DATASONIC

CORPORATE IDENTITY MANUAL (CIM)

Version 1.0

Content

1.0 How to use this system

Welcome to the DATASONIC Corporate Identity Manual (CIM).

Everything we need to know about the DATASONIC brand is detailed in the following pages – from who we are and what we stand for, to what we look like. Inside are details on the elements that make up the DATASONIC Corporate Identity Manual (CIM) as well as an overview of how best to use them in all branded materials. This system has been developed for us all so we can make the most of our brand – understand it, communicate it, and protect it.

Making sure we use our brand correctly

All the elements in this system have been specifically designed to communicate the DATASONIC brand in the right way.

It is important that we communicate the DATASONIC brand consistently so that our audiences understand who we are, what we are about and would easily recognise DATASONIC touch points and become loyal to our brand.

It is therefore important that we all stay true to these elements and apply them accordingly. Please follow this system to ensure our brand is implemented correctly, without distorting, changing or undermining it.

To ensure consistency, all materials produced will be managed centrally by Strategic Communications Department.

If you are a project owner you must ensure that the materials are reviewed and expressly approved by Strategic Communications Department before printing and production.

Project using DATASONIC brand?

Follow DATASONIC Corporate Identity Manual (CIM)

Seek advice from Strategic Communications Department

Finalise branded collateral

Get branded collateral approval from Strategic Communications Department

Release approved branded collateral

Where this system applies

This system applies to all applications reflecting, describing and communicating the DATASONIC brand.

The applications include but are not limited to:

Official materials:
Business cards
Stationery
Contracts and forms
Corporate presentations
Staff identification
Staff uniforms
Vehicles
Offices and industrial environments

Above-the-line communications:
Internal and external print advertising
Internal and external TV and digital advertising

Below-the-line communications:
Brochures
Publications and booklets
Promotional materials and gifts

Events and exhibitions:
Exhibition booths
Exhibition and event collaterals
Internal and external events

Digital communications:
Website
Mobile applications
Social media pages
Videos and montages

2.0 Brand Philosophy

DATASONIC's brand philosophy is to position the company as a total ICT solutions provider whilst consistently enriching lives of the people and creating maximum value to all our customers and stakeholders.

3.0 Logo

3.1 Corporate Official Logo

This is our Corporate Official Logo, and should be used whenever we are speaking as a corporation to our audience.

Usage:
- All official applications where DATASONIC is represented as a corporation or legal entity
Examples: *Business cards, stationery, official documents, corporate presentations*

- Staff materials
Examples: *Staff identification card, corporate shirts*

- Any application with permanent presence
Examples: *Vehicles, offices and industrial environments, signage*

- When functioning as an endorsement
Examples: *Product packaging, sponsorship*

- Official Documents
Examples: *Invoices, receipts, letterhead, envelopes*

Always use the correct logo files available from Strategic Communications Department. Do not try to recreate or scan the artwork from this system.

⚠ *This is the only official version of our logo. From now on, do not use any older versions.*

⚠ *Our logo must only be used with the expressed permission of Strategic Communications Department.*

⚠ *Any logo variations apart from the ones displayed here must only be done with the full discussion and expressed permission of Strategic Communications Department.*

3.0 Logo

DATASONIC

3.2 Commercial Logo

This is our commercial logo, and should be used whenever we are speaking as a brand to our consumers. This should be the most familiar logo application to them.

Usage:
- All above-the-line communications
Examples: *Internal and external print, TV and digital advertising*

- All below-the-line communications
Examples: *Brochures, publications, booklets, promotional materials and gifts*

- All digital communications
Examples: *Website, mobile applications, social media pages, videos and montages*

- Exhibitions and events
Examples: *Exhibition booths, marchandise, exhibition and events collaterals*

4.0 Subsidiaries Company Logo

DATASONIC TECHNOLOGIES

DATASONIC MANUFACTURING

DATASONIC CORPORATION

DATASONIC INTERNATIONAL WLL

DATASONIC INNOVATION

DATASONIC PT DATASONIC TEKNOLOGI INDONESIA

DATASONIC SMART SOLUTIONS

DATASONIC DIGITAL

Always use the correct logo files available from Strategic Communications Department. Do not try to recreate or scan the artwork from this system.

5.0 Logo Structure

5.1 Official name and usage

Our official singular name is DATASONIC GROUP BERHAD. The name should always be spelled in all-capitals to emphasise our solemnity and historic roots.

The full legal name
DATASONIC GROUP BERHAD 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 Strategic Communications Department. Do not try to recreate or scan the artwork from this system.

5.2 Structure

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 any way.

3.5cm (width)

5.3 Minimum size

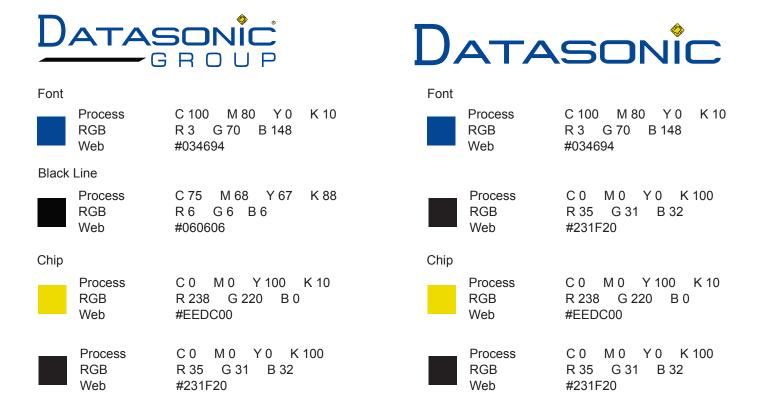A minimum size has been set to 3.5cm (width) for the logo. This is to ensure visibility of the logo.

Always use the correct logo files available from Strategic Communications Department. Do not try to recreate or scan the artwork from this system.

6.0 Corporate Colours

6.1 Full colour specifications and usage

The Full Colour version of our logo is the preferred version that 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 opt for the Black version of our logo.

The Black version can only be used in circumstances where only black and white printing is available.

Font

Process	C 100	M 80	Y 0	K 10	
RGB	R 3	G 70	B 148		
Web	#034694				

Black Line

Process	C 75	M 68	Y 67	K 88	
RGB	R 6	G 6	B 6		
Web	#060606				

Chip

Process	C 0	M 0	Y 100	K 10	
RGB	R 238	G 220	B 0		
Web	#EEDC00				

Process	C 0	M 0	Y 0	K 100	
RGB	R 35	G 31	B 32		
Web	#231F20				

Font

Process	C 100	M 80	Y 0	K 10	
RGB	R 3	G 70	B 148		
Web	#034694				

Process	C 0	M 0	Y 0	K 100	
RGB	R 35	G 31	B 32		
Web	#231F20				

Chip

Process	C 0	M 0	Y 100	K 10	
RGB	R 238	G 220	B 0		
Web	#EEDC00				

Process	C 0	M 0	Y 0	K 100	
RGB	R 35	G 31	B 32		
Web	#231F20				

Usage and applications
- Offset or digital full colour printing
 (such as good quality printed magazine advertising, billboards, etc.)
- High quality signage where the logo is printed
- All digital and electronic applications

Always use the correct logo files available from Strategic Communications Department. Do not try to recreate or scan the artwork from this system.

6.0 Corporate Colours

6.2 Black & white colour specifications and usage

Font & Chip

Process	C 000	M 000	Y 000	K 000
RGB	R 255	G 255	B 255	
Web	#FFFFFF			

Font

Process	C 0	M 0	Y 0	K 87
RGB	R 33	G 33	B 33	
Web	#212121			

Black Line

Process	C 0	M 0	Y 0	K 100
RGB	R 35	G 31	B 32	
Web	#231F20			

Chip

Process	C 0	M 0	Y 0	K 21
RGB	R 201	G 201	B 201	
Web	#212121			

Process	C 0	M 0	Y 0	K 100
RGB	R 35	G 31	B 32	
Web	#231F20			

Font

Process	C 0	M 0	Y 0	K 87
RGB	R 33	G 33	B 33	
Web	#212121			

Process	C 0	M 0	Y 0	K 100
RGB	R 0	G 0	B 0	
Web	#000000			

Chip

Process	C 0	M 0	Y 0	K 21
RGB	R 201	G 201	B 201	
Web	#212121			

Process	C 0	M 0	Y 0	K 100
RGB	R 35	G 31	B 32	
Web	#231F20			

Usage and applications

- Black and white offset or digital printing (such as newspaper, monochrome printer)

- Single colour block printing (such as stencils, silk screen printing, stamps, etc.)
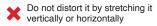
- Facsimile, blind emboss, deboss, etching, etc.

7.0 Incorrect Usage

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 DATASONIC logo in a consistent and disciplined way. We must not alter or use it in an inappropriate manner.
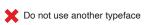
The images here illustrate ways in which the logo should NEVER be used. The list is not exhaustive, but is indicative of the most common misuse of the logo.
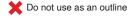
❌ Do not distort it by stretching it vertically or horizontally
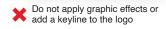
❌ Do not angle or rotate the logo

❌ Do not use another typeface
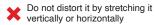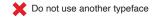
❌ Do not use as a tint, watermark or create transparency

❌ Do not use as an outline

❌ Do not use other color background for reverse logo

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

❌ Do not use another colour or add texture

❌ Do not distort it by stretching it vertically or horizontally

❌ Do not angle or rotate the logo

❌ Do not use another typeface

❌ Do not use as a tint, watermark or create transparency
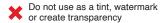
❌ Do not use as an outline

❌ Do not use other color background for reverse logo

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

❌ Do not use another colour or add texture

Always use the correct logo files available from Strategic Communications Department. Do not try to recreate or scan the artwork from this system.

8.0 Primary Colours

The DATASONIC primary colours are Blue and Solid White. These colours are used in the DATASONIC logos and are a very strong visual feature of the brand.They are also used on main graphic elements in applications, including typography, text boxes and background colours.

8.1 Colour Codes

Our primary (and preferred) colour reference code is Pantone and it will be used for all print and production of all Above-the-line and Below-the-line communications.
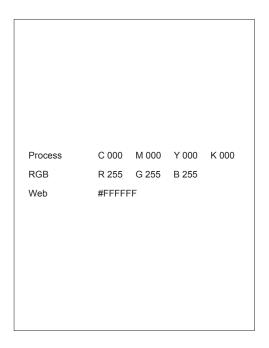
However, should there be an unavailability of Pantone paint, or a related media or production restriction, our secondary colour reference code (Process) may be used. This is subject to prior expressed approval from Strategic Communications Department.

This measure is essential in maintaining consistency and protection of the DATASONIC colours. Please refer to the colour swatches provided when performing a colour proof.

Process	C 100	M 080	Y 000	K 010
RGB	R 003	G 070	B 148	
Web	#034694			

Process	C 000	M 000	Y 000	K 000
RGB	R 255	G 255	B 255	
Web	#FFFFFF			

Usage

- To use in applications with production restrictions
  such as limited colour printings, bad gradient
  production, etc.
- Highlighted typography such as titles, subtitles,
  paragraph titles, paragraph highlights, bilingual
  copy, etc. (see Typography section)
- Highlight graphic elements such as decorative
  colour blocks and lines, icons, etc.

Usage

- Backdrop to all versions of the logo
- Text boxes

Colours demonstrated on this page are not proofs and should only be used as a formula reference. Always refer to the PANTONE chips to achieve maximum consistency.

9.0 Primary Typography

Typography plays an important part in breathing character into our brand and reinforcing our messaging.

Consistently using a specially selected typeface will not only unify all our communication materials but also create a distinct look-and-feel across these materials.

Our primary font is Helvetica. The Helvetica family of fonts has been selected to give our brand a professional, premium and contemporary look.

This font will be used in PowerPoint presentations, Above-the-line and Below-the-line communications.

This font should not be substituted in any major communication materials such as advertisements, corporate collateral, signage, gifts, etc.

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usage
- Main titles
- Body copy highlights

Helvetica Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usage
- Paragraph titles
- Subtitles

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usage
- Body copy

Helvetica Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usage
- Body copy highlights

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usage
- Main titles
- Body copy highlights

Helvetica Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usage
- Body copy highlights

Applications	Helvetica			Helvetica Italics		
	Bold	Regular	Light	*Bold Oblique*	Oblique	*Light Oblique*
Titles	Primary Use	Yes	No	Yes	Yes	No
Subtitles	No	Primary Use	No	No	Yes	No
Body copies	No	No	Primary Use	No	No	No
Highlights	Primary Use	Yes	No	Yes	Primary Use	Yes
Footnotes	No	No	Yes	No	No	Primary Use
Insets	No	No	Yes	No	No	Primary Use
Special names	Yes	No	No	Primary Use	No	No

Table of usage

The table of usage is provided as an easy reference to the full Helvetica family range and their general applications. On a very basic hierarchical system, one can simply use the font marked "Primary Use" for each purpose. However, other options are also available to allow for better legibility, emphasis and prioritisation.

9.1 Usage

The illustration on this page demonstrates the most basic typographic usage on written materials, with title, subtitle, highlight, body copy and insets.

The system can also be expanded to accommodate more multi-layered information levels.

Title Lorem ipsum dolor sit

(Helvetica Bold in Datasonic Blue)

Highlights Illud vocent recusabo ut vix. Clita utamur senserit ius an, tota disputationi eos ei. Pro fugit docendi ei, ea vis autem voluptaria, an vidit suavitate expetendis cum. Volutpat adolescens has te, docendi epicuri nominati mei at.

(Helvetica Regular in Black)

Paragraph titles

(Helvetica Bold in Blue)

Body copy Sit an essent suscipit, ut diam tritani appareat eos, invenire inimicus disputando ut has. Id summo sanctus mea. Eam et habeo scaevola liberavisse, nec inani equidem propriae id. Ne soleat scribentur qui, mea ex vidisse dissentias. Essent omittam scribentur ius ad, ut lorem sententiae eos, at quo facete aeterno lucilius. Ius lorem primis apeirian ea, audiam laoreet consequat eam at.Eam et habeo scaevola liberavisse, nec inani equidem propriae id. Ne soleat scribentur qui, mea ex vidisse dissentias. Essent omittam scribentur ius ad, ut lorem sententiae eos, at quo facete aeterno lucilius. Ius lorem primis apeirian ea, audiam laoreet consequat eam at. Sit an essent suscipit, ut diam tritani

(Helvetica Regular in Black)

Inset, footnotes, etc. nec inani equidem propriae id. Ne soleat scribentur qui, mea ex vidisse dissentias.

(Helvetica Oblique in Black)

10.0 Secondary Typography

Typography plays an important part in breathing character into our brand and reinforcing our messaging.

Consistently using a specially selected typeface will not only unify all our communication materials but also create a distinct look-and-feel across these materials.

Our secondary font is Calibri. The Calibri family of fonts has been selected to give our brand a professional, premium and contemporary look.

This font will be used in PowerPoint presentations, Above-the-line and Below-the-line communications.

This font should not be substituted in any major communication materials such as advertisements, corporate collateral, signage, gifts, etc.

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usage
- Main titles
- Body copy highlights

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usage
- Paragraph titles
- Subtitles

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usage
- Paragraph titles
- Subtitles

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usage
- Main titles
- Body copy highlights

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usage
- Body copy

Applications	Calibri				
	Bold	Light	Regular	***Bold Italic***	*Italic*
Titles	Primary Use	Yes	No	Yes	Yes
Subtitles	No	Primary Use	No	Primary Use	Yes
Body copies	No	No	Primary Use	No	No
Highlights	Primary Use	Yes	No	Yes	Primary Use
Footnotes	No	No	Yes	No	No
Insets	No	No	Yes	No	No
Special names	Yes	No	No	Primary Use	No

Table of usage

The table of usage is provided as an easy reference to the full **Calibri** family range and their general applications. On a very basic hierarchical system, one can simply use the font marked "Primary Use" for each purpose. However, other options are also available to allow for better legibility, emphasis and prioritisation.

10.0 Secondary Typography

10.1 Usage

The illustration on this page demonstrates the most basic typographic usage on written materials, with title, subtitle, highlight, body copy and insets.

The system can also be expanded to accommodate more multi-layered information levels.

Title Lorem ipsum dolor sit

(Calibri Bold in Datasonic Blue)

Highlights Illud vocent recusabo ut vix. Clita utamur senserit ius an, tota disputationi eos ei. Pro fugit docendi ei, ea vis autem voluptaria, an vidit suavitate expetendis cum. Volutpat adolescens has te, docendi epicuri nominati mei at.

(Calibri Regular in Black)

Paragraph titles

(Calibri Bold in Blue)

Body copy Sit an essent suscipit, ut diam tritani appareat eos, invenire inimicus disputando ut has. Id summo sanctus mea. Eam et habeo scaevola liberavisse, nec inani equidem propriae id. Ne soleat scribentur qui, mea ex vidisse dissentias. Essent omittam scribentur ius ad, ut lorem sententiae eos, at quo facete aeterno lucilius. Ius lorem primis apeirian ea, audiam laoreet consequat eam at.Eam et habeo scaevola liberavisse, nec inani equidem propriae id. Ne soleat scribentur qui, mea ex vidisse dissentias. Essent omittam scribentur ius ad, ut lorem sententiae eos, at quo facete aeterno lucilius. Ius lorem primis apeirian ea, audiam laoreet consequat eam at. Sit an essent suscipit, ut diam tritani

(Calibri Regular in Black)

Inset, footnotes, etc. nec inani equidem propriae id. Ne soleat scribentur qui, mea ex vidisse dissentias.

(Calibri Italic in Black)

11.0 Bilingual

Where an application requires two (2) languages with similar alphabet styles, the simplest way to create the differentiation is through colour.

The primary language can carry DATASONIC's black colour, while the secondary language can use the blue colour.

The secondary language can use the same colour but applied in italics if, and only if, it is not possible to have two (2) colours.

Bilingual in two (2) colours

Main language

Main Language title lorem ipsum

Secondary language

Other language title iär aď't molĭyûueûa

Body copy Sit an essent suscipit, ut diam tritani appareat eos, invenire inimicus disputando ut has. Id summo sanctus mea. Eam et habeo scaevola liberavisse, nec inani equidem propriae id. Ne soleat scribentur qui, mea

Body copy Sit an essent suscipit, ut diam tritani appareat eos, invenire inimicus disputando ut has. Id summo sanctus mea. Eam et habeo scaevola liberavisse, nec inani equidem propriae id. Ne soleat scribentur qui, mea

Bilingual in single colour

Main language

Main Language title lorem ipsum

Secondary language

Other language title iär aď't molĭyûueûa

Body copy Sit an essent suscipit, ut diam tritani appareat eos, invenire inimicus disputando ut has. Id summo sanctus mea. Eam et habeo scaevola liberavisse, nec inani equidem propriae id. Ne soleat scribentur qui, mea

Body copy Sit an essent suscipit, ut diam tritani appareat eos, invenire inimicus disputando ut has. Id summo sanctus mea. Eam et habeo scaevola liberavisse, nec inani equidem propriae id. Ne soleat scribentur qui, mea
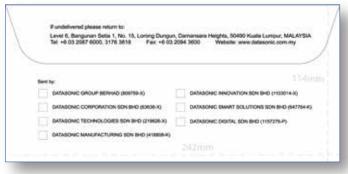
12.0 Samples of Logo Application

12.1 Corporate Business Card

12.2 DL Size Envelope (with window) - 242mm (w) x 114mm (h)
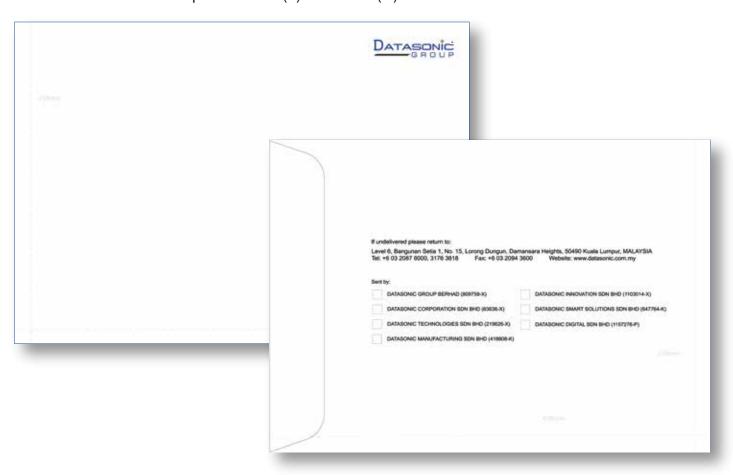

12.3 DL Size Envelope - 242mm (w) x 114mm (h)

12.0 Samples of Logo Application

12.4   C4 Size Envelope - 229mm (h) x 324mm (w)

12.5   C3 Size Envelope - 324mm (h) x 458mm (w)

12.0 Samples of Logo Application

12.6   Corporate Letterhead

DATASONIC GROUP BERHAD (809870-0)
Level 6, Bangunan Setia 1,
No. 15, Lorong Dungun, Damansara Heights,
50490 Kuala Lumpur, MALAYSIA.
Tel   : +603 2007 6008
Fax   : +603 2004 3608
GST Reg No. 000764256256
Website: www.datasonic.com.my

DATASONIC TECHNOLOGIES SDN. BHD. (619956-X)
(A subsidiary company of Datasonic Group Berhad)
Level 6, Bangunan Setia 1,
No. 15, Lorong Dungun, Damansara Heights,
50490 Kuala Lumpur, MALAYSIA.
Tel   : +603 2087 6008
Fax   : +603 2094 3608
Website: www.datasonic.com.my
SALES TAX Reg No. / W10-1808-22000008
SERVICE TAX Reg No. / W10-1808-31002233

12.0 Samples of Logo Application

12.7   Corporate Shirt

Generally, corporate shirt is the shirt provided to the management and selected employees throughout the Group, bearing DATASONIC's corporate official logo. The shirt is to be worn only on official occasions and/or one (1) selected day per week as decided by the Company.

Uniform refers to operational shirt(s) worn only by a specific group of employees every day. The uniform will bear the logo of the associated subsidiary company.

12.7.1   Male Corporate Shirt

www.datasonic.com.my
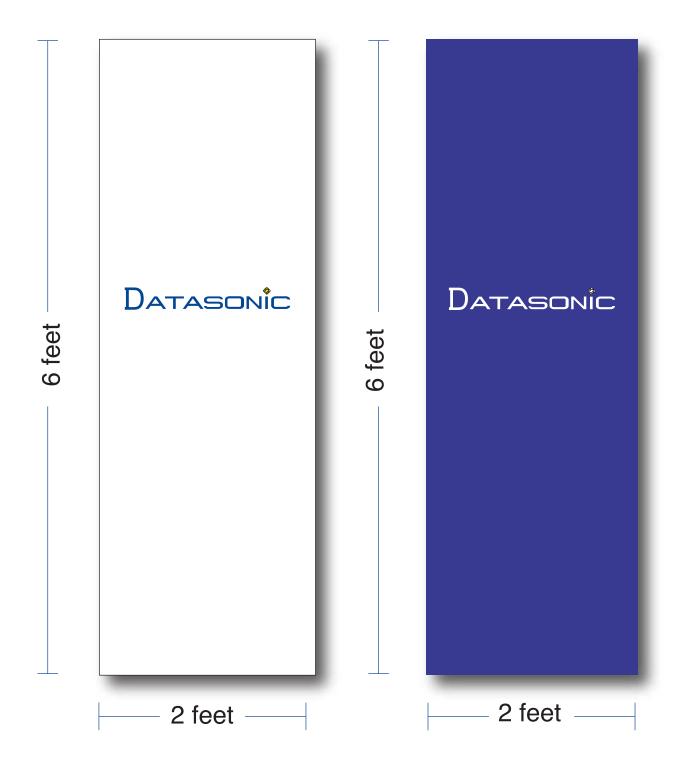
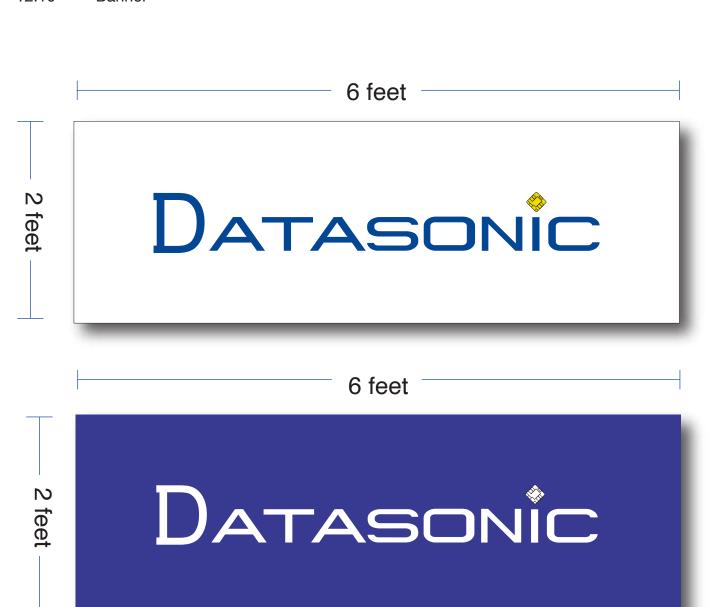12.7.2   Female Corporate Shirt

www.datasonic.com.my

12.0 Samples of Logo Application

12.8   Polo T-Shirt

12.9   Bunting

6 feet

Datasonic

2 feet

6 feet

Datasonic

2 feet

12.10   Banner

6 feet

2 feet

6 feet

2 feet

12.0 Samples of Logo Application
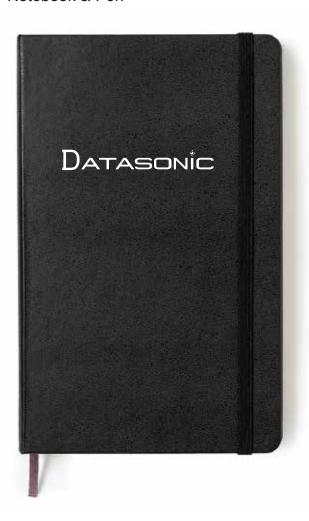
12.11   Mugs

12.12   Notebook & Pen

12.0 Samples of Logo Application

12.13   Umbrella