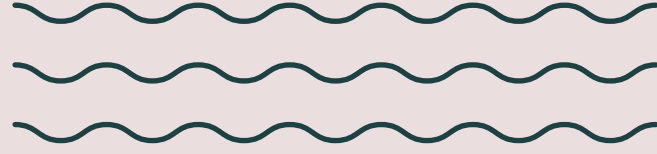


BRAND GUIDELINES



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INTRODUCTION

WELCOME

ABOUT

Sabah is one of the 13 member states of Malaysia. It is located in northern portion of the island of Borneo, appears to be unfairly rewarded with natural beauty.

Tourism, particularly eco-tourism is a major contributor to the economy of Sabah. With its simplicity and charm, made possible by their remarkably warm and welcoming people, Sabah is the ultimate haven to experience, explore and enjoy. Begin your discovery of Sabah today...

We aim to educate and surprise our guests with Sabah's untouched and conserved natural wonders and are focused on helping our guests customize their own travel packages and experience.

MISSION

Our mission is to deliver an unmatched quality of service and an unrivalled touring experience for you.

VISION

Our vision is to become one of the most recognized and valuable brands in Sabah.

LOGO

MAIN LOGO

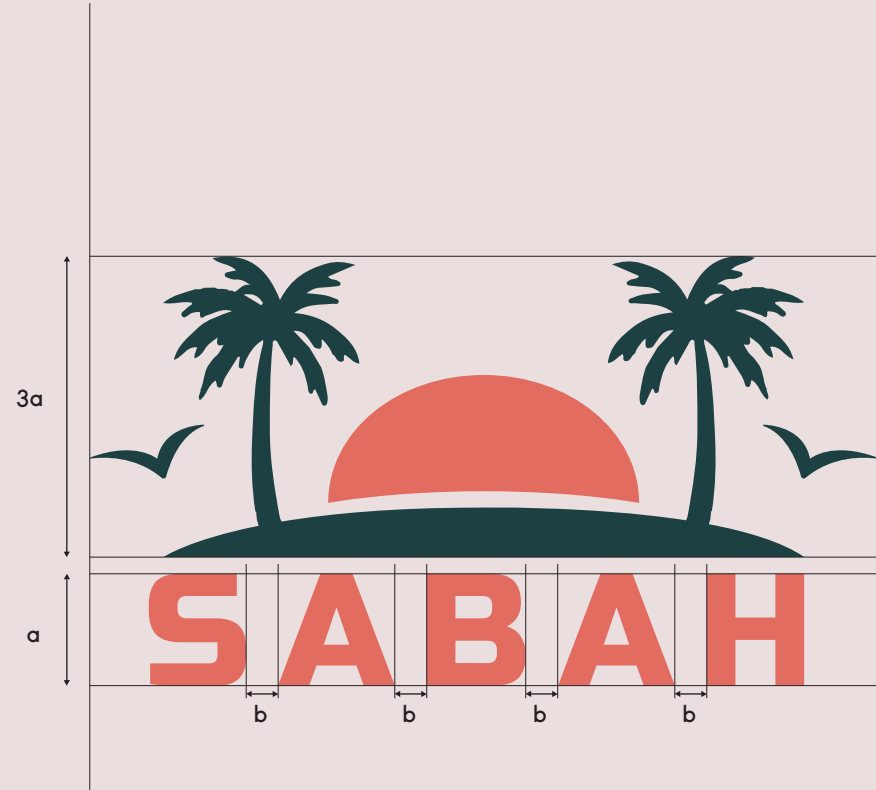
The main logo consists of two parts - the wordmark and the brandmark.

The logo was designed with specific proportions that allow the logo to feel balanced.



LOGO ANATOMY

The position and proportions of the logo are strictly fixed. They must not be changed or redraws for any reason.



LOGO & SLOGAN COMPOSITION

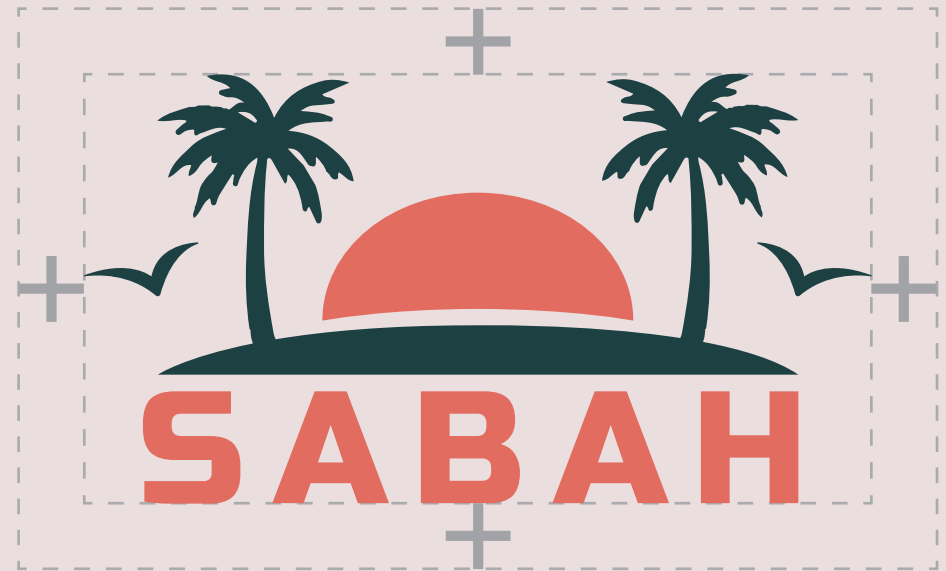
Experience, Explore and Enjoy is the slogan of the Sabah.

You can use these options as main part of a composition on Big Layout (e.g. poster, billboards, banner, etc)



LOGO EXCLUSIVE ZONE

The exclusion zone is essential for your logo to be clearly distinguishable from other graphic elements. Please avoid positioning any elements closer than the defined exclusion zone.



The "+" symbol acted the measurement of the clear space's height surrounding the logo.

INCORRECT USAGE

In order to preserve the integrity of the logo, please avoid executions which misuse, amend or trivialize the identity.

Here are some examples of what not to do.



1. DO NOT distort the logo



2. DO NOT change the proportions



3. DO NOT change the colors



4. DO NOT change the opacity of the logo



5. DO NOT apply a drop shadow to the logo



6. DO NOT change the font of the logo

TYPOGRAPHY

Primary Typeface :

Russo One

Russo One font is the font for the main logo.

Aa

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

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

~ ! @ # \$ % ^ & * () _ + { } | : " < > ? ` - = [] \ ; ' , . /

1 2 3 4 5 6 7 8 9 0

Secondary Typeface :

Biko

Biko font is the font for the company's slogan.

Ad

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

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

~ ! @ # \$ % ^ & * () _ + { } | : " ' < > ? ` - = [] \ ; , . /

1 2 3 4 5 6 7 8 9 0

Tertiary Typeface :

Louis George Café

Louis George Café is the font for the content.

Aa

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

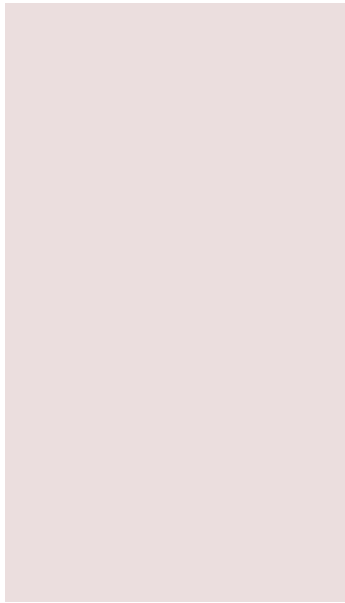
a b c d e f g h i j k l m n o p q r s t u v w x y z

~ ! @ # \$ % ^ & * () _ + { } | : " < > ? ` - = [] \ ; ' , . /

1 2 3 4 5 6 7 8 9 0

COLOR

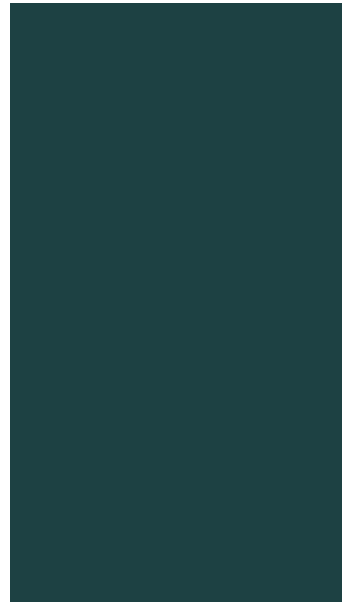
Brand Color inspired from sunset & nature tone colors



efe7e6



d3715c



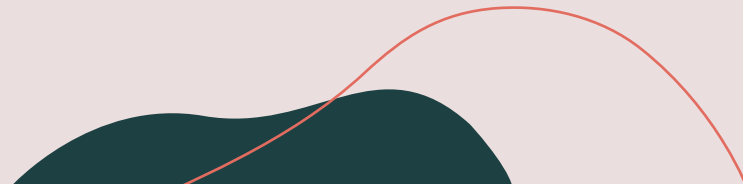
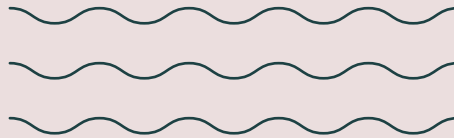
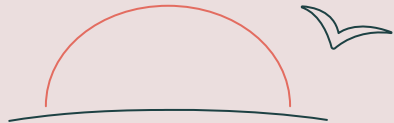
1b3e41



142c2c



DESIGN ELEMENTS



STATIONERY SET



Jalan, 88400 Kota Kinabalu, Sabah, Malaysia
123-4567-8910 | sabah123@gmail.com

TO WHOM IT MAY CONCERN :

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery but without the additional costs involved.

Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

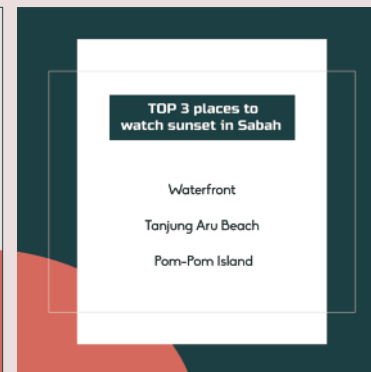
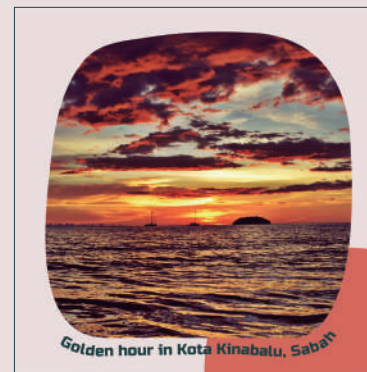
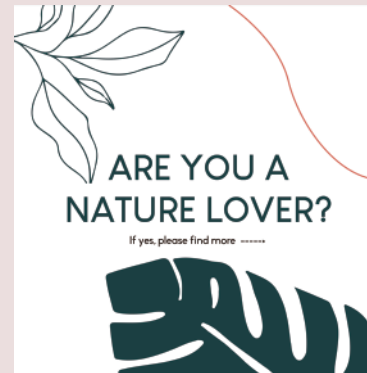
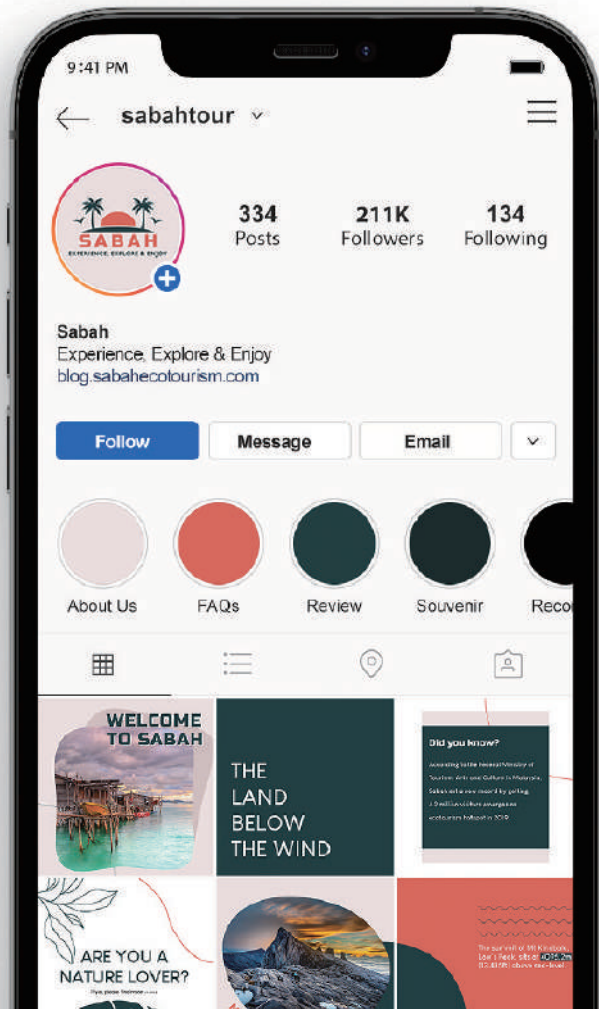
SINCERELY,

HAN SUBIN



ADVERTISING COLLATERAL

INSTAGRAM FEED



TRAVEL BROCHURE



ROAD BANNER



BILLBOARD



SOUVENIOR

SABAH TEA



BEACH BAG



HAND SANITIZER



PROMOTIONAL POSTER



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