



SARAWAK
DIGITAL

BRANDING GUIDELINE

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VERSION 1 / 2021

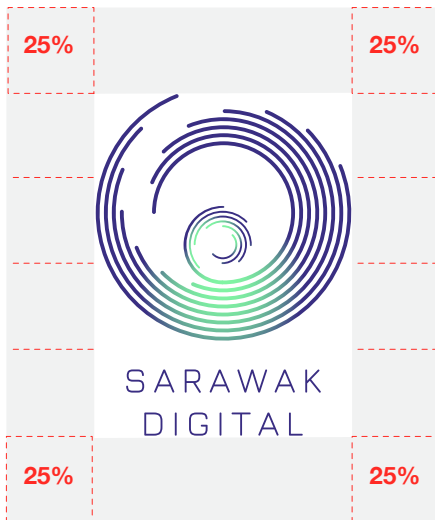
V 1
JAN 2021

VISUAL IDENTITY

THE LOGO

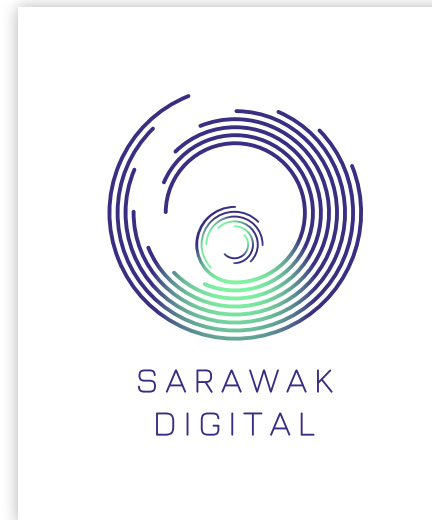
SAFE SPACE

Think of the minimum clear space as a 'protection zone' for one of our brand's greatest assets. The space makes sure that the logo is always readable and clear of other objects that may distract from it.



Clear zone guideline

The minimum clear space for the logo is **25%-50%** out of the current logo height



Clear zone line box reference.

Other object should not appear in the clear zone box to maximize the visibility of Sarawak Digital greatest assets.

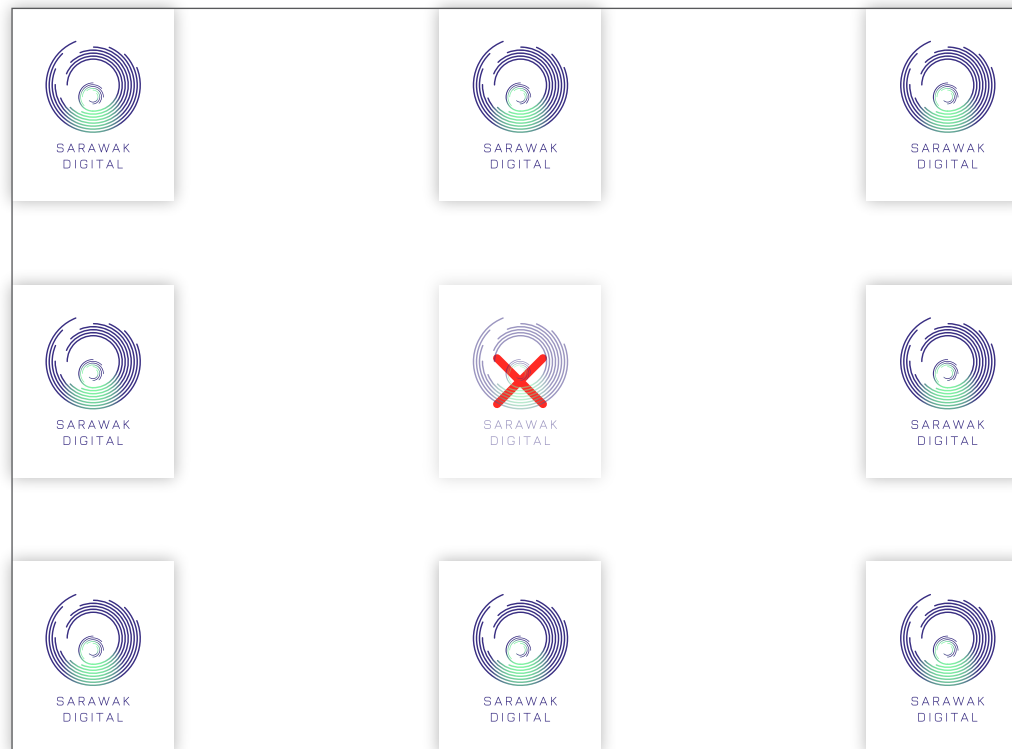
Also, the final full form of the logo should appear without the box line.

VISUAL IDENTITY

THE LOGO

PLACEMENT

We strongly recommend the logo to be placed on the top/bottom left, top/bottom right, top/bottom center, OR center left/right.



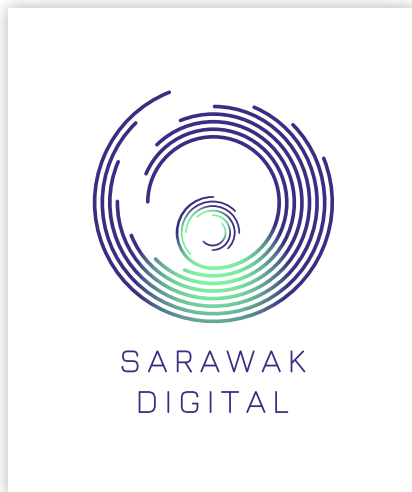
Not only are these the most prominent positions but it also balances the design placement and facilitates easy navigation due to the way our eyes scan a page while reading.

VISUAL IDENTITY

THE LOGO

USAGE

The preferred option is for the logo to appear in a full colour on white background. This standard version should be used on all collaterals whenever possible.



Preferred / Recommended Format

This version should be used whenever possible.



Greyscale Version

Where colour printing is not available, the normal greyscale reproduction can be used in black OR white background.



Black & White

The black & white logo version can be used when the full logo cannot be produced, such as in embroidery or silkscreen printing method.

VISUAL IDENTITY

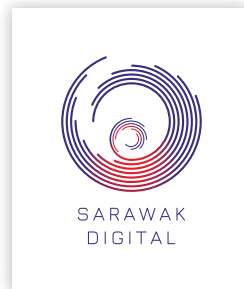
THE LOGO

INCORRECT FORMAT

Shown below are some examples of what not to do with the logo. This is not a definitive list, but it provides a general idea of unacceptable uses.

Avoid the 'Common Mistake'

Do not alter, rework the colours or recreate the logo. Do not include drop shadow/ outline to make it pop out from the background.



Don't change the colour of the logo



Don't add/drop shadow on the logo



Don't put the logo in low visibility



Don't change the proportion of the logo



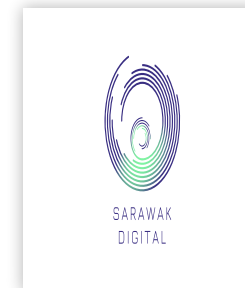
Don't rotate the logo



Don't outline the logo



Don't place the logo on a busy image



Don't stretch the logo