



BRAND GUIDELINE

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LOGOTYPE USAGE



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Kulim (Malaysia) Berhad incorporates a new greyish-blue tone that defines the organisation's future wisdom communicated under the "Contrax" typeface. The word 'KULIM' also unfolds the duotone greens of apple and lime encased in a rising formation to manifest growth with value. Significantly, Kulim (Malaysia) Berhad remains focused and active in driving the pursuit of sustainable growth and creating value through future innovation.

## ● SPECIFICATIONS & RATIONALE

**LOGO** Robust identification  
Attention grabbing  
Modern  
Organic  
Dynamic



**SYMBOL** This abstract design adds as a unique graphic mark making the logo instantly recognisable.



**TYPEFACES** Museo font: Establish / Institutional  
Contrax font : Modern / Futuristic  
Act as secondary usage for the URL

**MALAYSIA BERHAD**  
**KULIM**  
[www.kulim.com.my](http://www.kulim.com.my)

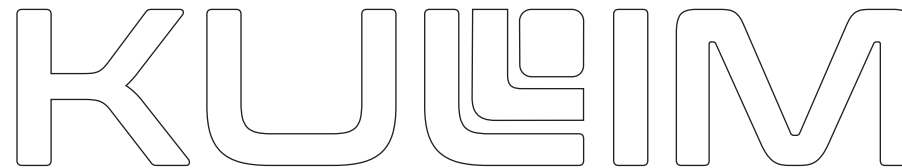
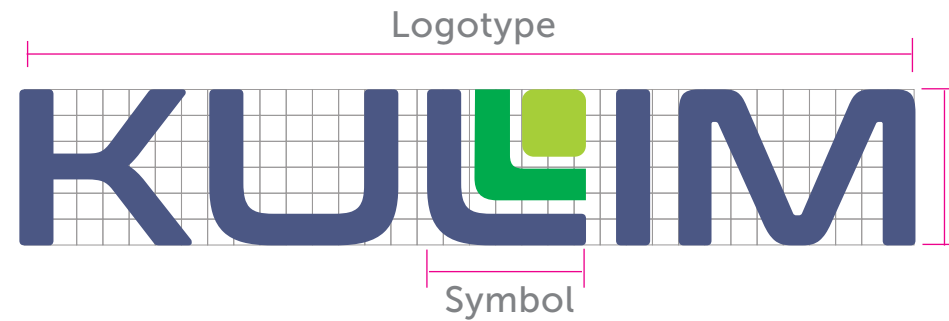
**COLORS** Grey-Blue - Reliable and Trustworthy  
Apple-Green - Nature and Robust  
Lime-Green - Freshness and High Energy  
Grey - Formal and Conservative







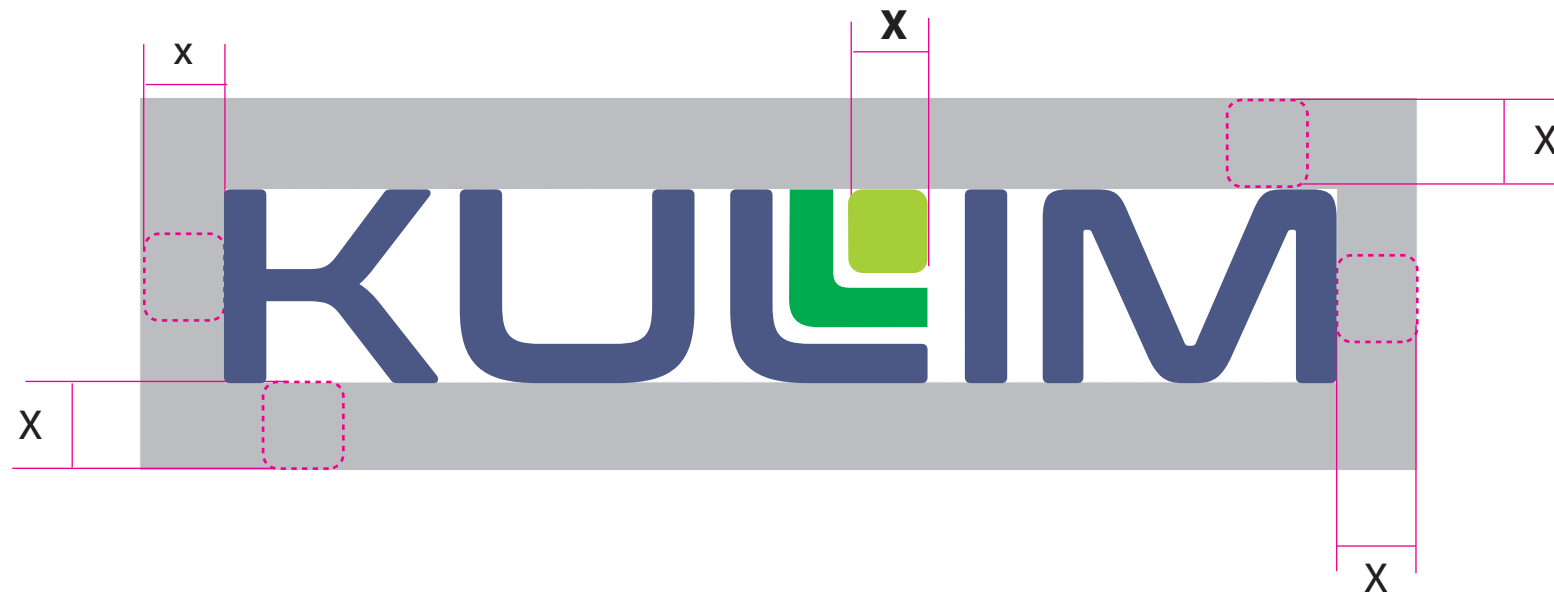
## ● LOGO CONSTRUCTION



## ● Clear Zone

"Clear Zone" is the minimum clear space that must be provided around the Kulim logo.

"X" is the proportionate size to allocating the exact amount of clear zone required in response to the green square of the symbol.





## ● LOGO Colors

### PRIMARY

#### Full Color

- Blue (Y=20% C=76% M=65% K=15%)
- Green (Y=100% C=90% M=0% K=0%)
- Green (Y=100% C=40% M=0% K=0%)

### SECONDARY

#### Single Color: Pantone Coated

- Pantone DS 199-4C (C70 M50 Y0 K35)
- Pantone DS 278-1C (C100 M0 Y90 K0)
- Pantone DS 290-1C (C60 M0 Y100 K0)

### TERTIARY

#### Digital Print

- OPACITY 75% Blue (Y=20% C=76% M=65% B=15%)
- OPACITY 80% Green (Y=100% C=90% M=0% B=0%)
- OPACITY 80% Green (Y=100% C=40% M=0% B=0%)





## ● TYPEFACE

### LOGO and URL Typeface

CONTRAX

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

### PRIMARY Typeface

MUSEO 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

MUSEO 100 Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789*

MUSEO 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

MUSEO 300 Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789*

MUSEO 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

MUSEO 500 Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789*

MUSEO 700

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

MUSEO 700 Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789***

MUSEO 900

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**






## ● LOGO COLORS ON BLACK 100% BACKGROUND

Substantially, Option 1 & 2 are commonly used on black backgrounds, with Option 1 as the primary choice.

### OPTION 1




#### 4 Colors with Grey/Blue brighten

-  Grey/Blue (Y=6% C=21% M=16% B=0)
-  Green (Y=100% C=90% M=0% B=0%)
-  Green (Y=100% C=40% M=0% B=0%)



### OPTION 2




#### 4 Colors with white outline

-  Blue (Y=20% C=76% M=65% B=15%)
-  Green (Y=100% C=90% M=0% B=0%)
-  Green (Y=100% C=40% M=0% B=0%)



### OPTION 3

#### 3 Colors with reverse white KULIM

-  Reverse white
-  Green (Y=100% C=90% M=0% B=0%)
-  Green (Y=100% C=40% M=0% B=0%)





## • LOGO SINGLE COLOR VERSION

- Black 100%
- Black 50%
- Black 20%

KULIM



## • LOGO Reverse White

- White 100%
- Black 40%
- Black 20%

KULIM



## ● LOGO BACKGROUND DARKNESS

**Reference 1 (10% to 60%):** Background darkness guide for logo placement according to color tones.



KULIM

10% of background darkness



KULIM

20% of background darkness



KULIM

30% of background darkness  
Thin white outline on "KULIM" and symbol



KULIM

40% of background darkness



KULIM

50% of background darkness



KULIM

60% of background darkness

**Reference 2 (70% to 90%):** Background darkness guide for logo placement according to color tones.



KULIM

70% of background darkness



KULIM

80% of background darkness



KULIM

90% of background darkness



KULIM

70% of background darkness



KULIM

80% of background darkness

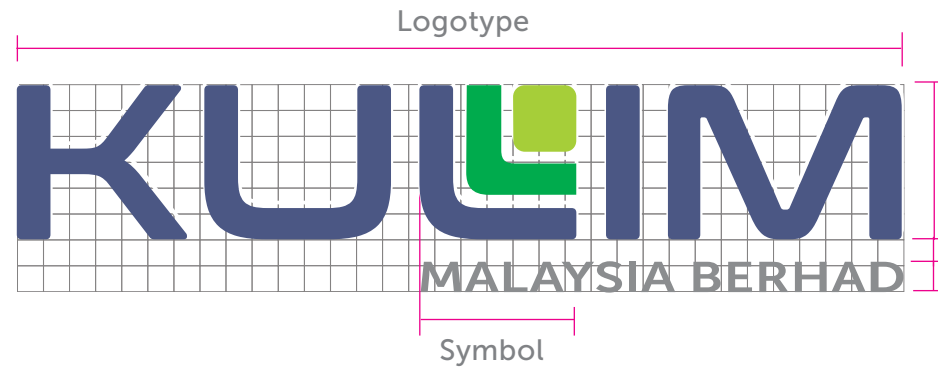


KULIM

90% of background darkness



## LOGO with "MALAYSIA BERHAD" Sign-off



Museo 700 condensed  
● Grey (K=60%)





## ● Kulim Sign-off & Size Restriction

### MINIMUM SIZE RESTRICTIONS TO ENSURE LEGIBILITY

Minimum size with "MALAYSIA BERHAD": 35mm

- for anything less than 35mm, the minimum applicable size is nothing less than 15mm



Possibility to add "MALAYSIA BERHAD" in capital letters



"a...Company" in MUSEO 500

a **KULIM** Company

## Kulim Sign-off Examples





● LOGO with "JCORP" Sign-off

KULIM  
a JCORP Company



KULIM  
a JCORP Company



## LOGO VARIANT

This logo can be used on very specific cases as a variant.



- Blue (Y=20% C=76% M=65% B=15%)
- Green (Y=100% C=90% M=0% B=0%)
- Green (Y=100% C=40% M=0% B=0%)



- Grey/Blue (Y=6% C=21% M=16% B=0)
- Green (Y=100% C=90% M=0% B=0%)
- Green (Y=100% C=40% M=0% B=0%)



- Blue (Y=20% C=76% M=65% B=15%)
- Green (Y=100% C=90% M=0% B=0%)
- Green (Y=100% C=40% M=0% B=0%)
- Black 60%



- Grey/Blue (Y=6% C=21% M=16% B=0)
- Green (Y=100% C=90% M=0% B=0%)
- Green (Y=100% C=40% M=0% B=0%)
- Black 40%



## ● LOGO SINGLE COLOR VARIANT



- Black 100%
- Black 50%
- Black 20%



- White 100%
- Black 50%
- Black 20%



- Black 100%
- Black 50%
- Black 20%



- White 100%
- Black 50%
- Black 20%



## ● BRAND SUPERGRAPHIC Kulim symbol

Applying the symbol as a distinctive graphic element by using the symbol and its component as a graphic design element

E.g: Place the symbol at page corner  
(left corner / right corner etc)



E.g: Use the symbol square as a bullet point



Use the symbol square ....

E.g: Use the green "L" as a graphic element





## ● LOGO Do's & Don'ts

Here are some on-brand examples of what is considered good practice, as well as off-brand examples of what is considered taboo.

### ■ Do's

- Use only artwork from the soft copy
- Respect the clear zone around the logo
- Check the integrity of the symbol design (colors and shape)
- Logo variant can be used for specific case (refer to Pg. 15)

### ■ Don'ts



**Do NOT** change the color of the original logo



**Do NOT** change the shape of the original logo



**Do NOT** use without the symbol



**Do NOT** change the symbol positioning



**Do NOT** change the colors of the symbol



**Do NOT** rearrange the order of the letters



**Do NOT** use another word with identical typeface color and symbol color as KULIM logo.



## ● USAGE OF SYMBOL with a different word

When using another word and applying the "L" symbol design into other context as explained below:

**The corporate Grey/Blue color is "exclusively" for Kulim brand only;**

Example of a word and typeface  
that can be placed alongside symbol;

Restriction on symbol use;

- Do NOT use the same color as Kulim word when applying the symbol (ref Pg.19)
- Do NOT use the same color as Kulim symbol (ref Pg.19)  
Can either use outline  
or a single color similar to the word's color

 DESIGN

 VALUES

VALUES 

VALUES 