*Communicating the Brand of*

**UTM**
NIVERSITI TEKNOLOGI MALAYSIA

KERANA TUHAN UNTUK MANUSIA · UNIVERSITI TEKNOLOGI MALAYSIA

# Table of Contents

# A Brand Defined

Our personal identity and the image that we project tell others a lot about who we are. Organisations too have their own brand identity. But what exactly is a brand? A brand has been defined in many ways. Some look at it from the spiritual perspective, referring to brand as the 'soul' of the organization in relation to what it believes in, and the values and virtue associated with the organisation. Others view brand as the summation of an organisation's attributes and values, and a representation of what it stands for. A brand can also be seen as the culmination of the visual, emotional, rational and cultural image and identity associated with the organisation. A brand therefore entails both the 'intangible' elements related to the intrinsic value and principles that guide an organisation, and the 'tangible' or physical elements that relate to external forms and appearance.

Another definition of a brand is the "collective intent of the people behind it" (Stengel, 2008). Stengel further added that we must put people at the centre of everything we do. This is important because in a service organization such as UTM, the people are the brand. The ideal brand that UTM aspires to achieve needs to be articulated and communicated clearly so that the whole university community has a clear direction towards achieving a common goal and stay united behind a single brand identity.

The emotional connection to the brand that we subscribe to is crucial to engage the heart and mind towards the same intent and purpose. Shared value creation should therefore be the ultimate goal, with the hope that the experience and learning gained from the whole exercise will ultimately become a culture of the organization in the strive for distinction and excellence.

# A Brand Initiative

In an increasingly challenging and competitive global environment in the field of higher education, a brand initiative is important for UTM to remain relevant, competitive and dynamic. As such, UTM has taken the initiative to establish and promote its brand for the following reasons:

- To enhance the visibility of UTM and position itself more prominently as a premier innovation-led research university
- To establish UTM's image, identity and reputation locally and abroad
- To communicate the intrinsic value and principles in which UTM subscribes to in terms of its value system, knowledge culture, academic idealism, intellectual ecosystem, community engagement and outreach, and work culture.

# Our Logo... Our Signature

Our identity unifies our organization with a single, strong brand that is distinct and easily identifiable.

The appearance of our logo draws on our heritage and the principles in which we serve and function.



The official graphic signature of UTM consists of two elements: the logo and the Universiti Teknologi Malaysia typeface shown above.

The position of the open book placed on top of the circle encapsulates the idea of a universe governed by divine laws as decreed in the Quran.

The crescent encircling the flask shows that all pursuits of Science and Technology are done in accordance with Islam. The position of the flask directly below the golden book shows that all advancements in Technology emanate from the Holy Qur'an, the ultimate source of knowledge.

Thus, the values and principles which we ascribe to revolve around the core tenets of Islam, with its philosophy based on the premise that the divine law of Allah is the foundation for Science and Technology.

# Our Philosophy

With its focus on excellence in science, technology and engineering, UTM's main objective is to produce technocrats who are competent and responsible to the Creator and their community.

The university's motto, "In the name of God for Mankind" signifies UTM's principles and philosophy, as depicted in its logo.

Universiti Teknologi Malaysia strives with total and unified effort to develop excellence in science and technology for universal peace and prosperity, in accordance with His Will.

# Our Vision

To be recognized as a world - class centre of academic and technological excellence.

# Our Mission

To be a leader in the development of human capital and innovative technologies that will contribute to the nation's wealth creation.

*Rationale of Our Brand Identity*



**Steadfast**    (Firm & Resolute)

**Strong**    (Mentally, intellectually, emotionally, morally, ethically and/or physically)

**Scholarly**    (Knowledge and Wisdom)

# Tagline of Universiti Teknologi Malaysia

## Inspiring Creative and Innovative Minds

The tagline of UTM "Inspiring Creative and Innovative Minds" reflects the essence and value of UTM's academic culture, intellectual ecosystem and work culture towards an innovation-led technological research university. UTM sees creativity and innovation as the core elements which guide the way it functions and operates. Creativity which refers to the act of producing new ideas, approaches or actions is the basis for innovation which is the process of both generating and applying the creative ideas into something significant, sustainable and of value.

What is inspiring about UTM is also the campus itself, the physical setting, the lush greeneries, the facilities and amenities provided, both academic and non-academic, that make UTM a very conducive environment that will inspire ideas and generate innovation.

Creativity and innovation inspire us to think beyond all possibilities from diverse perspectives in a critical and holistic manner. UTM sees the creativity of the staff and students as the catalyst which drives innovation, and innovation as the successful implementation of those creative ideas within our institution into something meaningful.

Creative minds also refer to humanistic aspects relating to creative thinking in pursuing knowledge leading to expansion in the frontier of knowledge at both fundamental and applied levels. Creative minds here are not restricted to the academicians comprising experts and dedicated professors and lecturers, but also young minds of students at both postgraduate and undergraduate levels as well as the non-academic staff whose support is crucial to the success of the university.

Good research output will inspire innovative thinking for furtherance of R&D, exceeding the scope of research beyond the boundary of knowledge not just for knowledge sake, but transgressing the scope of commercialization. It is here that innovation can lead to the generation of wealth in the form of tangible, commercialized products. Innovation is thus an extension of research creativity and UTM inspires to be both creative and innovative.

Creativity by individuals and teams can thus be seen as the starting point for innovation, and innovation reflects the entire process by which UTM generates creative new ideas and convert them into novel, useful and viable products, services and best practices. Both creativity and innovation go hand in hand for UTM to stay competitive and relevant.

*Corporate Colours of* **UTM**

The colours that we choose for the corporate image of UTM signify certain elements which reflect our identity and value.

| Colour | Colour Code | Meaning |
|---|---|---|
| **Maroon** | **RGB** C92 G0 B31 **CMYK** C29 M100 Y53 K35 | Maroon symbolises the essential traits and maturity of the Malay race, and fundamental characteristics of the nation |
| **Gold** | **RGB** R248G166 B23 **CMYK** C3 M35 Y91 K7 | Gold symbolises high standards and noble value |
| **Moccasin (Sand color)** | **RGB** R255 G230 B191 **CMYK** C0 M12 Y33 K0 | Moccasin or sand colour symbolises happiness and meaningful memories in celebration of our team spirit and togetherness |

Please try to avoid any other colour combinations. The use of these colours will be consistent in all forms of printed materials and other media. Other colours used in combination with the corporate colours should be in harmony and not in contrast with the corporate colours.

# *Placement of Logo and Typeface*
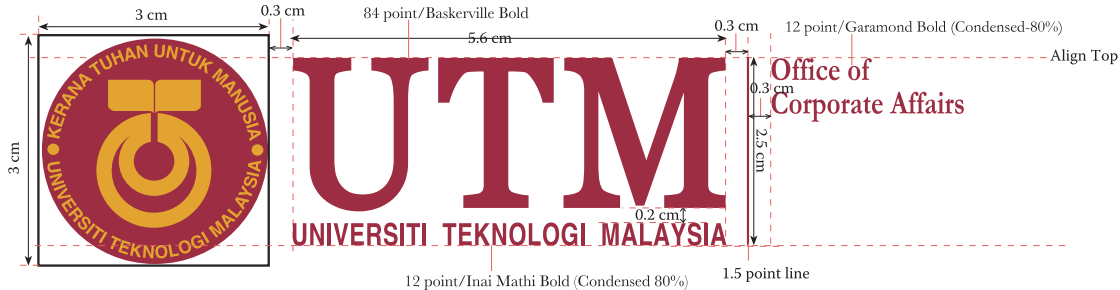


The logo and the Universiti Teknologi Malaysia typeface should not be used independently. They should always be used together to form the complete signature, which reflects the UTM brand identity as a steadfast, strong and scholarly institution.

The Universiti Teknologi Malaysia logotype is set in 12 point on Inai Mathi Bold (condensed 80%) typeface and the UTM abbreviation is set in 84 point on Baskerville Bold typeface.

Divisional offices alongside the signature is set in 12 point on Garamond Bold (condensed 80%) typeface.

# Minimum and Maximum Size

To ensure minimum clarity and distinction, the UTM logo should not be represented in a size smaller than 4.5 cm in width for horizontal length.

## Actual Size

4.5 cm



## Maximum Size



Maximum: Enlarged size must be done according to scale

# Common Errors

The symbol used alone without the UTM imprint



Accompanying text or pictures placed so close to the logo that they appear to be part of the logo.



Office of
Corporate Affairs

In addition to that, the conference also aims to raise the educational aspirations of local and international communities to encourage their greater participation in higher education. To reach superior audience the University

Accompanying divisional work alongside the signature is not in appropriate size and artwork



Pejabat Hal Ehwal Pelajar



Pusat Kesihatan Mahasiswa,
Pejabat Hal Ehwal Pelajar



Office of
Corporate Affairs



OFFICE OF

CORPORATE AFFAIRS

Divisional names work alongside the signature as shown below. Please ensure the appropriate artwork format is used, as shown below:



Office of the
Vice-Chancellor



Office of the
Deputy Vice-Chancellor
(Research & Innovation)



Office of the
Deputy Vice-Chancellor
(Academic & International)



Office of the
Registrar

# Size According to Scale


Office of Corporate Affairs


Office of Corporate Affairs


Office of Corporate Affairs


Office of Corporate Affairs

Minimum size: 4.5 cm


Office of Corporate Affairs

Actual Size

**Minimum size**

Our signature must be clearly visible and reproduced consistently. For this reason, the logo and the Universiti Teknologi Malaysia typeface should not be represented in a size smaller than 4.5 cm in width for horizontal length.

The signature does not have a maximum reproduction.

**Alternative Size**

The signature is reduced or enlarged proportionately according to scale to accommodate alternative sizes.

Use the shift key when drag sizing or use equal percentage when using a scaling tool.

## *Logo in Different Colour Applications*

Below are examples of various forms of the logo depicted in different colours:

(i) Maroon and gold

(ii) When maroon and gold are not used, the signature can appear in single colour grayscale, black and white.

**Full Coloured Logo**



**Grayscale**



**Black and White Logo**

# Gold and Silver Logo



**Gold Logo on Maroon/Dark Background**



**Silver Logo on Maroon/Dark Background**

The logo can appear in gold or silver on dark background but this treatment should be used sparingly for collaterals of special events and high-profile events only

# *Logo Against Different Colour Background*

When choosing a colour, it is important to consider the best option to project the information clearly, effectively and complementing any chosen images.  There must always be good contrast between the text and the background colour. Dark colours on a white or very pale background are the most legible. White type should only be used on a very dark background.

Logo on moccasin or sand colour background



(i)  Marroon and gold or moccasin (sand colour) background

Against black background



(ii)  The signature can also be reversed out of another ink colour that provides sufficient contrast, such as black, creating a white signature

Reversed logo (key line)



(iii) A single-colour signature can also appear on a sufficiently contrasting colour or photo graphic background

# *Logo Against Photographic Background*

Maroon and gold and single-colour signature appear on a sufficiently contrasting photographic background.