



CORPORATE IDENTITY MANUAL

Group Managing Director Statement

Padiberas Nasional Berhad (BERNAS) has metamorphosised through many identities, beginning with its infancy almost three decades ago as Lembaga Padi & Beras Negara (LPN) playing the role of a statutory body under the Lembaga Padi dan Beras act 1971. In July 1994, the Government sanctioned the corporatisation of LPN to Syarikat Padiberas Nasional Berhad. The organisation is all set to embark into a new and dynamic growth with its privatisation in 1996 and public listing in 1997.

The road ahead will see the Group weathering greater challenges in the form of increasing competitiveness in the global market. With 30 years of experience behind us I firmly believe that, we have proven to ourselves and the nation that we have the ability and capacity to overcome the challenges ahead of us.

Our corporate identity plays an important part in our growth and success. Coupled with prudent business strategies, product designs and innovations, we are poised to compete among the top players in the world market. Our corporate logo will serve as a constant reminder of our position as a corporate entity. It represents the graphic signature which conveys the purpose and personality of the Group of which we are a part. We need to represent ourselves rightly through a correct and consistent presentation of our corporate logo. It is for that purpose that this corporate identity manual has been written so as to guide us in the various applications of the corporate logo. As members of this corporate body it is only right that we abide by the rules and guidelines set in it.

I urge you all to put this manual to good use.



DATO' HARIS PADZILAH HASSAN
GROUP MANAGING DIRECTOR
PADIBERAS NASIONAL BERHAD

How To Use The Corporate Identity Manual

This Padiberas Nasional Berhad (BERNAS) Corporate Identity Manual contains the rules and guidelines in relation to the correct visual portrayal of the BERNAS as a brand.

The manual offers guidelines for the official colours, font (typeface), as well as other visual iconography, and how they are incorporated in documents or used for communications.

Please do not use this manual to replicate the artwork. Consent must be obtained from the Corporate Communications Department prior to application of the Corporate Identity. This is ensure the authenticity and consistency in the use of the corporate identity.

The logo may not be used if it does not conform to these guidelines.

If you have any queries please contact:

Corporate Communications Department

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Please note that these pages were printed on a laserprinter and colours are not visually 100% accurate.

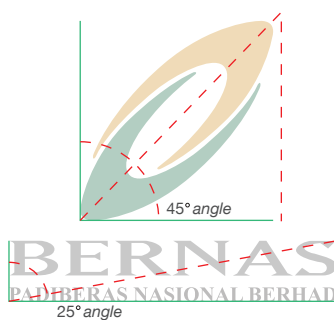
The Corporate Identity

Corporate Signature



The Padiberas Nasional Berhad (BERNAS) corporate signature is our single most important identifier. It is intimately linked to our services and embodies the values and emotional aspect of the BERNAS brand. The corporate signature comprises of the corporate symbol and the registered corporate name in the corporate typeface (also commonly known as the Corporate Logotype), all which appear in specific proportional arrangements, spacing and size.

Logo Proportion



Design & Rationale

Logo Design

The BERNAS corporate logo consists of two crescents. One pointing upwards, the other downwards; symbolizing the company's aim in strengthening the ties with all partners – farmers, consumers and the Nation.

Seen together, the logo graphically represents an image of a rice grain, quickly reflecting the core business activity of BERNAS.

The corporate name is strong yet friendly, identifying BERNAS as a secure and professional organisation that is very much community-oriented.

The logo colours – green and golden yellow – are warm and down-to-earth. Green to mirror BERNAS as an organisation that is solid and growing. While, the golden yellow expresses the vitality and synergy that exists in BERNAS.

Logo Rationale

BERNAS is the successor of the Lembaga Padi dan Beras Negara. As such, the logo contains a simple and striking element which immediately – and favourably – identifies BERNAS as the organisation responsible for the procurement, importing and distribution as well as the management of our nation's vital agricultural resource – rice.

The logo also brings out the dynamism and stability of BERNAS' corporate structure which is firmly rooted towards delivering quality and value. Furthermore, it showcases an organisation that is expanding, yet possessing the inner strength to overcome the challenges ahead. This amplifies its corporate mission which is to reinforce and enhance the good relationship BERNAS enjoys with farmers, consumers and finally, the Nation.





The Corporate Identity On Colours

Technical Specifications




The Padiberas Nasional Berhad logo may appear in the form of:

- Process colour (CMYK)
- Spot colour (PANTONE)
- Black and white

CMYK

| | | | |
|---|---|---|---|
|  |  |  |  |
| Cyan : 0% Magenta : 40% Yellow : 100% Black : 20% | Cyan : 100% Magenta : 40% Yellow : 100% Black : 30% | Cyan : 0% Magenta : 0% Yellow : 0% Black : 85% | Cyan : 0% Magenta : 0% Yellow : 0% Black : 100% |

PANTONE

| | | | |
|---|---|---|---|
|  |  |  |  |
| 131 U 131 C | 3425 U 3425 C | 431 U 431 C | Black U Black C |

Note for Process Colours:

- For printing, all orders must be accompanied with the process colour percentages provided above.
- Colour reproduction varies on paper stock, i.e., uncoated or coated paper. Please ensure that colours mixed by printer matches the colour percentages given.

Note for Spot Colours:

- For printing, all orders must be accompanied by the correct PANTONE colour swatches or the PANTONE numbers provided above.
- If the correct colours cannot be obtained, make sure colours mixed by the printer match the PANTONE swatch.
- Colour reproduction varies on paper stock, i.e., uncoated or coated paper. Please ensure that colours mixed by the printer match the PANTONE swatch.
- Pantone Inc. is the check-standard for colour reproduction and colour reproduction materials.

The Corporate Logo Using Process Colours



The Corporate Logo Using Spot Colours



The Corporate Logo Using Black & White



Only use official digital artwork. Do not try to reproduce, scan or trace the logo from this manual or any other printed or digital application. Official digital artwork (soft copy) is available from the Corporate Communications Department. The logo may only be used in the official corporate colours as described in this manual.

Formats include: Adobe Illustrator; Adobe Reader for PC & MAC

The Corporate Identity On Logotypes

Typography

These typefaces have been chosen for their legibility, neutral appearance and international availability. The typefaces selected for BERNAS are:

BERNAS

MATRIX BOLD for corporate logotype.

**Never condense, expand or distort the logotype.*

PADIBERAS NASIONAL BERHAD

TIMES NEW ROMAN BOLD for registered corporate name.

Typefaces | Helvetica & Arial

As with the corporate colours, the fonts are an integral part of our visual identity. The following fonts are to be used in all official documents or communications.

Primary Typeface

The primary corporate typeface “Helvetica” or “Arial” must be used in all printed or published communication materials.

Helvetica Typeface

Helvetica Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Helvetica Oblique
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Helvetica Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Helvetica Bold Oblique
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Arial Typeface

Arial Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Arial Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Arial Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Arial Bold Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Special Typeface

- Website: Poppins
- Compliments Slip & Brochure: Helvetica Neue
- Certificate: Clementine

Poppins Typeface

Poppins Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Poppins Light Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Poppins Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Poppins Bold Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Helvetica Neue Typeface

Helvetica Neue Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Helvetica Neue Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Helvetica Neue Light Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Helvetica Neue Bold Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.;:('!?)@#\$\$%^&*{-}[=+]|/<>`~

Clementine Typeface

Clementine Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The Registered Logo

The word BERNAS is a trade name. It is not a legal entity, which means it cannot enter into conduct business or become a party to legal proceedings. Therefore, the company, “PADIBERAS NASIONAL BERHAD”, must be clearly stated in:

- 1) Contractual commitments.
- 2) Communications in any form with customers and agents, that is legally binding.
- 3) By law or regulations.
- 4) Legal communications and proceedings.
- 5) Filings with government bodies.
- 6) Business signages.
- 7) Other documents as required by law.



✓ The registered corporate name must always appear in a centralized position below the logo. The recommended size is 3.5 cm and above.

Acceptable Adaptations

| Logo without registered corporate name | Logo with tagline | Logotype |
|--|---|---|
| <p>1</p> <p>✓ A logo can also stand without a registered corporate name. Size suggestions are not limited.</p> | <p>2</p> <p>✓ The logo can also stand with a tagline at the bottom of the logo. Size suggestions are not limited.</p> | <p>3</p> <p>✓* Logotypes can also stand without symbols and registered corporate names. Size suggestions are not limited.</p> |

* This design alternatives would be used on small items such as small giveaways where the logo is omitted. It is important to note that the usage of logotype without the logo is only applicable to non-legal purpose i.e. collaterals.

The Corporate Identity

Proportion

Letterheads, official documents, memo, business cards and other similar materials communicate a corporate image. Since sizes of these materials vary, it is critical that the logo enjoys a measure of prominence.

For purposes of enlargement or reduction, the logo is always measured from the left of the “B” to the extreme right of the “S”.

The standard width of the logo is 8 cm. Reduction is allowed to 1.5 cm width only; any less and the logo would be made illegible. However, there are certain exceptions to this rule.



BERNAS
PADIBERAS NASIONAL BERHAD

8 cm
width on standard size



BERNAS
PADIBERAS NASIONAL BERHAD

5 cm
width on standard corporate shirt



BERNAS
PADIBERAS NASIONAL BERHAD

3.5 cm
width on standard envelope C3 (A3)



BERNAS

2.5 cm
width on standard
business card, standard envelope C4 (A4),
letterhead & continuation sheet



BERNAS

2 cm
width on standard memo,
standard envelope NW, W & A5



BERNAS

0.6 cm
width on standard e-mail

*If the size of the logo is too small,
“Padiberas Nasional Berhad” must
be removed from the logo design.*

The Corporate Identity

Coloured Backgrounds

The integrity of the PADIBERAS NASIONAL BERHAD logo and its colours must never be compromised. Background colours should be chosen with care as a tint too close to the logo colours will compromise the visual impact.

On a light coloured base, the logo must appear as in the colour guidelines given.



For high contrast or dark backgrounds, the corporate logo must be outlined in white. However, the center of the logo must remain white. The corporate logotype and registered corporate name must be in reverse. While for monochrome logo position, the whole logo must be in white colour (reverse).



Note: When in doubt, remember that it is best to plan your project, especially with regard to base colours, in terms of how you can preserve the official logo rather than how you can work around it. Uncompromising consistency helps to immortalise logos.

The Corporate Identity

Corporate Logo Mistakes

The variations shown are by no means exhaustive.

1



DO NOT PLACE the corporate logotype between the corporate symbol and the registered corporate name.

3



DO NOT PLACE the corporate symbol on the left hand side of the corporate logotype, with the registered corporate name in a single line, underneath it.

5



DO NOT PLACE the registered corporate name on the left hand side of the logo.

7

PADIBERAS NASIONAL BERHAD



DO NOT PLACE the registered corporate name on top of the logo.

2



DO NOT PLACE the corporate symbol on the right hand side of the corporate logotype, with the registered corporate name in a single line, underneath it.

4



DO NOT USE the corporate symbol alone without the corporate logotype BERNAS.

6



DO NOT PLACE the corporate symbol between the corporate logotype and the registered corporate name.

8



DO NOT PLACE the registered corporate name on the right hand side of the logo.

Corporate Logo Mistakes

The variations shown are by no means exhaustive.

9



BERNAS
PADIBERAS NASIONAL BERHAD

X DO NOT ALTER the slant of the corporate symbol.

11



BERNAS
PADIBERAS NASIONAL BERHAD

X DO NOT CHANGE the position of the corporate colours.

13

PADIBERAS NASIONAL BERHAD
BERNAS



X DO NOT PLACE the registered corporate name on top of the corporate logotype with the corporate symbol underneath it.

15



BERNAS
PADIBERAS NASIONAL BERHAD

X DO NOT COMPRESS the logo.

10



BERNAS
PADIBERAS NASIONAL BERHAD

X DO NOT USE an italicised type for the corporate logotype or registered corporate name.

12



X DO NOT REPRODUCE the logo on a background of insufficient contrast.

14



BERNAS
PADIBERAS NASIONAL BERHAD

X DO NOT SHIFT the position either ranged right or left of the corporate logotype.

16



BERNAS
PADIBERAS NASIONAL BERHAD

X DO NOT EXPAND the logo.

Corporate Logo Mistakes

The variations shown are by no means exhaustive.

17



X DO NOT DISTORT the logo.

18



X DO NOT ANGLE the logo in any way or add shadows.

19



X DO NOT CONTAIN the logo in another shape.

20



X DO NOT RENDER the logo in outlines.

21



X DO NOT USE graduated tones in the logo.

22



X DO NOT USE any other replacement font.



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Nourishing the Nation