

MOHR



CORPORATE DESIGN GUIDELINE MANUAL FOR THE LOGO OF

DEPARTMENT OF SKILLS DEVELOPMENT (DSD) / *JABATAN PEMBANGUNAN KEMAHIRAN (JPK)*

MINISTRY OF HUMAN RESOURCES (MOHR)

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2.0 IDENTITY

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1.0 IDENTITY ELEMENTS

1.1 LOGO RATIONALE

The letter M on the JPK logo derived from the word ‘Mahir’ or ‘Skills’. It is also originated from the organization status of “Majlis Latihan Vokasional Kebangsaan” (National Vocational Training Council) whose functions & responsibilities were taken over by the Department of Skills Development [Jabatan Pembangunan Kemahiran (JPK)] following the enactment of the National Skills Development Act 2006 (Act 652) on 1st September 2006.

The blue color depicts the JPK’s target group of recognizations which often regarded as the blue-collar worker.

The circle in the middle portrays the image of human figure-a skilled workers.

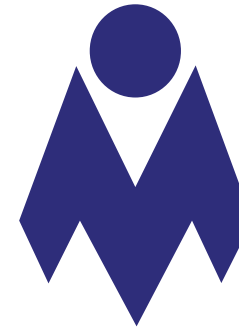


Figure 1.1-Primary version of JPK’s logo

2.0 IDENTITY

2.1 LOGO VERSION

JPK's logo consists of 3 logo variations to be applied depending on the situations and conditions as explained.

2.1.1 PRIMARY VERSION

This is the primary logo that will be used for DSD/JPK. This logo can be applied in both Bahasa Melayu or English contents, or positioned within the limitation in terms of space constraint.

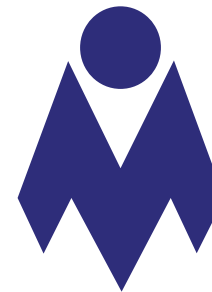


Figure 2.1.1-Primary version of JPK's logo

2.1.2 SECONDARY VERSION 1

The center lockup presents the logo with the typographic signature (JPK) at the bottom. Both components are specifically aligned at the center. Center lockups provide an alternative use of the identity when the primary center lockup is not an effective application. An example would be space that is primarily horizontal. The elements of these center applications are in specific proportion and orientation to each other and must not be separated, distorted or altered in any way.

Logotype (JPK version) is used for content using Bahasa Melayu as its primary language.

Centered axis



Figure 2.1.2-Secondary Version 1 of JPK's logo

2.1.3 SECONDARY VERSION 2

The center lockup presents the logo with the typographic signature (DSD) at the bottom. Both components are specifically aligned on the center. Center lockups provide an alternative use of the identity when the primary center lockup is not an effective application. An example would be space that is primarily horizontal. The elements of these center applications are in specific proportion and orientation to each other and must not be separated, distorted or altered in any way.

Logotype (DSD version) is used for content using English as its primary language.

Centered axis



Figure 2.1.3-Secondary Version 2 of JPK's logo

2.2 LOGO STRUCTURE

Figure 2.2 shows the grid view of the logo. Under no circumstances should the logo components be separated, distorted or altered.

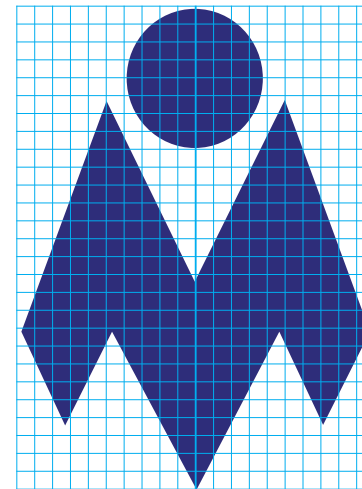


Figure 2.2-JPK's Logo Structure

2.3 LOGO TYPE STRUCTURE

Figure 2.3 shows the grid view of the logotype. Under no circumstances should the logo components be separated, distorted or altered.

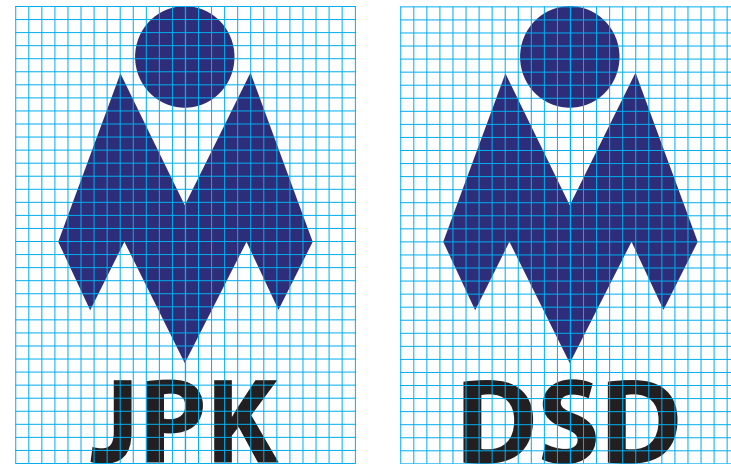
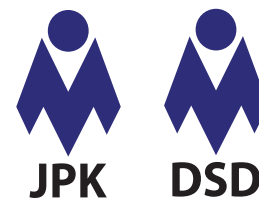


Figure 2.3-Grid View of JPK's secondary logo version

2.4 FONT

Font used in the logo is TRANSPORT HEAVY, which is a typeface designed for British road signs. This font was designed by Jock Kinneir and Margaret Calvert in early 1957.



TRANSPORT HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@ \$&* () - +=,./

Figure 2.4 - Font used in logo

2.5 TYPEFACE

The Times New Roman and Arial typeface families have been used in the creation of the JPK Promotional Item (See 3.1).

Whenever creating additional documents, signage, or other visual communication components for JPK, these typefaces are strongly recommended.

The Times New Roman typeface is to be used for formal documents, notice and others relevant item.

The Arial typeface family is to be used primarily for creating signage and other related visual communication systems for JPK.

Arial typeface has a clear and high visibility characteristic, and it is used as an alternative for the informal need of design such as billboards, brochure and others relevant item.

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TIMES NEW ROMAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TIMES NEW ROMAN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TIMES NEW ROMAN BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

2.6 COLOR

To assist commercial printers, the colors used for the JPK identity are specified below to maintain consistency.

a) Formal applications of the JPK identity are reproduced in using the Pantone colors as shown.

PMS CODE

PANTONE 273 C

b) In less formal applications a one-color version of CMYK equivalent, or black is acceptable.

CMYK COLOR VALUE

C : 100 M : 100 Y : 18 K : 06

c) Applications of the JPK identity in a Web-based environment use the RGB equivalent of #2E2D79 - R47, G46, B112.

RGB COLOR VALUE

#2E2D79 - R47, G46, B112

The colors as they appear on this page or on your computer may not be precise, due to variations in printers and monitors. Use CMYK and RGB values as identified.



Figure 2.6 - examples of JPK's logo color

2.7 BACKGROUND FIELDS

The JPK logo regardless of the version used may be placed in a background field. The background field establishes a visual presence for the identity while simultaneously isolating it from other graphic elements. The background field consists of the identity or logo reversed out of a solid black or other dark color (Figure 2.7a), or the positive placed on a field of no greater than 30% value of black or other dark color (Figure 2.7b). Avoid colors that compete with the identity or cause the identity to disappear. If the background color is light enough to provide sufficient contrast with the identity colors, use the positive identity. For darker color backgrounds, use a reversed version of the identity or logo.

If it is necessary to place the identity or separate logo on top of a photographic background field, it should not be positioned in a busy part of the photo as shown in figure 2.7c, and there should be enough contrast so that the identity is easily recognizable. This identity placement on top of a photo should be considered an exception, rather than the rule.



Figure 2.7a - Reversed



Figure 2.7b - Negative

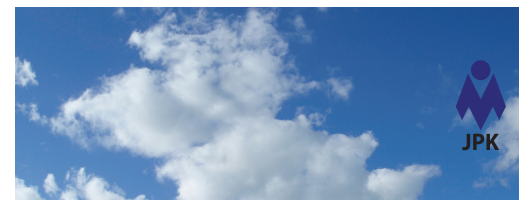


Figure 2.7c - Photographic Background

2.8 POSITION

The JPK identity can be used on all materials that bear the company name, including but not limited to brochures, schedules, posters, all marketing and promotional applications, and all outreach materials. The identity should be clearly visible in an area that does not compete with the specific marketing or promotional message (Figure 2.8).

It must be placed at the rightmost position if two or more logos share the same space. (Figure 2.8)



Figure 2.8 - Example of book cover design

2.9 CLEARSPACE

Clearspace is defined as the area around the JPK identity that is free of other elements (including page or other surface edges). A clearspace of $\frac{1}{3}$ of the identity's height is recommended.

Minimum recommended logo size is 1cm height, specified as \mathcal{X} in the example.

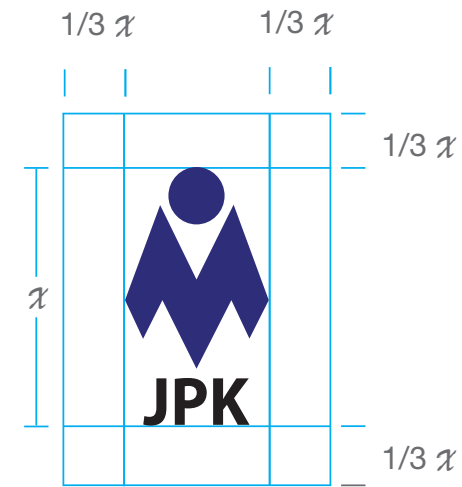
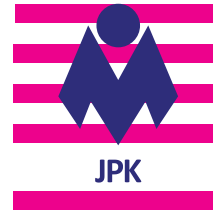


Figure 2.9 - Clearspace area of logo



2.10- A Logo on not suitable background



2.10 B -Altered Logo type size



2.10 C -Rotated Logo

2.10 EXAMPLE OF INCORRECT USAGE

This page displays examples of incorrect versions of the JPK identity. Use these examples as a guide for avoiding incorrect variations which would weaken the JPK identity. The color, typeface and proportions should not vary from the guidelines set forth in previous sections. The identity must not be rotated, outlined, distorted, or have additional effects added. The background should not distract from the identity. The relationship between the logo and the typographic signature must not vary from the guidelines set forth in previous sections.



2.10 D -Typo used as standalone logo



2.10 E- Altered logo position



2.10 F -Distorted Logo



2.10 G -Distorted Logo

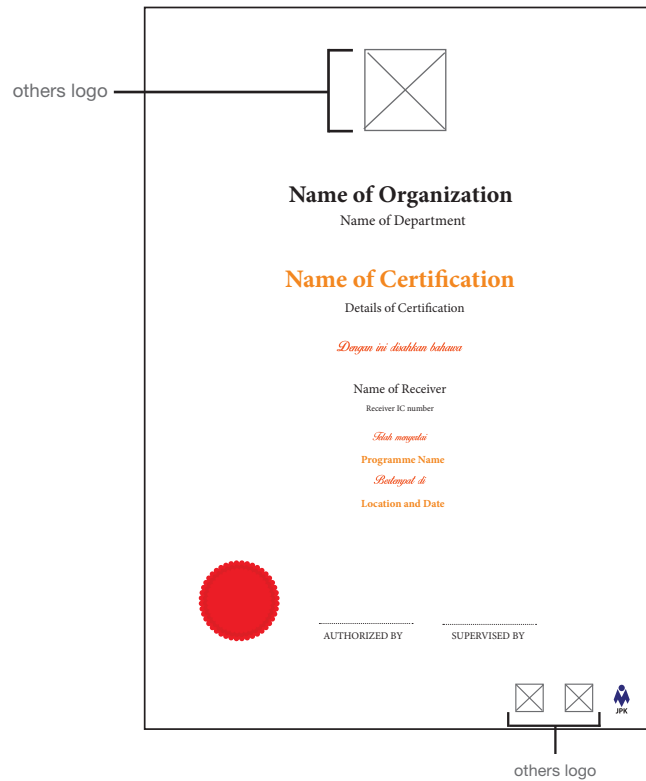


Figure 2.11 - Example of certificate design

2.11 CERTIFICATE

This is the examples of standard layout for the certificate. If there is a need to place the JPK's logo in the certificate, it should be placed on the rightmost lower bottom of the certificate within the group others stakeholders logo if there is any.

This layout is advised to be used when JPK's is associated with the event.

3.0 PROMOTIONAL ITEM

3.1 INTRODUCTION

Promotional item consist of various item ranging from banner, bunting and others related merchandise. JPK's identity must be potrayed through the item under the rules that will be explained in this section.

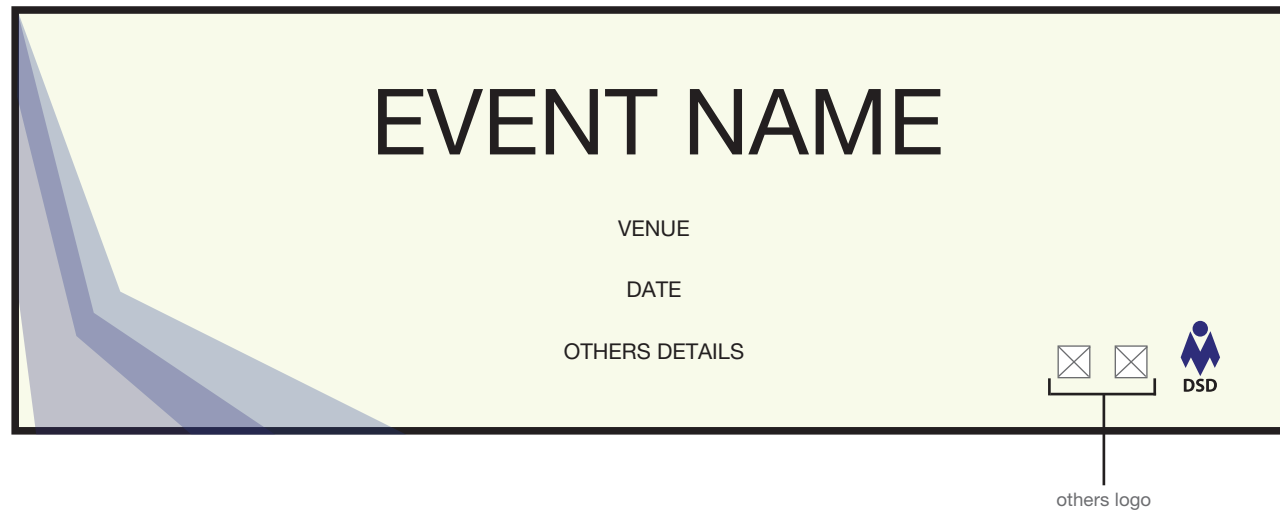


Figure 3.2 - Example of banner design

3.2 BANNER

This is the example of banner layout that is suggested for the designer. The main company logo will always be used as the lowest part of the design.

JPK's logo should be placed at the rightmost position when there are two or more logo sharing the same space.

3.3 BUNTING

For the bunting design, the same principle is applied. JPK's logo should be placed at the rightmost position when there are two or more logos sharing the same space.

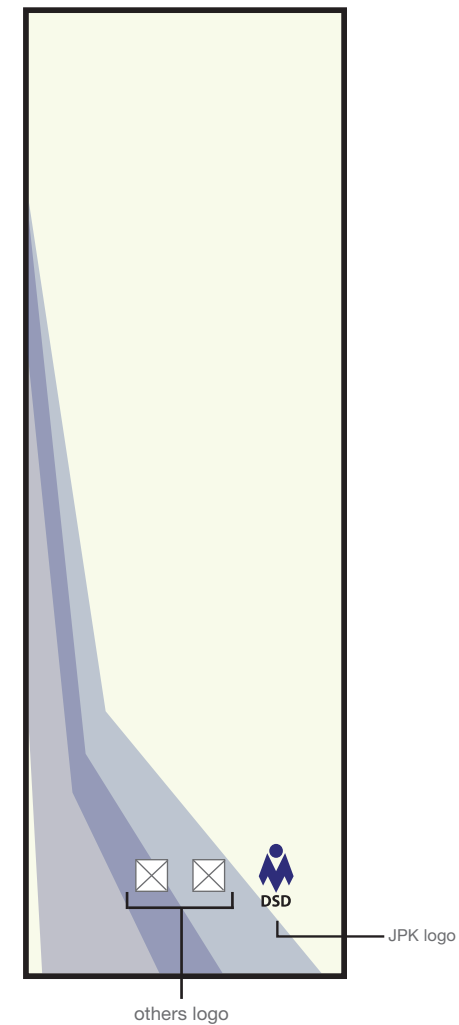


Figure 3.3 - Example of bunting design

3.4 FLYERS

For the flyers, logo placement will be at the bottom part of the front page, and centered. JPK's logo will be at the rightmost of the placement of the others logo.

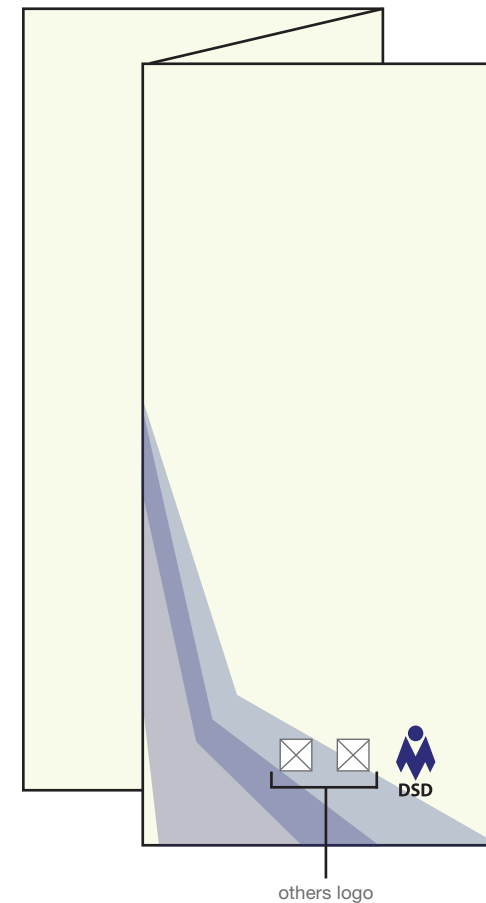


Figure 3.4 - Example of flyers design

3.5 BROCHURE

For the brochure, the same principle as flyers is applied whereas logo placement will be at the bottom part of the front page, and centered. JPK's logo should be placed at the rightmost position when there are two or more logos sharing the same space.

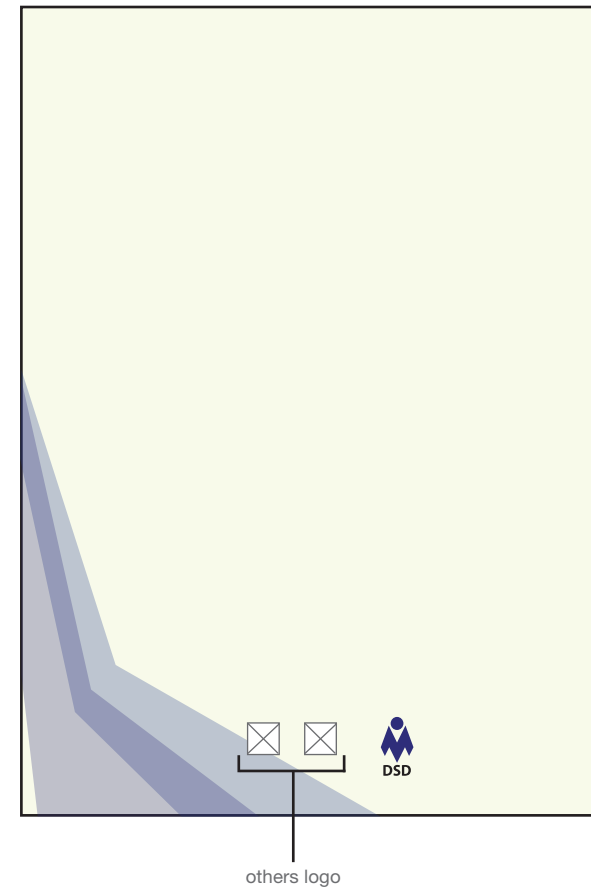


Figure 3.5 - Example of brochure design



others logo

Figure 3.6 - Example of billboard design

3.6 BILLBOARD

This is the examples of layout advised to be used in JPK's billboard.

JPK's logo should be placed at the rightmost position when there are two or more logos sharing the same space.