Logo Guideline
Sanggar Sanjung Award
Universiti Sains Malaysia

UNIVERSITI SAINS MALAYSIA
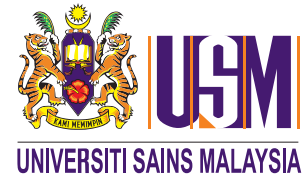
Sanggar Sanjung

Historical Background

The chosen Sanggar Sanjung Award logo was designed in 2010 by En. Saiful Haizad Haji Ahamad Jainid. The logo was revised by Dr. Zainurul Aniza Abd Rahman in 2013.

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The name "Sanggar Sanjung" meaning "the hall of fame" was chosen by Universiti Sains Malaysia to celebrate the outstanding achievements and the best contributions from the university's community. Initially started in 2000, the event is now celebrated annually by the university.

Different logos have been created for the Sanggar Sanjung's events every year, since its inception. However, in 2013 the Sanggar Sanjung Award Committee decided to use this logo as the official logo.

The Sanggar Sanjung Award logo represents the glories and strength in the field of research, academic, services and networking, by members of Universiti Sains Malaysia's community. It resonates the university's principles and activities. Color, typography and layout of this logo must be applied appropriately and clearly as they represent the visual identity of the Universiti Sains Malaysia's Sanggar Sanjung Award.

Logo Usage

The Sanggar Sanjung Award's logo is a symbol that represents important graphical elements and has to be applied appropriately.

The Correct Use
The Sanggar Sanjung Award logo guideline has to be followed at all time. The typography and the icon should always be used together.

The areas of exclusion are marked with X.

The measurement X, which is 1 cm, should be left empty consistently at the four corners (as shown above). When using the logo (minimum size is 3 cm horizontally and 1.6 vertically), it must be positioned with an empty space X of 1 cm.

Incorrect Usage of the Logo

The Sanggar Sanjung Award logo must be positioned in the correct size and should not be changed in any form. The typography of letter 'S' must be kept with the decorative text in any situation and usage. The logo should be printed in the background of only black and white. If the logo is positioned in a colored background, the logo must be positioned in a white box. (Please refer to the sample in the "Use of the Logo" page.)

Logo Color Code

For Printing:
Offset Printing:
C10 M40 Y100 K30

Or

Digital Printing
PANTONE 8643 C (Spot colour)

For screen or online version
R168 G119 B23

Usage of the Colors

Figure 1

Figure 2

Figure 3

Figure 4

One Color Logo

The Sanggar Sanjung Award logo can be used in the original color which is golden (Figure 1) OR in black (Figure 2) OR white (Figure 3). If the logo is positioned in other color besides the black and white background, it has to be as shown in Figure 4. The logo can be published as a printing material if the design allows the usage of two colors printing.
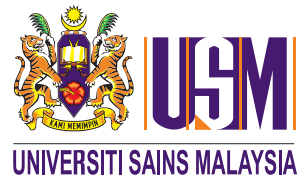
Logo Pattern

Decorative patterns related to the logo can be used as the background watermark or pattern for the Sanggar Sanjung Award.

Logo Pattern - Sample

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