



## Airports Branding Guidelines



The main identifying element in our airport branding is the 'Airport Stream' which was derived from the runway element in the Malaysia Airports logo.

The use of these 'Airport Streams' are meant to depict dynamism and movement which is synonymous with the airport environment.



KLIA  
Kota Kinabalu International Airport  
Penang International Airport  
Kuching International Airport

klia2  
Langkawi  
Miri  
Sibu  
Kota Bharu  
Tawau

Sandakan  
Labuan  
Kuala Terengganu  
Kuantan  
Melaka  
Alor Setar  
Bintulu  
Ipoh

*Usually rural or island airports and short take-off and landing airports (STOLports).*  
Redang  
Tioman  
Pangkor  
Mulu  
Limbang  
Lahad Datu  
STOLports in Sabah & Sarawak

Purple as the unifying colour for all airports



We operate 39 airports in Malaysia comprising 5 international airports, 16 domestic airports and 18 STOLports.

For the purpose of branding, these airports grouped into their identifying colour based on each airport's profile.

Nevertheless, the colour purple is the one unifying colour for all the airports.

# Colour Palette Guidelines

## LIFESTYLE

1. KLIA
2. Kota Kinabalu International Airport
3. Penang International Airport
4. Kuching International Airport

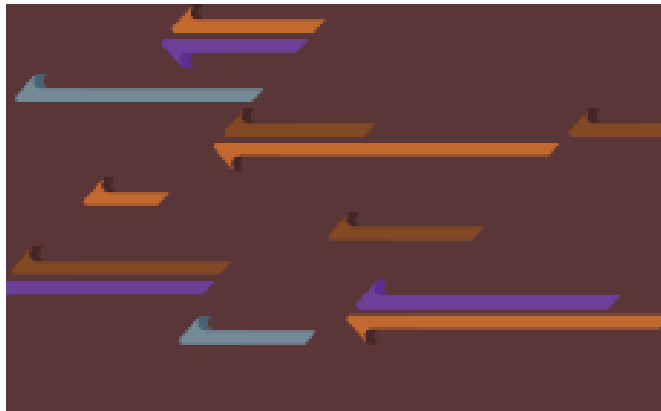


### Process Colour CMYK

- Soft Light Sky C80 M50 Y20 K0
- Neon Blue C100 M20 Y0 K0
- Midnight Blue C100 M80 Y30 K0
- Oxford Blue C100 M80 Y30 K40
- Plum C70 M90 Y0 K0
- Deep Purple C80 M100 Y0 K20
- Light Cool Grey C20 M0 Y0 K50
- Dark Cool Grey C30 M0 Y0 K80

## COMMUNITY

1. Sandakan
2. Labuan
3. Kuala Terengganu
4. Kuantan
5. Melaka
6. Alor Setar
7. Bintulu
8. Ipoh



- C40 M68 Y55 K55
- C25 M70 Y100 K0
- C40 M68 Y55 K70
- C80 M100 Y0 K20
- C70 M90 Y0 K0
- C30 M0 Y0 K70
- C20 M0 Y0 K60

## LEISURE

1. Klia2
2. Langkawi
3. Miri
4. Sibu
5. Kota Bharu
6. Tawau



### Process Colour CMYK

- Merigold C80 M50 Y20 K0
- Tangerine C100 M20 Y0 K0
- Orange C100 M80 Y30 K0
- Amber C100 M80 Y30 K40
- Plum C70 M90 Y0 K0
- Deep Purple C80 M100 Y0 K20
- Light Cool Grey C20 M0 Y0 K50
- Dark Cool Grey C30 M0 Y0 K80

## CORPORATE RESPONSIBILITY

1. Redang
2. Tioman
3. Pangkor
4. Mulu
5. Limbang
6. Lahad Datu
7. STOLports in Sabah & Sarawak



- C100 M60 Y40 K0
- C100 M0 Y20 K20
- C90 M0 Y30 K0
- C80 M100 Y0 K20
- C70 M90 Y0 K0
- C30 M0 Y0 K70
- C20 M0 Y0 K60



# Airports Notices Font

## Gil Sans

Gill Sans Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@#\$%^&\*()

Gill Sans Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@#\$%^&\*()

Gill Sans Bold

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 ?!@#\$%^&\*()**

## Century Gothic

Century Gothic Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#\$%^&\*()

OR

Century Gothic Regular

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890?!@#\$%^&\*()**



**THANK  
YOU**