These guidelines serve a singular purpose; to communicate our messages as One.
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.
The Malaysia Airports Logo

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

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

MALAYSIA AIRPORTS

HOLDINGS BERHAD

(487092-W)
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.

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.

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

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.
Avoid Logo Mistakes

DO NOT ALTER the typeface of the corporate logotype.

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 PLACE the corporate logo on top of the corporate logotype.

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

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.

The Malaysia Airports Logo 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 and confident image for our brand identity.

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.

Special Typeface

In certain circumstances such as internally generated certificates and compliment slips, ‘PRISTINA’ can be used. There are instances on websites where due to technical feasibility, Segoe UI typeface cannot be used. In such cases, please use ‘ARIAL’ typeface.

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.

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Graphic Devices

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

Crescent Graphic Device

Curveline Graphic Device

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

The colours 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.
Name Cards

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

- **Names**
  - 8pt Segoe UI Semibold
  - 6pt Segoe UI Light

- **Corporate Name**
  - 8pt Segoe UI Semibold

- **Corporate Number**
  - 5pt Segoe UI Light

- **Position/Department/Division**
  - 6pt 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

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
  - Continuation Sheet: Pure White “Conqueror” 70gsm

- **Printing**
  - 4 Colours

* Measurement in millimeter (mm)
* Scale 1:3
Logo Applications

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
8pt Segoe UI Light
Address
8pt Segoe UI Light
Text
10pt Segoe UI Semibold
10pt Segoe UI Light

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

Logo Applications

Name Cards
for Subsidiary
For name cards, the Corporate Logo must always be placed on the top right. As for subsidiary 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

* Measurement in milimeter (mm)
* Scale 1:3
* For short name, just remove top name line.
* Measurement in milimeter (mm)
* Scale 1:1
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
Pure White “Conqueror” 80gsm

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
10pt Segoe UI Semibold
10pt Segoe UI Light

Measurement
210W x 297H (mm)
Paper
Pure White “Conqueror” 70gsm
Printing
4 Colours
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
10pt Segoe UI Semibold
10pt Segoe UI Light
Measurement
148W x 210H (mm)

Paper
Pure White “Conqueror” 70gsm
Printing
4 Colours

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
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

For small envelopes, the Corporate Logo must be placed on the top centre.

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\(\{0\}\)\TEMPLATES\

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\(\{0\}\)\TEMPLATES\
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](#)

### Video Timeline

<table>
<thead>
<tr>
<th>Video</th>
<th>Introduction</th>
<th>Video Contents</th>
<th>Master Brand Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum</td>
<td>3 Seconds</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sample Video Timeline**

**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.

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.

Logo Applications

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

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

- Sling Bag
- Power Converter
- Card Holder
- Mug
- 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
- Pickup
- Transport
- 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 below considered industry standard in design and printing:

**Layout**
- Adobe Indesign
- Quark Xpress

**Vector**
- Adobe Illustrator
- Adobe Freehand

**Raster**
- Adobe Photoshop
- Corel Corel draw

**Web**
- Adobe Flash
- Adobe Dreamweaver

Other applications such as Microsoft 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
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corpcomm@malaysiaairports.com.my