



BIJI-BIJI INITIATIVE

Branding Guideline 2023



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Who Are We?

The Biji-biji Initiative is an environmentally focused organization founded in June 2013 by a group of eco-conscious individuals. Central to its mission is the cultivation of changemakers through social and environmental impact accelerator programs. By facilitating access to education and innovative solutions, Biji-biji seeks to reinforce the larger sustainability ecosystem.

Our Values



ARTICULATE INTENTIONS THROUGH ACTION AND INNOVATION

To be purposeful in all we do, to drive towards a common good.

PRACTICE RESILIENCE AND PERSEVERENCE

To embrace change and challenges with grace and grit

EMBODY HUMILITY AND AUTHENTICITY

To be kind, real, and true to oneself and one another in any situation

BE BOLD AND CREATIVE IN BREAKING BOUNDARIES

To think beyond the norm in problem-solving and reaching greater heights.

STAND FOR INCLUSIVE AND SUSTAINABLE GROWTH

To always strive for growth, individually and collectively, for humanity and the environment.



Logo Usage



The Logo



Biji-biji
INITIATIVE



The Biji-biji logo must feature prominently in all visual communications, standing alone without amalgamation with other symbols or graphics. "Prominently displayed" denotes positioning the logo on the cover or at the outset of visual communications, maintaining clear space for readability, and adhering to the stipulated minimum size to preserve visibility and impact.

The primary logo is required on all print media (brochures, periodicals, etc.), all advertising, websites, all other media, and external communications according to appropriate guidelines.



The Spelling

Our brand name is meticulously stylized as "Biji-biji Initiative." Note that only the initial "Biji" is capitalized, emphasizing the organic and interconnected nature of our innovative initiatives. Furthermore, "Initiative" is deliberately spelled without an "s," underscoring the singular focus and commitment embedded in our approach.



Biji-biji Initiative

- Correctly spelled



Biji-Biji Initiative

- Only first "biji" is capitalized



Biji-biji Initiativess

- "Initiative" is singular



The Restrictions

To ensure the consistency and legibility of the logo, there are certain restrictions that should be applied to the logo.



Colour scheme

Do not stray from the color palette.



Elements of Logo

Do not rearrange elements of the logo.



Disproportionate scaling

Do not stretch or distort the logo.



Logo Orientation

Do not change the orientation of the logo



Drop Shadow

Do not use drop shadows when reproducing the logo

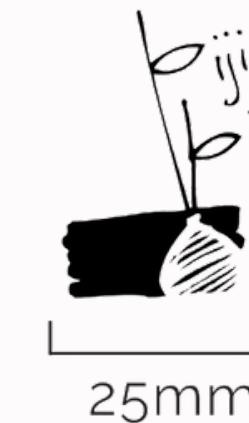
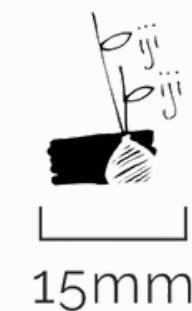


The Size

The application of the logo must not be less than 15mm in width as it will affect the legibility of the logo.

Preferred sizes for standard paper formats:

Smallest Size	15mm
Name Card	15mm
A4	>25mm
A3	>35mm





The Colour

The logo is always displayed in solid black, which was used to ensure visibility on a variety of surfaces. To guarantee visibility, it is advised against placing the logo on surfaces with deeper colors.

To preserve the integrity of the logo in a variety of settings, a solid white substitute color may be utilized in cases when the original black is inappropriate.



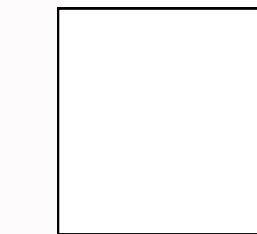
ORIGINAL COLOUR



BLACK
#000000



ALTERNATIVE COLOUR

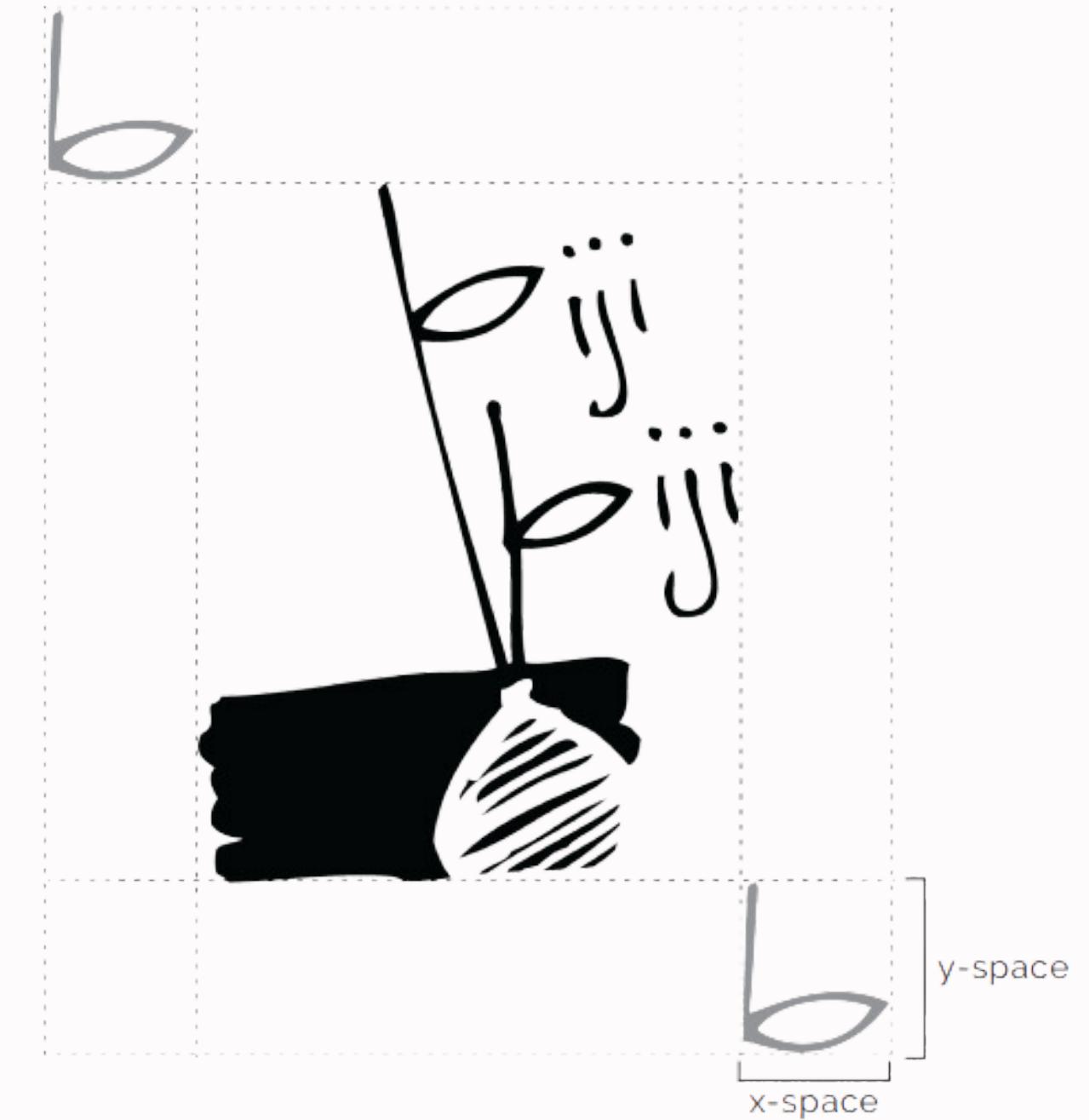


WHITE
#ffffff



The White Space

The minimum white space as referred to 'x-space' and 'y-space' is constant and is to be maintained when the logo is proportionally enlarged or reduced in size.

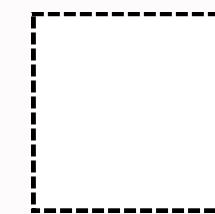




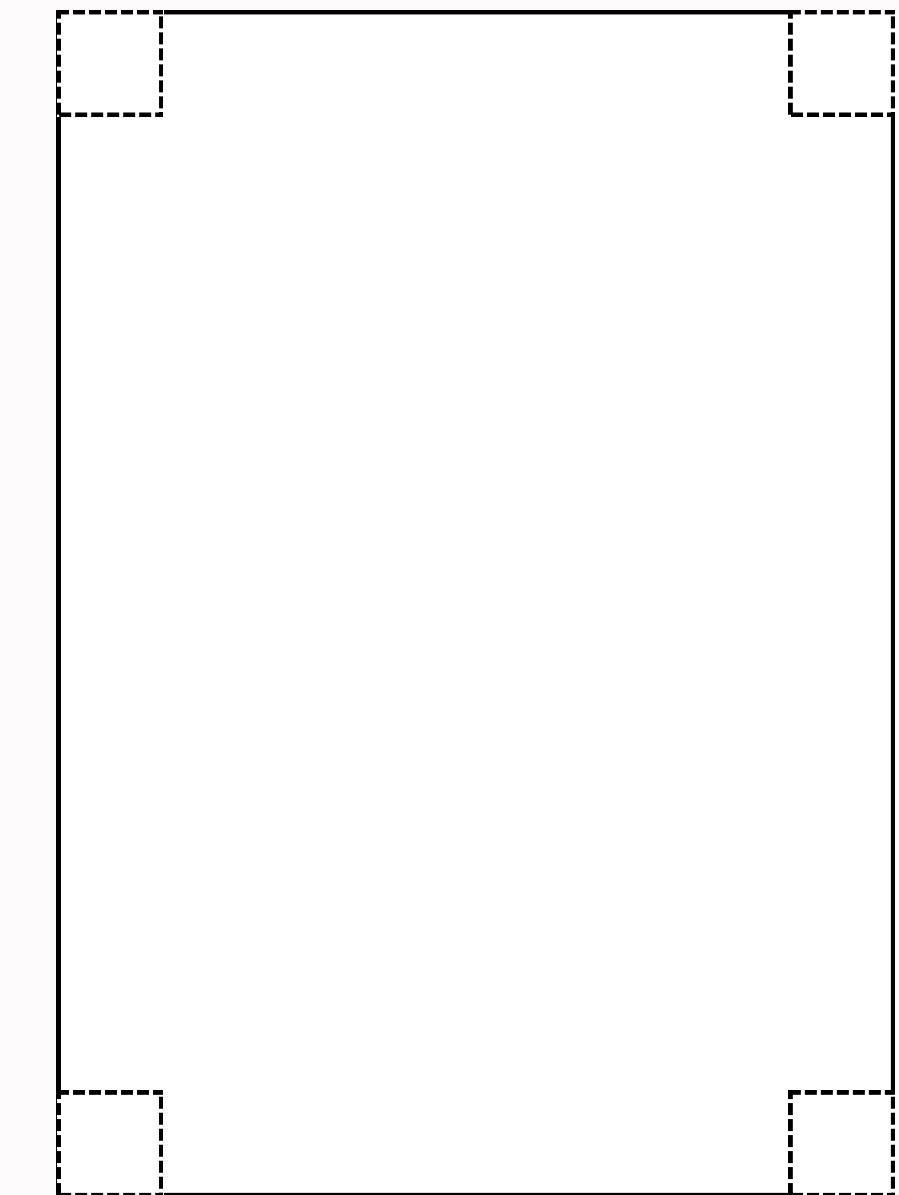
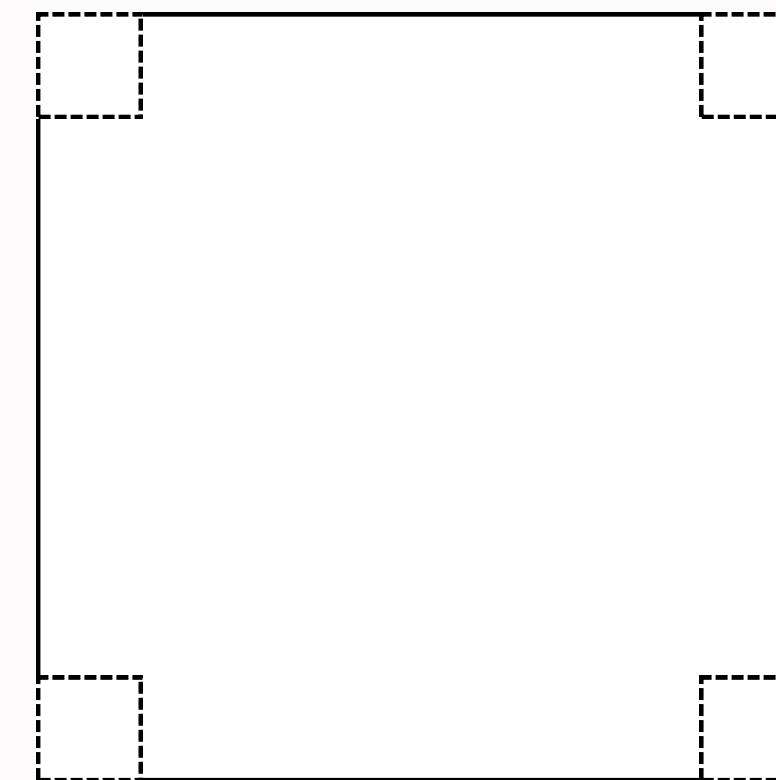
The Position

When the logo is used on its own it is always positioned as shown, adhering to isolation zone rules. In such to ensure optimal readability and recognition of the logo.

Note: Watermark must be added to all photos posted on social media and sent to members of the public, including press.



= Logo Position





Email Signature

Note: This e-mail signature must be used by every member of staff at Biji-biji.



Alex Tomkins

Communications Coordinator

Biji-biji Initiative | www.biji-biji.com

Phone: +6014 297 2597 | Email: alex@biji-biji.com

HQ Phone: +6036 419 44756

Lot 1-3, Level G1 Publika Shopping Gallery,
Solaris Dutamas, Jalan Dutamas 1, Kuala Lumpur 50480

We Make Things.

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Corporate Colour & Typeface

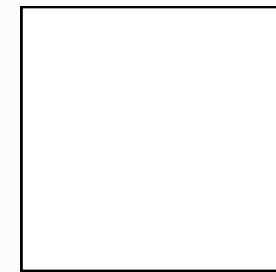


Corporate Colour

The corporate colour is solid black and white.

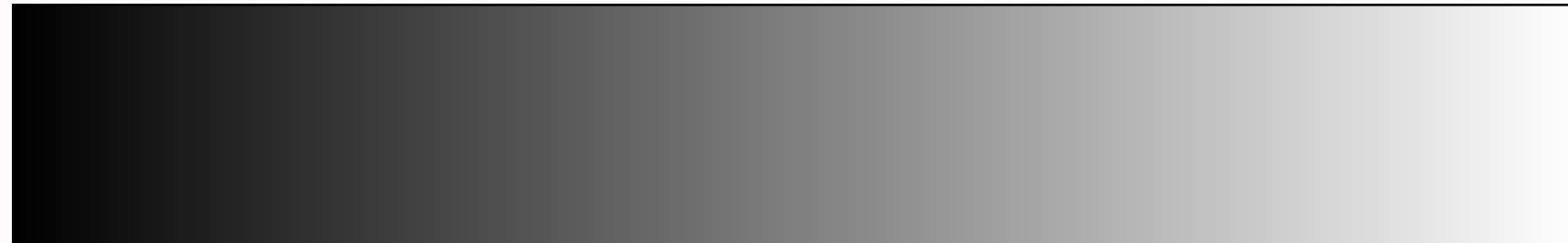


BLACK
#000000



WHITE
#ffffff

Alternative Colour



GRAYSCALE



Corporate Typeface

The typeface family 'Raleway' has been selected for corporate use.

Raleway Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Raleway Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Raleway Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Raleway Black

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()



Content Development



Aspect Ratio

When editing or creating digital content for social media, it is essential to follow few of the most common aspect ratio canvas.

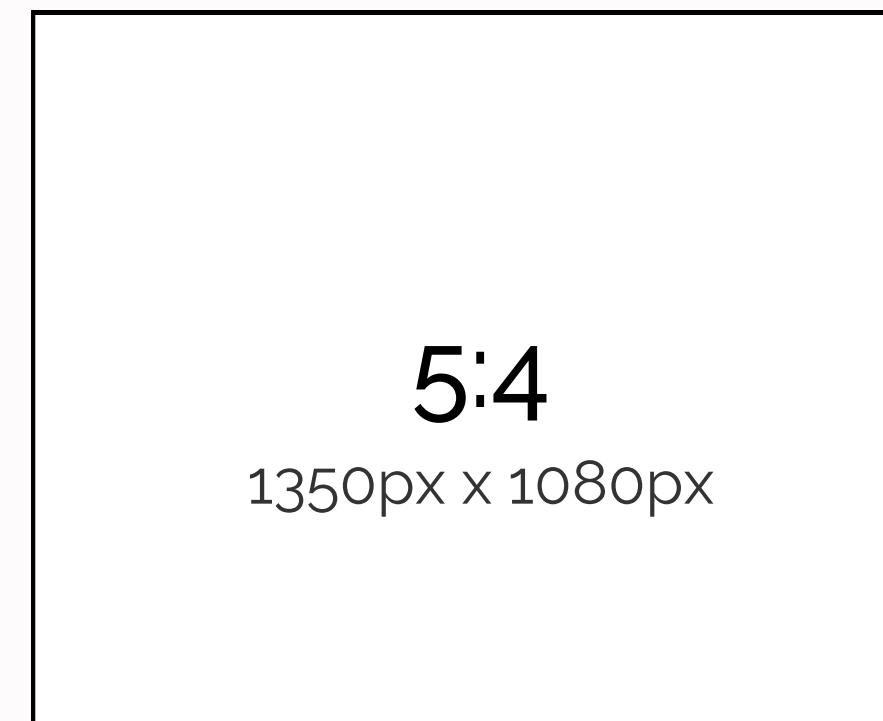


Post & Carousel



1:1

1080px x 1080px



5:4

1350px x 1080px



3:2

1620px x 1080px

Most Recommended

Recommended

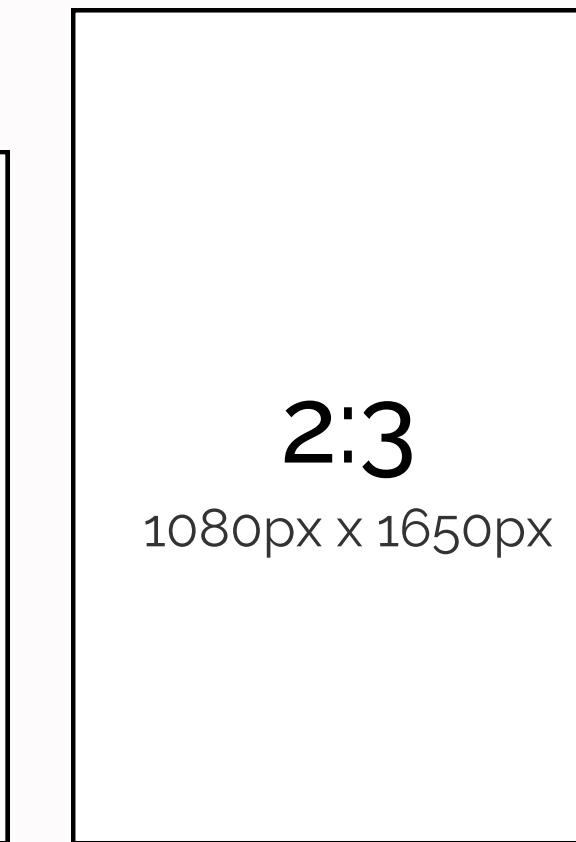
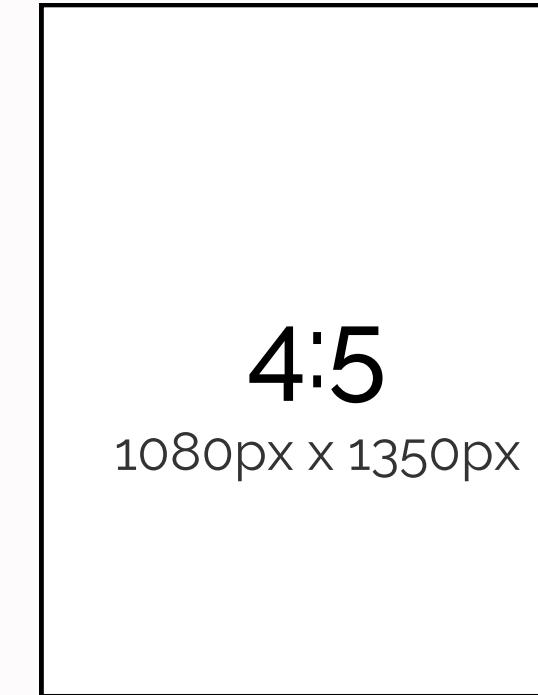


Aspect Ratio

When editing or creating digital content for social media, it is essential to follow few of the most common aspect ratio canvas.



Story, Reel, Video



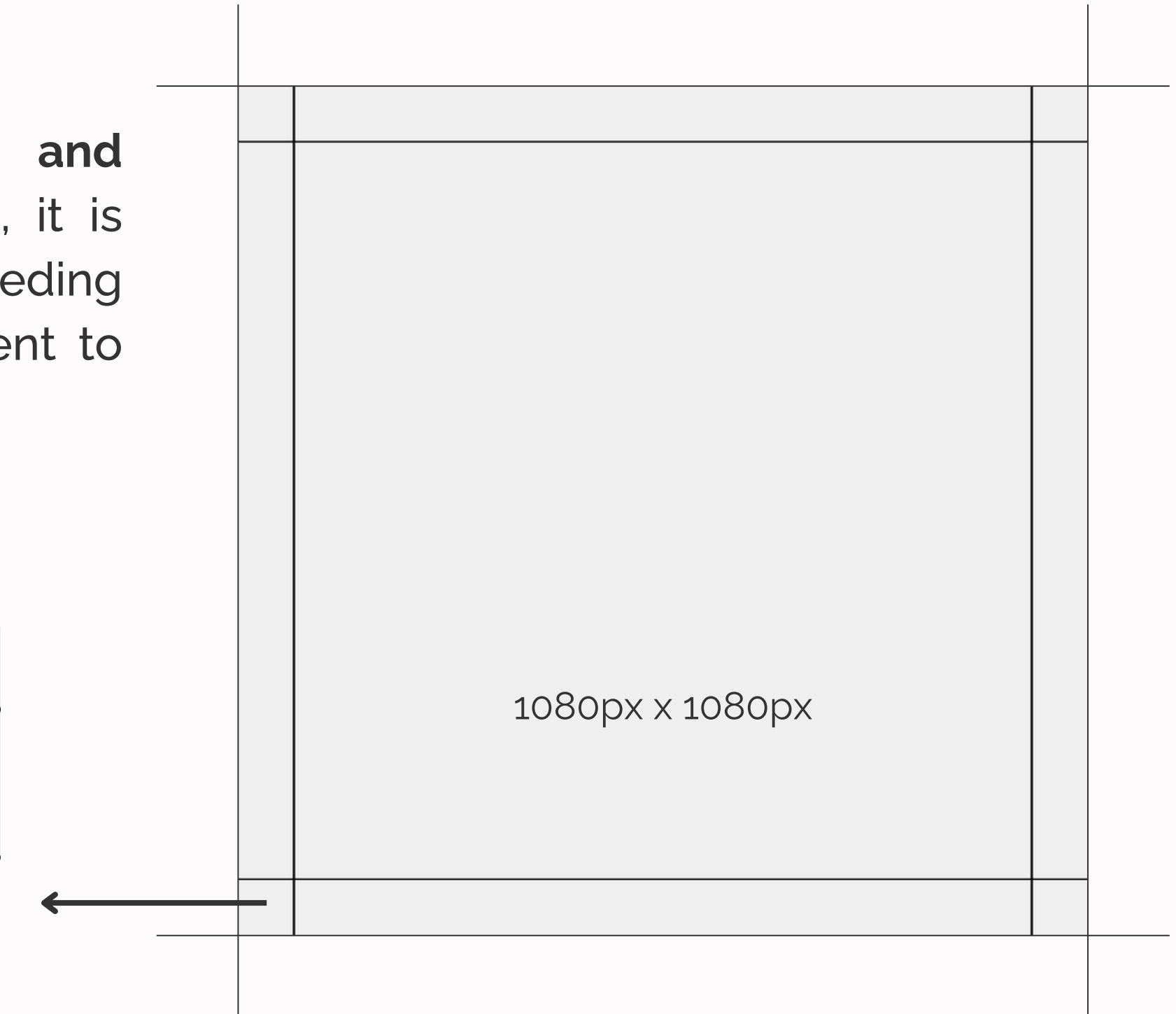
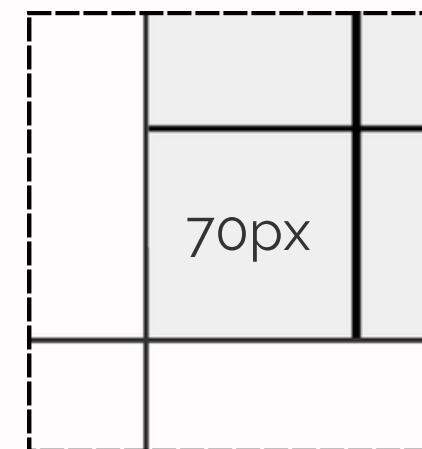
Recommended

Most Recommended



Negative Space

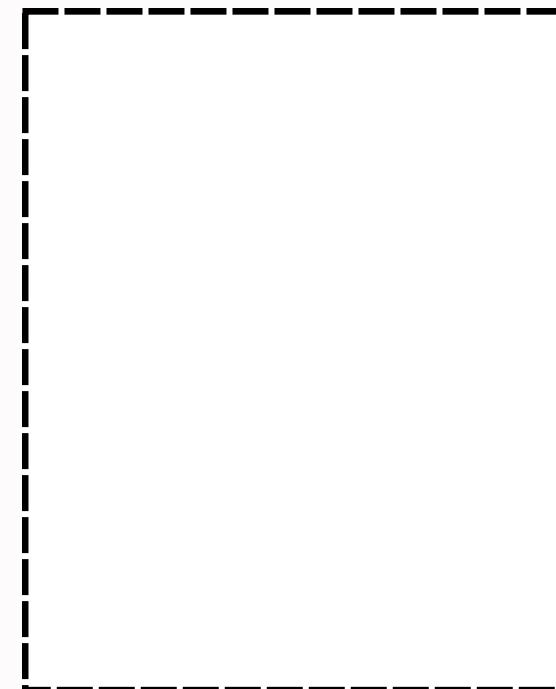
When editing or creating **posts** and **carousel** content for social media, it is essential to provide enough bleeding space (at least 70px) for the content to help viewers read better. At least



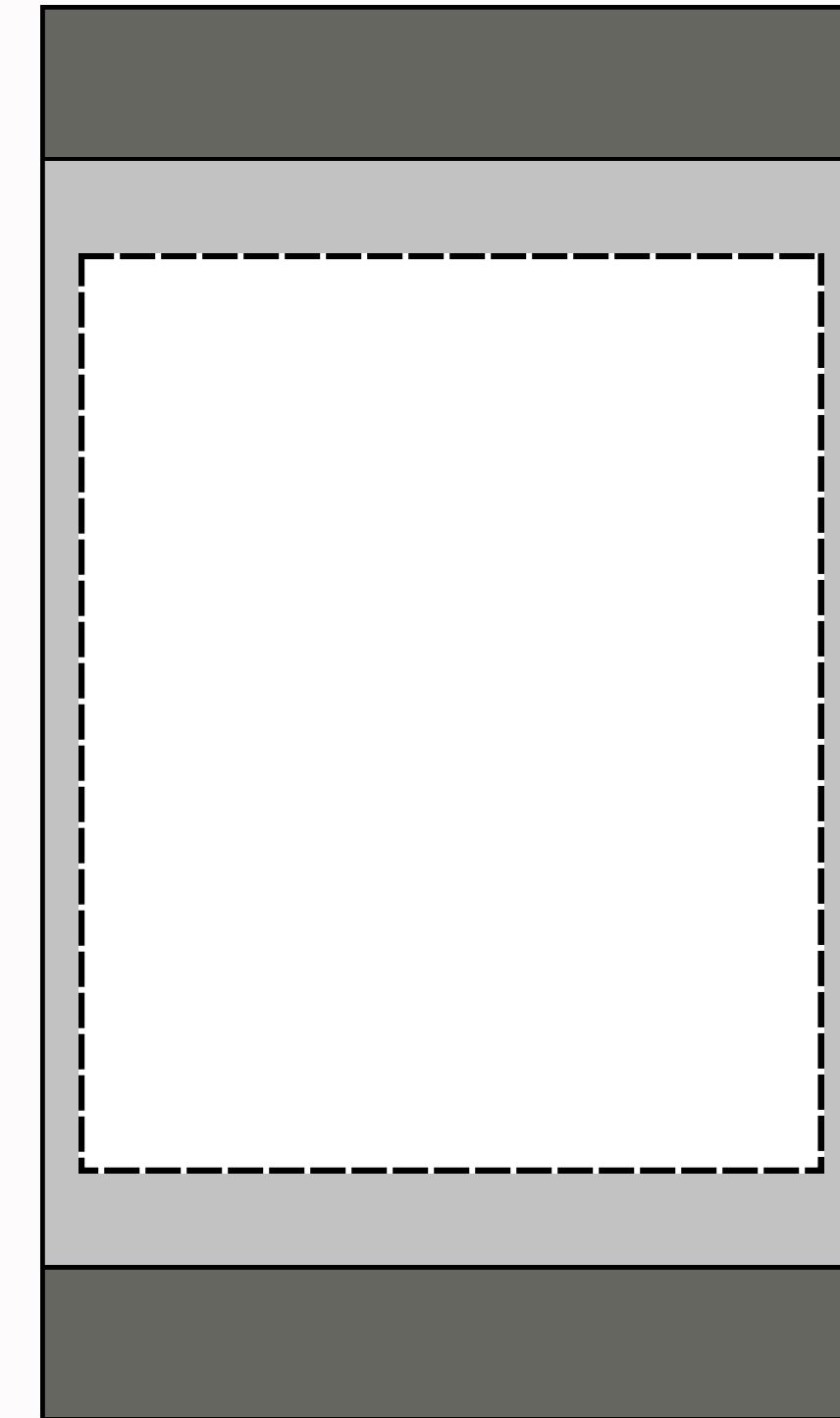


Negative Space

When editing or creating **video** content for social media, it is essential to provide enough negative space for the content as the platform's navigation bar(s) might interfere the content.



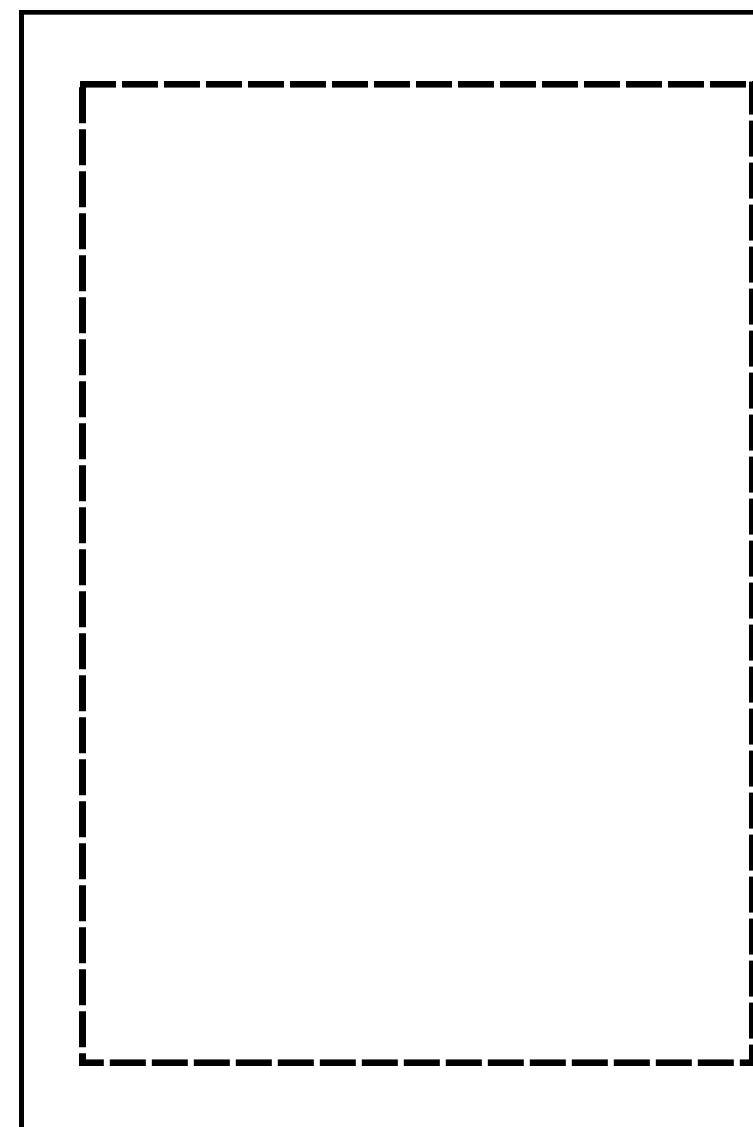
= Content





Margin & Bleed

When designing or creating reading material such as profile and event **booklets**, it is essential to follow a proper margin to give “breathing room” to readers. For printing materials: To avoid strips of white paper showing on the edges of your print when cut to size, take bleeding into account.



Environmental Impact Assessment

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ullamcorper tincidunt cursus. Phasellus fringilla auctor turpis, eleifend ornare libero hendrerit nec. Fusce vitae imperdiet ipsum. Cras rhoncus rutrum libero, ut mattis enim efficitur non. Morbi quis elementum diam, posuere accumsan tortor. Aenean ac dolor sit amet urna faucibus sagittis. Aliquam erat volutpat. Vivamus non ex id nisl dignissim rutrum sed non erat. Suspendisse semper tortor et diam tristique commodo. Integer in iaculis erat.

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02

Environmental Impact Assessment

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ullamcorper tincidunt cursus. Phasellus fringilla auctor turpis, eleifend ornare libero hendrerit nec. Fusce vitae imperdiet ipsum. Cras rhoncus rutrum libero, ut mattis enim efficitur non. Morbi quis elementum diam, posuere accumsan tortor. Aenean ac dolor sit amet urna faucibus sagittis. Aliquam erat volutpat. Vivamus non ex id nisl dignissim rutrum sed non erat. Suspendisse semper tortor et diam tristique commodo. Integer in iaculis erat.

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03





Canvas & Export

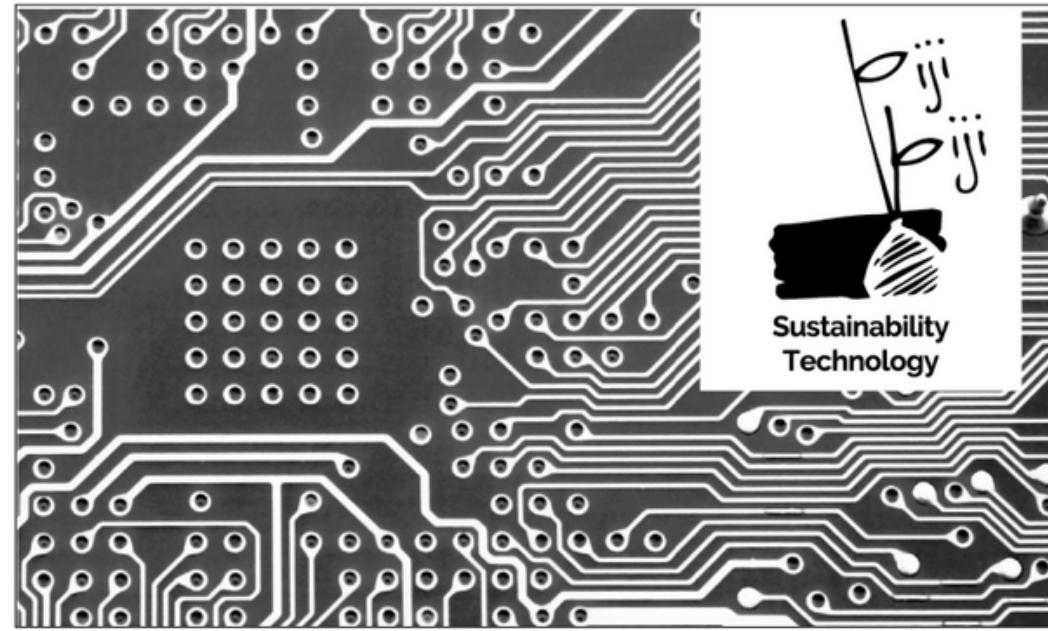
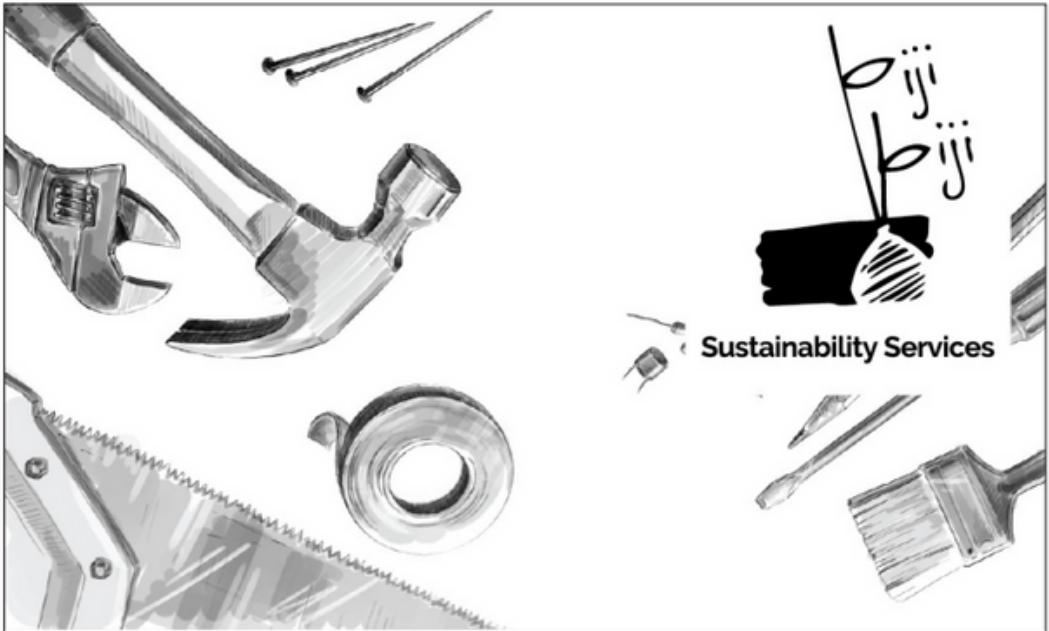
The full definition resolution is 1080p. However, when using any social media platform, most (if not all) platforms will have built-in compression. To avoid losing the quality of the content through compression, use a bigger size canvas (usually 2x bigger) and export using the standard 1080p size.

Aspect Ratio	Canvas Size (px)	Export Setting (px)
1:1	2160 x 2160	1080 x 1080
4:5	2160 x 2700	1080 x 1350
16:9	3840 x 2160	1920 x 1080



Contact Details

Namecard



Alex Tomkins
Communications Coordinator

alex@bijibiji.com
+6014 297 2597
www.bijibiji.com
facebook.com/bijibijiinitiative
instagram.com/bijibiji.initiative

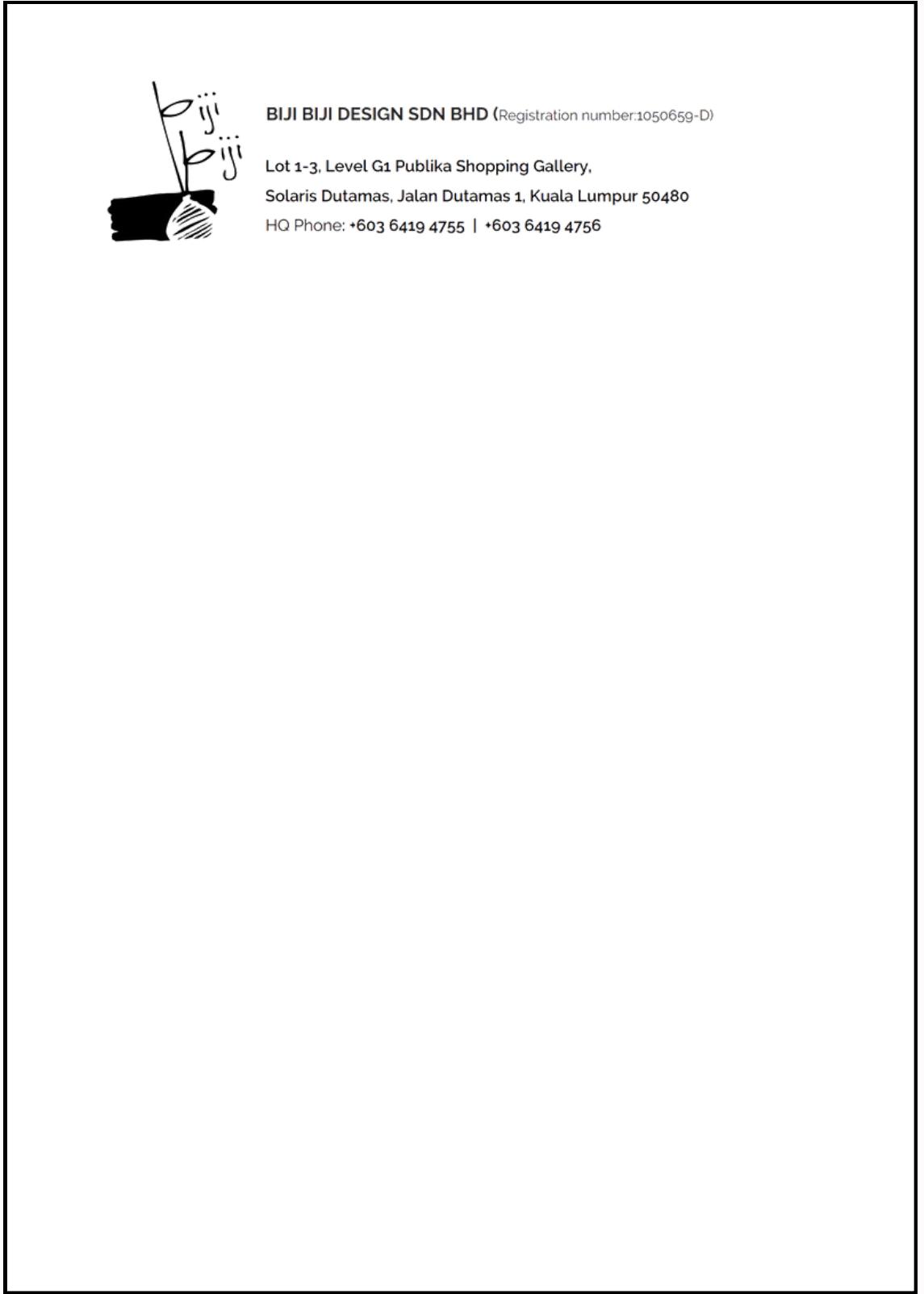
Biji-biji Design Sdn. Bhd.
Lot 1A-3, Level G1,
Publika Shopping Gallery,
Solaris Dutamas, Jalan Dutamas 1,
Kuala Lumpur 50480



BIJI-BIJI INITIATIVE

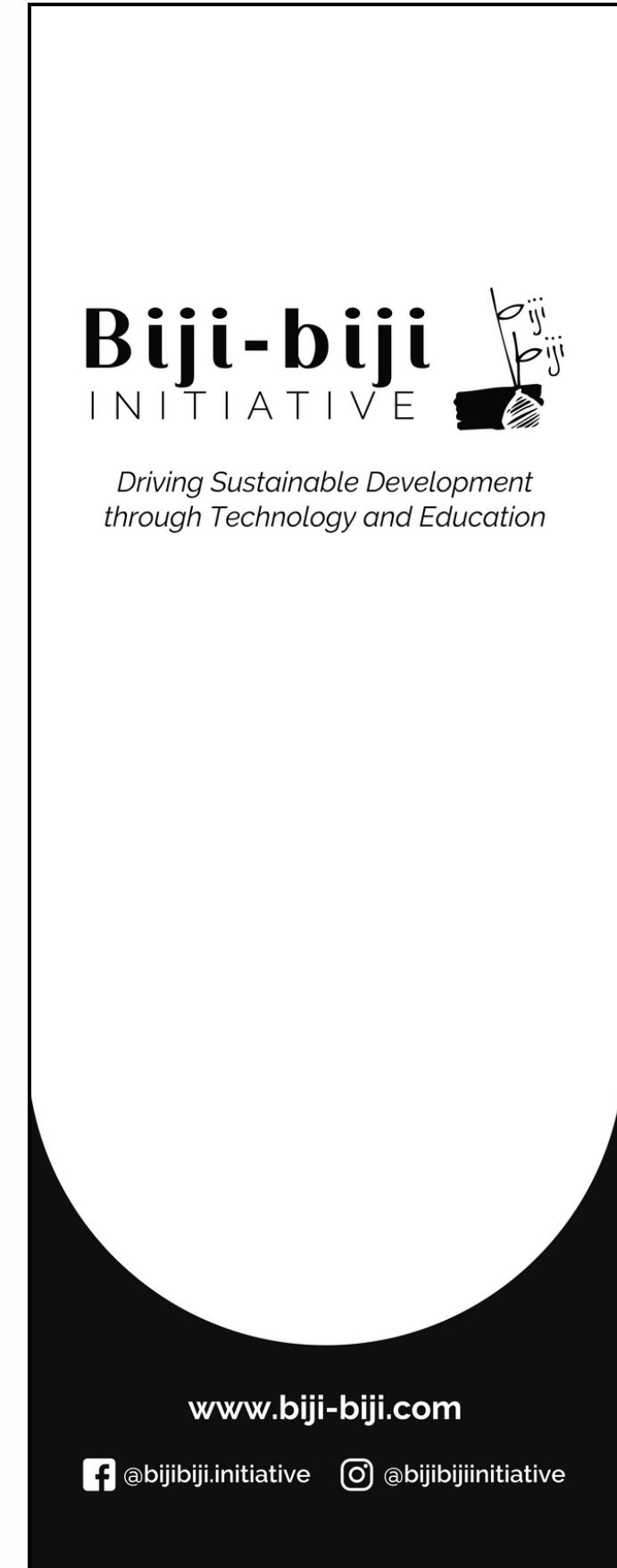
Letterhead

The primary Biji-biji logo and company details are to be positioned as shown.



Buntings

The primary Biji-biji logo and company details are to be positioned as shown.





Connect with Us

Biji Biji Design Sdn Bhd

Founded November 2012
1050659-D

HQ & Office

Lot 1-3 Level G1, Publika Shopping
Gallery Jalan Dutamas 1 50480
Kuala Lumpur
+603 - 6419 4755 / 4756

Factory

No 12 Jalan Perusahaan 27/K
Taman Perindustrian
Pandamaran 42000 Klang 014
939 4829 (William)



www.biji-biji.com



www.linkedin.com/company/bijibijiinitiative



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