



# Corporate Communications Policy & Brand Guidelines



# Agenda

- Objectives
- Airport Brand
- Airport Category
- Airport Signage
- Airport Branding based on Airport Category
  - Lifestyle Airport branding
  - Leisure Airport branding
  - Community Airport branding
  - Corporate Responsibility Airport branding
- Media Handling
- Social Media



# Objectives - Brand Guidelines

Our brand is an incredibly valuable asset that forms personal connections with the hearts and minds of our stakeholders at every possible touchpoint.

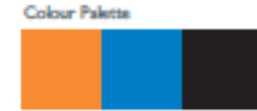
## Objectives

- **To communicate our messages as one** and to ensure our brand is represented well across all platforms and mediums.
- We aim to create a positive image of our brand by projecting an image of professionalism, efficiency and friendliness.



- Stream as an identifying airport brand element
- Derived from the runway element in the Malaysia Airports logo
- Depict dynamism and movement
- Added advantage by serving as directional element

# Malaysia Airports: Airport Category (based on airport commercial model)



KLIA  
 Kota Kinabalu International Airport  
 Penang International Airport  
 Kuching International Airport

Klia2  
 Langkawi  
 Miri  
 Sibu  
 Kota Bharu  
 Tawau

Sandakan  
 Labuan  
 Kuala Terengganu  
 Kuantan  
 Melaka  
 Alor Setar  
 Bintulu  
 Ipoh

*Usually rural or island airports and short take-off and landing airports (STOLports).*  
 Redang  
 Tioman  
 Pangkor  
 Mulu  
 Limbang  
 Lahad Datu  
 STOLports in Sabah & Sarawak

Purple as the unifying colour for all airports





# Airports Category: Colour Palette Guideline

## LIFESTYLE

1. KLIA
2. Kota Kinabalu International Airport
3. Penang International Airport
4. Kuching International Airport

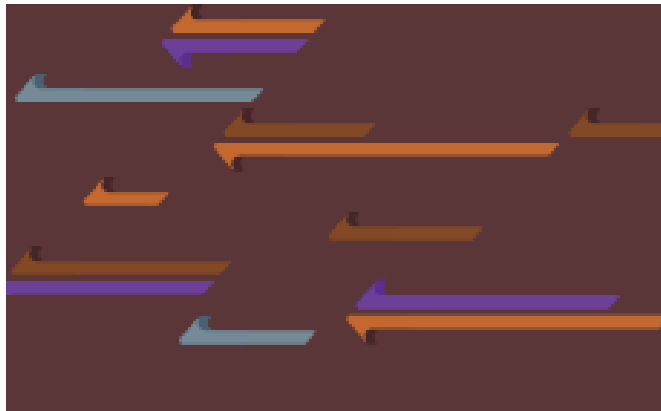


### Process Colour CMYK

- Soft Light Sky C80 M50 Y20 K0
- Neon Blue C100 M20 Y0 K0
- Midnight Blue C100 M80 Y30 K0
- Oxford Blue C100 M80 Y30 K40
- Plum C70 M90 Y0 K0
- Deep Purple C80 M100 Y0 K20
- Light Cool Grey C20 M0 Y0 K50
- Dark Cool Grey C30 M0 Y0 K80

## COMMUNITY

1. Sandakan
2. Labuan
3. Kuala Terengganu
4. Kuantan
5. Melaka
6. Alor Setar
7. Bintulu
8. Ipoh



- C40 M68 Y55 K55
- C25 M70 Y100 K0
- C40 M68 Y55 K70
- C80 M100 Y0 K20
- C70 M90 Y0 K0
- C30 M0 Y0 K70
- C20 M0 Y0 K60

## LEISURE

1. Klia2
2. Langkawi
3. Miri
4. Sibu
5. Kota Bharu
6. Tawau



### Process Colour CMYK

- Merigold C80 M50 Y20 K0
- Tangerine C100 M20 Y0 K0
- Orange C100 M80 Y30 K0
- Amber C100 M80 Y30 K40
- Plum C70 M90 Y0 K0
- Deep Purple C80 M100 Y0 K20
- Light Cool Grey C20 M0 Y0 K50
- Dark Cool Grey C30 M0 Y0 K80

## CORPORATE RESPONSIBILITY

1. Redang
2. Tioman
3. Pangkor
4. Mulu
5. Limbang
6. Lahad Datu
7. STOLports in Sabah & Sarawak



- C100 M60 Y40 K0
- C100 M0 Y20 K20
- C90 M0 Y30 K0
- C80 M100 Y0 K20
- C70 M90 Y0 K0
- C30 M0 Y0 K70
- C20 M0 Y0 K60



# Airports Signages: Typeface/ Font

## Gil Sans

Gill Sans Light

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@#\$%^&\*()

Gill Sans Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ?!@#\$%^&\*()

Gill Sans Bold

**Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 ?!@#\$%^&\*()**

## Century Gothic

Century Gothic Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@#\$%^&\*()

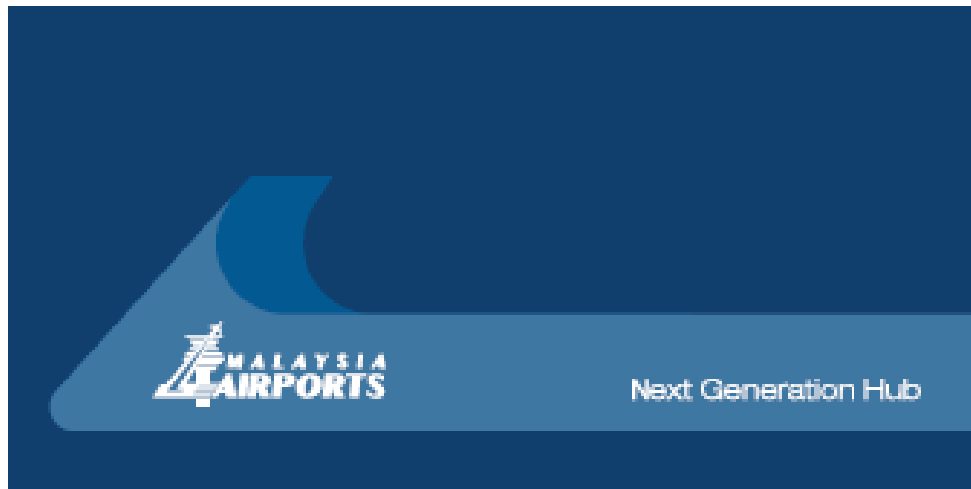
OR

Century Gothic Regular

**Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890?!@#\$%^&\*()**

## LIFESTYLE Airports- Super graphic

Wall Poster



Signoff



Directional Signage

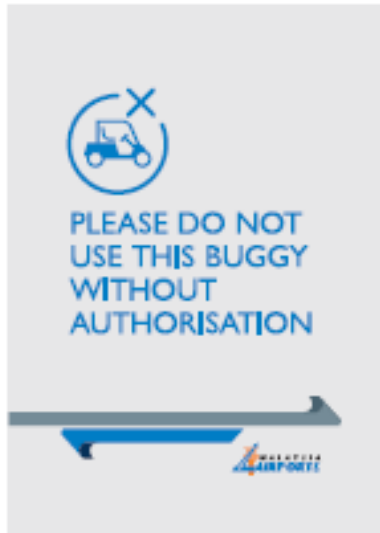
Example





## LIFESTYLE Airports Signage Colour Guide (Option 1)

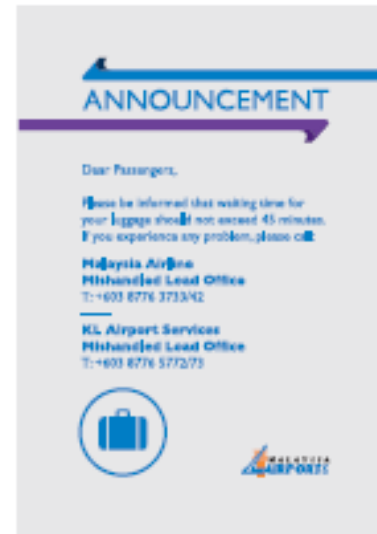
### Instructional



### Directional



### Announcement

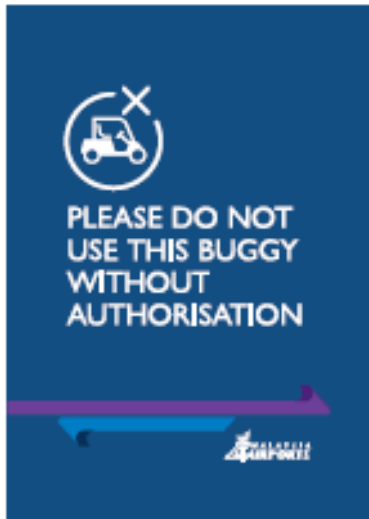


### Location/ Attraction



## LIFESTYLE Airports Signage Colour Guide (Option 2)

**Instructional**  
Midnight Blue- Authority



**Directional**  
Neon Blue- Informative



**Announcement**  
White- Calming



**Location/ Attraction**  
Purple- Leisure



# LIFESTYLE SIGNAGE GUIDELINES

## **Announcement/Location Signage**

An announcement that are relevant and important to the operators at the terminal. Locations or attractions that are firm and will not be changed.

## **Information/Notice Signage**

Informational contents that require passengers/airport user to adhere to. Instructions that require passengers/airport user to adhere to.

## **Directional Signage**

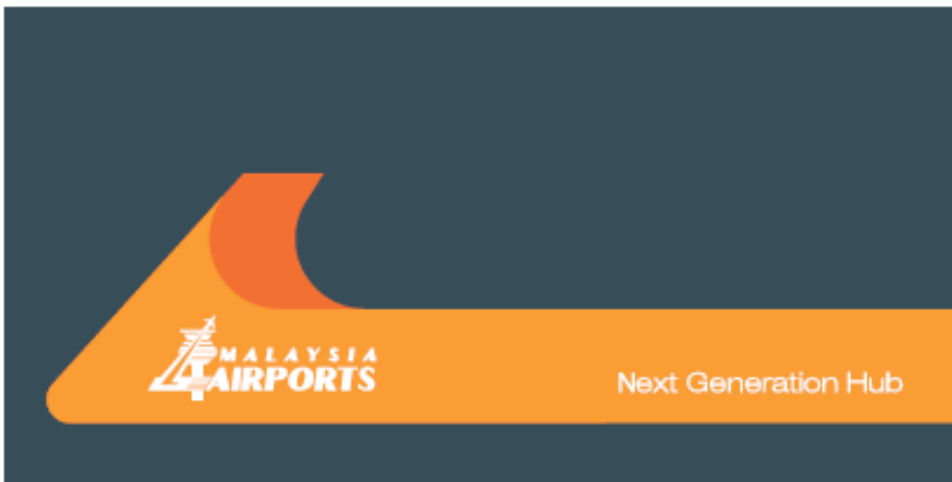
Any directional signages that relates to operational matters.



[Lifestyle Airports Templates](#)

## LEISURE Airports- Super graphic

Wall Poster



Signoff



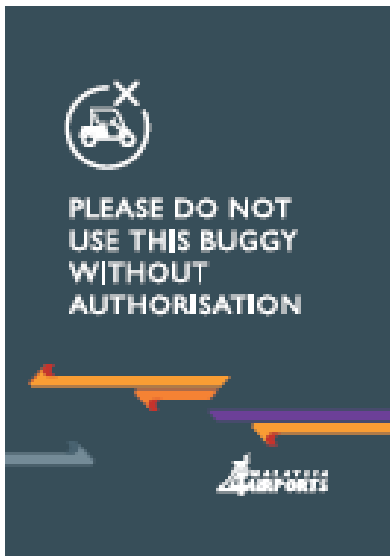
Directional Signage

Example

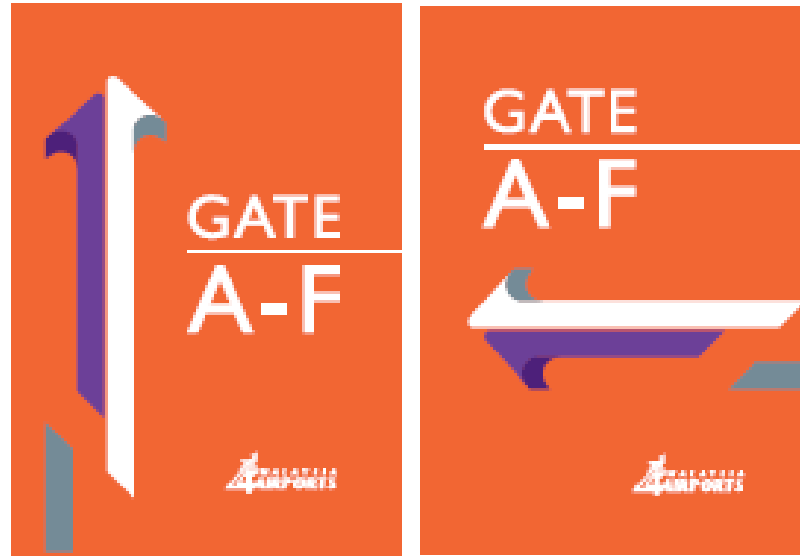


## LEISURE Airports- Signage Colour Guide

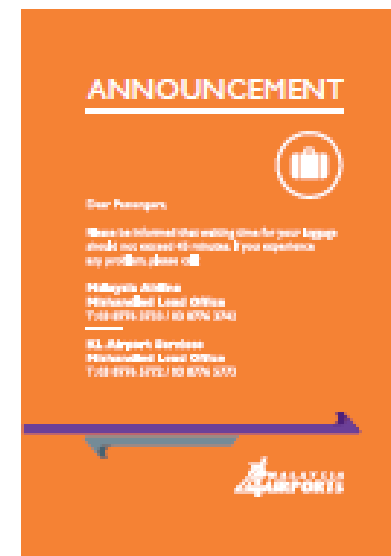
**Instructional**  
Cool Grey- Authority



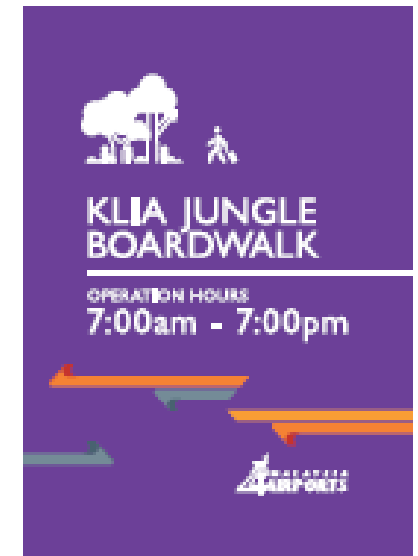
**Directional**  
Orange- Informative



**Announcement**  
Tangerine- Alert



**Location/ Attraction**  
Purple- Leisure



# LEISURE Airports Branding- Signage (KLIA, BKI, PEN, KCH)

Example: Correct application



To have a standard template for all signages to maintain consistency.

Example: Wrong application



# LEISURE SIGNAGE GUIDELINES

## **Announcement/Location Signage**

An announcement that are relevant and important to the operators at the terminal. Locations or attractions that are firm and will not be changed.

## **Information/Notice Signage**

Informational contents that require passengers/airport user to adhere to. Instructions that require passengers/airport user to adhere to.

## **Directional Signage**

Any directional signages that relates to operational matters.



[Leisure Airports Templates](#)





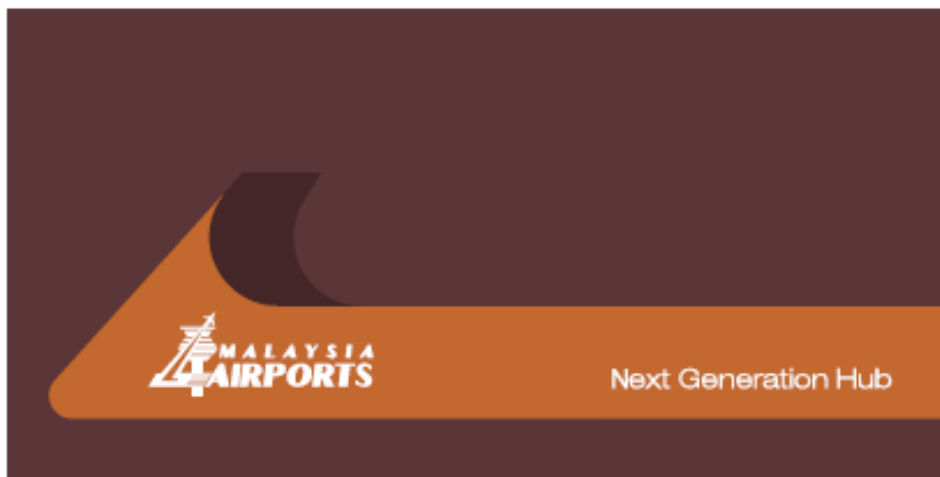
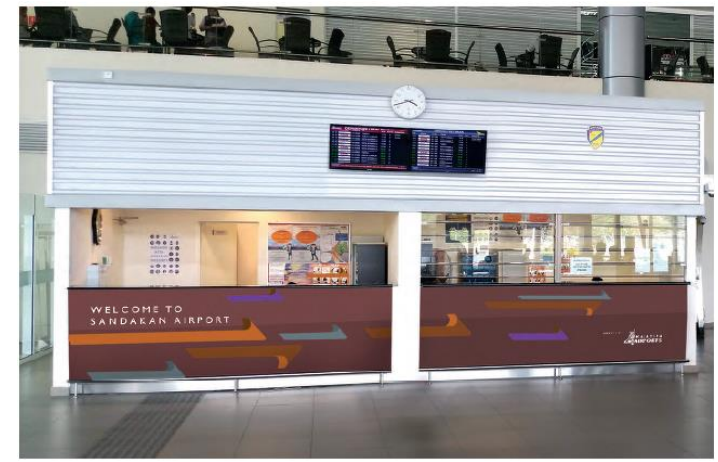
# COMMUNITY Airports Branding (SDK, LBU, TGG, KUA, MLK, AOR, BTU, IPH)

## COMMUNITY Airports- Super graphic

Wallposter



Example



Signoff



Directional Signage



[Community Airports Guidelines](#)



# COMMUNITY SIGNAGE GUIDELINES

## **Announcement/Location Signage**

An announcement that are relevant and important to the operators at the terminal. Locations or attractions that are firm and will not be changed.

## **Information/Notice Signage**

Informational contents that require passengers/airport user to adhere to. Instructions that require passengers/airport user to adhere to.

## **Directional Signage**

Any directional signages that relates to operational matters.



[Community Airports Templates](#)



# CORPORATE RESPONSIBILITY Airports

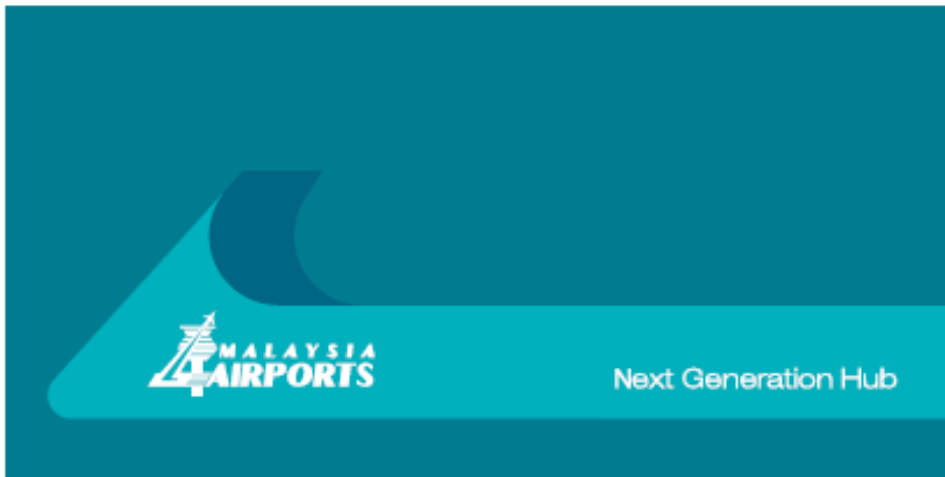
(Redang, Tioman, Pangkor, Mulu, Libang, Lahad Datu, STOLports in Sabah & Sarawak)

## CORPORATE RESPONSIBILITY Airports- Super graphic

Wallposter



Example



Signoff

Directional Signage

[CSR Airports Guidelines](#)

# CSR SIGNAGE GUIDELINES

## **Announcement/Location Signage**

An announcement that are relevant and important to the operators at the terminal. Locations or attractions that are firm and will not be changed.

## **Information/Notice Signage**

Informational contents that require passengers/airport user to adhere to. Instructions that require passengers/airport user to adhere to.

## **Directional Signage**

Any directional signages that relates to operational matters.



[CSR Airports Templates](#)



## Airlines Branding at Airports- Definition

**Branding** - defined as any collaterals produced by airlines displaying their corporate logo or branding elements to enhance their image or presence at the airports. This also covers collaterals that display airline specific operational information.

**Advertising** - defined as advertising space which is sold at the airports through a concessionaire appointed by Malaysia Airports.

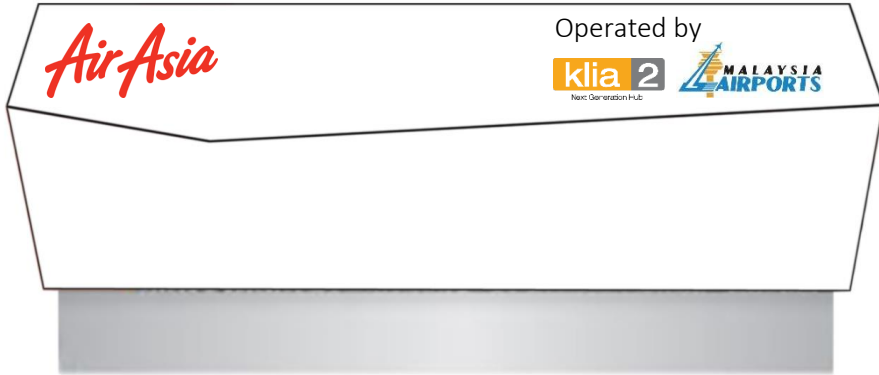
**Promotion** - defined as any collaterals or initiatives by airlines to promote their services or products at the airports.



## Airlines Branding at Airports- Platforms

- Only at 3 key areas
  - 1) Premium Check-In Counters (CIC)** or First/Business Class passengers – NOT Premium Economy, Economy or airlines' VIP passengers. (Paid at RM5k/counter/6 months. Carpet, queue ropes and standees are not charged.
  - 2) CIC Flight Information Display Screens (CIC FIDS);** and
  - 3) Standees** displaying airline specific operational information located near the CIC.
- Allowed only with Malaysia Airports co-branding based on Malaysia Airports template
- Must be in English or Bahasa Malaysia in addition to any other language.
- Maintenance by airline.

## Example: Premium Check-in Counter for klia2



The 'klia2' and 'Operated by Malaysia Airports' logo must be placed side by side on the right and the airline logo on the left of the Check in Counter (as illustrated above).

## Example: CIC FIDS



The 'klia2' and 'Operated by Malaysia Airports' logo must be placed side by side on the right and the airline logo on the left at the 1/5 portion (as illustrated) of the FIDS

Both these logos must be sized at 60% of that 1/5 portion.

The 'KLIA' & 'klia2' logo will be displayed with the 'Operated by Malaysia Airports' logo only for FIDS at their respective locations.

Other than KLIA and klia2, only the 'Operated by Malaysia Airports' logo will be displayed on the top portion (as illustrated) also at 60% of that 1/5 portion.

## Example: Standee



The 'klia2' and 'Operated by Malaysia Airports' logo must be placed side by side on the right and the airline logo on the left, at the 1/5 portion (as illustrated) of the A4 or A3 standee.

Both these logos must be sized at 60% of that 1/5 portion.

The 'KLIA' & 'klia2' logo will be printed with the 'Operated by Malaysia Airports' logo only for standees at their respective locations.

Other than KLIA and klia2, only the 'Operated by Malaysia Airports' logo will be placed on the top portion (as illustrated) also at 60% of that 1/5 portion.



<For Airlines Operational Notices Only>

Airlines Logo

Airport Logo/  
Name



# Other Branding at Airports- Advertising Guidelines



X-Stand  
2 x 6



T-Stand  
2 x 6  
3 x 8




Roll Up - Stand  
2.5 x 6.5  
3 x 8



Digital Screens at klia2 – replacement as an advertising medium instead of buntings



- Airline buntings will no longer be allowed at the airport terminals
- Airlines may purchase advertising space for Advertising + Promotions from the relevant Advertising Concessionaires.



**Corporate Communications  
Policy-  
Media Handling & Social  
Media Guidelines**

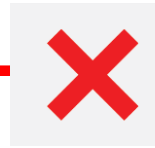


# Corporate Communications Policy - Media Handling Do's & Don'ts



## Do's

- All enquiries, requests and feedback by media are to be channeled to CCD to protect the company's interests
- Press releases and responses to Media can only be issued by the GM of CCD or authorised and designated spokespersons
- Press releases by subsidiaries of the Company must receive clearance from CCD
- Often reporters will try to bypass CCD and go directly to the specialist involved. Be firm but polite – and pass it on quickly. Every effort should be made to contact CCD. If the team is still uncontactable, you should refer to your respective GMs/SGMs.
- Any contact by staff with the media should be reported immediately to CCD so that we are all kept in the loop with only 1 same story to tell.
- The standard script for all staff when contacted by the media should be:
  - a) English: Thank you for contacting us. I would appreciate if you could call the Media Relations team for an accurate answer. Her name is xxx. Please call her at 019-xxx.
  - b) Bahasa Malaysia: Terima kasih kerana menghubungi kami. Untuk mendapat penerangan lanjut, sila berhubung dengan unit komunikasi korporat kami. Nama beliau ialah xxx dan nombor telefonnya ialah xxx.



## Don'ts

- Avoid making a comment even if you are being pressed hard. Reassure the reporter that every effort will be made to get the information to him as quickly as possible.
- The official spokespersons are only the Chairman and MD. CFO, CSO and authorized Designated Spokesperson may be asked to perform this function, while SMT can only speak on announcements related to their areas of expertise, under the direction of the GM of CDD. Any other employees are otherwise not allowed to engage with the media or participate in any setting where media is present without the express approval of the GM of CCD.
- Company info pertaining to policy, operational, events, projects, and financial matters that are not generally available, should not be communicated to Media unless prior approval have been obtained from the respective division's GM or Senior Management.

**KEY TAKEAWAY: Always refer the media to CCD when there is a query – we will help you craft the answer immediately!**



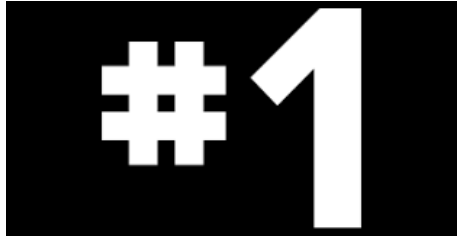
**KELLYN : 019-6555800**

**FATIN : 019-403615**



# Social Media- Tips on promoting your airports on our Social Media platforms

## Always Keep Us Updated!



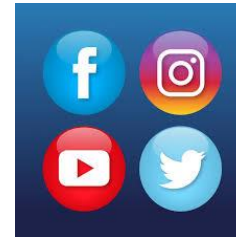
- We want to be the first to report on any new facilities/events/special moments at your airport. Please help us to be #kiasu! Timeliness means everything when it comes to reporting on social media.

## Non-gridded & Clear Photos



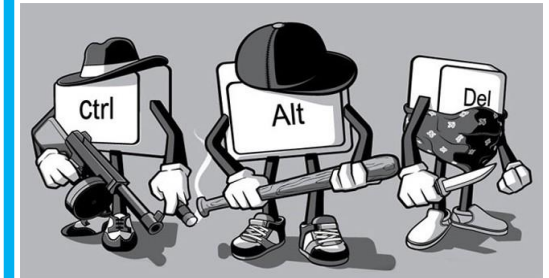
- We want to always ensure that our platforms boast quality content. So please bear in mind that we will only post photos that are non-gridded, non-pixelated, angled well, and doesn't show any humans behind.

## Encourage all Staff to join our Platforms



- Our staff across Malaysia should follow our platforms closely to be in the know and also to be a proud employee.
- Facebook, IG & Youtube: Malaysia Airports
- Twitter: MY\_airports

## Warrior! Please do not be a Keyboard



- We understand that social media is a 'free world'. Everyone is entitled to their own opinions. However, as you are representing the airport, any comments that are unflattering to our airports is highly inadvisable.

**KEY TAKEAWAYS: 1. Portray your airports in the most beautiful angles and meaningful moments. 2. Refrain from being a keyboard warrior.**



**KELLYN : 019-6555800**  
**RIDZUWAN : 018-3935318**  
**ZUL AKMAR : 019-6314491**



**THANK  
YOU**