

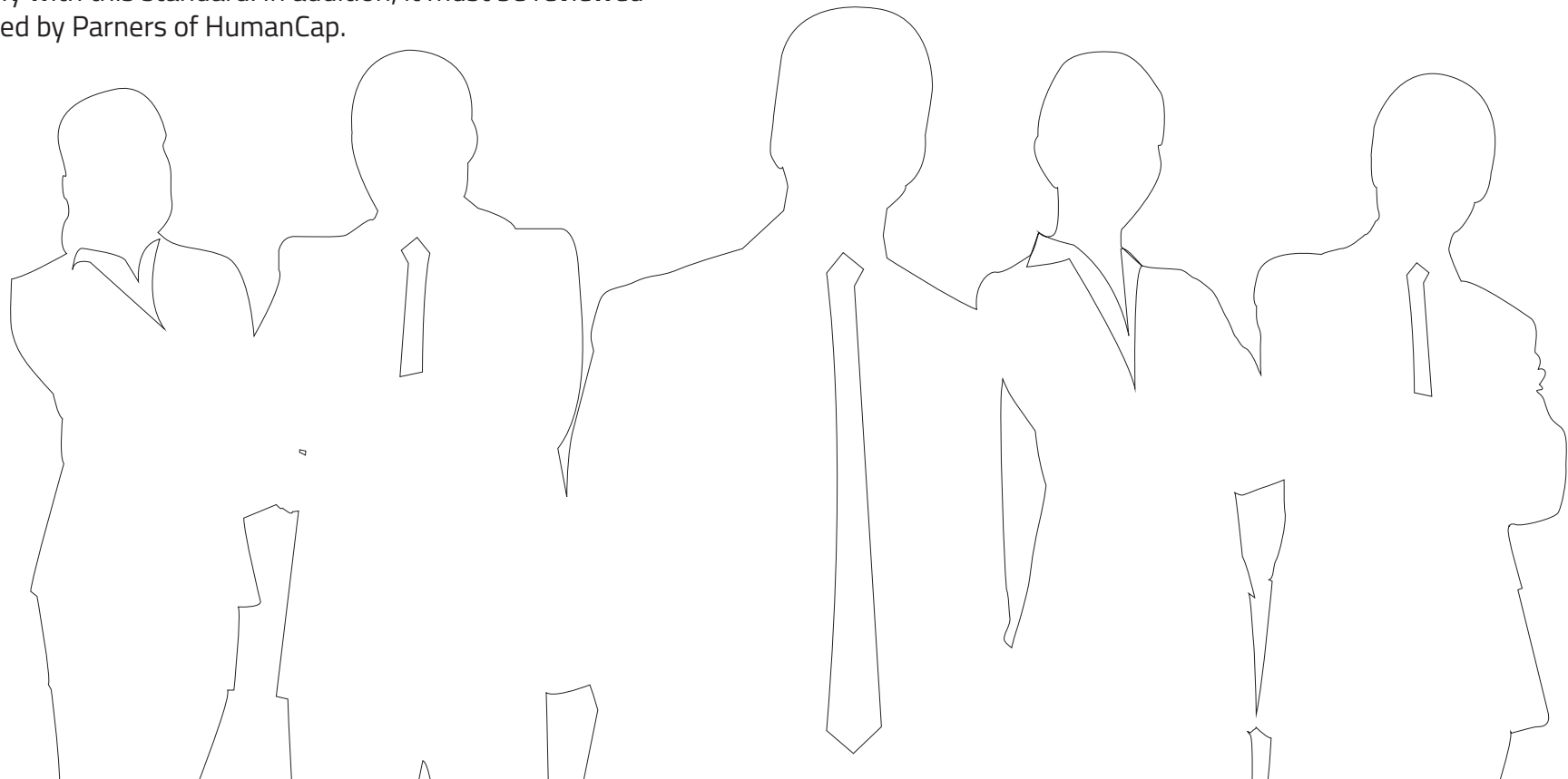


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01 Corporate Manual Introduction

This Corporate Identity Manual serves as a reference for employees, designers, suppliers and writers to use when developing communication materials for an initiative. It provides guidelines for consistent communications and visual design for all materials. All internal and external communications and promotional collaterals must comply with this standard. In addition, it must be reviewed and approved by Partners of HumanCap.





Horizontal Type



HumanCap

Vertical Type



Global:-

- i. We have members with global experiences
- ii. We want to be recognized in local and global market



People:-

- i. We develop and enrich people potential
- ii. Our services focus on People and Change Management
- iii. We bring out the best in people



Transformation process -

Start from a small group of people. It gets bigger with good planning, execution and follow through.



Growth / Move Forward:-

- i. We want to grow further, not just in our company's revenue, also in knowledge, experiences and presence
- ii. We are developing future leader



03 Color Rationale



Red means energy, passion, action, strength and excitement. It is energizing color as it excites the emotions and motivates us to take action.



Gray suggests security, reliability, modesty, maturity and balance. In business, gray can also mean intellect, knowledge and wisdom.

04 HumanCap Logo in Written Form



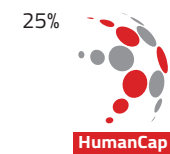
Horizontal Type



Vertical Type

It should be written as 'HumanCap'. This will create a noticeable distinction between the brand name and the word in a normal sentence. This will allow readers to easily remember it.

05 Logo Scaling





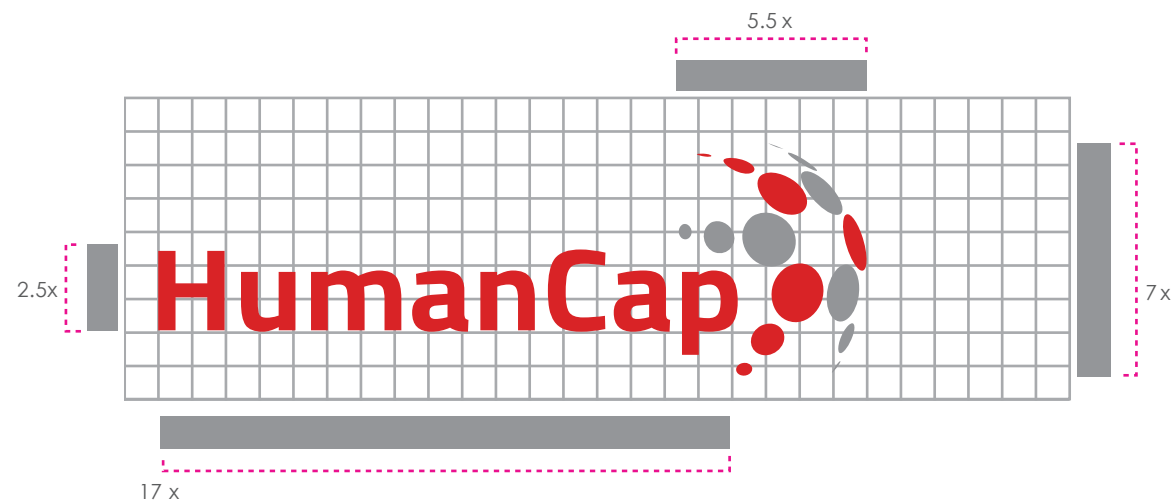
Titillium Web (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

07 Logotype Grid & Formation





*x = one grid box




When increasing or decreasing the size of the logo, the grid box cannot be distorted in any way.



Primary Color

| | | |
|---|----|--------|
|  | C= | 9.02% |
| | Y= | 98.82% |
| | M= | 100% |
| | K= | 1.96% |
|  | C= | 0% |
| | Y= | 0% |
| | M= | 0% |
| | K= | 50% |

Secondary Color

| | | |
|---|----|--------|
|  | C= | 0% |
| | Y= | 50% |
| | M= | 98.05% |
| | K= | 0% |
|  | C= | 0% |
| | Y= | 0% |
| | M= | 0% |
| | K= | 100% |
|  | C= | 0% |
| | Y= | 0% |
| | M= | 0% |
| | K= | 0% |

09 Improper Usage of Logotype

Improper usage



- DO NOT alter or change any color of the logo



- DO NOT alter or change the logo symbol and logotype



- DO NOT add elements to the logo to create new logo



- DO NOT use colored background that stands out from the logo

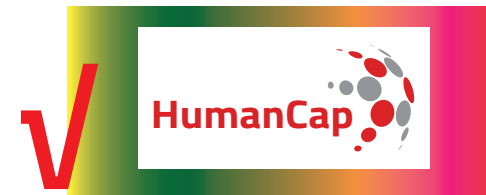


- DO NOT position the logo within a white overprint on dark or busy backgrounds



- DO NOT alter the proportion of the logo vertically or horizontally or alter the appearance in any way

Proper usage





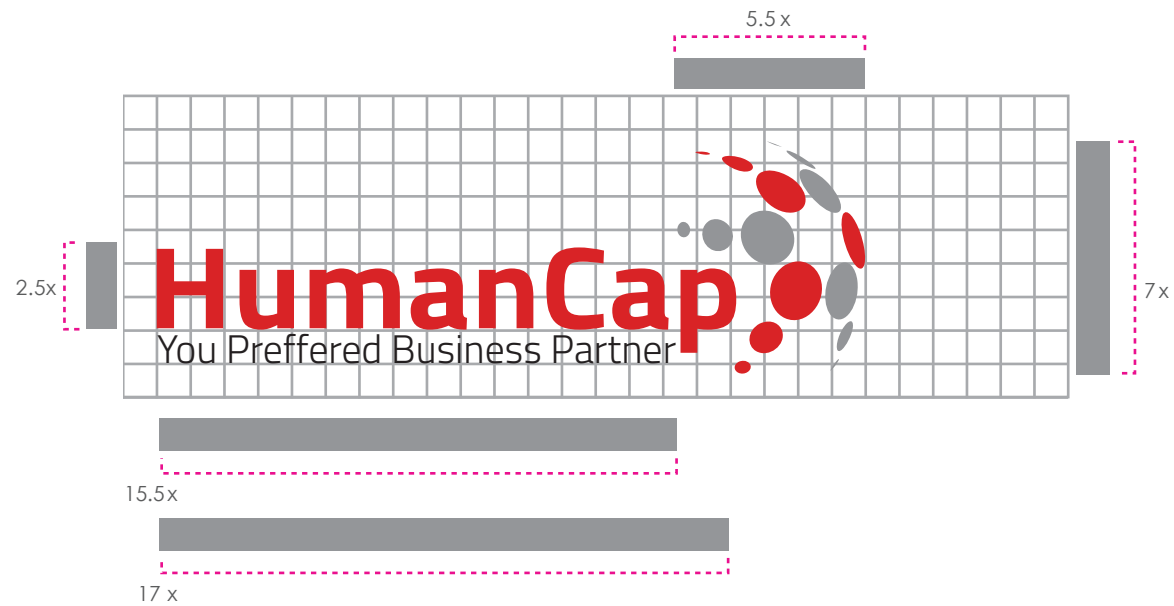
Titillium Web (LIGHT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

11 Logotype with Tagline in Grid & Formation



*x = one grid box

When increasing or decreasing the size of the logo, the grid box cannot be distorted in any way.

12 Improper Usage of Logotype with Tagline



13 Application





Dear HumanCapians!
We want to know you better!

Please email us :

- Your favourite photo of your goodself
- Your favourite movie
- Your favourite quote

(Please refer to Zul's and Hana's examples in the attachment)

Email us your information to anies.ahmad@humancap.com.my
by next **Friday, 19th December 2014**

Thanks a million! :)

Change
Management



360° Leadership
Assessment