

Yayasan Hasanah Brand Guideline

Rule No. 1: Always tag us on your social media posts

Please tag Yayasan Hasanah for projects funded by us.



@yhasanahmy



@yayasan_hasanah



Yayasan Hasanah

Rule No. 2: Using the Yayasan Hasanah logos (Download logos [HERE](#))

Approval is required when using Yayasan Hasanah's logos

Submit your design drafts to ili.nabilah@hasanah.org.my and hannis.hisham@hasanah.org.my and allow 1-2 days turnaround time.

Community Partner:



Rakan Komuniti

OR



Rule No. 3: Clear Zone & Minimum Size

Maintain the integrity of the Yayasan Hasanah logo by; 1) keeping it clear of other elements around it. This clear space around the logo is known as the "clear zone". It is the minimum space that must be provided around the logo. 2) keeping the logo's minimum size at 3cm.



Rule No. 4: Colour

The Yayasan Hasanah logo may only appear in colours shown here. Whenever possible, the full colour version of the logo should be used for all communications material, including print and television advertising, collaterals and electronic media. The following samples serve as a colour guide for the logo.



Full Colour



Black & White



Reverse White

Rule No. 5: Resizing

When resizing the logo, always make sure its legibility is not affected. Observe the correct way and incorrect way of resizing the Yayasan Hasanah logo. The correct way to resize the logo is by dragging its corner.



This logo is skewed making it illegible.

Rule No. 6: Speaking to the media

When talking to the media, please mention the projects are supported by YH .

LOGO APPLICATION FINAL CHECKLIST:

- Did you tag Yayasan Hasanah on social media ?
- Have you shared your collaterals design to Yayasan Hasanah for approval before printing it out?
- Does the Yayasan Hasanah logo has a clear zone? Does the logo observe the 3cm minimum size rule?
- Are you using the correct colour of the Yayasan Hasanah logo?
- Did you resize the Yayasan Hasanah logo properly?