

MANAGING OUR BRAND

NKF MALAYSIA IDENTITY GUIDELINES



WE WANT PEOPLE TO KNOW US WHEN THEY SEE US

Visual identities exist because they clearly and consistently communicate what an organisation has to offer, their values and their personality.

These guidelines will answer most of your questions about effectively managing the use of the visual elements that make up the **NKF MALAYSIA's** identity. They provide specific rules to explain how the visual identity components are used. If any questions, legal or otherwise, arise after consulting these guidelines please contact

03 - 7954 9048

info@nkf.org.my



INTRODUCING THE BRAND

NKF MALAYSIA is introducing a modern new corporate identity to better reflect the organisation as it is now and will be in the future.

Our new identity continues to reflect our high standards of expertise, integrity and trust but also injects dynamism to visualise the changing organisation.



USING THE LOGO

NKF MALAYSIA IDENTITY GUIDELINES



INTRODUCTION

Our logo has been created as a unique piece of artwork which should not be changed or distorted in any way. Use only the artwork provided in the CD with master artwork.



LOGO

Scaleable logo (30 mm and above)

This logo can be scaled up to any size but should not be made any smaller than 30 mm /1.125” (this is calculated by measuring the width of the LOGO)



For applications such as:

- signage
- exhibitions
- promotional material



minimum size of the scalable logo

COLOUR

The primary colours for the **NKF MALAYSIA** logo are grey and red. This is the preferred version of the logo, it should appear in this form in all external communication representing the Organization (example 1). This logo may also appear on backgrounds of - or more than - 85% black (example 2).

Never reproduce the **NKF MALAYSIA** logo on backgrounds that impair its legibility. It is worth remembering that different media renders colour differently. There will be variations across print, web and video that cannot be fully controlled. This is especially true on projectors, TV screens and colour laser printers – where wide variance of platform, browser and screen type will make consistency particularly difficult.

Example 1



For **RED** use

CMYK
M100 Y100 K10

For **GREY** use

CMYK
C30 M10 Y10 K40

Example 2



A black version of the logo may be used when colour is not available, for example on fax or newspaper advertisements (example 3). The logo may also be reversed out of a dark background when colour is not available (example 4).

Example 3



Black & White on White Background

Example 4



Black & White on Dark Background

LOGO BUFFER ZONE

The logo and slogan must be placed in a free-standing and independent position on the page or surface. It must always be clearly legible and in harmony with the other design elements.

For this reason, there is a buffer zone for the logo that must be free of other design elements. There should be an all-round free space of at least the height of one **NKF** typo. This simple and fundamental rule is easy to apply in any context.

This buffer zone is only the minimum free space that must be left around the logo | slogan - you can leave more free space whenever possible.



IMPORTANT BUFFER INDICATION:

The NKF logo must be placed on a free standing position.

In creating a buffer for the logo the minimum buffer zone should be, by the usage of the bold “**N**” from “**NATIONAL**”.

TYPOGRAPHY

Our corporate typeface, Arial, has been chosen for all pre-printed **NKF MALAYSIA** communication because it is modern and easy to read. Below are samples of the different weights and families of Arial used.

Arial Regular

The quick brown fox jumped over the lazy dog

Arial Bold

The quick brown fox jumped over the lazy dog

Arial Italic

The quick brown fox jumped over the lazy dog

Arial Bold Italic

The quick brown fox jumped over the lazy dog

Arial Black

The quick brown fox jumped over the lazy dog

Arial Narrow

The quick brown fox jumped over the lazy dog

Arial Narrow Bold

The quick brown fox jumped over the lazy dog

