



PANDUAN JENAMA & KOMUNIKASI KORPORAT

***CORPORATE BRANDING &
COMMUNICATION GUIDELINES***

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GARIS PANDUAN IDENTITI LOGO

LOGO IDENTITY GUIDELINES

RASIONAL LOGO

Logo MPC mempunyai elemen tersendiri dengan gabungan akronim yang berkait antara satu sama lain dan melambangkan kedinamikan daya saing jenama itu sebagai organisasi peneraju dalam produktiviti dan daya saing negara ke arah kemakmuran bersama.

LOGO RATIONALE

The MPC logo's distinctive elements are a combination of acronyms that relate to one another and symbolises the brand's competitive dynamism as a leading organisation on productivity and national competitiveness towards shared prosperity.



RUANG JELAS & SAIZ MINIMUM

Ruang jelas yang mengelilingi logo MPC telah ditakrifkan untuk menjamin kejelasan dan penampilan agar logo MPC mencapai impak yang maksimum. Di sekeliling logo hendaklah sentiasa ditakrifkan sebagai ruang kosong (A) dan sebarang mesej atau elemen visual lain mesti diletakkan di luar ruang kosong tersebut.

Saiz minimum logo MPC tidak boleh dipaparkan lebih kecil daripada saiz minimum yang ditunjukkan di sebelah kanan. Ini adalah untuk memastikan kejelasan maksimum dan penampilan logo MPC dan mengekalkan identiti korporat MPC.

CLEAR SPACE & MINIMUM SIZE

A clear space surrounding the MPC logo has been defined to guarantee clarity and appearance in order for the MPC logo to achieve maximum impact. Around the logo should always be defined as empty space (A) and any message or other visual elements must be placed outside of that clear space.

The minimum size of the MPC logo cannot be displayed smaller than the minimum size shown on the right. This is to ensure maximum clarity and appearance of the MPC logo and retain MPC's corporate identity.





Logo dengan nama organisasi dalam bahasa Inggeris boleh digunakan mengikut konteks.

Jenis Tulisan / Typeface **MONTSERRAT BOLD**



CMYK	C0 M0 Y0 K100
PANTONE	BLACK
RGB	R35 G31 B32
HEX	#231F20



CMYK	C0 M100 Y100 K0
PANTONE	1795 C
RGB	R237 G28 B36
HEX	#ED1C24

KOD WARNA & JENIS TULISAN UTAMA

Warna logo MPC ialah hitam dan merah. Melalui penggunaan yang konsisten dan jelas, warna tersebut dapat menjadikan Logo MPC lebih mudah dikenali dan diingati. Gunakan palet warna utama iaitu CMYK sebagai kaedah pengenalan visual utama. Palet warna sekunder iaitu PANTONE dan lain-lain seperti RGB dan HEX juga disediakan untuk kepelbagaian dan kebolehsuaian.

Jenis huruf besar untuk perkataan MPC ialah Montserrat Bold. Montserrat ialah sejenis huruf sans-serif neutral dan fleksibel, ia juga menampilkan sembilan pemberat, pembolehubah saiz optik untuk kebolehbacaan optimum dan empat jenis lebar.

COLOUR CODES & PRIMARY TYPEFACE

The colours of the MPC logo are black and red. Through consistent and clear use, the color can make the MPC Logo easier known and remembered. Use the primary color palette that is CMYK as it is the primary visual identification method. Secondary color palettes namely Pantone Matching System (PMS) and others such as RGB and HEX are also provided for versatility and customisability.

The capitalisation style for MPC title is Montserrat Bold. Montserrat is a neutral and flexible sans-serif typeface, it also features nine weights, optical size variable for optimal features nine weights, optical size variable for optimal readability and four types of width.

PILIHAN SEKUNDER

Logo sekunder, jika terlalu kecil untuk dibaca, boleh digunakan tanpa teks di bawahnya.

Ini memberi fleksibiliti pada aplikasi dan pengiktirafan jenama walau tanpa teks.

SECONDARY USAGE

The secondary logo, if appears too small to read, can be used without the accompanying text.

This allows flexibility in branding application and recognition even without the text.



Minimum Size
30mm



WARNA TUNGGAL

Dalam keadaan di mana logo tidak boleh dicetak dalam warna penuh, satu warna boleh digunakan. Penggunaan warna tunggal yang dibenarkan ialah warna hitam, merah atau putih balikan.

SINGLE COLOUR

In instances where the signature cannot be printed in full colour, a single colour may be used. The use of single colour may be black or red or reverse white.



PENGUNAAN LOGO YANG SALAH

Gunakan logo mengikut spesifikasi dalam garis panduan ini. Penggunaan logo MPC yang tidak betul akan mengurangkan kesan identiti jenama dan menjejaskan keupayaan untuk melindunginya secara sah.

Elakkan sebarang penyalahgunaan logo MPC seperti yang ditunjukkan di sini.

INCORRECT USAGE

Use the logo according to the specifications in these guidelines. Improper use of the MPC logo diminishes the impact of our brand identity and compromises our ability to protect it legally.

Avoid any misuses of the MPC logo as shown here.



Do not use the original colour logo on a red or black background.



Do not invent the colour to more than one colour.

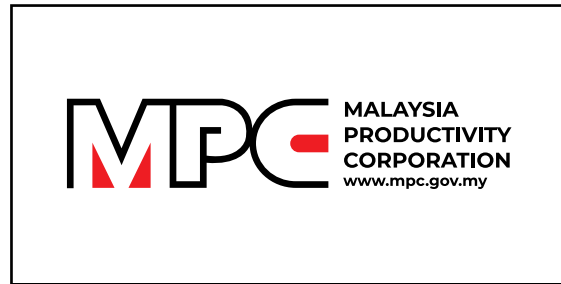


Do not place the logo on top of a contrasting image complex or low quality.



Do not change, missplaced and mix with colour and wording.

PENGGUNAAN LOGO YANG SALAH INCORRECT USAGE



GARIS PANDUAN
KOMUNIKASI
COMMUNICATION GUIDELINES

PENGGUNAAN JENIS TULISAN UTAMA

JENIS TULISAN: MONTSEERRAT BOLD

Montserrat ialah sejenis tulisan sans-serif yang neutral dan fleksibel. Ia juga menampilkan beberapa pemberat yang berbeza seperti yang disyorkan di sini.

Nota:

4pts ialah saiz huruf minimum yang boleh dibaca oleh manusia.

USE OF PRIMARY TYPEFACE

TYPEFACE: MONTSEERRAT BOLD

Montserrat is a neutral and flexible sans-serif typeface. It also features several different weights as recommended here.

Note:

4pts is the minimum font size humans can read.

HEADLINES

Montserrat Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$%&+=!~{"};?'"¢

SUB HEADLINES

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$%&+=!~{"};?'"¢

BODY TEXT

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$%&+=!~{"};?'"¢

PENGGUNAAN JENIS TULISAN SEKUNDER

JENIS TULISAN: PLAYFAIR DISPLAY

Playfair Display ialah sejenis tulisan yang serba boleh dan juga merupakan pilihan efektif untuk pelbagai jenis kandungan. Ia boleh digunakan untuk memperbaiki kebolehbacaan, meningkatkan profesionalisme, dan menambah daya tarikan estetik.

Nota:

4pts ialah saiz huruf minimum yang boleh dibaca oleh manusia.

USE OF SECONDARY TYPEFACE

TYPEFACE PLAYFAIR DISPLAY

Playfair Display is a versatile serif typeface as it is an effective choice for a wide range of content. It can be used to improve readability, enhance professionalism, and add aesthetic appeal.

Note:

4pts is the minimum font size humans can read.

HEADLINES

Playfair Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#%&+=!~{":;?‘©“ç

BODY TEXT

Playfair Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#%&+=!~{":;?‘©“ç



IMEJ FOTOGRAFI

Semasa memilih imej, utamakan pilihan yang mempunyai noktah tumpuan yang boleh menarik perhatian. Pastikan ia terdapat ruang yang luas berhampiran dengan sudut untuk peletakan logo tanpa menghalang intipati imej.

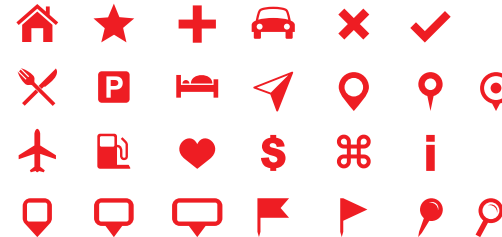
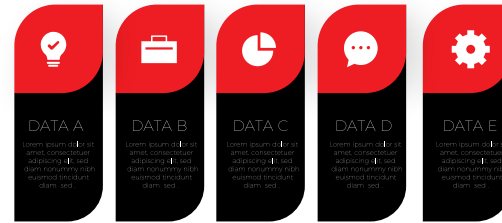
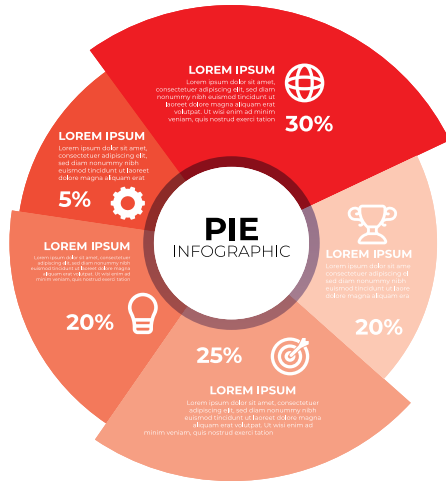
Imej berkonsep dan kreatif dibenarkan.

PHOTOGRAPHIC IMAGE

When selecting an image, prioritise those with a clear focal point that draws attention. Ensure there is ample space near the edges for placing a logo without obstructing the image's essence.

Conceptual and creative images are welcome.





ILUSTRASI & INFOGRAFIK

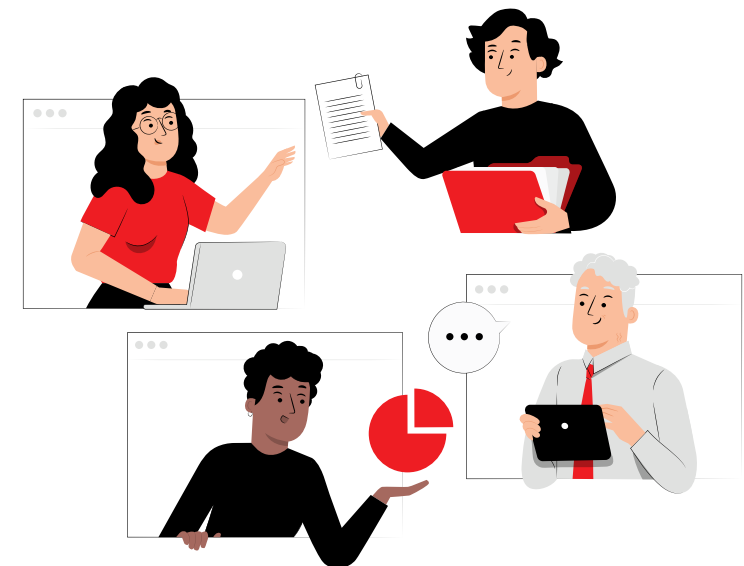
Apabila menggabungkan ilustrasi dan maklumat grafik ke dalam bahan komunikasi, pertimbangkan kepentingan pemilihan warna korporat. Pastikan warna dan pelbagai warnanya yang digunakan dalam visual ini sejajar dengan skema warna rasmi korporat, mengekalkan penampilan yang konsisten dan profesional.

Keseragaman ini menyumbang kepada pengiktirafan dan kejelasan jenama, terutamanya dalam elemen kompleks atau konsep seperti carta, aliran kerja, proses, carta organisasi, ikon dan simbol.

ILLUSTRATIONS & INFOGRAPHICS

When incorporating illustrations and infographics into communication materials, consider the importance of corporate colour selection. Ensure that the colours and their various shades used in these visuals align with the official corporate colour scheme, maintaining a consistent and professional appearance.

This uniformity contributes to brand recognition and clarity, especially in complex or conceptual elements such as charts, workflow, processes, organisational charts, icons and symbols.



PENGUNAAN IMEJ YANG SALAH

MPC telah menyediakan garis panduan untuk imej fotografi yang dibenarkan. Berikut ialah jenis-jenis imej yang tidak sesuai dan tidak dibenarkan.

INCORRECT USE OF IMAGES

MPC provides guidelines for permissible photographic images. Here are the types of images that are inappropriate and not allowed.



Feet or shoes must not be featured prominently or used as the main image, as they are considered inappropriate.



The imagery should not be of supernatural, mythical or spiritual in nature.



No excessive posing or dramatisation.



Talents should be dressed appropriately and presentable.




Streamline Compliance, Unleash Productivity

Simplifying and optimizing compliance procedures to minimize complexity and improve efficiency.



Empower Productivity, Stay Compliant, Achieve Success



Regulatory Compliance: The Gateway to Enhanced Productivity



Compliance & Productivity: A Winning Combination for Business Success



Unlocking Productivity Potential through Streamlined Compliance



Navigate Regulations with Ease, Maximize Efficiency

Comprehensively understanding and interpreting the regulatory landscape.



The Future of Compliance:

Intelligent, Seamless & Productivity-Enhancing



Happy client



JENNY COOPER
“If there are situations where the main logo is not practical to use, a secondary (horizontal) optional logo with the name of the organisation in Bahasa Malaysia.”



TRISTAN CRUZ
“If there are situations where the main logo is not practical to use, a secondary (horizontal) optional logo with the name of the organisation in Bahasa Malaysia.”



BIANCA POLLOCK
“If there are situations where the main logo is not practical to use, a secondary (horizontal) optional logo with the name of the organisation in Bahasa Malaysia.”

85%

Developing clear and concise compliance procedures that are easy to follow.
Utilising technology to streamline compliance processes and automate repetitive tasks.



Unleash the Productivity Powerhouse Within Your Organization

REGULATORY

View compliance as an investment: Don't see compliance as a cost center; consider it an investment in your organization's future. By investing in compliance resources and processes, you are reducing risks, protecting your reputation, and laying the foundation for long-term growth.

Transform Compliance into a Competitive Advantage

Transform Compliance:
Shifting the perception of compliance from a reactive to a proactive approach.
Integrating compliance into the organization's strategic planning and decision-making processes.
Embracing a risk-based approach to compliance, focusing on preventing and mitigating risks.
Adopting a continuous improvement mindset to constantly enhance compliance practices.
Leveraging technology to automate and streamline compliance processes.

Competitive Advantage:
Establishing a strong reputation for ethical conduct and regulatory compliance.
Reducing the likelihood of regulatory penalties and reputational damage.
Gaining a competitive edge in attracting and retaining customers and partners.
Enhancing risk management capabilities and minimizing operational disruptions.
Building a more resilient and sustainable organization.



Simplify Compliance, Amplify Productivity: A Synergistic Approach

Reduce administrative overhead. Simplifying compliance processes frees up employees' time, allowing them to focus on their core tasks. This can lead to increased productivity, improved innovation, and better customer service.



PERBADANAN PRODUKTIVITI MALAYSIA
Lorong Produktiviti, Jalan Sultan,
46200 Petaling Jaya, Selangor
Tel: +6012 345 6789

hello@mpc.gov.my
mpc.gov.my
@MPCProductivity



Get in Touch With Us

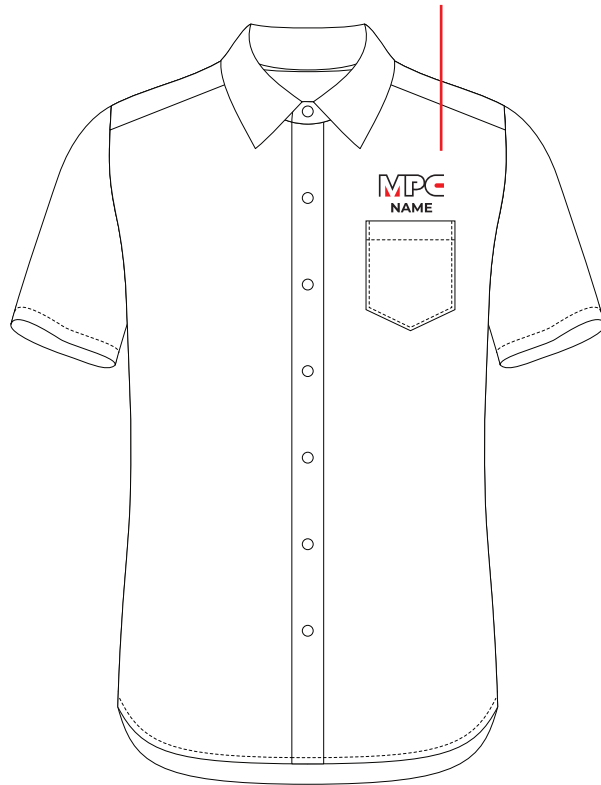
SERAGAM KORPORAT CORPORATE UNIFORM

WARNA / COLOUR - PUTIH SAHAJA / WHITE ONLY

JENIS / TYPE - KOLAR / COLLAR - LENGAN PENDEK / SHORT SLEEVE

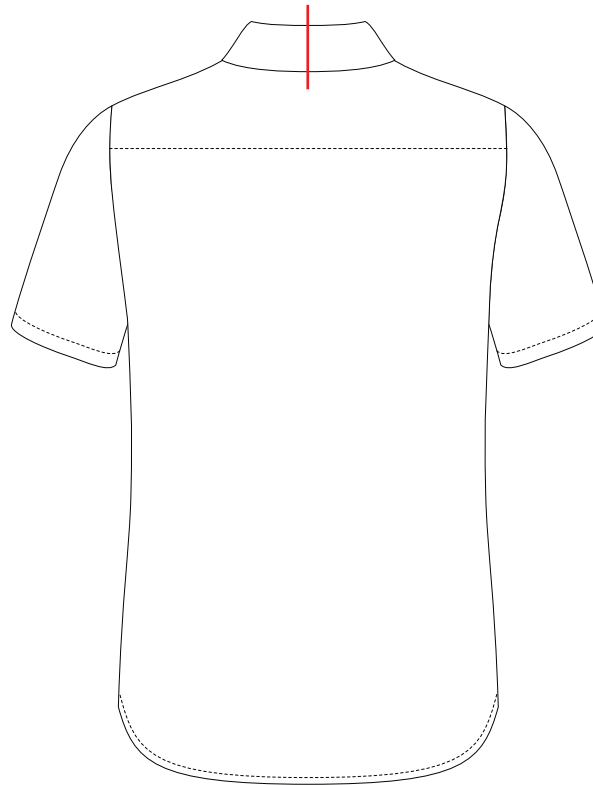
CETAKAN / PRINT - SULAMAN / EMBROIDERY

Logo MPC dan Nama Pegawai di sebelah kiri
MPC logo and Officer's Name on the left side

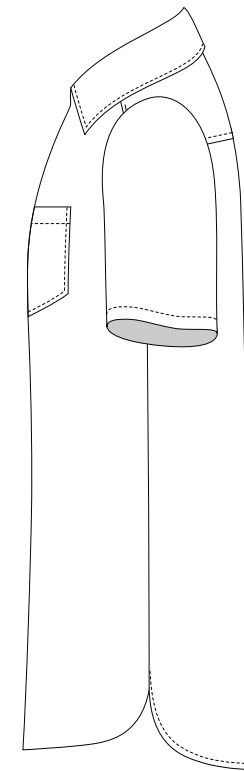


Pandangan Hadapan
Front View

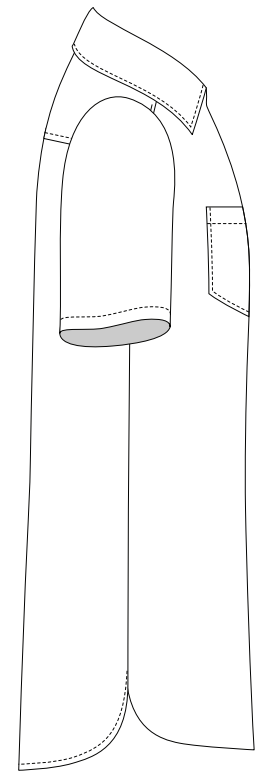
Jangan letak sebarang perkataan dan logo di sini
Do not put any text and logo here



Pandangan Belakang
Back View



Pandangan Kiri
Left View



Pandangan Kanan
Right View

SERAGAM KORPORAT CORPORATE UNIFORM

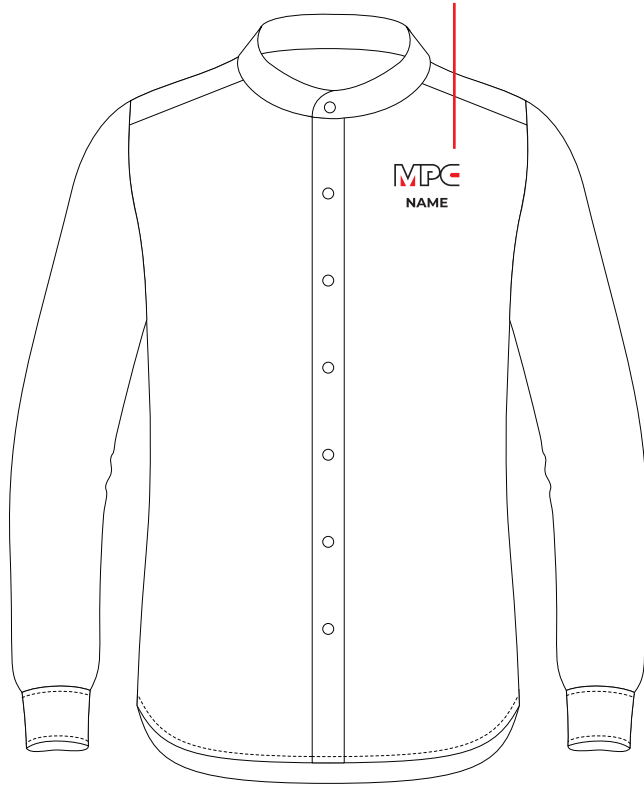
WARNA / COLOUR - PUTIH SAHAJA / WHITE ONLY

JENIS / TYPE - KOLAR MANDARIN / MANDARIN COLLAR - LENGAN PANJANG / LONG SLEEVE

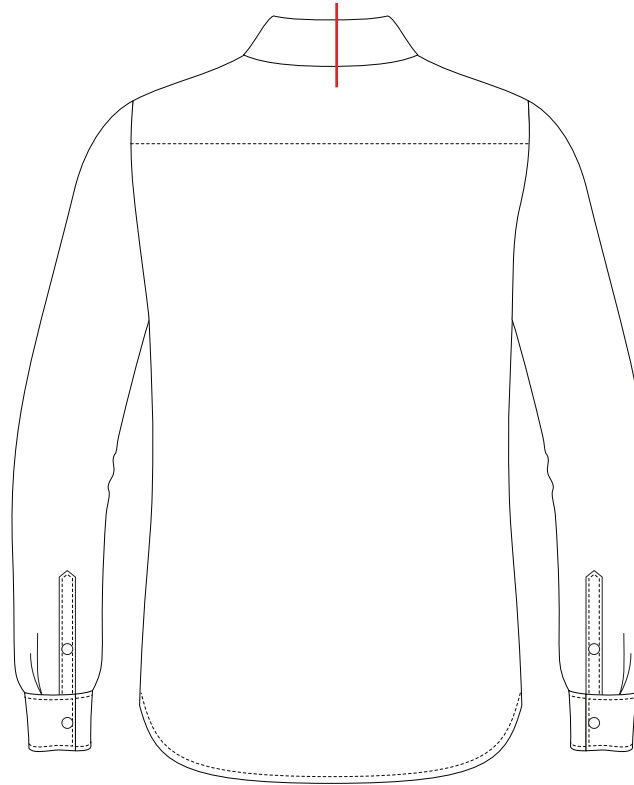
CETAKAN / PRINT - SULAMAN / EMBROIDERY

Logo MPC dan Nama Pegawai di sebelah kiri
MPC logo and Officer's Name on the left side

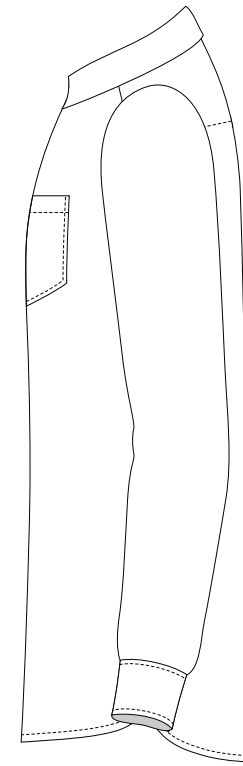
Jangan letak sebarang perkataan dan logo di sini
Do not put any text and logo here



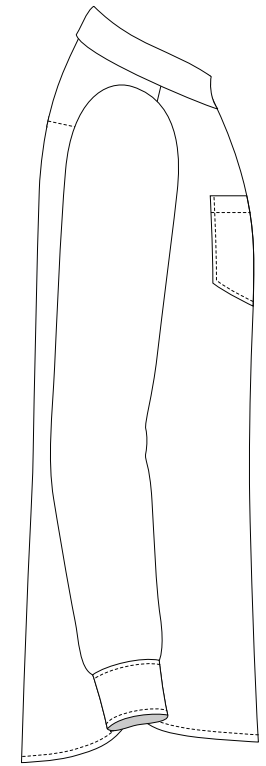
Pandangan Hadapan
Front View



Pandangan Belakang
Back View



Pandangan Kiri
Left View



Pandangan Kanan
Right View

BAJU KORPORAT CORPORATE T-SHIRT

WARNA / COLOUR - HITAM SAHAJA / BLACK ONLY

JENIS / TYPE - LEHER BULAT / ROUND NECK - LANGAN PENDEK / SHORT SLEEVE

CETAKAN / PRINT - SARING SUTERA / SILKSCREEN

TUJUAN BERKEMPEN
CAMPAIGN PURPOSES

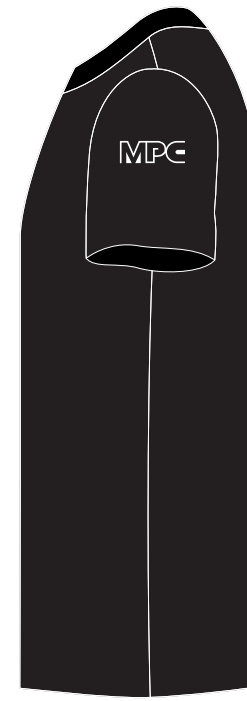


Pandangan Hadapan
Front View

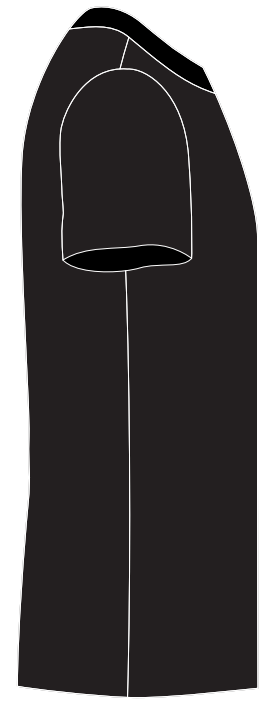


Pandangan Belakang
Back View

LOGO MPC DI SEBELAH KIRI
MPC LOGO ON THE LEFT SIDE



Pandangan Kiri
Left View



Pandangan Kanan
Right View

BAJU KORPORAT CORPORATE T-SHIRT

WARNA / COLOUR - HITAM SAHAJA / BLACK ONLY

JENIS / TYPE - LEHER BULAT / ROUND NECK - Lengan PANJANG / LONG SLEEVE

CETAKAN / PRINT - SARING SUTERA / SILKSCREEN

TUJUAN BERKEMPEN
CAMPAIGN PURPOSES

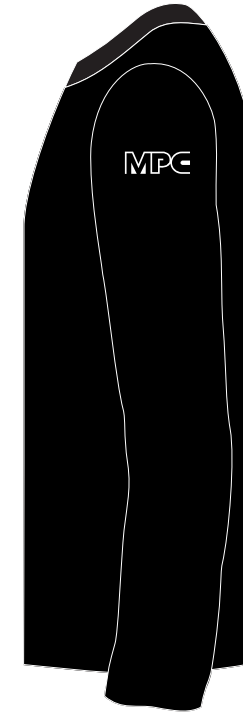


Pandangan Hadapan
Front View

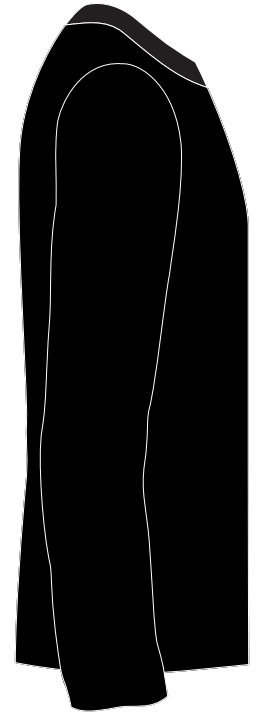


Pandangan Belakang
Back View

LOGO MPC DI SEBELAH KIRI
MPC LOGO ON THE LEFT SIDE



Pandangan Kiri
Left View



Pandangan Kanan
Right View

BAJU KORPORAT CORPORATE T-SHIRT

WARNA / COLOUR - HITAM SAHAJA / BLACK ONLY

JENIS / TYPE - KOLAR / COLLAR - LENGAN PENDEK / SHORT SLEEVE

CETAKAN / PRINT - SARING SUTERA ATAU SULAMAN / SILKSCREEN OR EMBROIDERY

LOGO MPC DI SEBELAH KIRI
MPC LOGO ON THE LEFT SIDE

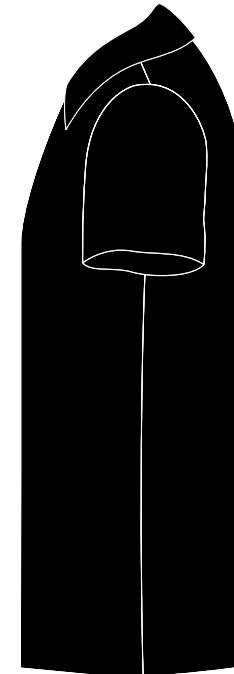


Pandangan Hadapan
Front View

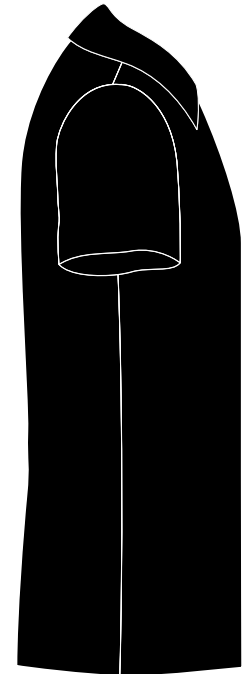
TUJUAN BERKEMPEN
CAMPAIGN PURPOSES



Pandangan Belakang
Back View



Pandangan Kiri
Left View



Pandangan Kanan
Right View

BAJU KORPORAT CORPORATE T-SHIRT

WARNA / COLOUR - HITAM SAHAJA / BLACK ONLY

JENIS / TYPE - KOLAR / COLLAR - LENGAN PANJANG / LONG SLEEVE

CETAKAN / PRINT - SARING SUTERA ATAU SULAMAN / SILKSCREEN OR EMBROIDERY

LOGO MPC DI SEBELAH KIRI
MPC LOGO ON THE LEFT SIDE

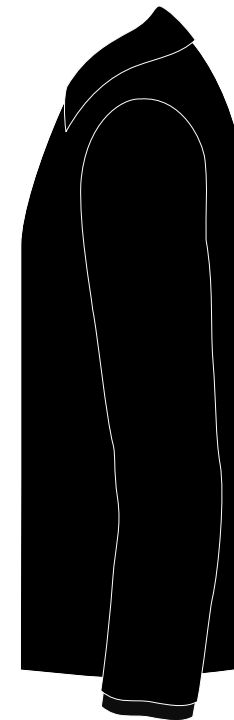


Pandangan Hadapan
Front View

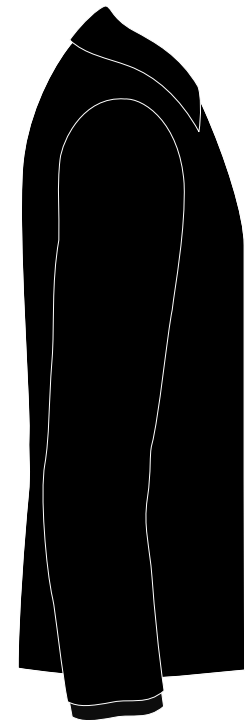
TUJUAN BERKEMPEN
CAMPAIGN PURPOSES



Pandangan Belakang
Back View



Pandangan Kiri
Left View



Pandangan Kanan
Right View

CENDERAHATI KORPORAT

CORPORATE SOUVENIR : BEG JINJING / TOTE BAG

WARNA / COLOUR - PUTIH, MERAH ATAU HITAM / WHITE, RED OR BLACK

JENIS / TYPE - BUKAN TENUNAN / NON-WOVEN

CETAKAN / PRINT - SARING SUTERA ATAU PINDAH-HABA / SILKSCREEN OR HEAT-TRANSFER



Tipografi menegak yang ringkas lebih sesuai dalam reka bentuk barangan kerana keupayaannya untuk membangkitkan rasa pergerakan dan dinamisme dalam reka bentuk. Ia adalah pilihan praktikal untuk menarik perhatian kepada maklumat penting. Pemilihan jenis tulisan sans-serif melengkapkan pendekatan ini dengan menyediakan estetik moden dan minimalis. Sebaliknya, tulisan menegak yang kompleks harus dielakkan untuk mengekalkan kejelasan dan konsistensi dalam reka bentuk, memastikan mesej disampaikan dengan berkesan kepada penonton.

Simple vertical typography is preferred in merchandise design due to its ability to evoke a sense of movement and dynamism within the design. It is a practical choice for drawing attention to key information. Choosing a sans-serif typeface complements this approach by providing a modern and minimalist aesthetic. Conversely, complex vertical type should be avoided to maintain clarity and consistency in the design, ensuring that the message is effectively conveyed to the audience.

MEMACU PRODUKTIVITI NEGARA

DRIVING PRODUCTIVITY OF THE NATION