



## 1 LOGO RATIONALE

- The emblem represents **NEW KNOWLEDGE** and **INNOVATION**
- The orbiting electrons represent action and creativity in both individual and technological development
- The white color of the electrons symbolizes the purity of research-based knowledge
- Parallel bars represent cooperation, collaboration and unity in pursuit of knowledge
- Dark blue and bright orange denote dynamism and excellence in science and technology



## 2 COLOUR CODE



**BLUE**

**PANTONE COLOR**

Pantone 534 C  
Pantone 2757 U

**PROCESS COLOR**

Cyan : 95  
Magenta : 90  
Yellow : 20  
Black : 18



**RED**

**PANTONE COLOR**

Pantone Warm Red  
Pantone 172 U

**PROCESS COLOR**

Cyan : 0  
Magenta : 95  
Yellow : 95  
Black : 5



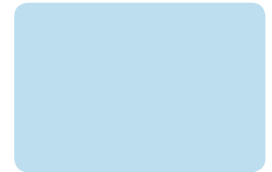
**GOLD**

**PANTONE COLOR**

Pantone 7409 C  
Pantone 116 U

**PROCESS COLOR**

Cyan : 0  
Magenta : 24  
Yellow : 100  
Black : 5



**CYAN**

**PANTONE COLOR**

Pantone 7457 C  
Pantone 7457 U

**PROCESS COLOR**

Cyan : 20  
Magenta : 0  
Yellow : 0  
Black : 0



**Gray Scale**



**Outline**

**3 BLACK & WHITE TONE**



**DARK GREY**

**PANTONE COLOR**

Pantone Cool  
Grey 10C  
Pantone 425 U

**PROCESS COLOR**

Cyan : 0  
Magenta : 0  
Yellow : 0  
Black : 70



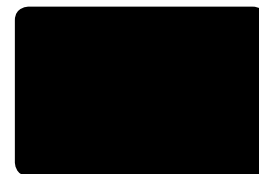
**LIGHT GREY**

**PANTONE COLOR**

Pantone Cool  
Grey 4C  
Pantone 9383 U

**PROCESS COLOR**

Cyan : 0  
Magenta : 0  
Yellow : 0  
Black : 30



**BLACK**

**PANTONE COLOR**

Pantone  
Hexachrome Black C  
Pantone  
Hexachrome Black U

**PROCESS COLOR**

Cyan : 0  
Magenta : 0  
Yellow : 0  
Black : 100



**4    PRIMARY TYPEFACE**

**Palatino / Book Antiqua**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**5    SECONDARY TYPEFACE**

**ARIAL**

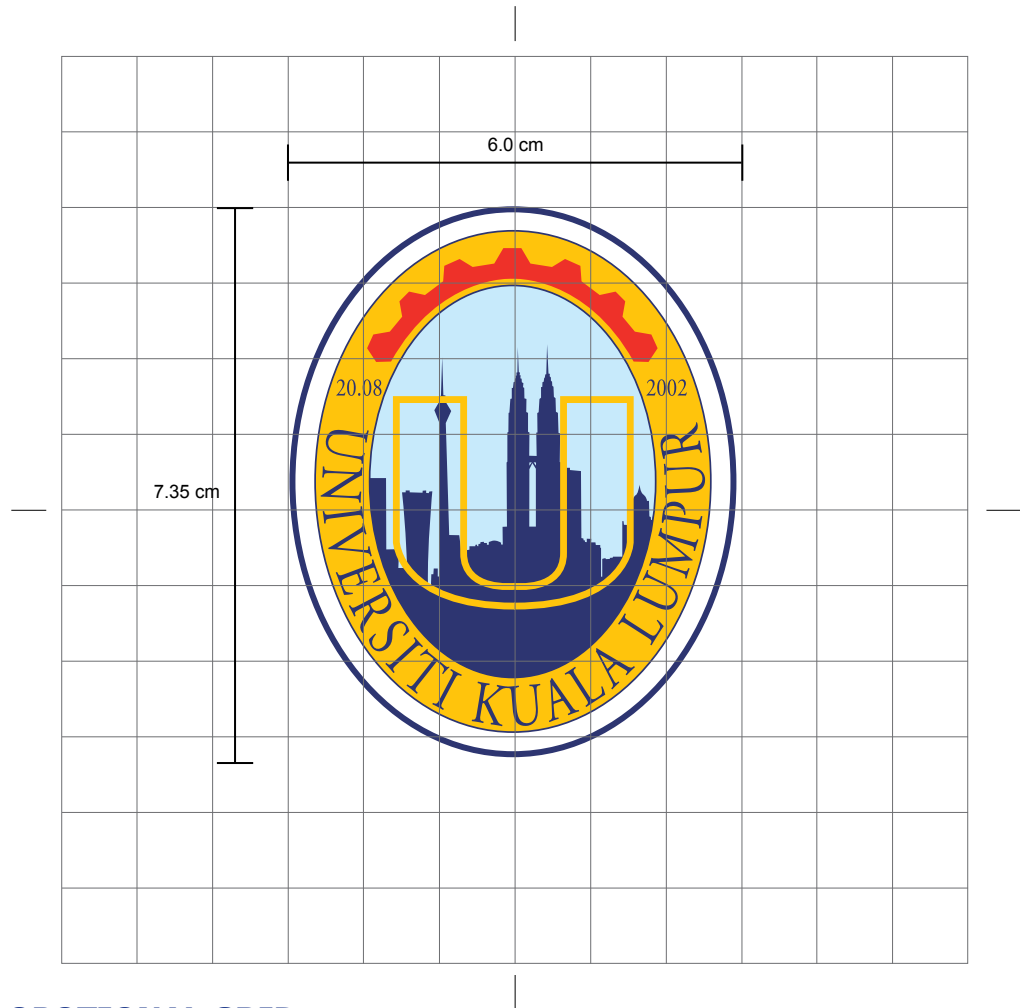
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**IMPORTANT!**

- Always produce UniKL logo from master artwork
- Always print UniKL logo in its corporate color, with the only exception in black & white application
- Always keep the logo away from graphic elements for visibility and impact
- Always use the standard sizes illustrated in the diagram wherever possible
- The corporate typeface for UNIVERSITI KUALA LUMPUR and "20.08 and 2002" is Palatino
- Arial font is to be used as the Secondary Typeface for items such as corporate stationery due to its visibility and suitability on the items.



## 6 PROPOTIONAL GRID

Actual Size

Grid Module = 1 x 1 cm

Based on the propotional grid, the university logo is in the measurement of 7.35cm height X 6.0cm width. At any time that the size of the logo is to be enlarged or reduced, the above measurement must be utilised propotionately.