



FGV Holdings Berhad (800165-P)

fgvholdings.com

CORPORATE IDENTITY MANUAL

VERSION 2.0

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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 creative expression.

Attention

All items that show the FGV Logo must get the clearance from Group Strategic Communications Department before production. This is to ensure that the designs produced are aligned to our Corporate Identity (CI).

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 identity reflects FGV's direction and represents dynamism, momentum, change and progress on our journey to success.

1.0

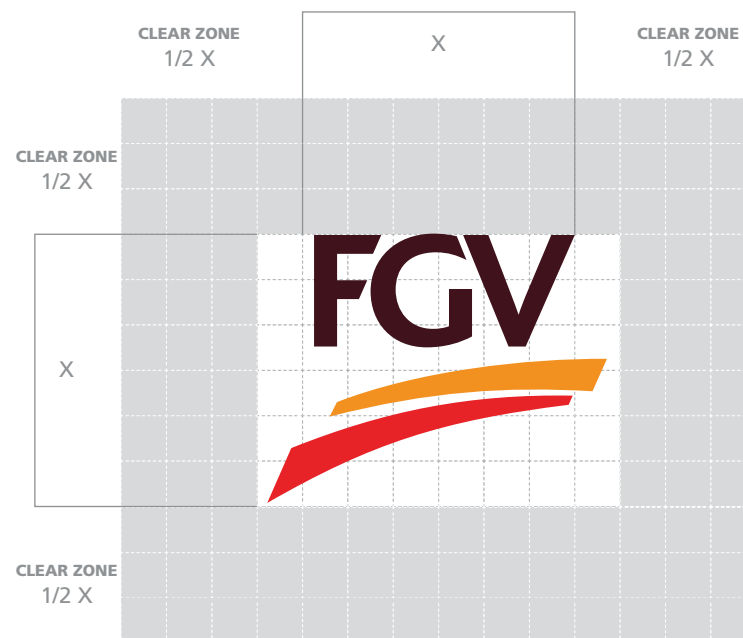
1.1 FGV Logo

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 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

1.3 Companies With Own Branding

Companies with their own branding, subsidiaries, joint ventures and associate companies shall carry “A Member of FGV Group” 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.

A MEMBER OF



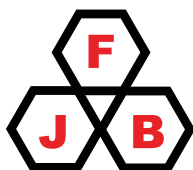
GROUP

Version 1

A MEMBER OF FGV GROUP



Version 2



A MEMBER OF



GROUP



A MEMBER OF



GROUP

PRDATA

A MEMBER OF FGV GROUP



1.4 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% of
background
darkness

20% of
background
darkness

30% of
background
darkness

40% of
background
darkness

50% of
background
darkness

60% of
background
darkness

70% of
background
darkness

80% of
background
darkness

1.5 Colour Palette

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.

Primary Colour

<p>FGV Brown</p> <p>PANTONE 4975C</p>	<p>FGV Tangerine</p> <p>PANTONE 144 C</p>	<p>FGV Red</p> <p>PANTONE 485C</p>
<p>CMYK 70 / 100 / 90 / 50</p> <p>RGB 64 / 19 / 27</p>	<p>CMYK 0 / 50 / 100 / 0</p> <p>RGB 247 / 148 / 30</p>	<p>CMYK 0 / 100 / 100 / 0</p> <p>RGB 237 / 28 / 36</p>

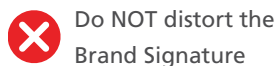
Secondary Colour

<p>FGV Beige</p> <p>FGV</p> <p>PANTONE Yellow 7499 C 40%</p>	<p>FGV Grey</p> <p>FGV</p> <p>PANTONE COOL GREY 427 C</p>	<p>FGV Blue</p> <p>FGV</p> <p>PANTONE Blue 290 C</p>	<p>FGV Green</p> <p>FGV</p> <p>PANTONE 331 C</p>
<p>CMYK 5 / 7 / 35 / 0</p> <p>RGB 242 / 228 / 177</p>	<p>CMYK 17 / 12 / 13 / 0</p> <p>RGB 208 / 210 / 211</p>	<p>CMYK 25 / 6 / 3 / 0</p> <p>RGB 186 / 216 / 234</p>	<p>CMYK 32 / 0 / 19 / 0</p> <p>RGB 166 / 229 / 216</p>

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.

1.6 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

1.7 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 debossed on a material



Brand Signature in Metallic Silver



Brand Signature reversed out in Metallic Silver



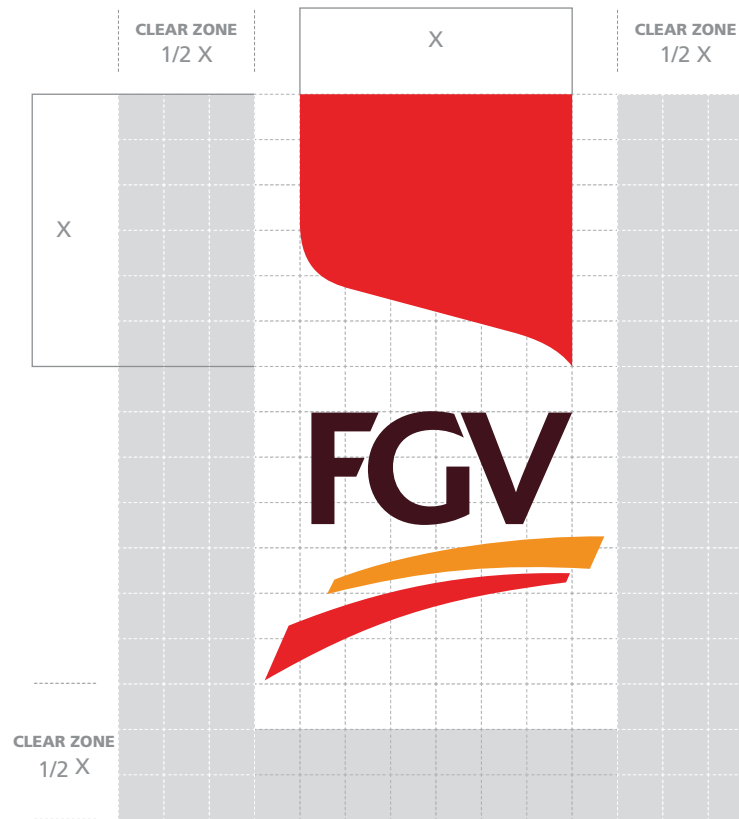
Brand Signature embossed on a Silver background



Brand Signature embossed on a material

1.8 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.



Lock-up 1

1.9 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)



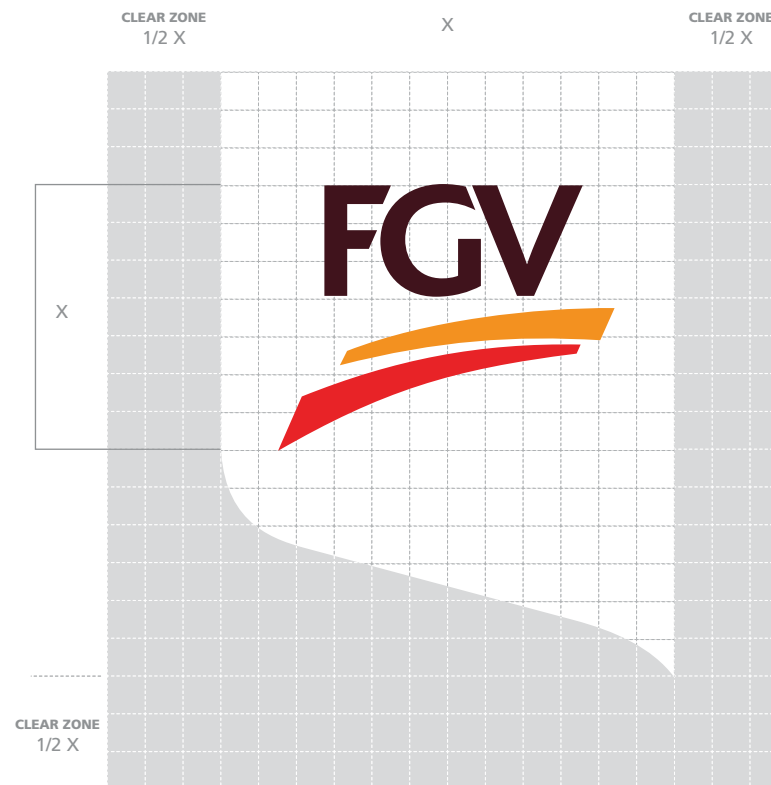
Positive Black



Reversed White Version

1.10 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.



Lock-up 2

1.11 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.

A large, bold, dark grey number '2.0' is centered within a bright red rectangular area. The red area is positioned on the right side of the page, with its bottom-left corner curving into the dark maroon background of the rest of the page.

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.

A b c

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

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.

A b c

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.

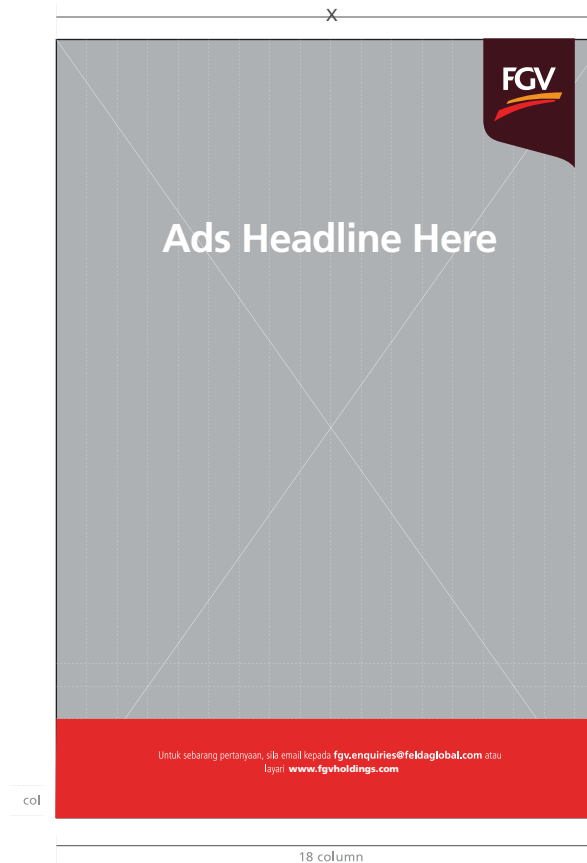
Advertising & Promotions Material

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

3.0

3.1 Advertisements Grid - Template 1

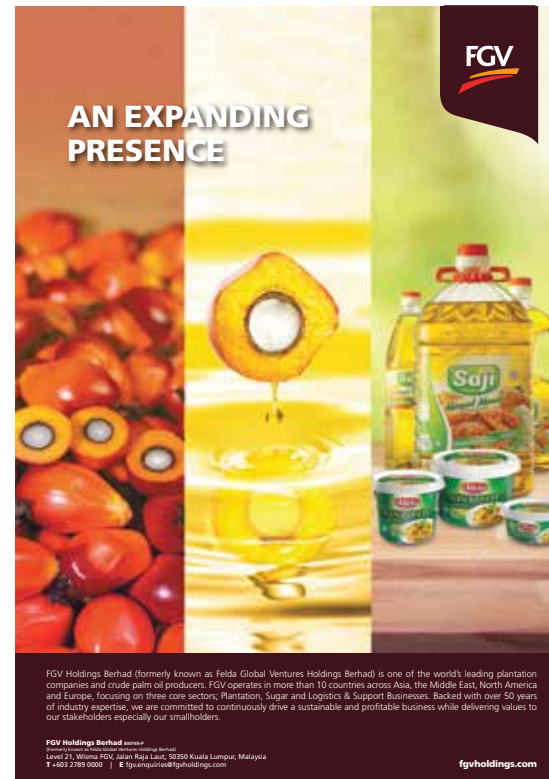
Use this version when the main emphasis is on the information or content. A simple logo lock-up will help amplify the message and make it stand out more.



Calculation

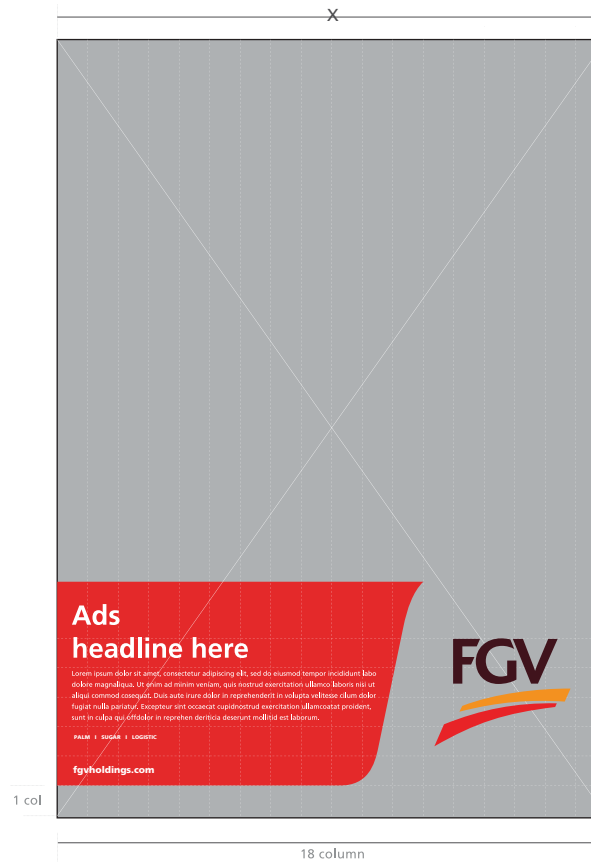
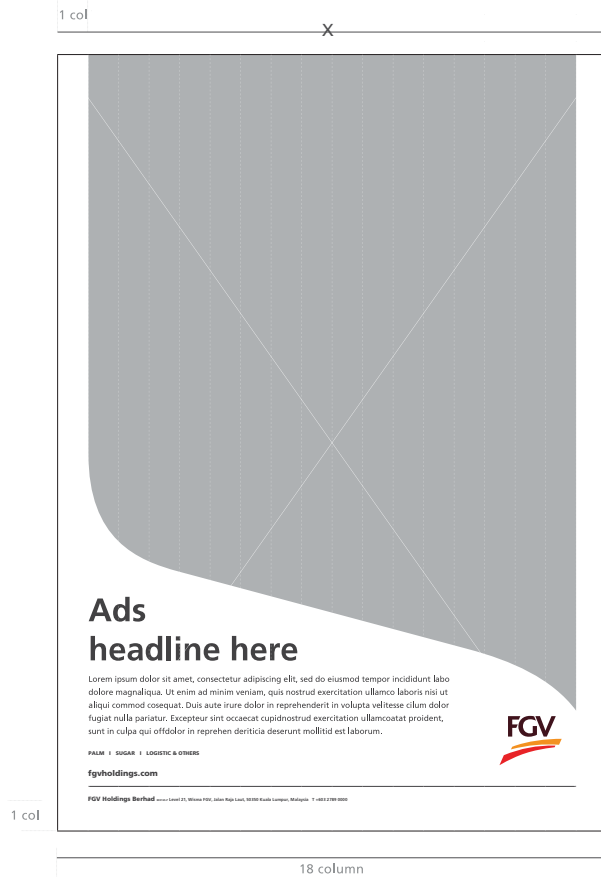
$$\left(\frac{X}{18}\right) \times 3 = 3 \text{ Column}$$

3.2 Advertisements Sample - Template 1



3.3 Advertisement Grid - Template 2

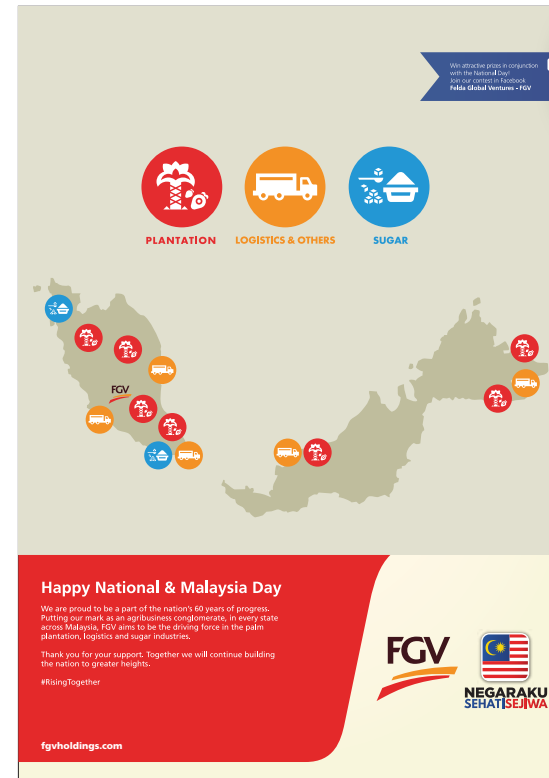
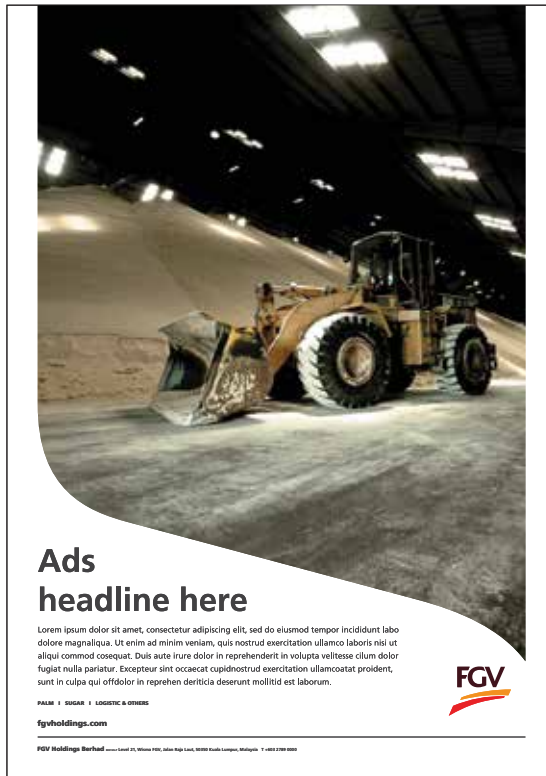
Use this version when the main emphasis is on the information or content. A simple logo lock-up will help amplify the message and make it stand out more.



Calculation

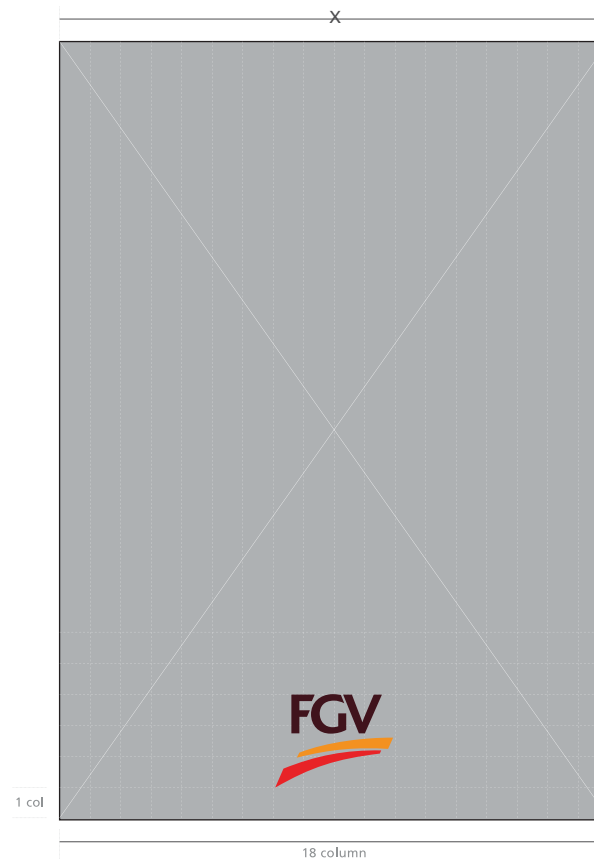
$$\left(\frac{X}{18}\right) \times 3 = 3 \text{ Column}$$

3.4 Advertisements Sample - Template 2



3.5 Advertisement Grid - Exclusive Template

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.

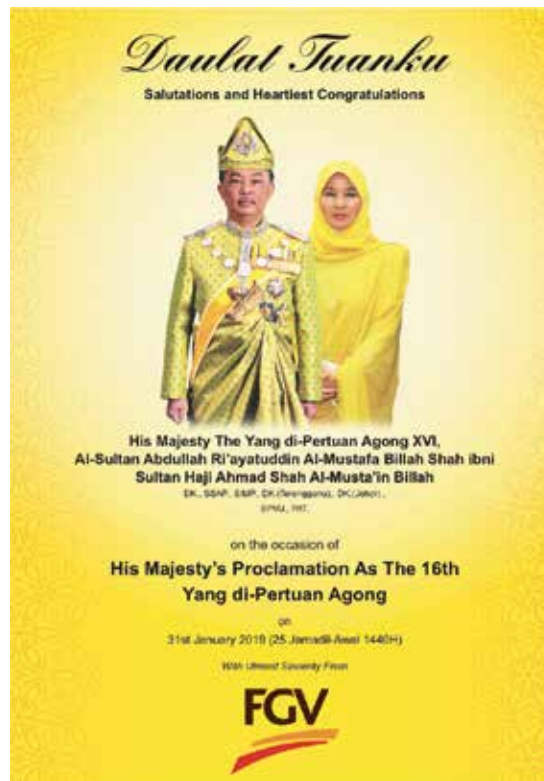


Calculation

$$\left(\frac{X}{18}\right) \times 3 = 3 \text{ Column}$$

3.6 Advertisements Sample - Exclusive Template

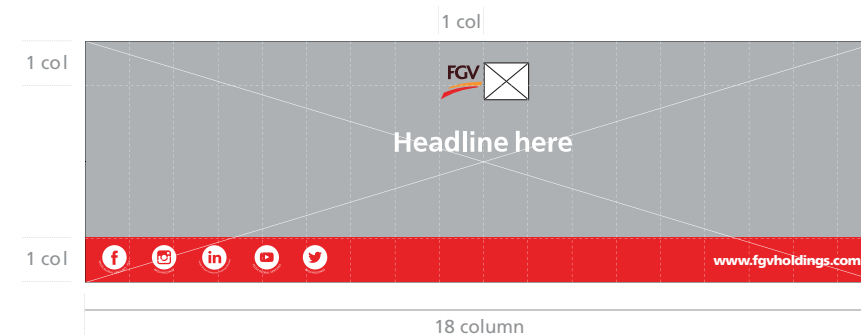
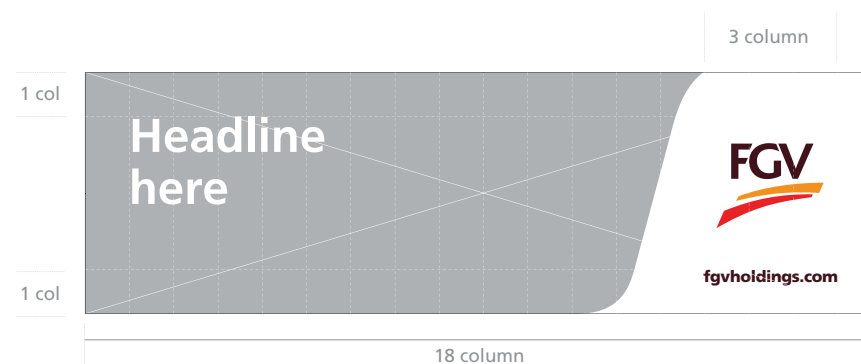
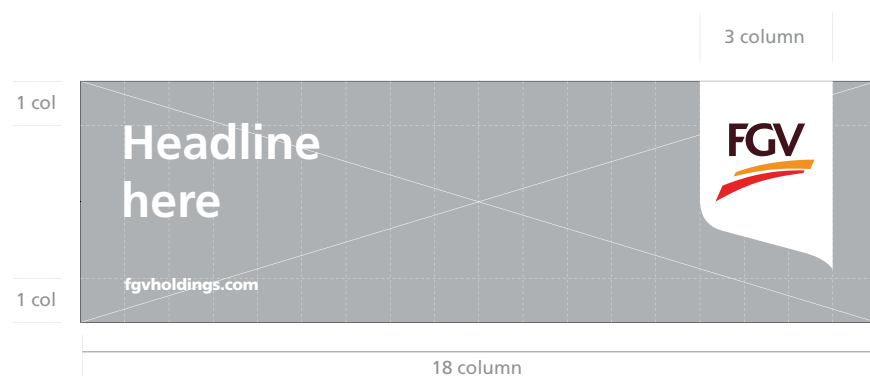
Use this version when the main emphasis is on the information or content. A simple logo lock-up will help amplify the message and make it stand out more.



3.7 FGV Banner Grid

Calculation

$$\left(\frac{X}{18}\right) \times 3 = 3 \text{ Column}$$



3.8 FGV Banner Sample

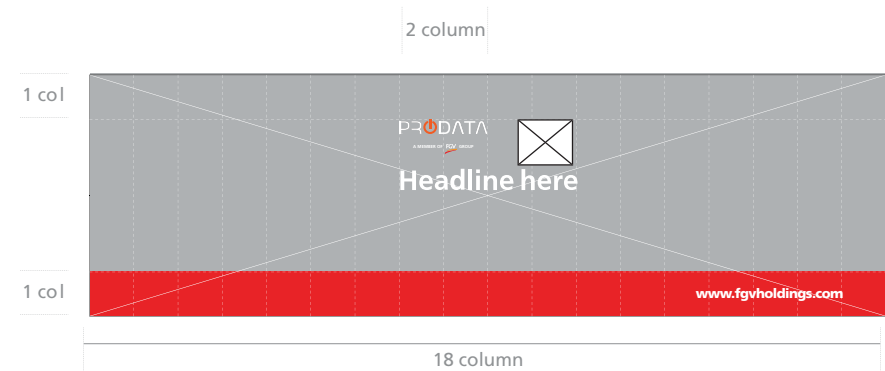
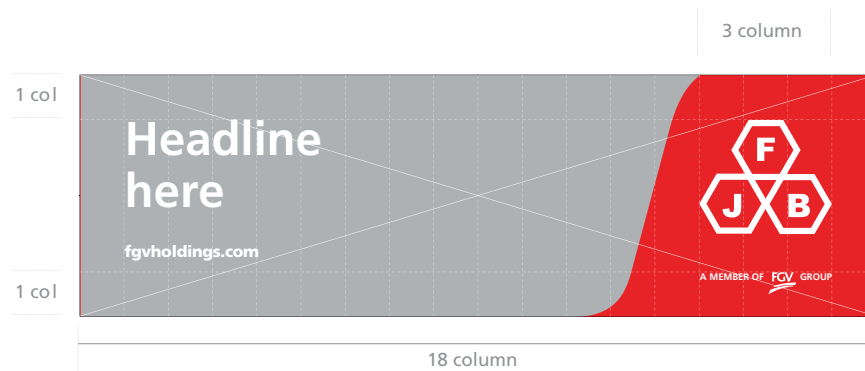
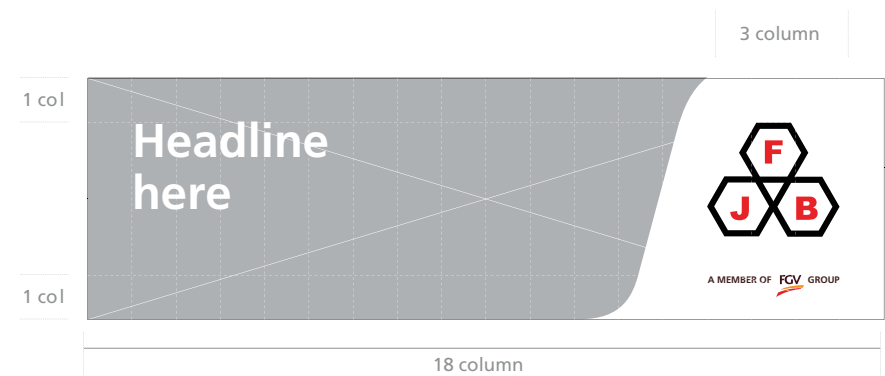
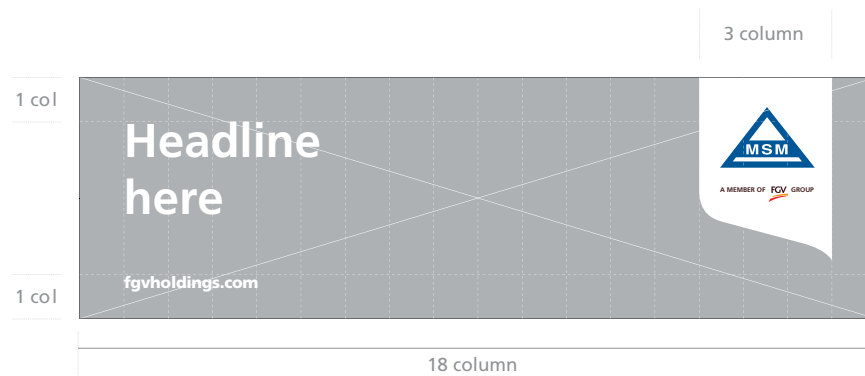
Event banner



3.9 Member Banner Grid

Calculation

$$\left(\frac{X}{18}\right) \times 3 = 3 \text{ Column}$$

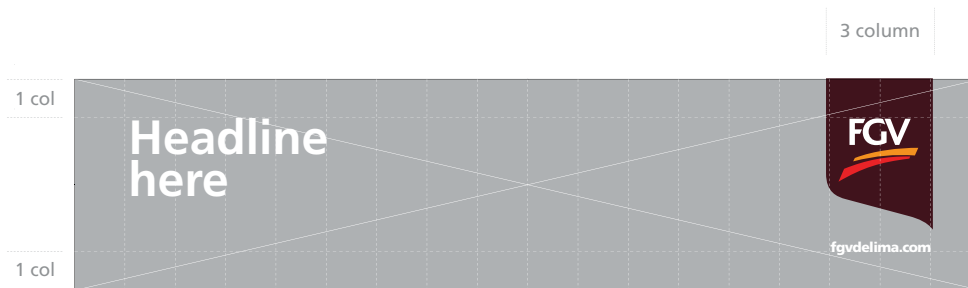


3.10 Member Banner Sample



3.11 Billboard (Horizontal)

The mandatory elements are the website address must be below FGV logo and the logo placing should be on the right top.



Recommended Size:

85' (w) x 20' (h)

or

130' (w) x 40' (h)

3.12 Billboard (Vertical)

The mandatory elements are the website address must be below FGV logo and the logo placing should be on the right top.



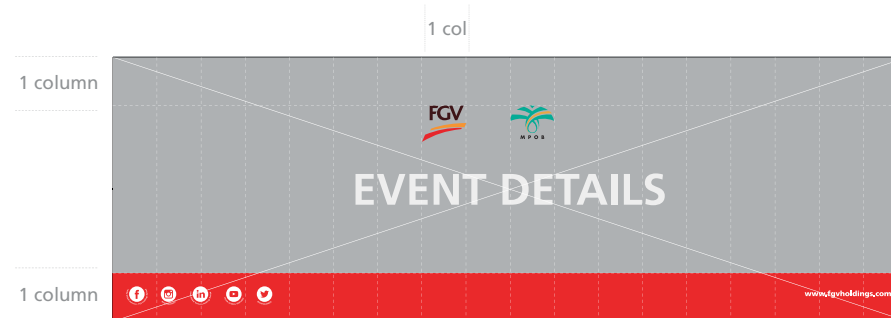
Recommended Size:

20' (w) x 30' (h)

or

40' (w) x 80' (h)

3.13 Backdrop Grid



3.14 Backdrop Sample

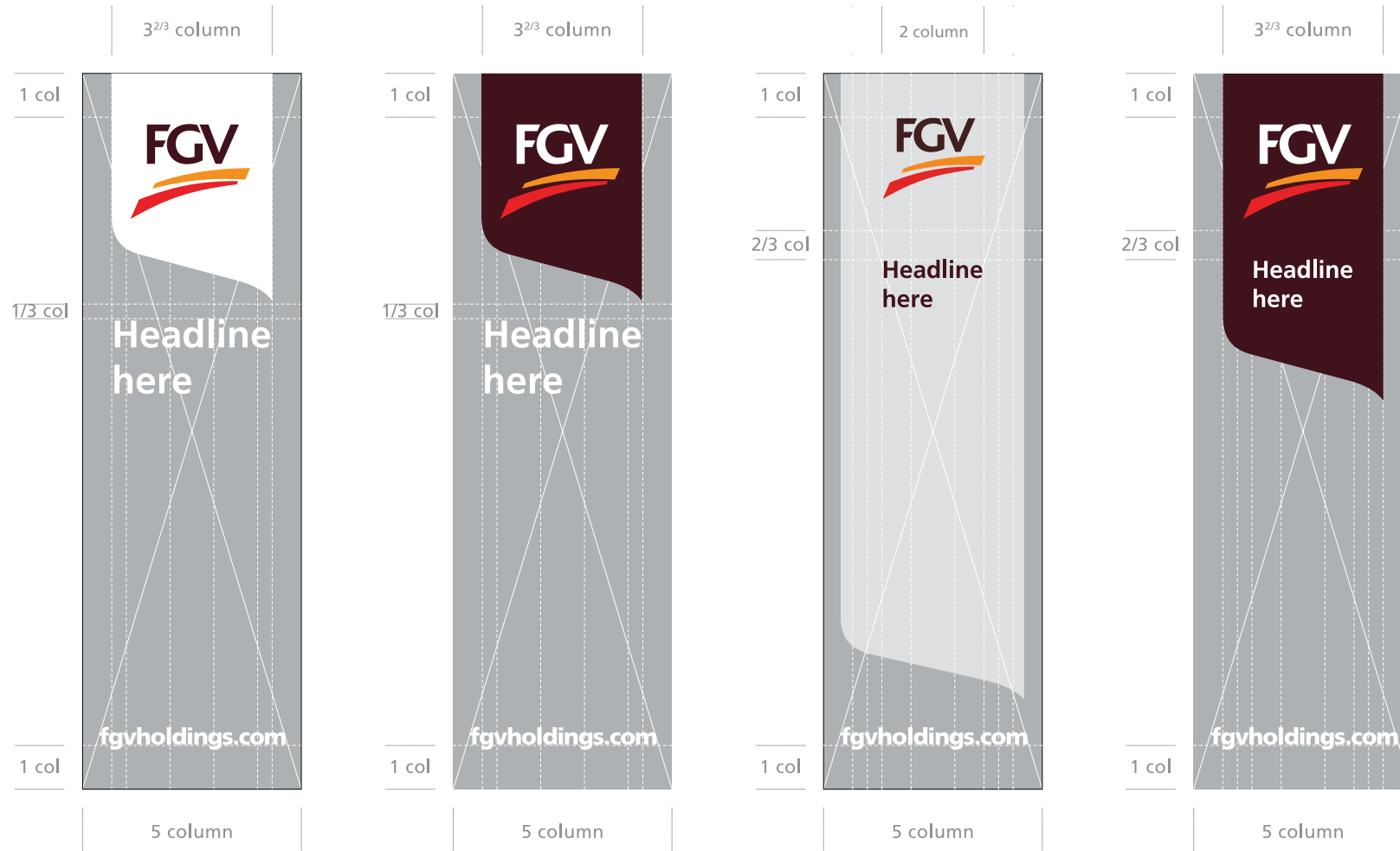


3.15 Backdrop Sample



3.16 FGV Bunting Grid

Corporate Bunting



Calculation

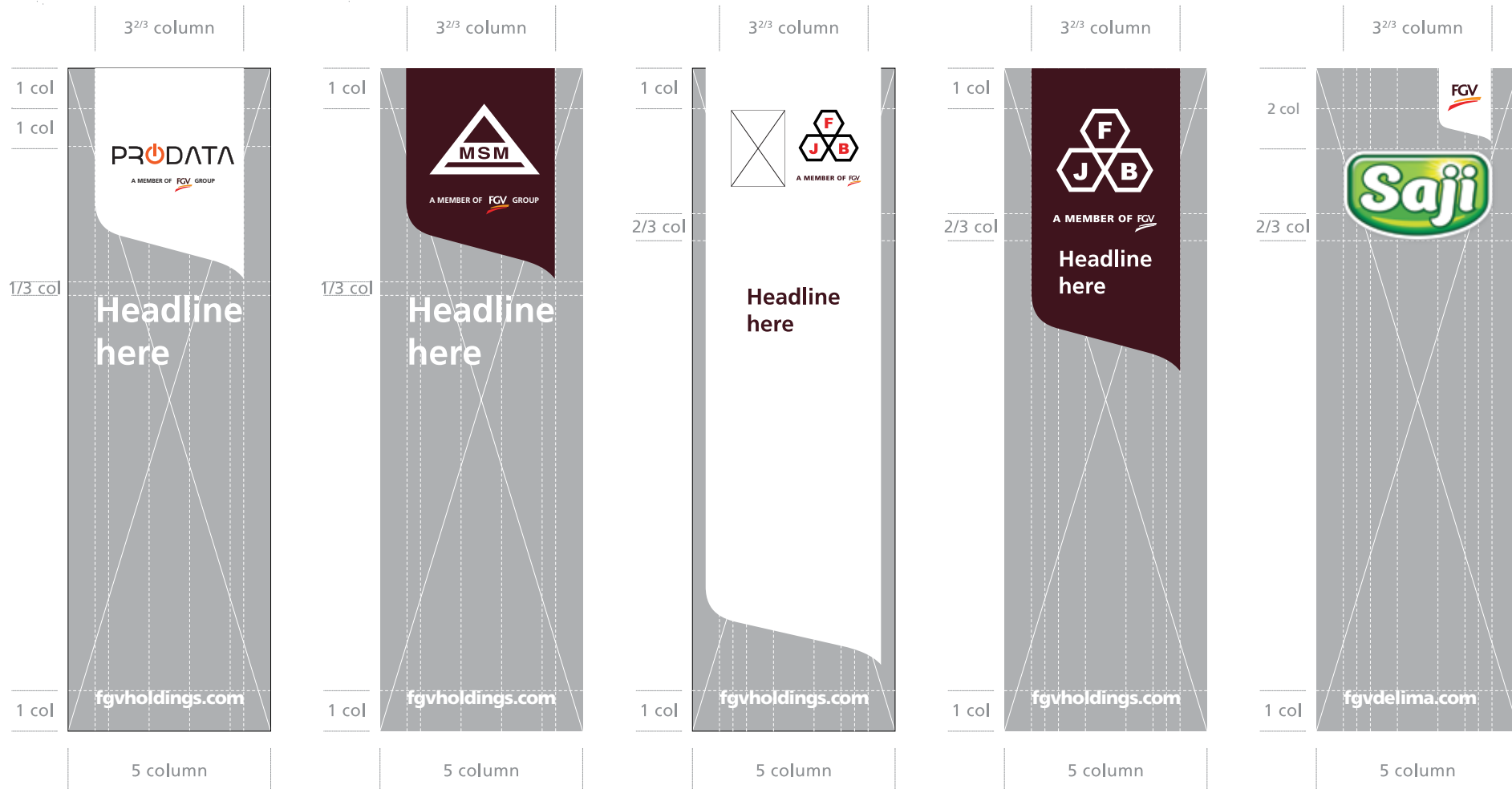
$$\left(\frac{X}{5}\right) \times 3.4 = 3\frac{2}{3} \text{ Column}$$

3.17 FGV Bunting Sample



3.18 Member Bunting Grid

Subsidiaries



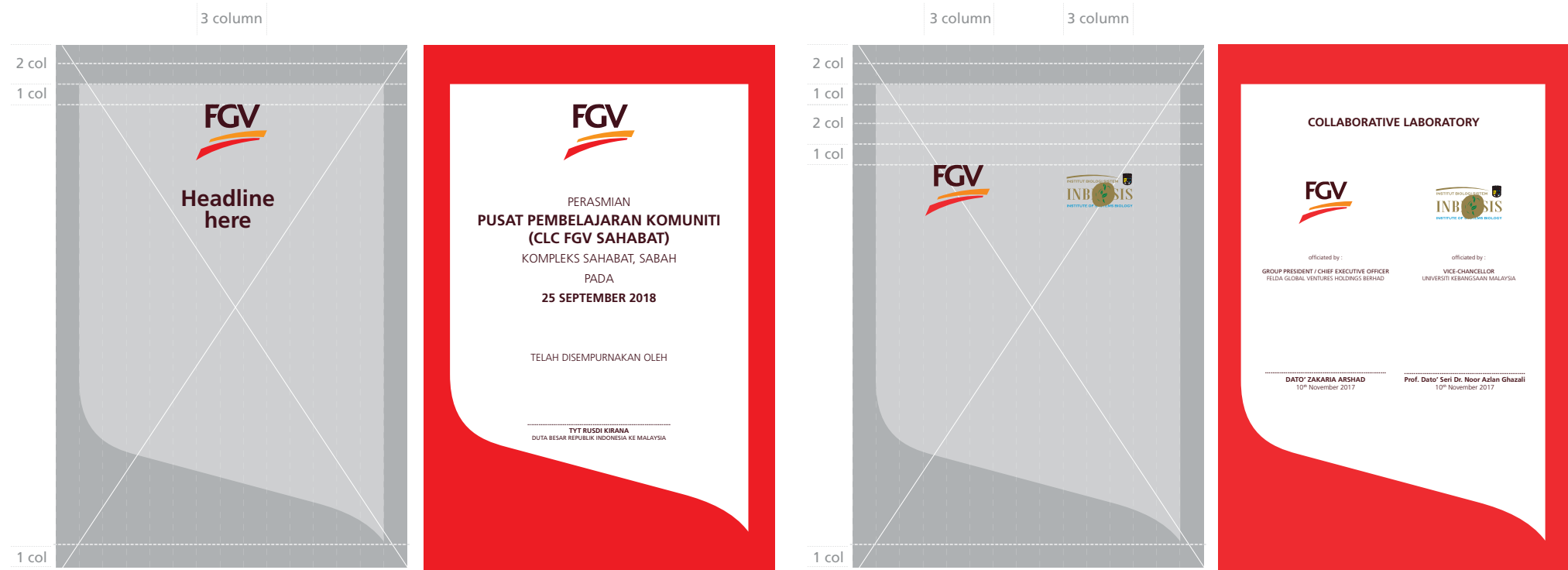
Calculation

$$\left(\frac{X}{5}\right) \times 3.4 = 3^{2/3} \text{ Column}$$

3.19 Member Bunting Sample



3.20 FGV Sample Plaque (Horizontal)



Recommended Size:
2' (w) x 3' (h)

3.21 FGV Sample Plaque (Vertical)



Recommended Size:
4' (w) x 2' (h)

3.22 FGV Sample Mock Cheque

Illustrated below is an example of mock cheque. The FGV logo should be on the right, with the event/name description on the left.



Recommended Size:
6' (w) x 2' (h)

Digital Communications

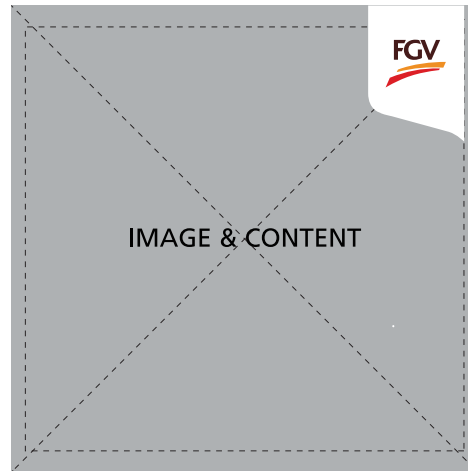
As part of the Brand Identity, it is vital that all communications clearly present a consistent look through proper usage of all the design elements and templates.

4.0

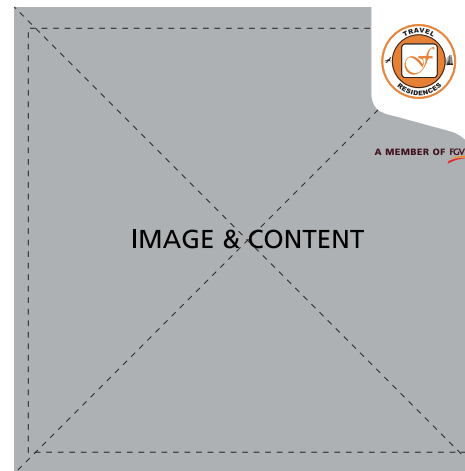
4.1 Instagram Posting

Illustrated below is an example of instagram posting. The FGV logo should be on the top right.

Corporate / Group



Subsidiary

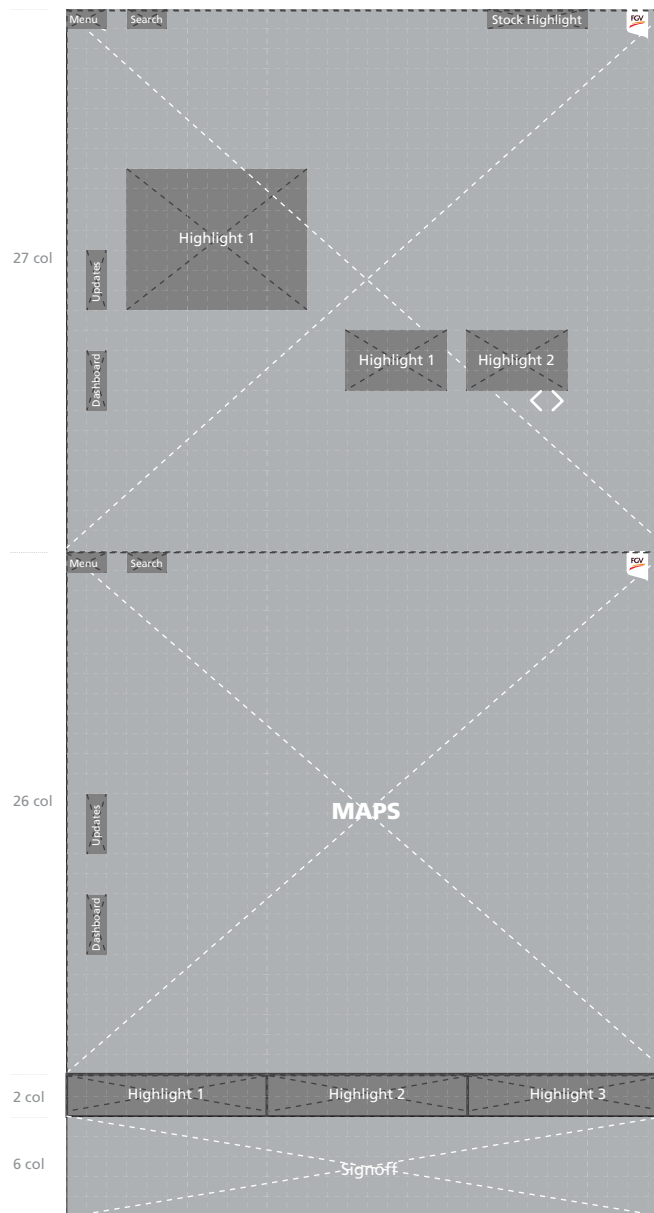
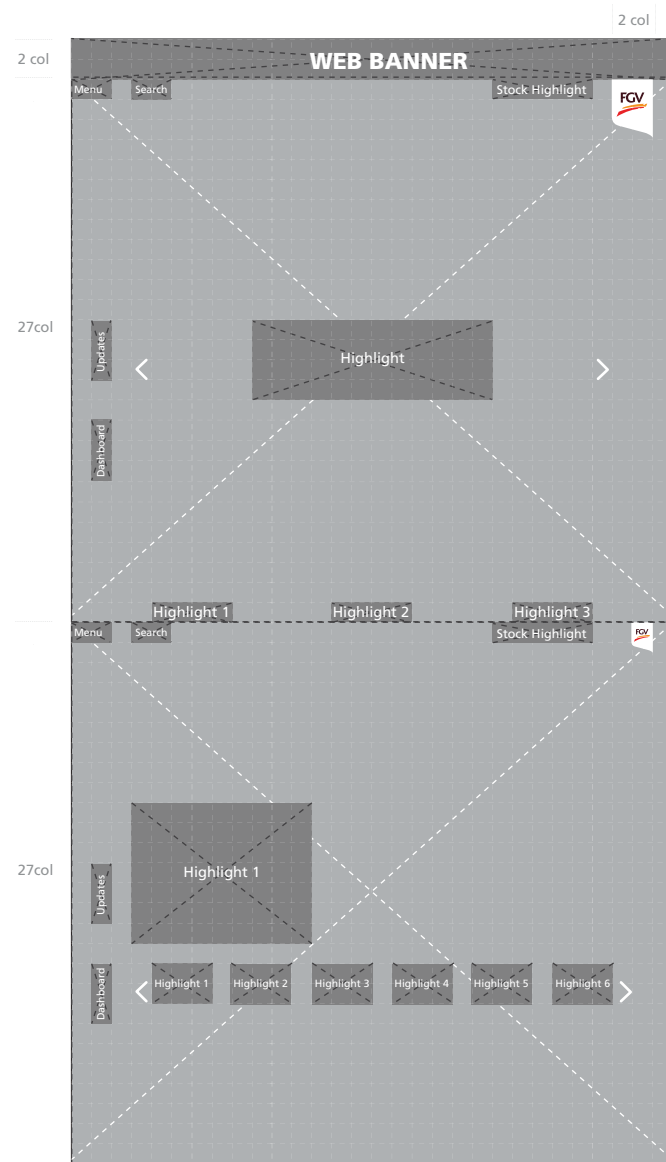


4.2 Sample Instagram Posting

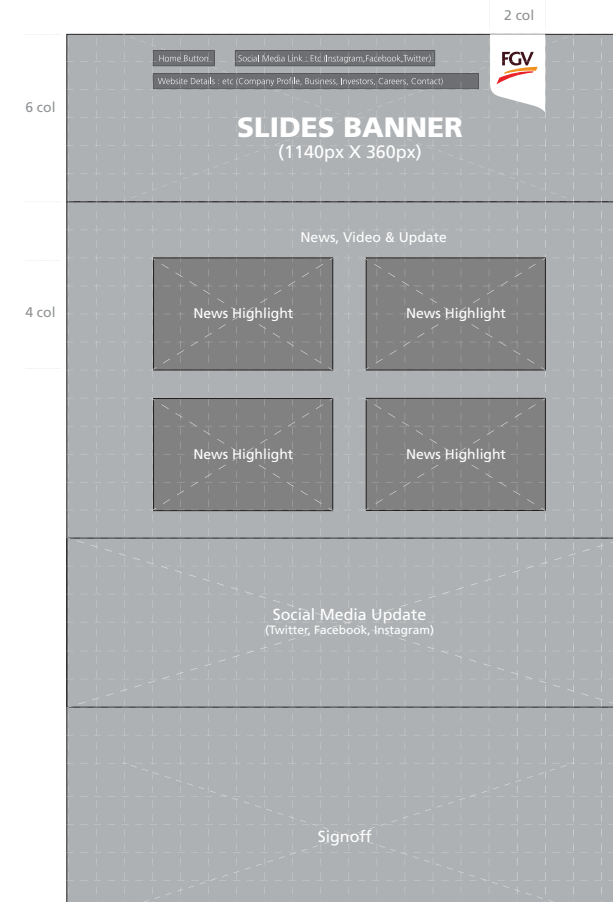


4.3 Website Layout

Corporate / Group



Subsidiary

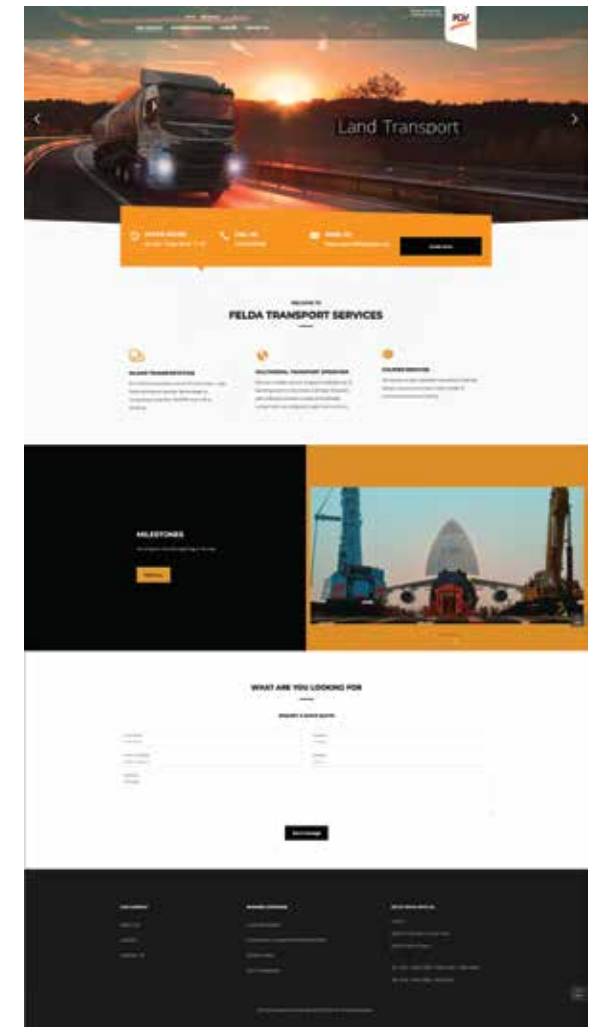


4.4 Website Sample

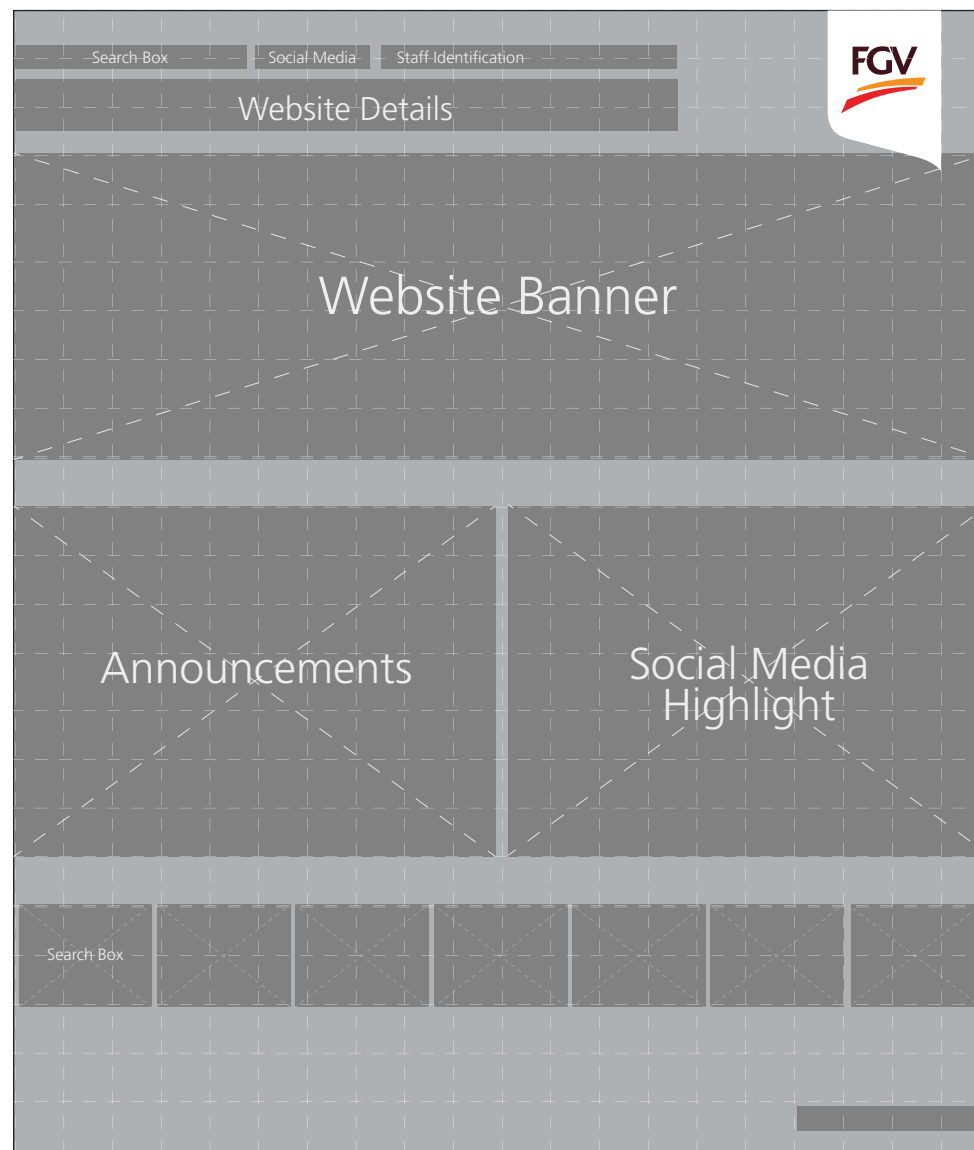
Corporate / Group



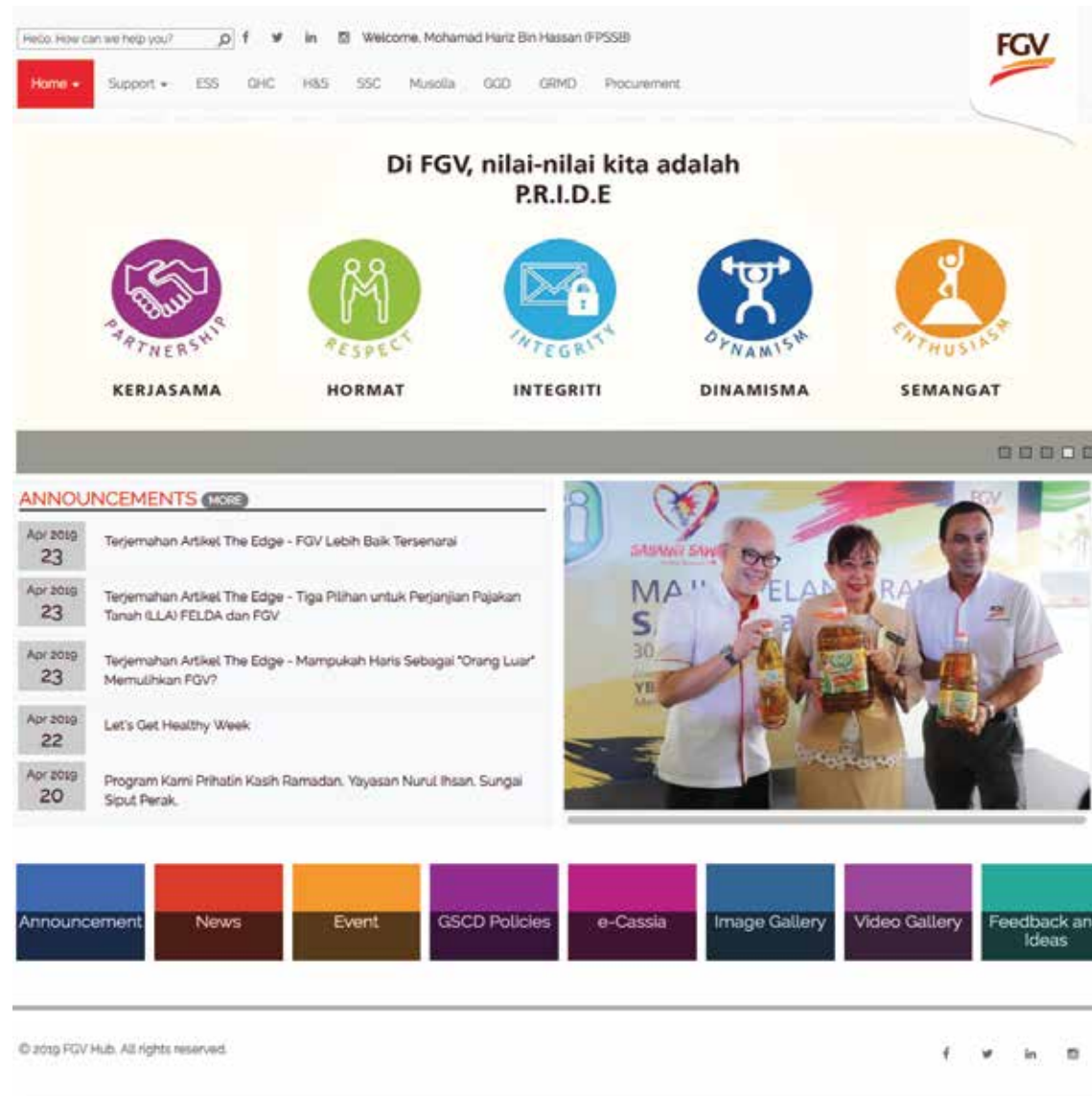
Subsidiary



4.5 FGV Hub Layout



4.6 Sample FGV Hub Layout



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

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

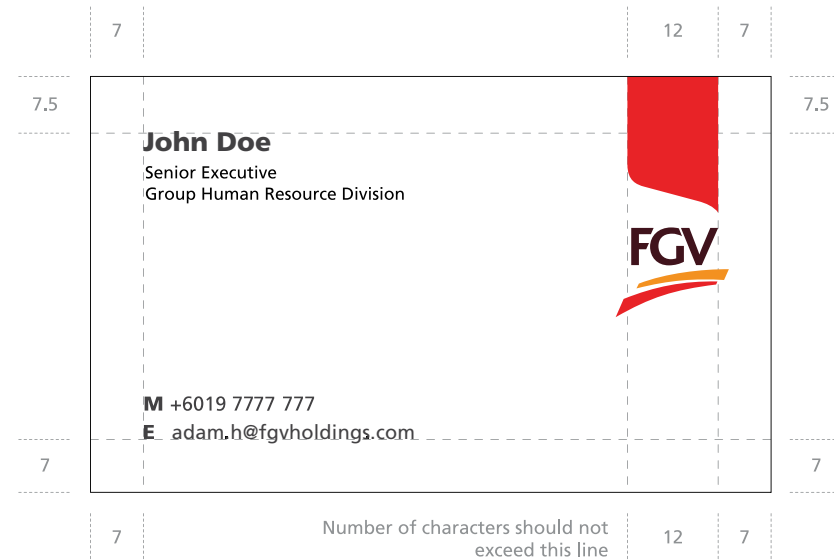
SIZE 90mm (W) x 55mm (H)

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.



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

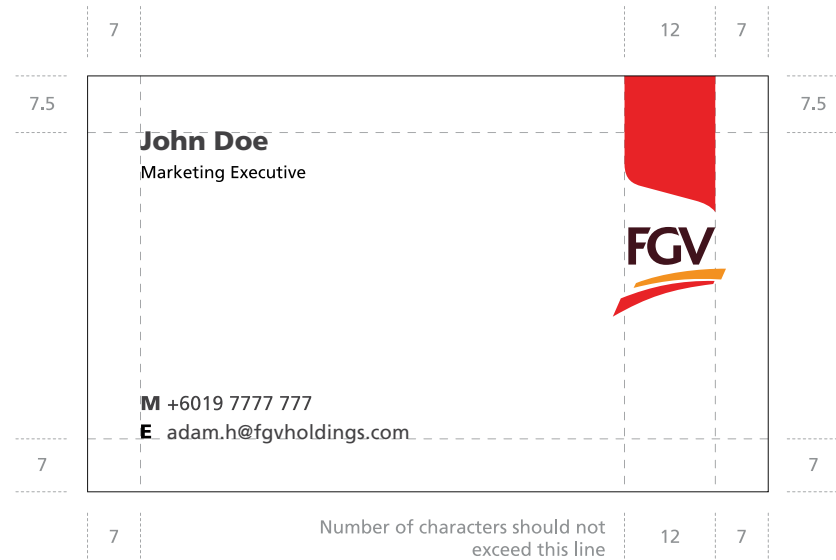
SIZE 90mm (W) x 55mm (H)

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.



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

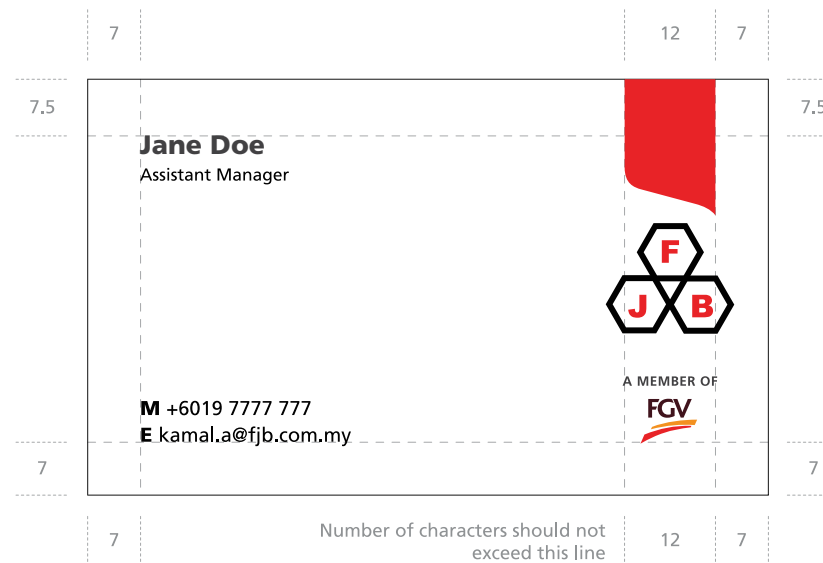
SIZE 90mm (W) x 55mm (H)

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.



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
- 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.



5.5 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.



5.6 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)

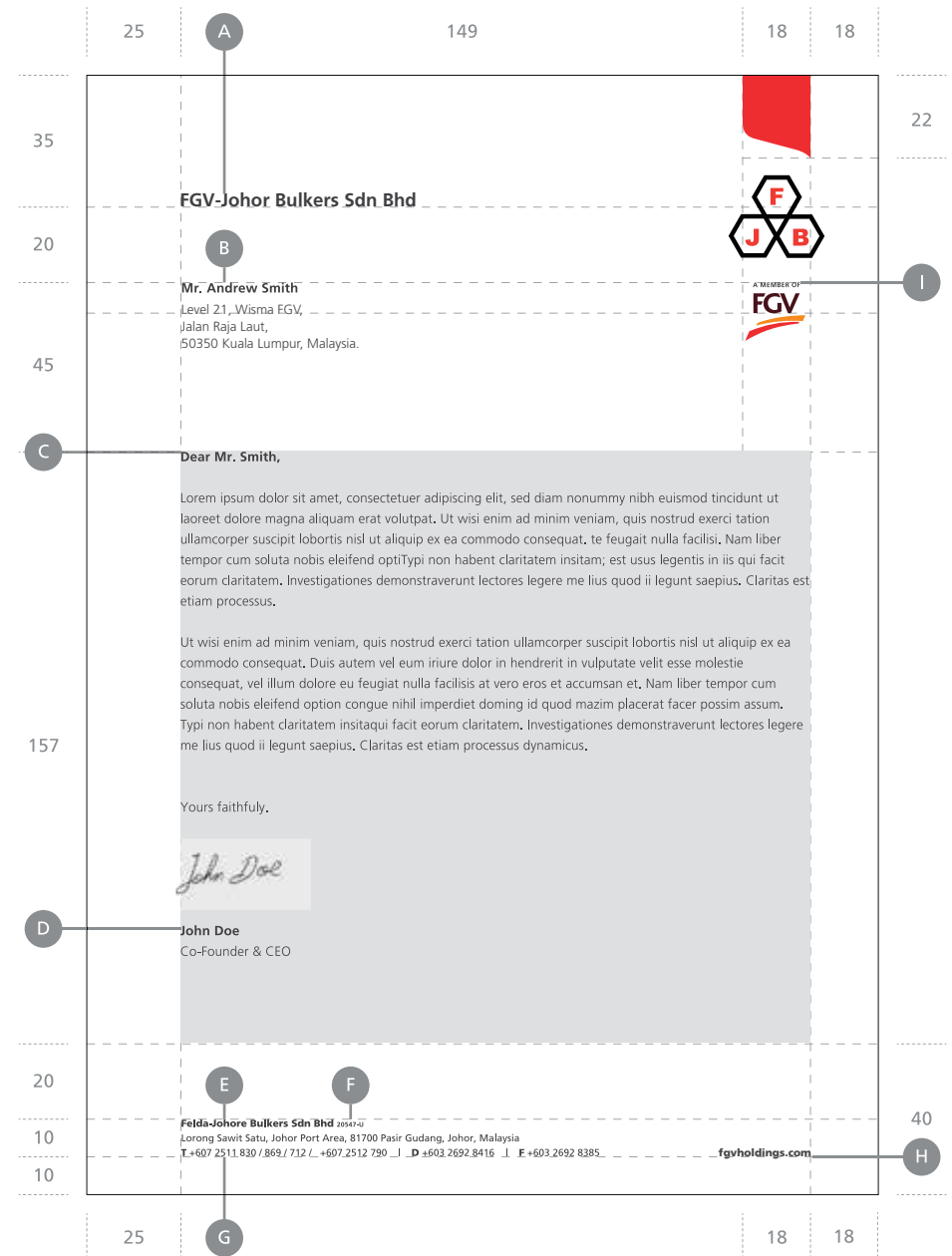
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

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.



5.7 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.

The diagram shows a facsimile form template with a grid of dimensions in millimeters. The overall width is 210mm and the height is 297mm. The form is divided into sections for a header, a message body, and a footer. The header section includes a 'Facsimile' label and a 'FGV' logo. The message body is a large rectangular area for the message content. The footer section includes contact information for FGV Holdings Berhad.

Dimensions (mm):

- Top margin: 25
- Right margin: 18
- Bottom margin: 10
- Left margin: 25
- Message body height: 142
- Header height: 35
- Footer height: 20

Labels:

- A**: Facsimile
- B**: Details (Company, Date, Sent From, Fax, Telephone)
- C**: Message
- D**: FGV Holdings Berhad
- E**: FGV Holdings Berhad
- F**: FGV Holdings Berhad
- G**: fgvholdings.com

Text:

Facsimile

FGV

Total Pages :
Attention :
Company :
Fax :
Telephone :
Date :
Sent From :
Fax :
Telephone :

Message

FGV Holdings Berhad
Level 21, Wisma FGV, Jalan Raja Laut, 50350 Kuala Lumpur, Malaysia.
T +603 2692 8355 / 63... D +603 2692 8416... F +603 2692 8385

fgvholdings.com

5.8 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.

25	A	149	18	18												
35				22												
20		Invoice														
60	B	Name : Company Name : Street Address : City, St Zip Code : Telephone :	Invoice No : Date :													
142	C	<table border="1"> <thead> <tr> <th>DESCRIPTION</th> <th>HOURS</th> <th>RATE</th> <th>AMOUNT</th> </tr> </thead> <tbody> <tr> <td colspan="4" style="height: 100px;"></td> </tr> <tr> <td colspan="3">TOTAL</td> <td></td> </tr> </tbody> </table>			DESCRIPTION	HOURS	RATE	AMOUNT					TOTAL			
DESCRIPTION	HOURS	RATE	AMOUNT													
TOTAL																
20		D	E													
10		FGV Holdings Berhad 800165-P Level 21, Wisma FGV, Jalan Raja Laut, 50350 Kuala Lumpur, Malaysia. T +603 2692 8355 / 63 L D +603 2692 8416 I F +603 2692 8385														
10				G												
25	F		18	18												

5.9 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)

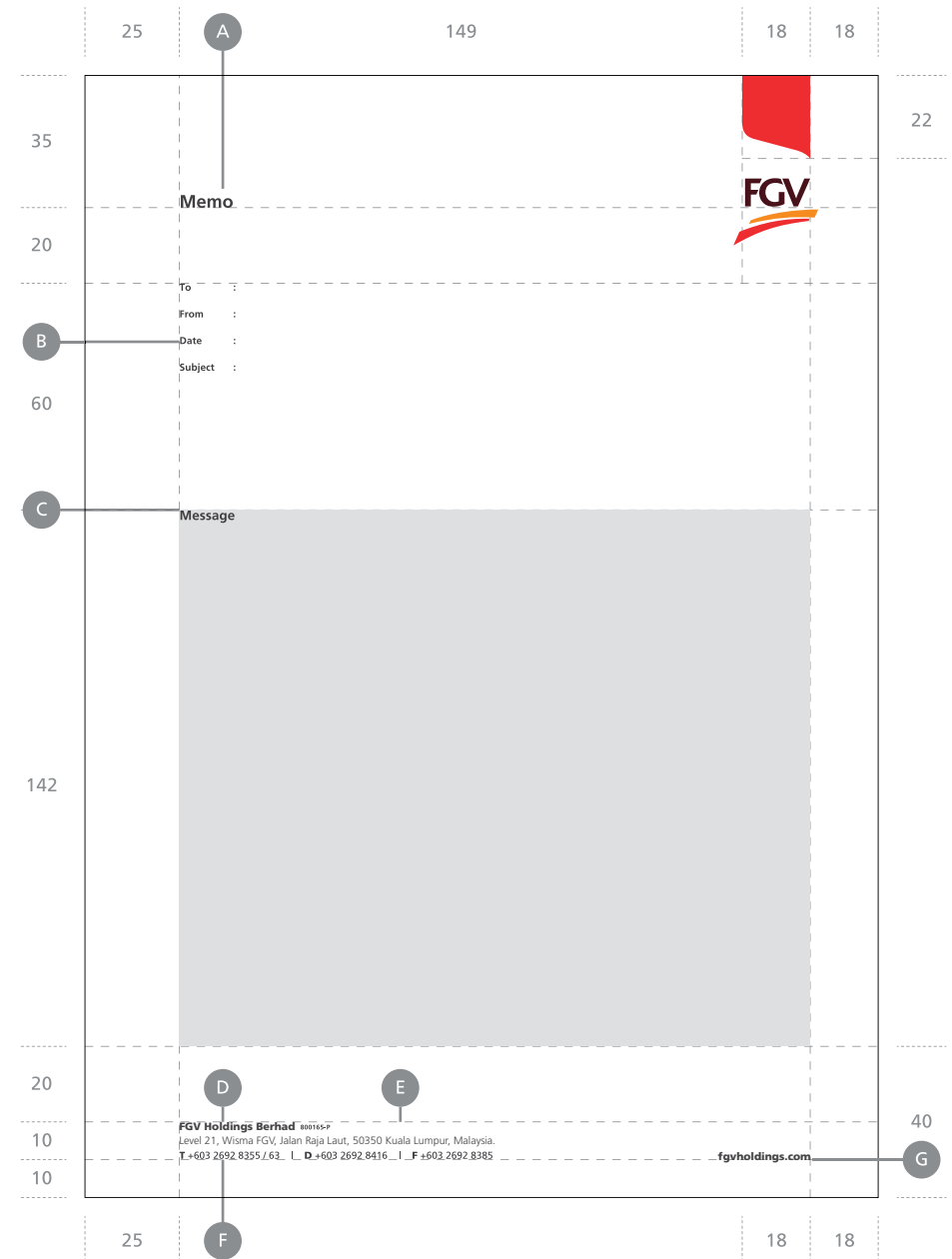
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

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.



5.10 Inter Office 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.

The diagram shows the layout of an Inter Office Memo form with the following dimensions and labels:

- Top Margins:** 25mm (left), 149mm (center), 18mm (right), 18mm (right).
- Left Margins:** 35mm (top), 20mm (middle), 60mm (bottom), 142mm (bottom).
- Right Margins:** 22mm (top), 40mm (bottom).
- Labels:**
 - A:** Document Type (13.5pt, 16.5pt leading)
 - B:** Details (7.5pt, 20pt leading, 10pt tracking)
 - C:** Content/Message (10pt, 15.5pt leading, 10pt tracking)
 - D:** Company Name (7.5pt, 11pt leading)
 - E:** Registered Number (5pt, 11pt leading, 35pt tracking)
 - F:** Contact (7.5pt, 11pt leading)
 - G:** Website (7.5pt, 11pt leading)
- Form Fields:**
 - Inter Office Memo:** Title at the top center.
 - To:** Recipient field.
 - From:** Sender field.
 - Date:** Date field.
 - Subject:** Subject line.
 - Message:** Large shaded area for the main message.
 - Footer:**
 - FGV Holdings Berhad** (with "NOTES" in small text)
 - Level 21, Wisma FGV, Jalan Raja Laut, 50350 Kuala Lumpur, Malaysia.
 - T: +603 2692 8355 / 63... D: +603 2692 8416 F: +603 2692 8385
 - fgvholdings.com

5.11 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.

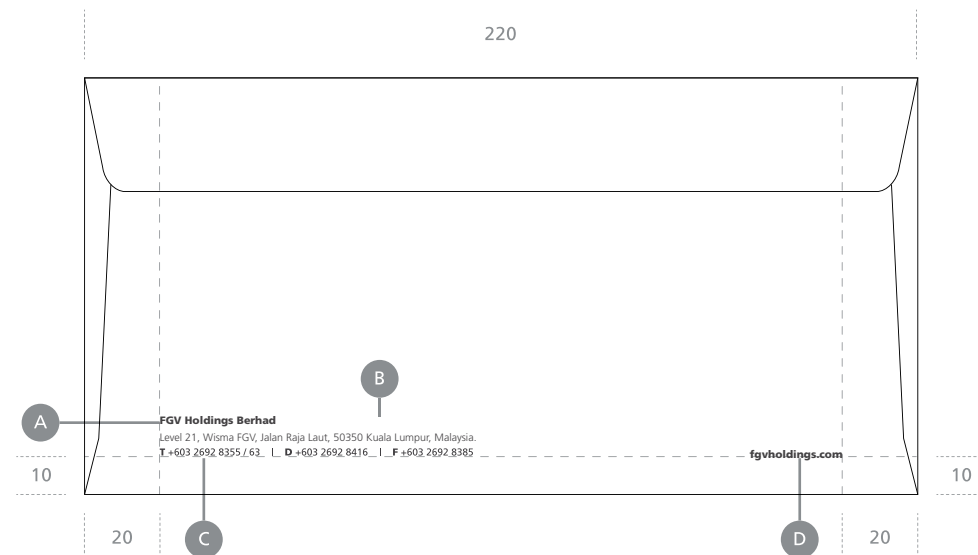
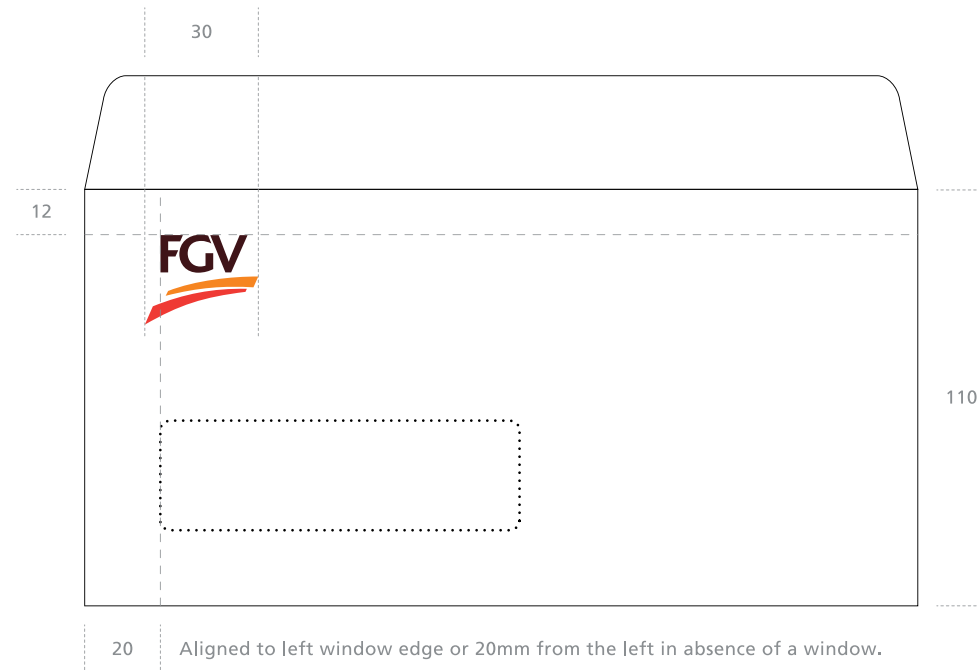
25	A	149	18	18	
35					22
20		Receipt			
		Received From :			
		Cheque No / Cash :			
B		For The Payment Of :			
60		Receipt No. :			
C		Fees	Amount		
142					
		Total Amount			
		Ringgit	Signature		
20					
10	D	FGV Holdings Berhad	E		40
10		Level 21, Wisma FGV, Jalan Raja Laut, 50350 Kuala Lumpur, Malaysia.			
		T +603 2692 8355 / 63 L D +603 2692 8416 I F +603 2692 8385			
				fgvholdings.com	G
	F				
		25	18	18	

5.12 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.

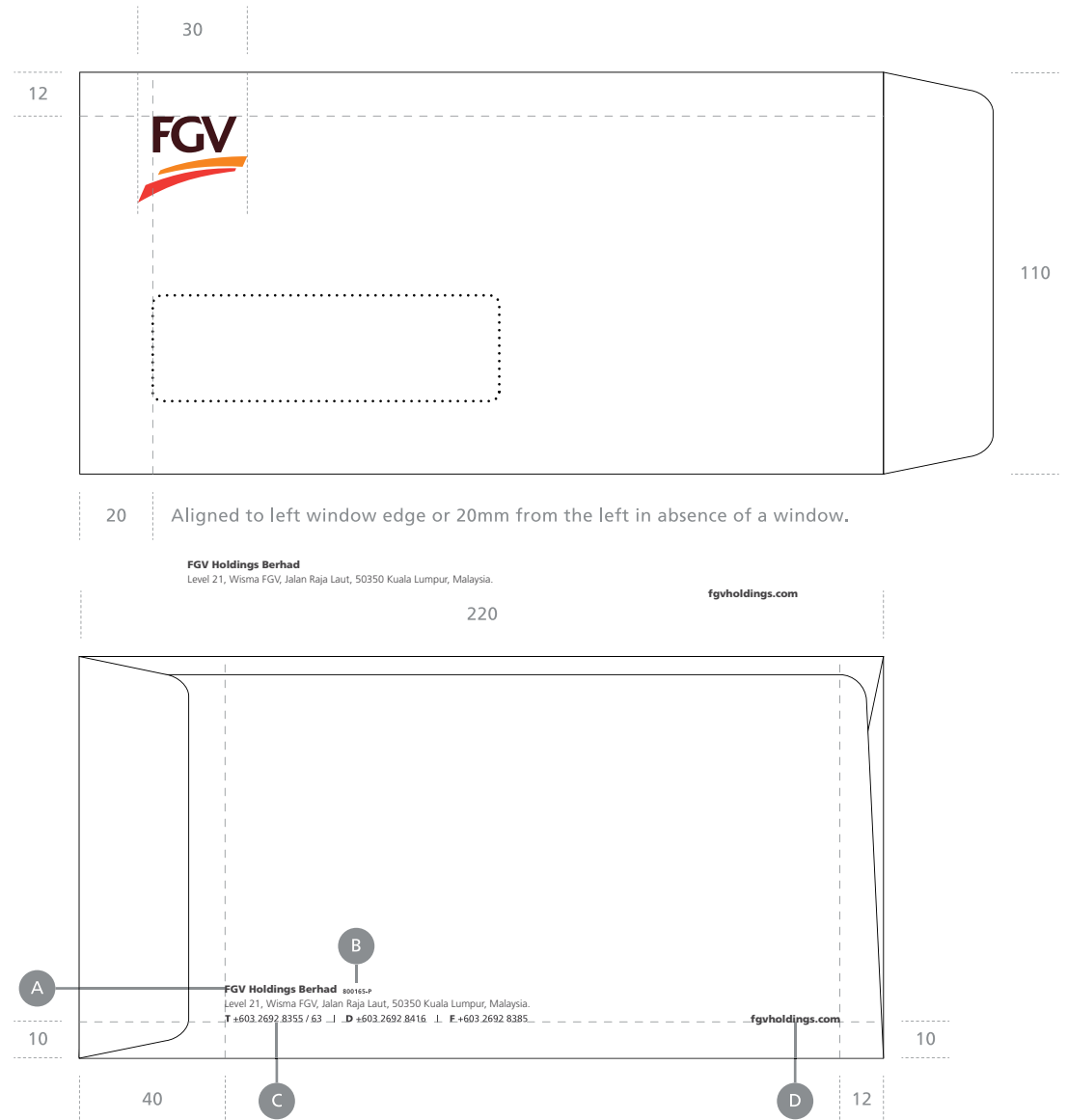


5.13 Envelope DL (Pocket)

- 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

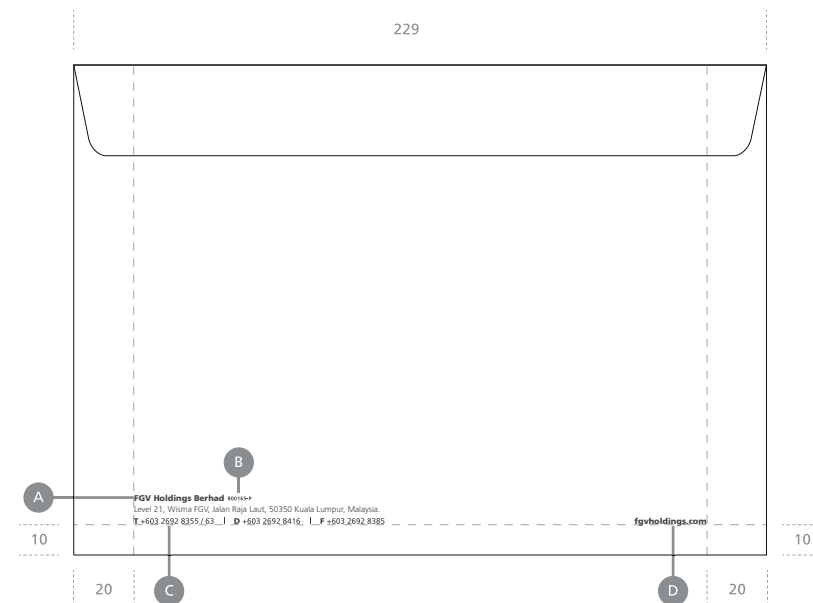
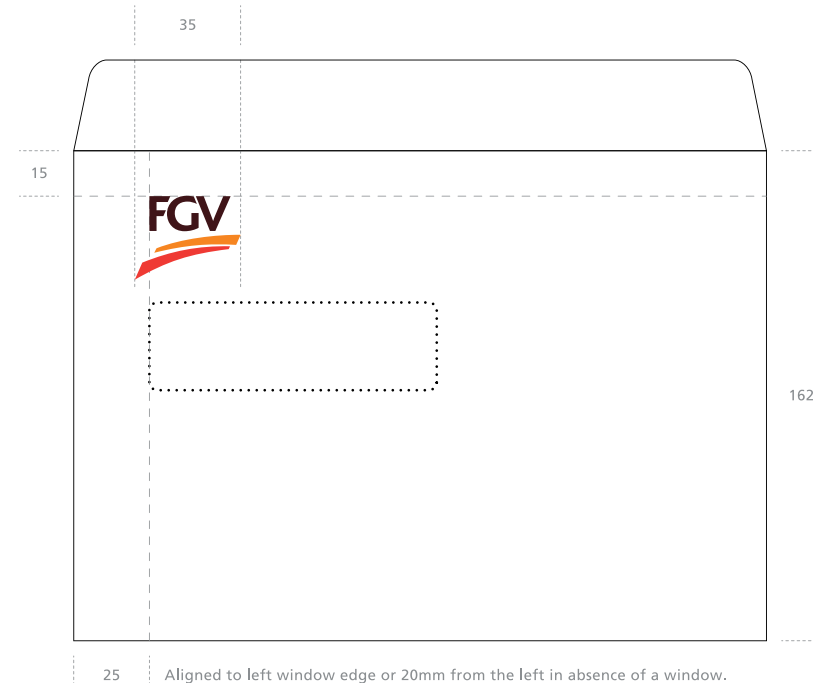
SIZE 220mm (W) x 110mm (H)
LOGO COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.



5.14 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

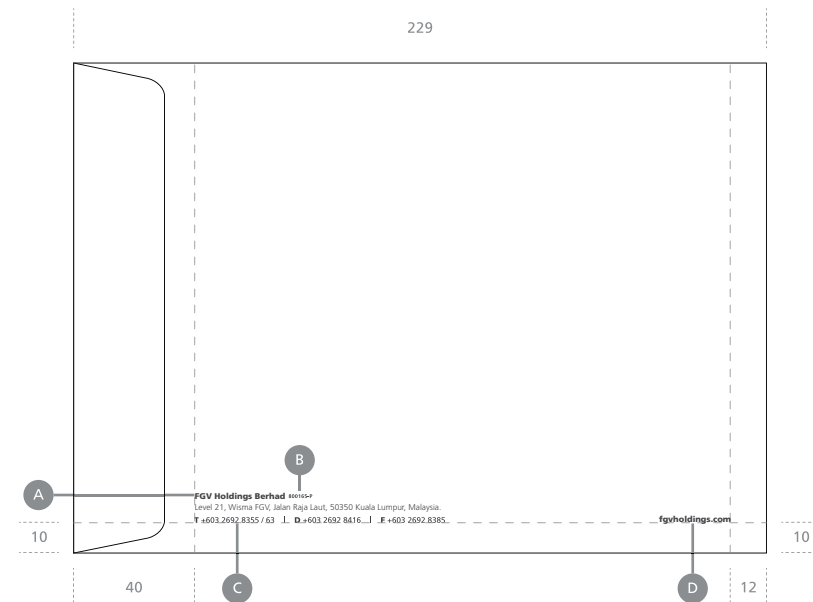
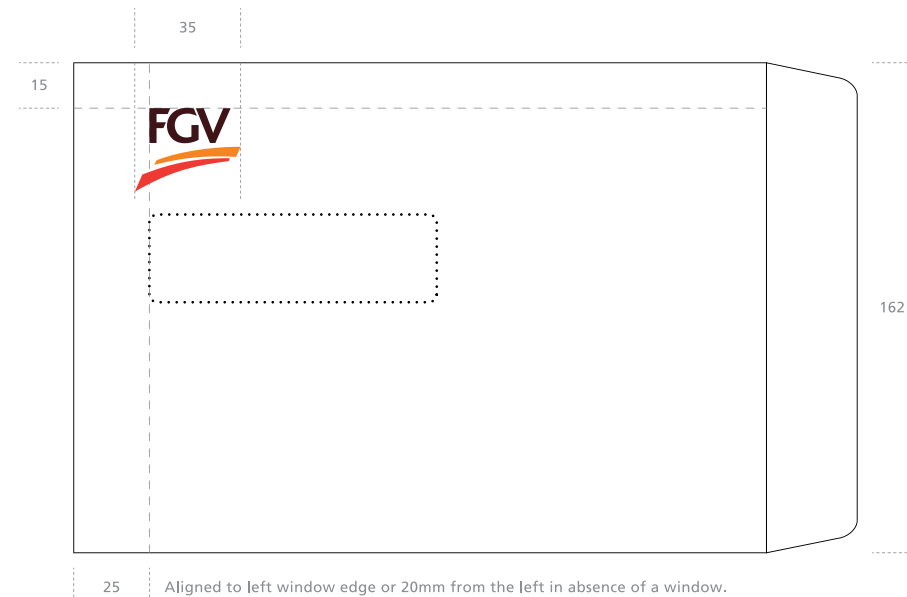


SIZE 229mm (W) x 162mm (H)
LOGO COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.

5.15 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

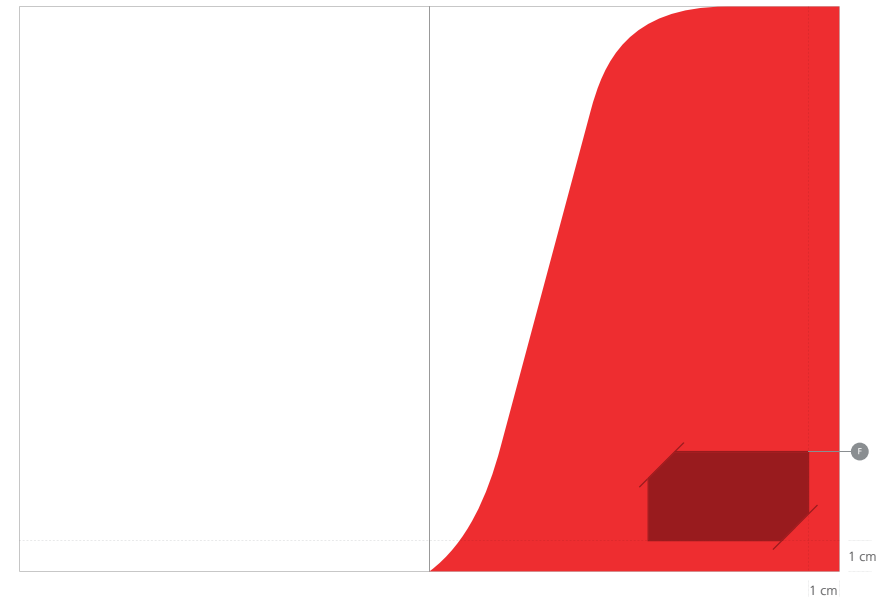
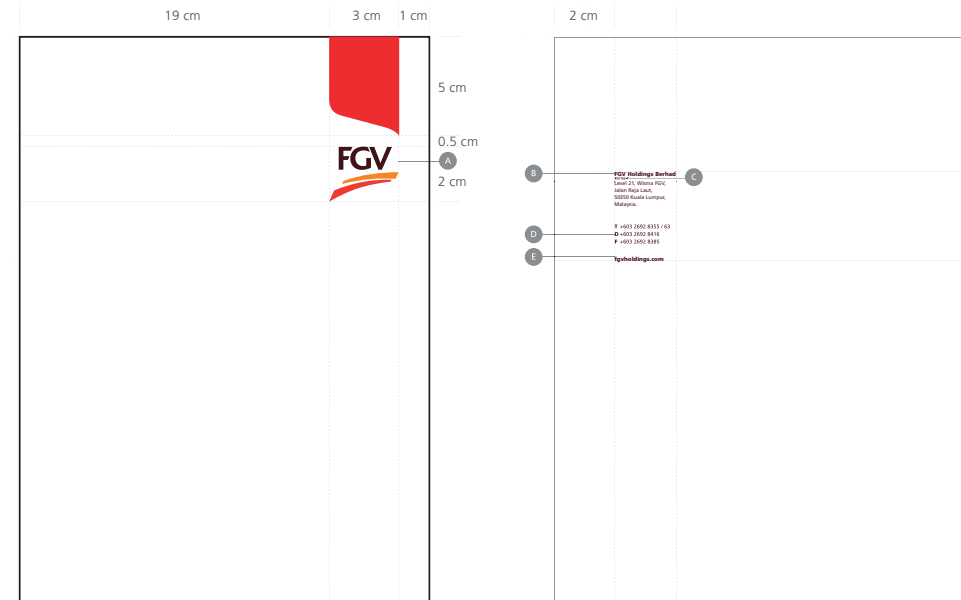


SIZE 229mm (W) x 162mm (H)
LOGO COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.

5.16 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

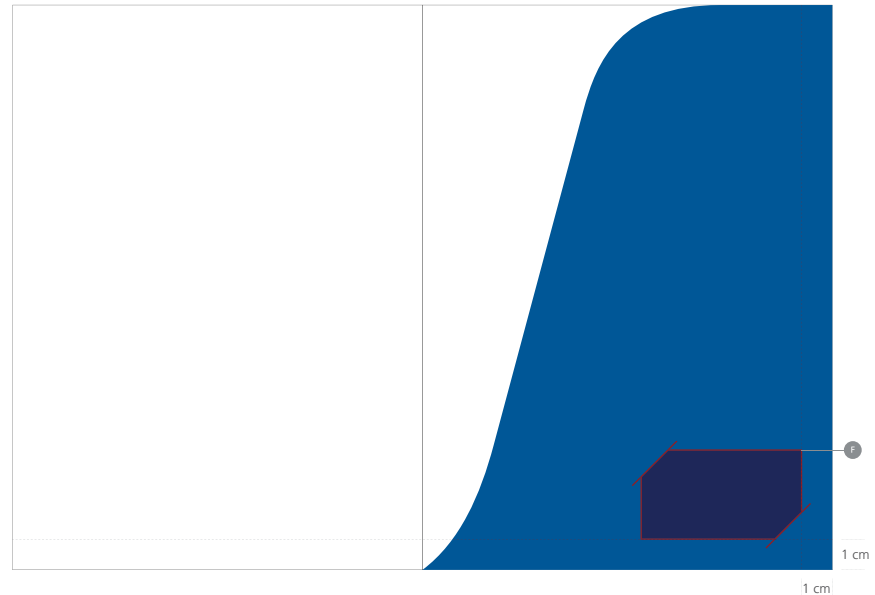
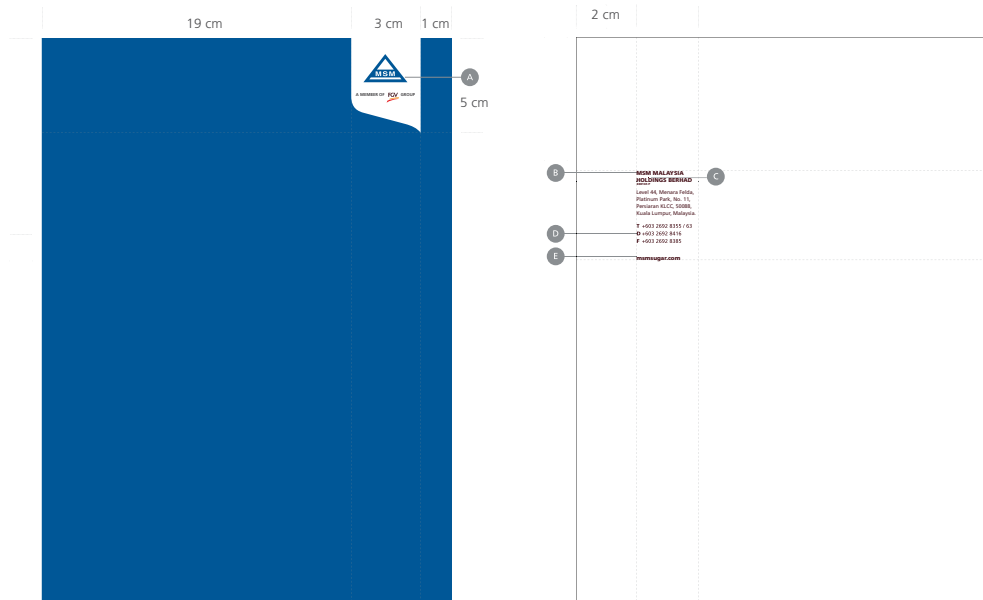
TEXT COLOUR 90% Pantone Black

MATERIAL SPECIFICATIONS Art card, 300gsm

All measurements are in millimetres.

5.17 Member 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.

5.18 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.



5.19 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
- G Sign off P.R.I.D.E.** Arial Bold
Size 9pt



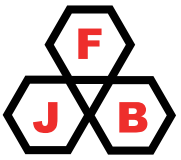
Level 21, Wisma FGV, Jalan Raja Laut, 50350 Kuala Lumpur, Malaysia.

5.20 Member Email Sign-Off

- 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
- G** **Corporate Qualifier** Arial Bold
Size 7.5pt
- H** **Sign off P.R.I.D.E.** Arial Bold
Size 9pt

Kind regards,

Jane Doe
Senior Executive, Human Resource Division



A MEMBER OF **FGV** GROUP

FGV-Johor Bulkiers Sdn Bhd
Lorong Sawit Satu, Johor Port Area, 81700 Pasir Gudang, Johor, Malaysia

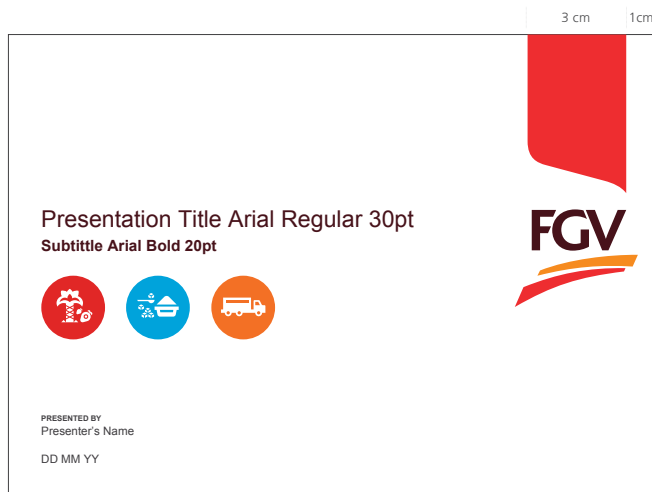
M +6012 695 4645 | **T** +603 2693 8670 | **F** +603 2693 7018 | **E** roshidah@fjb.com.my

T +607 2511 830 / 869 / 712 / +607 2521 216 | **F** +607 2512 790

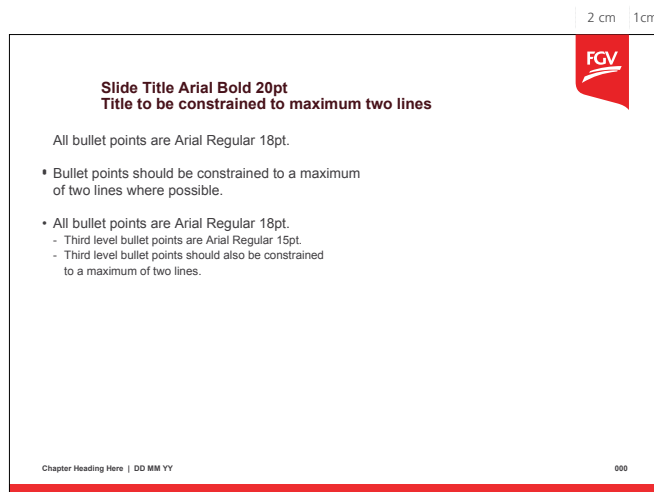
fjb.com.my

Rise with P.R.I.D.E.
Partnership - Respect - Integrity - Dynamism - Enthusiasm

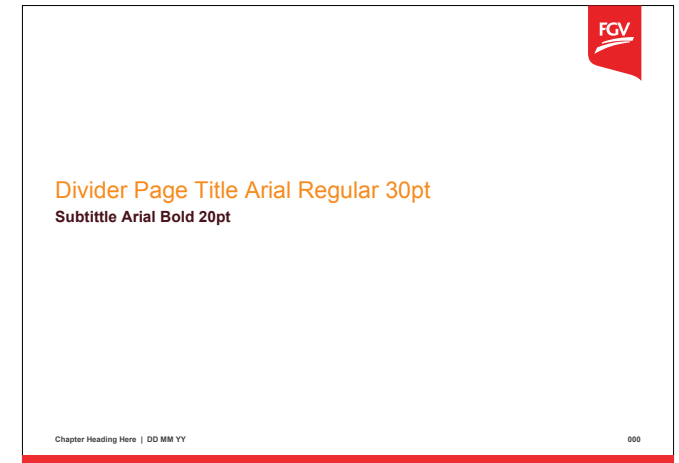
5.21 PowerPoint Templates



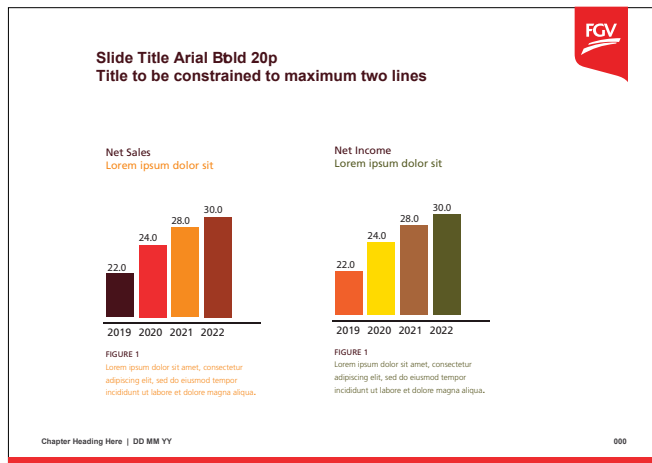
Cover



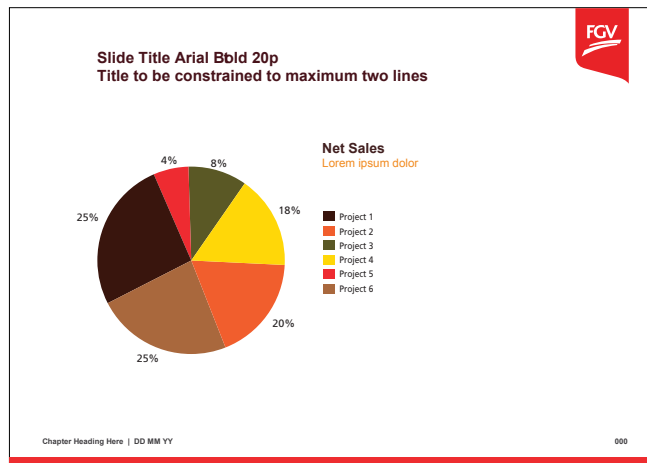
Slides with Paragraphs



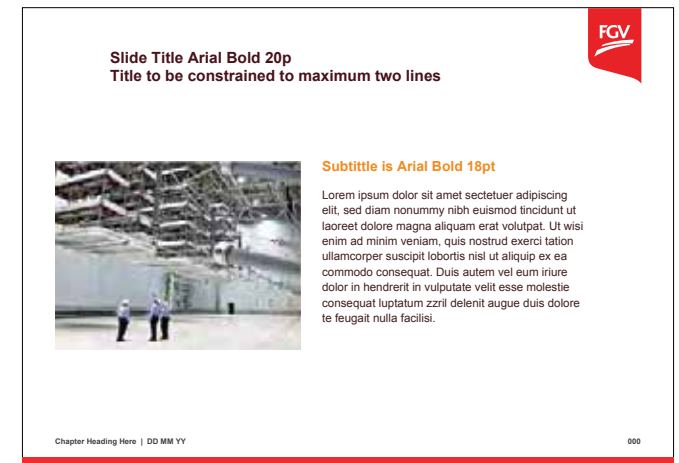
Page Divider



Slides with Graph



Slides with Pie Chart

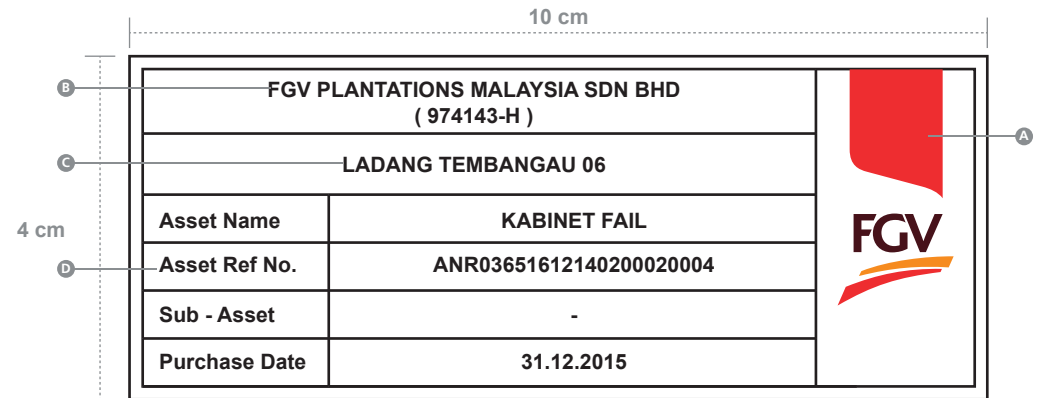


Slides with Text and Picture

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

5.22 Asset Tagging

- A** Logo
- B** **Company Name** Frutiger Bold
Size 7pt **Leading** 12pt
- C** **Estate/Place Name** Frutiger Bold
Size 7pt **Leading** 12pt
- D** **Details** Frutiger Bold
Size 7



SIZE 10cm (W) x 4cm (H)

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

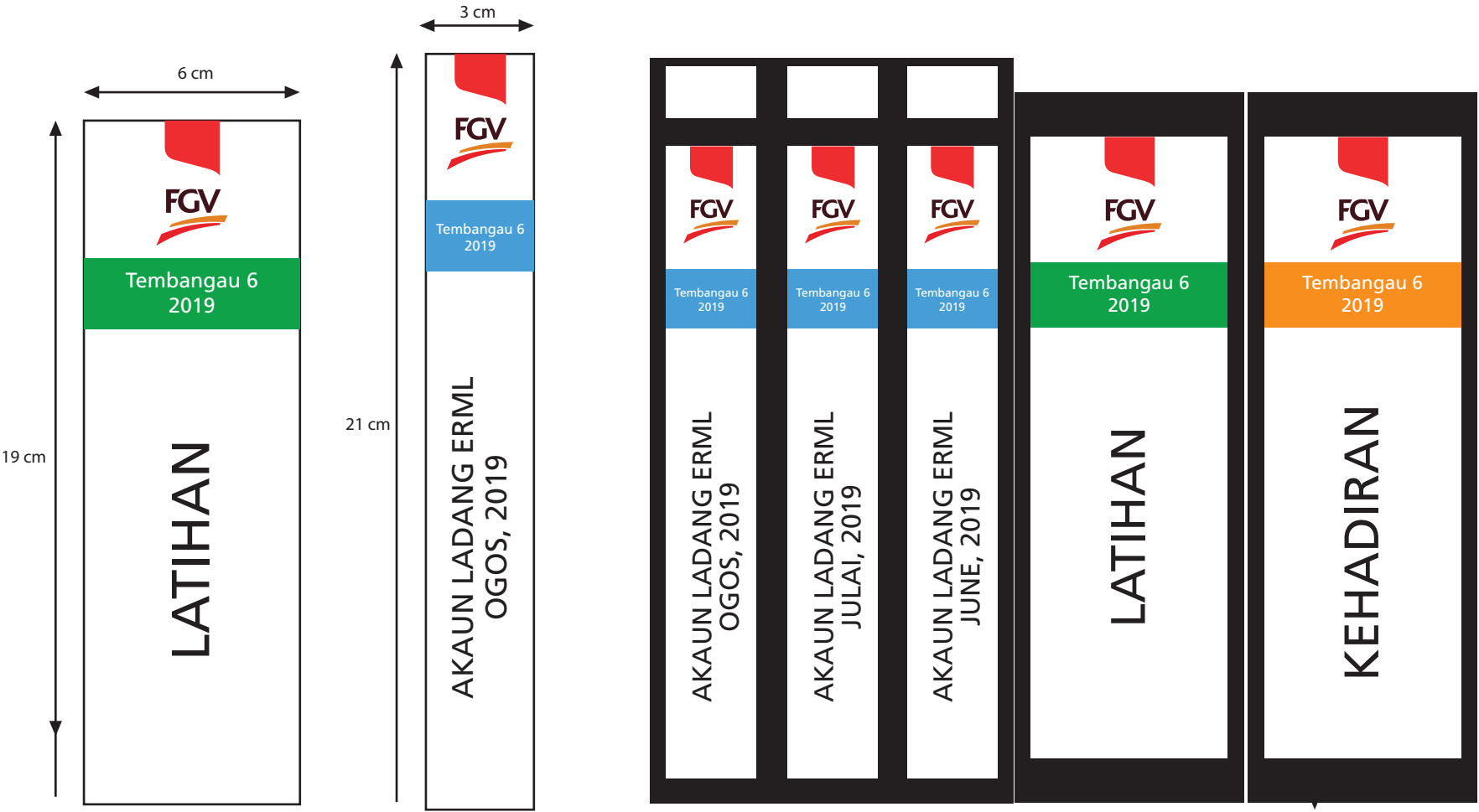
TEXT COLOUR 90% Pantone Black

MATERIAL SPECIFICATIONS Sticker

All measurements are in millimetres.

5.23 File

This is the main look for some FGV items. The color for each files will be different.



LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR 90% Pantone Black
MATERIAL SPECIFICATIONS Paper

Merchandise

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

6.0

6.1 Corporate gifts and promotional giveaways

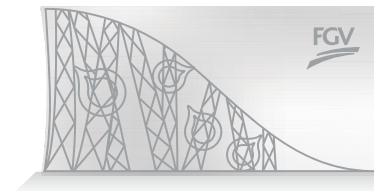
This is the main look for some FGV items. We should keep all lines and patterns simple. The colours used should be FGV corporate colours, and the logo should be prominent.



Non-Woven Bag



Paperbag



Plaque



Lanyard



Notebook



Mug



Cap



Fan



Pendrive



Pen



Umbrella

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.



7.1 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.



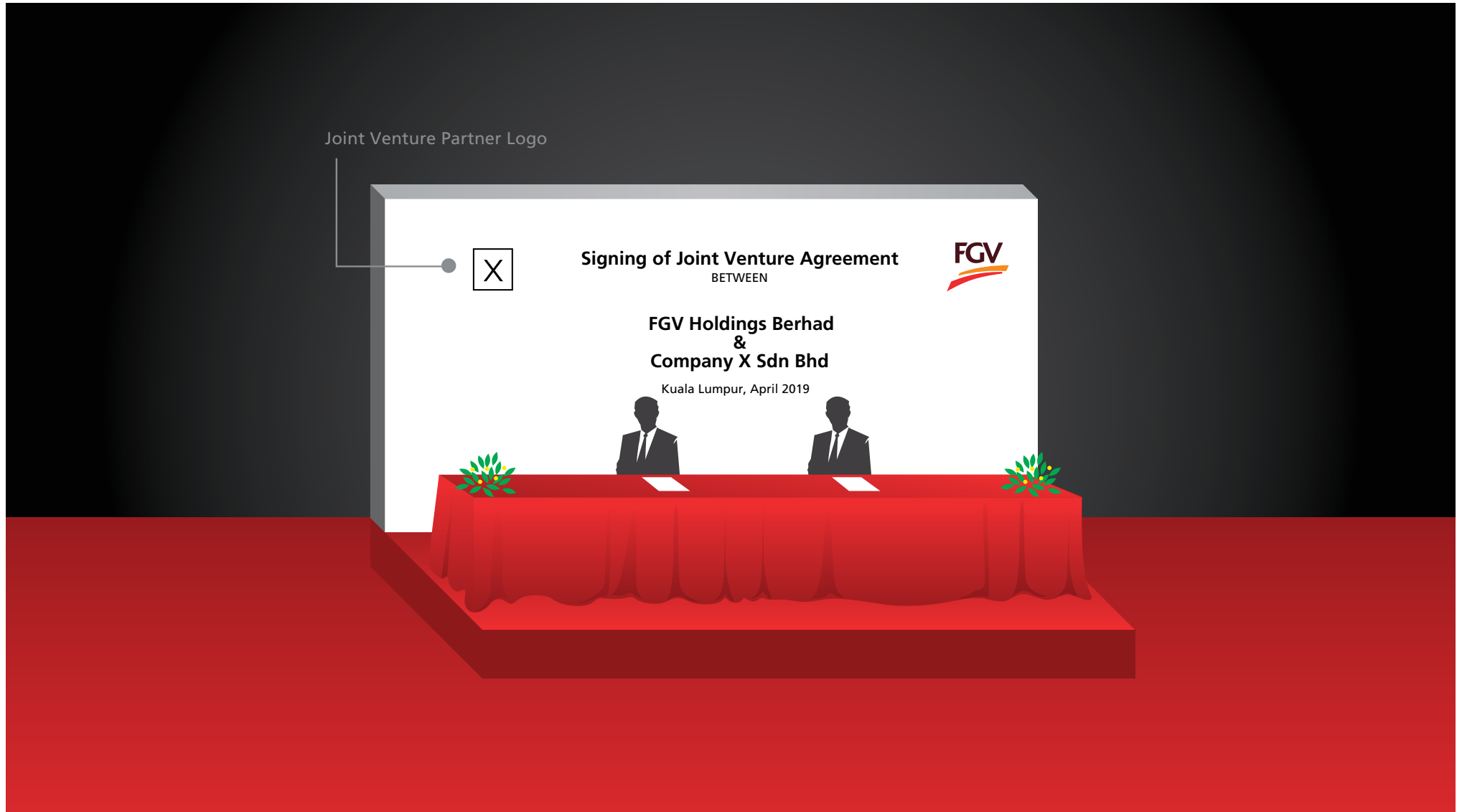
7.2 Event Backdrop

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.



7.3 Signing Ceremony Backdrop

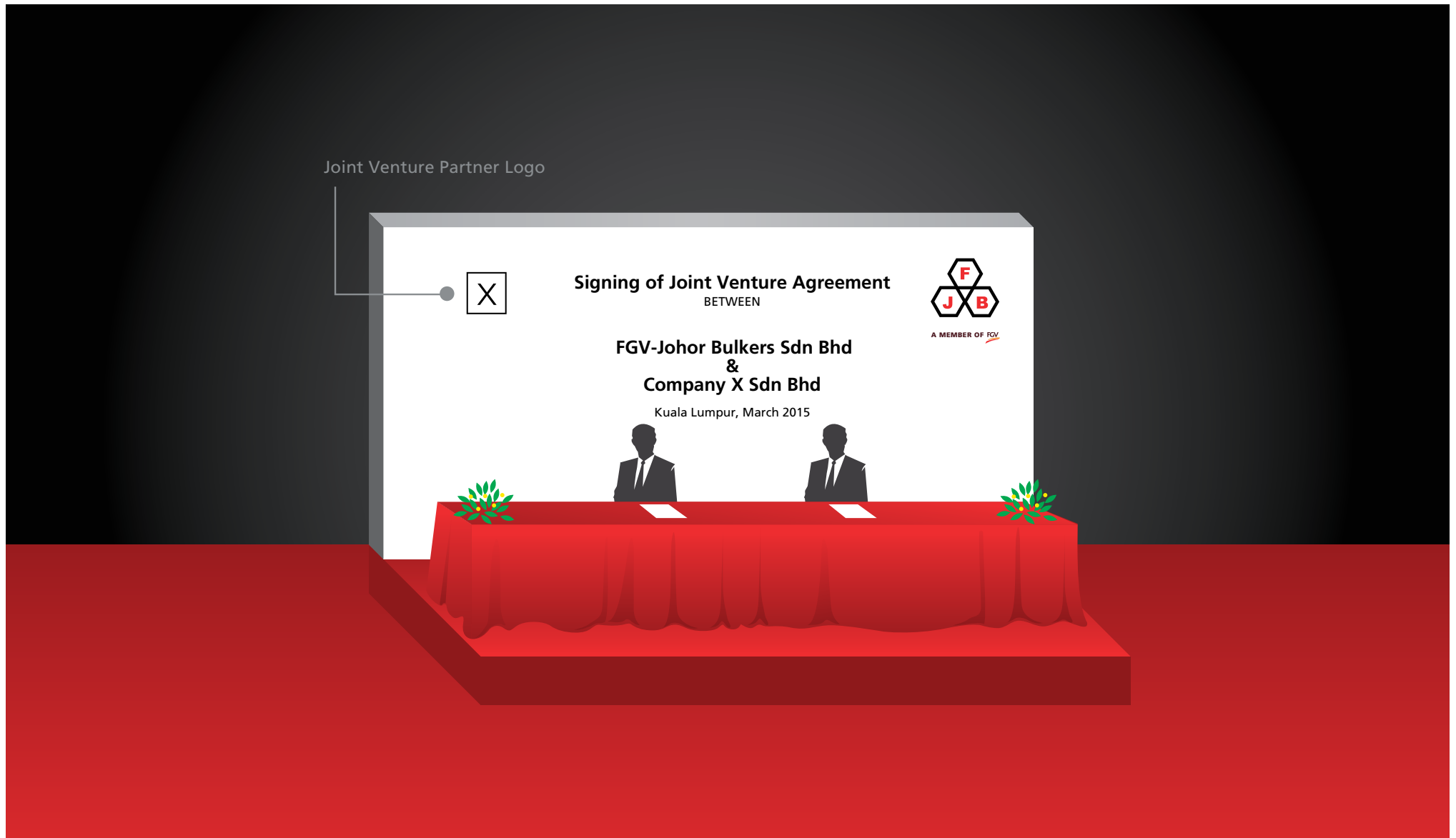
For a signing ceremony, all event details and names of the two parties should be in the middle. The FGV logo should be on the right, with the partner logo on the left.



7.4 Member's Event Backdrop



7.5 Member's Signing Ceremony Backdrop



7.6 Exhibition Booth Guidelines

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

7.7 Sample Exhibition



7.8 Sample Exhibition



7.9 Sample Booth



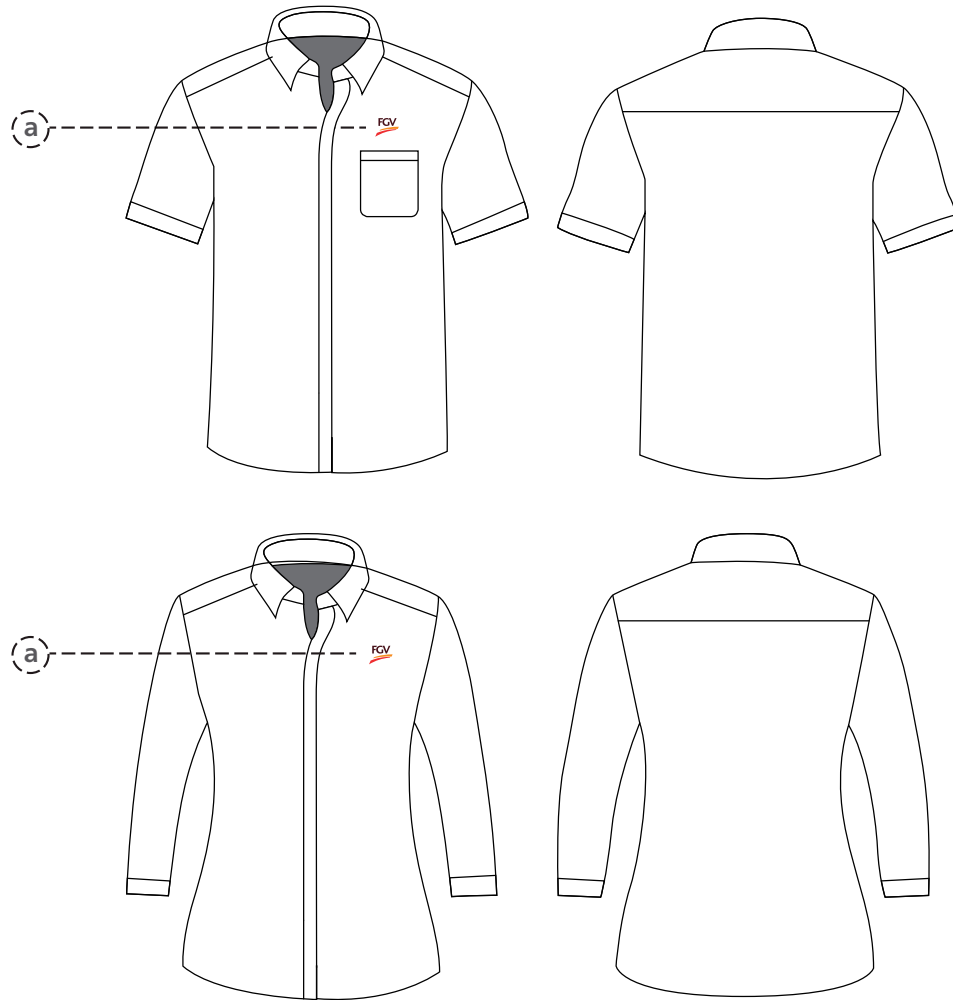
Uniform

FGV Uniform are an important part of our corporate identity.

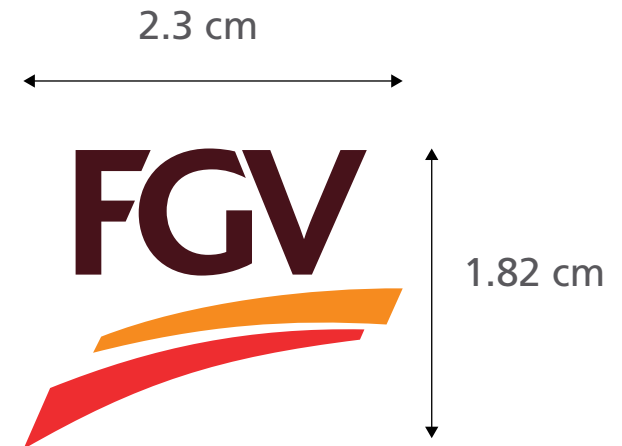
8.0

8.1 Corporate shirt

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

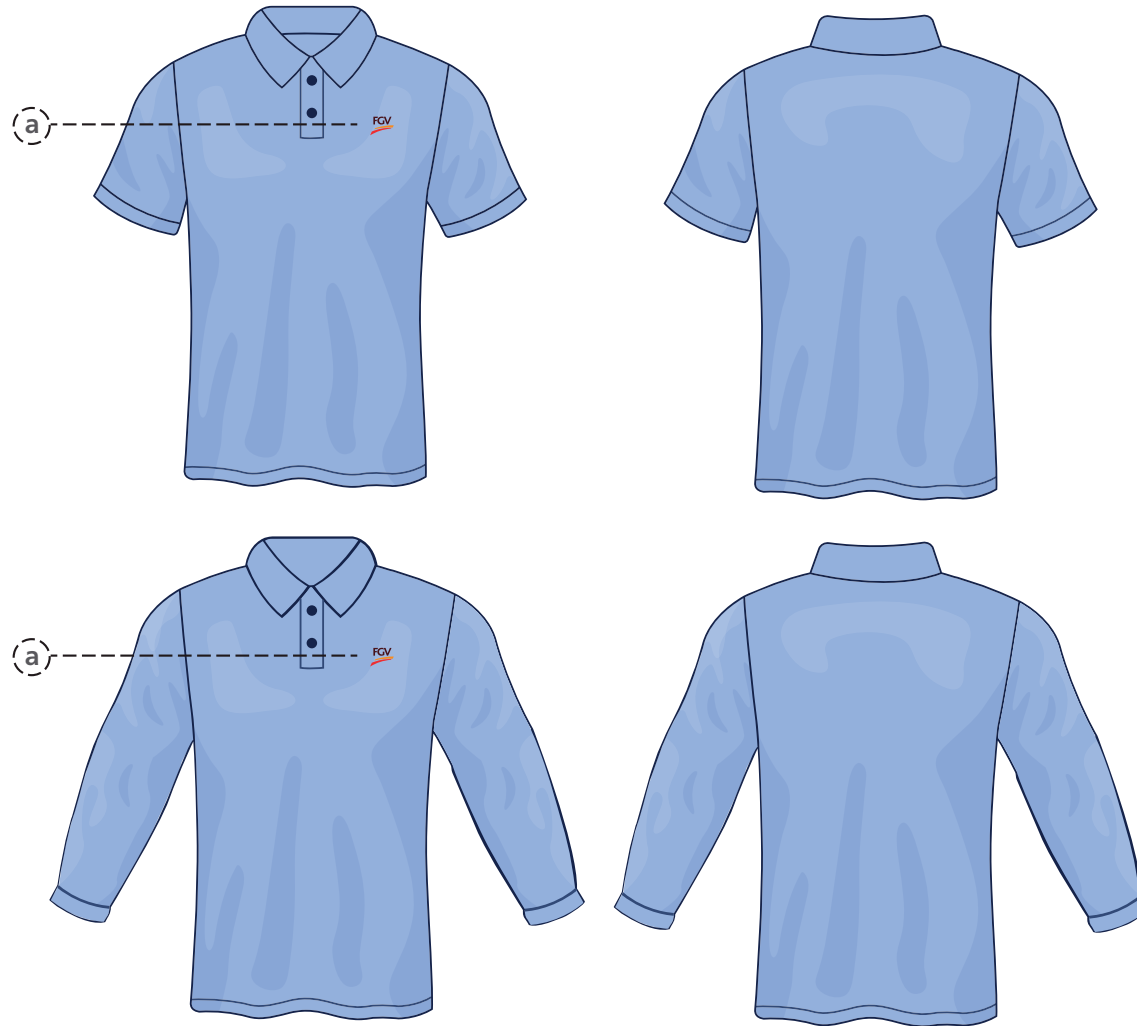


a FGV LOGO SIZE

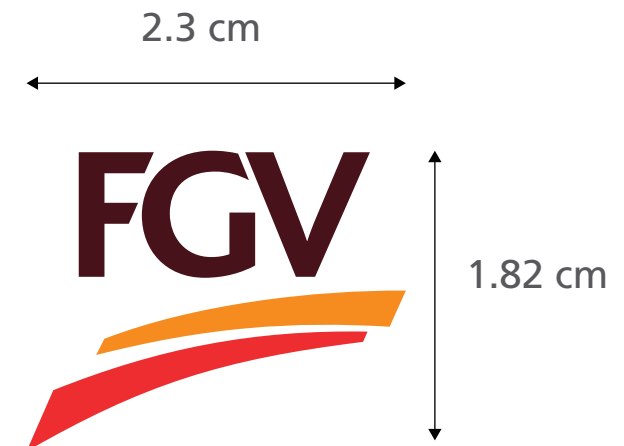


8.2 Corporate T-shirt

This is the main look for the FGV Corporate T-shirt. The FGV logo should be positioned at left side.

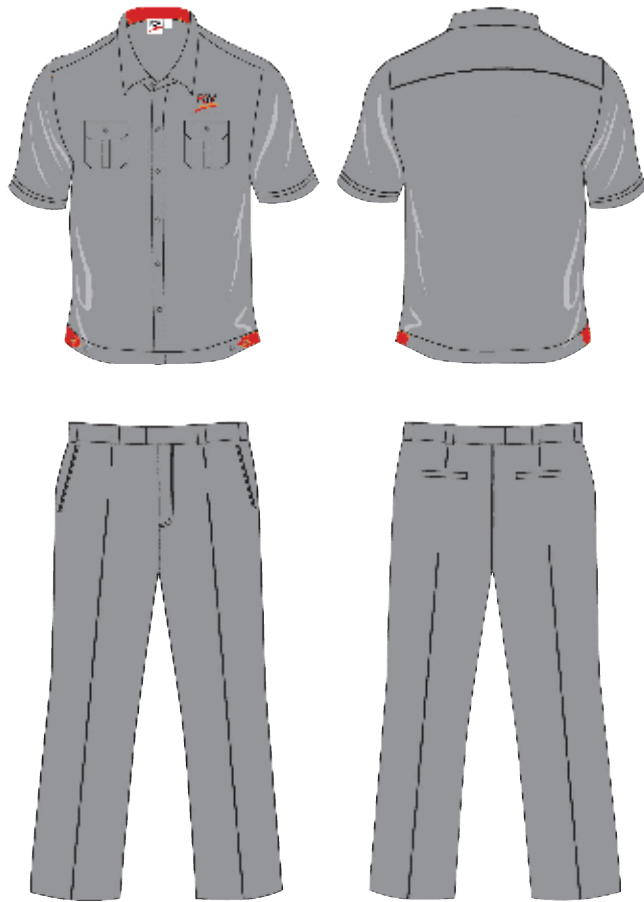


a FGV LOGO SIZE

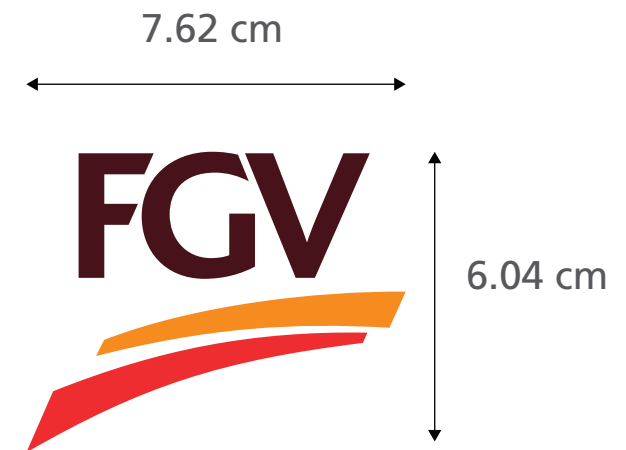


8.3 Uniform - Operation

This is the main look for the FGV uniform. The FGV logo should be positioned above the pocket.

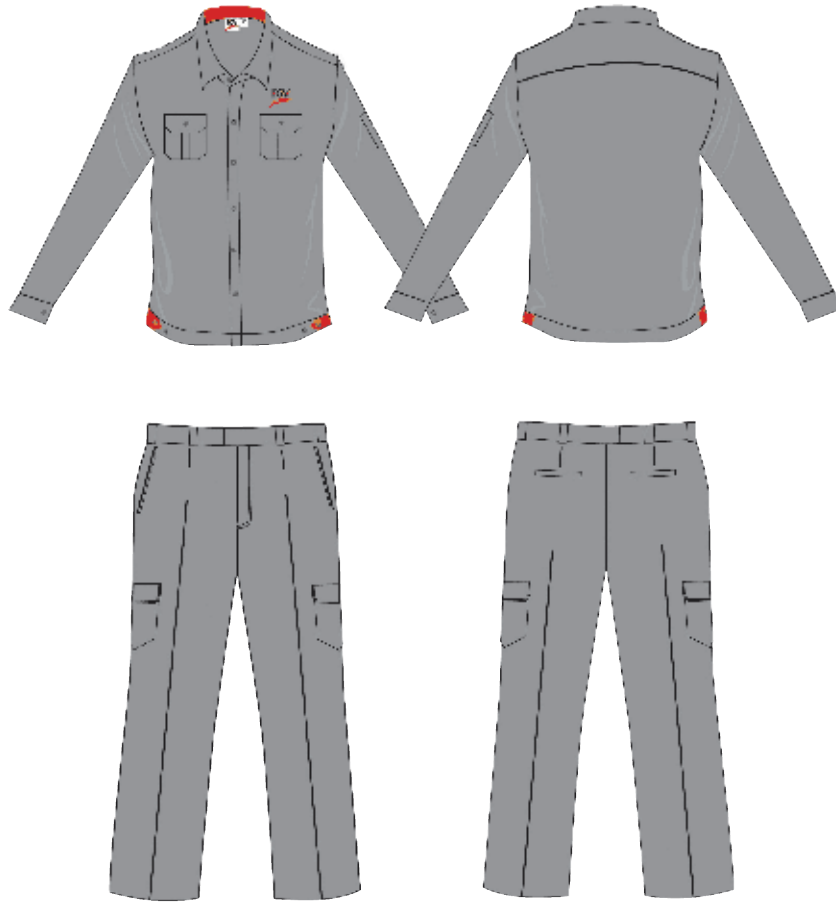


a FGV LOGO SIZE

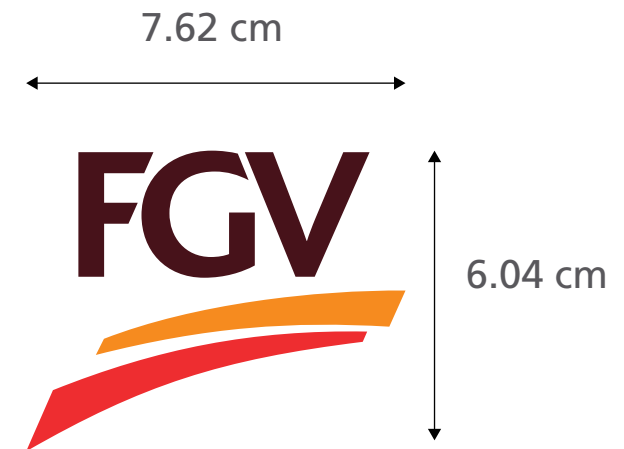


8.4 Uniform- Operation (Long Sleeve)

This is the main look for the FGV uniform. The FGV logo should be positioned above the pocket.

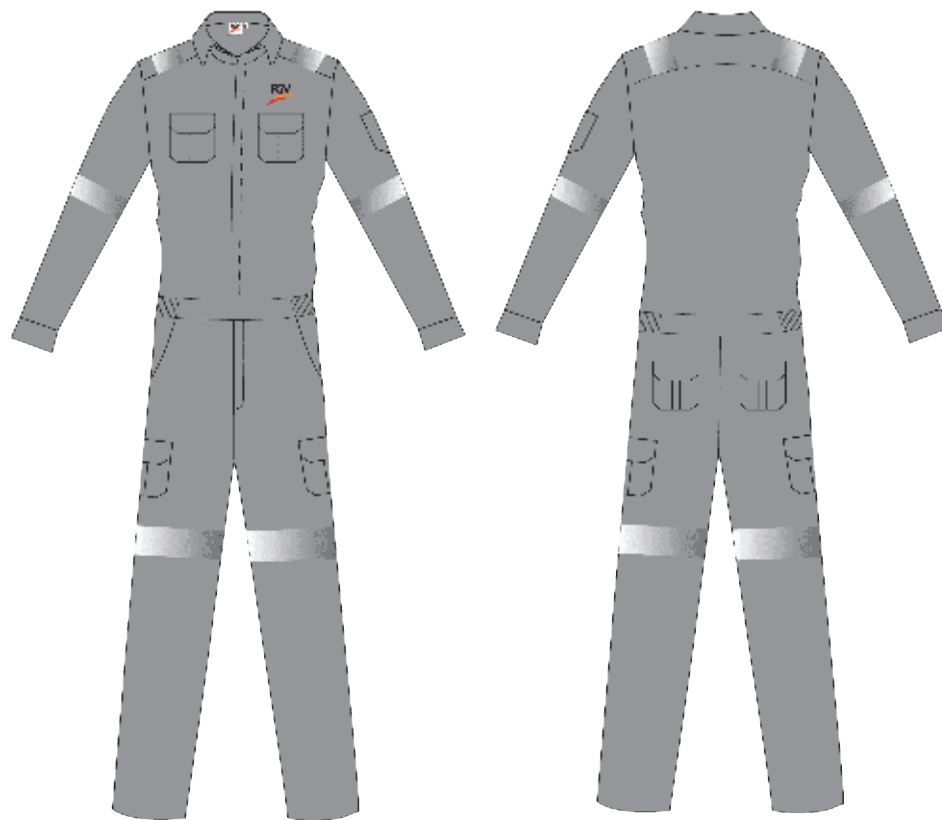


a FGV LOGO SIZE

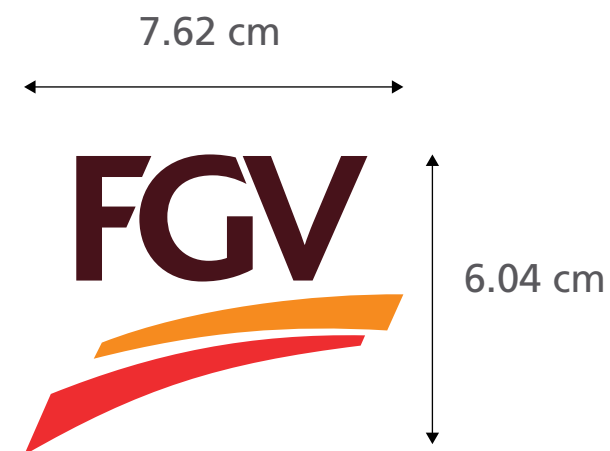


8.5 Uniform - Overalls

This is the main look for the FGV uniform. The FGV logo should be positioned above the pocket.



a FGV LOGO SIZE

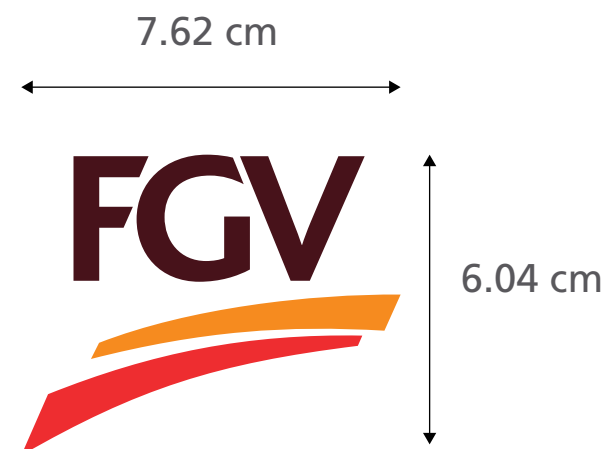


8.6 Uniform - Lab Coat

This is the main look for the FGV uniform. The FGV logo should be positioned above the pocket.



a FGV LOGO SIZE

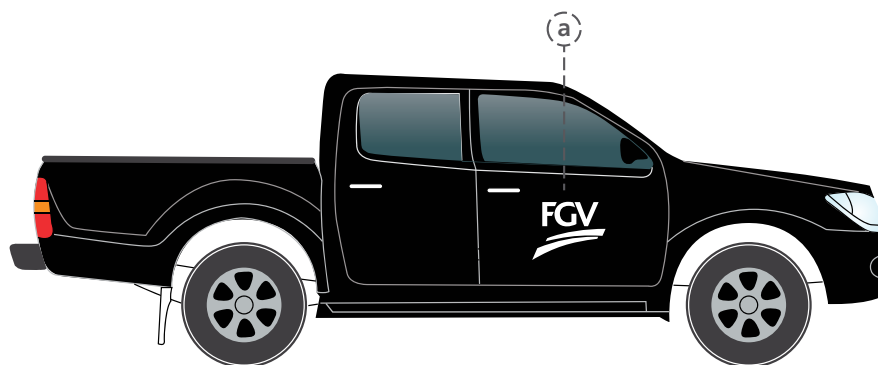
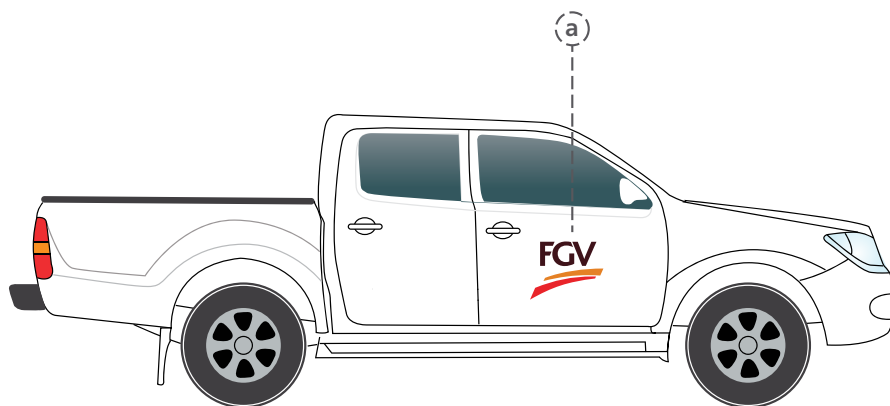
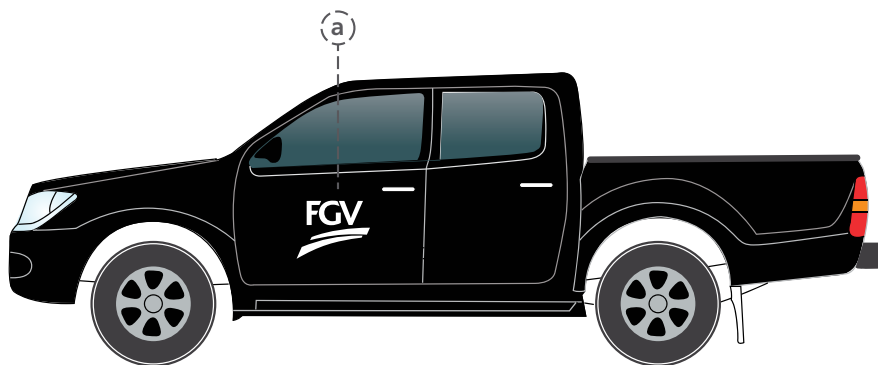
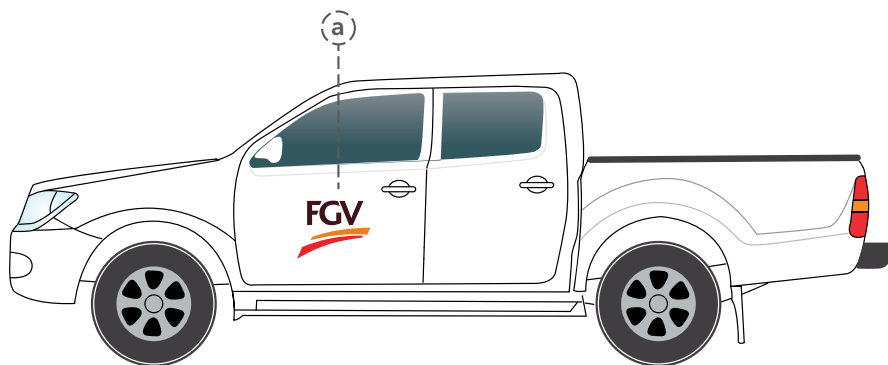


Vehicles

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

10.0

10.1 Pick up trucks

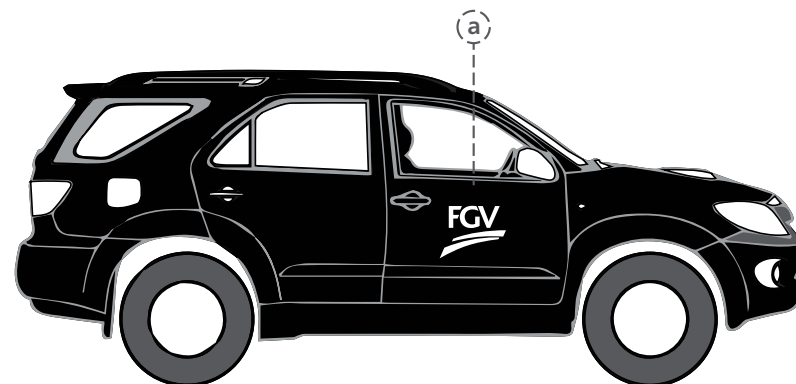
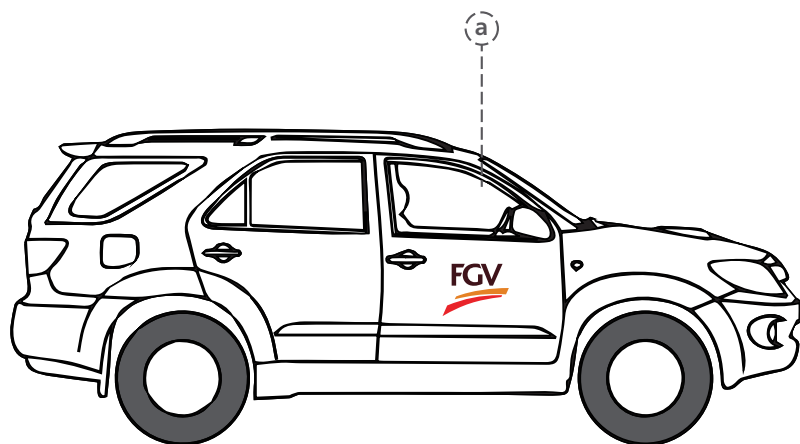
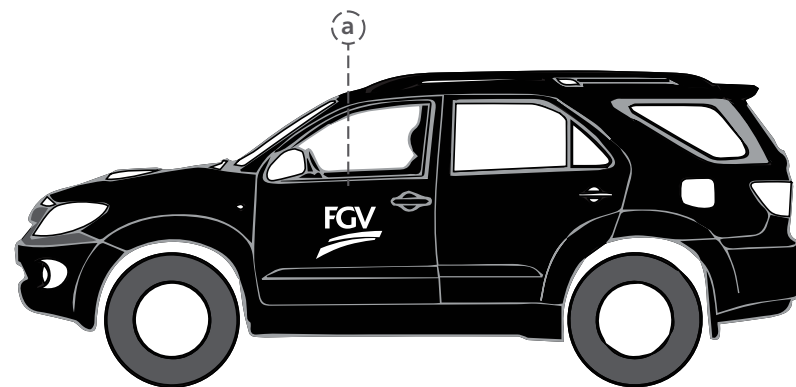
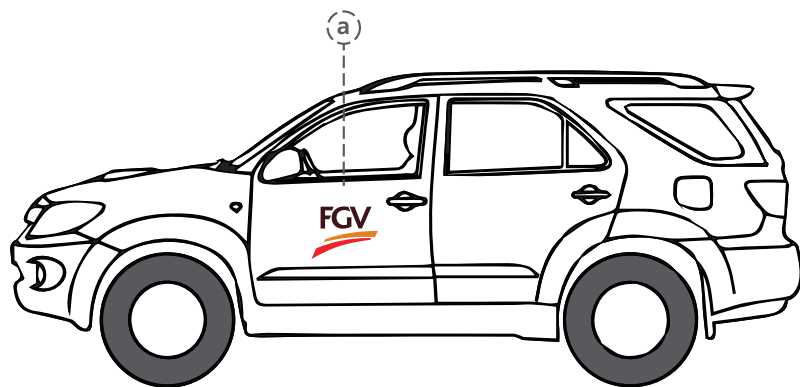


a FGV LOGO SIZE



Width : 19 cm
Height : 15.1 cm

10.2 4WD

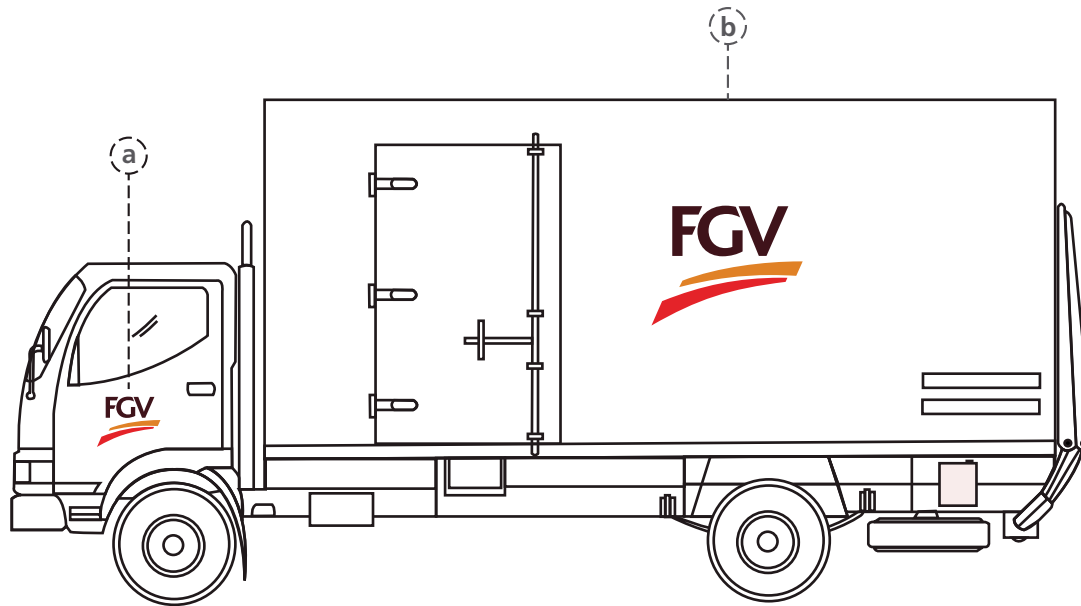


FGV LOGO SIZE



Width : 19 cm
Height : 15.1 cm

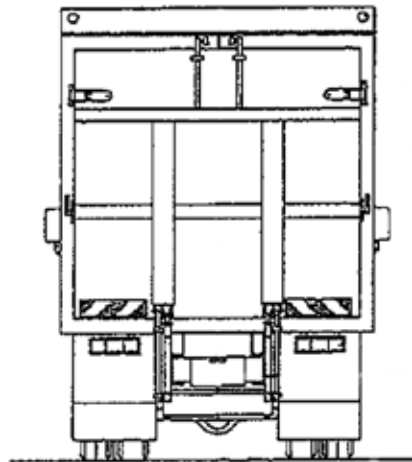
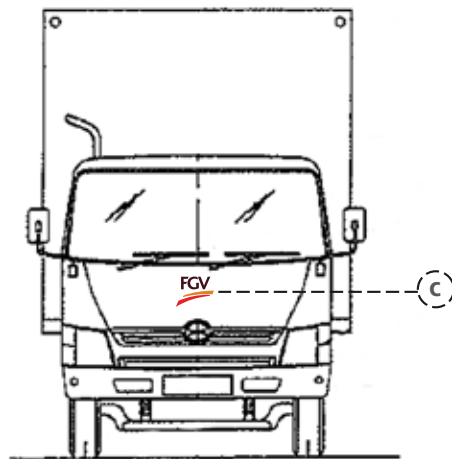
10.3 Truck



Width : 40.5 cm
Height : 32.1 cm

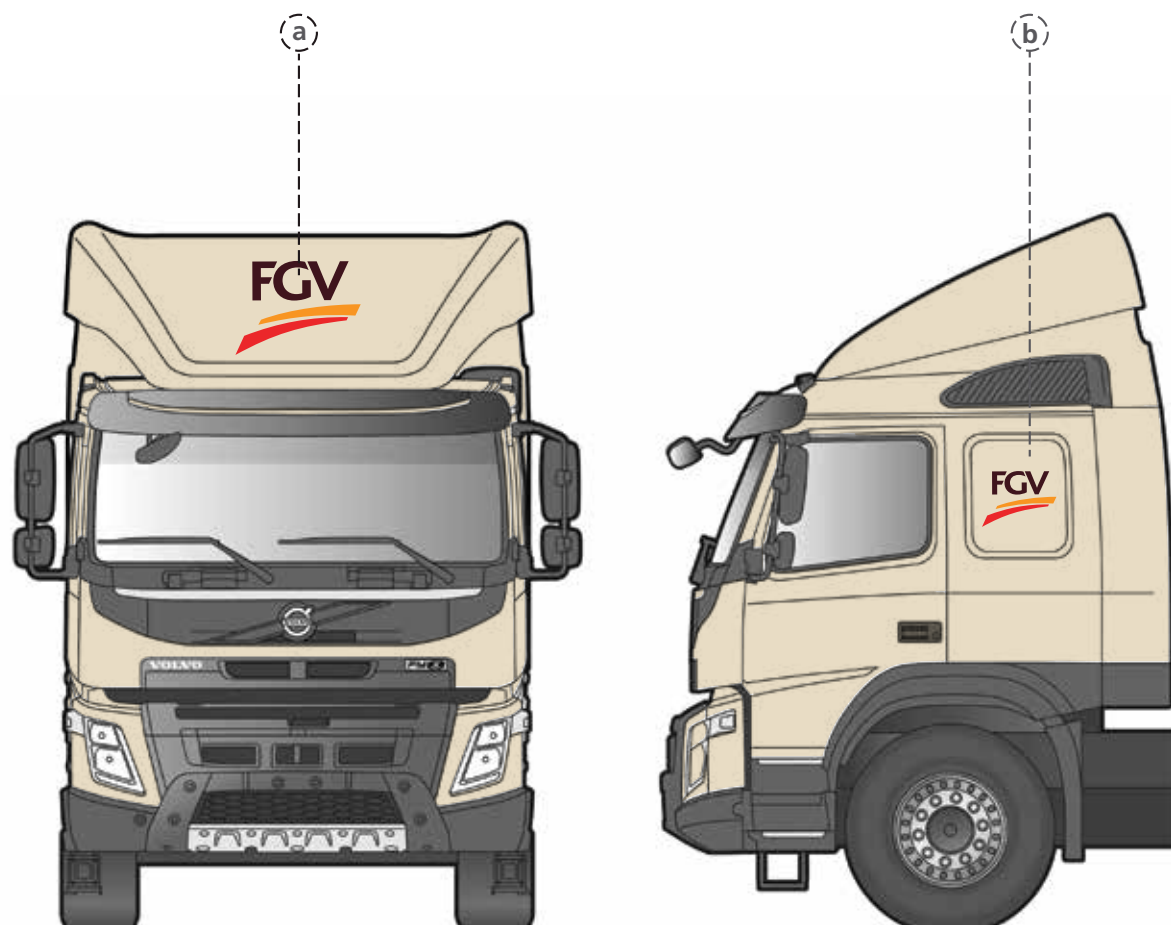


Width : 28 cm
Height : 22 cm



Width : 96.5 cm
Height : 76.4 cm

10.4 Tanker (GOLD)

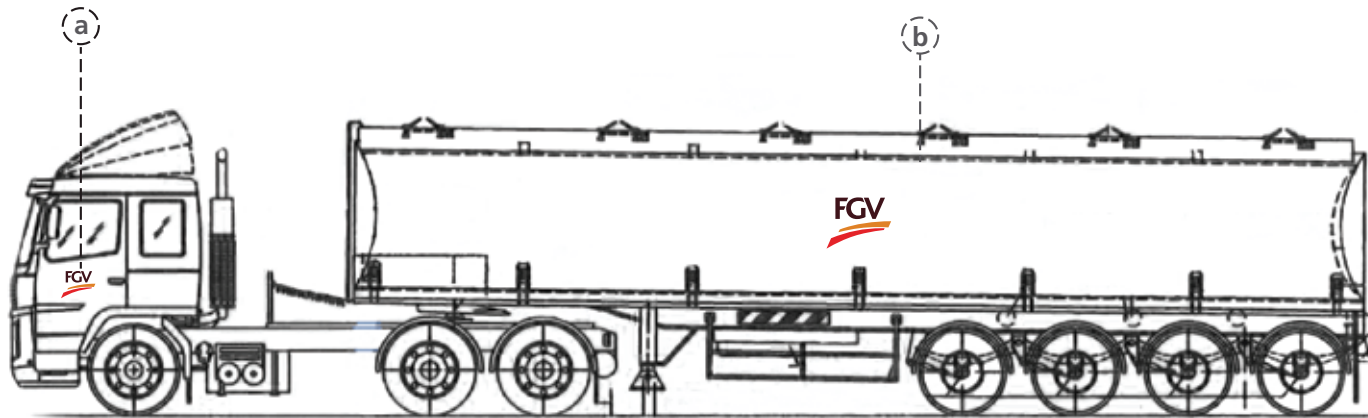


Width : 101.6 cm
Height : 76.23 cm



Width : 36 cm
Height : 28.5 cm

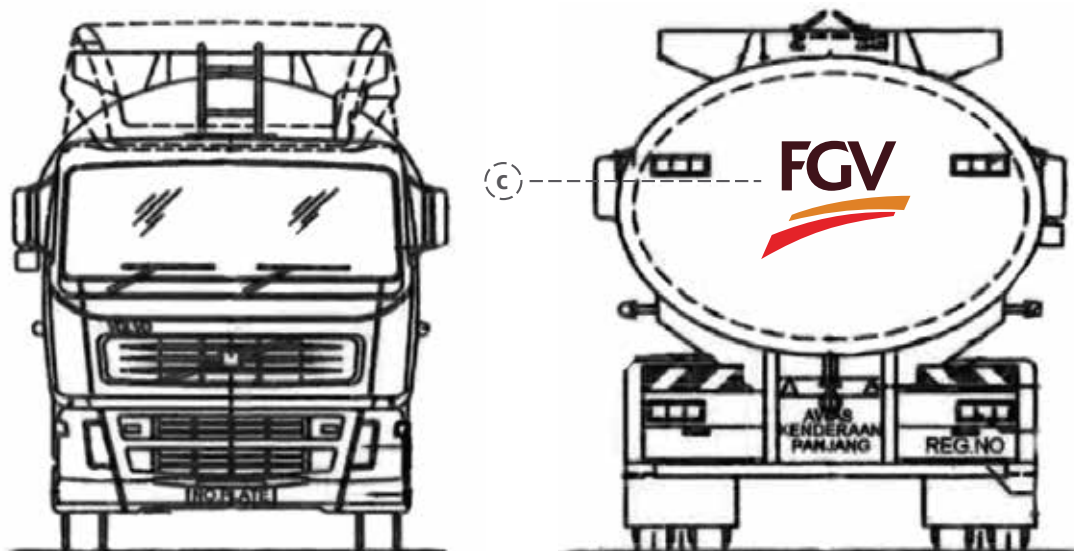
10.5 Tanker



Width : 36 cm
Height : 28.5 cm

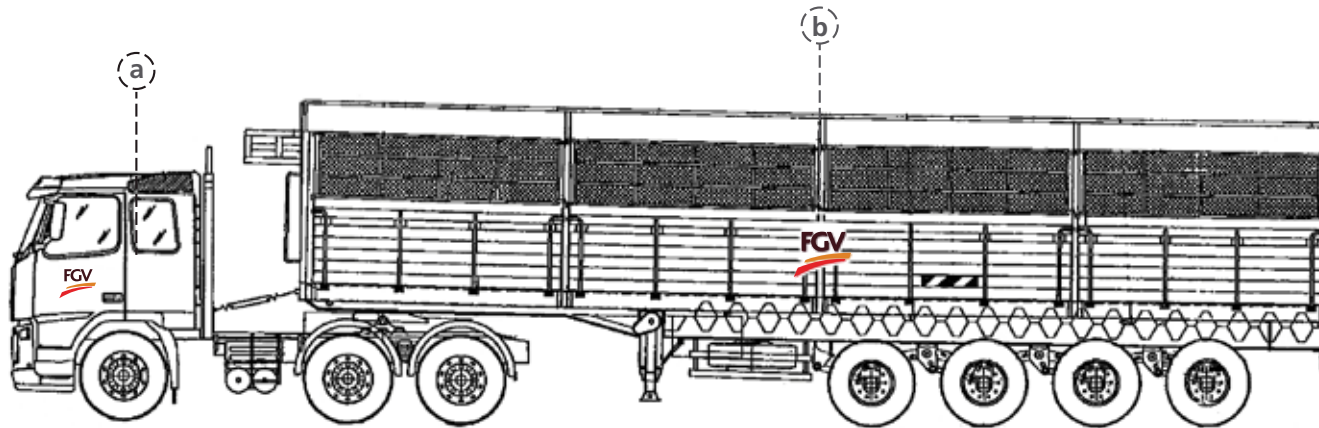


Width : 80 cm
Height : 63.4 cm



Width : 76.5 cm
Height : 60.3 cm

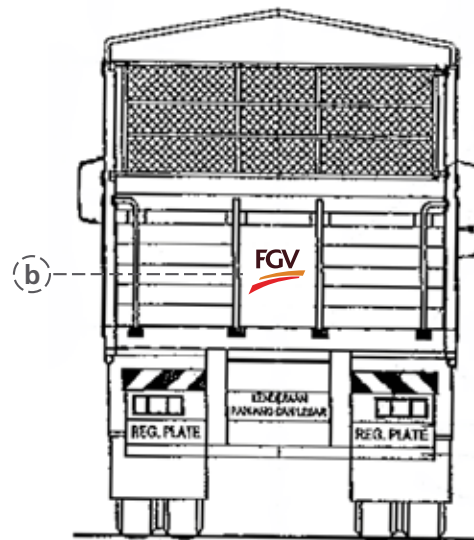
10.6 Trailer Cargo



Width : 36 cm
Height : 28.5 cm



Width : 41 cm
Height : 32.5 cm



Width : 70 cm
Height : 55.5 cm

Signages and directionals

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

A large, bold, white number '11.0' is displayed on a red background. The number is composed of three parts: a '1', another '1', and a '.0'. The '1's are tall and narrow, while the '.0' is shorter and wider. The red background is a solid color and occupies the right half of the page.

11.1 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.

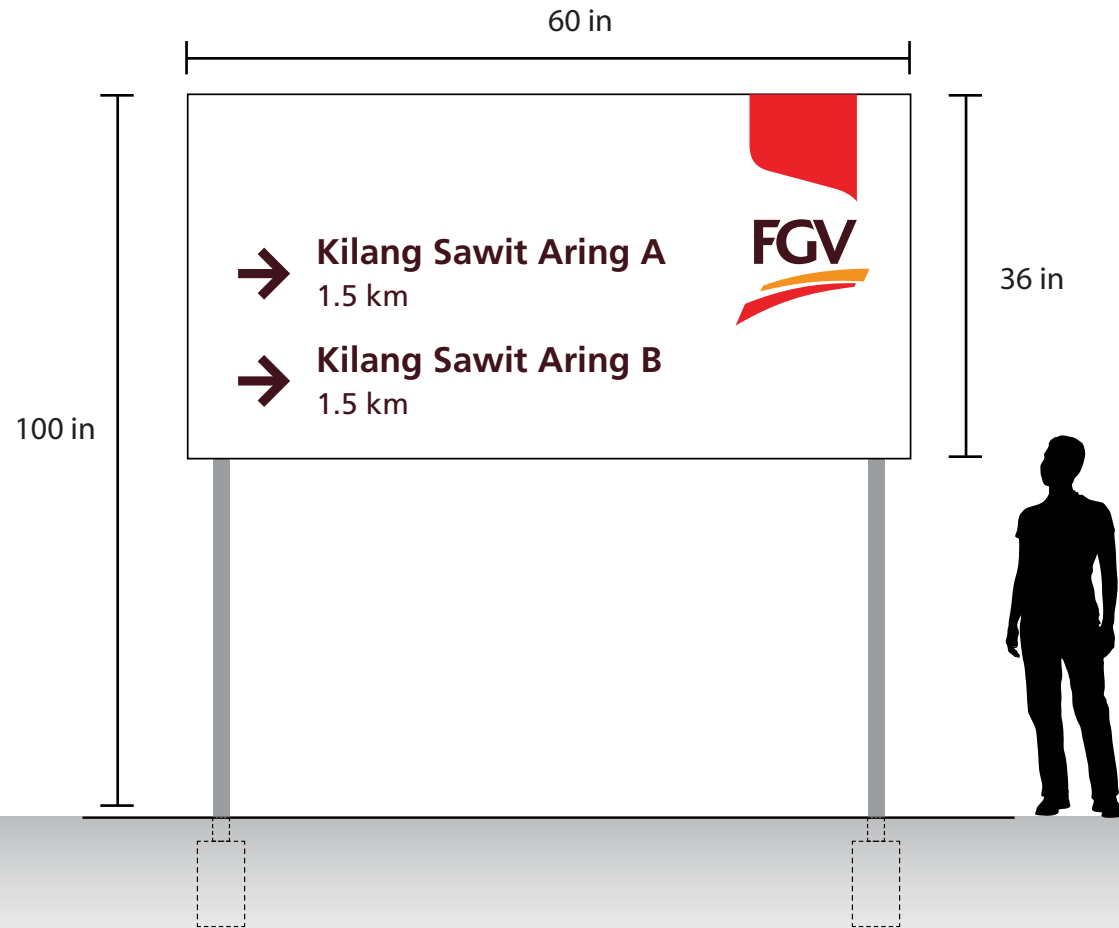


LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

TEXT COLOUR Pantone 4975C

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

11.2 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

11.3 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

11.4 Outdoor - Site Office Directional Sign

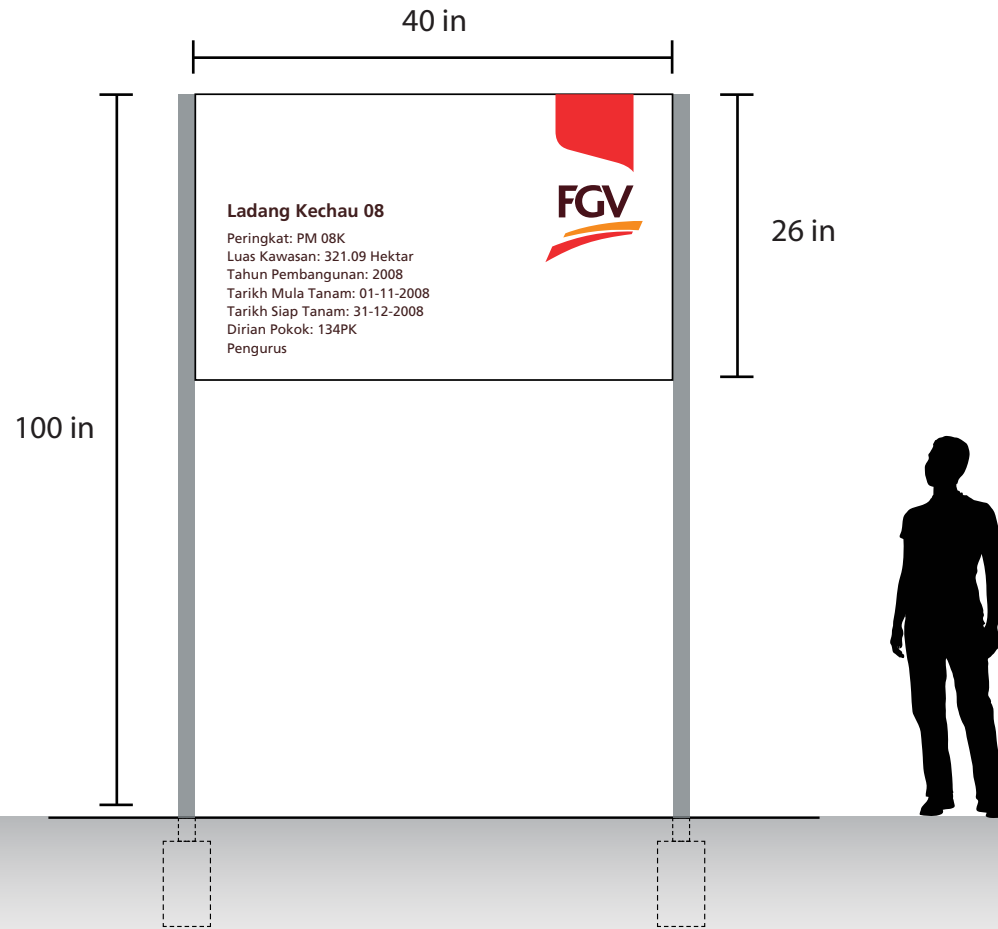


LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

TEXT COLOUR Pantone 4975C

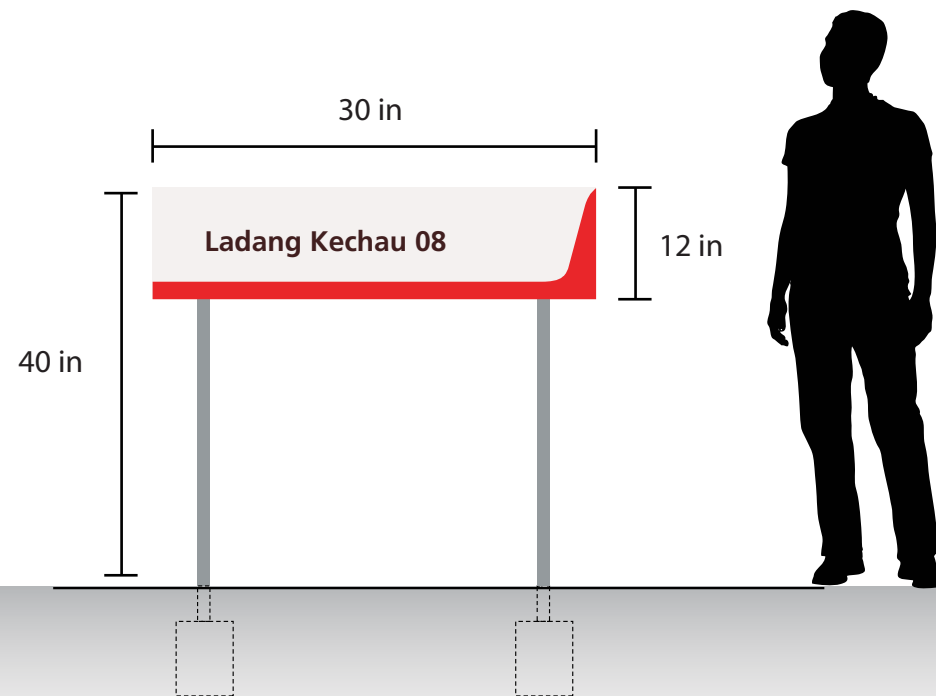
MATERIAL SPECIFICATIONS Metal frame structure, stainless steel, cut-out sticker

11.5 Outdoor - Information Sign



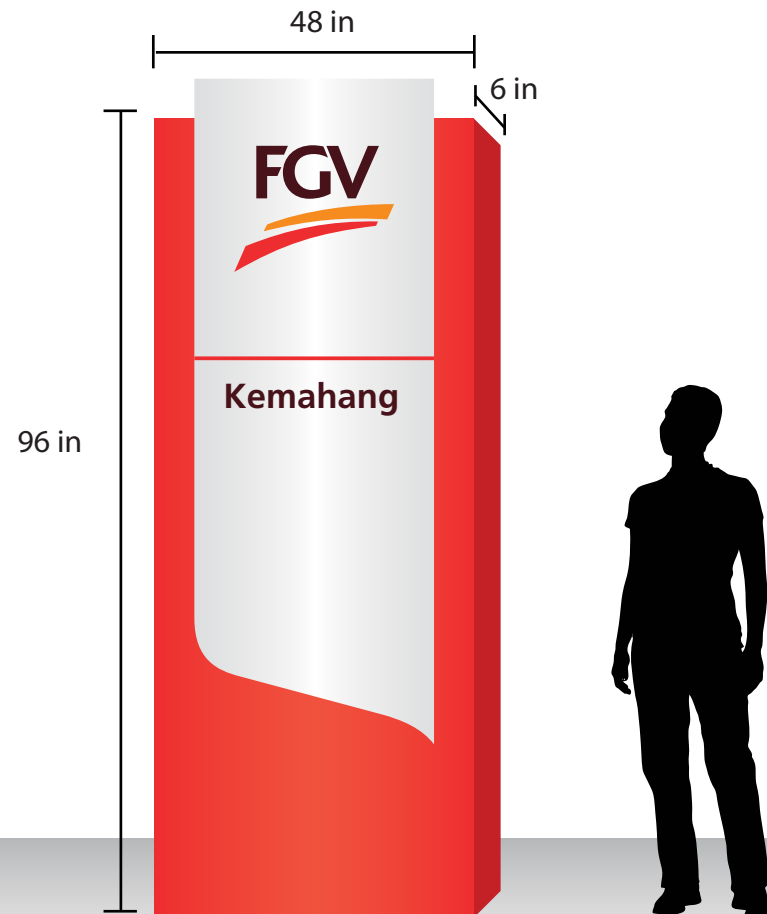
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C
TEXT COLOUR Pantone 4975C
MATERIAL SPECIFICATIONS Alocarbon 3mmT with UV inkjet printing finish + metal frame structure

11.6 Outdoor - Road 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

11.7 Outdoor - Estate Name Sign



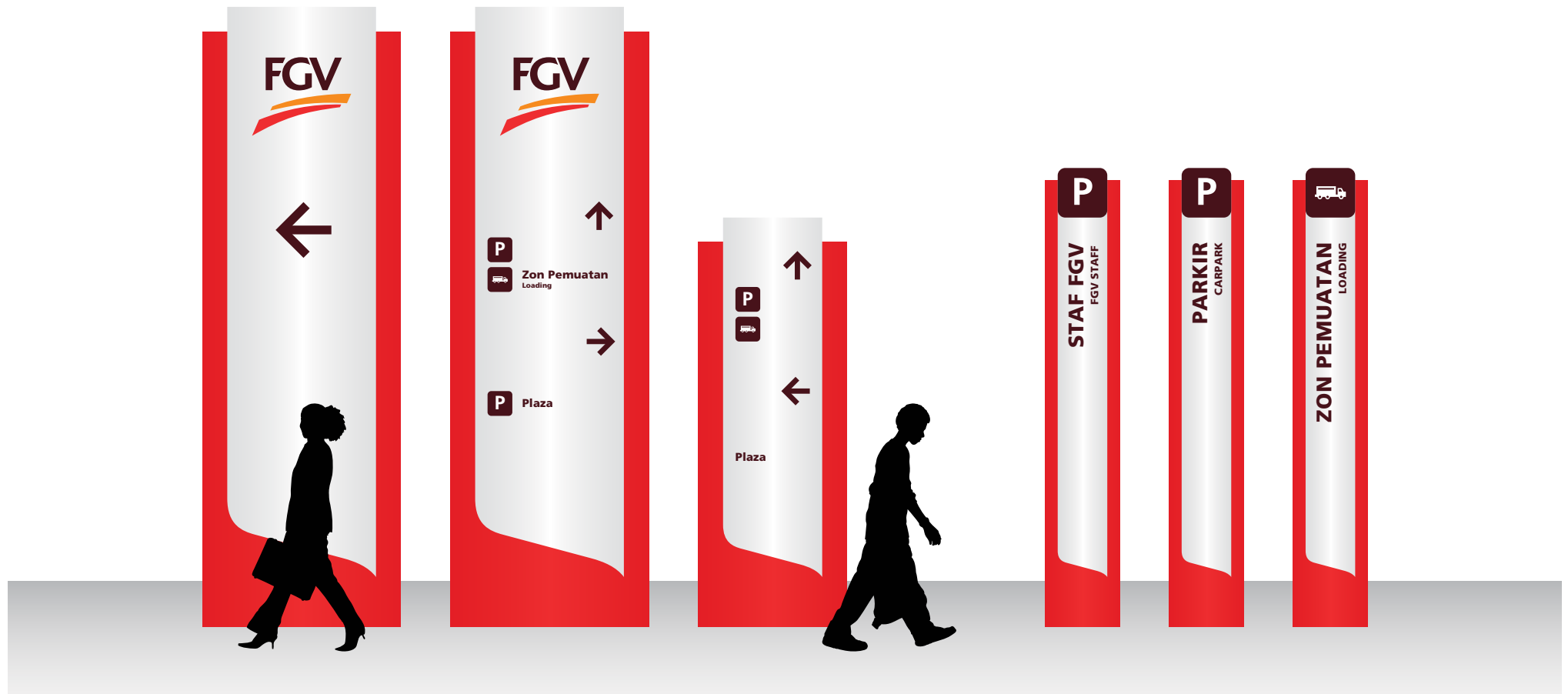
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

TEXT COLOUR Pantone 4975C

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

11.8 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

11.9 Outdoor - Main Gate

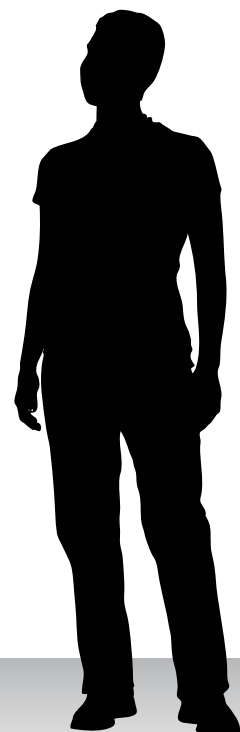
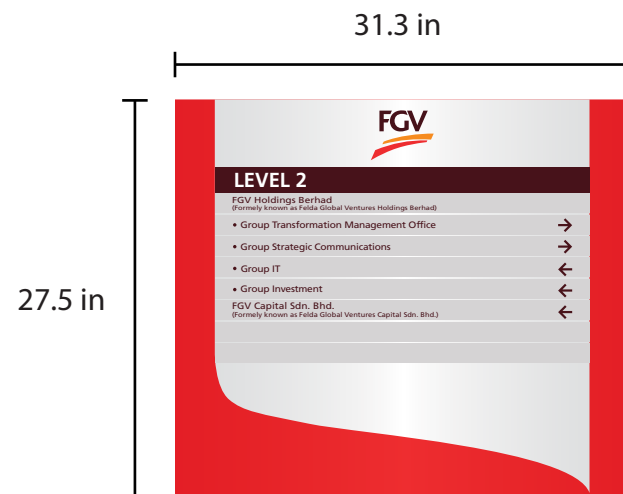


LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

MATERIAL SPECIFICATIONS Stainless steel or Alorcarbon

WORDING OPTION1 Cut out sticker **OPTION2** Box type lettering

11.10 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

11.11 Indoor - LED Directories

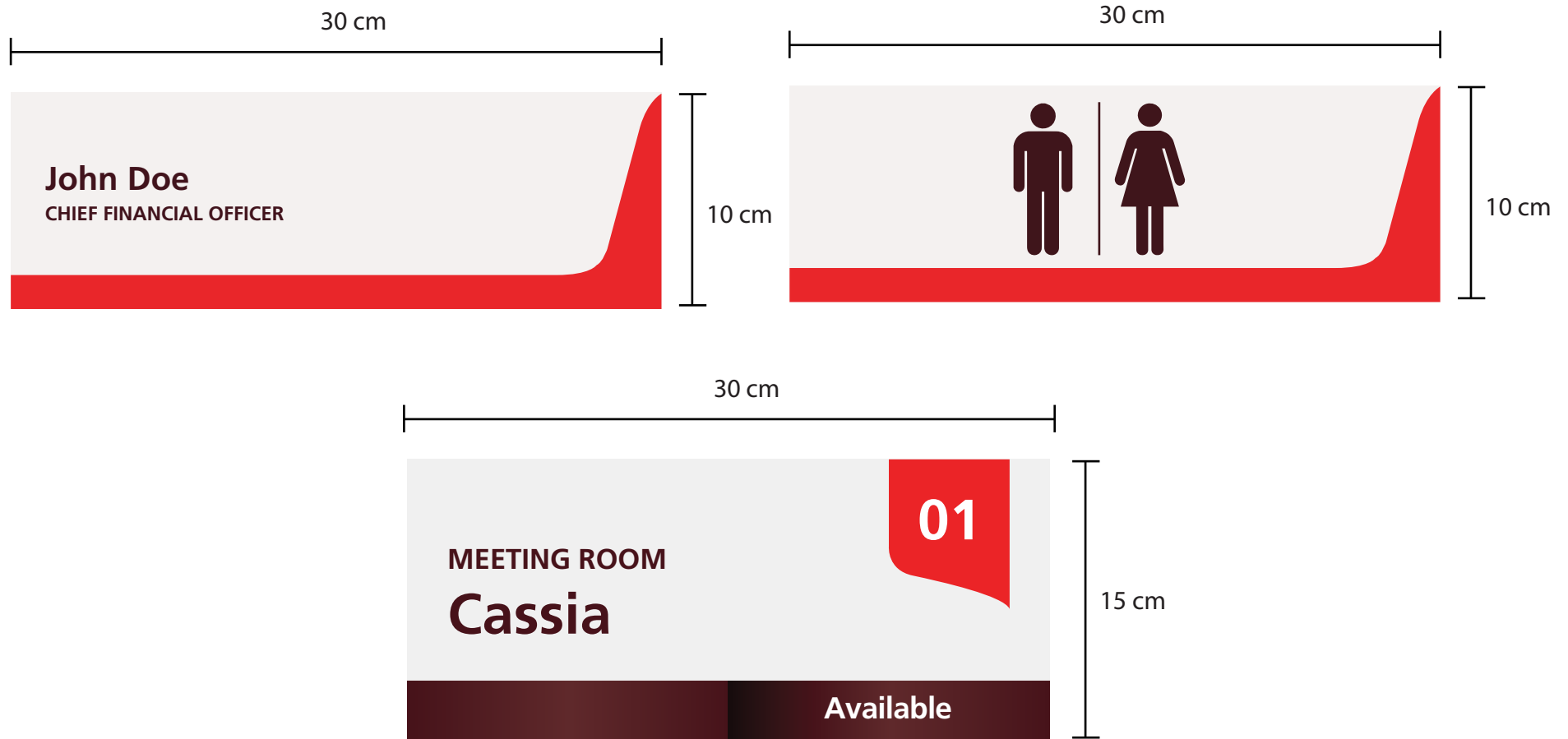


LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

TEXT COLOUR Pantone 4975C

MATERIAL SPECIFICATIONS LED Screen

11.12 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

Building Color Palette

Color palette for FGV's premises.

12.0

12.1 Colour Palette

Colours form a significant and important part of the FGV Brand Identity. The Principal Colour Palette is made up of the FGV Brown, Tangerine and Red. The Subsidiaries Colour palette consists of a set of neutral colours, to allow the principal colours to be dominant. For example, the application of the principal colours in the palette may be used for accents, where as the secondary palette may be applied in a larger area.

Principal Colour



PANTONE
4975 C

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

Dulux Espadrille 18YR 02/072
Nippon Special mix - 11290A
Kansai Pantone 4975 C



PANTONE
144 C

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

Dulux Golden Amber 00YY 28/650
Nippon Special mix - 11291A
Kansai Pantone 144 C



PANTONE
485 C

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

Dulux Shanghai 29YR 19/621
Nippon Special Mix - 11292A
Kansai Pantone 485 C

Subsidiaries Colour



PANTONE
Yellow 7499 C 40%

CMYK 5 / 7 / 35 / 0
RGB 242 / 228 / 177

Dulux Southern Cross 60YY 77/332
Nippon Special mix - 11059P
Kansai Special Mix



PANTONE
COOL GREY 427 C

CMYK 17 / 12 / 13 / 0
RGB 208 / 210 / 211

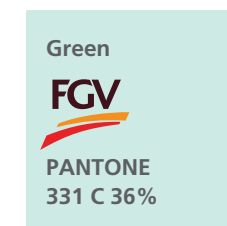
Dulux Steeplechase 70GY 72/025
Nippon Special mix - 11060P
Kansai Pantone 427 C



PANTONE
Blue 290 C

CMYK 25 / 6 / 3 / 0
RGB 186 / 216 / 234

Dulux Lakeview 30BG 64/140
Nippon Special mix
Kansai Pantone 290 C



PANTONE
331 C 36%


CMYK 32 / 0 / 19 / 0
RGB 166 / 229 / 216

Dulux Surf Spray 30GG 72/212
Nippon Special mix - 11061P
Kansai Special mix

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.

12.2 Office Spaces

The following principal colours in the palette may be used for accents, where as the secondary palette may be applied in a larger area. We recommend that office spaces to be differentiated from industrial spaces and residential quarters. Office spaces may include working spaces within the same facade of the administration office such as cafe, surau, hall, meeting rooms and etc. Example of application is suggested below.



Principal Colour for Stripe

FGV Tangerine

PANTONE 144 C

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

Dulux Golden Amber 00YY 28/650
Nippon Special mix - 11291A
Kansai Pantone 144 C

FGV Red

PANTONE 485 C

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

Dulux Shanghai 29YR 19/621
Nippon Special Mix - 11292A
Kansai Pantone 485 C

Subsidiaries Colour for Building

Dawn Grey

FGV

PANTONE COOL GREY 427 C

CMYK 5 / 7 / 35 / 0
RGB 242 / 228 / 177

Dulux Southern Cross 60YY 77/332
Nippon Special mix - 11059P
Kansai Special Mix

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.

FGV CORPORATE IDENTITY MANUAL VERSION 2.0

PG 119

12.3 Industrial Spaces

The following principal colours in the palette may be used for accents, where as the secondary palette may be applied in a larger area. We recommend that industrial spaces be differentiated from office spaces and residential quarters. Industrial spaces may include operational premises such as workshops, mill, warehouse, storage room and etc. Example of application is suggested below.



Principal Colour for Stripe



CMYK 70 / 100 / 90 / 50
RGB 64 / 19 / 27
Dulux Espadrille 18YR 02/072
Nippon Special mix - 11290A
Kansai Pantone 4975 C



CMYK 0 / 50 / 100 / 0
RGB 247 / 148 / 30
Dulux Golden Amber 00YY 28/650
Nippon Special mix - 11291A
Kansai Pantone 144 C



CMYK 0 / 100 / 100 / 0
RGB 237 / 28 / 36
Dulux Shanghai 29YR 19/621
Nippon Special Mix - 11292A
Kansai Pantone 485 C

Subsidiaries Colour for Building



CMYK 5 / 7 / 35 / 0
RGB 242 / 228 / 177
Dulux Southern Cross 60YY 77/332
Nippon Special mix - 11059P
Kansai Special Mix

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.

12.4 Industrial Spaces (Factory)

The following principal colours in the palette may be used for accents, where as the secondary palette may be applied in a larger area. We recommend that industrial spaces be differentiated from office spaces and residential quarters. Industrial spaces may include operational premises such as workshops, mill, warehouse, storage room and etc. Example of application is suggested below.



Principal Colour for Stripe



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

Dulux Espadrille 18YR 02/072
Nippon Special mix - 11290A
Kansai Pantone 4975 C



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

Dulux Golden Amber 00YY 28/650
Nippon Special mix - 11291A
Kansai Pantone 144 C



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

Dulux Shanghai 29YR 19/621
Nippon Special Mix - 11292A
Kansai Pantone 485 C

Subsidiaries Colour for Building



CMYK 5 / 7 / 35 / 0
RGB 242 / 228 / 177

Dulux Southern Cross 60YY 77/332
Nippon Special mix - 11059P
Kansai Special Mix

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.

12.5 Residential for Employees

The following principal colours in the palette may be used for accents, where as the secondary palette may be applied in a larger area.

We recommend that residential quarters be differentiated from office spaces and industrial spaces. Example of application is suggested below.



Principal Colour for Stripe

FGV Brown

PANTONE
4975 C

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

Dulux Espadrille 18YR 02/072
Nippon Special mix - 11290A
Kansai Pantone 4975 C

Subsidiaries Colour for Building

Beige

FGV

PANTONE
Yellow 7499 C 40%

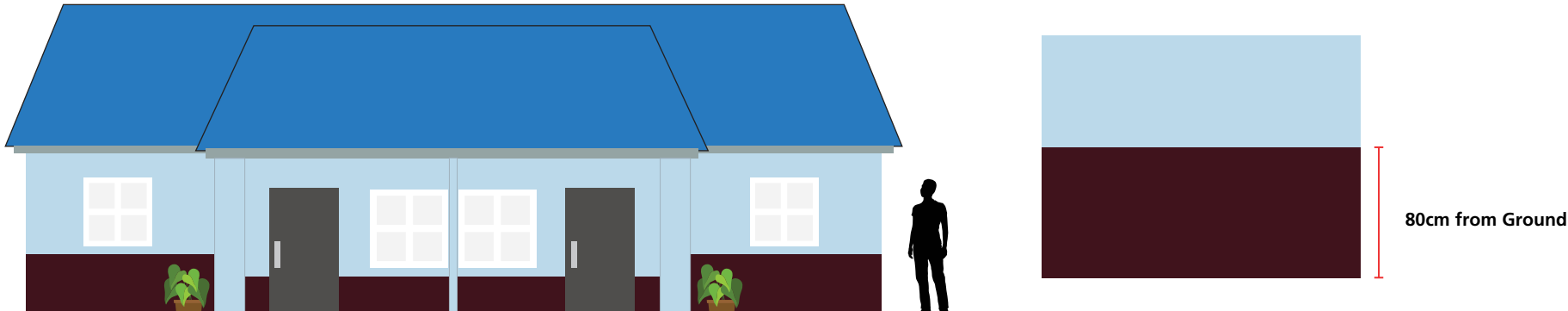
CMYK 5 / 7 / 35 / 0
RGB 242 / 228 / 177

Dulux Southern Cross 60YY 77/332
Nippon Special mix - 11059P
Kansai Special Mix

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.

12.6 Housing for Workers

The following principal colours in the palette may be used for accents, where as the secondary palette may be applied in a larger area. We recommend that housing quarters be differentiated from office spaces, industrial spaces and residential for employees. Example of application is suggested below.



Principal Colour for Stripe

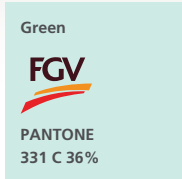


CMYK 70 / 100 / 90 / 50
RGB 64 / 19 / 27
Dulux Espadrille 18YR 02/072
Nippon Special mix - 11290A
Kansai Pantone 4975 C

Subsidiaries Colour for Building



CMYK 25 / 6 / 3 / 0
RGB 186 / 216 / 234
Dulux Lakeview 30BG 64/140
Nippon Special mix
Kansai Pantone 290 C



CMYK 32 / 0 / 19 / 0
RGB 166 / 229 / 216
Dulux Surf Spray 30GG 72/212
Nippon Special mix - 11061P
Kansai Special mix

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.

12.7 Interior Colour

The following principal colours in the palette may be used for accents, where as the secondary palette may be applied in a larger area.

We recommend that the colour for interior office and housing will use beige colour. Example of application is suggested below.



Subsidiaries Colour for inside

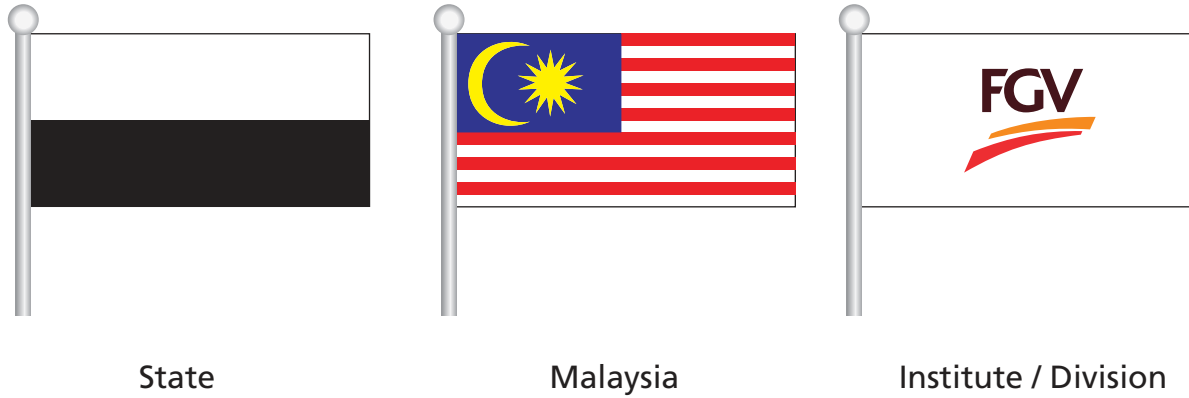
Beige
FGV
 PANTONE
 Yellow 7499 C 40%

CMYK 5 / 7 / 35 / 0
 RGB 242 / 228 / 177

Dulux Southern Cross 60YY 77/332
 Nippon Special mix - 11059P
 Kansai Special Mix

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.

12.8 Flag



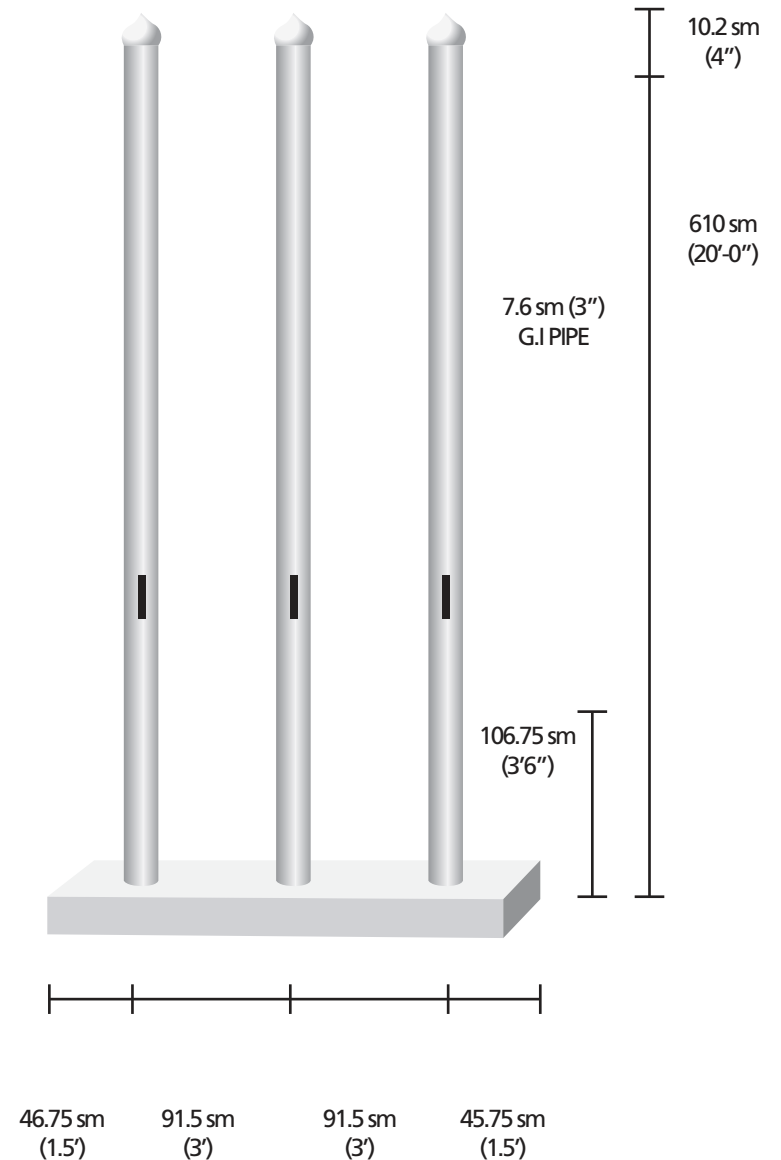
(View from outside building)



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

TEXT COLOUR Pantone 4975C

MATERIAL SPECIFICATIONS XXX



Thank You

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