The following pages provide an overview of the Boustead Holdings Berhad (Boustead) visual identity system, applicable to print uses. Use it as your tool to determine what to do and not to do as you present Boustead material internally or externally.

No logos or brand identities that carry the name of Boustead may be created without adhering to the system outlined in this guide.

Only use approved artwork available through Corporate Communication Unit of Boustead Holdings Berhad.
The Boustead logo comprises two separate and distinct elements that are used as a unit:

- The symbol, which is the letter B in green and
- The logotype, which is our company name, also in green

These elements combined provide the sole visual icon to represent Boustead on all visual communications.

For maximum clarity and visibility, care should be taken to ensure that the logo is always readable and that other images or design elements do not visually interfere. The logo should not be altered or distorted in any way and should always be in the styles shown.
Logo version

Main logo

Boustead Holdings Berhad

Use this logo on all applications that do not require formality, including promotional items.

Formal logo

Boustead Holdings Berhad

(A member of LTAT Group)

Use this logo on all formal applications, including official document, stationery, etc.

Group logo

Boustead

Use this logo when the messaging and materials represent a Group voice.
Logo clear space & minimum size

Clear space

In order to maintain the logo’s visual impact, its clear space must always be observed. The clear space between the symbol B and logotype is equivalent to the height of the letter ‘O’ as in Boustead (Figure A).

It is also important that the logo remains free of all graphic, photography, typography and other marks.

Half of the height of the symbol B (½x) is the minimum clear space between the Boustead logo and application edges (Figure B).

Minimum size

To ensure that the logo is recognisable and is visually effective, it must be of a certain size. As a general rule when reproducing the logo, it should not appear any smaller than 8mm in overall height of the B logo (Figure C).

In larger or smaller displays, the aspect ratio should be maintained.
Logo orientation

**Vertical Version**

Boustead Holdings Berhad

The vertical version is the preferred standard version.

**Horizontal Version**

Boustead Holdings Berhad

The horizontal version is reserved for applications that cannot accommodate the vertical version due to space constraints.
**Logo colour**

<table>
<thead>
<tr>
<th>Full colour</th>
<th>Single colour (black &amp; white)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Full colour logo" /></td>
<td><img src="image" alt="Single colour logo" /></td>
</tr>
</tbody>
</table>

We have created two different logo colour versions to support a range of production needs - full colour and single colour (black & white). Whenever possible, the logo should appear in its full colour version. The single colour version should only be used when the full colour logo is not applicable.

**Reverse**

<table>
<thead>
<tr>
<th>Light background</th>
<th>Dark background</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Light background logo" /></td>
<td><img src="image" alt="Dark background logo" /></td>
</tr>
</tbody>
</table>

- white outline surrounding the symbol
- logotype reverse to white

- white outline surrounding the symbol
- logotype reverse to white

- white outline surrounding the symbol
- logotype reverse to white

- single colour
The consistent use of our corporate colours help to build a distinctive brand. Our basic logo colour is green (PANTONE 326 or CMYK equivalent). The colour specifications are as below:

### Full colour

<table>
<thead>
<tr>
<th>CMYK</th>
<th>PANTONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 94</td>
<td>PANTONE 326</td>
</tr>
<tr>
<td>M 0</td>
<td></td>
</tr>
<tr>
<td>Y 43</td>
<td></td>
</tr>
<tr>
<td>K 0</td>
<td></td>
</tr>
</tbody>
</table>

### Single colour (black & white)

<table>
<thead>
<tr>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>K 100</td>
</tr>
</tbody>
</table>
Logo typeface

Our primary typeface is Palatino and our secondary typeface is Frutiger.

### Primary typeface

The Palatino family

Palatino Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

*Palatino Italic*
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Palatino Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

### Secondary typeface

The Frutiger family

Frutiger Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

*Frutiger Italic*
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Frutiger Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Logo usage violations

Steps to avoid

Do not:
- Alter existing logos in any way.
- Create unauthorised logos using new colours, fonts, images, or taglines.
- Break up logo components and attempt to use them individually.
- Create unauthorised new images that attempt to maintain the Boustead look and feel.
- Continue to use outdated logos.