



LOGO 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.

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

This typeface is **strictly reserved for the official Visit Malaysia 2026-2027 logo lockup.**

It must not be used as a standalone font for headlines, body copy, or any other campaign collateral.

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 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
100 / 90 / 0 / 0	34 / 63 / 153	223F99
CMYK	RGB	HEX
5 / 100 / 100 / 0	226 / 31 / 38	E21F26
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 Colour Variations

Full colour Logo

The Visit Malaysia 2026/2027 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 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

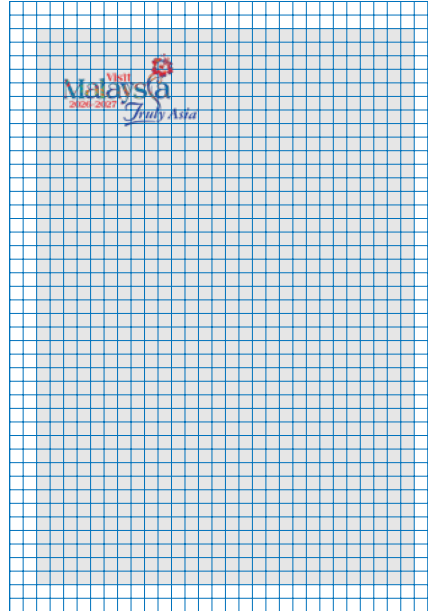
Position the logo either:

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

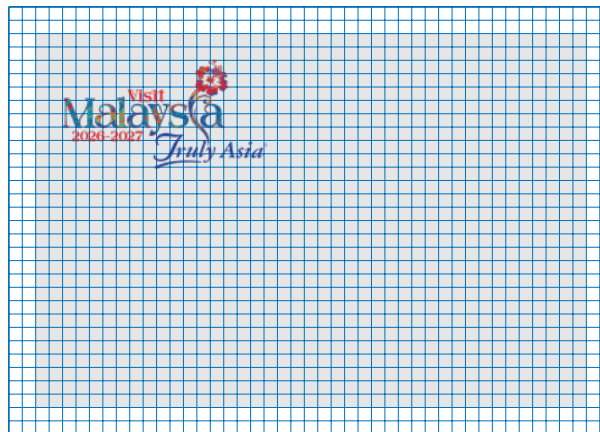
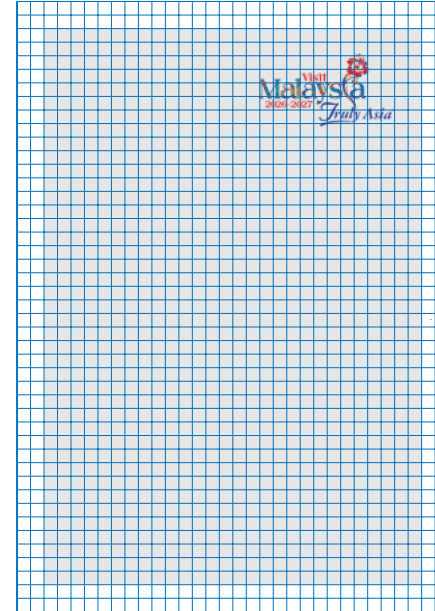
The logo should cover:

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

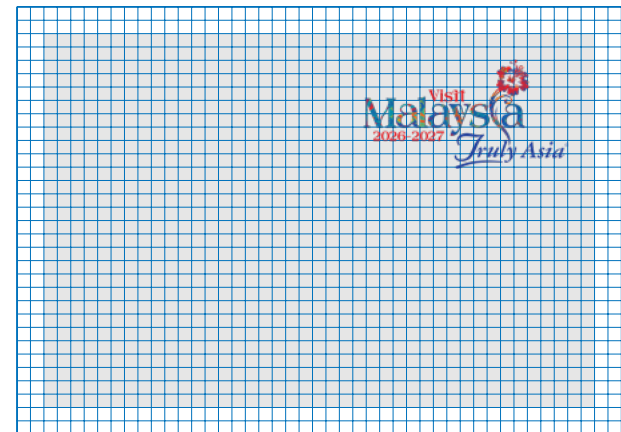
Top Left (portrait)



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.

Brand Governance & Compliance

To maintain the global integrity of the **Visit Malaysia 2026–2027** campaign, strict adherence to these guidelines is mandatory.

Consistently applying the official logos, colour palettes, layout grids, and restricted typefaces ensures a unified, premium, and cohesive visual identity across all communication platforms.

Non-compliance dilutes the impact of our national branding effort and compromises visual consistency.

Any deviation from these protocols must be explicitly reviewed and approved by the official brand management committee.



www.malaysia.travel



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