Sime Darby Logo

The Sime Darby logo is the key visual device used to communicate our Brand Positioning. It is a unique expression of our brand identity.

The Sime Darby logo consists of our logotype and shield. The shield is designed to generate a three-dimensional look to symbolise our whole-hearted approach to achieving our Brand Positioning of **Developing Sustainable Futures**. Our zeal and energy towards attaining our goal is further reflected in the use of a warm orange glow on our shield. The logotype chosen is bold yet clean and friendly to represent our integrity and dynamism.

When you place all these elements together, the Sime Darby logo simply and clearly demonstrates our ambition for a brighter, sustainable tomorrow.

01. Logotype

02. Shield

03. Logo

Please note:
The relationship between the logotype and the shield is fixed.
These should never be altered in any way.

The Sime Darby corporate logo may only appear with Division Brands, Satellite Brands and selected event logos.

Sime Darby Brand Name

The Sime Darby name is spelt out in two words. Please ensure that the
'S' and 'D' are always set in capital letters. **Do not join** the brand name.

Correct Usage
Preferred version:

Sime Darby

Alternative version:

SIME DARBY

Incorrect Usage
Do not join the name:

SimeDarby

SIMEDARBY

simedarby

Chinese
Simplified version used in Malaysia and China:
(sēn dá měi)

森达美

Traditional version used in Hong Kong:
(sēn nà měi)

森那美

Sime Darby Logo Versions

The following approved versions of the Sime Darby logo have been created to deliver maximum visibility across a variety of applications. The logo version to be used will be ultimately determined by printing capabilities as well as background colours, textures, patterns and materials.

White Background   **Black Background**

3D Full Colour
The shield is in yellow (35M 100Y), red (100M 100Y) and dark red (100M 100Y 20K). Whenever possible, this 3D full colour version should be used for all communications materials.

The width of the white border is half of the inner frame. This white border is necessary to outline the logo on black / dark backgrounds.
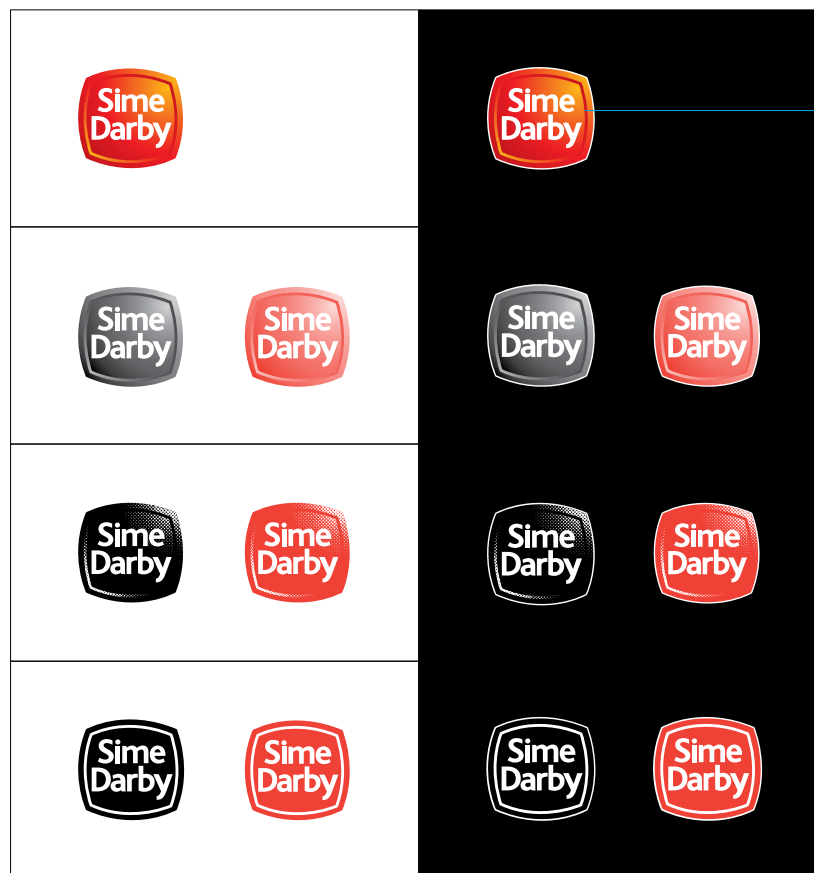
3D Half Tone
This version should be used on applications that are restricted to the use of only a single colour, such as newsprint, when full colour is not used.

3D Line Art
This logo version should only be used on very basic single colour applications such as fax cover sheets or screen printing onto industrial materials such as leather plastic, ceramic, metal, etc. This 3D Line Art logo can be featured either in black (100K) or red (100M 100Y or Pantone 032).

2D Line Art
The shield is in black (100K) or red (100M, 100Y or Pantone 032), with name and thin border in white. This logo should be used when there is a need to emboss, embroider or hot-stamp on applications. Please note that the only colours allowed for hot-stamping the logo are red, black and white .

Sime Darby Logo Versions
Miscellaneous Logos

2D Line Art (Hollowed-out)
The shield is in white, with hollowed-out name and border. This means that the name and the border will take on the colour of the background on which it falls.

There may be instances where the Sime Darby logo is required to be embossed or embroidered onto applications where (black or red) colour application is not possible. In such cases, the 2D Line Art illustrated above is recommended for use. Please note that in this version, the Sime Darby name and the thin border inside the shield are **hollowed-out.** This will enable the name and the border to take on the background colour / design of the application. This version should be used only when the materials / situation do not allow for any other approved logo version to be used.

Division Brand with Tagline against Dark Background
The Division Brand and corporate tagline should be in white against a black / dark background.

Division Brand with Tagline in Single Colour
When the red 3D Half Tone and 3D Line Art logo versions are used, the Division Brand and tagline recommended is red. However, in cases such as BMW, the Division Brand and Tagline could be in black.

2D Line Art Division Brand Logo
When this logo is used, the Division Brand descriptor and/or tagline can only be featured in red, black or white against all coloured backgrounds.

Sime Darby Logo Versions
Division Brand Descriptors

The Division Brands of Sime Darby are identified with the following descriptors
in the various languages below. Please note that for Chinese versions, the simplified
version is recommended. However, in certain instances, traditional Chinese is allowed,
such as in Hong Kong, where this style is commonly used.

English	Bahasa Malaysia	Chinese (Simplified)	Chinese (Traditional)
Plantation	Perladangan	种植	種植
Property	Harta Tanah	房地产	房地產
Industrial	Perindustrian	工业	工業
Motors	Automotif	汽车	汽車
Energy & Utilities	Tenaga & Utiliti	能源与公用事业	能源與公用事業
Healthcare	Kesihatan	医疗保健	醫療保健

Division Brand Logos

The Division Brands of Sime Darby are placed either below or next to the Sime Darby corporate logo as illustrated below. There are two versions: horizontal and vertical. Please use the version most suitable for your creative application.

Vertical Format

The Division Brand name is placed below the Sime Darby corporate logo. It is vertically aligned, with a gap between the logo and the Division Brand descriptor, with spacing equivalent to the letter "e" taken from the Sime Darby name in the corporate logo, as shown.

Please note:
Entities apart from division brand cannot use the same lock-up treatment of one 'e' for spacing and must use a spacing of four 'e's as indicated in the box. Etc : Business School

Horizontal Format

In this version, the Division Brand name is placed beside the Sime Darby corporate logo. It is horizontally aligned, with a gap between the logo and the Division Brand descriptor, with spacing equivalent to the letter "e" taken from the Sime Darby name in the corporate logo, as shown.

For both versions, please use the following:
Casing : Sentence Case
Typeface : Sime Darby / Hei (Chinese)
Colour : 100% Black

Please note:
The relationship between the corporate logo and the Division Brand is fixed and should not be altered in any way. Please do not recreate new logos. Use the versions provided in the CD attached.

Sime Darby Logo Versions
Division Brand Descriptor Examples (Vertical)

The following designs illustrate the recommended vertical logo versions in the following languages.

	3D Full Colour	**3D Half Tone**	**3D Line Art**	**2D Line Art**
English	**Plantation**	**Plantation**	**Plantation**	**Plantation**
Bahasa Malaysia	**Perladangan**	**Perladangan**	**Perladangan**	**Perladangan**
Chinese (Simplified)	种植	种植	种植	种植
Chinese (Traditional)	種植	種植	種植	種植

Sime Darby Logo Versions
Division Brand Descriptor Examples (Horizontal)

The following designs illustrate the horizontal logo versions in the following languages.

	3D Full Colour	3D Half Tone	3D Line Art	2D Line Art
English	**Sime Darby** Plantation	**Sime Darby** Plantation	**Sime Darby** Plantation	**Sime Darby** Plantation
Bahasa Malaysia	**Sime Darby** Perladangan	**Sime Darby** Perladangan	**Sime Darby** Perladangan	**Sime Darby** Perladangan
Chinese (Simplified)	**Sime Darby** 种植	**Sime Darby** 种植	**Sime Darby** 种植	**Sime Darby** 种植
Chinese (Traditional)	**Sime Darby** 種植	**Sime Darby** 種植	**Sime Darby** 種植	**Sime Darby** 種植

Corporate Tagline

The Sime Darby corporate tagline is expressed in the languages below.

English

Developing Sustainable Futures

Bahasa Malaysia

Membina Masa Depan Yang Mampan

Chinese (Simplified)

开拓长久和稳定的未来

Chinese (Traditional)

開拓長久和穩定的未來

Sime Darby Logo Versions
Corporate Brand Logo with Corporate Tagline

In most cases, the corporate tagline **_Developing Sustainable Futures_** appears together with the Sime Darby logo. This is often done to strengthen our positioning as a company that strives to maintain sustainable economic, environmental and social development. There are two versions: horizontal and vertical. Please use the version most suitable for your creative application.

For all three versions, please use the following:
Casing : Sentence Case
Typeface : Briem Script
Colour : Pantone 483
(which is one of the colours in the secondary palette)
If the tagline falls against a dark / black background, use white as the font colour. In Half-Tone and Line Art materials, please use black as the font colour.

Vertical Format
For this version, the tagline is placed below the Sime Darby corporate logo. It is vertically aligned, with a gap between the logo and the tagline, with spacing equivalent to the letter "e" taken from the Sime Darby name in the corporate logo, as shown above.

Horizontal Format
In this version, the tagline is placed beside the Sime Darby corporate logo. It is horizontally aligned, with a gap between the logo and the tagline, with spacing equivalent to the letter "e" taken from the Sime Darby name in the corporate logo, as shown above.

Division Brand
For Division Brands, the tagline must always appear on the right of the Sime Darby logo, while the Division Brand descriptor should be placed below the corporate logo, as shown above.

Please note:
The relationship between the corporate logo and the tagline is fixed and should not be altered in any way. Please do not recreate new logos. Use the versions provided in the CD attached.

Sime Darby Logo Versions
Corporate Brand Logo with Corporate Tagline (Vertical)

The following designs illustrate the recommended vertical versions for corporate logo with tagline.

	3D Full Colour	**3D Half Tone**	**3D Line Art**	**2D Line Art**
English	Sime Darby — *Developing Sustainable Futures*	Sime Darby — Developing Sustainable Futures	Sime Darby — Developing Sustainable Futures	Sime Darby — Developing Sustainable Futures
Bahasa Malaysia	Sime Darby — *Membina Masa Depan Yang Mampan*	Sime Darby — Membina Masa Depan Yang Mampan	Sime Darby — Membina Masa Depan Yang Mampan	Sime Darby — Membina Masa Depan Yang Mampan
Chinese (Simplified)	Sime Darby — 开拓长久 和稳定的未来	Sime Darby — 开拓长久 和稳定的未来	Sime Darby — 开拓长久 和稳定的未来	Sime Darby — 开拓长久 和稳定的未来
Chinese (Traditional)	Sime Darby — 開拓長久 和穩定的未來	Sime Darby — 開拓長久 和穩定的未來	Sime Darby — 開拓長久 和穩定的未來	Sime Darby — 開拓長久 和穩定的未來

Sime Darby Logo Versions
Corporate Brand Logo with Corporate Tagline (Horizontal)

The following designs illustrate the recommended horizontal versions for corporate logo with tagline.

	3D Full Colour	3D Half Tone	3D Line Art	2D Line Art
English	Developing Sustainable Futures	Developing Sustainable Futures	Developing Sustainable Futures	Developing Sustainable Futures
Bahasa Malaysia	Membina Masa Depan Yang Mampan	Membina Masa Depan Yang Mampan	Membina Masa Depan Yang Mampan	Membina Masa Depan Yang Mampan
Chinese (Simplified)	开拓长久 和稳定的未来	开拓长久 和稳定的未来	开拓长久 和稳定的未来	开拓长久 和稳定的未来
Chinese (Traditional)	開拓長久 和穩定的未來	開拓長久 和穩定的未來	開拓長久 和穩定的未來	開拓長久 和穩定的未來

Sime Darby Logo Versions
Division Brand Logo with Corporate Tagline

The following designs illustrate the recommended versions of Division Brand logo with tagline.
Please note that the tagline always appears in horizontal format for Division Brands.

	3D Full Colour	**3D Half Tone**	**3D Line Art**	**2D Line Art**
English	Sime Darby — *Developing Sustainable Futures* — **Plantation**	Sime Darby — Developing Sustainable Futures — **Plantation**	Sime Darby — Developing Sustainable Futures — **Plantation**	Sime Darby — Developing Sustainable Futures — **Plantation**
Bahasa Malaysia	Sime Darby — *Membina Masa Depan Yang Mampan* — **Perladangan**	Sime Darby — Membina Masa Depan Yang Mampan — **Perladangan**	Sime Darby — Membina Masa Depan Yang Mampan — **Perladangan**	Sime Darby — Membina Masa Depan Yang Mampan — **Perladangan**
Chinese (Simplified)	Sime Darby — 开拓长久和稳定的未来 — 种植	Sime Darby — 开拓长久和稳定的未来 — 种植	Sime Darby — 开拓长久和稳定的未来 — 种植	Sime Darby — 开拓长久和稳定的未来 — 种植
Chinese (Traditional)	Sime Darby — 開拓長久和穩定的未來 — 種植	Sime Darby — 開拓長久和穩定的未來 — 種植	Sime Darby — 開拓長久和穩定的未來 — 種植	Sime Darby — 開拓長久和穩定的未來 — 種植

Sime Darby Relationship Descriptors
Text Version and Logo Version

Relationship descriptors may appear as text version or logo version. For the correct version to use, please check section B 3.

Ownership	**Sime Darby Corporate Brand**		**Sime Darby Division Brand**	
	Text Version	**Logo Version**	**Text Version**	**Logo Version**
100% **English**	A Sime Darby Company	A Company	A Sime Darby (Division Brand) Company	A (Division Brand) Company
Bahasa Malaysia	Syarikat Milikan Penuh Sime Darby	Syarikat Milikan Penuh	Syarikat Milikan Penuh Sime Darby (Jenama Bahagian)	Syarikat Milikan Penuh (Jenama Bahagian)
Chinese (Simplified)	森达美公司	公司	森达美（部门品牌）公司	（部门品牌）公司
> 50% **English**	A subsidiary of the Sime Darby Group	A subsidiary of the Group	A subsidiary of Sime Darby (Division Brand)	A subsidiary of (Division Brand)
Bahasa Malaysia	Subsidiari Kumpulan Sime Darby	Subsidiari Kumpulan	Subsidiari Sime Darby (Jenama Bahagian)	Subsidiari (Jenama Bahagian)
Chinese (Simplified)	森达美集团旗下子公司	集团旗下子公司	森达美旗下子公司（部门品牌）	旗下子公司（部门品牌）
50% **English**	An entity jointly controlled by Sime Darby Group & _____		An entity jointly controlled by Sime Darby (Division Brand) & _____	
Bahasa Malaysia	Sebuah entiti di bawah naungan bersama Kumpulan Sime Darby dan _____		Sebuah entiti di bawah naungan bersama Sime Darby (Bahagian Jenama) dan _____	
Chinese (Simplified)	由森达美集团与_____共同控制的企业实体		由森达美（品牌部门）与_____共同控制的企业实体	
< 50% / Mutual Agreement **English**	An associate company of the Sime Darby Group	An associate company of the Group	An associate company of Sime Darby (Division Brand)	An associate company of (Division Brand)
Bahasa Malaysia	Syarikat bersekutu Kumpulan Sime Darby	Syarikat bersekutu Kumpulan	Syarikat bersekutu Sime Darby (Jenama Bahagian)	Syarikat bersekutu (Jenama Bahagian)
Chinese (Simplified)	森达美集团联号公司	集团联号公司	森达美联号公司（部门品牌）	联号公司（部门品牌）

Clear Zone & Minimum Size

To maintain its integrity, the Sime Darby logo must be kept clear of other elements. This clear zone ensures optimal visibility for the logo.

The clear zone should not be less than the size of the letter 'e' taken from the Sime Darby name, as shown here.

To ensure visibility, readability and accessibility, the Sime Darby logo must never be smaller than 8.5mm as indicated below:

8.5mm

However, for relationship descriptors the minimum size should be no smaller than 4.25mm as indicated below:

A Sime Darby Motors Company

4.25mm

Font Size:
Balance Light - 3.5pt
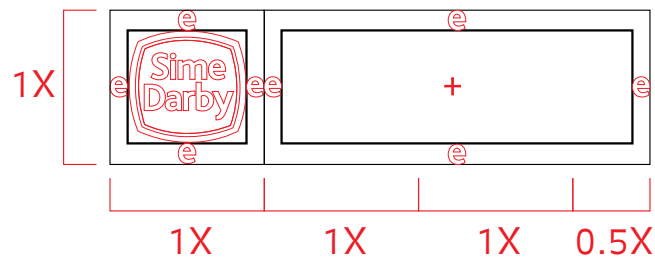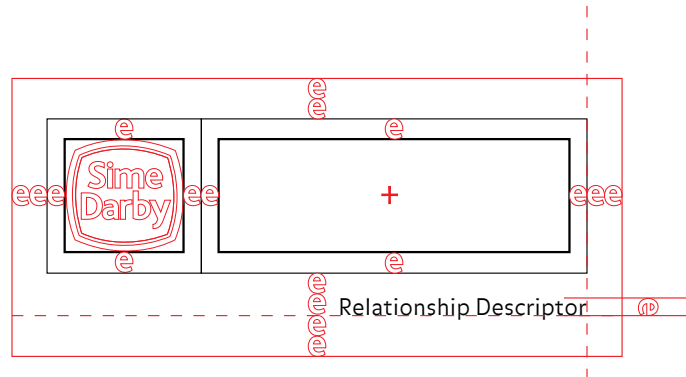
Clear Zone & Minimum Size
Lock-up Device with Horizontal Logo

The images below illustrate how the horizontal corporate logo lock-up should be done. The partner logo should be centred within a black outline box, which is 2.5X bigger in width than two letter "e's" taken from the Sime Darby name. Please observe the clear zone and minimum size rule as defined at the beginning of this section. In addition, for logo lock-ups with relationship descriptors, an additional clear space equivalent to the size of two "e's" taken from the Sime Darby name must be factored in below the descriptor.

Zoomed-in logo at 400%

The clear zone should not be less than the size of the Sime Darby corporate logo shield, as shown here.

Relationship Descriptor

The relationship descriptor should always be within the logo lock-up margins and flush right. The line should sit beneath the logo lock-up, within the clean zone, as illustrated.

Examples

A Sime Darby Plantation Company

A subsidiary of the Sime Darby Group

Please note:
For cases similar to the ones depicted here, the background colour should bleed to the borders as illustrated.
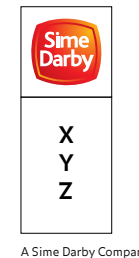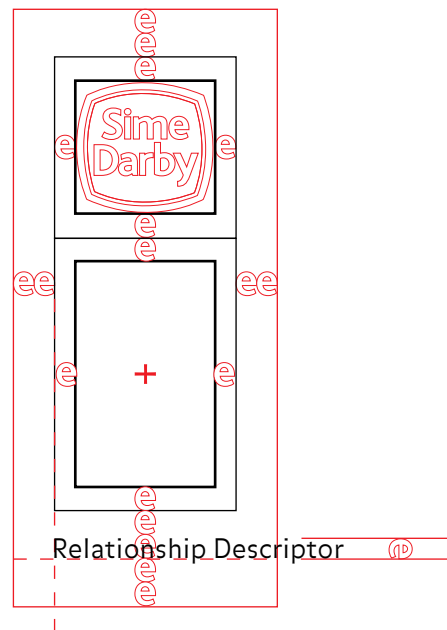
Clear Zone & Minimum Size
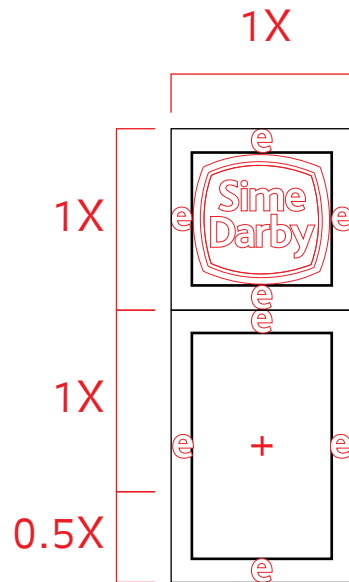## Lock-up Device with Vertical Logo

The images below illustrate how the vertical logo lock-up should be done. The logo partner should be centred within a black outline box, which has a height of no more than 1.5X of the Sime Darby logo. Please observe the clear zone and minimum size rule as defined at the beginning of this section. In addition, for logo lock-ups with relationship descriptors, an additional clear space equivalent to the size of two "e's" taken from the Sime Darby name must be factored in below the descriptor.

Zoomed-in logo at 400%

The clear zone should not be less than the size of two letter "e's" taken from the Sime Darby name, as shown here.
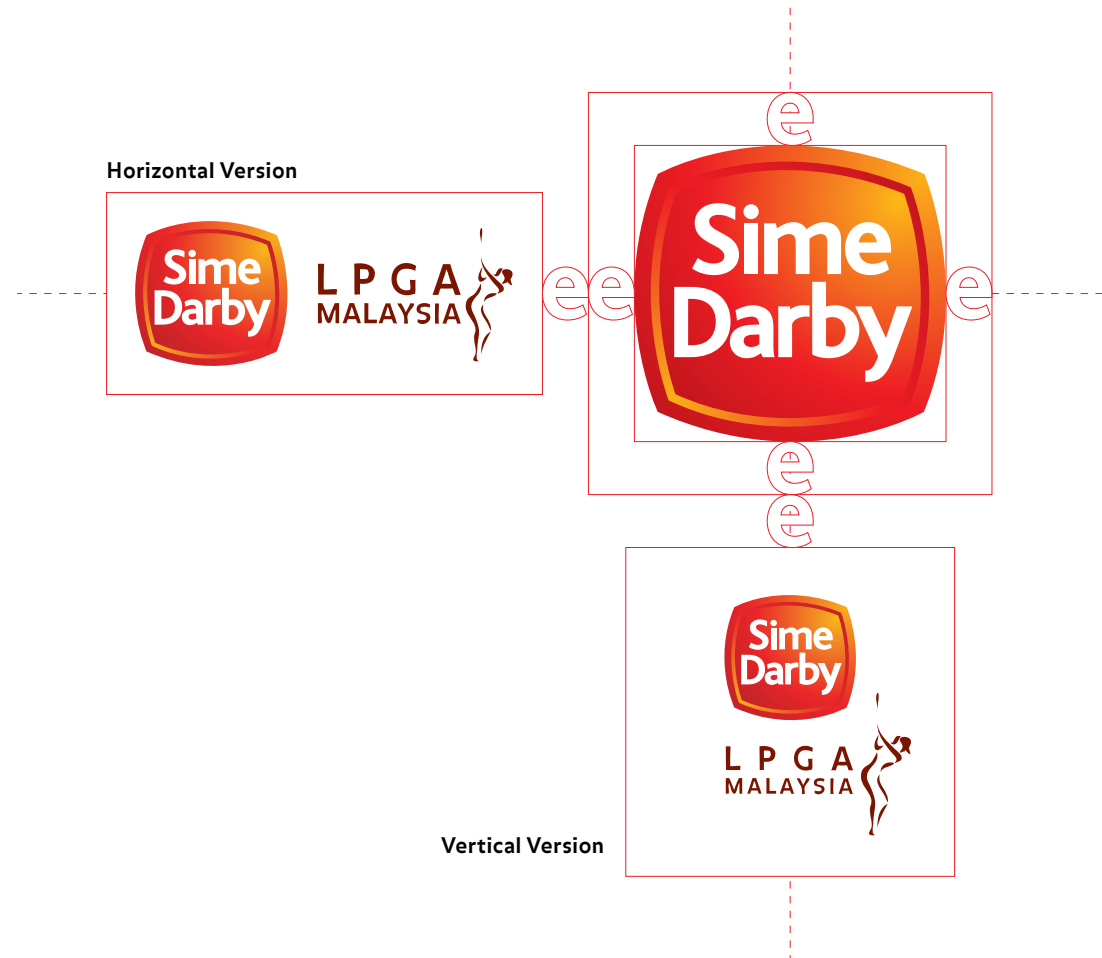

Relationship Descriptor

A Sime Darby Company

C 6

Sime Darby
Logo Guidelines

Event Sponsorship
Corporate Logo with Event Logo

There will be instances in which Sime Darby would be sponsoring certain events. In such cases, the following design applies. Please note the clear zone required between the corporate logo and the event logo, as indicated below.

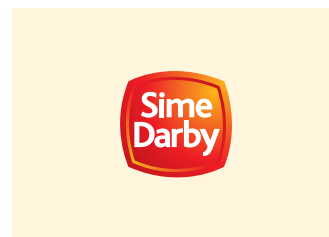**Horizontal Version**

Vertical Version

C 7

Colour Background

The Sime Darby logo may be reproduced in the following ways on coloured backgrounds. It is important to note that a white border is incorporated around the logo in dark colour backgrounds. This border is not neccessary in light colour backgrounds.

To avoid errors, please use the master artwork provided in the accompanying CD.

Light Colour Background
The Sime Darby logo may appear in full colour or single colour against light colour backgrounds, but care must be taken to avoid background colours that clash or contrast badly with the logo.

Dark Colour Background
The Sime Darby logo may appear in full colour or single colour against dark colour backgrounds, but care must be taken to avoid background colours that clash or contrast badly with the logo.

C 8
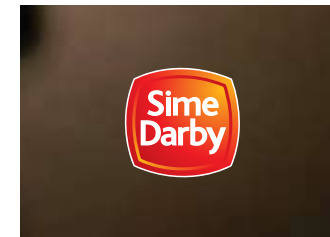
Sime Darby
Logo Guidelines

Textured Background

There will be instances when the logo has to be placed on a textured background. To ensure that the logo is prominently displayed, it is important that these backgrounds be considered carefully. Here are some examples of what not to do.
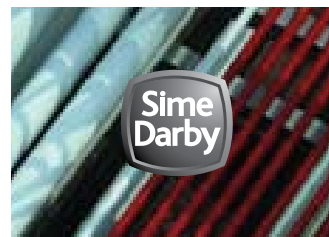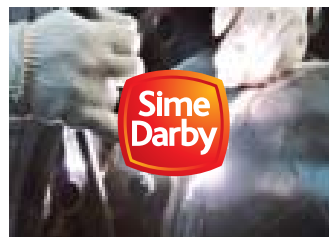
Acceptable Usage of the Logo on a Textured Background
The Sime Darby logo must always appear clearly and legibly on a simple and uncluttered area of the textured background. Here are some examples of acceptable textured backgrounds for different versions of the Sime Darby logo.

Unacceptable Usage of the Logo on a Textured Background
Avoid textured backgrounds that may overwhelm the Sime Darby logo. The logo should never be placed on backgrounds that may compromise the legibility of the logo.

Incorrect Usage of Logo

The Sime Darby logo is the most visible element of the brand. Its integrity must be maintained at all times. The logo should **never** be altered in any way. Here are some examples of what **not** to do.

Please note:

DOs
• Use the Sime Darby logo as one complete graphic.
• Use only artwork from the attached CD.
• Observe the clear zone around the logo.
• Check the integrity of the shield.

DON'Ts
• The Sime Darby logo should not be modified in any way.

Do not recreate the gradient.

Do not add a shadow.

Do not skew or rotate.

Do not use shape of shield indiscriminately.

Do not distort the proportion.

Do not use keyline.

Do not change the colour.