Visit Truly Asia Malaysia 2020

Brand *Mark* Manual

Visit Malaysia 2020
Logo | Rationale

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 urges 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 2767 C
C100 M086 Y041 K039
R018 G043 B079

PANTONE 7686 CP
C096 M080 Y013 K002
R037 G076 B144

PANTONE 108 CP
C004 M009 Y100 K000
R018 G043 B079

C099 M091 Y007 K000
R041 G060 B144

C094 M089 Y048 K062
R017 G019 B049

C009 M021 Y098 K000
R236 G195 B35

C001 M062 Y074 K000
R243 G128 B080

C069 M013 Y072 K001
R086 G166 B113

C090 M033 Y098 K025
R000 G105 B056

C001 M098 Y095 K000
R236 G034 B039

C035 M094 Y071 K043
R112 G030 B043

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 | Preferred Version

STANDARD USE
(WITHOUT OUTLINE, FOR A WHITE
OR DARK BACKGROUND)

FLAT COLOUR
SILK-SCREEN PRINTING
EMBROIDERY

FULL COLOUR
OFFSET PRINTING
DIGITAL PRINTING

SOLID GOLD STAMPING

REVERSE GOLD STAMPING

GREYSCALE
OFFSET PRINTING
DIGITAL PRINTING
NEWSPRINT
FAX

FLAT COLOUR
NEWSPRINT
RUBBER STAMP
SANDBLASTING
SILK-SCREEN

THE FULL COLOUR VERSION OF THE LOGO
SHOULD BE USED AND APPLIED AS SEEN

WHITE OUTLINE
(FOR A DARK BACKGROUND)

WHITE OUTLINE
(FOR A DARK BACKGROUND)
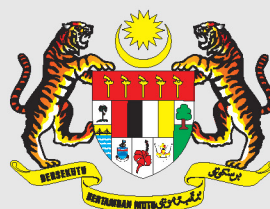
The Brand Mark

Logo │Application

The Brand Mark
Logo │ Application

Malaysia Truly Asia

Ministry of Tourism Arts and Culture, Malaysia

TOURISM MALAYSIA ®

BMM (English) / IH / IE