

2

OUR LOGO AND ITS USE

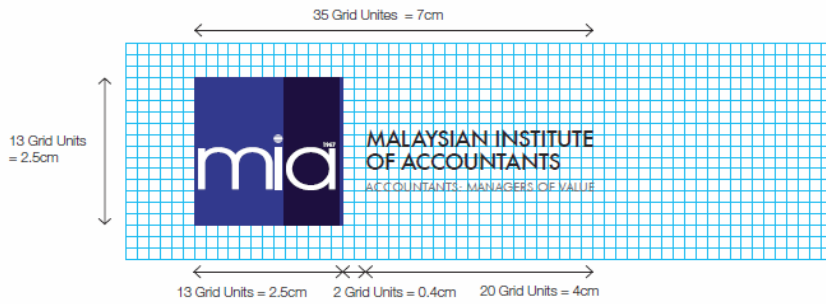
SIZES AND SPACING

LOGO CLUSTER: PARTNERSHIPS AND SPONSORS

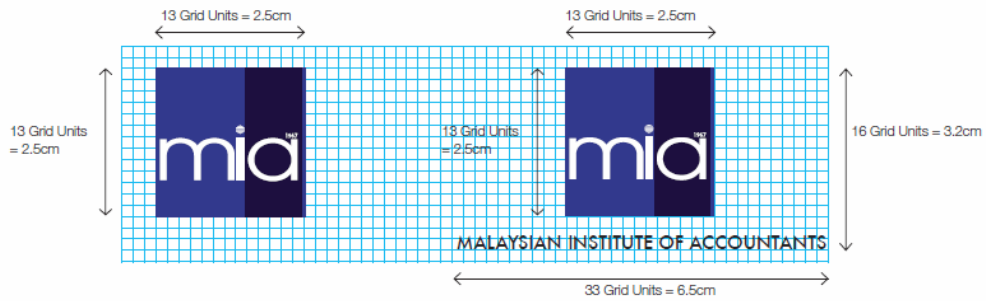
LOGO APPLICATION



sizes and spacing

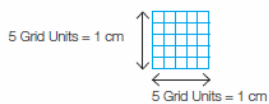


↑ Complete logo, horizontal

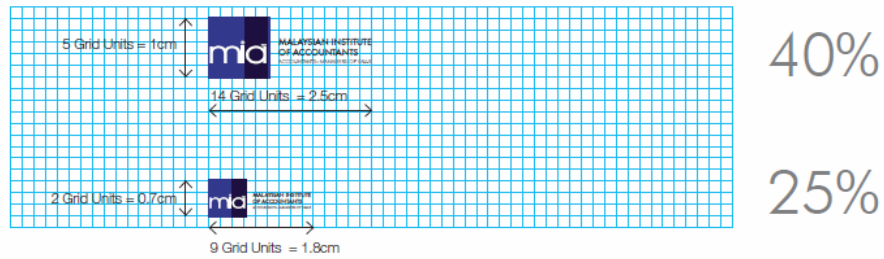
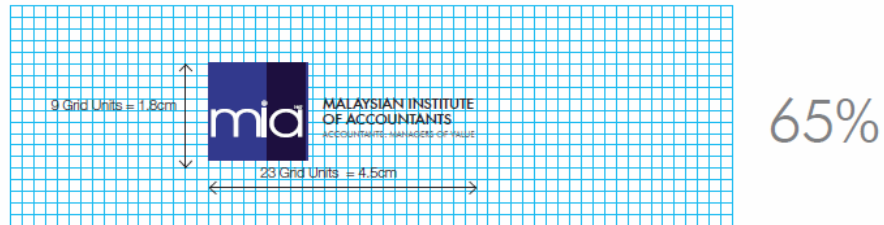
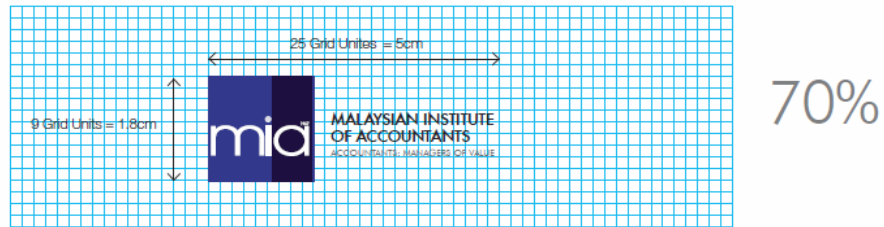
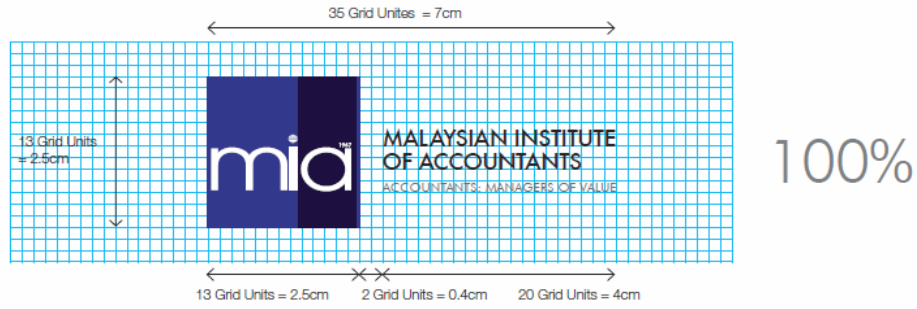


↑ Complete logo stand alone, horizontal

↑ Complete logo with text below, horizontal

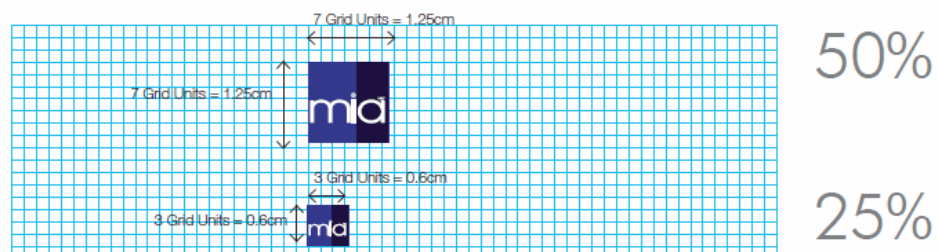
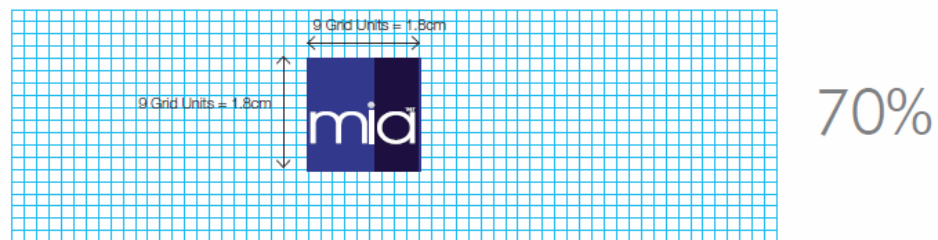
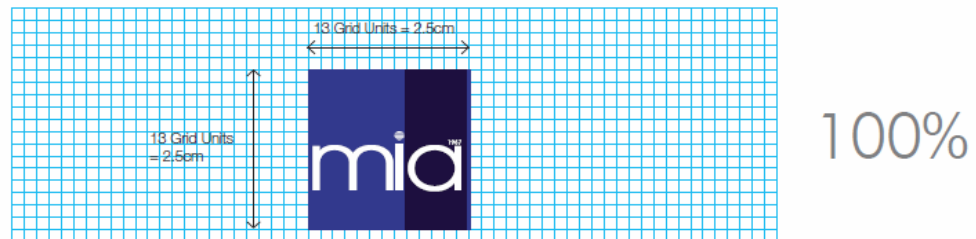


sizes and spacing



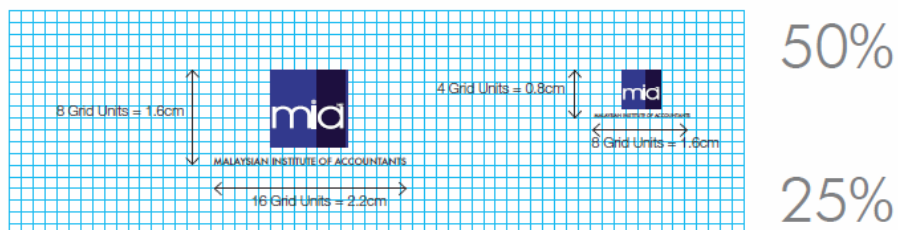
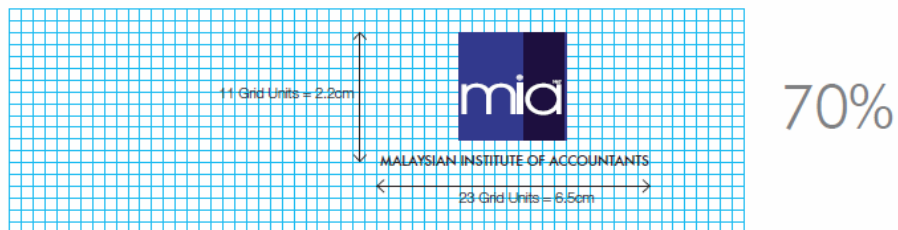
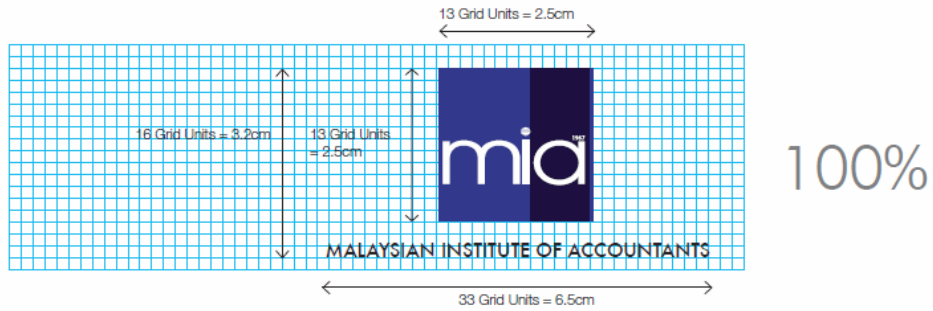
↑ Complete logo, horizontal

sizes and spacing



↑ Complete logo stand alone, horizontal

sizes and spacing



↑ Complete logo with text below, horizontal

| logo application



↑ DO NOT use logo with background shadow



↑ DO NOT use logo with an outline box



↑ DO NOT use MIA text in one line



↑ DO NOT use logo with distortion



↑ DO NOT use logo with different shades of colours



↑ DO NOT use logo shrink not less than 25% from actual size

Here are some, but not all, incorrect uses of our logo. In order to maintain its integrity, the logo must never be altered, distorted or adjusted in any way, either digitally or photomechanically. The logo is carefully drawn artwork, so any alteration of the logo is considered misuse.

3

ARTWORK

LOGOS AND BACKGROUNDS

COLOUR PALETTES

CLEAR SPACE

TYPOGRAPHY

| logos and backgrounds



↑ Blue






↑ Grayscale



↑ Reversed

| colour palettes

	MIA Midnight Blue	PANTONE® SPOT	PROCESS	MONOTONE	WEB-SAFE
		COATED Pantone 276C	CYAN 100%	100%	#000066
		UNCOATED Pantone 276U	MAGENTA 100%		RED 0
			YELLOW 0%		GREEN 0
		BLACK 50%		BLUE 102	
	MIA Blue	PANTONE® SPOT	PROCESS	MONOTONE	WEB-SAFE
		COATED Pantone 7455C	CYAN 95%	60%	#0066cc
		UNCOATED Pantone 7455U	MAGENTA 70%		RED 0
			YELLOW 0%		GREEN 102
		BLACK 0%		BLUE 204	
	MIA Black	PANTONE® SPOT	PROCESS	MONOTONE	WEB-SAFE
		COATED Pantone Black C	CYAN 0%	100%	#000000
		UNCOATED Pantone Black U	MAGENTA 0%		RED 0
			YELLOW 0%		GREEN 0
		BLACK 100%		BLUE 0	

↑ Colours shown here are indicative only. Please refer to relevant Pantone® calibrated colour swatches

| logos and backgrounds



↑ Cluster in colour against white



↑ Cluster in colour against grey (10%Y, 20%K, or Pantone® 877C, simulated here).



↑ Cluster in colour against silver (0%C, 0%M, 0%Y, 40%k, or Pantone® 877C, simulated here).



↑ Cluster in colour against gold (20%C, 25%M, 60%Y, 25%k, or Pantone® 871C, simulated here).



| logos and backgrounds



↑ Cluster in black against white.



↑ Cluster in black against 30% black.



↑ Cluster in black against 70% black.



↑ Cluster in black against 40% black.



| logos and backgrounds



↑ Cluster in one colour (Black) against white.

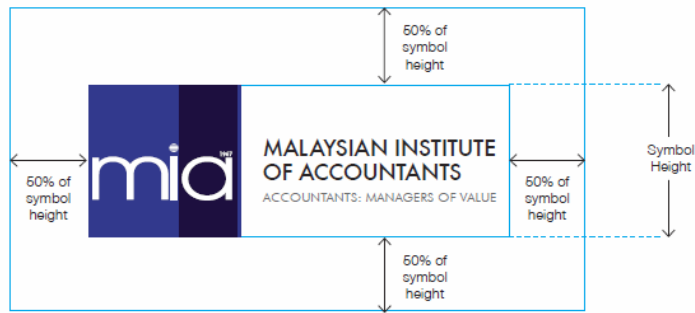


↑ Cluster in one colour (Gold, Pantone® 871C, simulated here) against white.

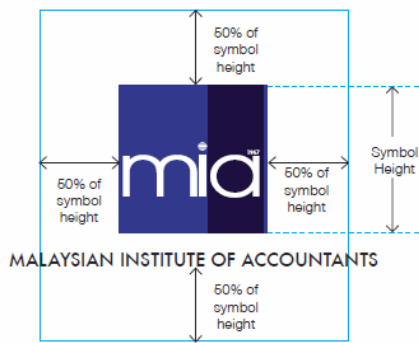


↑ Cluster in one colour (Silver, Pantone® 877C, simulated here) against white.

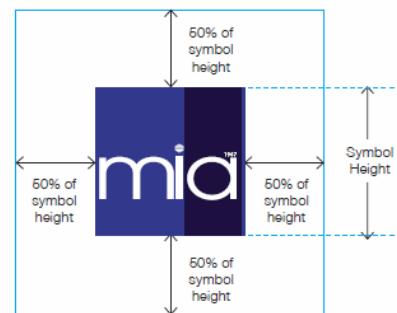
clear space



↑ Clearspace for 100% logo size, complete



↑ Clearspace for 100% logo size, with text below



↑ Clearspace for 100% logo size, stand alone

| typography

The Malaysian Institute of Accountants corporate typeface is Futura Lt Bt, weights Condensed to Black inclusive (as well as italics). It is a modern sans serif font that is both functional and versatile. Within any single piece, try to minimize the number of variations in type size. Body copy should be reproduced ranged left or justified. In the event that Futura Lt Bt is not available, please use Tahoma for all in-house desktop publishing applications, including e-mail. Tahoma is a default system font on both PC and Mac.

title, futura lt bt, 45pt

ABCDEFGHIJKLMNOPQR

STUVWXYZ

abcdefghijklmnoprsstuvwxyz

1234567890

headline, futura lt bt, 30pt

ABCDEFGHIJKLMNOPRSTUVWXYZ

abcdefghijklmnopqrstuvwxy 1234567890

subhead, futura book bt, 21pt

ABCDEFGHIJKLMNOPRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

body text, futura lt bt, 10pt
 ABCDEFGHIJKLMNOPRSTUVWXYZ
 abcdefghijklmnopqrstuvwxy
 1234567890