HeiTech Padu Berhad

Level 15, Menara HeiTech Village,
Persiaran Kewajipan, USJ 1,
UEP Subang Jaya, 47600 Subang Jaya,
Selangor Darul Ehsan, Malaysia

T +(603) 8026 8888
    +(603) 8601 3000
F +(603) 8024 7997

www.heitech.com.my

HeiTech®

ELLO TO HEITECH!

HeiTech Padu Berhad (HeiTech) is a global IT Systems and Technology Services provider that specializes in developing ICT systems and infrastructure for government agencies and commercial sectors. Driven by passionate people, we persevere to overcome our customers' challenges in bringing greater agility and value to their end-users.

This document identifies guidelines governing the use of HeiTech brand identity (logo) ONLY; in order to protect the integrity of our brand identity, and to establish consistent practice.

This brand identity book is meant to provide proper guidelines for any party who wishes to use our brand identity.

The softcopy format of this Brand book can be found inside the pendrive

LOGO

HeiTech logo is one of our most important and recognizable assets. There are various versions and uses of the logo, but to ensure that it remains a strong representation of our brand we must present them in a consistent and careful manner across all channels and all regions.

The logo should appear on all HeiTech publications including corporate information, technical and marketing collateral, in print or in electronic form; items used for promotional giveaways; print and online references to HeiTech Incorporated or subsidiaries; and other company identification materials (e.g. letterhead, business cards, presentation templates, banners and signage).

The logo is intended for use solely by HeiTech Padu Berhad and its subsidiaries. The logo may also be used with prior written authorization by HeiTech partners, resellers, or distributors.
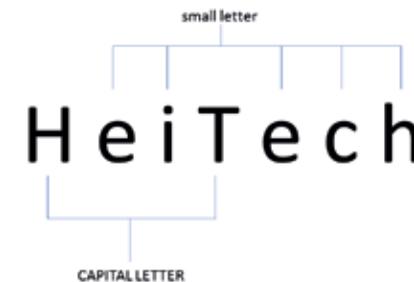
PRONUNCIATION FOR HEITECH

Here is the right pronunciation for HeiTech:-

Hei
hey (ha) for Hei

Tech
Tech (tek) for Tech

TYPOGRAPHIC FOR HEITECH

Text for HeiTech should be written as:-

small letter

HeiTech

CAPITAL LETTER

LOGO RATIONALE

A series of pillars complemented by Three Luminous Cores **(1)** constitute the HeiTech logo, represented by the letter 'H'. An impression of optical resonance identity depicts the Company's endeavor to progress in any direction with strength and confidence.

The Central Structures **(2)** act as a 'bridge' connecting the three pillars on the left, which now represent humans (our stakeholders) and the Four Bars **(3)** on the right which depict technology (our solutions and services).

Upright Solid Bars **(4)** of the logo design reflect the basis of our business values - People, Passion, and Perseverance. Illuminating colors of vibrant and youthful orange, accentuated by sobber and professional blue, depict the spirit of creativity and reliability - values inherent in HeiTech. It has made its mark. The name and symbol will serve to unite HeiTech towards the common mission and vision.

HeiTech uses the ® symbol **(5)** as a trademark marking and it shall be displayed together with the logo.

CLEAR SPACE

Recommended clear space
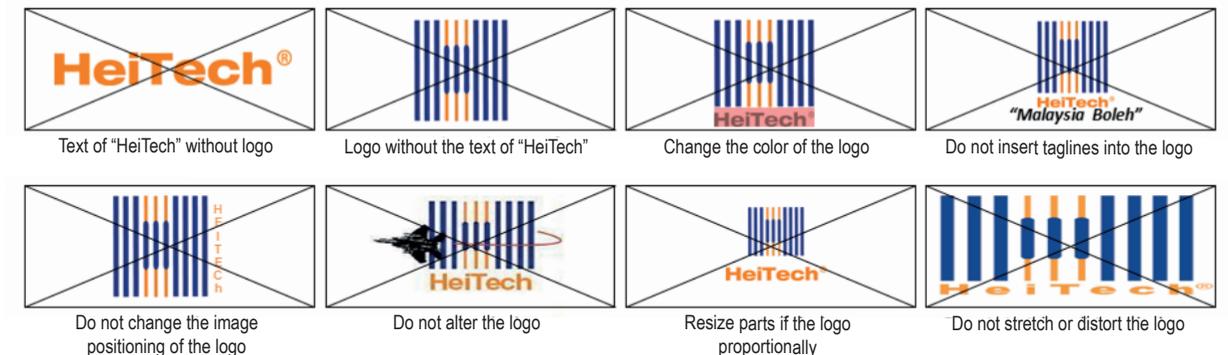
Minimum clear space
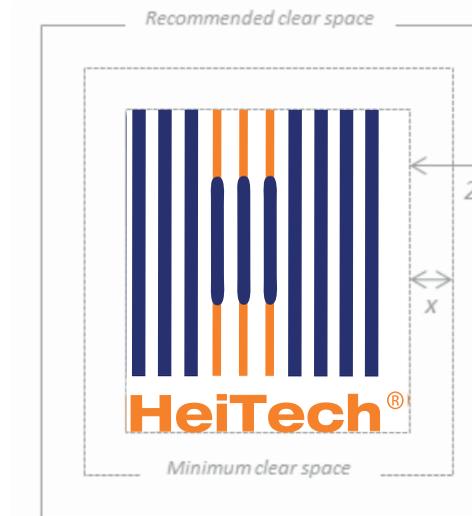
Why Clear Space?

When we place other design elements close to the logo, it can suggest a relationship between them.

Clear space and minimum size for the HeiTech brand logo has been established to ensure maximum visibility and legibility.

Be aware of the clear space and minimum space that must be maintained around the logo. Be sure the area is even and free from any interfering graphic.

There is no maximum size for the brand logo. In the event that the logo appears larger than three feet wide, make sure to use proper artwork that adjusts the size of the Trademark symbol accordingly.

WHAT NOT TO DO WITH THE HEITECH LOGO

Text of "HeiTech" without logo

Logo without the text of "HeiTech"

Change the color of the logo

Do not insert taglines into the logo

Do not change the image positioning of the logo

Do not alter the logo

Resize parts if the logo proportionally

Do not stretch or distort the logo

LOGO AND COLOR

Blue and Orange are HeiTech Corporate Colors. The selection was based on the overall visual strength. But due to possible variations of paper stock and printing reproduction methods, final color matching must be made visually. These are the only acceptable color versions and must be used the final test for color accuracy. Sample of printed materials must be sent ONLY to the Head of Corporate Communications for quality control purposes and approval.

Primary Color Logo

■ C:100 M:95 Y:25 K:13

■ C:0 M:60 Y:94 K:0
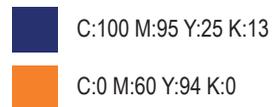
Secondary Color Logo

When you must use the one-color logo, choose any logo that is suitable to the base color of the material as follows:-

Silver
C:0 M:0 Y:0 K:25

Black
C:0 M:0 Y:0 K:100

White
C:0 M:0 Y:0 K:0

Gold
C:0 M:16 Y:100 K:0

THE LOGO ON COLOR

Here are the samples of HeiTech logo on color, for any material to be printed, embossed, or embodied.
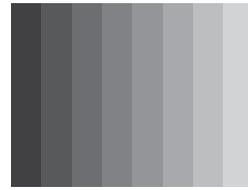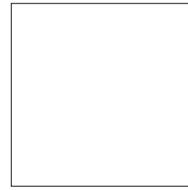
LOGO AND COLOR

Primary Color Palette

C:100 M:95 Y:25 K:13	C:0 M:60 Y:94 K:0	C:0 M:0 Y:0 K:100	% of Black	C:0 M:0 Y:0 K:0

Secondary Color Palette
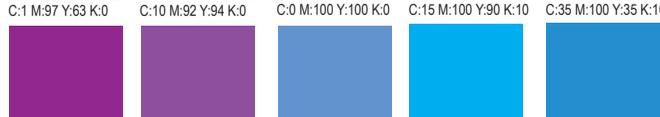
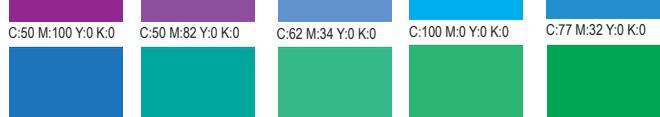|				
C:40 M:45 Y:50 K:5	C:55 M:60 Y:65 K:40	C:40 M:65 Y:90 K:35	C:35 M:60 Y:85 K:25	C:30 M:50 Y:55 K:10
C:25 M:40 Y:65 K:0	C:1 M:3 Y:41 K:0	C:1 M:44 Y:63 K:0	C:1 M:44 Y:41 K:0	C:0 M:100 Y:0 K:0
C:1 M:97 Y:63 K:0	C:10 M:92 Y:94 K:0	C:0 M:100 Y:100 K:0	C:15 M:100 Y:90 K:10	C:35 M:100 Y:35 K:10
C:50 M:100 Y:0 K:0	C:50 M:82 Y:0 K:0	C:62 M:34 Y:0 K:0	C:100 M:0 Y:0 K:0	C:77 M:32 Y:0 K:0
C:85 M:50 Y:0 K:0	C:80 M:10 Y:45 K:0	C:72 M:0 Y:62 K:0	C:75 M:0 Y:75 K:0	C:100 M:0 Y:100 K:0
C:90 M:30 Y:95 K:30	C:85 M:10 Y:100 K:10	C:75 M:0 Y:100 K:0	C:50 M:0 Y:100 K:0	C:25 M:27 Y:100 K:9

What are secondary colors?

We have powerful corporate colors. Blue and Orange are great for getting attention, but can be overwhelming when used too much.

That is where secondary colors come in. They are specifically chosen to look great with our Primary and Secondary Color Logo; and help it stands.

CO- BRANDED LOGO

When the logo is co-branded, use the correct amount of clear space and a vertical 0.5 rule to designate separation (if any).

PARTNER

PROGRAM

Primary Usage

 ABC Forum & Conference 20xx

Secondary Usage

ABC Forum & Conference 20xx

PRODUCT

Primary Usage

 Awan HeiTech

Secondary Usage

Awan HeiTech

TAGLINE

Primary Usage

 ABC. DEF. GHI.

Secondary Usage

ABC. DEF. GHI.

TYPEFACE

Corporate Typeface

Arial is our corporate typeface. It's a versatile type family, which allows us to speak in many manners
- from big and bold to calm and confident.

Arial

Arial Narrow

Arial Italic

Arial Bold

Arial Bold Italic

Arial Black

Arial Rounded MT Bold

Open-Licensed Type Families

Considering the psychological impact of font from advertising perspective, HeiTech is allowing the usage of several types of fonts for publications/ marketing collateral e.g. corporate profile, product brochure, buntings, flyers and etc.

Book Antiqua	**Impact**
Britannic Bold	*Monotype Corsiva*
Brush Script Std Medium	Calibri
COPPERPLATE GOTHIC BOLD	Century Gothic
Erad Demi ITC	Garamond
Times New Roman	Trebuchet MS
Verdana	

IMPORTANT INFORMATION

Only use the logo files with digital artwork approved and provided only by HeiTech Padu Berhad for all applicants.

Do not alter the color, proportions, or alignments of any of the logo elements.

For more information about our Brand Identity and HeiTech's approval for your organization usage of the HeiTech's logo, please email corpcomm@heitech.com.my