MMU Brand Manual
Introduction

- Multimedia University is the first private university in Malaysia. With two campuses in Cyberjaya and Malacca, there are numerous activities and events which involve Multimedia University’s students and staff.

- The Multimedia University logo had been used widely in printed material for advertising, merchandising and corporate.

- The logo communicates Multimedia University’s commitment to prepare the nation with a well-trained workforce in anticipation of Malaysia’s entry into the multimedia era.

- Multimedia University Brand Guideline outlines the correct usage of Multimedia University brand. It should be use in all commercial materials either it’s for internal (within MMU) usage or external. Kindly ensure that the application is comply with the Multimedia University Brand Guideline.
Multimedia University Logo

- The Multimedia University (MMU) horizontal logo is made up of two elements, the emblem and the “Multimedia University” name style.
- For overall balance, the emblem is centered between the name style “Multimedia” and “University”.

![Multimedia University Logo Diagram]
Basic Identity Specifications Of MMU Logo

Design & Colour

Red Circle

- The red circle in the centre of the logo represents a nucleus to mark the beginning of MMU as the first private university recognized by the Malaysian Government specializing in the broad sphere of multimedia and IT in Malaysia.

- The color red identifies MMU as a dynamic institution, growing in tandem with modern technology.
Basic Identity Specifications Of MMU Logo

Design & Colour

Blue Pins
- The pins facing the opposing directions are proofs of MMU’s creative approach towards the acquisition and dissemination of multimedia knowledge.

Blue Band
- The blue band surrounding the red circle represents MMU’s visions of growth and commitment in achieving a world-class status in terms of academic programmes and research and development work.

- The blue band also identifies MMU as an institution that provides a conducive environment for the holistic growth of the individual.

- Blue band and pins surrounding the red circle The blue band and pins surrounding the red circle is a symbol of MMU’s strategic location at the centre of a growing and developed country, particularly in the country’s first intelligent city, Cyberjaya.
Basic Identity Specifications Of MMU Logo

- Blue Band
- Blue Pin
- Red Circle
Basic Identity Specifications Of MMU Logo

Color Specification

![Color Specifications](image-url)
Basic Identity Specifications Of MMU Logo

Corporate Typeface

- MULTIMEDIA word is on the right side of the symbol and UNIVERSITY is on the left side of the symbol. MULTIMEDIA UNIVERSITY is spelled in CAPS.

- The wording placement are as follows:

![MMU Logo](image)

- Special character ® Registered Mark is placed at the end of name style as per above.
Basic Identity Specifications Of MMU Logo

- Font type: Arial Narrow
- Font Style: Regular

**Common error**: The emblem should not be used alone without the “Multimedia University” name style.
Key Design Elements

MMU Tagline

- The tagline must accompany MMU logo in all A&P applications.

Bridging Boundaries, Connecting Minds

Font type: Venetian301 Dm BT

Font Style: Regular

Note: Spacing and alignment of tagline should be as per above
Key Design Elements

MMU Tagline

Merentasi Sempadan,
Menyatukan Minda

- Malay tagline will only be used with any collaterals in Malay only.
- MMU tagline appears in English and Malay only. Translation to other languages is not advisable.
- For other languages, please use English tagline.
- This format should be used together with MMU logo unless it’s a statement in articles or etc.
Key Design Elements

TM Logo

- MMU is part of TM Group and therefore a TM University logo must be placed in bottom right corner of each A&P for Multimedia University.

Corporate Blue : Pantone 661
Corporate Orange : Pantone 166
Corporate Red : Pantone 186
Key Design Elements

- MMU is one of the MSC Status Institutions.
- MSC Status Institutions logo should be used in all MMU official communication materials.
- Sample: website, prospectus
Stationary
Letterhead
Stationary

Business Card

Adham Dani
Assistant Manager
Corporate Communications Unit