Introduction

For a country rich in culture and natural wonders as our beloved Malaysia, tourism can certainly be a great economic pillar. Improving the sustainability of tourism, arts and culture in Malaysia is thus a responsibility of paramount importance. Each element in the logo individually showcases the diversity of experiences a tourist may embark on only on Malaysian soil. In addition to giving foreign tourists a taste of Malaysia’s bountiful offerings, the features in the logo also urge local Malaysians to advocate the preservation of our country’s identity as the nation moves forward in this fast-moving era of globalisation.

Design Elements

The style of the logo is inspired by Malaysian Batik. The magnificent rhinoceros hornbill is perched on the left side of the logo. The iconic bird illustrates the unique fauna and eco-adventures that Malaysia has to offer. A red hibiscus adorns the top right of the logo. In the national language, Bahasa Malaysia, the hibiscus is known as “bunga raya”, loosely translated to “flower of celebration”. The flower encapsulates the celebration of cultural diversity in Malaysia. The wild fern below the hibiscus is locally known as “paku pakis”. The edible plant is a favourite among Malaysians of all races, and is apt to represent the unique flavours of Malaysian cuisine.

Colours

The main colours blue, red and yellow used in the logo represent the colours of the national flag, Jalur Gemilang. The orange colour illustrates the year-round sunshine Malaysia receives. Lastly, the green colour represents the abundance of nature in Malaysia. The brilliance of these colours is eye-catching, and invites the onlooker to take a closer look.
### The Brand Mark

#### Logo | Colour

| PANTONE 2757 C | C910 M056 Y091 K039 R018 G043 B079 |
| PANTONE 7886 CP | C096 M020 Y013 K002 R037 G076 B144 |
| PANTONE 108 CP | C094 M009 Y100 K000 R018 G043 B079 |

#### Logo | Preferred Version

- **Visit Malaysia 2020**
  - **FLAT COLOUR**
    - **SILK SCREEN PRINTING**
  - **EMBROIDERY**
  - **STANDARD USE**
    - **(WITHOUT OUTLINE FOR A WHITE OR DARK BACKGROUND)**
  - **FULL COLOUR**
    - **OFFSET PRINTING**
    - **DIGITAL PRINTING**
  - **SOLID GOLD STAMPING**
  - **REVERSE GOLD STAMPING**
  - **GRAYSacle OFFSET PRINTING**
    - **DIGITAL PRINTING**
    - **EMBROIDERY**
    - **STAMP**
    - **SILK SCREEN PRINTING**
  - **FLAT COLOUR**
    - **OFFSET PRINTING**
    - **RUBBER STAMP**
    - **SILK SCREEN PRINTING**

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*In situations where full colour version cannot be used (perhaps due to production or media limitation), these are the versions that can be used.*
The Brand Mark
Logo | Application