KUALA LUMPUR

Brand Identity Guidelines
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BRAND POSITIONING

To deliver KL’s vision to be the top-of-mind destination for exciting and diverse urban experiences, delivered through world-class infrastructure and services, KL needs a World-class positioning – a positioning that reflects the KL Brand and its core values, unique attributes and combined into a distinct visitor promise.

The research & findings conducted in preparation of the Kuala Lumpur Tourism Master Plan 2015-2025 is the key trigger in formulating the KL brand identity and positioning – it has to differentiate the city from the other major cities in the region.

A Brand positioning for KL will streamline the task of marketing the city to increase tourist arrivals and as a competitive business destination. It will provide a platform for consistency in communication. A visual identity to support the branding will create a recognisable brand ownership in communication materials.
A City of Contrasts & Diversity

Kuala Lumpur is the main gateway to Malaysia. The city has much to offer as a destination. The city offers a variety of attractions ranging from culture, heritage & places of interest, shopping, entertainment, nature & adventure, luxury travel, business & events, medical & wellness, and education.

KL's ethnic mix reflects Malaysia's multi-cultural composition. Its architectural landscapes are made up of the old heritage buildings and the modern towers reaching for the sky. The culinary options are so diverse and the shopping options range from the traditional to the high end brand names.

Hence, the proposed KL positioning is a variety proposition:

KUALA LUMPUR

exciting • surprising • enticing

KL Brand Identity Guidelines
DESIGN RATIONALE

The KL Brand name constructed is clear, elegant, using a contemporary typography style. The 3D visual has a slightly weighted feel to it, depicting stability and consistency.

The metallic finish symbolises the heritage of the city when it was founded and grew as a major tin mining and trading centre.

The descriptions tagged on to the Brand name summarises the city’s unique attributes – exciting experience at every point, surprising in many ways as features of the city are discovered and enticing the visitors to experience the variety of attractions, culinary delights, culture and accommodation.
0.3

BRAND IDENTITY VARIATIONS

KL Brand Identity Guidelines

A City of Contrasts & Diversity

exciting • surprising • enticing

PRIMARY BRANDMARK

on light background

PRIMARY Brandmark on dark background

PRIMARY Brandmark (No shadow effects)
0.4

BRAND IDENTITY SPECIFICS

LOGO CLEAR SPACE

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Pink area.

Pink indicates Clear Space. The pink area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement ‘X’ (equal to the height of the lowercase letters, known as the ‘cap-height’. The width is equal to the height.)
WHEN TO USE:

TitilliumText22L (250wt) is the primary font used for the logotype/logo wording.

It can also be used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures and all forms of general correspondance.

THE TYPEFACE FAMILY

The first font styles used for the logo is TitilliumText22L family.

The TitilliumText22L family consists of 6 typeface widths: Thin, Light, Regular, Semibold, Bold and Black. Each sets comes with Italic characters as well.

The huge variety of font weights and widths will ensure immense flexibility, and consistency for the future growth of the KUALA LUMPUR identity.
05.1

**TYPEFACE DETAILS**

*The TitilliumText22L* is used to highlight the tag-line, ‘exciting • surprising • enticing’

*Matura MT Script Capitals* is used to highlight the positioning line, ‘A City of Contrasts & Diversity’
** WHEN TO USE:**

Roboto Family is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

The Roboto family consists of 4 typeface widths: Condensed, Light, Regular and Bold.

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**Roboto Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£$%^&*()°

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**Roboto Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£$%^&*()°

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**Roboto Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£$%^&*()°

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**Roboto Condensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£$%^&*()°
COLOUR SPECIFICATIONS

KUALA LUMPUR
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PROCESS C0 M0 Y0 K100
SCREEN R35 G31 B32
WEB HTML #231f20

PROCESS C24 M0 Y0 K38
SCREEN R127 G158 B173
WEB HTML #7f9ead
BRAND IDENTITY
BEST PRACTICES

Do not resize or change the position of the brandmark.

Do not use any other font, no matter how close it might look to TitilliumText22L (250wt).

Do not use squish or squash the logo. Any resizing must be in proportion.

To ensure your brandmark is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the brand.

Some examples of brandmark misuse are shown below.
KL Brand Identity Guidelines

SIZES & SCALE

0.8

MINIMUM SIZE

KUALA LUMPUR
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160mm

130mm

80mm

30mm
FURTHER INFORMATION

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