BRAND BOOK

MDEC™

Brand Guidelines

Our visual identity, do's and don'ts and best practices

Brand
Guidelines

MDEC Brand Guidelines

MDEC BRAND GUIDELINES

LOGO CLEAR SPACE AND MINIMUM SIZE

The clear space around the logo is an integral part of its design, and ensures the logo can be seen clearly, uncluttered by other logos, symbols, artwork, or text.

This is measured by the half height of the 'M'. These clear margins denote the minimum clear space that should surround the logo and must be followed whenever possible.

Minimum size refers to the smallest logo size allowed. The minimum sizes for print and digital reproduction are shown on the right. Do not reproduce the brand signature any smaller than the sizes shown to maintain legibility.

Clear Space

X

X

TM

X = Half M

X

X

X = Half M

Minimum Size

Print

25mm

25mm

Digital

60 px

60 px

MDEC BRAND GUIDELINES

LOGO GRID

The MDEC logo employs a grid system composed of perpendicular and slanting lines. A 75° tilt propels the block letters forward, creating an effect of constant motion.
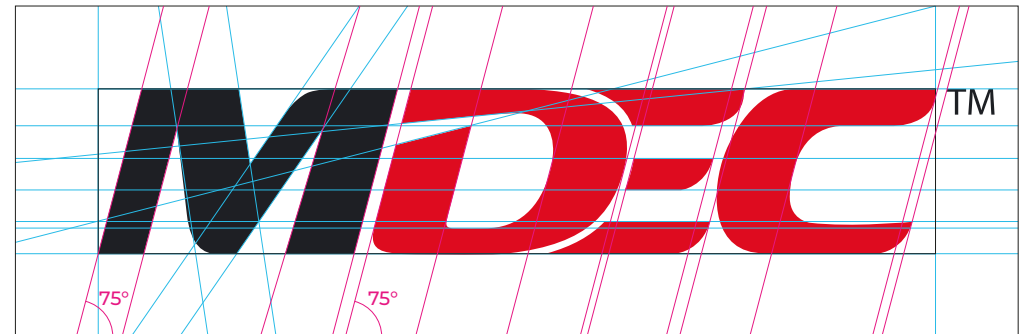
MDEC BRAND GUIDELINES

LOGO VARIATIONS

The colour configurations on the right are the variations in which the MDEC logo can appear in. However, the logo should always appear in full primary corporate colours whenever possible as it presents the logo in its most accurate and intended form. This applies to online, on-screen, out-of-home, print, brochure and livery.

The black and white version of the logo should be considered as a 'limited use' option and should only be applied when colour printing is unavailable or to ensure logo visibility.

Full Colour Version

Reverse White Version

Reverse Black Version

MDEC BRAND GUIDELINES

HOW TO APPLY

Correct use of colour is vital when reproducing the logo. The examples shown on this page demonstrate how careful control and use of the logo with different backgrounds must be adhered to at all times to ensure accurate and consistent representation of the brand.

Logo legibility is a priority in all cases; do not place the logo over a complex background or a similar colour that affects the readability of the logo.

Full colour version on white background

Reverse white version on MDEC red background

Full colour version on light colour background

Full colour version on grey colour background

Reverse black version on white background

Reverse white version on black background

Full colour version on clean photographic background

Full colour version on clean graphic background

MDEC BRAND GUIDELINES

INCORRECT USAGE

To maintain consistency throughout the application of our brand, it is essential that the logo is never altered in any way. Here are a few examples of what not to do. The same rules shown here, will apply to the alternative configurations of the brandwork. It is essential that the logo is always reproduced from the master artwork.

Never distort brand identity

Never reproduce the logo with drop shadow effect

Never reproduce the logo in a different colour

Never reproduce the logo with white outline

Do not flip the logo or any elements of the logo

Do not change opacity

Never reproduce the logo in outlines

Do not put it on a distracting background

MDEC BRAND GUIDELINES

APPEARING WITH OTHER BRANDS/ PARTNERS' LOGO

For consistent spacing between logos, the width and height of the letter 'C' from the MDEC logo is used as a guide.

Other logo	Other logo	Other logo
Other logo	MDEC™	Other logo
Other logo	Other logo	Other logo

MDEC BRAND GUIDELINES

BRAND COLOURS

These are the brand colours across all communications, from offline to online materials. The gradient colours shown may be used to complement the primary colours if necessary, but should never be used as a primary logo colour. No other variations of the colours are allowed to be used unless stated here.

The colours might appear differently depending on different printing effects and materials. The codes shown for CMYK and RGB are for reference only and should always be matched to their respective Pantones.

MDEC Black
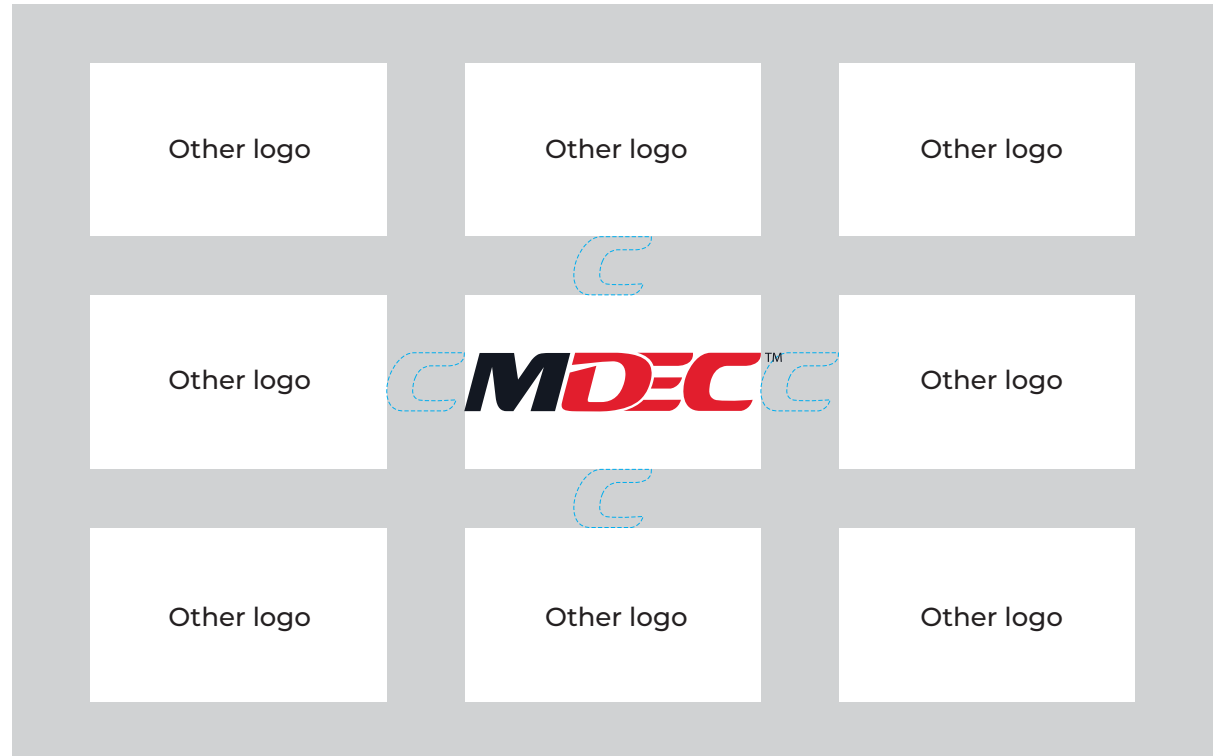|		
Pantone Coated:	7547 C
CMYK:	92 77 56 78
RGB:	17 24 32
#111820	

90% 80% 70% 60% 50% 40% 30% 20%

MDEC RED
Pantone Coated:	P 52-8C
CMYK:	0 100 81 0
RGB:	228 0 43
#E4002B	

90% 80% 70% 60% 50% 40% 30% 20%

BRAND TYPOGRAPHY

Primary Typeface

Montserrat is our main brand typeface for all printed design communication. It should be used as a display font in titles, headlines and highlights.

Header
Montserrat Bold

Subheader
Montserrat Medium

Body copy
Montserrat Regular

Montserrat

Aa Bb Cc Dd

Montserrat Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Montserrat Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Montserrat Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9**

Montserrat Extra Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9**

MDEC BRAND GUIDELINES

BRAND TYPOGRAPHY

Secondary Typeface
Arial is an acceptable substitute in situations where the Montserrat typeface cannot be used because of technical issues as on websites.

Header
Arial Bold

Subheader
Arial Regular

Body copy
Arial Regular

Arial

Aa Bb Cc Dd

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Arial Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Arial Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Malaysia Digital
Brand Guidelines

MALAYSIA DIGITAL BRAND GUIDELINES

LOGO CLEAR SPACE AND MINIMUM SIZE

The clear space around the logo is an integral part of its design, and ensures the logo can be seen clearly, uncluttered by other logos, symbols, artwork, or text.

This is measured by the width of the 'M'. These clear margins denote the minimum clear space that should surround the logo and must be followed whenever possible.

Minimum size refers to the smallest logo size allowed. The minimum sizes for print and digital reproduction are shown on the right. Do not reproduce the brand signature any smaller than the sizes shown to maintain legibility.

Clear Space

X = Width of the 'M'

Minimum Size

Print

25mm   25mm
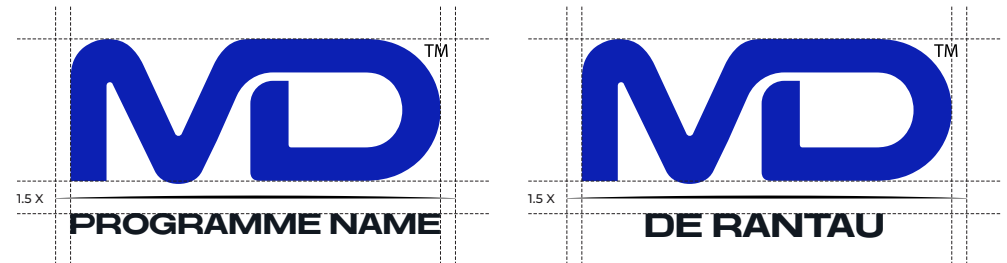
Digital

55 px   55 px

MALAYSIA DIGITAL BRAND GUIDELINES

LOGO AND PROGRAMME NAME LOCKUP

The space between the Malaysia Digital lettermark and programme name should be determined by 1.5 X the height of the letter 'M' from the Malaysia Digital logo.

1.5 X

X = Height of the 'M'

MALAYSIA DIGITAL™

1.5 X PROGRAMME NAME™

1.5 X DE RANTAU™

Font: NCS Radhiumz
Alignment: Center

MALAYSIA DIGITAL BRAND GUIDELINES

LOGO VARIATIONS

The colour configurations on the right are the variations in which the Malaysia Digital logo can appear in. However, the logo should always appear in full colour whenever possible as it presents the logo in its most accurate and intended form. This applies to online, on-screen, out-of-home, print, brochure and livery.

The black and white version of the logo should be considered as a 'limited use' option and should only applied when colour printing is unavailable or to ensure logo visibility.

Full Colour Version
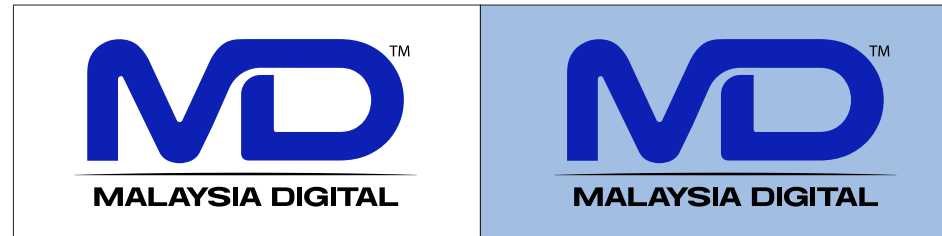
Reverse White Version

Reverse Black Version

MALAYSIA DIGITAL BRAND GUIDELINES

HOW TO APPLY

Correct use of colour is vital when reproducing the logo. The examples shown on this page demonstrate how careful control and use of the logo with different backgrounds must be adhered to at all times to ensure accurate and consistent representation of the brand.

Logo legibility is a priority in all cases; do not place the logo over a complex background or a similar colour that affects the readability of the logo.

Full colour version on white background

Reverse white version on black background

Reverse white version on brand colour background

Full colour version on light colour background

Reverse black version on white background

Full colour version on grey background

Full colour version on clean photographic background

Full colour version on clean graphic background

MALAYSIA DIGITAL BRAND GUIDELINES

INCORRECT USAGE

To maintain consistency throughout the application of our brand, it is essential that the logo is never altered in any way. Here are a few examples of what not to do. The same rules shown here, will apply to the alternative configurations of the brandwork. It is essential that the logo is always reproduced from the master artwork.

Never distort brand identity

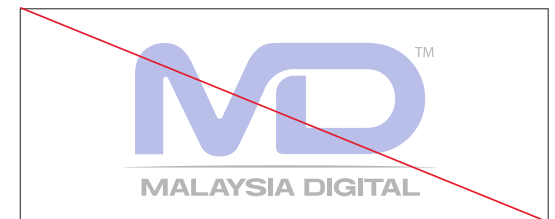Never reproduce the logo with drop shadow effect

Never reproduce the logo in a different colour
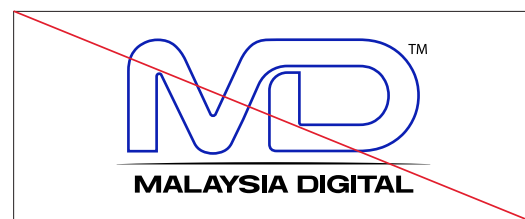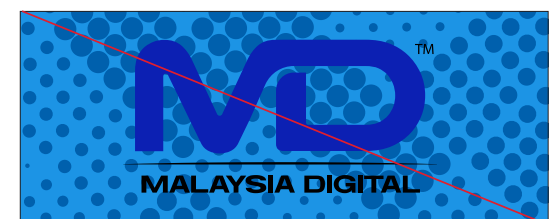

Never reproduce the logo with white outline

Do not flip the logo or any elements of the logo

Do not change opacity

Never reproduce the logo in outlines

Do not put it on a distracting background

MALAYSIA DIGITAL BRAND GUIDELINES

APPEARING WITH OTHER BRANDS/ PARTNERS' LOGO

For consistent spacing between logos, the width of 3 'T's from the Malaysia Digital logo is used as a guide.

MALAYSIA DIGITAL BRAND GUIDELINES

BRAND COLOURS

These are the brand colours across all communications, from offline to online materials. The gradient colours shown may be used to complement the primary colours if necessary, but should never be used as a primary logo colour. No other variations of the colours are allowed to be used unless stated here.

The colours might appear differently depending on different printing effects and materials. The codes shown for CMYK and RGB are for reference only and should always be matched to their respective Pantones.

Malaysia Digital Blue

Pantone Coated:	Dark Blue C
CMYK:	100 84 0 0
RGB:	12 32 179
#0C20B3	

90% 80% 70% 60% 50% 40% 30% 20%

Malaysia Digital Black

Pantone Coated:	7547 C
CMYK:	92 77 56 78
RGB:	17 24 32
#111820	

90% 80% 70% 60% 50% 40% 30% 20%

MALAYSIA DIGITAL BRAND GUIDELINES

BRAND TYPOGRAPHY

Primary Typeface

Montserrat is our main brand typeface for all printed design communication. It should be used as a display font in titles, headlines and highlights.

Header
Montserrat Bold

Subheader
Montserrat Medium

Body copy
Montserrat Regular

Montserrat

Aa Bb Cc Dd

Montserrat Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Montserrat Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Montserrat Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9**

Montserrat Extra Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9**

MALAYSIA DIGITAL BRAND GUIDELINES

BRAND TYPOGRAPHY

Secondary Typeface
Arial is an acceptable substitute in situations where the Montserrat typeface cannot be used because of technical issues as on websites.

Header
Arial Bold

Subheader
Arial Regular

Body copy
Arial Regular

Arial

Aa Bb Cc Dd

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Arial Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Arial Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

MALAYSIA DIGITAL BRAND GUIDELINES

RECOMMENDED LOGO PLACEMENT FOR MALAYSIA DIGITAL COMPANY

The Malaysia Digital Company is a mark of credibility and commitment to digital transformation. As such, application of the logo should be clear, consistent and professional. This is a recommendation on how the Malaysia Digital Company brand can be incorporated in stationery items as well as signages in physical locations.

Company logo

X = Width of 2 'T'
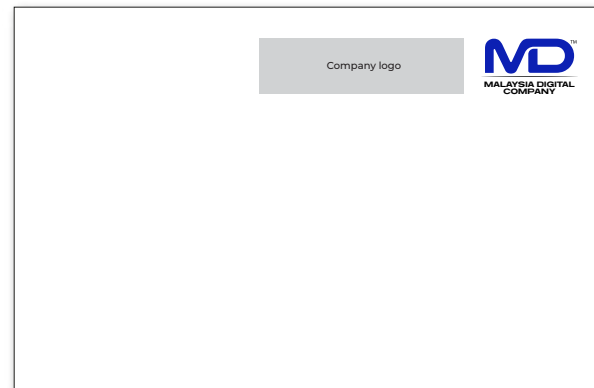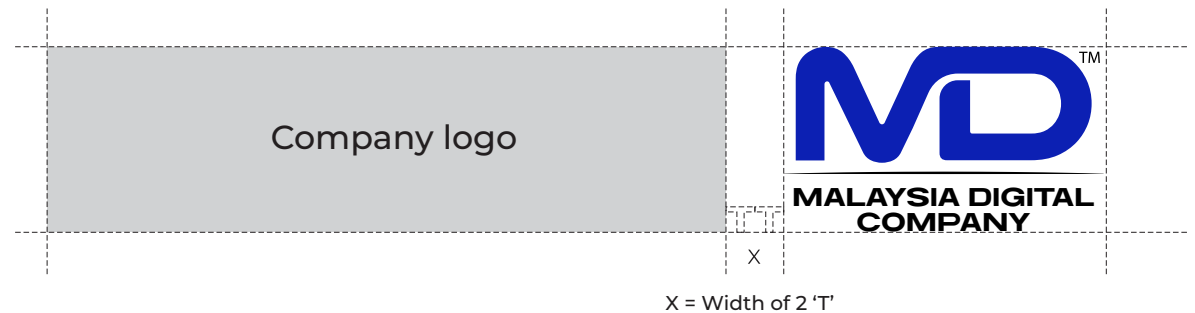
For brand guideline enquiries,
kindly email to clic@mdec.com.my

MDEC™

www.mdec.my