



LOGO APPLICATION GUIDELINES



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Logo Overview

Rationale

This logo has been carefully designed to embody the distinctive experiences Malaysia offers, from its rich cultural heritage to its stunning natural wonders.

Pattern of Harmony

The batik inspired design and colour scheme symbolise the unity and traditions of Malaysia's five key ethnic groups: Malays, Chinese, Indians, Sabahans, and Sarawakians.

Bunga Raya Icon

The Bunga Raya, Malaysia's national flower, represents the country's beauty, unity, and pride, encapsulating the nation's spirit.

'Truly Asia'

The iconic 'Malaysia Truly Asia' tagline is retained, with improved letter spacing for enhanced balance and visual appeal.

Font

The font draws inspiration from Malaysia's traditional wood carving craftsmanship, adding an authentic touch.



Logo Overview

- Pattern Formation in Detail

Pattern of Harmony

The batik inspired design and colour scheme reflect the traditions of Malaysia's key ethnic groups: Malays, Chinese, Indians, Sabahans, and Sarawakians.



Logo Overview

- Bunga Raya Icon

Bunga Raya Icon

The Bunga Raya, Malaysia's national flower, reflects the nation's essence of beauty, unity, and pride.



Logo Overview

- Truly Asia

'Truly Asia'

The iconic 'Malaysia Truly Asia' tagline is retained, with better letter spacing to achieve a more refined and balanced look.

Truly Asia

Logo Typeface

'against Regular' is the logo's primary font, used across all communications.

'against Regular' is a sturdy, low-contrast, geometric serif typeface that ensures high legibility, perfect for display and text.

against 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

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () _ + = , . / ; [] \ ? < > : " { } | ~

Logo Colour Variations

The Visit Malaysia 2026 logo comes in both full colour and monotone versions, available in CMYK and RGB formats. Whenever possible, the full-colour version should be used.

Full Colour Logo



Reverse White Logo & Black Logo

The reverse white or black logo versions are to be used in situations where technical limitations prevent the use of full-colour logos.

Reverse White Logo



Black Logo



Logo Colour Palette



Primary Colours

The 8 colours to the right are our core palette. They are central to the brand’s identity and should be prominently used across all platforms.

CMYK	RGB	HEX
94 / 75 / 1 / 0	28 / 85 / 165	2054A3
CMYK	RGB	HEX
1 / 99 / 98 / 0	236 / 32 / 39	EB2226
CMYK	RGB	HEX
76 / 4 / 0 / 0	13 / 179 / 169	03B1A8
CMYK	RGB	HEX
1 / 26 / 99 / 0	253 / 191 / 19	FBBE14
CMYK	RGB	HEX
75 / 98 / 3 / 0	102 / 49 / 143	66308D
CMYK	RGB	HEX
100 / 88 / 4 / 7	32 / 64 / 154	213E7C
CMYK	RGB	HEX
50 / 1 / 98 / 0	142 / 198 / 65	8EC440
CMYK	RGB	HEX
14 / 100 / 96 / 4	205 / 33 / 43	CA2029

Logo Clear Space & Minimum Size

Clear Space

Our logo requires clear space on all sides. The minimum space equals 'a' as shown.

Minimum Size

The minimum print size is 40mm, and for digital, it is 175px. Full-colour usage is preferred.



Clear Space



Minimum Size



Logo Grid and Placement

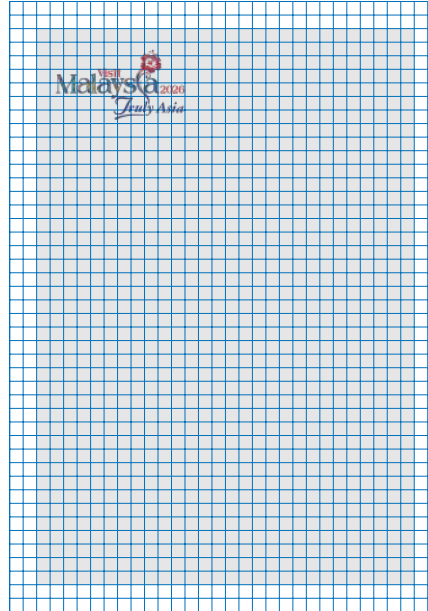
Position the logo either:

- Top left of the page
- OR
- Top right of the page

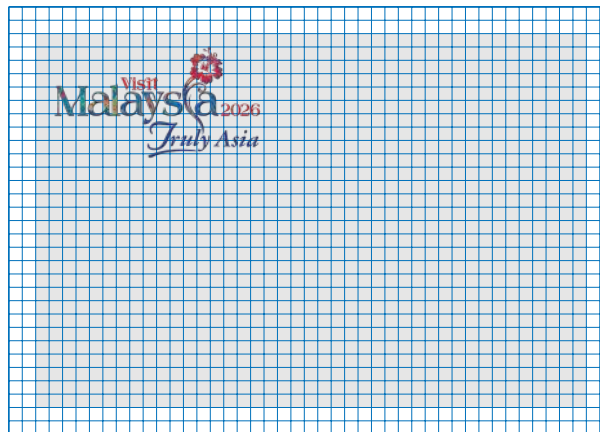
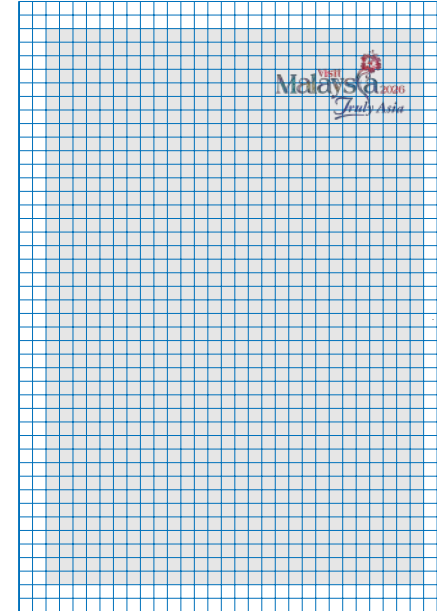
The logo should cover:

- 1/4 of the width for vertical pages
- OR
- 1/6 of the width for horizontal pages

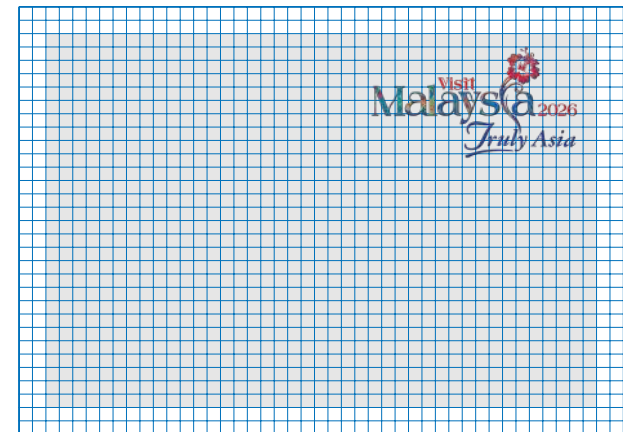
Top Left (portrait)



Top Right (portrait)



Top Left (landscape)



Top Right (landscape)

Incorrect Logo Usage

These examples show how the logo should not be altered, as such changes dilute its impact and confuse its meaning. Stick to the defined colours and avoid deviations.

Please avoid the incorrect examples shown. The colour of the logo is firmly defined and cannot be changed.



Do not skew or distort the logo.



Do not add drop shadow or apply any special effects.



Do not alter the logo lockup proportion in any way.



Do not crop the logo.



Do not change the logo colour.



Do not apply white logo on other colour background.



When used on dark backgrounds, ensure the wordmark is visible.

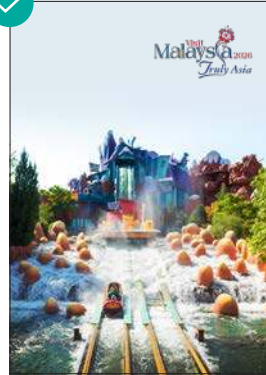


Do not leave any element out.

Logo Brandmark Usage - Full Colour Version

DOs

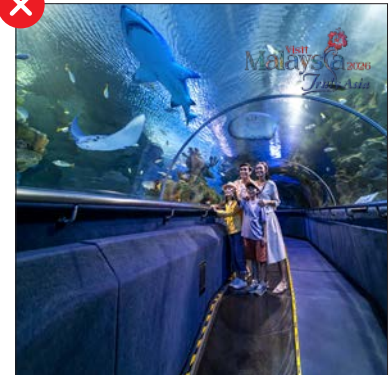
- The logo transparency should always be 100%.
- Use the full-colour logo on all layouts.
- Ensure the background does not clash with the brandmark when placed on an image.



Examples of correct usage of logo

DO NOT

- Lower the logo's opacity.
- Use the colour brandmark on layouts listed here.



Examples of incorrect usage of logo

Logo Usage - White Version

DOs

- Ensure the background does not clash with the white brandmark when placed on an image.



Examples of correct usage of logo

DO NOT

- Use the colour brandmark on layouts listed here.



Examples of incorrect usage of logo

Logo Usage - Black Version

DOs

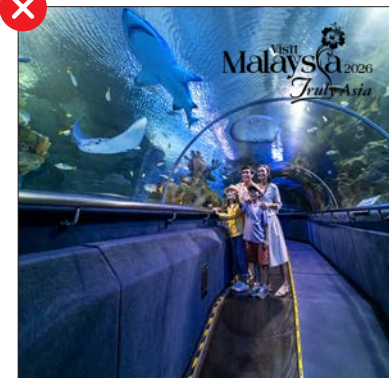
- Ensure the background does not clash with the black brandmark when placed on an image.



Examples of correct usage of logo

DO NOT

- Use the colour brandmark on layouts listed here.



Examples of incorrect usage of logo

Typography

- Campaign Theme Font

Our campaign theme font is 'DIN Bold *Italic* 2014'. This font has been selected to give our brand a distinctive look.

This font will be used in Above the Line, Below the Line and Digital Communications. It should not be substituted in any major communication materials such as advertisements, corporate collateral, signage, gifts, etc.



DIN Bold *Italic* 2014

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+=

Typography

- Campaign Bodycopy Font

To further shape the character of our brand and reinforce its messaging, the **Filson typeface** has been selected to unify all communication materials, giving them a cohesive look and feel across the board.

The Filson family of fonts provides our brand with a professional and contemporary appearance.

Filson Medium, (indicated as No. 1), will be used in all campaign taglines,

while

Filson Pro Bold Italic, (indicated as No. 2), will denote subheadings relating to places of interest, tourism spots, locations, etc.

This font will be utilised across Above the Line, Below the Line, and Digital Communications. It should not be substituted in any major communication materials such as advertisements, corporate collateral, signage, gifts, etc.

'Discover Asia's Best in One Extraordinary Destination.'

Filson Medium

1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+=

 **Sarawak Cultural Village @ Kuching, Sarawak**

Filson Pro Bold Italic

2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+=

Visual Format

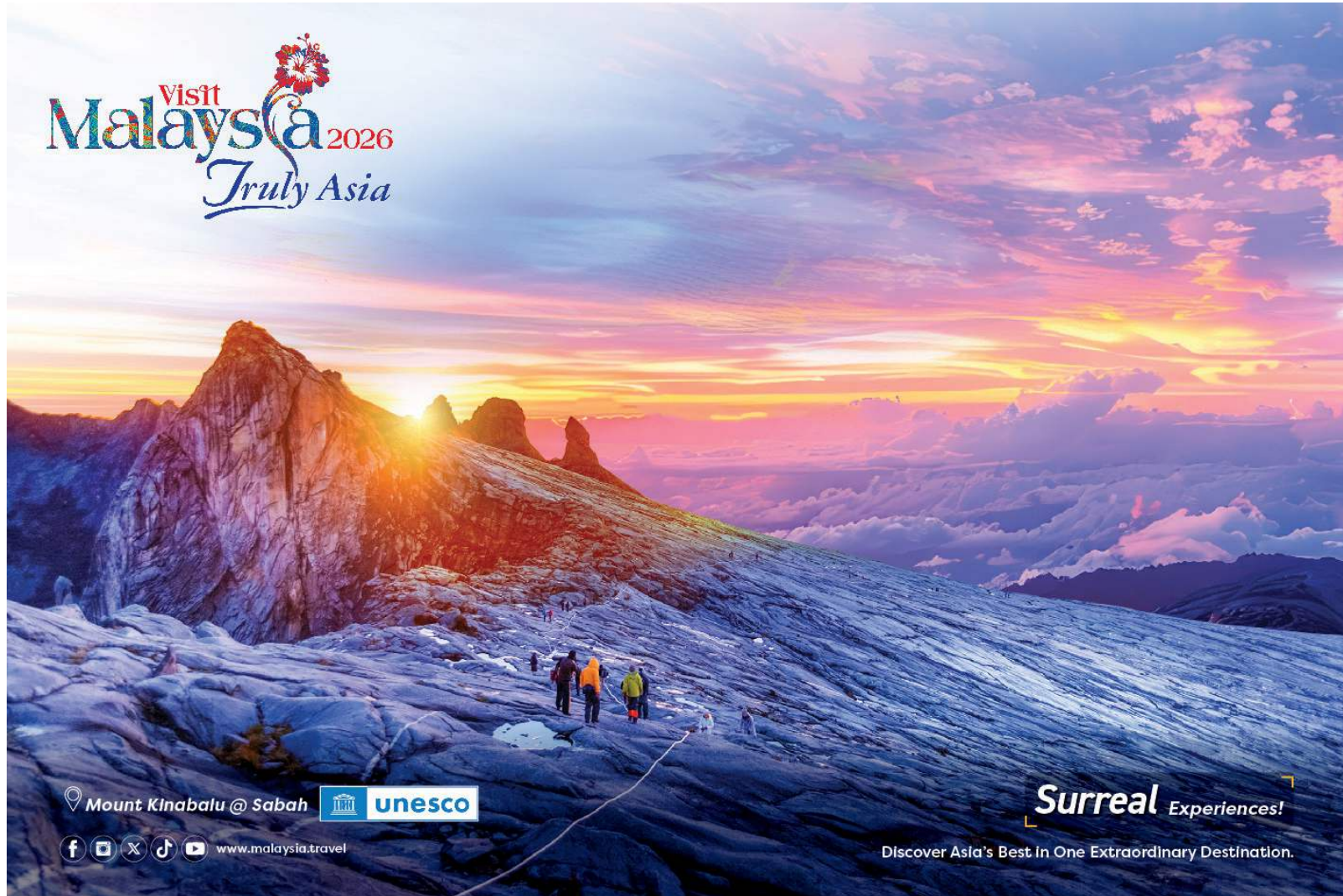
- Horizontal template



Horizontal

Visual Format

- Horizontal template visual reference

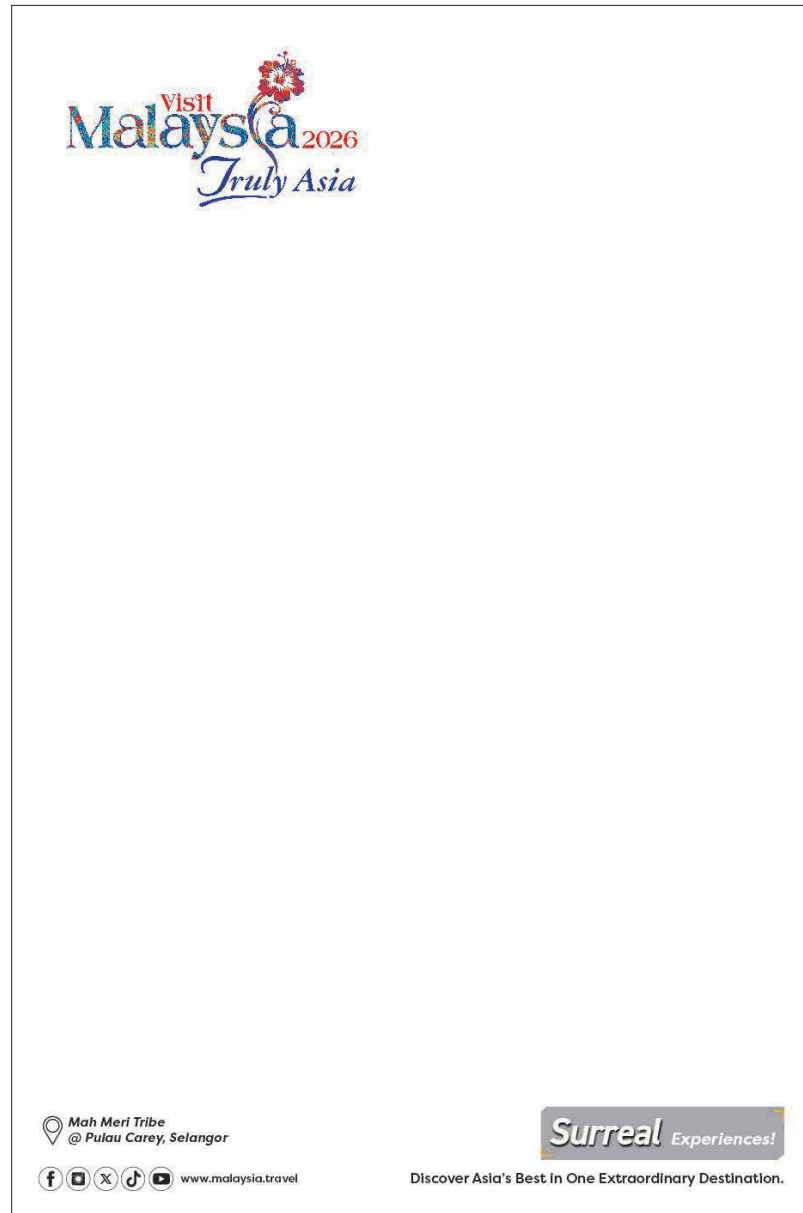


Horizontal

Visual Format

- Vertical template

Vertical



Visual Format

- Vertical template visual reference

Vertical



Logo Applications - Merchandise



Tumbler

Cap



Mug

Logo Applications - Merchandise

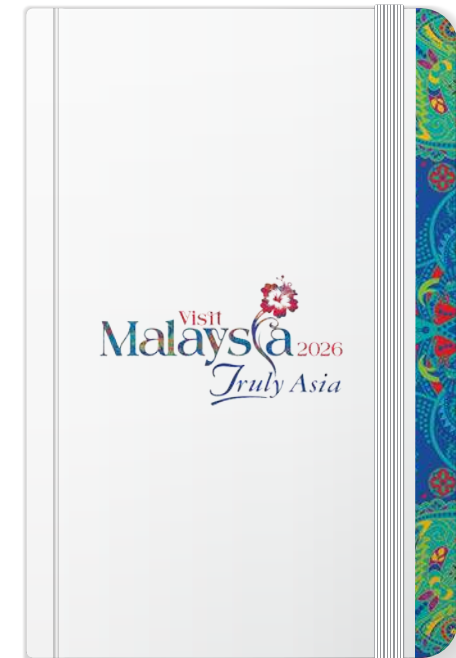
Umbrella



Button Badge



Note Book



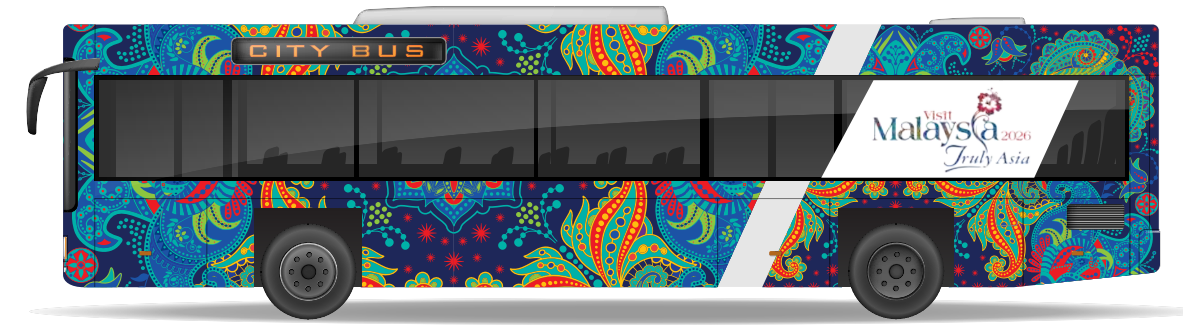
Logo Applications - Merchandise



Woven Bag



Logo Applications - Transportation



Logo Applications - Aircraft Livery



Logo Applications - DOOH



Logo Applications - OOH



Logo Applications - Print



Logo Applications - Print



Logo Applications - Print





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