CORPORATE IDENTITY MANUAL

VERSION 1.0

Felda Global Ventures Holdings Berhad 800165-P

feldaglobal.com

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Introduction

Consistent presentation of the FGV identity is the key to brand recognition, building trust and confidence over time. In this manual, we define the key elements of the brand identity system, from the brand mark and brand architecture to typography and secondary graphics. These elements will help us build the brand through various applications, outlining how it is to be used within the prescribed boundaries while still allowing for freedom of creative expression.

THE BRAND ELEMENT RATIONALE

The corporate element is inspired by the design of a **plant tag.** It speaks of the agri industry of the company and carries the message of **planting for the future.**

The Identity System

Our new identity reflects the exciting future of FGV and represents dynamism, momentum, change and progress on our journey to success.

1.0

1.1 **FGV Logo**

The vibrant colours demonstrate our energy and our vision to be a leading, globally diversified integrated agribusiness while not forgetting our roots and origin. The brown of the typography symbolizes the burnished earth of our fertile tropical climate as the source of our natural resources. The bold and contemporary font style portrays the strength, reach and commitment of our brand as we stride confidently into the future.

1.2 **FGV Tagline**

Rationale: FGV is a future-focused, forward thinking company, able to offer long-term solutions which requires a vision; capacity for original thinking and inventiveness. In short, a high measure of ingenuity is inherent in all it does.

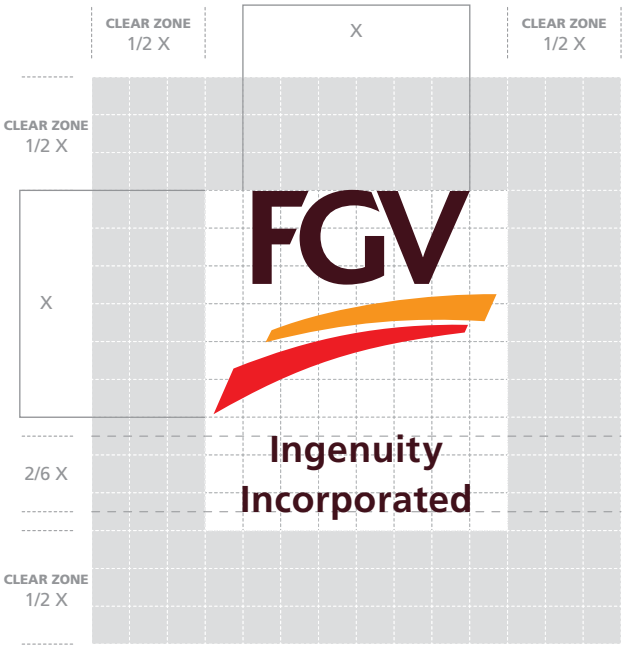
Application: The FGV tagline will be used throughout all communication materials except on the stationery and signages.

Ingenuity Incorporated

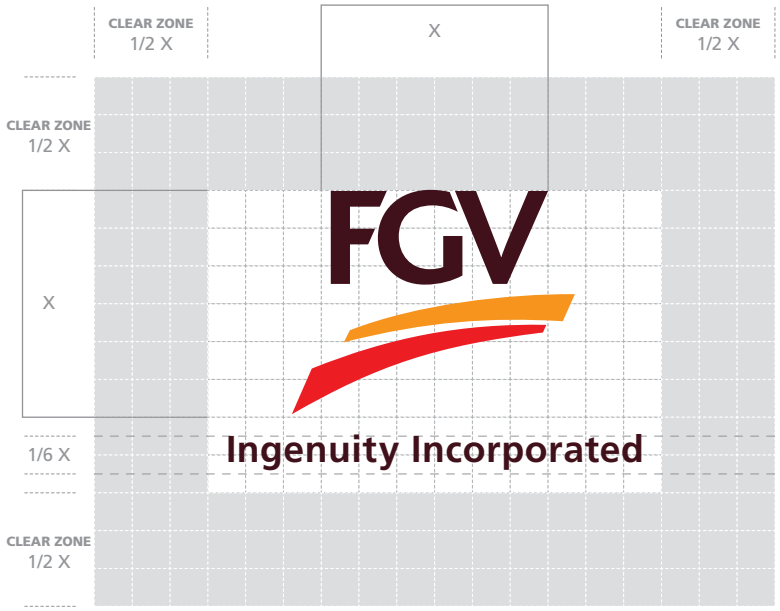
THE IDENTITY SYSTEM

1.3 **Construction Grid**

The grid acts as a guide to portray how our Brand Signature should be positioned whenever it is presented. Take note of the spacing needed to ensure there is ample room for the Brand Signature to be seen. Version 1 of the Brand Signature should be used at all times unless situation arises, use of Version 2 is permissible.



Version 1



Version 2

THE IDENTITY SYSTEM

1.4 **FGV Logo With Tagline**

The tagline should be in two lines as shown in the Version 1, and this shall be the main look used whenever possible. The Version 2, where the tagline is in a single line, shall only be used in situations where spacing is limited, as we want to avoid cramming the Brand Signature.

Minimum Size

Version 1

Minimum Size

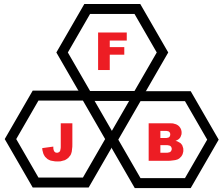
Version 2

1.5 **Companies With Own Branding**

Companies with their own branding, subsidiaries, joint ventures and associate companies shall carry "A Member of FGV" notice. Department or division within the Group shall not create their own mark or branding. This notice shall be in two lines as shown in the Version 1, and this shall be the main look and be used whenever possible. The Version 2, where the notice is in a single line, shall only be used in situations where spacing is a problem, as we want to avoid cramming the Brand Signature.

Version 1

Version 2



A MEMBER OF
FGV

A MEMBER OF
FGV

A MEMBER OF
FGV

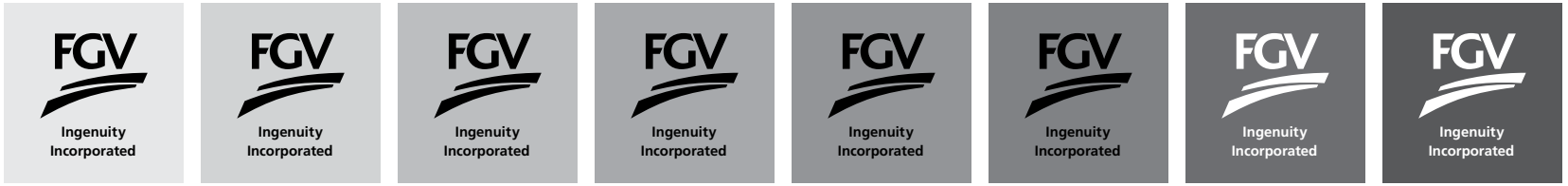
THE IDENTITY SYSTEM

1.6 **Black & White Version**

There will be applications where the FGV Brand Signature has to appear in black and white. The examples shown here demonstrate the use of the Brand Signature on light and dark backgrounds. This is a reference for establishing the relative values for light and dark backgrounds. This is particularly important when considering reproduction in newspapers or other applications with only one colour.

Positive Version

Reversed White Version



10% 20% 30% 40% 50% 60% 70% 80%

1.7 Corporate Colours

Colours form a significant and important part of the FGV Brand Identity. The Brand Signature Colour Palette is made up of the FGV Brown, Orange and Red. The Background Colour palette consists of a set of neutral colours, to allow the primary colours to be dominant.

Brand Signature Colour Palette

FGV Brown

PANTONE 4975C

CMYK 70 / 100 / 90 / 50
RGB 64 / 19 / 27

FGV Orange

PANTONE 144C

CMYK 0 / 50 / 100 / 0
RGB 247 / 148 / 30

FGV Red

PANTONE 485C

CMYK 0 / 100 / 100 / 0
RGB 237 / 28 / 36

Background Colour Palette

FGV Cream

PANTONE Yellow 0131C

CMYK 0 / 0 / 30 / 0
RGB 255 / 255 / 193

FGV Sky Blue

PANTONE Blue 0821C

CMYK 30 / 0 / 0 / 0
RGB 170 / 255 / 255

FGV Cool Grey

PANTONE COOL GREY 3C

CMYK 0 / 0 / 0 / 30
RGB 188 / 190 / 192

FGV Silver

PANTONE 877C

CMYK 0 / 0 / 0 / 40
RGB 167 / 169 / 172

Note The CMYK values represented on this page have not been evaluated by Pantone, Inc and may not match the Pantone system. Please consult a Pantone Colour Formula Guide for reference.

THE IDENTITY SYSTEM

1.8 Brand Signature Unacceptable Usage

The FGV Brand Signature should be treated with 'visual respect'. Every effort should be made to ensure that each element of the Brand Signature fulfills its original intent. It is strongly recommended that any reproduction of the Brand Signature uses the digital master files provided. No elements in the signature may be altered in any way. No borders, unofficial type or graphic elements should be added to the Brand Signature. These examples illustrate unacceptable usage of the Brand Signature.

Do NOT distort the Brand Signature

Do NOT place the Brand Signature at an angle

Do NOT add any effects to the Brand Signature

Do NOT create outlines for the Brand Signature

Do NOT use the Brand Signature within any holding shape

Do NOT create new logotype for the Brand Signature

Do NOT reposition or resize the elements in the Brand Signature

Do NOT change colours of the Brand Signature

Do NOT change the proportions or position between the elements

Do NOT place the logo on a colour without sufficient contrast

Do NOT place the Brand Signature on a busy background

Do NOT create department or division mark

1.9 **Special Finishes**

In cases where the FGV Brand Signature requires special finishes, the following options can be considered. The FGV Brand Signature can be printed in metallic colours such as matt or gloss silver, gold or silver hot-stamping. Positive or reversed-out versions of the Brand Signature can also be used. However, extra care must be taken to ensure there is a sufficient contrast with the background. Use of metallic colours is not advisable on busy backgrounds where legibility is compromised. For more subtle renderings of the Brand Signature, it can be printed as an embossed or debossed graphic. It may also be matt or gloss varnished.

Brand Signature in Metallic Gold

Brand Signature reversed out in Metallic Gold

Brand Signature embossed on a Gold background

Brand Signature in Metallic Silver

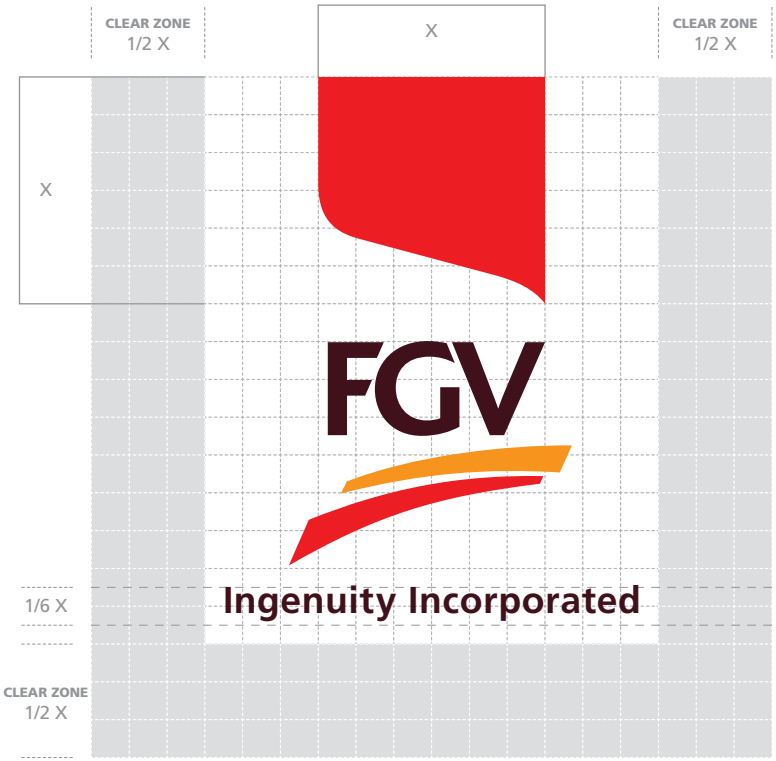
Brand Signature reversed out in Metallic Silver

Brand Signature embossed on a Silver background

1.10 **FGV Logo Lock-up 1 Construction Grid**

The grid acts as a guide to portray how our Brand Signature with logo lock-up should be positioned whenever it is presented. Take note of the spacing needed to ensure there is ample room surrounding it. Version 1 should be used whenever possible. Version 2 should only be used in certain situations where spacing is a concern. Overall, these 2 styles of logo lock-up should be used mainly on design materials with a clean look such as **diaries, calendars, company profiles or stationery**. Take note that the FGV logo should be legible and that the logo lock-up is restricted to one template per campaign.

Version 1



Version 2

1.11 **FGV Logo Lock-up 1**

The tagline should be in two lines as shown in Version 1, and this shall be the main look used whenever possible. Version 2, where the tagline is in a single line, shall only be used in situations where spacing is a limited.

Version 1

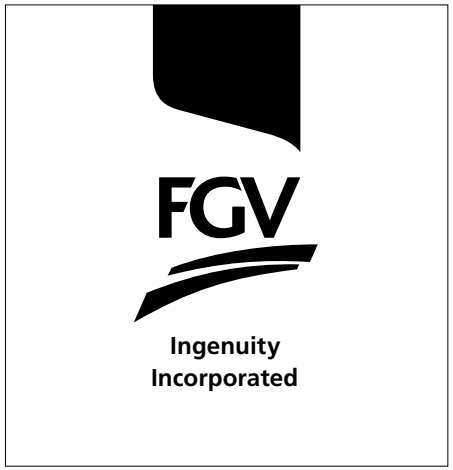
Version 2

1.12 **FGV Logo Lock-up 1 Variations**

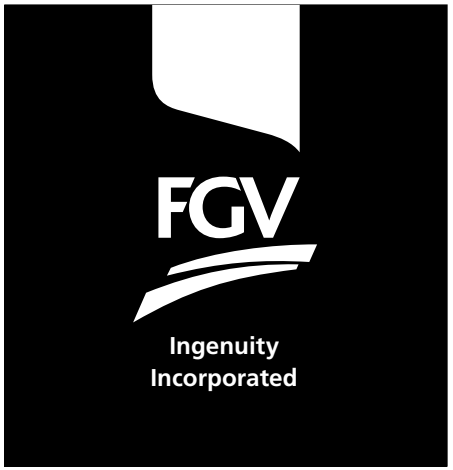
In cases where the FGV logo lock-up requires a different variation, the following options can be considered. It can be done in full colour or in reversed full colour. It can also be done in positive black or reversed white. Make sure there is sufficient contrast between the elements and the background.

Full Colour

Full Colour (Reversed)



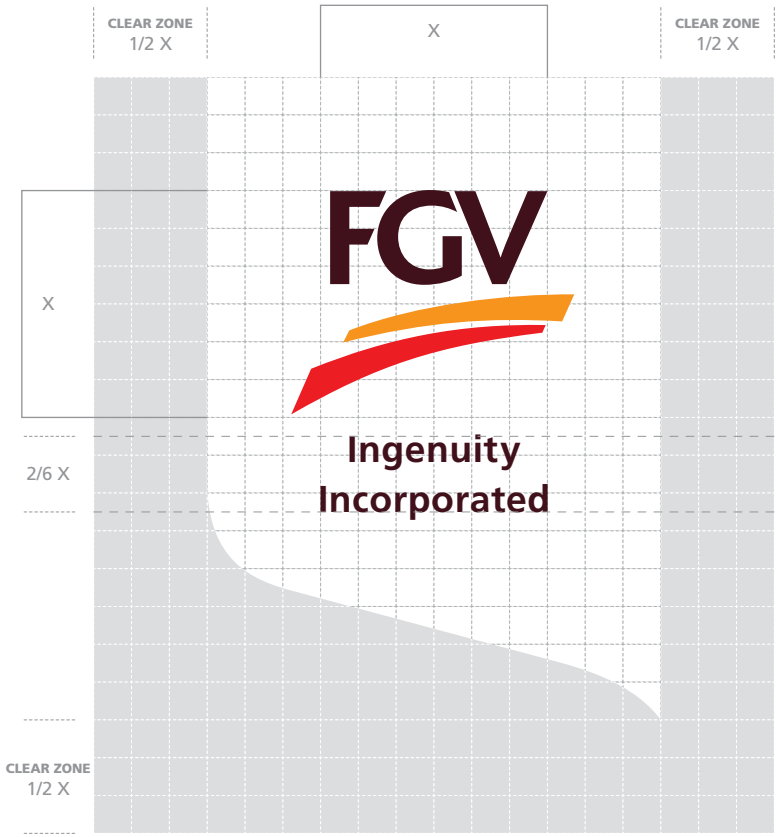
Positive Black



Reversed White Version

1.13 **FGV Logo Lock-up 2 Construction Grid**

The grid acts as a guide to portray how the second version of our logo lock-up should be positioned whenever it is presented. Take note of the spacing needed to ensure there is ample room surrounding it. **This style of logo lock-up should be used mainly for corporate communications such as billboards, press ads, buntings, posters or leaflets. It can be used on design materials only if the FGV logo is legible. The logo lock-up is restricted to one template per campaign.**

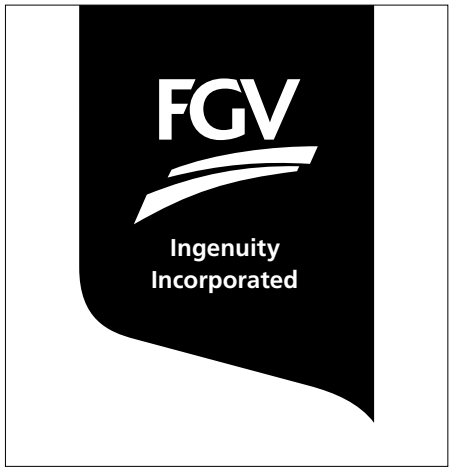


1.14 **FGV Logo Lock-up 2 Variations**

In cases where the FGV logo lock-up requires a different variation, the following options can be considered. It can be done in full colour or in reversed full colour. It can also be done in positive black or reversed white. Make sure there is sufficient contrast between the elements and the background.

Full Colour

Full Colour (Reversed)



Positive Black

Reversed White Version

Typography

Typography ensures consistent representation of FGV's Brand Identity. It is an important distinguishing element of the brand.

2.0

TYPOGRAPHY

2.1 Primary Typeface - Frutiger

The Frutiger family has been chosen as the corporate typeface for all FGV corporate communications such as outdoor posters, leaflets and other forms of corporate communications. Inspired by the clarity of the classic sans serif typefaces and the contemporary openness of characters, Frutiger makes an ideal typeface for the brand. The type family refers to the different weights and styles that make up the entire typeface. The different weights may be employed at a designer's discretion to suit the requirements of the specific application.

FRUTIGER 46 LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+=?

FRUTIGER 46 LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&()_+=?*

FRUTIGER 55 ROMAN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+=?

FRUTIGER 56 ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&()_+=?*

FRUTIGER 65 BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+=?

FRUTIGER 66 BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+=?

FRUTIGER 75 BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+=?

FRUTIGER 76 BLACK ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+=?

FRUTIGER 95 ULTRA BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+=?

TYPOGRAPHY

2.2 **Secondary Typeface - Arial**

The Arial Family has been chosen as the secondary typeface for web and internal communications because it compliments the primary FGV typeface, Frutiger. The Arial family should be used across **all internal communications** and documents such as email, letters, memos, reports, and PowerPoint presentations.

ARIAL REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&*()_+=?

ARIAL ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&()_+=?*

ARIAL BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+=?

ARIAL BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+=?

ARIAL BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()_+=?

Note Do NOT use the Arial font family for external communications i.e. marketing related communications materials like Advertisements, Billboards etc. It is ONLY meant for internal communications.

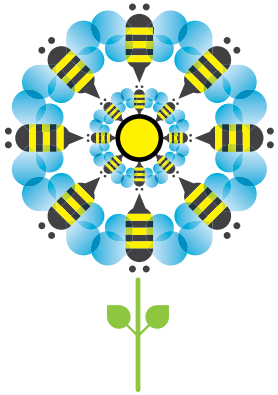
3.0

Illustrations & Photography

Illustrations and photography are powerful tools to tell a visual story. In today's media-rich environment where we often look first at images, it is important that every image communicates a story with maximum impact.

3.1 **Illustration Style**

The goal with illustration is to have a simple but unique style. These are samples of various key elements to achieve the illustration style.

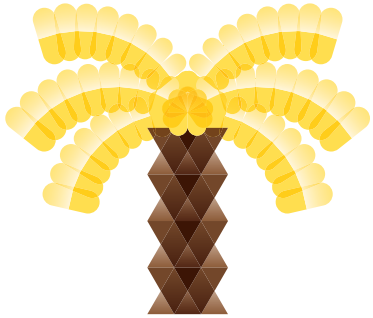


VIBRANT

Illustrations should be vibrant and have a colourful palette. This is to invoke a sense of freshness in the style.

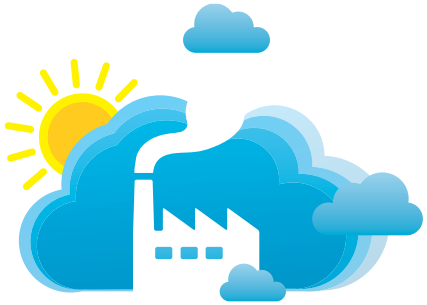
POSITIVE AND NEGATIVE SPACE

Illustrations should make good use of positive and negative space to create a dynamic but balanced look, and not make the visual look too busy.



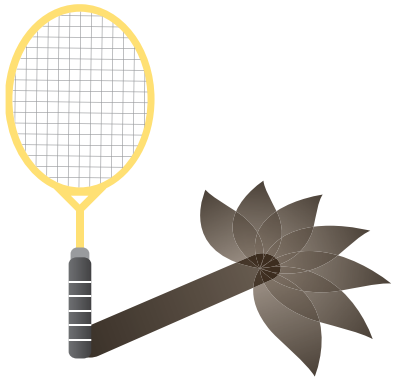
GEOMETRICAL

Use geometrical shapes whenever possible, to convey a sense of simplicity with clean lines.



ROUNDED SHAPES

Rounded shapes are preferred over sharp or jagged edges, to instill a feeling of closeness which is friendly in tone.



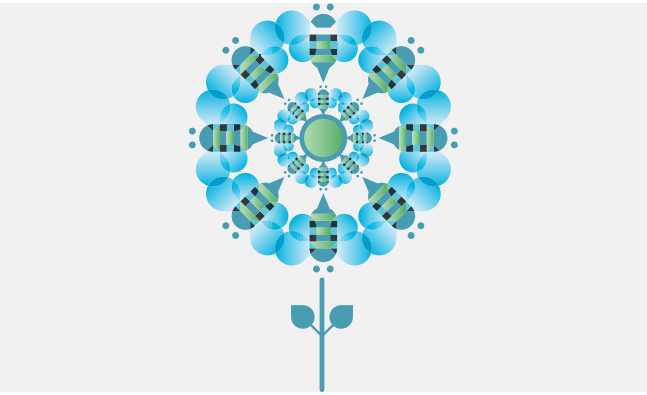
IDEATION

Illustrations should be creative and showcase great ideas in simple ways.

SIMPLE / GRAPHICAL

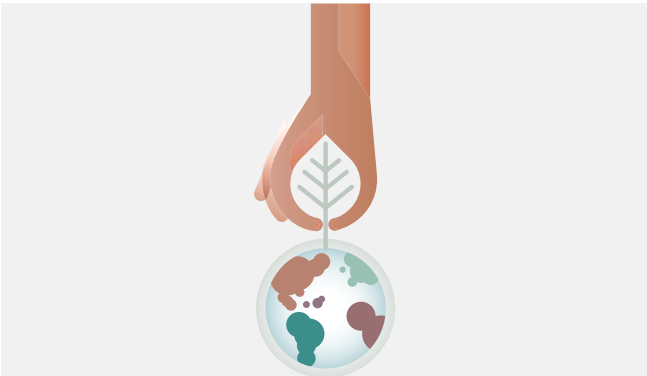
Do try to use illustrations that are clear and simple yet creative. It will help to send across a message of being interesting in a way that's quickly comprehended.

3.2 **Illustration Style - Don’ts**



LOW CONTRAST

CONGESTED



DULL COLOUR

NOT FRIENDLY

HARD TO UNDERSTAND

COMPLICATED

3.3 **Photography Style**

The goal is to portray FGV in an active and engaging way. Therefore, sunshine and warmth should always be key elements. Rays of light to add energy are highly recommended. These are samples of various key elements.

LIGHT FLARE
Light rays or flares should be used to portray warmth and energy.

OPTIMISTIC
Always try to portray positive human interactions and expressions, to add a human touch to the brand.

WIDE SPACE
At times, having a single object focused on in a large empty space will help draw attention and make the element less busy.

NATURE / NATURAL
Photos that are natural and real will help portray the brand's authenticity and make it more appealing.

DEPTH OF FIELD
A deeper depth of field is recommended to isolate objects and blur out the background.

DYNAMIC
Photos with dynamic perspectives and angles help add an element of excitement and a level of energy.

SPONTANEOUS MOMENTS
Capturing spontaneous moments that are heartwarming and emotional will touch hearts.

CLOSE UP
Some objects may be shot close up or in macro to put emphasis on the subject.

3.4 **Photography Style - Don’ts**

TOO DARK

NEGATIVE

COMPLICATED

STAGED

NO DEPTH

FLAT

SAD

NO FOCUS

Communications

As part of the Brand Identity, it is vital that all communications clearly present a consistent look through proper usage of all the design elements and templates.

4.0

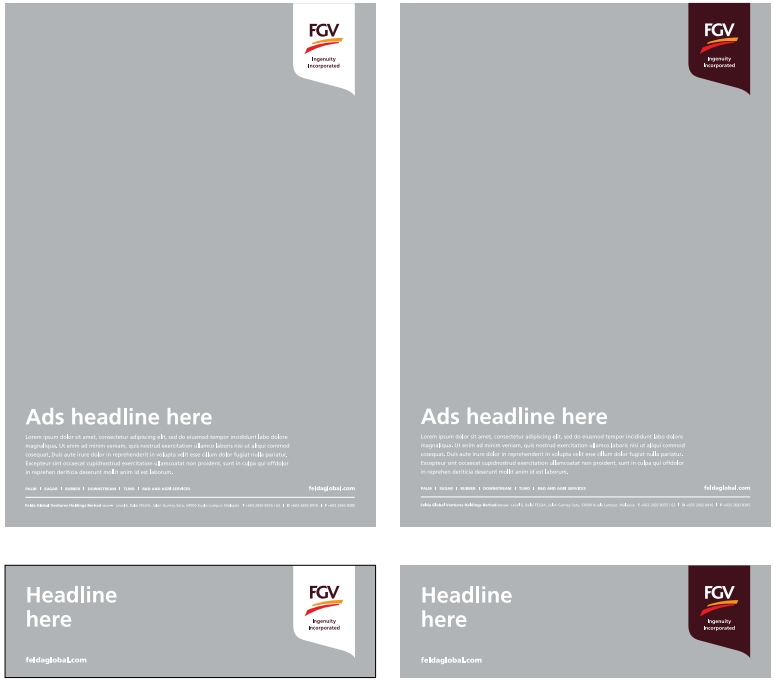
COMMUNICATIONS

4.1 **Templates Overview**

There are two main templates that can be used. Follow them closely as they feature all the design elements in a clear and consistent manner.

TEMPLATE 1

Use this version when the main emphasis is on the information or content. A simple logo lock-up will help amplify the message and make it stand out more.



TEMPLATE 2

This version is used for simple content with a clean art direction. Ensure that the FGV logo is legible. The strong plant tag brand element and colours help bring out the identity of FGV.

Note A single campaign can only use one template type or design.

COMMUNICATIONS

4.2 **Template 1 - Advertisements Grid**

Use this version when the main emphasis is on the information or content. A simple logo lock-up will help amplify the message and make it stand out more.

A **Brand Signature** Logo and Tagline

B **Brand Essence** Illustration or Image

C **Brand Message** Headline, Subhead, Body Copy, Company Name, Address, Contact, Website

COMMUNICATIONS

4.3 **Template 1 - Advertisements**

COMMUNICATIONS

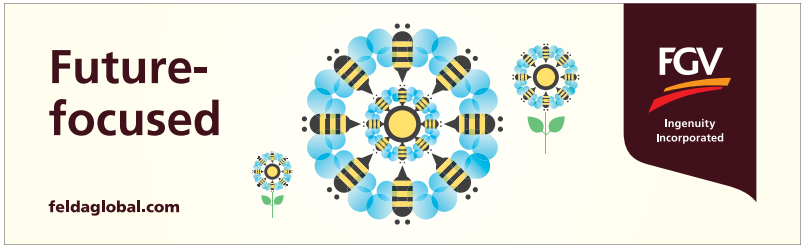
4.4 **Template 1 - Banner Grid**

A **Brand Message** Headline, Subhead, Body Copy, Website

B **Brand Essence** Illustration or Image

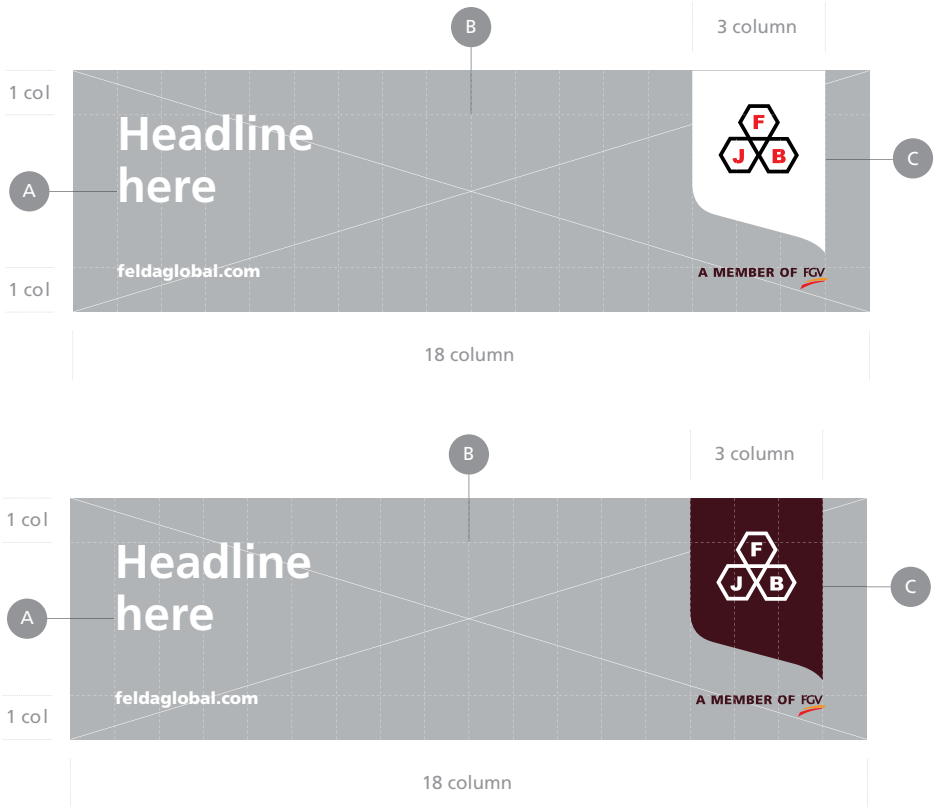
C **Brand Signature** Logo and Tagline

4.5 **Template 1 - Banner**



COMMUNICATIONS

4.6 **Template 1 - Member Banner Grid**

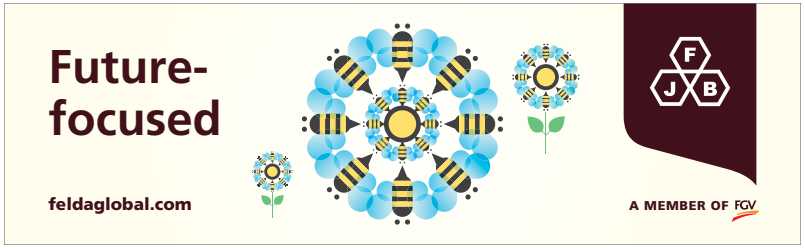


A **Brand Message** Headline, Subhead, Body Copy

B **Brand Essence** Illustration or Image

C **Brand Signature** Logo and Tagline, Website

4.7 Template 1 - Member Banner



COMMUNICATIONS

4.8 Template 1 - Bunting Grid

A **Brand Signature** Logo and Tagline

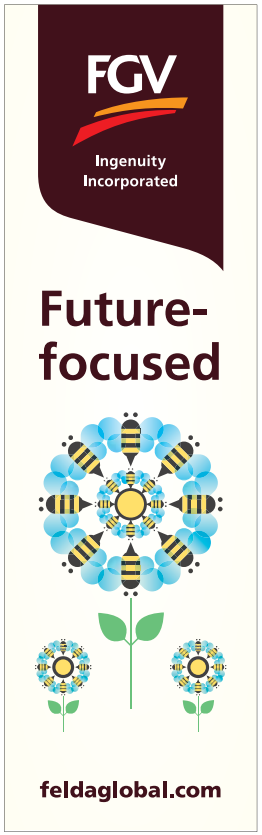
B **Brand Message** Headline, Subhead, Body Copy

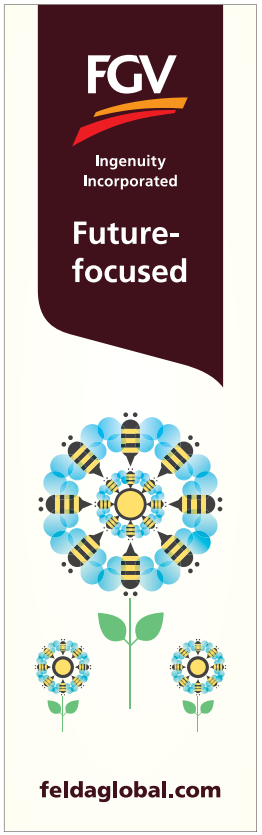
C **Brand Essence** Illustration or Image

D **Brand Message** Website

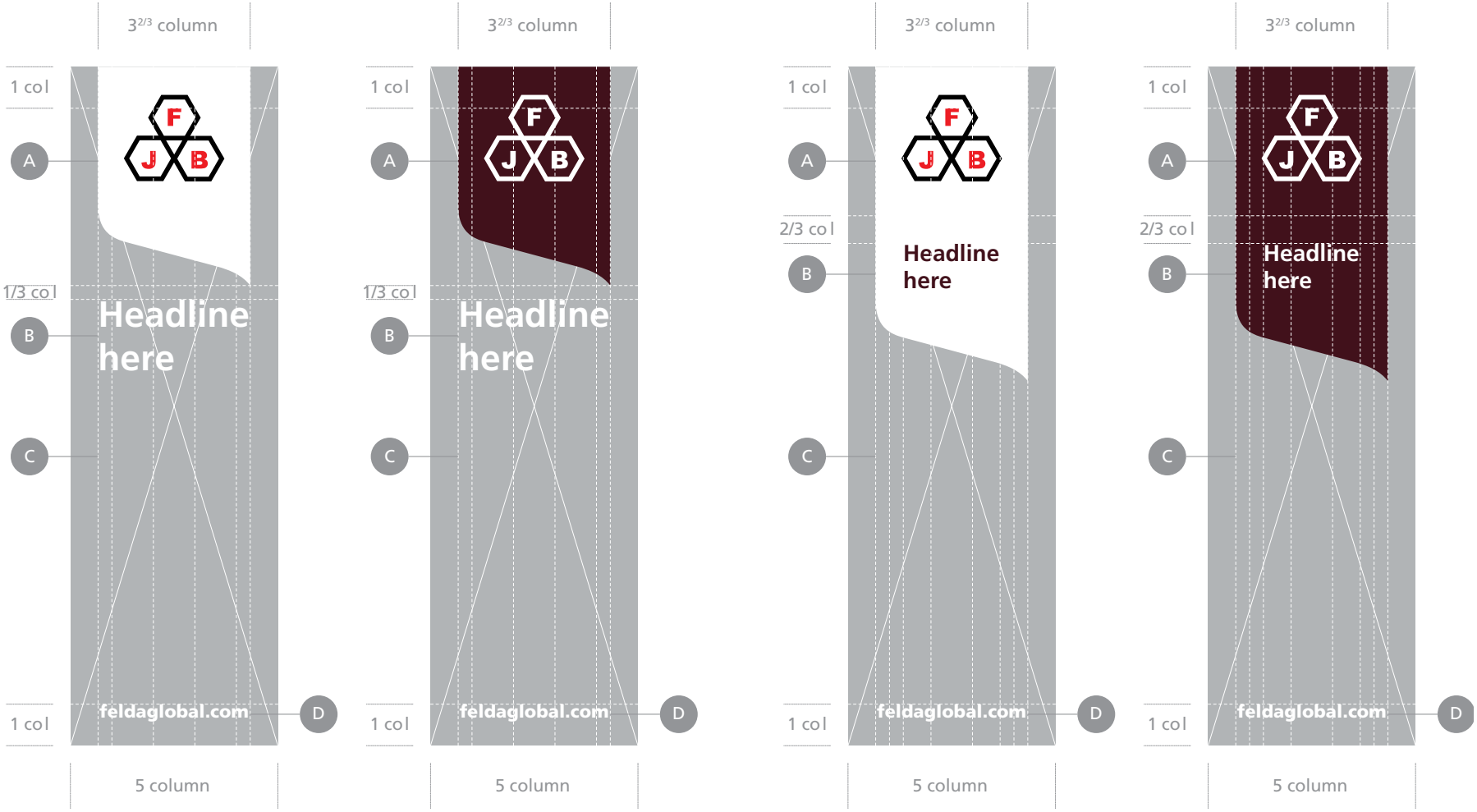
COMMUNICATIONS

4.9 **Template 1 - Bunting**





4.10 **Template 1 - Member Bunting Grid**



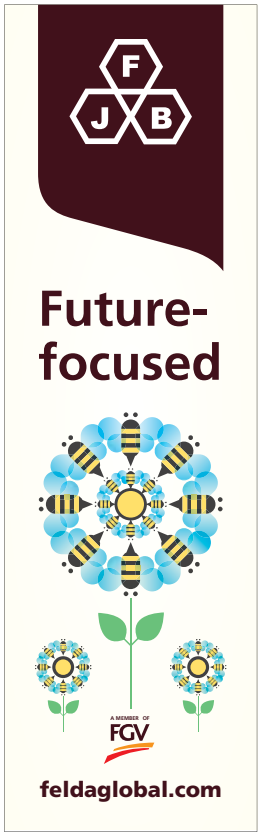
A **Brand Signature** Logo and Tagline

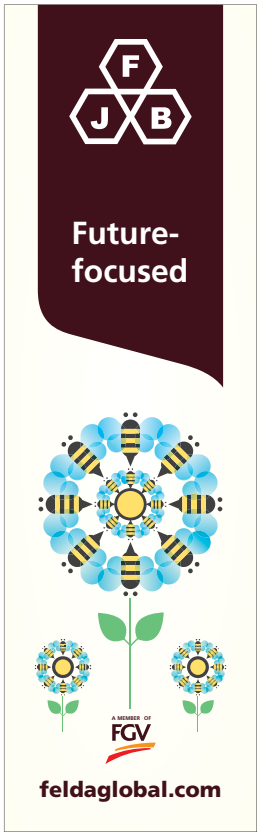
B **Brand Message** Headline, Subhead, Body Copy

C **Brand Essence** Illustration or Image

D **Brand Message** Website

4.11 Template 1 - Member Bunting





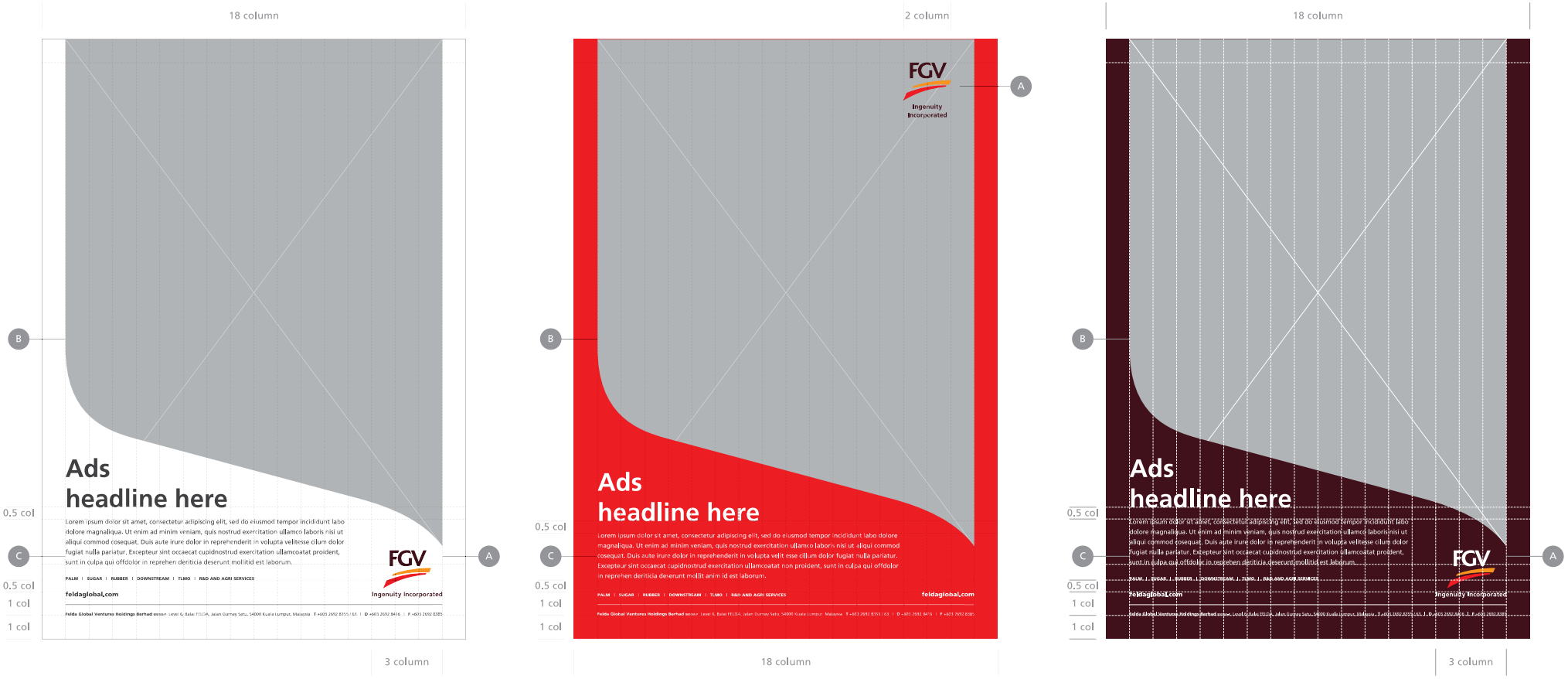
COMMUNICATIONS

4.12 **Template 1 - Leaflet**

COMMUNICATIONS

4.13 **Template 2 - Advertisements Grid**

This version is used for simple content with a clean art direction. Ensure that the FGV logo is legible. The strong plant tag brand element and colours help bring out the identity of FGV.



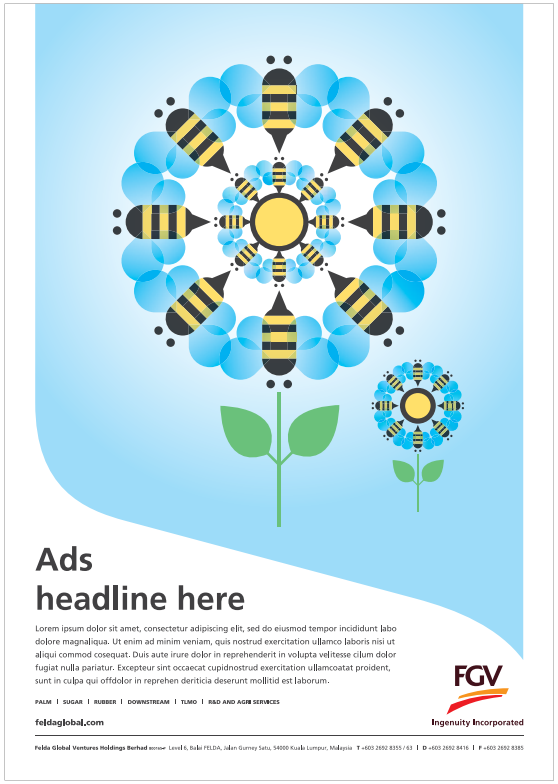
A **Brand Signature** Logo and Tagline

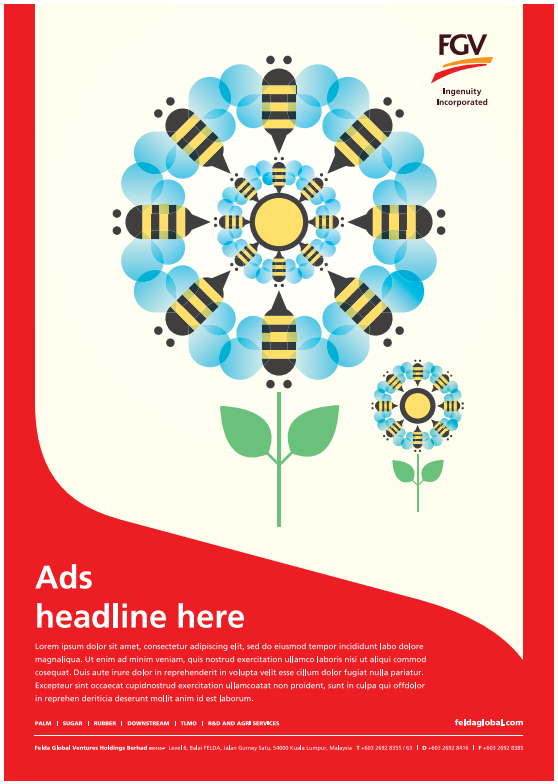
B **Brand Essence** Illustration or Image

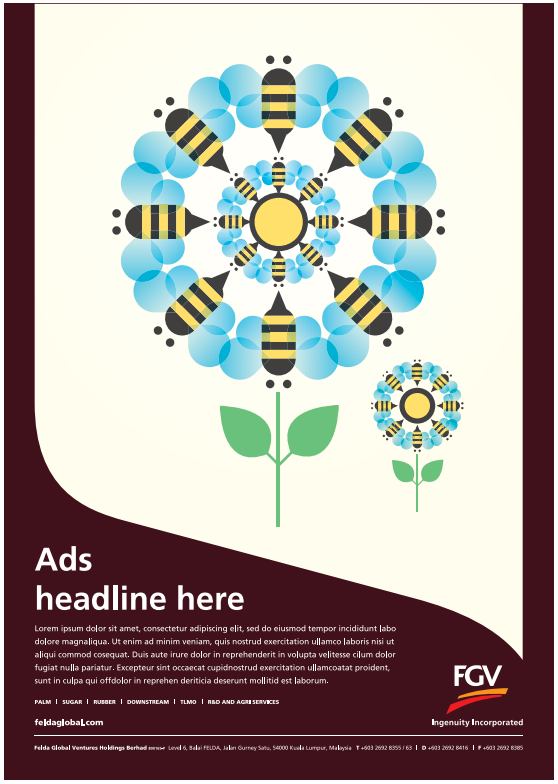
C **Brand Message** Headline, Subhead, Body Copy, Company Name, Address, Contact, Website

COMMUNICATIONS

4.14 **Template 2 - Advertisements**







COMMUNICATIONS

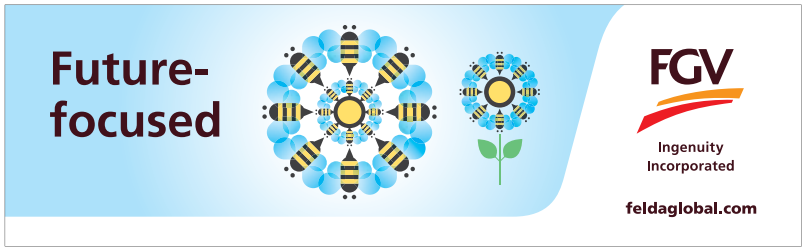
4.15 **Template 2 - Banner Grid**

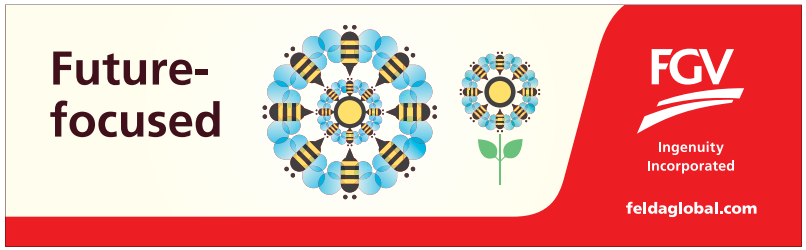
A **Brand Message** Headline, Subhead, Body Copy

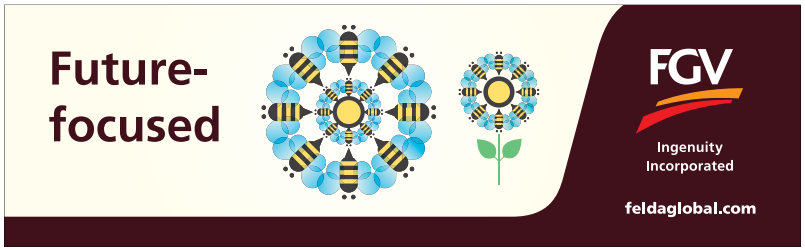
B **Brand Essence** Illustration or Image

C **Brand Signature** Logo and Tagline, Website

4.16 **Template 2 - Banner**

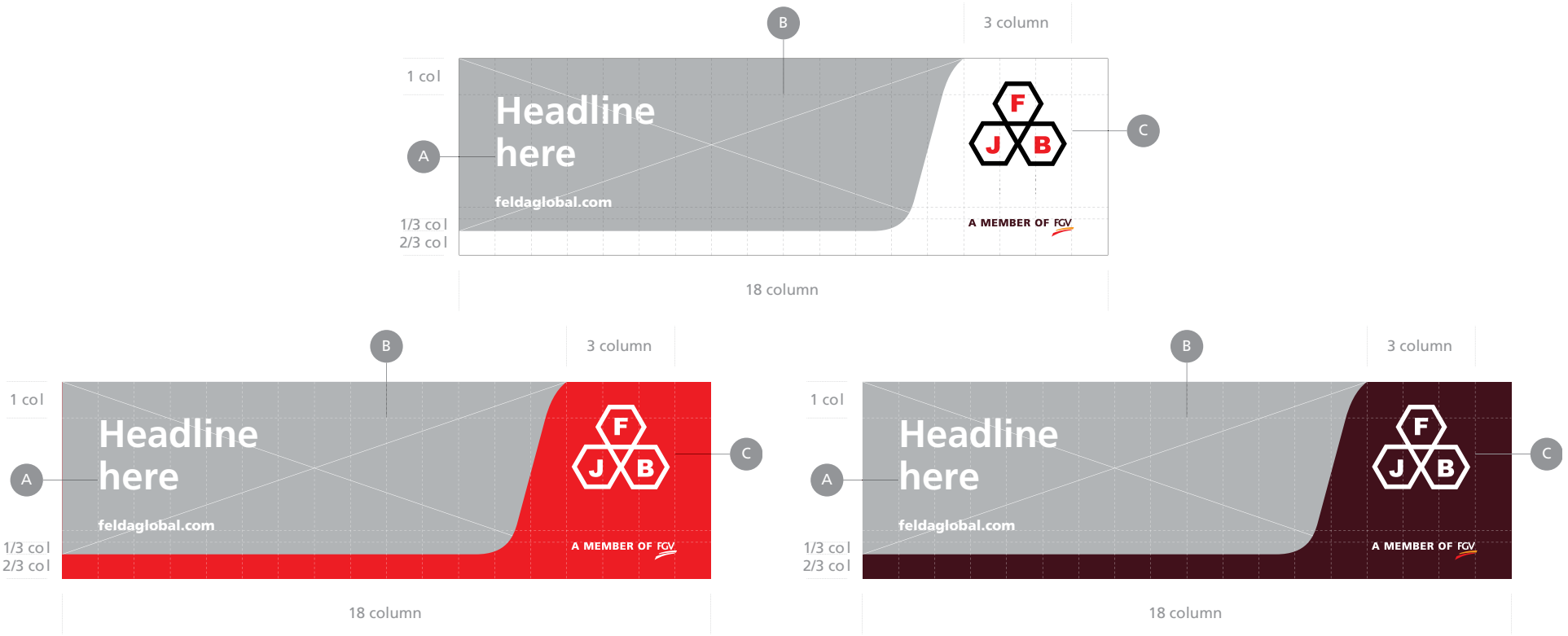






COMMUNICATIONS

4.17 **Template 2 - Member Banner Grid**



A

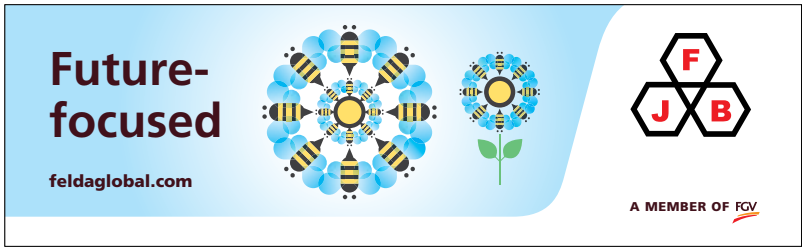
Brand Message Headline, Subhead, Body Copy, Website

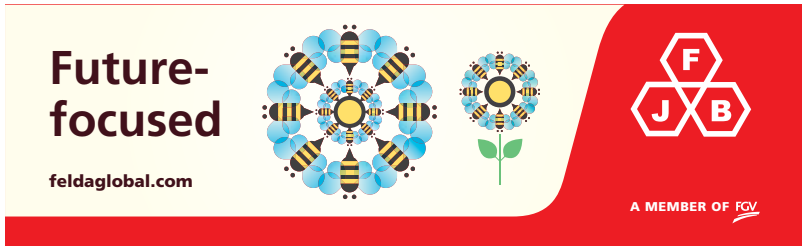
B **Brand Essence** Illustration or Image

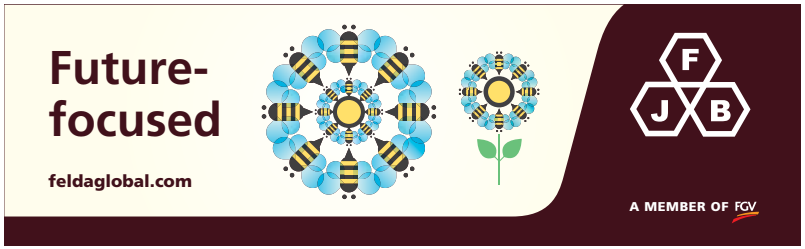
C **Brand Signature** Logo & Corporate Qualifier

COMMUNICATIONS

4.18 **Template 2 - Member Banner**







COMMUNICATIONS

4.19 **Template 2 - Bunting Grid**

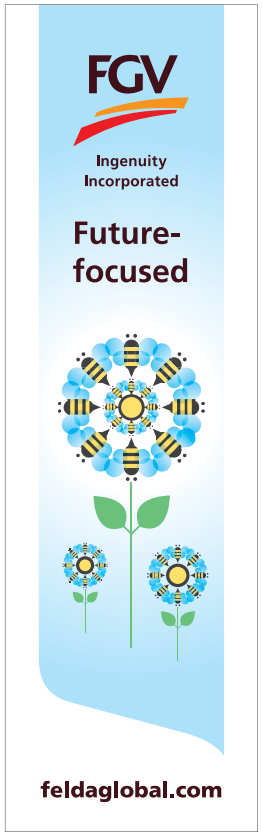
A **Brand Signature** Logo and Tagline

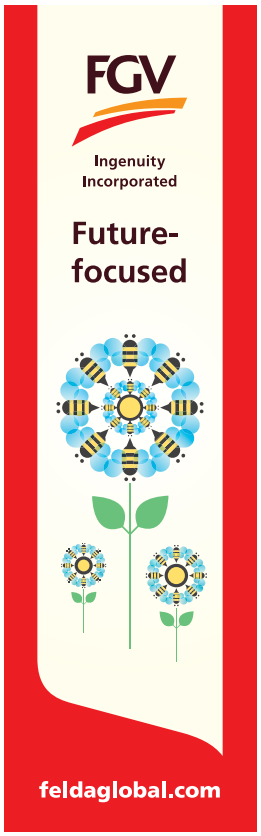
B **Brand Message** Headline, Subhead, Body Copy

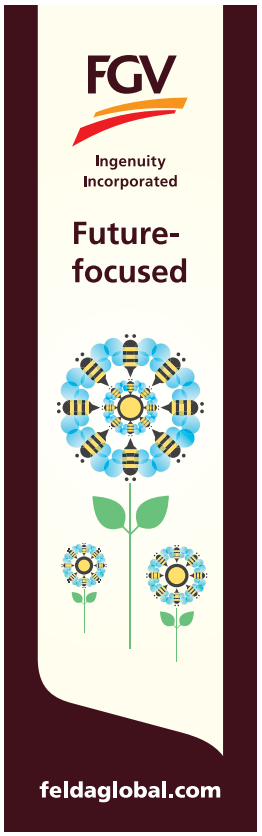
C **Brand Essence** Illustration or Image

D **Brand Message** Website

4.20 **Template 2 - Bunting**







COMMUNICATIONS

4.21 **Template 2 - Member Bunting Grid**

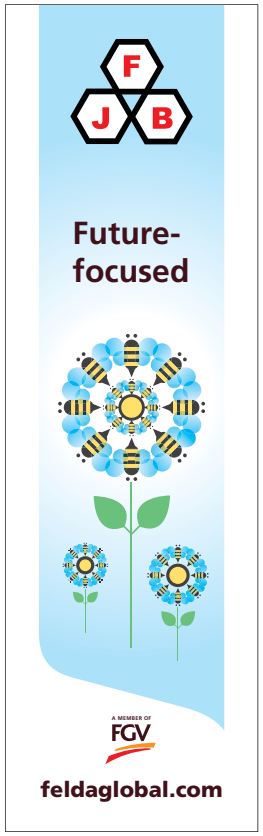
A **Brand Signature** Logo and Tagline

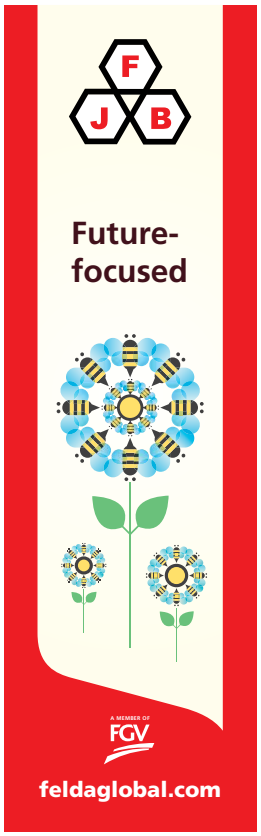
B **Brand Message** Headline, Subhead, Body Copy

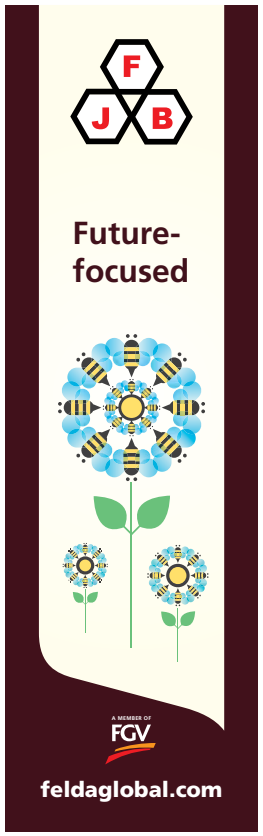
C **Brand Essence** Illustration or Image

D **Brand Message** Website

4.22 **Template 2 - Member Bunting**

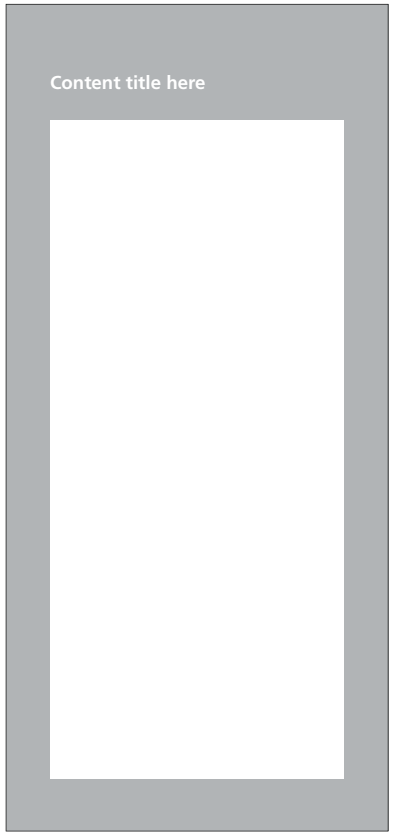


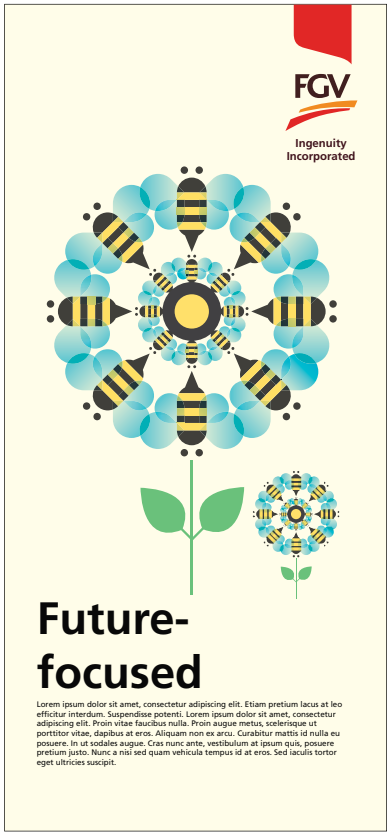




COMMUNICATIONS

4.23 **Template 2 - Leaflet**





Stationery Applications

This section is in regards to stationery. The general rule is to use the Frutiger typeface for all Romanised languages. Staff member names and company names are presented in bold.

5.0

STATIONERY APPLICATIONS

5.1 Business Card

FRONT

A **Name** Frutiger Black
Size 8.5pt **Leading** 12pt

B **Title** Frutiger Roman
Size 6.5pt **Leading** 8pt

C **Mobile & Email** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 10.5pt

BACK

D **Company Name** Frutiger Black
Size 8.5pt **Leading** 12pt

E **Registered Number** Frutiger Bold
Size 5pt **Leading** 12pt **Tracking** 35

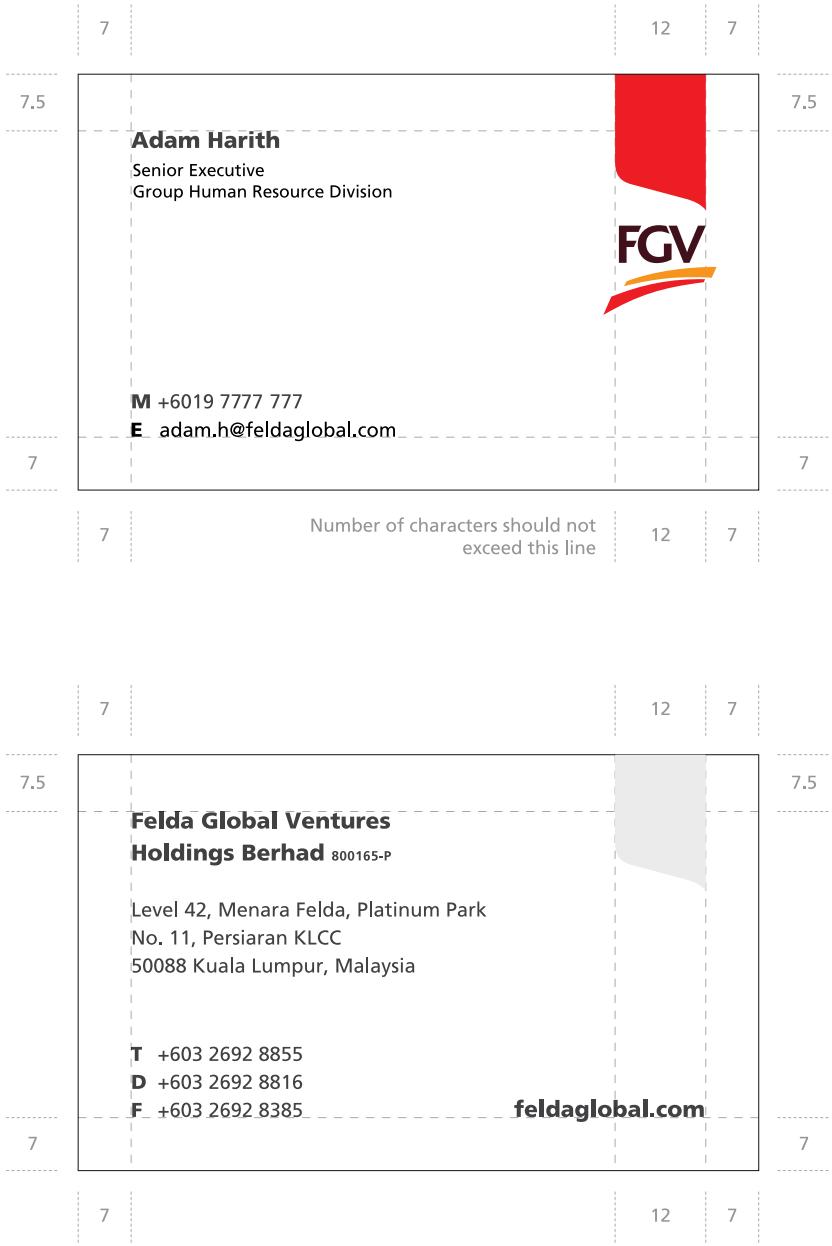
F **Company Address** Frutiger Roman
Size 7.5pt **Leading** 10.5pt

G **Company Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 10.5pt

H **Website** Frutiger Black
Size 8.5pt **Leading** 10.5pt

SIZE 90mm (W) x 55mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Super White, 250gsm

All measurements are in millimetres.



STATIONERY APPLICATIONS

5.2 Fully Owned Business Card

FRONT

A **Name** Frutiger Black
Size 8.5pt **Leading** 12pt

B **Title** Frutiger Roman
Size 6.5pt **Leading** 8pt

C **Mobile & Email** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 10.5pt

BACK

D **Company Name** Frutiger Black
Size 8.5pt **Leading** 12pt

E **Registered Number** Frutiger Bold
Size 5pt **Leading** 12pt **Tracking** 35

F **Company Address** Frutiger Roman
Size 7.5pt **Leading** 10.5pt

G **Company Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 10.5pt

H **Website** Frutiger Black
Size 8.5pt **Leading** 10.5pt

SIZE 90mm (W) x 55mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Super White, 250gsm

All measurements are in millimetres.

STATIONERY APPLICATIONS

5.3 Member Business Card

FRONT

A **Name** Frutiger Black
Size 8.5pt **Leading** 12pt

B **Title** Frutiger Roman
Size 6.5pt **Leading** 8pt

C **Mobile & Email** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 10.5pt

D **Corporate Qualifier** Frutiger Bold
Size 5pt **Leading** 6pt **Tracking** 35

BACK

E **Company Name** Frutiger Black
Size 8.5pt **Leading** 12pt

F **Registered Number** Frutiger Bold
Size 5pt **Leading** 12pt **Tracking** 35

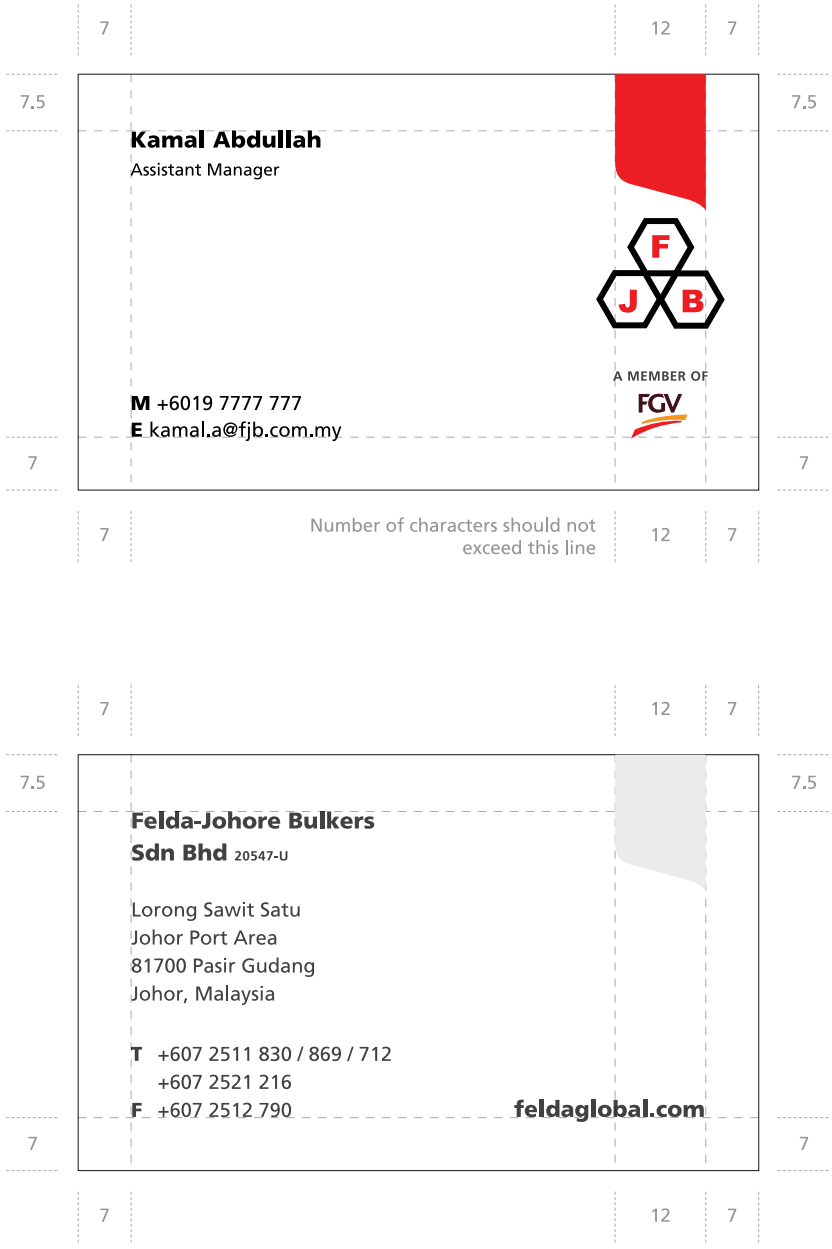
G **Company Address** Frutiger Roman
Size 7.5pt **Leading** 10.5pt

H **Company Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 10.5pt

I **Website** Frutiger Black
Size 8.5pt **Leading** 10.5pt

SIZE 90mm (W) x 55mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Super White, 250gsm

All measurements are in millimetres.



STATIONERY APPLICATIONS

5.4 **Letterhead**

A **Company Name** Frutiger Bold
Size 13.5pt **Leading** 16.5pt

B **Recipient's Name** Frutiger Bold **Address** Frutiger Light
Size 10pt **Leading** 15.5pt **Tracking** 10

C **Salutation** Frutiger Bold **Content/Message** Frutiger Light
Size 10pt **Leading** 15.5pt **Tracking** 10

D **Sender's Name** Frutiger Bold
Size 10pt **Leading** 15.5pt **Tracking** 10

E **Company Name** Frutiger Black **Address** Frutiger Roman
Size 7.5pt **Leading** 11pt

F **Registered Number** Frutiger Bold
Size 5pt **Leading** 11pt **Tracking** 35

G **Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 11pt

H **Website** Frutiger Black
Size 7.5pt **Leading** 11pt

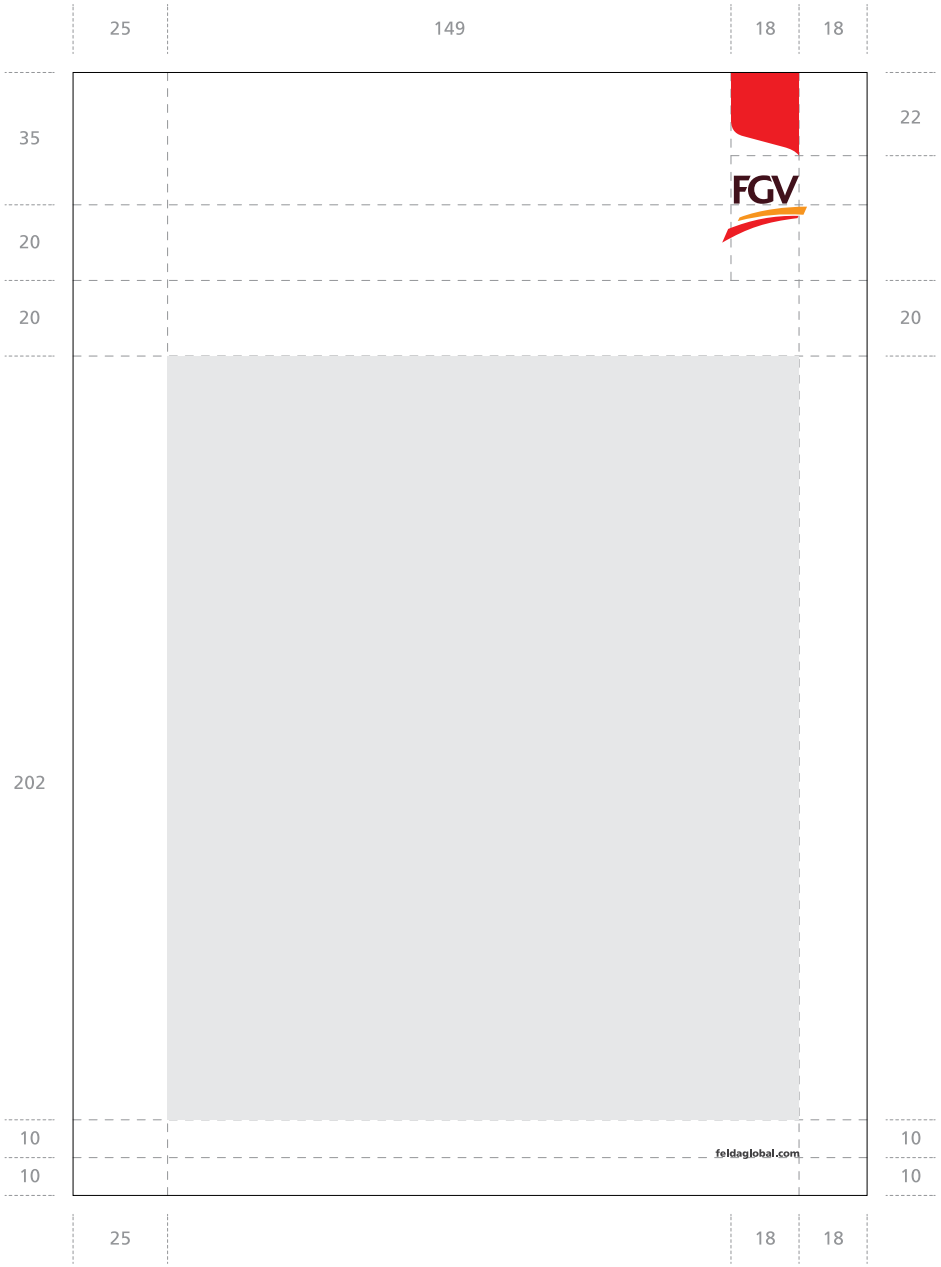
SIZE 210mm (W) x 297mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 120gsm

All measurements are in millimetres.

The tinted area is reserved for the content bounding box. All communications should respect the measurements provided in order to follow the designed grid for the stationery.

STATIONERY APPLICATIONS

5.5 **Continuation Sheet**



SIZE 210mm (W) x 297mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 120gsm

All measurements are in millimetres.

The tinted area is reserved for the content bounding box. All communications should respect the measurements provided in order to follow the designed grid for the stationery.

STATIONERY APPLICATIONS

5.6 **Fully Owned Letterhead**

A **Company Name** Frutiger Bold
Size 13.5pt **Leading** 16.5pt

B **Recipient's Name** Frutiger Bold **Address** Frutiger Light
Size 10pt **Leading** 15.5pt **Tracking** 10

C **Salutation** Frutiger Bold **Content/Message** Frutiger Light
Size 10pt **Leading** 15.5pt **Tracking** 10

D **Sender's Name** Frutiger Bold
Size 10pt **Leading** 15.5pt **Tracking** 10

E **Company Name** Frutiger Black **Address** Frutiger Roman
Size 7.5pt **Leading** 11pt

F **Registered Number** Frutiger Bold
Size 5pt **Leading** 11pt **Tracking** 35

G **Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 11pt

H **Website** Frutiger Black
Size 7.5pt **Leading** 11pt

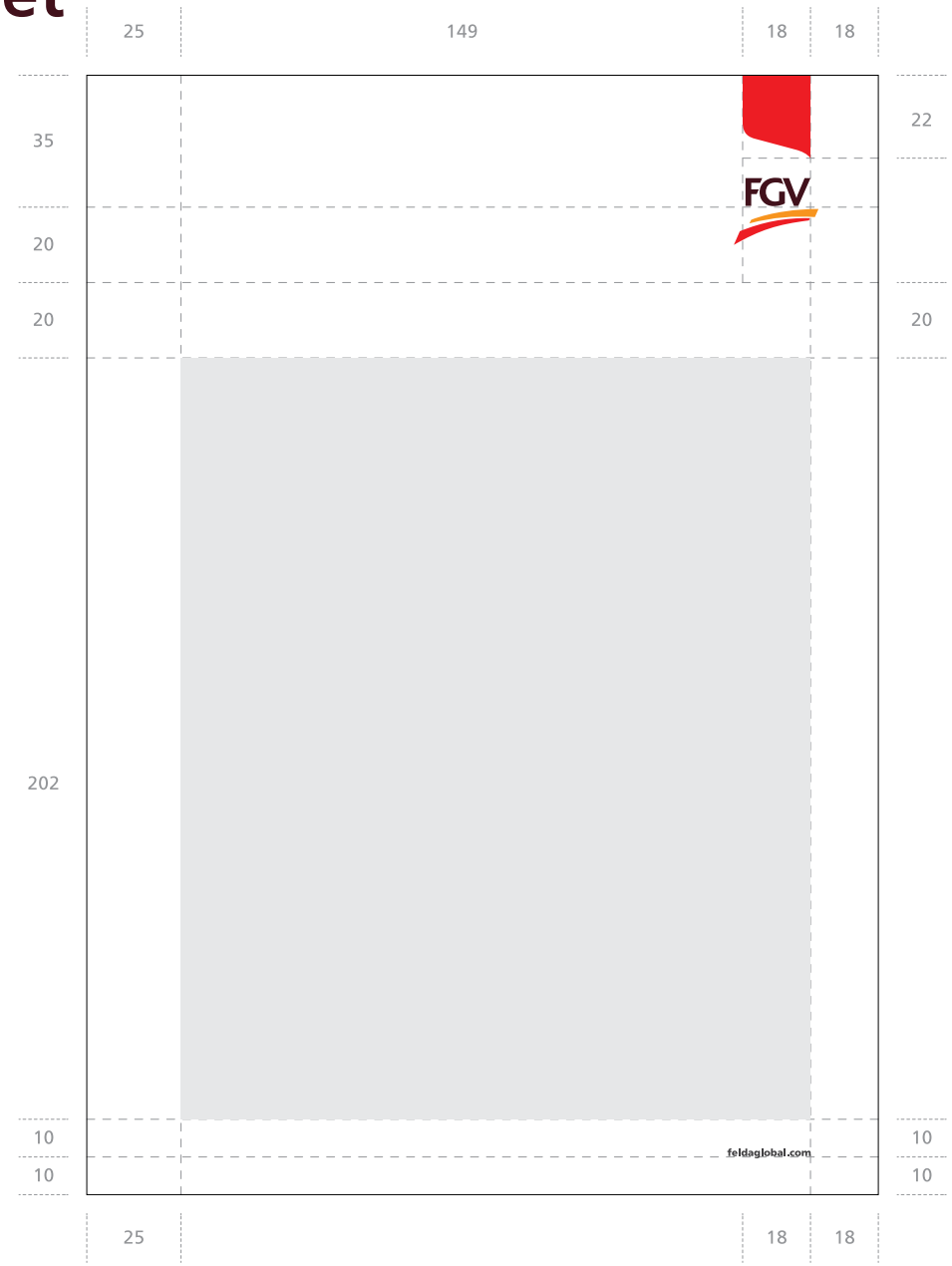
SIZE 210mm (W) x 297mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 120gsm

All measurements are in millimetres.

The tinted area is reserved for the content bounding box. All communications should respect the measurements provided in order to follow the designed grid for the stationery.

STATIONERY APPLICATIONS

5.7 **Fully Owned Continuation Sheet**



SIZE 210mm (W) x 297mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 120gsm

All measurements are in millimetres.

The tinted area is reserved for the content bounding box. All communications should respect the measurements provided in order to follow the designed grid for the stationery.

STATIONERY APPLICATIONS

5.8 **Member Letterhead**

A **Company Name** Frutiger Bold
Size 13.5pt **Leading** 16.5pt

B **Recipient's Name** Frutiger Bold **Address** Frutiger Light
Size 10pt **Leading** 15.5pt **Tracking** 10

C **Salutation** Frutiger Bold **Content/Message** Frutiger Light
Size 10pt **Leading** 15.5pt **Tracking** 10

D **Sender's Name** Frutiger Bold
Size 10pt **Leading** 15.5pt **Tracking** 10

E **Company Name** Frutiger Black **Address** Frutiger Roman
Size 7.5pt **Leading** 11pt

F **Registered Number** Frutiger Bold
Size 5pt **Leading** 11pt **Tracking** 35

G **Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 11pt

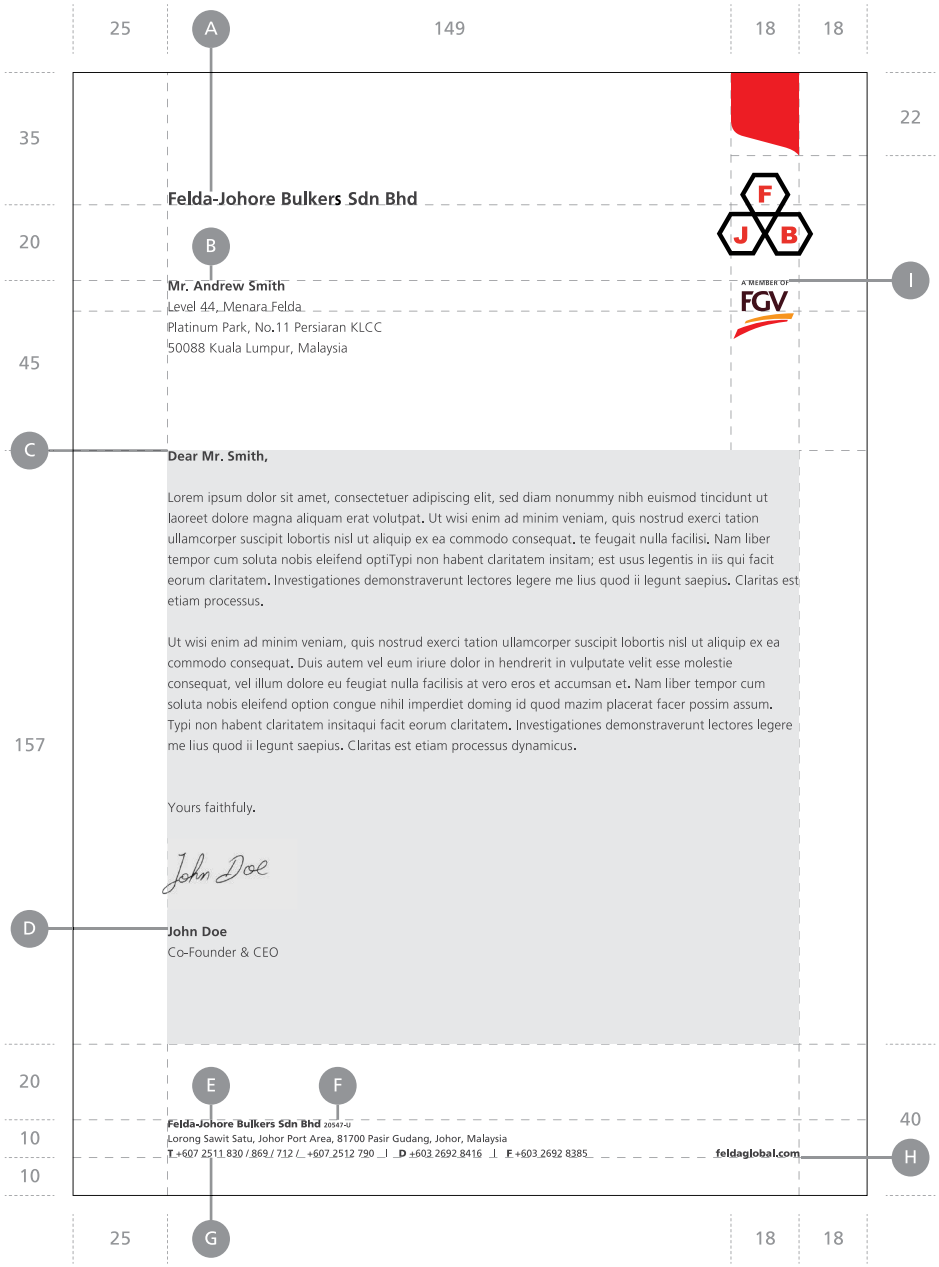
H **Website** Frutiger Black
Size 7.5pt **Leading** 11pt

I **Corporate Qualifier** Frutiger Bold
Size 4.5pt **Leading** 5.5pt **Tracking** 50

SIZE 210mm (W) x 297mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 120gsm

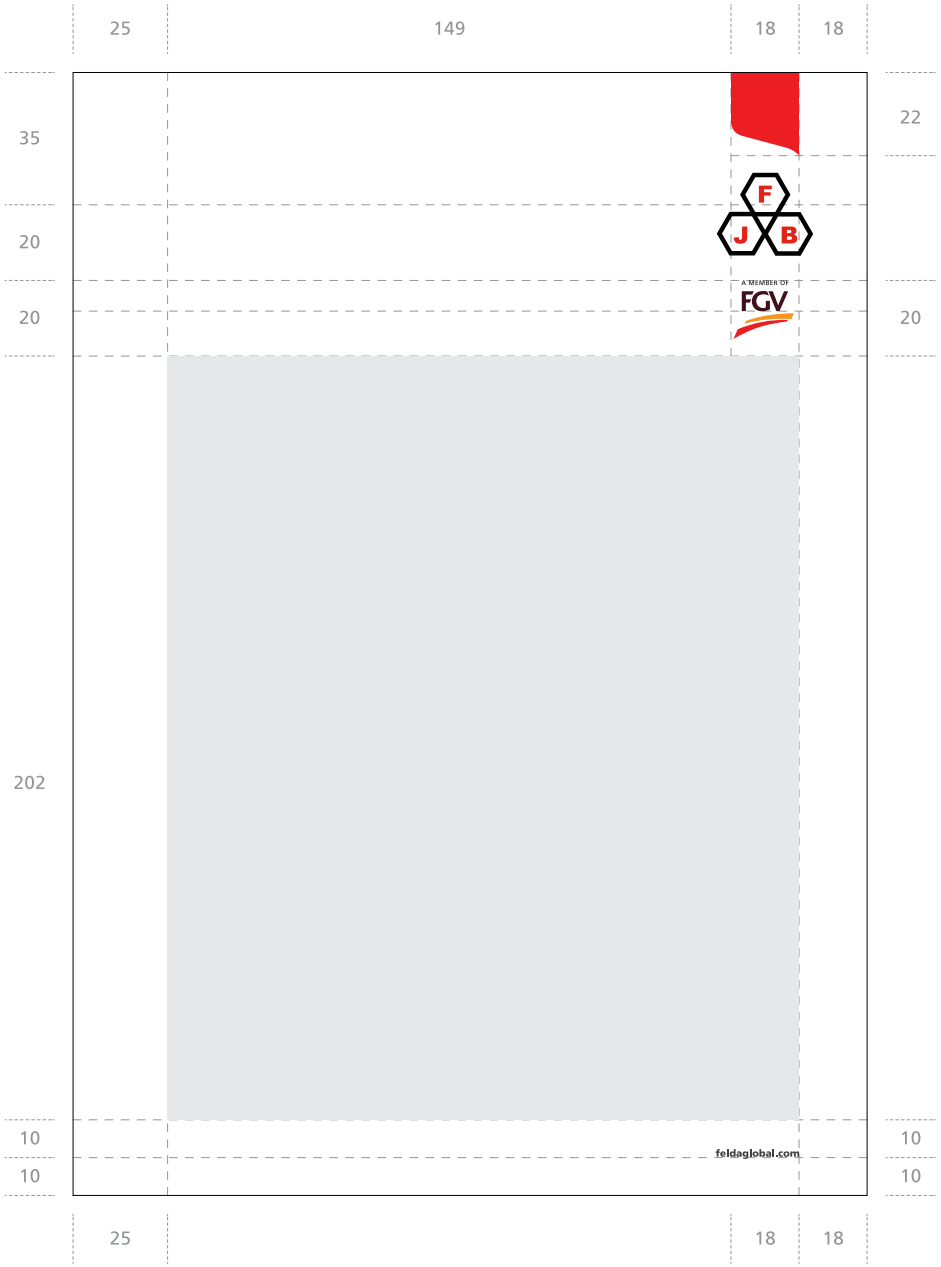
All measurements are in millimetres.

The tinted area is reserved for the content bounding box. All communications should respect the measurements provided in order to follow the designed grid for the stationery.



STATIONERY APPLICATIONS

5.9 **Member Continuation Sheet**



SIZE 210mm (W) x 297mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 120gsm

All measurements are in millimetres.

The tinted area is reserved for the content bounding box. All communications should respect the measurements provided in order to follow the designed grid for the stationery.

5.10 **Facsimile**

A **Document Type** Frutiger Bold
Size 13.5pt **Leading** 16.5pt

B **Details** Frutiger Bold
Size 7.5pt **Leading** 20pt **Tracking** 10

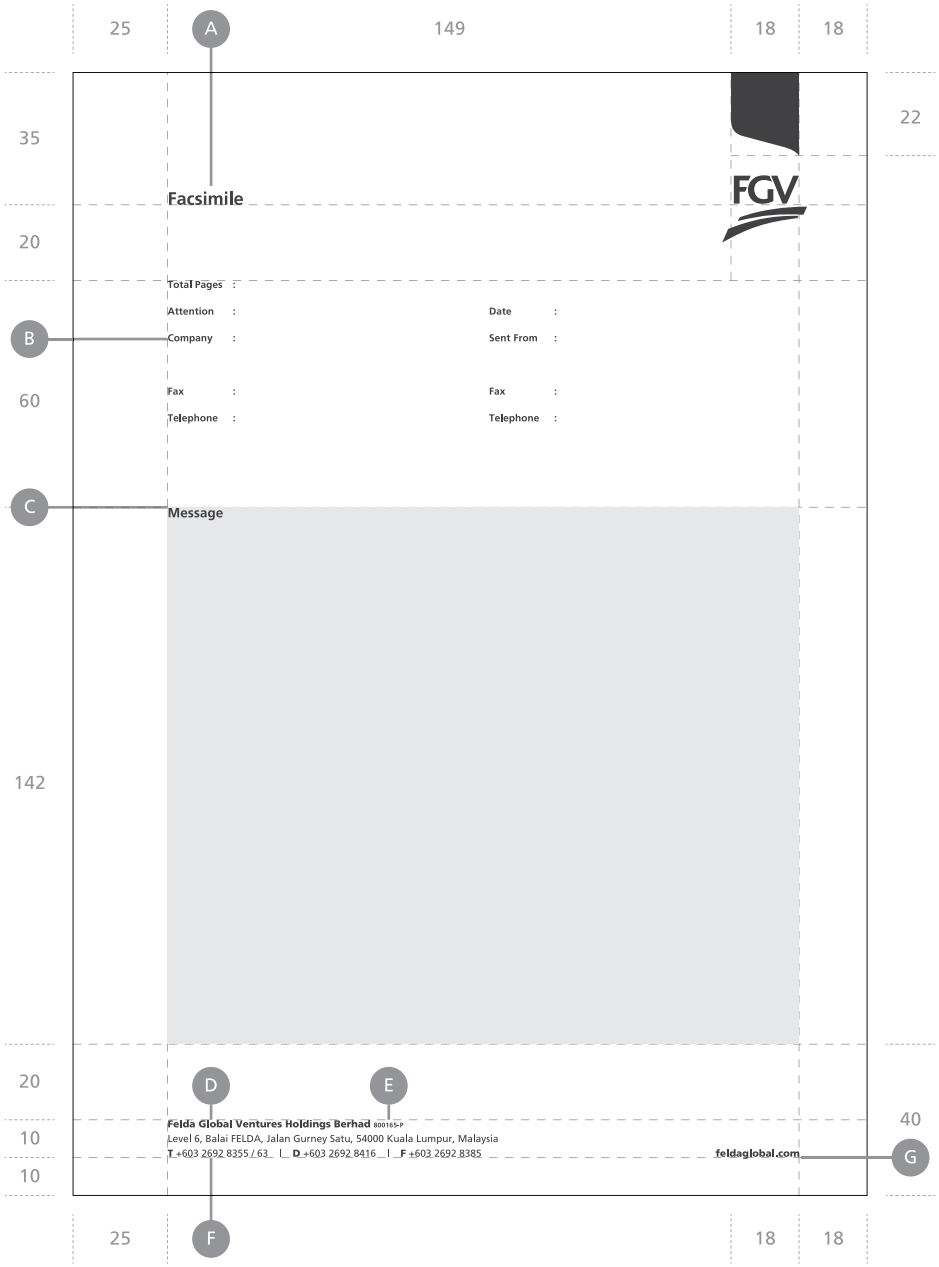
C **Content/Message** Frutiger Bold
Size 10pt **Leading** 15.5pt **Tracking** 10

D **Company Name** Frutiger Black **Address** Frutiger Roman
Size 7.5pt **Leading** 11pt

E **Registered Number** Frutiger Bold
Size 5pt **Leading** 11pt **Tracking** 35

F **Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 11pt

G **Website** Frutiger Black
Size 7.5pt **Leading** 11pt



SIZE 210mm (W) x 297mm (H)
LOGO & PLANT TAG COLOURS 90% Pantone Black
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.

The tinted area is reserved for the content bounding box. All communications should respect the measurements provided in order to follow the designed grid for the stationery.

5.11 **Invoice**

A **Document Type** Frutiger Bold
Size 13.5pt **Leading** 16.5pt

B **Details** Frutiger Bold
Size 7.5pt **Leading** 20pt **Tracking** 10

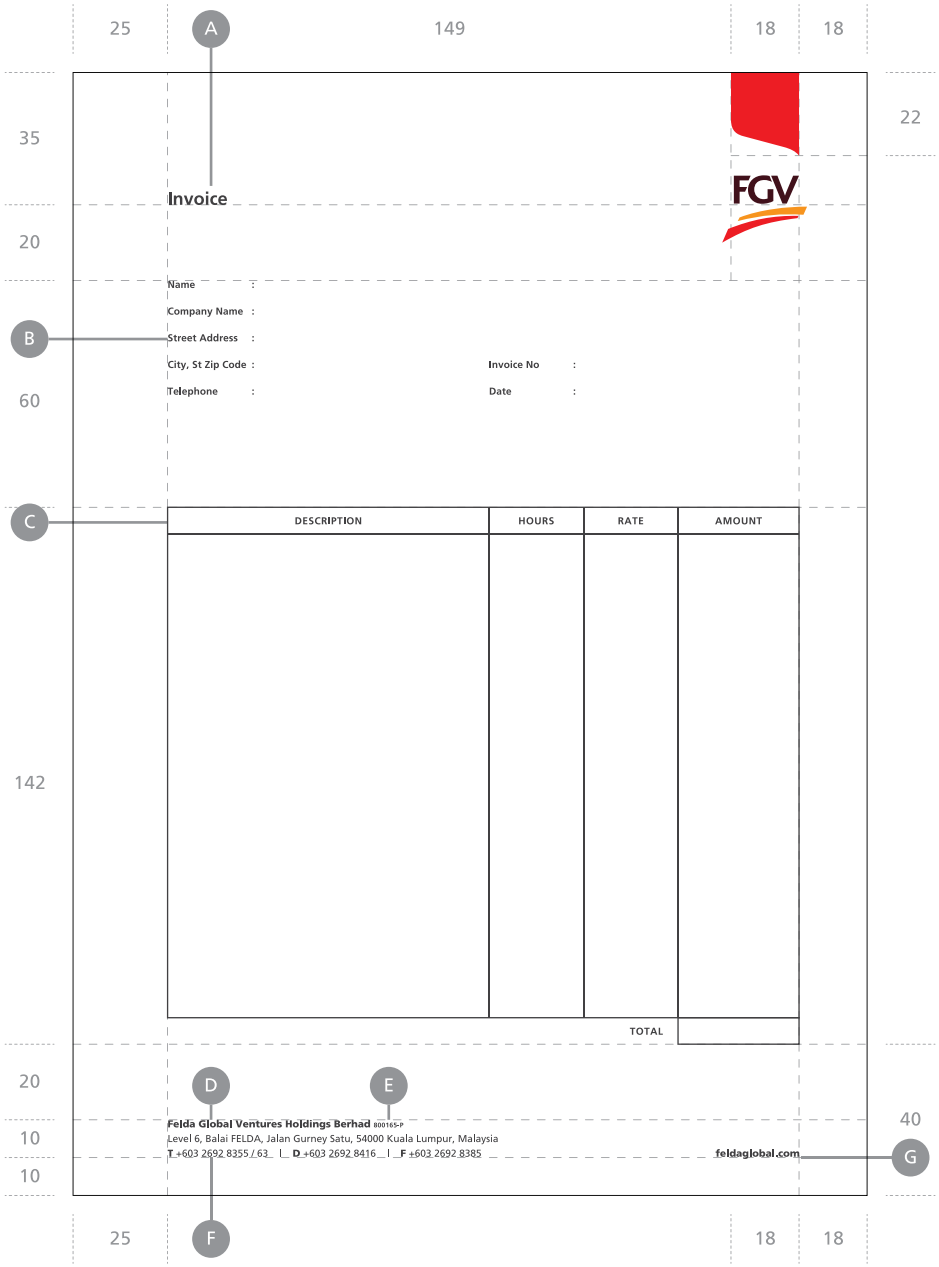
C **Column Descriptors** Frutiger Bold
Size 7.5pt **Leading** 9pt **Tracking** 50

D **Company Name** Frutiger Black **Address** Frutiger Roman
Size 7.5pt **Leading** 11pt

E **Registered Number** Frutiger Bold
Size 5pt **Leading** 11pt **Tracking** 35

F **Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 11pt

G **Website** Frutiger Black
Size 7.5pt **Leading** 11pt



SIZE 210mm (W) x 297mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.

5.12 **Memo**

A **Document Type** Frutiger Bold
Size 13.5pt **Leading** 16.5pt

B **Details** Frutiger Bold
Size 7.5pt **Leading** 20pt **Tracking** 10

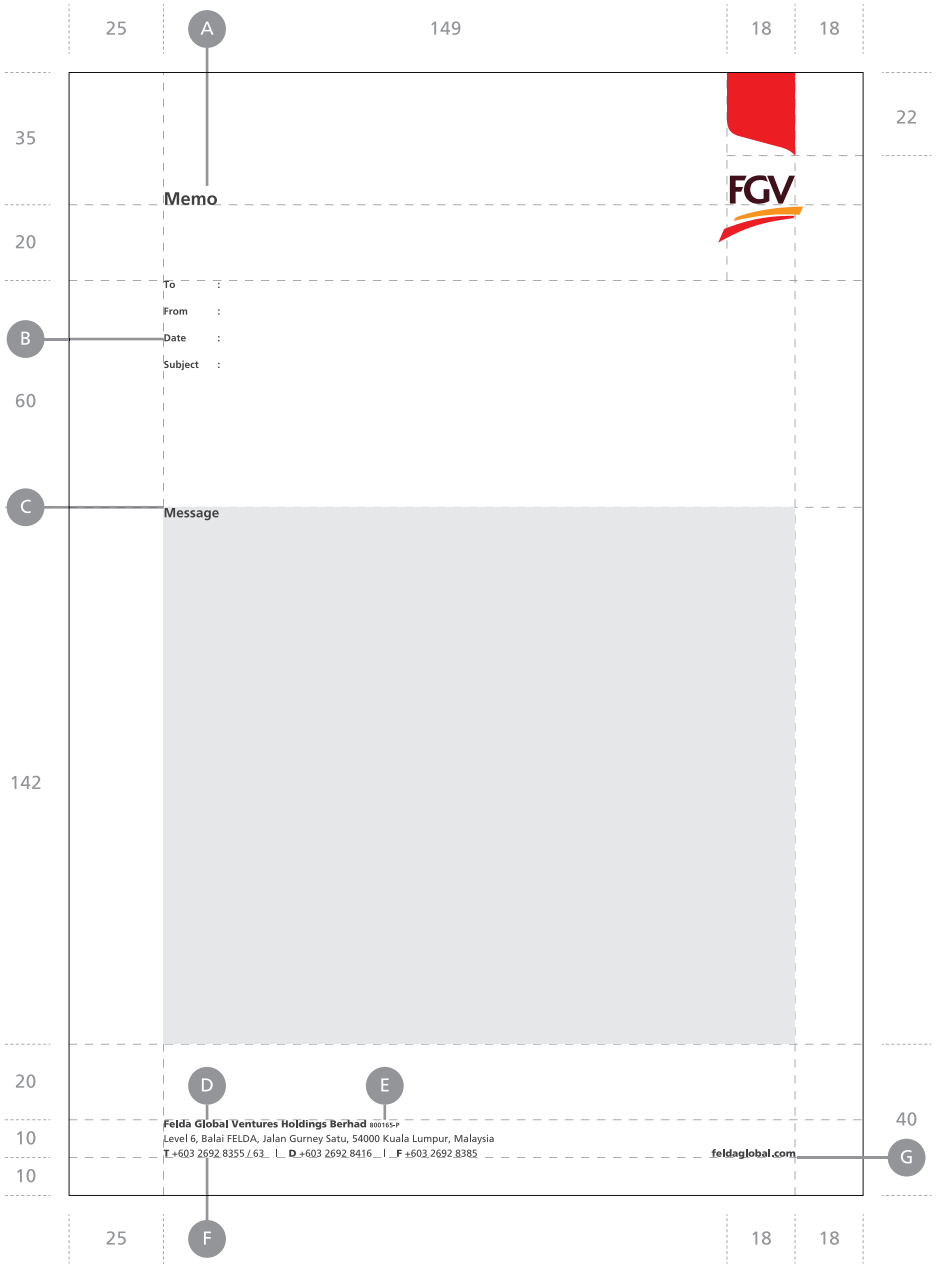
C **Content/Message** Frutiger Bold
Size 10pt **Leading** 15.5pt **Tracking** 10

D **Company Name** Frutiger Black **Address** Frutiger Roman
Size 7.5pt **Leading** 11pt

E **Registered Number** Frutiger Bold
Size 5pt **Leading** 11pt **Tracking** 35

F **Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 11pt

G **Website** Frutiger Black
Size 7.5pt **Leading** 11pt



SIZE 210mm (W) x 297mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 120gsm

All measurements are in millimetres.

The tinted area is reserved for the content bounding box. All communications should respect the measurements provided in order to follow the designed grid for the stationery.

5.13 **Receipt**

A **Document Type** Frutiger Bold
Size 13.5pt **Leading** 16.5pt

B **Details** Frutiger Bold
Size 7.5pt **Leading** 20pt **Tracking** 10

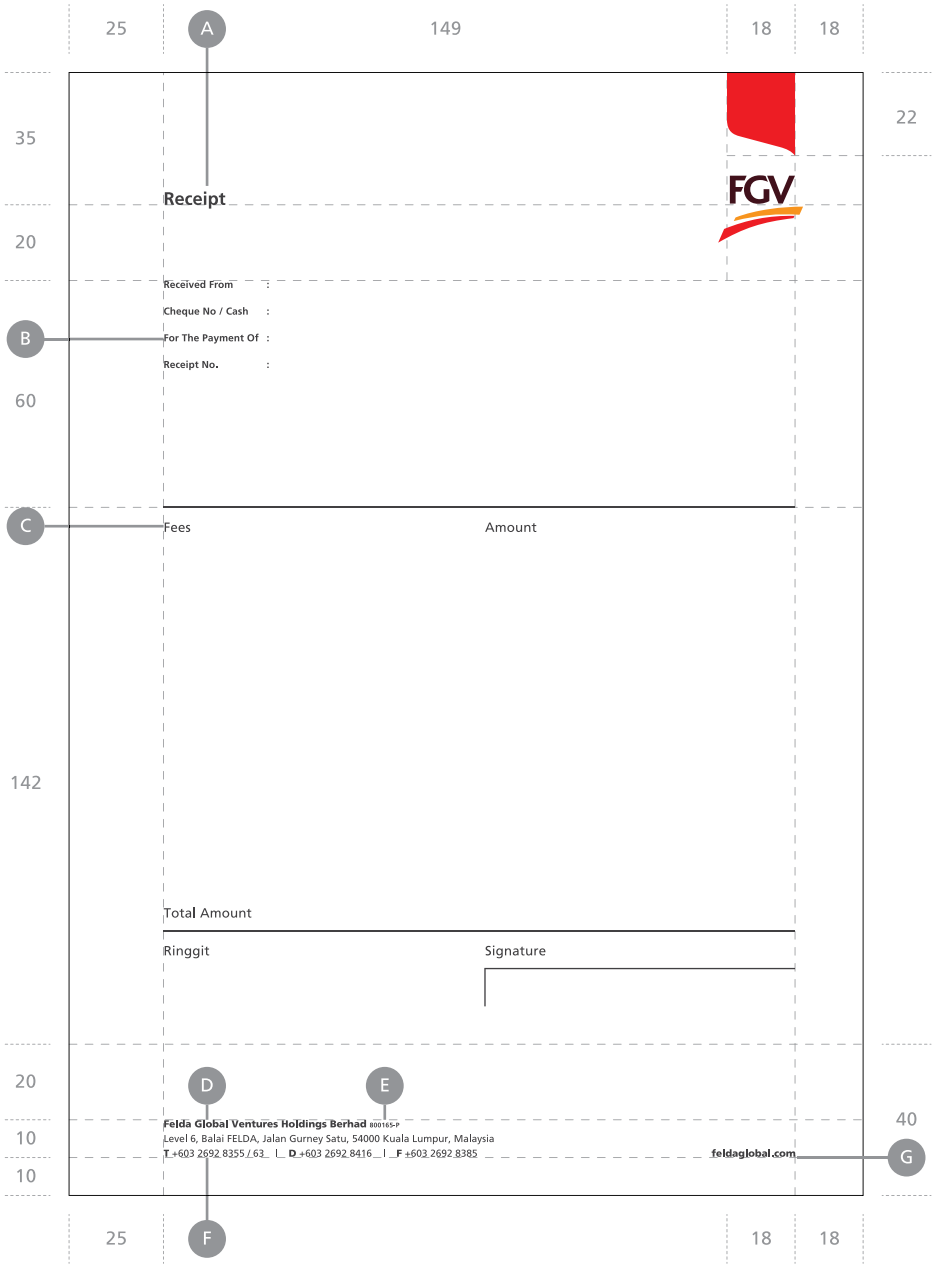
C **Content Details** Frutiger Roman
Size 10pt **Leading** 15.5pt **Tracking** 10

D **Company Name** Frutiger Black **Address** Frutiger Roman
Size 7.5pt **Leading** 11pt

E **Registered Number** Frutiger Bold
Size 5pt **Leading** 11pt **Tracking** 35

F **Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 11pt

G **Website** Frutiger Black
Size 7.5pt **Leading** 11pt



SIZE 210mm (W) x 297mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.

STATIONERY APPLICATIONS

5.14 **Compliments**

A **With Compliments** Frutiger Light
Size 20pt **Leading** 25pt

B **Company Name** Frutiger Black **Address** Frutiger Roman
Size 7.5pt **Leading** 11pt

C **Registered Number** Frutiger Bold
Size 5pt **Leading** 11pt **Tracking** 35

D **Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 11pt

E **Website** Frutiger Black
Size 7.5pt **Leading** 11pt

SIZE 210mm (W) x 100mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Art paper, 220gsm

All measurements are in millimetres.

STATIONERY APPLICATIONS

5.15 **Envelope DL (Wallet)**

A **Company Name** Frutiger Black **Address** Frutiger Roman
Size 7.5pt **Leading** 11pt

B **Registered Number** Frutiger Bold
Size 5pt **Leading** 11pt **Tracking** 35

C **Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 11pt

D **Website** Frutiger Black
Size 7.5pt **Leading** 11pt

SIZE 220mm (W) x 110mm (H)
LOGO COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.

STATIONERY APPLICATIONS

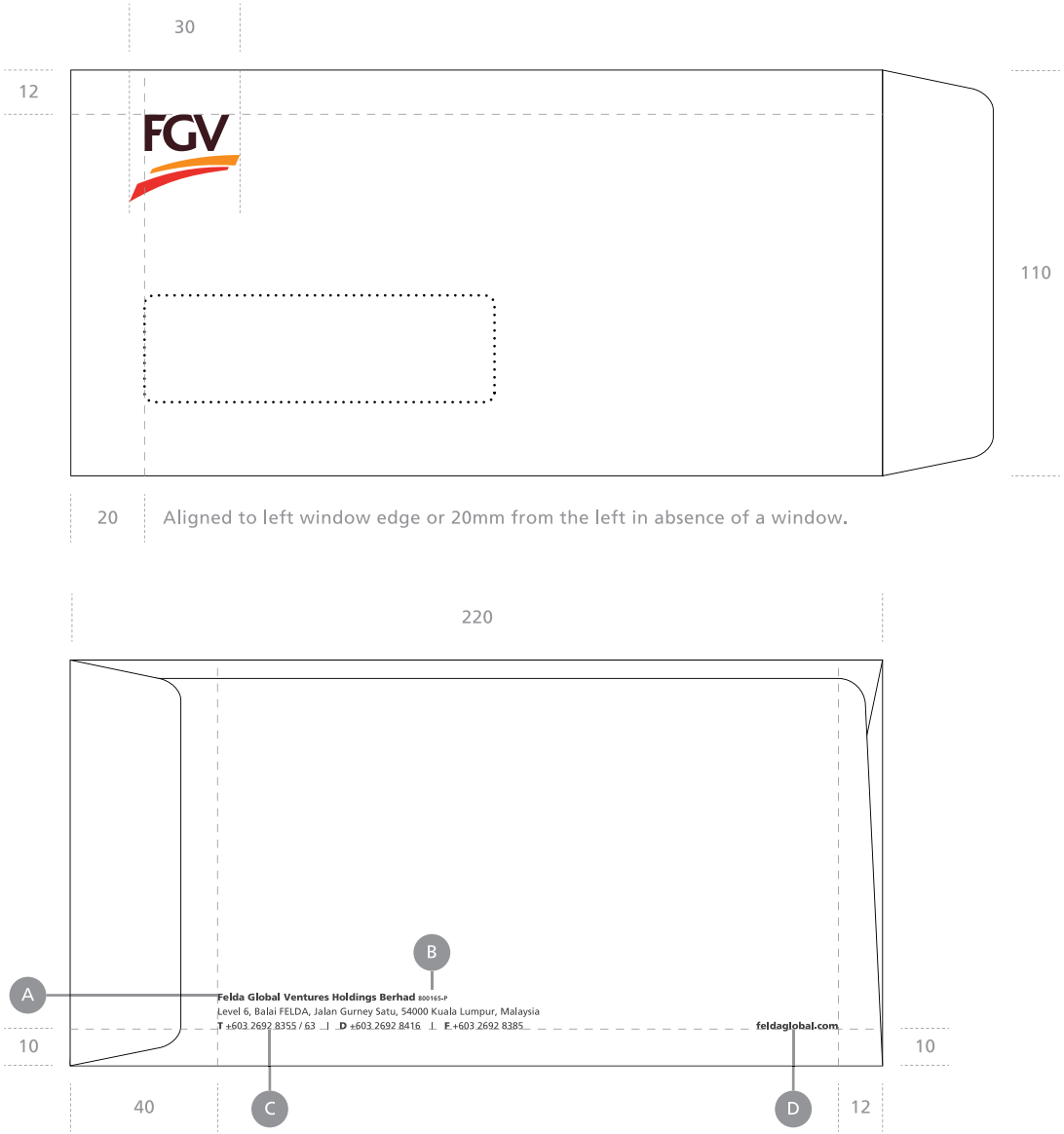
5.16 **Envelope DL (Pocket)**

A **Company Name** Frutiger Black **Address** Frutiger Roman
Size 7.5pt **Leading** 11pt

B **Registered Number** Frutiger Bold
Size 5pt **Leading** 11pt **Tracking** 35

C **Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 11pt

D **Website** Frutiger Black
Size 7.5pt **Leading** 11pt



SIZE 220mm (W) x 110mm (H)
LOGO COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.

STATIONERY APPLICATIONS

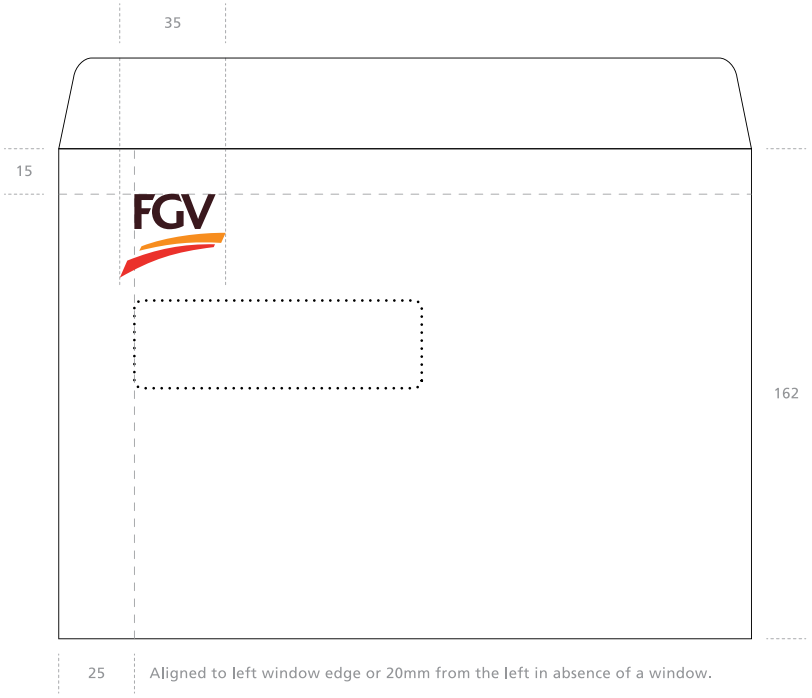
5.17 **Envelope (Wallet)**

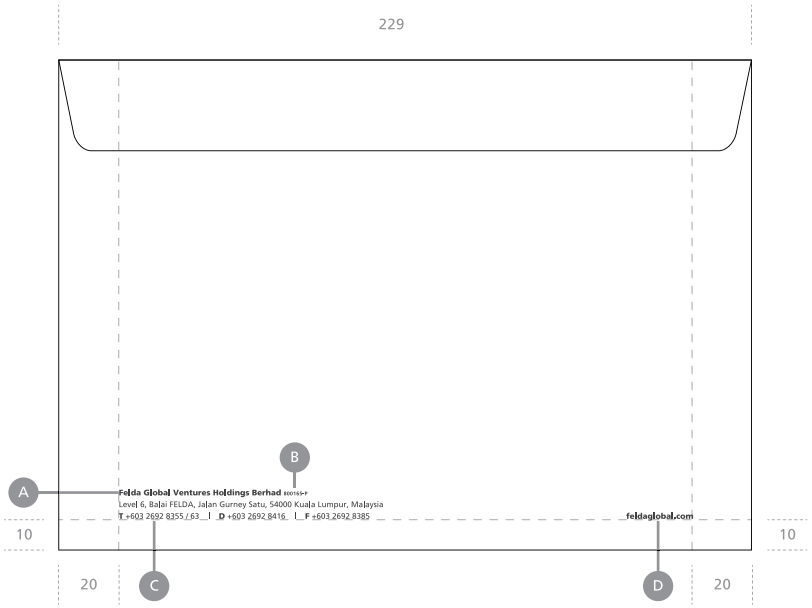
A **Company Name** Frutiger Black **Address** Frutiger Roman
Size 7.5pt **Leading** 11pt

B **Registered Number** Frutiger Bold
Size 5pt **Leading** 11pt **Tracking** 35

C **Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 11pt

D **Website** Frutiger Black
Size 7.5pt **Leading** 11pt





SIZE 229mm (W) x 162mm (H)
LOGO COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.

STATIONERY APPLICATIONS

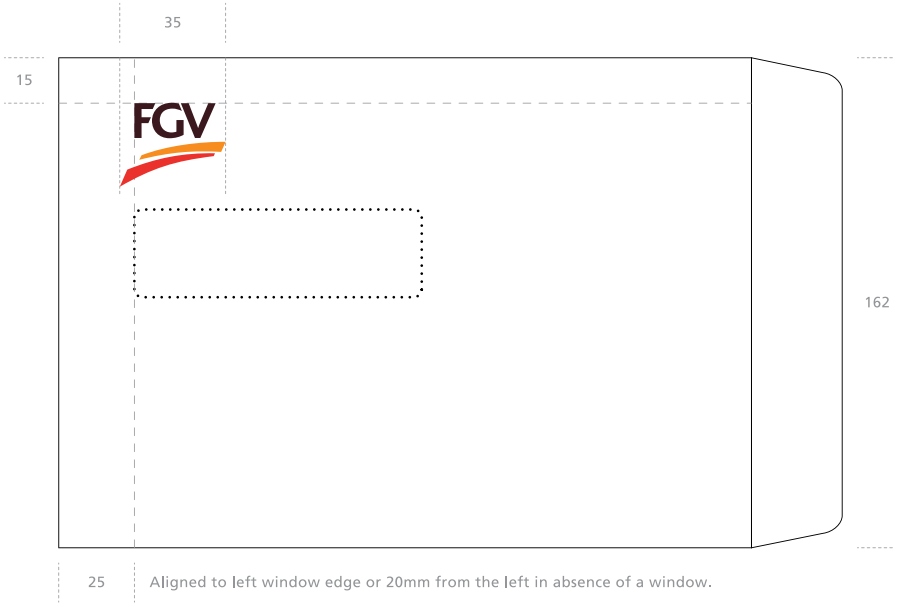
5.18 **Envelope (Pocket)**

A **Company Name** Frutiger Black **Address** Frutiger Roman
Size 7.5pt **Leading** 11pt

B **Registered Number** Frutiger Bold
Size 5pt **Leading** 11pt **Tracking** 35

C **Contact** Frutiger Black **Details** Frutiger Roman
Size 7.5pt **Leading** 11pt

D **Website** Frutiger Black
Size 7.5pt **Leading** 11pt



SIZE 229mm (W) x 162mm (H)
LOGO COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.

STATIONERY APPLICATIONS

5.19 **Corporate Folder**

A **Logo**

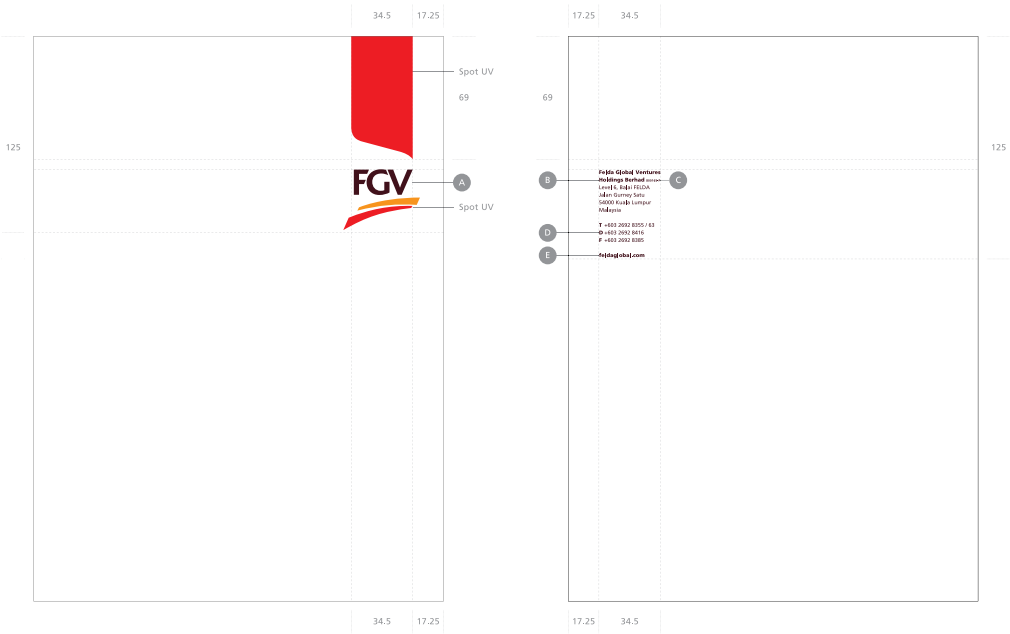
B **Company Name** Frutiger Black **Address** Frutiger Roman
Size 8.5pt **Leading** 12pt

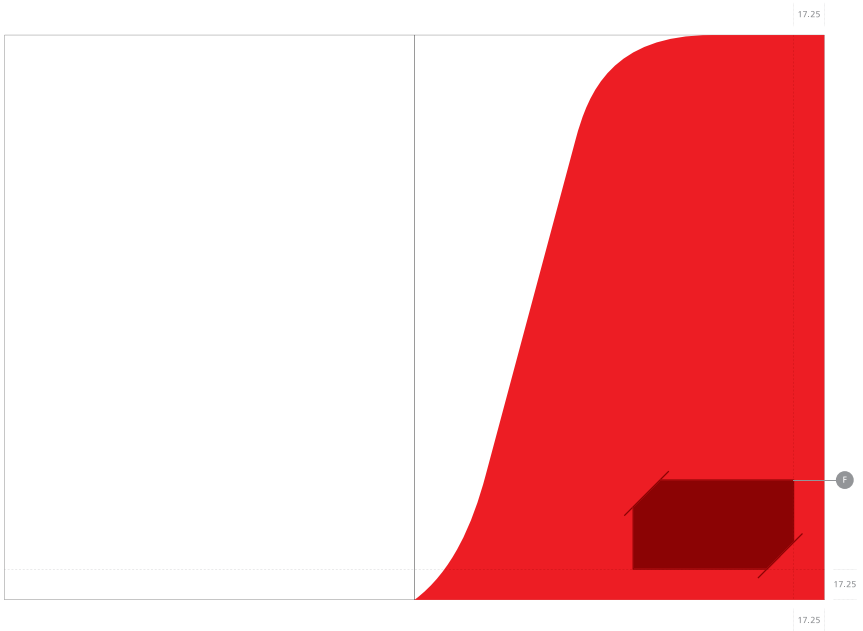
C **Registered Number** Frutiger Bold
Size 5pt **Leading** 12pt **Tracking** 35

D **Contact** Frutiger Black **Details** Frutiger Roman
Size 8.5pt **Leading** 12pt

E **Website** Frutiger Black
Size 8.5pt **Leading** 12pt

F **Name Card**





SIZE 230mm (W) x 317mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Art card, 300gsm

All measurements are in millimetres.

STATIONERY APPLICATIONS

5.20 **Certificate**

A **Certificate** Frutiger Bold
Size 125pt **Leading** 150pt
Finishing Emboss

B **Title** Frutiger Light
Size 20pt **Leading** 25pt

C **Content** Frutiger Light
Size 10pt **Leading** 20pt **Tracking** 10

D **Date** Frutiger Bold
Size 10pt **Leading** 20pt **Tracking** 10

E **Name** Frutiger Bold
Size 10pt **Leading** 20pt **Tracking** 10

F **Certificate Seals**
Finishing Emboss

SIZE 210mm (W) x 297mm (H)
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Conqueror CX22, 250gsm

All measurements are in millimetres.

STATIONERY APPLICATIONS

5.21 **Email Sign-Off**

An email signature is a virtual business card automatically added at the bottom of your outgoing email. The signature has your name and relevant business contact details. Please do not include coloured text, very large or complicated fonts, departmental logos, images, clip art or personal quotes. The electronic version of the email sign-off and its installation instructions are available separately.

A **Employee Name** Arial Bold
Size 10.5pt

B **Designation** Arial Regular
Size 9pt

C **Company Name** Arial Bold **Address** Arial Regular
Size 9pt

D **Contact & Email** Arial Bold **Details** Arial Regular
Size 9pt

E **Company Contact** Arial Bold **Details** Arial Regular
Size 9pt

F **Website** Arial Bold
Size 9pt

5.22 **Member Email Sign-Off**

A **Employee Name** Arial Bold
Size 10.5pt

B **Designation** Arial Regular
Size9pt

C **Company Name** Arial Bold **Address** Arial Regular
Size 9pt

D **Contact & Email** Arial Bold **Details** Arial Regular
Size 9pt

E **Company Contact** Arial Bold **Details** Arial Regular
Size 9pt

F **Website** Arial Bold
Size 9pt

G **Corporate Qualifier** Arial Bold
Size 7.5pt

Kind regards,

Roshidah binti Ahmad
Senior Executive, Human Resource Division

A MEMBER OF FGV

Felda-Johore Bulkers Sdn Bhd
Lorong Sawit Satu, Johor Port Area, 81700 Pasir Gudang, Johor, Malaysia

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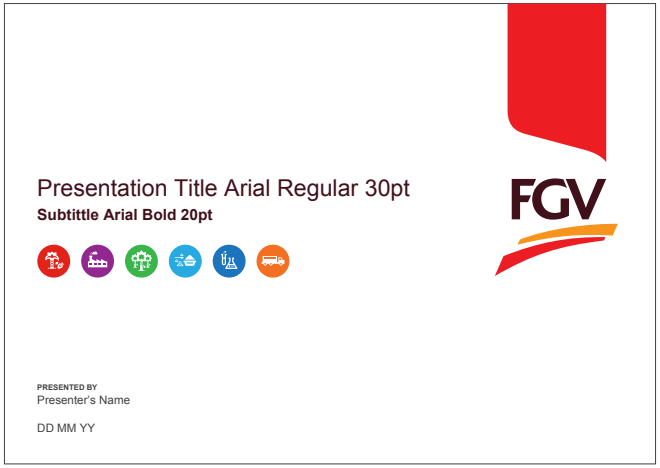
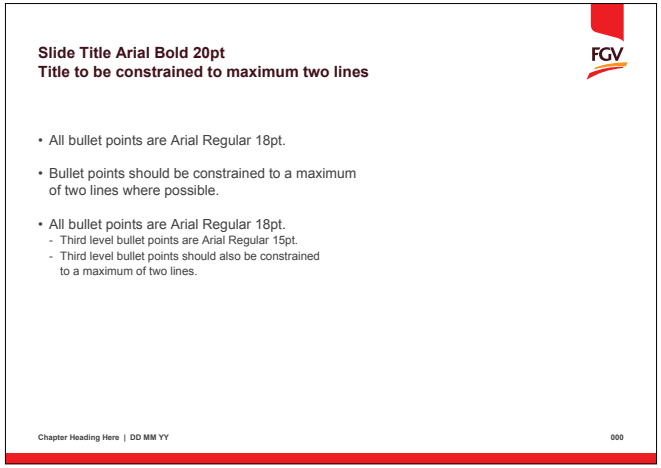
STATIONERY APPLICATIONS

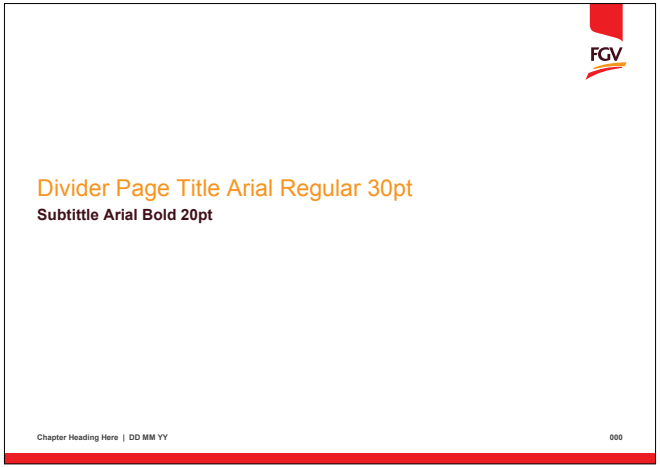
5.23 PowerPoint Templates



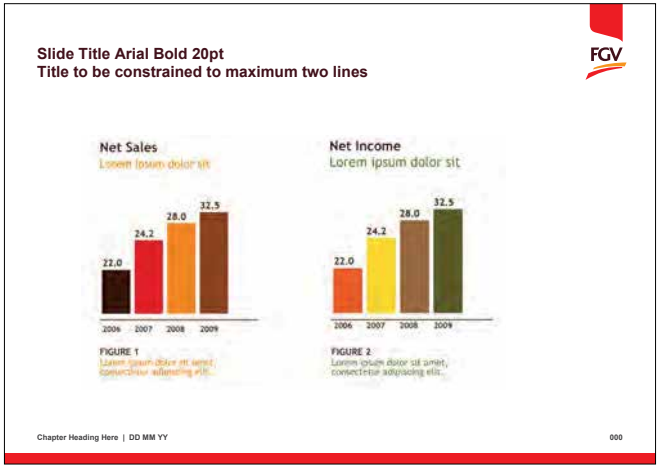
Cover



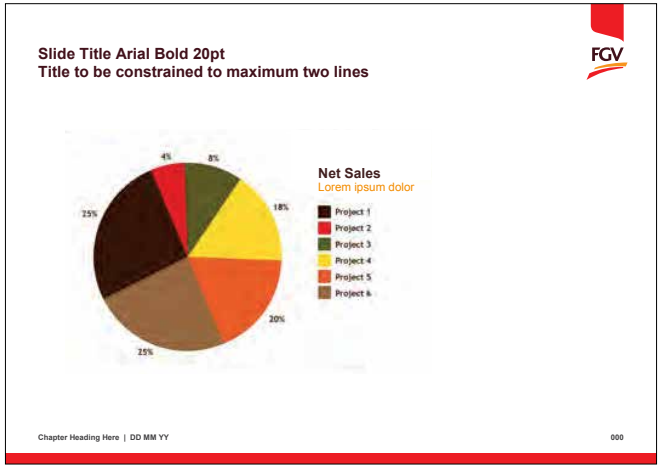
Slides with Paragraphs



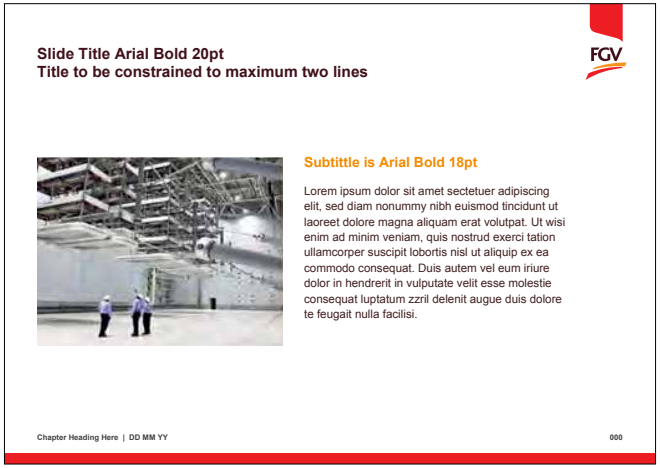
Page Divider



Slides with Graph



Slides with Pie Chart



Slides with Text and Picture

Detailed guide for FGV PowerPoint template is available separately.
Illustrations here are for reference only.

Merchandise

To keep the branding strong, all FGV merchandise should follow the main branding elements and identity.

6.0

MERCHANDISE

6.1 **Items**

This is the main look for some FGV items. We should keep all lines and patterns simple. The colours used should be FGV corporate colours, and the logo should be prominent.

Non-Woven Bag

Wrapping Paper & Ribbon

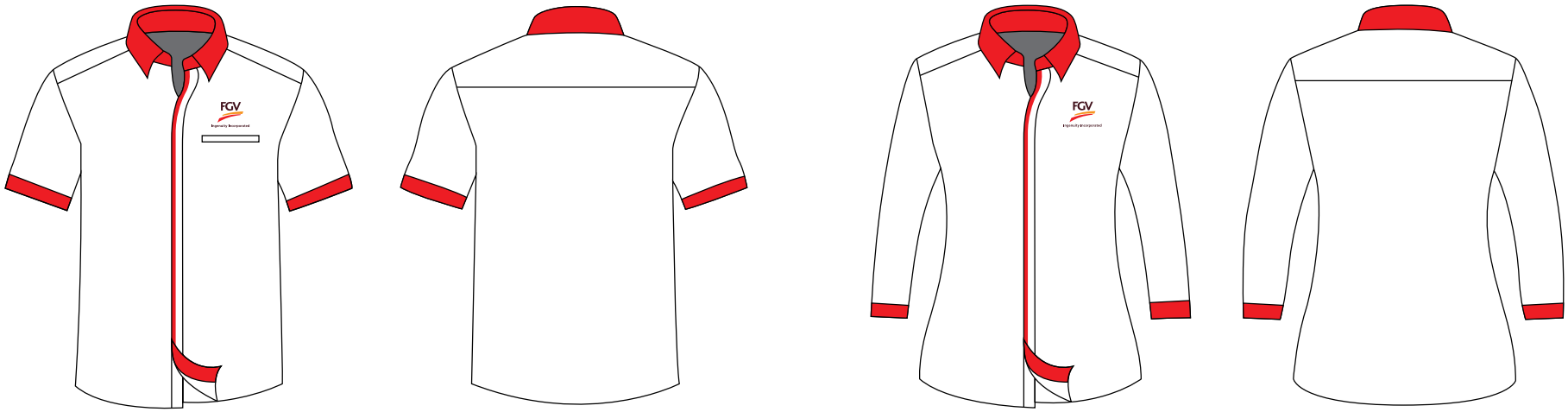
Paperbag - Gold Stamping

Paperbag - Silver Stamping

MERCHANDISE

6.2 **Corporate shirt**

This is the main look for the FGV corporate shirt. They come in white with red stripes. The FGV logo together with the tagline below it should be positioned above the pocket.



Vehicles

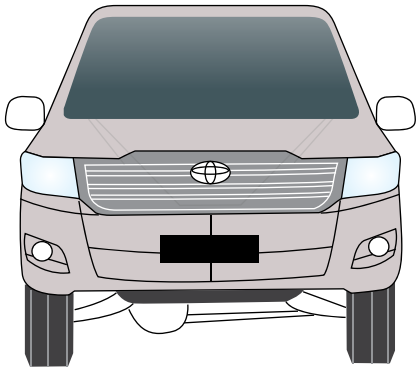
FGV vehicles are an important part of our identity, therefore it is crucial that they carry consistent brand design elements.

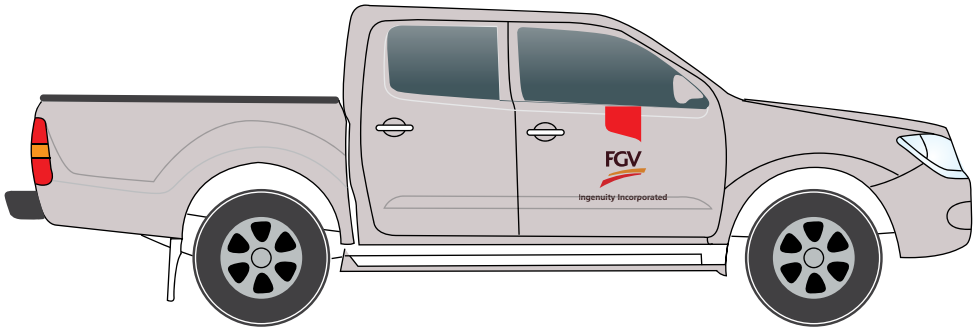
7.0

VEHICLE

7.1 **Vehicle Branding**

This is how FGV vehicles should look like. Take note of the colour schemes and the placement of the FGV logo and tag line.



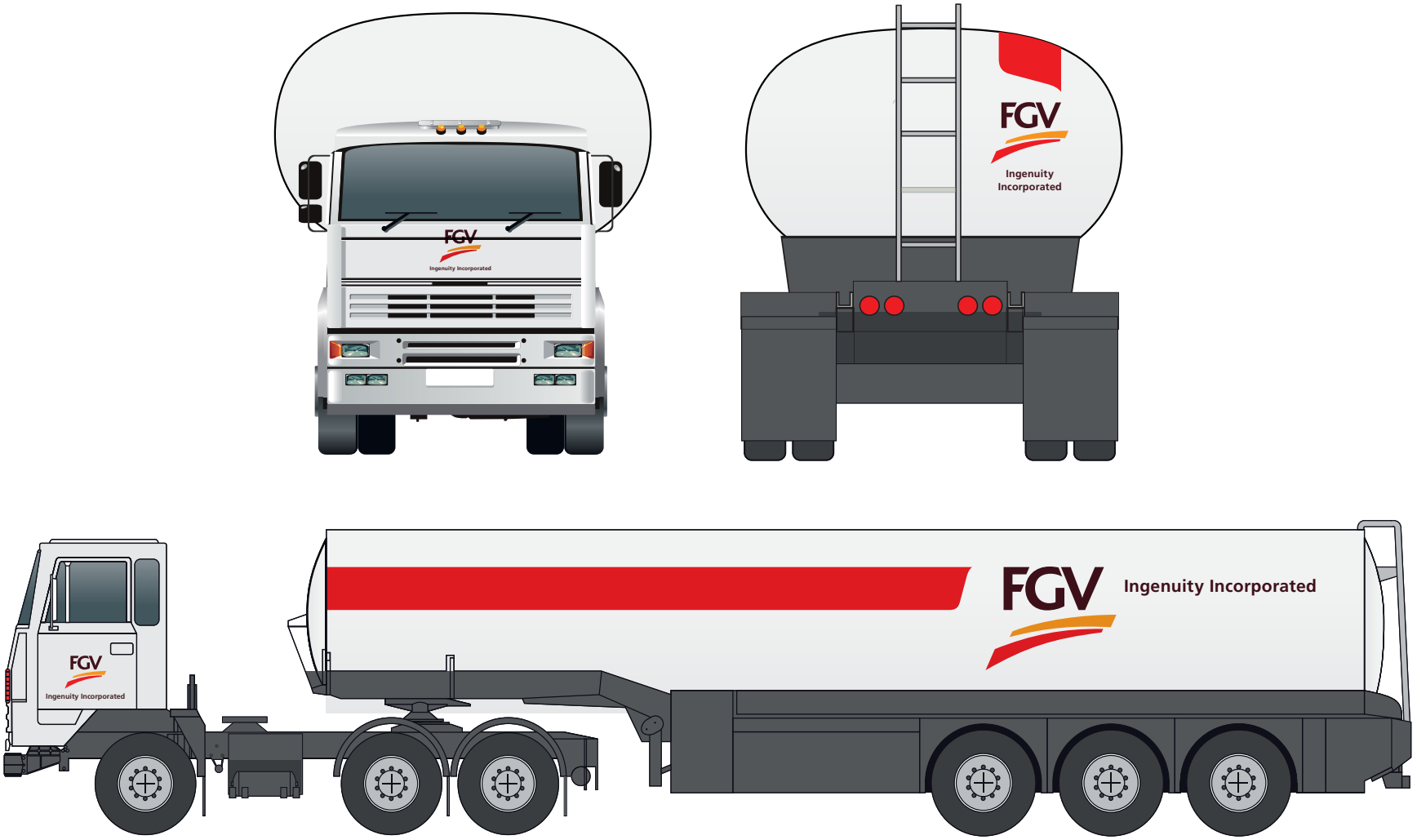


VEHICLE

7.2 **Truck**

VEHICLE

7.3 **Tanker**



8.0

Events

Events are an important platform for the company to showcase itself. Whether internally or externally, the branding elements should be clear and concise, making the overall event presentation come across as professional.

EVENTS

8.1 Internal Event Backdrop

This is how the backdrop for an internal event should look like. The event details are displayed clearly in the middle, for easy reading. Event logos can be on the left. The right side will have the plant tag curve, with the space reserved for the FGV logo together with tagline at the top, while other logos are placed at the bottom.

EVENTS

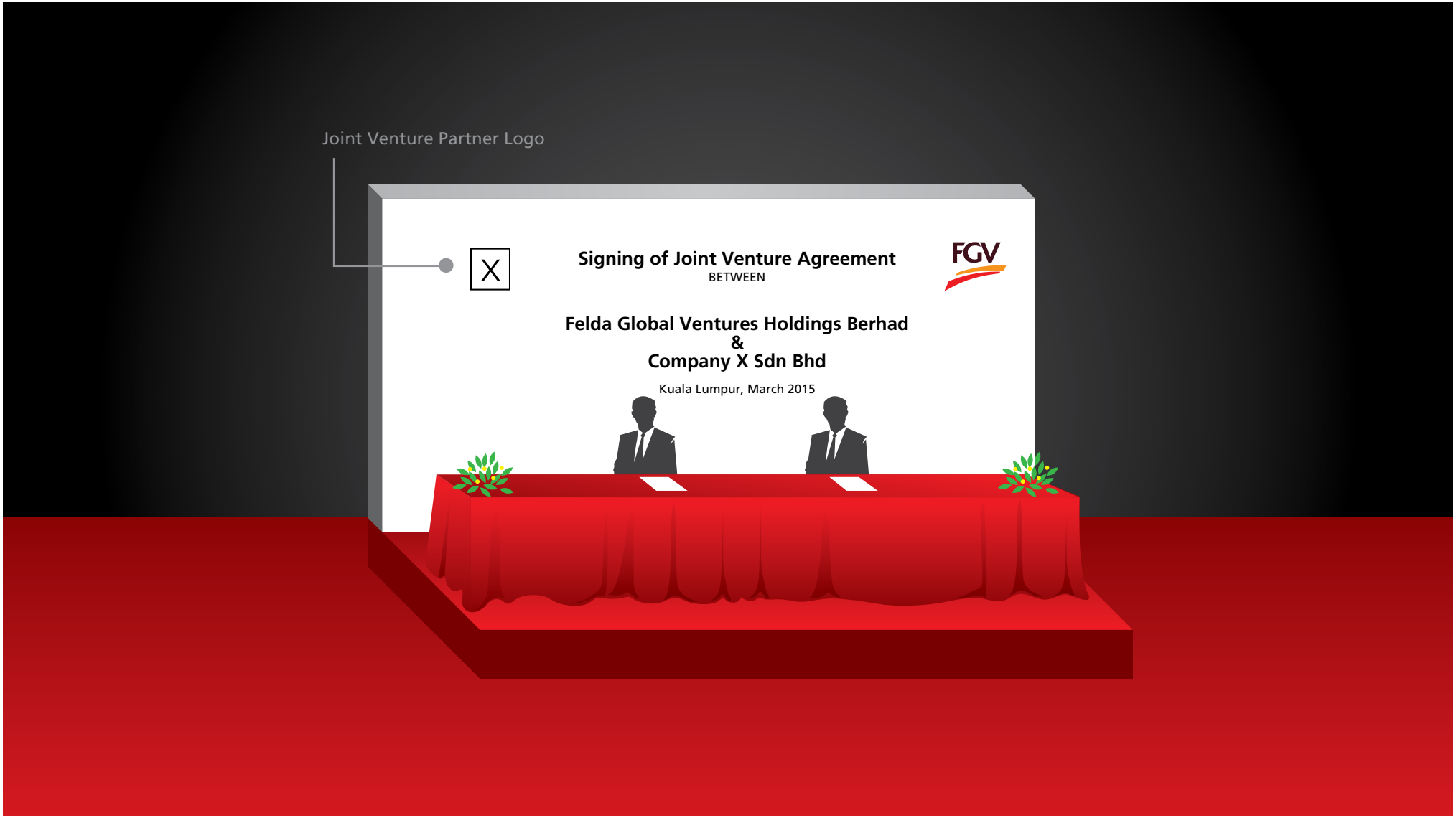
8.2 External Event Backdrop

For an external event backdrop, the FGV logo with the plant tag lock up will be in the middle. The event title will be on the left, and other details will be on the right. Other illustrations can be at the bottom.

EVENTS

8.3 **Signing Ceremony Backdrop**

For a signing ceremony, all event details and names of the two parties should be in the middle. The FGV logo should be on the right, with the partner logo on the left.

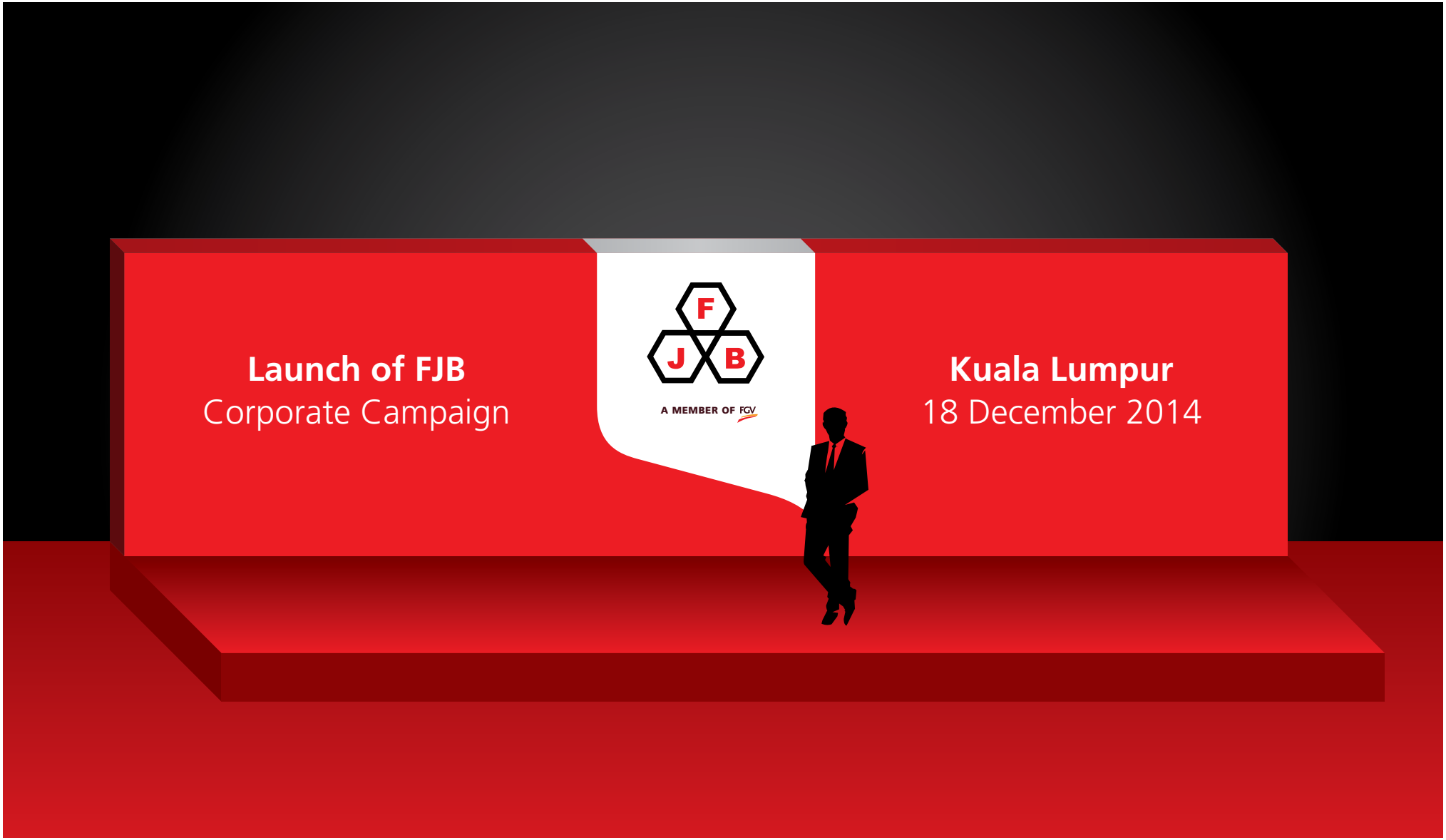


EVENTS

8.4 **Member Internal Event Backdrop**

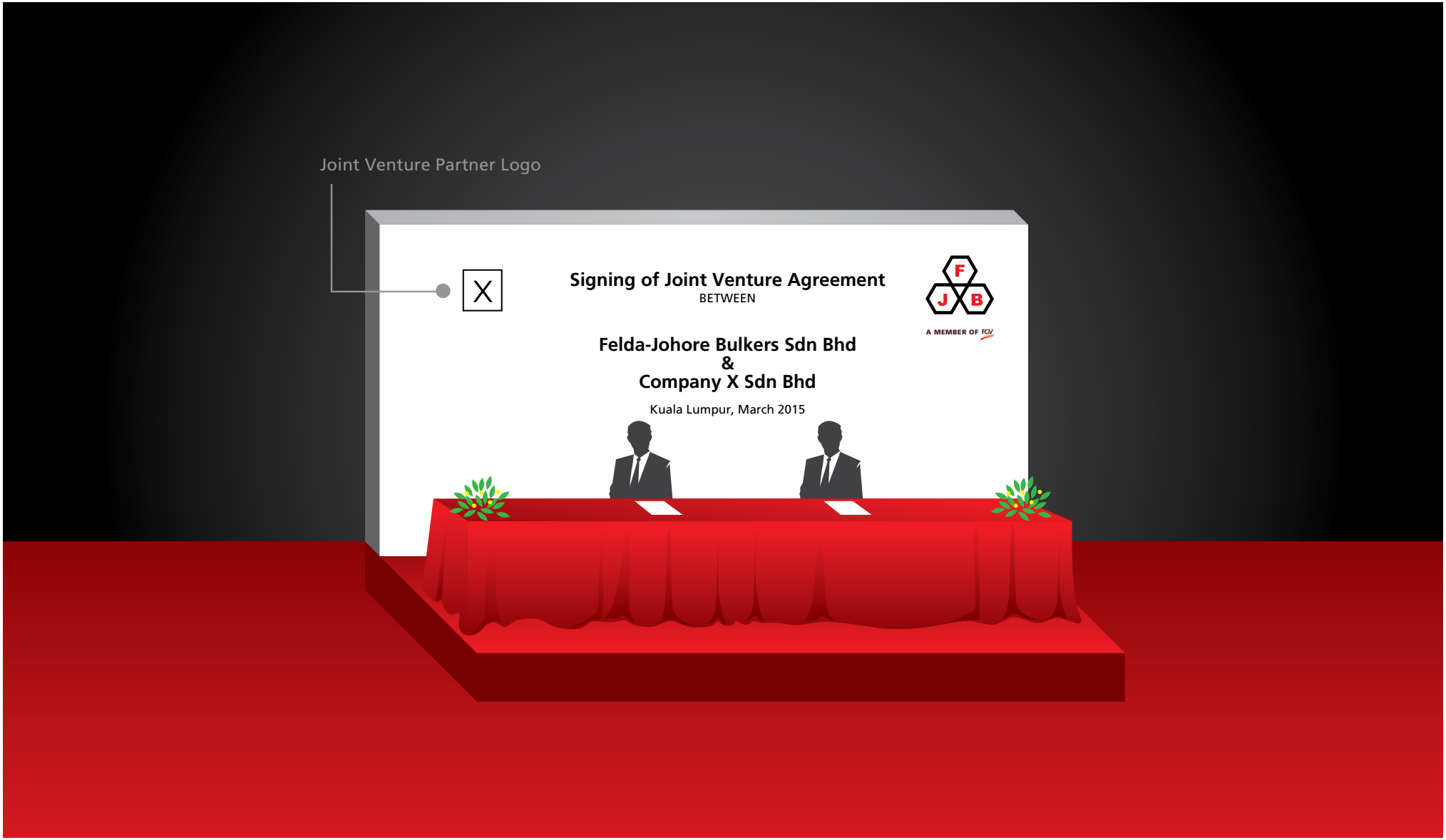
EVENTS

8.5 **Member External Event Backdrop**



EVENTS

8.6 **Member Signing Ceremony Backdrop**



EVENTS

8.7 **Exhibition Booth 1**

An FGV event booth should be modern and inviting, that has a good layout with enough space to move about. The exhibition title, details and main illustration should be in the middle. The left will have the FGV logo with plant tag lock up. Standees are on the right. Tables and chairs will be in front, with adequate spacing in between them.

Note The booth design and layout shall be customised to the event's theme while keeping in line with the brand guidelines

EVENTS

8.8 **Exhibition Booth 2**

EVENTS

8.9 **Exhibition Booth 3**

EVENTS

8.10 **Photowall**

Signage

Signages help people reach their destination with ease. All FGV signage should maintain the brand element while being clear and easily understood.

9.0

SIGNAGE

9.1 **Outdoor - Entrance Sign**

This is the FGV entrance sign. It should use the company colours. The main portion of the sign will be the plant tag element, with the FGV logo and directions on a white background for ease of reading.

LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR Pantone 4975C
MATERIAL SPECIFICATIONS Metal frame structure, stainless steel, cut-out sticker

SIGNAGE

9.2 **Outdoor - Directional Sign**

LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR Pantone 4975C
MATERIAL SPECIFICATIONS Alocarbon 3mmT with UV inkjet printing finish + metal frame structure

SIGNAGE

9.3 **Outdoor - Site Office Sign**

LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

TEXT COLOUR Pantone 4975C

MATERIAL SPECIFICATIONS Metal frame structure, stainless steel, cut-out sticker

SIGNAGE

9.4 **Outdoor - Information Sign**

LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

TEXT COLOUR Pantone 4975C

MATERIAL SPECIFICATIONS Alocarbon 3mmT with UV inkjet printing finish + metal frame structure

SIGNAGE

9.5 **Outdoor - Estate Name Sign**

LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR Pantone 4975C
MATERIAL SPECIFICATIONS Metal frame structure, stainless steel, cut-out sticker

SIGNAGE

9.6 **Outdoor - Estate Directional Sign**

LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR Pantone 4975C
MATERIAL SPECIFICATIONS Metal frame structure, stainless steel, cut-out sticker

SIGNAGE

9.7 Outdoor - Building Directional Sign

FGV signage within the building shall follow the same design style as the entrance sign. Any directional arrows or icons should be clear, legible and quick to understand.

LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR Pantone 4975C
MATERIAL SPECIFICATIONS Metal frame structure, stainless steel, cut-out sticker

SIGNAGE

9.8 **Outdoor - Main Gate**

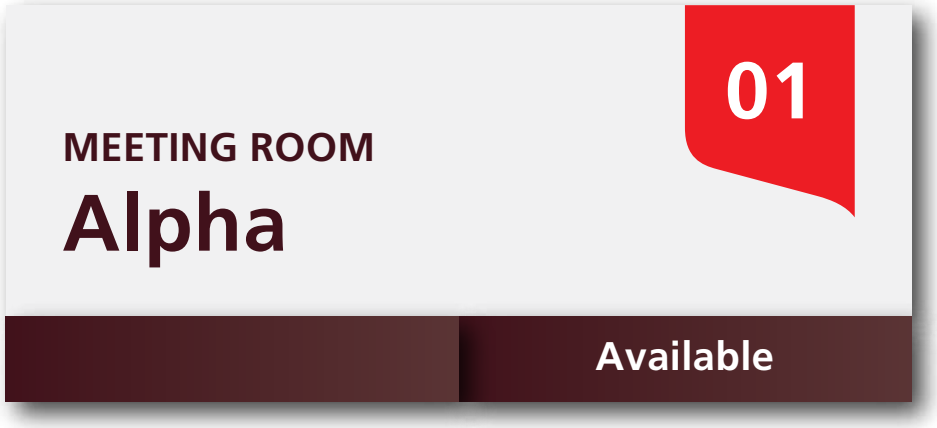
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
MATERIAL SPECIFICATIONS Stainless steel or Alorcarbon
WORDING OPTION1 Cut out sticker **OPTION2** Box type lettering

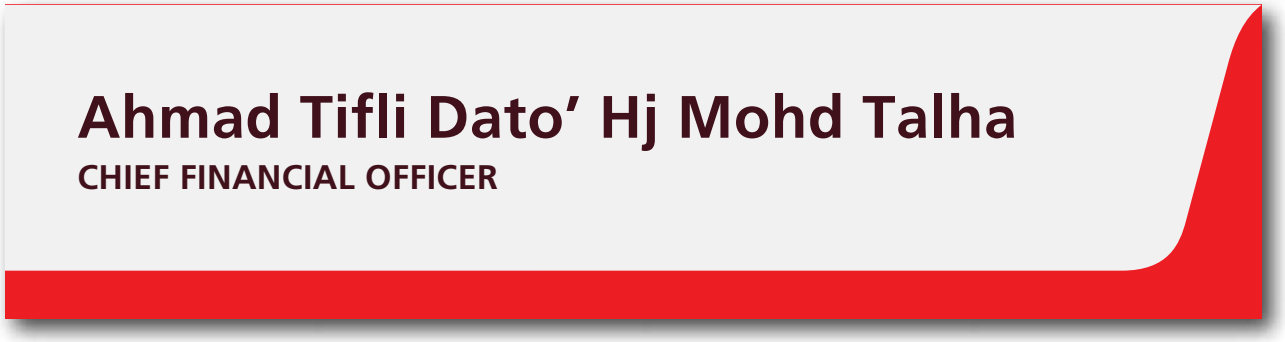
SIGNAGE

9.9 Indoor - Directories

LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR Pantone 4975C
MATERIAL SPECIFICATIONS Metal frame structure, stainless steel, cut-out sticker

9.10 **Indoor - Door Sign**





LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR Pantone 4975C
MATERIAL SPECIFICATIONS (MEETING ROOM) Stainless steel & cut-out sticker
MATERIAL SPECIFICATIONS (DOOR NAME PLATES) 5mm clear Acrylic in UV inkjet printing finish

Thank You

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