



FGV Holdings Berhad (800165-P)

fgvholdings.com

CORPORATE IDENTITY MANUAL

VERSION 2.0

14 FEBRUARY 2022

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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

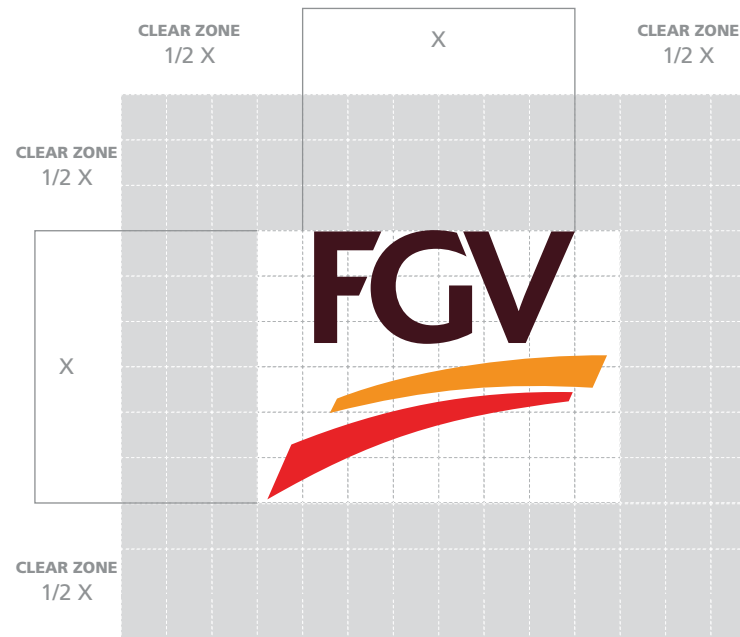
1.1 FGV Logo

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” 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

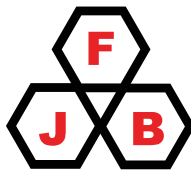


Version 1

A MEMBER OF FGV



Version 2



A MEMBER OF



A MEMBER OF



PRDATA

A MEMBER OF FGV



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



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

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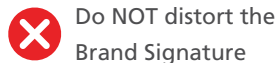
Secondary Colour

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



The red tag must start from the top right end. Do not use the red tag in the middle

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



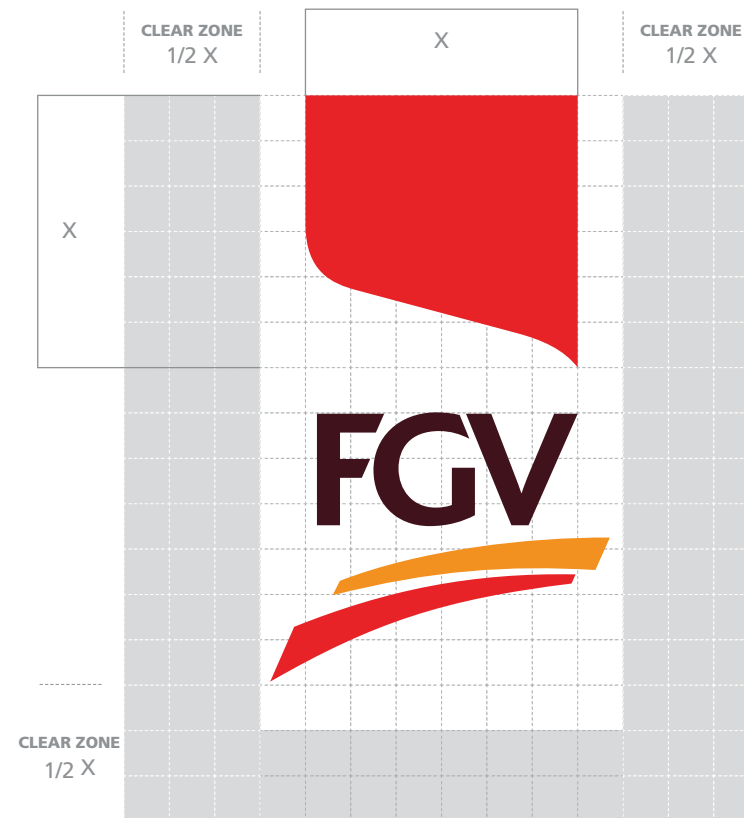
Brand Signature embossed on a Silver background



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)



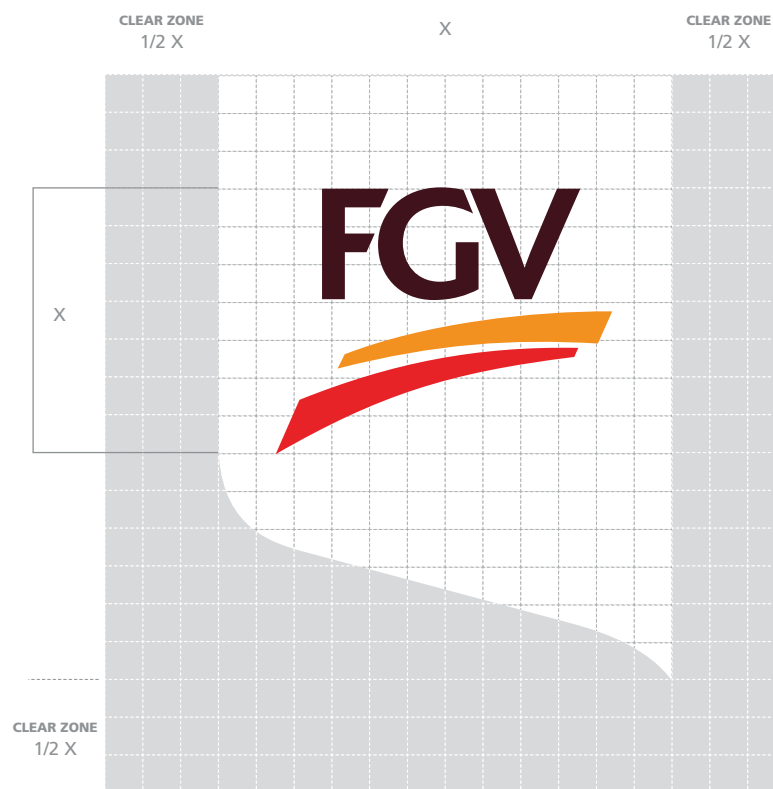
Positive Black



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

1.12 FGV Logo Extension

The logo will be used in all communications related to sustainability and green initiatives.



Full Colour (Reversed)



CMYK 52 / 5 / 71 / 0

RGB 122 / 185 / 83

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, rounded rectangular shape that resembles a speech bubble. The shape has a curved bottom and a small tail pointing towards the bottom right corner of the page. The background of the entire page is a dark maroon color.

2.0

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

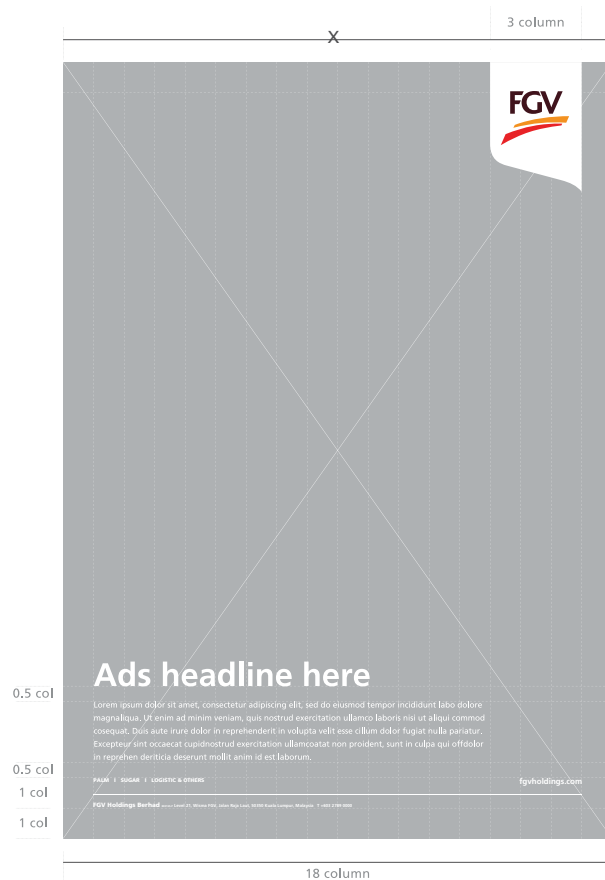
Advertising & Promotions Material

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.

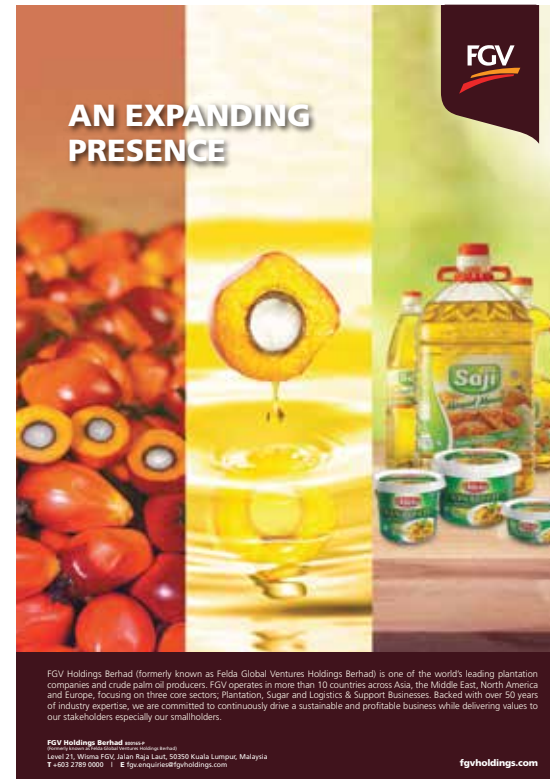


Calculation

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

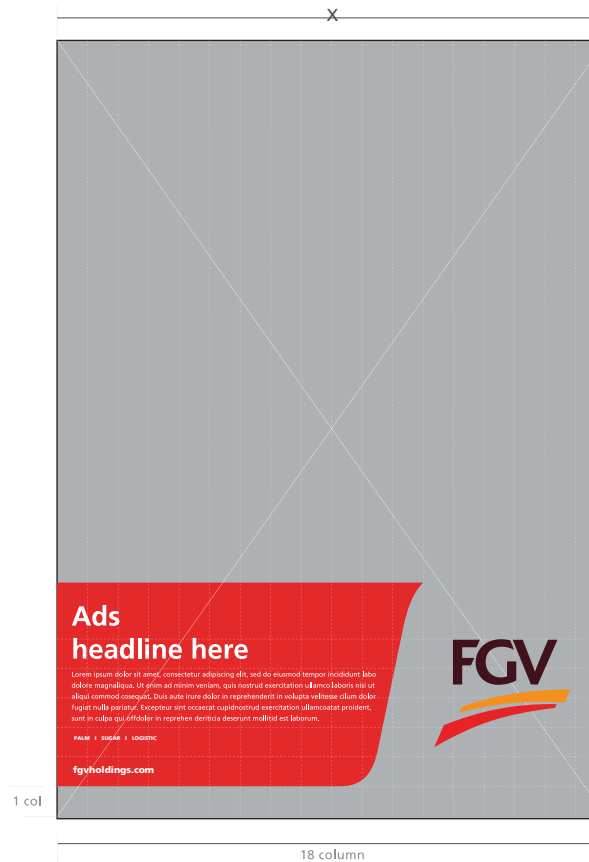
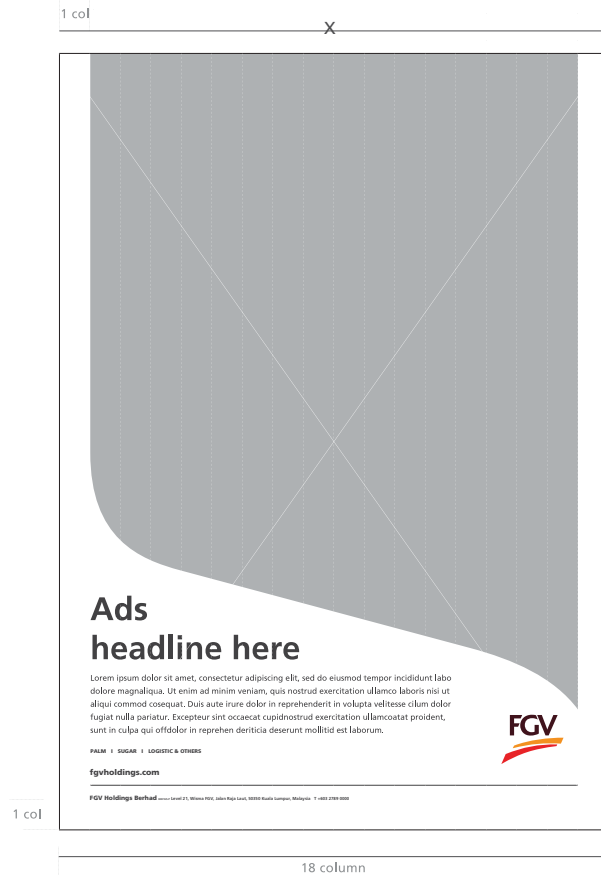
3.2 Advertisements Sample - Template 1

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.



3.3 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.

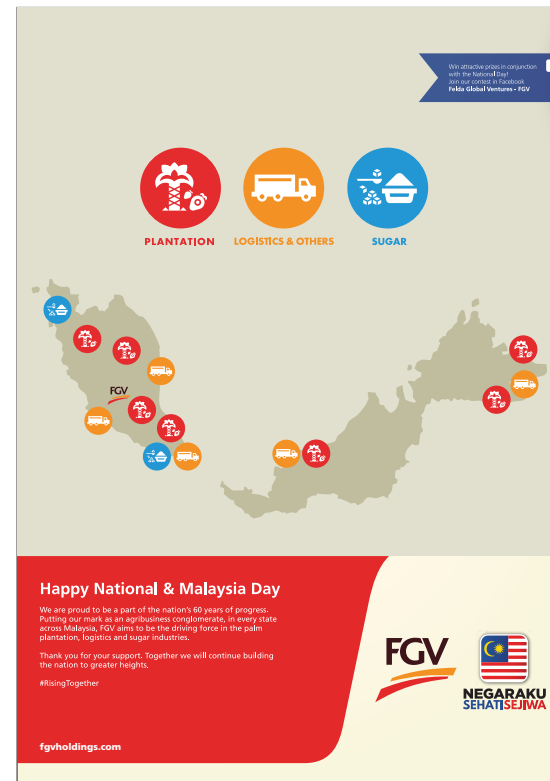
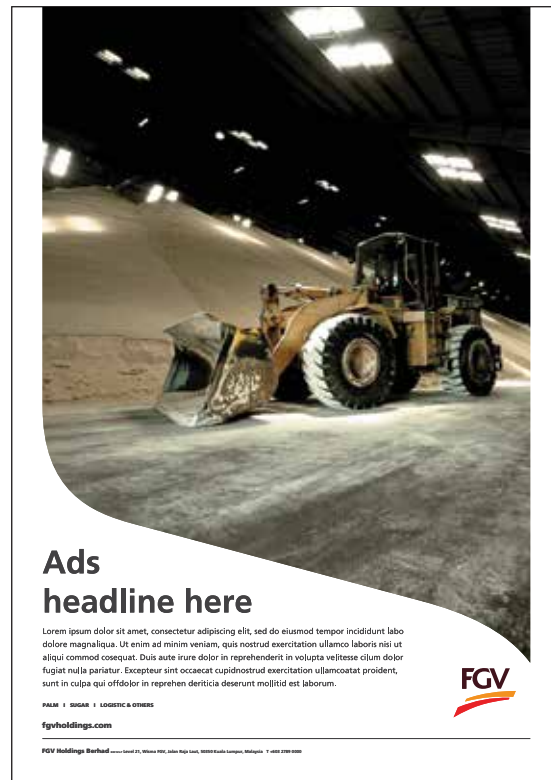


Calculation

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

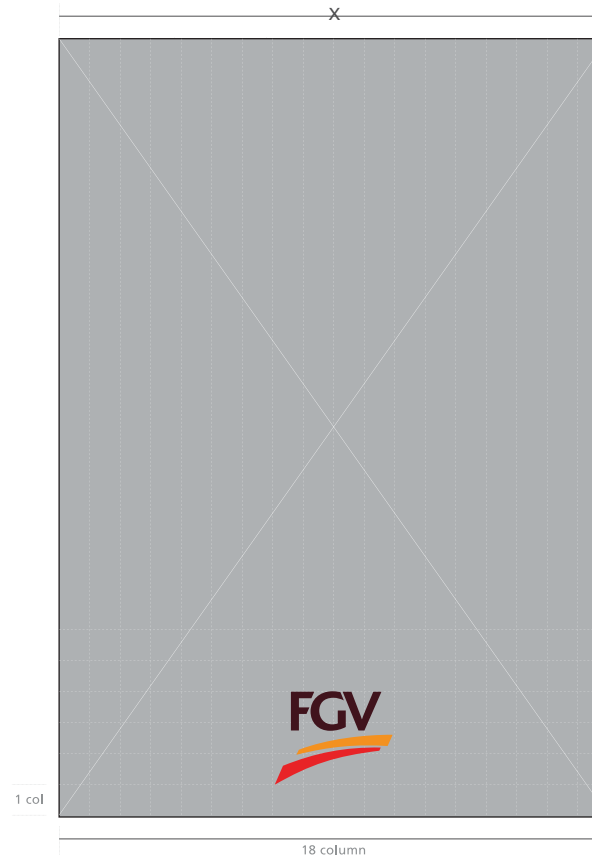
3.4 Advertisements Sample - Template 2

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.



3.5 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.

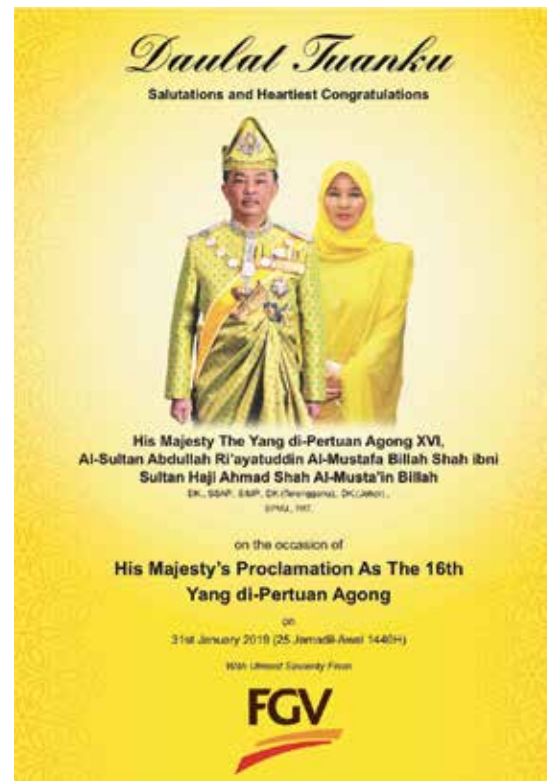


Calculation

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

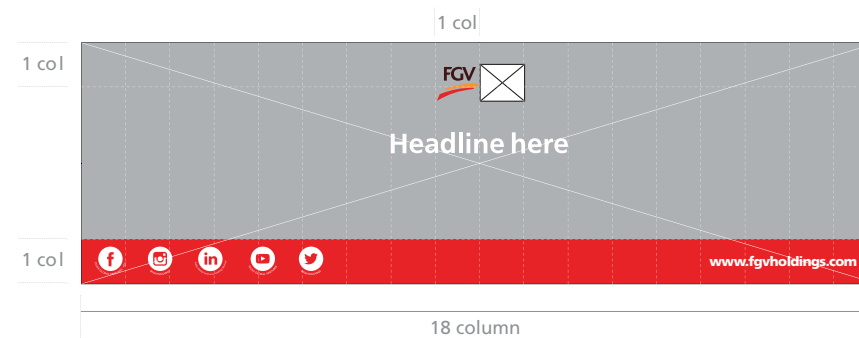
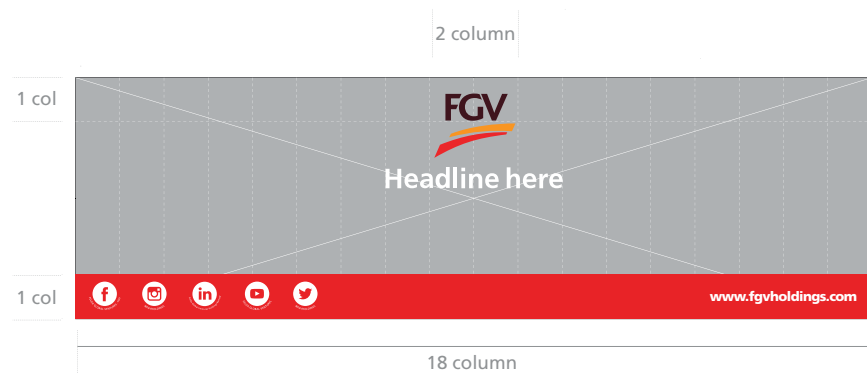
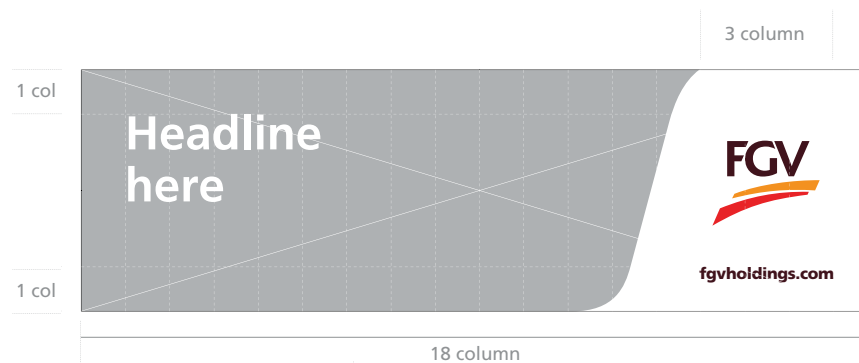
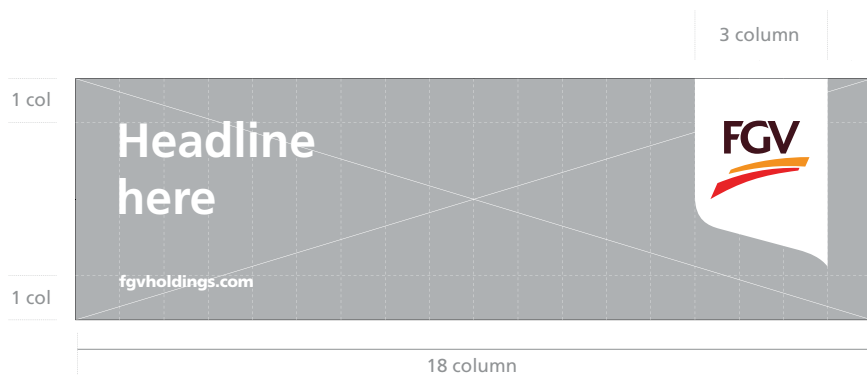
3.6 Advertisements Sample - Exclusive Template

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

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.



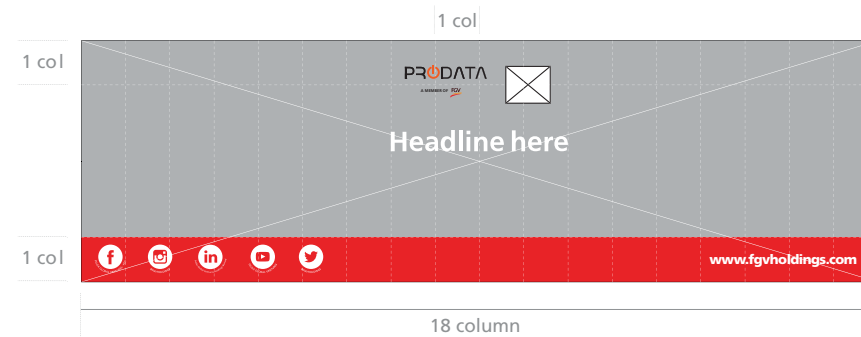
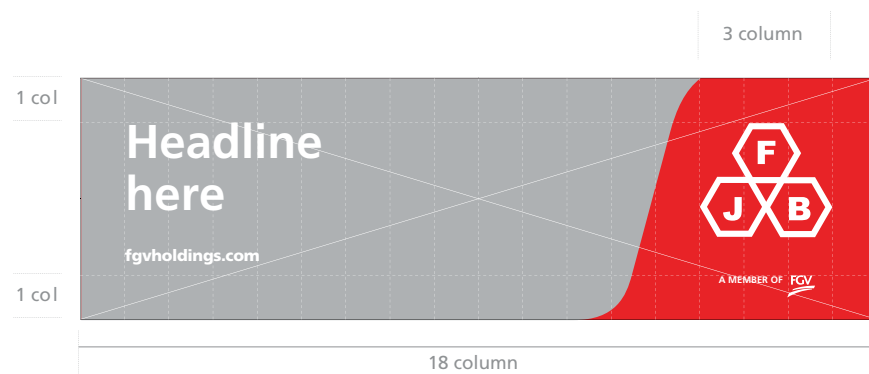
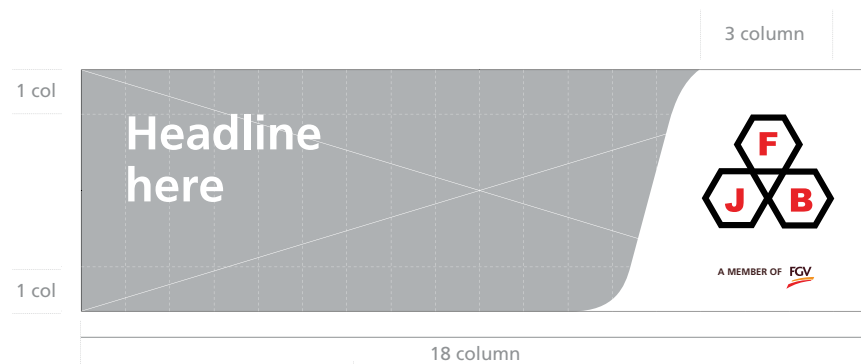
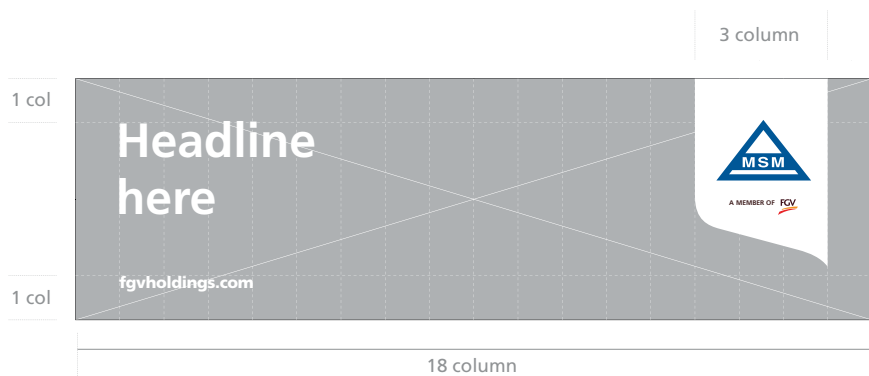
3.8 FGV Banner Sample

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.



3.9 Member Banner 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.



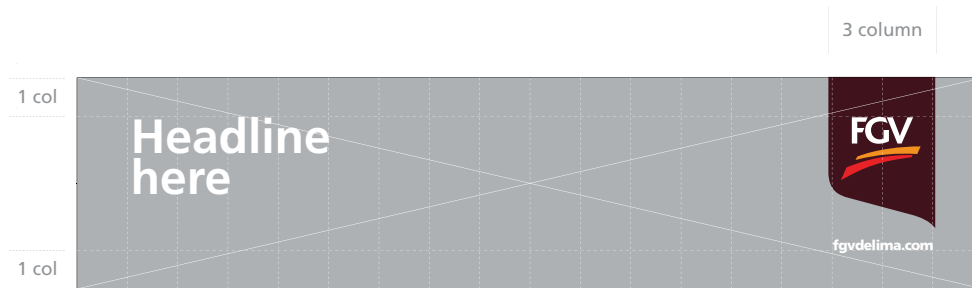
3.10 Member Banner Sample

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.



3.11 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:

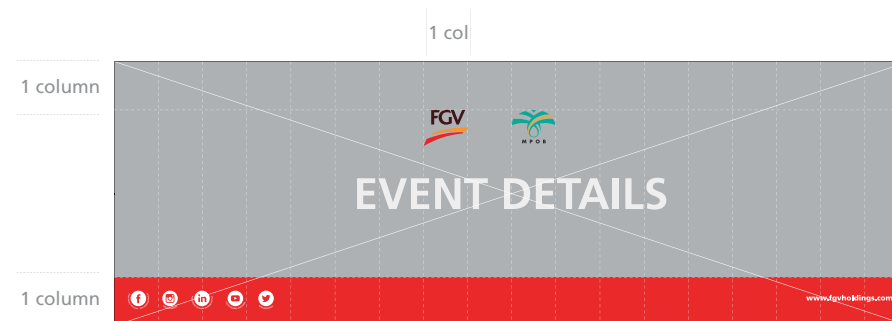
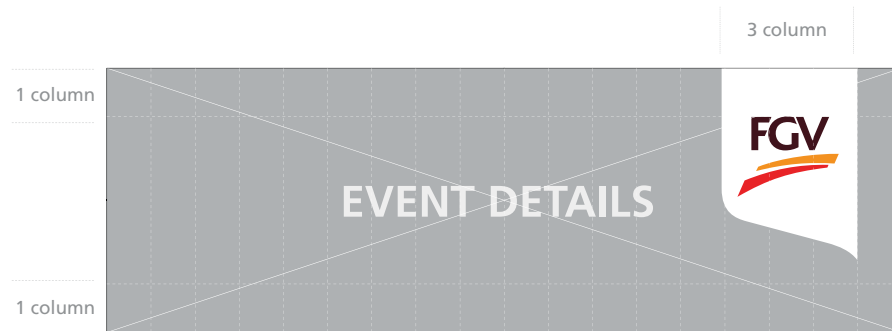
20' (w) x 30' (h)

or

40' (w) x 80' (h)

3.13 Backdrop Grid

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.



3.14 Backdrop Sample

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.



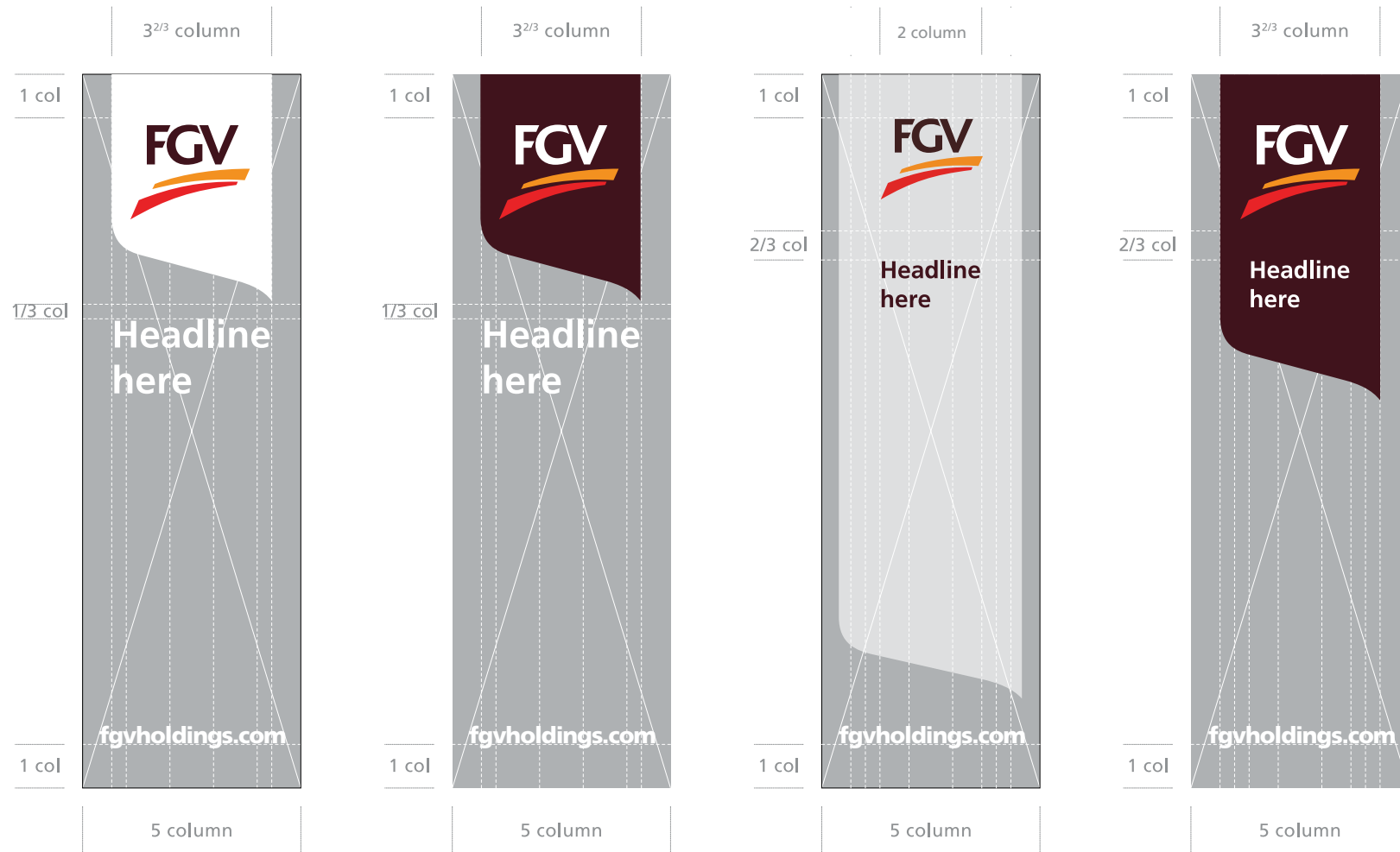
3.15 Backdrop Sample

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.



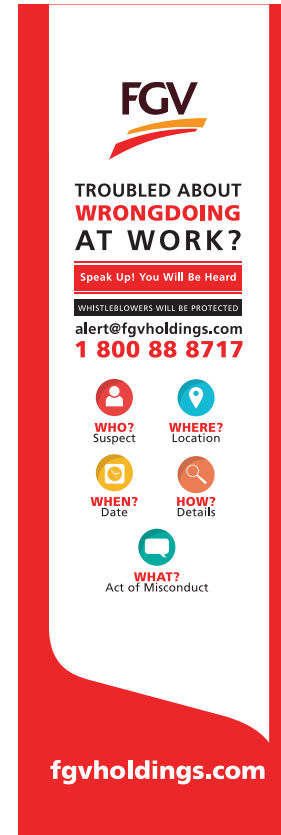
3.16 FGV Bunting Grid

Corporate bunting.



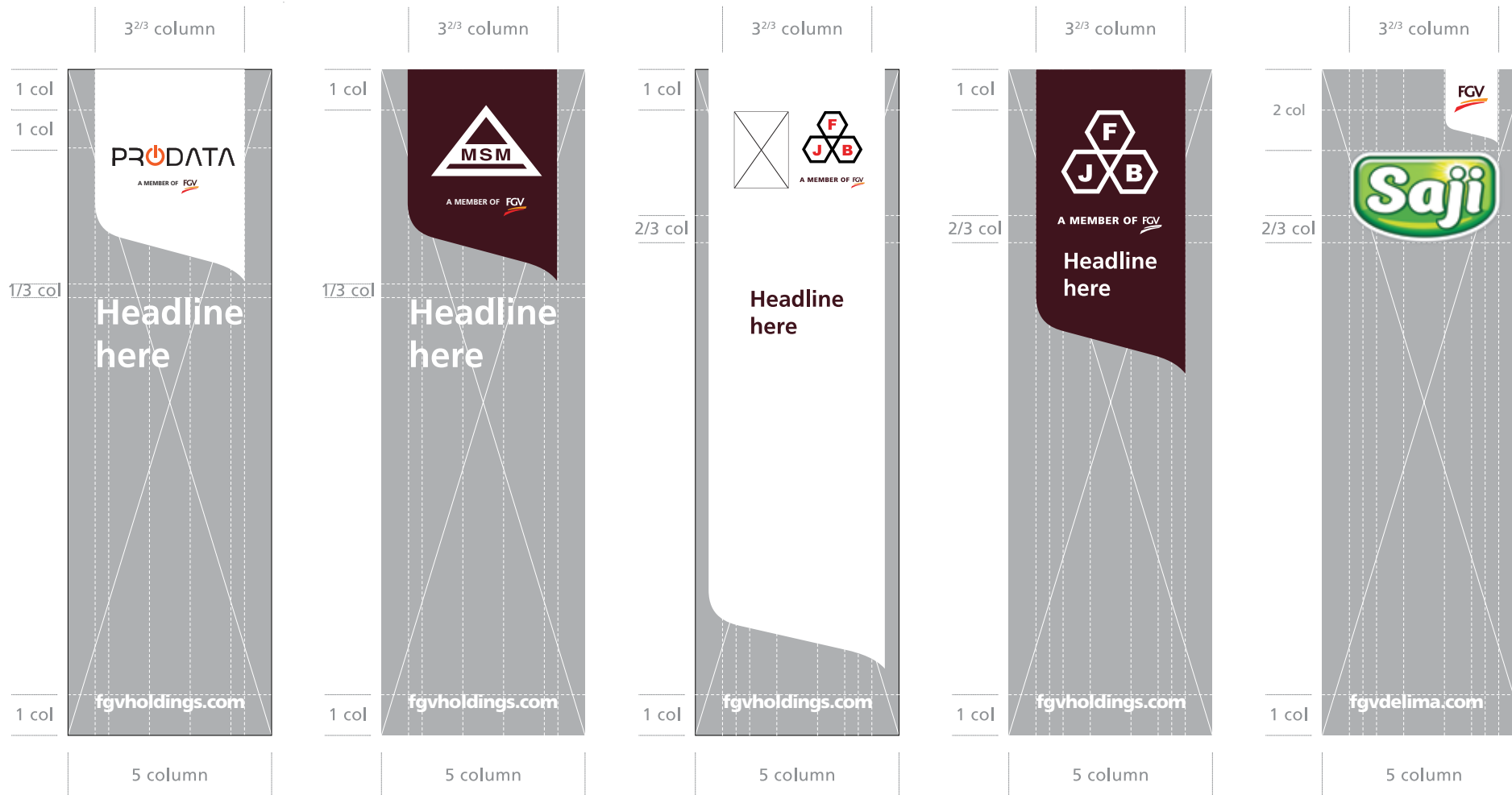
3.17 FGV Bunting Sample

Corporate bunting.



3.18 Member Bunting Grid

Subsidiaries bunting.

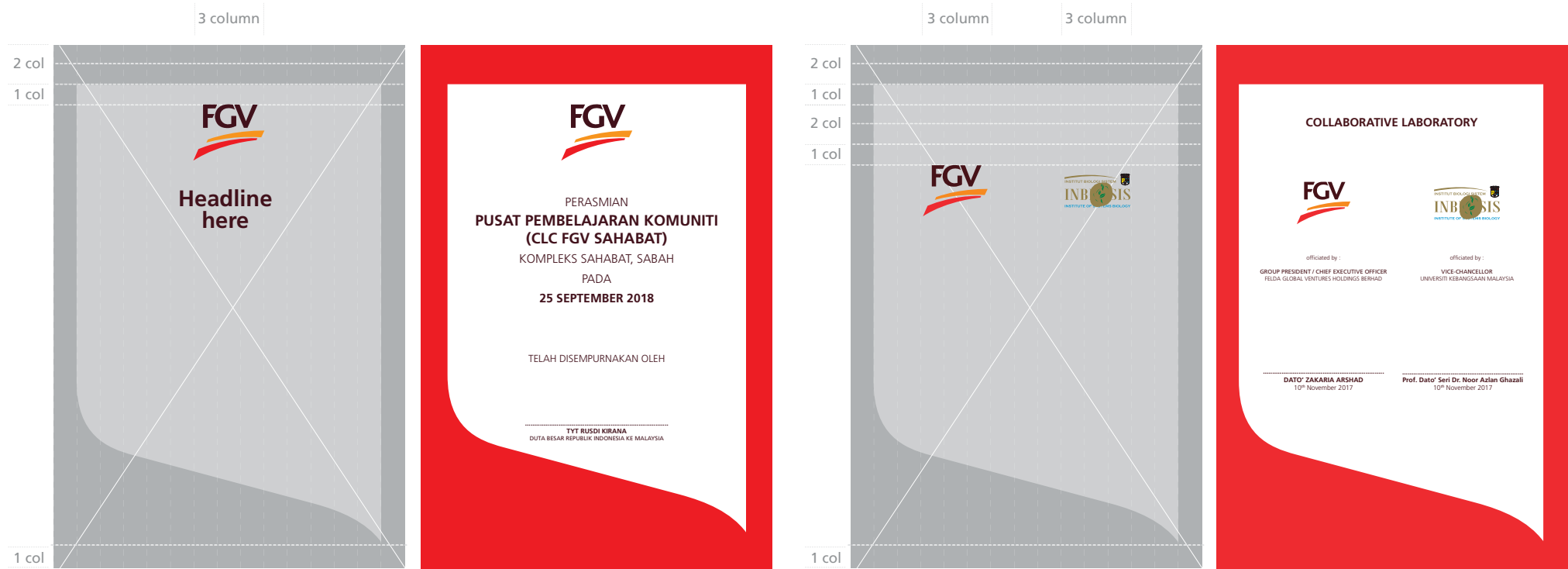


3.19 Member Bunting Sample

Subsidiaries bunting.



3.20 FGV Sample Plaque (Horizontal)



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

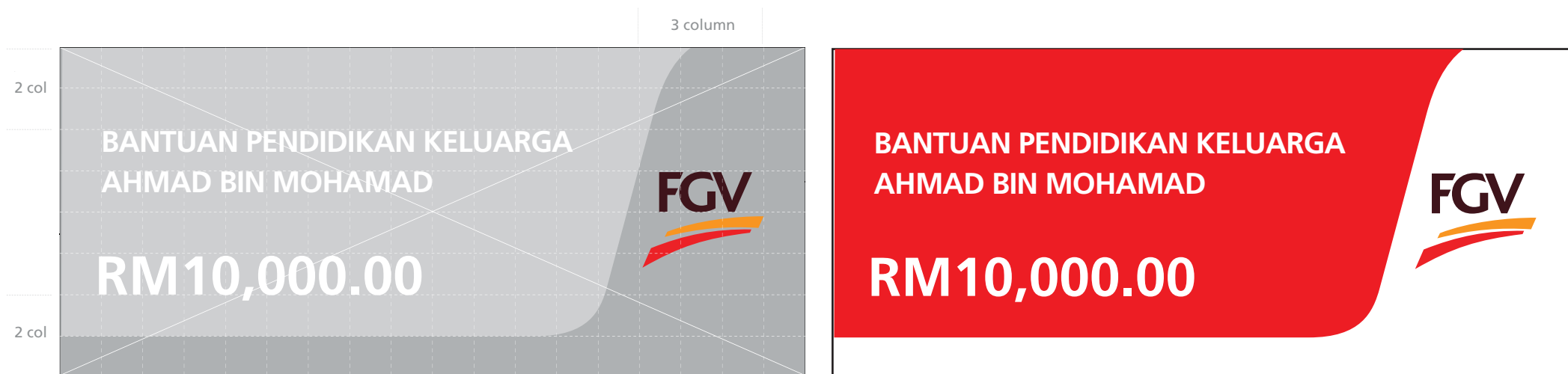
3.21 FGV Sample Plaque (Vertical)



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.

A large, bold, dark grey number '4.0' is centered within a bright red rectangular area. The red area has rounded corners and a wavy bottom edge that blends into the dark background of the page. The number '4.0' is rendered in a clean, sans-serif font.

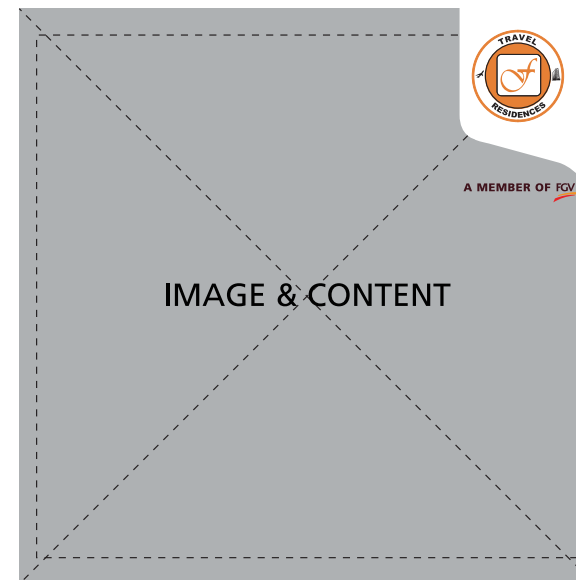
4.1 Instagram Posting

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

Corporate / Group



Subsidiary



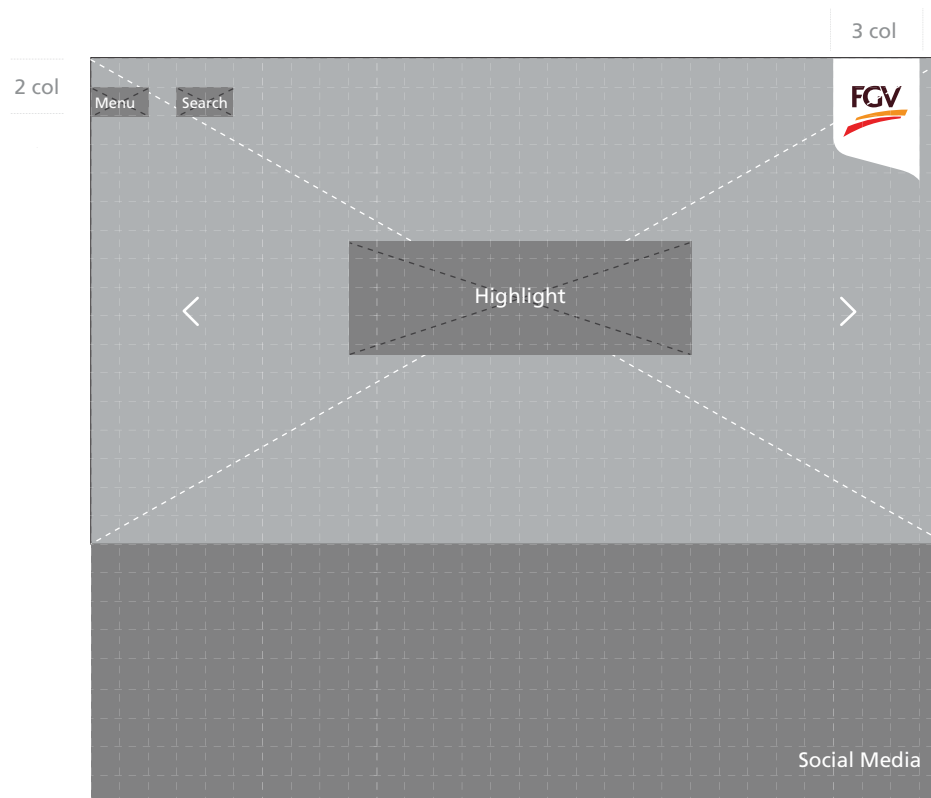
4.2 Instagram Posting Sample

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



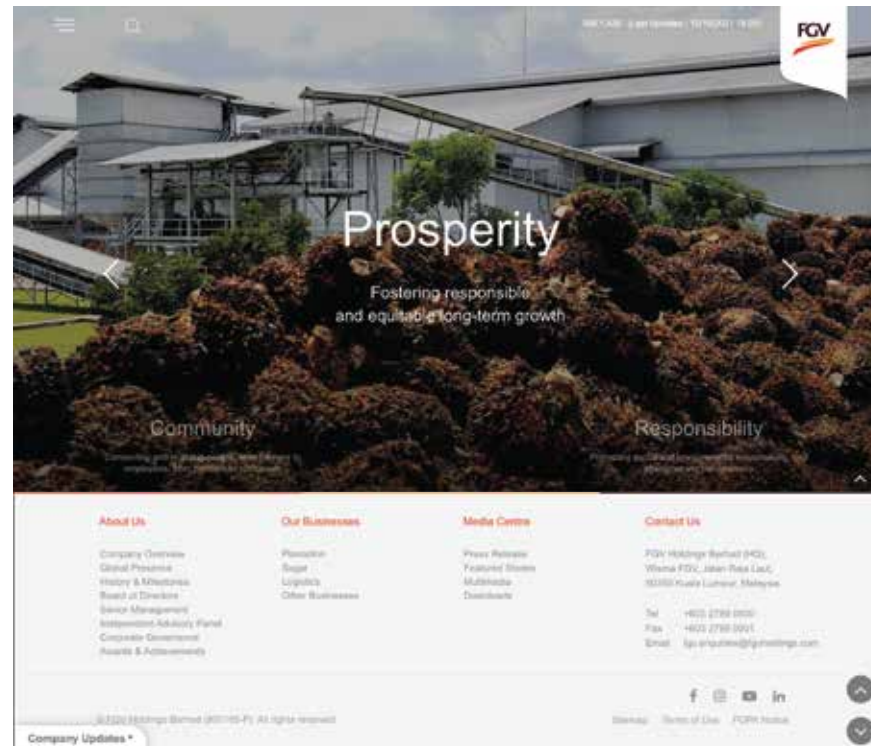
4.3 Website Layout

The FGV logo should be at the top right and social media should be on the bottom right.



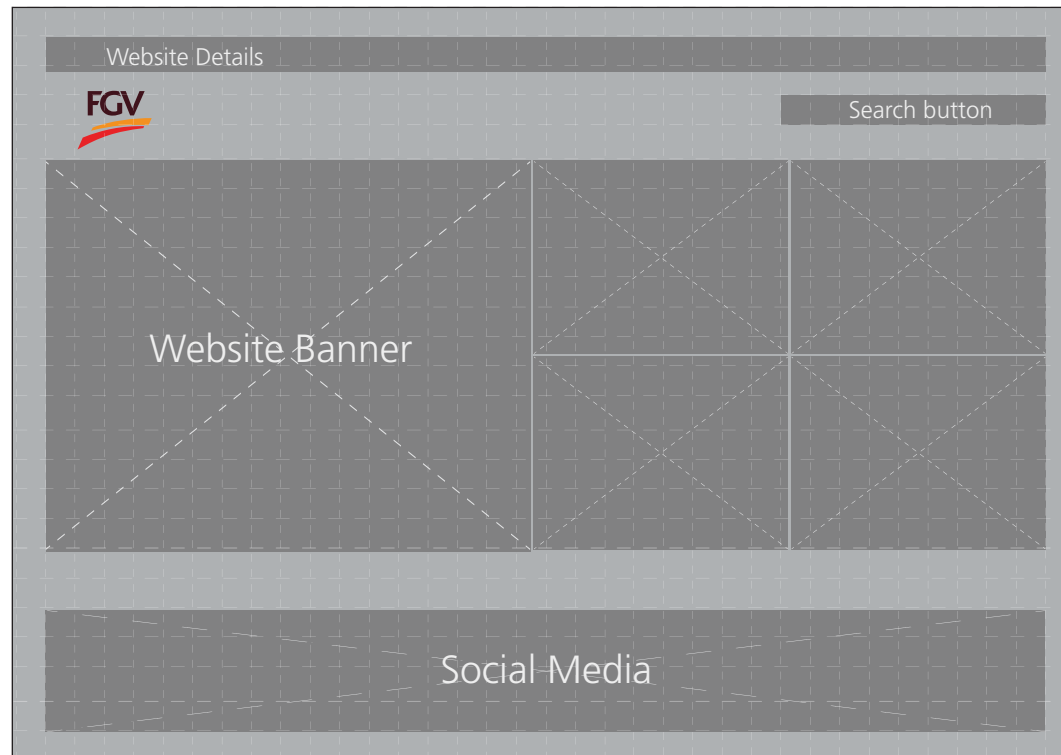
4.4 Website Layout Sample

The FGV logo should be at the top right and social media should be on the bottom right.



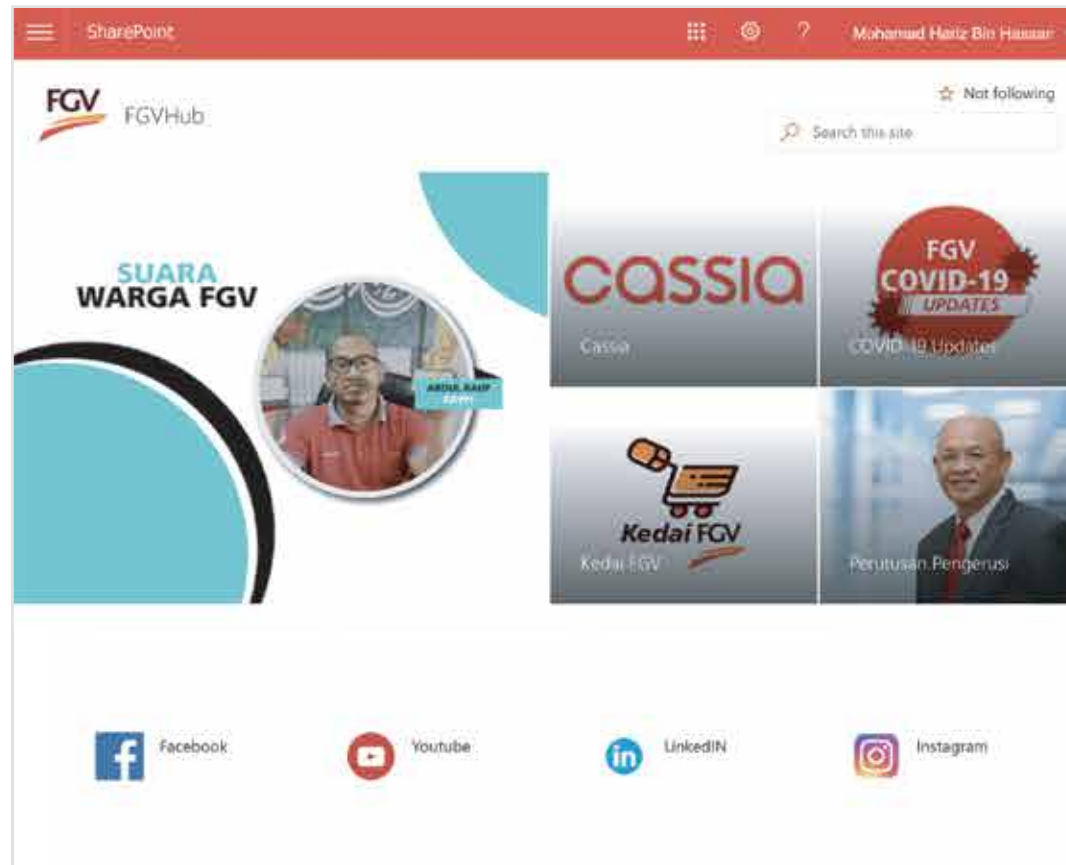
4.5 FGVHub Layout

The FGV logo is placed on the left without plant tags and social media should be placed below.



4.5 FGVHub Layout

The FGV logo is placed on the left without plant tags and social media should be placed below.



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

Name Frutiger Black

Size 8.5pt **Leading** 12pt

Title Frutiger Roman

Size 6.5pt **Leading** 8pt

Mobile & Email Frutiger Black **Details** Frutiger Roman

Size 7.5pt **Leading** 10.5pt

BACK

Company Name Frutiger Black

Size 8.5pt **Leading** 12pt

Registered Number Frutiger Bold

Size 5pt **Leading** 12pt **Tracking** 35

Company Address Frutiger Roman

Size 7.5pt **Leading** 10.5pt

Company Contact Frutiger Black **Details** Frutiger Roman

Size 7.5pt **Leading** 10.5pt

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.



7 Number of characters should not exceed this line 12 7



7 12 7

5.2 Fully Owned Business Card

FRONT

Name Frutiger Black

Size 8.5pt **Leading** 12pt

Title Frutiger Roman

Size 6.5pt **Leading** 8pt

Mobile & Email Frutiger Black **Details** Frutiger Roman

Size 7.5pt **Leading** 10.5pt

BACK

Company Name Frutiger Black

Size 8.5pt **Leading** 12pt

Registered Number Frutiger Bold

Size 5pt **Leading** 12pt **Tracking** 35

Company Address Frutiger Roman

Size 7.5pt **Leading** 10.5pt

Company Contact Frutiger Black **Details** Frutiger Roman

Size 7.5pt **Leading** 10.5pt

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.



Number of characters should not exceed this line



5.3 Member Business Card

FRONT

Name Frutiger Black

Size 8.5pt **Leading** 12pt

Title Frutiger Roman

Size 6.5pt **Leading** 8pt

Mobile & Email Frutiger Black **Details** Frutiger Roman

Size 7.5pt **Leading** 10.5pt

Corporate Qualifier Frutiger Bold

Size 5pt **Leading** 6pt **Tracking** 35

BACK

Company Name Frutiger Black

Size 8.5pt **Leading** 12pt

Registered Number Frutiger Bold

Size 5pt **Leading** 12pt **Tracking** 35

Company Address Frutiger Roman

Size 7.5pt **Leading** 10.5pt

Company Contact Frutiger Black **Details** Frutiger Roman

Size 7.5pt **Leading** 10.5pt

Website Frutiger Black

Size 8.5pt **Leading** 10.5pt

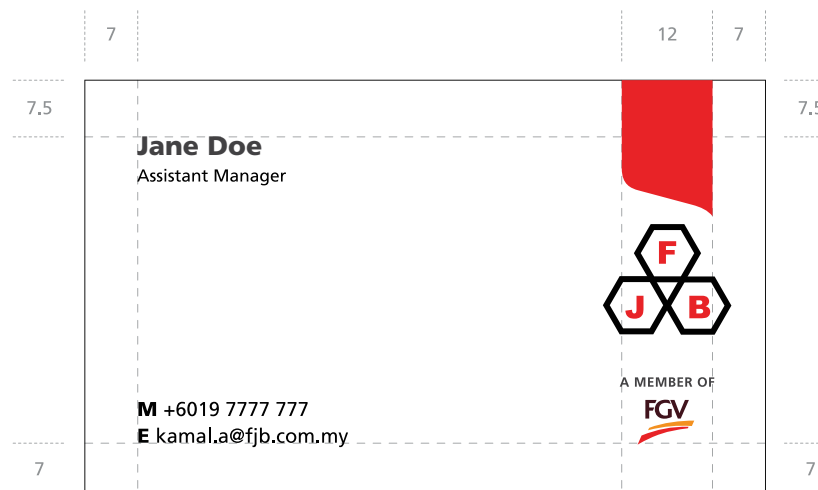
SIZE 90mm (W) x 55mm (H)

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

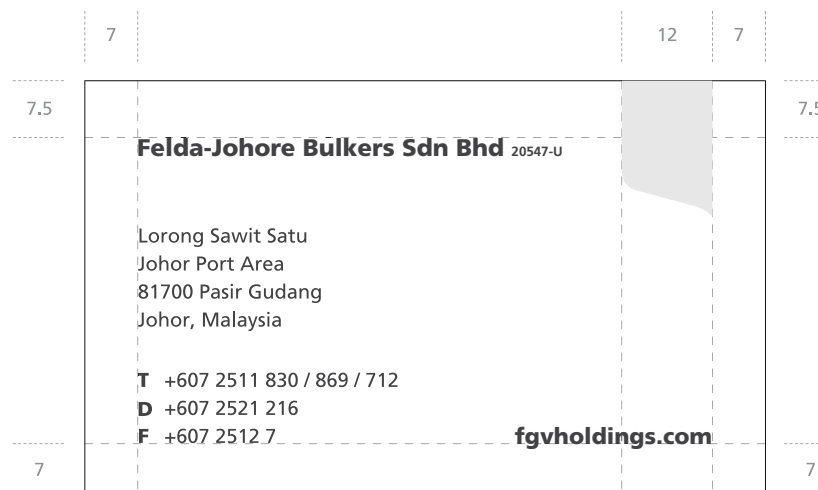
TEXT COLOUR 90% Pantone Black

MATERIAL SPECIFICATIONS Super White, 250gsm

All measurements are in millimetres.



Number of characters should not exceed this line



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.



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

SIZE 210mm (W) x 297mm (H)

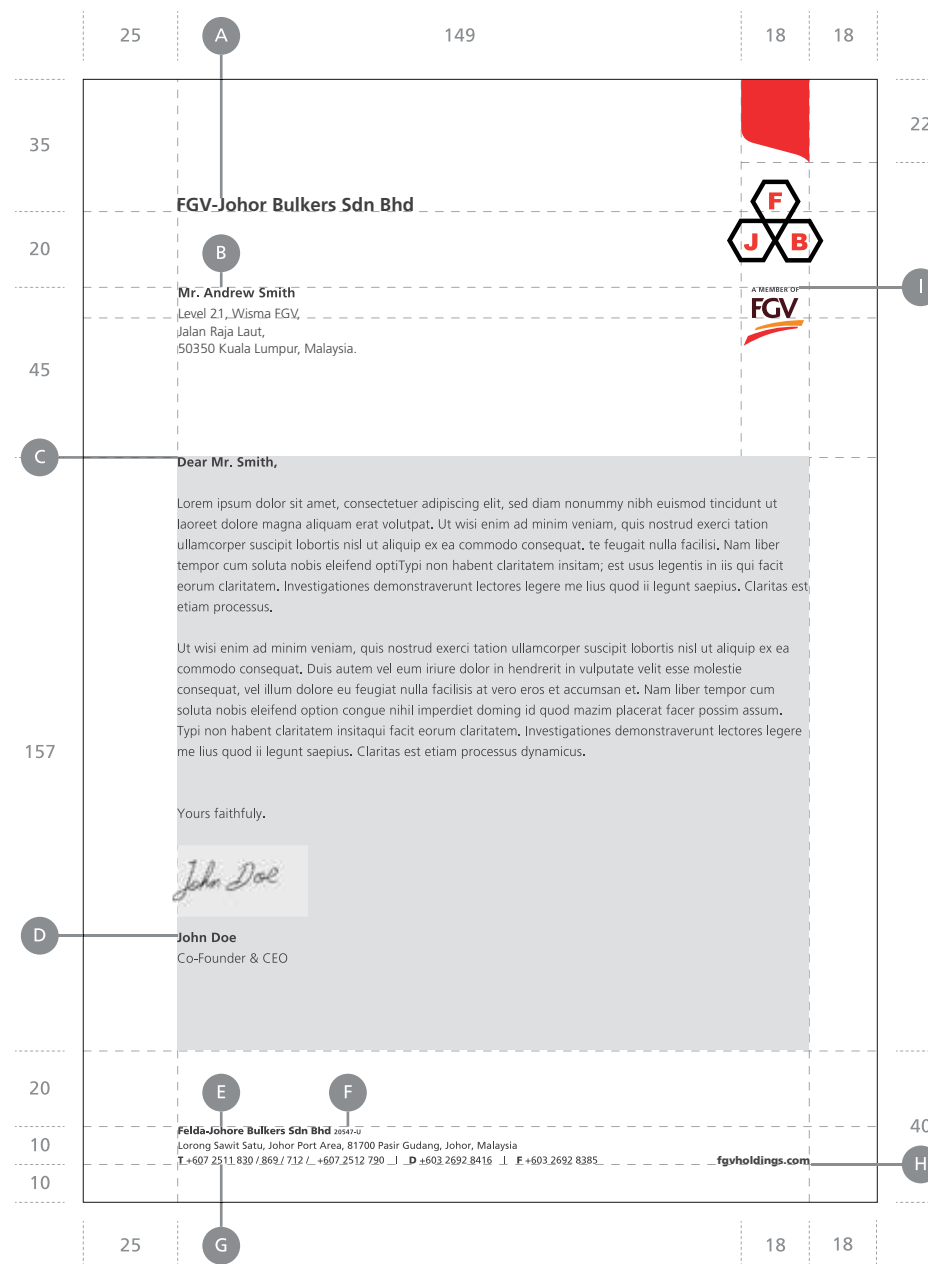
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

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 Member Letterhead (Products logo)

- 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.



5.8 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 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.

25	A	149	18	18
35				22
20		Facsimile		
			FGV	
		Total Pages :		
B		Attention :	Date :	
		Company :	Sent From :	
60		Fax :	Fax :	
		Telephone :	Telephone :	
	C	Message		
142				
20				
10		D	E	
10				40
		FGV Holdings Berhad		G
		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	
25	F		18	18

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 10pt **Leading** 15.5pt **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

All measurements are in millimetres.

FGV CORPORATE IDENTITY MANUAL VERSION 2.0

[illegible]

5.10 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** 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, 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.

25 149 18 18

35 22

Memo

To :
From :
Date :
Subject :

Message

142

20 10 10

FGV Holdings Berhad 80016527
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

25 18 18

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/Message** Frutiger Bold
Size 10pt **Leading** 15.5pt **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, 120gsm

All measurements are in millimetres.

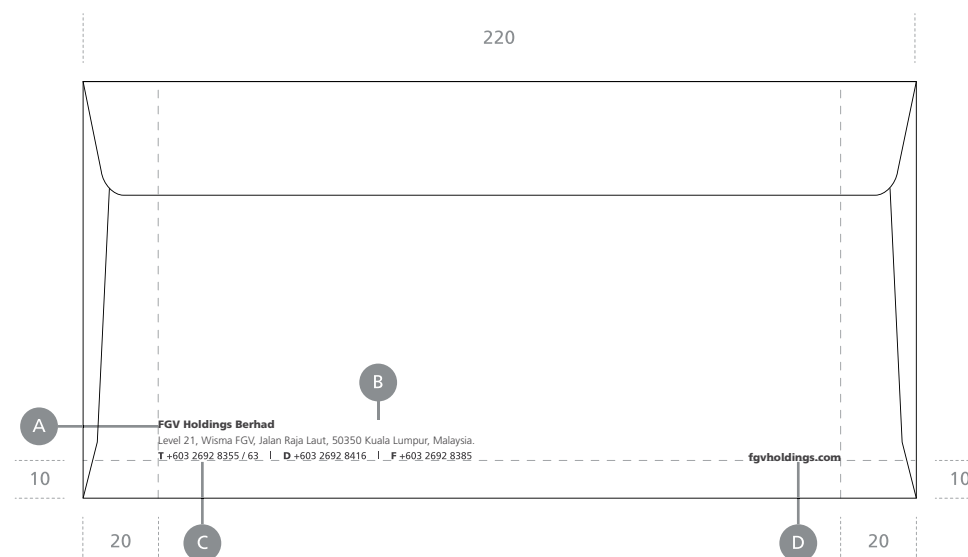
The tinted area is reserved for the content bounding box. All communications should respect the measurements provided in order to follow the designed grid for the stationery.

The receipt form is defined by a grid 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).
- Form Fields and Labels:**
 - Receipt:** Title at the top center.
 - Received From:** Field for the sender's name.
 - Cheque No / Cash:** Field for the payment method.
 - For The Payment Of:** Field for the payment purpose.
 - Receipt No.:** Field for the receipt number.
 - Fees:** Field for any associated fees.
 - Amount:** Field for the payment amount.
 - Total Amount:** Field for the total payment.
 - Ringgit:** Field for the currency.
 - Signature:** Field for the recipient's signature.
- Footer Information:**
 - FGV Holdings Berhad:** Level 21, Wisma FGV, Jalan Raja Laut, 50350 Kuala Lumpur, Malaysia.
 - Contact:** T +603 2692 8355 / 63, L +603 2692 8416, F +603 2692 8385.
 - Website:** fgvhldings.com.

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.

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 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)

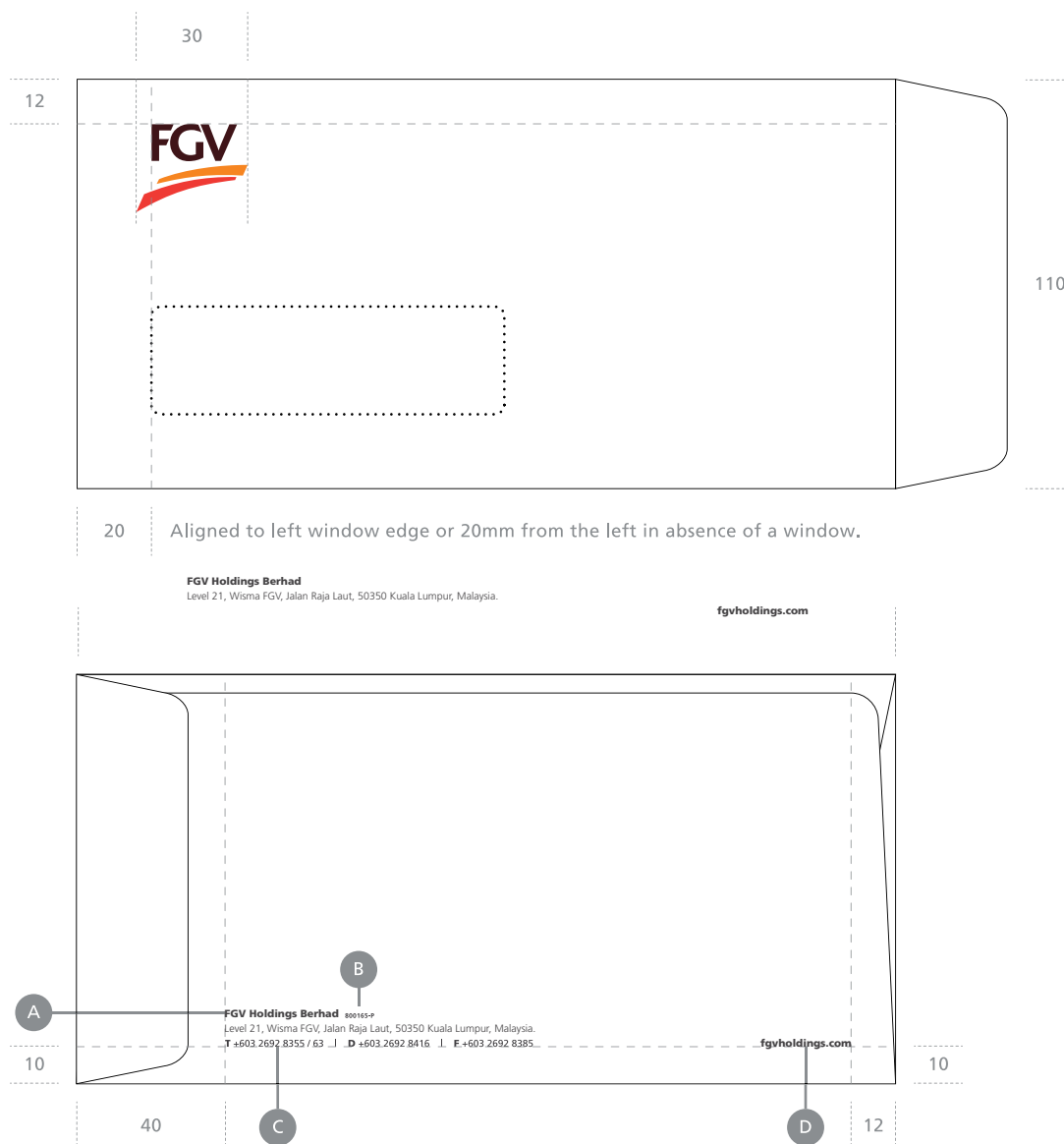
LOGO COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

TEXT COLOUR 90% Pantone Black

MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.

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.



5.14 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

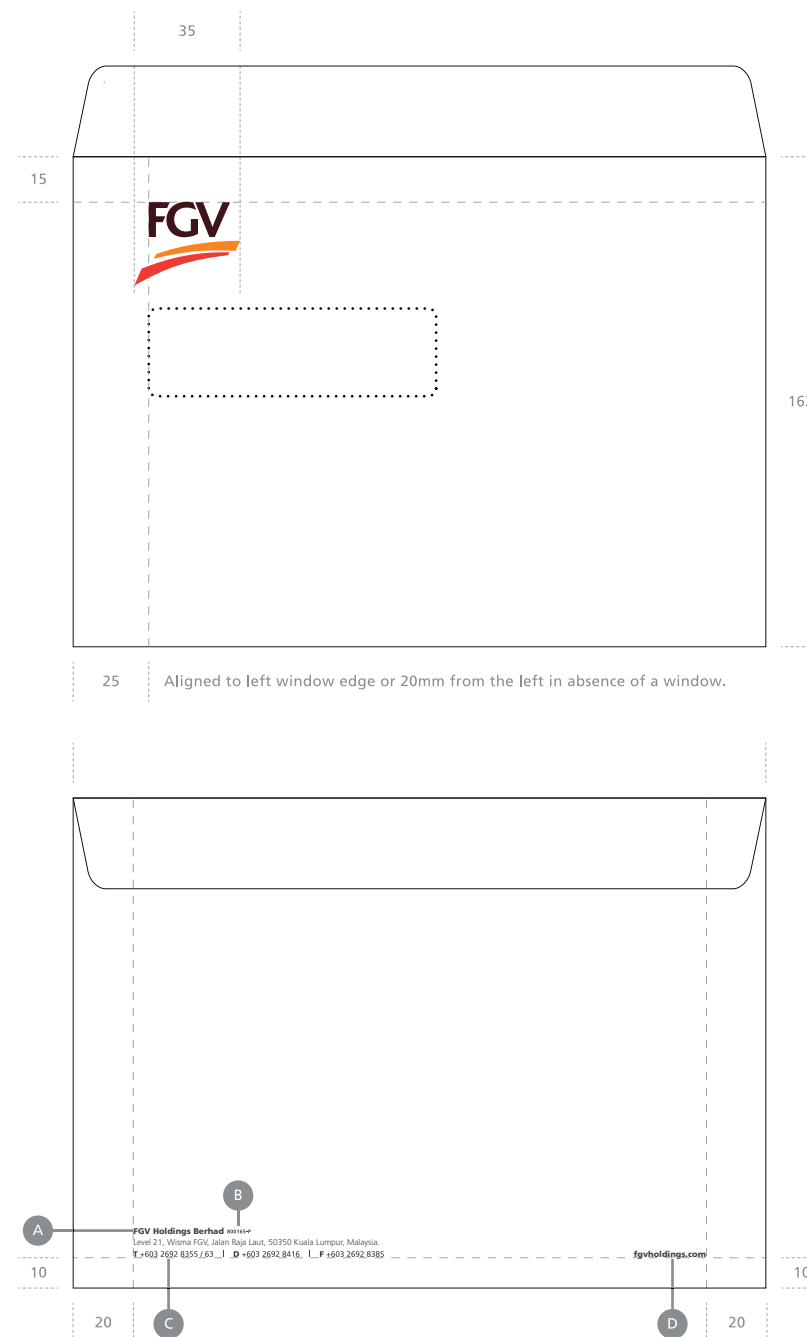
SIZE 220mm (W) x 110mm (H)

LOGO COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

TEXT COLOUR 90% Pantone Black

MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.



5.15 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

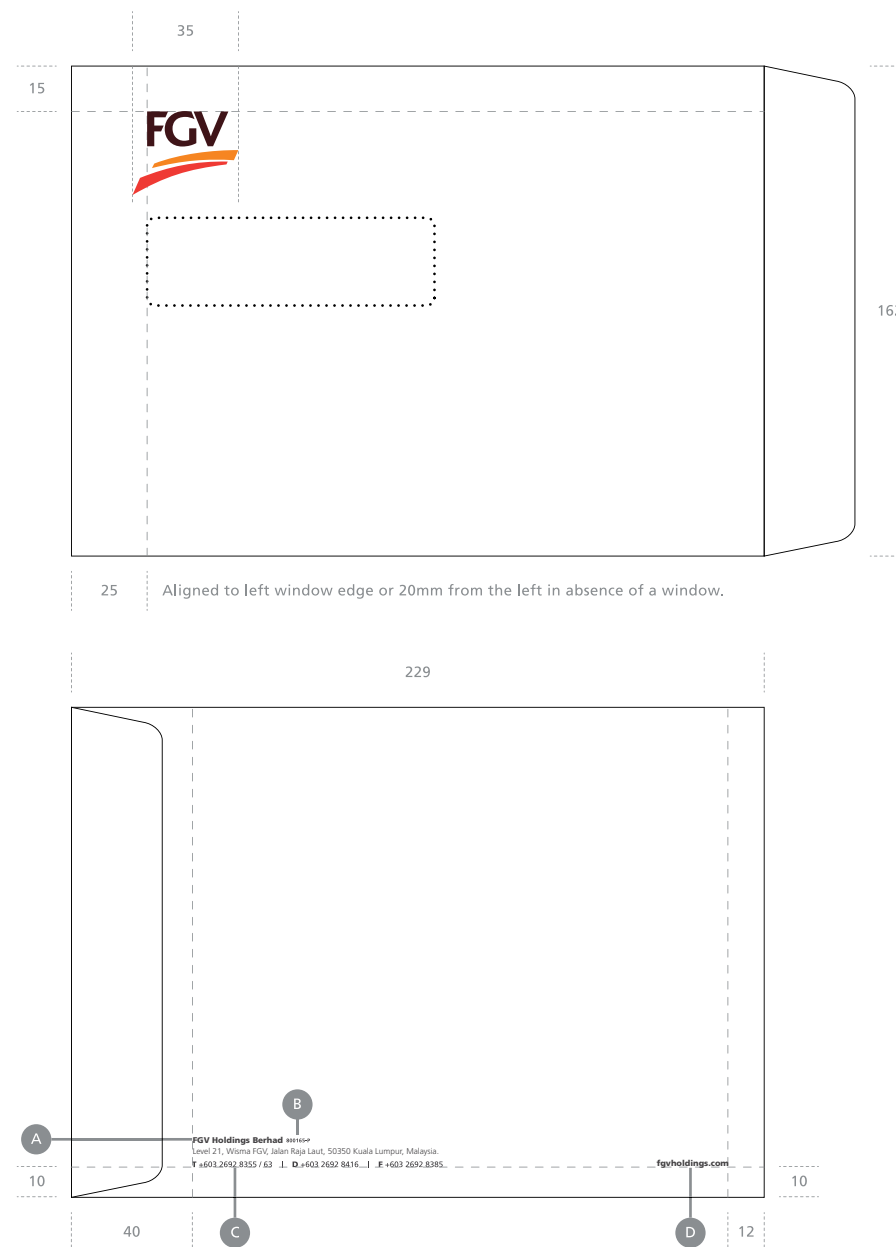
SIZE 220mm (W) x 110mm (H)

LOGO COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

TEXT COLOUR 90% Pantone Black

MATERIAL SPECIFICATIONS Simili paper, 80gsm

All measurements are in millimetres.



5.16 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

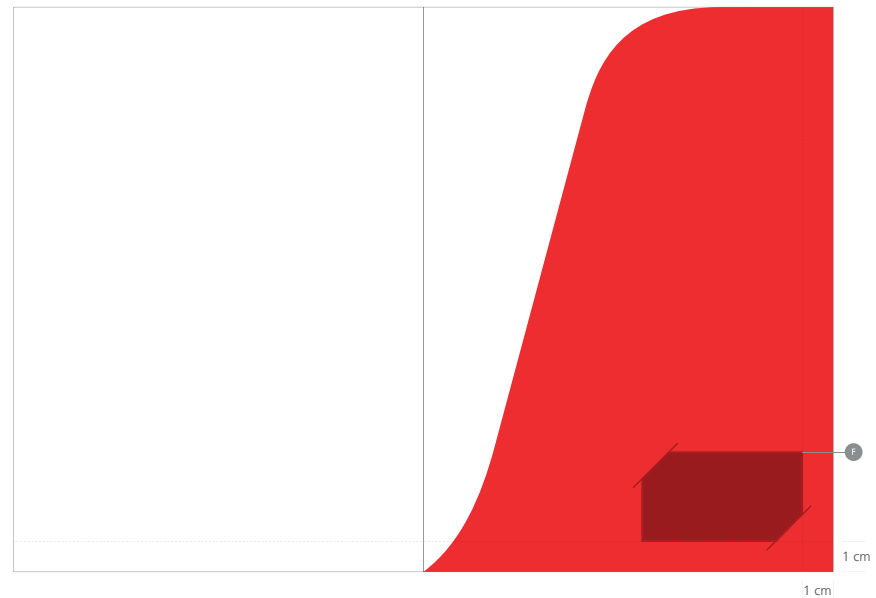
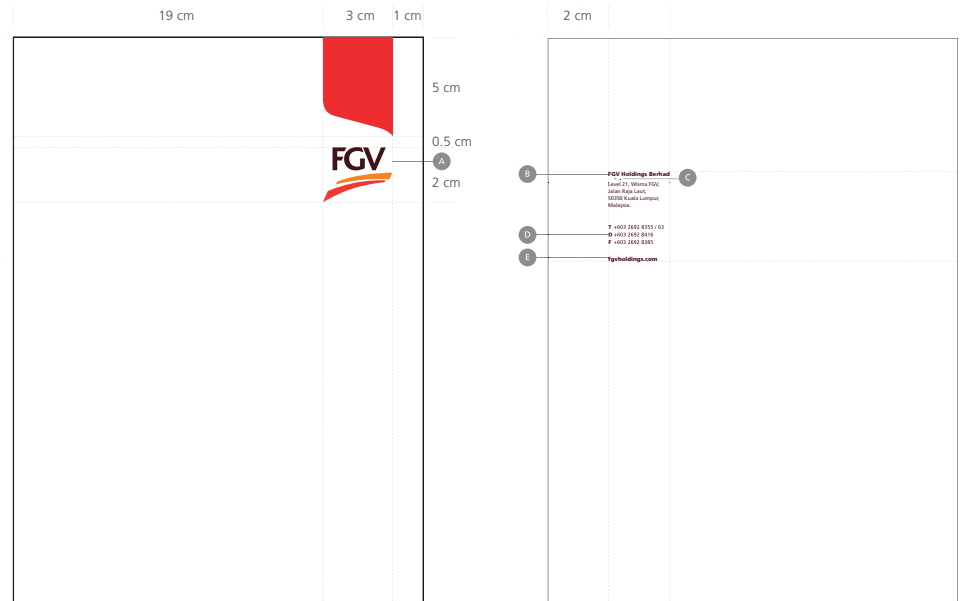
SIZE 230mm (W) x 317mm (H)

LOGO 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's Corporate Folder

A Logo

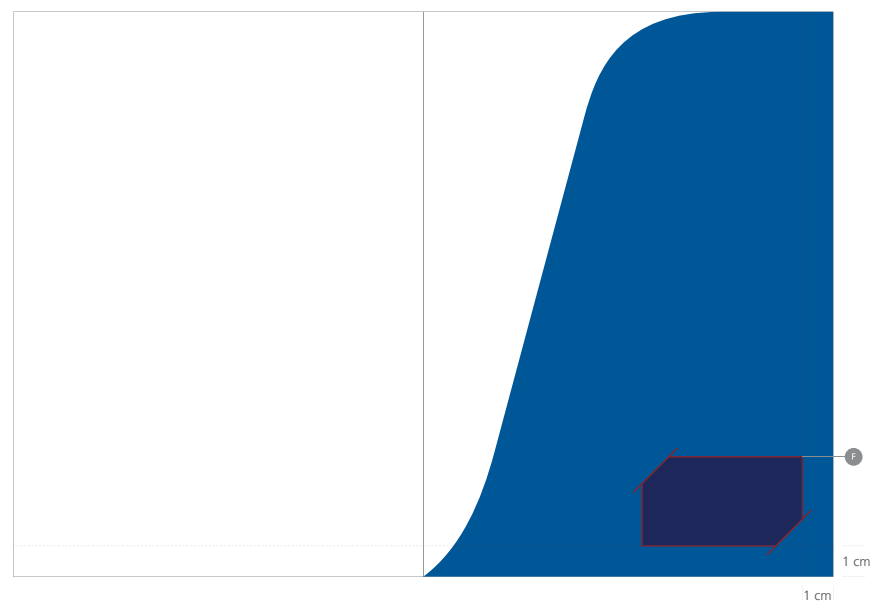
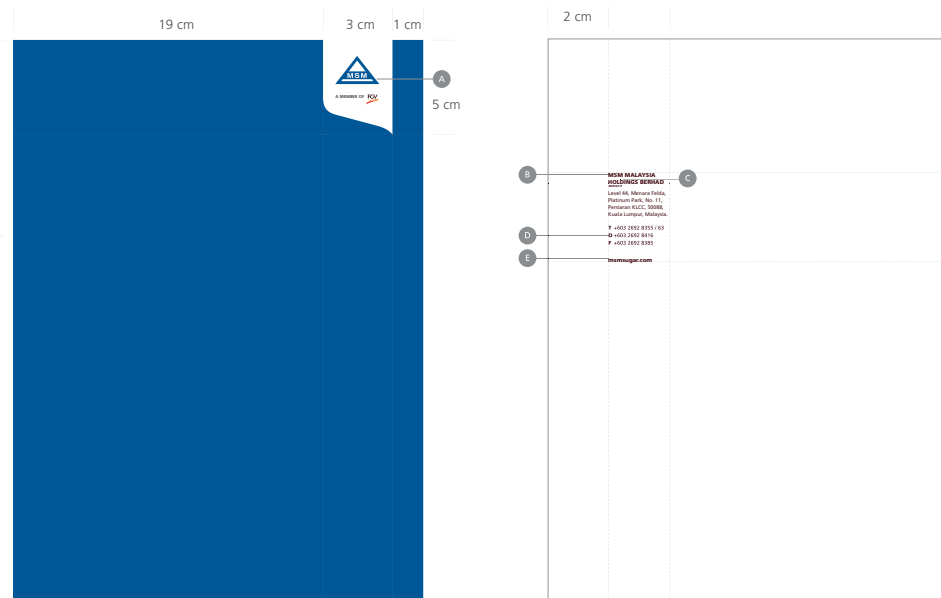
B Company Name Frutiger Black **Address** Frutiger Roman
Size 8.5pt **Leading** 12pt

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 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

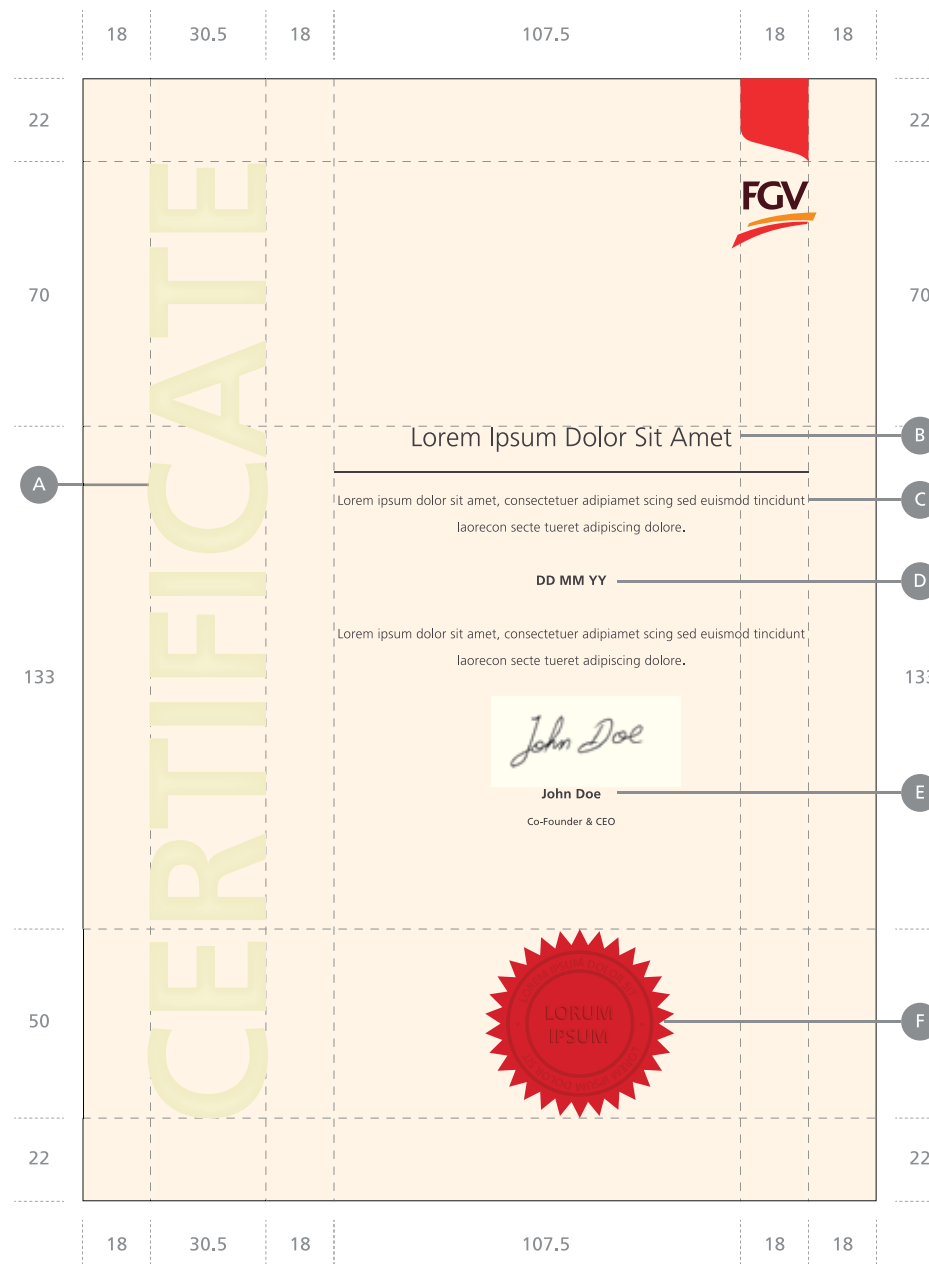
SIZE 210mm (W) x 297mm (H)

LOGO 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



5.20 Member's 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

Kind regards,

Juliana Asri
Executive
Marketing Department

PRDATA A MEMBER OF **FGV**

FGV Prodata Systems Sdn. Bhd.
Level 19, Wisma FGV, Jalan Raja Laut, 50350 Kuala Lumpur, Malaysia.

M +6019 388 8812 | **E** juliana.a@fgvholdings.com

T +603 2692 8355 / 63 | **D** +603 2692 8416 | **F** +603 2692 8385

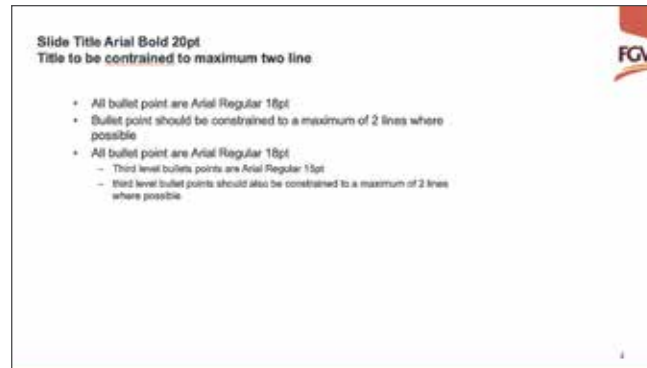
fgvholdings.com

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

5.21 PowerPoint - Templates 1



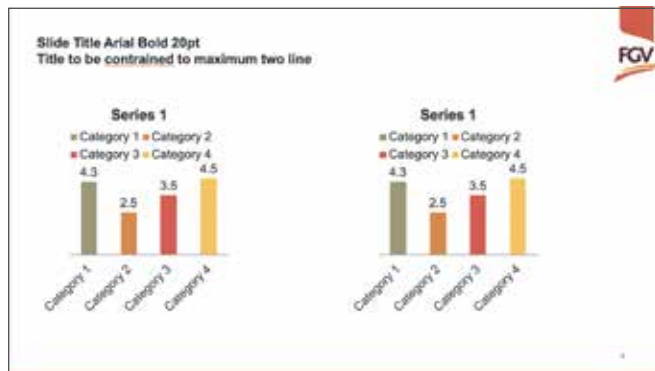
Cover



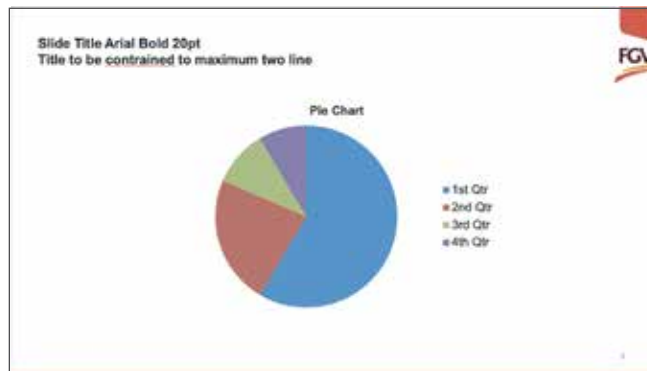
Slides with Paragraphs



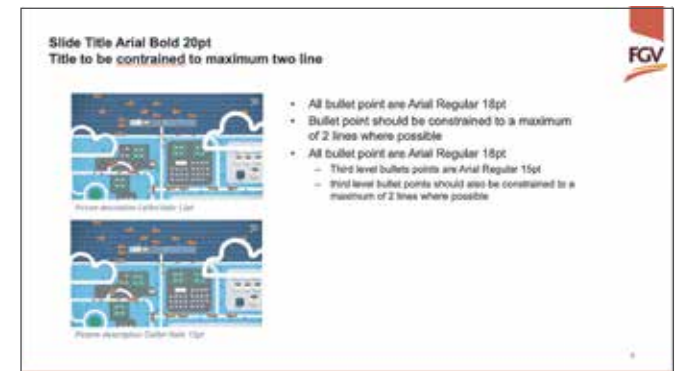
Page Divider



Slides with Graph



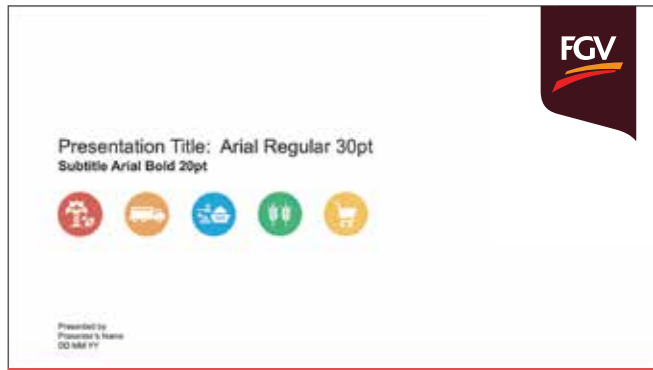
Slides with Pie Chart



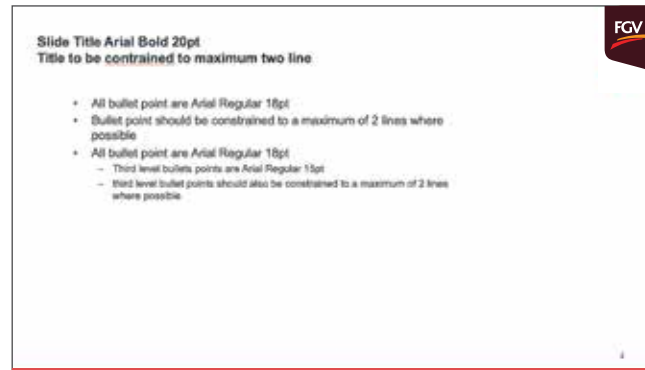
Slides with Text and Picture

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

5.22 PowerPoint - Templates 2



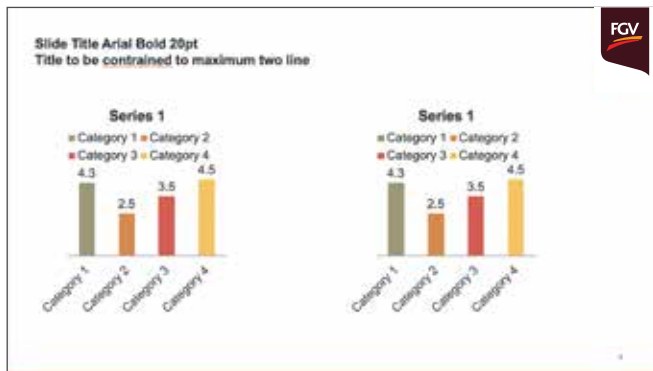
Cover



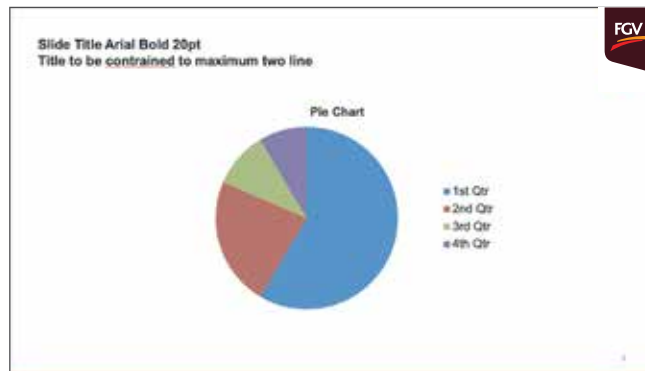
Slides with Paragraphs



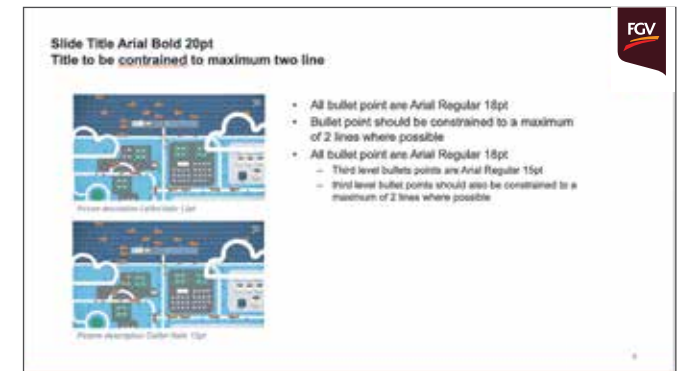
Page Divider



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.

5.23 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 7pt

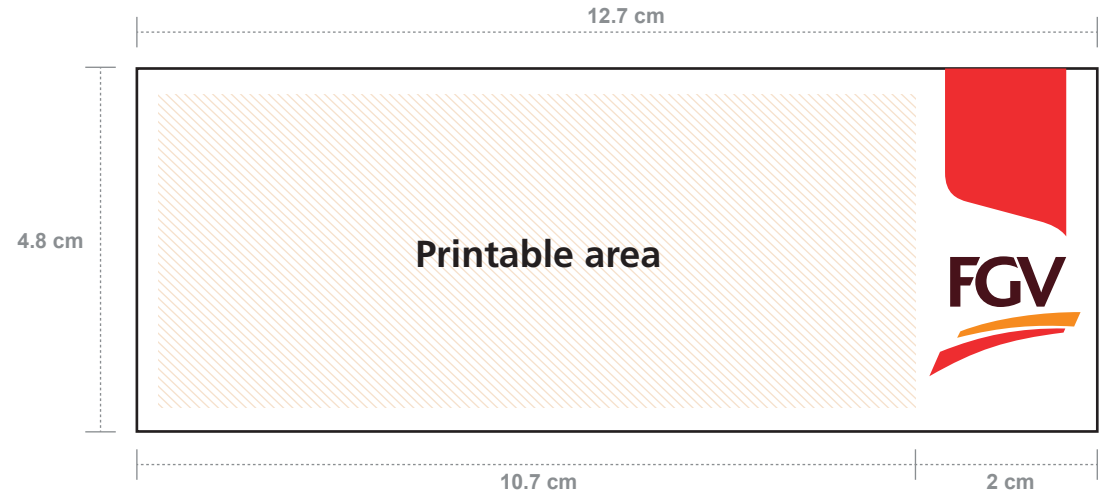
SIZE 210mm (W) x 297mm (H)

LOGO COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

TEXT COLOUR 90% Pantone Black

MATERIAL SPECIFICATIONS Sticker

All measurements are in millimetres.



5.24 Files Tagging

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



LOGO COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

TEXT COLOUR 90% Pantone Black

MATERIAL SPECIFICATIONS Paper

All measurements are in millimetres.



Merchandise

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

A large, bold, white number '6.0' is centered on a bright red rectangular background. The background is positioned on the right side of the page, with its bottom-left corner curving into the dark blue background of the rest of the page.

6.1 Corporate gifts and promotional giveaways

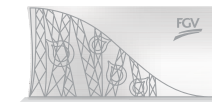
This is the main look for some FGV items. We should keep all lines and patterns simple. The colours used should be FGV corporate colours, and the logo should be prominent.



Non-Woven Bag



Paperbag



Plaque



Notebook



Fan



Lanyard



Umbrella



Mug



Cap



**THINGS ARE
FORBIDDEN**



**Do not use
the red tag in the middle**



**Do not use
outline for the logo**

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.



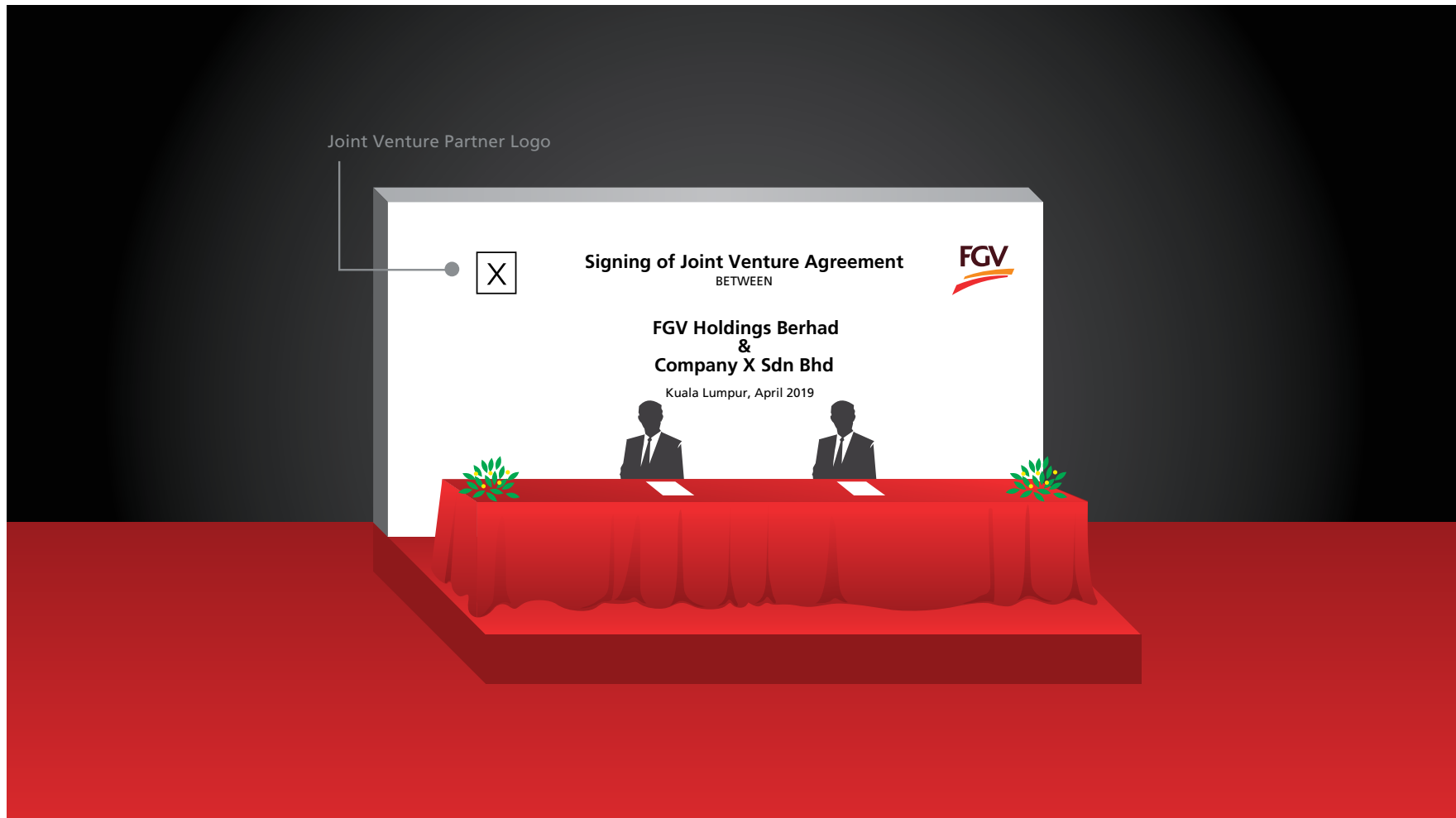
7.2 Event Backdrop

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

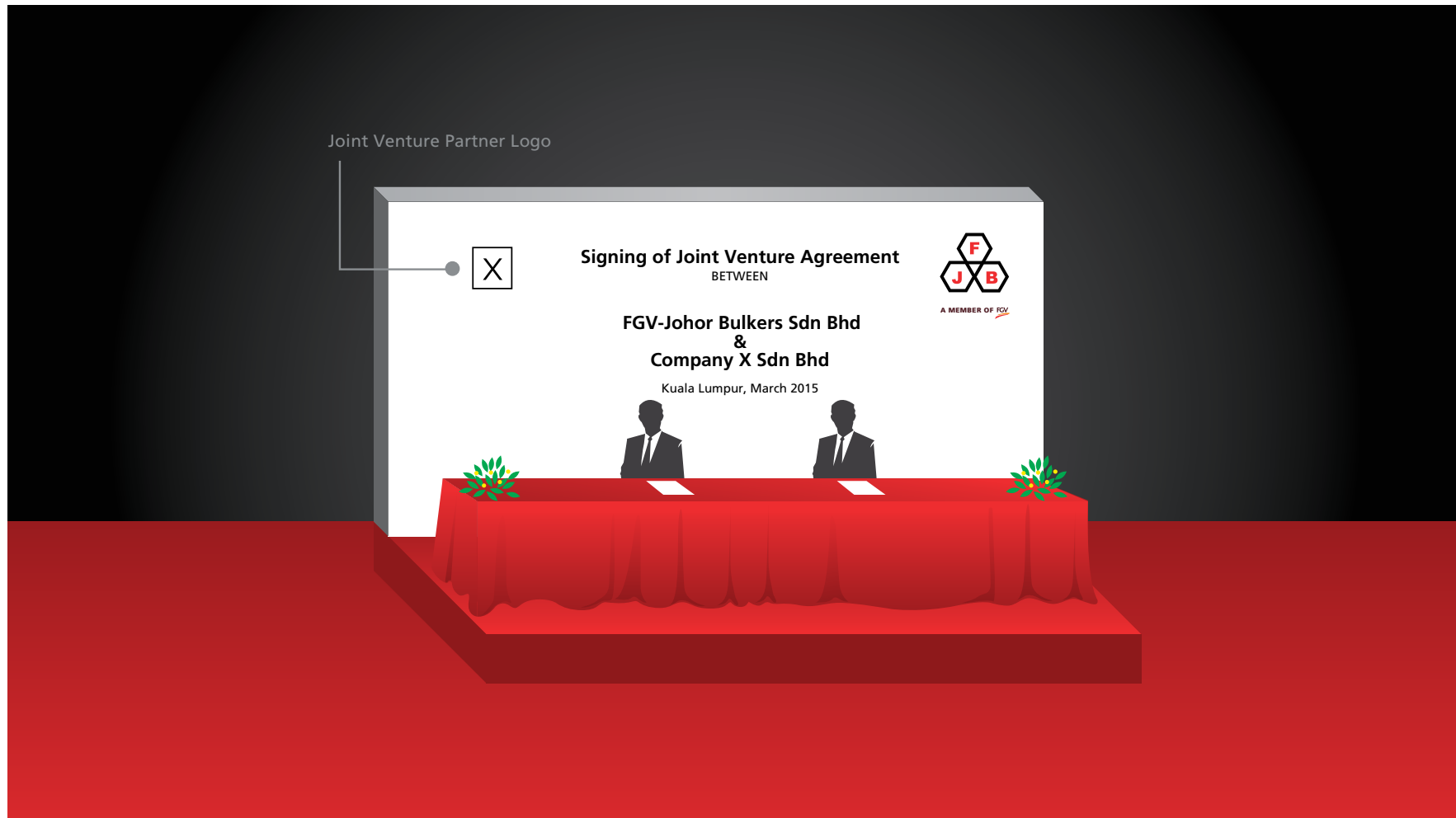
For an external event backdrop, the member's logo with the plant tag lock up will be on the right. The event title will be on the left, and other details will be on the right. Other illustrations can be at the bottom.



FGV CORPORATE IDENTITY MANUAL VERSION 2.0

7.5 Member's 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.



7.6 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.



7.7 Sample Exhibition

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.



7.8 Sample Exhibition

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.



7.9 Sample Booth

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.



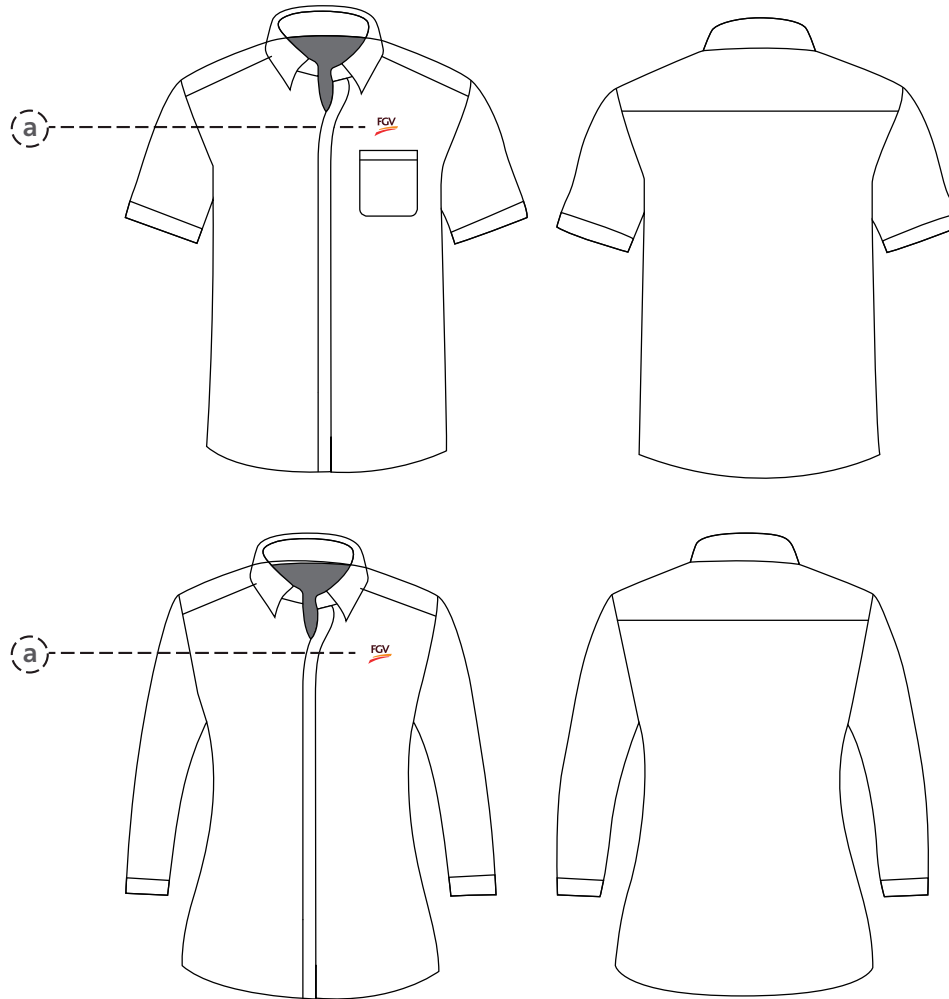
Uniform

FGV Uniform are an important part of our corporate identity.

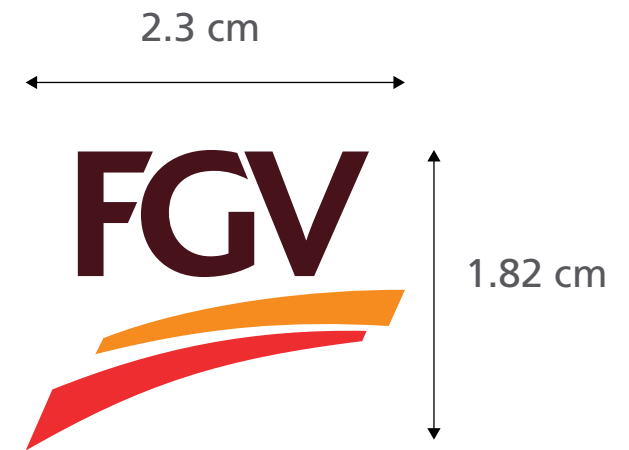
8.0

8.1 Corporate Shirt

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



a FGV LOGO SIZE

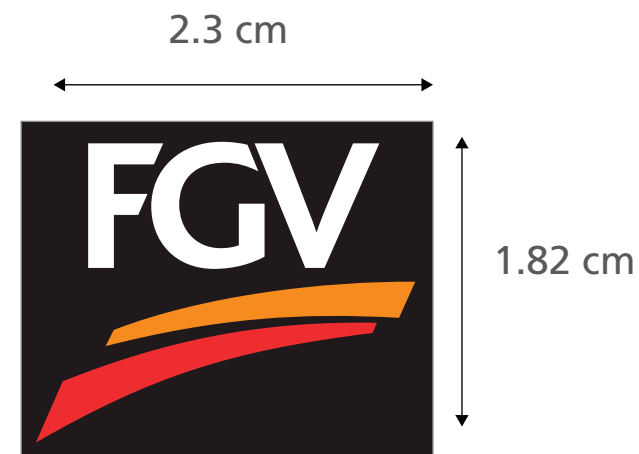


8.2 Corporate Shirt (Driver)

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

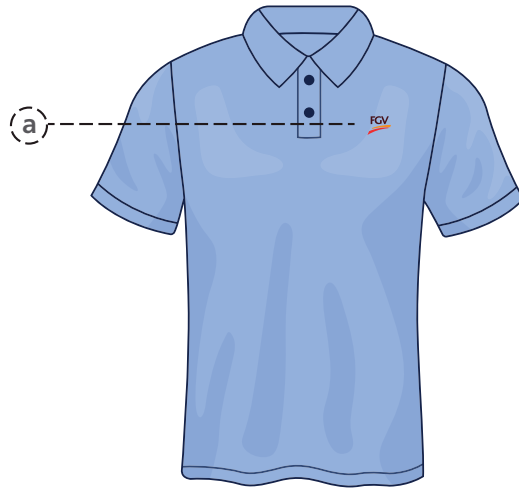


a FGV LOGO SIZE

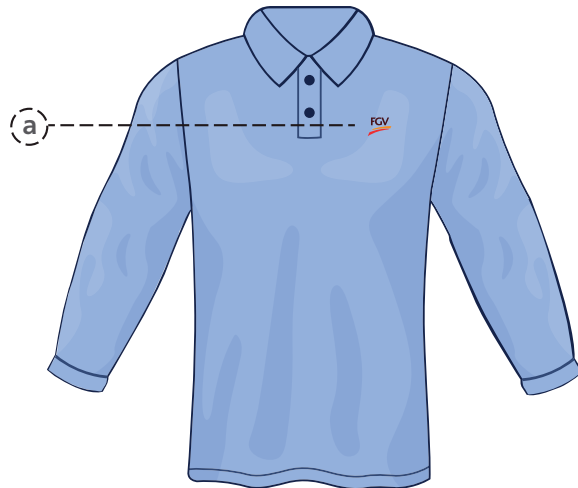
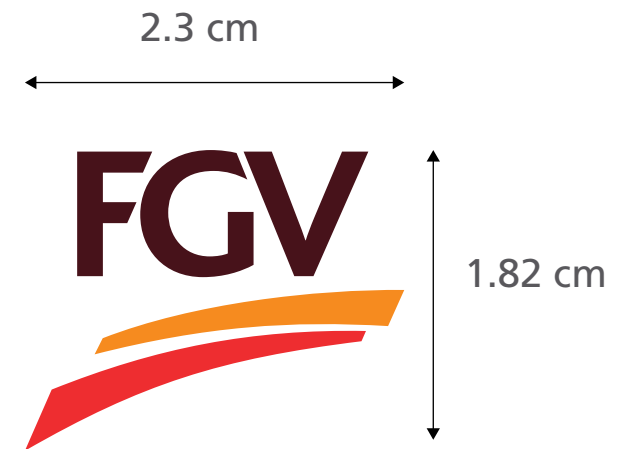


8.3 Corporate T-shirt

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

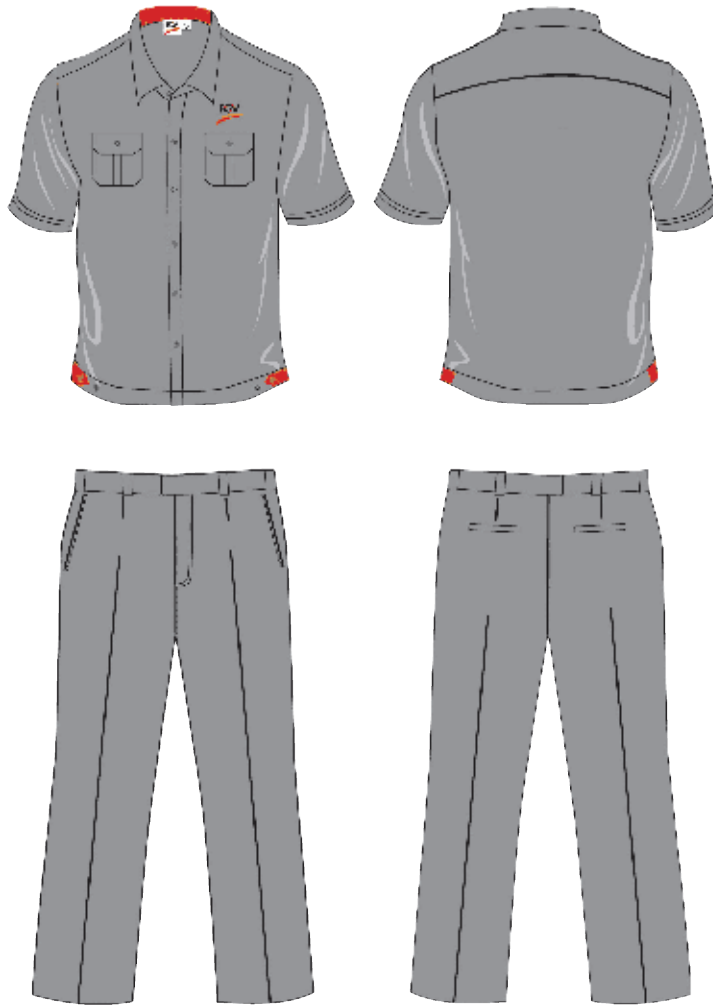


a FGV LOGO SIZE

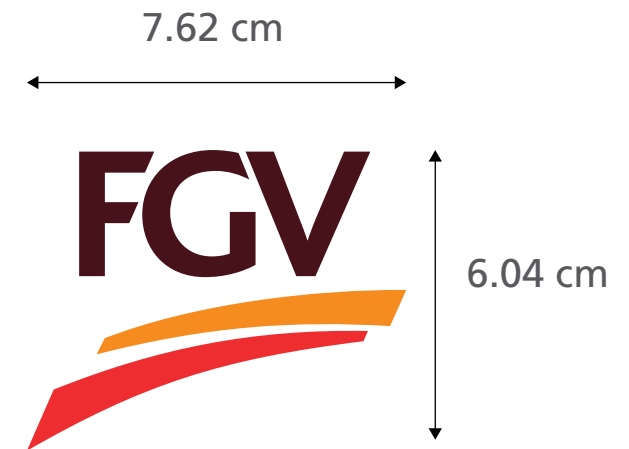


8.4 Uniform - Operation

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

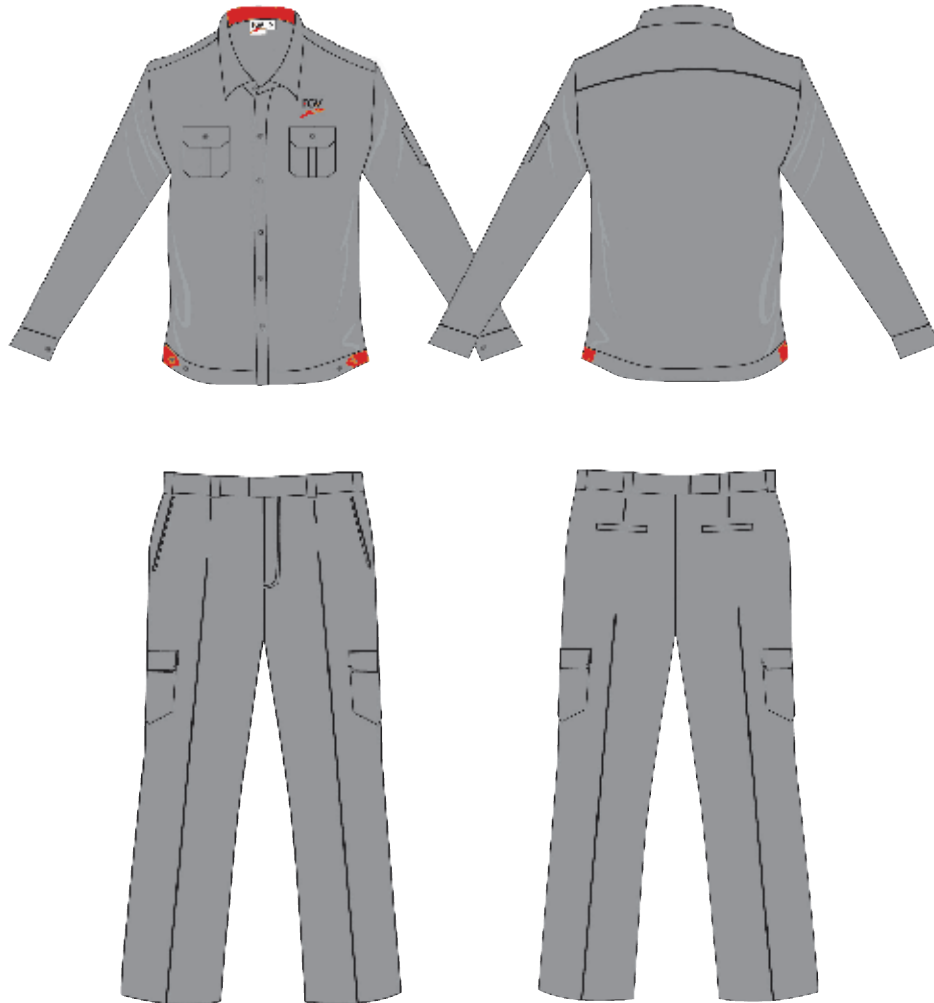


a FGV LOGO SIZE

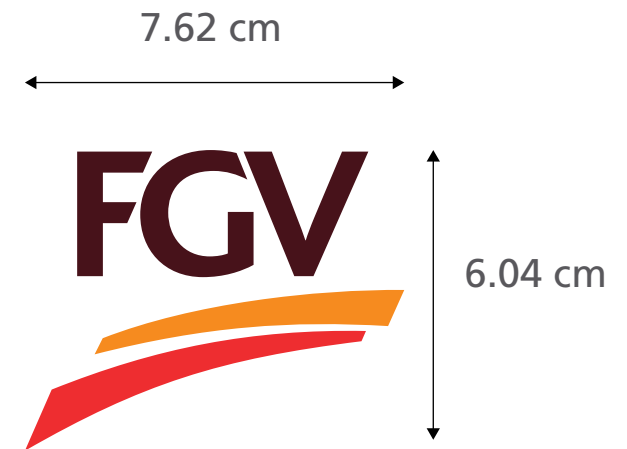


8.5 Uniform - Operation (Long Sleeve)

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

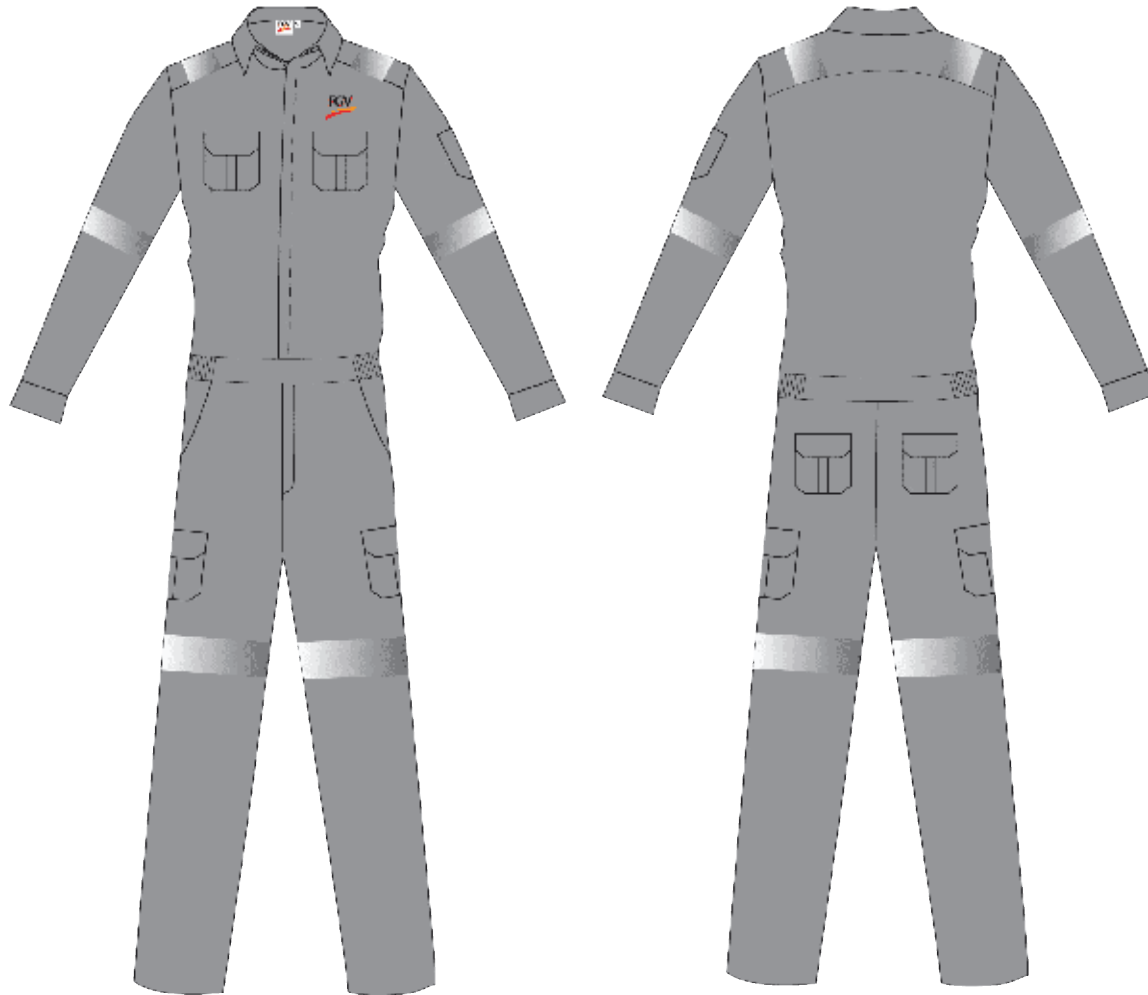


a FGV LOGO SIZE

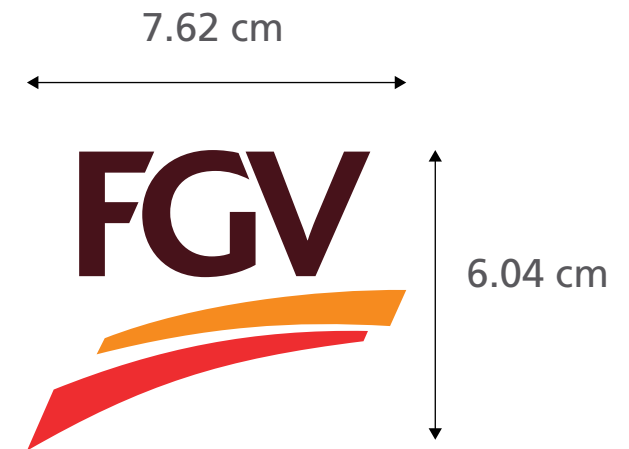


8.6 Uniform - Overalls

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



a FGV LOGO SIZE

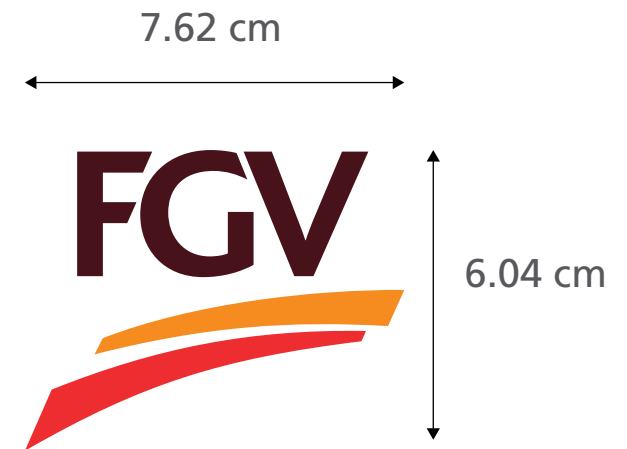


8.7 Uniform - Lab Coat

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



a FGV LOGO SIZE

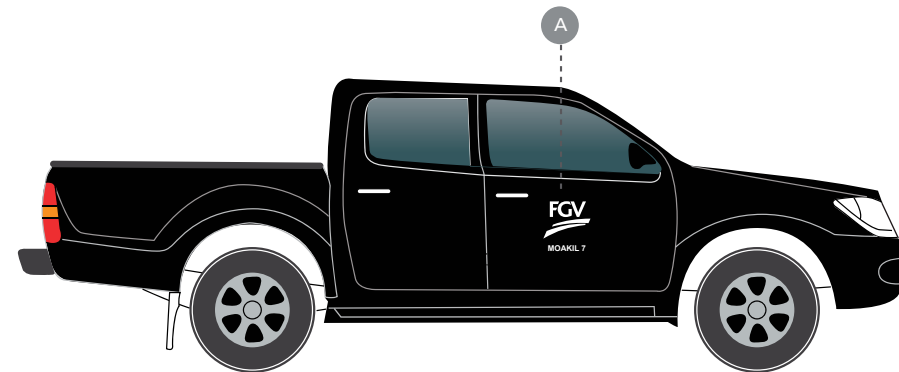
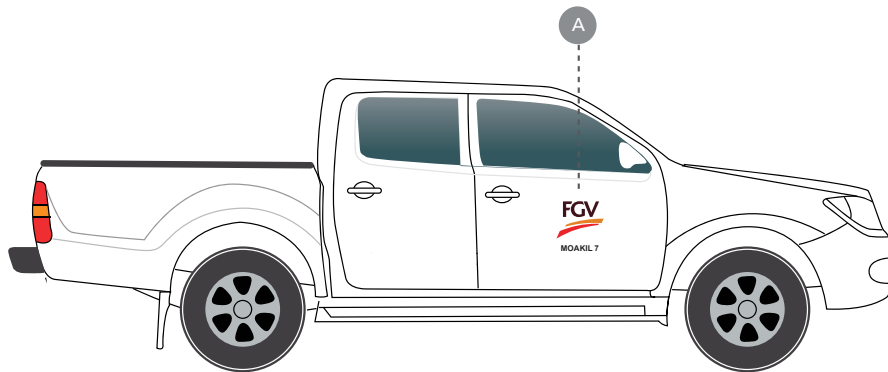
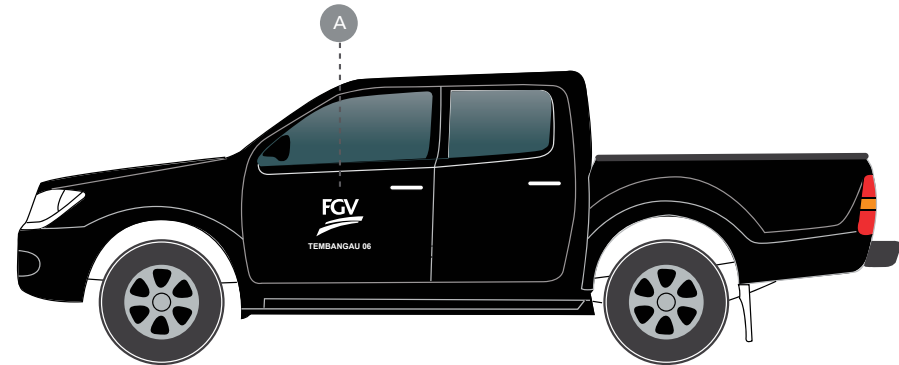
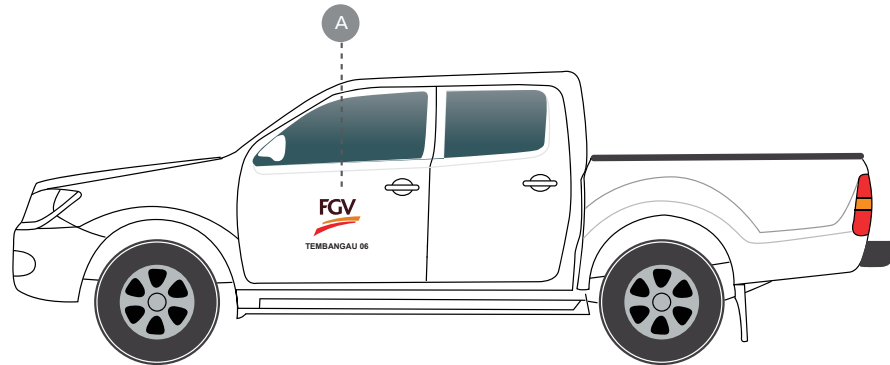


Vehicles

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

9.0

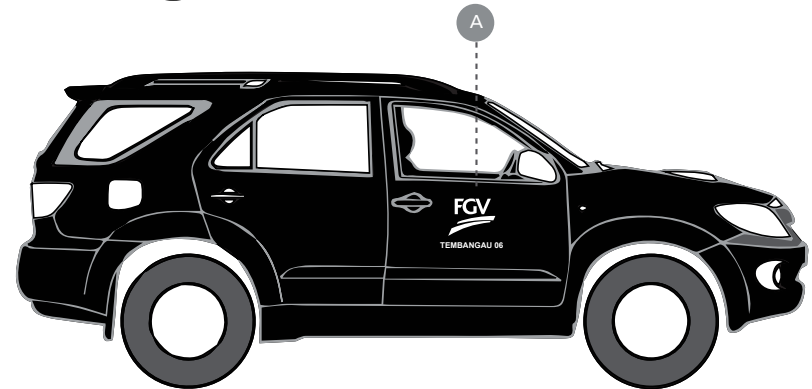
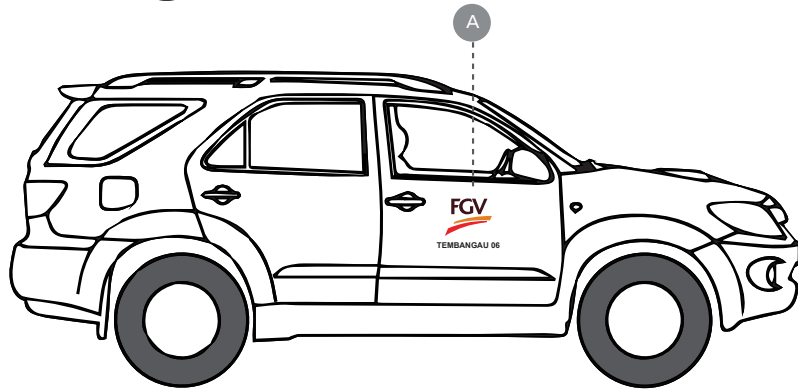
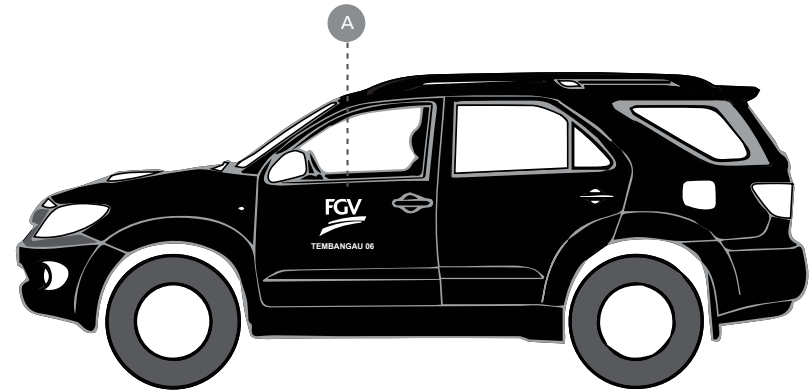
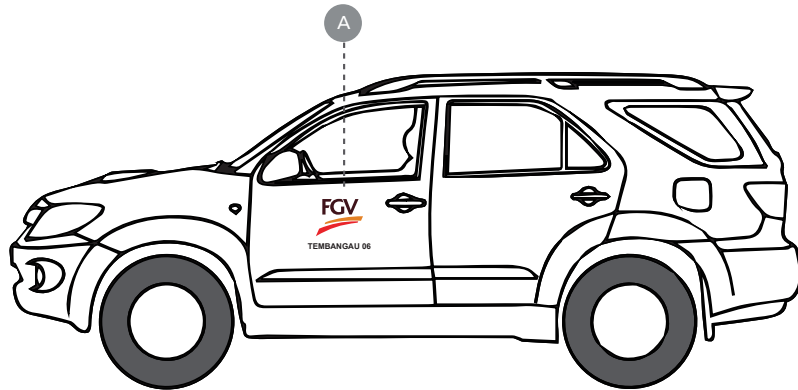
9.1 Pick Up Trucks



A **FGV Logo Front**
Size 12 inch (H) x 15.1 inch (W)

Estate Name
Details Frutiger Bold / Arial Bold
Font Size 174 pt

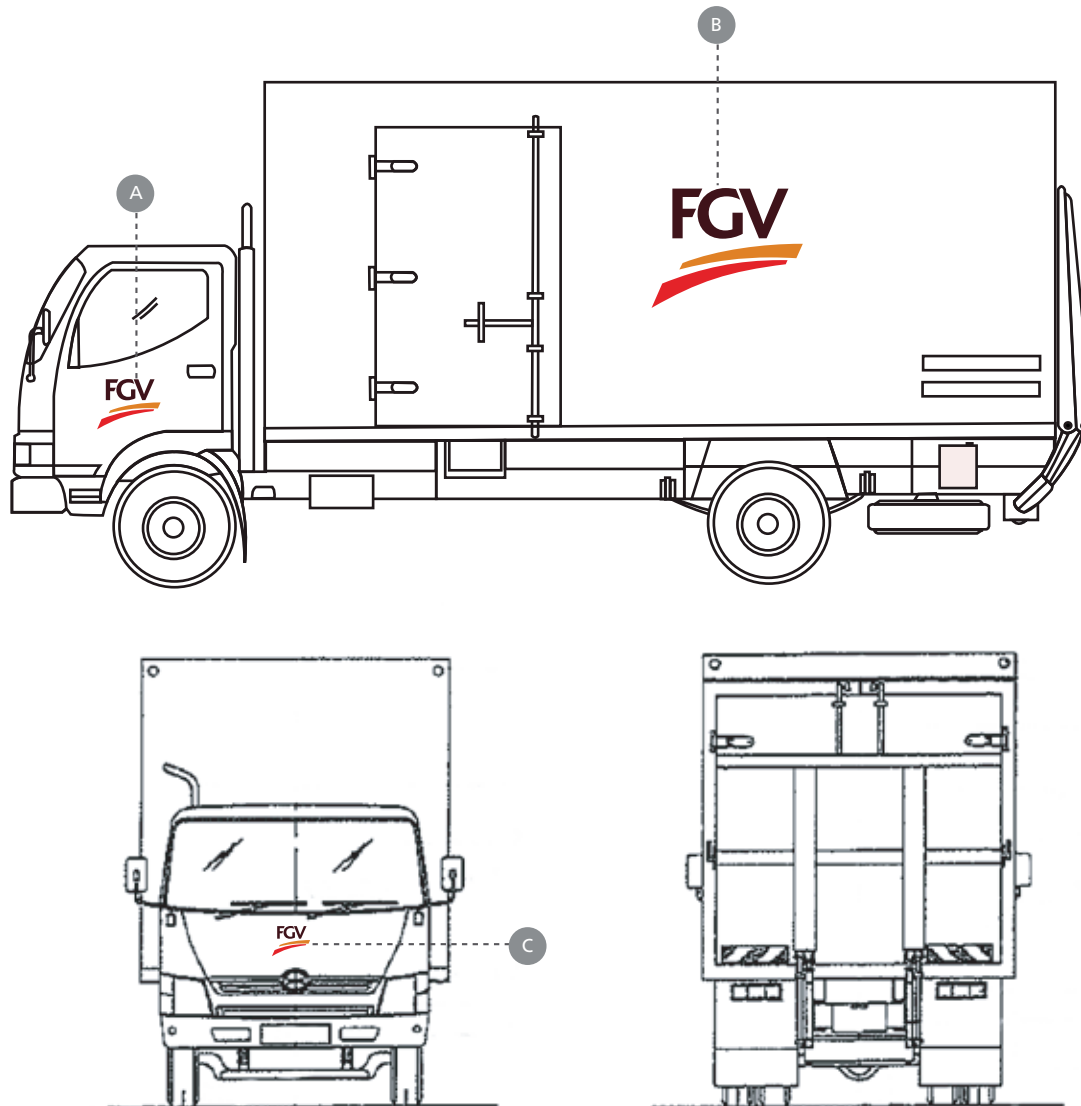
9.2 4WD



A FGV Logo Front
Size 12 inch (H) x 15.1 inch (W)

Estate Name
Details Frutiger Bold / Arial Bold
Font Size 174 pt

9.3 Truck

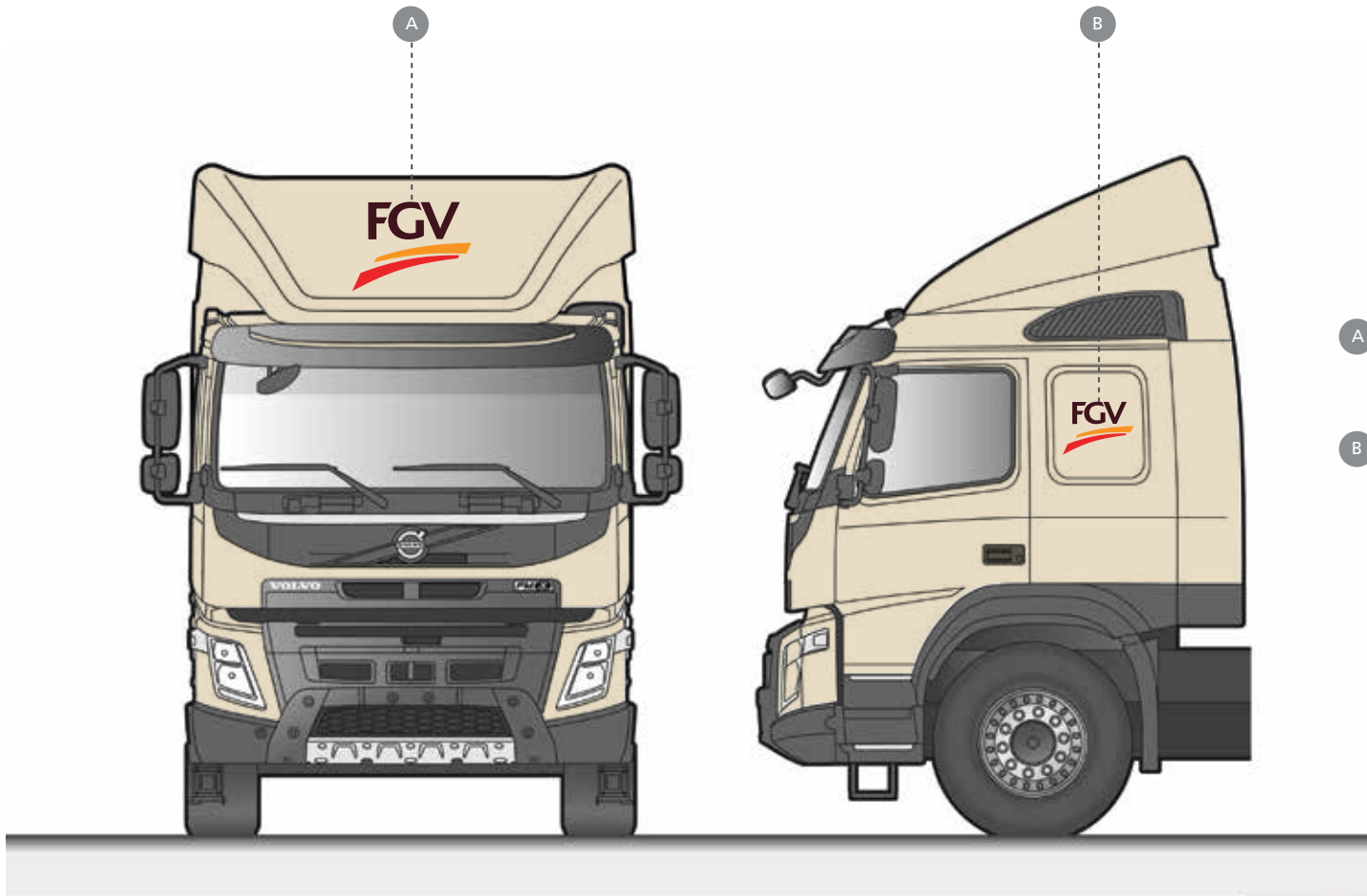


A FGV Logo Left / Right Door
Size 12 inch (H) x 15.1 inch (W)

B FGV Logo Left / Right
Size 23 inch (H) x 29 inch (W)

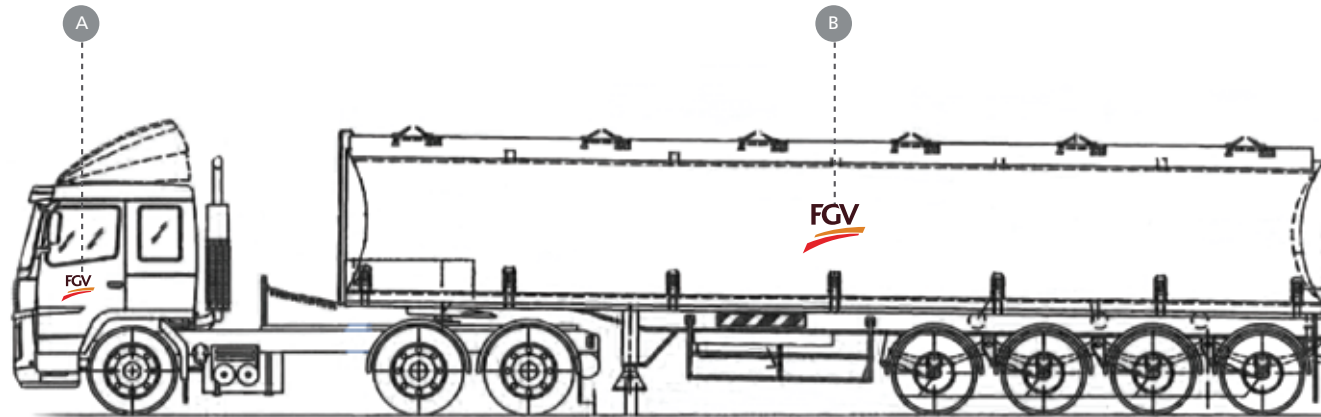
C FGV Logo Front
Size 8 inch (H) x 10.1 inch (W)

9.4 Tanker (Gold)



- A** **FGV Logo Front**
Size 30 inch (H) x 36 inch (W)
- B** **FGV Logo Left / Right**
Size 22 inch (H) x 27.7 inch (W)

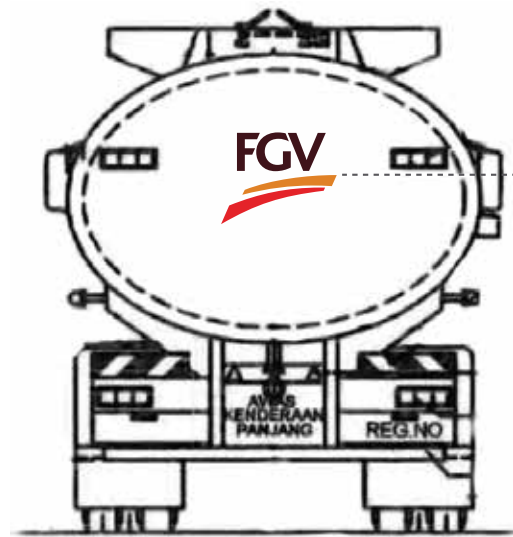
9.5 Tanker



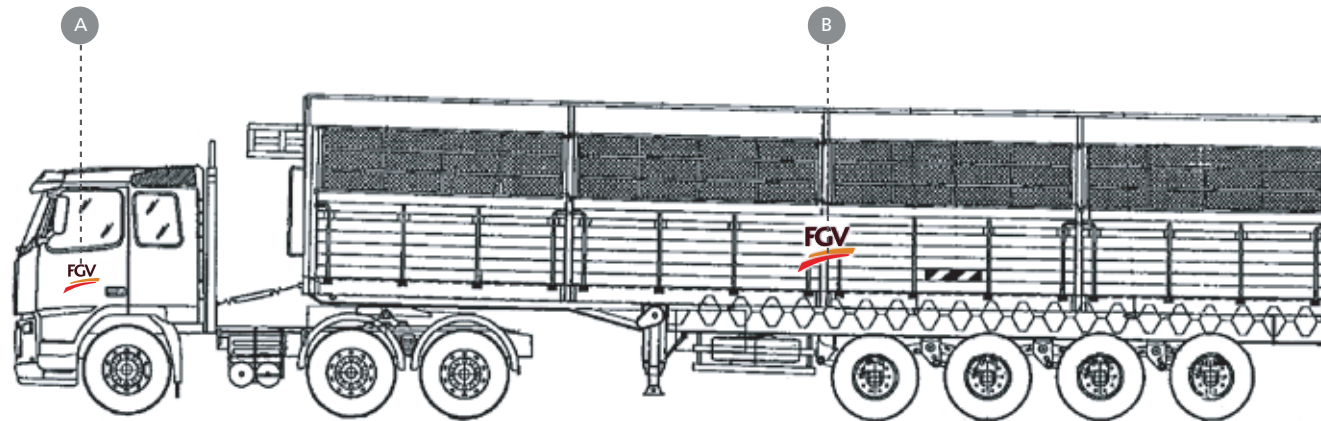
A FGV Logo Left / Right Door
Size 22 inch (H) x 27.7 inch (W)

B FGV Logo Left / Right
Size 30 inch (H) x 36 inch (W)

C FGV Logo back
Size 30 inch (H) x 36 inch (W)



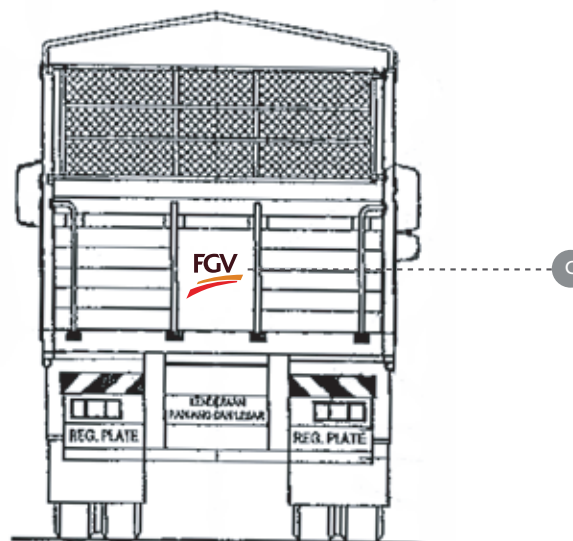
9.6 Trailer Cargo



A FGV Logo Left / Right Door
Size 22 inch (H) x 27.7 inch (W)

B FGV Logo Left / Right
Size 30 inch (H) x 36 inch (W)

C FGV Logo back
Size 30 inch (H) x 36 inch (W)



9.7 School Bus



A **Windscreen**
Details Frutiger Bold / Arial Bold
Size 5 inch (H)

B **FGV Logo Front**
Size 8 inch (H) x 10.1 inch (W)

Estate Name
Details Frutiger Bold / Arial Bold
Font Size 115 pt

C **FGV Logo Back**
Size 23 inch (H) x 29 inch (W)

D **FGV Logo Left / Right**
Size 22 inch (H) x 27.7 inch (W)

Estate Name
Details Frutiger Bold / Arial Bold
Font Size 333 pt

Estate Name
Details Frutiger Bold / Arial Bold
Font Size 316 pt

9.8 Small School Bus



A **Windscreen**
Details Frutiger Bold / Arial Bold
Size 5 inch (H)

B **FGV Logo Front**
Size 8 inch (H) x 10.1 inch (W)

Estate Name
Details Frutiger Bold / Arial Bold
Font Size 115 pt

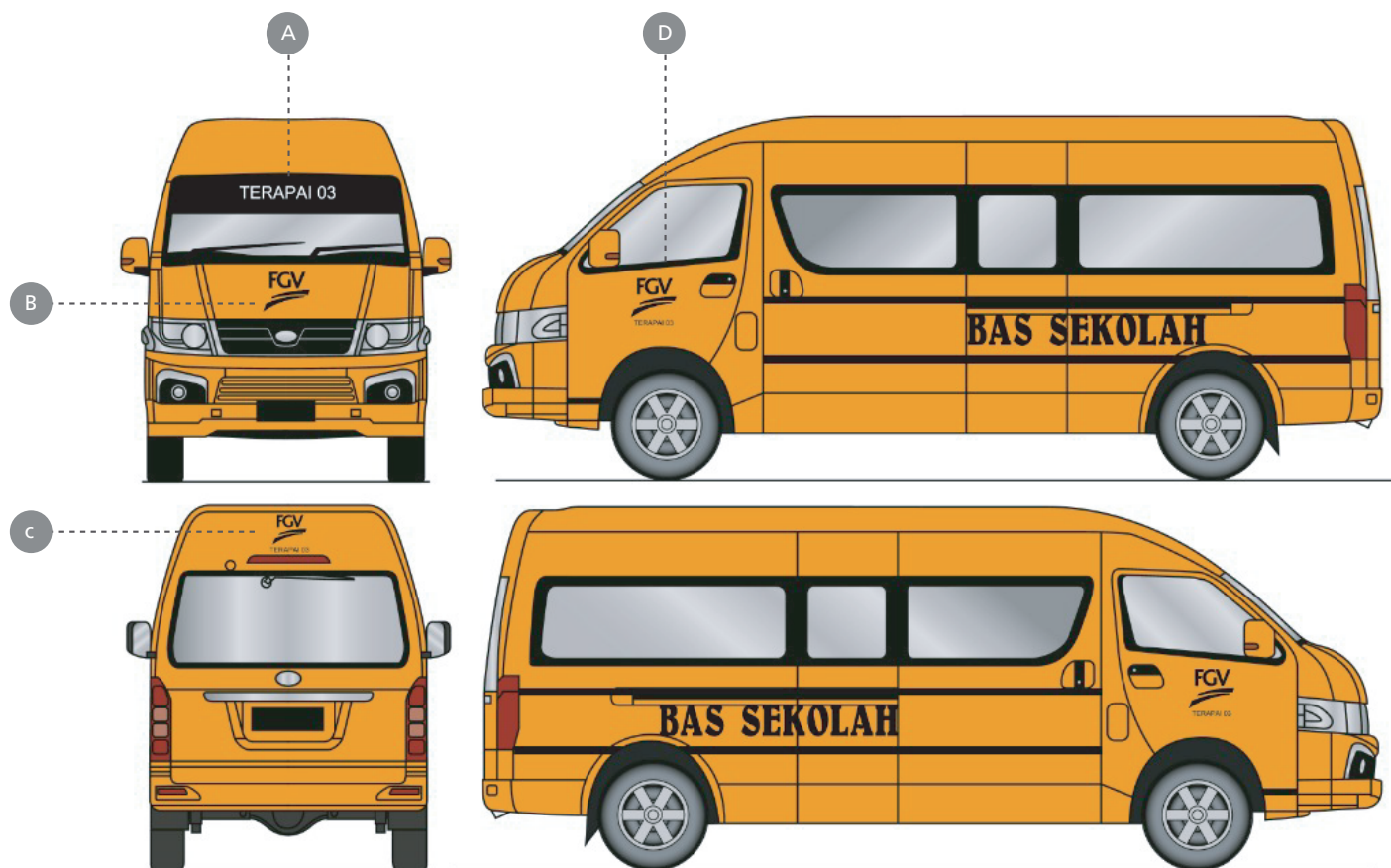
C **FGV Logo Back**
Size 17 inch (H) x 21.5 inch (W)

Estate Name
Details Frutiger Bold / Arial Bold
Font Size 245 pt

D **FGV Logo Left / Right Door**
Size 20 inch (H) x 25.2 inch (W)

Estate Name
Details Frutiger Bold / Arial Bold
Font Size 288 pt

9.9 School Van



A **Windscreen**
Details Frutiger Bold / Arial Bold
Size 4 inch (H)

B **FGV Logo Front**
Size 12 inch (H) x 15.1 inch (W)

Estate Name
Details Frutiger Bold / Arial Bold
Font Size 174 pt

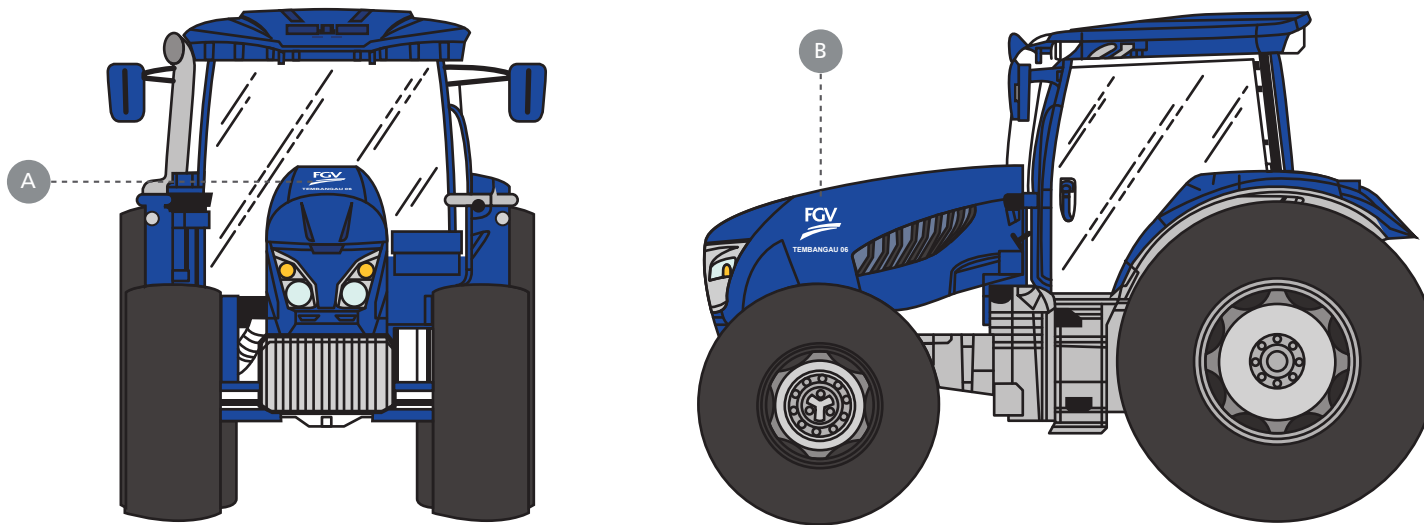
C **FGV Logo Back**
Size 9 inch (H) x 11.4 inch (W)

D **FGV Logo Left / Right Door**
Size 12 inch (H) x 15.1 inch (W)

Estate Name
Details Frutiger Bold / Arial Bold
Font Size 129 pt

Estate Name
Details Frutiger Bold / Arial Bold
Font Size 173 pt

9.10 Tractor



A **FGV Logo Front**
Size 6 inch (H) x 7.5 inch (W)

B **FGV Logo Left / Right**
Size 6 inch (H) x 7.5 inch (W)

Estate Name
Details Frutiger Bold / Arial Bold
Font Size 86 pt

Estate Name
Details Frutiger Bold / Arial Bold
Font Size 86 pt

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 red speech bubble with a white outline, pointing towards the bottom right. Inside the bubble, the text '10.0' is written in a large, bold, white sans-serif font. The bubble is set against a dark red background.

10.0

10.1 Outdoor - Entrance Sign

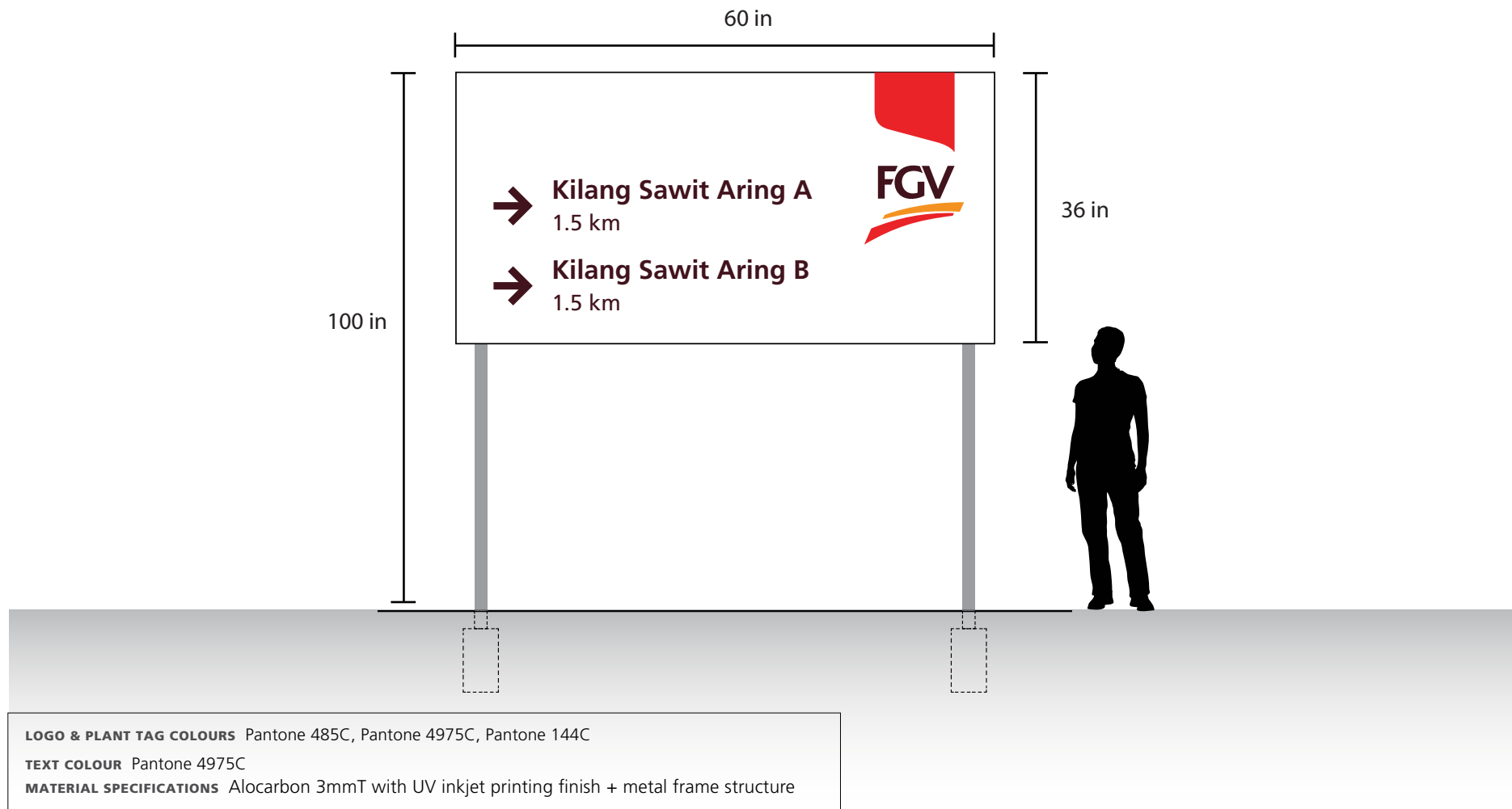
This is the FGV entrance sign. It should use the company colours. The main portion of the sign will be the plant tag element, with the FGV logo and directions on a white background for ease of reading.



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

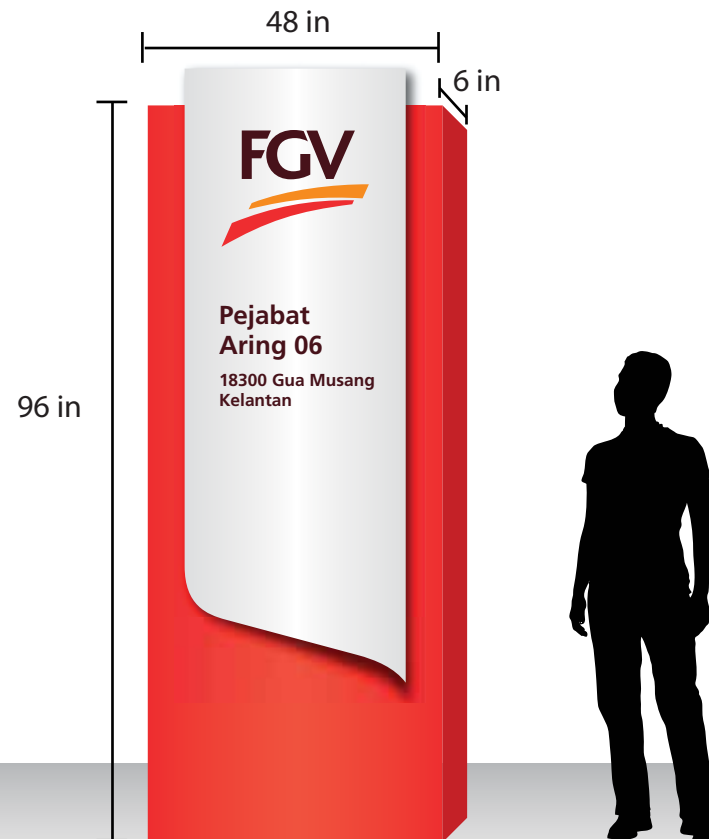
10.2 Outdoor - Directional Sign

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.



10.3 Outdoor - Site Office Sign

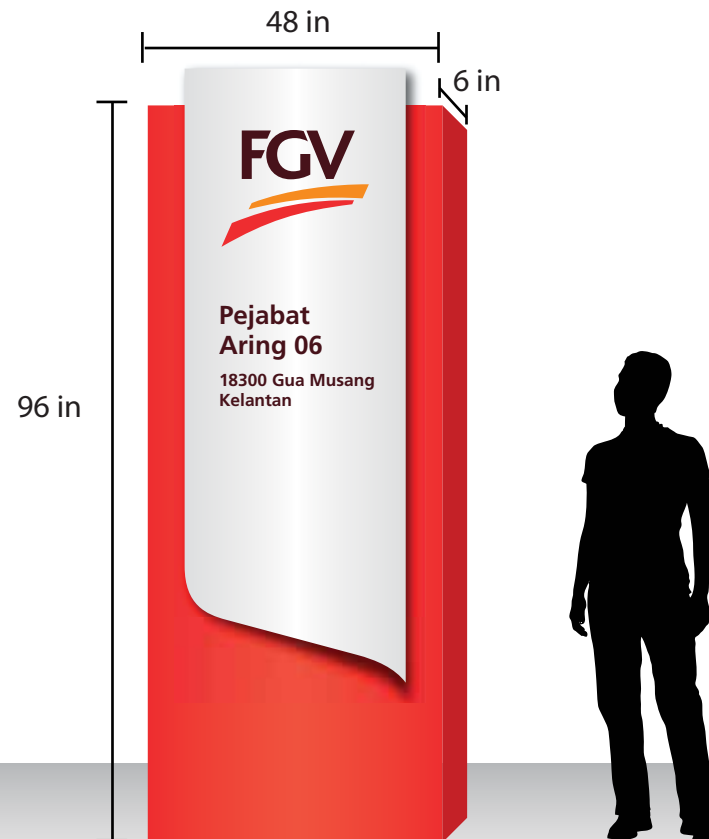
This is the FGV entrance sign. It should use the company colours. The main portion of the sign will be the plant tag element, with the FGV logo and directions on a white background for ease of reading.



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

10.4 Outdoor - Site Office Directional 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

10.5 Outdoor - Site Office Directional Sign

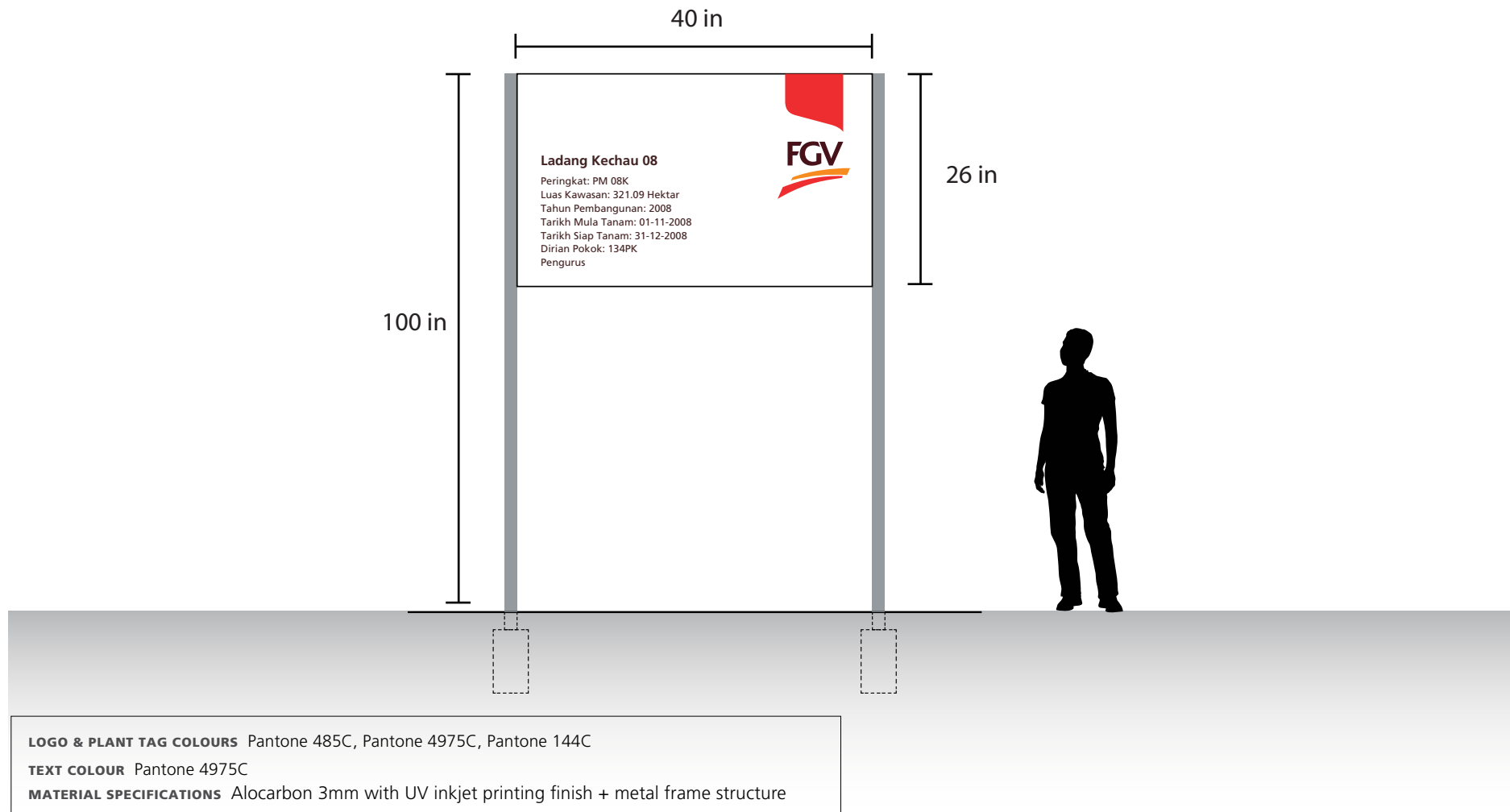
This is the FGV directional sign. It should use the company colours. The main portion of the sign will be the plant tag element, with the FGV logo and directions on a white background for ease of reading.



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

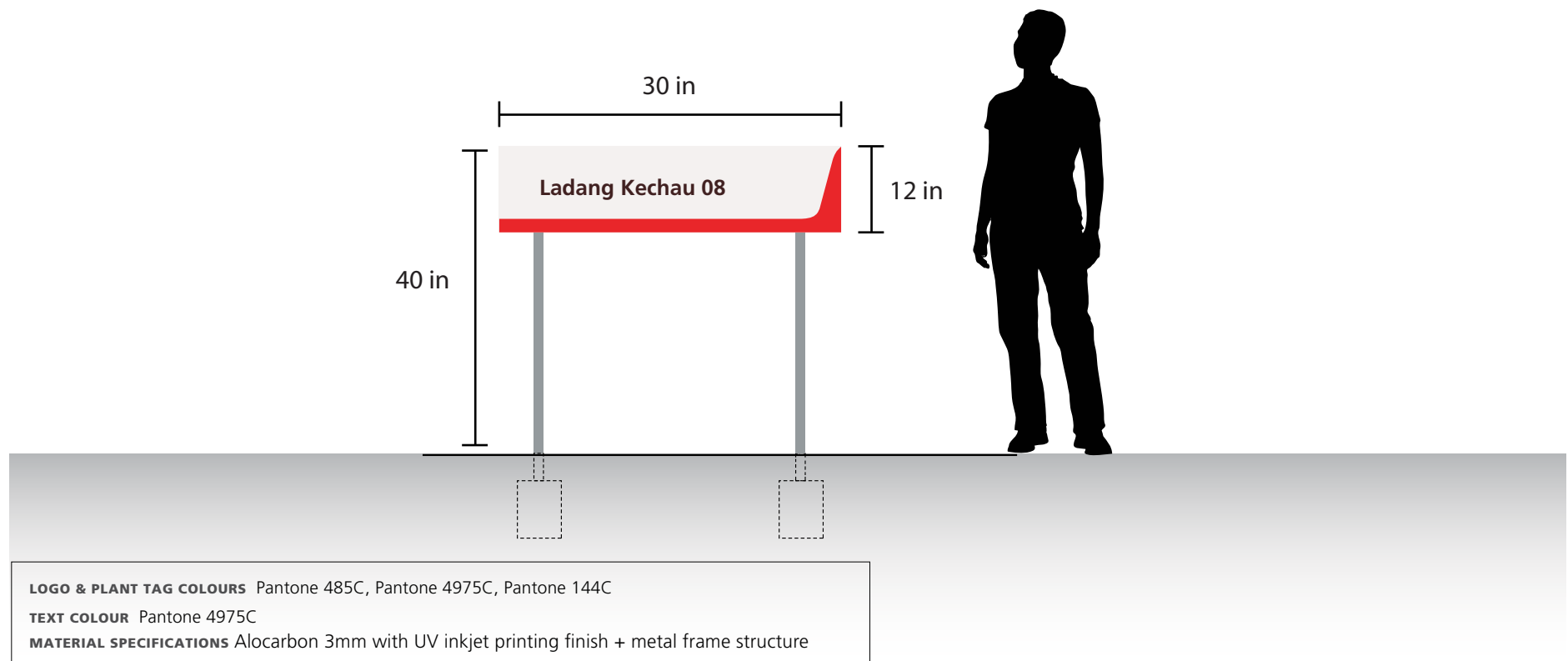
10.6 Outdoor - Information Sign

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



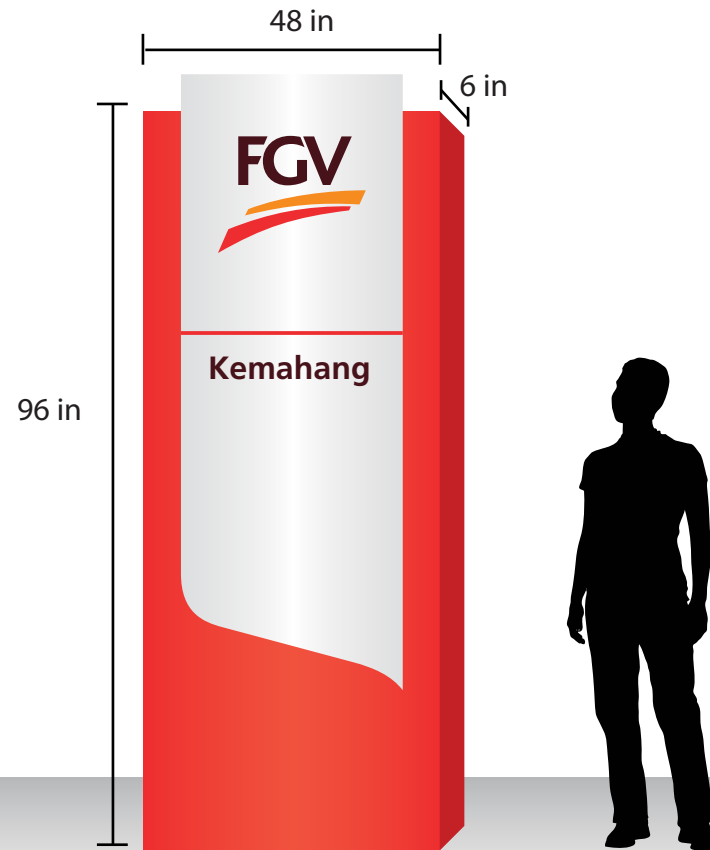
10.7 Outdoor - Road Sign

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



10.8 Outdoor - Estate Name Sign

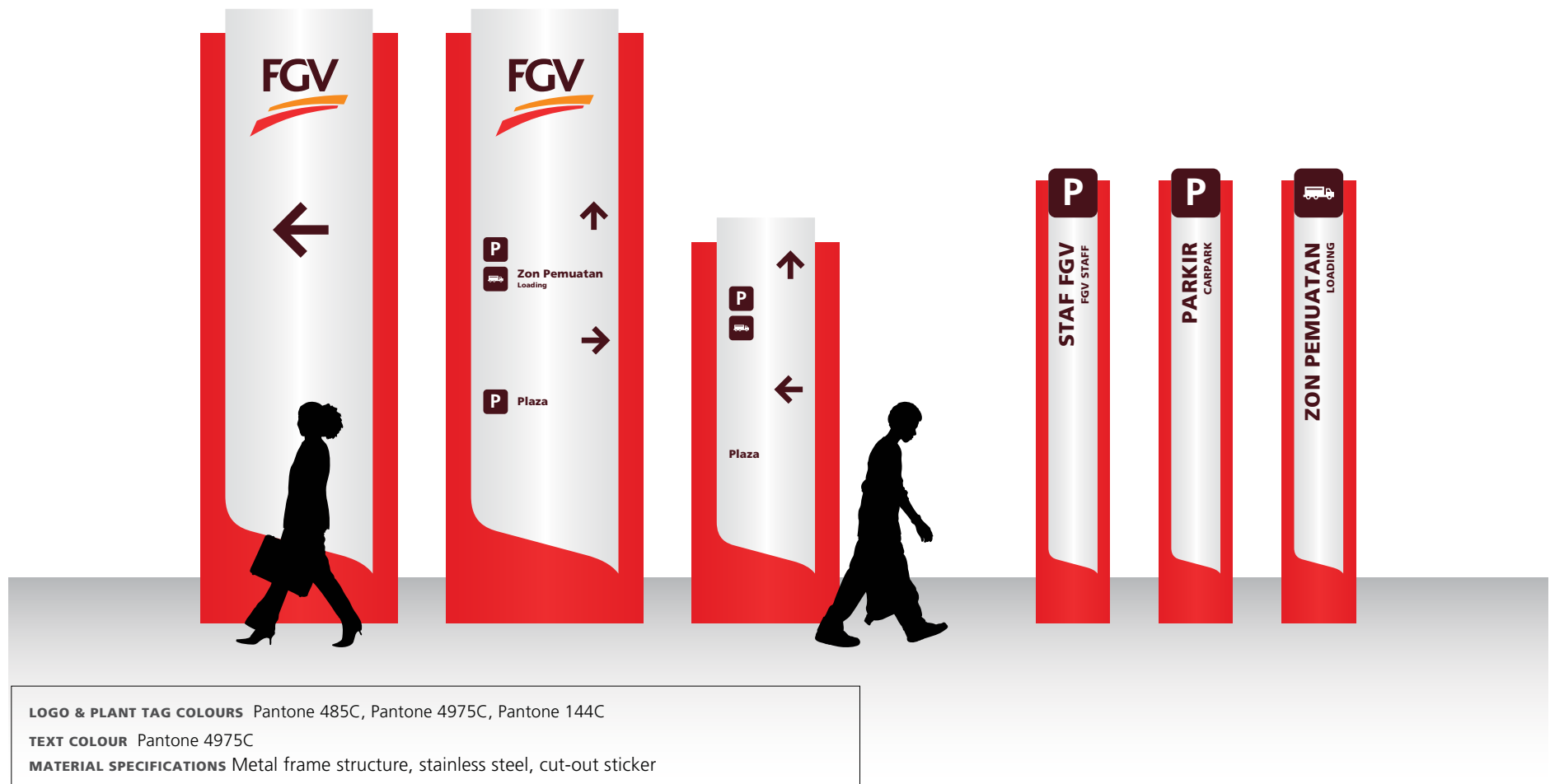
This is the FGV road sign. It should use the company colours. The main portion of the sign will be the plant tag element and directions on a white background for ease of reading.



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

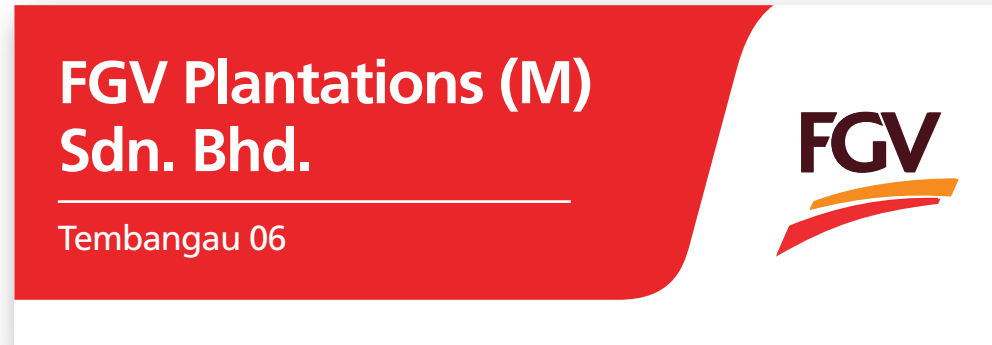
10.9 Outdoor - Building Directional Sign

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.



10.10 Outdoor - Main Gate

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.



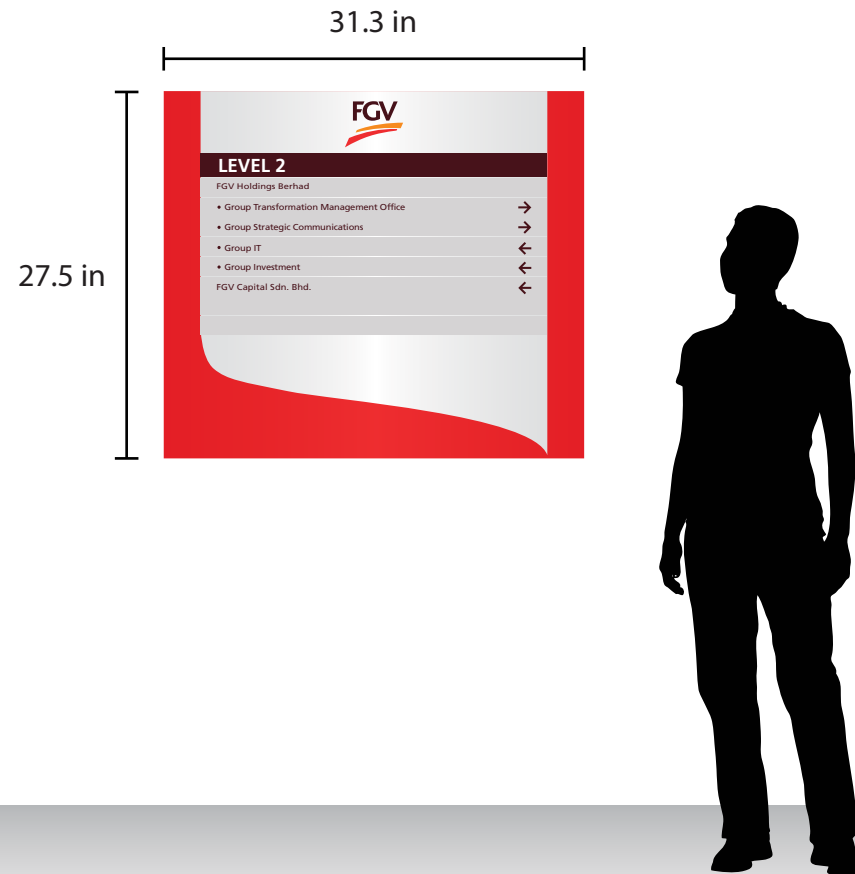
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

WORDING OPTION 1 Cut out sticker **OPTION 2** Box type lettering

MATERIAL SPECIFICATIONS Stainless steel or Alorcarbon

10.11 Indoor - Directories

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

10.12 Indoor - LED Directories

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.



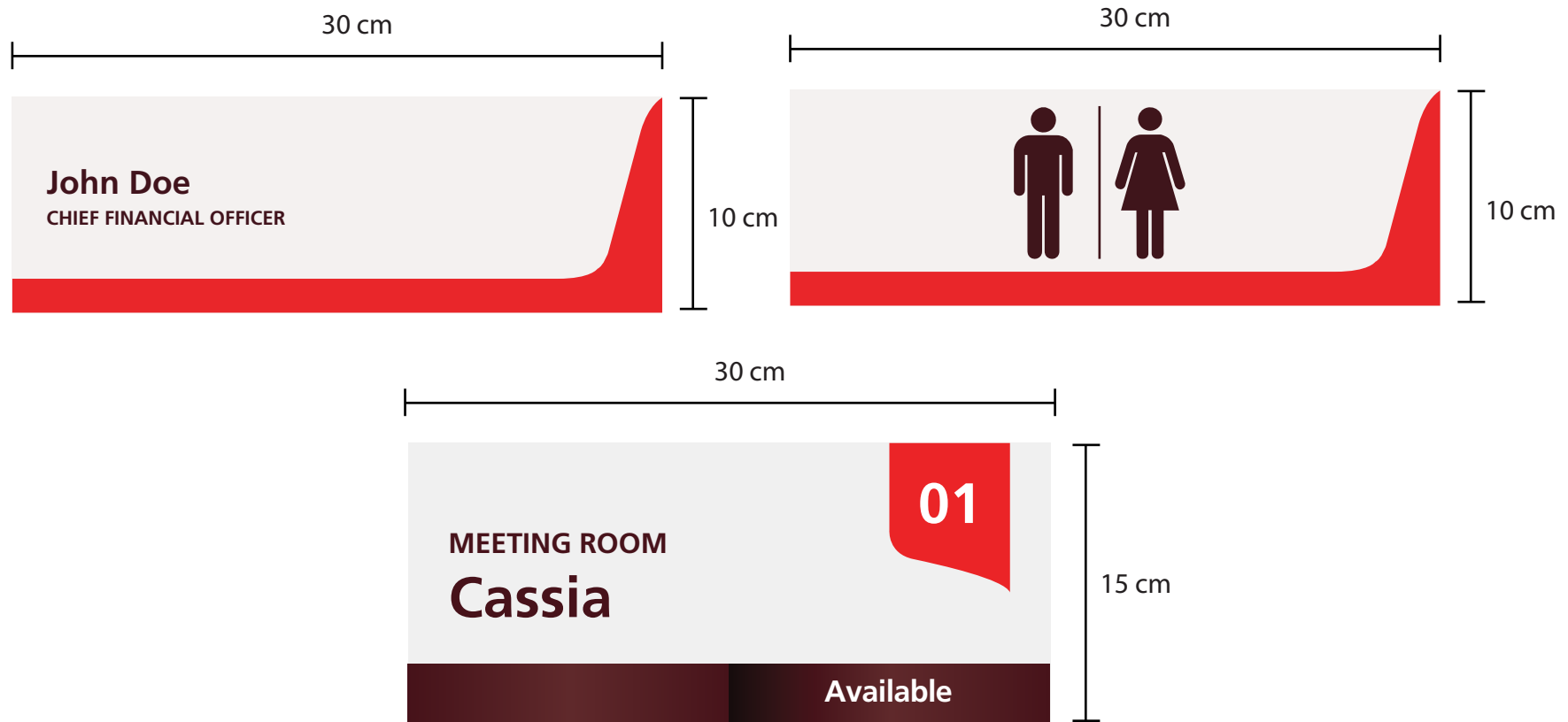
LOGO & PLANT TAG COLOURS Pantone 485C, Pantone 4975C, Pantone 144C

TEXT COLOUR Pantone 4975C

MATERIAL SPECIFICATIONS LED screen

10.13 Indoor - Door 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 (DOOR NAME PLATES) 5mm Clear Acrylic in UV inkjet printing finish

MATERIAL SPECIFICATIONS (MEETING ROOM) Stainless steel & cut-out sticker

Building Color Palette

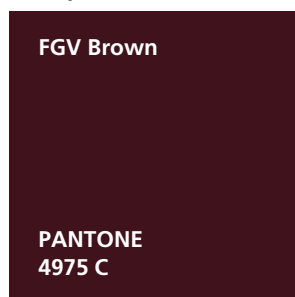
Color palette for FGV's premises.

11.0

11.1 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



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



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

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



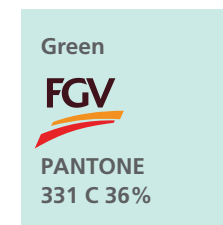
CMYK 17 / 12 / 13 / 0
RGB 208 / 210 / 211

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



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.

11.2 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

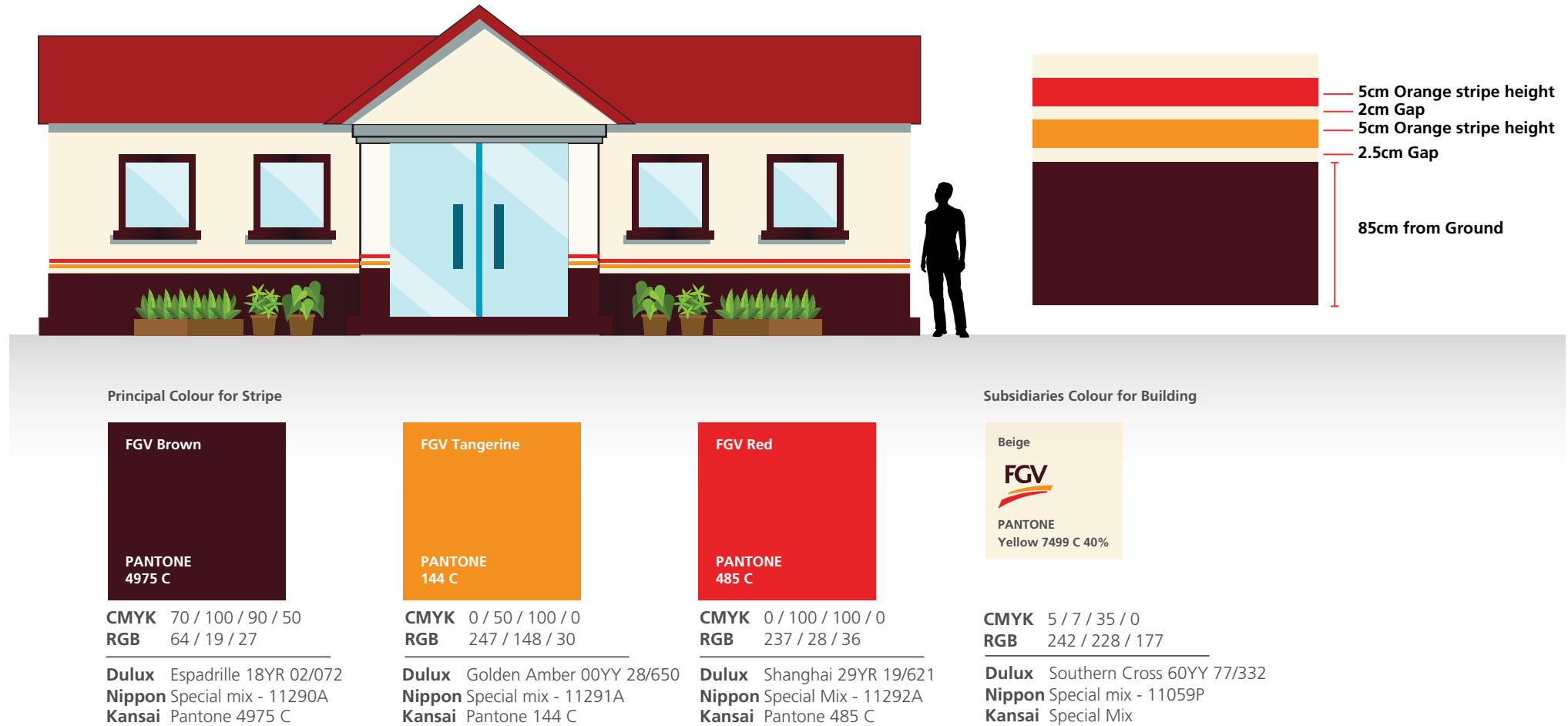
CMYK 5 / 7 / 35 / 0
RGB 242 / 228 / 177

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.

11.3 Industrial Spaces

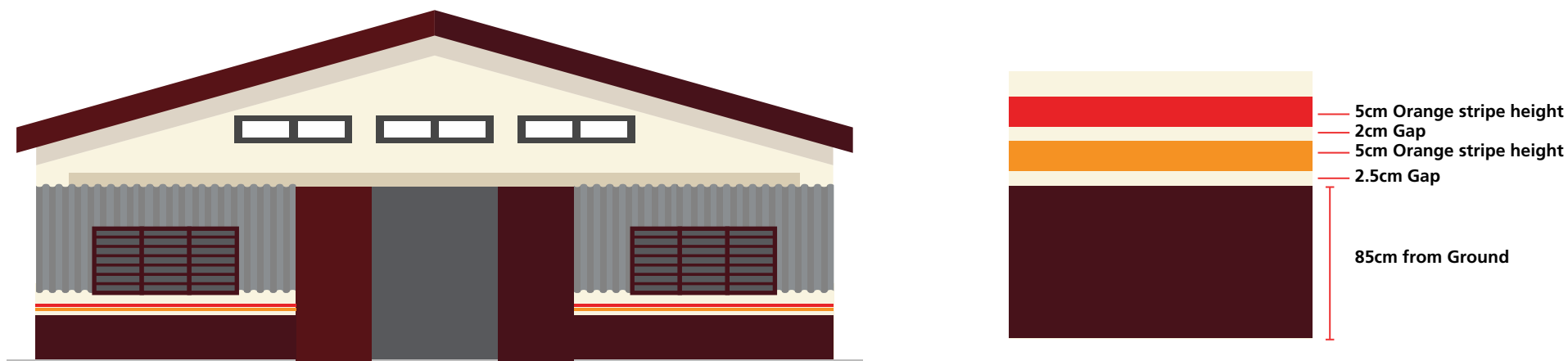
The following principal colours in the palette may be used for accents, where as the secondary palette may be applied in a larger area. We recommend that industrial spaces be differentiated from office spaces and residential quarters. Industrial spaces may include operational premises such as workshops,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



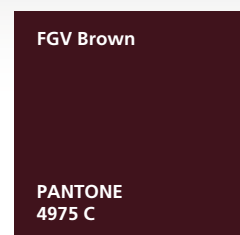
Note The CMYK values represented on this page have not been evaluated by Pantone, Inc and may not match the Pantone system. Please consult a Pantone Colour Formula Guide for reference.

11.4 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.

11.5 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.

11.6 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

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

Blue
FGV
 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

Green
FGV
 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.

11.7 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.

vWe recom-



Subsidiaries Colour for inside

Beige



PANTONE
Yellow 7499 C 40%

CMYK 5 / 7 / 35 / 0

RGB 242 / 228 / 177

Dulux Southern Cross 60YY 77/332

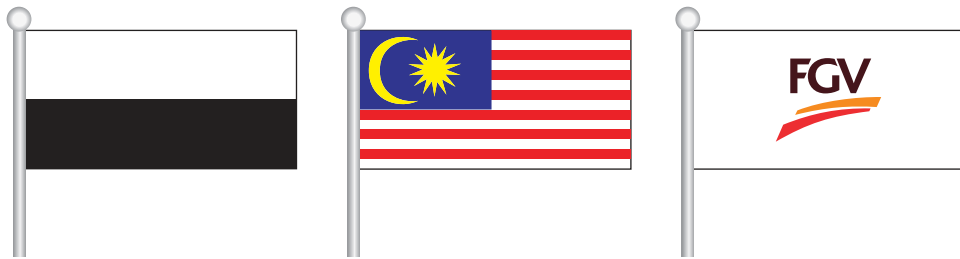
Nippon Special mix - 11059P

Kansai Special Mix

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11.8 Flag

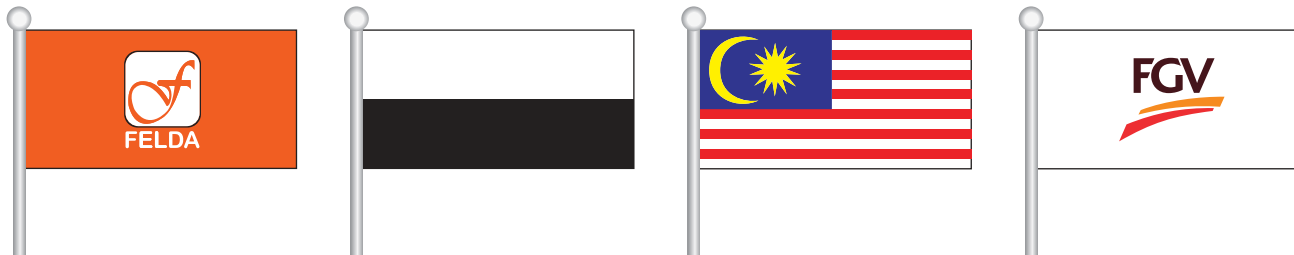
On normal days and federal observances, Malaysian flag supercedes the state and institutional flag. flag. On state celebration day, the state flag supercedes the Malaysian and institutional flag.



3 poles



(View from outside building)



4 poles

The correct precedence or order for flying flags is:

- 1) Malaysian National Flag
- 2) State flag
- 3) Federal Territory flag
- 4) Government ministry, department or agency flag
- 5) Company flag

Kindly refer to Ceremonial and International Conference Secretariat Division, Prime Minister's Office for more details or https://dbook.penerangan.gov.my/dbook/dmdocuments/bendera_negeri_dan_wilayah/mobile/index.html

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.

Thank You

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