



BRAND GUIDELINES

Corporate Identity

KHIDMAT KUBERIKAN

F I A T S A P I E N T I A V I R T U S

Specially prepared for
The Malay College Old Boys Association (MCOBA)



Finalspot Sdn Bhd

ABOUT MCOBA



The Malay College Old Boys Association (MCOBA) has been in existence, in one form or another, and it all began in 1929; 24 years after the Malay Residential School (later known as the Malay College Kuala Kangsar) opened its doors to the first group of students.

The school hall was the historic place, where the Old Boys unanimously agreed to form The Malay College Old Boys Association (MCOBA) on the 16th March 1929. Raja Musa bin Raja Bhot (1910-1914), was elected as its founder president. A distinguished gentleman of great personal ability, he later became the country's first Malay Judge.

The MCOBA file at the Registrar of Societies states that in 1955, the President was Tunku Yaakob ibni Almarhum Sultan Abdul Hamid (1912-1918) and the Vice President was Dato' Ahmad bin Osman (1913-1919). Indeed, it was this Committee who were instrumental in organizing the Grand Jubilee Dinner of 1955.

One of the most significant milestones for MCOBA was the construction of 'Bangunan MCOBA', which currently houses the MCOBA Secretariat.

MCOBA has been successful through the years because individuals of so many different talents and abilities have found a common ground to share together. That common ground is simply an undying love for an old boyhood experience, which turned us into men.

MCOBA LOGO



The shield is quartered, coloured white in the first quarter, red in the second, yellow in the third and black in the fourth.

The colours represent the four houses into which the Malay College Old Boys are grouped: Idris (white), Sulaiman (red), Mohd Shah (yellow) and Ahmad (black).

In the middle of the shield is a red *kris*, a traditional Malay dagger. On top of the crest is a head of a tiger which is the symbol of the Federation of Malaya. Surrounding the left and right side of the shield are laurel wreaths symbolizing excellence.

The word MCOBA in the yellow ribbon stands for the Malay College Old Boys Association.

CORPORATE IDENTITY

In this variation, the logo is locked up as a stack with a white backdrop. This is our official face, and should be used whenever we are speaking as an organisation to our audiences.

Usage

- All official applications where MCOBA is represented as an organisation or legal entity. Examples: Business cards, stationery, official documents, corporate presentations.
- Staff & members materials. Examples: Staff identification card, membership card, uniforms.
- Any application with permanent presence. Examples: Vehicles, offices and industrial environments, signage.
- When functioning as an endorsement. Examples: Product packaging, sponsorship.



Official name and usage

Our official singular name is **MCOBA**. The name should always be spelled in uppercase to emphasize our gravitas and historic roots. The full legal name **Malay College Old Boys Association** should only be used for legal matters and information. It should never be used for branding and communication purposes.

Always use the correct logo files available from the MCOBA Communication & ICT. Do not recreate or scan the artwork from this document.

CORPORATE IDENTITY

Structure

The logo always sits in a white box with NO keyline (outline/border). The white box ensures the logo is readable and prominent.

This lock-up is a single unit. It should not be separated or altered in applications.

The proportions and alignments as illustrated here are fixed and should not be altered or modified in anyway.

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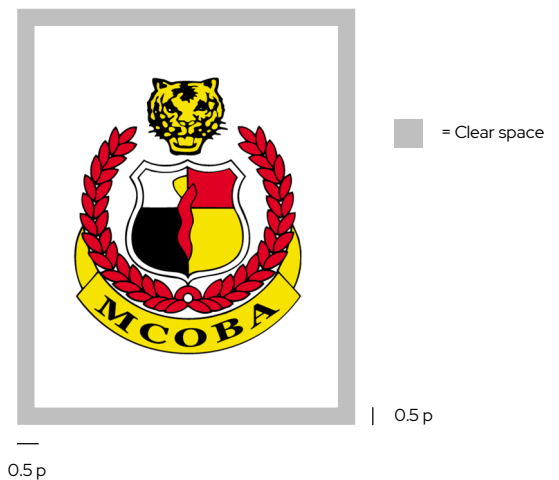
Clear space

Clear space refers to the area around the logo. It should remain clear of visual clutter.

Whenever possible, the clear space should be increased. It must never be decreased and no other elements should be positioned within this space.

When an image is used, the logo must always remain in the foreground.

Example of usage: Put the logo within the paragraph.



Minimum size

A minimum size has been set for the logo.

This is to ensure visibility of the logo.



12 mm

50 pixels

CORPORATE IDENTITY

Colour specifications and usage

As much as possible, the full colour version of our logo should be used. However, there may be situations in which the full colour version cannot be used due to production or media limitations. In this case, please use one of the other versions shown on this page.

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Font:

GEORGIA BOLD (stylized for the crest)



Consult and get the approval of MCOBA Communication & ICT when reproducing the logo as other versions which are not shown on this page.

FULL COLOUR



WHITE

Pantone (N/A)
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

RED

Pantone 485
C0 M100 Y100 K0
R223 G0 B36
#DF0024

YELLOW

Pantone 109
C0 M10 Y100 K0
R247 G227 B0
#F7E300

BLACK

**Pantone 426 or
Process Black**
C0 M0 Y0 K100
R0 G0 B0
#000000

GRAYSCALE



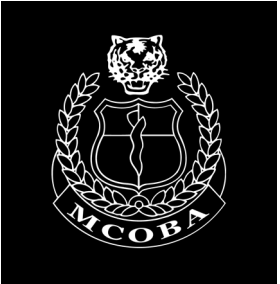
BLACK & WHITE



BLACK

**Pantone 426 or
Process Black**
C0 M0 Y0 K100
R0 G0 B0
#000000

REVERSED WHITE



INCORRECT USAGE

Please remember that the logo is a valuable asset. We should all protect it from any misuse which will dilute its equity and effectiveness.

It is vital that we use the MCOBA logo in a consistent and disciplined way. We must not alter or use it in an inappropriate manner.

The images here illustrate ways in which the logo should NEVER be used. The list is not exhaustive, but is indicative of the most common misuse of the logo.

Always use the correct logo files available from the MCOBA Communication & ICT. Do not recreate or scan the artwork from this document.

X



Do not distort it by stretching it vertically or horizontally.

X



Do not use another typeface.

X



Do not angle or rotate the logo.

X



Do not mirror the elements.

X



Do not apply graphic effects or add a keyline to the logo.

X



Do not use another colour or add texture.

X



Do not change the colour arrangement.

X



Do not reposition the symbol and logotype.

X



Do not reduce the logo to a size that interferes with the legibility.

X



Do not place the logo on an image background that interferes with the legibility.

X



Do not create glow effect on the logo.

X


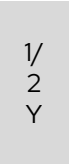







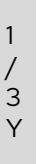






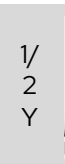






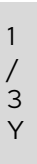






Do not place the logo on a heavy textured background.

PARTNERS LOGO

MCOBA bands together with lots of organization. Use your best judgement when selecting which format to implement.

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ARRANGEMENT OF COLOURS



The arrangement of colours must follow the clockwise rotation. Which ever colour starts must be followed by next colour as in the image above.

STATIONERY

Letterhead & Continuation Sheet

For Letterhead, the logo must always be placed on top right and the official design is as below. As for Continuation Sheet, it shall follow the same.

Font

Georgia

Font Size

11pt

Measurement

210W x 297H (mm)

Paper Letterhead

Pure White 80gsm

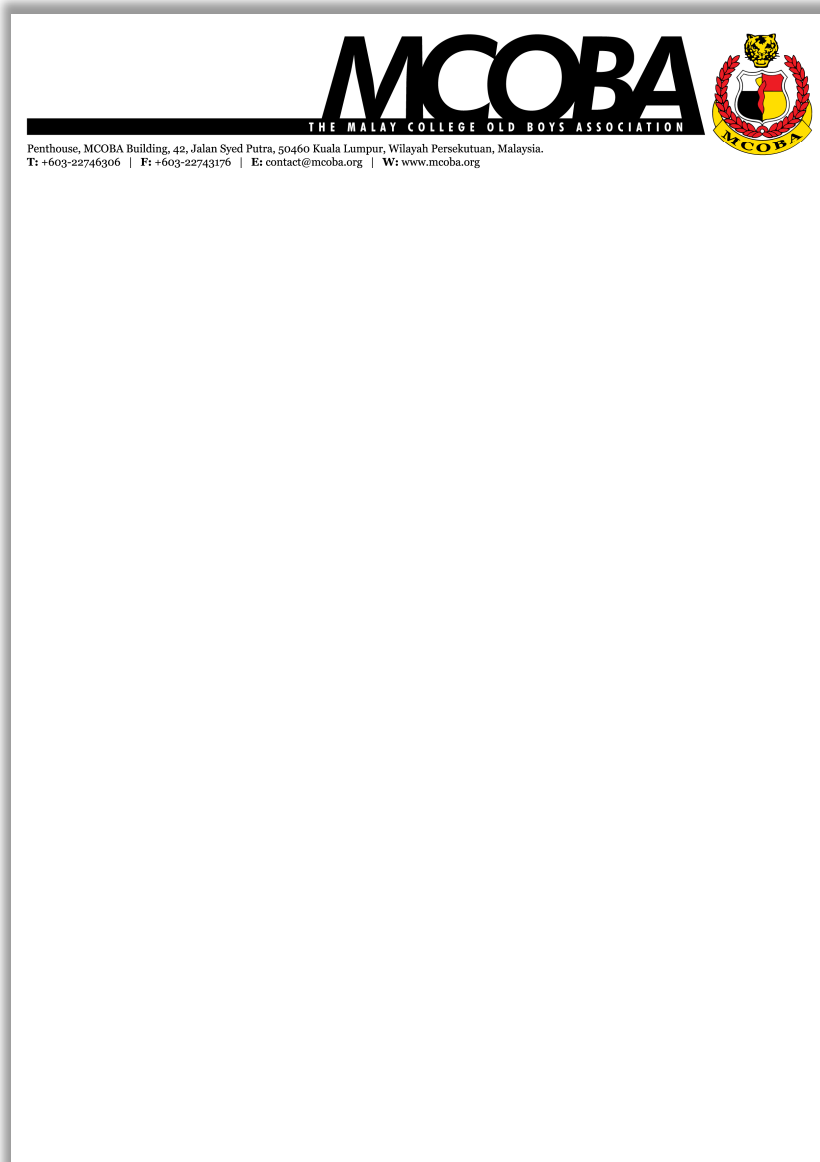
Paper Continuation Sheet

Pure White 70gsm/ 80gsm

Printing

4 colours

The use, application and / or reproduction of this controlled item is subject to the endorsement of the MCOBA Communication & ICT Committee. Please contact the committee for queries, advice or more information on the use of this item.



STATIONERY

Memorandum - Confidential

Measurement

A4: 210W x 297H (mm)

Paper

Pure White 70gsm/ 80gsm

Font

Georgia

Font Size

11pt

Printing

4 colours

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STATIONERY

Memorandum

Measurement

A4: 210W x 297H (mm)

Paper

Pure White 70gsm/ 80gsm

Font

Georgia

Font Size

11pt

Printing

4 colours

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STATIONERY

Envelope DL

Measurement

DL: 220W x 110H (mm)

Paper

Pure White

Font

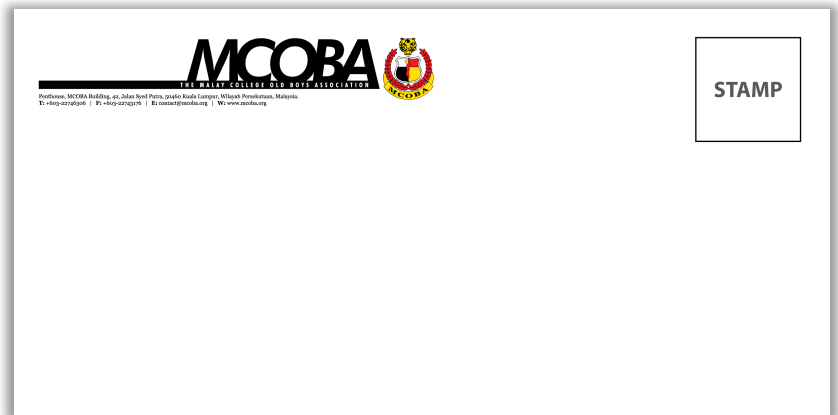
Georgia

Font Size

10pt

Printing

4 colours



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STATIONERY

Envelope C6/C5

Measurement

C6/C5: 229W x 114H (mm)

Paper

Pure White

Font

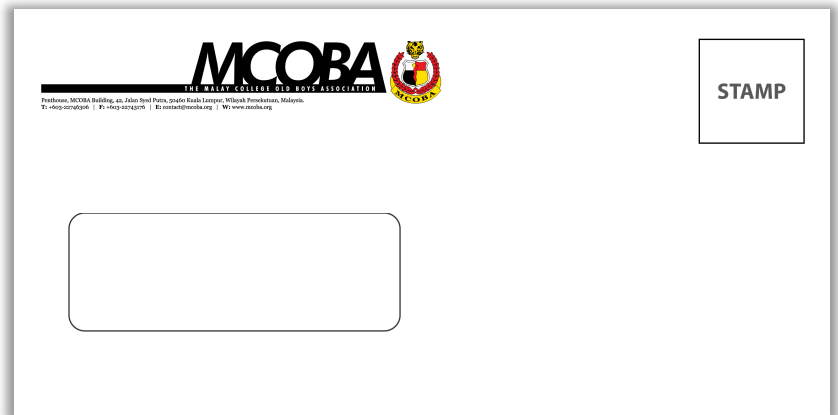
Georgia

Font Size

10pt

Printing

4 colours



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STATIONERY

Envelope C4

Measurement

C4: 324W x 229H (mm)

Paper

Pure White

Font

Georgia

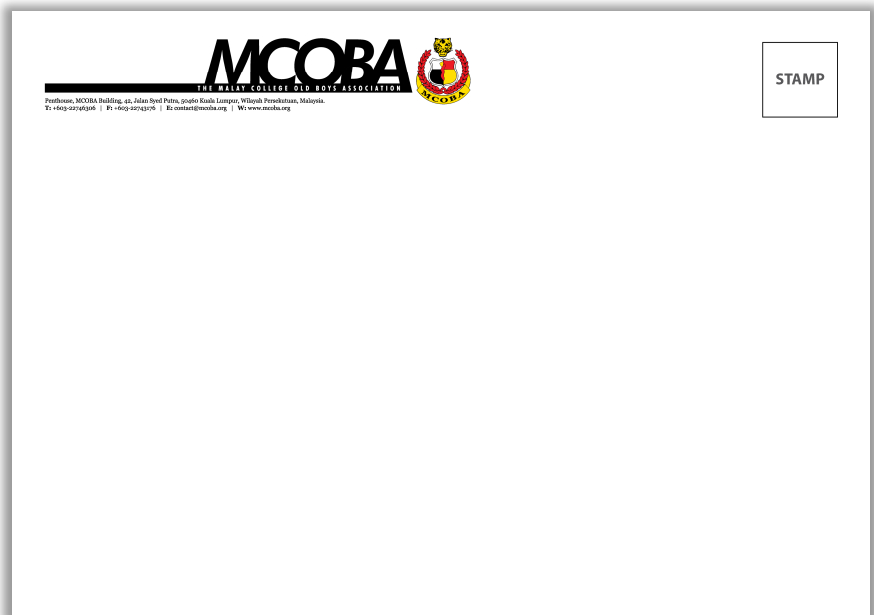
Font Size

10pt

Printing

4 colours

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STATIONERY

Notepad A5 Sub Cover

Printing

4 colours

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STATIONERY

Name Card

For name cards, the logo must always be placed on the front side.

Names

6pt, Red Hat Display Bold

Positions

5pt, Red Hat Display Regular

Numbers

5pt, Red Hat Display Regular

Email

5pt, Red Hat Display Regular

Organisation Name

5pt, Red Hat Display Bold

Address

5pt, Red Hat Display Regular

Measurement

90W x 55H (mm)

Finishing Paper

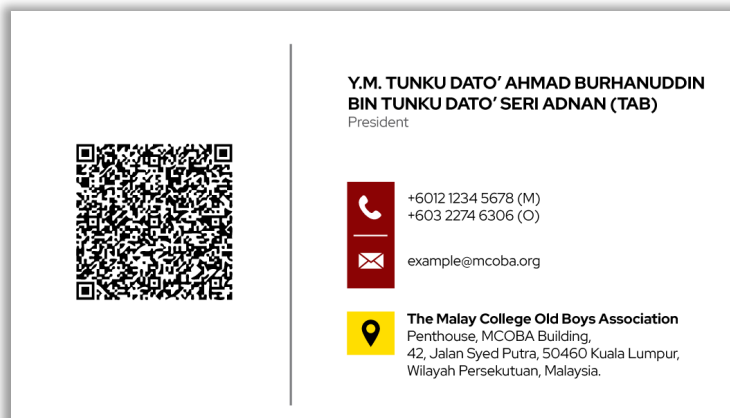
Front: Matt Lamination

Back: Matt Lamination

Printing

4 colours

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OUT OF HOME

Official Tie

Colour of the tie:

Maroon (#800000)

Gap between stripes:

3 cm

Height of every stripe:

0.4 cm

Stripes:

The yellow must be on the top, followed by black and white.

The stripes must diagonally start from the left chest and goes down to the right side.

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OUT OF HOME

Official Car Sticker

Note:

With the car sticker, care must be taken to ensure that the logo is centered accordingly.

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OUT OF HOME

Bunting

Size

Bunting: 3 ft (W) x 6 ft (H)

Note: The visual shown here is for viewing purposes only.

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Bunting 1



Bunting 2



Bunting 3



Bunting 4



Bunting 5



Bunting 6



Bunting 7



Bunting 8

OUT OF HOME

Corporate Flag

Note: With the corporate flag, care must be taken to ensure that the logo is centered accordingly.

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OUT OF HOME

Information Counter

The logo must always be in a prominent position. It should be placed above the information counter.



For illustration purpose only.

MERCHANDISE

Sample of logo placement, colour and symbols in corporate merchandise and gifts.

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EMAIL SIGNATURE

Email Signature is one of the key communication correspondences from MCOBA members or staff to complement corporate identity uniformity. It is important to adapt a single format of Corporate Email Signature.

Proposed font: **Arial**

Name / Nickname

Membership type & membership number

Batch | House

www.mcoba.org

Example

Khairul Haikal / Latoque

LM #770

Class of 1957 | Sulaiman

www.mcoba.org

Muhammad Hisham

Admin Executive

MCOBA

www.mcoba.org

Ikmal Ibrahim

OBW2020 Committee Member

LM #2300

Class of 1990 | Mohd Shah

www.mcoba.org

OTHERS



Malay College Old Boys Association



Shield only (full colour, grayscale, black & white, or reversed white). This symbol can be used for merchandise.



Tiger head (full colour, grayscale, black & white, or reversed white). This symbol can be used for merchandise.

Any words that represent Malay College Old Boys Association or Malay College Kuala Kangsar that used on merchandise.

QUADCOLOURS

This word represents the four colours of MCOBA/MCKK which are white, red, yellow and black,

MCOBA REPRESENTATION

If any team or group represent MCOBA, it is compulsory to use MCOBA logo on the t-shirt/jersey at the left chest.

The MCOBA logo and other symbols in the logo are the property of the Malay College Old Boys Association (MCOBA).

Please contact us at **contact@mcoba.org** for any inquiries on the use of our logo and the symbols.



The Malay College Old Boys Association (MCOPA)

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