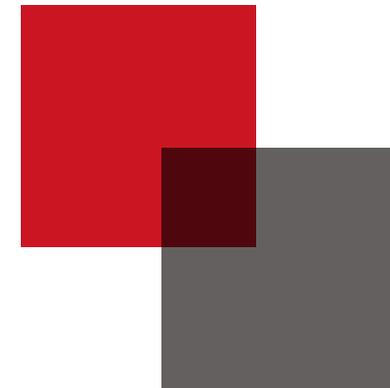




# CORPORATE MANUAL





**In an increasingly-  
competitive  
higher education  
environment and  
social landscape,  
it is crucial to  
have a strong,  
recognisable, and  
trustable brand.**

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VERSION 1 (2020)

The UNIMAS Global team provides guidance to University departments and colleges on print, digital, and new media designs.

They can recommend designers, production companies, photographers, and printers who are familiar with the University's house style.

The team also looks after licensing for the University logo and an image library that includes hundreds of copyrighted images of the University.

For further inquiries, please contact  
UNIMAS Global :  
corporate@unimas.my  
+60 82 58 1214

# INTRODUCTION

UNIMAS is a public university created with a contemporary outlook. In recent years, UNIMAS has grown exponentially, proudly emerging as one of the key universities in the local and global education arena. To ensure that our ever-increasing audience would be able to instantly recognise our brand, we need to present the UNIMAS visual identity clearly and consistently.

This manual describes the visual and verbal elements that represent the UNIMAS visual identity, which includes the University name, logo, colours, font types, and graphics. It also includes the guidelines of how to accurately and appropriately apply these elements in corporate events. Consistent and correct usage of the visual identity can help intended audiences to better understand who we are and what we stand for.

We hope that you will find this document useful and informative.



## **UNIMAS Brand**

The UNIMAS brand is based on our vision and mission:

### **Our Vision**

To become an exemplary university of internationally acknowledged stature and a scholarly institution of choice for both students and academics through the pursuit of excellence in teaching, research, and scholarship.

### **Our Mission**

To generate, disseminate, and apply knowledge strategically and innovatively to enhance the quality of the nation's culture and prosperity of its people.

**OUR LOGO**

# OUR OFFICIAL SEAL



The UNIMAS official seal shows a tree, clasped between a pair of hands. The tree symbolises growth and knowledge. It also represents the natural resources of Sarawak and Malaysia, including their diverse ethnic groups and cultures. The clasped hands symbolise unity in diversity, concern towards the environment and society, and optimisation of new and useful knowledge for progress. Together, the hands and the tree form the letter “S” for Sarawak. Selected colours evoke the Malaysian Flag; blue and red symbolise the integration of education and technology, while golden yellow reflects quality and excellence in both human resources and service development. The seal has been in use since the university’s establishment in 1992. It is used strictly with permission from the UNIMAS Global office to ensure that the usage is focused and strategic, and in alignment with the university’s image and visibility as a preferred learning hub in the region.

The colour is a palette of primary colors comprising of red, blue, and golden yellow, or reversed out in white or black for b/w material.

## **The UNIMAS seal is used for:**

- Transcripts
- Letterheads and official name cards
- Legal documents such as MoA and MoU documents
- Certificates
- Theses, official reports, course assignments, and any publication materials produced by UNIMAS staff and students
- Official UNIMAS staff email signature

# CORE ELEMENT

The UNIMAS official seal and official logo should not be redrawn, digitally manipulated, or altered, and must always be reproduced from a digital master reference at <http://www.unimas.my/logo-rationale>, and available in **ai** and **png** format.

## FILE FORMATS

**ai**: professional usage/desktop publishing

**png**: digital usage

## COLOUR

The logo only appears in the **FIVE** colour variants shown on this page, which are Black, White, Blue Pantone 294C, Red Pantone 186C, Yellow Pantone 123C. CMYK and RGB breakdowns will be determined by individual application software.

## ACCESSIBILITY

The logo must always have good contrast with the background to ensure maximum impact and accessibility.



**Variant**



**Black**



**White**



**Blue Pantone 294C**



**Red Pantone 186C**



**Yellow Pantone 123C**

# OUR OFFICIAL LOGO

Introduced during the Vice Chancellor's 2015 Annual Address, the UNIMAS official logo is created to augment the layout, composition, and presentation of the official seal, with the aim of enhancing the University's visibility.

As the UNIMAS logo is used to represent our vision and mission towards global visibility and prominence, the logo should always appear as a consistent signature in our internal and external communication. The UNIMAS logo should not be recreated or altered in any way.

The colours are the same as the official seal colour scheme or reversed out in white or black for b/w material.



**The UNIMAS logo** is used for:

- Buntings
- Banners
- Posters
- Digital posters
- Souvenir materials
- Corporate shirt
- Stickers for campus vehicles
- Exhibition materials

# CORE ELEMENT

The UNIMAS official seal and official logo should not be redrawn, digitally manipulated, or altered, and must always be reproduced from a digital master reference at <http://www.unimas.my/logo-rationale>, and available in ai and png format.

## FILE FORMATS

ai: professional usage/desktop publishing

png: digital usage

## COLOUR

The logo only appears in the **FIVE** colour variants shown on this page, which are Black, White, Blue Pantone 294C, Red Pantone 186C, Yellow Pantone 123C. CMYK and RGB breakdowns will be determined by individual application software.

## ACCESSIBILITY

The logo must always have good contrast with the background to ensure maximum impact and accessibility.



**Variant**



**Black**



**White**



**Blue Pantone 294C**



**Red Pantone 186C**



**Yellow Pantone 123C**

# TRADEMARK

The UNIMAS logo has significant commercial value, for example, through use in merchandise and promotional items.

The University names and logo are registered trademarks and may only be used with permission of the University or by registered licence holders. The logo are also used to identify official publications, presentations, or websites of Universiti Malaysia Sarawak (UNIMAS).

You may use the name and logo to support activities for which the University is accountable. All other uses require permission from the UNIMAS Global office, which issues licences to other organisations wishing to produce items bearing our logo.

For more information about our logo and licensing, please contact the Corporate Publication & Branding Unit: [corporate@unimas.my](mailto:corporate@unimas.my)



# BRANDING IDENTITY

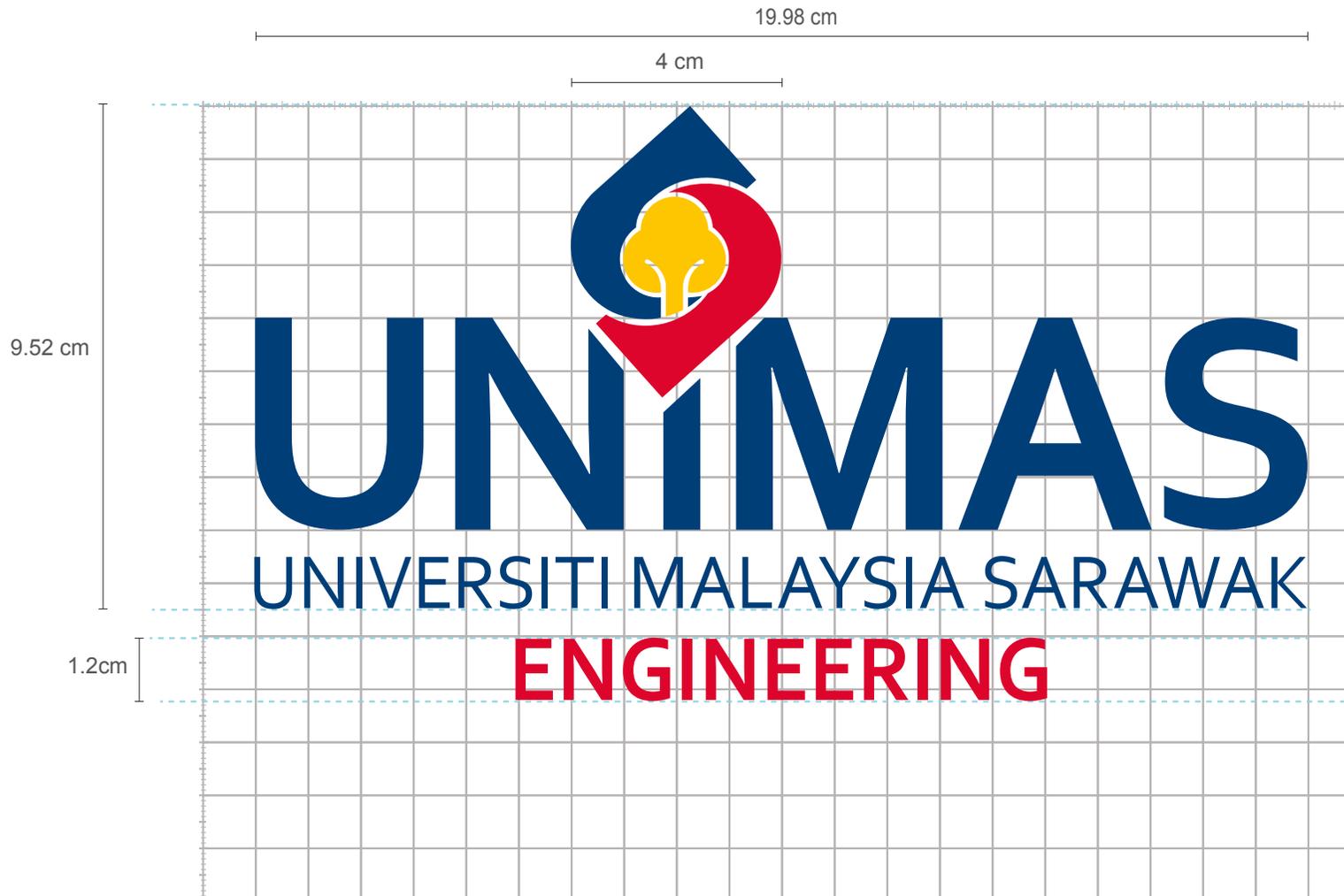
The UNIMAS logo - “UNIMAS” is the cornerstone of the Universiti Malaysia Sarawak identity system. It should be immediately recognisable as a signifier for the UNIMAS brand, and therefore, should be used to represent the university in all of its communications.

Using the signature system in a consistent way helps build a stronger institutional awareness for the university, distinguish us from other peer institutions, and promotes UNIMAS in a meaningful and significant manner. It is essential for us to apply our branding identity in accordance with the established guidelines.

**UNIMAS strongly discourages all colleges, departments, programs, faculties, centres, and institutes from creating their own icons or other unit-centric graphics.**

The font size used by different departments are determined by the departments' name length. The department name should not extend beyond the bounds of the logo. To accommodate this, as illustrated in the examples, the font size for some departmental logos is smaller compared to others.

All departmental logos can be found online at:  
**[www.unimas.my/departmentidentity](http://www.unimas.my/departmentidentity)**



**Typeface: Corbel (Modified)**

**Font Size : 50 pt**

**Word: one word in one line**

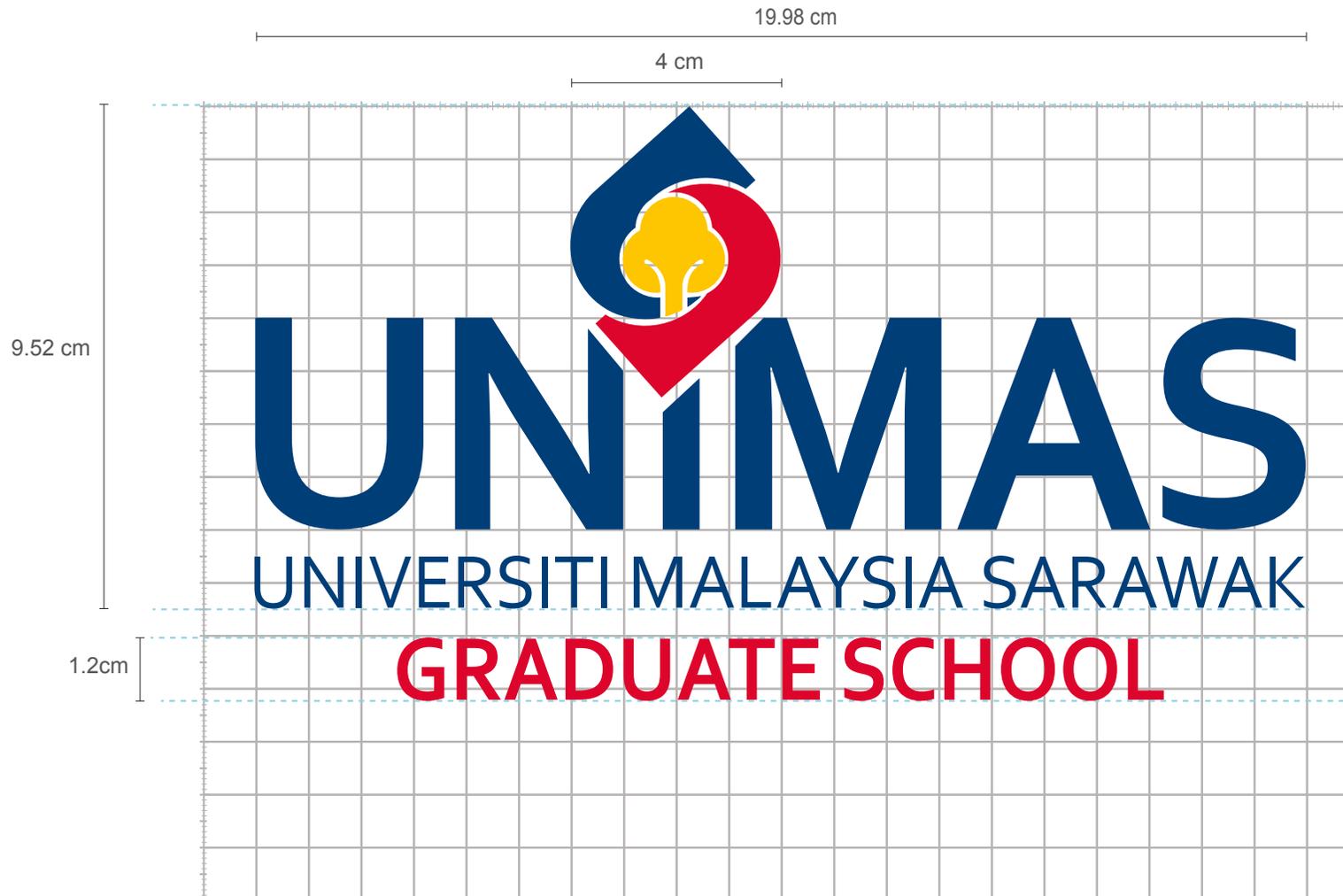
**Color Code:**

**PANTONE 294 C** ●  
Cyan - 100 Magenta - 69 Yellow - 7 Black - 30

**PANTONE 123 C** ●  
Cyan - 0 Magenta - 22 Yellow - 83 Black - 0

**PANTONE 186 C** ●  
Cyan - 2 Magenta - 100 Yellow - 85 Black - 6

**Version: One-word names, written in a single line**



**Typeface: Corbel (Modified)**

**Font Saiz : 50 pt**

**Word: two words in one line**

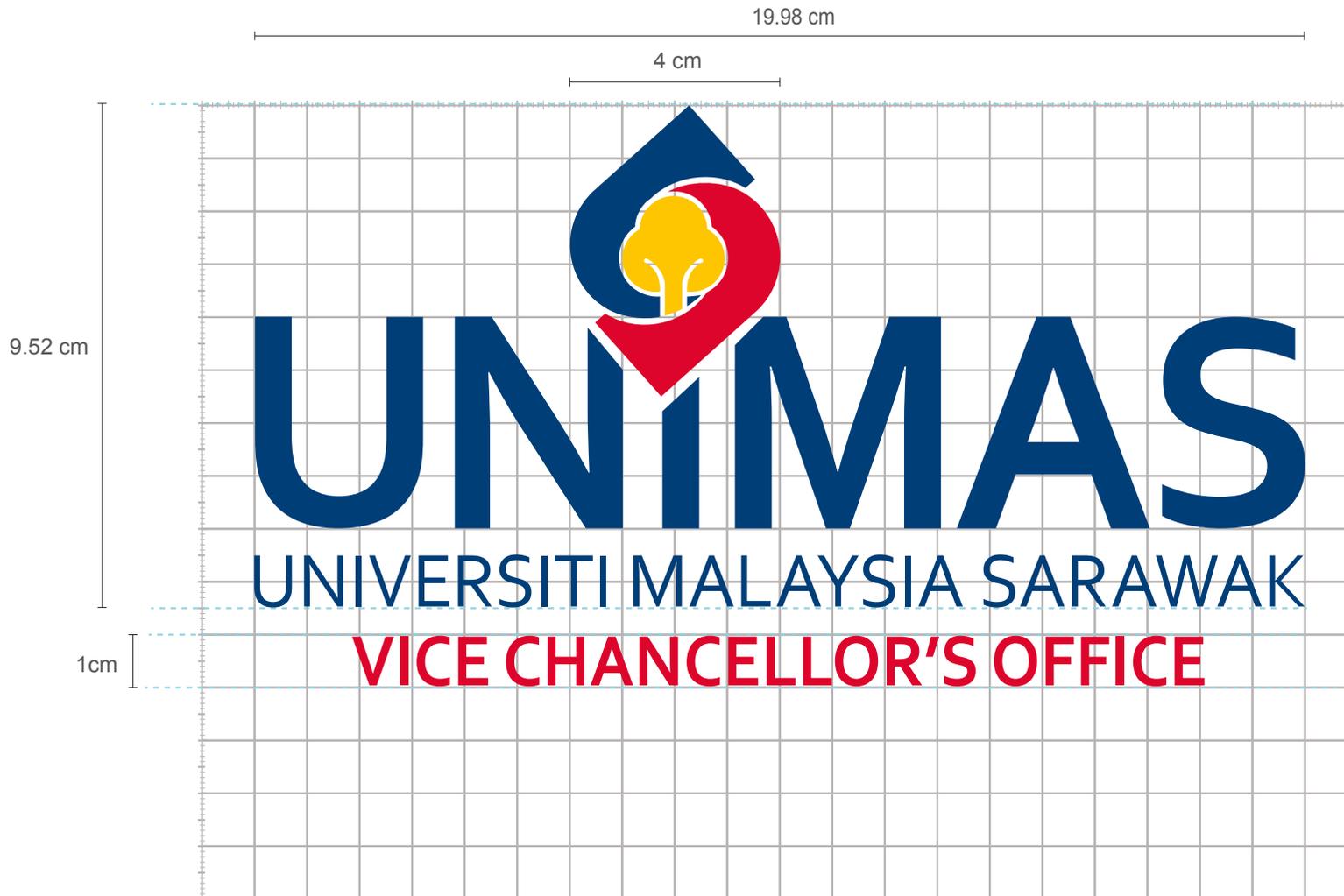
**Color Code:**

**PANTONE 294 C** ●  
Cyan - 100 Magenta - 69 Yellow - 7 Black - 30

**PANTONE 123 C** ●  
Cyan - 0 Magenta - 22 Yellow - 83 Black - 0

**PANTONE 186 C** ●  
Cyan - 2 Magenta - 100 Yellow - 85 Black - 6

**Version: Two-word names, written in a  
single line**



**Typeface:** Corbel (Modified)

**Font Size :** 40 pt

**Word:** More than two words  
in one line

**Color Code:**

**PANTONE 294 C** ●  
Cyan - 100 Magenta - 69 Yellow - 7 Black - 30

**PANTONE 123 C** ●  
Cyan - 0 Magenta - 22 Yellow - 83 Black - 0

**PANTONE 186 C** ●  
Cyan - 2 Magenta - 100 Yellow - 85 Black - 6

**Version: Names with more than two  
words, written in a single line**



**Typeface:** Corbel (Modified)

**Font Size :** 40 pt

**Word:** More than two words in two lines

**Color Code:**

**PANTONE 294 C** ●  
Cyan - 100 Magenta - 69 Yellow - 7 Black - 30

**PANTONE 123 C** ●  
Cyan - 0 Magenta - 22 Yellow - 83 Black - 0

**PANTONE 186 C** ●  
Cyan - 2 Magenta - 100 Yellow - 85 Black - 6

**Version: Names with more than two words,  
written in two lines**

**TYPOGRAPHY**

# TYPEFACE

Typography plays an important role in communicating overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all UNIMAS communication.

## CORPORATE FONT

Century Schoolbook has been selected as the corporate font for UNIMAS and is used for promotional materials that are produced in-house.

Century Schoolbook  
regular

**Century Schoolbook**  
bold

*Century Schoolbook*  
italic

***Century Schoolbook***  
bold italic

## PRIMARY FONTS

Times New Roman and Arial are commonly found in APPLE IOS and are available on the WINDOWS system fonts. These are the primary fonts of UNIMAS.

**Arial**  
regular

**Arial**  
bold

*Arial*  
italic

***Arial***  
bold italic

**Times New Roman**  
regular

**Times New Roman**  
bold

*Times New Roman*  
italic

***Times New Roman***  
bold italic

## ALTERNATIVE FONTS

To allow for a greater degree of diversity in your visual designs, UNIMAS has selected three alternative fonts.

Helvetica  
regular

**Helvetica**  
bold

*Helvetica*  
italic

***Helvetica***  
bold italic

Raleway  
regular

**Raleway**  
bold

*Raleway*  
italic

***Raleway***  
bold italic

Corbel  
regular

**Corbel**  
bold

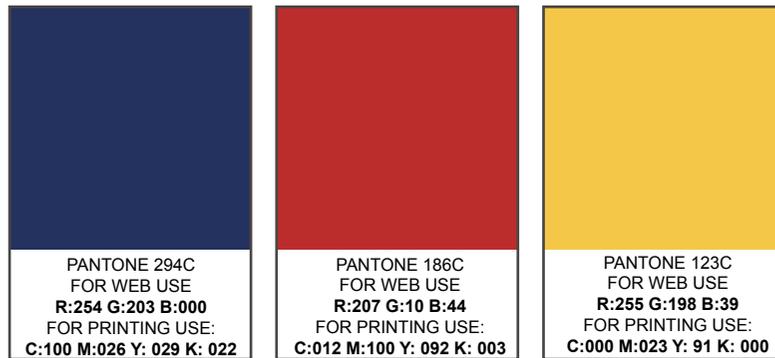
*Corbel*  
italic

***Corbel***  
bold italic

**COLOUR**

# COLOUR CODES FOR THE LOGO

Colour plays an important role in the UNIMAS corporate identity program. The colours shown are the recommended colours for various media.



Consistent use of these colours will contribute to the cohesive and harmonious look of the UNIMAS brand identity across all relevant media. Check with your designer or printer when using the corporate colours to ensure that the shades are accurate and consistent.

# DEPARTMENT COLOUR CODES

| <b>Academic Faculties and Research Institutes</b>           | <b>Color</b>  | <b>Pantone</b> | <b>C</b> | <b>M</b> | <b>Y</b> | <b>K</b> | <b>R</b> | <b>G</b> | <b>B</b> |
|---|---|----------------|----------|----------|----------|----------|----------|----------|----------|
| Faculty of Economics and Business                           |    | 1505 C         | 0        | 72       | 100      | 0        | 255      | 107      | 0        |
| Faculty of Engineering                                      |    | 1925 C         | 0        | 100      | 52       | 0        | 224      | 0        | 77       |
| Faculty of Social Science and Humanities                    |    | 208 C          | 32       | 100      | 62       | 26       | 255      | 91       | 52       |
| Faculty of Computer Science and Information Technology      |    | 429C           | 35       | 23       | 19       | 2        | 162      | 170      | 173      |
| Faculty of Resource Science and Technology                  |    | 355 C          | 93       | 0        | 100      | 0        | 0        | 151      | 57       |
| Faculty of Language and Communication                       |    | 3268 C         | 86       | 0        | 55       | 0        | 0        | 171      | 142      |
| Faculty of Medicine and Health Sciences                     |    | 3145 C         | 100      | 0        | 24       | 30       | 0        | 119      | 139      |
| Faculty of Applied and Creative Arts                        |    | 522 C          | 24       | 40       | 0        | 0        | 186      | 156      | 197      |
| Faculty of Cognitive Sciences and Human Development         |    | 306 C          | 76       | 0        | 0        | 0        | 0        | 181      | 226      |
| Faculty of Built Environment                                |    | 5535 C         | 87       | 31       | 69       | 86       | 24       | 48       | 41       |
| UNIMAS Business School                                      |   | Purple XGC     | 0        | 56       | 0        | 0        | 164      | 81       | 152      |
| Institute of Health and Community Medicine                  |  | 319 C          | 87       | 5        | 0        | 17       | 28       | 202      | 212      |
| Institute of Borneo Studies                                 |  | 120 C          | 0        | 13       | 60       | 1        | 253      | 219      | 101      |
| Institute of Biodiversity and Environmental Conservation    |  | 359 C          | 26       | 0        | 38       | 16       | 160      | 215      | 133      |
| Institute of Social Informatics & Technological Innovations |  | 437 C          | 0        | 17       | 13       | 53       | 121      | 101      | 105      |
| Institute of Creative Arts & Technology                     |  | 247 C          | 30       | 94       | 0        | 0        | 187      | 22       | 163      |



**CANSSELORI**

**IMAGERY**

# IMAGERY

Photography is a powerful and dynamic tool. An image can convey a message quickly and effectively whilst simultaneously reflecting the values, beliefs, and ethos of the University. Choosing the right image is therefore paramount to the success of the message.

Your images should convey both emotions and atmosphere that fit the context. Where possible, look beyond the straightforward and typical to find a more inspirational perspective. Consider details or unusual angles to increase impact and create powerful impressions.

We favour images that show natural, real-life people and situations. Images should feel observational and spontaneous rather than staged. Optimise the UNIMAS scenery and/or environment when selecting images. Relevance is key to effective photo usage.

Ensure that the content is not offensive or alienating. Avoid clichés and racial and gender stereotyping.

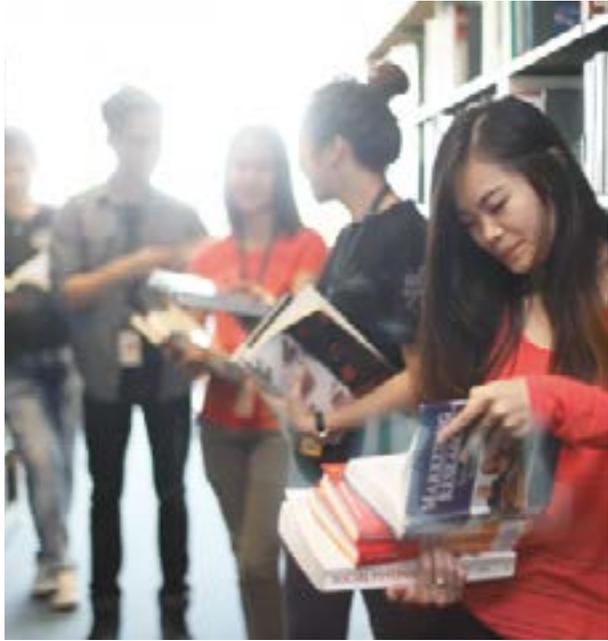
Images can be reproduced in full colour, single colour (monotone), or black and white.

Images that are used in printed materials should be reproduced at print quality, that is, a minimum of 300 dpi. Any enquiries regarding consent, usage, and copyright issues can be directed to UNIMAS Global.

## IMAGES OF PEOPLE

Photos of people should represent who they are, what they are doing, and the environment they are in. For instance, when shooting student and/or staff discussion photos, we suggest that you include some teaching and learning elements, such as books, laptops, or other relevant props. Refer to the example below and on the next page.





## SUBJECT-SPECIFIC PHOTOS

Specific subject matter may be needed for different faculties and departments. Original and creative images should be used to illustrate familiar themes.



## UNIMAS LOCATION

Images of UNIMAS should capture its atmosphere and various unique characteristics and attributes. Where possible, these images should include people.



**TEMPLATES & EXAMPLES**

# TEMPLATES & EXAMPLES

A range of established design templates are available for the production of UNIMAS in-house communication. These templates are specifically designed to optimise consistency, time-efficiency, and economical in-house production when access to bespoke externally produced design facilities are unavailable or inappropriate. Colour bars can be adjusted as appropriate to typographic content.

The following templates are available:

## **STATIONERY**

Business cards

Letterheads

Correspondence memos

Envelopes

Email signatures

PowerPoint slides

## **ADVERTISING**

Posters

Buntings

The templates for official documents should strictly follow the University format. This includes the use of logo, space composition, text placement, and accurate graphics.

# STATIONERY

## BUSINESS CARD

Any UNIMAS staff (permanent/contract) in the Administration and Professional group is qualified to print their business card.

The printing of a business card is allowed once per year. A second printing in the same year is only allowed for the purposes of:

- Staff reshuffling to a different faculty/institution/centre/section belonging to UNIMAS
- Post change or promotion
- Other requirements deemed necessary by the University management

Qualified staff can print a maximum of 200 business cards per year. You can choose to print all your cards in Malay or English, or to have half printed in Malay and the other half in English.

As shown in the illustrations, the UNIMAS logo is placed on the upper left handside of the business card, with the UNIMAS website address on the bottom right at an upwards angle. The staff details are placed under the logo. The font, colour, and size format should be adhered to when printing.

### Business card format

Font: Century SchoolBook  
Card size : 9cm x 5.5cm  
Font size: 6-18pt

### Colour format

PANTONE 294 C  
PANTONE 186 C  
PANTONE 123 C

## Name Card Format

Font: Century Schoolbook  
Card Size : 9cm x 5.5cm  
Font Size: 6-18pt

## Colour Code

PANTONE 294 C  
PANTONE 186 C  
PANTONE 123 C



### English Version

### Malay Version

#### Academician (Professor/Associate Professor)



#### Academician (Professor/Associate Professor) who holds administrative post



#### Lecturer



#### Professional and Administration

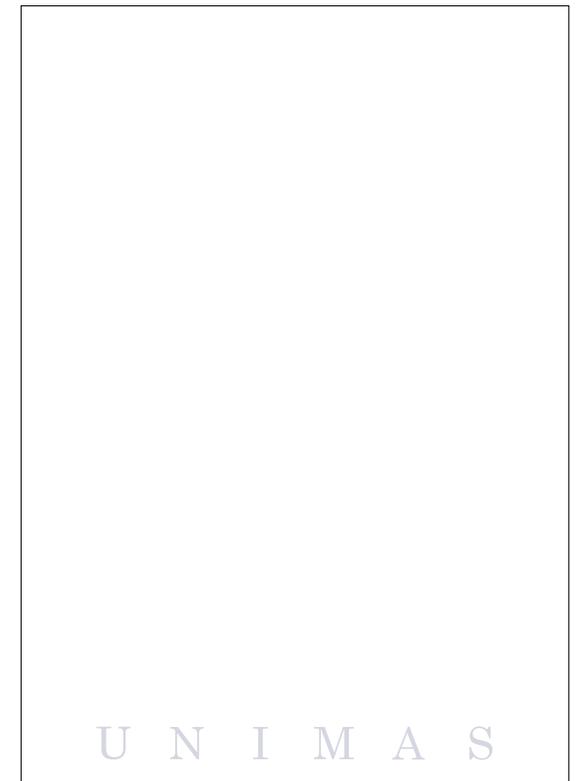
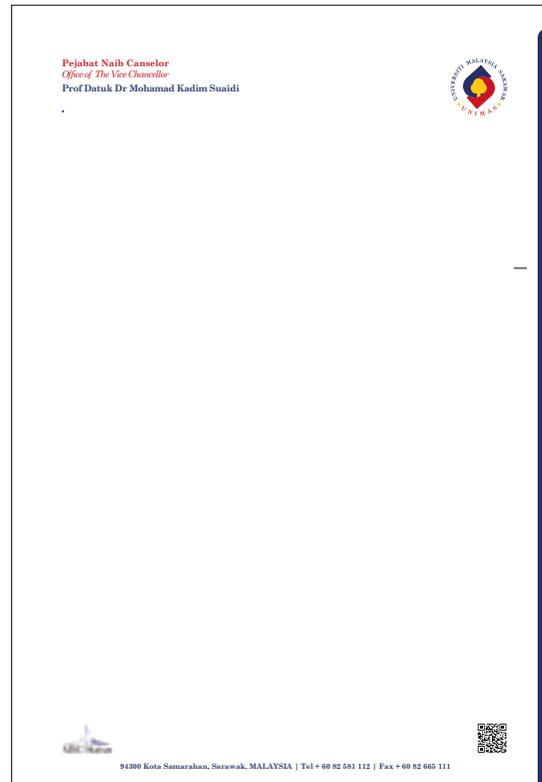


## LETTERHEAD

UNIMAS letterhead is used for official communication with external entities. It is also used for official appointment letters and documents. Letters with the UNIMAS letterhead can only be issued by the Head of Department.

Each department uses the same UNIMAS letterhead template with the addition of their own identity in the form of their designated name. The name should be inserted at the top left corner of the letterhead.

The format of a letterhead can be seen in the given illustration.



## CORRESPONDENCE MEMO

Correspondence memos refer to internal communication between UNIMAS departments. Following this, the UNIMAS seal and logo are not used in this type of memo.

The format of a correspondence memo can be seen in the given illustration.

UNIVERSITI MALAYSIA  
**SARAWAK**  
94300 Kota Samarahan

Pejabat Canselori dan Hubungan Antarabangsa  
*Chancellery and International Relations Office*  
Tel: 082 581214, 1207  
Faks: 082 665088

---

### MEMORANDUM

---

**Rujukan:**

**Kepada :**

**Melalui :**

**Daripada :**

**Tarikh :**

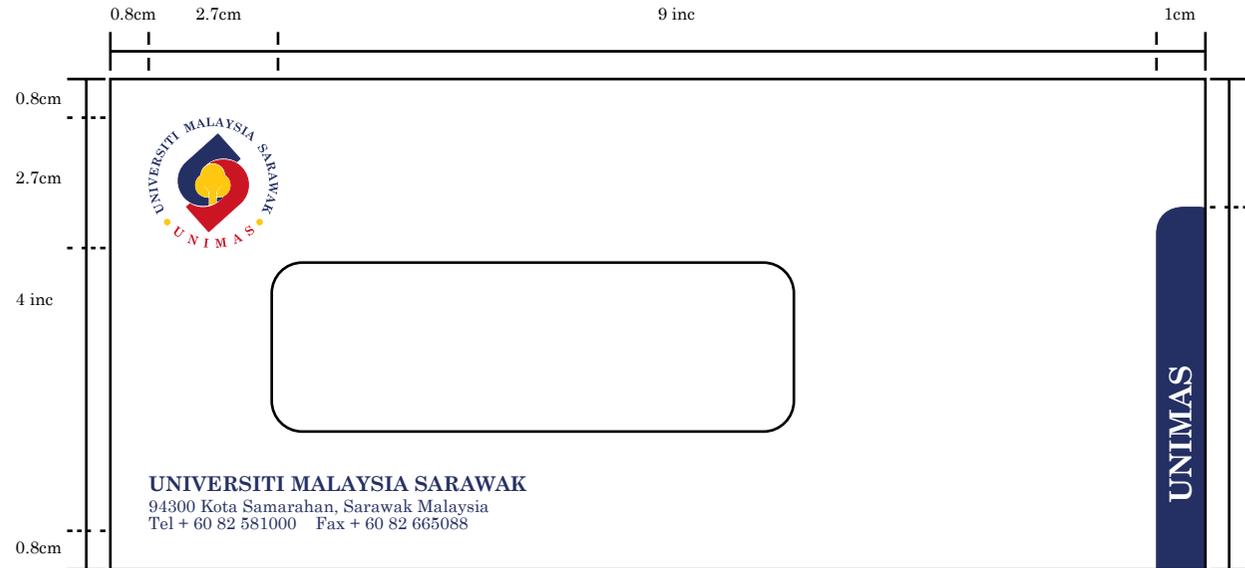
**Perkara:**

s.k.

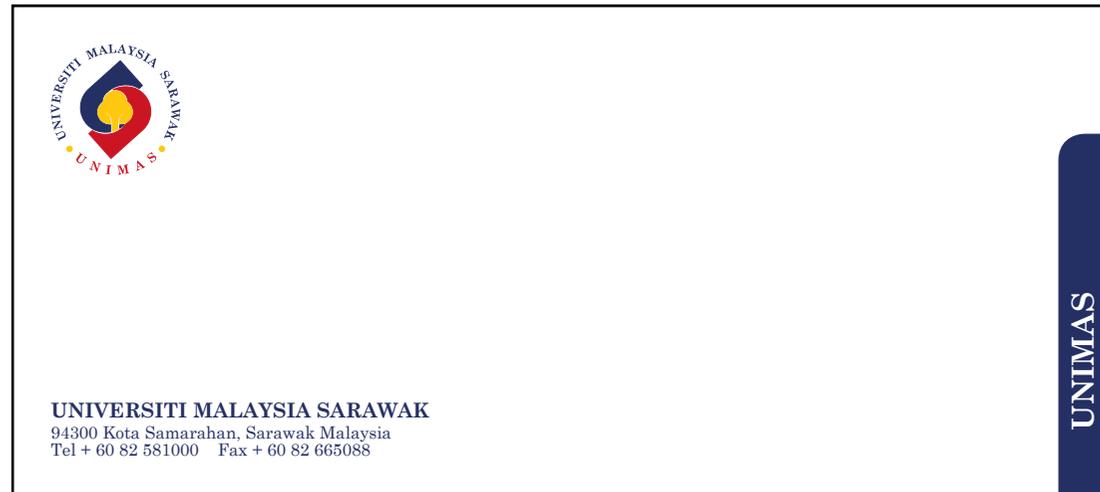
|               |                             |   |
|---------------|-----------------------------|---|
| <b>nota :</b> | <b>Perenggan</b>            | <i>Century Schoolbook: 11 pt<br/>Times New Roman: 12 pt<br/>Box/block style.<br/>Indent tidak digunakan</i>   |
|               | <b>Penutup</b>              | <i>Century Schoolbook: 11 pt<br/>Times New Roman: 12 pt<br/>Tidak menggunakan Yang benar,<br/>Yang ikhlas dan lain-lain.</i>  |
|               | <b>Nama Penandatanganan</b> | <i>Century Schoolbook: 11 pt<br/>Times New Roman: 12 pt<br/>Tandatangan selang 5-6 baris dari penutup. Hanya nama pengirim sahaja<br/>perlu dinyatakan. Jawatan tidak diperlukan.</i> |
|               | <b>b.p.</b>                 | <i>Century Schoolbook: 11 pt<br/>Times New Roman: 12 pt<br/>Selang sebaris dari penandatanganan. Tidak bold</i>   |
|               | <b>Motto atau slogan</b>    | <i>Tiada</i>  |

## ENVELOPES

As illustrated in the examples for envelope templates, the UNIMAS logo is placed on the upper left handside for both window and flap envelopes. The full University name, address, phone number, and fax number are printed on the bottom left handside. The word “UNIMAS” is printed on the bottom right of the envelope at an upwards angle.



**Window Envelope**  
**Size:** 9(w) x 4(h) inch  
**Font:** Century Schoolbook



**Flap Envelope**  
**Size:** 9(w) x 4(h) inch  
**Font:** Century Schoolbook

# EMAIL SIGNATURE

The following template is recommended for your email signature. This information will be placed at the foot of your email, on the left side. You can refer to <https://expert.unimas.my/signature/> for further details on creating the signature.

## ACADEMICIANS

|   |
|---|
| Full Name                                     |
| Academic Qualifications                       |
| Designation                                   |
| Unit  |
| Faculty/Department                            |
| Office Phone (eg. 082581000)                  |
| Fax Number (eg. 082581000)                    |
| Email Address (eg. ohmyemail@cicts.unimas.my) |
| Staff Number                                  |

### Preview :



**Prof Dr John Doe**  
Master Of Communication (Screen Studies) UNIMAS, B.A (Hons)  
Cinematography UNIMAS

Lecturer  
Department of Cinematography  
Faculty of Applied and Creative Arts (FACA)  
Universiti Malaysia Sarawak (UNIMAS)  
94300 Kota Samarahan  
Sarawak, Malaysia.

 +6082581000    +6082581000     johndoe@unimas.my

<http://www.unimas.my> | [UNIMAS Expert Profile](#)

## ADMINISTRATIVE

|   |
|---|
| Full Name                                     |
| Designation                                   |
| Unit  |
| Faculty/Department                            |
| Office Phone (eg. 082581000)                  |
| Fax Number (eg. 082581000)                    |
| Email Address (eg. ohmyemail@cicts.unimas.my) |
| Staff Number                                  |

### Preview :



**John Doe**  
IT Officer

UKOM  
Center for Information and Communication Technology Services  
Universiti Malaysia Sarawak (UNIMAS)  
84300 Kota Samarahan  
Sarawak, Malaysia.

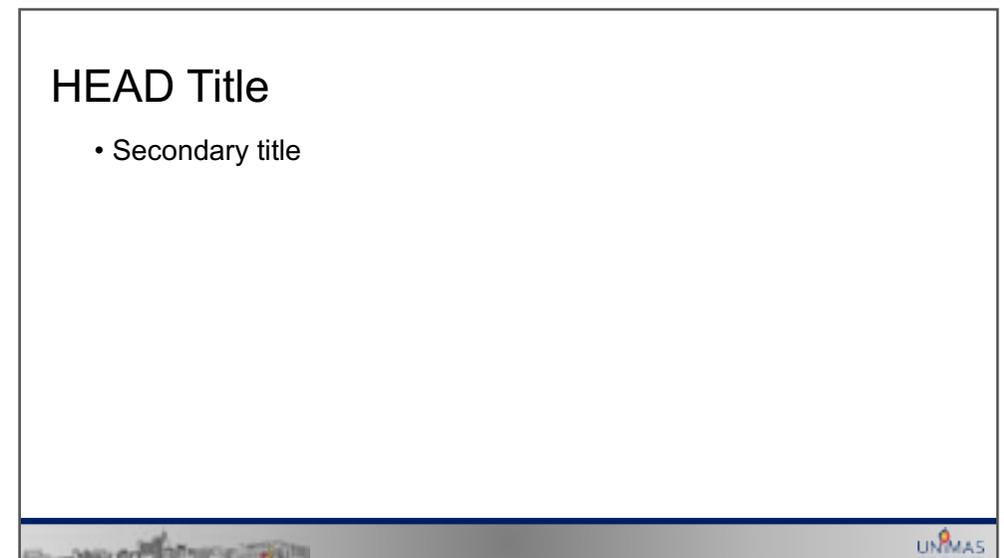
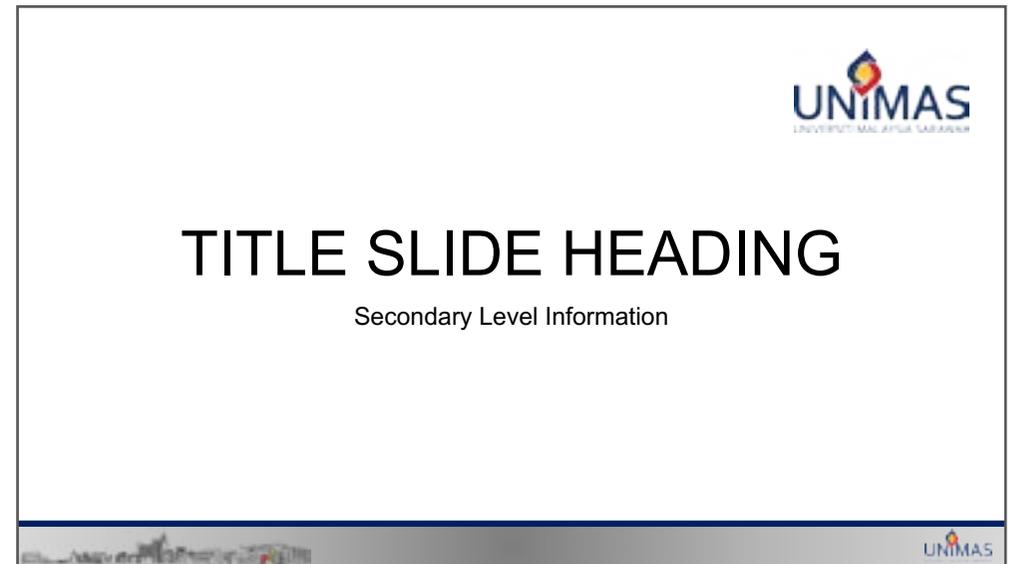
 +6082581000    +6082581000     johndoe@cicts.unimas.my

<http://www.unimas.my> | [UNIMAS Expert Profile](#)

# POWERPOINT SLIDES

We have produced a PowerPoint template for internal and external presentations. The use of this template is highly encouraged to maintain visual consistency.

When using images, the style and content of the photographs should reflect the diverse nature of the University. Images should be relevant, vibrant, inspirational, and engaging.



# ADVERTISING

There are a few things to consider when creating communications material for the University. Before finalising the style and design, think about the purpose of the publication.

**Why are you creating it and what do you want to achieve?**

## **MAKE SURE YOU KNOW**

- **who your target audience is**
- **what your main messages are**

When creating the content and design, follow the University's house style. At the most basic level, this includes the correct position of the University logo, the use of the correct typeface, and accurate colour palette.

## **YOUR TEXT SHOULD BE**

- Informative
- Easy to understand and read (consider the language and font size)
- Of a style that is suitable for the target audience
- Concise. Refrain from including too much text in a limited space.

## **ENSURE THAT YOUR SELECTED IMAGES ARE**

- Interesting and not staged
- Relevant to the text and to the audience
- Valuable and optimising to your message

## **COLOUR**

- Use the University colour palette

## **PRINTING**

- Booklets usually require a page number divided by four (4, 8, 16, etc. pages)
- If using a desktop printer, make sure that the logo and text are within the printable section (i.e. sufficiently far from the edge of the paper)

The principles of our brand must be applied to all of our communication activities in order to reinforce a strong and unified presentation of the University.

The artwork produced should be eye-catching, informative, and easy to understand.

The design, size, and format of advertisements will be determined by the publications in which they are to appear and the amount of information they need to communicate. Copy should be edited to a concise length.

In order to achieve maximum impact and consistency, a set of templates are available specifically for in-house production when bespoke design facilities are unavailable.

We welcome you to choose the most appropriate templates for your information and communication needs.

# POSTER

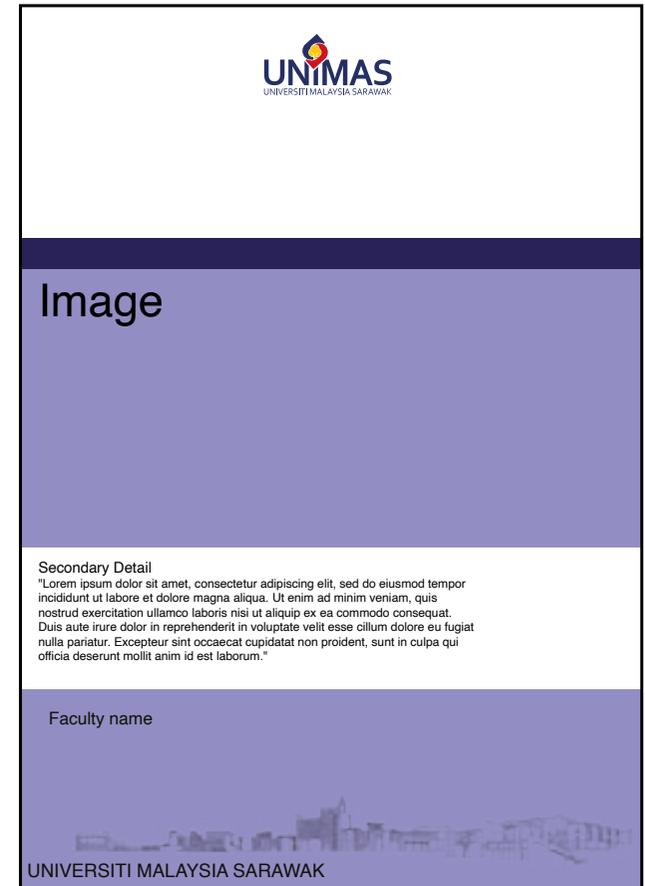
Size: A3, A2, A1 or Custom Size



Event Poster



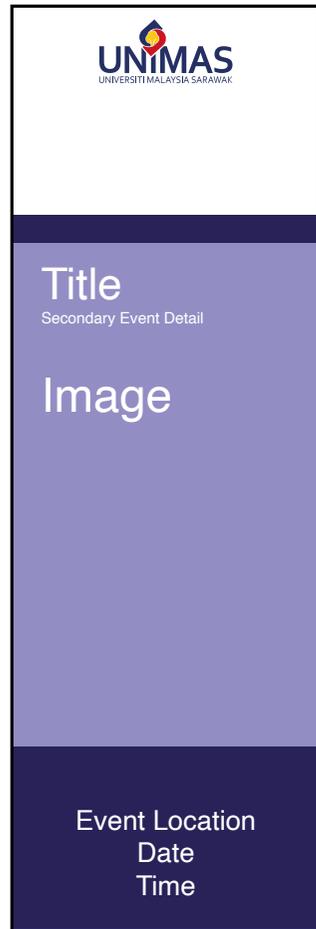
Faculty Poster



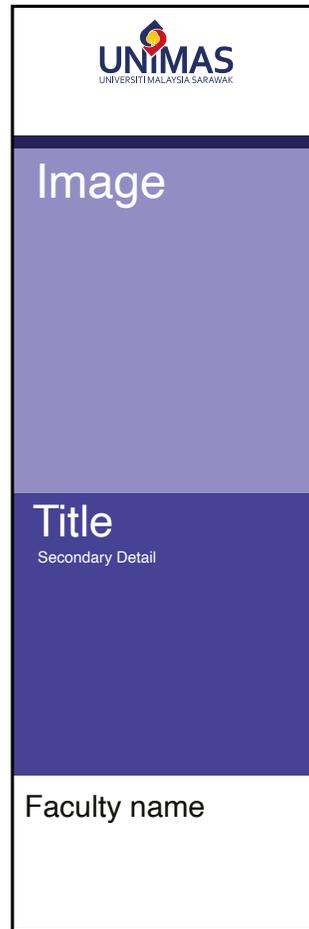
Informative Poster

# BUNTING

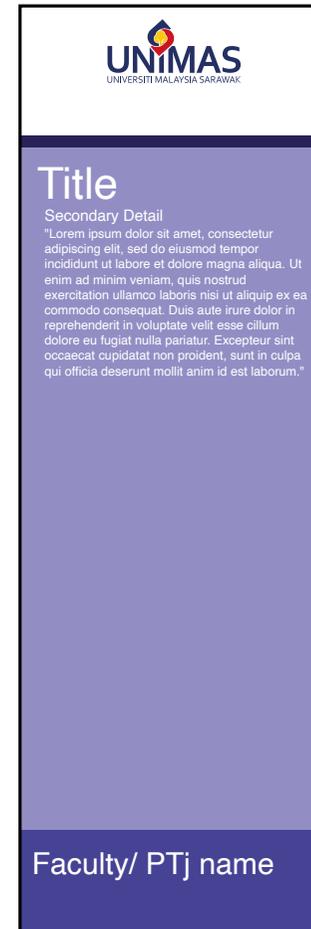
**Size:** 72(h) x 24(w) inches (Lamp post bunting, X-bunting or T- bunting)  
79(h) x 33(w) inches (Pull up bunting)



Event Bunting



Programme Bunting



Informative Bunting

# BANNER

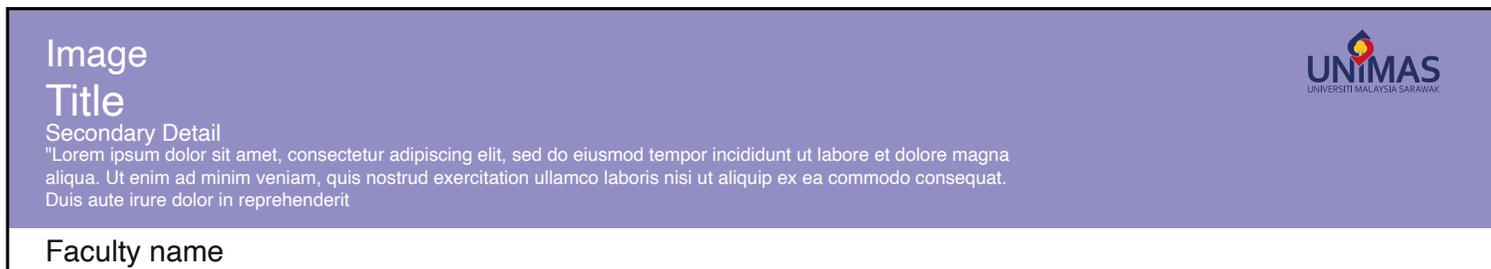
**Size:** 36(h) x 204 (w) inches (UNIMAS internal Banner)  
36(h) x 192(w) inches (Outside UNIMAS)



Event Banner

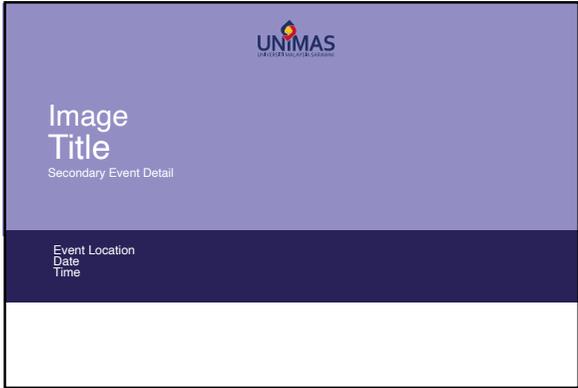


Programme  
Banner

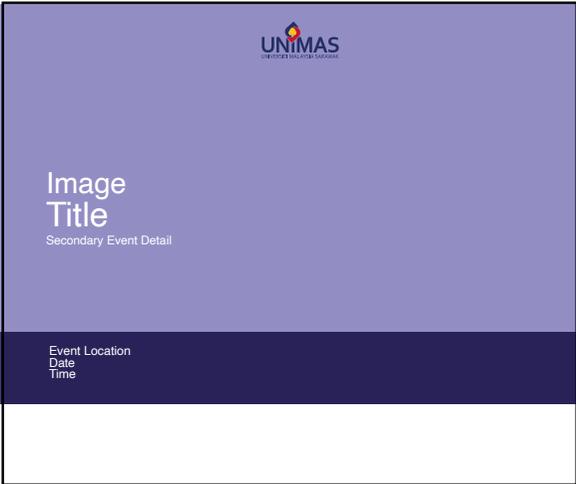


Informative  
Banner

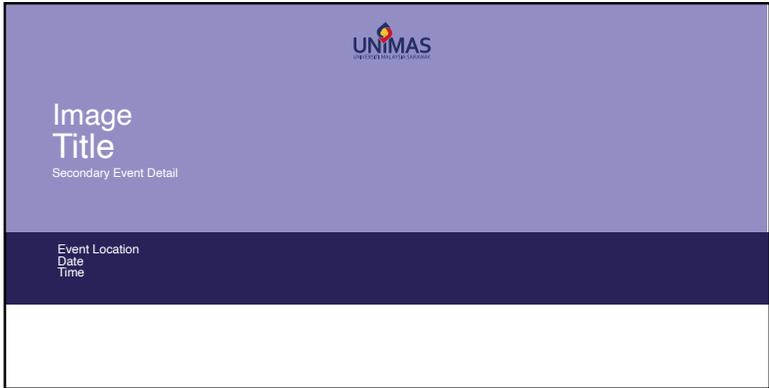
# BACKDROP / WALL OF FAME FOR EVENT



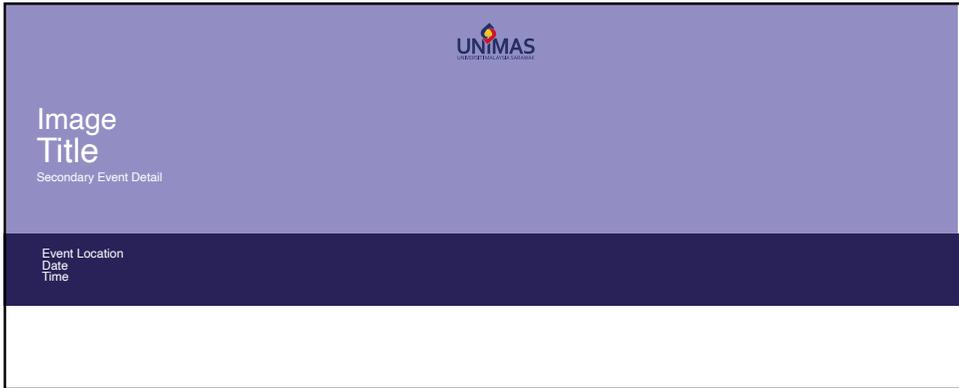
**Size: 144(w) x 96(h) inches**



**Size: 144(w) x 120(h) inches**



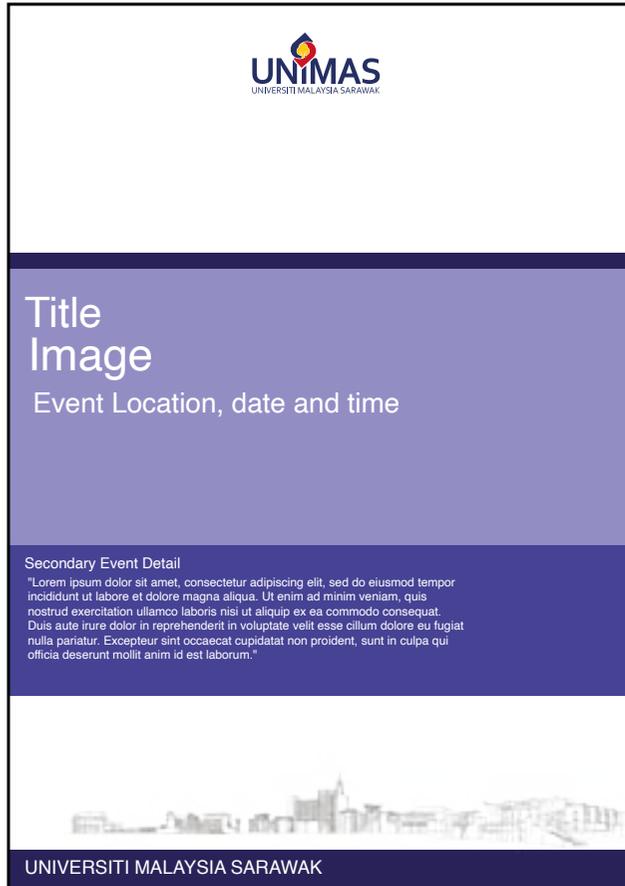
**Size: 192(w) x 96(h) inches**



**Size: 240(w) x 96(h) inches**

# BROCHURE COVER

Size: B5 or Custom Size



Event Brochure



Programme Brochure



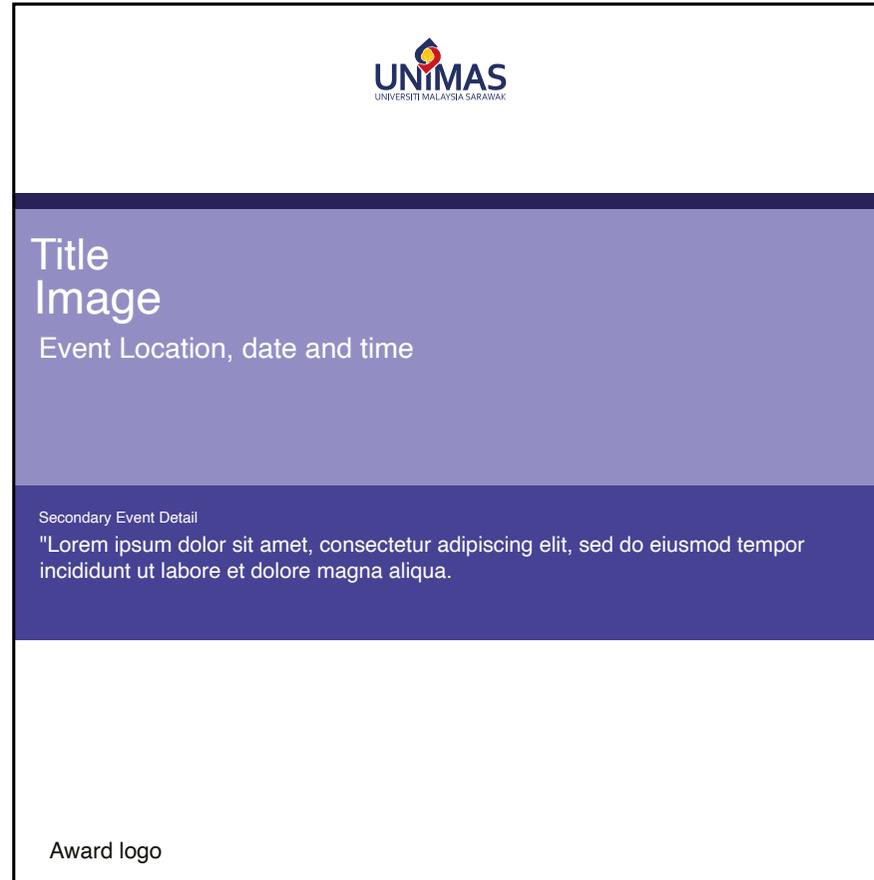
Informative Brochure

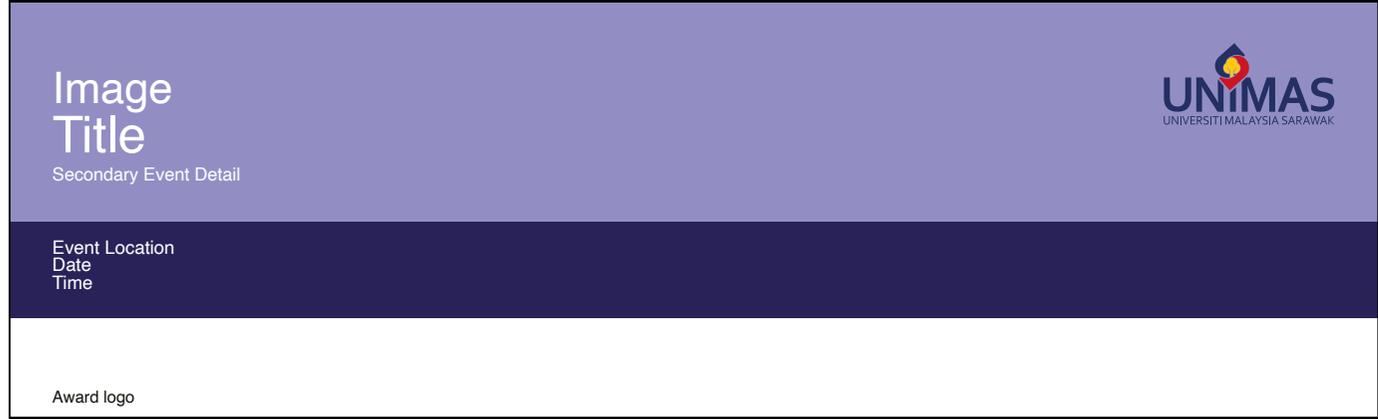
**DIGITAL ADVERTISING**

# **SOCIAL MEDIA PLATFORMS**

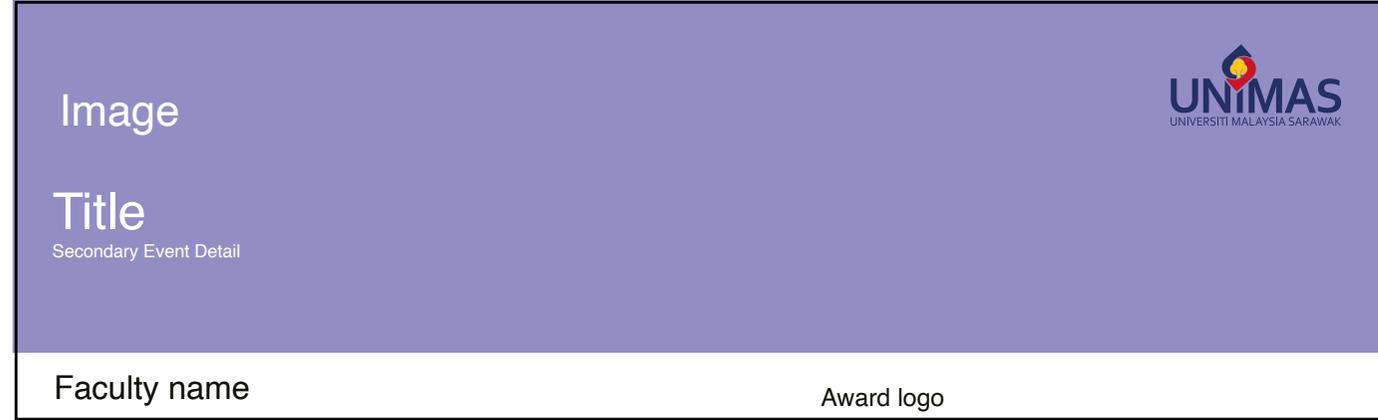
Social media plays an important role for people to connect. As a contemporary and forward-looking institution, UNIMAS has an active online presence and a substantial number of followers. To portray a consistently unified brand and to safeguard the University's reputation, you need to ensure that your designs and information are accurate and of professional standards. The placement of logo(s) and other related symbols or trademarks pertinent to the message should always be visible to maximise the University's online presence.

**EVENT e-POSTER**  
(Whatapps, Facebook, Instagram)  
**Size:** 1080(w) x 1080 (h) pixel





**EVENT WEB BANNER**  
**Size:** 1920(w) x 580 (h) pixel

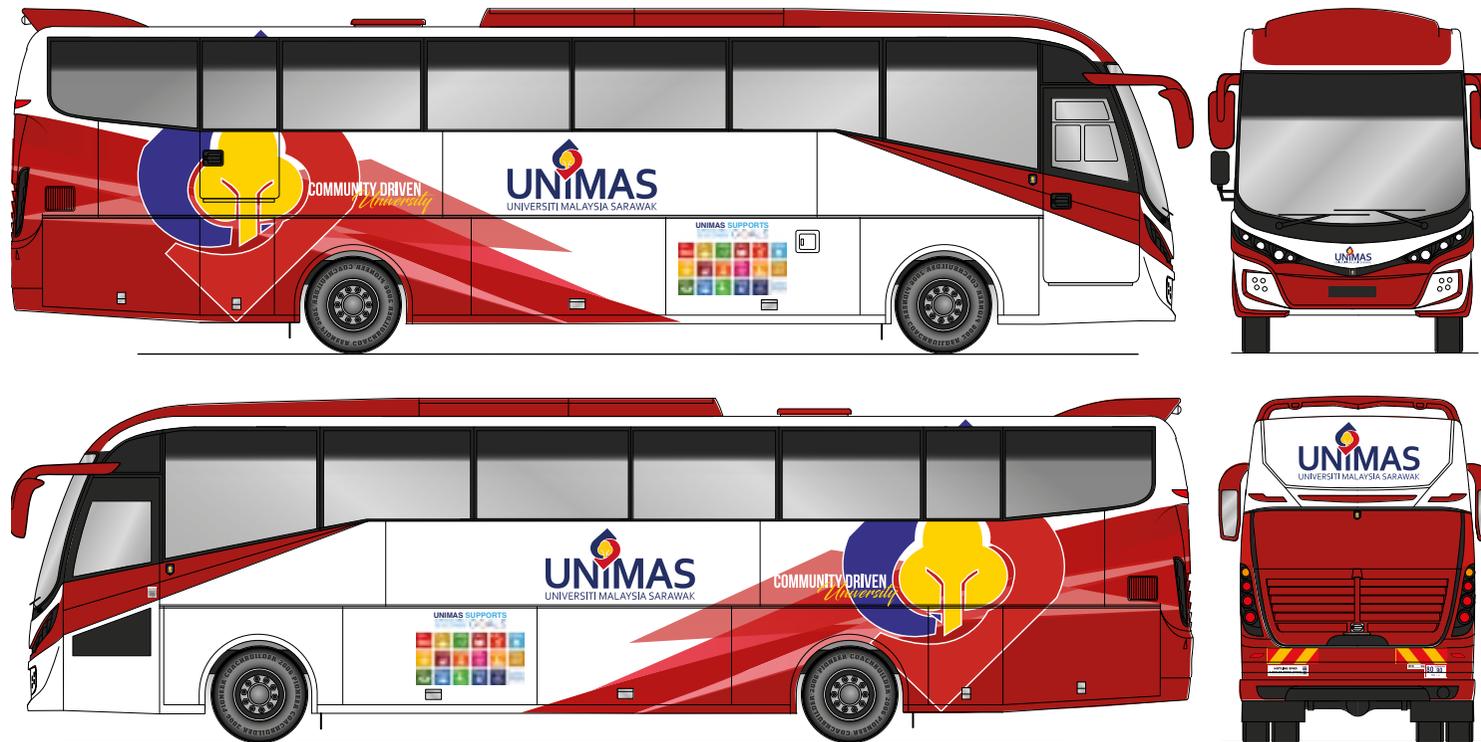


**PROGRAMME WEB BANNER**  
**Size:** 1920(w) x 580 (h) pixel

**OTHER GUIDANCE**

# LIVERY

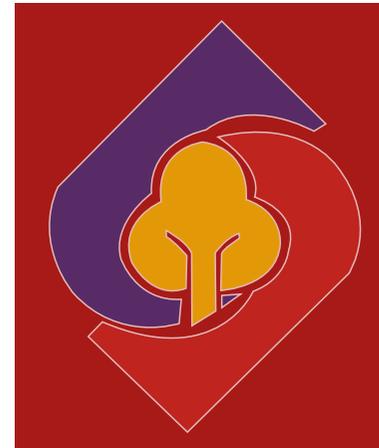
The University logo should appear on the side and on the back of related University vehicles.



Colour code  
Red Ferrari 322



|   |                                       |   |                                      |   |                                    |
|---|---------------------------------------|---|--------------------------------------|---|------------------------------------|
|  | C : 100<br>M : 86<br>Y : 29<br>K : 23 |  | C : 12<br>M : 100<br>Y : 91<br>K : 3 |  | C : 0<br>M : 23<br>Y : 91<br>K : 0 |
|---|---------------------------------------|---|--------------------------------------|---|------------------------------------|

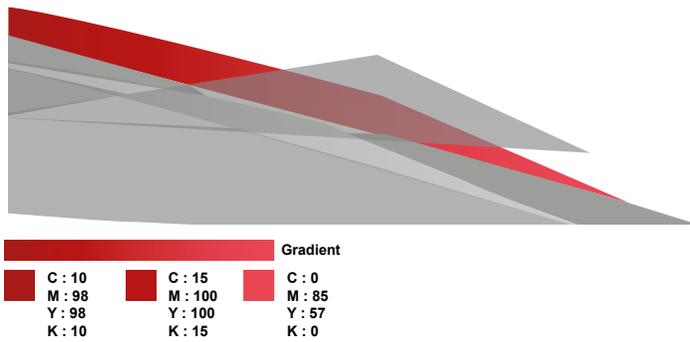
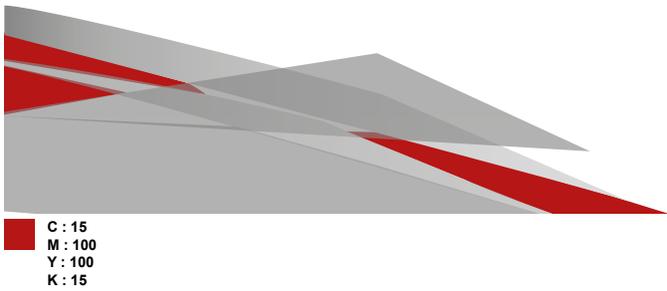
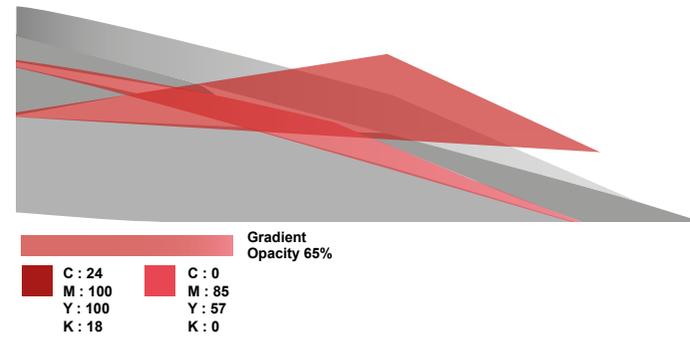
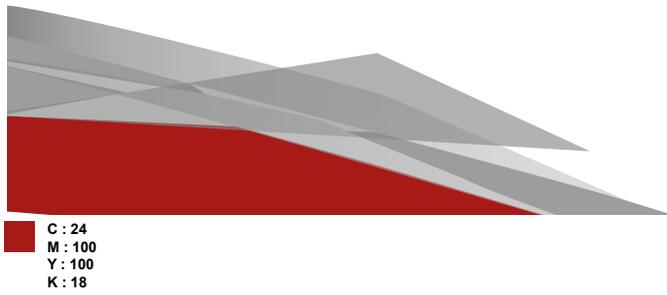


|   |                                       |   |                                      |
|---|---------------------------------------|---|--------------------------------------|
|  | C : 100<br>M : 86<br>Y : 29<br>K : 23 |  | C : 12<br>M : 100<br>Y : 91<br>K : 3 |
|  | C : 0<br>M : 23<br>Y : 91<br>K : 0    |  | C : 0<br>M : 0<br>Y : 0<br>K : 0     |

Opacity 70%



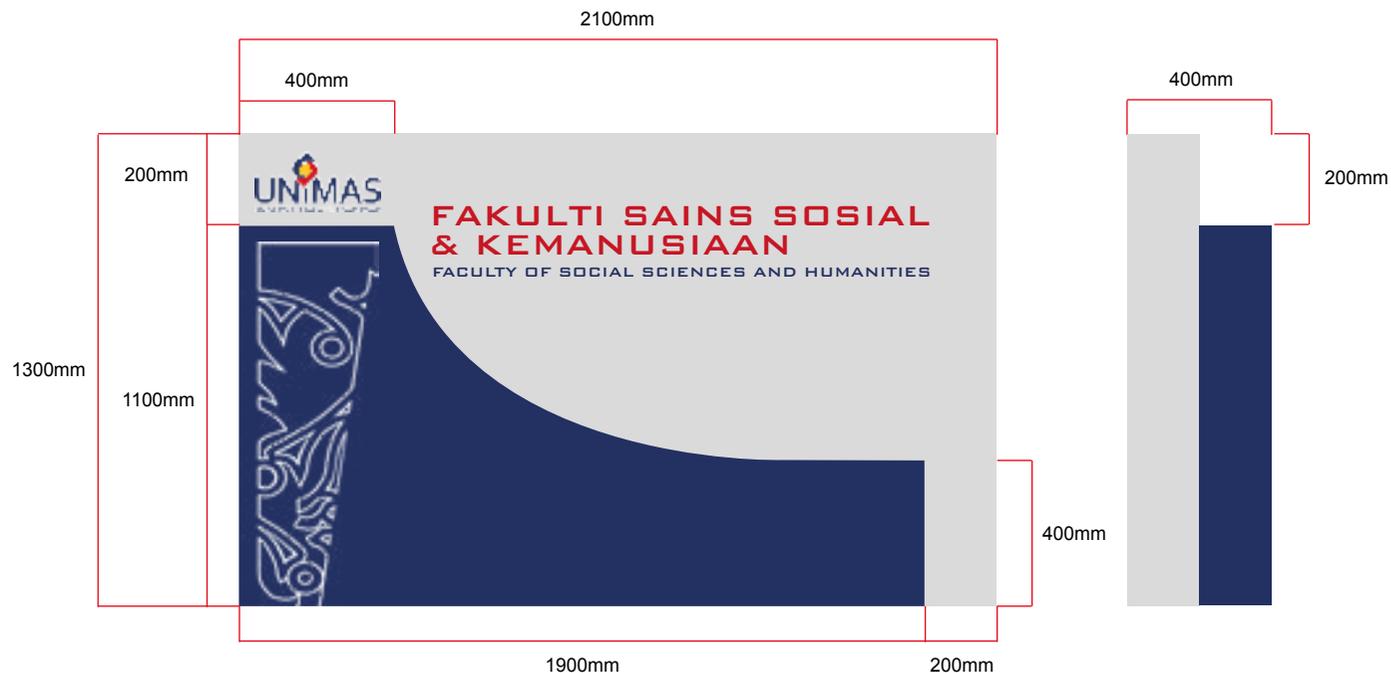
|   |  |
|---|--|
|  | C : 24<br>M : 100<br>Y : 100<br>K : 18 |
|  | C : 0<br>M : 23<br>Y : 91<br>K : 0     |



# DEPARTMENT SIGNAGE

A consistent look or design aesthetic, as well as typical applications, assists the campus community and its visitors in finding their destinations more effectively.

University buildings are identified by signs that are approximately 1300mm height and 2100mm width. The signs are located perpendicular to traffic. They are made of aluminium and sprayed with blue (294C) and grey(429C). The font used is Bank Gothic (186C). The only logo permitted on building identification signs is the official UNIMAS logo.







**UNIVERSITI MALAYSIA SARAWAK**

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