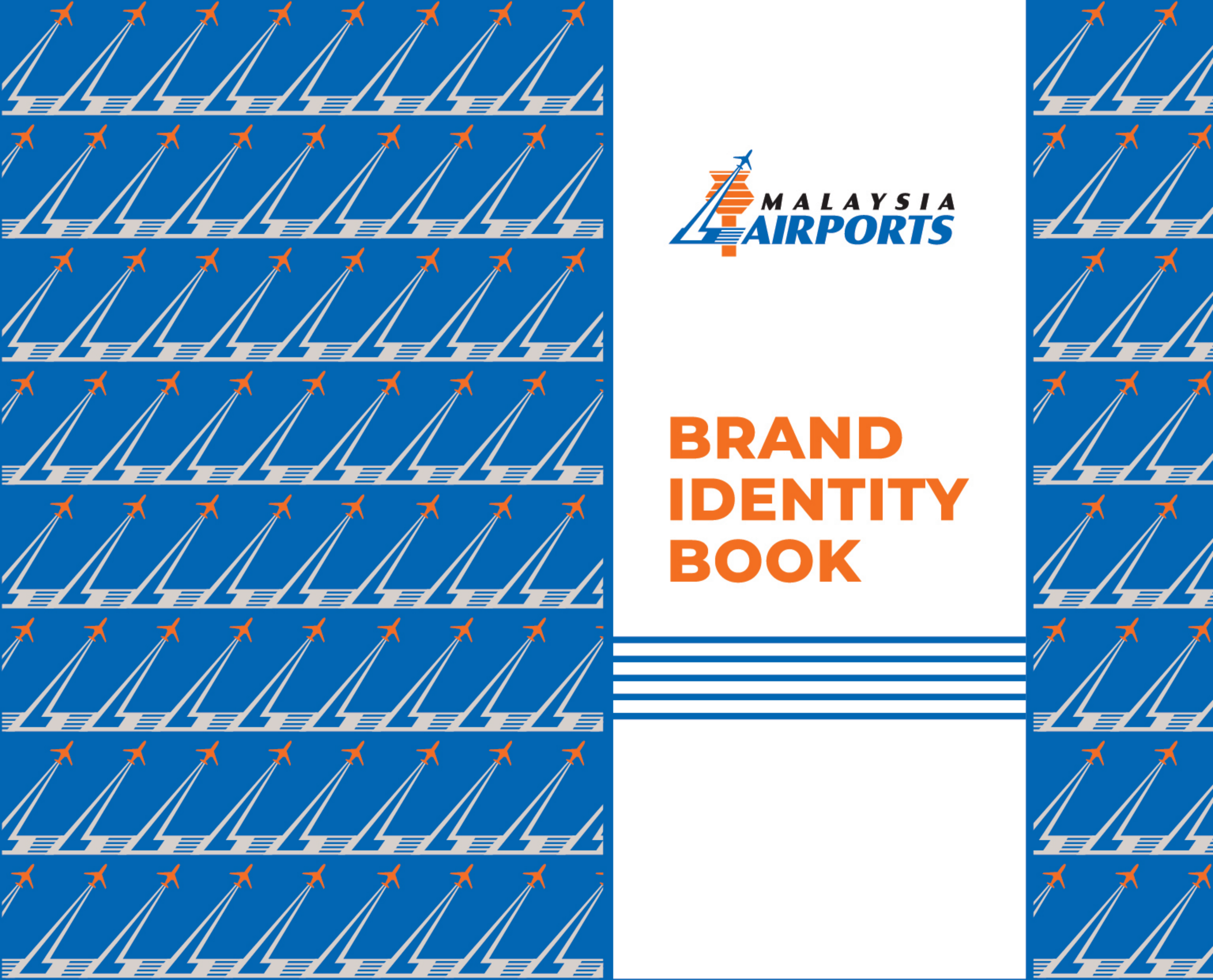




# BRAND IDENTITY BOOK





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## We are the brand custodians for Malaysia Airports

Our brand is one of our most valued assets. It's a reflection of who we are in everything we do – from how we talk and write to how we behave, interact, and communicate with everyone connected to Malaysia Airports, including our clients, colleagues, partners, suppliers, travellers and visitors.

As a brand custodian, each of us has a special role in building, protecting, and nurturing the integrity of our brand as we bring it to life, both within and outside the company. This manual is designed to help you:

- **Understand what the Malaysia Airports brand truly represents**
- **Get to know the look, feel, and behaviour of our brand**
- **Create experiences that bring our brand strategy to life**
- **Apply the key elements of Malaysia Airports' Visual Identity System**

By using these guidelines consistently and with care, we can ensure our brand is recognised and valued, helping us stand out and strengthen our presence now and into the future.

Who We Are

## We are caring hosts who ensure connectivity and sustainability for all our stakeholders

As one of the world's largest airport operator groups, we're proud to manage 39 airports across Malaysia, including 5 international, 17 domestic, and 17 STOLports (Short Take-off and Landing Airports), as well as one international airport in Türkiye.

Over the years, Malaysia Airports has developed a diverse business model that extends beyond airport operations to include commercial ventures within the travel and aviation sectors. This approach has been instrumental in shaping our long-term growth. At the same time, the development of the vast land bank surrounding KL International Airport (KLIA) has played a key role in supporting our journey towards sustainable expansion.



**International Airports**

- MALAYSIA**
- KL International Airport (KUL)
  - Kota Kinabalu International Airport (BKI)
  - Kuching International Airport (KCH)
  - Langkawi International Airport (LGK)
  - Penang International Airport (PEN)

- TÜRKIYE**
- Istanbul Sabiha Gökçen International Airport (SAW)

# WHERE WE OPERATE



## Where We Operate

### Domestic Airports

- Melaka Airport (MKZ)
- Sultan Abdul Aziz Shah Airport, Subang (SZB)
- Sultan Abdul Halim Airport, Alor Setar (AOR)
- Sultan Ahmad Shah Airport, Kuantan (KUA)
- Sultan Azlan Shah Airport, Ipoh (IPH)
- Sultan Ismail Petra Airport, Kota Bharu (KBR)
- Sultan Mahmud Airport, Kuala Terengganu (TGG)
- Bintulu Airport (BTU)
- Limbang Airport (LMN)
- Miri Airport (MYM)
- Mukah (MKM)
- Mulu Airport (MZV)
- Sibul Airport (SBW)
- Labuan Airport (LBU)
- Lahad Datu Airport (LDU)
- Sandakan Airport (SDK)
- Tawau Airport (TWU)

### Short Take-Off and Landing Ports (STOLPORTS)

- Pulau Pangkor (PKG)
- Pulau Redang (RDN)
- Pulau Tioman (TOD)
- Bakelalan (BKM)
- Bario (BBN)
- Belaga (BLG)
- Kapit (KPI)
- Lawas (LWY)
- Long Akah (LKH)
- Long Banga (LBP)
- Long Lellang (LGL)
- Long Semado (LSM)
- Long Seridan (ODN)
- Marudi (MUR)
- Kudat (KUD)
- Long Pasia (GSA)
- Semporna (SMM)

### Duty Free and Non-Dutiable Goods

- KL International Airport (KUL)
- Kota Kinabalu International Airport (BKI)
- Kuching International Airport (KCH)
- Langkawi International Airport (LGK)
- Penang International Airport (PEN)

### Agriculture and Horticulture

- KL International Airport (KUL)
- Bintulu Airport (BTU)
- Miri Airport (MYM)
- Sibul Airport (SBW)

### Hotels

Four locations in and around KUL and SAW:

- KLIA Terminal 1 landside
- KLIA Terminal 1 airside
- KLIA Terminal 2 airside
- SAW landside



**Istanbul Sabiha Gökçen International Airport (SAW)**  
41.0 mppa  
100% shareholding

## Overview of Malaysia Airports

### Domestic – Aeronautical & Non-Aeronautical Business

- **Malaysia Airports Sdn. Bhd.**  
Operates all airports in Malaysia except Kuala Lumpur International Airport (KLIA).
- **Malaysia Airports (Sepang) Sdn. Bhd.**  
Manages and operates KLIA Terminal 1 and Terminal 2.
- **Malaysia Airports (Niaga) Sdn. Bhd.**  
Operates duty-free and retail outlets at airports under the "Eraman" brand.
- **Malaysia Airports Consultancy Services Sdn. Bhd.**  
Provides consultancy services in airport management and operations.
- **Urusan Teknologi Wawasan Sdn. Bhd.**  
Offers technology solutions and services related to airport operations.

### Overseas – Aeronautical & Non-Aeronautical Business

#### ISG & SGC

Refers to Istanbul Sabiha Gökçen International Airport (ISG) and its associated operations in Türkiye.

### Non-Airport Operations (Hotel Operations, Project & Repair Maintenance, Agriculture & Horticulture)

- **KL Airports Hotel Sdn. Bhd.**  
Owns and operates Sama-Sama Hotel KL International Airport.
- **MAB Agriculture-Horticulture Sdn. Bhd. (MAAH)**  
Engages in agriculture and horticulture activities around airport land.
- **Malaysia Airports (Properties) Sdn. Bhd.**  
Manages and develops airport-related properties.

### Aeropolis Off-Terminal Development

- **KLIA Aeropolis Sdn. Bhd.**  
Responsible for the development of KLIA Aeropolis, focusing on non-aeronautical revenue streams.



**To create delightful experiences through great airport ecosystems, great people, great services and great operations**

To truly understand who we are, it is essential to look at our long-term goals and strategies. Our top priority has always been to make the airport experience better for everyone. We've already reached a significant milestone by becoming a world-class airport business, delivering first-rate aviation gateways and going above and beyond for our stakeholders.

Today, we're setting our sights even higher by aiming to be one of the world's leading airport groups. At the core of our brand identity and this renewed purpose are two key pillars to help us realise our vision: connectivity and sustainability. This isn't just a promise – it's the heart of who we are and where we're headed.



## A Bold Vision



## **Our vision is to be a global airport group that champions connectivity and sustainability**

Our aim is to make Malaysia Airports among the top 5 airport operators in the world. To make this happen, we seek to be caring hosts who connect people and businesses to joyful experiences through our diverse range of products and services, within and away from the airport.

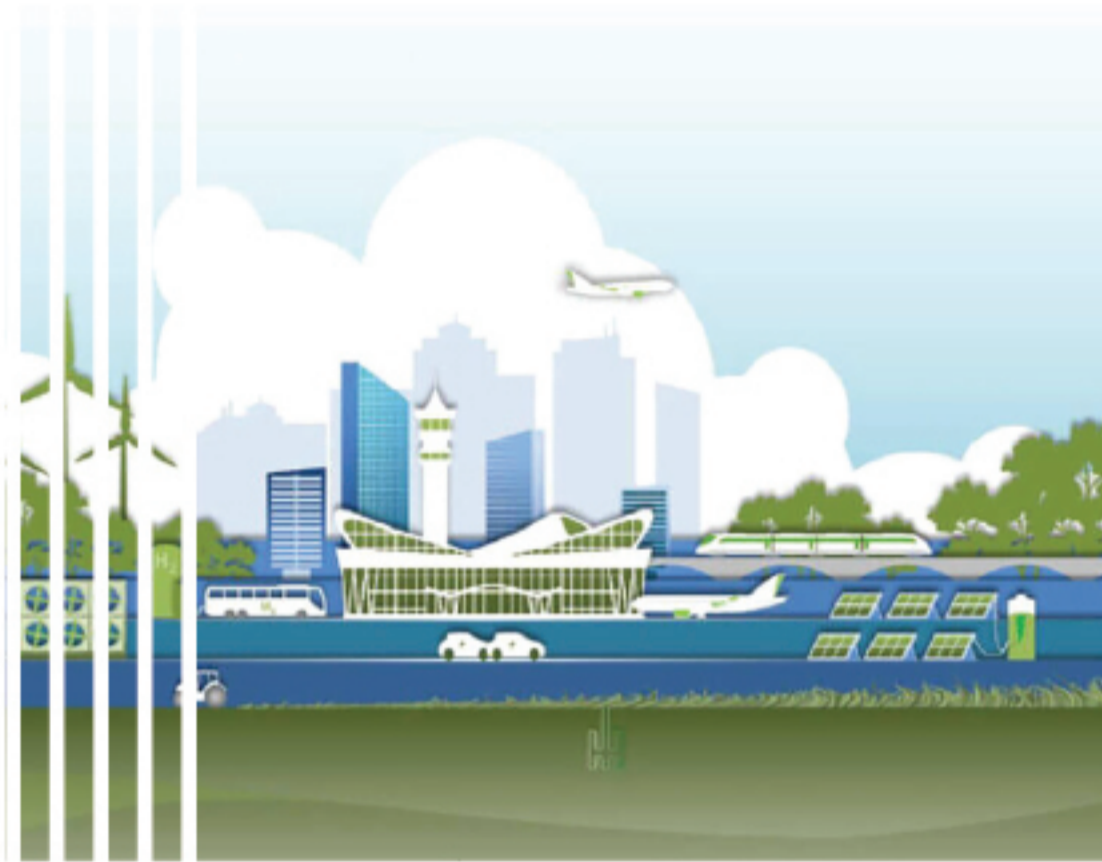
## **Delivering Sustainability**

As caring hosts, we aim to provide memorable experience with a lasting impact. Our sustainability framework involves 3 key areas.



### **World Class Experience**

- Total Airport Experience
- Cybersecurity and Data Privacy
- Supply Chain Management
- Economic Performance
- Regulatory Compliance
- Integrity and Anti-Corruption
- Market Presence
- Airport Safety and Security (customer)



### **Net-zero and Resilient Airport**

- Climate Change
- Biodiversity
- Noise Management
- Waste
- Water and Effluents



### **Empowering Our People and Communities**

- Airport Safety and Security (employee)
- Talent Attraction and Development
- Human Rights
- Contribution to Local Community

## Strategic Pillars



**SP1: Maintain Airport Safety, Security and Deliver Exceptional Airport Environment**



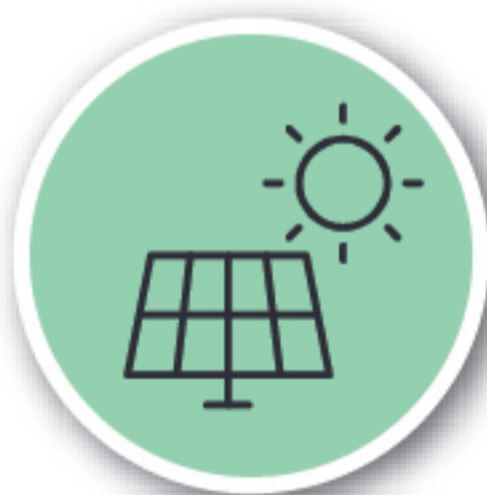
**SP2: Sustainable Business Growth**



**SP3: Digitilisation and Innovation**



**SP4: Responsible Governance and Regulatory Compliance**



**SP5: Net Zero Airport Operations**



**SP6: Environmental Management**



**SP7: Biodiversity Conservation and Preservation**



**SP8: People Empowerment, Talent Acquisition and Workforce Well-being**



**SP9: Community Nurturing**



We bring our vision to life  
by being caring hosts

## Happy Guests

Warm  
Welcoming  
Wonderful

Making each guest feel special  
Going beyond functional  
From moments to memories

## Caring Hosts

Proud  
Personal  
Passionate

Be accountable & show you care  
Be passionate & seek to excel  
Be authentic & aim to inspire



# THE BUTTERFLY EFFECT

CALM SUPPORT BY  
MALAYSIA AIRPORTS



## A Bold Vision



THE BUTTERFLY EFFECT

# The Butterfly Effect Calm Support by Malaysia Airports

As a caring host, we want to create joyful connections for everyone. Every journey should be smooth, comfortable, and inclusive for all. The Butterfly Effect is our commitment to supporting passengers with hidden disabilities, such as autism, ADHD, anxiety disorders, visual impairment, deafness, mutism and others, by providing dedicated facilities and services that make travel more accessible and welcoming.

Inspired by the idea that small changes can create a big impact, this initiative ensures that passengers who need extra assistance can be easily identified, access clear information, follow special routes, stay with their caregivers, and receive support from well-trained staff.

Available in KLIA terminals, The Butterfly Effect is a dedicated service that guides, supports, and empowers our special guests helping them feel confident and cared for throughout their journey.



## Our principles

Individual core values shape personal integrity, ethics, and behaviour. The acronym I.C.A.N. reflects our desire to be forward-thinking with a positive mindset and attitude.

I

### Integrity

We earn the trust of others by being honest and fair, and following a strong code of ethics.

C

### Customer Centricity

We treat everyone like a customer – with the utmost respect. From co-workers to partners, we respond with appropriate and timely solutions.

A

### Accountability

We take responsibility for our decisions, committing fully to delivering successful outcomes.

N

### New Ideas

We embrace new ideas to empower innovative solutions for today and tomorrow.

## How everything comes together

### VISION



A global airport group that champions connectivity and sustainability

### CORE VALUES



I.C.A.N.:  
Integrity.  
Customer centricity.  
Accountability.  
New ideas.

### BRAND PROMISE



Hosting joyful connections



## Hosting Joyful Connections

It defines how our brand comes to life through consistent visuals, tone, and experiences that celebrate meaningful encounters. More than a set of guidelines, it is a blueprint for building emotional resonance with every journey we touch. Through this, we aim to create lasting impressions that go beyond travel, rooted in joy, unity, and Malaysian hospitality.



## Championing Connectivity

As a brand that hosts joyful connections, we enhance connectivity in 5 different ways.

- Hub Connectivity
- Connectivity Within Airports and Beyond
- Connectivity to Malaysian Culture
- Community Connectivity
- Connectivity to Endless Possibilities



# Hub Connectivity

**We are a global hub,  
connecting businesses  
and people to destinations  
around the world**

With our network of 39 airports, including the Istanbul Sabiha Gökçen International Airport in Türkiye, we ease the journeys of tens of millions of domestic and international passengers across Malaysia and beyond, every single day.



# Connectivity Within Airports and Beyond

**We are providers, connecting businesses and people to services, destinations and experiences**

Within our airports, we offer more than aeronautical services – providing access to duty-free shops, retail outlets, hotels, and commercial spaces that enhance the customer experience while driving growth. Beyond the airport, we collaborate with Malaysian state authorities to help visitors explore the country's rich and diverse attractions, ensuring a seamless journey from arrival to discovery.



Brand Promise

# Connectivity to Malaysian Culture

**We are proud hosts, connecting people to our local culture**

Malaysia Airports is proudly Malaysian. We take great pride in finding ways to introduce our unique culture to the world. Whether it's through showcasing vibrant multicultural arts and crafts, blending traditional and modern architecture, offering a taste of our diverse cuisine or creating jungle boardwalks within the airport, we create opportunities for everyone to experience the richness of our country.

Brand Promise



# Community Connectivity

**We are enablers, connecting underserved communities to a world of opportunities**

In remote areas where air travel is the only way to reach the nearest town or city, we continue to cross-subsidise the less lucrative, yet vital operations of our STOLports (Short Take-off and Landing Airports), to ensure that even the most isolated communities stay connected to the world.



# Connectivity to Endless Possibilities

**We are nurturers, connecting  
people to thriving futures**

We do more than offer jobs – we cultivate potential. Through structured upskilling, well-defined career pathways, and comprehensive support systems, we empower individuals to grow, lead, and reach new heights. Together, we're shaping a future of excellence in aviation and beyond.



# CORPORATE IDENTITY GUIDE



## Setting the right tone of voice

Being a caring host starts with the right tone of voice. It's our shared way of speaking and writing that embodies the Malaysia Airports brand values and personality.

Our tone of voice breathes life into our brand, helping us to create joyful connections with our customers, colleagues, and communities. To guide us, we've identified three key personality traits that capture the essence of the Malaysia Airports tone of voice.

Welcoming






Helpful

Sincere

## Be warm and welcoming in every way

Airports can be overwhelming, whether you're arriving after a long flight, saying goodbye, shopping for gifts, waiting for someone or managing the hustle of business.









Our role is to make the airport environment and experience as welcoming and stress-free as possible. Sometimes, a simple "Hello" or a cheerful "Good Morning" can go a long way in brightening someone's day and setting the right tone.

	We are	We are not	
	<b>Warm</b> ✓	✗ <b>Arrogant</b>	
	<b>Confident</b> ✓	✗ <b>Frantic</b>	
	<b>Witty</b> ✓	✗ <b>Silly</b>	

## Avoid using jargon or words that are not clearly understood

Whether you're helping a customer, colleague or business partner, it's important to be clear and informed. Share facts, not guesses, and always offer clear and helpful guidance.







Remember, never talk down to anyone or make them feel small or uncomfortable. Approach every situation with a positive mindset and don't give up before you even start.

	We are	We are not	
	<b>Precise</b> ✓	✗ <b>Patronising</b>	
	<b>Concise</b> ✓	✗ <b>Dull</b>	
	<b>Knowledgeable</b> ✓	✗ <b>Rude</b>	
	<b>Clear</b> ✓	✗ <b>Negative</b>	

## Don't hide behind general, sweeping statements

Nobody likes insincere remarks or empty promises. Instead of simply responding with “sorry for any inconvenience caused” or stating the obvious, such as “there has been a baggage delay,” focus on being genuine and clear. Offer passengers real solutions. Let them know the estimated time for baggage clearance and when they can expect to be on their way.











If a mistake happens, be brave enough to admit it. And always remember to be inclusive and open-minded in your approach.

	We are	We are not	
	<b>Respectful</b> ✓	✗ <b>Yes-man</b>	
	<b>Truthful</b> ✓	✗ <b>Naïve</b>	
	<b>Local</b> ✓	✗ <b>Narrow-minded</b>	

## The words we choose make all the difference

Remember, we are caring hosts – welcoming, helpful and sincere. Our words should always reflect that personality. Simple phrases like “Please”, “Thank you”, “After you”, and “You’re welcome”, should come naturally in how we communicate.

At the same time, steer clear of negative or rude language and avoid slang that might come across as unprofessional. Let’s always speak in a way that shows kindness and respect to everyone we interact with.

Tone of voice	Instead of this	Say this
<b>Welcoming</b>	 Yes?	 Hello. How are you / How is your day?
	 What do you want?	 How may I assist you?
	 Can come over?	 Could we meet? We’d be delighted to see you.
	 Are you lost?	 Hello, may I help you in any way?
	 No money, no talk.	 I’m sorry we’re unable to work together this time. I look forward to the next business opportunity.

## Brand Tone of Voice: Word Choice

Tone of voice	Instead of this	Say this
<b>Helpful</b>	 You can take public transport to the city centre.	 There are 3 modes of public transport available to the city centre. It will take about X minutes by taxi, X minutes by bus and X minutes by express rail.
	 Let me look into that.	 I will do some research and get back to you by (actual estimated time).
	 No, we don't have that service.	 I apologise, we don't offer that specific service, but we have a similar option that may interest you.
	 No, you're wrong.	 My apologies. I may not have explained that correctly.
	 Wait, no time to talk.	 I'm afraid I'm in the midst of an urgent errand/job. I will contact you as soon as I can, before X am/pm/tomorrow?
<b>Sincere</b>	 Flight delayed due to technical breakdown.	 There has been a technical breakdown. We apologise for the inconvenience caused. Our team is working on it and services are estimated to resume in X minutes.
	 Closed. Sorry for any inconvenience caused.	 This area is closed for cleaning/repairs. Please follow the arrow to our other facility. We apologise for the inconvenience.
	 I can't authorise that.	 I'm not in the position to make that call. Please give me a moment to get my supervisor who'll be happy to help.
	 Bad weather delay.	 Due to bad weather conditions, all flights have been delayed. Flights will resume as soon as it is safe to land/take off. Please check with your respective airlines on the latest update. Your safety is our priority.
	 Aiyo, myself blur-lah.	 I must have misunderstood your request. Let me rectify that.

## Before and after examples

Our tone of voice extends to all communications, whether written or verbal. Here are some examples on how we can be welcoming, helpful and sincere in the written form.

## Dealing with complaints

Before	Tone of voice used	After	Tone of voice used
<p>Hi Haziqah,</p> <p>Thanks for your email. Unfortunately, there have been technical difficulties with our check-in services. Happens sometimes – can't be helped and it's beyond our control. Please call our customer service for updates. Our lines may be a bit jammed as it is peak season and we've been quite busy here at the moment.</p>	<p>Rude Arrogant Negative Narrow-minded</p>	<p>Hi Haziqah,</p> <p>Thank you for your email and for bringing this to our attention. May I know what are the specific issues you've encountered so I can inform our team to resolve them and prevent future occurrences? Your feedback is highly appreciated and helps us to improve on our services.</p>	<p>Welcoming - Warm</p> <p>Helpful - Clear</p> <p>Sincere - Respectful</p>

## General notice

Before



Tone of voice used

Dull  
Negative

After



Tone of voice used

Welcoming  
- Warm

Helpful  
- Clear

Sincere  
- Respectful

## Recruitment ads

### Before



**CONSUMER AFFAIRS EXECUTIVE**

- Must possess degree/diploma in any discipline
- At least 2 years of experience in related field
- Above 18 years old
- Remuneration commensurate with qualifications

Interested parties, please send your resume to [hr@mahb.com.my](mailto:hr@mahb.com.my)

Deadline: 20 January 2026



Tone of voice used

Arrogant  
Dull

### After



**LOVE MEETING PEOPLE?**

We'd love to meet you. Malaysia Airports is looking for a **Consumer Affairs Executive** with the following criteria to help us create joyful experiences for our passengers:

- A degree or diploma in any discipline
- At least 2 years of experience in a related field
- 18 years or older
- Remuneration aligned with experience and qualifications

If this sounds like you, please send your resume to [hr@mahb.com.my](mailto:hr@mahb.com.my) by 20 January 2026. We look forward to sitting down for a chat.



Tone of voice used

**Welcoming**

- Warm
- Inviting

**Helpful**

- Clear
- Precise
- No jargon

**Sincere**

- Respectful

## Restroom signage

Before



Tone of voice used

Uninspired

After



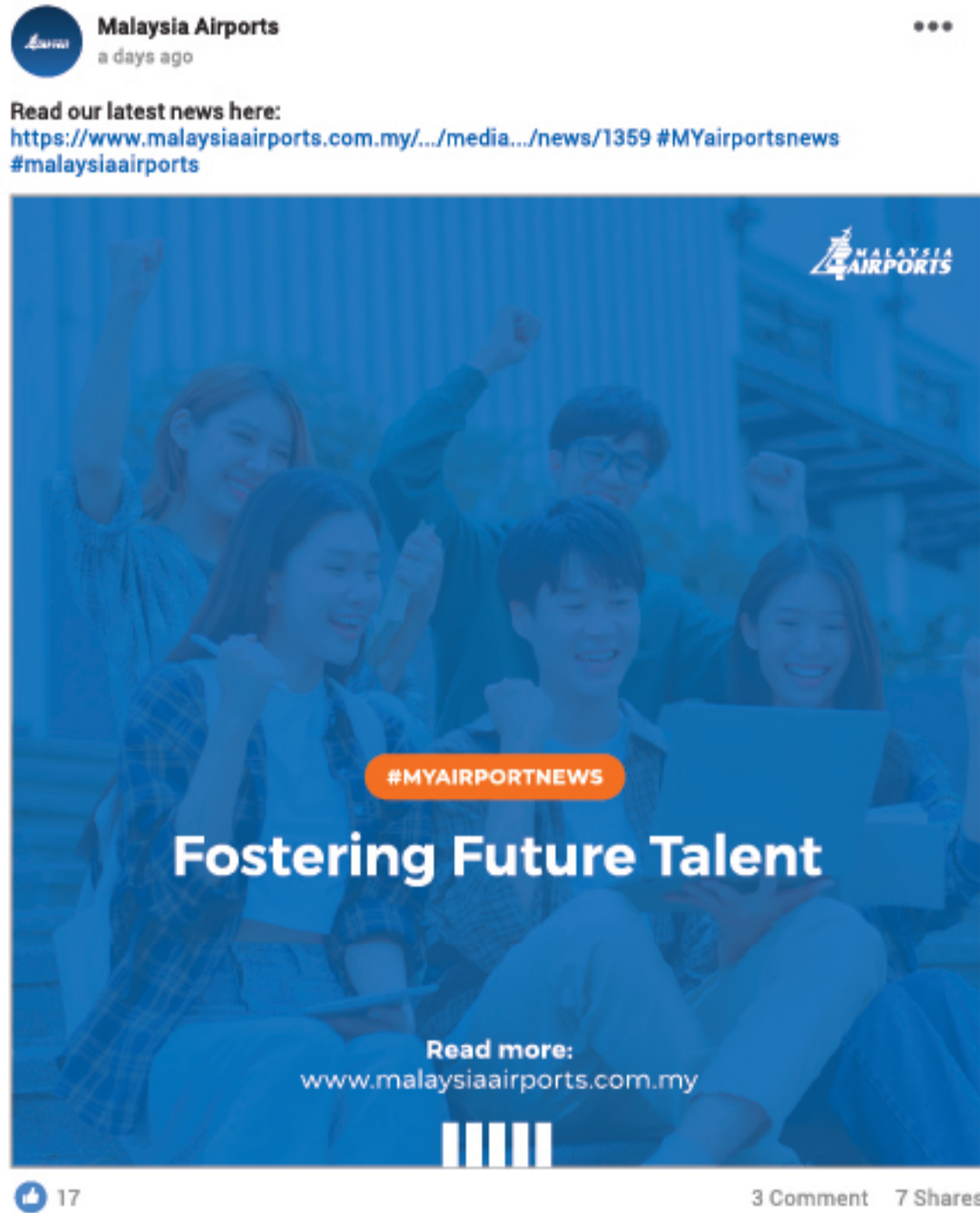
Tone of voice used

**Welcoming**  
- Confident

**Helpful**  
- Clear  
- Informative

## Social media posts

### Before



**Tone of voice used**

Uninspired  
Dull

### After



**Tone of voice used**

Welcoming  
- Confident

Helpful  
- Informative

## Writer's checklist for communications

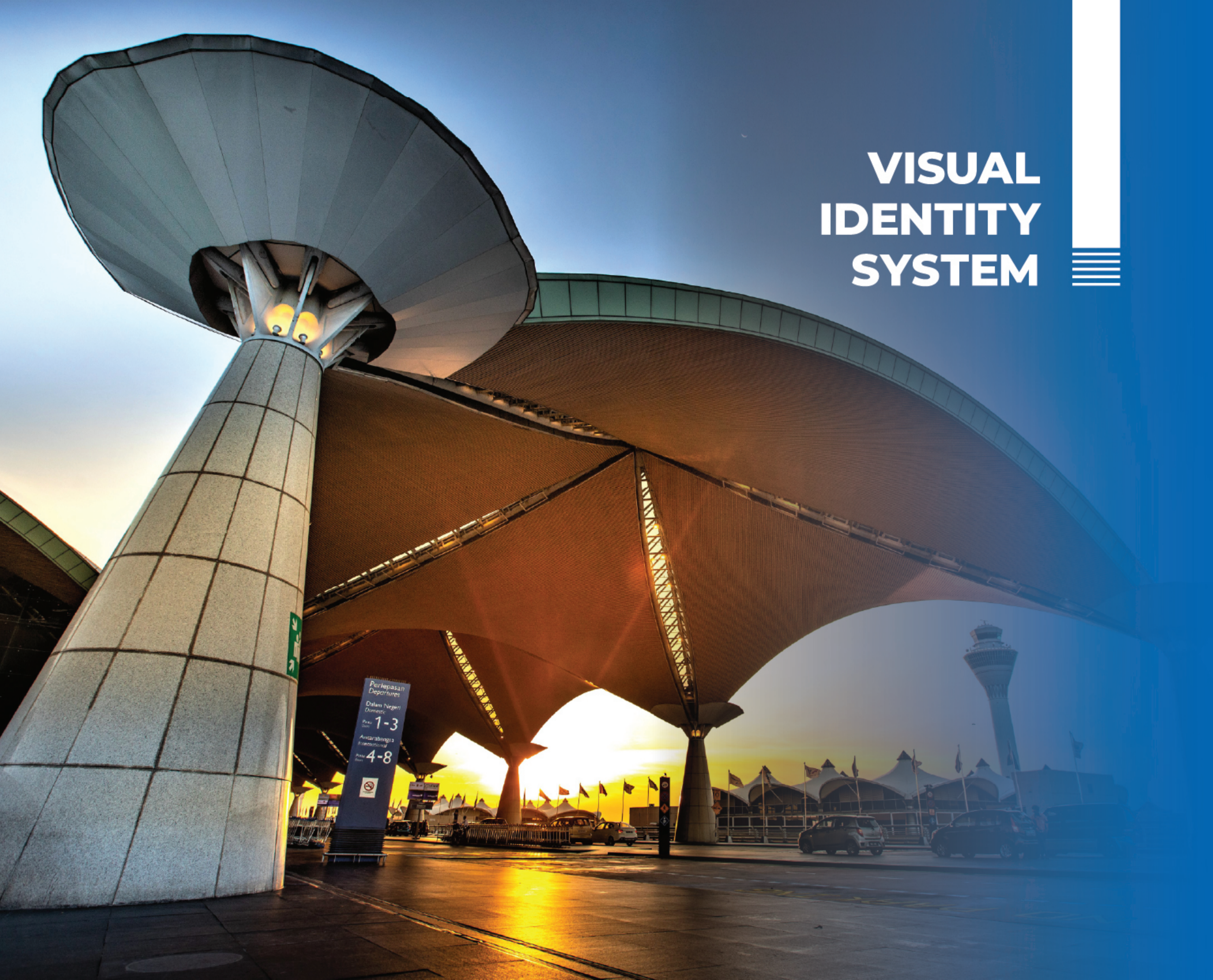
It always pays to be attentive and careful. Here are some guidelines when writing for the Malaysia Airports Brand.

- Are you using jargon? Don't. Remember to keep it simple.
- Is your tone of voice welcoming, helpful and sincere?
- Does it sound professional?
- Does it support Malaysia Airport's brand promise of Hosting Joyful Connections?

### General reminders

- Does your headline grab attention?
- Does your copy connect with your target audience?
- Are your communications easy to understand?
- Have you checked for dropped words, spelling, grammar and punctuation?

# VISUAL IDENTITY SYSTEM



Perlepasan  
Departures  
Dalam Negeri  
Domestic  
Pintu  
1-3  
Ancorabangkit  
International  
Pintu  
4-8

## Logo progression

The Malaysia Airports logo is the visual identity of our brand. Just as how our brand grows and evolve, our logo has also undergone transformation over the years. The current Malaysia Airports logo has been redefined as shown on this page.

Old logo: 1992 – 2020



Current logo: 2020 – PRESENT



## Logo progression

The minimum size of the Malaysia Airports logo should not be smaller than **20 mm**.



Minimum size: 20 mm



## Logo

### Logo with tagline

When used with the brand tagline, the minimum size of the Malaysia Airports logo should not be smaller than the sizes featured here.

Primary version: Vertical



Minimum size: 26 mm



Secondary version: Horizontal



Minimum size: 40 mm



## Logo construction grid

The grid acts as a guide on how the logo should be positioned in order for it to be clearly presented. A set amount of space surrounding the logo should always be included to ensure clarity and consistency.

### Primary version: Vertical



### Secondary version: Horizontal



## Logo: Black and white

The black and white logo should be used when colour reproduction is not an option. It may also be used instead of the coloured logo for better clarity, particularly on complex background or those with colours that conflict with the coloured logo.



*Hosting Joyful Connections*



*Hosting  
Joyful  
Connections*



*Hosting Joyful Connections*

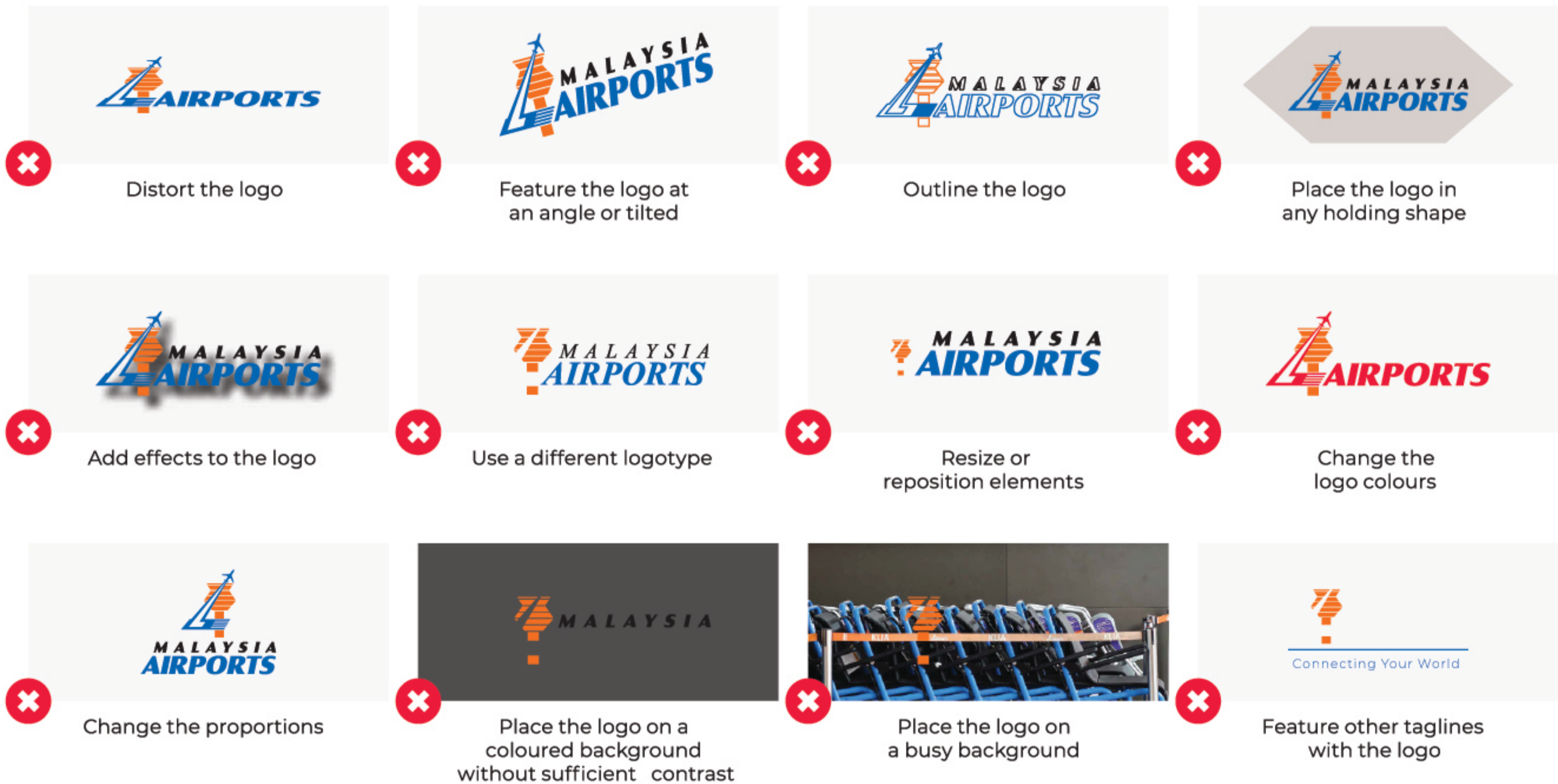


*Hosting  
Joyful  
Connections*

### 1.3 Logo: Wrong Usage

## Logo: Wrong usage

The logo is the most prominent visual representation of the Malaysia Airports brand. It should be treated with respect and never distorted or featured in a way that is different from the digital master files provided.



## 2. Photography

### Photography

Malaysia Airports is a global group with a promise to host joyful connections. Just like our brand tone of voice, our photography style and choice of image is a reflection of our values and personality. Every detail, from the setting to the colour tone of the photo, plays a role in shaping our brand image.



## 2.1 Photography: Style

### Style

Our photography style should appear professional and enhanced subtly with our brand colours (blue and orange). To maintain visual consistency, all imagery should align with one of the following styles.

#### Neutral with Brand Colors



#### Flare

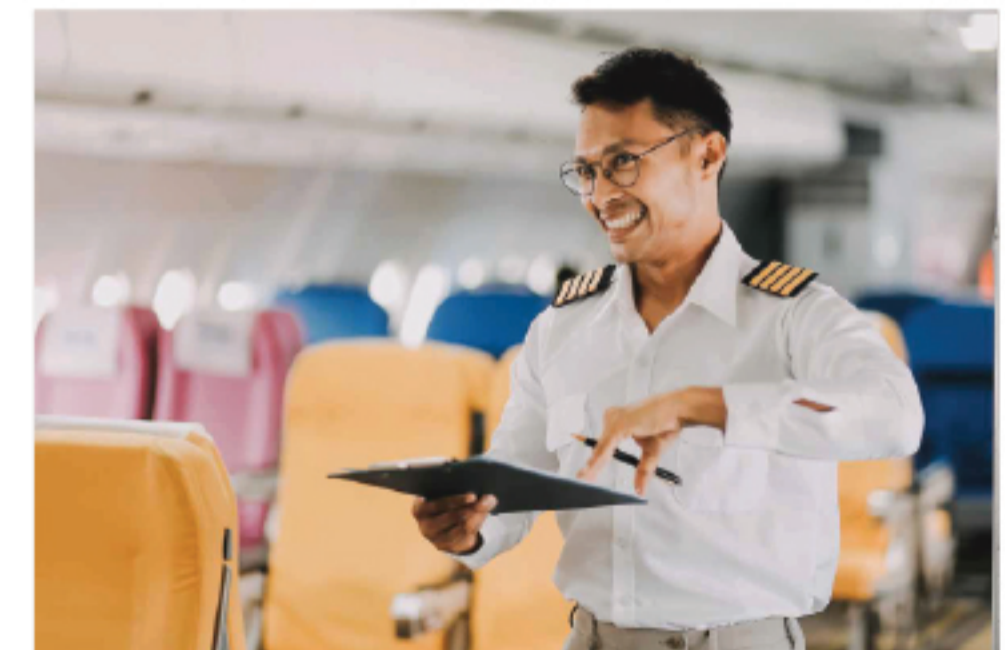


#### Monotone



## Neutral with Brand Colours

This style portrays real-life airport moments in a clean, clear, and natural way. Brand colours are subtly included as part of the image through wardrobe, objects and background elements.



## Flare

A warm yet expressive style that creatively incorporates brand colours into the image with intentional lens flares, backlighting, or sunlight peeking through frames.



## 2.1 Photography: Style

### Monotone

This style uses a single colour or desaturated imagery in a shade of MAHB Blue colour for emphasis and bold elegance.



## 2.2 Photography: Imagery

### Imagery

The images we use to represent Malaysia Airports should feel warm, clean, and simple – capturing the essence of who we are.

#### People



#### Airport



#### Destinations



## 2.2 Photography: Imagery

### People

Images of our people should always appear welcoming, engaging, sincere, relaxed and friendly. Expressions and body language should feel natural and never posed or forced.



## Airport

Images should feel clean and uncluttered, offering a sense of visual clarity. They can highlight both the grand scale of our airports and the finer details, showing how we connect the world to joyful experiences.



## 2.2 Photography: Imagery

### Destinations

Malaysia Airports operates globally. The destinations we feature should reflect the richness and uniqueness of the place.



### 3. Typeface

## Typeface

The brand typeface is to be used across all Malaysia Airports communications. This includes printed and digital communications for internal and external use.

#### Primary typeface:

# Montserrat

Montserrat Extra Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!/?+&\*%#

Montserrat Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!/?+&\*%#

**Montserrat Semi Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!/?+&\*%#**

**Montserrat Extra Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!/?+&\*%#**

Montserrat Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!/?+&\*%#

Montserrat Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!/?+&\*%#

**Montserrat Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!/?+&\*%#**

**Montserrat Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!/?+&\*%#**

#### Secondary typeface:

# Roboto

Roboto Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!/?+&\*%#

**Roboto Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!/?+&\*%#**

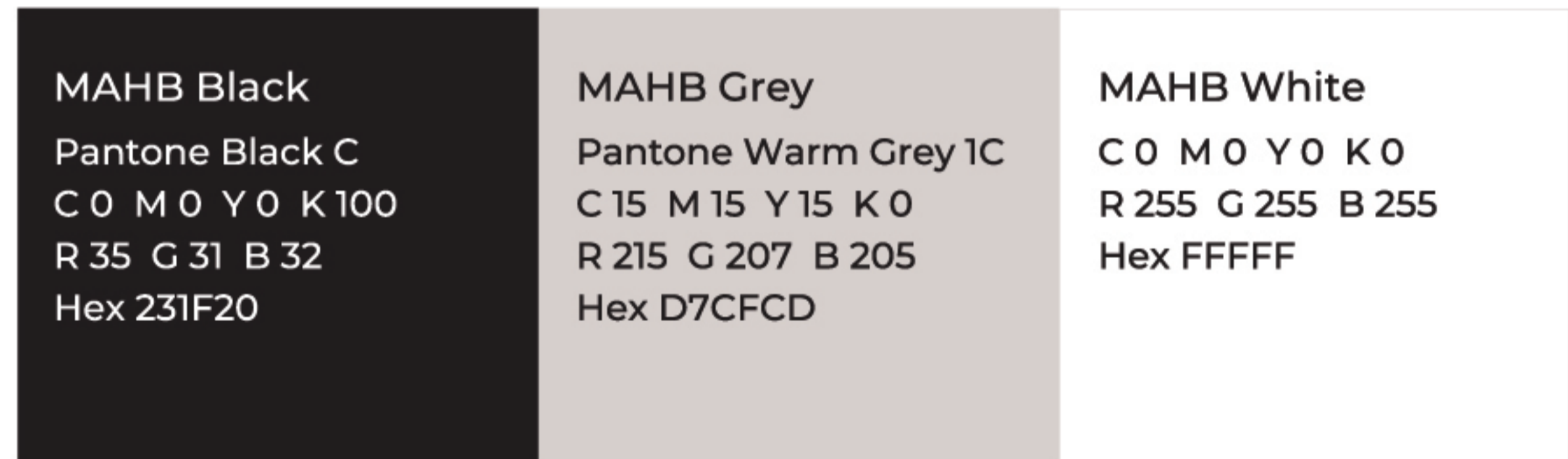
#### 4. Brand Colours: Primary

## Brand Colours

Colours play a key role in bringing the Malaysia Airports brand to life. By using a consistent set of colours, we create stronger, more immediate recognition for our brand. We have two colour categories to guide our use: Primary and Secondary.

### Primary colours:

These are the colours of the Malaysia Airports logo and are to be used for all communications.



## Brand Colours

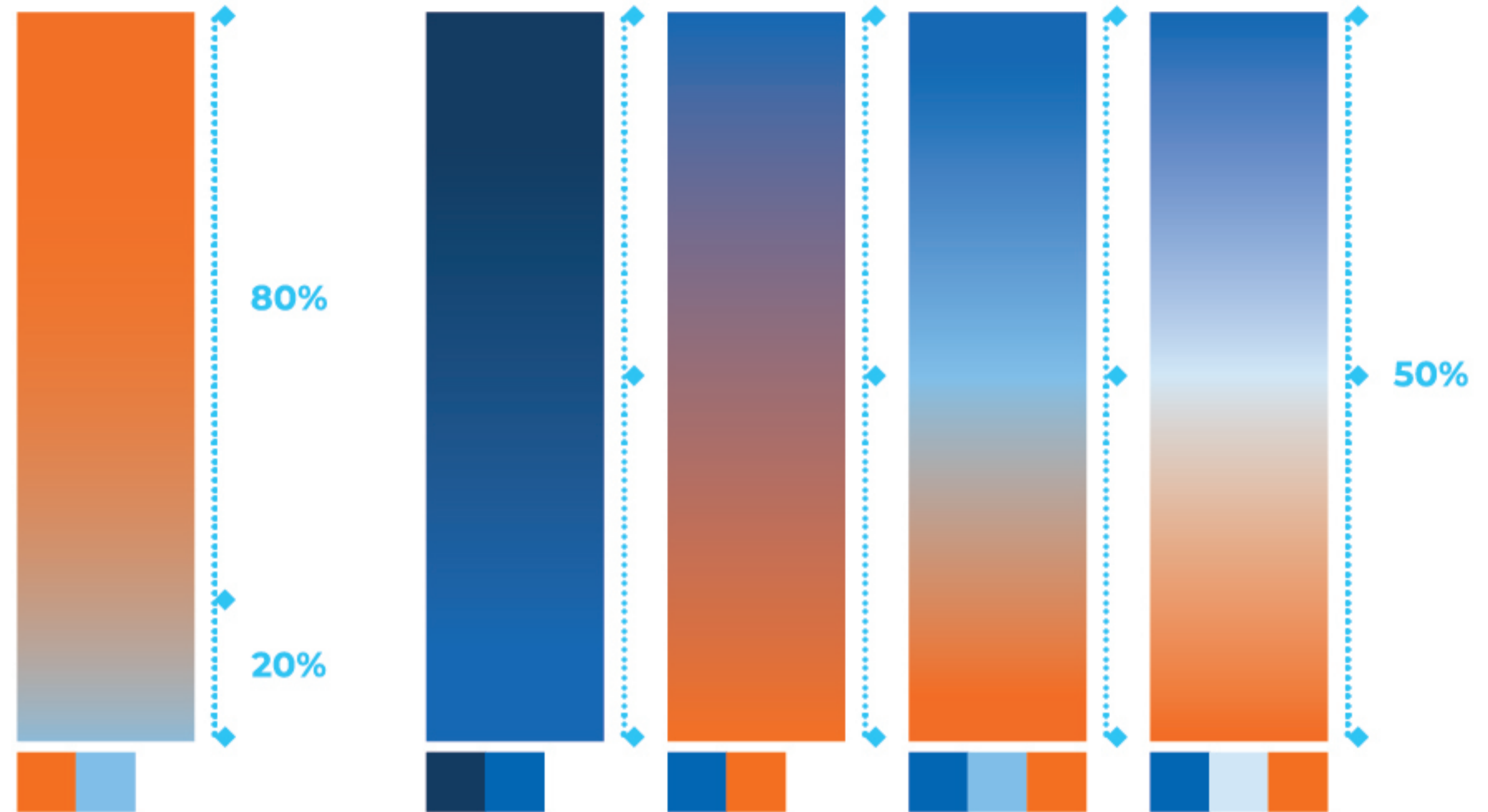
### Secondary colours:

These supporting colours are used to complement the primary palette. Secondary colours are only to be used when necessary.

<p><b>MAHB Navy</b> Pantone 534 C C 98 M 80 Y 37 K 26 R 25 G 59 B 97 Hex 193B61</p>	<p><b>MAHB Sky Blue</b> Pantone 2141 C C 47 M 11 Y 0 K 0 R 115 G 194 B 251 Hex 73C2FB</p>	<p><b>MAHB Fresh Blue</b> Pantone 2128 C C 39 M 20 Y 0 K 0 R 148 G 183 B 239 Hex 94B7EF</p>	<p><b>MAHB Light Blue</b> Pantone 2707 C C 15 M 3 Y 0 K 0 R 210 G 232 B 255 Hex D2E8FF</p>
<p><b>MAHB Peach</b> Pantone 162 C C 0 M 36 Y 39 K 0 R 255 G 180 B 148 Hex FFB494</p>	<p><b>MAHB Beige</b> Pantone 12-0912 TCX C 0 M 8 Y 17 K 0 R 255 G 234 B 210 Hex FFEAD2</p>		

## Gradients

Brand colours can also be applied as a gradient. These add creativity and flexibility to our brand communications and can be used where necessary.



Gradients should be applied based on these percentages. Up to three colours from the brand palette can be used for each gradient.



Gradients may be applied horizontally or vertically, but never diagonally.

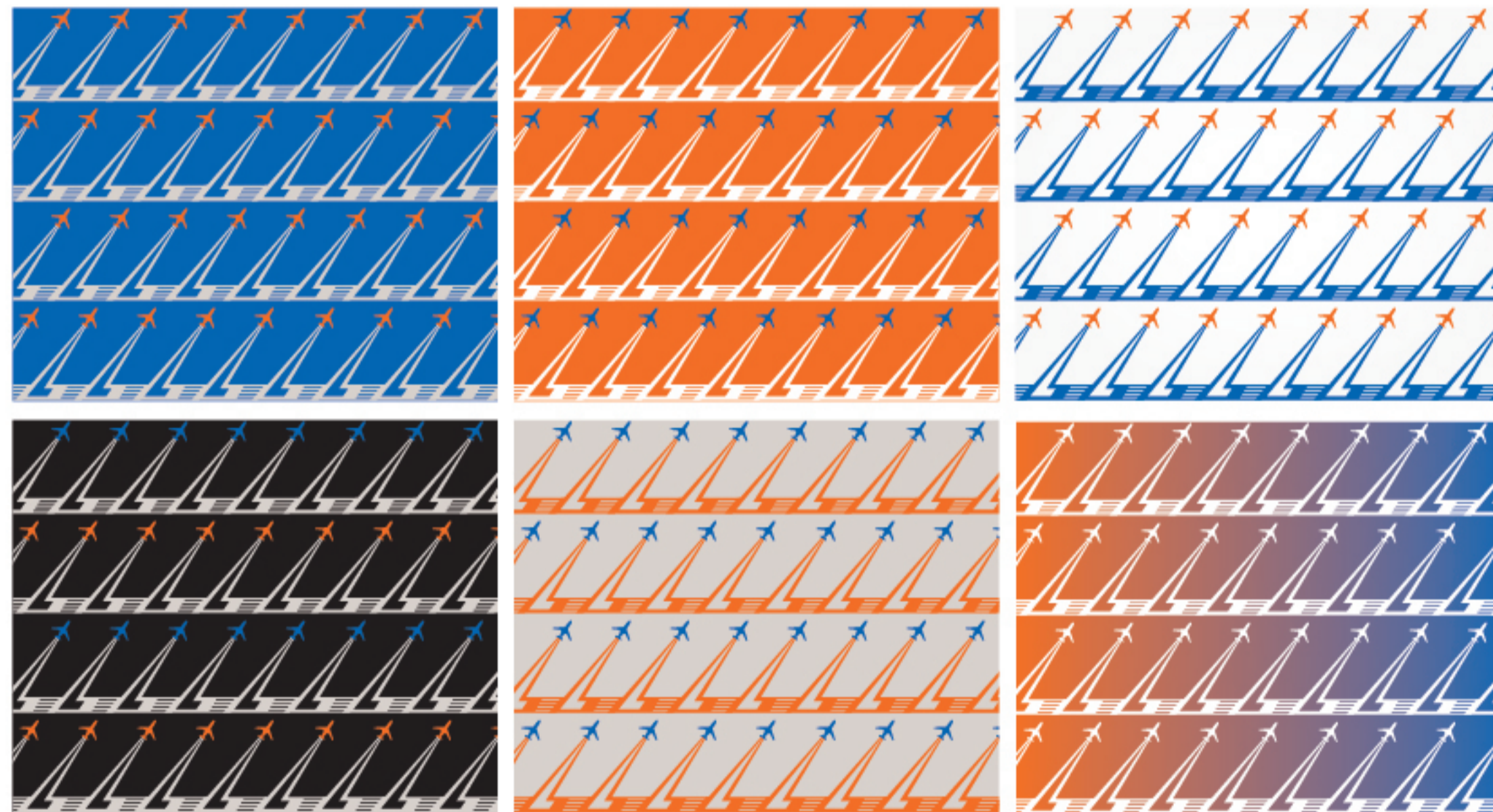
## 5. Patterns

### Logo as Patterns

The Malaysia Airport logo can be adapted as a repeating pattern for backdrops or spatial design. Here are two ways to use the logo as a pattern.



Patterns in white on MAHB Blue or MAHB Orange backgrounds.



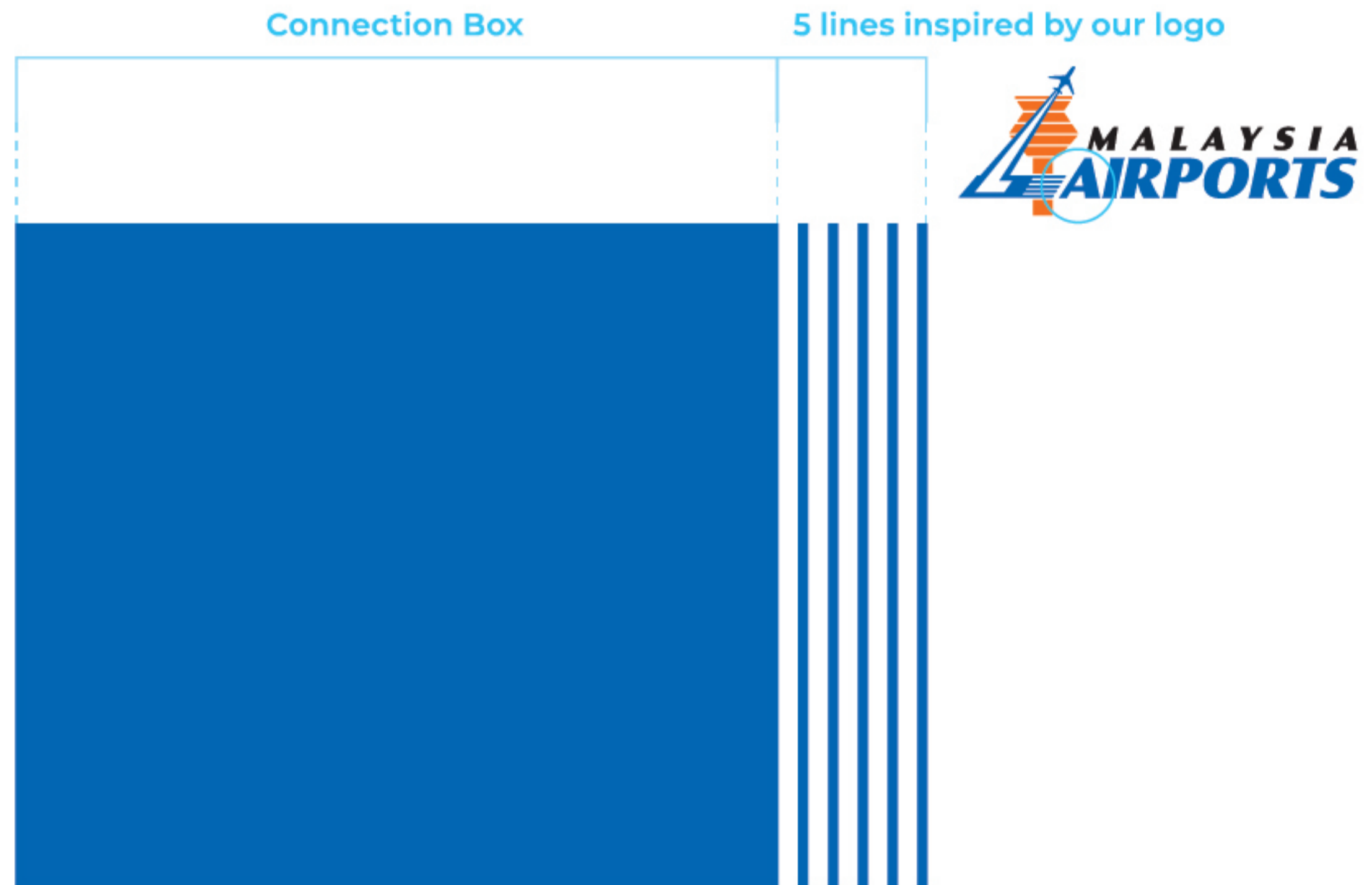
Patterns on backgrounds in Malaysia Airports primary brand colours.

## 6. Graphic Device: The Journey

### Graphic Device: The Journey

We've created a graphic device called The Journey to enhance layouts and reinforce the Malaysia Airports brand. Inspired by our logo, it features a Connection Box with 5 lines expanding outwards from one side. These lines represent our 5 connectivity dimensions and symbolise the joyful journeys that stem from these connections. The Graphic Device should always feature a total of 5 lines, no more or less.

#### The Journey Graphic Device:



## Graphic Device: Usage

The Graphic Device may be featured in these two ways:

### Single Connection Box

It can be featured as a Single Connection Box with five lines expanding to the left or right.



### Two Connection Boxes

A maximum of two Connection Boxes with lines extending from either side can be used. Connection Boxes can vary in size but must be connected to one another.



## Graphic Device: Size and positioning

The Graphic Device can be rotated, resized, stretched or compressed. However, the lines and the Connection Box must maintain equal height when horizontal or equal width when vertical.



## Graphic Device: Size and positioning

### Rotating

The Graphic Device can be rotated, but only on the X and Y axes, using the angles shown here. Avoid using any other angles.

Original



90° Rotation



180° Rotation



270° Rotation



### Resizing

You may resize the Graphic Device but the lines and Connection Box must remain in proportion to one another.

Original



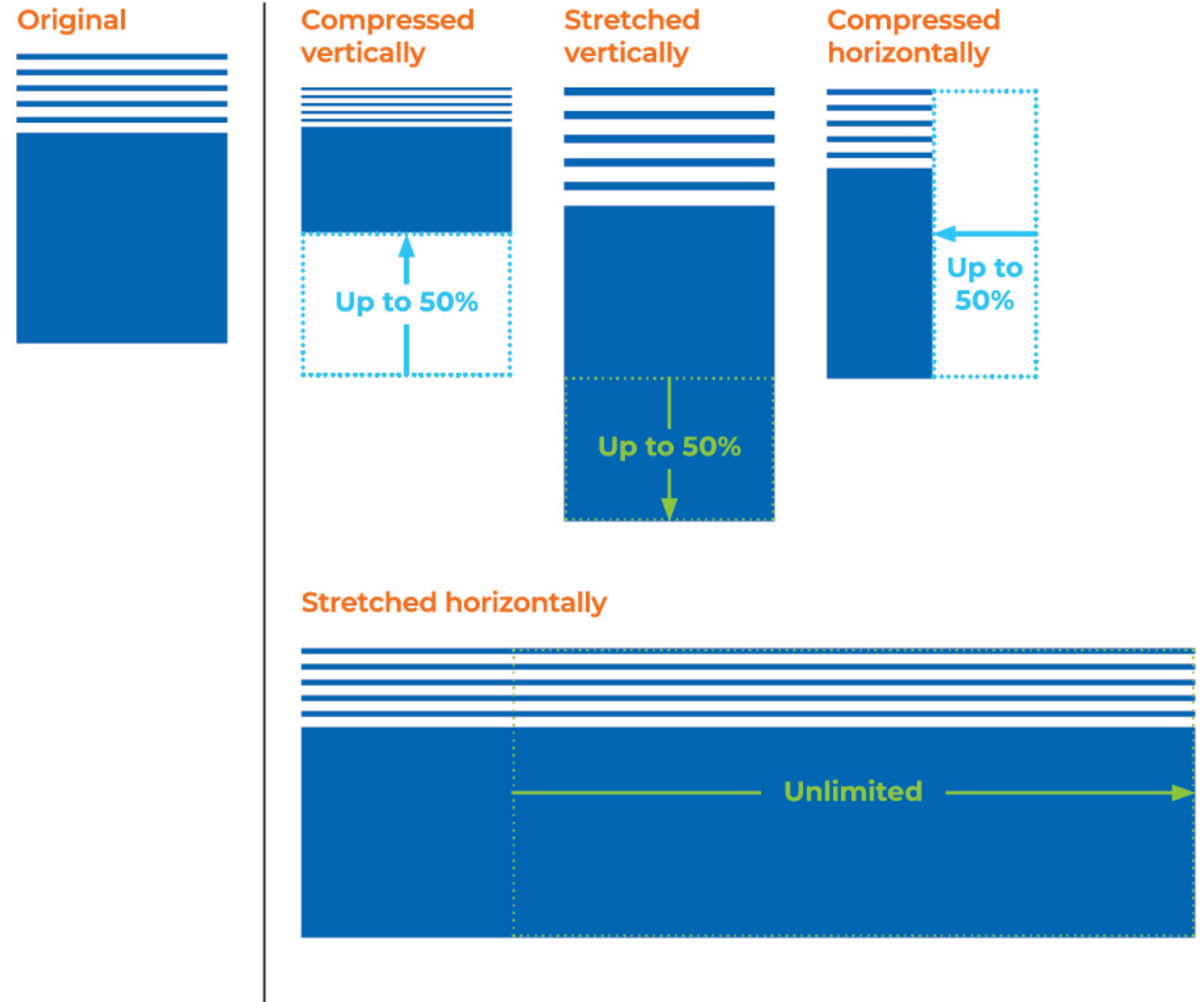
Resized proportionally



## Graphic Device: Size and positioning

### Compressing and stretching the graphic device

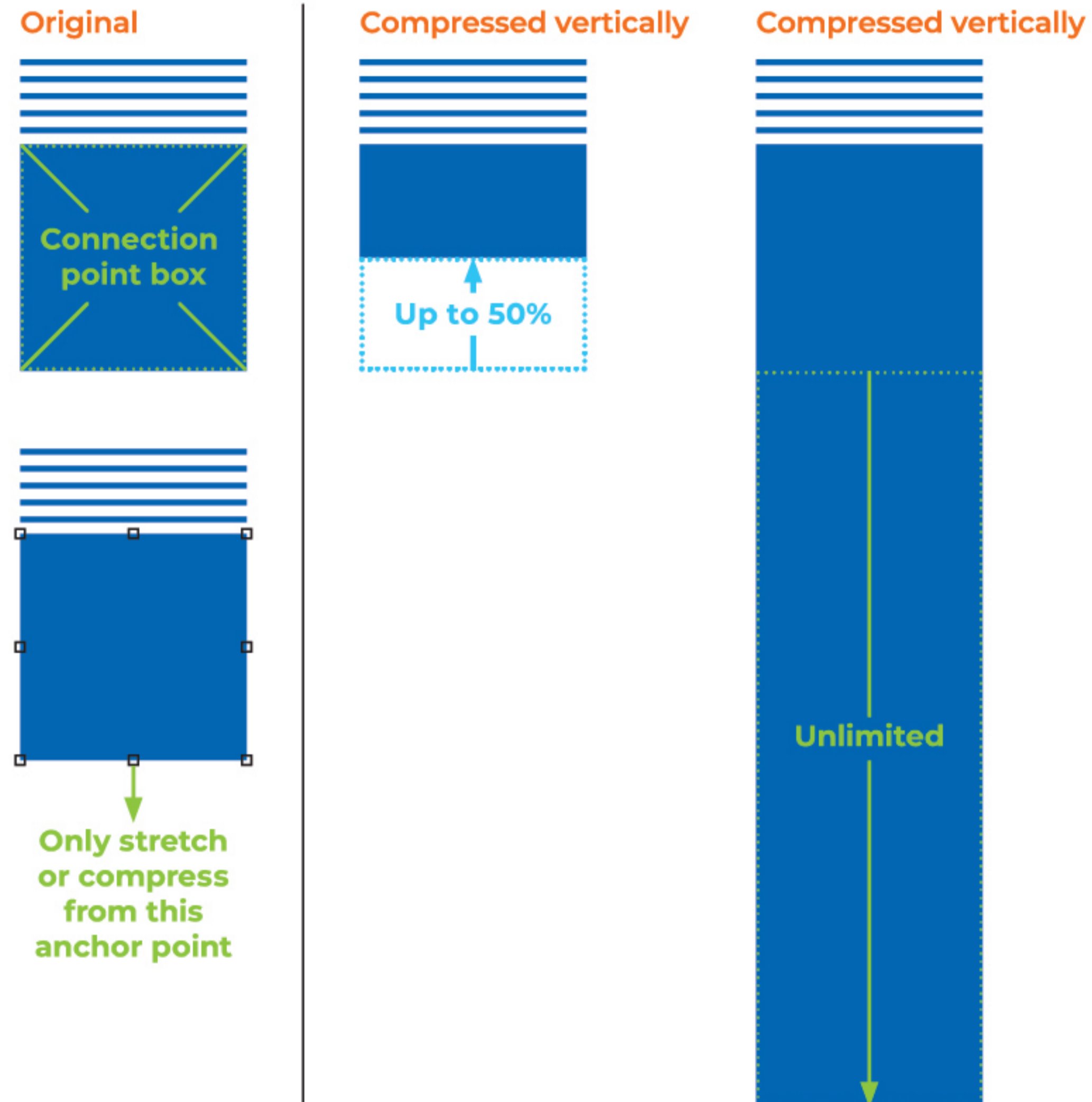
When absolutely necessary, the Graphic Device can be compressed and stretched within the parameters of these values.



## Graphic Device: Size and positioning

### Compressing and stretching the Connection Box

The Connection Box can be stretched or compressed both vertically and horizontally, as needed. However, any resizing must be done from the anchor point and remain within the defined parameters of these values. Regardless of the adjustment, all five lines inspired by our logo must always be included.



## Graphic Device: Colour and images

The Graphic Device can be in the brand's primary and secondary colours, but must only feature one colour at a time. A single image can also be housed within the Graphic Device. Avoid using multiple images or a combination of images and colours in a single Graphic Device.



### Graphic Device: Text

In addition to images and colours, the Graphic Device can also be used to house text. Here are some examples on how these may appear.



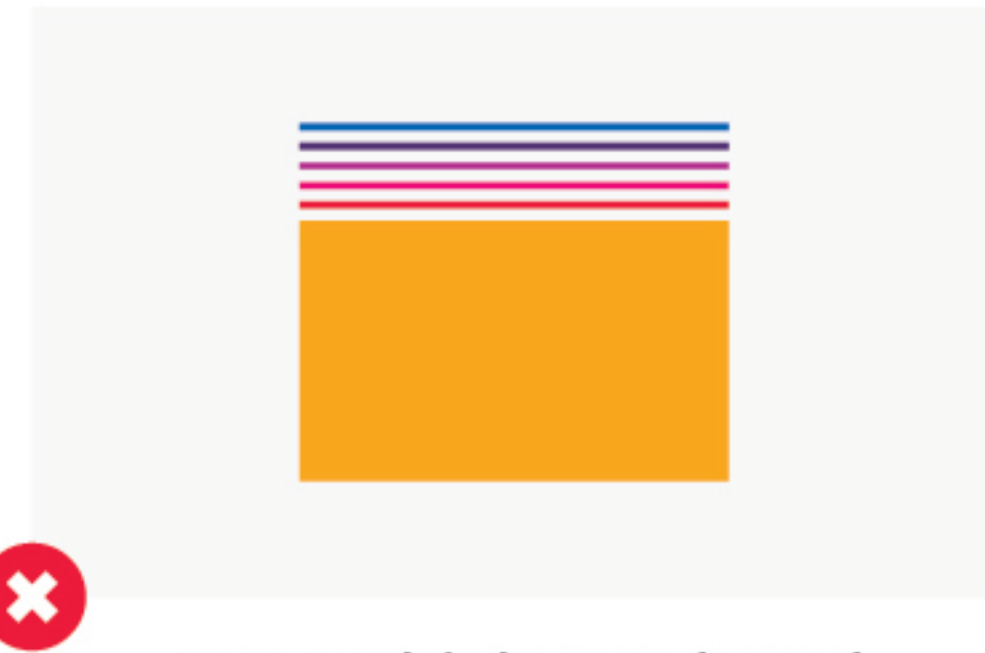
## Graphic Device: Wrong usage

Consistency is key in building a recognisable brand look and feel. In addition to the guidelines above, here are some examples on how the Graphic Device shouldn't be used.

**DO NOT:**



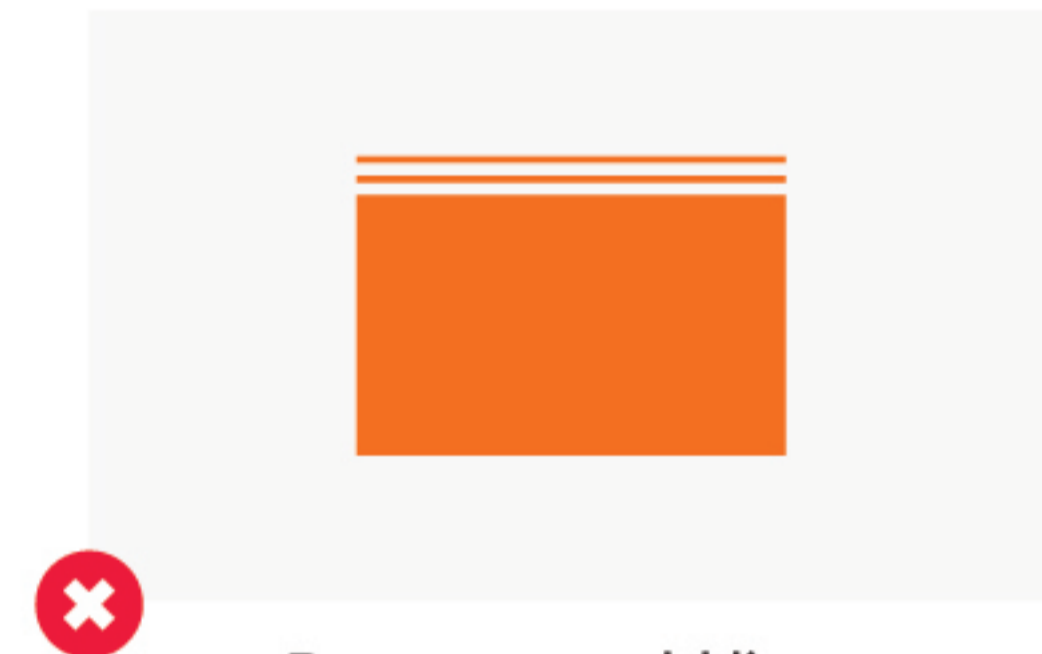
Over compress



Use multiple non-brand colours



Rotate at odd angles



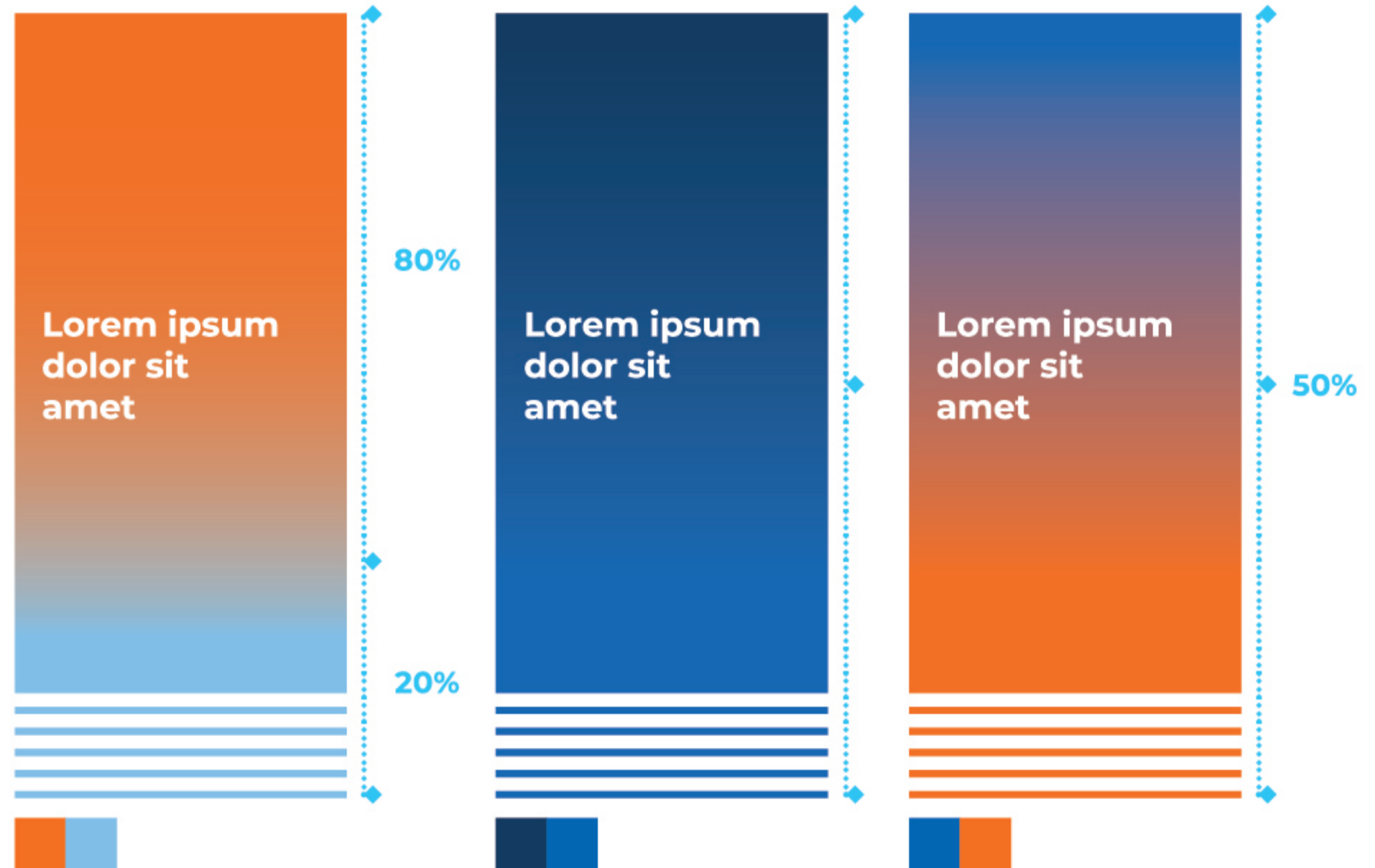
Remove or add lines



Use lines with unequal lengths

## Graphic Device with gradient colours

When used within the Graphic Device, gradient colours should transition smoothly between the brand colours or shades.



Gradients should be applied based on these percentages. Only two colours from the brand palette can be used for gradient colours when featured in the Graphic Device.

## 6.5 Graphic Device: Gradient Colours

# Graphic Device with gradient colours

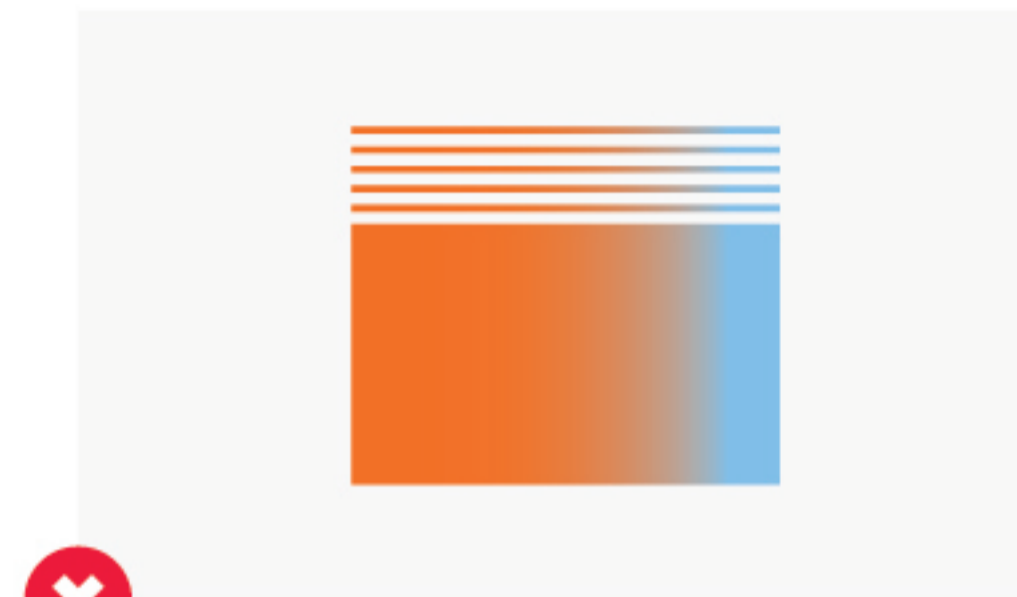


Here are some examples of how gradient colours can be used within the Graphic Device.

**DO NOT:**

## Wrong usage of gradient colours in Graphic Device

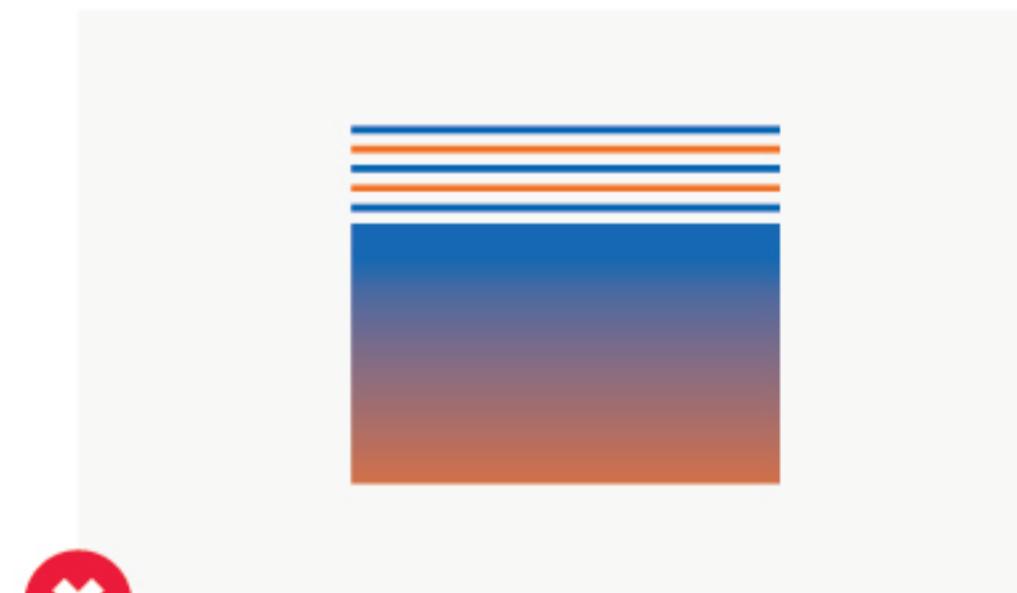
To maintain a cohesive and professional brand identity, gradient colours within the Graphic Device should be applied in line with brand guidelines. Here are some application examples to avoid.



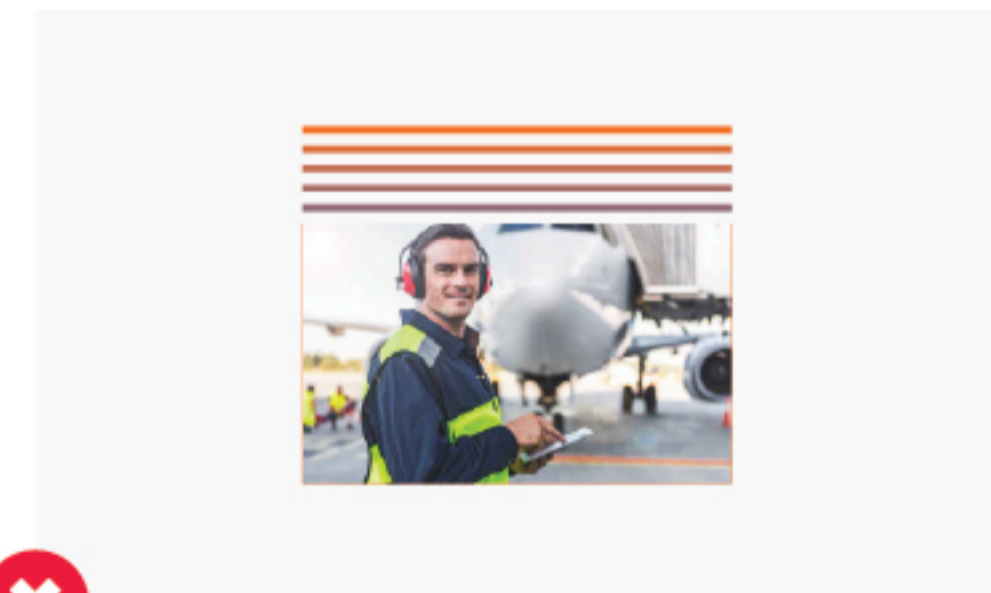
Apply gradient nonparallel to connected lines



Apply gradient at a diagonal angle



Use striped colours in connected line



Use pictures and gradients together

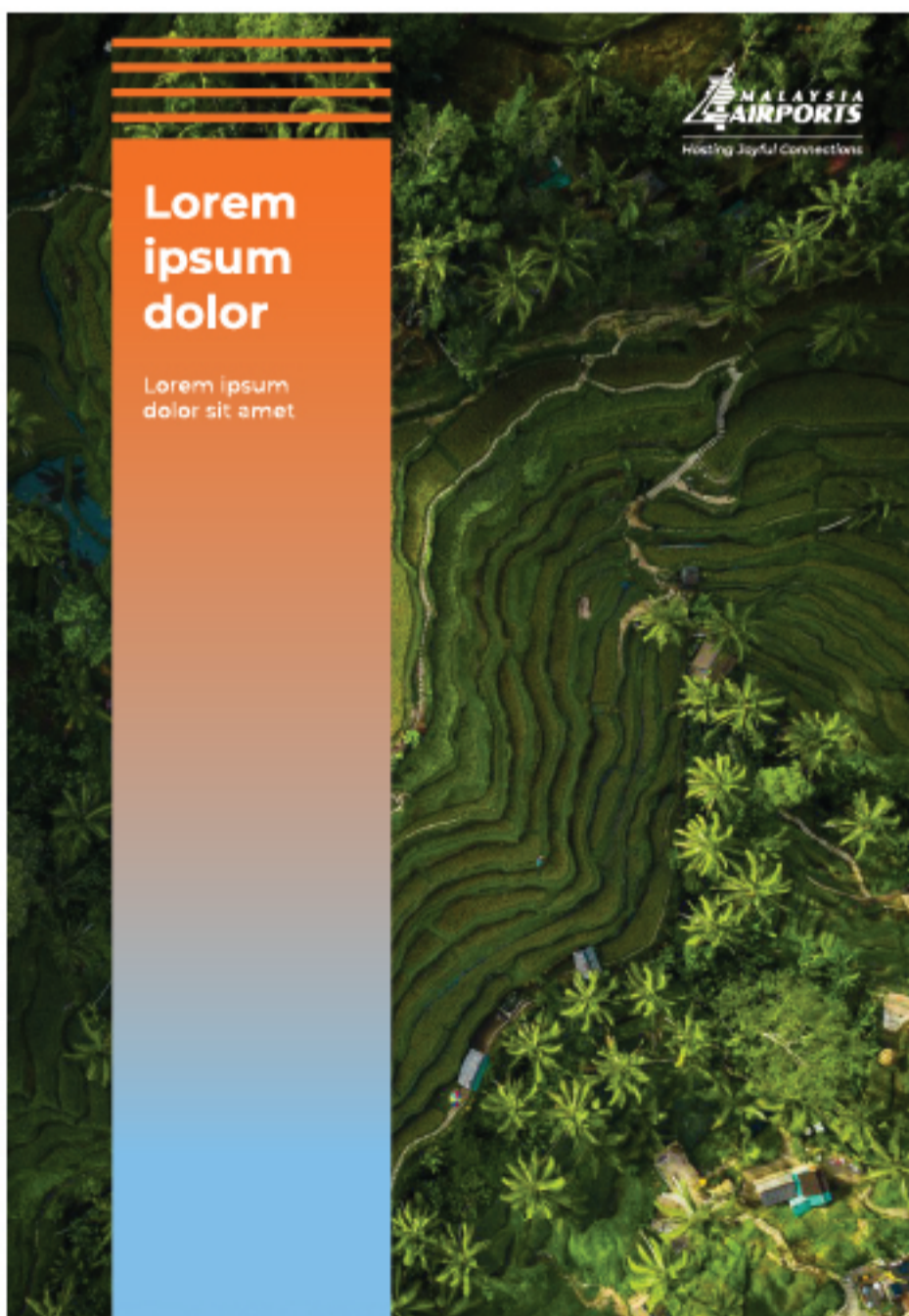


Use multiple gradient combinations



Use gradients for multiple Connection Boxes

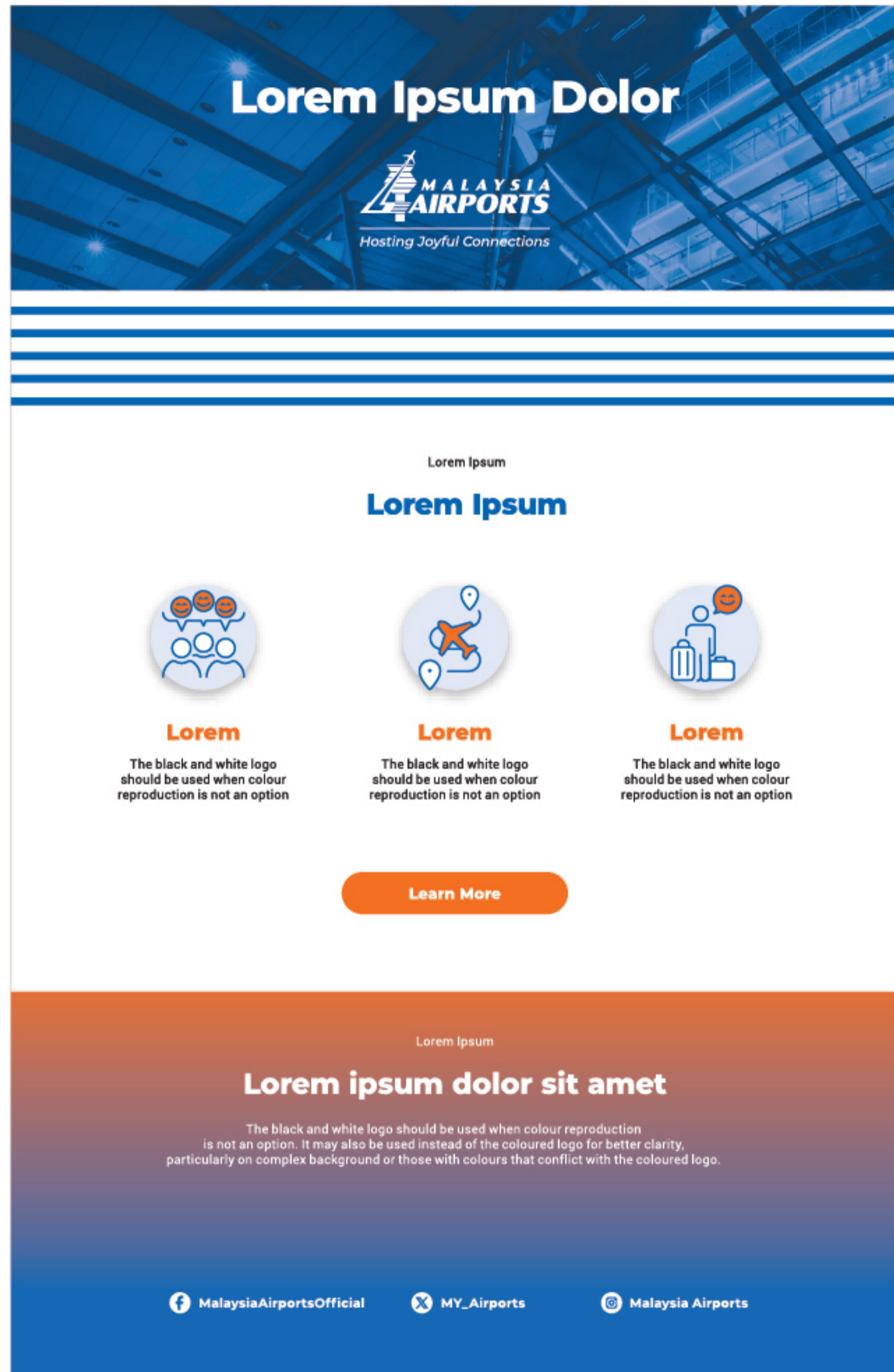
# Application



1. Application: EDM

## EDM

For electronic direct mailers, branding elements can be applied to the Header, Body of Content and Footer as shown in the example. Social media handles should be placed at the bottom.



Header

Body content

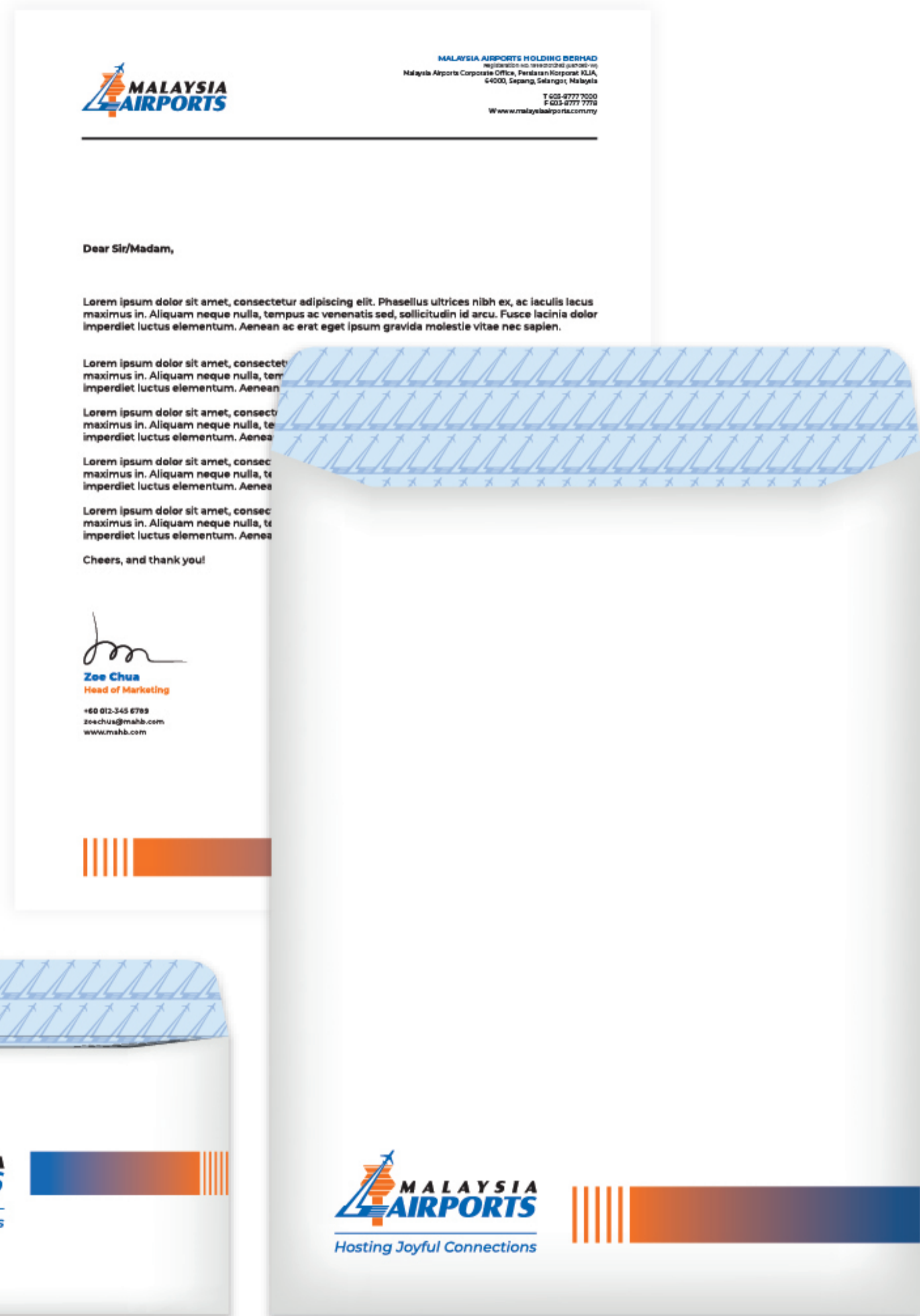
Footer

Social media handles

## 2. Application: Letterhead & Envelope

# Letterhead & Envelope

For letterheads and envelopes, the Malaysia Airports logo should be the most prominent feature with the Graphic Device featured as a single connection box with the 5 lines. The logo as a pattern can be used for the inner compartment of the envelopes or on the flaps.



### 3. Application: Email Signature

## Email Signature

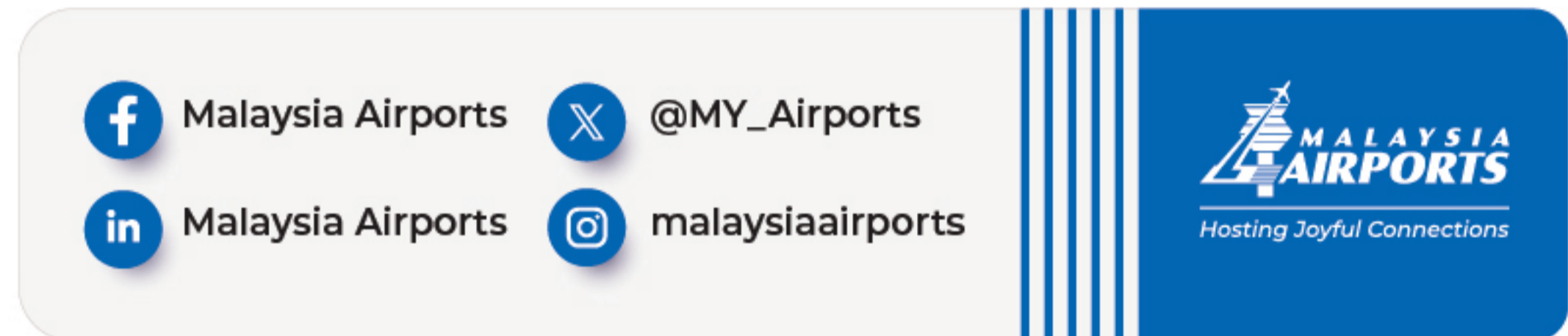
The email signature should follow the template shown here, with the name featured in MAHB Blue and the designation in MAHB Orange. This is followed by the relevant contact details. The space below the email signature features a banner promoting Malaysia Airports' official social media platforms, with the logo presented in a single colour.

Kind regards,

**Zoe Chua**  
Head of Marketing

+60 012-345 6789  
zoechua@malaysiaairports.com.my  
www.malaysiaairports.com.my

### OPTION 1



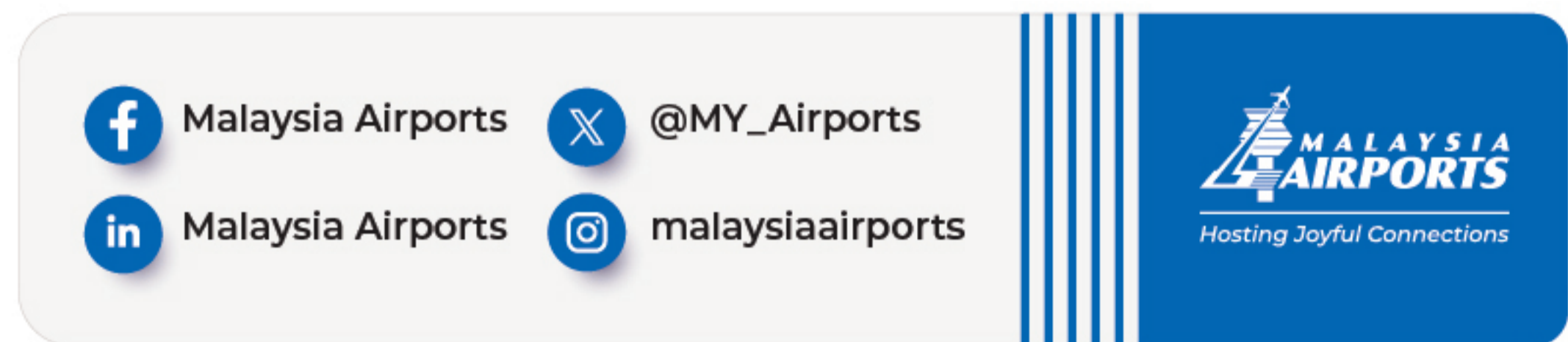
Kind regards,



**Zoe Chua**  
Head of Marketing

+60 012-345 6789  
zoechua@malaysiaairports.com.my  
www.malaysiaairports.com.my

### OPTION 2



#### 4. Application: Ads

## Advertisements

The brand's primary colours are to be used for all communications. That includes advertisements and communications that target businesses, consumers and even internal staff. Colours can be featured in the Graphic Device or used as an accompanying background colour. Text can be placed inside or outside the Graphic Device. The brand's secondary colours are to be used only when necessary.



5. Application: Partner Logos

## Partner Logos

In joint communications where a partner's logo needs to be displayed, logos can be featured in two ways:

### Space between logos

The space between each logo should be the width of two letter 'A's from the digital master file of the Malaysia Airports logo.



### Equal partnerships

All logos should be featured flushed left at the bottom of the communications piece, starting with the Malaysia Airports logo. Partner logos should be placed to the right of the Malaysia Airports logo.



### When Malaysia Airports is the majority shareholder or leading partner

In such instances, the Malaysia Airports logo can appear separate from the partner logo(s). The Malaysia Airports logo should appear at the top right of the communications piece, with partner logos placed at the bottom.



6. Application: Social Media Handles

## Social media handles

Social media handles should always be placed at the bottom of the communications piece, as shown in the examples here.



7. Application: Event Backdrop

## Event backdrop

Here is an example of how the Graphic Device and logo can work together on an event backdrop.



## 8. Application: Digital Presentation Format

# Digital presentation format

Here are some examples on how the Graphic Device may be used in PowerPoint, Google Slides or other digital presentation formats.

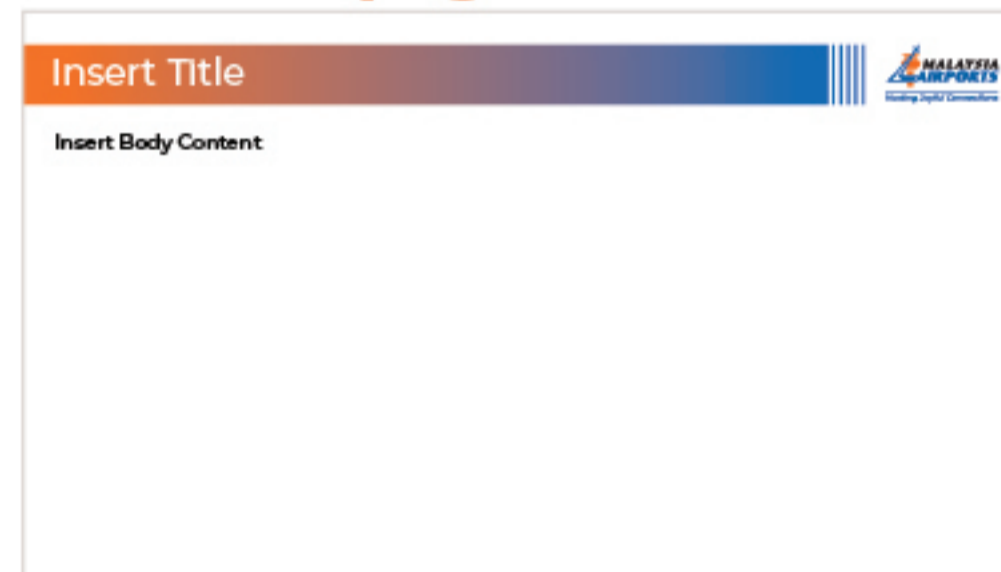
### Standard version

This template is to be used for all communications presented by Malaysia Airports.

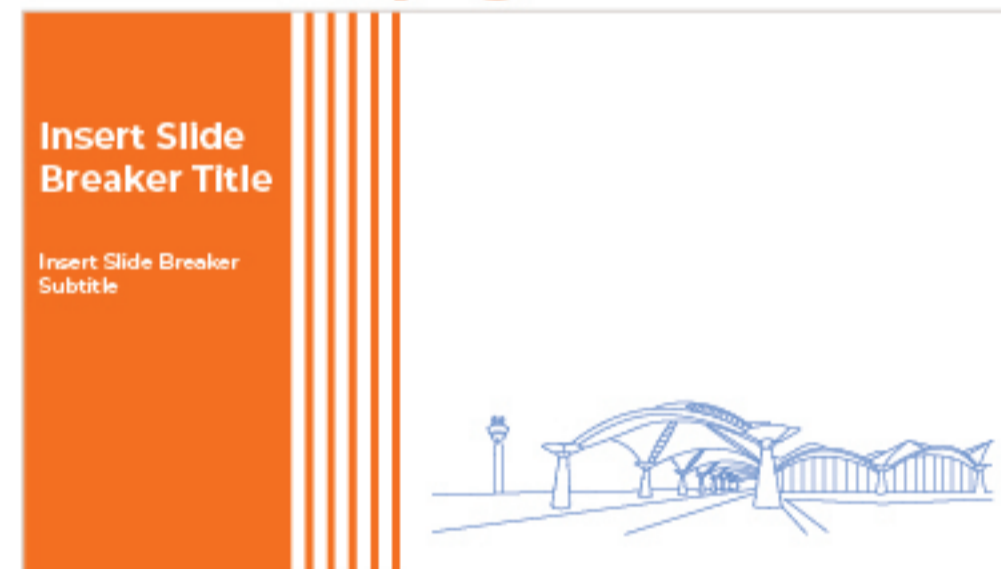
### Title page - option 1



### Contents page



### Transition page



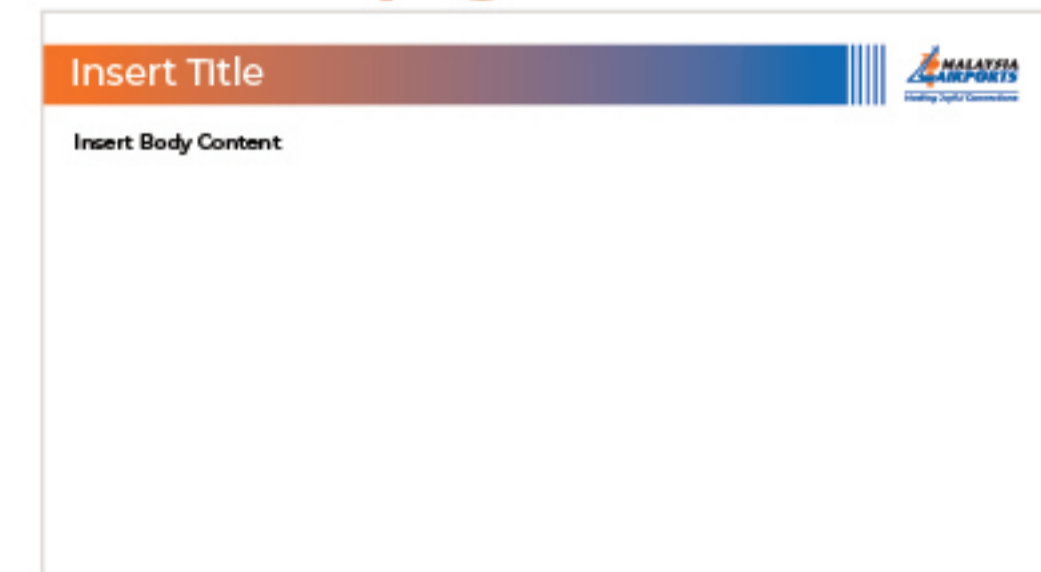
### End page



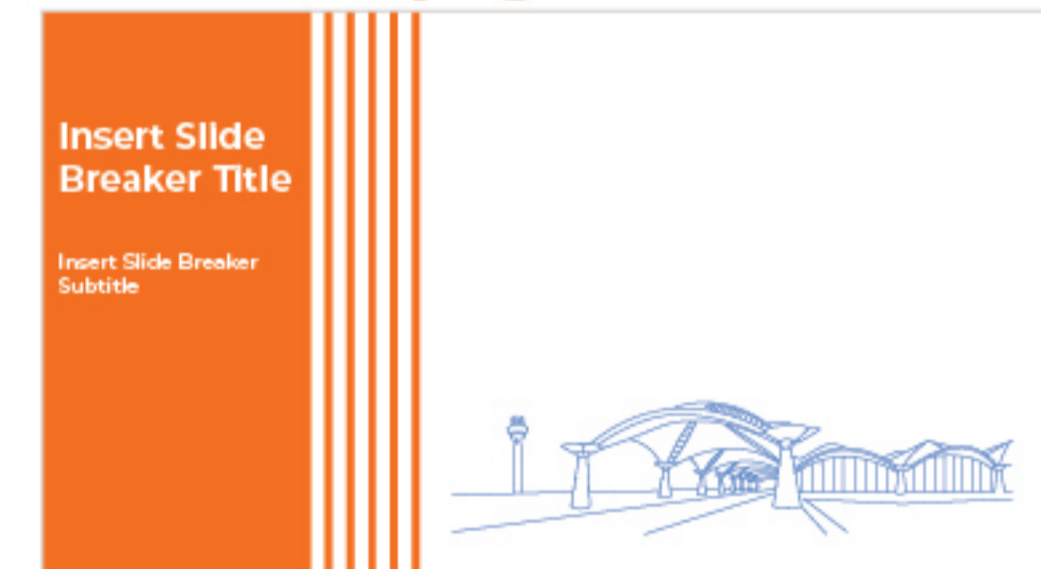
### Title page - option 2



### Contents page



### Transition page



### End page



## 8. Application: Digital Presentation Format

# Digital presentation format

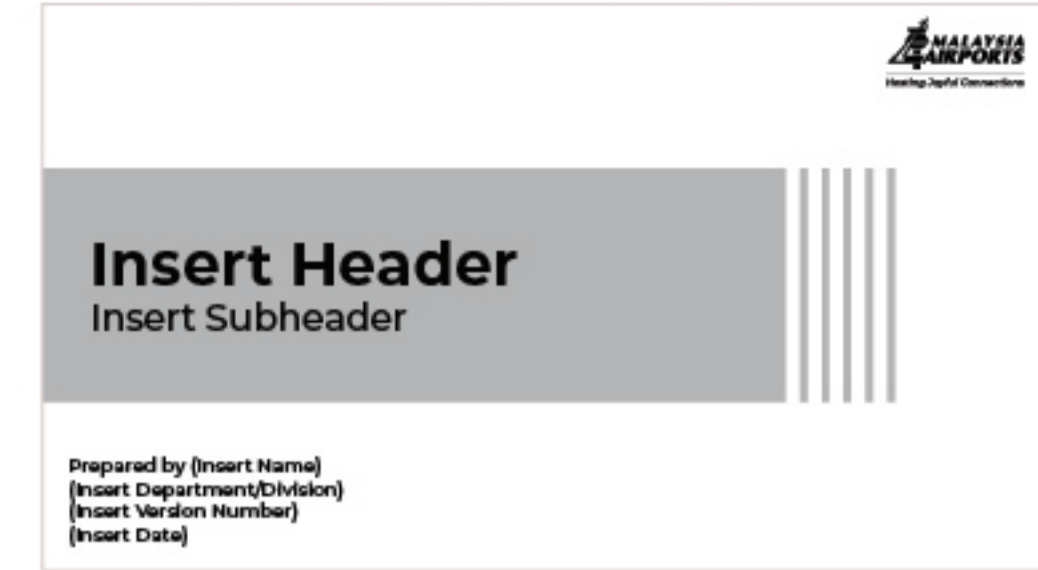
### Eco version

This template is ideal for printed presentation slides. Designed with minimal images and colour, it helps reduce ink usage for more sustainable printing.

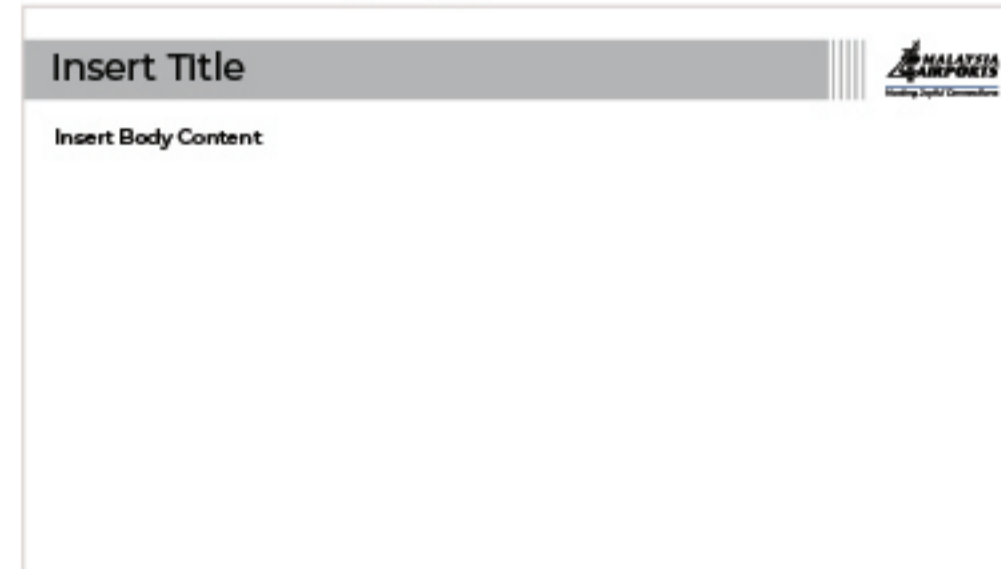
### Title page - option 1



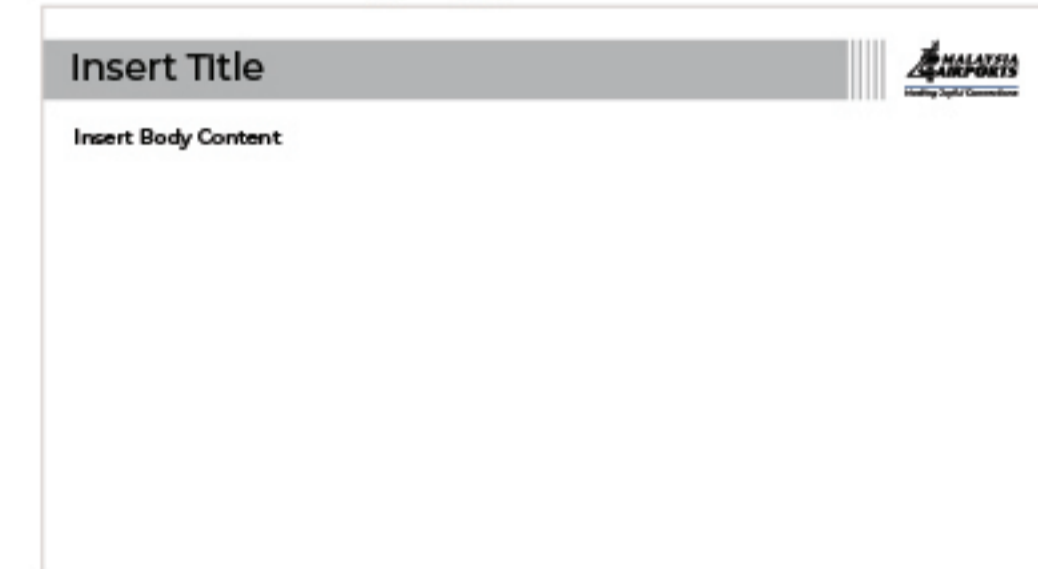
### Title page - option 2



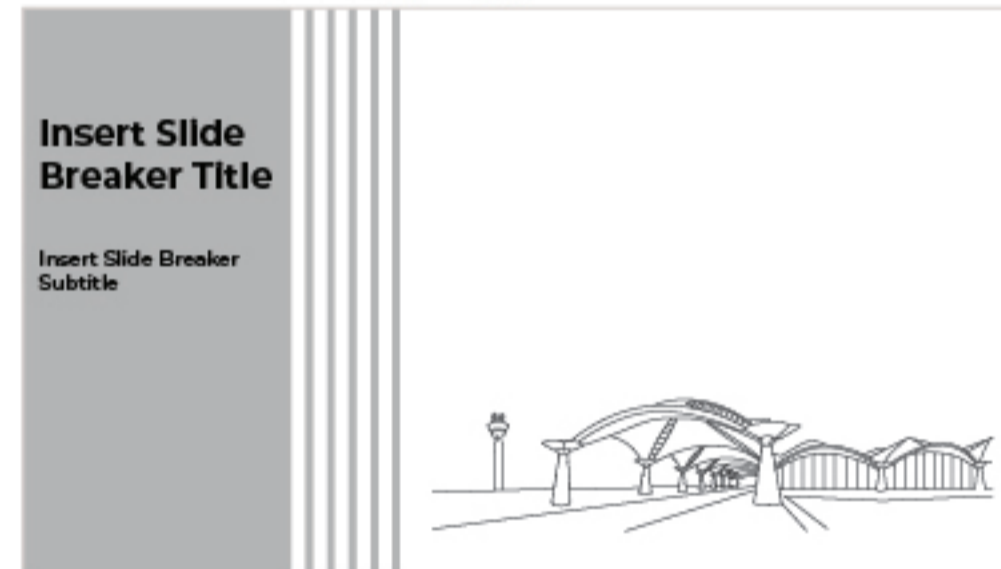
### Contents page



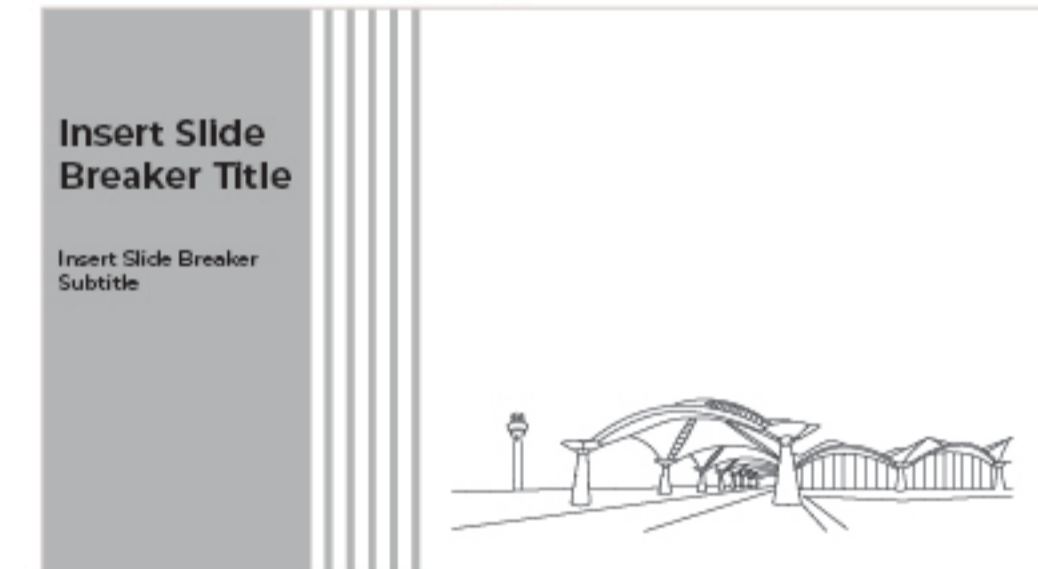
### Contents page



### Transition page



### Transition page



### End page



### End page



## 9. Application: Corporate Merchandise

### Logo application for corporate merchandise

Care should be taken to ensure that the Malaysia Airports logo appears clear and visible when applied to different objects and materials.

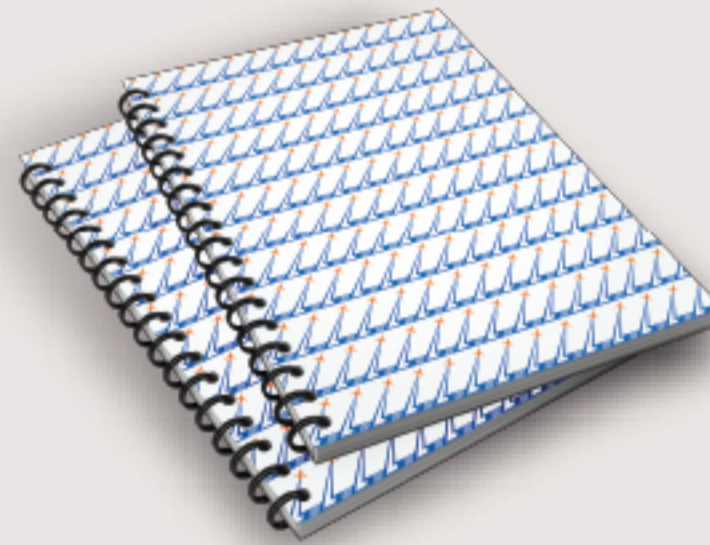
Any deviation from the reference designs below must be reviewed and approved by the Corporate Communications Division.



**Giftbox and  
paperbag**



**Lanyard**



**Notebook**



**USB  
Drive**



**Pen**

10. Application: Corporate Lanyard

## Lanyard

This official lanyard is designed to represent Malaysia Airports with a vibrant and professional look.



## 11. Application: Logo on Vehicles

### Logo application for vehicles

The Malaysia Airports logo should be applied on both the right and left of a vehicle, including heavy machinery vehicles.

#### Sedan



#### Pickup



#### Transport



#### Fire and Rescue





*Hosting Joyful Connections*