

CAMBODIAN PREMIUM FRAGRANT RICE

**MALYS
ANGKOR**

BRAND BOOK

BRAND BOOK

03 LOGO

08 COLORS

10 TYPEFACE

11 PROTECTION AREAS

14 BACKGROUND USAGE

16 SIZE

THIS BRANDBOOK IS ESSENTIALLY A SET OF RULES THAT EXPLAIN
HOW MALYS ANGKOR WORKS.
THESE RULES ARE FLEXIBLE ENOUGH FOR DESIGNERS TO BE CREATIVE,
BUT RIGID ENOUGH TO KEEP THE BRAND ANGKOR MALYS EASILY
RECOGNIZABLE AND STYLISTICALLY CONSISTENT.

BRAND BOOK

03 LOGO

MAIN VERSION

MONOCROMATIC

SECONDARY VERSION

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The main version is extremely recommended to use as priority version. This will guaranty the easy recognition of the brand.



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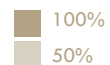
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The monochromatic version is for cooperative materials usage and stationary, as internal communication and special issues like one color application. It can be applied in gold color or black and white. Usign two tones of the color, 100% and 50%



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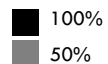
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The secondary version is for corporative usage, and be used in others situations when the size available is too small or when the background requires more legibility of the brand MALYS ANGKOR.

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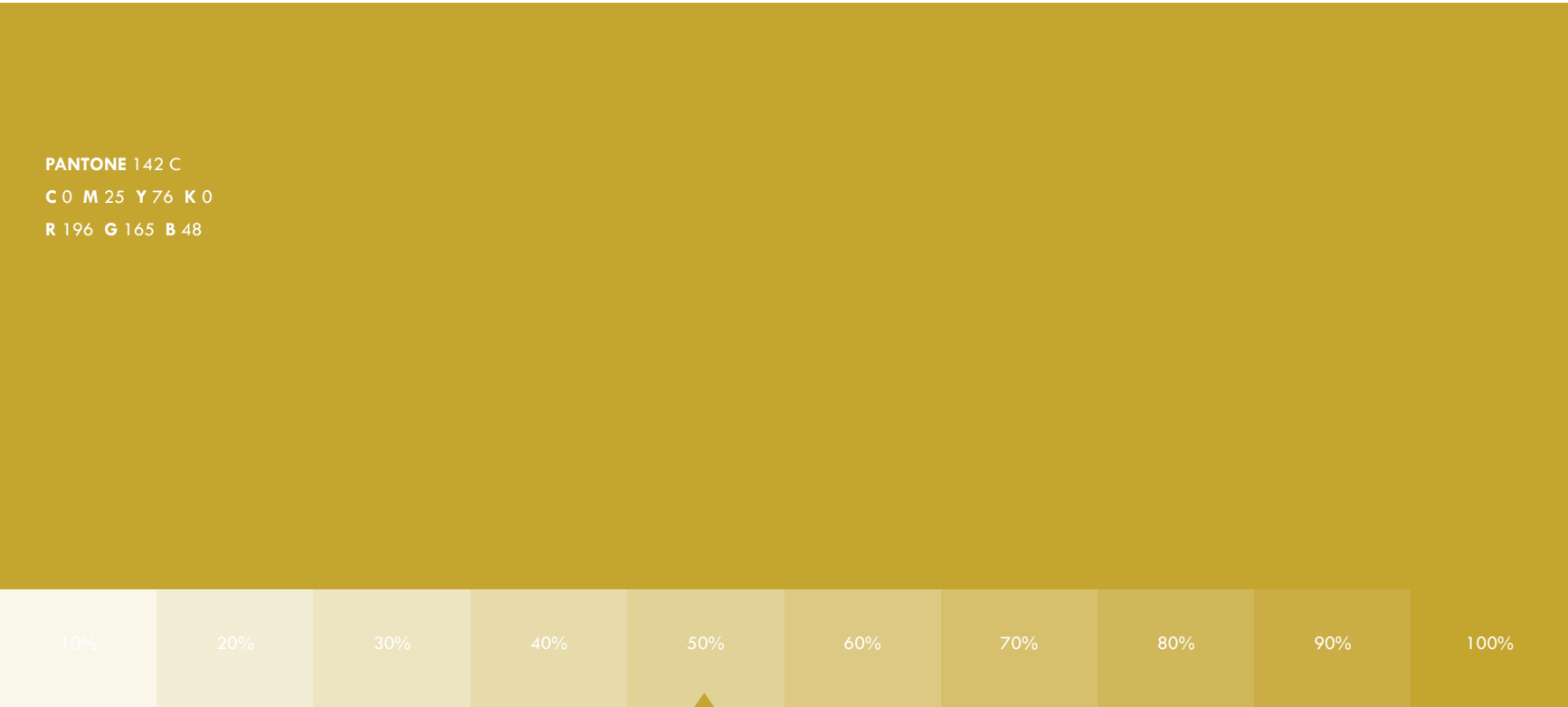
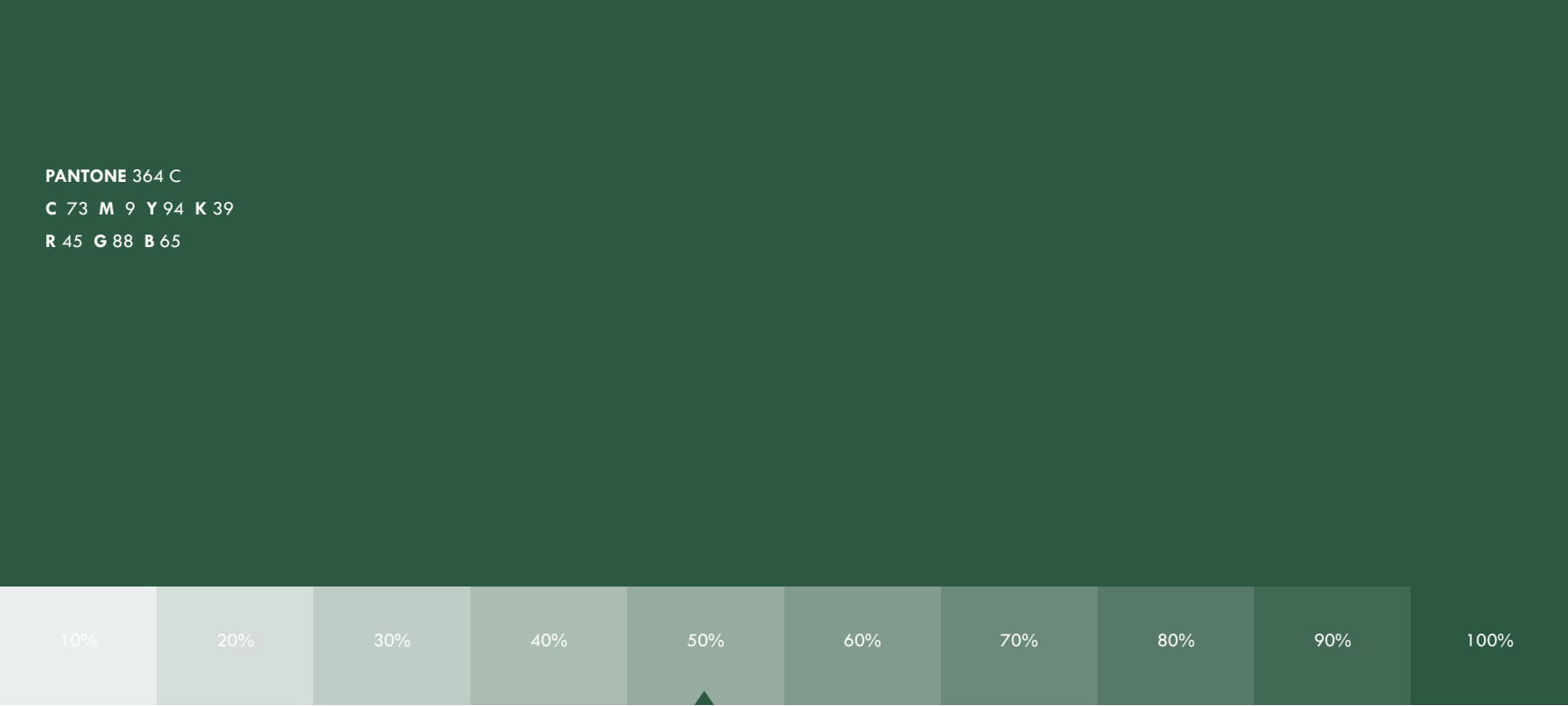
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Following the codifications of each color, this rules will guaranty the exactly same color on all applications, on screen or on printing this might be unmodified.



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Following the codifications of each color, this rules will guaranty the exactly same color on all applications, on screen or on printing this might be unmodified.

PANTONE 466 C

C 5 M 17 Y 42 K 14

R 178 G 163 B 132

10%

20%

30%

40%

50%

60%

70%

80%

90%

100%

PANTONE 465 C 50%

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COPPERPLATE REGULAR

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 . 1 2 3 4 5 6 7 8 9 0

COPPERPLATE LIGHT

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 . 1 2 3 4 5 6 7 8 9 0

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LOGO GRID

PROTECTION MARGINS

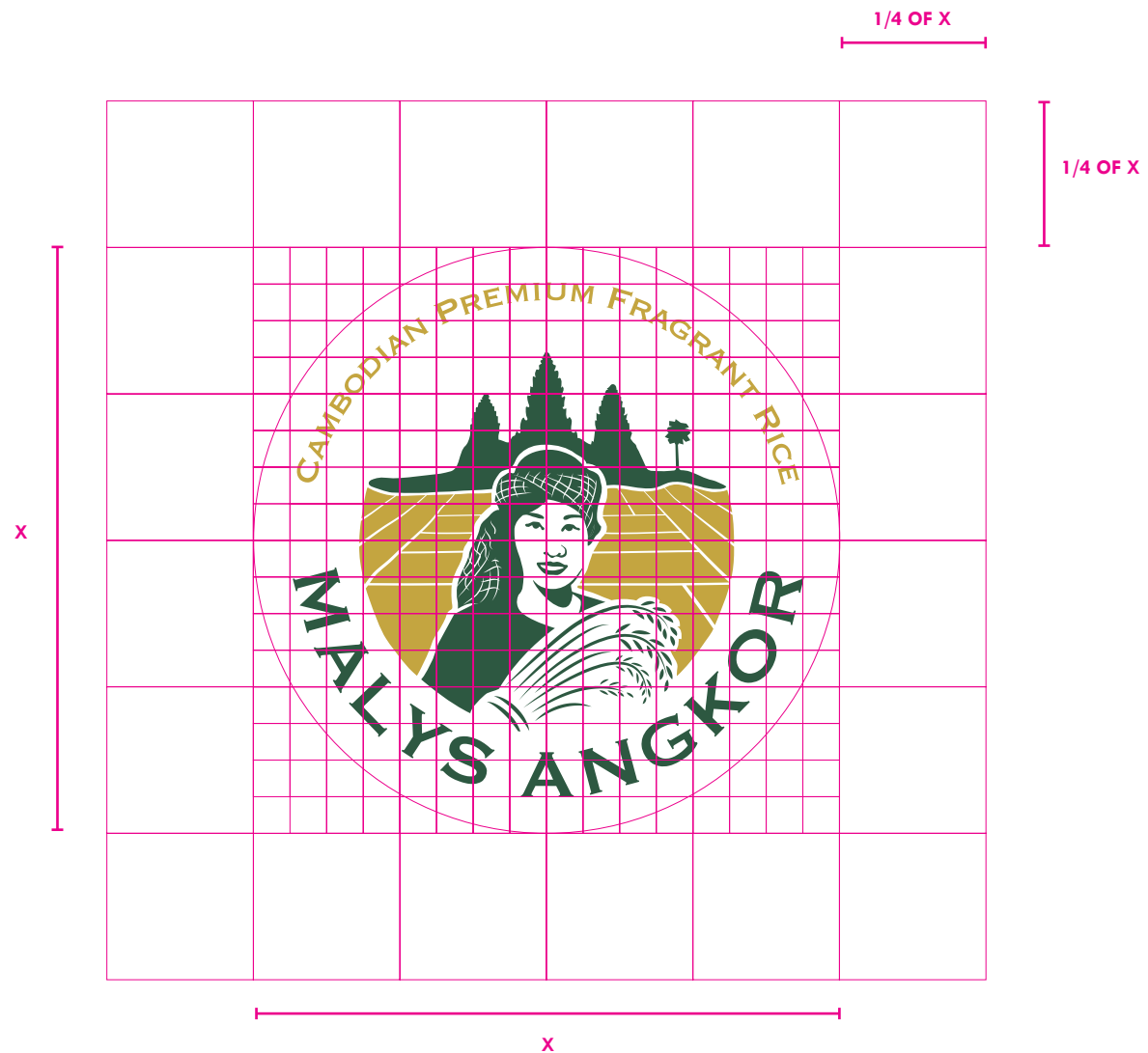
WRONG USAGE

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Always maintain more than the minimum clear space around the logo MALYS ANGKOR to preserve its integrity. To maintain visual clarity and to provide maximum impact, the logo must never appear to be linked to or crowded by copy, photographs or graphic elements.

The minimum clear space for the MALYS ANGKOR logo is no less than $\frac{1}{4}$ of X around it.



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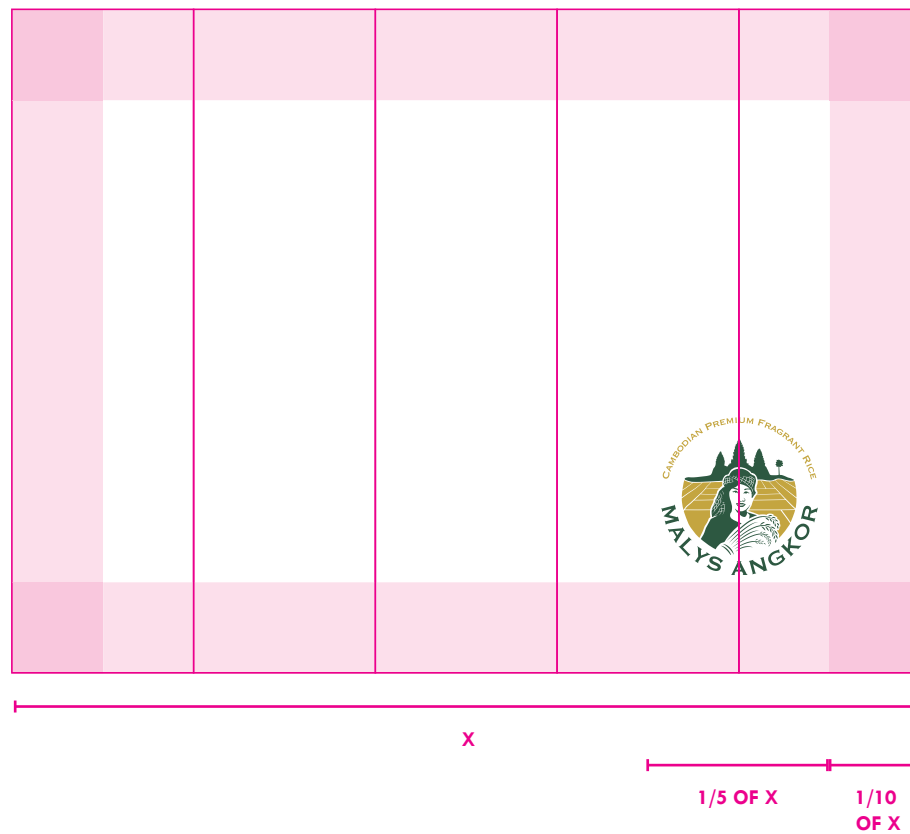
PROTECTION MARGINS

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At any application in anykind of suport, the minimum size of the MALYS ANGKOR logo must correspond to (at least) $\frac{1}{5}$ of the suport 's width and $\frac{1}{10}$ as a margin, to guaranty the clear readbility of the brand.



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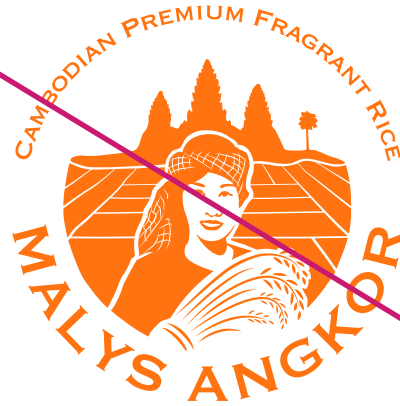
PROTECTION MARGINS

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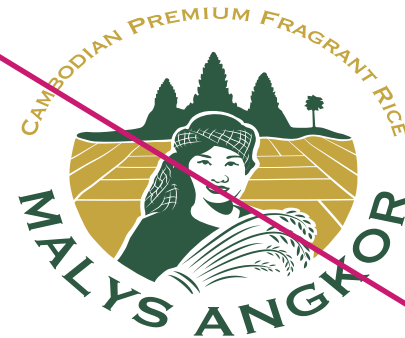
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DO NOT CHANGE THE ORIGINAL COLORS



DO NOT DISTORCE THE SIZE LOGO



DO NOT CHANGE THE ORIGINAL FONT



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PHOTO BACKGROUND

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30 MM



25 MM

