# C  Khazanah Nasional
# Logo Guidelines

# Khazanah Nasional Logo Guidelines

## Introduction

The consistent and disciplined use of a logo will breed recognition, and in turn build assurance. The Khazanah Nasional logo is the single most visible symbol of our company, and therefore a vitally important asset whose integrity must be preserved.

The following pages document what our logo means, what it comprises and guidelines on how it should always be presented. Please ensure that these guidelines are strictly adhered to.

# Logo Rationale

The unique design of the Khazanah Nasional logo conveys a multiplicity of relevant images to reflect the function of the organisation and its involvements.

The lines of the symbol form the image of a *cembul* (a traditional Malay jewellery box to represent Khazanah Nasional's role as one of the trustees of the nation's commercial assets. The symbol resembling an hourglass denotes the organisation's medium and long-term investments while the criss-cross of lines represents investments across multiple sectors and geographies.

# Logo Elements

The Khazanah Nasional logo is the key visual device used to communicate the Khazanah Nasional platform. It is a unique expression of our corporate identity and comprises two main elements: **the *cembul* symbol** and **the logotype**.

Throughout these guidelines, we will refer to these two elements as the Khazanah Nasional logo. It is important to note that **both elements must appear together in all cases** with the exception of text setting and when the symbol is used as a design element.



01 The Cembul Symbol

02 The Logotype

**Colour Codes:**

01
Corporate Green

02
Corporate Grey

Pantone 370C
C72 M25 Y100

Pantone Cool Grey 11C
C5 K75

**Logotype:**

Adobe Garamond

# The Khazanah Nasional Name

The correct and proper usage of our Khazanah Nasional name across various communications will help preserve the integrity of our brand. The following details how the Khazanah Nasional name should be used:

### Khazanah Nasional (logo)
The name in the logo must **always** appear as Khazanah Nasional; never Khazanah alone. Please note that the name is spelt out in two words and should never appear as a joined word.

### Khazanah Nasional
Within the text of advertisements, general correspondence, etc., the name Khazanah Nasional should be used. It should never be referred to as Khazanah alone.

### Khazanah Nasional Berhad
The full registered name should be used in legal documents such as invoices, cheques, purchase orders, government / official papers, documents that require the signature of an officer of the organisation, etc.

**It is important to note that the name should not be abbreviated in any way, e.g. Khazanah Nasional Bhd, KNB or KN. It should only be spelt out in the ways mentioned above.**

## Logo Versions – Vertical / Horizontal

To allow greater flexibility in layouts, there are two ways in which the Khazanah Nasional logo can be featured: Vertical (Version A); and Horizontal (Version B). Variations of the logo, other than the ones featured in these guidelines, must **never** be generated.

The following approved versions of the Khazanah Nasional logo have been created to maximise visibility across a variety of applications. The logo version to be used will be ultimately determined by printing capabilities as well as background colours, textures and patterns.

### Version A – Vertical
This centralised version is the recommended one to be used across most communications materials.

### Version B – Horizontal
This side-by-side version is mostly intended for use in confined spaces or horizontal applications
(e.g. book spines) and in large format applications (e.g. banners).

# Logo Versions – Colours

## Full Colour

Whenever possible, this full colour version of the logo which comprises the Corporate Green and the Corporate Grey should be used for all communications materials, including print and television, collaterals and electronic media.
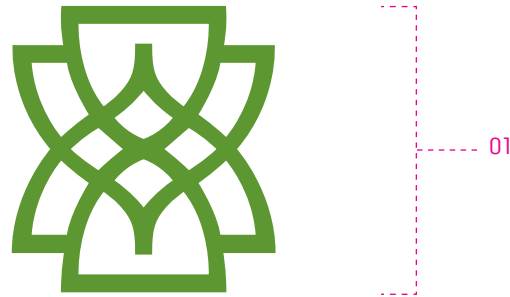
**Colour Code:**

01 Corporate Green

Pantone 370C
C72 M25 Y100

02 Corporate Grey

Pantone Cool Grey 11C
C5 K75

01

02

KHAZANAH
NASIONAL

## Single Colour

The Khazanah Nasional logo may also be featured in single colour versions as depicted below.
Other colours, other than the ones featured here, may not be used.

**Black**

KHAZANAH
NASIONAL

**Reverse White**

KHAZANAH
NASIONAL

**Corporate Green**

KHAZANAH
NASIONAL

**Corporate Grey**

KHAZANAH
NASIONAL

## Clear Zone & Minimum Size

### Clear Zone
To maintain its integrity, the Khazanah Nasional logo must be kept clear of other elements. This **clear zone** ensures optimal visibility for the logo. It should be the height of the "H" in the Khazanah logotype.

### Minimum Size
Please note that minimum size of the *cembul* symbol is 6mm. The logotype should then follow proportionately.

# Backgrounds – Colour

Here are examples of how our logo in its various versions may be reproduced on colour backgrounds.
The general rule for colour backgrounds is to avoid colours that clash or contrast badly with our logo.

✓ **Acceptable Usage of the Logo on Light Colour Backgrounds**



✗ **Unacceptable Usage of the Logo on Light Colour Backgrounds**



✓ **Acceptable Usage of the Logo on Dark Colour Backgrounds**



✗ **Unacceptable Usage of the Logo on Dark Colour Backgrounds**

# Backgrounds – Textured

There will be instances when the logo has to be placed against a textured background. In such cases, please choose your background carefully and ensure that the logo is prominently displayed. Here are some examples of acceptable and unacceptable usage of the logo on textured backgrounds.

✔ **Acceptable Usage of the Logo on Textured Backgrounds**

The Khazanah Nasional logo must always appear clearly and legibly on a simple and uncluttered area of the textured background.



✘ **Unacceptable Usage of the Logo on Textured Backgrounds**

Avoid textured backgrounds that may overwhelm and compromise the legibility of the logo.

# Incorrect Usage of Logo

Every effort must be taken to maintain the integrity of the Khazanah Nasional logo. The logo should **never** deviate in shape, colour or typeface. The visuals below show examples of how the logo must never appear.

✖ Do not use gradual
tones for the logo.

✖ Do not place drop
shadows on the logo.

✖ Do not italicise the logo or
alter its shape in any way.

✖ Do not alter the
proportions and spacing
of the logo and logotype.

✖ Do not outline or
bold the logo.

✖ Do not reverse the colours
of the logo and logotype.

# Incorrect Usage of Logo (Commonly found in the internet)

Every effort must be taken to maintain the integrity of the Khazanah Nasional logo. The logo should **never** deviate in shape, colour or typeface. The visuals below are commonly found in the internet which does not comply to our corporate identity guidelines.

# **Branded Initiatives** – Logo Lock-up

For all branded initiatives under Khazanah Nasional, it is mandatory that the various mastheads / text descriptors of the initiatives be locked up with the Khazanah Nasional logo. This is to immediately establish ownership association. Here are some simple rules to assist in the designing of the mastheads for branded initiatives:

1.  Ensure that the font chosen for the initiative **does not overpower** the Khazanah Nasional logotype. Do observe the clear zone rule.

2.  Ensure that the colour and / or image chosen to accompany the initiative **do not overwhelm** the Khazanah Nasional logo.

3.  It is highly recommended that the **Pill Gothic 300mg** font be used for all future branded initiative logos.

**Examples**

## Branded Initiatives
## Clear Zone & Minimum Size

A clear zone and minimum size must be observed for the logos of all branded initiatives.
This clear zone should be the height of the "H" in the Khazanah logotype.

**Clear Zone**

Masterbrand                    Branded Initiative



**Minimum Size**
The logo lock-up must never be smaller than the size indicated below to ensure
visibility, readability and accessibility.



6mm