



# **Brand Management Manual**

## Introduction

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This manual is an effective guide to the management, application and usage of the MTD Brand Strategy and its identity application on all communication materials.

These guidelines will serve as a framework for other brand manifestation and applications. It is expected that the guidelines will provide a consistent framework for all occasions where corporate brand application is concerned.

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# The Brand Strategy

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## INTRODUCTION TO MTD BRAND STRATEGY

The foundations of our stakeholders' brand experience; whether it is about internal working relationships or external customer and vendor relationships, are built on:

- A set of Core Brand Values and
- A Core Brand Essence

Applied across the brand's activities, they are seen in the Brand Identity (and all its applications), Brand Culture and staff behaviour.

The Brand Strategy printed in this Manual is a summarised version, designed for application by all relevant divisions. In areas where clarification is needed, the user is requested to contact the **Group Corporate Communications Department (GCCD)**, the official custodian of all MTD brand activities.

## THE CORE BRAND VALUES

- HONEST AND OPEN COMMUNICATION
- PARTICIPATIVE AND CO-OPERATIVE
- CREATIVITY, INNOVATIVE & INITIATIVE
- PRUDENT RISK-TAKING
- RECOGNITION & REWARDS FOR ACHIEVEMENT
- INDIVIDUAL DEVELOPMENT

## The Brand Strategy (Cont'd)

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### THE VISION AND MISSION STATEMENTS

#### VISION

- To be a global and world-class infrastructure conglomerate generating long-term sustainable earnings

#### MISSION

- We constantly strive to create a strong brand
- To be the preferred choice for employees, suppliers and customers in our industry
- Provide high-quality products and activities

In the performance of this corporate mission, we will be guided by the Core Brand Values of:

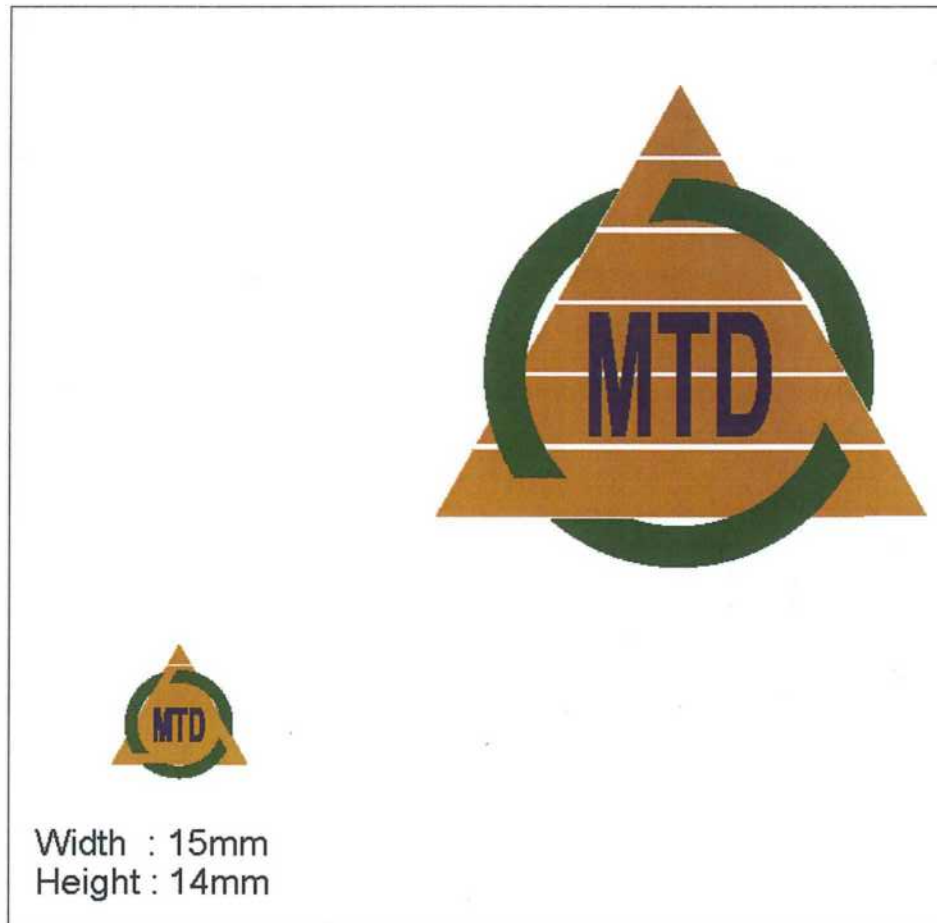
- HONEST AND OPEN COMMUNICATION
- PARTICIPATIVE AND CO-OPERATIVE
- CREATIVITY, INNOVATIVE & INITIATIVE
- PRUDENT RISK-TAKING
- RECOGNITION & REWARDS FOR ACHIEVEMENT
- INDIVIDUAL DEVELOPMENT

# CORPORATE BRAND IDENTITY



## Brand Identity: Configuration & Minimum Size

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- The relationship between each element that makes up the MTD brand identity is shown above.
- To ensure reproduction quality and readability, the MTD Brand Identity should never be smaller than **14mm x 15mm**.



## Minimum Clear Space Requirement

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- The minimum clear space requirement ensures that there is adequate space surrounding the brand identity. No graphics, typography or other elements should appear within the indicated space.
- Please observe the measurements indicated throughout the manual for clear space requirements.
- Before printing out any materials with MTD's Brand Identity, please obtain approval from GCCD at least 7 days prior to deadlines.



## Full Colour

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■ Pantone 117 U  
Process colour : m30 y100 k35



■ Pantone 336 U  
Process colour : c95 m50 y100 k14

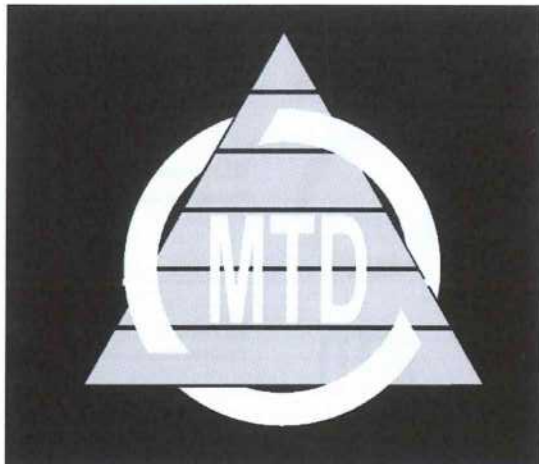
MTD

■ Pantone 275 U  
Process colour : c96 m96 k40

- MTD's corporate colours are green, blue and gold.
- As far as it is permissible, and when colour reproduction is available, the MTD brand identity should be reproduced in its full colour form.
- In cases where the background colour of a material used is similar to any colours carried in the brand identity, the brand identity in reversed form has to be applied.
- For light coloured backgrounds, the brand identity used should be in its full colour form.
- Printing on different types of paper will alter the colours significantly. It is important to observe the colour codes provided above to ensure the brand Identity is protected.
- The MTD brand identity can be reproduced in special printing effects i.e hot stamping and blind embossing.

## Reversed Colour

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■ Process colour : c15 m11 y12 k0



■ Process colour : c0 m0 y0 k0

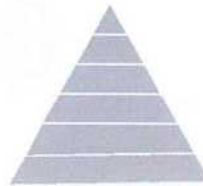


□ Process colour : c0 m0 y0 k0

- For dark coloured backgrounds, the brand identity used should be in its reversed form for maximum visibility.

## Black & White

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■ Process colour : c38 m30 y31 k0



■ Process colour : c73 m67 y65 k80

MTD

■ Process colour : c73 m67 y65 k80

- When colours are unavailable, the black & white MTD Brand Identity can be reproduced following the specifications indicated above.

## Brand Application Guideline



Do not distort or box in the MTD Brand Identity. Always scale the identity in proportion



Do not tilt the MTD Brand Identity in any way



The MTD Brand Identity should not be placed against any other overpowering background images



Do not print the MTD brand identity in any containing shapes



Do not add any effects to the MTD brand identity



Do not add any outlines to the MTD brand identity



Do not use the brand identity as a design or decorative element



Do not attach any elements to the MTD Brand Identity



Do not change the corporate colors of the MTD Brand Identity to anything other than the specified colors provided in this manual

## Brand Application Guideline (Cont'd)

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### Others:

- The MTD Brand Identity is a stand-alone element
- An attempt to reproduce the brand identity in the variations above or in any other form is strictly forbidden
- In the case where name of company or subsidiary companies need to be used, the typeface has to be in Arial Black and in upper case
- Do not create new logos to represent MTD Group
- Do not change the brand identity in any way
- Make sure there is enough clear space around the MTD Brand Identity as described in this manual
- Always present our logo type on an appropriate background

# TYPOGRAPHY





## Corporate Typeface

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<b>ARIAL BOLD</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-=+/~!@#\$\$%^&amp;*()_</b>
<b>ARIAL REGULAR</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-=+/~!@#\$\$%^&*()_
<b>ARIAL NARROW</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-=+/~!@#\$\$%^&*()_
<b>ARIAL ITALIC</b>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-=+/~!@#\$\$%^&amp;*()_</i>
<b>ARIAL BOLD ITALIC</b>	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-=+/~!@#\$\$%^&amp;*()_</i></b>
<b>ARIAL BLACK</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890-=+/~!@#\$\$%^&amp;*()_</b>

- Arial is the primary corporate typeface for MTD's brand applications.
- **Arial bold** is the preferred typeface for headlines for maximum visibility. The other variations of Arial may be used for subheads and body text, when deemed fit.
- For the name of the company and subsidiary companies accompanying the logo, all text should be in **Arial black** and in upper case.



# MARKETING & ADVERTISING



## Construction Site Branding

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### PROJECT'S NAME AND DETAILS

Development by



*Brand identity on white background*

### PROJECT'S NAME AND DETAILS

Development by



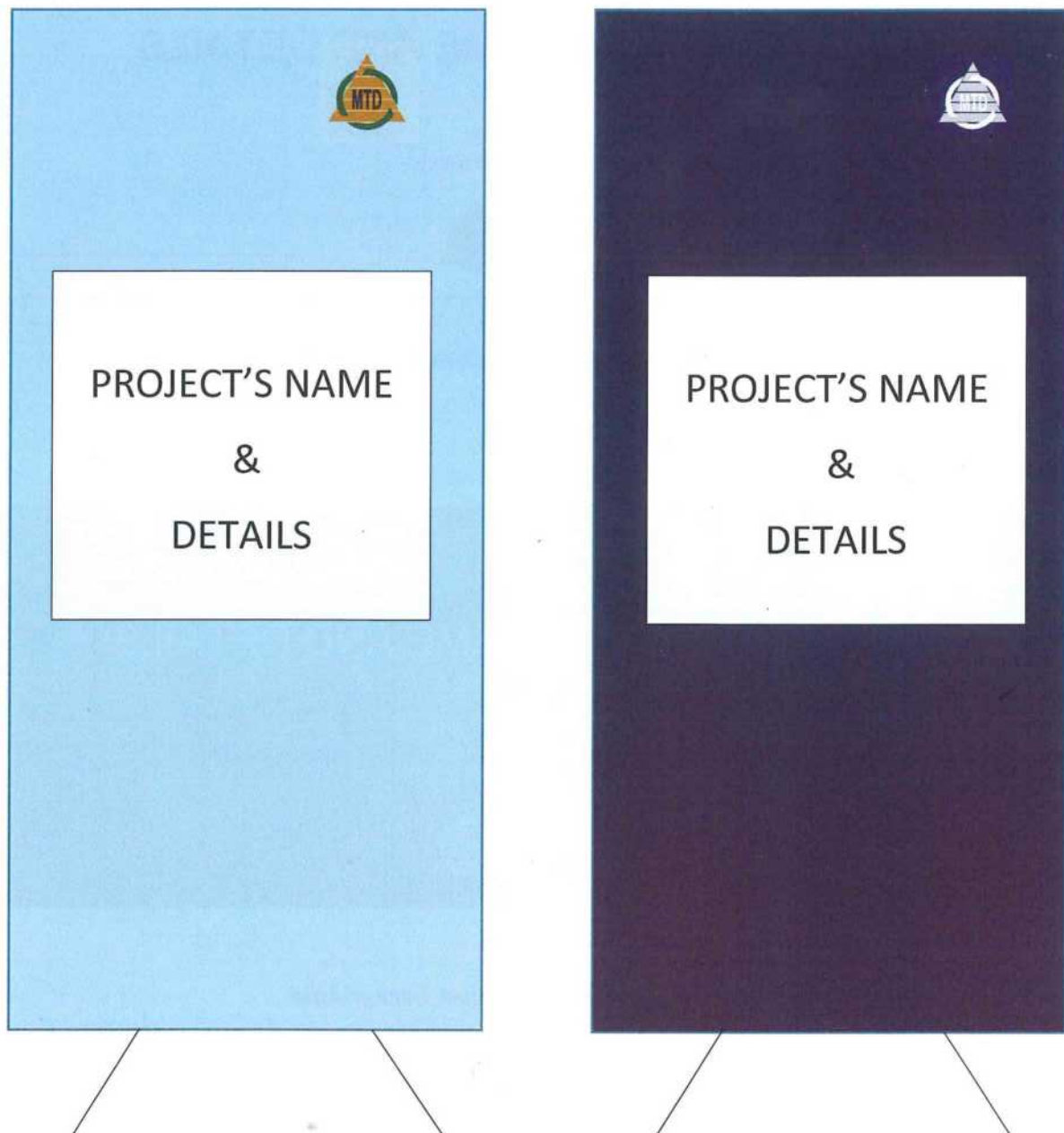
*Brand identity on dark background*

- However, the placement of MTD Brand Identity can be moved depending of the size and design of hoardings.

## Marketing Collaterals

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- Whenever possible, the fonts for the name and details of projects should be in Arial as indicated in this manual. However, for design purposes to suit festive seasons or events, other font types are allowed.



*Roll-up bunting*

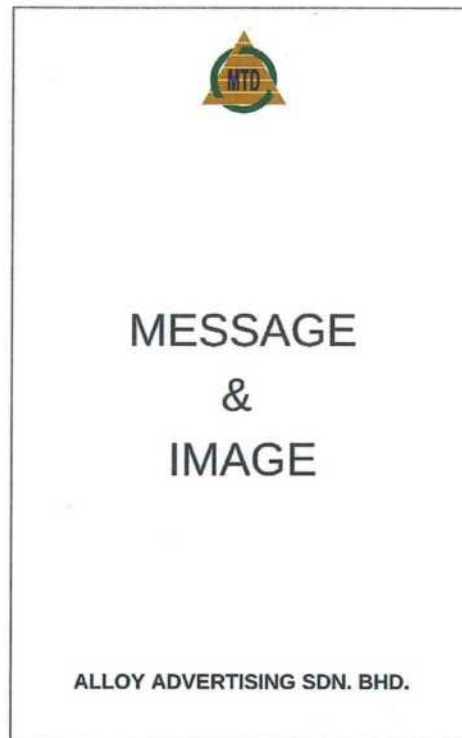


# MESSAGE & IMAGE

*Banner*

## Marketing Collaterals (Cont'd.)

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*LED billboard*



*Billboard*

- Font type for name of companies has to be in Arial Black and in uppercase as indicated in this manual.
- Please be informed that all artworks and materials involving MTD's brand Identity must be submitted to GCCD at least 7 days prior to a deadline, for approval.

# CORPORATE STATIONARY

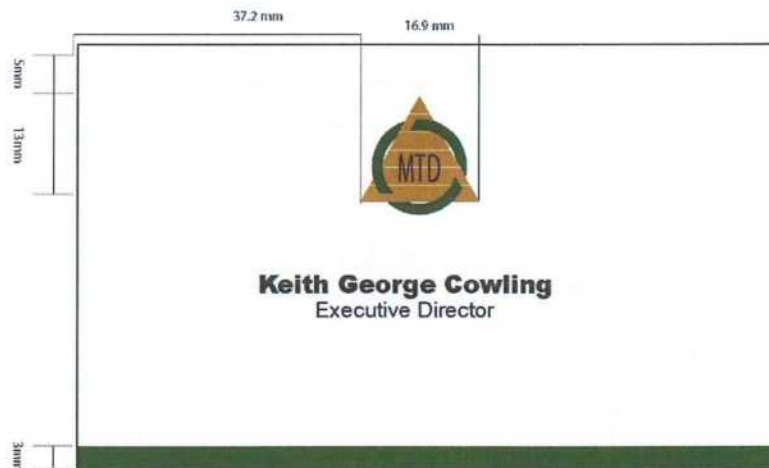


## Corporate Business Card

- The approved designs for business cards, letterheads, and envelopes are designed in a manner where the corporate identity is given prominence.

### Front Card Info

Font : Arial Black  
: Arial Regular  
Name : 9.5 pts  
Designation : 8.5 pts



### Back Card Info

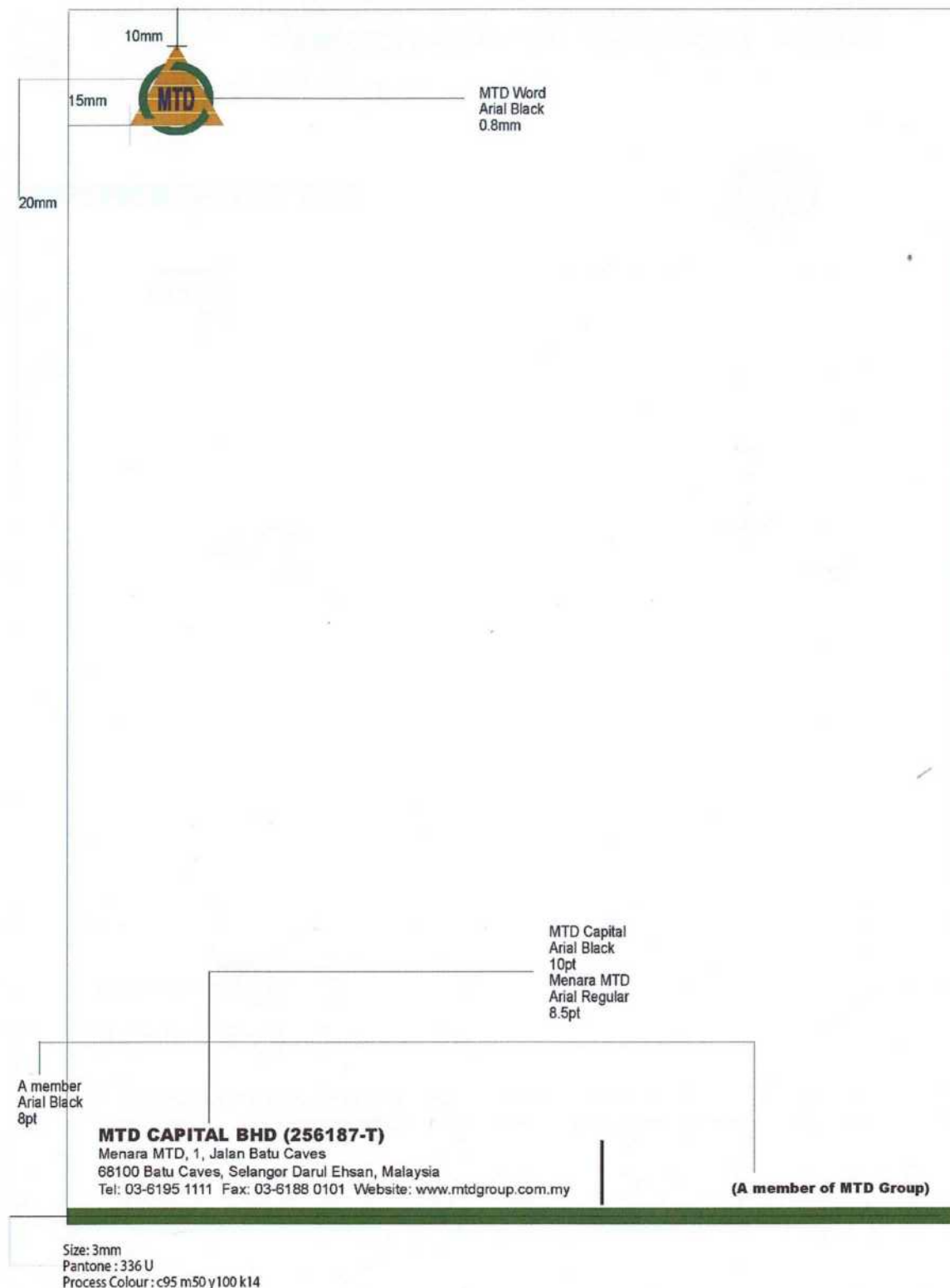
Font : Arial Black  
: Arial Regular  
Name of company : 8.5 pts  
A member of the MTD Group : 7.5 pts  
Address : 8 pts



- For readability and visibility, the measurement indicated in the image above must be adhered to at all costs.



## Letterhead



## Facsimile

FACSIMILE & MEMO SHEET - (W) 210MM X (H) 290.7MM

1.0mm



Logo size : (W) 22mm (H) 20mm

### FAX TRANSMISSION

Typeface:  
Arial Black  
16pt

From :  
Dept./Company :  
Date :  
To :  
Dept./Company :  
Fax No :  
No of pages :  
Fax No :  
No of pages :  
Ref :

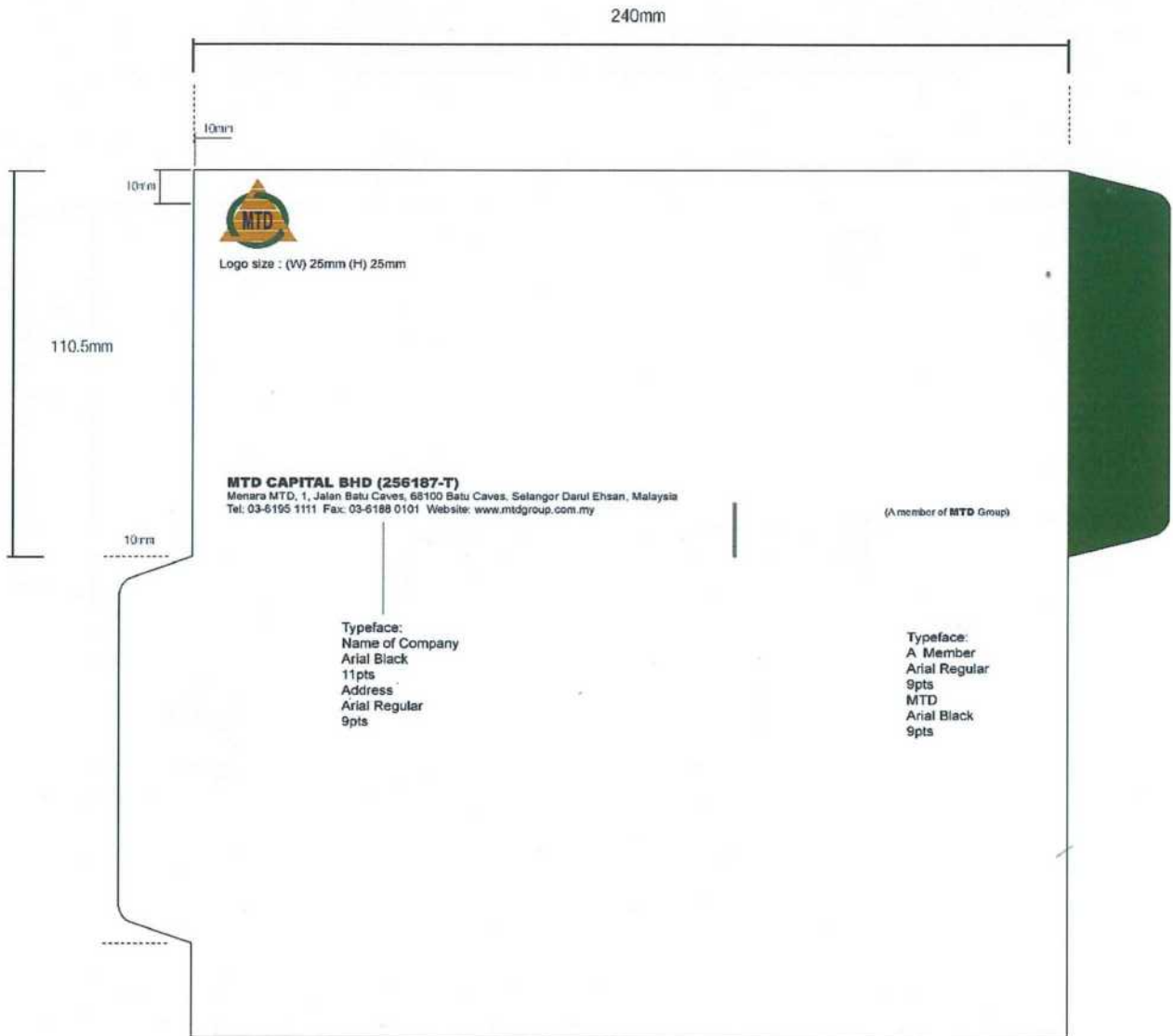
Typeface:  
Arial Regular  
11pt

Signature

Typeface:  
Signature: Arial Regular  
10pt  
MTD Group: Arial Regular  
10pt

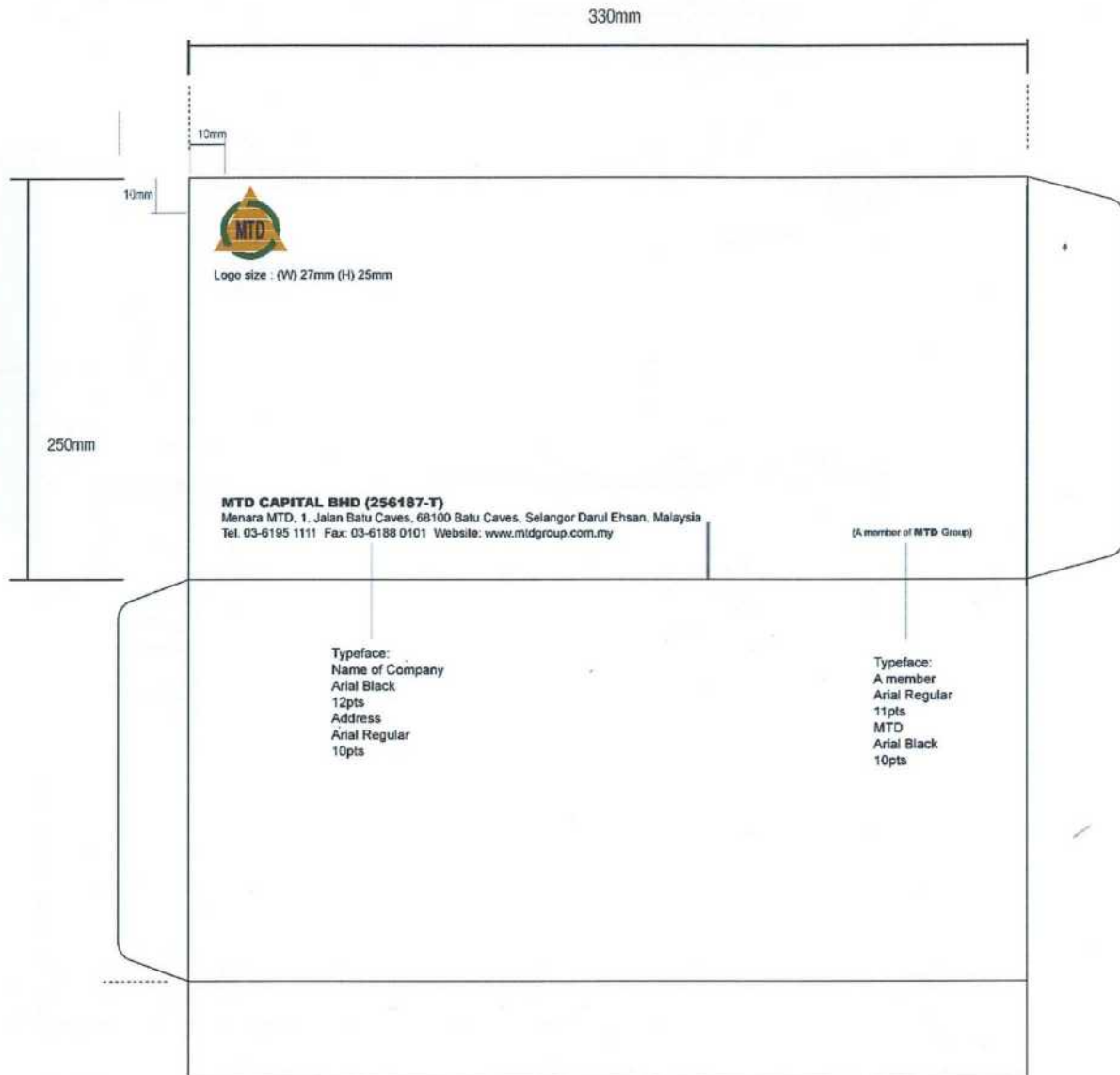
MTD Group, Menara MTD, 1, Jalan Batu Caves, 68100 Batu Caves, Selangor Darul Ehsan, Malaysia  
Tel: (603) 6195 1111 Fax: (603) 6188 0101 Website: [www.mtdgroup.com.my](http://www.mtdgroup.com.my)

## Envelopes



*Small envelope*

## Envelopes (Cont'd.)



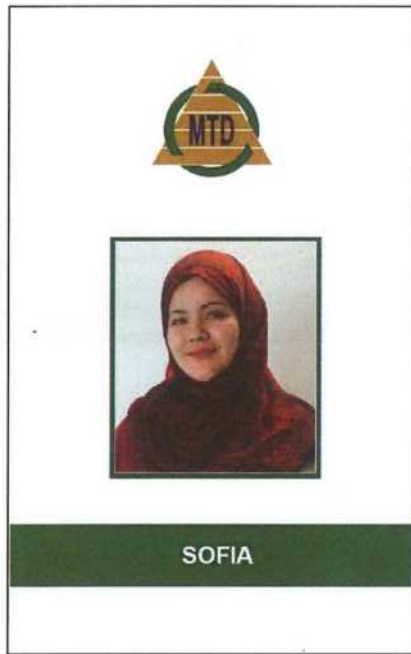
*Big envelope*

# LIVERY



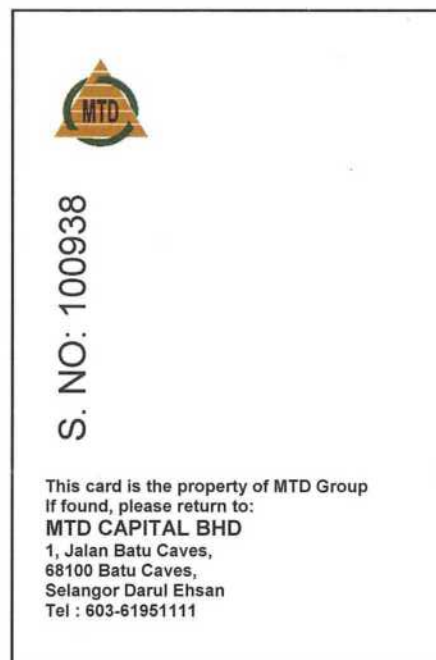
## Security Tag

ID CARD - FRONT



ID CARD - BACK

Name	Sofia Roseli
Company	MTD PMS Sdn Bhd
NRIC	xxxx-xx-xxx
Dept	Corporate Comm Dept.
Staff No.	MPMS0434
Date Joined	xx 20xx
Authorised Signature	
For Company Security Identification only	
This card is the property of MTD Group	
If found, please return to:	
	
1, Jalan Batu Caves	T +603 6195 1111
68100 Batu Caves	F +603 6186 2882
Selangor Darul Ehsan	

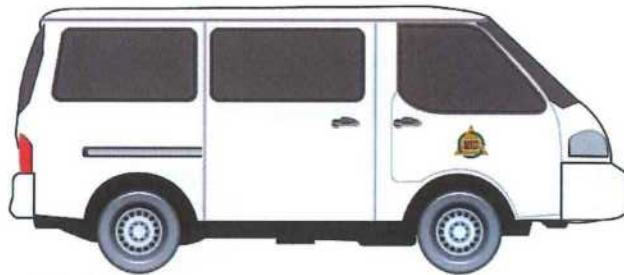
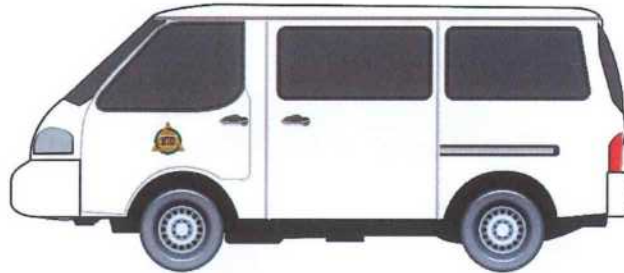


ACCESS CARD

## vehicle

MTD GROUP  
HIGHWAY & OPERATIONAL VEHICLE DESIGN

-VAN



Two sides of vehicle  
Align centre of door panel

Rear Bonnet





## Vehicle (Cont'd.)

MTD GROUP  
HIGHWAY & OPERATIONAL VEHICLE DESIGN

### - SEDAN (MANAGEMENT)



Front Hood

Align centre of hood

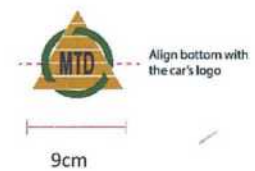


Two sides of vehicle

Align centre of door panel



Rear Bonnet



## Vehicle (Cont'd.)

MTD GROUP  
HEAVY VEHICLE DESIGN  
- 3 TONNES LORRY



Front Hood

Align centre of hood



19cm

Two sides of vehicle

Align centre of door panel



19cm

Rear Bonnet



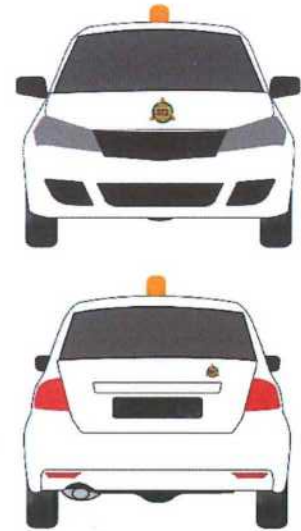
Align bottom with  
the car's logo

9cm

## Vehicle (Cont'd.)

MTD GROUP  
HIGHWAY & OPERATIONAL VEHICLE DESIGN

### - SEDAN



Front Hood

Align centre of hood



Two sides of vehicle

Align centre of door panel



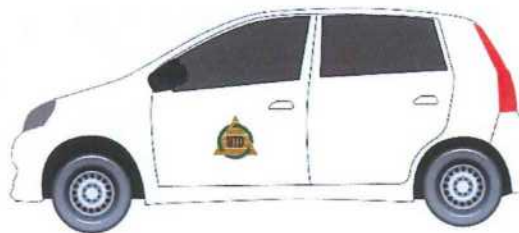
Rear Bonnet



## Vehicle (Cont'd.)

MTD GROUP  
HIGHWAY & OPERATIONAL VEHICLE DESIGN

### - COMPACT



Front Hood

Align centre of hood



Two sides of vehicle

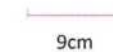
Align centre of door panel



Rear Bonnet

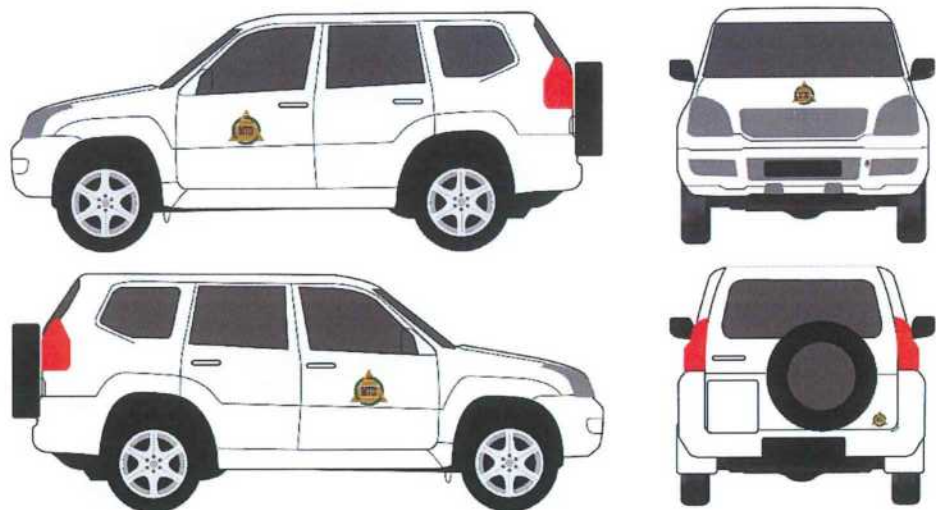


Align bottom with  
the car's logo



# Vehicle (Cont'd.)

MTD GROUP  
HIGHWAY & OPERATIONAL VEHICLE DESIGN  
- SUV



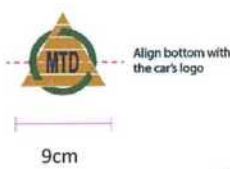
Front Hood  
Align centre of hood



Two sides of vehicle  
Align centre of door panel



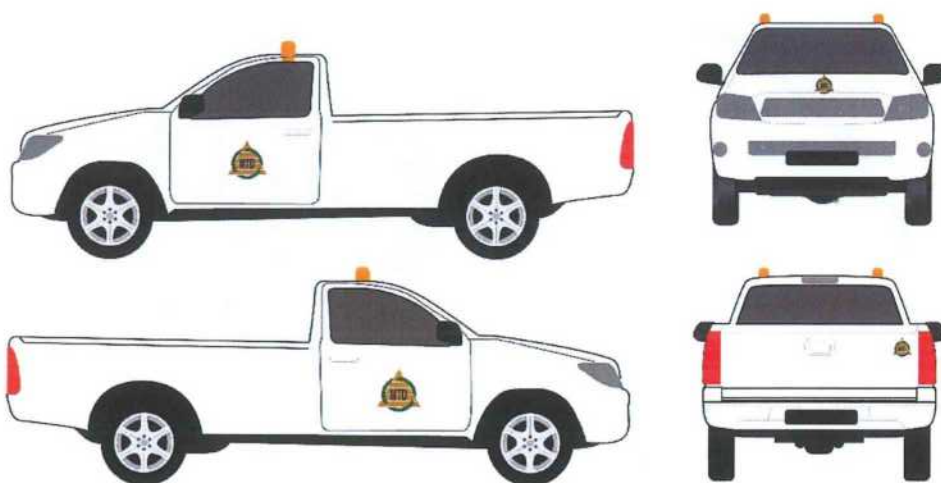
Rear Bonnet



## Vehicle (Cont'd.)

MTD GROUP  
HIGHWAY & OPERATIONAL VEHICLE DESIGN

### - PICK UP



Front Hood

Align centre of hood



19cm

Two sides of vehicle

Align centre of door panel



19cm

Rear Bonnet



9cm



## Car Sticker

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**Serial No.:**

**Reg. No.:**



## E-mail Signature

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Fazlyaton Hussein  
Head, Corporate Communications  
Strategic Management Division



**MTD GROUP**  
Menara MTD  
1, Jalan Batu Caves,  
68100 Batu Caves, Selangor  
DL : +603-6195 1266  
F : +603 6187 5055  
W : [www.mtdgroup.com.my](http://www.mtdgroup.com.my)

- Please adopt the following template for e-mail signature:

Fazlyaton Hussein  
Head, Corporate Communications  
Strategic Management Division



**MTD GROUP**  
Menara MTD  
1, Jalan Batu Caves,  
68100 Batu Caves, Selangor  
DL : +603-6195 1266  
F : +603 6187 5055  
W : [www.mtdgroup.com.my](http://www.mtdgroup.com.my)

- *Specifications:*

Spacing between each line :	1.0pt
Font type for MTD GROUP :	Arial in bold and uppercase
Font type for others :	Arial in sentence case
Colour for all font type :	Black
Logo width :	23mm
Logo height :	22mm

- The e-mail signature is part of the Group's corporate strategy to rejuvenate and strengthen our corporate brand & image in our correspondence to our stakeholders and the general public.