



PETRONAS Dagangan Berhad

Corporate identity guidelines



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corporate identity guidelines

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How to use this manual

These guidelines give a look and feel of the items presented. For more detailed drawings, please click on

[> go to downloads](#)

It will lead to the last chapter of the manual, giving a list of all the technical production specifications and templates available for downloading.

For further information, please refer to:
 Brand Department
 PETRONAS Dagangan Berhad
 Level 12, Tower 2
 PETRONAS Twin Towers
 Kuala Lumpur City Centre
 50088 Kuala Lumpur



Introduction

The first way that an organisation communicates is through its visual representation. It becomes tangible when instant recognition occurs and sets the organisation apart from its competitors. When all components of communication integrate together, the message becomes the organisation's form and character.

Corporate logo

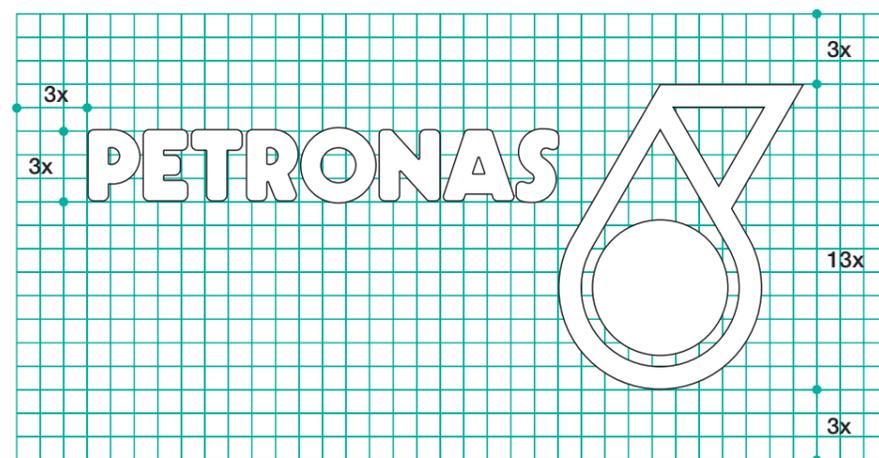
Primary corporate signature

Introduction

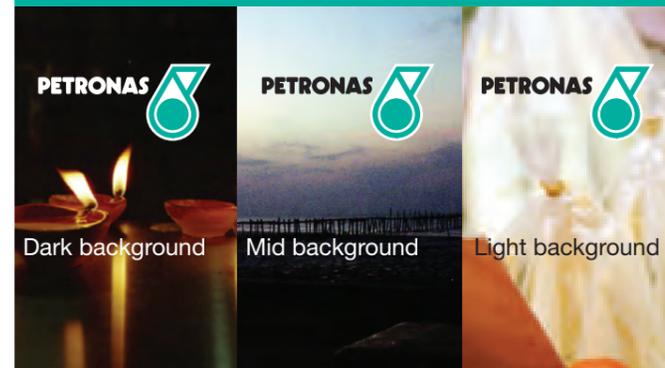
01 / 01 / 01



PETRONAS logo



Construction grid



Other colour configurations

Primary corporate signature

The corporate logo plays an important role in projecting a unified image across our diverse interests. It is the core visual representation of PETRONAS, around which revolves our entire visual identity.

Logotype

A specially designed typeface called 'ALPHA PETRONAS' is used in all logotypes for the parent company and its subsidiaries. The typeface uses CAPITALS only.

'Oil drop' symbol

The symbol is the core of the visual brand. Ensure that its position in relation to the logotype is as specified.

Minimum size usage

When reproducing the corporate logo, ensure that the overall width does not go below 25 mm.

Key colour configuration

The corporate logo is shown here on four different backgrounds:

- White background
- Black background
- Green background
- Image background

When it is used on a black or PETRONAS green background, use the 'oil drop' symbol with the 'white holding device'.

When applying the corporate signature on an image, ensure that it is placed on an area that does not have high contrast. The corporate signature must remain legible.

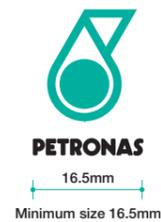


Alternative corporate logo

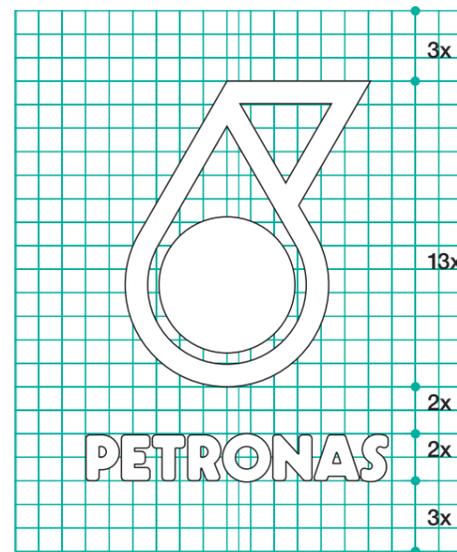
Corporate logo 'stacked'

Introduction

01 / 01 / 02



Alternative corporate logo 'stacked'



Construction grid



Other colour configurations

Corporate logo 'stacked'

The 'stacked' version of the corporate logo may be used in applications where space is a constraint. When the 'stacked' version is used, the 'oil drop' symbol is centered above the logotype.

Minimum size usage

When reproducing the corporate logo, ensure that the overall width does not go below 16.5 mm.

Key colour configuration

The corporate logo is shown here in three different configurations:

- White background
- Black background
- Green background

When it is used on a black or PETRONAS green background, use the 'oil drop' symbol with the 'white holding device'.



Logotype and symbol

Alternative corporate logotype and 'oil drop' symbol

Introduction

01 / 01 / 03

PETRONAS
PETRONAS

PETRONAS
25mm
Minimum size 25mm

Alternative corporate logotype



14.5mm
Minimum size 14.5mm

'Oil drop' symbol

PETRONAS
PETRONAS



PETRONAS



Other colour configurations

Logotype

The 'ALPHA PETRONAS' logotype may also appear without the 'oil drop' symbol where space is restricted or in some co-branding scenarios, e.g. joint ventures.

'Oil drop' symbol

The 'oil drop' symbol can be used as a shorthand version to replace the corporate logo where it may have more impact.

Minimum size usage

When reproducing the alternative corporate logotype and 'oil drop' symbol, ensure that the overall width does not go below 25 mm and 14.5 mm respectively.

Key colour configuration

The corporate logo is shown here in three different configurations:

- White background
- Black background
- Green background

When it is used on a black or PETRONAS green background, use the 'oil drop' symbol with the 'white holding device'.



PDB signature

PETRONAS Dagangan signature

Introduction

01 / 02 / 01



PETRONAS Dagangan signature



Construction grid



Other colour configurations

PETRONAS Dagangan signature

The combination of the PETRONAS logo, the PETRONAS logotype and the word 'Dagangan' is known as the PETRONAS Dagangan signature.

All three elements are combined in a specified proportion, size and relationship. The alignment and composition of the logo, logotype and the word 'Dagangan' as a unit, has been developed for maximum impact and legibility as well as for instant recognition of the PETRONAS Dagangan identity.

Minimum size usage

When reproducing the PETRONAS Dagangan signature, ensure that the overall width does not go below 27.5 mm.

Key colour configuration

The PETRONAS Dagangan signature is shown here in four different backgrounds:

- White background
- Black background
- Green background
- Image background

When it is used on a black or PETRONAS green background, use the 'oil drop' symbol with the 'white holding device'.

When applying the corporate signature on an image, ensure that it is placed on an area that does not have high contrast. The corporate signature must remain legible.



Retail station environment logo

Retail environment logo

Introduction

01 / 03 / 01



Retail environment/ Service station 'oil drop' symbol

PETRONAS

Retail environment/ Service station logotype

Service station logo

This signature is used **exclusively** in the service station environment.

'Oil drop' symbol

The symbol appears only as a stand-alone. Both 'oil drop' and PETRONAS logotype appear in 1 colour only.



Product logos

LPG and NGV brands

Introduction

01 / 04 / 01



Product logos

PETRONAS LPG

The PETRONAS LPG (Liquefied Petroleum Gas) logo represents the LPG Business Division.

This is for bulk LPG business only.

GAS PETRONAS

The GAS PETRONAS logo represents the LPG cylinder business.

NGV

NGV (Natural Gas Vehicle) represents a consumer product sold at the service stations.

For further details of these logos, please refer to:

Brand Department
PETRONAS Dagangan Berhad
Level 12, Tower 2
PETRONAS Twin Towers
Kuala Lumpur City Centre
50088 Kuala Lumpur



Product logos

Lubricant and retail brands

Introduction

01 / 04 / 02



Product logos

PETRONAS SYNTIUM and SPRINTA

The logos respectively represent the consumer products under the Lube Business Division of PETRONAS corporate.

The primary colour for the Syntium logo is gold. Due to limits in the production technique used, yellow may be substituted for gold.

PRIMAX 3

The PRIMAX 3 logo represents a consumer product under the Retail Business Division.

There is also a simplified version of the logo which is only used when there are limits to production and application techniques.

Mesra

The Mesra logo represents the retail outlet under the Retail Business Division.

For further details of these logos, please refer to:
Brand Department
PETRONAS Dagangan Berhad
Level 12, Tower 2
PETRONAS Twin Towers
Kuala Lumpur City Centre
50088 Kuala Lumpur



'we aspire' logo

PDB internal branding logo

Introduction

01 / 05 / 01



'we aspire' logo



'we aspire' logo
(black & white version)



Other colour configurations



PDB internal branding logo

The combination of the 'brush strokes' symbol and the word 'we aspire' form the PDB internal branding logo. This logo is used **exclusively** in PDB internal environment.

Key colour configuration

The PDB internal branding logo is shown here on three different backgrounds:

- White background
- Black background
- Green background

When it is used on a white or black background, three colours represent the brush strokes: yellow, PETRONAS green and light green. When it is used on a green background, three colours represent the brush strokes: yellow, white and light green.

When it is used on a white background, the logotype is in grey. When it is used on a green or a black background, the logotype is in white.

For black and white (B&W) applications, the 'brush strokes' symbol is in B&W when it is used on a white background. When it is used on a black background, only the shape of the brush strokes in white is used to represent the symbol.

For black and white (B&W) applications, the logotype is in black if the background is white and vice versa.



Brand identity

With clear and consistent applications of the brand identity, the message becomes powerful as it promises an intrinsic value that the organisation, its products and services will deliver. The brand identity becomes proprietary to the organisation and forms the foundation of the organisation's entire visual communication.

Basis of identity

Point of inspiration

Brand identity

02 / 01 / 01



Evolution of the 60 degree angle and its derived patterns

The 60 degree angle has been a strong underlying visual characteristic for the PETRONAS corporate signature. The angle is applied throughout the service stations and has been incorporated since 1996. The diagrams on the left show derivatives of the 60 degree angle.

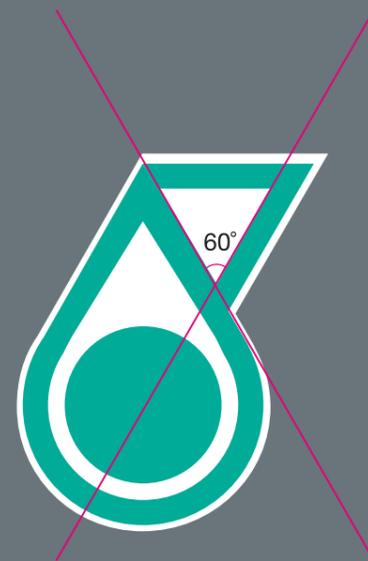
This one element based on a grid of 60 degree angles has manifested into the new corporate identity of PDB.

Graphic elements

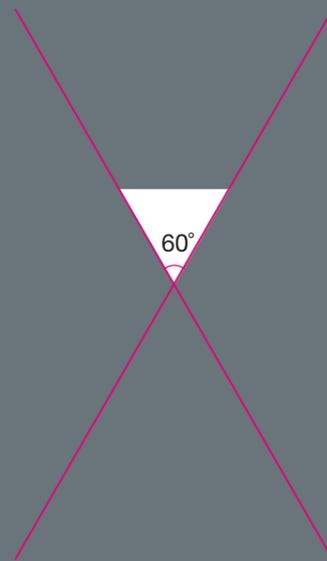
Evolution of the PDB identity

Brand identity

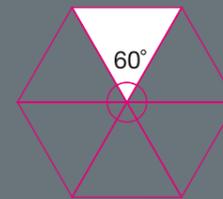
02 / 02 / 01



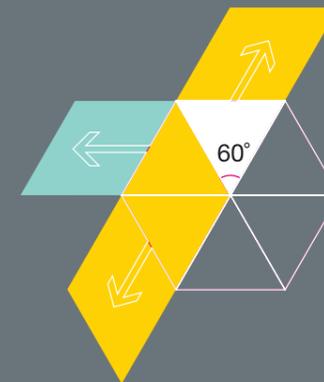
1 60 degree triangle



2 60 degree angle



3 60 degree hexagon



4 Graphic elements



5 samples

Details from road tanker



Details from product road tanker
and print ad sign off



Details from business signage

1. 60 degree triangle

An equilateral triangle is found within the 'oil drop'.

2. 60 degree angle

60 degree angle taken from various elements at the service station.

3. 60 degree hexagon

6 equilateral triangles repeated from a central axis create a hexagon. If extended, it creates a grid pattern.

4. Graphic elements

Diagonal lines extended at 60 degrees and horizontally from the equilateral triangle create the graphic elements of the new identity.

The equilateral triangle always remains white with the flat side facing upwards relating directly back to the 'oil drop' symbol.

The yellow diagonal line can be used decoratively or as a functional element: a divider between the logo and the other elements.

5. Samples

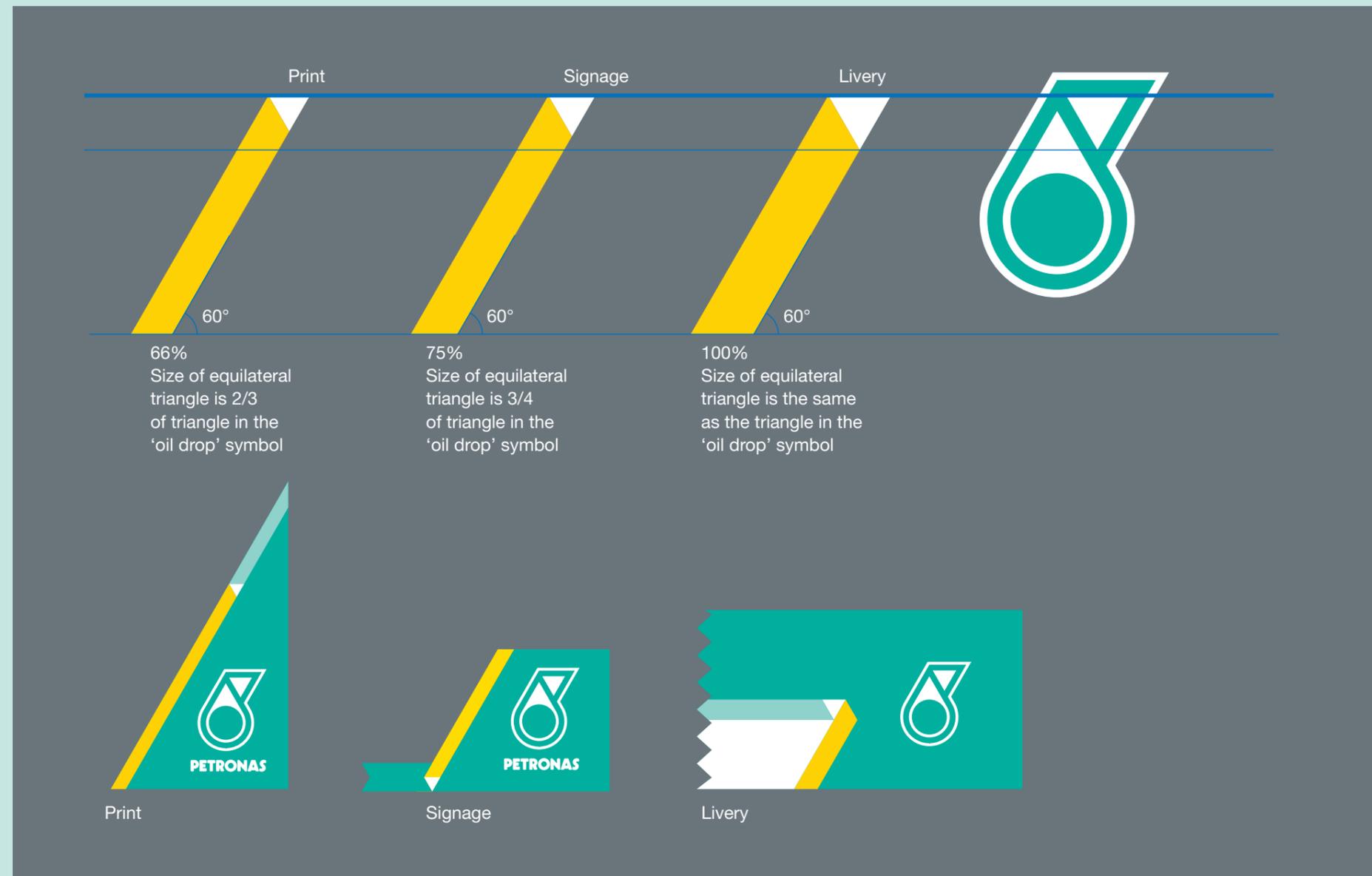
Samples show graphic variations derived from the system.

Width of diagonal element

Guidelines

Brand identity

02 / 02 / 02



Determining the width

The width of the diagonal element is determined by the size of the equilateral triangle.

The size of the equilateral triangle is proportional to the triangle in the 'oil drop' symbol.

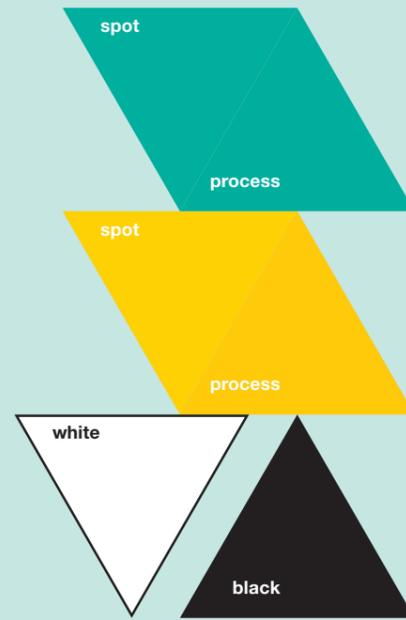
Depending on the application, this proportion varies from 66% to 100%.

Colour system

Colour hierachy

Brand identity

02 / 03 / 01



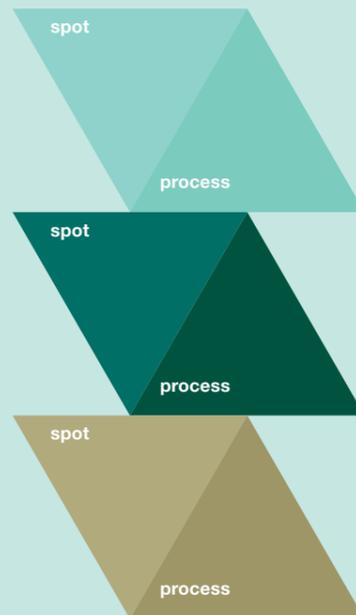
Primary

green
Pantone 3268C
C90 M0 Y50 K0

yellow
Pantone 116C
C0 M20 Y100 K0

white
C0 M0 Y0 K0

black
C0 M0 Y0 K100

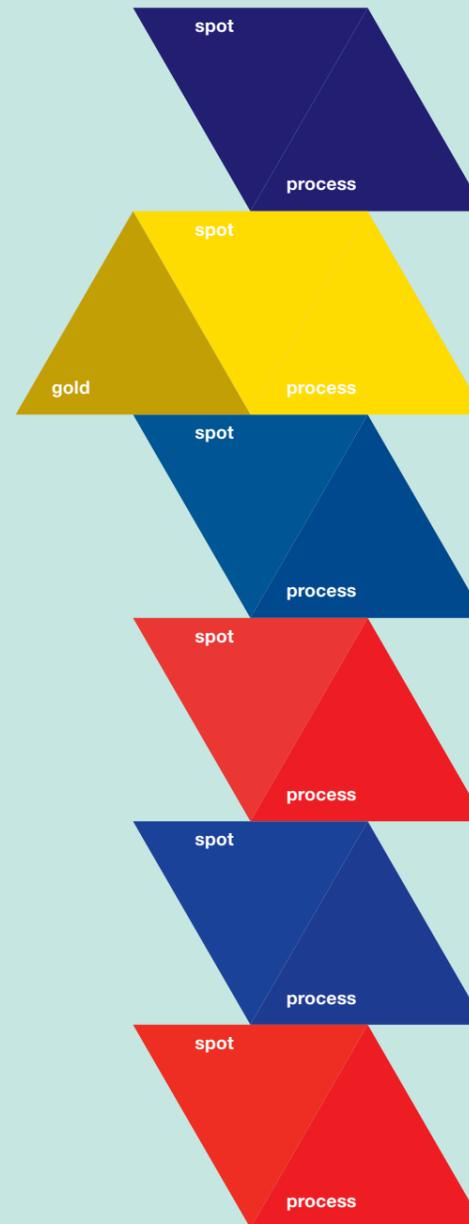


Secondary

light green
Pantone 3248C
C50 M0 Y30 K0

dark green
Pantone 3292C
C100 M15 Y70 K55

khaki
Pantone 451C
C35 M30 Y65 K10



Product

Gas blue
Pantone 274C
C100 M100 Y0 K28

Syntium yellow
gold- Pantone 118C
spot- Pantone 109C
C0 M10 Y100 K0

Syntium blue
Pantone 294C
C100 M70 Y0 K20

Sprinta red
Pantone Red 032C
C0 M100 Y100 K0

Primax 3 blue
Pantone 2738C
C100 M90 Y0 K5

Primax 3 red
Pantone 485C
C0 M100 Y100 K0

Primary colours

The primary colours for PDB are:

- Pantone 3268C (green)
- Pantone 116C (yellow)
- white
- black

While green is used for corporate purposes, yellow is the additional colour used at the retail environment. The colour reflects friendliness and dynamism where the frontliners deal with the public.

Secondary colours

PDB has introduced three new colours:

- Pantone 3248C (light green)
- Pantone 3292C (dark green)
- Pantone 451C (khaki)

These colours are complementary shades to the primary colours. They add depth and diversity to create a more friendly and lively ambience.

Product colours

PDB product colours have been streamlined and rationalised to appear harmonious when used with PDB primary and secondary colours.

The colours in this manual may not be accurate. For correct colour swatches, please refer to:

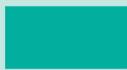
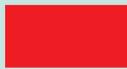
Brand Department
PETRONAS Dagangan Berhad
Level 12, Tower 2
PETRONAS Twin Towers
Kuala Lumpur City Centre
50088 Kuala Lumpur

Colour codes

Paint and sticker codes for vehicles and signboards

Brand identity

02 / 03 / 02

| | Name | Pantone code | CMYK conversion | PPG paint code Metal surface | Wood surface | 3M sticker code Reflective | Opaque | Translucent |
|---|----------------|----------------|------------------|---------------------------------|----------------|-------------------------------|--------------------|--|
| Primary | | | | | | | | |
|  | Green | 3268 C | C90 M0 Y50 K0 | P420-13080 | P396-13080 | — | Commercial VT1386 | — |
|  | Yellow | 116 C | C0 M20 Y100 K0 | P420-16148 | P396-16148 | — | ElectroCut 7725-15 | Translucent 3630-015 ** † Series 8300-021 |
|  | White | — | — | P420-15283 | P396-101 | High Intensity 3930 | ElectroCut 7725-20 | — |
|  | Black | — | C0 M0 Y0 K100 | P420-10106 | — | Scotchlite 680-85 | ElectroCut 7725-22 | — |
| Secondary | | | | | | | | |
|  | Light green | 3248 C | C50 M0 Y30 K0 | P420-A3075 | P396-A3075 | — | — | **Series 18500-527 |
|  | Dark green | 3292 C | C100 M15 Y70 K55 | to be provided | to be provided | — | — | Translucent 3630-246 |
|  | Khaki | 451 C | C35 M30 Y65 K10 | P420-2CVC | — | — | — | — |
| Product | | | | | | | | |
|  | Gas blue | 274 C | C100 M100 Y0 K28 | — | — | — | — | Translucent 3630-87 |
|  | Syntium gold | 118 C | C45 M55 Y100 K0 | — | — | — | — | — |
|  | Syntium yellow | 109 C | C0 M10 Y100 K0 | — | — | — | — | — |
|  | Syntium blue | 294 C | C100 M70 Y0 K20 | — | — | — | — | Translucent 3630-97 |
|  | Sprinta red | Red 032 C | C0 M100 Y100 K0 | — | — | — | — | Translucent 3630-33 |
|  | Primax 3 blue | 2738 C | C100 M90 Y0 K5 | — | — | High Intensity 3935 | — | — |
|  | Primax 3 red | 485 C | C0 M100 Y100 K0 | — | — | High Intensity 3932 | — | — |
|  | Motolub | Process blue C | C92 M20 Y0 K0 | — | — | — | — | Translucent 3630-337 |
| Neutral | | | | | | | | |
|  | Grey | 431 C | C10 M0 Y0 K65 | P420-NY80 | P396-NY80 | — | — | — |

** ORACAL Graphic Films † Applied only on vehicles with reflective markings

Specification guidelines

The colour codes provided here cover the fleet livery and dealer signboards chapters.

Paint codes

Vehicles with metal surfaces: the specified brand is PPG paint. The specified paint type is 2K. It is highly durable, easy to maintain and gives a more vibrant colour.

Vehicles with wooden surfaces: the specified paint type is oil-based and is chosen for its application quality and cost-effectiveness.

Sticker codes

The preferred brand is 3M. However, for certain applications, some stickers need to be specified under another brand.

All stickers need to be applied to flat and clean surfaces.

For all reflective markings on vehicles, the preferred type is 3M Scotchlite High Intensity Reflective Sheeting.

For all opaque markings on vehicles and signboard, the preferred type is 3M Scotchcal ElectroCut Graphic Film, unless otherwise stated.

For all translucent applications, the preferred type is 3M Scotchcal Translucent Graphic Films, unless otherwise stated.



Colour codes

Paint codes for building

Brand identity

02 / 03 / 03

| | Name | Pantone code | CMYK conversion | ICI paint code Exterior (Weathershield) | Interior (Pentalite) | Wood + Metal (Gloss Finish) |
|---|----------------|----------------|-------------------|---|-------------------------|--------------------------------|
| Primary | | | | | | |
|  | Green | 3268 C | C90 M0 Y50 K0 | 46GG 31/446 | 46GG 31/446 | 46GG 31/446 ** SC060-B60G |
|  | Yellow | 116 C | C0 M20 Y100 K0 | | | |
|  | White | — | — | | Barley White 2202 | Barley White 16208 |
|  | Black | — | C0 M0 Y0 K100 | | | A365-112 |
| Secondary | | | | | | |
|  | Light green | 3248 C | C50 M0 Y30 K0 | A910-3248C | A921-3248C | 50GG-50/320 |
|  | Dark green | 3292 C | C100 M15 Y70 K55 | 50GG 11/251 | 50GG 11/251 | 50GG 11/251 ** S5040-B60G |
|  | Khaki | 451 C | C35 M30 Y65 K10 | | | ** 2010-Y |
| Product | | | | | | |
|  | Gas blue | 274 C | C100 M100 Y0 K 28 | | | A365-274C |
|  | Syntium gold | 118 C | C45 M55 Y100 K0 | | | |
|  | Syntium yellow | 109 C | C0 M10 Y100 K0 | 37YY 61/877 | 37YY 61/877 | 37YY 61/877 |
|  | Syntium blue | 294 C | C100 M70 Y0 K20 | A910-294C | A921-294C | A365-294C |
|  | Sprinta red | Red 032 C | C0 M100 Y100 K0 | | | |
|  | Primax 3 blue | 2738 C | C100 M90 Y0 K5 | | | |
|  | Primax 3 red | 485 C | C0 M100 Y100 K0 | 19YR-14/629 | | A365-485C |
|  | Motolub | Process blue C | C92 M20 Y0 K0 | | | |
| Neutral | | | | | | |
|  | Grey | 431 C | C10 M0 Y0 K65 | | | |

** Jotun Paint Codes

Specification guidelines

The colour codes provided here cover the environmental applications chapter.

Paint codes

Environmental application with metal surfaces: the specified brand is ICI paint. It is easily accessible and cost-effective.

Primary fonts

Typography

Brand identity

02 / 04 / 01

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.!:@#\$%^&*()

Sample text: The quick brown fox jumps over the lazy dog

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.!:@#\$%^&*()

Sample text: The quick brown fox jumps over the lazy dog

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.!:@#\$%^&*()

Sample text: The quick brown fox jumps over the lazy dog

Typography

The Helvetica Neue font family comes in a variety of weights and styles.

Depending on the message or production technique used, certain weights will be more practical than others.

Due to the high legibility of the font, Helvetica Neue can be used at small point sizes.

Primary (default) typefaces

In order to realign all communication materials, the font usage needs to be regulated.

The fonts that should be more commonly used are:

- Helvetica Neue 45 Light
- Helvetica Neue 55 Roman
- Helvetica Neue 65 Medium

Secondary fonts

Typography

Brand identity

02 / 04 / 02

Helvetica Neue 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.!:@#\$%^&*()

Sample text: *The quick brown fox jumps over the lazy dog*

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.!:@#\$%^&*()

Sample text: **The quick brown fox jumps over the lazy dog**

Helvetica Neue 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.!:@#\$%^&*()

Sample text: **The quick brown fox jumps over the lazy dog**

Secondary (optional) typefaces

Sometimes more than three weights are needed to convey a message.

These three secondary fonts can be used to highlight or emphasize:

- Helvetica Neue 56 Italic
- Helvetica Neue 75 Bold
- Helvetica Neue 95 Black

Environmental applications

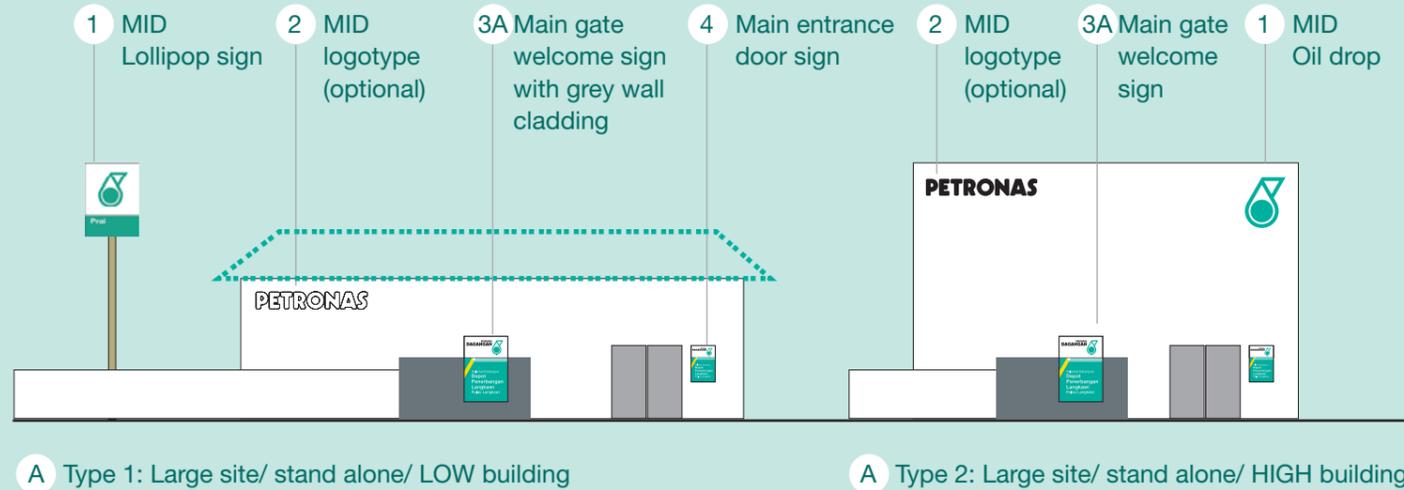
The physical environment offers an interactive space to present the organisation's identity. For a distinctive experience, the organisation's character and values should interact harmoniously within a relevant and clearly defined style.

Sales office signage principles

Building Identification

Environmental applications

03 / 01 / 01



Prai



Johor Bahru



Kota Bahru



Melaka

Standardisation principles for site and building identification

For purposes of standardisation and simplification, the following 3 types of situations have been established. Large (A), Medium (B) and Small (C) "MID" is Main Identification Device.

Large

A Type 1
Large site, with stand alone LOW building. Typically a depot with a separate sales office. Petronas owned. (Reference Prai Sales Office)
Note: If there is a tiled or cladded roof it must be Petronas Green PMS 3268, in which case there is NO Logotype. Building in the Depot 'field' are white with Khaki (PMS 451) roofs and Dark Green doors (PMS 3292) (Reference Langkawi Aviation Depot)

A Type 2
Large site with a standalone HIGH building. Typically a Regional sales office with a Petrol station annexe. Petronas owned. (Reference Johor Bahru Regional Sales Office)

Medium

B Type
Medium size building, often in a row of shoplots. Petronas owned or long term leased. (Reference Kota Bahru Sales Office)

Small

C Type
Small size building, part of a larger configuration or row of shop lots. Leased or rented. (Reference Melaka Sales Office)

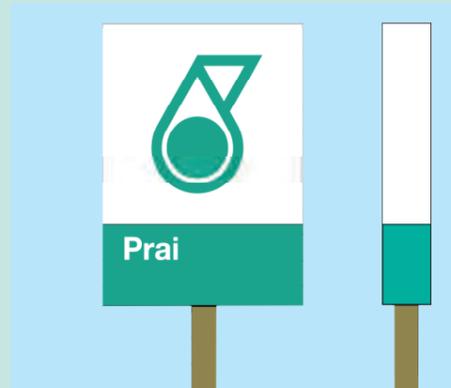


Sales office (day view)

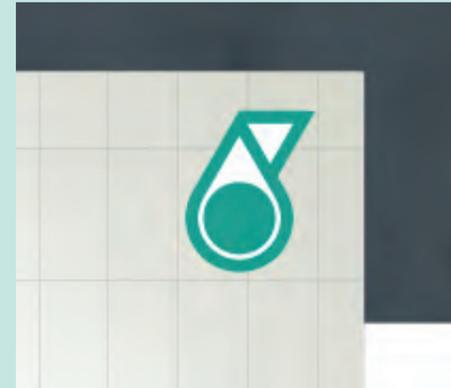
Building identification

Environmental applications

03 / 01 / 02



1A MID sign 'oil drop' symbol



1B MID sign 'oil drop' symbol



2 MID sign logotype (optional)



3A Street level Main Gate welcome sign
Wall cladding with 60 degree gridline pattern

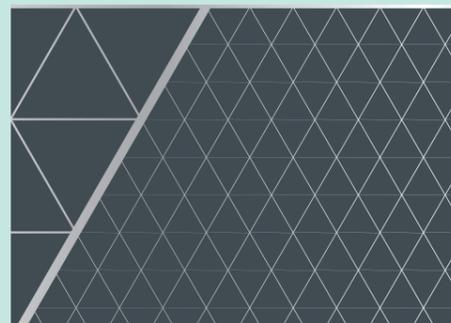


3B Street level sign on space frame



4 Main entrance door sign

Non-Signage identifiers



5 60 degree gridline pattern sliding gate and perimeter fence



6 Green-tinted glass windows and glass doors



7 White building walls

Sales office building identification elements

1. *MID sign 'oil drop' symbol*
 - 1A. Lollipop configuration.
This device is placed at a strategic location on the site.
 - 1B. Box logo, wall mounted.
The 'oil drop' symbol is placed at a strategic location on the building.
2. *MID sign logotype*
Placed on the same face to complement the 'oil drop' symbol. Optional
3. *Street level signs*
 - 3A. Large sites with a perimeter wall and main gate will have this special configuration.
 - 3B. This option is a triangular lightbox logo suspended by a space frame. It is strategically placed along the main facade.
4. *Main entrance door sign*
The sign acts as a welcome sign and is placed at the entrance door to the reception

Non-Signage identifiers
5. *60 degree gridline sliding gate and perimeter fence.*
This is applied to large offices with a larger compound area.
6. *Glass windows and doors*
All glass windows and glass doors in the main facade and reception area should be tinted green.
7. *Building walls*
All exposed walls are painted white.

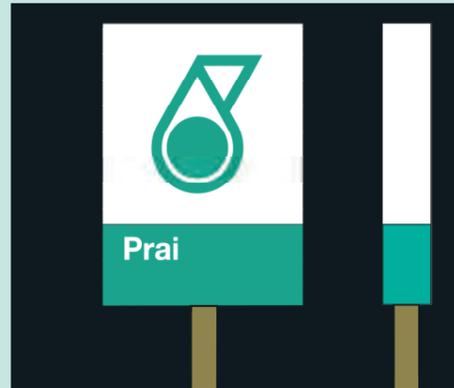


Sales office (night view)

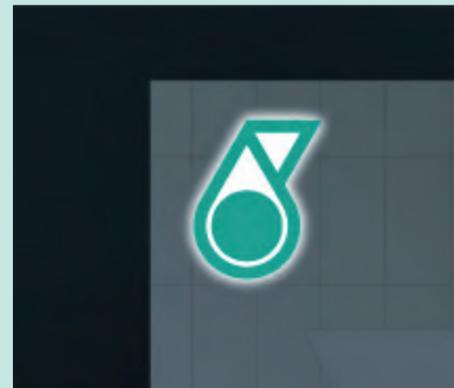
Building identification

Environmental applications

03 / 01 / 03



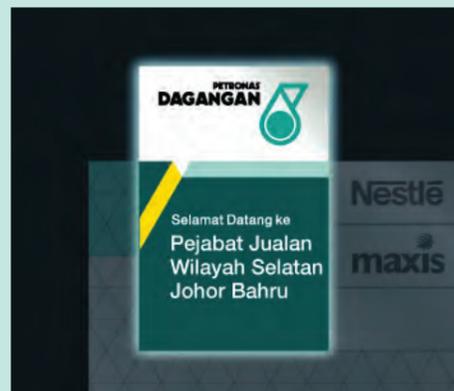
1A MID sign 'oil drop' symbol



1B MID sign 'oil drop' symbol



2 MID sign logotype (optional)



3A Street level Main Gate welcome sign
Wall cladding with 60 degree gridline pattern



3B Street level sign on space frame



4 Main entrance sign

Sales office building identification elements: night view

1. *MID sign 'oil drop' symbol*
 - 1A. Lollipop configuration. This is a lightbox, lit on both sides
 - 1B. Box logo, wall mounted. It is front lit as well as back lit throwing light at the wall in order to achieve a halo effect.
2. *MID sign logotype*

Placed on the same face to complement the 'oil drop' symbol. Optional
3. *Street level signs*
 - 3A. A lightbox configuration with a green glow around the green area (grey wall). The white part is lit on both sides.
 - 3B. The triangle is a lightbox. The frame is not visible at night
4. *Main entrance sign*

Made as a lightbox to illuminate the main entrance. A non-lit version is available for the reception facade.

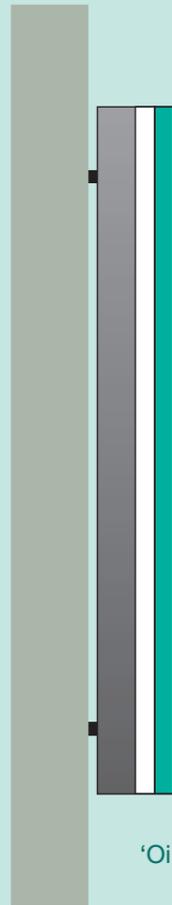


Main Identification Device (MID)

Building Identification

Environmental applications

03 / 01 / 04



'Oil drop' side elevation



'Oil drop'



Night view

PETRONAS

Logotype



Night view

'Oil drop' symbol

The 'oil drop' sign acts as the main identification sign and is placed on the building as high as possible.

It is placed on the most visible side(s) of the building.

It needs to be visible from all access roads. For depots, it needs to be visible from sea and air.

Night application

It is both front and back lit in order to throw light against the wall and create a halo glow.

MID logotype

Main identification sign logotype is strategically placed on the same side of the building to complement the 'oil drop' symbol but is not compulsory.

Night application

Logotype is black and back lit to reflect off the wall and cast a glow around the letters.

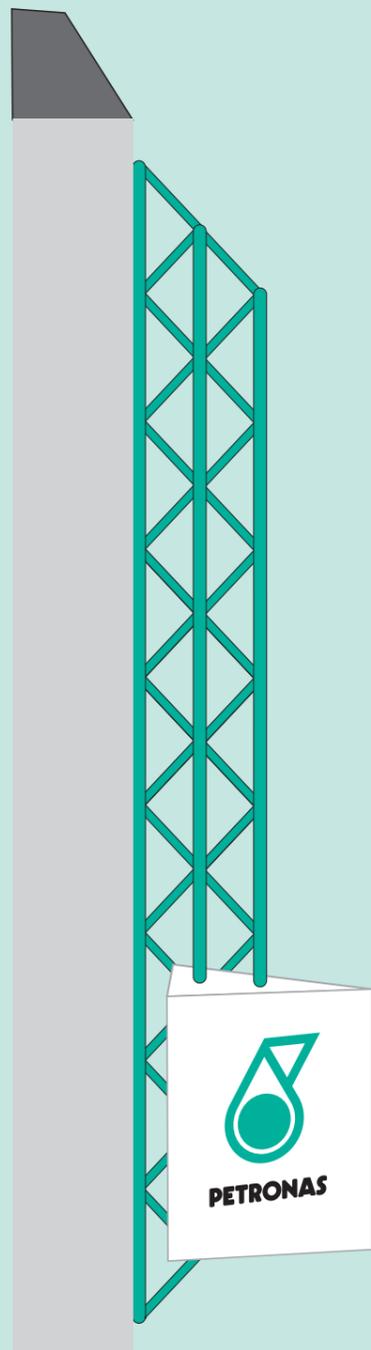


3D sign space frame

Building Identification

Environmental applications

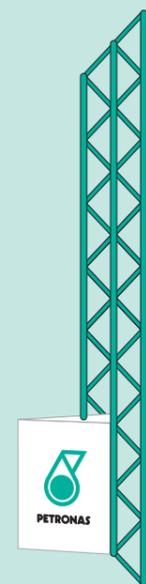
03 / 01 / 05



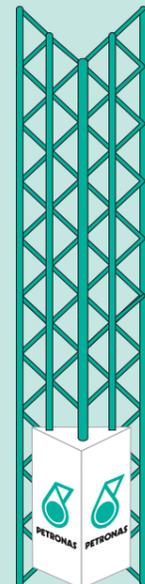
Side view



3D Lightbox
3 x 4 feet



Side elevation



Front elevation



Top elevation



3D sign space frame

This sign acts as a street level identification. It consists of a constructed 3D 60 degree gridline frame and triangular lightbox with the 'oil drop' symbol.

Frame is in PDB green.

Night application

The light box with the 'oil drop' symbol functions as a street level night identification device.

Main entrance signage

Building Identification

Environmental applications

03 / 01 / 06



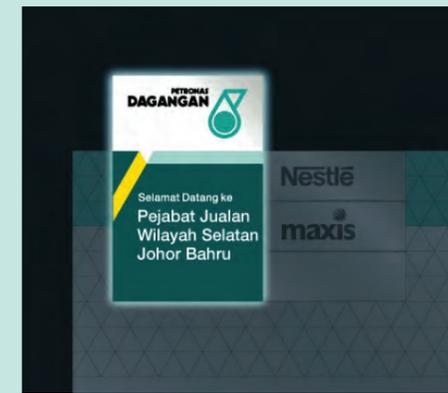
Wall mounted light box sign
1800 x 2700 mm



Back of the sign



Right side configuration
Day situation
Wall height is 9 ft



Left side configuration
Night situation

Main gate entrance sign

This welcome sign is used at all PDB sales offices and depots. It displays the office name and location.

The sign is a lightbox mounted onto the main entrance wall with a 60 degree gridline wall cladding.

The lightbox is also back-lit in order to throw light against the wall and create a halo glow.

The main entrance wall is standardised to a height of 9'.



Grid system

Wayfinding signage

Environmental applications

03 / 02 / 01

alignment A (no symbol) alignment B (when there is a symbol) alignment B (when there is a symbol) alignment A (no symbol)

center line for symbol incremental variable depending on space needed/ available center line for symbol

25 mm
25 mm
25 mm
25 mm

100 mm

BM Text Aligned to the Left **English Text Aligned to the Right**

BM Text **Aligned Right**

English Text **Aligned Right**

Type A: Bi-lingual sign (Bahasa Malaysia/ English)

100 mm

100 mm

English Text Aligned Right

English Text Aligned Right

Type B: Mono-lingual sign (English only)

Typeface to use:
Helvetica Neue 75 Bold
Helvetica Neue 45 Light

Font size (for 100 mm sign height):
Sign type A: 90/106 pts
Sign type B: 120 pts (single line)

Grid lines:
Petronas Light Green (pms 3248)
thickness: 0.5 mm (TBC after prototype testing)

Grid system

All text, symbols, arrows and gridlines are placed according to a preformatted grid which ensures consistency in typography, graphics and sizing of the system.

The system is 'stackable' and horizontally expandable following a given grid unit.

Text are set in title case. This means that all words except for conjunctions and prepositions (and, with, to, at, etc.) start with a capital letter.

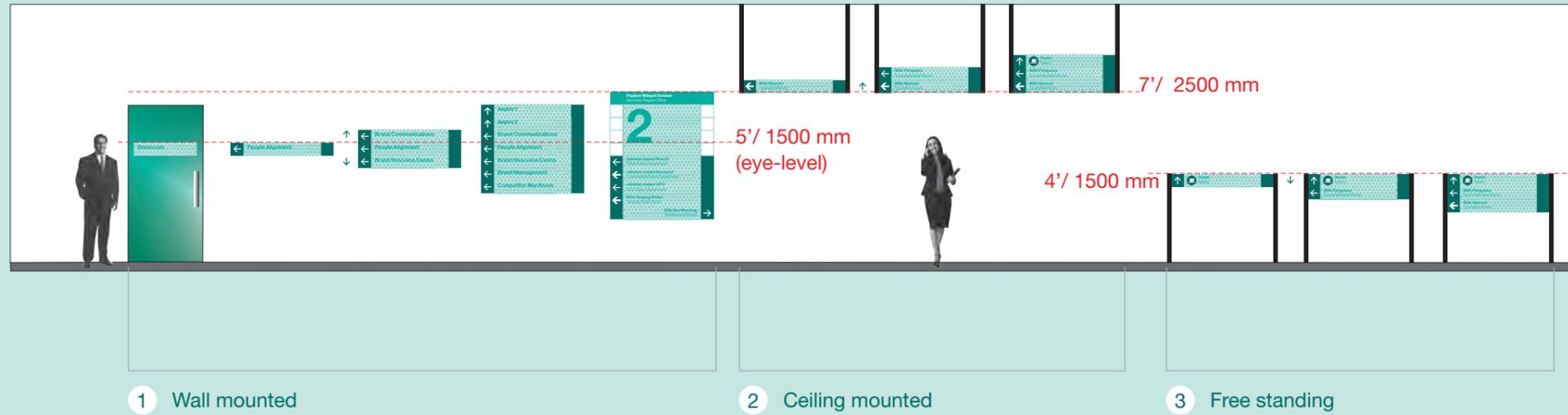
Line thickness is 0.5 mm in PDB light green.

Schematic system

Wayfinding signage

Environmental applications

03 / 02 / 02



Schematic system

The wayfinding system is divided into three applications:

1. *Wall mounted*
This starts from eye-level and proceeds to be stacked equally in both vertical directions.
2. *Ceiling mounted*
This starts from the top height of doors (7') and proceeds to be stacked vertically to ceiling.
3. *Free standing*
This starts from the motorist's eye-level and proceeds to be stacked down vertically.

For external applications, the proportions will change.

External (outdoor) signage

Wayfinding signage

Environmental applications

03 / 02 / 03

1 Directional signage



Single module



'Stacked' 3 modules

2 Destinal signage



Type A: Bi-lingual sign with icon



Icon only



Type B: Mono-lingual sign with icon



Icon only



Type A: Bi-lingual sign



Type B: Mono-lingual sign

3 Directory signage



Directory at lobby



Directory at zone/ floor

PDB green

PDB dark green

External signage

This signage functions as a destination signage and works on a 'stackable' modular system. It can work as a single module or combined with more, and is horizontally expandable following a given grid unit.

All text, symbols and gridlines are placed according to a preformatted grid which ensures consistency in typography and graphics of the system.

Text are set in title case. This means that all words except for conjunctions and prepositions (and, with, to, at, etc.) start with a capital letter.

Where space does not allow, use icon only.

There are three types of signs:

- 1. Directional signs**
These lead to the intended destination. They have arrows.
- 2. Destinal signs**
They are placed on doors, at rooms etc., indicating a destination.
- 3. Directory signs**
These show which floor to go to, what to find on each floor and how to get there.

Recommended materials:

- Green tinted glass
- 5 mm thickness
- Gloss finish

External (outdoor) signage

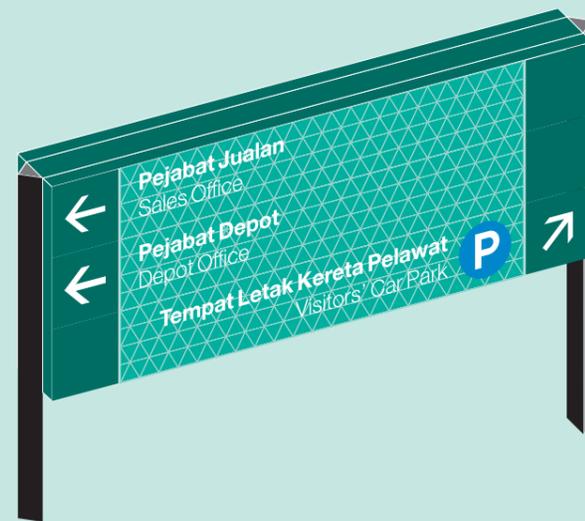
Wayfinding signage

Environmental applications

03 / 02 / 04



1 Wall mounted



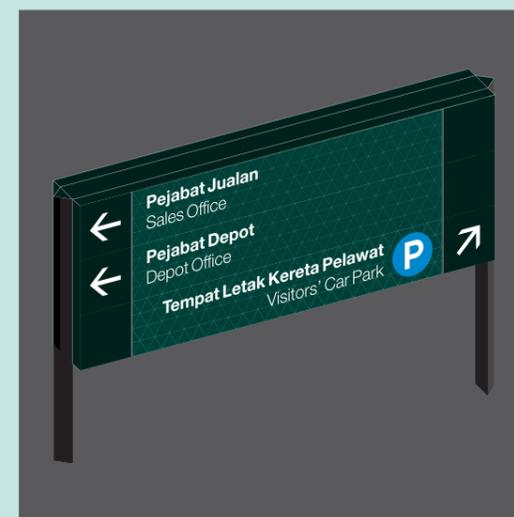
2 Free standing



3 Ceiling mounted



Night simulation



External signage: types of mounting

1. Wall mounted
2. Free standing
3. Ceiling mounted

Recommended materials:

- Triangular poles
- Spray painted or powder coated aluminium
- Night resolution stickering

Internal (indoor) signage

Wayfinding signage

Environmental applications

03 / 02 / 05

1 Directional signage



Single module



'Stacked' 3 modules

2 Destinal signage



Type A: Bi-lingual sign with icon



Icon only



Type B: Mono-lingual sign with icon



Icon only

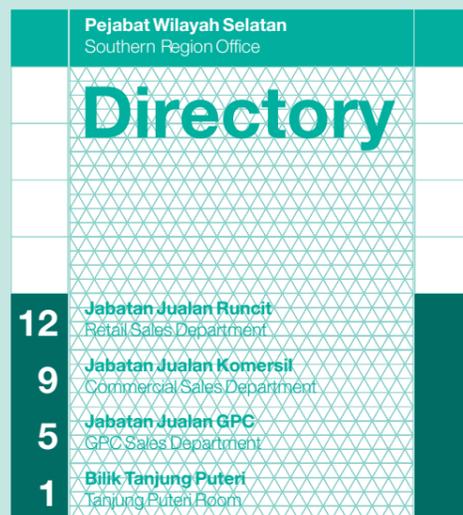


Type A: Bi-lingual sign

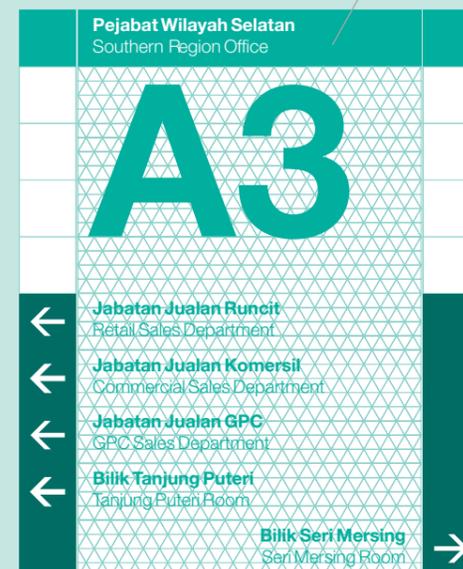


Type B: Mono-lingual sign

3 Directory signage



Directory at lobby



Directory at zone/ floor

PDB green

White

PDB dark green

Internal signage

This signage is white and functions as a destination signage and works on a 'stackable' modular system. It can work as a single module or combined with more, and is horizontally expandable following a given grid unit.

All text, symbols and gridlines are placed according to a preformatted grid which ensures consistency in typography and graphics of the system.

Text are set in title case. This means that all words except for conjunctions and prepositions (and, with, to, at, etc.) start with a capital letter.

Where space does not allow, use icon only.

There are three types of signs:

- Directional signs**
These lead to the intended destination. They have arrows.
- Destinational signs**
They are placed on doors, at rooms etc., indicating a destination.
- Directory signs**
These show which floor to go to, what to find on each floor and how to get there.

Recommended materials:

- 5 mm thickness
- Gloss finish

Internal (indoor) signage

Wayfinding signage

Environmental applications

03 / 02 / 06



1 Wall mounted



2 Ceiling mounted

Internal signage: types of mounting

1. Wall mounted
2. Ceiling mounted

Recommended materials:

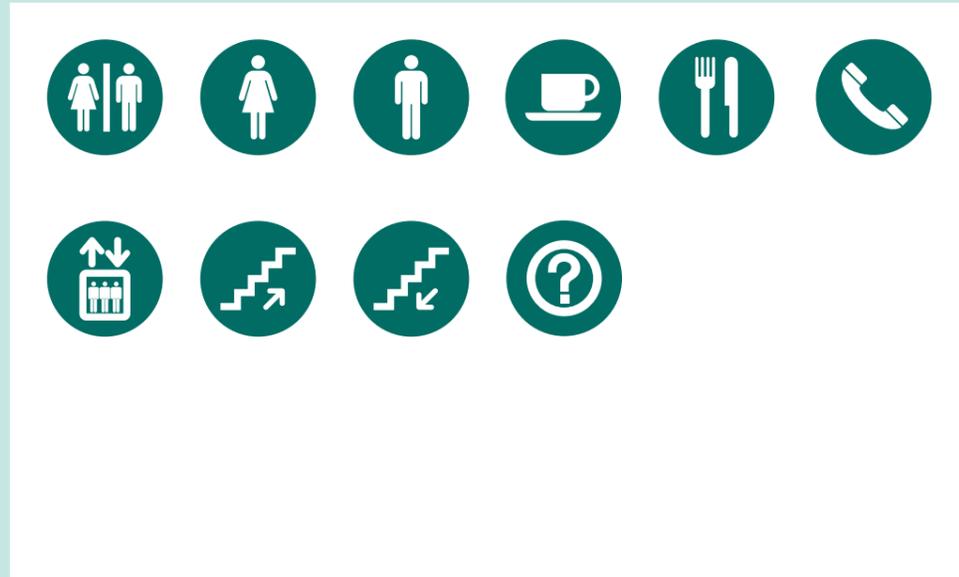
- Triangular poles
- Spray painted or powder coated aluminium

International standard icons

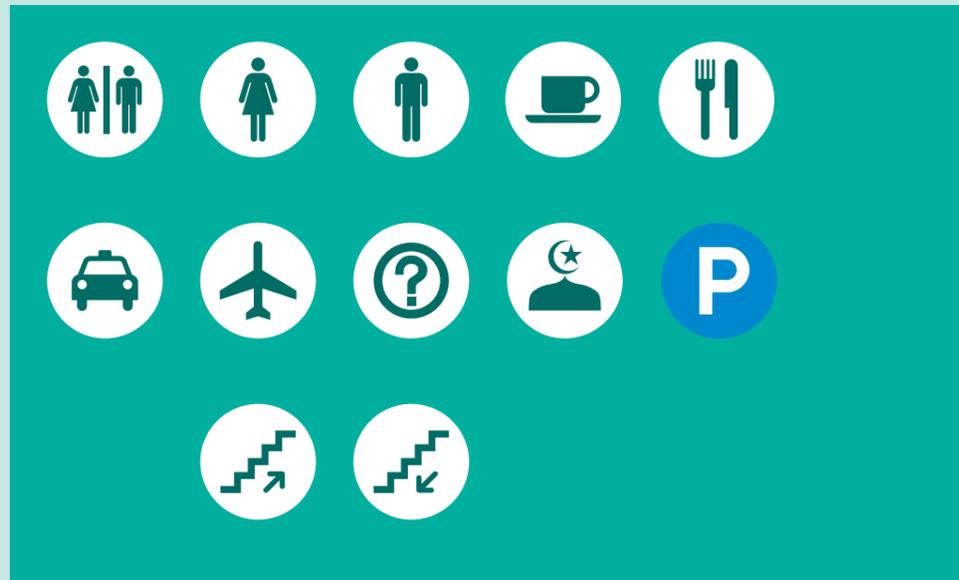
Wayfinding and Safety signage

Environmental applications

03 / 02 / 07



Internal



External



External safety icons

International standard icons

All icons are based on standard international icons. Icons shown here are just a few samples available and are not exhaustive.

Colour configuration

The external signage system is implemented with white text on PETRONAS green background for higher visibility and readability.

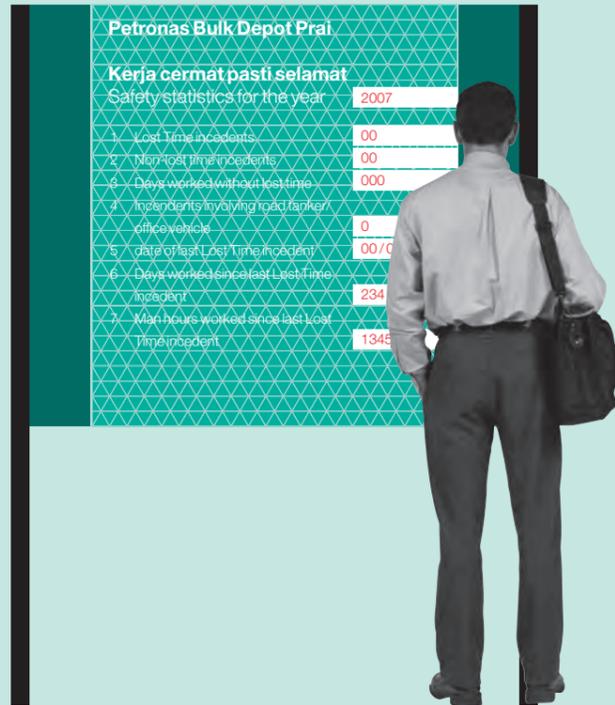
For additional icons, please refer to:
Brand Department
PETRONAS Dagangan Berhad
Level 12, Tower 2
PETRONAS Twin Towers
Kuala Lumpur City Centre
50088 Kuala Lumpur

Miscellaneous signs

Wayfinding and Safety signage

Environmental applications

03 / 02 / 08



External safety statistic sign

Melaka Sales Office

| Name | Status | On Leave | Outstation | MC | Tel. Number | Remarks |
|------------------------------|--------|----------|------------|----|-------------|---------|
| 1 Harman Sham Ab. Rahim | In | ● | | | | |
| 2 Mah Teck Lee | In | ● | | | 019-6559420 | |
| 3 | Out | ● | | | | |
| 4 Muhammad Nizar Manshor | In | ● | | | 019-6601660 | |
| 5 Fadzli Khamis | In | ● | | | 019-6280007 | |
| 6 Ainal Ghauth Abdul Latib | In | ● | | | 012-3198667 | |
| 7 Zainal Zikri Zainal Abidin | In | ● | | | 017-6233521 | |
| 8 Faridah Bt. Aman | In | ● | | | 019-3733955 | |
| 9 Halil B. Abu | Out | ● | ● | | 019-6820895 | |
| 10 Baharin Maarof | In | ● | | | 012-9205014 | |
| 11 Ahmad Nazri Hamzah | In | ● | | | 019-8852706 | |
| 12 Saiful Bahri A. Ghani | In | ● | | | 019-3322096 | |
| 13 Aniza Bt. Raman | In | ● | | | | |
| 14 Ab. Rahman Md. Som | Out | ● | ● | | 019-3238998 | |
| 15 Rashidan Mohamed | In | ● | | | | |
| 16 Che Hassan Harun | In | ● | | | | |
| 17 Zafail | In | ● | | | | |
| 18 Rasol Abdullah | In | ● | | | 012-3939497 | |
| 19 Saleh B. Othman | In | ● | | | 019-7279956 | |
| 20 Kamaruddin B Jamhuri | In | ● | | | 019-7281295 | |
| 21 M. Yuns B. M. Yasin | In | ● | | | 019-7279957 | |
| 22 | Out | ● | | | | |
| 23 | Out | ● | | | | |
| 24 | Out | ● | | | | |
| 25 | Out | ● | | | | |

Internal in/out signboard

Booking Schedule

| Classes | Date | Time |
|------------|------|------|
| Retail | | |
| LPG | | |
| Commercial | | |
| Others | | |

Internal booking schedule board

Miscellaneous signs

These signs are functional tools that can facilitate some level of site management. The look and feel should follow the generic samples visualised here.

External safety statistic sign

This is placed at the main entrance of the site office.

Internal in/out signboard

This device comprised the staff names of staff and their presence / absence in a quick overview.

Internal booking schedule

This is a device mounted on the wall next to a meeting room door. It is made of glass or perspex and allows writing with a non-permanent marker.

Reception facade

Office interiors

Environmental applications

03 / 03 / 01



1 Main entrance sign



2 Horizontal blinds



3 60 degree gridline pattern

Facade applications

1. *Main entrance sign*
This sign acts as the Welcome sign and is used at the reception entrance of all PDB sales offices.
2. *Horizontal blinds*
'High tech' aluminium horizontal Luxaflex blinds are hung behind the glass facade. They retain coolness and give privacy to the staff.
3. *60 degree grid pattern*
This is applied across the bottom part of the doors and windows.

Exterior modification

Entrance facade wall is to be painted white.

Reception entrance signage

Office interiors

Environmental applications

03 / 03 / 02



Cable suspended



Option WITHOUT office hours information

Reception entrance signage

This welcome sign is used at the reception entrance of sales offices.

It displays the office name, location and working hours (optional)

The sign is suspended by tension wiring.

It can be produced as either non-lit or as a lightbox.

The non-lit version should be spot-lit at night.

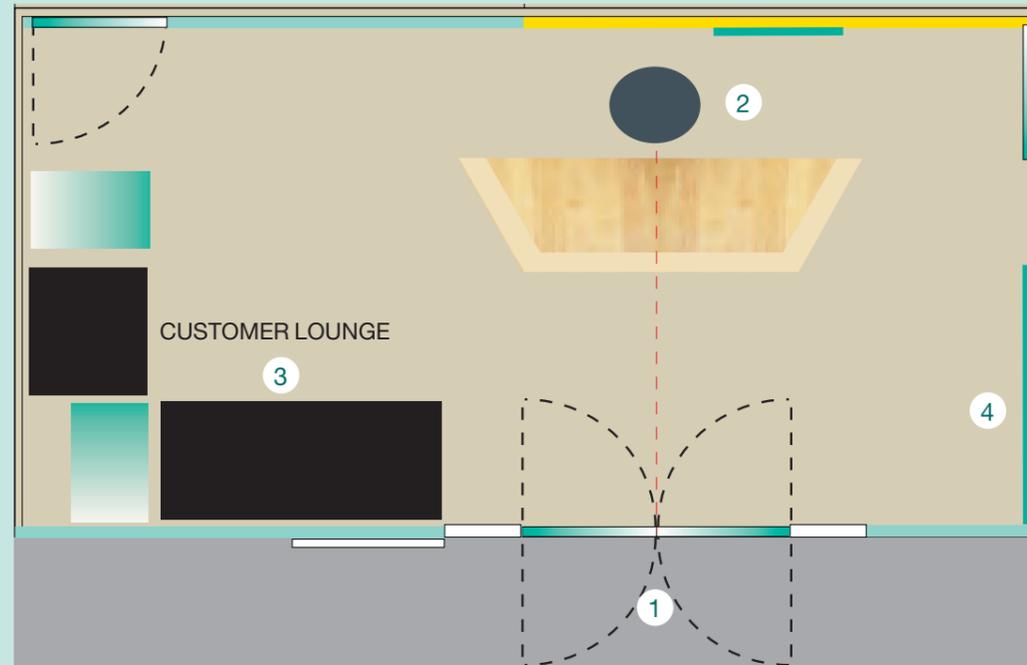


Reception area floorplan

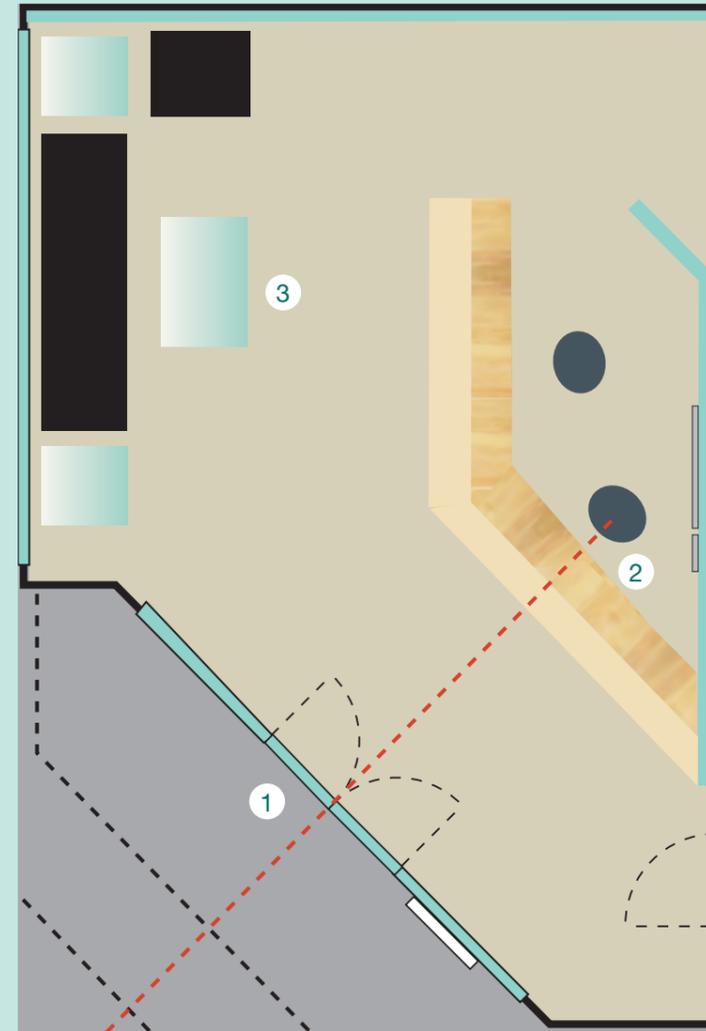
Office interiors

Environmental applications

03 / 03 / 03



Main guiding principle for the area layout: the reception desk must always face the entrance doors, so that the first point of contact is the receptionist.



Reception area elements: Floor plan guidelines

1. *Main entrance doors*
These can either be swinging or sliding doors, depending on the position and clearance.
2. *Receptionist's desk*
This is positioned directly opposite the main entrance doors, so that the customer is always greeted by a friendly face.
3. *Customer lounge*
Layout of the customer lounge faces the receptionist's desk.
4. *LCD flat screen and wall poster*
The LCD flat screen monitor is flushed into the wall and is placed within view of the customer lounge.

The PDB wall poster is also hung within view of the customer lounge.

Reception area look and feel

Office interiors

Environmental applications

03 / 03 / 04



9 Wall colour



1 Lowered ceiling feature light



2 Stainless steel backdrop



3 Receptionist's desk

4 Furniture



8 Meeting room divider glass/ door



7 Rim light



6 Marble/ carpet tile



5 LCD flat screen and wall poster

Reception area elements

- 1. Lowered ceiling feature light**
To be placed directly above receptionist's desk. Shape of feature light to mimic reception desk.
- 2. Stainless steel backdrop**
Consists of the 'oil drop' symbol and logotype.
- 3. Receptionist's desk**
Desk shape varies depending on the given space and positioning, but always based on the 60 degree angle
- 4. Furniture**
Sleek and simple construction, black leather with chrome rims and legs.
Custom made cushions with white piping
- 5. LCD flat screen and wall poster**
A feature wall, contains images of PDB products with a LCD flat screen displaying PDB commercials.
- 7. Marble/ carpet tiles**
An option using marble or carpet tiles.
- 6. Rim light**
Surrounding the whole reception area is a drop ceiling with diffused internal lighting.
- 8. Meeting room divider glass/ door**
Tempered glass divider walls and doors with 60 degree gridline patterns.
- 9. Wall colour**
An off white colour has been chosen for a warmer feel.



Uniforms

Employees are the faces of the organisation.

Their uniforms help define the identity and create an image unique to the organisation.

Uniforms build unity. Employees feel a sense of belonging and purpose when wearing them.



Corporate staff male shirt

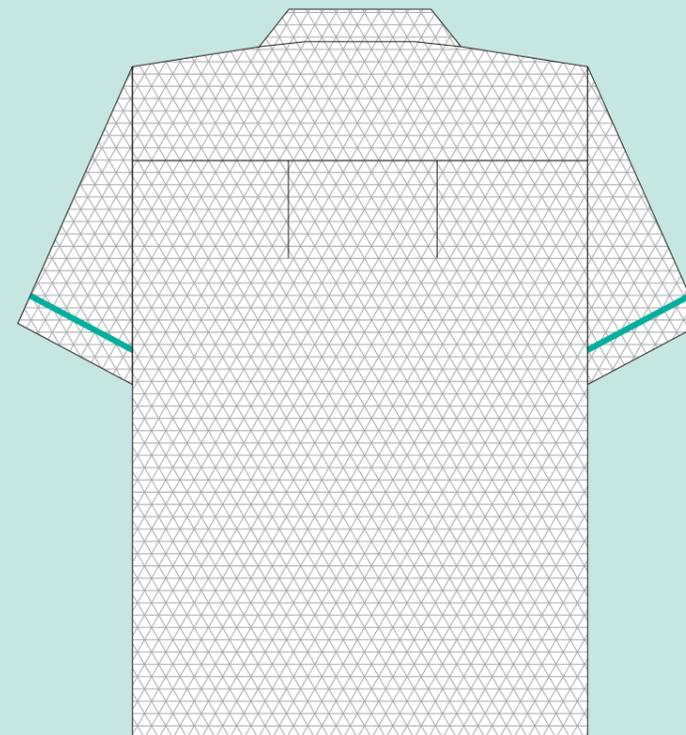
PDB

Uniforms

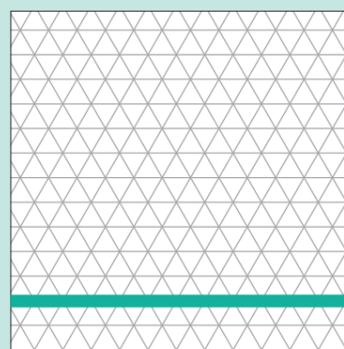
04 / 01 / 01



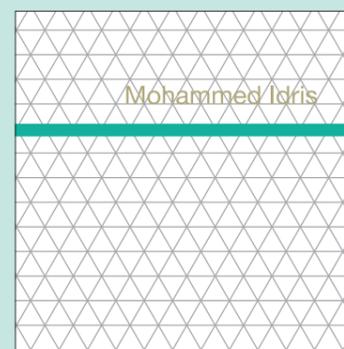
Front



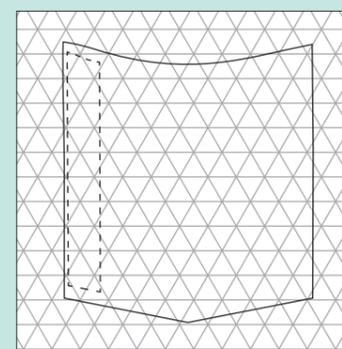
Back



Detail of sleeve



Detail of embroidered name



Detail of chest pocket with hidden pen pocket

Corporate staff male shirt

As the shirt is worn in PETRONAS work environment, a more subtle presence is required.

The 60 degree triangular pattern is woven into the predominantly cotton material.

The shirt is tailor-made to individual requirements.

Unisex jacket

PDB

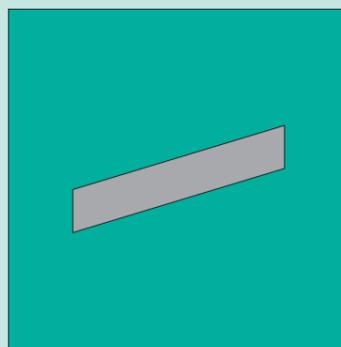
Uniforms

04 / 01 / 02



Front

Back



Detail of pocket using reflective material



Detail of left zip pocket

Unisex jacket

This has been designed to give a more youthful and athletic look.

The jacket is made of predominantly cotton twill, and purposely without a lining due to the tropical weather.

For poor visibility conditions, the silver strips are reflective.

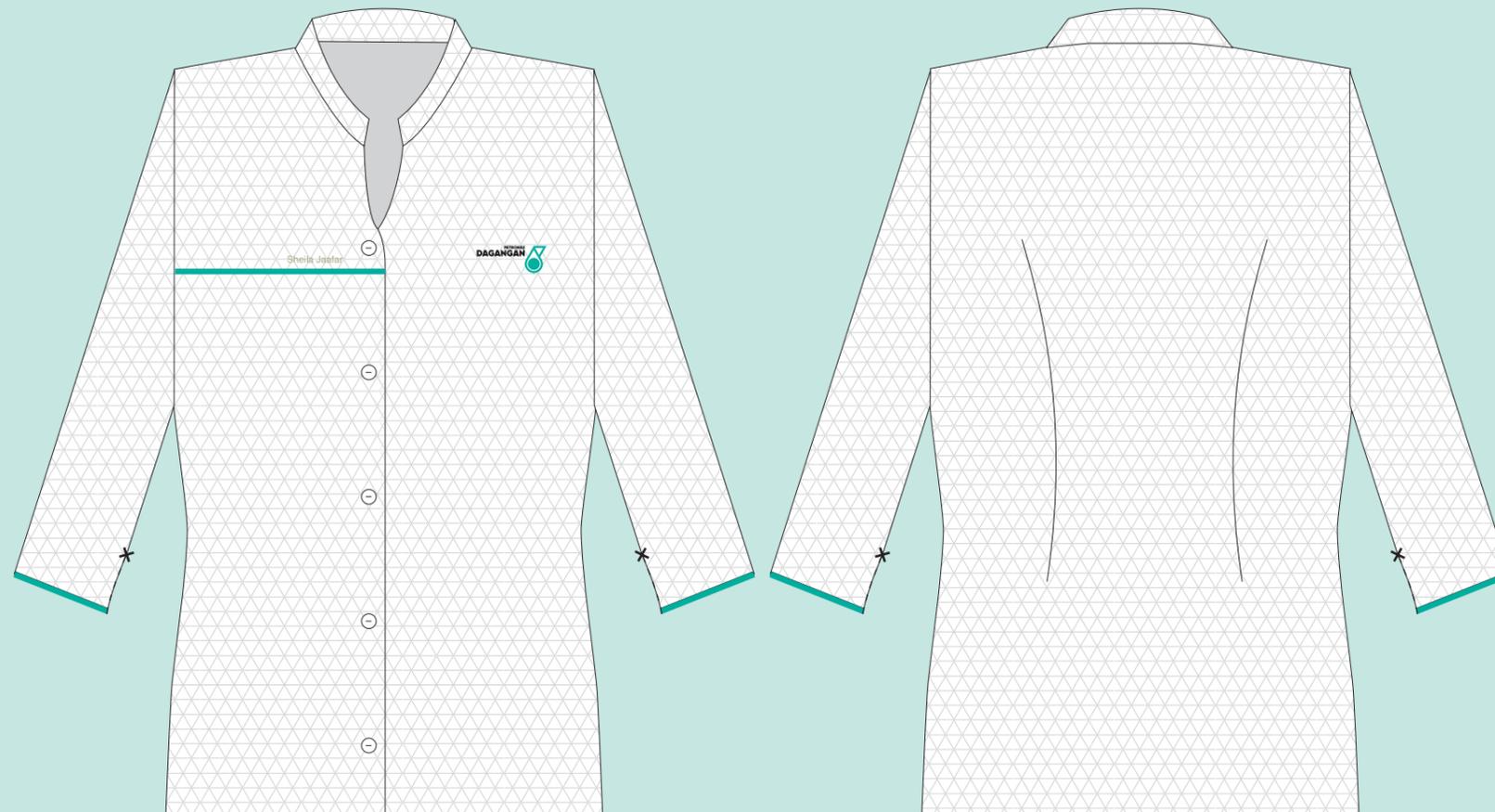


Corporate staff female shirt

PDB

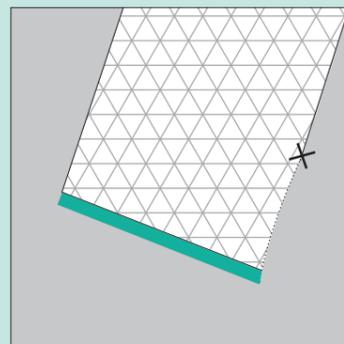
Uniforms

04 / 01 / 03



Front

Back



Detail of slit for ablution



Detail of embroidered name

Corporate staff female shirt

As the shirt is worn in PETRONAS work environment, a more subtle presence is required.

Inspired by the Baju Kurung Kedah, it is designed with three quartered length sleeves for ease of ablution.

The 60 degree triangular pattern is woven into a predominantly cotton material.

The shirt is lined for modesty.

The shirt is tailor-made to individual requirements.

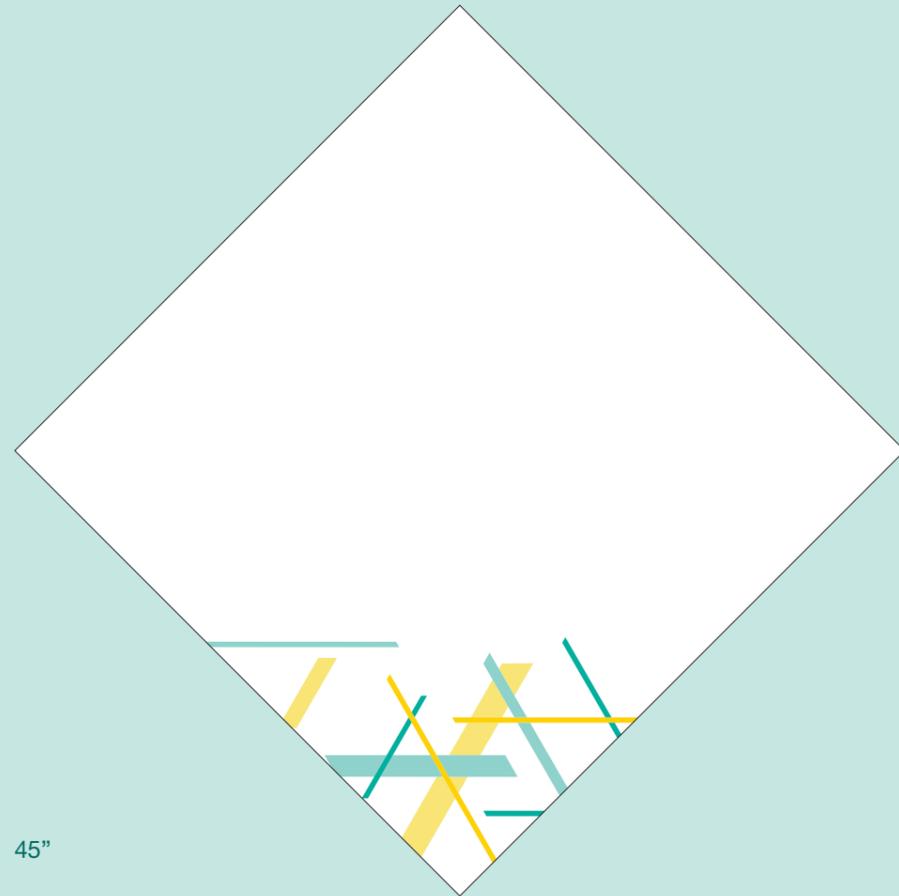
If a tudung is needed, the PDB tudung shown on page 04/01/04 should be worn.

PDB tudung

Staff, dealers and Rakan Niaga Kecil (RNK)

Uniforms

04 / 01 / 04



45"

Tudung

Two types of material are available for the 45" tudung:

- For PDB staff and dealers: Habotei silk
- For RNK: polyester

Depot operations staff shirt

Supply and Distribution Division (SDD)

Uniforms

04 / 02 / 01



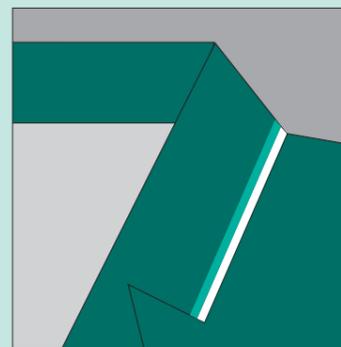
Front



Back



Detail of sleeve



Detail of collar

Depot operations staff polo shirt

Polo shirts are issued, instead of t-shirts, as the collars give a less casual look.

The need to differentiate from the tanker driver and to match the depot environment led to using PDB dark green as the base colour.

As no retail customer is present, yellow is not used.

The material is a predominantly cotton mix, for easy maintenance.

Double stitching is recommended to withstand physical activities.

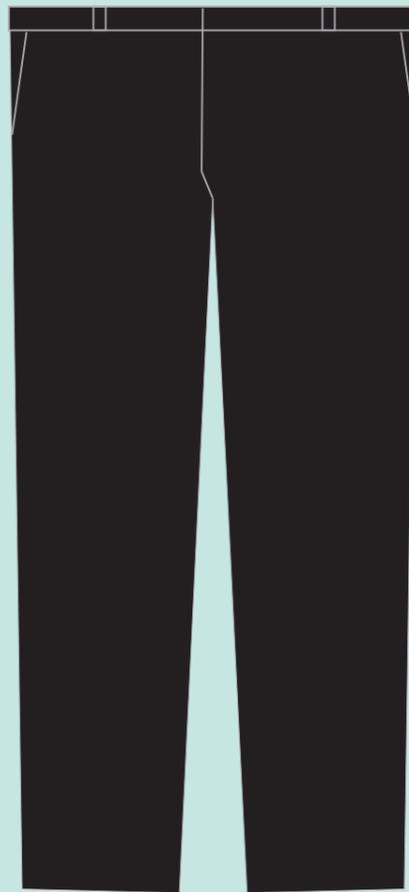


Depot operations male pants

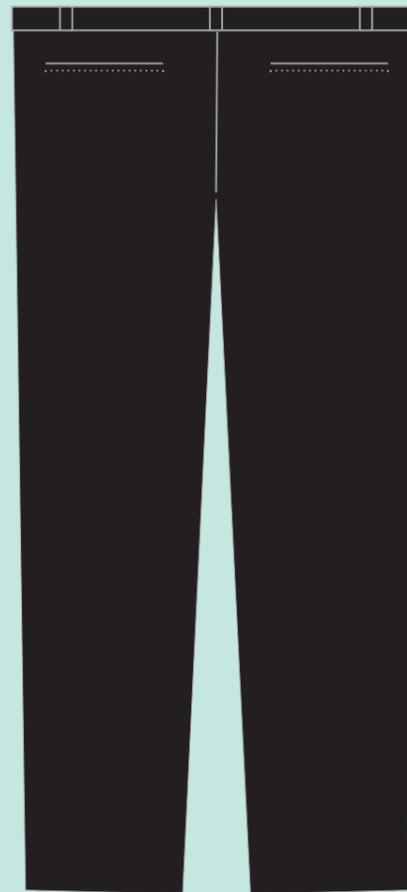
Supply and Distribution Division (SDD)

Uniforms

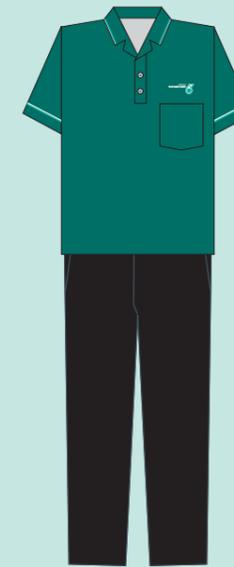
04 / 02 / 02



Front



Back



Example of total outfit

Depot operations male pants

These are issued to depot operations staff.

The pants are black for aesthetic and practical reasons.

The pants are 'cargo-cut' for a more casual feel and for ease of movement.

Note that the legs should not be tapered at the ankles but should optically look straight.

For road tanker drivers who require safety features, a reflective strip of 2.5cm/1" can be added to the sides which run from top of waistband to knee height.

Cotton twill material is used.

The outfit should preferably be worn with a black belt and black shoes.

Road tanker driver shirt

Supply and Distribution Division (SDD)

Uniforms

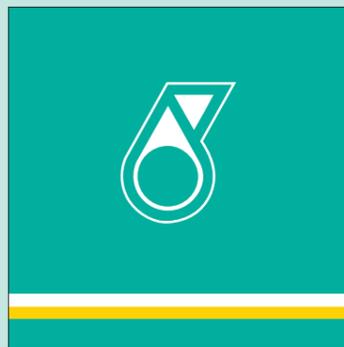
04 / 02 / 03



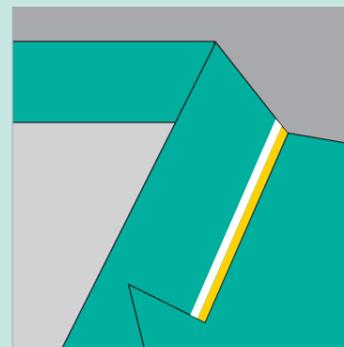
Front



Back



Detail of right sleeve



Detail of collar

Road tanker driver polo shirt

Polo shirts are issued, instead of t-shirts, as the collars give a less casual look.

Road tanker drivers are on the road, always in the public's eye. Thus, all PDB primary colours are used.

The 'oil drop' symbol is purposely placed on the right sleeve so that it is visible to the public through the tanker window.

The material is a predominantly cotton mix, for easy maintenance.

Double stitching is recommended to withstand physical activities.



Road tanker cap

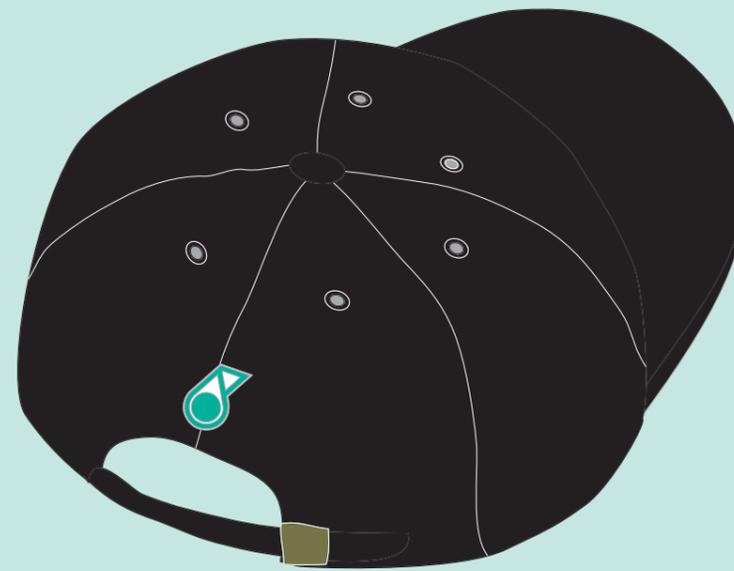
Supply and Distribution Division (SDD)

Uniforms

04 / 02 / 04



Front



Back

Cap

A generic cap that is Masterbranded.
Only the PETRONAS logotype is embroidered on the front.

The 'oil drop' symbol is embroidered on the back.

This cap is issued to road tanker drivers only.



Retail dealer male shirt

Rakan Niaga

Uniforms

04 / 03 / 01



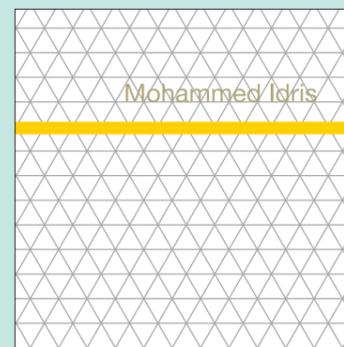
Front



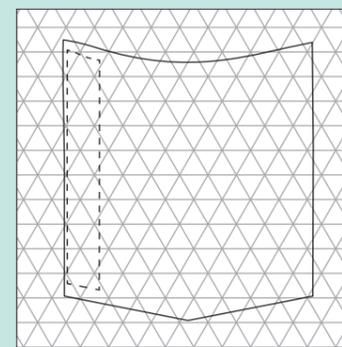
Back



Detail of right sleeve



Detail of embroidered name



Detail of chest pocket with hidden pen pocket

Retail dealer male shirt

The Rakan Niaga dealer's shirt is similar in design and quality to that of the PDB corporate staff.

As the dealer interacts more with the public, the PDB colour yellow is used.

The 60 degree triangular pattern is woven into a predominantly cotton material.

The product logo is placed on the right sleeve.

The shirt is tailor-made to individual requirements.



Retail dealer female shirt

Rakan Niaga

Uniforms

04 / 03 / 02

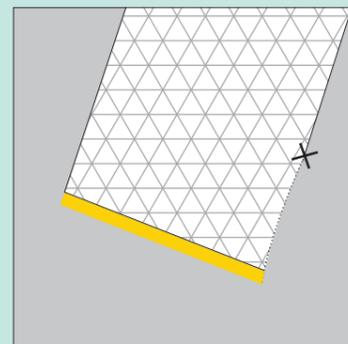


Front

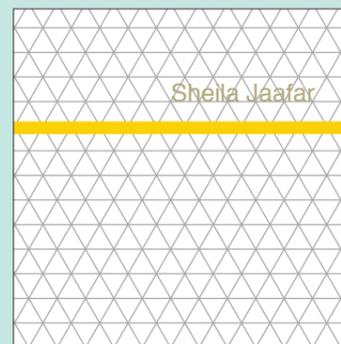
Back



Detail of right sleeve



Detail of slit for ablation



Detail of embroidered name

Retail dealer female shirt

The Rakan Niaga dealer's shirt is similar in design and quality to that of the PDB corporate staff.

As the dealer interacts more with the public, the PDB colour yellow is used.

Inspired by the Baju Kurung Kedah, it is designed with three-quarter length sleeves for ease of ablution.

The 60 degree triangular pattern is woven into a predominantly cotton material.

The shirt is lined for modesty.

The product logo is placed on the right sleeve.

The shirt is tailor-made to individual requirements.

If a tudung is needed, the PDB tudung shown on page 04/01/04 should be worn.



Rakan Niaga Kecil male shirt

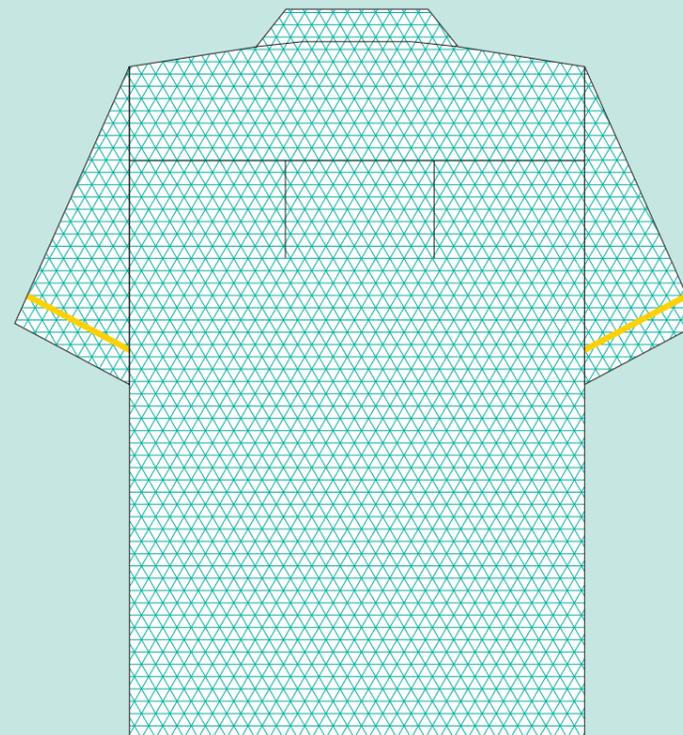
Forecourt and convenience store

Uniforms

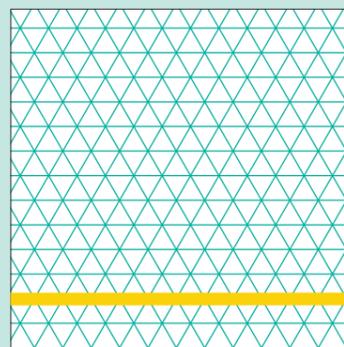
04 / 03 / 03



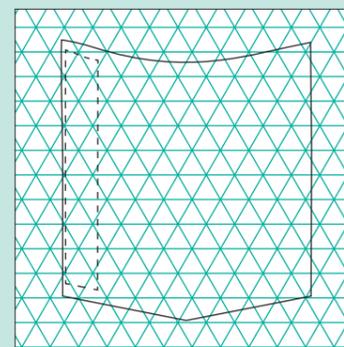
Front



Back



Detail of sleeve



Detail of chest pocket with hidden pen pocket

RNK male shirt

To be easily recognisable at the station, the retail attendant wears a prominent shirt using all the PDB primary colours.

The 60 degree gridline pattern is printed on a predominantly cotton material.

The shirts are Masterbranded, using only the 'oil drop' symbol.

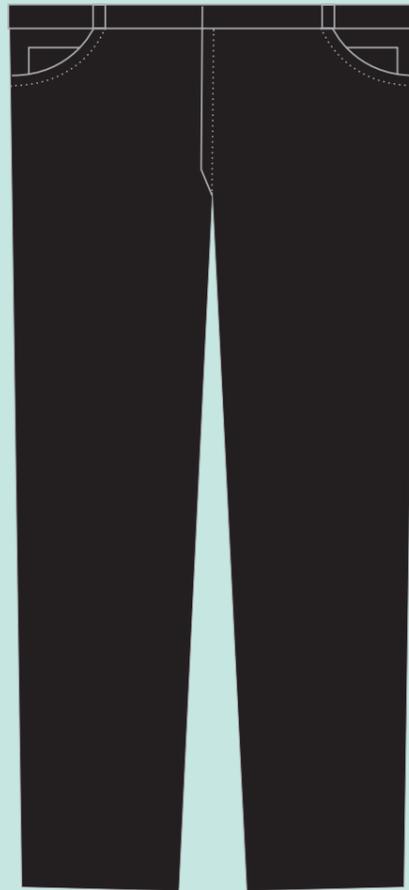
If an undershirt is worn, it must be white.

Rakan Niaga Kecil male pants

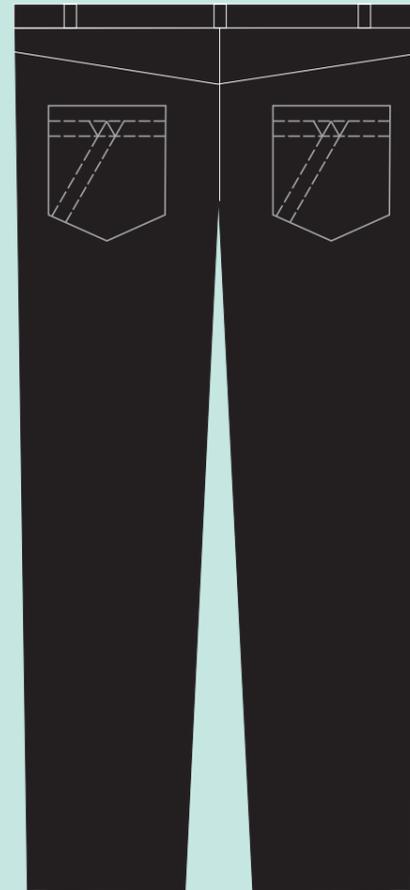
Forecourt and convenience store

Uniforms

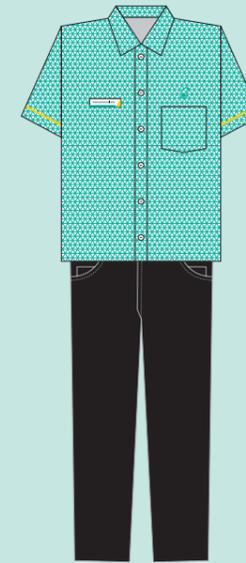
04 / 03 / 04



Front



Back



Example of total outfit

RNK male pants

To appeal to the younger mindset of the RNK, these pants are straight-cut jeans.

The pants are black for aesthetic and practical reasons.

Cotton twill material is used.

Branding is kept to a minimum (on the back pockets only) so that the RNK may wear the pants off-duty.

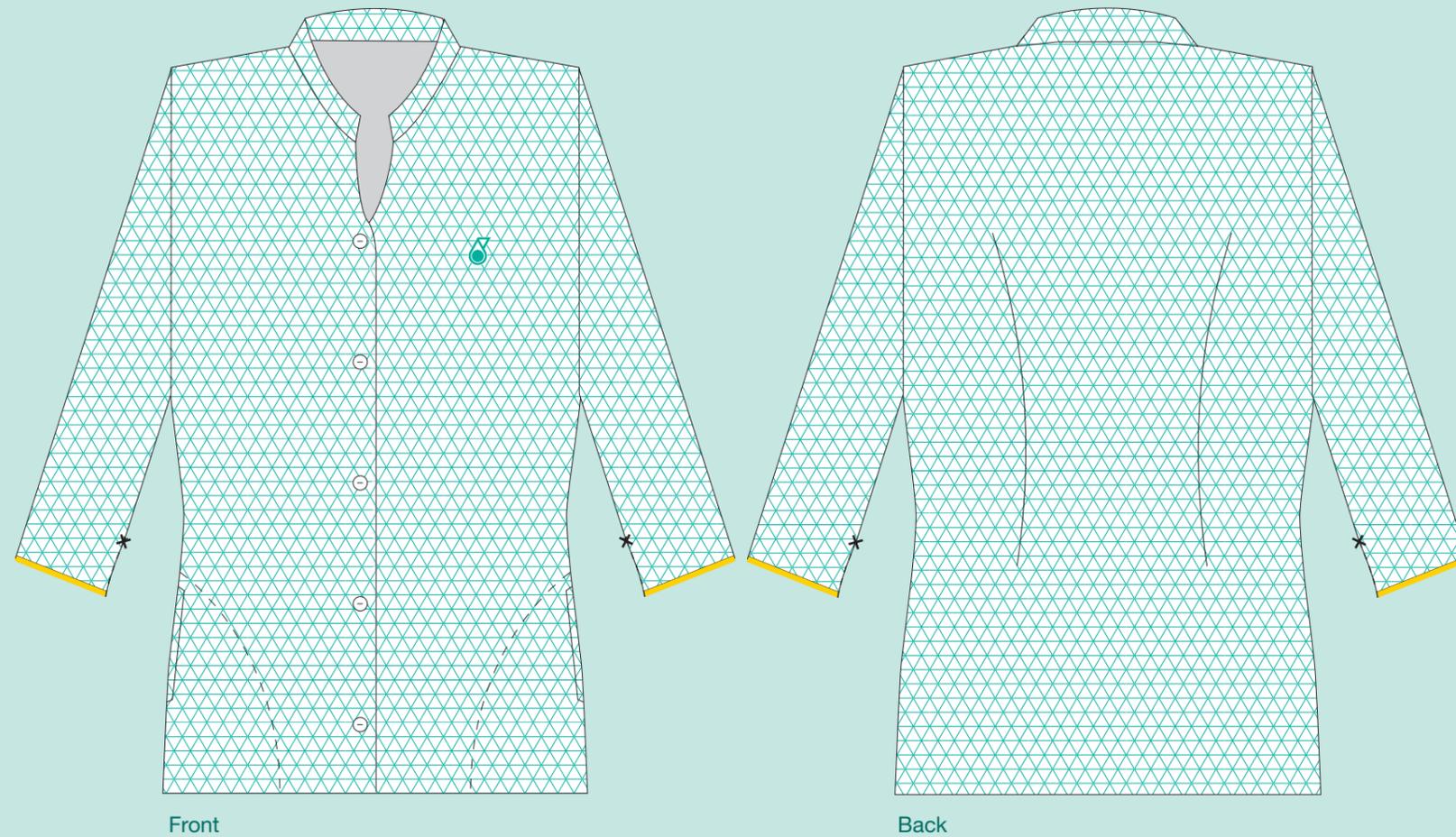
The outfit should be preferably worn with a black belt and black shoes.

Rakan Niaga Kecil female shirt

Forecourt and convenience store

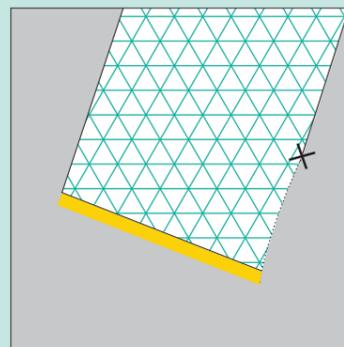
Uniforms

04 / 03 / 05

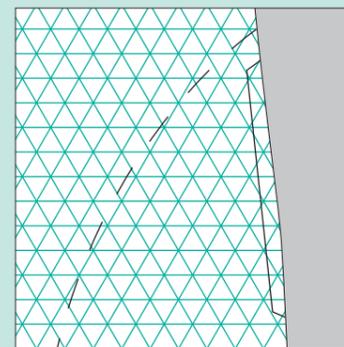


Front

Back



Detail of slit for ablution



Detail of side pocket

RNK female shirt

To be easily recognisable at the station, the retail attendant wears a prominent shirt using all the PDB primary colours.

Inspired by the Baju Kurung Kedah, it is designed with three-quarter length sleeves for ease of ablution.

The 60 degree gridline pattern is printed on a predominantly cotton material.

The shirts are Masterbranded, using only the 'oil drop' symbol.

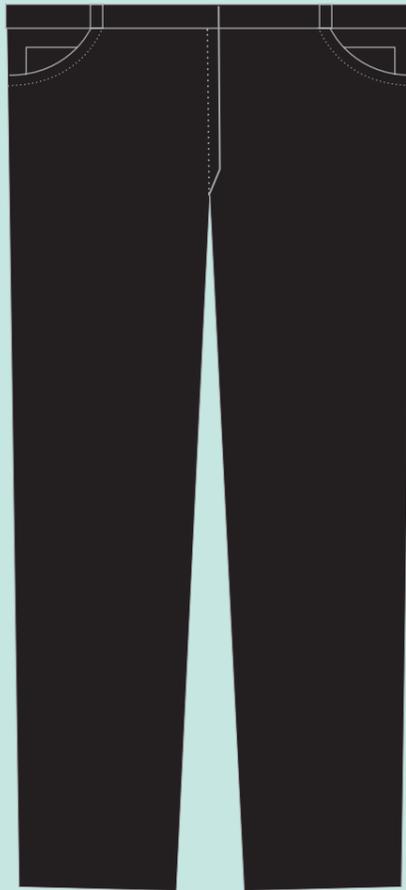
If a tudung is needed, the PDB tudung shown on page 04/01/04 should be worn.

Rakan Niaga Kecil female pants

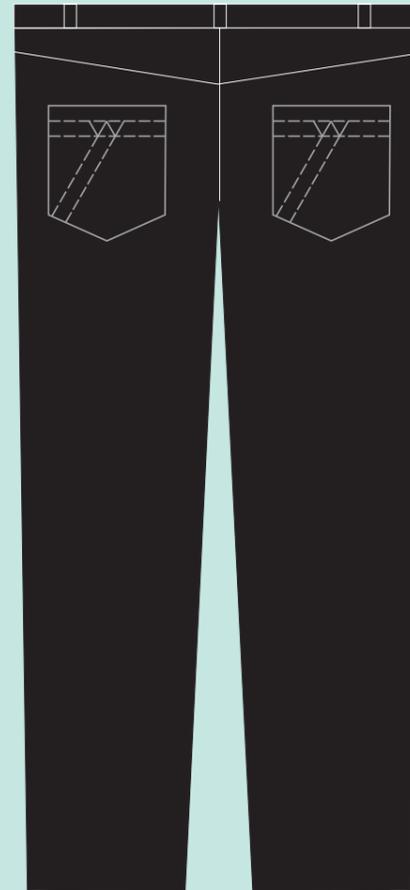
Forecourt and convenience store

Uniforms

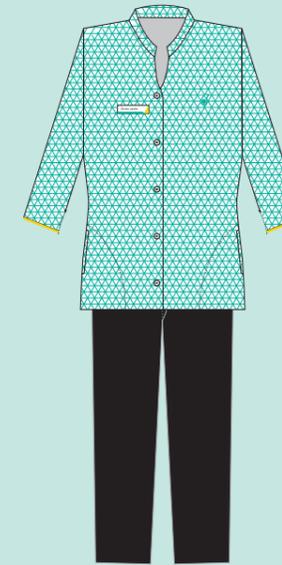
04 / 03 / 06



Front



Back



Example of total outfit

RNK female pants

To appeal to the younger mindset of the RNK, these pants are straight-cut jeans.

The pants are black for aesthetic and practical reasons.

Cotton twill material is used.

Branding is kept to a minimum only (on the back pockets) so that the RNK may wear the pants off-duty.

The outfit should be preferably worn with a black belt and black shoes.

Nametag

Rakan Niaga Kecil

Uniforms

04 / 03 / 07



Sheila Jaafar

80 x 20 mm

Retail attendant nametag

These nametags are issued to RNK staff: forecourt and convenience store.

The nametags are laminated plastic tags, with a safety pin on the back.

The RNK's name is in Helvetica Neue 55 Roman.

Note:

If any other departments need nametags, please use this as a sample.

LPG dealer male shirt

GAS PETRONAS

Uniforms

04 / 04 / 01



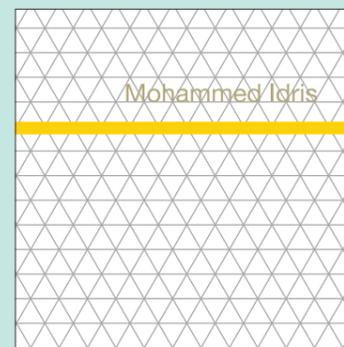
Front



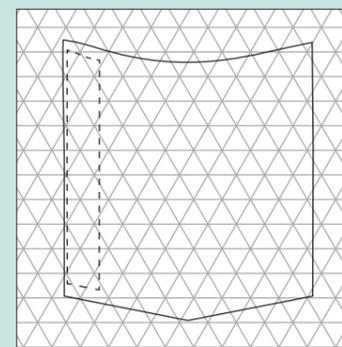
Back



Detail of right sleeve



Detail of embroidered name



Detail of chest pocket with hidden pen pocket

LPG dealer male shirt

The LPG dealer's shirt is similar in design and quality to that of the PDB corporate staff.

As the dealer interacts more with the public, the PDB colour yellow is used.

The 60 degree triangular pattern is woven into a predominantly cotton material.

The product logo is placed on the right sleeve. Only PDB dealers and not staff are allowed to wear this shirt.

The shirt is tailor-made to individual requirements.



LPG dealer female shirt

GAS PETRONAS

Uniforms

04 / 04 / 02

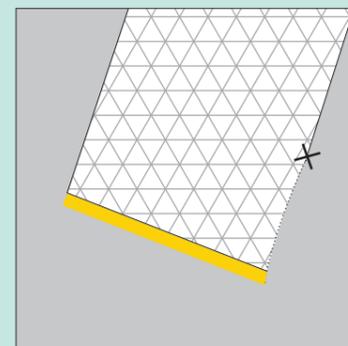


Front

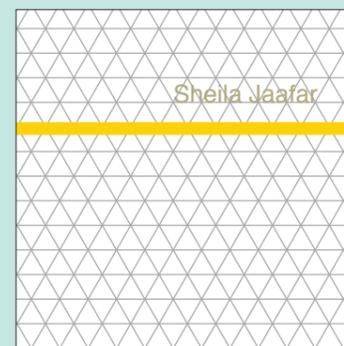
Back



Detail of right sleeve



Detail of slit for ablu-tion



Detail of embroidered name

LPG dealer female shirt

The LPG dealer's shirt is similar in design and quality to that of the PDB corporate staff.

As the dealer interacts more with the public, the PDB colour yellow is used.

Inspired by the Baju Kurung Kedah, it is designed with three-quarter length sleeves for ease of ablu-tion.

The 60 degree triangular pattern is woven into a predominantly cotton material.

The shirt is lined for modesty.

The product logo is placed on the right sleeve. Only PDB dealers and not staff are allowed to wear this shirt.

The shirt is tailor-made to individual requirements.

If a tudung is needed, the PDB tudung shown on page 04/01/04 should be worn.



LPG delivery personnel shirt

GAS PETRONAS

Uniforms

04 / 04 / 03



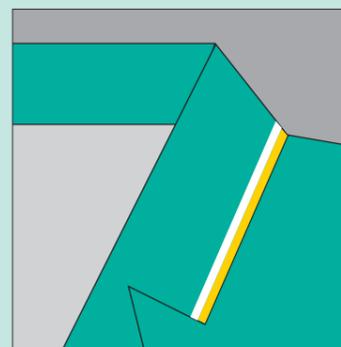
Front



Back



Detail of right sleeve



Detail of collar

LPG delivery personnel polo shirt

Polo shirts are issued, instead of t-shirts, as the collars give a less casual look.

Similar to the road tanker drivers, the LPG delivery personnel are on the road, always in the public's eye. Thus, all PDB primary colours are used. Product colours are not allowed to be used for product uniforms: need to follow the Masterbrand.

The product logo is placed on the right sleeve so that it is visible to the public through the lorry window.

The material is a predominantly cotton mix, for easy maintenance.

Double stitching is recommended to withstand outdoor labour.

Extra shoulder padding is recommended to ease carrying.

If nametags are required, use the sample shown on pg 04/03/07

Shirt for special events

PDB

Uniforms

04 / 05 / 01

Shirt for special events

Shirts can be produced for special events. However, the shirt must be a polo-shirt.

For Masterbranded events:

The shirt can only be in any of the PDB primary and secondary colours.

The 'oil drop' symbol must be displayed.

For product-led events:

The shirt can be in any of the PDB primary and secondary colours or in the product colour.

The 'oil drop' symbol and the product logo must be displayed.

For external co-branded events led by PDB:

The shirt can be in any of the PDB primary and secondary colours, or, in the product colour.

The 'oil drop' symbol must appear on the right sleeve.



Fleet livery

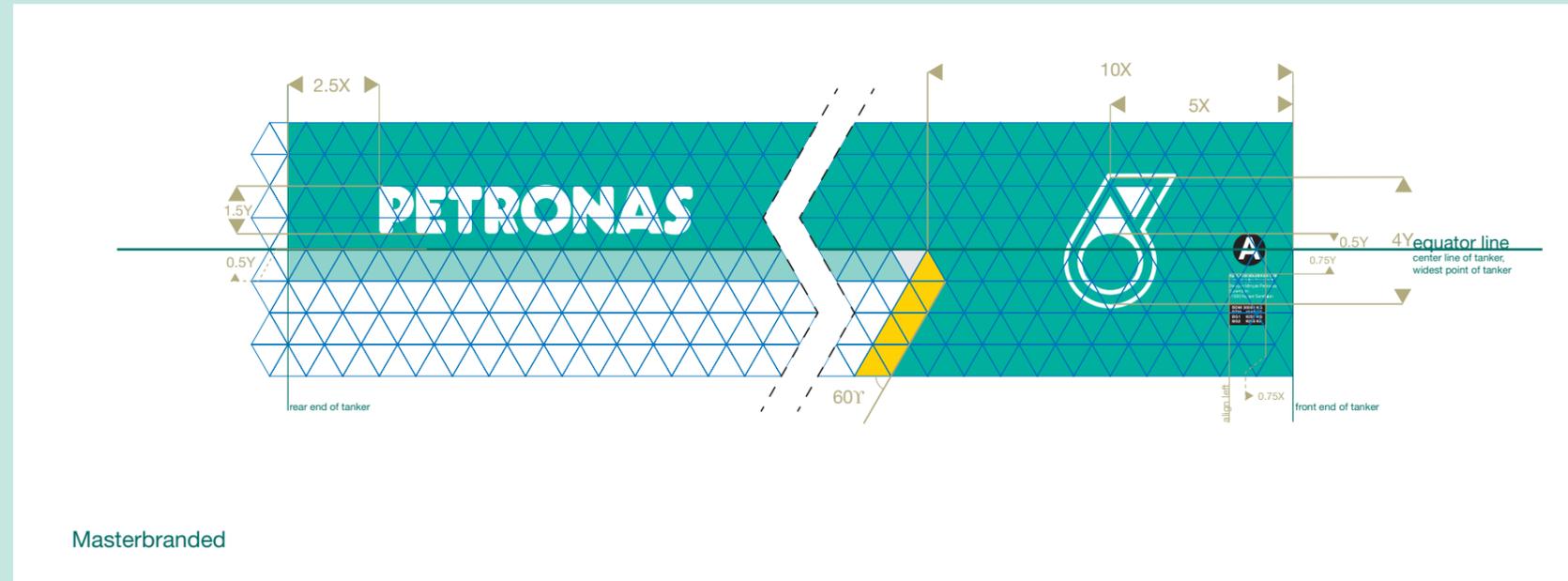
Fleet livery is a moving billboard.
Wherever the vehicles go,
the organisation's brand identity
and equity are promoted,
giving a sense of pride to all.

Fleet livery identification

Comparison between Masterbranded and product-led livery

Fleet livery

05 / 01 / 01



Masterbranded

To reinforce the Masterbrand, the PETRONAS 'oil drop' symbol and logotype markings are strategically placed on the Masterbrand colour.

By separating the logo into two parts; the 'oil drop' symbol and the logotype, it frees them from their proportional constraints and allows them to be used at larger sizes.

Product-led

The product series primarily centres towards a consumer or business product/service and is co-branded with PDB.

To reinforce the Masterbrand, the PETRONAS 'oil drop' symbol and logotype markings are strategically placed on the Masterbrand colour.

As a clear differentiator, the product logo is placed on a white background.

Masterbrand road tanker

Supply and Distribution Division (SDD)

Fleet livery

05 / 02 / 01



Prime mover

The prime mover is always in PDB green to reflect the Masterbrand.

Tanker

The front third portion of the tanker is always in PDB green.

Sides

The white reflective triangle is placed at the widest part of the tanker (the 'equator line').

The oil drop symbol is always placed on the front section of the side.

The logotype is placed on the back section.

Back

A mass of information that needs to be arranged as clearly as possible.

Safety

For poor weather/ visibility situations, certain parts of the design can be made of reflective materials:

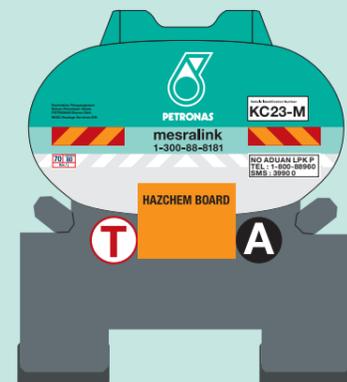
- logo, yellow diagonal and white triangle on the sides of the tanker
- safety reflector strips on the back of the tanker

10,000 litres tanker

Supply and Distribution Division (SDD)

Fleet livery

05 / 02 / 02



Prime mover

The prime mover is always in PDB green to reflect the Masterbrand.

Tanker

The front third portion of the tanker is always in PDB green.

Sides

The white reflective triangle is placed at the widest part of the tanker (the 'equator line').

The 'oil drop' symbol is always placed on the front section of the side.

The logotype is placed on the back section.

Back

A mass of information that needs to be arranged as clearly as possible.

Safety

For poor weather/ visibility situations, certain parts of the design can be made of reflective materials:

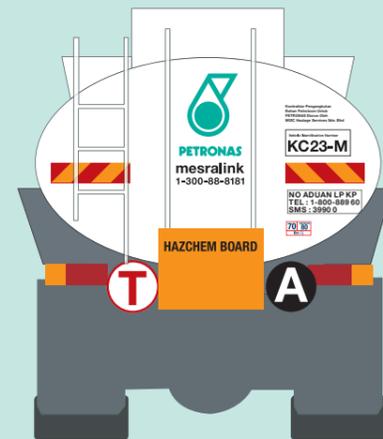
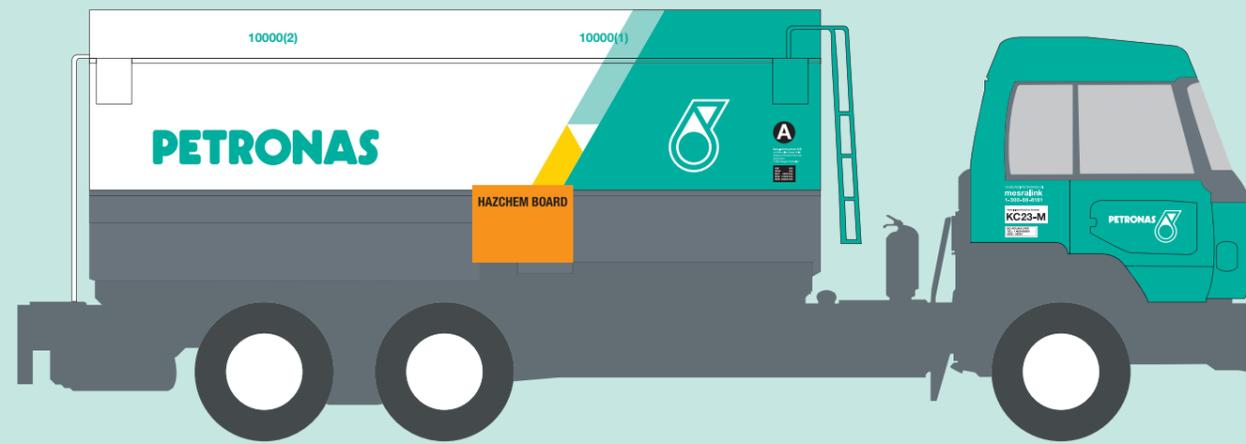
- logo, yellow diagonal and white triangle on the sides of the tanker
- safety reflector strips on the back of the tanker

Eastern Malaysia tanker

Supply and Distribution Division (SDD)

Fleet livery

05 / 02 / 03



This design is only applied to tankers based in East Malaysia.

Prime mover

The prime mover is always in PDB green to reflect the Masterbrand.

Tanker

The front third portion of the tanker is always in PDB green.

Sides

The white reflective triangle is placed at the widest part of the tanker (the 'equator line').

The 'oil drop' symbol is always placed on the front section of the side.

The logotype is placed on the back section.

Back

A mass of information that needs to be arranged as clearly as possible.

Safety

For poor weather/ visibility situations, safety reflector strips are placed on the tanker back.

Masterbrand 'community'

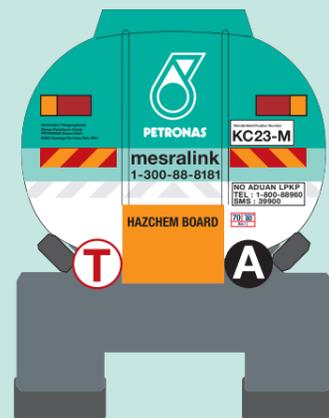
Supply and Distribution Division (SDD)

Fleet livery

05 / 02 / 04



Picture is for illustration only



Prime mover

The prime mover is always in PDB green to reflect the Masterbrand.

Tanker

The front third portion of the tanker is always in PDB green.

Sides

The white reflective triangle is placed at the widest part of the tanker (the 'equator line').

The 'oil drop' symbol is always placed on the front section of the side.

A community related image and tagline strategically placed with the graphic element.

Back

A mass of information that needs to be arranged as clearly as possible.

Safety

For poor weather/visibility situations, certain parts of the design can be made of reflective materials:

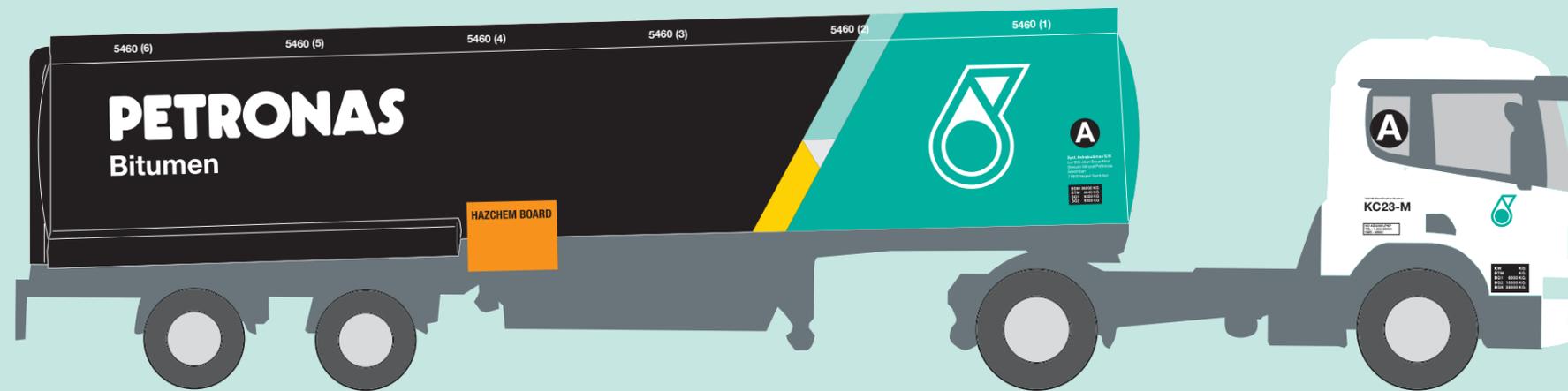
- logo, yellow diagonal and white triangle on the sides of the tanker
- safety reflector strips on the back of the tanker

Bitumen road tanker

Supply and Distribution Division (SDD)

Fleet livery

05 / 02 / 05



Bitumen tanker guidelines

The bitumen tanker series carry both the Masterbrand and the sub-brand logo. Due to legal requirements, bitumen tankers must be predominantly black.

Prime mover

The prime mover is always in PDB green, to reflect the Masterbrand.

Tanker

Sides

Front third portion is always in PDB green, with the PETRONAS 'oil drop' symbol.

Back portion is in black, with the sub-brand logo.

Back

A mass of information that needs to be arranged as clearly as possible.

Safety

For poor weather/visibility situations, certain parts of the design can be made of reflective materials:

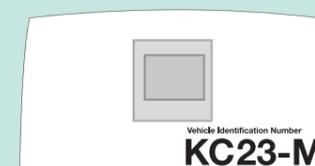
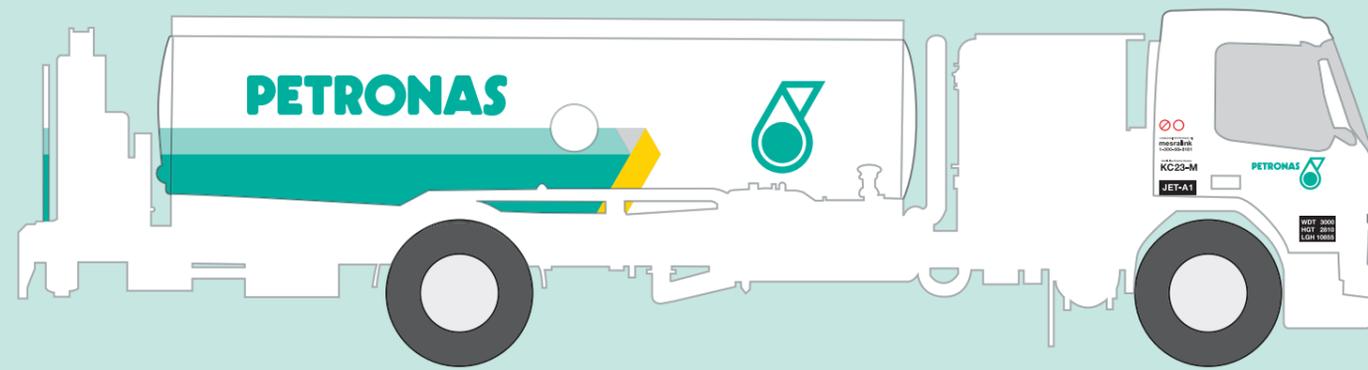
- logo, yellow diagonal and white triangle on the sides of the tanker
- safety reflector strips on the back of the tanker

Airport refueller (small)

Supply and Distribution Division (SDD)

Fleet livery

05 / 02 / 06



Airport refueller

The Airport series is Masterbranded. The airport regulations stipulate that all vehicles be predominantly white for safety issues. All vehicles are designed with the overall colours in reverse.

Prime mover/ cabin

The cabin is always in white, which is part of the Masterbrand primary colours.

Tanker

Sides

The white reflective triangle is placed at the widest part of the tanker (the 'equator line').

The 'oil drop' symbol is always placed on the front section of the side.

The logotype is placed on the back section.

Back

A mass of information that needs to be arranged as clearly as possible.

Safety

For poor weather/ visibility situations, certain parts of the design can be made of reflective materials:

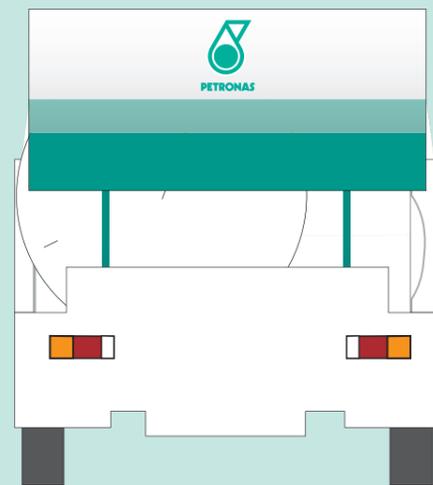
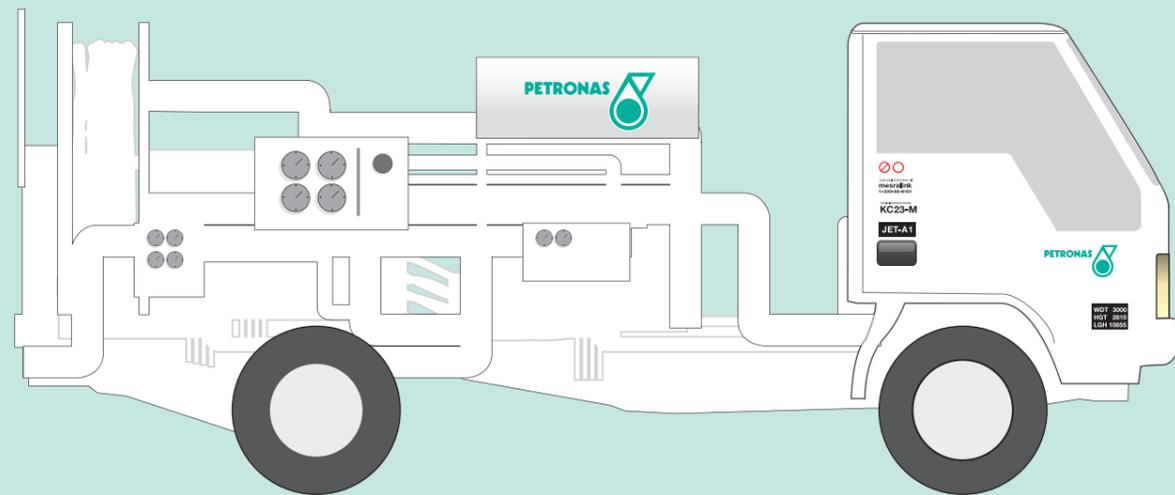
- logo, yellow diagonal and white triangle on the sides of the tanker
- safety reflector strips on the back of the tanker

Airport dispenser

Supply and Distribution Division (SDD)

Fleet livery

05 / 02 / 07



Airport Dispenser

The Airport series is Masterbranded. The airport regulations stipulate that all vehicles be predominantly white for safety issues. Thus, all vehicles are designed with the overall colours in reverse.

Due to the complexity of the vehicle's construction, the application of the identity was kept to a minimum.

Safety

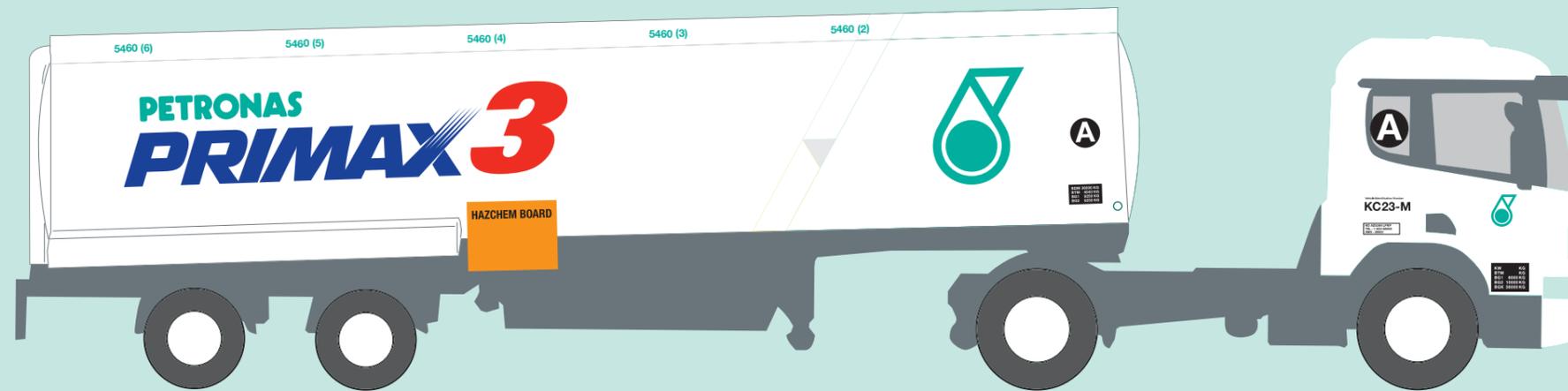
All corporate signatures use reflective materials.

Primax 3 road tanker

Retail road tanker

Fleet livery

05 / 03 / 01



Product-led tanker

The product-led series carry both the Masterbrand and the sub-brand logo (product logo).

Prime mover

The prime mover is always in PDB green, to reflect the Masterbrand.

Tanker

Sides

Front third portion is always in PDB green, with the PETRONAS 'oil drop' symbol.

Back portion is in white, with the sub-brand logo.

Back

A mass of information that needs to be arranged as clearly as possible.

Safety

For poor weather/ visibility situations, certain parts of the design can be made of reflective materials:

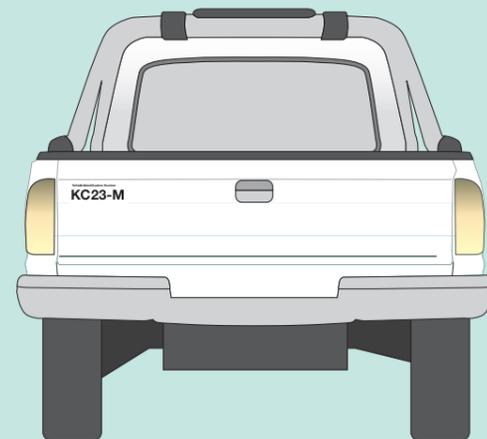
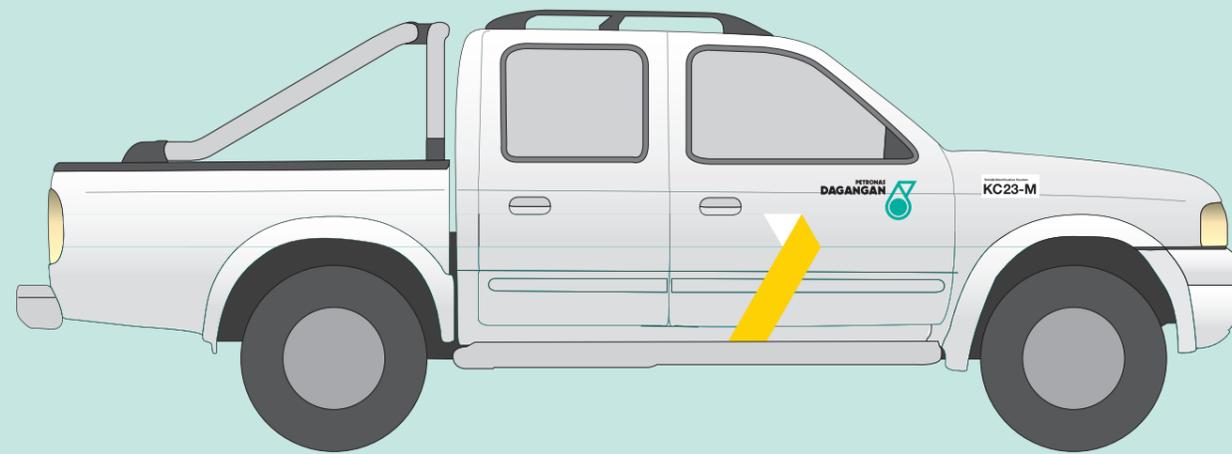
- logo, yellow diagonal and white triangle on the sides of the tanker
- safety reflector strips on the back of the tanker

4 wheel drive

Ford Ranger

Fleet livery

05 / 04 / 01



Company vehicle

The company vehicle series is Masterbranded. This is the only series which carries the PDB signature.

4 wheel drive

The bottom portion of the vehicle from the top of front bumper is always in PDB green.

Sides

The right edge of the yellow diagonal starts at the centre of the door.

The PDB signature is placed at the top right section of the front door.

Back

The shape of this vehicle does not allow for the 'oil drop' symbol to be placed at the back.

For other types of 4 wheel drives, please refer to:

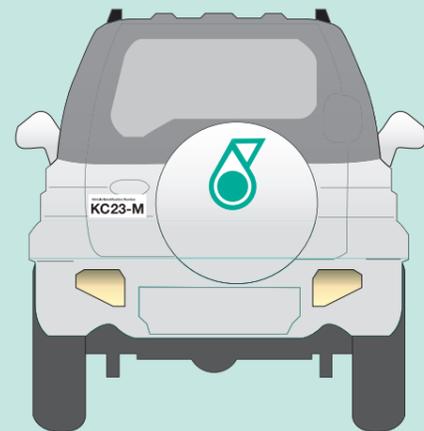
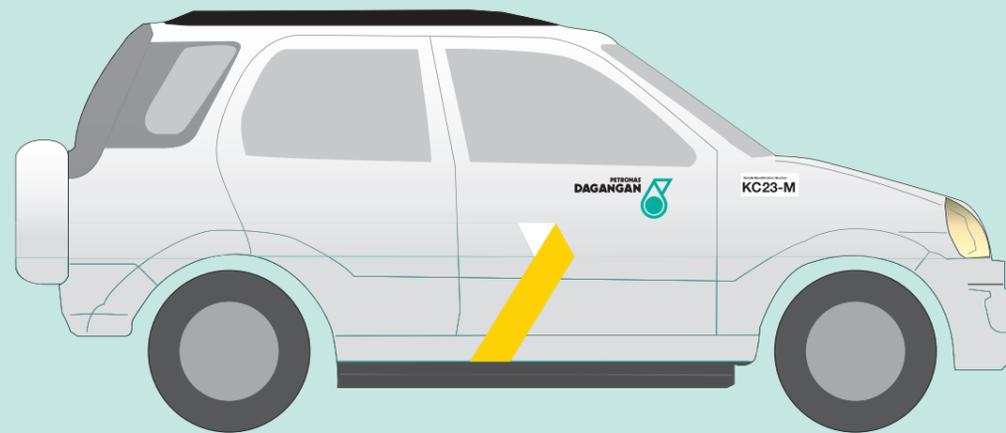
Brand Department
PETRONAS Dagangan Berhad
Level 12, Tower 2
PETRONAS Twin Towers
Kuala Lumpur City Centre
50088 Kuala Lumpur

4 wheel drive

Kembara

Fleet livery

05 / 04 / 02



Company vehicle

The company vehicle series is Masterbranded. This is the only series which carries the PDB signature.

4 wheel drive

The bottom portion of the vehicle from the top of front bumper is always in PDB green.

Sides

The right edge of the yellow diagonal starts at centre of the door.

The PDB signature is placed at the top right section of the front door.

Back

The 'oil drop' symbol is centred on the back of the spare tyre covering (if the accessory is provided).

For other types of 4 wheel drives, please refer to:

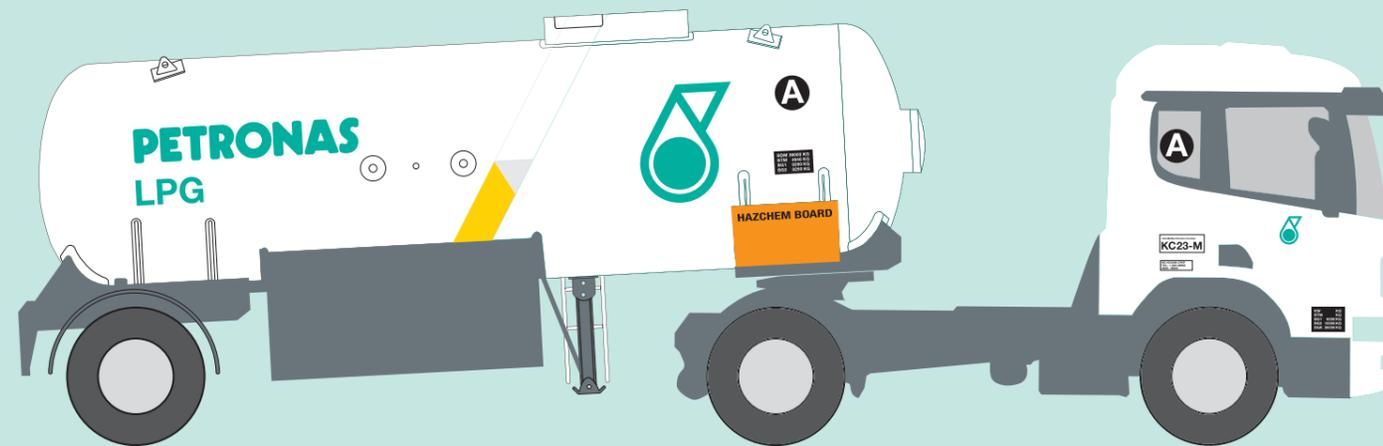
Brand Department
PETRONAS Dagangan Berhad
Level 12, Tower 2
PETRONAS Twin Towers
Kuala Lumpur City Centre
50088 Kuala Lumpur

LPG road tanker

LPG road tanker

Fleet livery

05 / 05 / 01



LPG road tanker

The LPG road tanker series carry both the Masterbrand and the sub-brand logo.

Prime mover

The prime mover is always in PDB green, to reflect the Masterbrand.

Tanker

Sides

Front third portion is always in PDB green, with the PETRONAS 'oil drop' symbol.

Back portion is in white, with the sub-brand logo.

Back

A mass of information that needs to be arranged as clearly as possible.

Safety

For poor weather/visibility situations, certain parts of the design can be made of reflective materials:

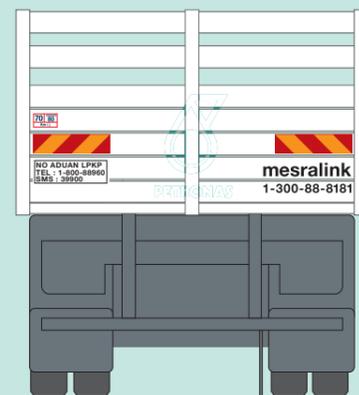
- logo, yellow diagonal and white triangle on the sides of the tanker
- safety reflector strips on the back of the tanker

8 tonne cargo lorry

LPG cargo lorry

Fleet livery

05 / 05 / 02



Cargo lorry

The cargo lorry series carry both the Masterbrand and the sub-brand logo (product logo).

Prime mover

The prime mover is always in PDB green, to reflect the Masterbrand.

Trailer

Sides

Front third portion is always in PDB green, with the PETRONAS 'oil drop' symbol.

Back portion is in white, with the sub-brand logo.

Back

A mass of information that needs to be arranged as clearly as possible.

Safety

For poor weather/visibility conditions, safety reflector strips are added to the back.

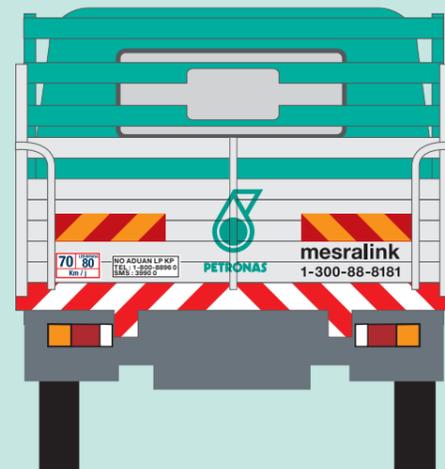


1 tonne cargo lorry

LPG cargo lorry

Fleet livery

05 / 05 / 03



Cargo lorry

The cargo lorry series carry both the Masterbrand and the sub-brand logo (product logo).

Cabin

The prime mover is always in PDB green, to reflect the Masterbrand.

Carrier

Sides

Front third portion is always in PDB green, with the PETRONAS 'oil drop' symbol.

Back portion is in white, with the sub-brand logo.

Back

A mass of information that needs to be arranged as clearly as possible.

Safety

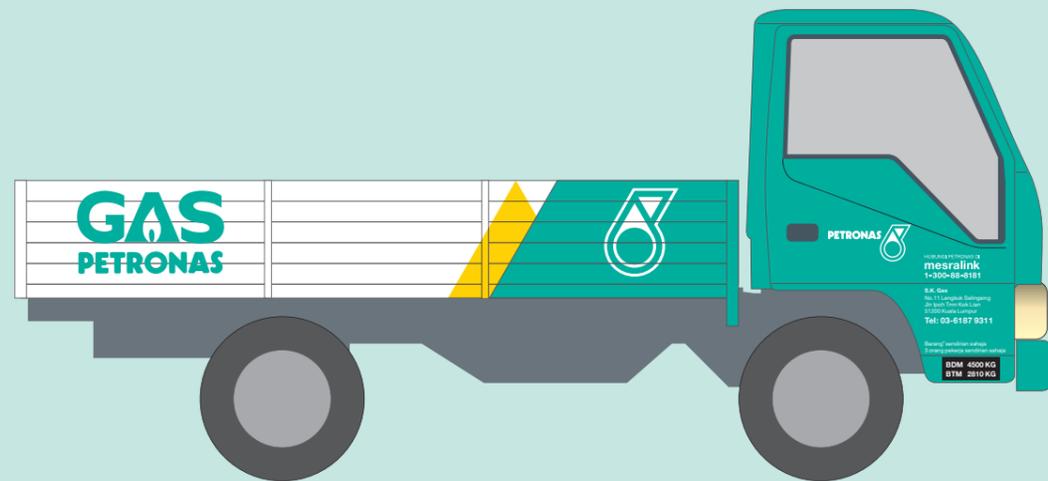
For poor weather/visibility conditions, safety reflector strips are added to the back.

1/2 tonne pick-up truck

LPG cargo lorry

Fleet livery

05 / 05 / 04



Cargo lorry guidelines

The cargo lorry series carry both the Masterbrand and the sub-brand logo (product logo).

Cabin

The prime mover is always in PDB green, to reflect the Masterbrand.

Carrier

Sides

Front third portion is always in PDB green, with the PETRONAS 'oil drop' symbol.

Back portion is in white, with the sub-brand logo.

Back

A mass of information that needs to be arranged as clearly as possible.

Safety

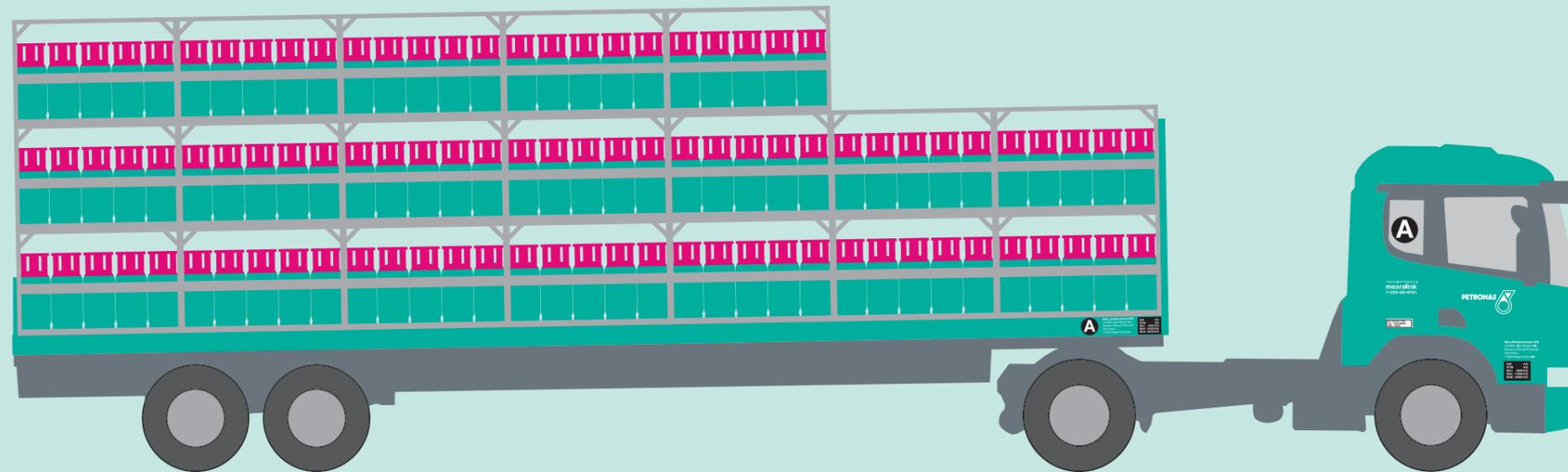
For poor weather/visibility conditions, safety reflector strips are added to the back.

Pallet lorry

LPG pallet lorry

Fleet livery

05 / 05 / 05



LPG Pallet truck

Due to the complexity of the trailer section of this carrier, the design was kept to a minimal. The entire vehicle is in PDB green with only the back in white.

Prime Mover

The prime mover is always in PDB green to reflect the Masterbrand.

Trailer

Back

A mass of information that needs to be arranged as clearly as possible.

Safety

For poor weather/visibility conditions, safety reflector strips are added to the back.

Sub-dealer window sticker

Branding sub-dealers' vehicles

Fleet livery

05 / 05 / 06



520 x 120 mm



Sticker application on lorry

Sub-dealer window sticker

A cost effective way to brand sub-dealers' smaller vehicles.

This solution **cannot** be used for cargo lorries.

The window sticker is placed at the top of both door windows and at the bottom right of the windscreen.



NGV trailer

NGV trailer

Fleet livery

05 / 06 / 01



NGV trailer guidelines

The NGV trailer series carry both the Masterbrand and the sub-brand logo (product logo).

Prime mover

The prime mover is always in PDB green, to reflect the Masterbrand.

Trailer

Sides

Front third portion is always in PDB green, with the PETRONAS 'oil drop' symbol.

Back portion is in white, with the sub-brand logo.

Due to variations in the shutter positions from trailer to trailer, the NGV logo should be placed at the widest white area available.

Back

A mass of information that needs to be arranged as clearly as possible.

Safety

For poor weather/ visibility situations, certain parts of the design can be made of reflective materials:

- logo, yellow diagonal and white triangle on the sides of the tanker
- safety reflector strips on the back of the tanker

Internal communication

All units cannot work in isolation.
How the organisation communicates
internally (and externally) is vital.
Internal communication mirrors external.

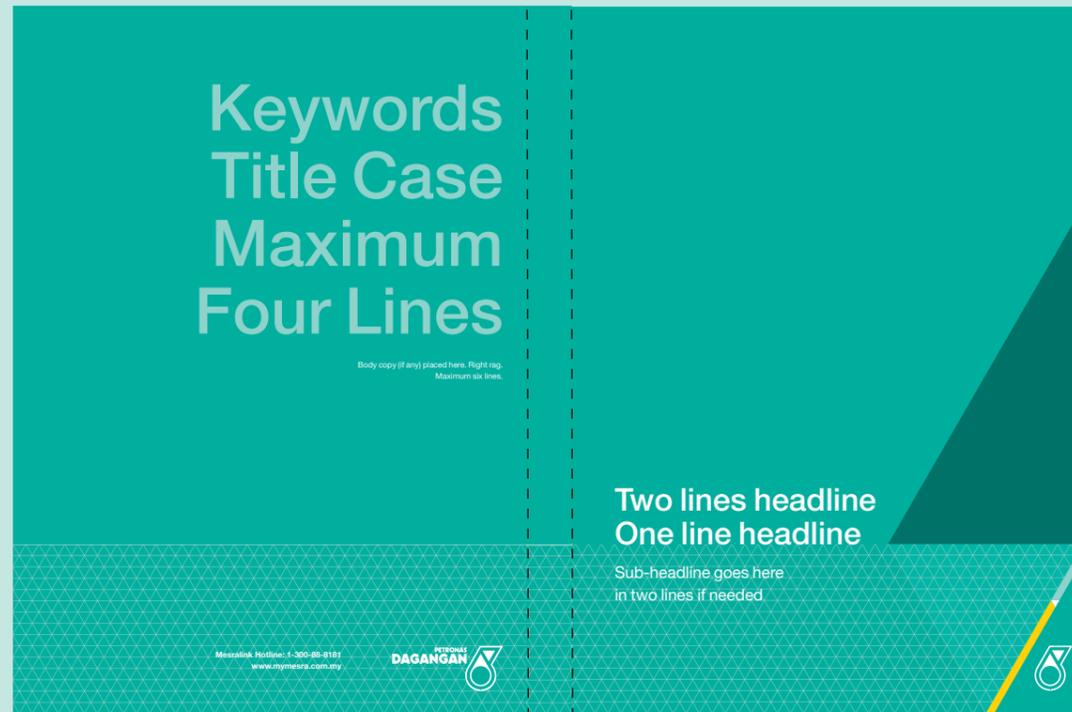
A clear and consistent form of
communication mediates the impact
of shared understanding and speaking
in one brand voice.

A4 folder: cover

Cover options

Internal communication

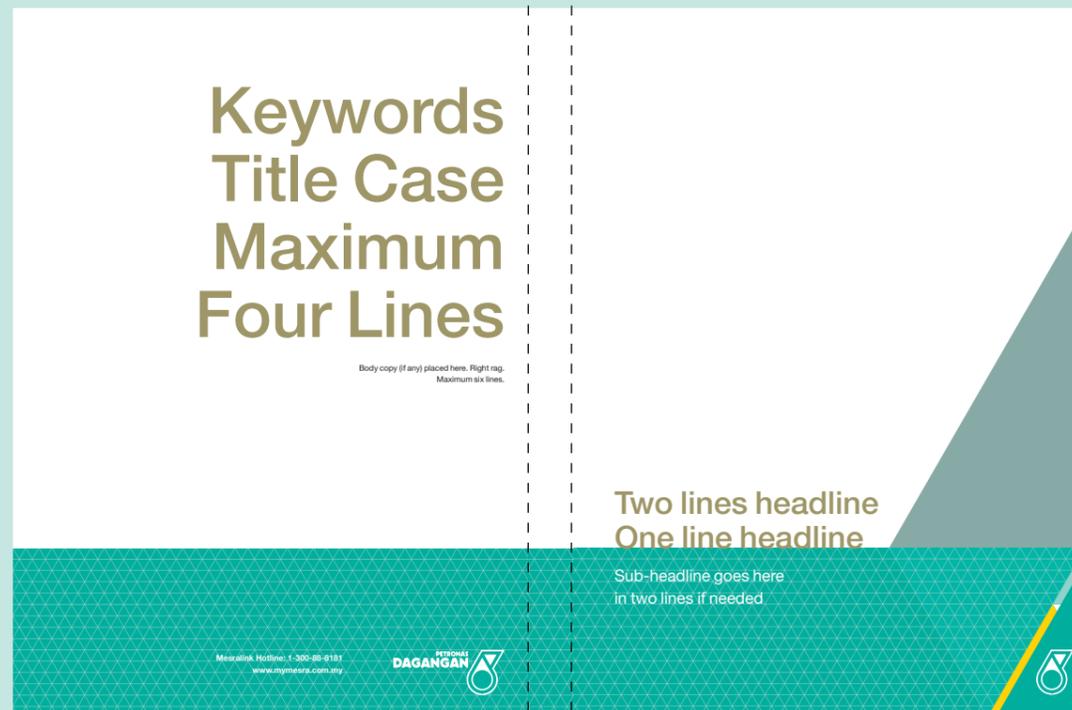
06 / 01 / 01



Green option

Back

Front



White option

Back

Front



Green with one picture option



Green with two pictures option



Green with larger picture area option

Folder guidelines

The folder series is sized at (closed) 225 x 310 mm, large enough to fit A4 documents in.

Thickness of the spine is to be adjusted depending on individual needs. A minimum thickness of 10 mm is recommended.

There are five variations depending on the colour and amount of images.

For maximum impact, one large image is recommended on the cover. Maximum allowed on the cover is two images: one larger, one smaller.

The folder should be printed on 300g double-coated white art cardstock, preferably with a varnish or laminated finish.

PDB sign off

The key element for all communication materials is the PDB sign off which is always positioned at the bottom right corner.

To reinforce the Masterbrand, PDB green is used as a main colour.

All internal communication materials only use the 'oil drop' symbol.

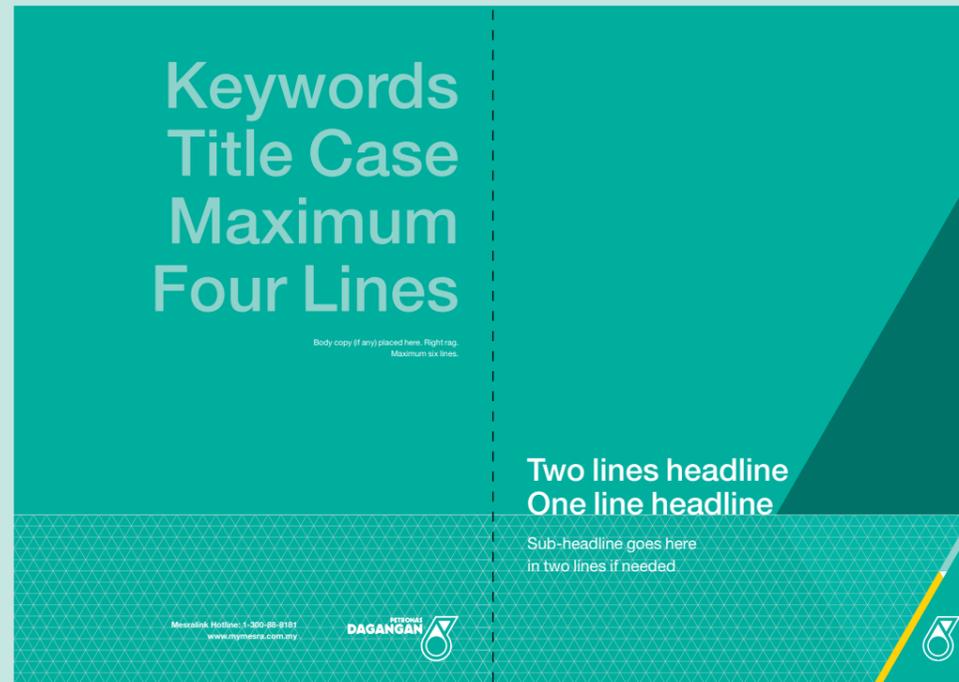


A4 brochure: cover

Cover options

Internal communication

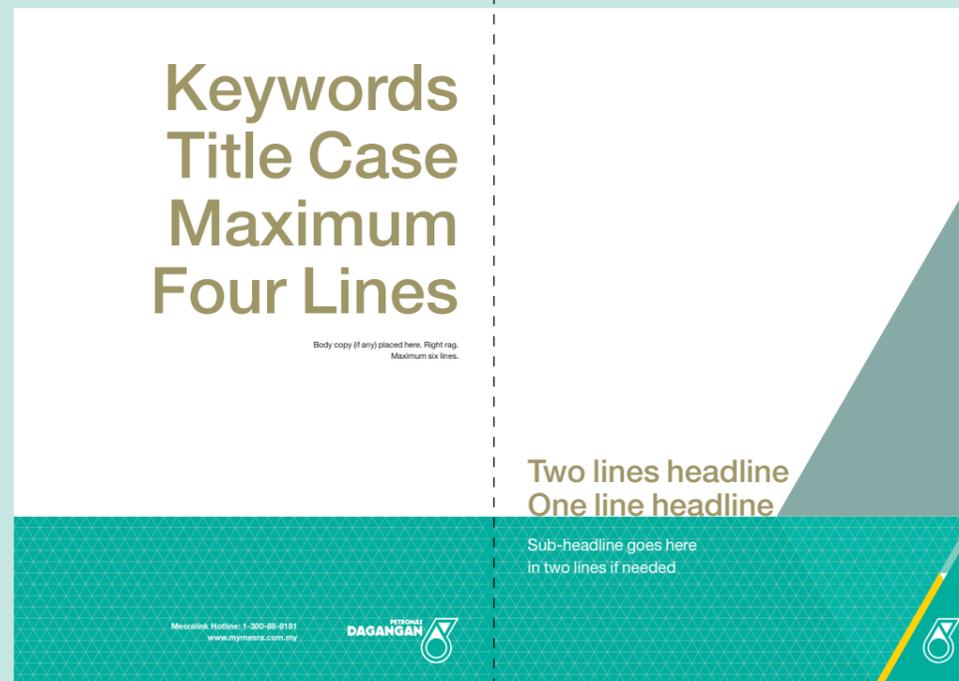
06 / 02 / 01



Green option

Back

Front



White option

Back

Front



Green with one picture option



Green with two pictures option



Green with larger picture area option

Cover guidelines

This series is sized at (closed) A4, 210 x 297 mm.

There are five variations depending on colour and amount of images. For maximum impact, one large image is recommended on the cover. Maximum allowed on the cover is two images: one larger, one smaller.

The cover should be printed on a minimum of 250g double-coated white art cardstock, preferably with a varnish or laminated finish.

PDB sign off

The key element for all communication materials is the PDB sign off which is always positioned at the bottom right corner.

To reinforce the Masterbrand, PDB green is used as a main colour.

All internal communication materials only use the 'oil drop' symbol.



A4 brochure: inside pages

Two and four column grid

Internal communication

06 / 02 / 02



Left

Right



Left

Right

Layout guidelines

The A4 brochures have been designed with a flexible multi-grid system: one, two, three and four columns are possible.

Samples shown here are using the two column and four column grid.

Layout should be clean and modernist in nature: be aware of the white (negative) space.

For maximum legibility, typography should be adjusted to follow the samples as closely as possible; letter spacing, word spacing, leading, rag, etc. should be looked at closely.

A4 brochure: inside pages

Three column grid

Internal communication

06 / 02 / 03

Layout guidelines

The A4 brochures have been designed with a flexible multi-grid system: one, two, three and four columns are possible.

Samples shown here are using the three column grid.

Layout should be clean and modernist in nature: be aware of the white (negative) space.

For maximum legibility, typography should be adjusted to follow the samples as closely as possible; letter spacing, word spacing, leading, rag, etc. should be looked at closely.



Left

Right



Left

Right

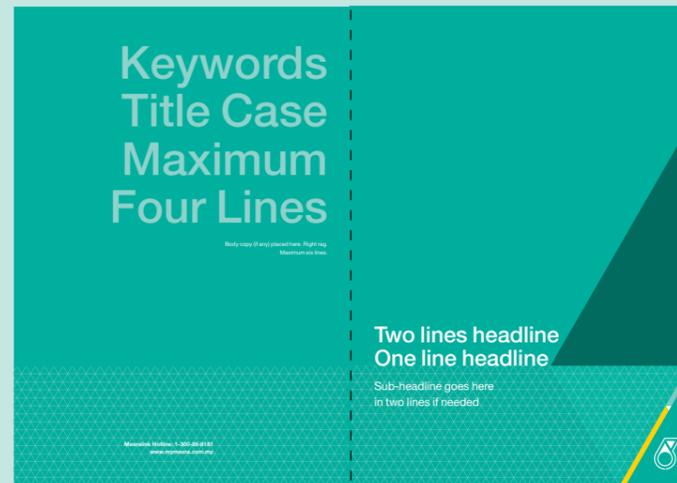


A5 brochure: cover

Cover options

Internal communication

06 / 02 / 04



Green option

Back



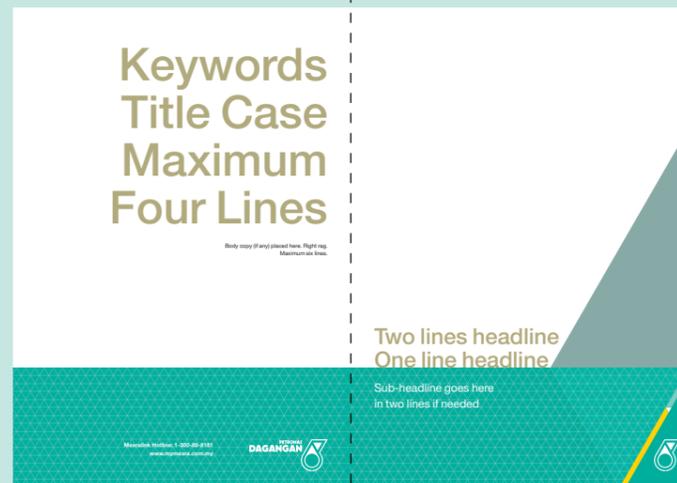
Front



Green with one picture option



Green with two pictures option



White option

Back



Front



Green with larger picture area option

Cover guidelines

The A5 brochure series is sized at (closed) A5, 148 x 210 mm.

There are five variations depending on colour and amount of images. For maximum impact, one large image is recommended on the cover. Maximum allowed on the cover is two images: one larger, one smaller.

The cover should be printed on a minimum of 250g double-coated white art cardstock, preferably with a varnished or laminated finish.

PDB sign off

The key element for all communication materials is the PDB sign off which is always positioned at the bottom right corner.

To reinforce the Masterbrand, PDB green is used as a main colour.

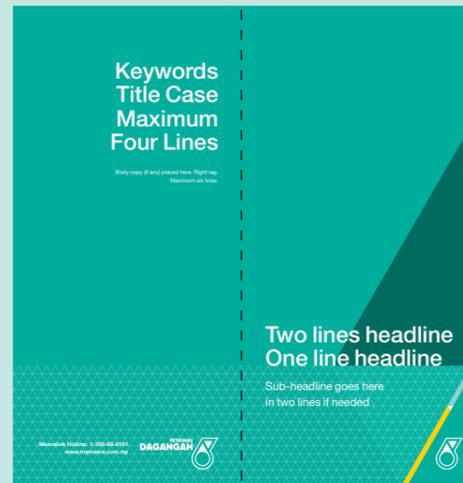
All internal communication materials only use the 'oil drop' symbol.

Slim Jim leaflet: cover

Cover options

Internal communication

06 / 02 / 06



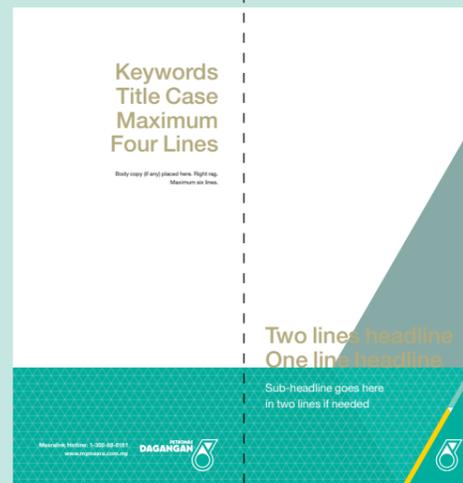
Green option Back Front



Green with one picture option



Green with two pictures option



White option Back Front



Green with larger picture area option

Slim Jim leaflet

The Slim Jim leaflet series is sized at (closed) 100 x 210 mm.

There are five variations depending on the colour and amount of images. For maximum impact, one large image is recommended on the cover. Maximum allowed on the cover is two images: one larger, one smaller.

If the leaflet is less than 12 pages, it should be printed on 150gsm double-coated art paper, preferably with a varnished finish.

If the leaflet is more than twelve pages, the cover should be printed on 250g double-coated white art cardstock, preferably with a varnished or laminated finish.

PDB sign off

The key element for all communication materials is the PDB sign off which is always positioned in the bottom right corner.

To reinforce the Masterbrand, PDB green is used as a main colour.

All internal communication materials only use the 'oil drop' symbol.

Slim Jim leaflet: inside pages

One column grid

Internal communication

06 / 02 / 07



Left

Right



Left

Right

Layout guidelines

Due to the narrow page width, only a one column grid is recommended.

Layout should be clean and modernist in nature; be aware of the white (negative) space.

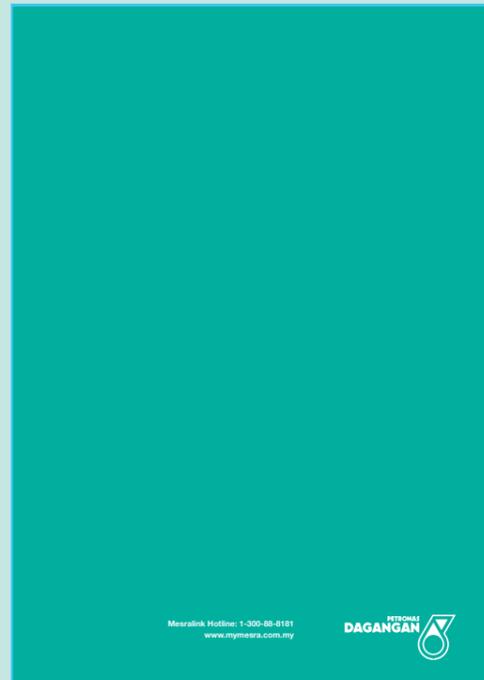
For maximum legibility, typography should be adjusted to follow the samples as closely as possible: letter spacing, word spacing, leading, rag, etc. should be looked at closely.

A4 manual: cover

Cover options

Internal communication

06 / 03 / 01



Green option



Spine



Front



White option



Spine



Front



Green with one picture option



With the headline on two lines



Green with two pictures option



Black & white option

Cover guidelines

For use with generic white plastic ring binders. These sheets can be professionally offset printed or in-house laser/ inkjet printed.

The manual covers are sized at (closed) A4, 210 x 297 mm, to slip into the plastic slipcovers.

The spine and back are designed as separate sheets, again to slip into the manual slipcovers.

There are five variations depending on colour and amount of images. For maximum impact, one large image is recommended on the cover. Maximum allowed on the cover is two images: one larger, one smaller.

PDB sign off

The key element for all communication materials is the PDB sign off which is always positioned in the bottom right corner.

To reinforce the Masterbrand, PDB green is used as a main colour.

If colour is an option, PDB green should be used, to reinforce the Masterbrand.

All internal communication materials only use the 'oil drop' symbol.

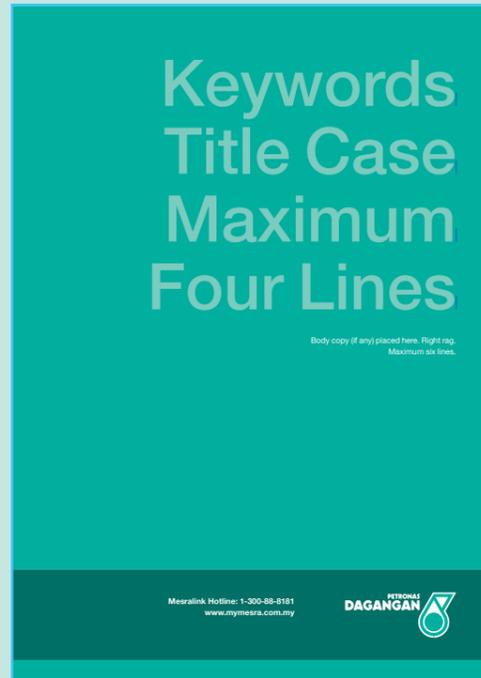


A4 report: cover

Cover options

Internal communication

06 / 04 / 01

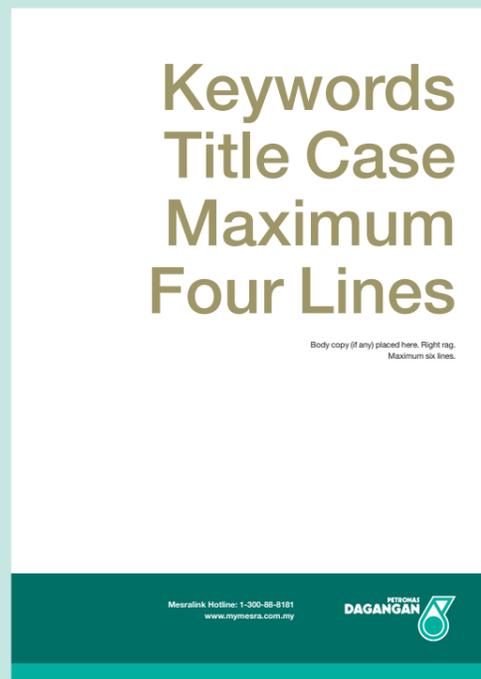


Green option

Back



Front



White option

Back



Front



Green with one picture option



Black & white option



With the headline on two lines

Cover guidelines

To give a more professional look to reports. These covers can be professionally offset printed or in-house laser/inkjet printed and bound (wiro ring or plastic comb) with the report.

The report covers are sized at (closed) A4, 210 x 297 mm.

The front and back covers are separate sheets.

There are four variations depending on colour and amount of images. For maximum impact, one large image is recommended on the cover. Maximum allowed on the cover is two images: one larger, one smaller.

They should be preferably printed on 200g cardstock; failing which, with a clear plastic cover on top for protection.

PDB sign off

The key element for all communication materials is the PDB sign off which is always positioned in the bottom right corner.

To reinforce the Masterbrand, PDB green is used as a main colour.

If colour is an option, PDB green should be used, to reinforce the Masterbrand.

All internal communication materials only use the 'oil drop' symbol.



Corporate streamer

Streamer series for corporate events

Internal communication

06 / 05 / 01



Option 1
Title streamer
600 x 1800 mm



Imagery streamer
(no image version)



Text streamer
(no text version)



Option 2
Title streamer



Imagery streamer
(with one image)



Text streamer
(with less text)



Option 3
Title streamer



Imagery streamer
(with two images)



Text streamer
(with more text)

Corporate streamer series

A series of three designs have been created to work together. They can be hung in any order. However, each streamer has its own function:

- Title streamer for the PDB motto. This remains unchanged.
- Imagery streamer for images. Options of no imagery, one or two images
- Text streamer for event text (if any). The text is placed vertically.

The banners have been designed to a standard 600 x 1800 mm, but can be enlarged/ decreased proportionally.

The streamers should be produced by large scale inkjet printing, minimum of 1200 dpi on waterproof vinyl.

All internal communication materials use only the 'oil drop' symbol.

Non-promotional banner

Retail

Internal communication

06 / 06 / 01



Retail: Non-promotional banner

This banner is an extension of the business signboard system.

It can only be used for non-promotional communication only.

Size is recommended at 5000 x 1000 mm, but can be enlarged/ decreased proportionally.

The banner should be produced by large scale inkjet printing, minimum of 1200 dpi on waterproof vinyl.

PDB sign off

The key element is the PDB sign off, positioned at the right side.

To reinforce the Masterbrand, only the PDB primary colours are used.

All internal communication materials use only the 'oil drop' symbol.



External communication

One brand, one voice.
There are many different ways of external communication but the success depends heavily upon the message being understood. Effective and consistent communication gives instant recognition to the brand.

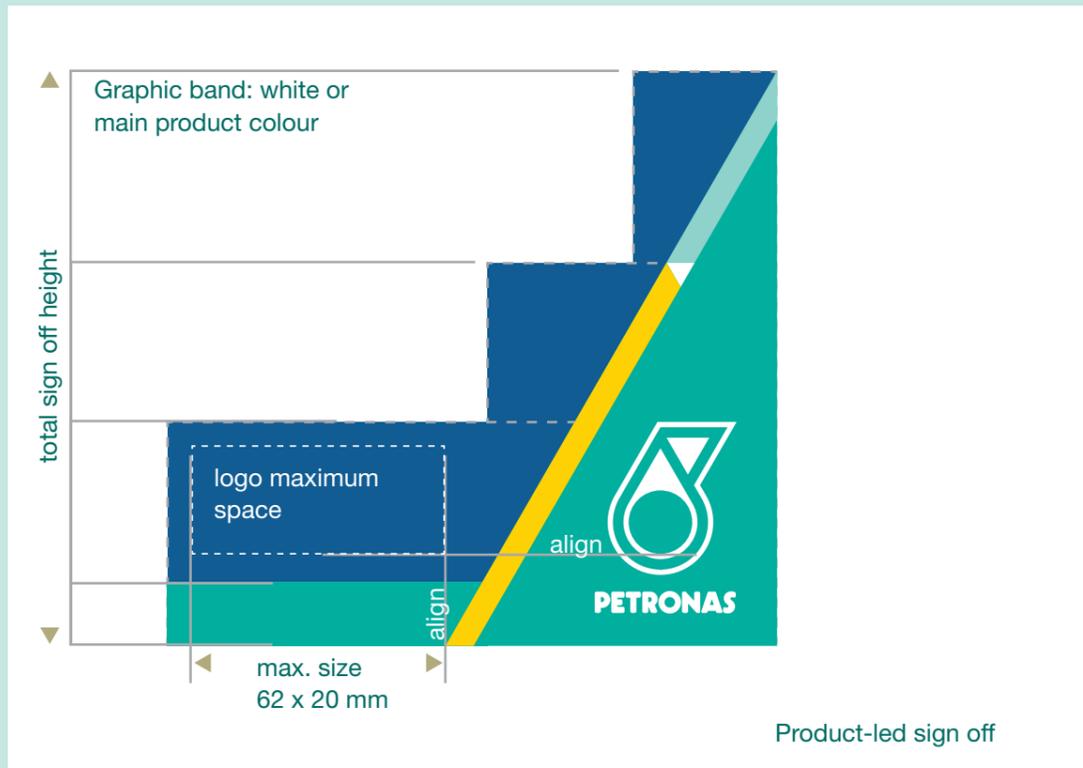
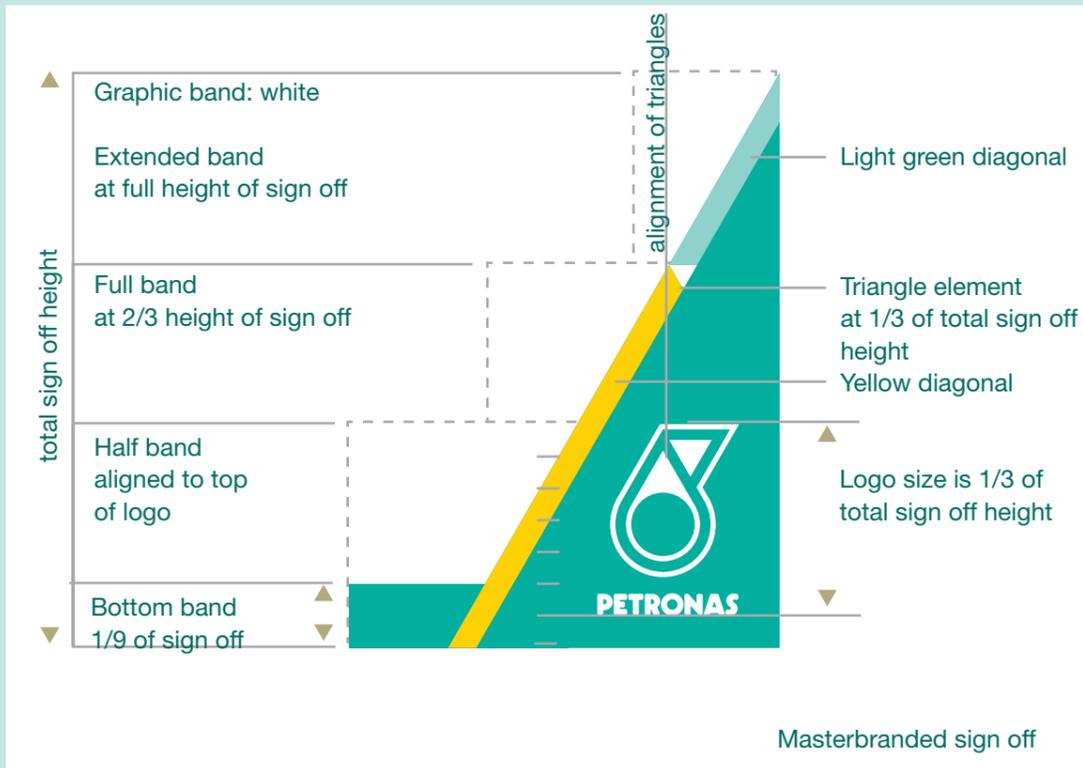
Untuk maklumat lanjut, sila hubungi Mesralink di 1 300 85 9181
atau layari www.mymesra.com.my

Print ad sign off

Comparison between sign offs of Masterbranded and product-led print ads

External communication

07 / 01 / 01



Masterbrand black & white ad
White graphic band



Masterbrand full colour ad
White graphic band



Product-led full colour ad
White graphic band



Product-led full colour ad
Product colour on graphic band



Product-led full colour ad
Product colour on graphic band

Print ads

All print ads follow the same grid system

The main area at the top is a 'free zone' reserved for agencies to develop their designs.

The key elements of all PDB ads are:

1. **PDB sign off**
It is positioned at the bottom right hand corner. The ratio of yellow to light green in the diagonal line is visually 70:30. All ads use the 'stacked' version of the corporate logo as shown on page 01/01/02.
2. **Graphic band lock-up**
It acts as a clear space for text placement (corporate or product related) and any product logos. It has three varying heights, dependent on the amount of bodycopy used.
3. **Bottom band lock-up**
It highlights the Mesralink contact details.

Masterbranded ads

For black & white ads, the graphic band can be in white or 60% grey.

For full coloured ads, the graphic band is in white with black text.

Product-led ads

For full coloured ads, the graphic band is either in white or in the product colour while the text is either in white or black, depending on the highest contrast or readability attainable.



Print ad sign off sizes

Various size permutations of sign offs

External communication

07 / 01 / 02



35 mm

A Small

1/3 (33%)
For ads
66 - 297 mm
in height



Four column
129 x 220 mm



Slim horizontal
260 x 66 mm



70 mm

B Medium

2/3 (66%)
For ads
297 - 420 mm
in height



Full page tabloid
260 x 327 mm



Slim vertical
129 x 327 mm



105 mm

C Large

(100%)
For ads
420 mm - above
in height



full page A3
297 x 420 mm



Samples showing different heights of graphic bands used although the total sign off height is the same

Print advertisement

The size of the PDB sign off is dependent on the **height** of the ad.

There are three sizes of sign offs:

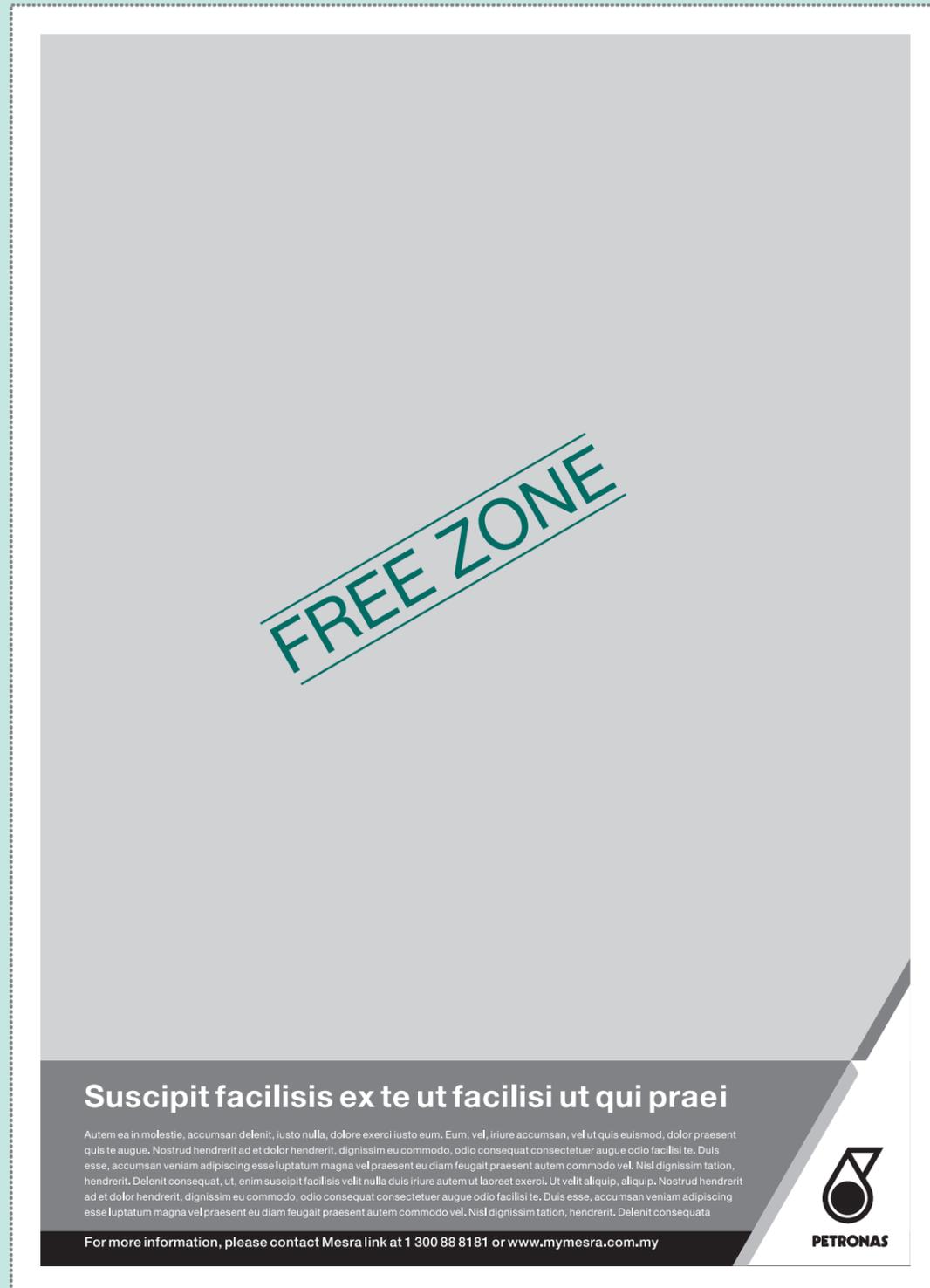
- A. *Small*
For ads less than 297 mm in height.
- B. *Medium*
For ads between 297 - 420 mm in height.
- C. *Large*
For ads exceeding 420 mm in height.

Generic black & white print ad

Masterbranded advertising

External communication

07 / 01 / 03



297 x 420 mm

Generic black & white print ads

All print ads follow the same grid system. They have been designed proportionally to tabloid size, full page ad.

The main top area is a 'free zone'.

PDB sign off & lock-up

The key element is the PDB sign off, always positioned at the bottom right corner.

Top band lock-up

This area is used for corporate or product logo and text placement.

There are three different band heights allowed, depending on the text length.

The background colour is in grey.

Bottom band lock-up

This area is used for corporate/ product taglines or contact information only.

The height is fixed proportionally to the height of the sign off.

The background colour is in solid black.

Primax 3 print ad

Product-led advertising

External communication

07 / 01 / 04



297 x 420 mm

Primax 3 print ads

All print ads follow the same grid system. They have been designed proportionally to tabloid size, full page ad.

The main top area is a 'free zone'.

PDB sign off & lock-up

The key element is the PDB sign off, always positioned in the bottom right corner.

Top band lock-up

This area is used for corporate or product logo and text placement.

There are three different band heights allowed, depending on text length.

The background colour is white or the product colour.

Bottom band lock-up

This area is used for corporate/ product taglines or contact information only.

The height is fixed proportionally to the height of the sign off.

The background colour is PDB green.

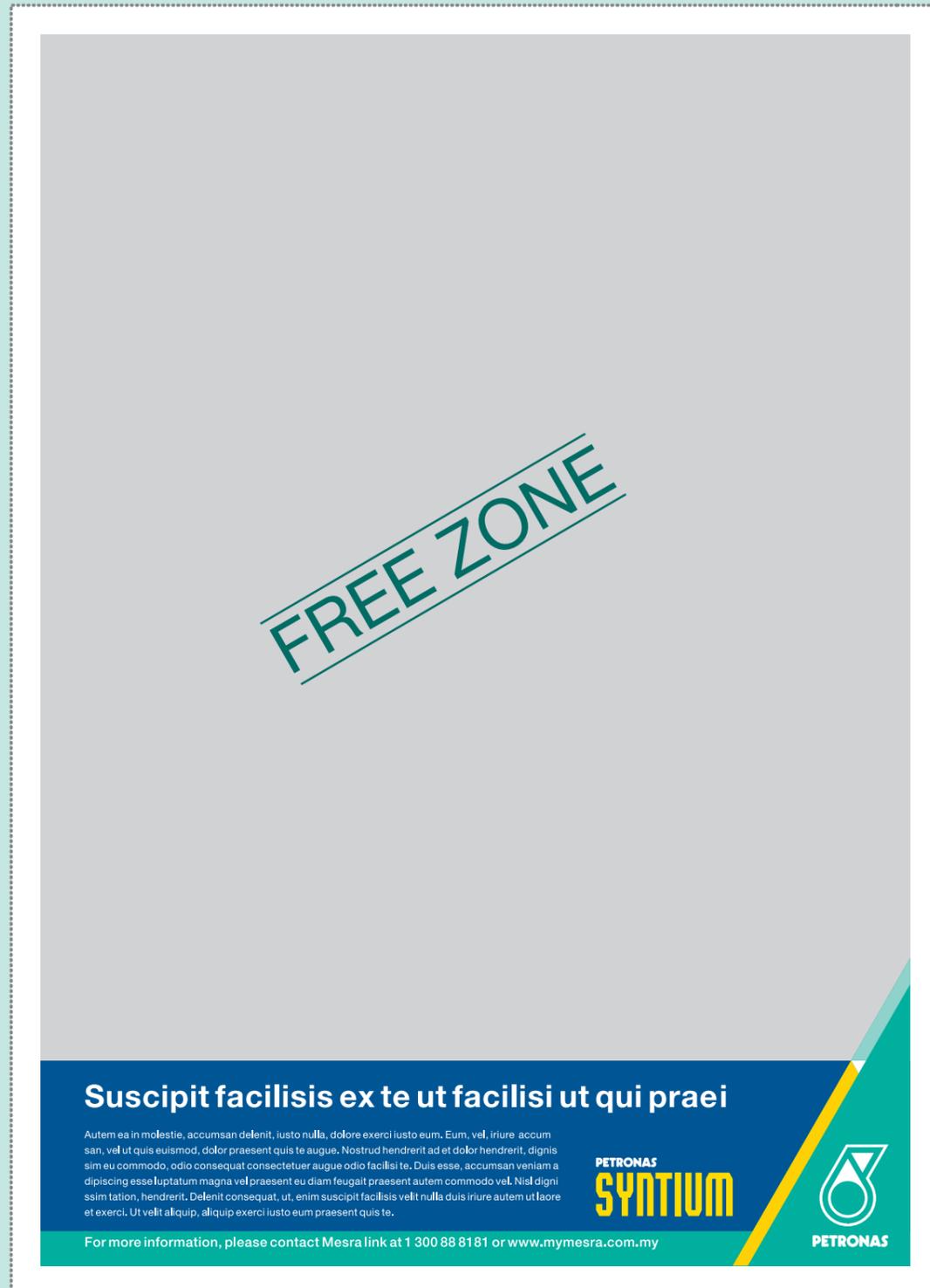


Lubricant Syntium print ad

Product-led advertising

External communication

07 / 01 / 05



297 x 420 mm

Generic black & white print ads

All print ads follow the same grid system. They have been designed proportionally to tabloid size, full page ad.

The main top area is a 'free zone'.

PDB sign off & lock-up

The key element is the PDB sign off, always positioned in the bottom right corner.

Top band lock-up

This area is used for corporate or product logo and text placement.

There are three different band heights allowed, depending on text length.

Product logo is to be placed on the right side.

The background colour is white or the product colour.

Bottom band lock-up

This area is used for corporate/ product taglines or contact information only.

The height is fixed proportionally to the height of the sign off.

The background colour is PDB green.



GAS PETRONAS lightbox

Product-led dealer signboard

External communication

07 / 02 / 01



3 x 4'

GAS PETRONAS advertising lightbox

A generic lightbox that can be hung flat on the wall or protrude at 90 degrees to the wall.

As this is a product-led sign, the product colour (GAS PETRONAS blue) is used as the main background colour.

PDB signoff & lock-up

The key element is the PDB sign off, always positioned on the bottom right corner. To reinforce the Masterbrand, only the PDB primary colours are used.

All external communication materials use the 'stacked' PETRONAS logo.

Bottom band lock-up

This area is used for corporate or product taglines or contact information only.

The colour of the band is linked back to the Masterbrand.



Dealer signboard: language

Signage language and hierarchy system

External communication

07 / 02 / 02

Space for product logos (if any)

Main band:
Masterbranded: PDB dark green
Product led: main product colour

logo maximum space
1757 x 781 mm

Type of Business
Name of Company
Company's Registration Number

Company's Address

Horizontal signboards
20 x 4'

Bottom band for company address

Company details:
Masterbranded: to start 1.25X from left edge
Product led: to start as shown here

logo maximum space
976 x 488 mm

Space for product logos (if any)

Main band:
Masterbranded: PDB dark green
Product led: main product colour

Type of Business
Next Line

Name of Company
Next Line
Secondary Info

Company type and name:
Masterbranded: to start 1X from top
Product led: to start as shown here

Company's Registration Number
Company's Address
Next Line
Next Line

Vertical signboards
4 x 12'

logo maximum space
1757 x 781 mm

Jenis Perniagaan
Company Secondary Info
Company's Registration Number

No 19 Jalan 2A/6, Taman Setapak Indah, 53300, Kuala Lumpur

A

logo maximum space
1757 x 781 mm

Jenis Perniagaan Type of Business
Company Secondary Info
Company's Registration Number

No 19 Jalan 2A/6, Taman Setapak Indah, 53300, Kuala Lumpur

B

logo maximum space
1757 x 781 mm

Jenis Perniagaan
Company Secondary Info
Company's Registration Number

No 19 Jalan 2A/6, Taman Setapak Indah, 53300, Kuala Lumpur

C

logo maximum space
1757 x 781 mm

Jenis Perniagaan
Company Secondary Info
公司名字 行业
Company's Registration Number

No 19 Jalan 2A/6, Taman Setapak Indah, 53300, Kuala Lumpur

D

logo maximum space
976 x 488 mm

Jenis Perniagaan
Nama Syarikat Sambung
Secondary Info
Company's Registration Number
Company's Address
Next Line
Next Line

A

logo maximum space
976 x 488 mm

Jenis Perniagaan
Name of Company Next Line
Secondary Info
Company's Registration Number
Company's Address
Next Line
Next Line

B

logo maximum space
976 x 488 mm

Jenis Perniagaan
Name of Company Next Line
Secondary Info
Company's Registration Number
Company's Address
Next Line
Next Line

C

logo maximum space
976 x 488 mm

Jenis Perniagaan
Name of Company Next Line
Secondary Info
Company's Registration Number
Company's Address
Next Line
Next Line

D

All dealer signboards follow the same grid system.

For mono-lingual signboards:

- A. *Using Bahasa Malaysia only*
This is the preferred format used in the country.
- B. *Using Jawi as the primary text and Roman text as secondary*
This is the preferred format used in Kelantan. Due to Jawi, all text is flushed to the right.

For bi-lingual signboards, the hierarchy of languages is as follows:

- C. *Using Bahasa Malaysia as the primary language and English as secondary*
- D. *Using Bahasa Malaysia as the primary language and Chinese as secondary*

Horizontal signboard

The standard size is 20 x 4' but other sizes are also available. As a general rule, the company details are placed 1X after the product logo. In the case of GAS PETRONAS, it is 1.25X after the product logo.

Product led signboards: In order to keep consistency within all product signboards, the PETRONAS logotype, which appears above the product names, must always be kept consistent at 129 mm in height. The only exception is GAS PETRONAS.

Vertical signboard

The standard size is 4 x 12' but other sizes are also available. Vertical signboards for all products follow the same format and guidelines.

Product led signboards: In order to keep consistency within all product signboards, the PETRONAS logotype which appears above the product names must always be kept consistent at 432.5 mm in height. The only exception is GAS PETRONAS.

Please refer to the following pages for individual guidelines for the various products.

Dealer signboard: size variants

Horizontal size variants

External communication

07 / 02 / 03

A. Less than 20' length

Main band:
Masterbranded: PDB dark green
Product led: main product colour



Bottom band for company address

Company type:
Masterbranded: to start 0.75X from left edge and line up with company name
Product led: to start as shown here

B. 20-29' length

Main band:
Masterbranded: PDB dark green
Product led: main product colour



Bottom band for company address

Company details:
Masterbranded: to start 1.25X from left edge and line up with company address
Product led: to start as shown here

C. More than 30' length

Main band:
Masterbranded: PDB dark green
Product led: main product colour



Bottom band for company address

Company details:
Masterbranded: to line up with company address
Product led: to start as shown here

Shops are usually 20' wide. However, due to some unusual situations, signboards need to be of varying lengths to fit the sites.

Specifications for the various sizes are as follows:

A. *For signboards less than 20' in length*
The product logo is reduced in size and the company name can be positioned under it.

B. *For signboards between 20 - 29' in length*
Following the standard 20' signboard guidelines, the length is expandable at the right side of the main band.

C. *For signboards exceeding 30' in length*
This can be used for shops that are more than one lot wide. It uses the primary corporate signature with the main band at a fixed size. The expandable left end is reserved for one image related to PETRONAS or the product.

Product led signboards: In order to keep consistency within all product signboards, the PETRONAS logotype, which appears above the product names, must always be kept consistent at 129 mm in height. The only exception is GAS PETRONAS.

Placement of text after the product logo

Following the standard 20' signboard guidelines, the company details are placed 1X after the product logo. In the case of GAS PETRONAS, it is 1.25X after the product logo.



LPG dealer & stockist signboard

Product-led dealer signboard

External communication

07 / 02 / 05



LPG dealer non-lit signboard
20 x 4'



LPG stockist non-lit signboard
20 x 4'

LPG dealer & stockist retail signboard

All dealer signages are based on the same grid.

This business signage series is co-branded product and master. As this is a product-led sign, the product colour (GAS PETRONAS blue) is used as the main background colour.

Depending on local municipal laws, the hierarchy of the shop name and stockist can be switched; however font size for each hierarchy must be maintained.

Product logo lockup

The product logo is always placed on the left side. Size of logo is based on the maximum height allowed within the space given.

PDB sign off & lock-up

The key element is the PDB sign off, always positioned on the right. To reinforce the Masterbrand, only the PDB primary colours are used.

All external communication materials use the 'stacked' PETRONAS logo.

Bottom band lock-up

This area is for corporate or product taglines.

The height is fixed proportionally to the height of the sign off. The colour of the band is linked back to the Masterbrand.



LPG F&B signboards

Product-led dealer signboards

External communication

07 / 02 / 06



Hawker/ coffee shop signboard
20 x 4'



Main food court signboard
60 x 4'

LPG F&B dealer signboard

All dealer signages are based on the same grid.

This business signage series is co-branded product and master. As this is a product-led sign, the product colour is introduced with a default background for a softer approach.

The hawker or main food court owner is allowed to keep this default background, or provide his own.

Product logo lockup

The product logo is always placed on the left side. Size of logo is based on the maximum height allowed within the space given.

PDB sign off & lock-up

The key element is the PDB sign off, always positioned on the right. To reinforce the Masterbrand, only the PDB primary colours are used.

All external communication materials use the 'stacked' PETRONAS logo, or space willing, the corporate signature.

Bottom band lock-up

This area is for corporate or product taglines.

The height is fixed proportionally to the height of the sign off. An exception is made here to link the colour of the band back to the product brand.

Lubricant dealer signboard

Masterbrand dealer signboard

External communication

07 / 02 / 07



Lubricant generic dealer signboard
20 x 4'



Lubricant generic dealer signboard with sponsor
20 x 4'

Lubricant generic

All dealer signages are based on the same grid.

This business signage series can be Masterbranded or co-branded product and master.

This signboard is for dealers who carry a range of PETRONAS lubricants. PETRONAS lubricants is not a name nor a brand.

Sponsor's logo is to be placed within a white square on the left side. Masterbranded signage uses PDB secondary dark green as the main background colour.

PDB sign off & lock-up

The key element is the PDB sign off, always positioned on the right. To reinforce the Masterbrand, only the PDB primary colours are used.

All external communication materials use the 'stacked' PETRONAS logo.

Bottom band lock-up

This area is either for corporate or product taglines, contact information, or dealer's address.

The height is fixed proportionally to the height of the sign off. The colour of the band is linked back to the Masterbrand.



Lubricant Syntium signboards

Product-led signboards

External communication

07 / 02 / 08



Lubricant Syntium dealer signboard 20 x 4'



Lubricant Syntium dealer signboard with sponsor 20 x 4'



Lubricant Syntium dealer signboard with sponsor 10-19' x 4'



Lubricant Syntium dealer signboard with sponsor 20-29' x 4'



Lubricant Syntium dealer signboard with sponsor 30' x 4'



Lubricant Syntium dealer signboard (vertical) 4 x 12'

Lubricant Syntium

All dealer signages are based on the same grid.

This business signage series is co-branded product and master or product, master and sponsor. Sponsor's logo is to be placed within a white square on the left side. As this is a product-led sign, the product colour (Syntium blue) is used as the main background colour.

Product logo lockup

The lubricant product logo is always placed on the left side. Size of the entire logo is based on the size of the PETRONAS logotype within. The PETRONAS logotype is always the same size regardless of which lubricant product logo is used. The PETRONAS logotype is always placed at the top left corner of the space given.

PDB sign off & lock-up

The key element is the PDB sign off, always positioned on the right. To reinforce the Masterbrand, only the PDB primary colours are used. All external communication materials use the 'stacked' PETRONAS logo.

Bottom band lock-up

This area is for dealer's address and only applicable to horizontal signboards.

The height is fixed proportionally to the height of the sign off. The colour of the band is linked back to the Masterbrand.



Lubricant Sprinta signboard

Product-led dealer signboard

External communication

07 / 02 / 09



Lubricant Sprinta dealer signboard
20 x 4'



Lubricant Sprinta dealer signboard with sponsor
20 x 4'

Lubricant Sprinta

All dealer signages are based on the same grid.

This business signage series is co-branded product and master or product, master and sponsor. Sponsor's logo is to be placed within a white square on the left side. To reinforce this product-led sign, the main background colour was kept white, to show the logo in its original red.

Product logo lockup

The lubricant product logo is always placed on the left side. Size of the entire logo is based on the size of the PETRONAS logotype within. The PETRONAS logotype is always the same size regardless of which lubricant product logo is used. The PETRONAS logotype is always placed at the top left corner of the space given.

PDB sign off & lock-up

The key element is the PDB sign off, always positioned on the right. To reinforce the Masterbrand, only the PDB primary colours are used. All external communication materials use the 'stacked' PETRONAS logo.

Bottom band lock-up

This area is for dealer's address and only applicable to horizontal signboards.

The height is fixed proportionally to the height of the sign off. The colour of the band is linked back to the Masterbrand.

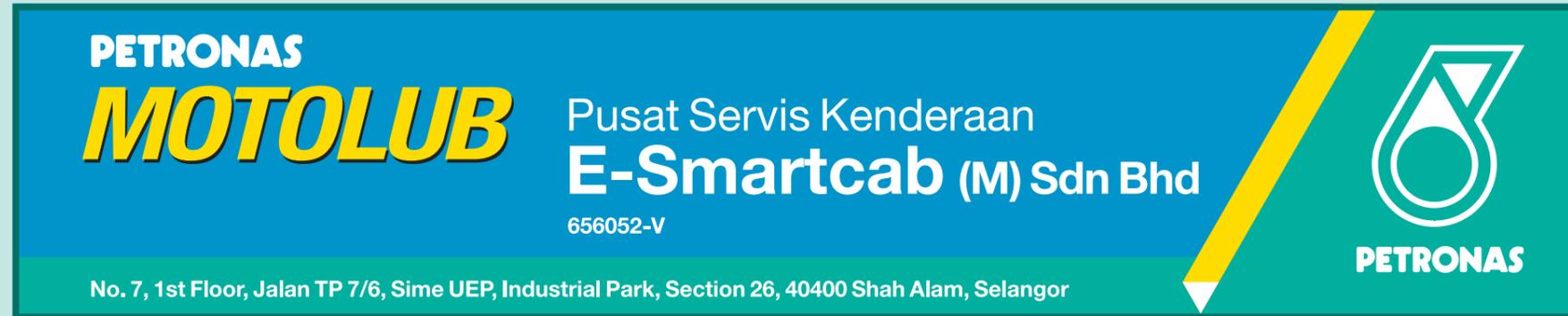


Lubricant Motolub signboard

Product-led dealer signboard

External communication

07 / 02 / 10



Lubricant Motolub dealer signboard
20 x 4'

Lubricant Motolub

All dealer signages are based on the same grid.

This business signage series is co-branded product and master. As this is a product-led sign, the product colour (Motolub blue) is used as the main background colour.

Product logo lockup

The lubricant product logo is always placed on the left side. Size of the entire logo is based on the size of the PETRONAS logotype within. The PETRONAS logotype is always the same size irregardless of which lubricant product logo is used. The PETRONAS logotype is always placed at the top left corner of the space given.

PDB sign off & lock-up

The key element is the PDB sign off, always positioned on the right. To reinforce the Masterbrand, only the PDB primary colours are used. All external communication materials use the 'stacked' PETRONAS logo.

Bottom band lock-up

This area is for dealer's address and only applicable to horizontal signboards.

The height is fixed proportionally to the height of the sign off. The colour of the band is linked back to the Masterbrand.



Retail dealer stationary

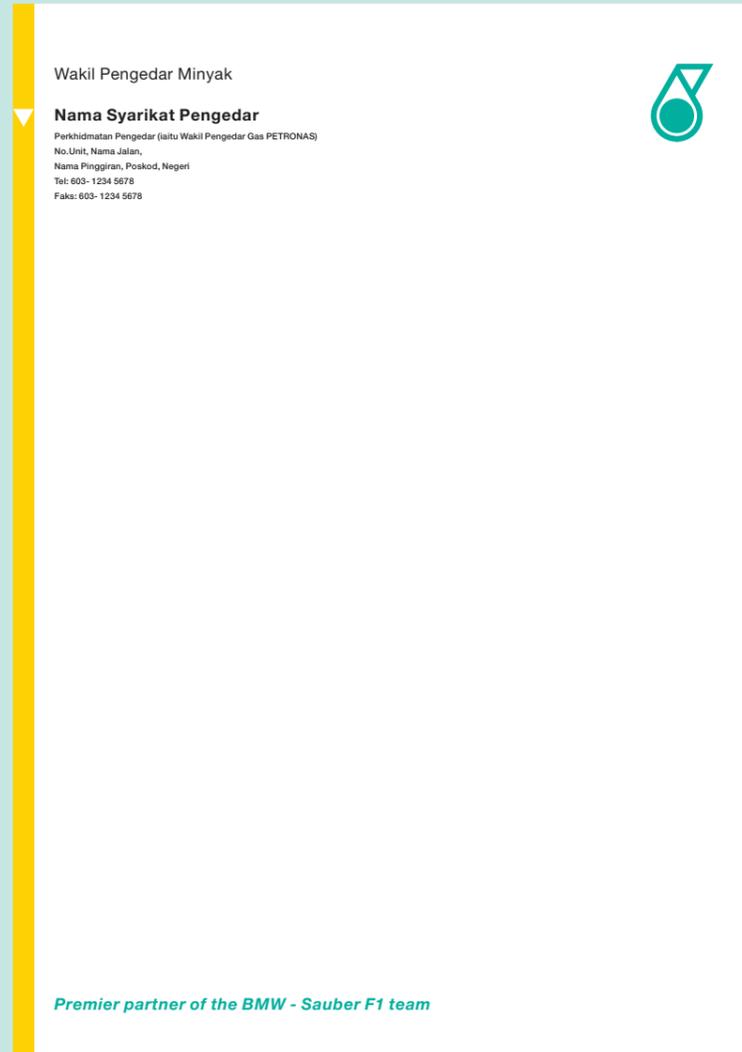
Rakan Niaga dealer

External communication

07 / 03 / 01



Business card
90 x 55 mm



Letterhead
210 x 297 mm



Fax
210 x 297 mm

Rakan Niaga retail dealer stationary

The retail dealer stationary uses only the 'oil drop' symbol.

Design remains aligned to the PETRONAS corporate guidelines. The only difference and a hint to its link to PDB is the use of the PDB yellow bar.

The equilateral triangle is positioned next to the dealer's name.

LPG dealer stationary

GAS PETRONAS dealer stationary

External communication

07 / 03 / 02



Business card
90 x 55 mm



Letterhead
210 x 297 mm



Fax
210 x 297 mm

GAS PETRONAS dealer stationary

The LPG dealer stationary uses only the GAS PETRONAS logo.

Design remains aligned to the PETRONAS corporate guidelines. The only difference and a hint to its link to PDB is the use of the PDB yellow bar.

The equilateral triangle is positioned next to the dealer's name.

LPG stockist stationary

GAS PETRONAS stockist stationary

External communication

07 / 03 / 03



Business card
90 x 55 mm



Letterhead
210 x 297 mm



Fax
210 x 297 mm

GAS PETRONAS stockist stationary

The LPG stockist stationary uses only the GAS PETRONAS logo.

Design remains aligned to the PETRONAS corporate guidelines. The only difference and a hint to its link to PDB is the use of the PDB yellow bar.

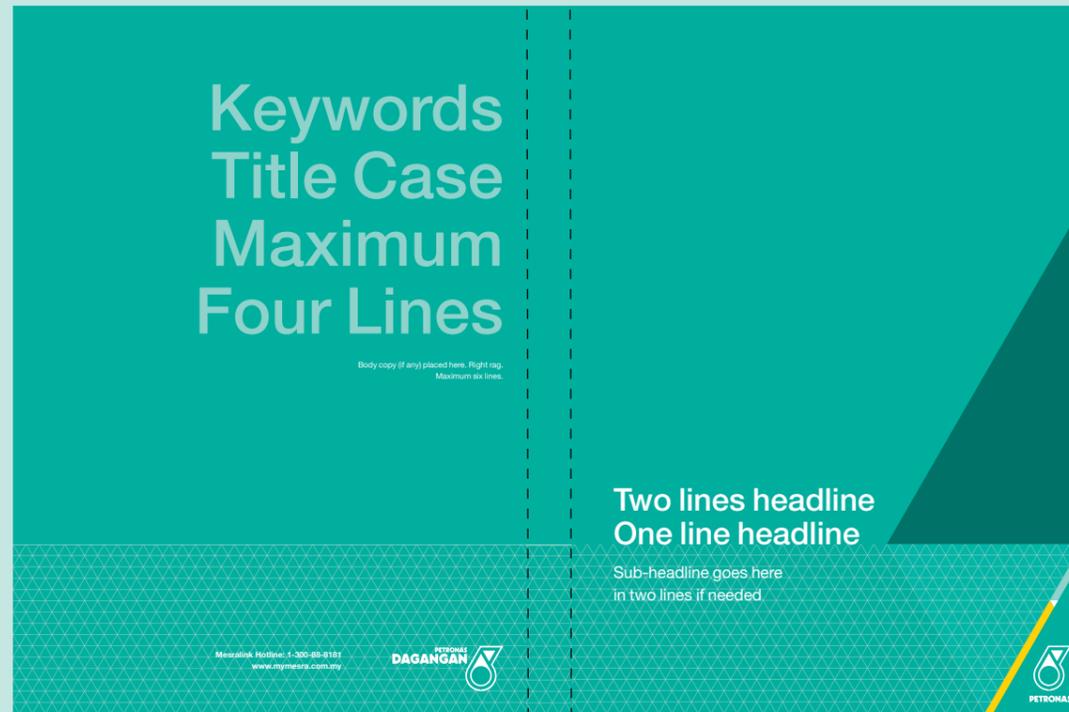
The equilateral triangle is positioned next to the stockist's name.

A4 folder: cover

Cover options

External communication

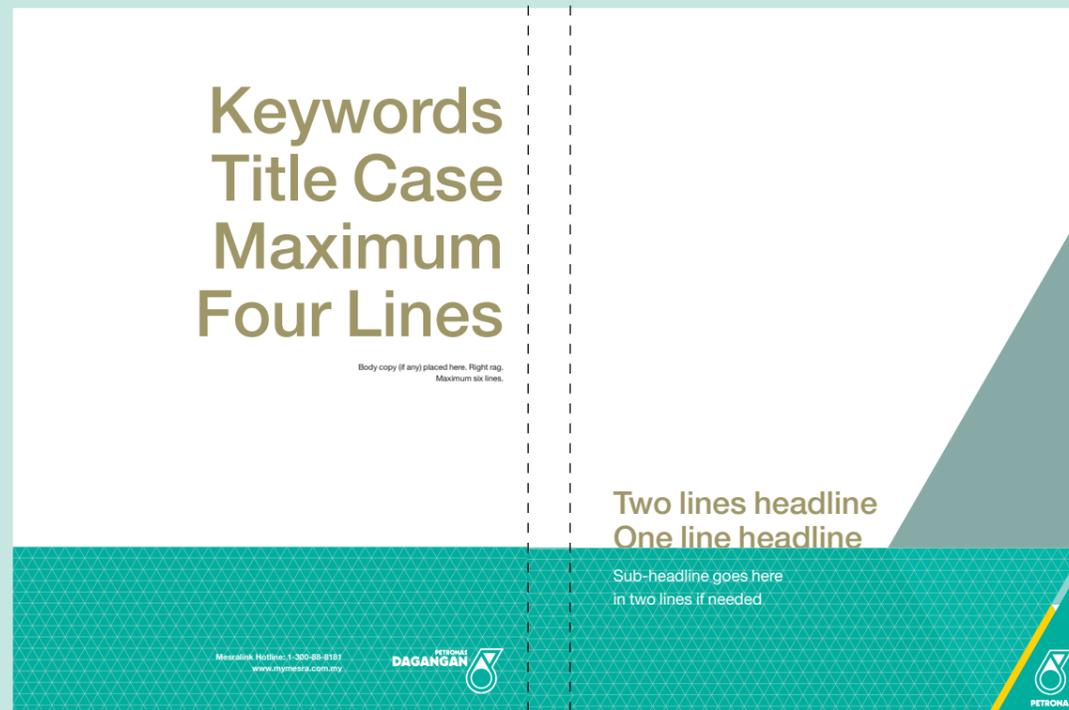
07 / 04 / 01



Green option

Back

Front



White option

Back

Front



Green with one picture option



Green with two pictures option



Green with larger picture area option

Folder guidelines

The folder series is sized at (closed) 225 x 310 mm, large enough to fit A4 documents in.

The spine thickness is to be adjusted depending on individual needs. A minimum thickness of 10 mm is recommended.

There are five variations depending on colour and amount of pictures. For maximum impact, 1 large picture is recommended on the cover. Maximum allowed on the cover is 2 pictures: one larger, one smaller.

The folder should be printed on 300g double-coated white art cardstock, preferably with a varnished or laminated finish.

PDB sign off

The key element for all communication materials is the PDB sign off which is always positioned at the bottom right corner.

To reinforce the Masterbrand, PDB green is used as a main colour.

All external communication materials use the 'stacked' PETRONAS logo.

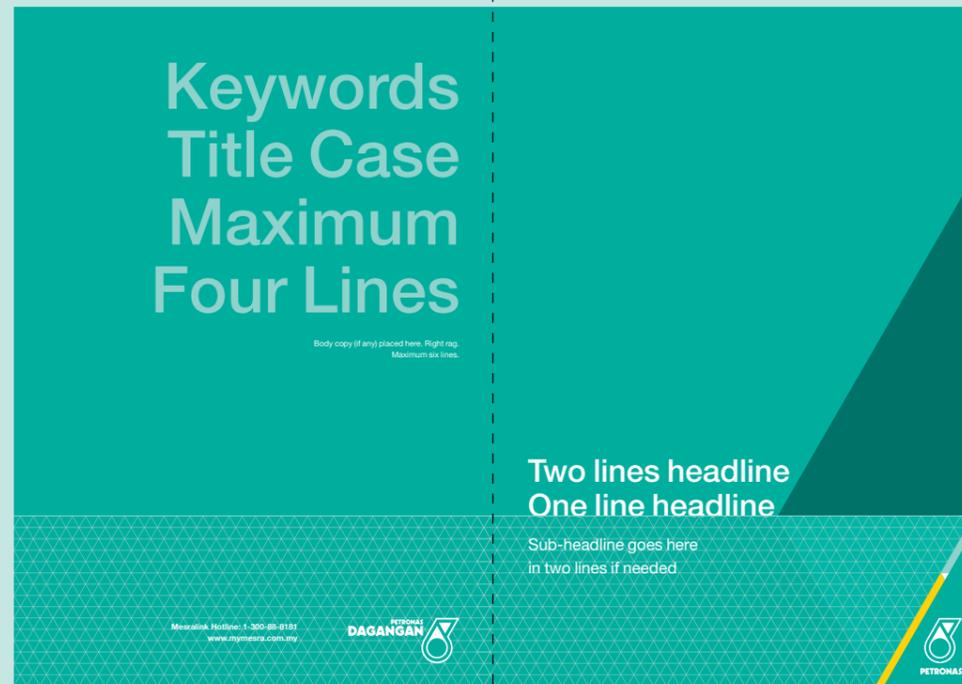


A4 brochure: cover

Cover options

External communication

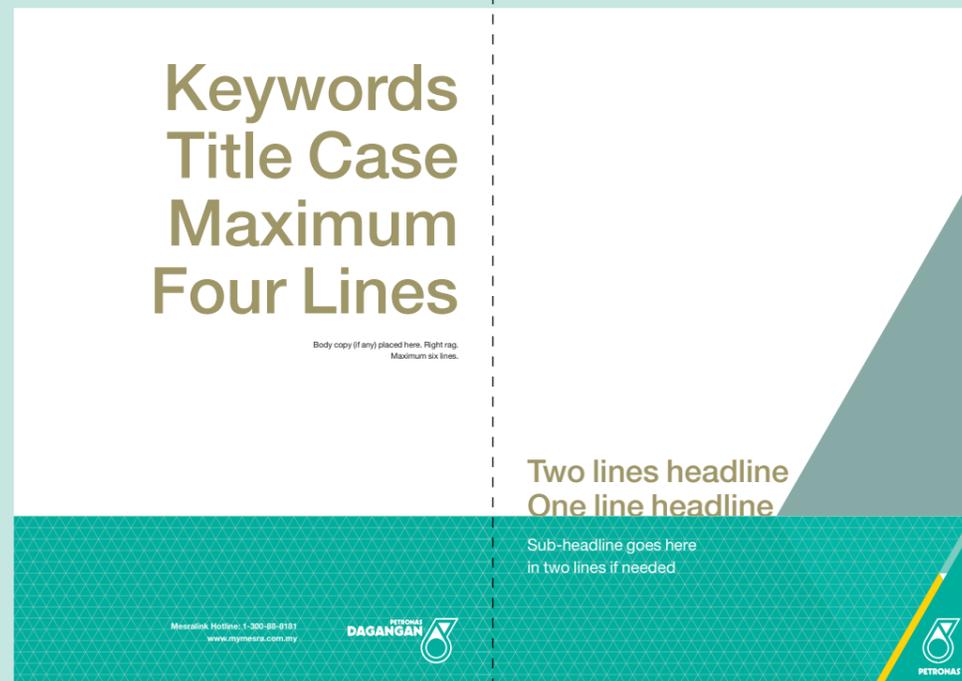
07 / 05 / 01



Green option

Back

Front



White option

Back

Front



Green with one picture option



Green with two pictures option



Green with larger picture area option

Cover guidelines

This series is sized at (closed) A4, 210 x 297 mm.

There are five variations depending on colour and amount of pictures. For maximum impact, 1 large picture is recommended on the cover. Maximum allowed on the cover is 2 pictures: one larger, one smaller.

The cover should be printed on a minimum of 250g double-coated white art cardstock, preferably with a varnished or laminated finish.

PDB sign off

The key element for all communication materials is the PDB sign off which is always positioned at the bottom right corner.

To reinforce the Masterbrand, PDB green is used as a main colour.

All external communication materials use the 'stacked' PETRONAS logo.



A4 brochure: inside pages

Three column grid

External communication

07 / 05 / 03



Left

Right



Left

Right

Layout guidelines

The A4 brochures have been designed with a flexible multi-grid system: one, two, three and four columns are possible.

Samples shown here are using the three column grid.

Layout should be clean and modernist in nature: be aware of the white (negative) space.

For maximum legibility, typography should be adjusted to follow the samples as closely as possible; letter spacing, word spacing, leading, rag, etc. should be looked at closely.

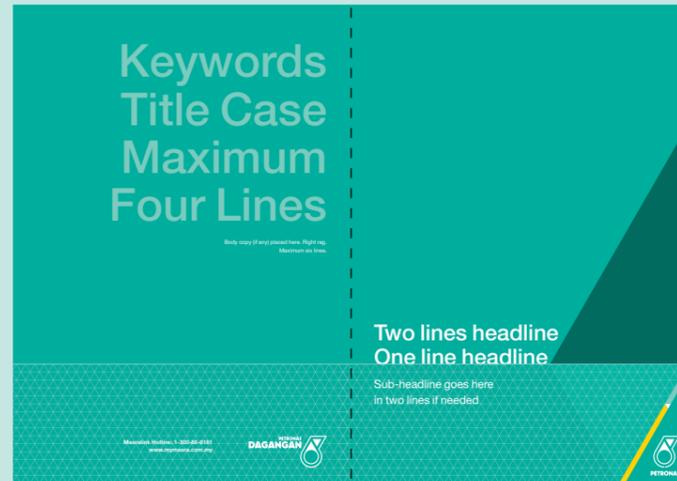


A5 brochure: cover

Cover options

External communication

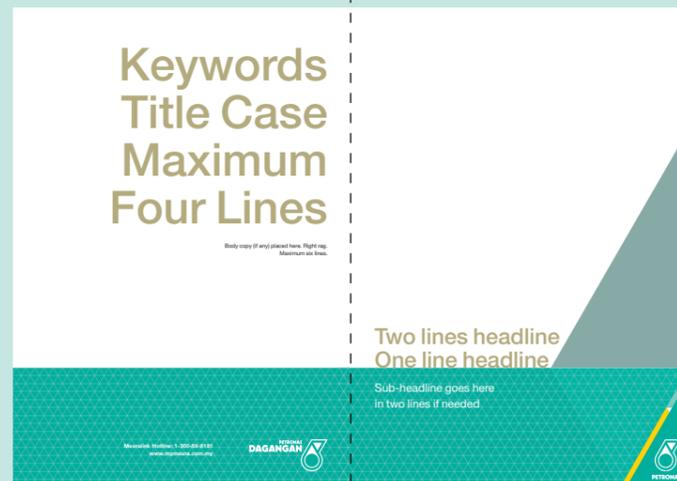
07 / 05 / 04



Green option

Back

Front



White option

Back

Front



Green with one picture option



Green with two pictures option



Green with larger picture area option

Cover guidelines

The A5 brochure series is sized at (closed) A5, 148 x 210 mm.

There are five variations depending on colour and amount of pictures. For maximum impact, one large picture is recommended on the cover. Maximum allowed on the cover is two pictures: one larger, one smaller.

The cover should be printed on a minimum of 250g double-coated white art cardstock, preferably with a varnish or laminated finish.

PDB sign off

The key element for all communication materials is the PDB sign off which is always positioned at the bottom right corner.

To reinforce the Masterbrand, PDB green is used as a main colour.

All external communication materials use the 'stacked' PETRONAS logo.

A5 brochure: inside pages

One and two column grid

External communication

07 / 05 / 05

Layout guidelines

The A5 brochures have been designed with a flexible two-grid system: one or two columns are possible.

Layout should be clean and modernist in nature: be aware of the white (negative) space.

For maximum legibility, typography should be adjusted to follow the samples as closely as possible: letter spacing, word spacing, leading, rag, etc. should be looked at closely.

6 Running head

Big display title using

Title of the article on 2 lines

Subtitle

Sub subtitle
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut nec mi sit amet libero varius malesuada. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In metus felis, et pellentesque nec, vulputate venenatis, lacinia id, eros. Nam nonummy odio sit amet est. Donec lobortis lorem sit amet turpis. Proin sed metus in ligula venenatis venenatis. Donec ac massa in orci feugiat pellentesque. Ut pede ullamcorper sagittis et, tempor vitae, congue nec, Morbi dapibus. Proin pharetra Vivamus ante. Nullam in porttitor massa tristique nunc malesuada pharetra. Nam sem dolor, porta sed, pellentesque sed, condimentum venenatis, ipsum. Aenean ultricies, Vivamus hendrerit vel, vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Seda diam. Proin quis massa. Nulla tristique. Ut orci neque, feugiat non, tempor et, porttitor congue, leo. Nunc libero, Phasellus ac, pede.

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Sub subtitle

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2 Running head

Big display title display title display

Title of the article

Sub subtitle
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3 Running head

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One column grid Left Right

One column grid Left Right

10 Running head

Big display title

Title of the article on 3 lines

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11 Running head

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Subtitle

Sub subtitle
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9 Running head

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Two column grid Left Right

Two column grid Left Right

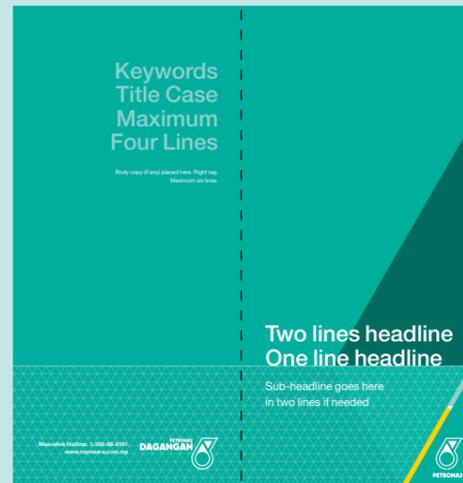


Slim Jim leaflet: cover

Cover options

External communication

07 / 05 / 06



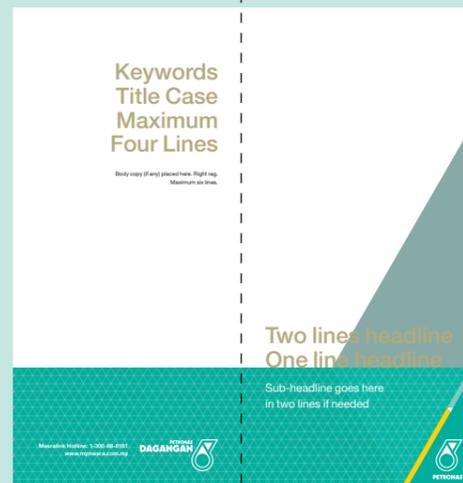
Green option Back Front



Green with one picture option



Green with two pictures option



White option Back Front



Green with larger picture area option

Slim Jim leaflet

The Slim Jim leaflet series is sized at (closed) 100 x 210 mm.

There are five variations depending on colour and amount of pictures. For maximum impact, one large picture is recommended on the cover. Maximum allowed on the cover is two pictures: one larger, one smaller.

If the leaflet is less than twelve pages, it should be printed on 150g double-coated art paper, preferably with a varnish finish.

If the leaflet is more than twelve pages, the cover should be printed on 250g double-coated white art cardstock, preferably with a varnished or laminated finish.

PDB sign off

The key element for all communication materials is the PDB sign off which is always positioned in the bottom right corner.

To reinforce the Masterbrand, PDB green is used as a main colour.

All external communication materials use the 'stacked' PETRONAS logo.

Slim Jim leaflet: inside pages

One column grid

External communication

07 / 05 / 07



Left

Right



Left

Right

Layout guidelines

Due to the narrow page width, only a one column grid is recommended.

Layout should be clean and modernist in nature; be aware of the white (negative) space.

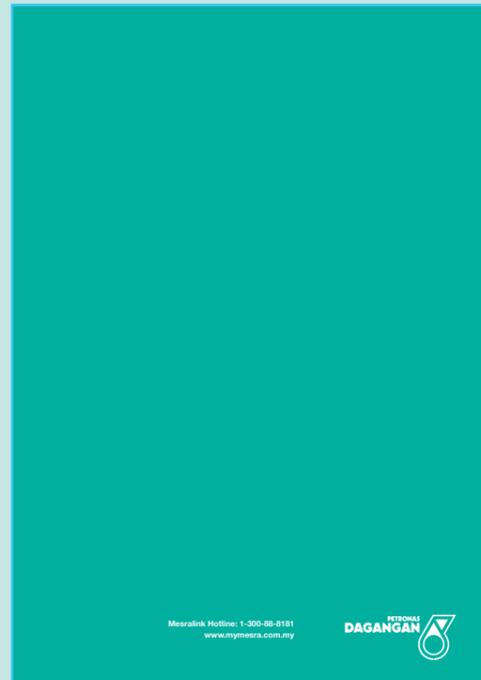
For maximum legibility, typography should be adjusted to follow the samples as closely as possible: letter spacing, word spacing, leading, rag, etc. should be looked at closely.

A4 manual: cover

Cover options

External communication

07 / 06 / 01



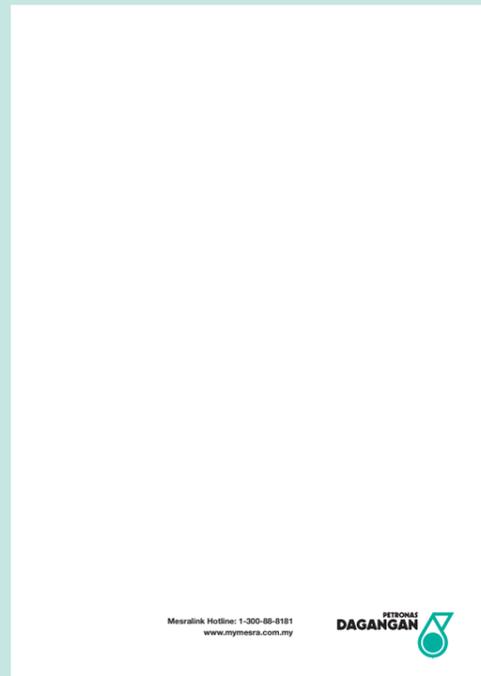
Green option



Spine



Front



White option



Spine



Front



Green with one picture option



With the headline on two lines



Green with two pictures option



Black & white option

Cover guidelines

For use with generic white plastic ring binders. These sheets can be professionally offset printed or in-house laser/ inkjet printed.

The manual covers are sized at (closed) A4, 210 x 297 mm, to slip into the plastic slipcovers.

The spine and back are designed as separate sheets, again to slip into the manual slipcovers.

There are five variations depending on colour and amount of pictures. For maximum impact, one large picture is recommended on the cover. Maximum allowed on the cover is two pictures: one larger, one smaller.

PDB sign off

The key element for all communication materials is the PDB sign off which is always positioned at the bottom right corner.

To reinforce the Masterbrand, PDB green is used as a main colour.

If colour is an option, PDB green should be used, to reinforce the Masterbrand.

All external communication materials use the 'stacked' PETRONAS logo.

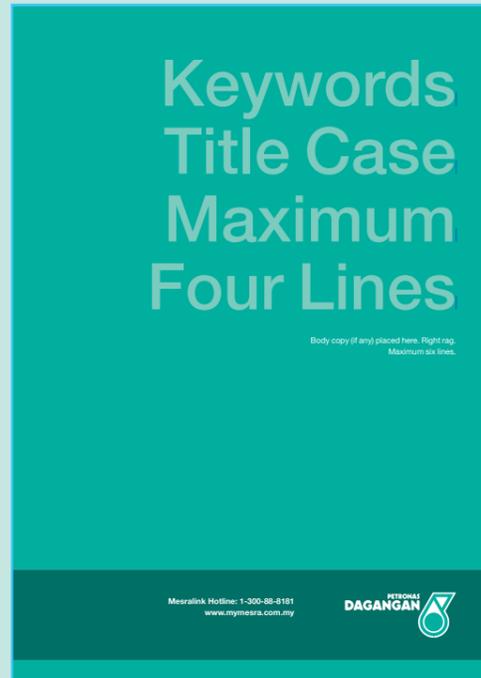


A4 report: cover

Cover options

External communication

07 / 07 / 01



Green option

Back



Front



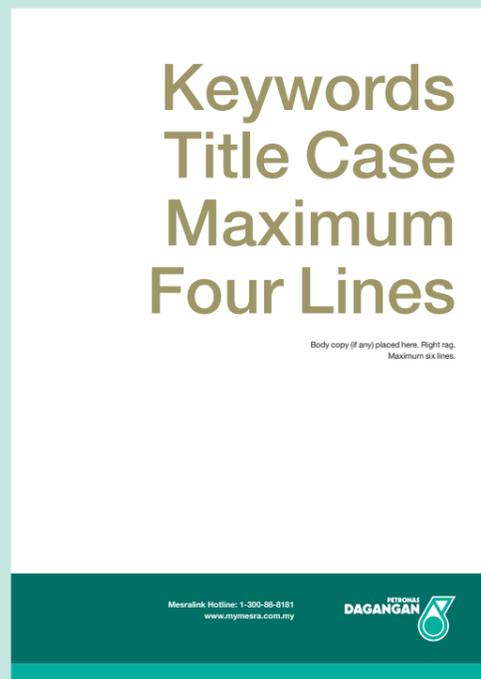
Green with one picture option



Black & white option



With the headline on two lines



White option

Back



Front

Cover guidelines

To give a more professional look to reports. These covers can be professionally offset printed or in-house laser/inkjet printed and bound (wiro ring or plastic comb) with the report.

The report covers are sized at (closed) A4, 210 x 297 mm.

The front and back covers are separate sheets.

There are four variations depending on colour and amount of pictures. For maximum impact, one large picture is recommended on the cover. Maximum allowed on the cover is two pictures: one larger, one smaller.

They should be preferably printed on 200g cardstock; failing which, with a clear plastic cover on top for protection.

PDB sign off

The key element for all communication materials is the PDB sign off which is always positioned at the bottom right corner.

To reinforce the Masterbrand, PDB green is used as a main colour.

If colour is an option, PDB green should be used, to reinforce the Masterbrand.

All external communication materials use the 'stacked' PETRONAS logo.



Corporate streamer

Streamer series for corporate events

External communication

07 / 08 / 01



Option 1
Title streamer
600 x 1800 mm



Imagery streamer
(no picture version)



Text streamer
(no text version)



Option 2
Title streamer



Imagery streamer
(with one picture)



Text streamer
(with less text)



Option 3
Title streamer



Imagery streamer
(with two pictures)



Text streamer
(with more text)

Corporate streamer series

A series of three designs have been created to work together. They can be hung in any order.

However, each streamer has its own function:

- Title streamer for the PDB motto. This remains unchanged
- Imagery streamer for pictures. Options of no picture, one or two pictures
- Text streamer for event text (if any). The text is placed vertically

The banners have been designed to a standard 600 x 1800 mm, but can be enlarged/ decreased proportionally.

The streamers should be produced by large scale inkjet printing, minimum of 1200 dpi on waterproof vinyl.

The corporate streamer for external communication carries the PDB signature.



Non-promotional banner

Retail

External communication

07 / 09 / 01



Retail: Non-promotional banner

This banner is an extension of the business signboard system.

It can only be used for non-promotional communication only.

Size is recommended at 5000 x 1000m, but can be enlarged/ decreased proportionally.

The banner should be produced by large scale inkjet printing, minimum of 1200 dpi on waterproof vinyl.

PDB sign off

The key element is the PDB sign off, positioned at the right corner.

To reinforce the Masterbrand, only the PDB primary colours are used.

All external communication materials use the 'stacked' PETRONAS logo.



Product streamer

All products

External communication

07 / 10 / 01



600 mm x 1800 mm

Product streamer

This streamer has been designed to standard 600 x 1800 mm size. It can be enlarged/ decreased proportionally if needed.

The whole image area is a 'free zone'.

For maximum impact, only one large picture should be used.

PDB sign off

The key element for all communication materials is the PDB sign off which is always positioned at the bottom right corner.

To reinforce the Masterbrand, only the PDB primary colours are used.

All external communication materials use the 'stacked' PETRONAS logo.



Presentation templates

The templates act as communication touchpoints to both internal and external audiences. If used consistently, the templates give a professional look. For effective results, the presentations should be clear and precise.

Flow chart

Powerpoint presentation

Presentation templates

08/01/01

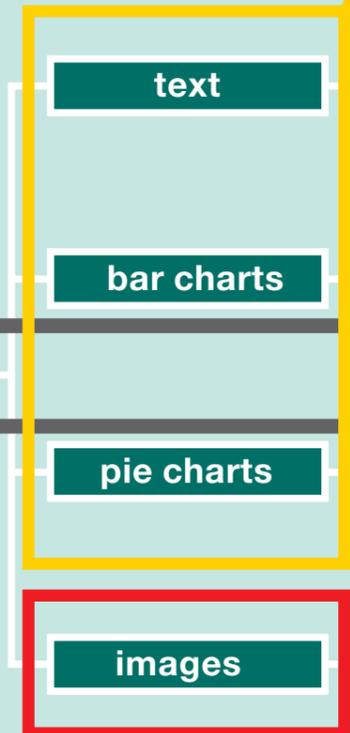
Uses a larger green band to highlight the title/ section/part of the presentation and sometimes main content

Grid A

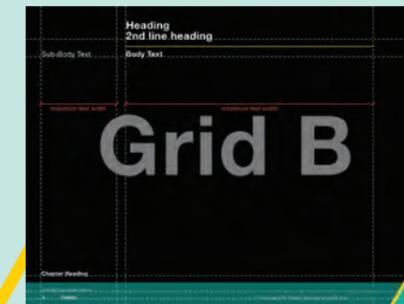


Uses a smaller green band to highlight the content of the presentation and not the section that it comes from

Grid B



Grid C



Powerpoint templates

- Consist of three different grid templates :
- Grid A: Used for titles, contents, chapters and the last slide.
 - Grid B: Used for text, bar charts and pie charts.
 - Grid C: Used for images/ photos.

Internal presentation sign off

Internal presentations are differentiated by the 'we aspire' logo at the top right corner of every page.

Grid A template

Powerpoint presentation

Presentation templates

08 / 01 / 02



Internal: grid A template



Internal: image options (variations)



External: grid A template



External: image options (variations)

Grid A template

For more impact, the top main portion is reserved for imagery.

If using more than one image, please make sure one is always bigger than the other(s) for bigger contrast of scale.

Style sheets have been created in the downloadable template for all text hierarchy.

A colour palette of PDB colours has been set up.

Writing style

Keep headlines as short and punchy as possible.

PDB sign off

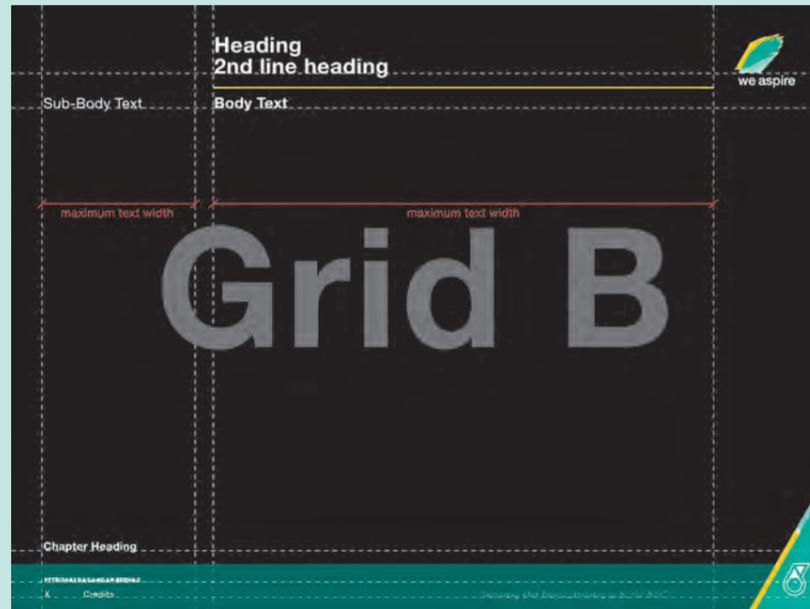
To reinforce the Masterbrand, the key element is the PDB sign off with the 'oil drop' symbol.

Grid B template

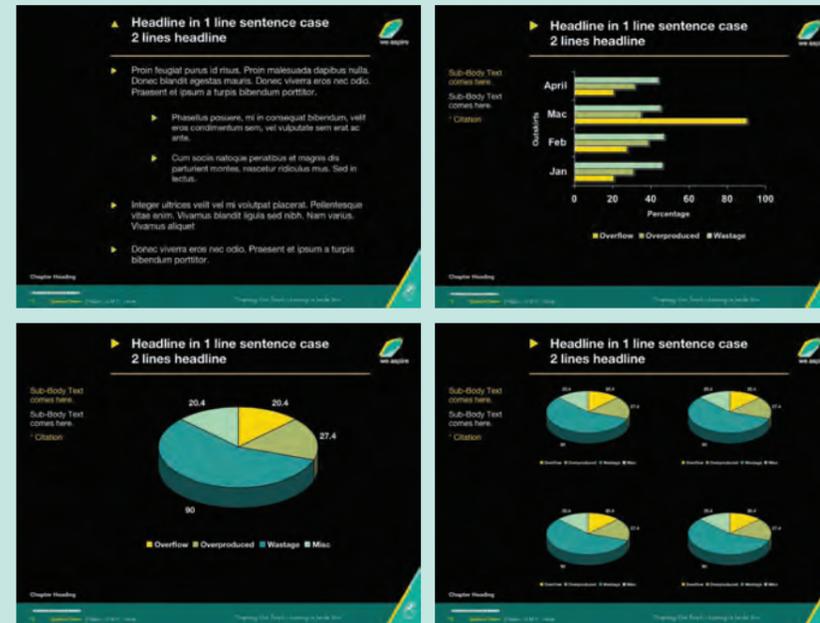
Powerpoint presentation

Presentation templates

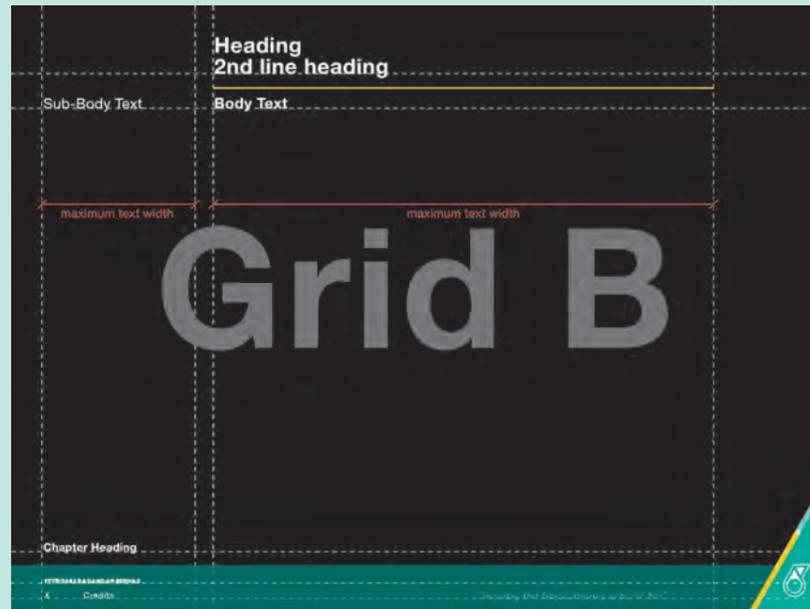
08 / 01 / 03



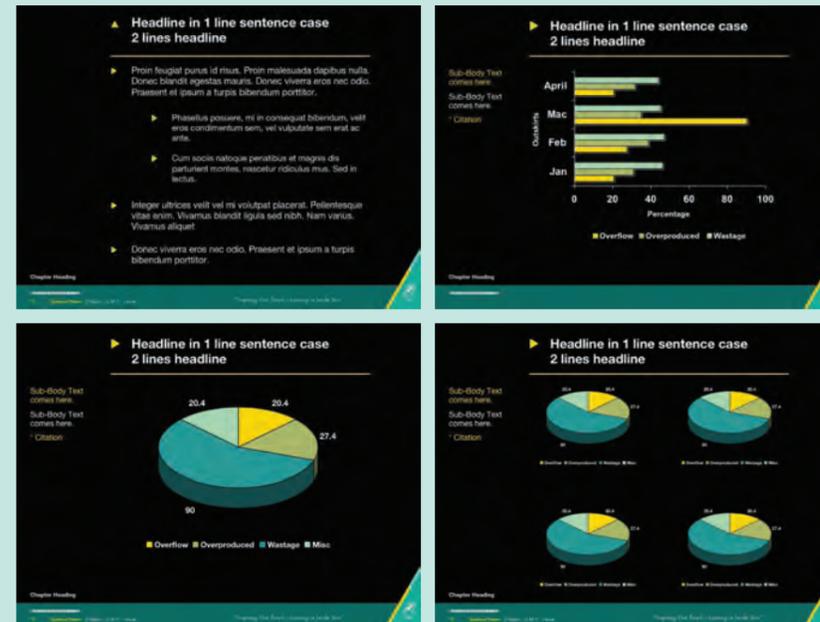
Internal: text layout



Internal: text/ chart layouts



External: text layout



External: text/ chart layouts

Grid B template

Style sheets have been created in the downloadable template for all text hierarchy.

A colour palette of PDB colours has been set up.

The left margin is purposely kept wider, for aesthetic reasons, as well as to provide space for a column of subtext, footnotes or explanatory text for diagrams or charts.

White text on a black background is used because it is proven the most readable when projected.

Writing style

Keep text short and brief.

Be concise as this is a presentation and not an essay.

PDB sign off

To further reinforce the Masterbrand but not to overkill, the PDB sign off with the 'oil drop' symbol is present but at a reduced size.

Grid C template

Powerpoint presentation

Presentation templates

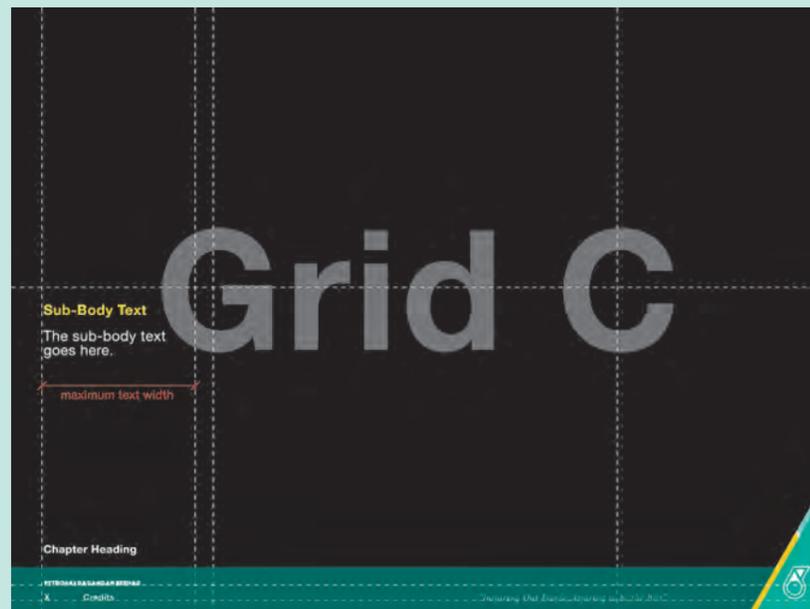
08 / 01 / 04



Internal: i image layout



Internal: image layouts (variations)



External: i image layout



External: image layouts (variations)

Grid C template

Style sheets have been created in the downloadable template for all text hierarchy.

A colour palette of PDB colours have been setup.

The bottom half of the left margin is kept black/ blank to provide space for text.

We recommend a maximum of three images per page, or the layout will look too cluttered.

White text on a black background is used because it is proven most readable when projected.

Writing style

Keep text short and brief.

PDB sign off

To further reinforce the PDB Masterbrand but not to overkill, the PDB sign off with the 'oil drop' symbol is present but at a reduced size.

Downloads

The downloads offer detailed technical production specifications and templates. To ensure consistency, it is imperative that those involved in using them be diligent in following the specifications set in these guidelines.

| 01 Introduction | | 03 Environmental applications | | 06 Internal communication | | 07 External communication | | 08 Presentation template | |
|----------------------------|--------------|-------------------------------|--------------|---|--------------|---|--------------|--------------------------|--------------|
| Corporate logos | | Building Identification | | Folder | | Print ads | | Powerpoint presentation | |
| Corporate logo | 01 / 01 / 01 | Main entrance signage | 03 / 01 / 06 | A4 folder: cover | 06 / 01 / 01 | Print ad sign off sizes | 07 / 01 / 02 | Powerpoint template | 08 / 01 / 01 |
| Alternative corporate logo | 01 / 01 / 02 | | | | | Generic black & white print ad | 07 / 01 / 03 | | |
| Logotype & symbol | 01 / 01 / 03 | Wayfinding signage | | Brochures | | Primax 3 print ad | 07 / 01 / 04 | | |
| | | Grid system | 03 / 02 / 01 | A4 brochure: cover | 06 / 02 / 01 | Lubricant Syntium print ad | 07 / 01 / 05 | | |
| PDB logo | | External (outdoor) signage | 03 / 02 / 03 | A4 brochure: inside pages (two and four column grid) | 06 / 02 / 02 | | | | |
| PDB signature | 01 / 02 / 01 | Internal (indoor) signage | 03 / 02 / 05 | A4 brochure: inside pages (three column grid) | 06 / 02 / 03 | Dealer signages | | | |
| | | International standard icons | 03 / 02 / 07 | A5 brochure: cover | 06 / 02 / 04 | Dealer signboard: language | 07 / 02 / 02 | | |
| Product logos | | Office interiors | | A5 brochure: inside pages | 06 / 02 / 05 | Dealer signboard: size variants | 07 / 02 / 03 | | |
| Product logos | 01 / 04 / 01 | Reception entrance signage | 03 / 03 / 02 | Slim Jim leaflet: cover | 06 / 02 / 06 | LPG dealer & stockist signboard | 07 / 02 / 05 | | |
| | | | | Slim Jim leaflet: inside pages | 06 / 02 / 07 | LPG F&B signboard | 07 / 02 / 06 | | |
| 'we aspire' logo | | 04 Uniforms | | Manual | | Lubricant dealer signboard | 07 / 02 / 07 | | |
| 'we aspire' logo | 01 / 05 / 01 | Retail staff | | A4 manual: cover | 06 / 03 / 01 | Lubricant Syntium signboards | 07 / 02 / 08 | | |
| 02 Brand identity | | Nametag | 04 / 03 / 07 | Report Cover | | Lubricant Sprinta signboard | 07 / 02 / 09 | | |
| Typography | | 05 Fleet Livery | | A4 report: cover | 06 / 04 / 01 | Lubricant Motolub signboard | 07 / 02 / 10 | | |
| Primary fonts | 02 / 04 / 01 | SDD | | | | Dealer stationary | | | |
| Helvetica Neue 45 Light | | Masterbrand road tanker | 05 / 02 / 01 | | | Retail dealer stationary | 07 / 03 / 01 | | |
| Helvetica Neue 55 Roman | | 10,000 litres tanker | 05 / 02 / 02 | | | LPG dealer stationary | 07 / 03 / 02 | | |
| Helvetica Neue 65 Medium | | Eastern Malaysian tanker | 05 / 02 / 03 | | | LPG stockist stationary | 07 / 03 / 03 | | |
| Secondary fonts | 02 / 04 / 02 | Bitumen road tanker | 05 / 02 / 05 | | | Folder | | | |
| Helvetica Neue 56 Italic | | Airport refueller (small) | 05 / 02 / 06 | | | A4 folder: cover | 07 / 04 / 01 | | |
| Helvetica Neue 75 Bold | | | | | | Brochures | | | |
| Helvetica Neue 95 Black | | Retail | | | | A4 brochure: cover | 07 / 05 / 01 | | |
| | | Primax 3 road tanker | 05 / 03 / 01 | | | A4 brochure: inside pages (two and four column grid) | 07 / 05 / 02 | | |
| | | Company vehicle | | | | A4 brochure: inside pages (three column grid) | 07 / 05 / 03 | | |
| | | (4 wheel drive) Ford Ranger | 05 / 04 / 01 | | | A5 brochure: cover | 07 / 05 / 04 | | |
| | | (4 wheel drive) Kembara | 05 / 04 / 02 | | | A5 brochure: inside pages | 07 / 05 / 05 | | |
| | | LPG | | | | Slim Jim leaflet: cover | 07 / 05 / 06 | | |
| | | LPG road tanker | 05 / 05 / 01 | | | Slim Jim leaflet: inside pages | 07 / 05 / 07 | | |
| | | 1 tonne cargo lorry | 05 / 05 / 03 | | | Manual | | | |
| | | Pallet lorry | 05 / 05 / 05 | | | A4 manual: cover | 07 / 06 / 01 | | |
| | | | | | | Report Cover | | | |
| | | | | | | A4 report: cover | 07 / 07 / 01 | | |