LOGO APPLICATION
GUIDELINES

Contents:

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

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890
!@#$%^&*()_+=,./; [ ]\?<>: "{ }|~

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
1 / 99 / 98 / 0	236 / 32 / 39	EB2226
76 / 4 / 0 / 0	13 / 179 / 169	03B1A8
1 / 26 / 99 / 0	253 / 191 / 19	FBBE14
75 / 98 / 3 / 0	102 / 49 / 143	66308D
100 / 88 / 4 / 7	32 / 64 / 154	213E7C
50 / 1 / 98 / 0	142 / 198 / 65	8EC440
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.

aaaaaa   ×

Clear Space
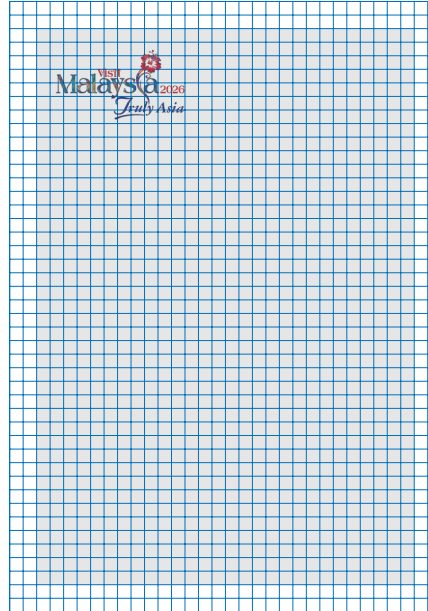
×

Minimum Size

40mm

175 px

Logo Grid and Placement

Position the logo either:
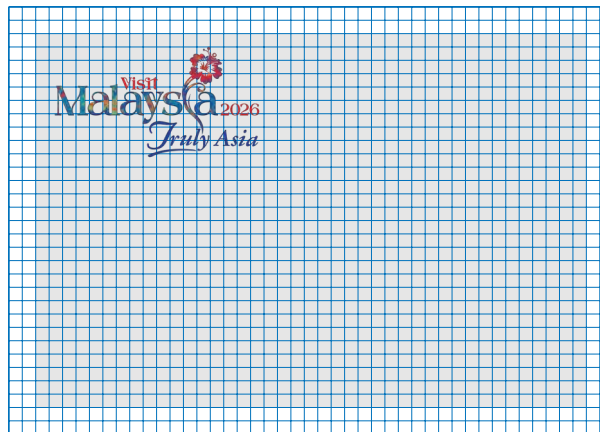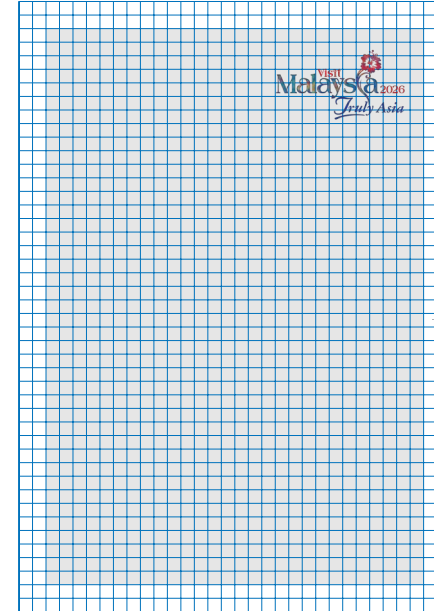
- Top left of the page
OR
- Top right of the page

The logo should cover:

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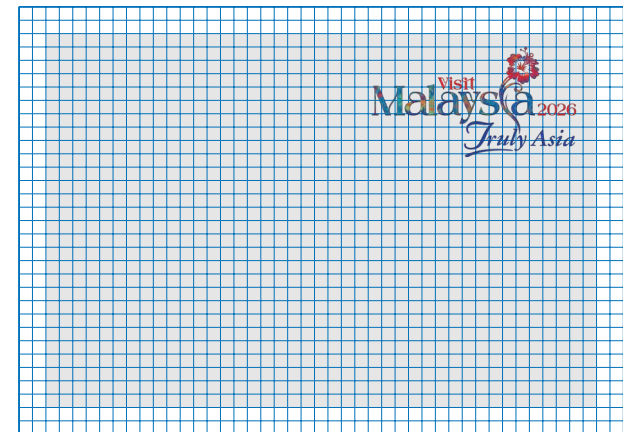OR
1/6 of the width for horizontal pages

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.

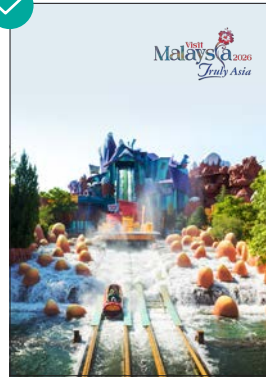When used on dark backgrounds, ensure the wordmark is visible.

Do not leave any element out.

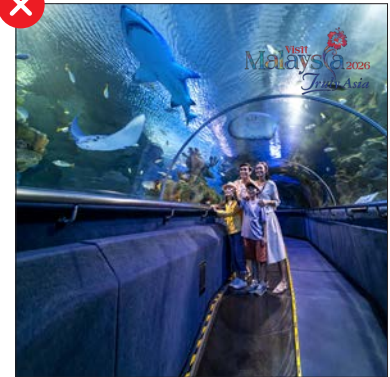# Logo Brandmark Usage - Full Colour Version

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.
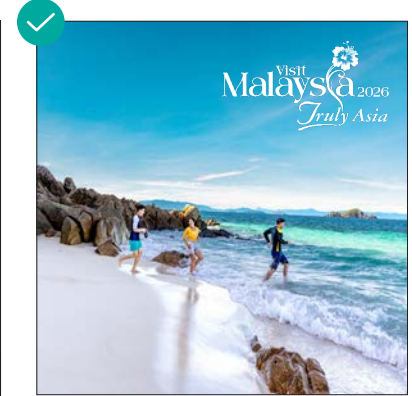- Use the colour brandmark on layouts listed here.

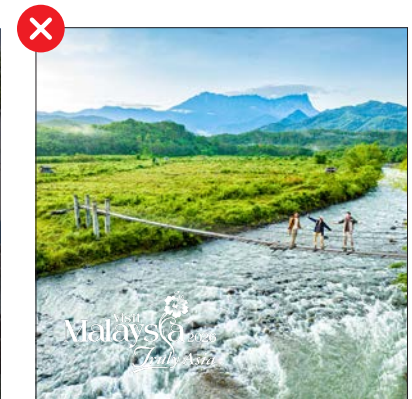Examples of incorrect usage of logo

Logo Usage - White Version

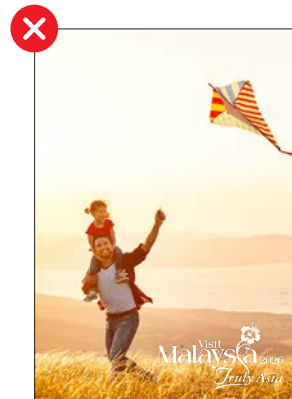**DOs**
- Ensure the background does not clash with the white brandmark when placed on an image.

Examples of correct usage of logo

DO NOT
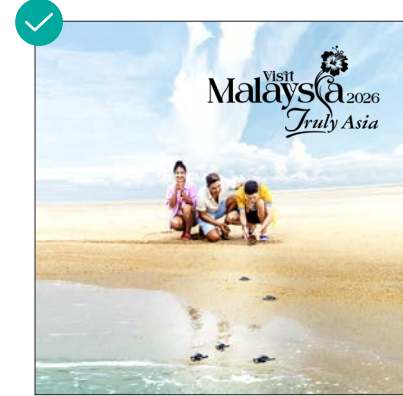- Use the colour brandmark on layouts listed here.

Examples of incorrect usage of logo
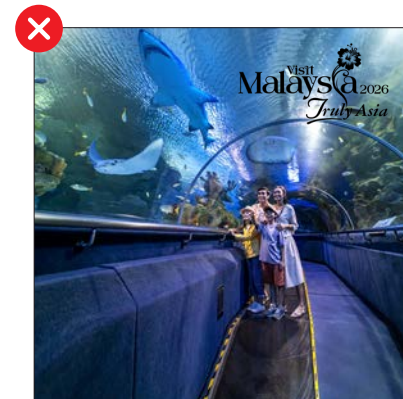
Logo Usage - Black Version

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.

Surreal Experiences!

DIN Bold *Italic* 2014
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmopqrstuvwxyz
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.'

(1) Filson Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+=

⌖ *Sarawak Cultural Village @ Kuching, Sarawak*

(2) *Filson Pro Bold Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&()_+=*

Visual Format

- Horizontal template

Horizontal

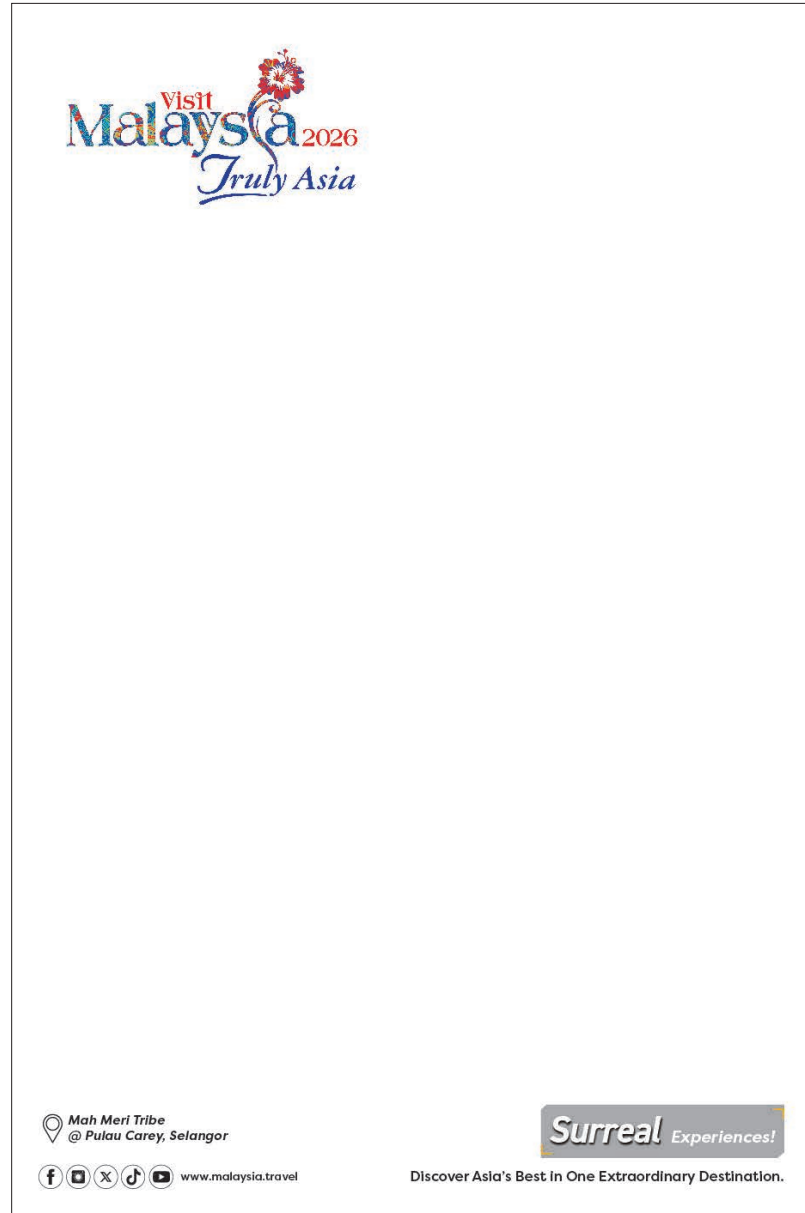# Visual Format

- Horizontal template visual reference

Horizontal

Visual Format

- Vertical template

Visit Malaysia 2026
Truly Asia

Mah Meri Tribe
@ Pulau Carey, Selangor

www.malaysia.travel

Surreal Experiences!

Discover Asia's Best in One Extraordinary Destination.

Visual Format

- Vertical template visual reference

Vertical

Logo Applications - Merchandise

Tumbler

Mug

Cap

Logo Applications - Merchandise

Umbrella

Note Book

Button Badge

Logo Applications - Merchandise

Woven Bag

Logo Applications - Transportation

HOP ON HOP OFF **CITY TOUR**

Visit Malaysia 2026 Truly Asia
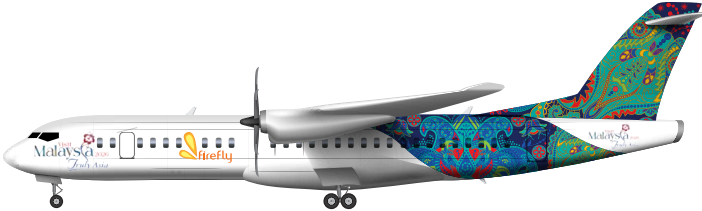
CITY BUS

Logo Applications - Aircraft Livery

Logo Applications - DOOH

Logo Applications - OOH

Logo Applications - Print

Logo Applications - Print

Logo Applications - Print

TOURISM MALAYSIA

www.malaysia.travel