



# LOGO GUIDELINE



## LOGO MEANING

The Visit Sarawak Campaign Promotion Committee which is headed by the Sarawak Tourism Board has collaborated with the Limkokwing University of Innovative & Creative to produce the logo.

The logo font portrays a fun and friendly concept with brushstroke. This represents the hospitality and friendliness of the Sarawak destination. The tagline font portrays a firm, clear and straight concept which gives a message that the State is serious in all the tourism development and eager to offer '...More to Discover' in culture, adventure and nature attractions.

The 'hornbill head' in the centre replacing the 'a' alphabet represents the Bumi Kenyalang that the State has been labelled for many years. It also reflects the abundance of nature attractions we have in flora and fauna.

For easy re-production of the logo, the colors and font used are scalable to the smallest size of any materials. This will make the logo visible and noticeable to strengthen the brand.



## TAGLINE 'MORE TO DISCOVER'

The decision to have 'More to Discover' tagline is to shout out to the world that Sarawak has more offerings than anyone could imagine. It needs one to come to Sarawak to personally discover the attractions instead of just looking it on screen.

The tagline also covers a wide spectrum and scallable to express any discoveries and experientials in all our tourism products and services.

## LOGO EXCLUSION AREA

An exclusion area is the amount of clear space there must be around the logo. This ensures that the logo always stands alone. No objects must intrude into this space.

The space is equal to the length of the 'r' in Sarawak.



## PROPORTIONS



The logo must strictly adhere to the following proportions



## INCORRECT USE OF THE LOGO



Logo has been distorted



Incorrect proportions



Do not rotate, invert, spin, angle or pivot the logo



Incorrect use of color



Only the "Sarawak" wordings is being used/display without the tagline. The logo must be presented as a whole which includes the tagline.

## APPLICATION OF LOGO IN BLACK & WHITE AND DIFFERENT COLOR BACKGROUND

Wherever possible, the **full color execution** of the logo is to be used. In cases where color is limited, the black and white logos may be used.

Sarāwāk  
*More to Discover*

Grayscale

Sarāwāk  
*More to Discover*

Black on white



White on black

In case the background color disturbed the visibility of the tagline, white color tagline can be use.

## COLOR PALETTE

The corporate colors are taken from the 4 color printing process (CMYK). The RGB, Web (Hex) and Pantone color swatches shown are the closest possible match available.



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C 0	C 0	C 0	C 53	C 90	C 73	C 83	C 0
M 92	M 70	M 48	M 0	M 70	M 37	M 10	M 0
Y 89	Y 94	Y 92	Y 86	Y 0	Y 0	Y 100	Y 0
K 0	K 0	K 0	K 0	K 0	K 0	K 0	K 100

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R 229	R 235	R 243	R 139	R 47	R 69	R 3	R 29
G 45	G 102	G 150	G 191	G 82	G 138	G 152	G 29
B 36	B 28	B 30	B 72	B 159	B 201	B 57	B 27

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HEX:	HEX:	HEX:	HEX:	HEX:	HEX:	HEX:	HEX:
#E52D24	#EB661C	#F3961E	#8BBF48	#2F529F	#458AC9	#039839	#1D1D1B

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Pantone:	Pantone:	Pantone:	Pantone:	Pantone:	Pantone:	Pantone:	Pantone:
2035 C	1585 C	144 C	2286 C	2728 C	2915 C	2272 C	Black C