



CORPORATE IDENTITY GUIDELINE



SULTAN IDRIS EDUCATION UNIVERSITY



Dear User,

The basic visual components to communicate our brand are included in our brand guidelines, but the power to bring our Brand Positioning to life lies in all our hands.

These brand guidelines have been developed to help you in the production and application of UPSI's Brand communications. Please ensure that these guidelines are adhered to in order to present a consistent look and feel across all UPSI brand communications. We hope you will be inspired to help communicate our brand as we move forward together. For further information please see contact details at the back of this manual.





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Logo Rationale

01



Logo Concept

The UPSI logo consisting of two circles overlaying each other symbolises the unity, ambition and determination of UPSI. The outer circle has a blue background and is inscribed with the University's motto at the top. At the bottom in between two small points is the date when the university first began. The red circle in the middle contains forms of a flower, dagger, torch and a molecule in yellow, while a white book is used to realise the vision and mission of the university.

Logo Rationale (continued)

01.1

University Name

The name of the university is in two languages, namely Malay (Jawi and Rumi) and English. On the left hand side of the logo is imprinted the standard logotype Universiti Pendidikan Sultan Idris in Malay. The font type is Trajen Pro Small Cap in blue, matching the logo's outer circle. The logo cannot stand alone without this logotype. The university name in the Malay language is also emphasised in terms of size to instil a sense of pride for the national language. The name of the university in the red Jawi writing is located below the main logotype. Jawi writing is the nation's heritage and UPSI is determined and committed in maintaining Jawi heritage for the future. Under the fine line of the logo is the university's name in English, 'Sultan Idris Education University'. In a global world it is important for UPSI to be introduced by a name that can be understood worldwide.

Corporate Colours

Blue

Blue represents loyalty and a professional work culture to meet the goals and mission of the program.

Yellow

Yellow reflects the sincerity to complete the entrusted responsibility.

Red

The red colour represents a leading figure, dominance, and active and progressive values that need to be adapted to achieve the vision of the program.

Two Dots

The two yellow dots situated on the right and left hand side of the logo represent the two learning institutes SITC (Sultan Idris Teachers College) and UPSI (University Pendidikan Sultan Idris), showing that they stand strong following every oath and promise.

Logo Rationale (continued)

01.2

Arabic Pattern

The flower with eight petals represents Islam, mirroring the pureness of knowledge, education, integrity, and responsibility in line with the university's philosophy which also incorporates the eight elements of spirituality, culture, civilisation, humanity, community, patriotism, and success.

Dagger

The dagger represents the power and responsibility that is entrusted to UPSI as an institution of knowledge and education encompassing art, music, language, literature, science, and technology.

Torch

The torch represents the unique nature and history of UPSI from the start. With the university's history beginning from SITC and then changing to UPSI, the torch is likened to a lamp of knowledge for fellow countrymen. It is hoped that the light will always generate a variety of new knowledge through research and development.

Molecule

The molecule represents the ability of the university to emphasise the active workforce, and progression in the field of science and technology through the implementation of its philosophy.

Book

The white book reflects UPSI as an institution of knowledge encompassing quality and professionalism.

Three Circles

The three round circles of blue, yellow and white symbolises UPSI's functions: teaching, research and community service.

Overall, the combination of these forms reflect the profile of UPSI as an institution of higher learning which is smart, unique, professional, and of quality from the perception of the public. Therefore, this directly owned profile will contribute towards a corporate culture that reflects quality, integrity and an attitude of accountability.

1. UPSI Signature: Symbol, Logotype & Tagline

The UPSI signature consists of two main elements: the logotype and the symbol. Each element and their relationship to each other has been carefully designed and is fixed. The UPSI signature should never be altered or recreated in any way.

2. UPSI Signature: Symbol & Logotype

While the tagline is crucial in communicating UPSI's brand positioning, internal communications that will not be distributed outside of UPSI's group of companies need not carry the tagline. This includes building signages, internal forms and corporate stationery.



University Crest

Logotype

UNIVERSITI
PENDIDIKAN
SULTAN IDRIS
اونیورسیتی فنديديقن سلطان ادریس

SULTAN IDRIS EDUCATION UNIVERSITY

Logotype

"Jawi" Logotype

Minimum Reproduction Size

03

The signature should never be reprinted below the minimum width shown here.
This is to ensure maximum legibility and retain the corporate presence.



25mm

Typeface

04

A UPSI typeface has been specially cut and should be used for all UPSI branding applications and when typing UPSI documents.

TRAJAN PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%&?

TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%&?

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?

Myriad Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&?

Logo Colour

05



RED
Pantone 186C



YELLOW
Pantone 222C



BLUE
Pantone 281C





Print

On Screen

Special Colour

4-Colour Process

RGB



Pantone 186C

M100 Y100

R237 G28 B36



Pantone 222C

Y100

R255 G242



Pantone 281C

C100 M100 Y20 K10

R45 G44 B116

Note:

The colors shown on this page and throughout this manual are not intended to match the PANTONE® Color Standard. Please reference a PANTONE® color guide for representations of color. PANTONE® is a registered trademark accurate of Pantone, Inc.

A horizontal strip of dark blue fabric with white text labels. The labels are arranged in three rows: top row (empty), middle row, and bottom row. The middle row contains labels for each of the twelve columns: 'BLUE Pantone 281C'. The bottom row also contains labels for each of the twelve columns: 'BLUE Pantone 281C'.

BLUE
Pantone 281C

The image consists of a series of vertical columns separated by thin black dashed lines. Each column contains the text "RED Pantone 186C" in a white, sans-serif font. The background of the entire image is a solid red color.

Pantone 186C
RED

YELLOW
Pantone 222C

Clear Space

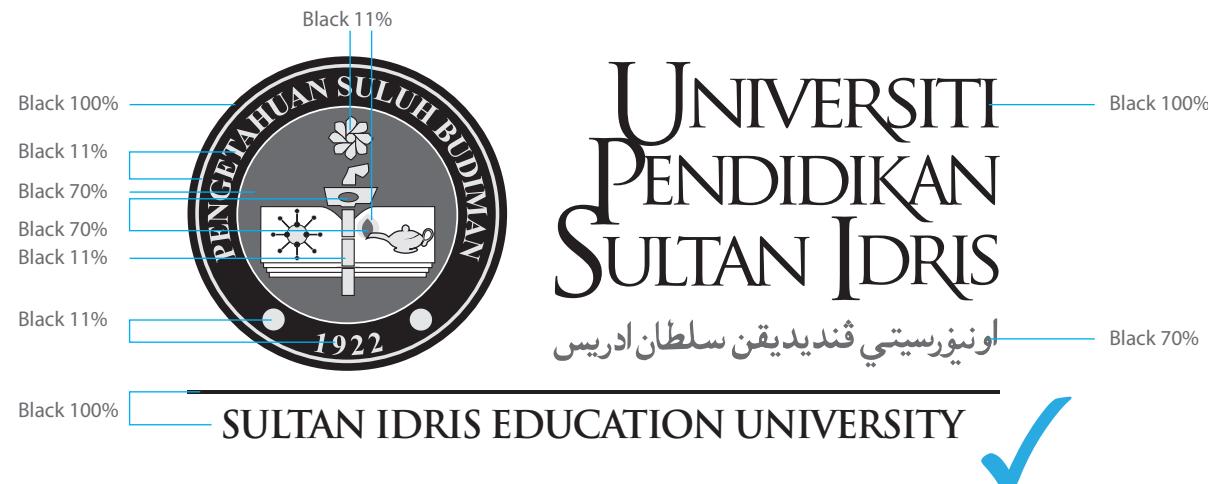
07

In order for the signature to achieve maximum impact, a clear space surrounding the signature has been defined. A minimum distance of 2x (or half height of symbol) must be kept clear around the corporate signature. It is preferable if a larger area be defined as the clear space whenever possible.



Single Colour - on White Base

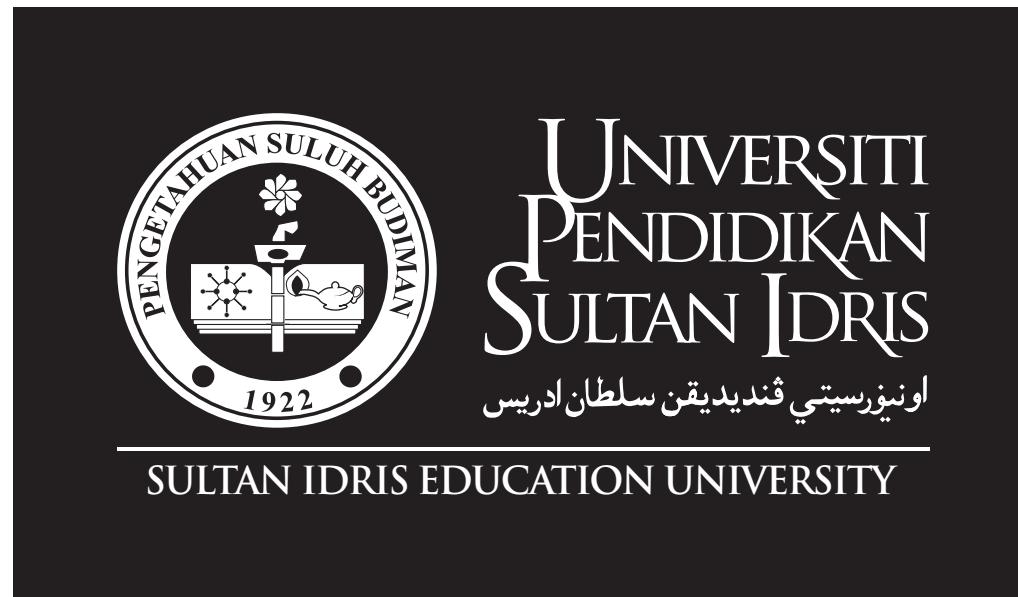
In instances where the signature cannot be printed on full colour eg. from a desktop printer, a single colour may be used. However, the use of single colour is only restricted to black and should not be used with other Pantone colours as illustrated here.



Single Colour - on Dark Base

09

In instances where the signature cannot be printed on full colour eg. from a desktop printer, a single colour may be used. However, the use of single colour is only restricted to White.



Coloured Background

UPSI signature may be used on coloured background. Incorrect applications of the corporate signature are illustrated on page 8.



Unacceptable Executions

Below are examples of unacceptable executions of the UPSI logo.

Do not alter, change or add other elements to the logo. Do not mix symbols. Do not change the typeface:



Do not place the logo over photos, textures or colors that make the logo difficult to read:



Note:

This manual is instructional. The logo and symbol appear more than once per page for demonstration purposes only.

Business Card - Standard

Business Card Specification:

Name:
Myriad Bold Italic 9pt

Designation:
Myriad Bold Italic 8pt

Address Details:
Contacts Details (eg tel & web): Myriad Italic 7pt

Contacts Numbers: Myriad Italic 7pt

Company Address: Myriad Italic 7pt

Business Card Size:
85mm x 50mm
(with top corner die-cut 8mm x 8mm)

Paper Stock:
Group A - 250gsm ICE GOLD
Group B - 250gsm Art Card

Printing/Finishing:
Die Cut



Scale : 100%

Letterhead (Generic)

Letterhead Specification:

Address Details:

Contacts Details (eg tel & web):
Myriad Italic 8pt

Company Address: Myriad Italic 8pt

Typed Letter:

Date: Helvetica Neue Medium 12pt/10.5pt

Address: Helvetica Neue Thin 9pt/10.5pt

Text: Helvetica Neue Thin 10pt/13pt

Letterhead Size:
210mm x 297mm

Paper Stock:
100gsm Conquerer Laid Cream



Letterhead (Continue Sheet)

14

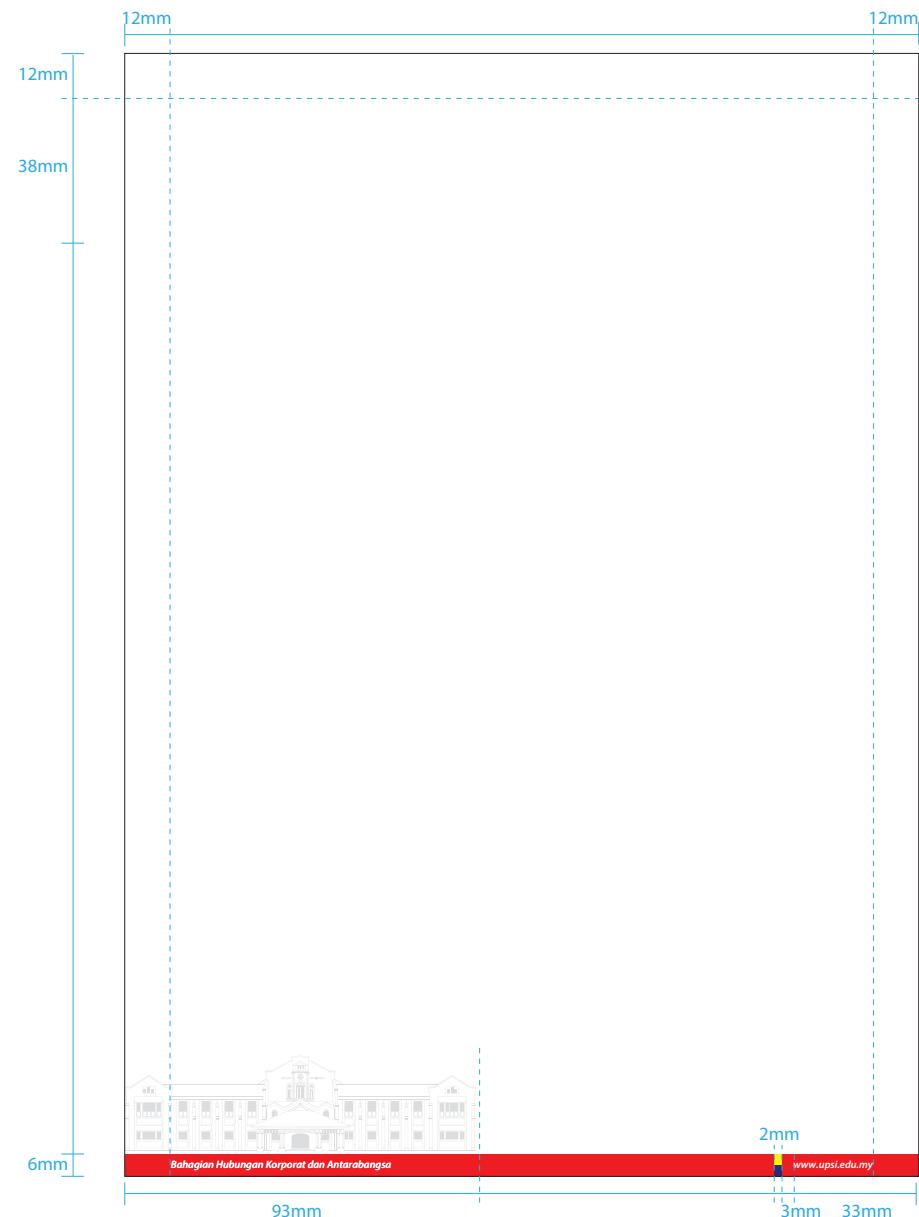
Letterhead Specification:

Address Details:

Contacts Details (eg tel & web):
Myriad Italic 8pt

Letterhead Size:
210mm x 297mm

Paper Stock:
100gsm Conquerer Laid Cream



Scale : 50%

Letterhead Vice Chancellor (BM Version)

15

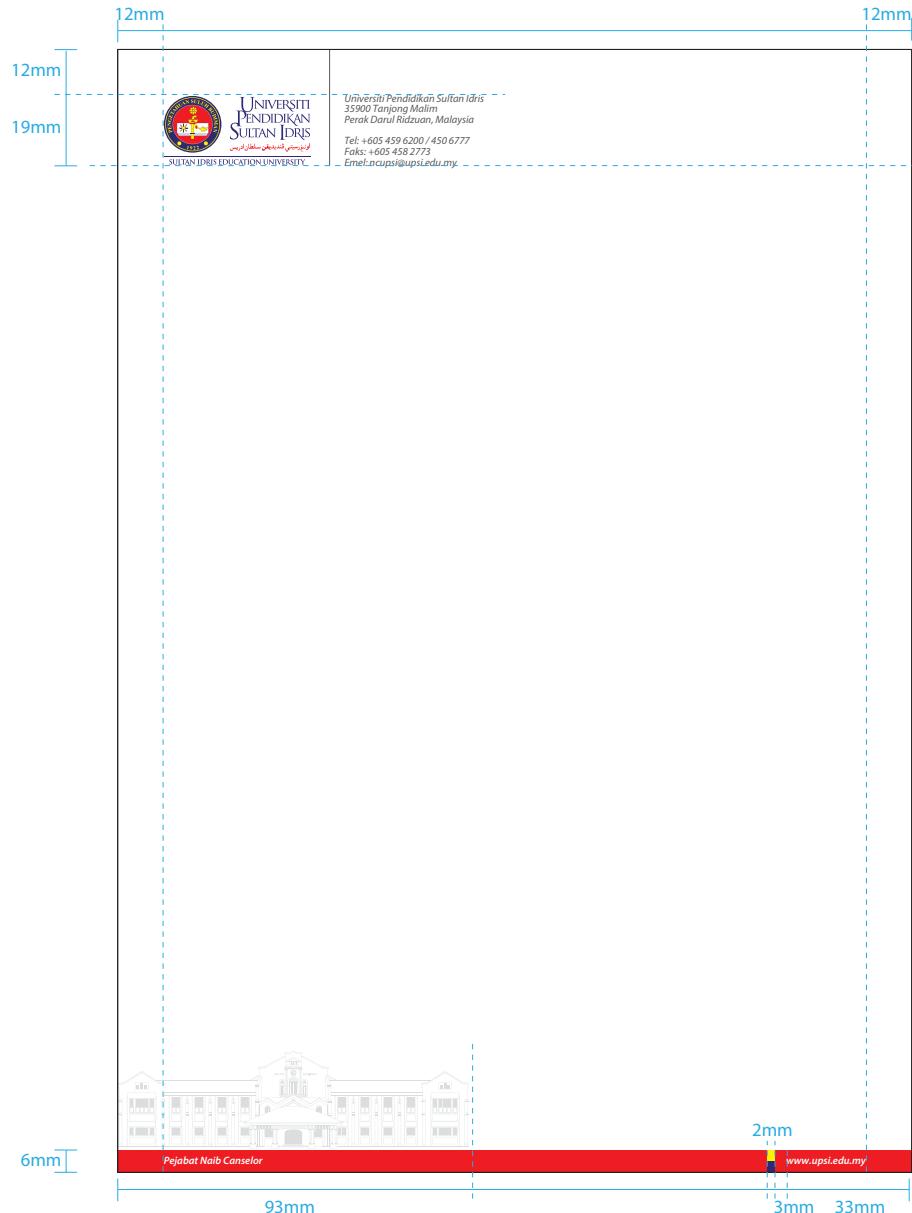
Letterhead Specification:

Address Details:

Contacts Details (eg tel & web):
Myriad Italic 8pt

Letterhead Size:
210mm x 297mm

Paper Stock:
100gsm Conquerer Laid Cream



Letterhead Vice Chancellor (Continue Sheet) (BM Version)

16

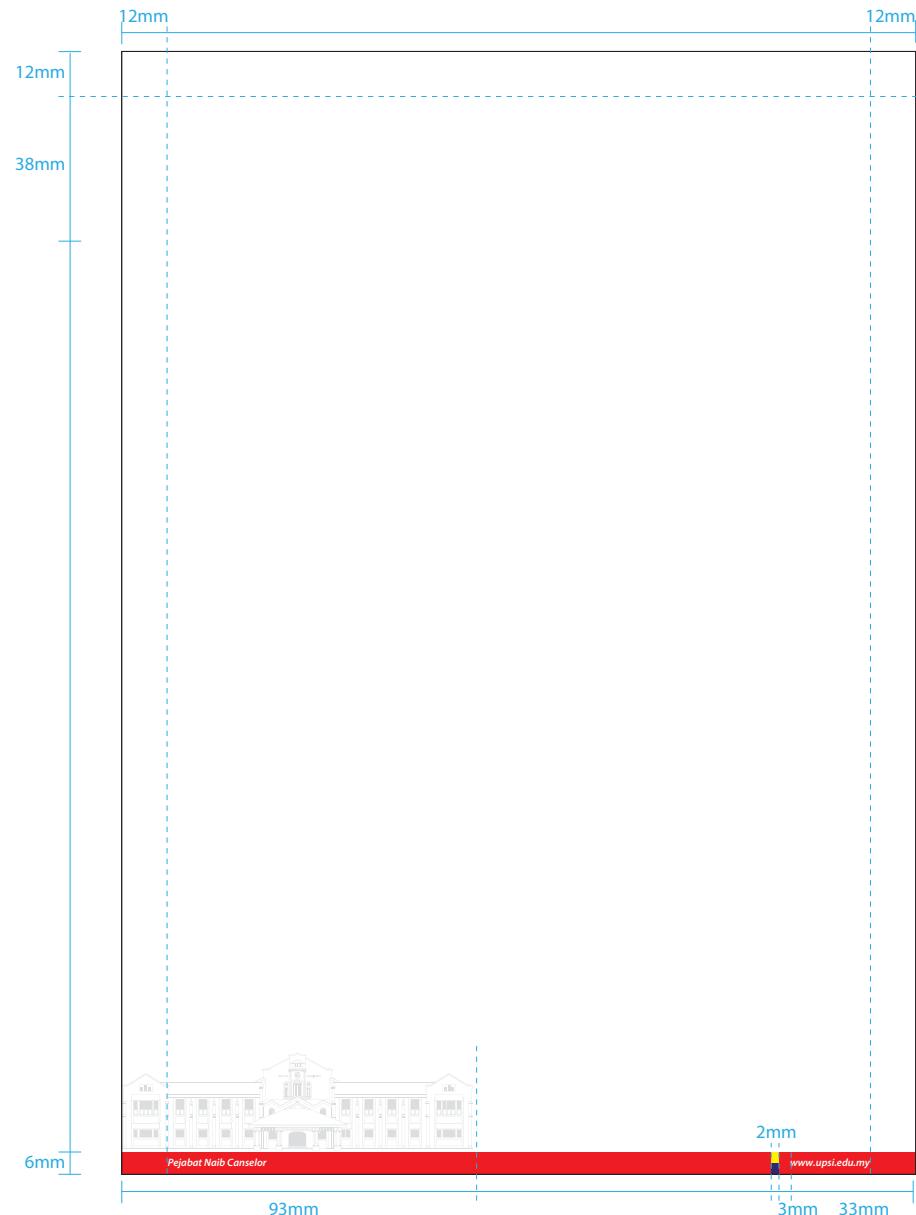
Letterhead Specification:

Address Details:

Contacts Details (eg tel & web):
Myriad Italic 8pt

Letterhead Size:
210mm x 297mm

Paper Stock:
100gsm Conquerer Laid Cream



Scale : 50%

Letterhead Vice Chancellor (BI Version)

17

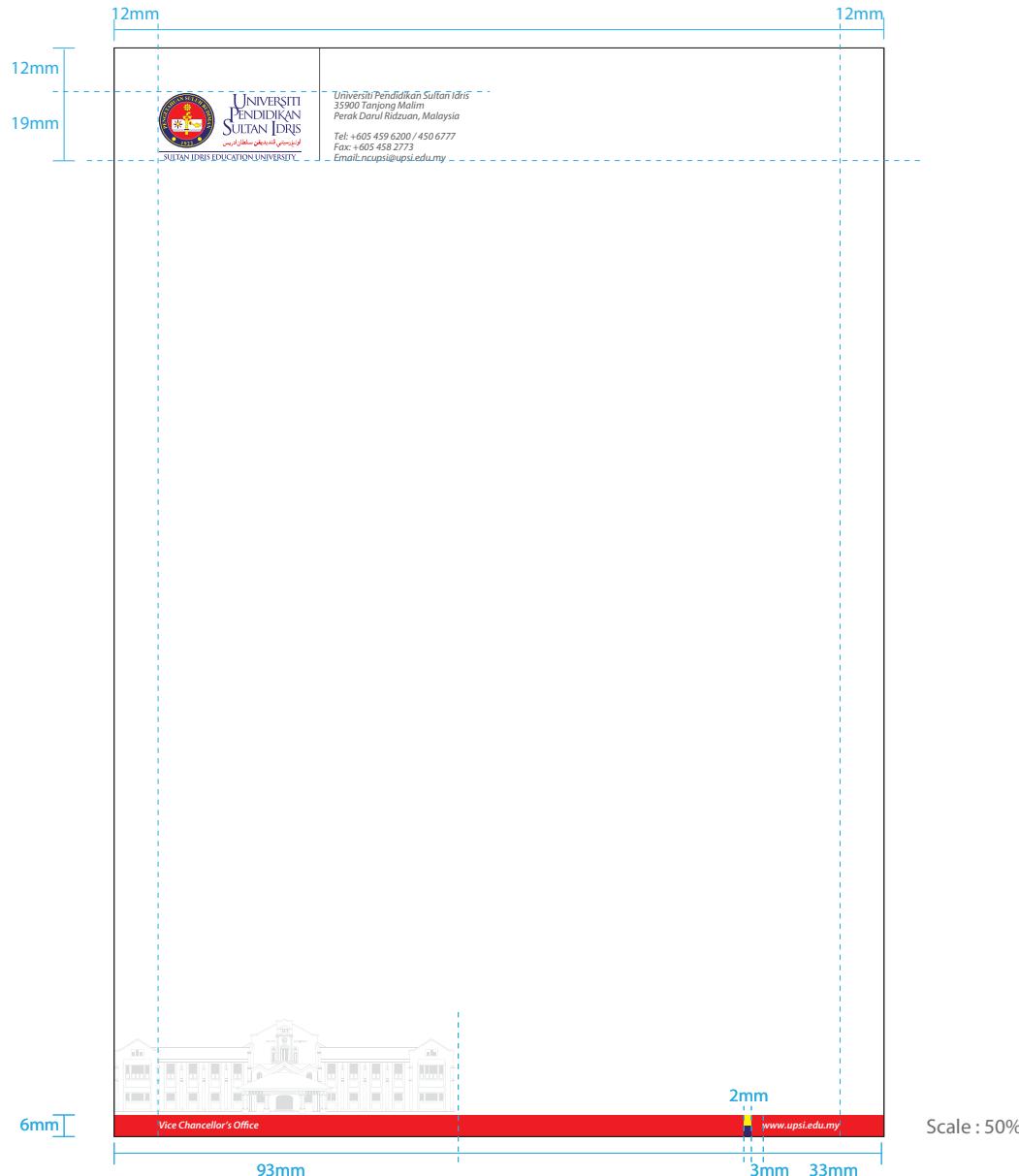
Letterhead Specification:

Address Details:

Contacts Details (eg tel & web):
Myriad Italic 8pt

Letterhead Size:
210mm x 297mm

Paper Stock:
100gsm Conquerer Laid Cream



Letterhead Vice Chancellor (Continue Sheet) (BI Version)

18

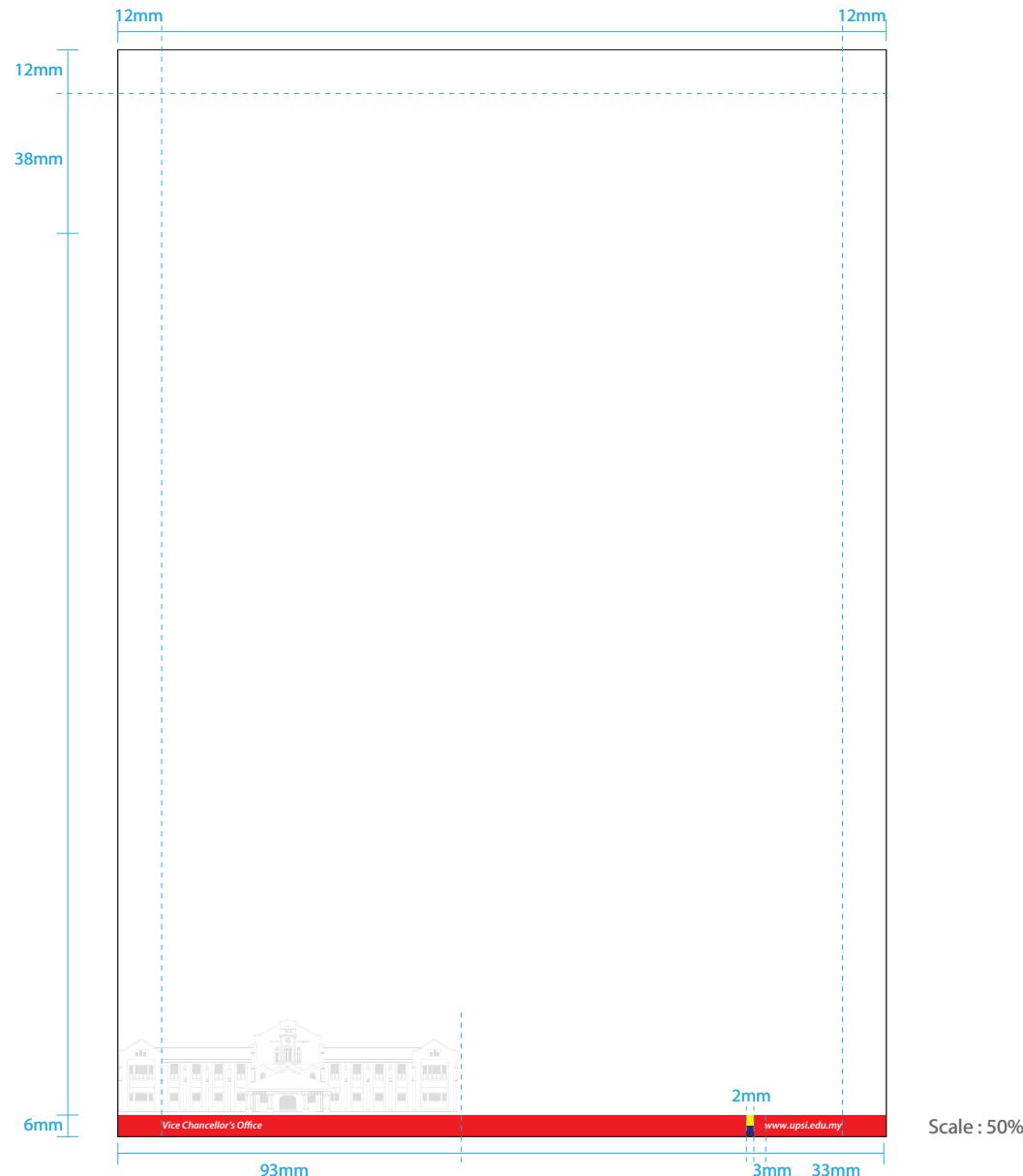
Letterhead Specification:

Address Details:

Contacts Details (eg tel & web):
Myriad Italic 8pt

Letterhead Size:
210mm x 297mm

Paper Stock:
100gsm Conquerer Laid Cream



DL Envelope Vice Chancellor (BM Version)

19

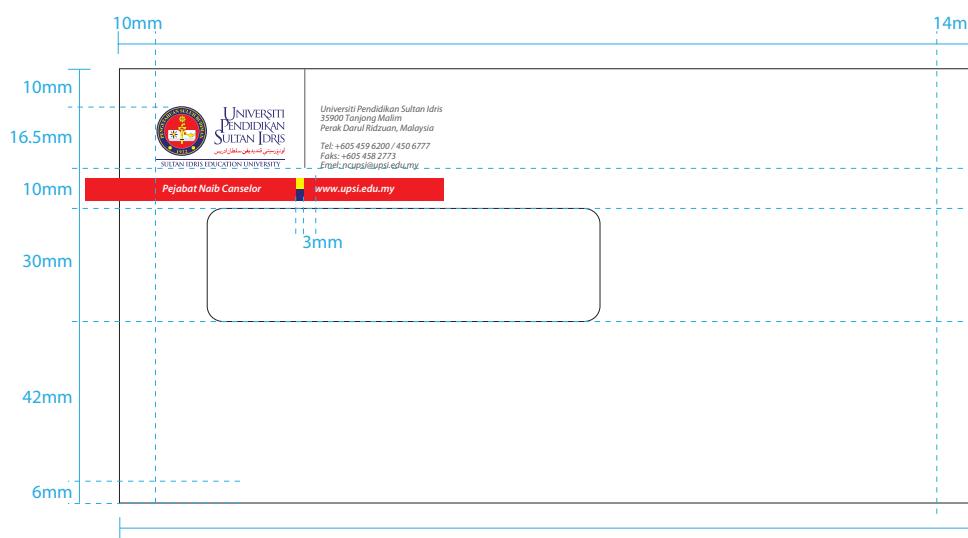
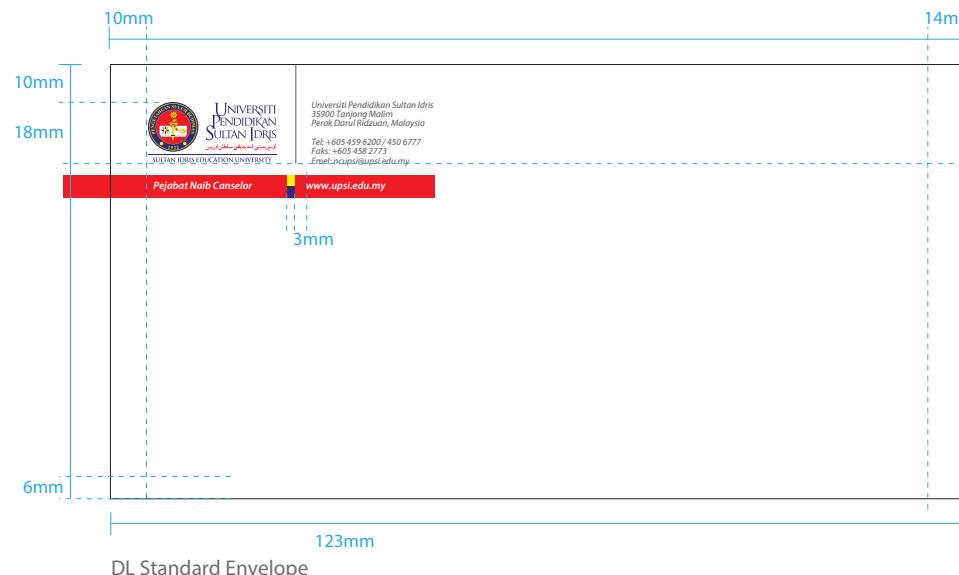
DL Envelope Specifications:

Address Details:

Contacts Details (eg tel & web):
Myriad Italic 8pt

Envelope Size:
228.6mm x 114.5mm

Paper Stock:
DL: 100gsm Similli Paper
Window: 100gsm Similli Paper



Scale : 50%

DL Envelope Vice Chancellor (BI Version)

DL Envelope Specifications:

Address Details:

Contacts Details (eg tel & web):
Myriad Italic 8pt

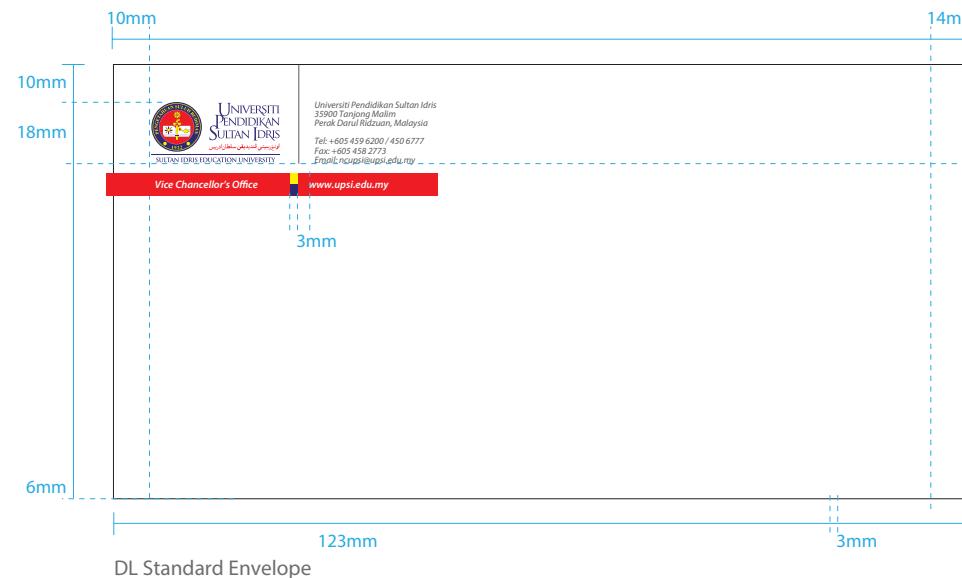
Envelope Size:

228.6mm x 114.5mm

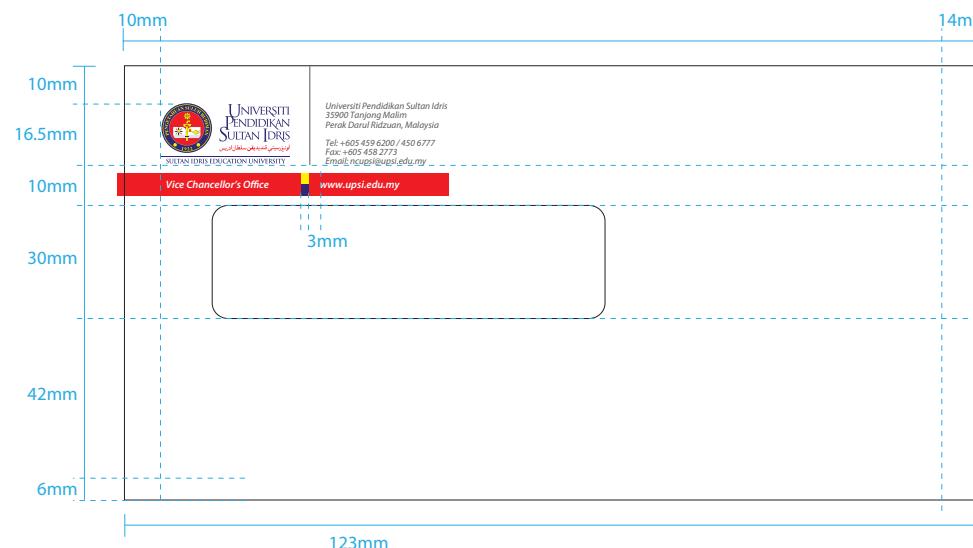
Paper Stock:

DL: 100gsm Similli Paper

Window: 100gsm Similli Paper



DL Standard Envelope



DL Standard Window Envelope

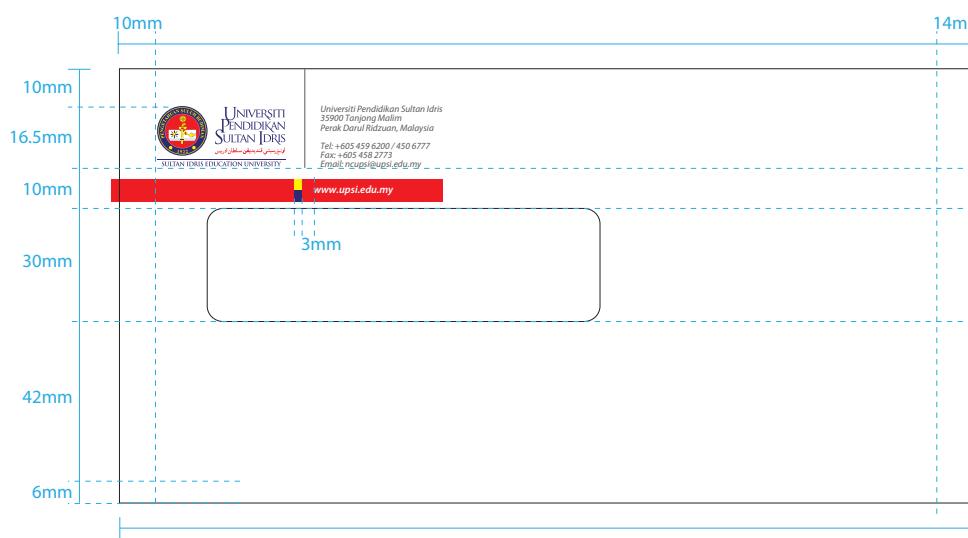
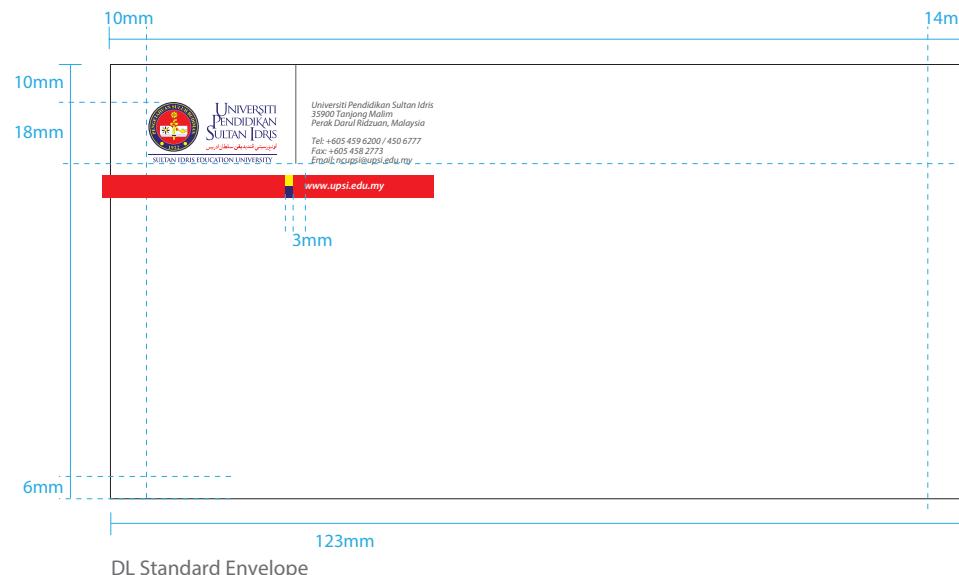
Scale : 50%

DL Envelope Generic

21

DL Envelope Specifications:

Address Details:

Contacts Details (eg tel & web):
Myriad Italic 8ptEnvelope Size:
228.6mm x 114.5mmPaper Stock:
DL: 100gsm Similli Paper
Window: 100gsm Similli Paper

Scale : 50%

C5 Envelope

22

C5 Envelope Specifications:

Address Details:

Contacts Details (eg tel & web):
Myriad Italic 8pt

Envelope Size:
254mm x 178mm

Paper Stock:
100gsm Similli Paper



Scale : 50%

C6 Envelope

23

C5 Envelope Specifications:

Address Details:

Contacts Details (eg tel & web):
Myriad Italic 8ptEnvelope Size:
254mm x 178mmPaper Stock:
100gsm Similli Paper

Scale : 50%

C7 Envelope

C5 Envelope Specifications:

Address Details:

Contacts Details (eg tel & web):

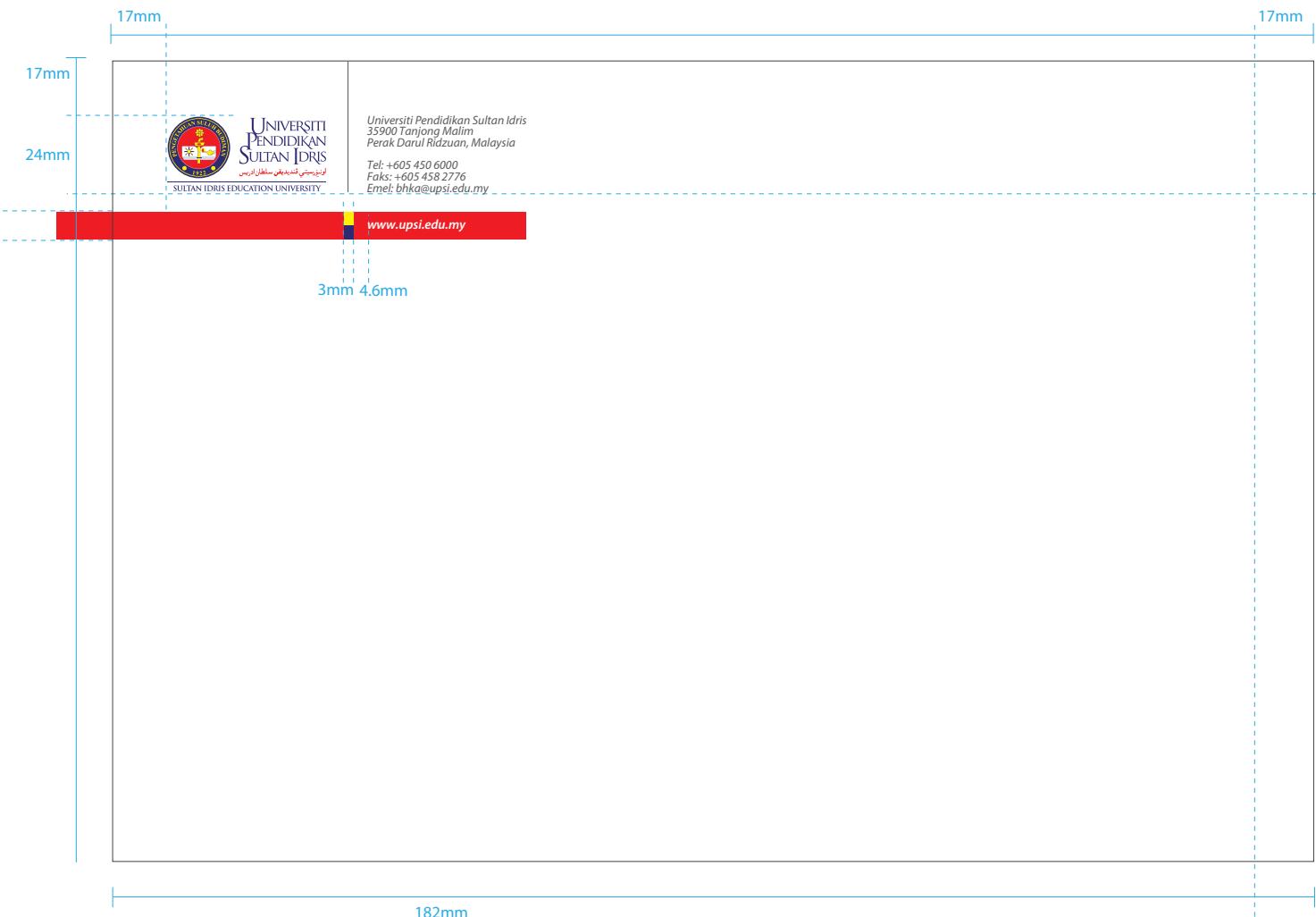
Myriad Italic 8pt

Envelope Size:

381mm x 254mm

Paper Stock:

100gsm Similli Paper



C8 Envelope

25

C8 Envelope Specifications:

Address Details:

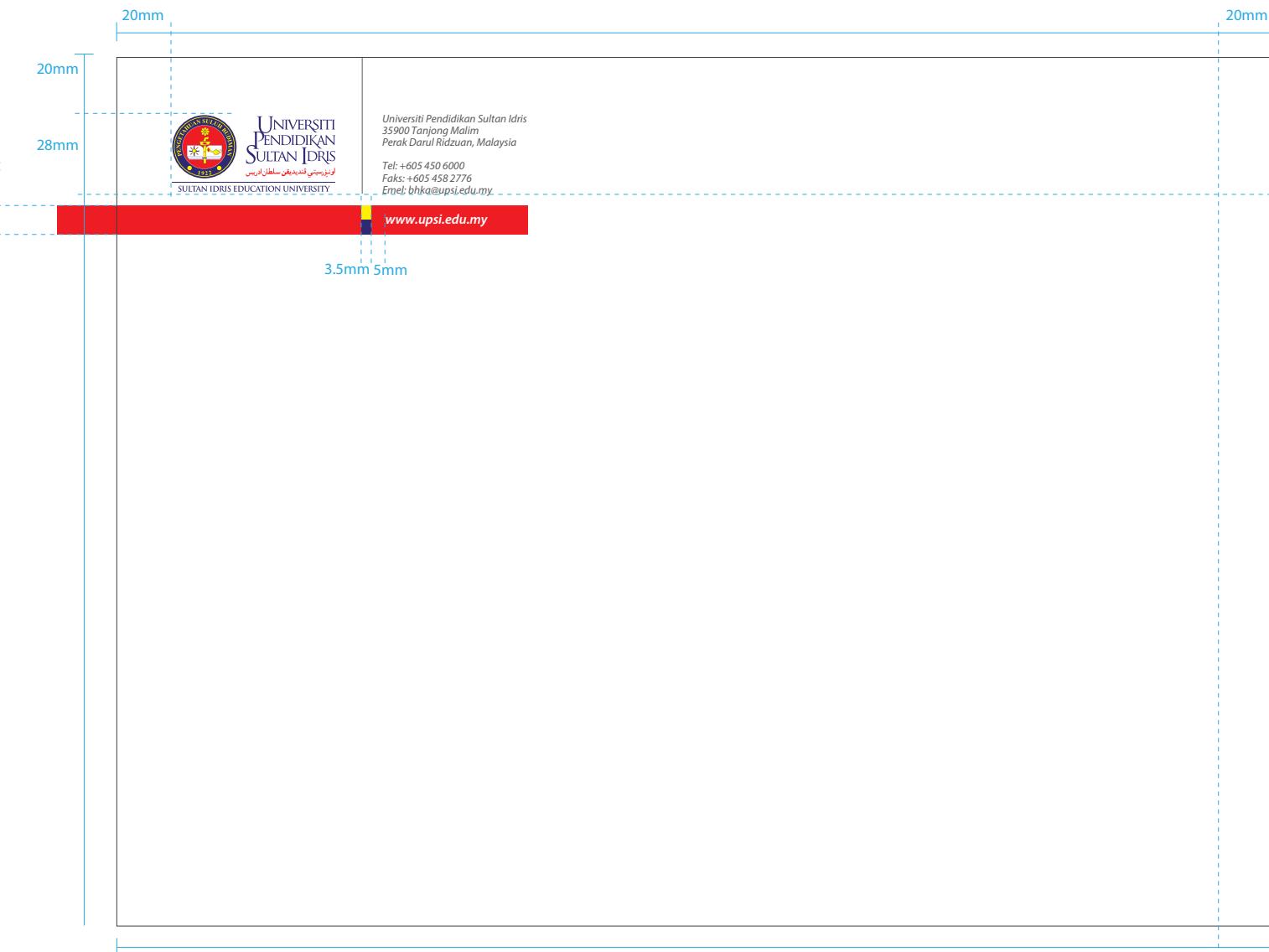
Contacts Details (eg tel & web):
Myriad Italic 11pt

Envelope Size:

406mm x 305mm

Paper Stock:

100gsm Similli Paper



210mm

Scale : 50%

Template for Slide Presentation (B.M. Version)

26



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Template for Slide Presentation (BI Version)

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SULTAN IDRIS EDUCATION UNIVERSITY



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