THE TRUE MALAYSIA

Brand Guidelines

Corporate identity and brand applications

Business · Tourism · Economy · Culture



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This guide combines brand principles, identity rules and large application concepts. Proposed specifications should be validated in the production masters.

01

Brand foundation

Purpose

The True Malaysia is an independent country knowledge and media platform. It helps people understand Malaysia through business, economy, culture and tourism, supported by education, health, food, trade and everyday life.

Vision and mission

Build an enduring digital gateway that researches, organizes and shares useful, source-backed knowledge. The digital ambassador description expresses the mission; it does not indicate diplomatic appointment or government status.

Positioning

A premium, welcoming and practical guide to Malaysia beyond a narrow tourist image. Every story should help a reader discover a subject, understand its context or take an informed next step.

Brand character

Credible, respectful, modern and positive. Explain material conditions clearly. Avoid sensational claims, unsupported rankings, blanket guarantees and any suggestion of institutional endorsement.

02

Audience and stakeholders

Commercial audiences

Founders, SMEs, investors and exporters need practical pathways, dated sector evidence and useful connections to competent organizations. Present opportunities without promising profitability or eligibility.

People and places

Students, families, residents and visitors need readable guidance on education, health, culture, destinations and daily life. Use respectful language and reflect diverse needs and accessibility.

Institutions and contributors

Chambers, associations, academia and contributors need clear entity profiles, source attribution and an honest enquiry route. An organization listed as a resource is not automatically a partner.

Audience promise

Make complex subjects easier to understand, show where evidence comes from and provide a useful next action. Keep the same standard in English and Bahasa Melayu.

03

Brand architecture

Four visible pillars

Business covers enterprise, trade and sector discovery. Tourism covers meaningful travel and destinations. Economy explains markets, infrastructure and connectivity. Culture presents heritage, creativity and lived experience.

Supporting knowledge

Food and Halal, education and talent, healthcare and wellbeing, regions, practical guides and constructive news connect the pillars. Include Peninsular Malaysia, Sabah and Sarawak in the editorial plan.

Identity hierarchy

Public brand: The True Malaysia. Website: www.thetruemalaysia.com. Internal shorthand: TTM. Concierge label: Ask TTM, or Tanya TTM in Malay. Keep the master brand dominant; do not create unrelated sector logos.

Future capability

Directories, business matching and a Malaysia OS are future workstreams until their data, access, consent and operating arrangements exist. A mockup does not establish an available service.

04

Logo identity system

Master identity

Use the supplied horizontal logo as the authoritative full lockup. Its TM emblem, wordmark and Business • Tourism • Economy • Culture line form one unit. Use the supplied emblem for compact applications.

Clear space

Working rule: leave clear space equal to the height of the capital T in the wordmark on every side. For the emblem alone, leave at least one quarter of its width. Validate these rules in the final vector master.

Size and legibility

Proposed starting sizes: full logo 55 mm in print or 320 px on screen; emblem 15 mm or 48 px. Increase size whenever fine ornament or the descriptor becomes unclear. These are test thresholds, not certified production limits.

Protect the original

Do not stretch, crop, rotate, recolor or redraw the mark. Keep it on ivory or a calm compatible surface. Generated replicas are mockup illustrations. One-color, embroidery and engraving versions need an approved vector adaptation.

Master identity and clear space

The supplied original logo is shown without redrawing. The dashed boundary illustrates the clear-space principle; it is not a final measured template.



Emblem only

Use for avatars, the concierge, pins and compact applications. Preserve its original form and colors. One-color variants need an approved vector adaptation.

05

Color typography and visual language

Application palette

Burgundy is the primary application color. Ivory gives the system warmth and readability. Gold is a restrained accent for rules, material finishes and selected details. Keep the blue and red within the supplied emblem unchanged.

Typography

Proposed direction: an elegant editorial serif for display headings, paired with a clear sans serif for body text, navigation and data. Use the same type hierarchy in both languages and allow natural Malay line wrapping.

Pattern and iconography

Use fine botanical or geometric details sparingly. Keep patterns away from body text. Icons should be simple and consistent. Gold decoration must not replace clear labels or carry essential small text on ivory.

Status of specifications

The palette and type specifications in this edition are proposed working standards. Proof actual print colors and validate final screen contrast. The supplied raster logo remains the authority for its own colors.

Working palette and type hierarchy

Burgundy

#781E32

Ivory

#F7F3E8

Gold

#D4AF37

Charcoal

#2B2420

Elegant editorial headlines

Clear body text for guides navigation and data

Proposed digital scale: headings 32–56 px; body 16–18 px; labels 14–16 px. Proposed print body: 10.5–12 pt. Test actual layouts and allow extra length in Malay. Use ivory on burgundy or charcoal on ivory; reserve gold for decoration rather than essential small text.

Typeface direction: editorial serif such as Georgia or Cormorant; clear sans serif such as Inter. Select actual families, check licensing and validate consistency in both languages before production.

06

Corporate stationery stamp and seal

Correspondence

Keep letterheads mostly blank and readable. Use the full logo at the top, controlled gold details and a modest footer. Add only confirmed operator, address, email and telephone details to final templates.

Suggested formats

Starting formats: A4 letterhead 210 × 297 mm; DL envelope 220 × 110 mm; visiting card 90 × 54 mm; A5 notebook 148 × 210 mm. Use printer-approved bleed, safe margins and dielines for each supplier.

Stamp and seal roles

A simple correspondence stamp supports internal document handling. A brand seal supports presentation and packaging. Neither establishes government authority, certification or legal validity. Do not add an unconfirmed registration number.

Production requirements

Rebuild artwork with original logo assets and editable text. Obtain a dedicated one-color vector before cutting a rubber die or engraving a seal. Confirm fine-line tolerances and test a physical proof.

Corporate stationery system



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Use ivory paper, a calm logo zone and restrained gold detailing. Keep ample writing space. Rebuild the folder, envelope and cards from editable masters.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Visiting card system



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Preserve the founder name and title. Reduce the oversized concept logo to allow confirmed contacts. Keep the descriptor legible at the actual card size.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Letterhead and envelope



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Use the original logo on A4 stationery. Keep the correspondence body clear. Confirm contact and operator details before adding a footer or return address.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Rubber stamp letterhead and seal



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

The rectangular stamp is for correspondence handling. Use a dedicated one-color master. The round seal is a brand presentation concept and does not validate a document legally.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Brand seal and embossed impression



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Keep one-color relief clear and reproducible. Confirm die diameter, paper weight and engraving tolerances with the maker. Do not engrave directly from this generated scene.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

07

Website and digital portal

Portal role

The website connects knowledge, sector discovery, practical guides and real next actions. Preserve working Malaysia components and the approved T3 layout rhythm rather than rebuilding completed pages.

Hero and content surfaces

Use a compact rounded hero, short headline and one clear supporting action. Match the approved Tourism hero proportions. Keep text live, wrap naturally on mobile and never clip the heading or button.

Navigation and readiness

Use clear business, investment, culture, tourism, food and knowledge journeys. Mark incomplete sectors Coming Soon or Akan Datang. Do not link an unfinished card to an empty or misleading destination.

Concierge and languages

Use the supplied concierge emblem. Ask TTM and Tanya TTM should lead to a real available function. A language selector must open a genuine translation; sample UI artwork is not proof of a functioning feature.

Website desktop and mobile



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Use the visual direction with actual approved page copy. Replace any generated superlatives with supported wording. Keep mobile text and actions visible; the mockup is not a tested website.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

08

Social media and digital presence

Channel system

Use one recognizable identity across LinkedIn, Facebook, YouTube, Instagram and TikTok. Adapt layout to each format; do not squeeze a horizontal logo into a small circular profile picture.

Creative structure

Combine one strong image, one concise headline, a clear category and a quiet logo area. Favor readable business, culture and practical discovery content over crowded decorative posters.

Language adaptation

Create dedicated English and Malay artwork from editable masters. Translate the message naturally, not word by word. Keep all essential content visible in platform crop previews. Confirm current platform sizes at export.

Trust and commercial disclosure

Do not invent handles, followers, verified badges, partners or testimonials. Label paid placements clearly. AI-generated scenes are illustrative and should not be represented as coverage of real events.

Social channel identity



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Keep consistent logo treatment while adapting crops. Build separate English and Malay creative files. These samples do not establish active accounts or existing audiences.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Video banners and thumbnails



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Use one strong topic per thumbnail and a legible headline. Export from editable layouts after checking current platform crops. Treat scenery as illustrative campaign imagery.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

09

Content engine and editorial system

Editorial model

Organize stories around economy, business, culture, tourism, food, people and practical knowledge. Favor constructive, source-backed reporting that explains context and helps the reader make a decision.

Article structure

Use a precise title, a useful summary, the main explanation, dated evidence, practical next steps and related resources. Record publisher, URL, reference period, units, geography and checked date for material claims.

Evidence distinctions

Separate approved investment from realized investment and FDI flows, growth from GDP levels, and tourist arrivals from all visitor arrivals. Do not combine mismatched periods into a single annual snapshot.

Commercial and image policy

Payment must not determine factual verification. Disclose sponsorships and correct errors visibly. Use documentary photographs for real-event evidence; disclose illustrative AI imagery where appropriate.

Reports and presentation materials



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

The Malaysia Perspectives title is a sample publication concept. Use the same hierarchy for real briefings, with dated sources and an identifiable editor.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

10

AI powered Malaysia OS

Long term direction

Malaysia OS describes a future structured knowledge infrastructure. Research, extraction, writing, translation, design and publishing can be supported by supervised AI workflows as the platform develops.

Human responsibility

Assign a responsible editor to every published output. Changing statistics, incentives, visas, health and legal information require current competent sources. An AI response does not establish eligibility or professional advice.

Observable capability

Label planned, prepared, implemented and tested capabilities separately. Add automated publishing only when access, schedules, quality gates and monitoring are actually configured.

Consent and connections

Directories and matching require verified entity records and appropriate permission for data use. My Falcon Eye integration remains a future workstream until real access, API and consent arrangements exist.

11

Environment city signage and events

Office and venue language

Reception, wayfinding, media walls and event stands should feel welcoming and professional. Use calm ivory surfaces, selected burgundy panels and discreet brass or gold details. Keep clear circulation and readable signs.

City and arrival concepts

Landmarks, street banners, airport screens and hotel facades are campaign proposals. They do not indicate an existing installation, municipal adoption, venue partnership or public endorsement.

Actual site requirements

Use surveyed site dimensions, viewing distance and supplier specifications before fabrication. Confirm mounting, stability, lighting, accessibility and the placement owner. Mockup dimensions are not construction drawings.

Transport and public visibility

Vehicle branding must preserve windows, handles, lights and safety markings. Keep campaign branding separate from official traffic or airport wayfinding. Do not create confusion with public-service fleets.

Office reception



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Use an ivory logo backdrop, selected burgundy panels and warm light. Confirm the actual site and sign size. This scene does not identify existing premises.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Wayfinding plaques and nameplates



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Prioritize contrast and viewing distance. Use truthful room labels and consistent arrows. Keep decoration separate from essential directions.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

City landmark concept



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

A proposed I Love Malaysia campaign installation. Keep the brand panel separate, preserve pedestrian access and use a surveyed engineered design before any fabrication.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Airport arrival campaign



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

A proposed advertising placement. Keep airport wayfinding separate and unobstructed. Obtain placement approval; do not imply airport partnership.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Hotel facade campaign



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

A proposed venue banner and screen. Check mounting, actual dimensions and local viewing conditions. No hotel collaboration is established by the illustration.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Street totem and banners



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Treat this as public campaign design, not regulatory signage. Check pedestrian clearance, wind loads and the placement owner before installation.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Branded vehicle concept



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Adapt to the real vehicle template. Move the concept emblem away from the window edge. Keep glass, handles, lights and registration areas fully clear.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Exhibition booth



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Retain an open, welcoming stand and comfortable meeting zone. Verify the floor edge, accessibility and venue rules. Build from dimensioned vendor drawings.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Media backdrop and stage



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Make the main identity visible to camera, with quiet repeated marks at the edges. Use genuine event titles and only confirmed participant or partner identities.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Event entrance and visitor desk



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Provide clear pedestrian flow. Confirm structural stability, wind resistance and venue access requirements. This is an event concept without an announced date or sponsor.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

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Apparel pins merchandise and gifts

Team clothing

Use practical burgundy or ivory garments, modest cuts and small emblem patches. Provide suitable long-sleeve options. Embroidery must remain legible without reproducing every tiny jewel detail.

Coat pin

The TM emblem is the focus of the lapel pin. A proposed 20–25 mm starting height should be checked with a metalwork supplier. Use a secure clasp, restrained scale and a physical color proof.

Executive accessories

Notebooks, pens, mugs, tote bags, keyrings and gift boxes should feel coordinated and useful. Use TTM text on narrow pen barrels; place the full logo only where the descriptor remains readable.

Manufacturing handoff

Choose appropriate print, enamel, emboss or foil methods. Provide the original logo and approved production adaptation. Test durability, material color, stitching and fine-line reproduction before an order.

Uniforms and team accessories



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Use restrained chest embroidery and practical cuts. Offer modest long-sleeve options. Rebuild badge and lanyard artwork with verified roles rather than fictitious staff identities.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Coat and lapel pin



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Use the TM emblem at wearable scale with a secure clasp. Approve a physical enamel sample. Fine generated details must be translated into manufacturable metalwork.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Executive gifts and accessories



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Coordinate notebook, pen, mug and box finishes. Use TTM on narrow pen barrels and the full mark on wider surfaces. Avoid decorative treatment that reduces practical use.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

Packaging bags and desk accessories



AI-generated scene illustrating brand direction. Not evidence of an actual installation, premises or partnership.

Application guidance

Use durable materials and restrained branding. Obtain bag and box dielines and print areas from suppliers. Keep logos away from folds and handles.

Concept artwork

Rebuild final artwork with the original logo and editable text. Review fine details before production.

13

Photography tone and language

Photography direction

Show Malaysia through people, industry, heritage, learning, food and nature. Balance national and regional coverage. Use accurate locations and captions and avoid reducing Malaysia to one skyline or cultural image.

Voice

Use clear, measured and respectful language. Describe useful opportunities with evidence. Avoid empty prestige language, unconditional safety statements and unsupported world-class claims.

Malay and English

Keep names, numbers, dates, conditions and source meaning consistent across translations. Preserve The True Malaysia as the brand name. Use natural Malaysian Malay and review high-stakes translations before public release.

Cultural boundaries

Respect Malaysia’s ethnic and religious diversity. Do not promote alcohol, gambling, nightlife or sexualized entertainment. Illustrative AI scenes must not masquerade as real documentary photographs.

14

Brand governance and quality control

Accountability

The owner sets direction; the brand editor checks consistency; the researcher checks evidence; the language reviewer checks meaning; the developer implements authorized changes. Record decisions rather than relying on informal memory.

Review sequence

Check identity, copy, sources, translation, accessibility and actual links. Confirm contacts, legal operator and institutional wording before they enter public templates. Keep commercial disclosures visible.

Shared records

Maintain PROJECT_STATE.md, DECISION_LOG.md, SOURCE_REGISTER.csv and ASSET_REGISTER.csv. Assign versions to outputs, retain source rights and record whether an asset is documentary, generated or illustrative.

Release boundary

Prepare work for review without repeated checkpoints. Public publication, deployment, paid production, partnership announcements and final legal claims require the relevant owner authorization.

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Implementation roadmap

Stage one identity and collateral

Select final applications, obtain an original vector master and confirm the working palette. Build editable stationery, the pin specification and one-color stamp/seal masters. Confirm operator and contact details.

Stage two digital alignment

Audit the actual Malaysia repository before changes. Preserve completed Tourism and Food & Halal content and approved images. Align heroes and publish only complete, verified sectors; retain useful Coming Soon states elsewhere.

Stage three editorial rollout

Prepare matched English and Malay templates, a manageable content calendar and a corrections process. Begin with useful audience journeys and source freshness rather than maximizing page count.

Stage four controlled expansion

Pilot venue or event applications with willing placement owners. Add directory, matching and AI automation after verified data and operating arrangements exist. Measure useful enquiries, readership and response completion.

16

Brand standard and production handoff

One coherent identity

The True Malaysia should feel premium, diplomatic, modern and useful. Burgundy, ivory and restrained gold organize applications; the supplied TM logo anchors every touchpoint. Maintain equal care in both language editions.

Required production files

Deliver approved vector logo variants, editable layouts, final digital exports and supplier-ready print files. Keep concept mockups separate from manufacturing masters. Do not auto-trace a generated logo as the final source.

Visual status

The 24-image application pack comprises 8 reused images and 16 new images. This guide uses the 23 application scenes; its cover is typeset with the original identity instead of reusing the image-pack cover title. All scenes remain illustrative concepts.

Ownership and continuity

Prepared for Nabeel Bin Tariq Siddiqui. Creative team: Petrol Solution Co., Limited. Owner-confirmed website: https://www.thetruemalaysia.com. Keep this edition with the application pack and record later approvals and revisions in the shared project records.

Consistent language and terminology

Brand guidelines

Garis panduan jenama

Business

Perniagaan

Tourism

Pelancongan

Economy

Ekonomi

Culture

Budaya

Investment

Pelaburan

Knowledge

Pengetahuan

Food and Halal

Makanan dan Halal

Ask TTM

Tanya TTM

Coming Soon

Akan Datang

Explore Malaysia

Terokai Malaysia

Creative team

Pasukan kreatif

The True Malaysia name and master logo are not translated. Guide headings, captions and instructions are localized; lettering embedded in the original mockups is retained. Create editable language-specific artwork for final public use.

References and edition control

Structural reference

T3 The True Thailand Brand Development Manual v9. Supplied reference for the 16-chapter foundation, identity, stationery, digital, editorial, AI, environment and governance structure.

Application reference

TTK City Brand Guide Pack. Supplied city, arrival, transport and practical touchpoint concepts. Adapted for Malaysia without importing Thai country content.

Project sources

CHATGPT_KNOWLEDGE_BUNDLE.md; PROJECT_STATE.md dated 9 October 2026; subsequent owner instructions; TTM Brand Application Image Pack V2; supplied original logo and concierge assets.

Language reference

MyGovernment, Official Language / Bahasa Rasmi. Publisher: Government of Malaysia. Page update shown: 17 October 2025. Search-index text checked 12 October 2026; direct fetch returned access restriction. Scope: Malay language status in Malaysia.
https://www.malaysia.gov.my/my/government/kenali-malaysia/bahasa-rasmi

Edition control

Version 1.1, 12 October 2026. Two matched language editions. Technical dimensions and palette/type rules are proposed working specifications. No live-repository implementation or deployment has been independently verified in this guide.