



# QUICK REFERENCE TO BRAND GUIDELINES

## PRIMARY LOGO

Our logo consists of 2 distinct elements: our logotype and bird graphic. Together, they are the visual representation of the TM One brand.

### CLEAR SPACE & MINIMUM SIZE

The minimum clear space is equal to 'X' as shown.



### IN WRITTEN FORM

TM One



## BACKGROUND

We always use our blue logotype on white background wherever possible. For the reversed white version of our logo, the whole logo will be in white to ensure full visibility. The logo is preferably presented on a white or single color light and calm background.

### DO'S



### DONT'S



The minimum size for print is 20mm and 56px for digital.



## TYPOGRAPHY

### HEADLINE - HK GROTESK WIDE

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789abcdefghijklmnopqrstuvwxyz!@

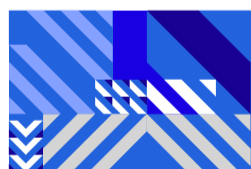
### SUBHEADLINE - ROBOTO BOLD

ABCDEFGHIJK123456789abcdefg

### BODYCOPY - ROBOTO LIGHT

ABCDEFGHIJK123456789abcdefg

## PATTERNS



TM One pattern depicts the 'Transformative' and 'Embracing' personality traits. We are innovative and work collaboratively with our partners to drive collective success

### PATTERNS DONT'S



Do not use colours other than those specified.



Do not distort the patterns.

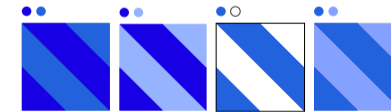


Do not rotate the patterns.

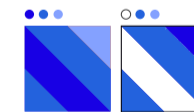
### COLOUR CHOICE

To create consistency, a minimum of 2 and a maximum of 3 colours is allowed per unit of our pattern.

### 2 COLOURS



### 3 COLOURS



## COLOURS

Our primary colours consist of different shades of blue while our palette of secondary colours contrast refreshingly with our primary brand colours.

Ultramarine	Light Blue	Cobalt Blue	Navy Blue	Dark Blue	Black	Grey	White	Red	Accent Orange	Orange	Light Orange
R 35 G 98 B 221	R 153 G 182 B 255	R 24 G 0 B 231	R 24 G 0 B 146	R 6 G 1 B 58	R 0 G 0 B 0	R 212 G 212 B 212	R 255 G 255 B 255	R 216 G 46 B 0	R 255 G 94 B 0	R 255 G 122 B 0	R 247 G 185 B 134
C 70 M 34 Y 0 K 0	C 39 M 21 Y 0 K 0	C 100 M 67 Y 0 K 0	C 100 M 78 Y 0 K 0	C 100 M 82 Y 0 K 40	C 0 M 0 Y 0 K 100	C 15 M 10 Y 11 K 4	C 0 M 0 Y 0 K 0	C 0 M 90 Y 93 K 0	C 0 M 65 Y 100 K 0	C 0 M 47 Y 78 K 0	C 0 M 31 Y 46 K 0
HEX 2362DD	HEX 99B6FF	HEX 1800E7	HEX 180092	HEX 06013A	HEX 000000	HEX D4D4D4	HEX FFFFFFFF	HEX D82E00	HEX FF5E00	HEX FF7A00	HEX F7B986

### PRIMARY COLOURS

### SECONDARY COLOURS

For more information, please contact Brand & Partnership, GCXM, TM or email [askbrand@tm.com.my](mailto:askbrand@tm.com.my)

