

Brand Guidelines

This manual aims to provide you an overall understanding of the Think City brand identity and the guidelines around using them correctly to promote an inspiring and forward-thinking brand.

It is important to follow the guidelines carefully to maintain a clear and consistent visual identity in all our internal and external (e.g. programme beneficiaries and partners) communications. It is the one and only source and reference guide to ensure key branding elements are present and best represented.

Kindly use our logo if you are our collaborator, partner, or if your work is partially or fully funded by Think City.

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Logo

Our brand signature is a representation of who we are. The Think City brand signature is a representation of the brand and our values.

The logo has been refreshed to be current and relevant as Think City evolves in its direction, projects, and practices. The logo projects a robust, active, contemporary, and positive personality to our identity. It is proportionately balanced to reinforce our role as neutral leading platform in the urban solutions arena.

thinkCITY

The logotype is the primary brand identifier and presented in 2 versions—with and without a tagline. The use of either version is determined by the layout space available and bearing in mind the minimum size on Page 18. The logotype with the tagline highlights and communicates what we do, and our brand promise to the public.

Primary Logo



thinkCITY

Logo with Tagline



thinkCITY
Making Cities Liveable, Together.



thinkCITY
Bersama Membentuk Bandar Berdaya Huni.

The updated logo has been subtly refined for the space and letters to be balanced proportionally. The logo is a visual representation of our brand, and its integrity must be always maintained. The logo must be used as is and cannot be modified under any circumstances without permission.

Primary Logo



Logo with Tagline



To preserve the visual impact of the Think City logo, the clear space ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text. This is measured by the width of the 'K'. These clear margins denote the minimum clear space that should surround the logo and must be followed whenever possible.

Primary Logo



Logo with Tagline

same measurements are to be applied for
logo with Bahasa Malay tagline



For ease of recognition, a minimum size has been set for Think City Logo, to assure successful reproduction. When scaling the logo, always maintain the ratio of the logo's height and width. Ensure the logotype remains clear, legible, and proportional for all applications. Any further reduction would impair its legibility.

Primary Logo

Print 20mm
Digital 180px



20mm / 180px

Logo with Tagline (Eng)

Print 25mm
Digital 250px



Making Cities Liveable, Together.

25mm / 250px



Bersama Membentuk Bandar Berdaya Huni.

30mm / 300px

Please download the Think City logos from [here](#).

Here are some of the permissible colour configurations that the Think City logo can appear in. However, whenever possible, the Think City logo should appear in full corporate colours as this presents the logo in its most accurate and intended form. The style you choose will depend on the environment in which the logo appears, and it needs to adapt to its appropriate design context. Please do not apply any other colours to the logotype.



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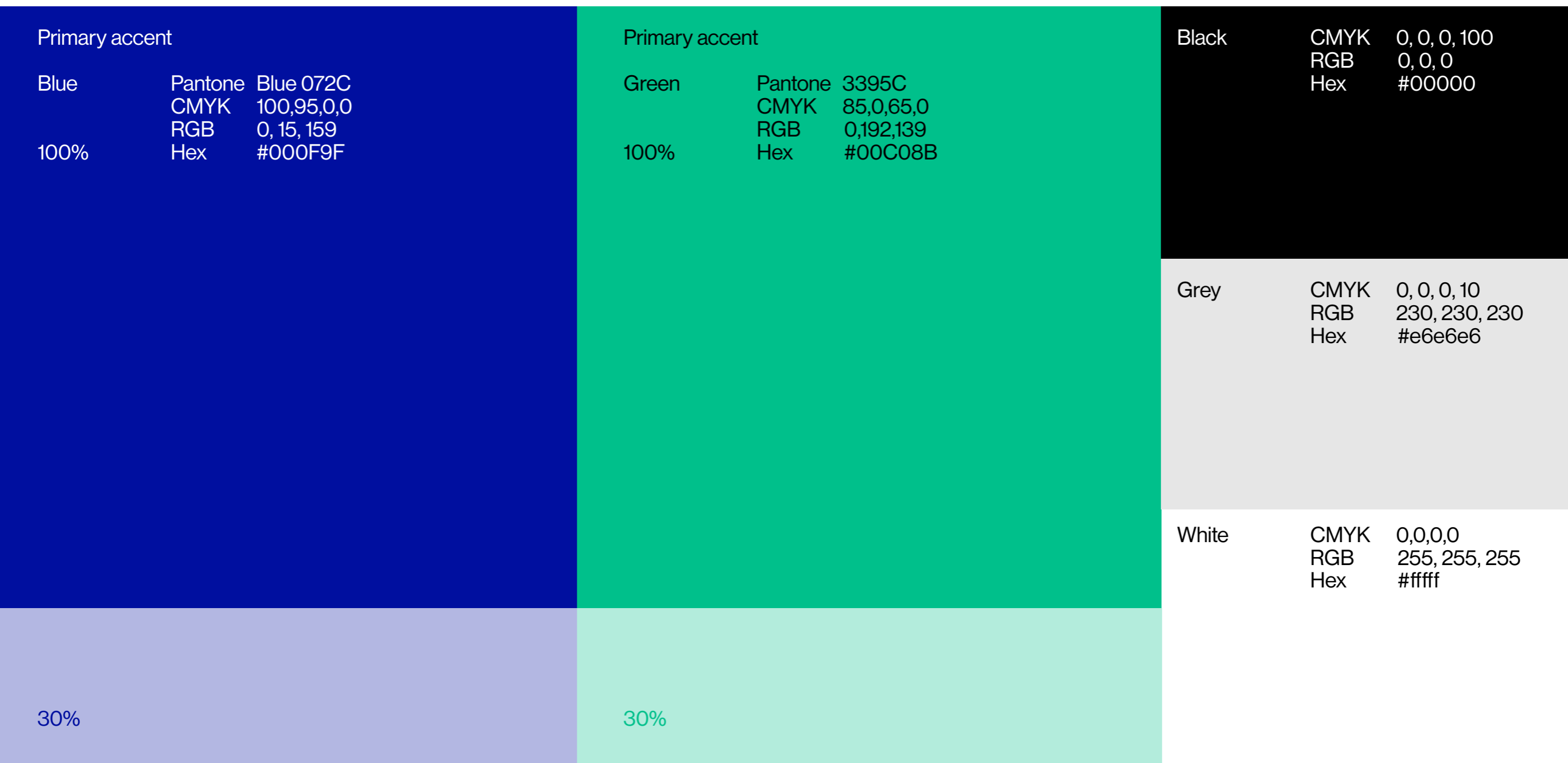
thinkCITY
Making Cities Liveable, Together.



thinkCITY
Making Cities Liveable, Together.

This color proportion demonstrates the ratio of colour usage. The Think City blue and green dominant colours are the primary accents and should be the predominant colours in most layouts. This is to demonstrate the use of the two primary accent colours.

When applying the monotone treatment, ensure it is only at 30% of the accent colour. The colours will vary in digital platforms so please follow closely to RGB settings. Please do bear in mind the RGB preview may appear to slightly vary on different screens.



This is to demonstrate the use of the two primary accent colours. When applying the monotone treatment, ensure it is only at 30% of the accent colour.

Making Cities Liveable,
Together.

Making Cities Liveable,
Together.

Making Cities Liveable,
Together.

Making Cities Liveable,
Together.

When the Think City logo appears with other logos, such as during events with multiple partners, use the logo without tagline. The logo must appear first before the other partner logos when applying to all Think City communications.

However, when it comes to partner communications, ensure Think City logo appears equally prominent. The Think City logo and partner logos must be equally proportionate when it's possible.

All partner logos should be equally spaced out of each other and the space between Think City logo and a partner logo must be double of the "K" width.



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UN HABITAT
FOR A BETTER URBAN FUTURE

Because our logo is our signature, we want to be sure to treat it in a consistent manner. It should be legible and maintain integrity across all applications as our key mark. Please do not alter, tweak, mutilate, or take any personal creative freedom that breaks the specific guidelines set out in this brand manual.

Please note the following logo **don'ts**.



Do not swap or change the colours of the logo. Follow the original logo colour configuration.

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Do not apply gradient, outline, drop shadow or other effects to the logo.

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Do not change the typeface, weight, or tracking of the logo.

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Do not rearrange, rotate or adjust the angle of the logo. Keep the logo at its standard horizontal or vertical (90°) configuration.

think
CITY



Do not distort the logo and ensure it remains proportional. Always maintain the ratio of the logo's height and width.

thinkCITY



Don't surround the logo with a framing element.

thinkCITY



Do not apply special effect to the logo.

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Do not mask a photo with the logo.

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Do not place the logo on a colour without sufficient contrast.

thinkCITY



Do not place the logo directly onto busy backgrounds, highly contrasting colours, or complicated photographic content that does not allow for easy legibility. Ensure the logo is legible.

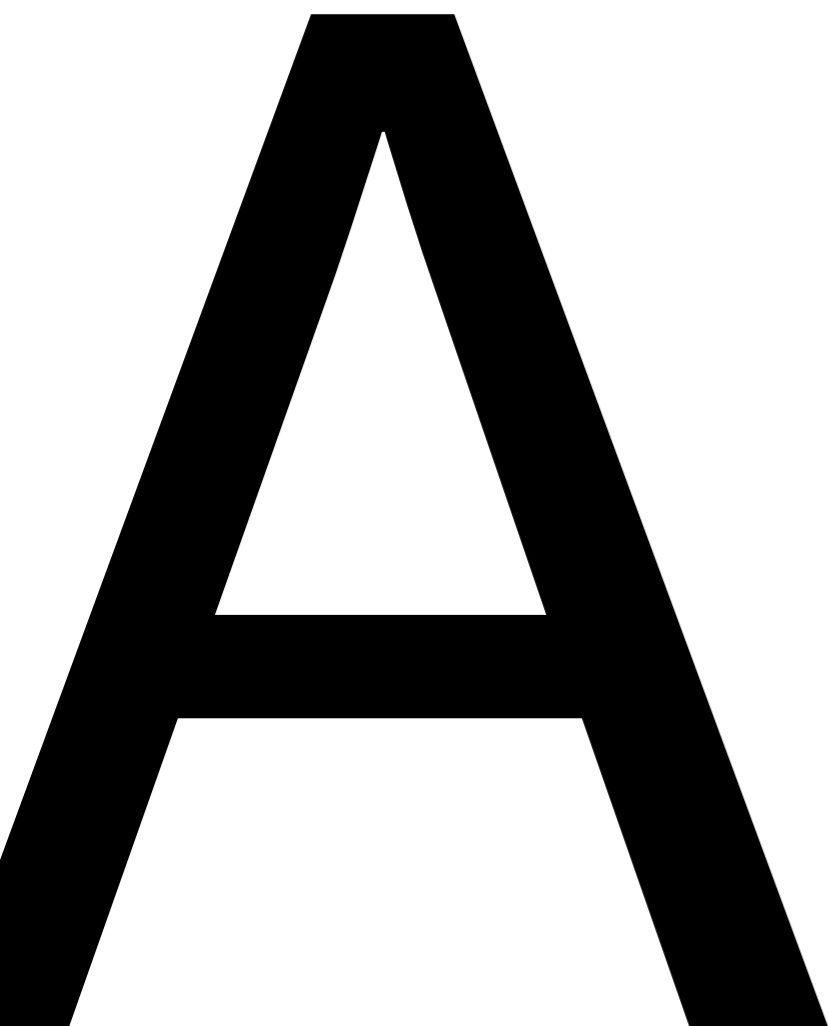
thinkCITY

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Typography

Our primary typefaces are Neue Haas Grotesk and Min Sans. Neue Haas Grotesk is the origin of Helvetica. It successfully bridges the brand personality of Think City. It is innovative yet practical, rigorous yet light, respectful yet confident. The characteristic of this typeface maximises the readability and legibility. Min sans is a modern high-contrast sans serif typeface with sharp and clean cuts. The sharp notch and clean contour design exudes a strong and forward-thinking personality.

Neue Haas Grotesk

The image shows the letters 'A' and 'a' in a bold, black, sans-serif font. The 'A' is a simple, geometric shape with a wide base and a sharp peak. The 'a' is a lowercase letter with a rounded, bowl-like shape and a small tail at the bottom.

Min Sans

The image shows the letters 'S' and 's' in a bold, black, sans-serif font. The 'S' is a large, curved letter with a sharp, clean cut at the top and bottom. The 's' is a lowercase letter with a similar curved shape, also featuring a sharp, clean cut.

The usage here demonstrates the combination of the two typefaces when it comes to headers. However, when it comes to the application of the body text, only Neue Haas Grotesk is to be used. Please refer to Think City's Brand & Communications team for advice on words that would need to be highlighted.

Headline

Neue Haas Grotesk
Display Pro
55 Roman

Min Sans
Regular

What Makes A City Truly Liveable & Sustainable

Neue Haas Grotesk Display Pro,
Neue Haas Grotesk Text Pro family and
Min Sans are available [here](#).

Font is only for internal organisational use.
For external please contact Brands and
Communications Department

Body Text

Neue Haas Grotesk
Text Pro
55 Roman, 56 Italic
65 Medium, 66 Medium Italic
75 Bold, 76 Bold Italic

While cities enabled citizens to prosper from poverty, it lags behind in providing a liveable and sustainable place. There are inherent strengths in cities that need to be unlocked, whether it is location, natural endowments or historical urban fabric. This is represented by the buildings, the people, culture and activities that, when combined, create the soul of the place. The Think City approach is unique for every city. We are inspired on a daily basis by the communities that we are fortunate to work with, that we enjoy spending time in each city to find out its needs, vision, plans, desires of the stakeholders and

demands of the citizens, and build a baseline to understand where we are starting from. We crowdsource initiatives to generate momentum, identify collaborations with stakeholders, and augment where the needs are and initiate efforts where there are no takers to ensure that all the different things that make a city great are championed. Cities need multifaceted skills and capabilities to bring renewal and rejuvenation. As an award-winning regional impact organisation, we have a strong multidisciplinary team that is committed help you and your city reconnect with citizens and places.

Below are the examples of different headlines using our primary typefaces.

Headline

Neue Haas Grotesk
Display Pro
55 Roman

Min Sans
Regular

Flagship Programmes That
Are Making An Impact Through
Sustainable Development Goals

The Guiding Role of
Culture In City Programmes

How The Conservation of
One City Led To A Nationwide
Movement of Change

Our secondary typeface is Roboto. Users may use Roboto for daily correspondence on emails, Microsoft Word documents, Excel sheets, PowerPoint, Google Docs and all email applications.

Headline

Roboto
Bold

The Four Practices of Our Expertise

Roboto family are
available [here](#).

Body Text

Roboto
Regular, Italic,
Bold, Bold Italic

Urban Mechanics was set up to improve the quality of citizens' lives by involving them in participatory civic engagement in urban issues solutions ideation and innovation. These community-based solutions promote a better sense of belonging and ownership of public spaces, and reverse the decline of cities, creating quality places where people want to live, work, play and learn. Leveraging on our placemaking approach, collaborations with multidisciplinary partners such as local councils and ministries,

arts and culture practitioners, technology companies and start-ups, and more, Urban Mechanics works on a variety of projects across public realm improvement such as the upgrading of main streets and laneways, green projects, place planning, grant management and implementation. It also includes space activation such as cultural programmes, and place management that creates spaces for communities to hold events and activities of their own.

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Visual Communications

Please access Think City's
Image Gallery [here](#).

Think City's mission is to create a liveable city for the people, therefore all multimedia, printed or digital content should have a balance of people element. The style that we want to encourage is to feature people in realistic situations. The images should deliver a story. They should intrigue the viewer while remaining truthful. It can tap different influences to enliven the brand and deliver the unexpected, making our work both approachable and aspirational.

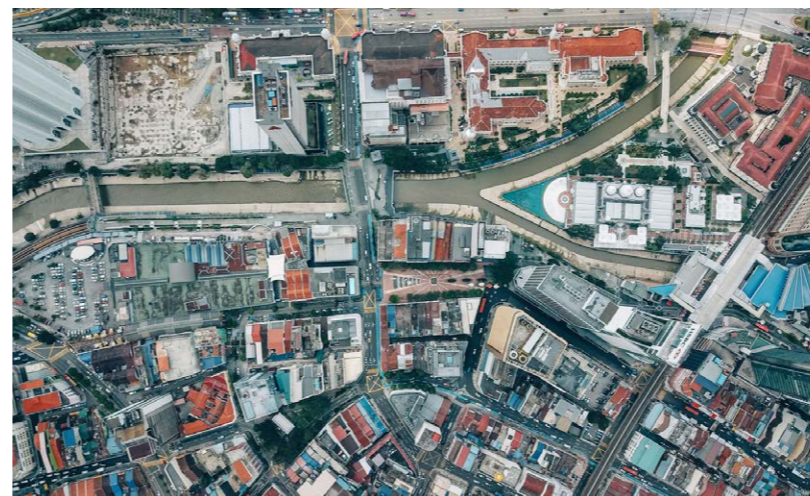
Please photo credit Think City when using our images: **Image courtesy of Think City.**



Please access Think City's
Image Gallery [here](#).

When taking images of architecture and cityscapes, show the energy, diversity, and spirit to capture the environment. Many cities feature an abundance of architectural masterpieces that often include a combination of historical and more modern-looking buildings. If you're shooting a heritage building as your subject amidst a group of modern buildings, consider angle, focal point, and lighting to make it stand out.

Please photo credit Think City when using our images: **Image courtesy of Think City.**



Please access Think City's
Image Gallery [here](#).

You may choose to have your visuals featured in full colour. You may also opt for the monotone treatment, which is part of the Think City brand identity and can be used on all Think City communications. When converting the image to monotone, ensure that the contrast of the image is distinct and defined. Please only use the Think City Primary blue colour when creating this approach.



You can add on more images in a monotone application beyond what has been provided. Please follow the guidelines below when using Adobe Photoshop.

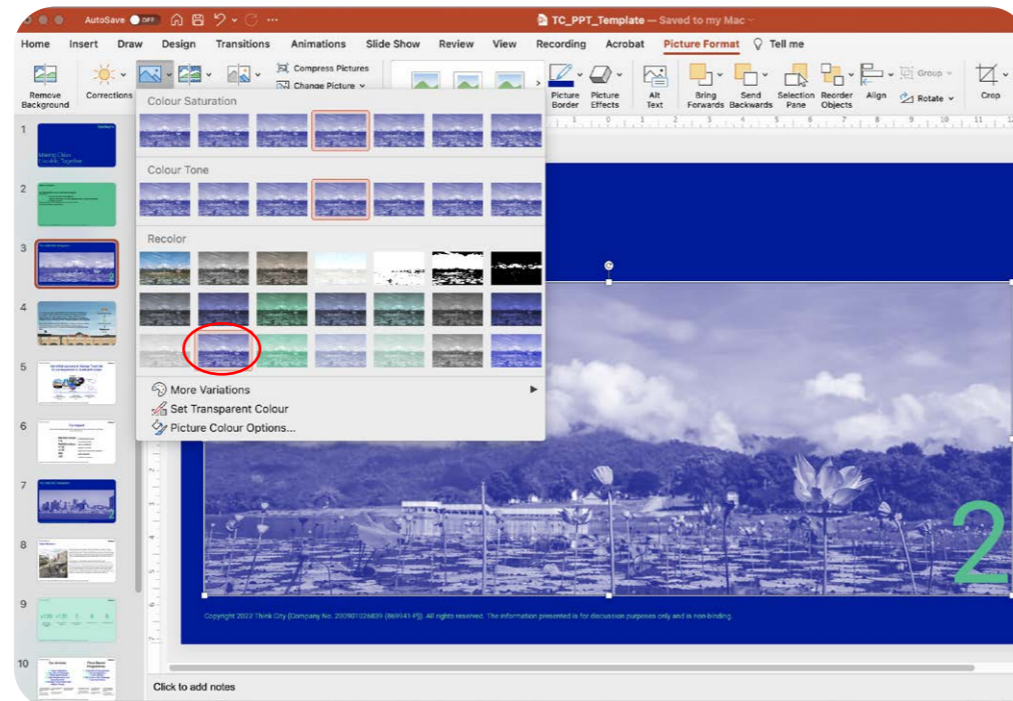
- ① **File > Open** > to select image
- ② Go to **Image > Mode > Grayscale** to convert colour image to grayscale
- ③ Make sure the image quality has a good image contrast and brightness
- ④ Go to **Image > Mode > Duotone**



- A** Select **Monotone**
- B** Click into Ink 1 colour thumbnail to assign the colour
Key in the **C100, M95 for print purpose**; or **HEX #000F9F for screen purpose** > OK
You may switch the Colour Picker palette to Colour Libraries to select **Pantone Blue 072c** > OK
- D** Name the selected colour TC Blue > OK
- ⑤ Go to **Image > Mode > RGB** to convert image to screen viewing colour mode, or go to **Image > Mode > CMYK** to convert image to process colour for 4c printing, or remain as **Duotone** mode for spot colour printing

You can add on more images in a monotone application beyond what has been provided. Please follow the guidelines below when using Microsoft PowerPoint.

- ① **Insert > Pictures >** to select image
- ② Double click onto the image, go to colour > select the recolor mode as shown below



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Applications

For verbal and written acknowledgement

All press releases, interviews, public statements, forewords, and event speeches should feature a written or verbal acknowledgement of Think City's support or collaboration. This acknowledgement should be made throughout the duration of the funding or partnership. Please refer to Think City's Brand & Communications team for input on these written statements.

For partial or full funding from Think City

Please credit Think City: This programme is supported by Think City.

For collaborations and partnerships

Please credit Think City: This programme is in collaboration with Think City.

Film, sound, broadcast media

Your visual media should acknowledge our support via use of the Think City logo.

Sound media should use a verbal acknowledgement

Please verbally credit Think City: This production is supported by Think City.

When acknowledging Think City, below is the lock up which is 'K' width above Think City logo. As for partner logos, it should be equally spaced out of each other and the space between Think City logo and a partner logo must be double of the "K" width.



When creating collaborative materials with Think City, acknowledgement should be made throughout the duration of the funding or partnership. Below are visual examples when acknowledging Think City with our partners for video end credits.

For beneficiaries



For partners and stakeholders led initiative



For self-organised events/initiatives



The art direction of the mural illustration is subject to the artist's style. The Think City and partner logo lock up should always be positioned at the top right-hand corner given the available space.



Below are two options of the layout for single panels.

Calculation

Layout A

Grid 5 columns 6 rows
 Margin 5% of canvas width
 Gutter $\frac{1}{4}$ of margin width
 Logo 3 columns width

Layout B

Grid 5 columns
 Margin 5% of canvas width
 Gutter $\frac{1}{4}$ of margin width
 Logo $\frac{1}{2}$ columns width
 Url $\frac{1}{2}$ columns width

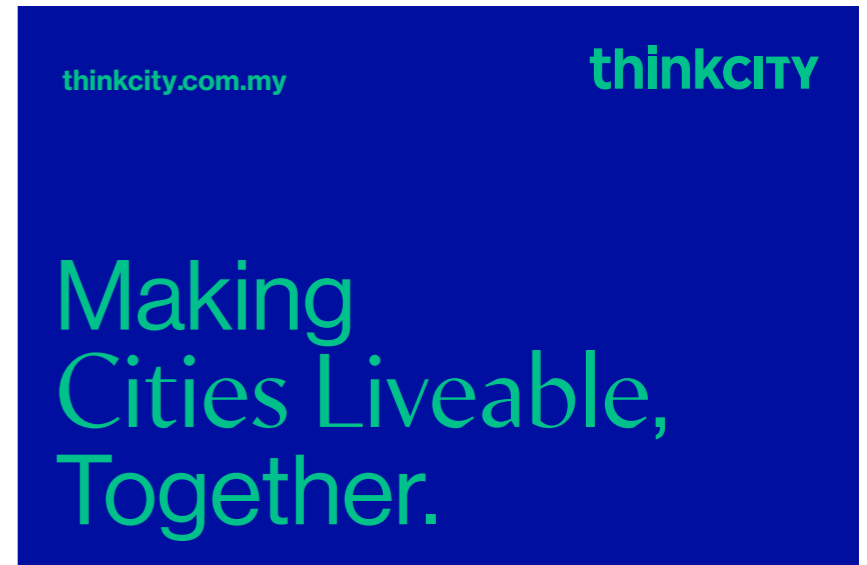
Layout A



Layout B



For single panels, use any of the following options.



When there are multiple panels, use the following layout which features the description of Think City and the project details as the main panel sign-off.

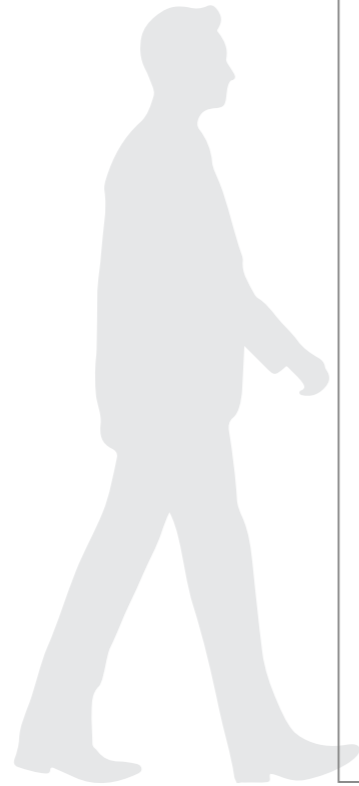





Below is the layout construction for the multiple panels sign- off.

Calculation

Grid
Margin
Logo

6 columns 6 rows
5% of canvas width
1½ columns width



 Think City
 mythinkcity
 mythinkcity

 Think City
 ThinkCitymedia

thinkcity.com.my

