

CORPORATE IDENTITY MANUAL



**National
Cancer
Society
Malaysia**

Giving Hope Celebrating Life

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National Cancer Society Malaysia (120 (Selangor))
Bangunan Persatuan Kanser Malaysia
66 Jln. Raja Muda Abdul Aziz
50300 Kuala Lumpur
Malaysia

T +603 2698 7300
F +603 2698 4300

www.cancer.org.my

1. Introduction

1.1 National Cancer Society Malaysia

‘To ensure that no Malaysian fears cancer by creating an understanding of cancer that leads to prevention and early detection, and by providing the best possible care and support for those affected by cancer.’ – Mission statement –

The **National Cancer Society Malaysia** (NCSM) is a registered, tax exempt charity body established in 1966, under the laws of the Malaysian Societies Act and Registrar of Societies Malaysia, and is the first cancer related NGO in the country that provides education, care and support services for people affected by cancer.

NCSM was founded by Dato’ Dr S.K. Dharmalingam and launched by the YAB Tun Abdul Razak. It is now under the distinguished patronage of the Sultan of Perak. The Society is financed entirely by voluntary contributions from the public.

Being the only charitable organization that provides holistic cancer treatment and support to patients and caregivers, NCSM takes them through their journey in understanding and dealing with cancer in various phases through its five cancer centres – Cancer Treatment Centre, Women’s Cancer Detection Centre, Nuclear Medicine Centre, Resource & Wellness Centre and the Children’s Home of Hope.

The services are provided for at highly subsidised rates or in some cases, free of charge to eligible persons. NCSM also has branches in six states; Selangor & Wilayah Persekutuan, Penang, Perak, Negeri Sembilan, Johor and Sarawak.

1.2 Logo Rationale

The colour yellow is the internationally recognised colour for **CANCER**. It is also the international colour symbolising **HOPE**.

The logo depicts rays of light reaching outward. The symbol of light illustrates awareness and knowledge, while the colour yellow symbolises rays of hope. By reaching outward, it is reaching out to everybody - cancer victims, their families and loved ones, as well as to the general community.

NCSM’s mission is to offer hope to cancer victims and their families by rendering assistance in prevention, treatment and education. It provides resources and counselling services to alleviate the suffering of the individual and families. NCSM also provides resources and screening facilities to the community, to educate and create greater awareness of cancer.

The logo exemplifies the Society’s mission of reaching out to all Malaysians, extending awareness and education on cancer to the community as well as offering hope and help to cancer victims and their families.

2. The Logo

2.1 Full Colour Logo



2.2 Black & White Logo



2. The Logo

2.3 Logo Components & Configuration

The principal logo is composed of four individual components:

- 1) the rays of light
- 2) "National Cancer Society Malaysia"
- 3) "NCSM"
- 4) "Giving Hope Celebrating Life"

Components of the
Principal Logo :



This configuration should be reserved for corporate use.

The components **must not** be separated or detached from their **original configuration*** (spatial relationship) or altered in any way without approval from the Foundation.

* Please refer also to **Logo Variants & Their Applications**, Section 7

2.4 Minimum Clear Space

To ensure that the logo appears "clean" and uncluttered, a minimum clear space area, measured proportionately using the width of "M" in "NCSM", is employed.



3. Corporate Fonts

3.1 Logotype Font

Fonts utilised in the logo is as follows:

a) Main Font

The HelveticalNeue Thin

a b c d e f g h	A B C D E F G H
i j k l m n o p q	I J K L M N O P Q
r s t u v w x y z	R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 : ; " ' ? ! @ # \$ %
* () + = , . • ™ ® © “ ” ‘ ’

b) Tagline/ Font

The Abigail Hands

a b c d e f g h	A B C D E F G H
i j k l m n o p q	I J K L M N O P Q
r s t u v w x y z	R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 : ; " ' ? ! @ # \$ %
* () + = , . • ™ ® © “ ” ‘ ’

Alternative Font

The Alternative Font family may be used as an alternative.

The Arial

a b c d e f g h	A B C D E F G H
i j k l m n o p q	I J K L M N O P Q
r s t u v w x y z	R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 : ; " ' ? ! @ #
\$ % * () + = , . • ™ ® © “ ” ‘ ’

3. Corporate Fonts

3.2 Corporate Font

Alternative Font

(a) Main Font The Calibri

a b c d e f g h	A B C D E F G H
i j k l m n o p q	I J K L M N O P Q
r s t u v w x y z	R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 : ; " ' ? ! @ #
\$ % * () + = , . • ™ ® © “ ” ‘ ’

(b) Alternative Font 1 The Arial

a b c d e f g h	A B C D E F G H
i j k l m n o p q	I J K L M N O P Q
r s t u v w x y z	R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 : ; " ' ? ! @ #
\$ % * () + = , . • ™ ® © “ ” ‘ ’

(c) Alternative Font 2 The Times New Roman

a b c d e f g h	A B C D E F G H
i j k l m n o p q	I J K L M N O P Q
r s t u v w x y z	R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 : ; " ' ? ! @ #
\$ % * () + = , . • ™ ® © “ ” ‘ ’

3. Logo Fonts

3.3 Logotype

In the event that the original logo is unavailable, and the reconstruction of the logo becomes unavoidable, please ensure following steps are taken:

- Obtain permission from the Society to reconstruct the logo
- Reproduce the logo as closely as possible to the original
- Consult the **Colour Palette (section 5)** and **Logo Application Guidelines (section 6)** and **Logo Variants & Their Applications (section 7)** for correct colour usage and logo application respectively
- Obtain approval for the reconstructed logo

Please note that the reconstructed logo is temporary. This should be immediately replaced with the original once it is available.



Original Logo

* Fonts used in the Alternative version of the logo (shown below) are specified in **Alternative Logotype Fonts, Section 3.3**



Alternative Version

Compare the font differences between the original logotype with this version

3. Logo Fonts

3.4 Alternative Logotype Fonts

The closest font alternatives to the logotypes "NCSM", "National Cancer Society Malaysia" and "Giving Hope Celebrating Life" are shown below.

Logotype "NCSM"

- Arial Bold; Upper Case

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z

Logotype "National Cancer Society Malaysia"

- Arial; Lower case
(Tracking / Letterspacing = 125%; Horizontal scale = 115%)

a b c d e f g h
i j k l m n o p q
r s t u v w x y z

Logotype "Giving Hope Celebrating Life"

- JiMailed font type; Lower case
(Horizontal scale = 110%)

a b c d e f g h
i j k l m n o p q
r s t u v w x y z

4. Reproducing the Logo

4.1 Minimum Size

While there are no restrictions on the maximum size allowed for logo enlargements, **the minimum size should not be smaller than 1.5cm**, measured across the width of the logo, as shown below.



4.2 Logo Reproduction & Resizing

To preserve its physical accuracy, the logo should be reproduced and / or resized proportionately and in its entirety, **using ONLY the soft copy provided**.

The individual components in the configuration should not be detached or separated, or resized separate from each other.

Please request the relevant soft copy formats from the Society and advise them should you require a particular file format not listed below.

File formats available are:

- a) Illustrator EPS / AI (outline)
- b) JPEG (CMYK / RGB colours)
- c) GIF
- d) Outline (for 3-D reconstruction)

Alternatively, a high quality image (hard copy) of the logo can be obtained for "strip-in" at colour separation stage.

It is important to avoid redrawing the logo altogether.

Please avoid reproducing / using the logo from other sources other than that obtained from NCSM.

5. Colour Palette

5.1 Full Colour Version

Wherever possible, please apply the logo in its full colour version, using the corresponding Pantone and process colours.



Component

• ray of light

• ray of light

• "NCSM"

• "National Cancer
Society Malaysia"

Pantone

Pantone
116C
Yellow CVU

Pantone
1215M
Light Yellow CVU

Pantone
Process
Black CVU

Process Colour

M 100%
Y 20%

M 9%
Y 45%

Black 100%

RGB Colour

R 237
G 3
B 124

R 255
G 228
B 157

R 35
G 31
B 32

5. Colour Palette

5.2 Two-colour Version

When it is not possible to print in full-colour, a two-colour application may be used.

** Please refer also to **Logo Variants & Their Applications**, Section 7*

Principal Colour on Black



5.3 Single-colour Version

When printing is restricted to a single-colour, the following colour variations may be used.

Black



Reverse White on Black



5. Colour Palette

5.4 Black & White Version

The black & white logo may be reproduced using its Pantone colours or in its process equivalent.



			
Component	• ray of light	• ray of light	• "NCSM" • "National Cancer Society Malaysia"
Pantone	Pantone Process Black CVU	Pantone 1215M Gray CVU	Pantone Process Black CVU
Process Colour	Black 100%	Black 40%	Black 100%
RGB Colour	R 35 G 31 B 32	R 167 G 169 B 172	R 35 G 31 B 32

6. Logo Application Guidelines

6.1 Placement

As a general rule, all corporate materials should bear the logo on the top right-hand & left-hand corner. When that option is not available, the logo can sit on the bottom right-hand & left hand corner.

In both cases, the logo's Minimum Clear Space or Exclusion Zone, and Minimum Size must be observed.

** Please refer also to **Logos In Partnership**, Section 6.5*

First preference: The logo placed at the top right-hand & left-hand corner



The logo placed at the bottom right-hand & left-hand corner

6. Logo Application Guidelines

6.2 Logo on Corporate Stationery

All official correspondence material should bear the full colour, full logo configuration, unless specified otherwise.

Please refer to Appendix.

6.3 Logo in General Publications / Electronic Media / Large Format Media

Where possible, logo applications in the above categories should be the full logo and in full colour, observing at all times the Minimum Size and Minimum Clear Space / Exclusion Zone and Placement requirements.

In certain cases, the alternative logo may be preferred / more appropriate. Please apply the alternative versions as advised, observing at all times the Minimum Size and Minimum Clear Space / Exclusion Zone, Placement requirements, and the corresponding colour applications.

Please consult the Society for further information and advice.

**** Please refer also to **Logo Variants & Their Applications**, Section 7***

6. Logo Application Guidelines

6.4 Logo on Merchandise / Souvenirs / Commemorative Tokens

Occasionally, the Society produces merchandise, souvenirs and commemorative tokens to complement its awareness campaigns, for fundraising or other events.

As such, the logos applied onto these items may vary according to the occasions.

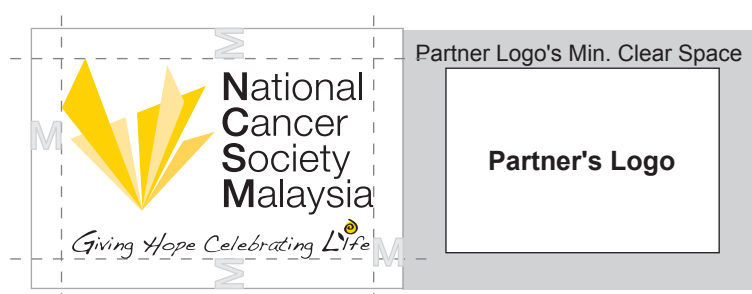
** Please refer also to **Logo Variants & Their Applications**, Section 7*

6.5 Logos in Partnership

On partnership materials, always observe the Placement, Minimum Size and Minimum Clear Space / Exclusion Zone requirements.

The Minimum Clear Space / Exclusion Zone must not include / overlap those of adjacent partner logos.

In situations where it is not possible for the logo to be placed in its preferred Placement position, it is acceptable to move it to the next available position.



7. Logo Variants & Their Applications

7.1 Variations to the Logo

The logo carries variants that serve as its simplified representative in circumstances where it is not practical / feasible to feature the logo in its full configuration or colour.

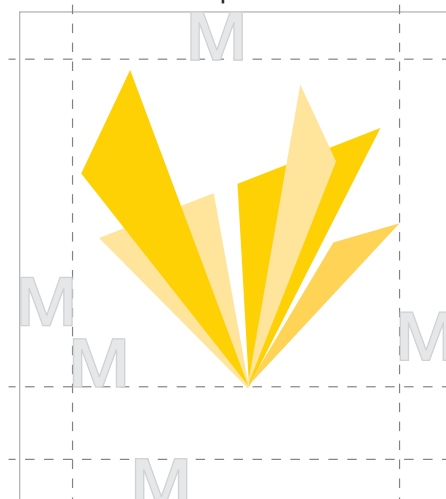
The variants shown in this section may only be applied in the Two-colour and Single-colour versions, as shown in *Colour Palette*, Section 5.2

Please take note of the Minimum Size and Minimum Clear Space / Exclusion Zone in each of these variants.

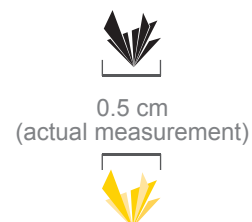
a) Rays of light

This variant consists of 1 component: the rays of light.

Minimum Clear Space / Exclusion Zone



Minimum Size



7. Logo Variants & Their Applications

7.2 Other Exceptions

a) Watermark

Watermarks should not be lighter than 15% of the Principal colour or Black.

It is not advisable for the Principal logo be applied as a watermark.



Variants used as watermarks should have a Minimum Size of 3 cm and the Minimum Clear Space / Exclusion Zone and Cropping & Rotation restrictions apply.

* Please refer to **Logo Variants & Their Applications**, Section 7.3, Cropping & Rotation

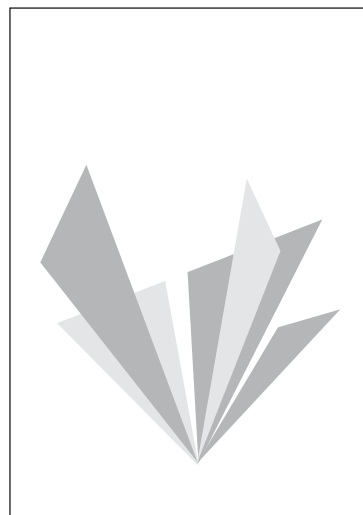
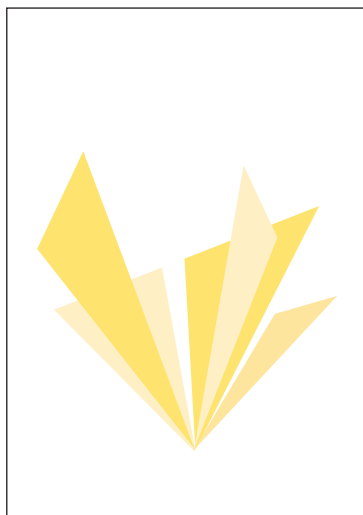
7. Logo Variants & Their Applications

7.2 Other Exceptions (con't)

b) Cropping & Rotation

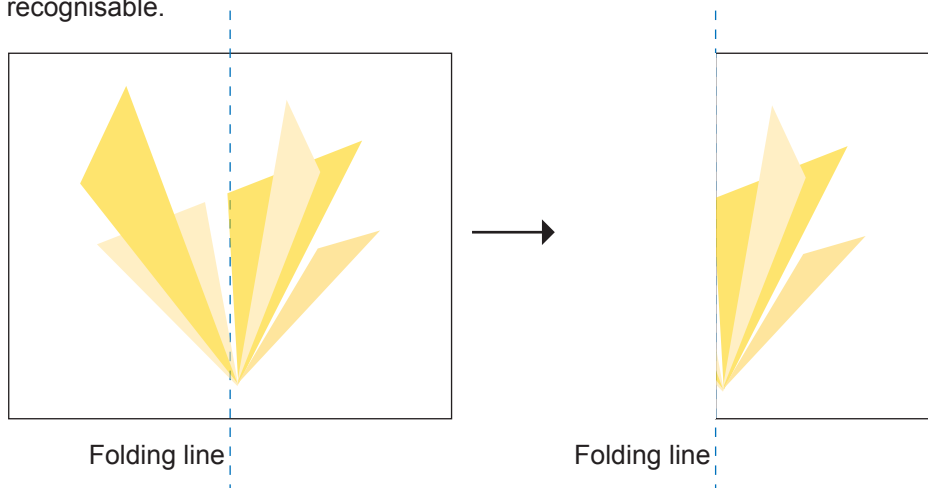
Only the Rays of light is permitted where cropping is involved.
Cropping is restricted to the end of the ribbon and **not more than 20%** of the logo may be cropped.

The rotation direction is anti-clockwise and not exceeding 30 degrees, as illustrated below.



c) Folding

Only the Rays of light is permitted in this instance. The logo may be folded at any angle. Please ensure that when folded, the cover surface bears a substantial part of the logo's loop, and is always visible and readily recognisable.



7. Logo Variants & Their Applications

7.2 Other Exceptions (con't)

There are exceptions to the usage of the colours as specified within this section. However, these are restricted to certain logo variations and applications.

d) Embossing (or Debossing)

The positive (raised) or negative (depressed) impression of the logo is made onto a surface, as illustrated below.

The minimum size for embossing / debossing are shown under each variant.



5 cm (actual measurement)



1.5 cm
(actual measurement)

7. Logo Variants & Their Applications

7.2 Other Exceptions (con't)

e) Gold- or Silver-stamping

Gold- or Silver-stamping involves the transfer of gold / silver foil under thermal pressure onto the intended surface. Apart from gold or silver, other colours such as bronze and the Principal Yellow, with the option of either matte or glossy finish, may be considered.

Minimum sizes are shown under each variant.



4 cm (actual measurement)



1.5 cm
(actual measurement)



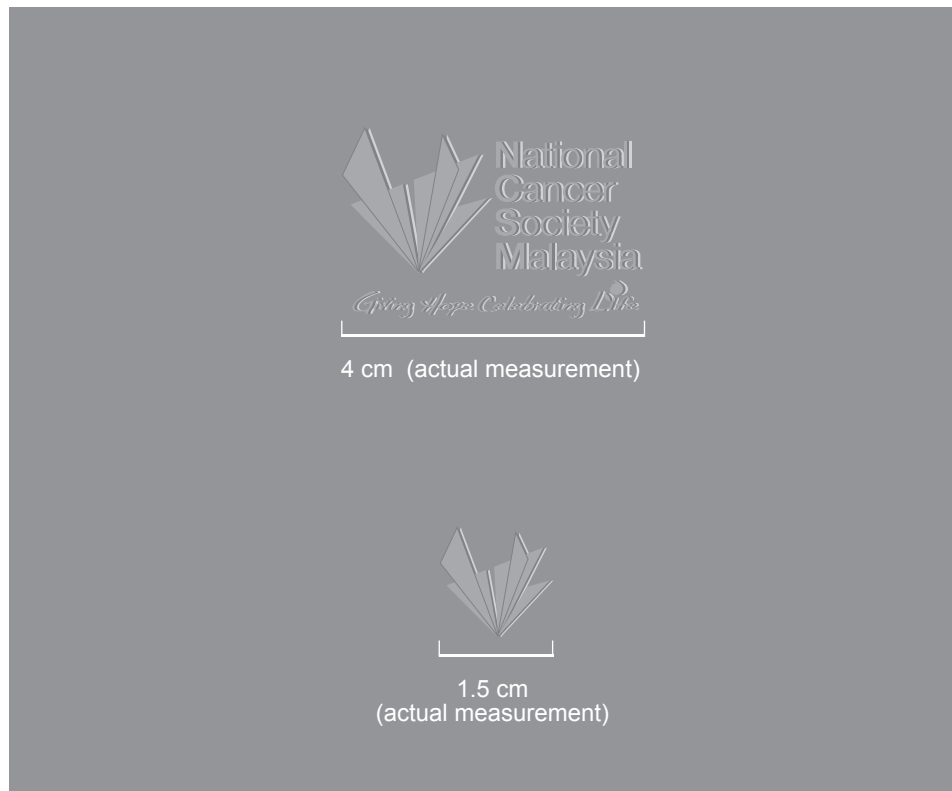
7. Logo Variants & Their Applications

7.2 Other Exceptions (*con't*)

f) Pewter & All Metallic Surfaces

Processes such as etching and engraving, and metal surface treatment on pewter-ware and other metallic surfaces should result in its natural, classic finish.

The Minimum Size allowed for such processes is limited by logo and type legibility.



Please consult the Society should further information be required regarding these or other exceptions.

8. Logo Reconstruction

8.1 Logo in 3-Dimensional / Large Format Reconstruction

Certain 3-D reproduction (eg. polystyrene cut-outs) and Large Format reconstruction of the logo requires each component to be broken down to its individual parts and rebuilt into its original configuration.

*An illustration of a 3-D cut-out
of the Rays of light.*

Please ensure that the contractor commissioned to undertake this task complies with all the guidelines provided in this manual.

The contractor is advised to use an outline stencil / template (see below) of the relevant logo variant to ensure that the logo is accurately rebuilt.



8. Logo Reconstruction

8.1 Logo in 3-Dimensional / Large Format Reconstruction

Certain 3-D reproduction (eg. polystyrene cut-outs) and Large Format reconstruction of the logo requires each component to be broken down to its individual parts and rebuilt into its original configuration.

An illustration of a 3-D cut-out of the Rays of light.



Please ensure that the contractor commissioned to undertake this task complies with all the guidelines provided in this manual.

The contractor is advised to use an outline stencil / template (see below) of the relevant logo variant to ensure that the logo is accurately rebuilt.

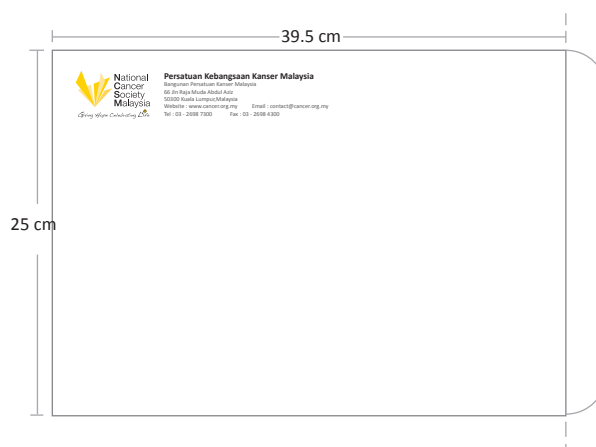


10. Appendix

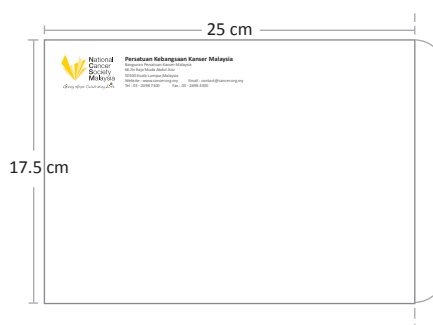
10.1 Logo Application on Corporate Collaterals

(c) Envelope

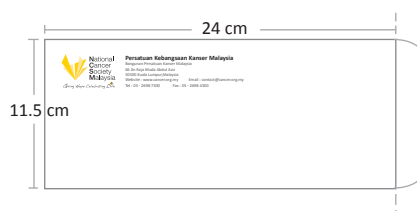
Large = 39.5 cm (W) x 25 cm (H)



Medium = 25 cm (W) x 17.5 cm (H)



Small = 24 cm (W) x 11.5 cm (H)



10. Appendix

10.1 Logo Application on Corporate Collaterals

(g) Certificate of Appreciation

A4 size



Certificate of Appreciation
Awarded to

for organising the

Name of Event

Date

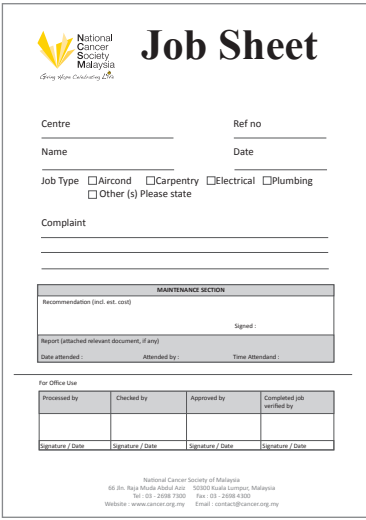
In aid of the
National Cancer Society of Malaysia

Dr. Saunthari Somasundaram
President

10. Appendix

10.2 Logo Application on Administration Forms

(e) Fax A4 size



Job Sheet

National Cancer Society Malaysia
Giving Hope Celebrating Life

Centre _____ Ref no _____
Name _____ Date _____

Job Type ☐ Aircond ☐ Carpentry ☐ Electrical ☐ Plumbing
☐ Other (s) Please state _____

Complaint _____

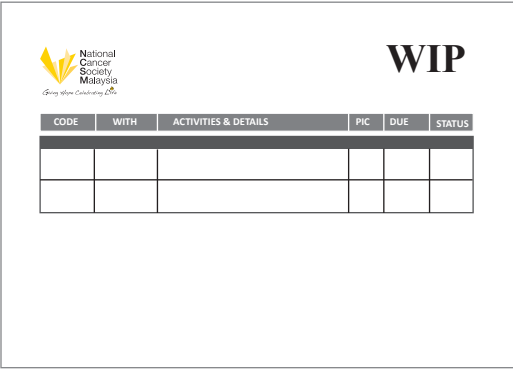
MAINTENANCE SECTION	
Recommendation (incl. est. cost)	
Signed : _____	
Report (attached relevant document, if any)	
Date attended : _____	Time attended : _____

For Office Use

Processed by	Checked by	Approved by	Completed job verified by
Signature / Date	Signature / Date	Signature / Date	Signature / Date

National Cancer Society of Malaysia
66 Jln. Raja Muda Abdul Aziz 50300 Kuala Lumpur, Malaysia
Tel: (03) 2388 7928 Fax: (03) 2388 8300
Website: www.ncs.org.my Email: contact@ncs.org.my

(f) WIP (Work in Progress) A4 size



WIP

National Cancer Society Malaysia
Giving Hope Celebrating Life

CODE	WITH	ACTIVITIES & DETAILS	PIC	DUE	STATUS

