

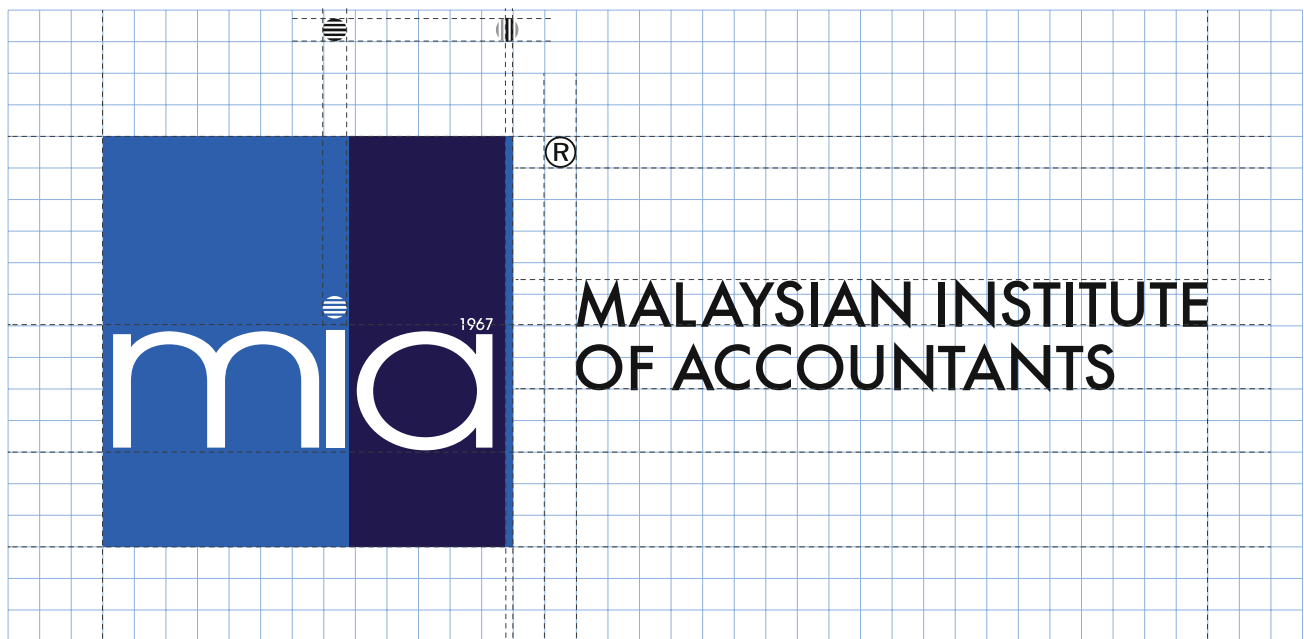
THE LOGO

PRIMARY LOGO

Logo Construction

The proportions of the MIA logo should always remain unaltered. Its proportions and colour cannot be altered under any circumstances

The drawing shows the constant thickness and placement of every elements inside the logo.












The drawing above shows the correct proportions and dimensions of the logo.

The grid allows the logo to be drawn accurately, however, we strongly recommend the use of the files and resources provided along with this manual

Color System

The various values required for the correct reproduction of the corporate colours.

PANTONE			
	2766 C (COATED) 2766 U (UNCOATED)	2935 C (COATED) 2935 U (UNCOATED)	BLACK 6 C (COATED) BLACK 6 U (UNCOATED)
CMYK			
	C: 100 M:100 Y: 35 K: 35	C: 100 M:65 Y: 0 K: 0	C: 0 M:0 Y: 0 K: 100
RGB			
	R: 0 G: 0 B: 102 #000066	R: 0 G: 102 B: 204 #0066CC	R: 0 G: 0 B: 0 #000000

PANTONE

Spot color. Color codes that stand for a specific shade. A standardized color reproduction system used widely across the world.

CMYK

This is the color method which most colour printers use, based on 4 cartridges.

It comprises percentage values for cyan, magenta, yellow and black (CMYK).

RGB

The common view of screen colors. Used for digital production.

It comprises 3 values for red, green and blue (RGB).

LOGO

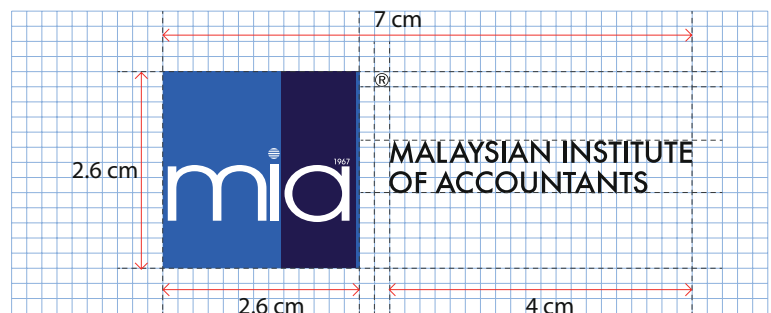
VARIATION AND SCALE

Variation

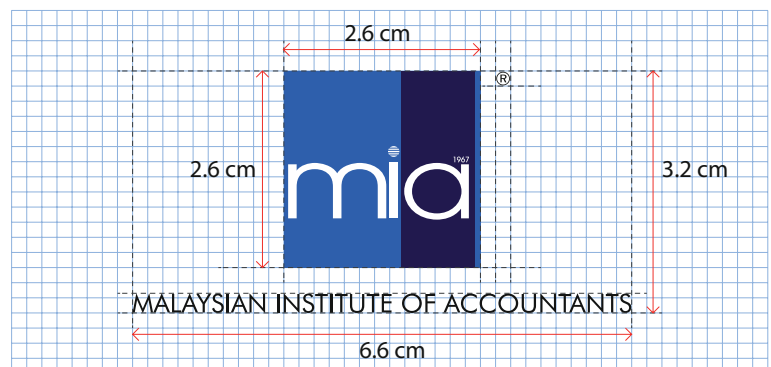
The Primary logo must always be accurately reproduced. The use of the Secondary logo and Tertiary logo requires prior approval from Strategic Communication and Branding Department.

Applications such as documents to be printed in black and white or faxes are limited by the printing method used. **ONLY** in these cases do we use the B&W version of the logo.

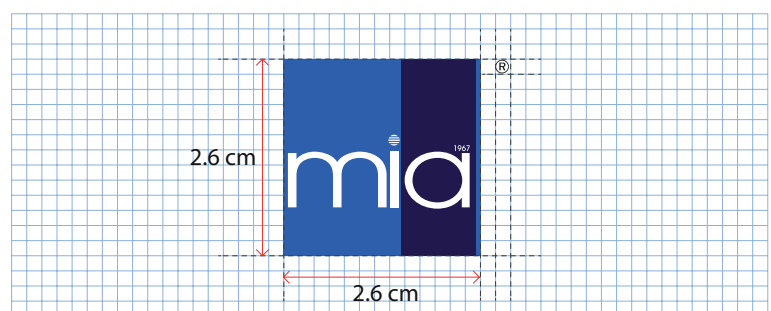
PRIMARY LOGO



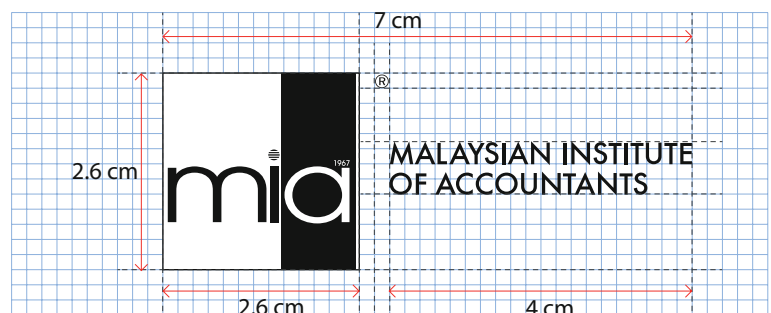
SECONDARY LOGO



TERTIARY LOGO



BLACK AND WHITE LOGO



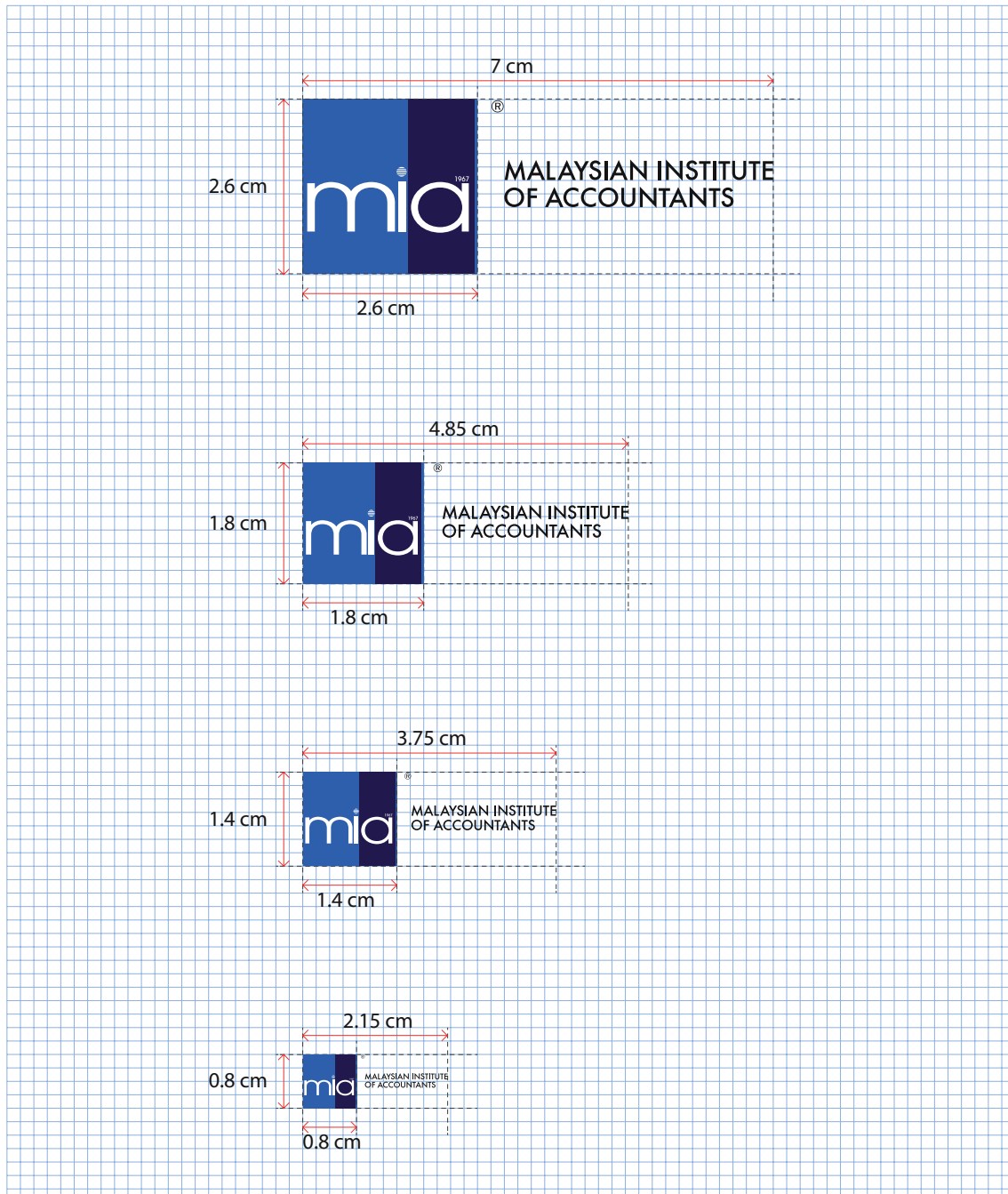
LOGO

VARIATION AND SCALE

Maximum Reduction

Printed Media: 0.8cm heights

Digital Media: 25px heights



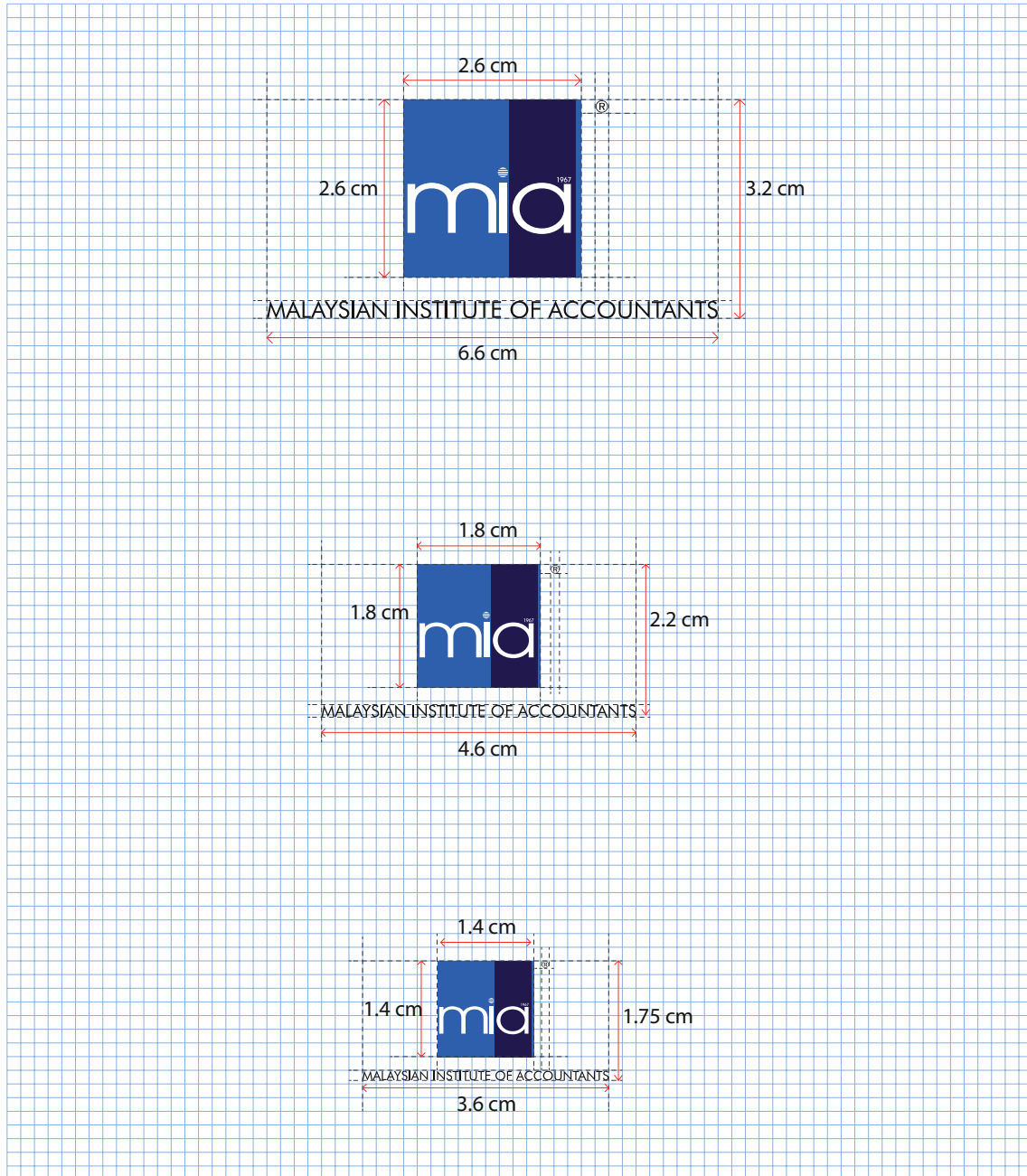
LOGO

VARIATION AND SCALE

Maximum Reduction

Printed Media: 1.4cm heights

Digital Media: 50px heights



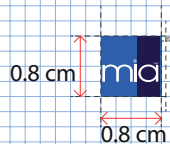
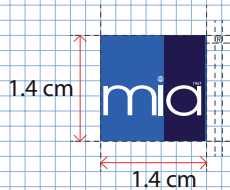
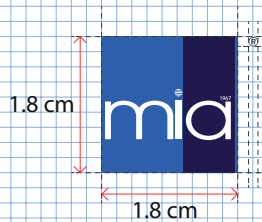
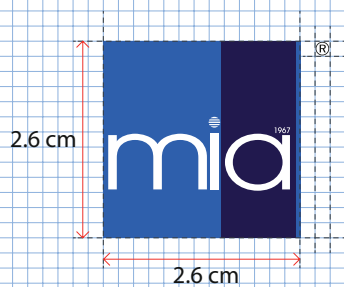
LOGO

VARIATION AND SCALE

Maximum Reduction

Printed Media: 0.8cm heights

Digital Media: 25px heights



LOGO

CLEAR SPACE

Logo Protection Zone

The logo must stand out in all uses. Maintain clear space on all sides of the logo. The free zone stops the logo competing with other elements and graphic styles.

This should be principally borne in mind in co-sponsorships where it coexists with other logos.



The equivalent would be the height of the letter **m** in the logo, applied in the entire zone as shown in the picture.

LOGO

APPLICATION ON BACKGROUND

Negative Application

Always prioritise the application of the logo in its original colors. When any of the adapted logos are used in a negative application, the part of the logo with “MALAYSIAN INSTITUTE OF ACCOUNTANTS” and the registered (®) symbol will be in white.



In backgrounds which are less than 50% brightness or 50% luminance the logo should be applied negatively.

LOGO

APPLICATION ON BACKGROUND

Incorrect Application

The logo must not be used in altered format.

Under no circumstances can these versions of the logo be used



DO NOT incorporate the logo with any graphic styles. eg: drop shadow, outer glow, etc



DO NOT place any bounding box or outline around the logo



DO NOT use the logo with any distortion



DO NOT alter the logo elements by any means

LOGO

APPLICATION ON BACKGROUND

Application Over Image

The logo cannot be applied over backgrounds with same color shades as the logo or any backgrounds that overwhelm the logo.



LOGO

APPLICATION ON BACKGROUND

Application Over Image

The logo can be used over images that not overwhelm the logo. The area of the logo, including the clear zone, should be over a uniform background and respect all the guidelines for positive and negative application.

Below is sample for application over an overwhelm images.



Alteration should be made on the background image, NOT the logo.

Primary Typeface

ARIAL

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Arial Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Arial Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890*

Alternative Typeface

CALIBRI

Calibri Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Calibri Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Calibri Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890*

Calibri Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Minimum font size for both typeface are
11 pt

