



BERNAS
PADIBERAS NASIONAL BERHAD

**CORPORATE IDENTITY
MANUAL**

The Corporate Identity

Corporate Signature

The Padiberas Nasional Berhad (BERNAS) corporate signature is our single most important identifier. It is intimately linked to our services and embodies the values and emotional aspect of the BERNAS brand. The corporate signature comprises of the corporate symbol and the registered corporate name in the corporate typeface (also commonly known as the Corporate Logotype), all which appear in specific proportional arrangements, spacing and size.



The Corporate Identity

Design & Rationale

Logo Design

The BERNAS corporate logo consists of two crescents. One pointing upwards, the other downwards; symbolizing the company's aim in strengthening the ties with all partners – the farmers, traders and consumers.

Seen together, the logo graphically represents an image of a rice grain, quickly reflecting the core business activity of BERNAS.

The corporate name is strong yet friendly, identifying BERNAS as a secure and professional organisation that is very much community-oriented.

The logo colours – green and golden yellow – are warm and down-to-earth. Green to mirror BERNAS as an organisation that is solid and growing. While, the golden yellow expresses the vitality and synergy that exists in BERNAS.

Logo Rationale

BERNAS is the successor of the Lembaga Padi dan Beras Negara. As such, the logo contains a simple and striking element which immediately – and favourably – identifies BERNAS as the organisation responsible for the procurement, importing and marketing as well as the management of our nation's vital agricultural resource – rice.

The logo also brings out the dynamism and stability of BERNAS' corporate structure which is firmly rooted towards delivering quality and value. Furthermore, it showcases an organisation that is expanding, yet possessing the inner strength to overcome the challenges ahead. This amplifies its corporate mission which is to reinforce and enhance the good relationship BERNAS enjoys with farmers, traders and finally, consumers.

The Corporate Identity





On Colours

Technical Specifications





The Padiberas Nasional Berhad logo may appear in the form of:

- 1) Process colour (CMYK)
- 2) Spot colour (PANTONE)
- 3) Black and white

CMYK

			
Cyan : 0% Magenta : 40% Yellow : 100% Black : 20%	Cyan : 100% Magenta : 40% Yellow : 100% Black : 30%	Cyan : 0% Magenta : 0% Yellow : 0% Black : 85%	Cyan : 0% Magenta : 0% Yellow : 0% Black : 100%

PANTONE

			
131 U 131 C	3425 U 3425 C	431 U 431 C	Black U Black C

Note for Process Colours:

- For printing, all orders must be accompanied with the process colour percentages provided above.
- Colour reproduction varies on paper stock, i.e., uncoated or coated paper. Please ensure that colours mixed by printer matches the colour percentages given.

Note for Spot Colours:

- For printing, all orders must be accompanied by the correct PANTONE colour swatches or the PANTONE numbers provided above.
- If the correct colours cannot be obtained, make sure colours mixed by the printer match the PANTONE swatch.
- Colour reproduction varies on paper stock, i.e., uncoated or coated paper. Please ensure that colours mixed by the printer match the PANTONE swatch.
- Pantone Inc., is the check-standard for colour reproduction and colour reproduction materials.

The Corporate Logo Using Process Colours



The Corporate Logo Using Spot Colours



The Corporate Logo Using Black & White



Only use official digital artwork. Do not try to reproduce, scan or trace the logo from this manual or any other printed or digital application. Official digital artwork (soft copy) is available from the Corporate Communications Unit. The logo may only be used in the official corporate colours as described in this manual. The CD supplied, contains all elements for reproduction and print.

Formats include: Adobe Illustrator; Adobe Reader for PC & MAC

The Corporate Identity

On Logotypes

Logotypes

These typefaces have been chosen for their legibility, neutral appearance and international availability. The typefaces selected for BERNAS are:

BERNAS

MATRIX BOLD for corporate logotype.

**Never condense, expand or distort the logotype.*

PADIBERAS NASIONAL BERHAD

TIMES NEW ROMAN BOLD for registered corporate name.

Typefaces | *Calibri & Times New Roman*

As with the corporate colours, the fonts are an integral part of our visual identity. The following fonts are to be used in all official documents or communications.

Calibri Light (10 pt)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:(?!?)@#%&*{-}[=+]/<>`~

Calibri Light Italic (10 pt)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:(?!?)@#%&*{-}[=+]/<>`~

Calibri Regular (10 pt)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:(?!?)@#%&*{-}[=+]/<>`~

Times New Roman Regular (10 pt)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:(?!?)@#%&*{-}[=+]/<>`~

Times New Roman Italic (10 pt)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:(?!?)@#%&*{-}[=+]/<>`~

Calibri Italic (10 pt)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:(?!?)@#%&*{-}[=+]/<>`~

Calibri Bold (10 pt)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:(?!?)@#%&*{-}[=+]/<>`~

Calibri Bold Italic (10 pt)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:(?!?)@#%&*{-}[=+]/<>`~

Times New Roman Bold (10 pt)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:(?!?)@#%&*{-}[=+]/<>`~

Times New Roman Bold Italic (10 pt)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:(?!?)@#%&*{-}[=+]/<>`~

The Corporate Identity

On Corporate Logo

Proportion

Letterheads, official documents, memo paper, business cards and other similar materials communicate a corporate image. Since sizes of these materials vary, it is critical that the logo enjoys a measure of prominence.

For purposes of enlargement or reduction, the logo is always measured from the left of the “B” to the extreme right of the “S”.

The standard width of the logo is 8 cm. Reduction is allowed to 1.5 cm width only; any less and the logo would be made illegible. However, there are certain exceptions to this rule.



The Corporate Identity

On Corporate Name

The Registered

The word BERNAS is a trade name. It is not a legal entity, which means it cannot enter into conduct business or become a party to legal proceedings. Therefore, the company, "PADIBERAS NASIONAL BERHAD", must be clearly stated in:

- 1) Contractual commitments.
- 2) Communications in any form with customers and agents, including those required.
- 3) By law or regulations.
- 4) Legal communications and proceedings.
- 5) Filings with government bodies.
- 6) Certain signages.
- 7) Other documents as required by law.



✓ The registered corporate name must always appear in the centralised position under the logo.



✗ **DO NOT PLACE** the registered corporate name on the right hand side of the logo.

PADIBERAS NASIONAL BERHAD



✗ **DO NOT PLACE** the registered corporate name on top of the logo.



✗ **DO NOT PLACE** the registered corporate name on the left hand side of the logo.

The Corporate Identity

On Corporate Logo

Coloured Backgrounds

The integrity of the PADIBERAS NASIONAL BERHAD logo and its colours must never be compromised. Background colours should be chosen with care as a tint too close to the logo colours will compromise the visual impact.

On a light coloured base, the logo must appear as in the colour guidelines given.



For high contrast or dark backgrounds, the corporate logo must be outlined in white. However, the center of the logo must remain white. The corporate logotype and registered corporate name must be in reverse. While for monochrome logo position, the whole logo must be in white colour (reverse).



Note: When in doubt, remember that it is best to plan your project, especially with regard to base colours, in terms of how you can preserve the official logo rather than how you can work around it. Uncompromising consistency helps to immortalise logos.

The Corporate Identity

On Corporate Logo

Integrity

The variations shown are by no means exhaustive.



DO NOT PLACE the corporate logotype between the corporate symbol and the registered corporate name.



DO NOT PLACE the corporate symbol on the right hand side of the corporate logotype, with the registered corporate name in a single line, underneath it.



DO NOT PLACE the corporate symbol on the left hand side of the corporate logotype, with the registered corporate name in a single line, underneath it.



DO NOT USE the corporate symbol alone without the corporate logotype BERNAS.



DO NOT PLACE the corporate symbol between the corporate logotype and the registered corporate name.

The Corporate Identity

On Corporate Logo

Integrity

The variations shown are by no means exhaustive.



BERNAS
PADIBERAS NASIONAL BERHAD

X DO NOT ALTER the slant of the corporate symbol.



BERNAS
PADIBERAS NASIONAL BERHAD

X DO NOT USE an italicised type for the corporate logotype or registered corporate name.



BERNAS
PADIBERAS NASIONAL BERHAD

X DO NOT CHANGE the position of the corporate colours.



X DO NOT REPRODUCE the logo on a background of insufficient contrast.

PADIBERAS NASIONAL BERHAD
BERNAS



X DO NOT PLACE the registered corporate name on top of the corporate logotype with the corporate symbol underneath it.



BERNAS
PADIBERAS NASIONAL BERHAD

X DO NOT SHIFT the position either ranged right or left of the corporate logotype.



X DO NOT PLACE colours in the core of the logo.



BERNAS
PADIBERAS NASIONAL BERHAD

X DO NOT REPRODUCE the corporate logotype in 50% black or other colours.

The Corporate Identity

On Corporate Logo

Integrity

The variations shown are by no means exhaustive.



X DO NOT COMPRESS the logo.



X DO NOT EXPAND the logo.



X DO NOT DISTORT the logo.



X DO NOT ANGLE the logo in any way or add shadows.



X DO NOT CONTAIN the logo in another shape.



X DO NOT RENDER the logo in outlines.



X DO NOT USE graduated tones in the logo.



X DO NOT USE any other replacement font.



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