



Malaysian Investment Development Authority (MIDA) logo is an important part of our organisation's valuable intellectual property. Correct usage of MIDA's logo is integral to developing and maintaining a consistent brand image and message about our organisation. The monogram and logotype that comprise our corporate logo have been carefully designed. Do not redraw or alter the artwork in any way. Any authorised usage of MIDA logos must comply with MIDA's requirements.

Any use of MIDA's logo must be (a) truthful, fair, not misleading, and (b) comply with MIDA's requirements, which may be modified at any time at MIDA's sole discretion. Always use the logo in the manner intended by MIDA. Do not alter them in any way. Do not make puns out of them or portray them negatively.

## 1. Vision

Malaysia as the pre-eminent preferred investment destination.

## 2. Mission

We build dynamic and sustainable investment ecosystem.

## 3. The Master Logo



## 4. Logo Rationale



The bold, block letters of MIDA represent the integrity and professionalism of the organisation. The colour grey suggests neutrality and reliability, whilst the new cutting-edge, dynamic and pioneering force of MIDA is now represented in the eye-catching, strong red motif that resembles an arrow moving forward.

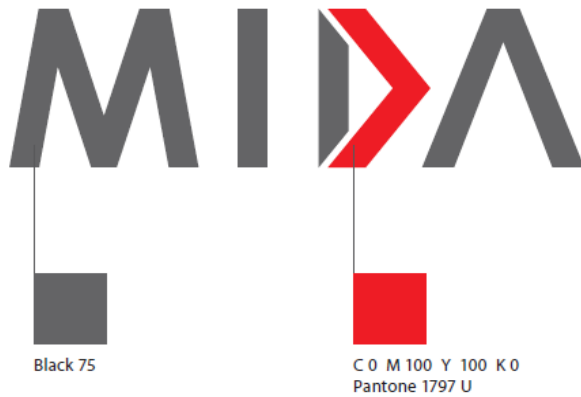
## 5. Master Logo Elements



The MIDA logo consists of two elements: The logomark and tagline. The logomark is a specially constructed abbreviation of the brand name in its corporate colours. The logomark is designed clean and architectural to portray straight forwardness, progression, strength, accountability and authority.

The tagline, consisting of four words – 'Malaysian Investment Development Authority' exists in tandem with the logomark.

## 6. Colour Code (Red: Pantone 1797U ; Grey: Pantone Cool Grey 11U)



The MIDA logo colour code in CMYK and Pantone is indicated by the marked numbers shown below:



Colour code '1' is chosen and applied to a specific design element of the logomark to contrast and draw attention to the overall logo. The colour code also serves to highlight an 'arrow', a symbol of progression and forwardness.

## 7. Minimum Clear Space



Clear space is the safety zone surrounding the MIDA logo & tagline. The clear space allows it to breathe and stand out wherever it is placed. It also ensures the logo & tagline remains unobstructed and clear.

The minimum clear space for the master logo is the height of the logomark, divided in half. Clear space between the logomark and tagline is half (0.5x) of the indicated minimum clear space. All clear spaces are marked 'X' as shown.

## 8. Display Treatment



Besides the main display treatment, the tagline can also be used in alternative variations to suit different applications such as primary vertical and horizontal tagline lockup variations as shown below.

**Primary**  
Vertical treatment



Horizontal treatment



Tagline lockup variations, for both the vertical and horizontal treatments should not be any smaller than the indicated minimum sizes – 2cm vertically and 1cm horizontally.

**Minimum Size**  
Vertical treatment

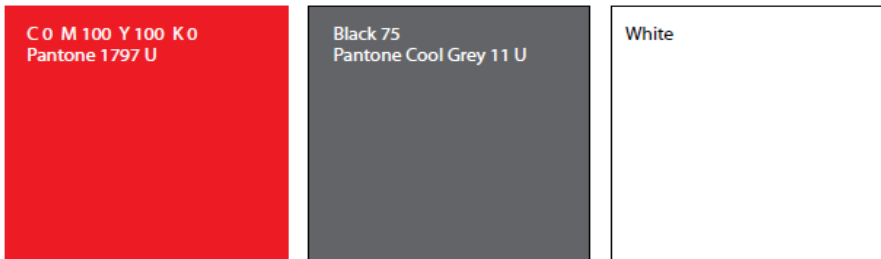


Horizontal treatment



**9. Corporate Colours - Primary**

There are three primary colours that make up the MIDA corporate colours. CMYK and Pantone colour codes are provided below.



**10. Acceptable Usage**

The logo can be applied to coloured backgrounds. Acceptable background colours are shown below. The selected colours ensure that the logo and tagline remain clear and readable when applied on different backgrounds.



Full colour version in white background

Black & white colour version in white background

Reverse full colour version in black background

Reverse black & white colour version in black background

## 11. Unacceptable Usage

Do keep in mind that logo must always remain strong and legible. Below are examples of unacceptable background colours that do not work against the logo.



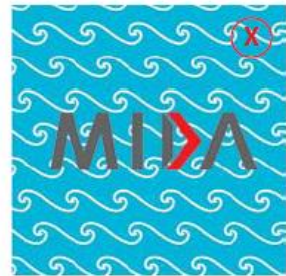
Do not place the logo on a background with a similar colour tone to the logo



Do not place the logo on a background with insufficient contrast



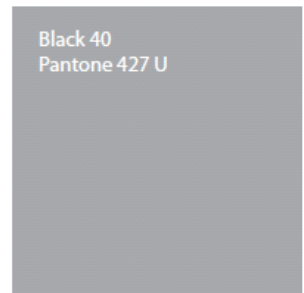
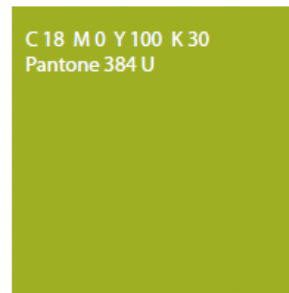
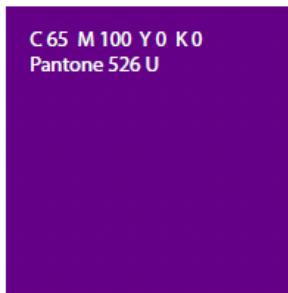
Do not place the logo on a background with insufficient contrast



Do not place the logo on a heavy textured background

## 12. Secondary Colours

There are four secondary colours that make-up the MIDA corporate colours.



## 13. Colour Swatch for Digital Creative

### — Base Colors



### — Primary Colors



### — Secondary Colors

