UI Semibold
Corporate Number
5pt Segoe UI Light
Address
8pt Segoe UI Light
Text
18pt Segoe UI Semibold
10pt Segoe UI Light

Measurement
148W x 210H (mm)
Paper
Pure White "Conqueror" 70gsm
Printing
4 Colours

148

* Measurement in milimeter (mm)
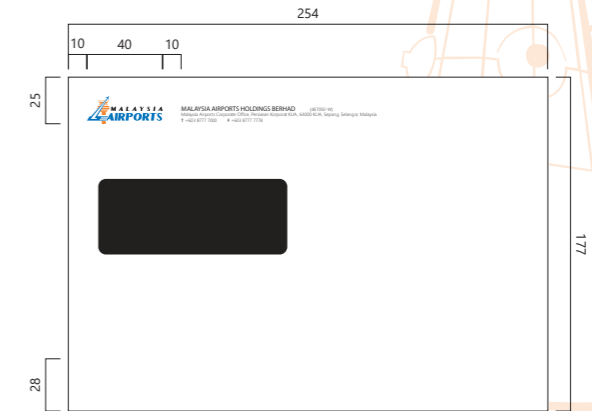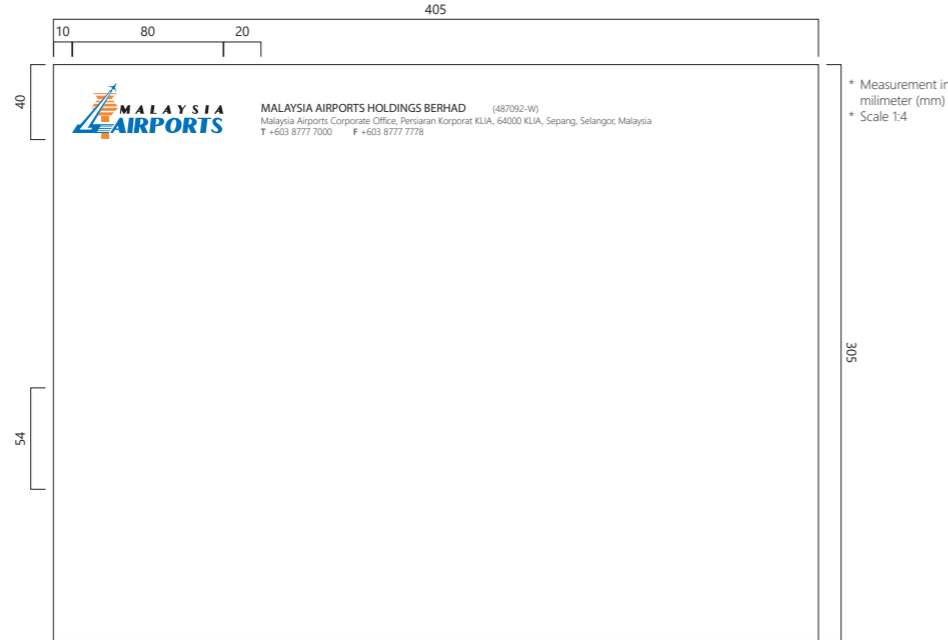* Scale 1:3

210

20

Logo Applications

Envelopes

For small envelopes, the Corporate Logo must always be placed on the left side of address.

Corporate Name
10pt Segoe UI Semibold
Corporate Number
7pt Segoe UI Light
Address
7pt Segoe UI Light
Numbers
7pt Segoe UI Semibold/Light

Measurement
220W x 110H (mm)
254W x 177H (mm)
Paper
Pure White "Conqueror" 100gsm
Printing
4 Colours

220

10   40   10

25

27

110

* Measurement in milimeter (mm)
* Scale 1:4

254

10   40   10

25

28

177

Logo Applications

Envelopes

For big envelopes, the Corporate Logo must always be placed on the left side of address.

Corporate Name
18pt Segoe UI Semibold
Corporate Number
14pt Segoe UI Light
Address
14pt Segoe UI Light
Numbers
14pt Segoe UI Semibold/Light

Measurement
405W x 305H (mm)
Paper
Art Card 230gsm
Printing
4 Colours

405

10   80   20

MALAYSIA AIRPORTS HOLDINGS BERHAD   (487092-W)
Malaysia Airports Corporate Office, Persiaran Korporat KLIA, 64000 KLIA, Sepang, Selangor, Malaysia
T +603 8777 7000   F +603 8777 7778

* Measurement in milimeter (mm)
* Scale 1:4

40

54

305

Logo Applications

Presentation Template

The template displayed on this page is the standard, approved design to be used in all presentations (internal or external). It includes the master brand presence at the lower right of the slide. You may access this template via:
GALLERY$ (O:)\TEMPLATES

Presentation
Template Cover

Click to add title

Presentation
Template

Certificate

The certificate displayed on this page is the standard, approved design to be used in all certificates (internal or external). It includes the master brand presence at the top centre. You may access this template via:
GALLERY$ (O:)\TEMPLATES

CERTIFICATE OF APPRECIATION

CERTIFICATE OF APPRECIATION

Logo Applications

Print and Below-The-Line Mediums

For all external print messages, please ensure that the master brand, Malaysia Airports is prominently placed within the confines of the designated space. As an example, we have provided a template for your guide. Please note that all print messages must include a horizontal white border (measurement: white border extends for the length of the entire page and 1/10th the height of the page) at the bottom with Malaysia Airports master brand placed at the bottom right at all times. If the ad is representing a subsidiary company, the subsidiary or product brand's logo can be placed opposite the master brand on the left side, in similar size and scale to the master brand's logo.
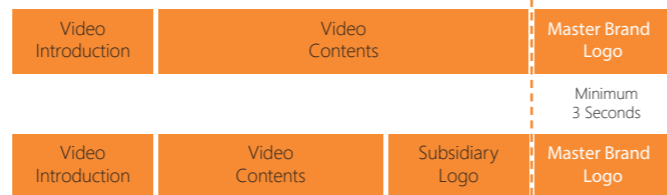
Television and Above-The-Line Mediums

For all external external above-the-line messages and/or communiques, please ensure that the master brand, Malaysia Airports is featured at the end of the video. Please be advised that the master brand must always be visible at the end of any video for a minimum of 3 seconds (after the product or subsidiary brand has been showcased). You may view example of such messaging from the link provided here:
GALLERY$ (O:)\VIDEO

Sample Video Timeline

Video Introduction	Video Contents	Master Brand Logo

Minimum 3 Seconds

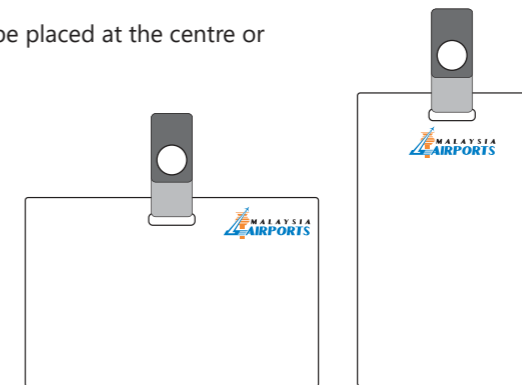| Video Introduction	Video Contents	Subsidiary Logo	Master Brand Logo

Logo Applications

Flags

The Corporate Logo must always be centred, and scaled 2/3 of the flag size.

Badges

The Corporate Logo must always be placed at the centre or the right side.

Logo Applications

Backdrops
On backdrops, it could be on any either side relevant to any other logos.
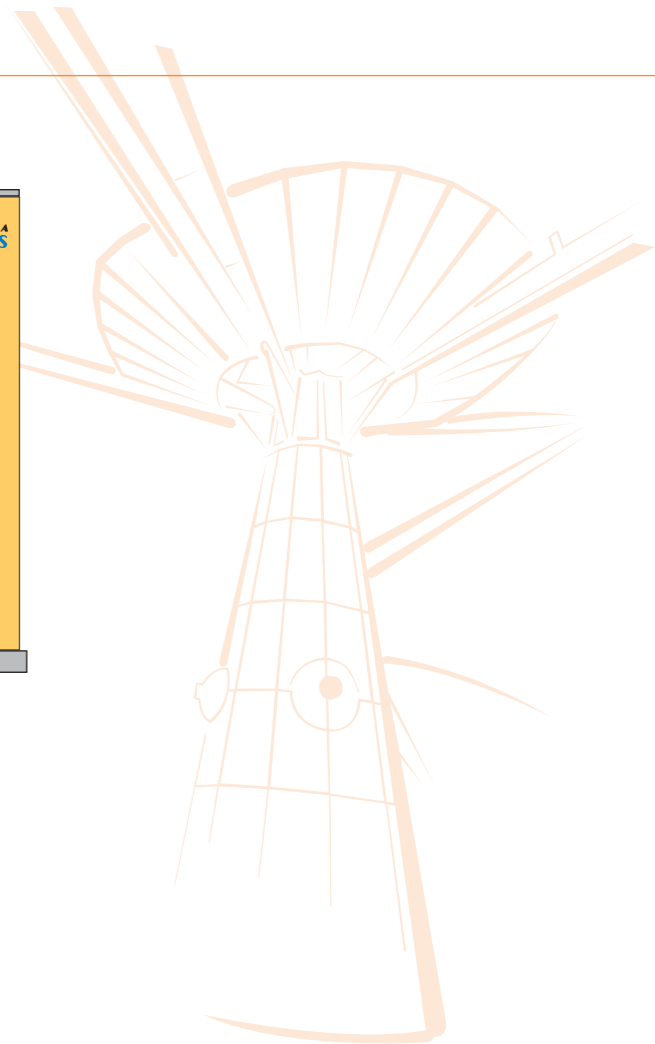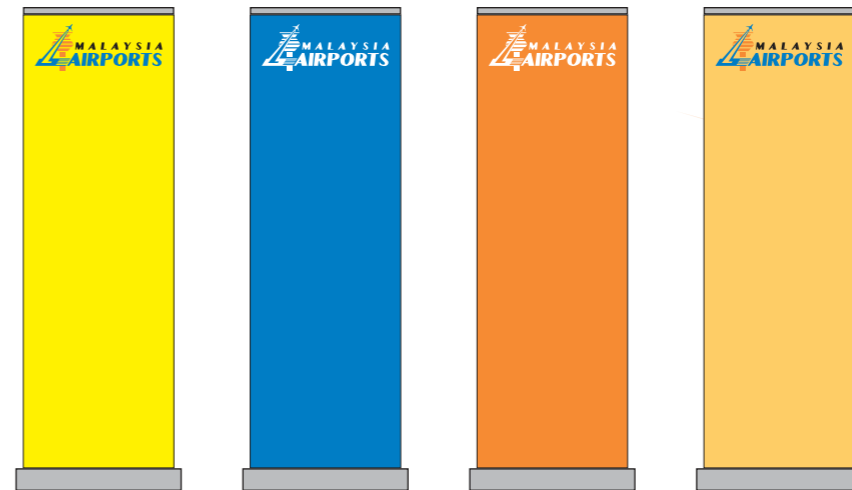

Banner
On a banner, it should be on right side relevant to any other logos.
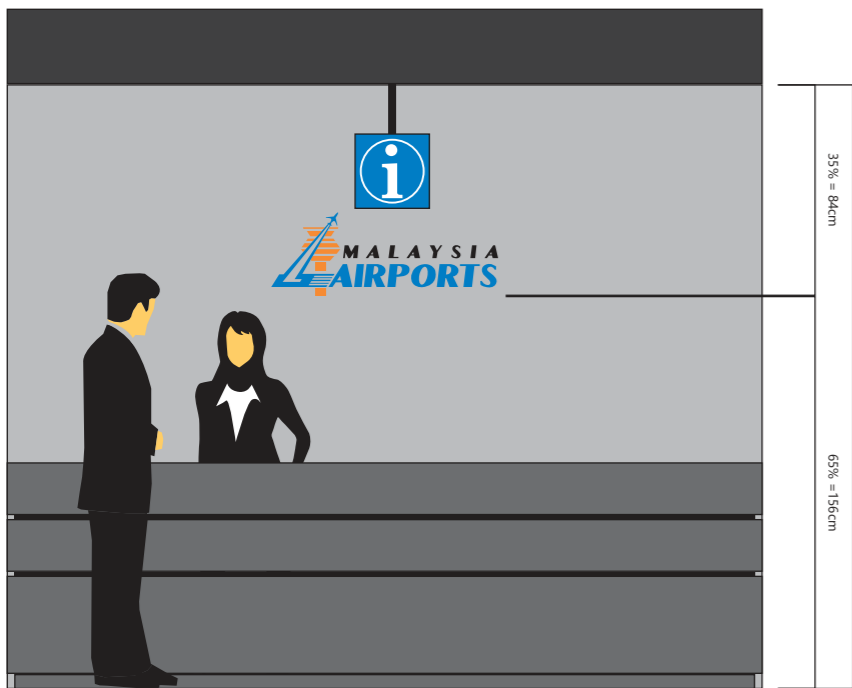

Logo Applications

Buntings
On any bunting, it should be at the top of the banner.

Logo Applications

Information Counters

The Corporate Logo must always be in a prominent position.
It should be placed above the information counter.

35% = 84cm

100% = 240cm

65% = 156cm

If the height from floor to celing is 240cm, the logo should be placed from its bottom at 65% from floor, which is 156cm.
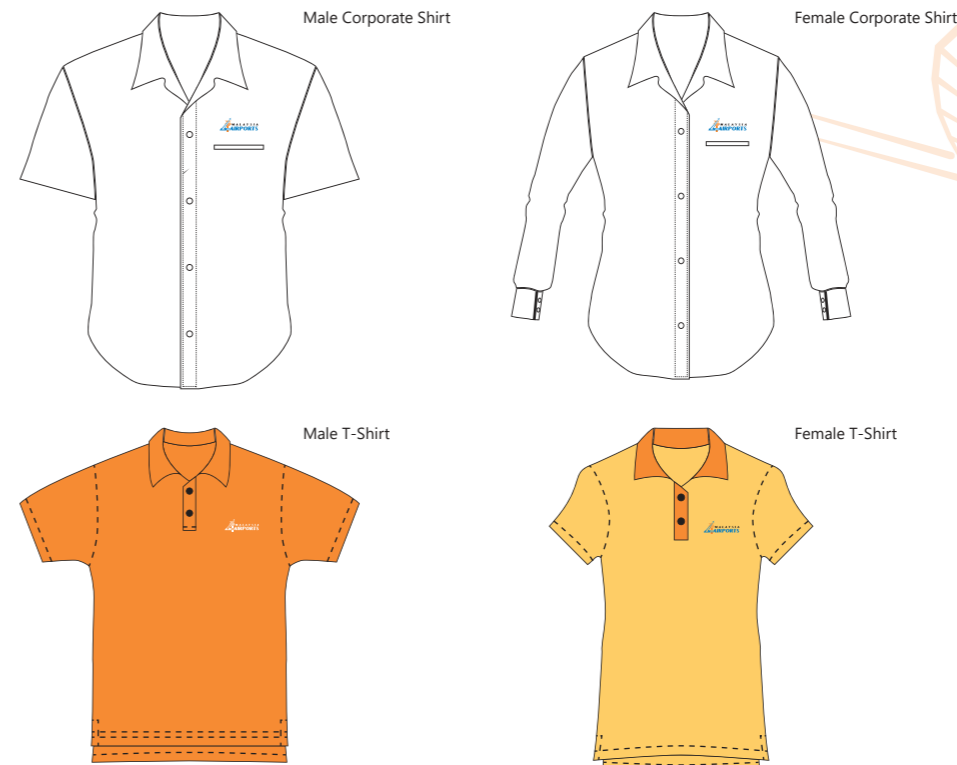
Example:
240cm x 65% = 156cm
270cm x 65% = 176cm
300cm x 65% = 195cm
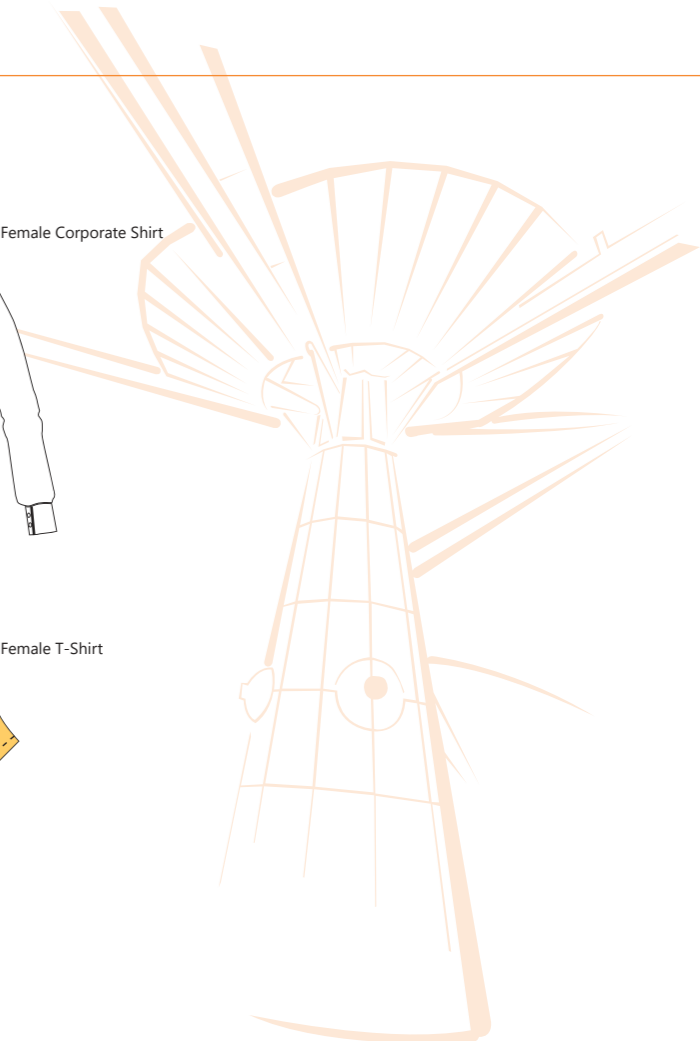
*For illustration purpose only.

Logo Applications

Apparels

For any apparels, the Corporate Logo must always be on the left side of user.

Male Corporate Shirt

Female Corporate Shirt

Male T-Shirt

Female T-Shirt

*For illustration purpose only.

Logo Applications

Corporate Merchandise

Samples of logo placement and colour in corporate merchandises and gifts.

Power Converter

Sling Bag

Fridge Magnet

Mug

Card Holder

Ball Pen

Calculator Set

Paper Weight

Logo Applications

Vehicles

For any vehicles or mechanical equipments, the Corporate Logo must always be on the left and right side.

Sedan

Transport

Pickup

Fire and Rescue

Logo Applications

Vehicles

For any vehicles or mechanical equipments, the Corporate Logo must always be on the left and right side.

Runway Sweeper

Geenie

Bus

Follow Me

Softwares

Softwares below considered industry standard in design and printing:

Layout   Adobe Indesign
                    Quark Xpress

Vector   Adobe Illustrator
                    Adobe Freehand

Raster   Adobe Photoshop
                    Corel Coreldraw

Web   Adobe Flash
                    Adobe Dreamweaver

Other applications such as Mirosoft Word and Powerpoint do not conform to industry standards, and therefore should not be used for print design.

The design elements, artwork and most-up-dated information are accessible at;
Windows Explorer > Computer > GALLERY$ (O:)

Branding Unit

To ensure consistent usage of our brand, any application of visuals involving Malaysia Airports' brand and/or subsidiaries and products must be presented to the Corporate Communications Division for prior consent before being applied and published, printed or produced.

Contact:

GENERAL MANAGER,
CORPORATE COMMUNICATIONS DIVISION

SENIOR MANAGER,
STRATEGIC COMMUNICATIONS DEPARTMENT

MANAGER,
BRAND MANAGEMENT UNIT

Corporate Communications Division
Malaysia Airports Holdings Berhad

corpcomm@malaysiaairports.com.my