



Brand Book



INTRODUCTION

Welcome to the Brand Book

This book is designed to provide you with all the elements and guidance you need to be able to articulate the e-Duit brand across your internal and external communications.

Our direction is to e-levate the consistency of tonality and visual expression across our e-Duit communications. Having a consistent brand appearance is important for raising awareness and building equity for e-Duit brand.

LOGO RATIONALE



e-Duit!

Consumers are driving the cashless wave, and we're currently seeing a widespread change in their behavior, due to the pandemic, propelling the desire and demand for a more cashless society forward – including those who were previously sceptical of going cashless.

The name e-Duit is derived from the:

- English words of 'Electronic and Empower' – To make or become into 'e'
- Bahasa Malaysia word 'Duit' – Meaning 'cash'

It is a name that seems synonymous to electronic payments, the identification and elimination of barriers for greater digital adoption and the necessary support to ensure that we can empower a smooth transition to electronic payments.

The logo is friendly, approachable and modern with its layers of waves representing the wave of a cashless society. The different coloured layers of waves also indicates the tagline, Selamat, Senang, Segera.

A modern yet friendly masthead is used to convey e-Duit benefits. The letters are rounded, without angles, showcasing the smooth flow of e-Duit transactions that are Selamat, Senang, Segera.

LOGO CONSTRUCTION

The logo is created with a modern and clean design, in order to help the designer adapts and uses in any environment. Proper care should still be exercised with the logo usage, ensuring that the ratio between the door and doorway is maintained.

LOGOTYPE



Element

The secondary assets of the e-Duit Campaign are the symbol card and the tagline. These are the design elements that can be integrated in any communication materials to highlight the usage and benefits of electronic payments.

THE SYMBOL CARD



TAGLINE STANDALONE



LOGO APPEARANCE

The primary asset of the e-Duit Campaign is its logo, and should always be communicated with the highest emphasis. Shown are examples of how our logo should appear in various situations and scenarios.

Full Colour

Whenever possible, the official full colour version of the logo should be used for all communication materials, including print and digital on white and light coloured backgrounds.



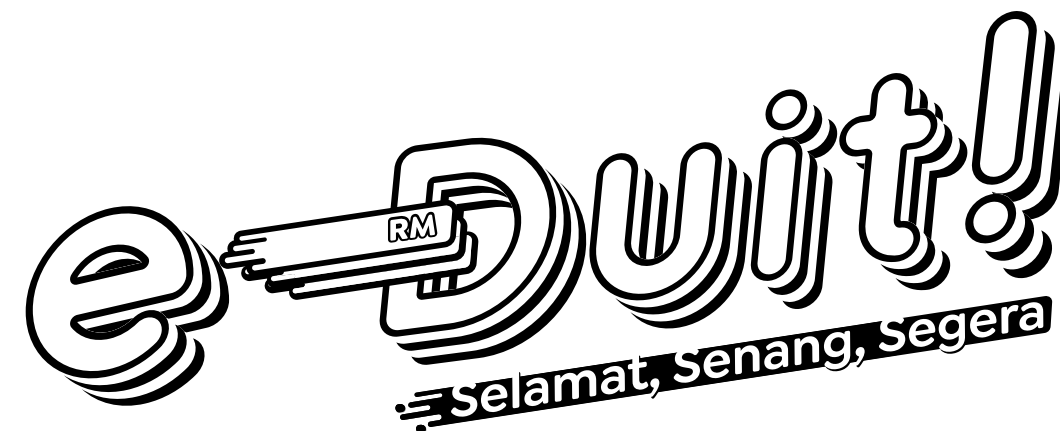
Alternate Colour

Alternate colour version of the logo should be used for dark coloured backgrounds, including print and digital communication materials.



Black and White

Under special circumstances, such as blind embossing and hot stamping, etc. a black and white version of our logo can be used.



Greyscale

When only single colour can be used, such as newspaper printing, etc. the logo can be in greyscale as shown.



COLOUR USAGE

The e-Duit colour palette is made up of one primary colour. It forms the hero colour, which will lead all of our applications and communications. Supporting our primary colour, our two secondary colours bring vibrancy to the e-Duit brand.

Note: When reproducing the colours, do not attempt to match the colours shown on this page. Use the code provided for each colour. Always use the correct colour specifications for the chosen media as the following specifications are given for on-screen requirements only.

COLOUR RATIONALE

Blue calls to mind feelings of calmness and security. Users can feel secure (Selamat) when using e-Duit!

Yellow shines with positive progress and hope. Progress refers to easy (Senang) payments and the users can transition into e-Duit payment and it makes things easy!

Pink represents the compassionate learning curve. We do not want to leave anyone behind in this journey of progress, the swiftness (Segera) in e-Duit!

Primary Colour

R255 G210 B6
C0 M17 Y92 K0
#ffd206

Secondary Colours

R255 G30 B131
C4 M94 Y2 K0
#e11e83

R65 G72 B151
C87 M77 Y1 K0
#414897

R255 G0 B146
C4 M91 Y0 K0
#ff0092

R51 G114 B255
C81 M58 Y0 K0
#3372ff

R179 G192 B255
C33 M23 Y0 K0
#b3c0ff

Colour Strategy

The larger percentage of the primary colour is Yellow (60%), followed by the secondary colours, Pink (20%) and Blue (20%).



ALTERNATE COLOUR LOGO WITH DARK BACKGROUND



FULL COLOUR LOGO WITH LIGHT BACKGROUND



LOGO CLEARZONE

Safe Area

Shown on the right is the exclusion zone around the logo that should remain free from type and content to ensure visibility. When certain limitations, such as size constraint occurs, a tighter minimum clear space is available as shown in **Example 1**.

Note: The clear space is determined by x-height of the 'e' in the e-Duit logo.



LOGO MINIMUM SIZES

These dimensions have the minimum measurements for the logo that can be used on any material. These measurements are the smallest amount of space that the logo can take up. Any smaller and it will not be legible.

Consistent use of the e-Duit logo ensures uniformity, legibility and recognition. The measurement of our logo is always specified across its full horizontal width as shown on the right.

Print



Digital



INCORRECT USAGE

It is important that our logo is presented correctly and consistently across all mediums and applications.

Our logo should always be used as a whole and not as separate elements.

Shown on the right are some examples of incorrect applications and usages of our logo, which should be avoided at all times.



Do not skew or distort the logo.



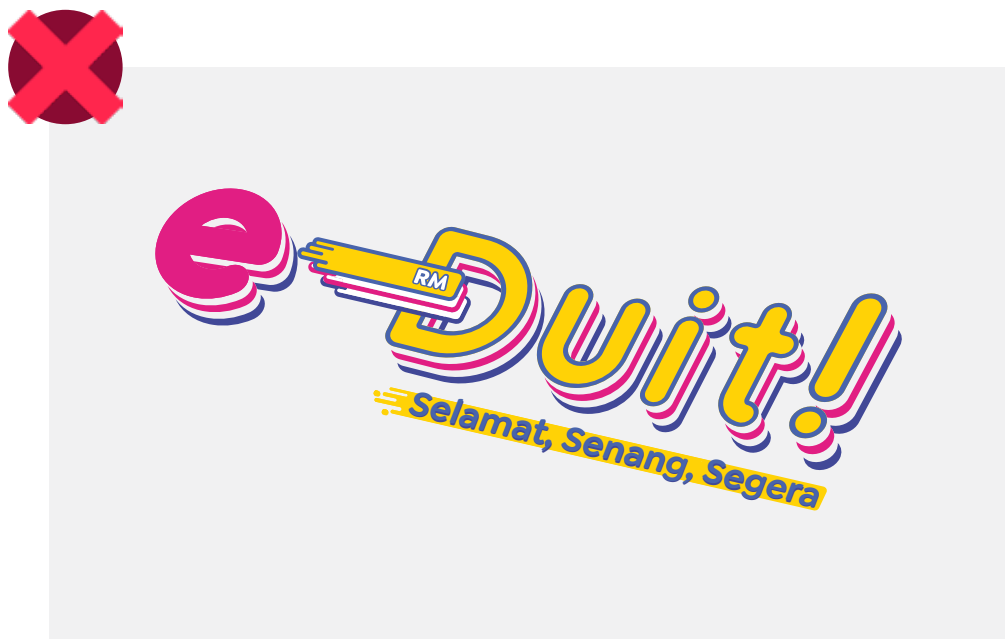
Do not use any special effects.



Do not change the colour of the logo.



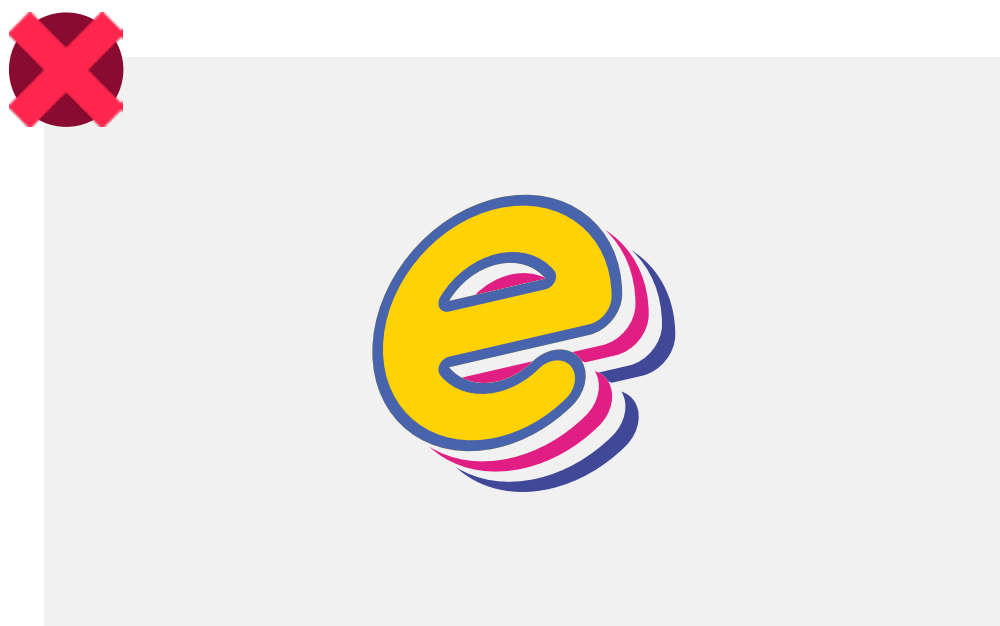
Do not create an outline around the logo.



Do not rotate the logo.



Do not change or alter the logotype.



Do not use the 'e' on its own.



Do not alter the relationship of the elements within the logo.

TYPEFACE

Using different dynamic

Goldplay is a curvy font, easy to read and available in a variety of weights.

GOLDPLAY

LIGHT MEDIUM SEMI BOLD BOLD BLACK

TYPEFACE

Creating Hierarchy

Here we have given an example of how the different weights and sizes of the font can be used to create a hierarchy within the copy. This will help the designer creates consistent designs with a clear flow that readers can easily follow.

Headline
Goldplay Black

Header
Goldplay Light

Lead-in
Goldplay Bold

Lead-in
Goldplay Medium

e-Duit!

Selamat, Senang, Segera

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LOGO ON PHOTOGRAPHIC BACKGROUND

There will be instances when the full colour logo has to be placed on a textured or photographic background. To ensure that the logo is prominently displayed, it is important that these backgrounds are light, uncluttered and do not contain the logo's primary colours.



Do not use full colour logo on photography that contains its primary colour palette.



Do not use full colour logo on dark, complicated background as it compromises the integrity and the appearance of our logo.



Do not use full colour logo on black and white photography.



Do not use full colour logo on colourful and complicated patterns.

LOGO WITH DARK COLOURED BACKGROUND

Do's and Dont's When Using Logo on Single Colour Backgrounds

Please refer to the examples on the right to ensure the correct application of the logo is used on specific backgrounds. This is to ensure we maintain good contrast and clarity of our logo.



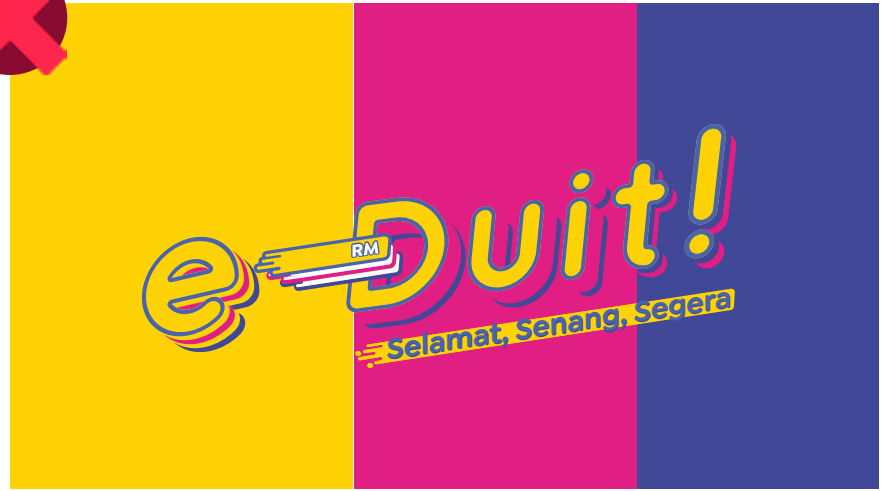
Use full colour logo on light colours.



Do not use alternate colour logo on light coloured backgrounds.



Use alternate colour logo on light colours.



Do not use full colour logo on our primary and secondary colour palettes.

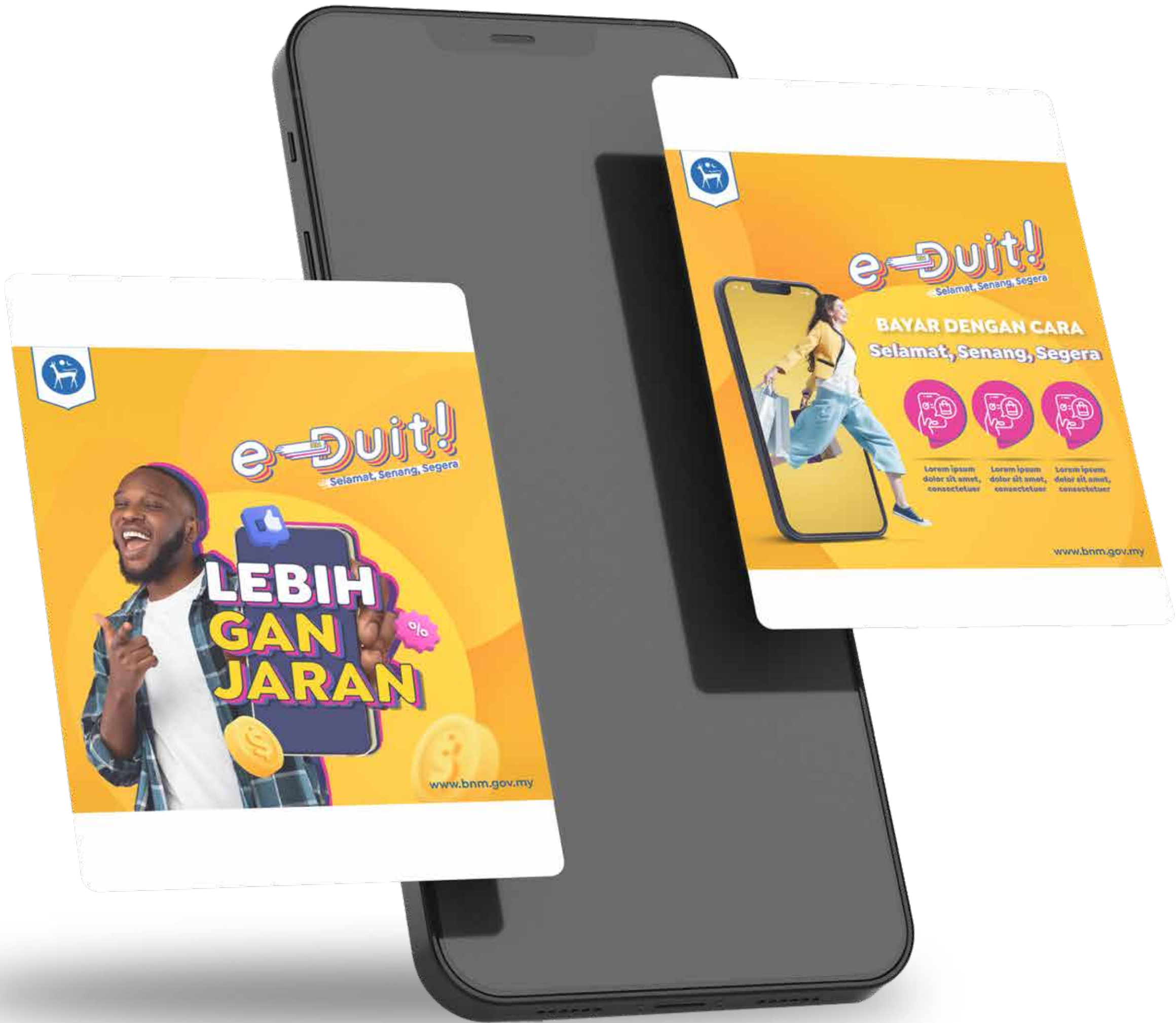


Do not use full colour logo on dark or black coloured backgrounds.



Do not use greyscale logo on our primary and secondary colour palettes.

KEY VISUAL APPLICATION AND MERCHANDISE PRINTING SAMPLE



e-Duit!

Selamat, Senang, Segera