



IDENTITY GUIDELINES

The LovePENANG mark is a device created for the Chief Minister's Office of Penang.

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LovePENANG Logo Guidelines

Logo



Abbreviated Logo

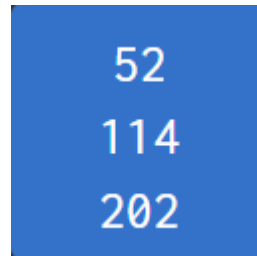


The full Logo at the top should be used predominantly in any material for the LovePENANG Campaign. It spells out "PENANG" entirely and minimizes any recognition error. The Abbreviated Logo below it, should only be used when space is limited or as an alternative graphic or when the situation requires it.

COLOURS

Colours may look different from digital to print or even from different digital screens. The color specifications are approximations. For print, please convert to Pantone using the closest colour.

Logo Colours



RGB	236, 34, 38
HSL	359, 84, 53
HSB	359, 86, 93
CMYK	0, 86, 84, 7
HEX	#ec2226
Websafe	#ff3333

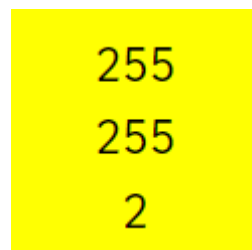
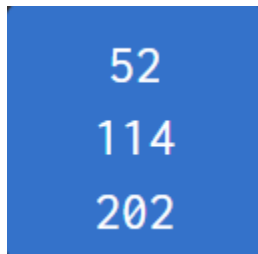
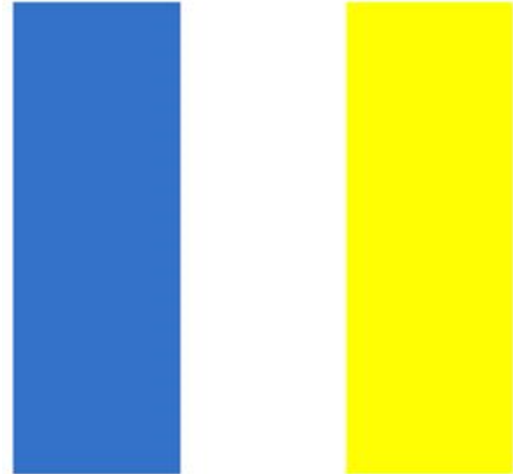
RGB	52, 114, 202
HSL	215, 59, 50
HSB	215, 74, 79
CMYK	74, 44, 0, 21
HEX	#3472ca
Websafe	#3366cc

Please note that we are using the BLUE colour from the Penang State Flag and the above colour code guidelines are approximates provided. You may need to use different colour coding for different uses, or it requires adjustments to have it more accurate visually.

Do note that this document is not colour corrected yet.

Supplementary Colours

Penang Flag Colours



RGB	52, 114, 202
HSL	215, 59, 50
HSB	215, 74, 79
CMYK	74, 44, 0, 21
HEX	#3472ca
Websafe	#3366cc

RGB	255, 255, 2
HSL	60, 100, 50
HSB	60, 99, 100
CMYK	0, 0, 99, 0
HEX	#ffff02
Websafe	#ffff00

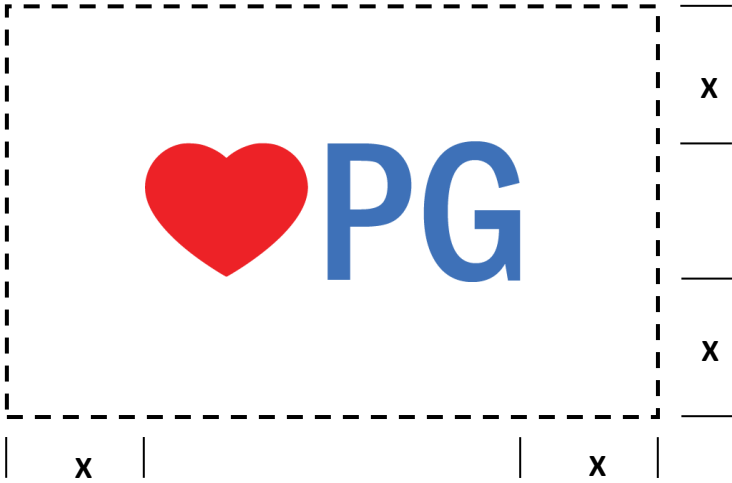
Supplementary colours are used to accompany the Logo as a design feature. Being the colours of the Penang flag, these supplementary colours can enhance the design and presentation. The colour codes are approximates which may need to be adjusted on different screens, materials and such.

Space around the logo

There should be sufficient space around the logo to allow proper visibility. When the logo is placed in a box or other elements surround the logo including text, pictures or other graphics, the spacing of at least the height of the logo (marked as X, below) is preferred.

Exceptions of this rule are accompanying graphics for visual effect or watermarks and background motifs.

PREFERRED SPACING



MINIMUM SPACING

In tighter situations, the Minimum Spacing should be observed. When the logo is placed in a box or other elements surround the logo including text, pictures or other graphics, the minimum spacing is at least half the height of the logo (marked as $\frac{1}{2} X$, below) must be observed.

Exceptions of this rule are accompanying graphics for visual effect or watermarks and background motifs.



Do avoid the following

Distorting the logo



Placing any shadow or adding any element on it



Shearing or skewing the logo



Discolouring any portion of the logo



Rotating the logo



Using the logo in any other form is not allowed.

Logo on Backgrounds

The LovePENANG logo works best on white background. However, you may also use it on backgrounds with other colours which complement it. Use the Adobe or png file for this purpose.



Written Form

LovePENANG

When referred in any writing, the name should be written as **LovePENANG** with the capitalization of the alphabets “L” and “PENANG”. It is an identifying feature which can enhance recognition.

This should be used in Press Articles, Press Releases, marketing and promotional materials, letters, memos and other documents.

Example

LovePENANG is a community campaign which involves many activities like the LovePENANG Social Media Video Challenge and the LovePENANG Fun Walk.

LovePG.my

Similarly, the url (uniform resource locators) of the LovePENANG website is written as **LovePG.my** with the alphabets “L”, “P” and “G”. While there is no significance in terms of url usage to if all caps or all lower case alphabets were used, it creates a distinction for easy recognition.

Examples

While the LovePENANG site, **LovePG.my**, is mostly a site for information, it definitely welcomes visitors. Any questions on the programs can be directed to **Admin@LovePG.my** for prompt response.