Brand Identity Guidelines

eTiQa

Hello!

This manual is designed to provide you with a better understanding of what our brand is all about, and equip you with all the necessary tools you need to effectively bring the Etiqa brand to life.

01

Our Brand

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01

Our Brand

Our brand is the most important asset we have.
It represents who we are and what we stand for as a company.
It guides all our activities – **from the way we speak and write, to the way we behave, interact and communicate with our clients, colleagues, and partners.**

We believe that insurance is much more
than just products and services.

We go the extra mile to make things simple
so people can better understand how we
can help them build a better future, while providing
peace of mind when it is most needed.

Now that we know what the Etiqa brand
is all about, let us take a look at our **brand
architecture** – the structure of brands within
our organisation, and how they relate to, and
are differentiated from one another.

Briefly, Etiqa is anchored by two businesses: Insurance and Takaful. These businesses are led by their respective registered entities that cover our full spectrum of products.

Our Etiqa brand is the main brand that holds all of Etiqa's businesses. All matters relating to corporate activities, including Shared Services and International business fall under this brand and should carry its logo.

Please refer to page 86 for details on when and how to use the logo.

CORPORATE

SUB-BRANDS

ENTITIES

eTiQa
Insurance

eTiQa
Takaful

eTiQa
General Insurance

eTiQa
Life Insurance

eTiQa
General Takaful

eTiQa
Family Takaful

It is very important that all our actions, products
and services come together
to tell a **consistent story.**

We must be consistent in the way we **look and speak.**
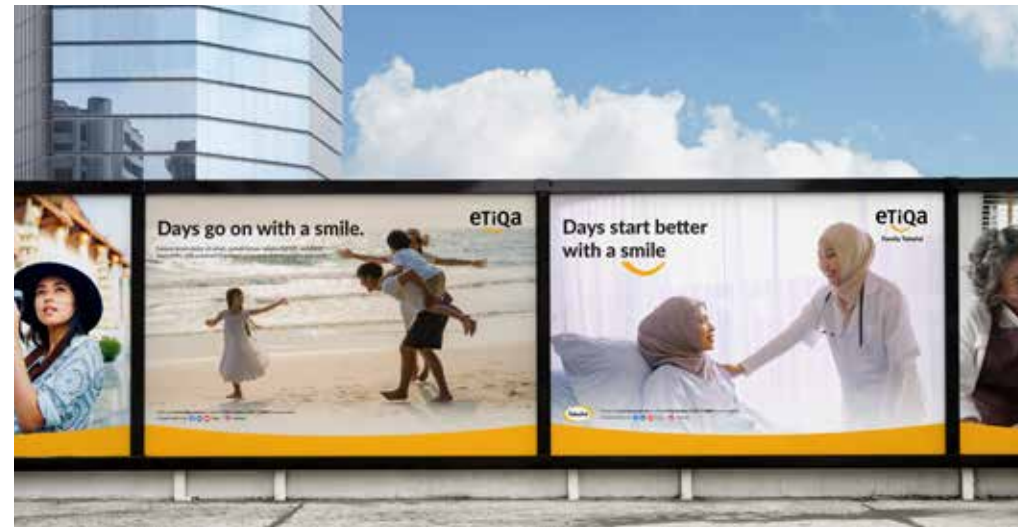
Our Etiqa Voice

What is our Etiqa Voice?

Etiqa Voice is our Tone of Voice – the collective way we write and speak across all of our communications – from consumer advertising campaigns to brochures and leaflets, from tweets to FB posts and comments, and even our internal and external communications with our colleagues, partners and suppliers.

We are **one brand, with one voice.**

So What is Our Etiqa Voice?

Three simple words:

Enriching

We celebrate positivity, focusing on creating and expressing experiences that bring hope and joy.

Uncomplicated

We use clear, simple, everyday language that everyone understands, never in clichés or jargon.

Enabling

We make life simpler. We applaud diversity and inclusivity, creating opportunities for people to make the right choice for a better life.

We have **multiple product types** across our 4 entity brands, so it is important that we all consistently share the **same Etiqa Voice.**

It is not just what we say, but how we say it.

The **choice of words** you use makes a world of difference. Always remember, we should come across as **enriching, uncomplicated and enabling**. So use words that reflect these tones of voice. **Avoid negative phrases** that are rude and offensive or use colloquial phrases that may sound silly and unprofessional.

Instead of

Sorry, I wasn't the one who handled your case.

We'll check on your risks and exposures before recommending a policy.

You can check the different riders available and see which one you want.

Say

We are sorry about your situation. I will look into the matter and revert to you within (X) days.

We will identify how to best protect you.

We will study your needs and put together a plan with riders that are best for you.

Checklist

◯ Are you using jargon? Don't. Remember to keep it simple.

◯ Is your Tone of Voice enriching, uncomplicated and enabling?

◯ Does your communications piece sound professional?

◯ Are your sentences short and easy to read?

AND SOME TIPS ON GENERAL WRITING

✓ Be conversational and human.

✓ Put the customer's needs first — focus on how our products benefit them.

✓ Share advice and opinions confidently.

✓ Be professionally informal and friendly.

✓ Don't forget to check for dropped words, spelling, grammar and punctuation.

Here are the brand assets that make Etiqa unique.
Use them all or individually or in combination to
make your Etiqa communications piece stronger
and on-brand.

Etiqa Logo

This is our main asset. Always use it in its entirety. There is no
letterform version. Only the Etiqa Smile can be unlocked and used
as a graphic device in communications.

Etiqa Smile

Our most recognisable asset. May be unlocked from logo to use as
a graphic device in 4 different ways: as a highlighter, graphic motif,
spacemaker, and pattern. No rotation of the Etiqa Smile is allowed,
except when used as a pattern. Please refer to page 33-53.

Etiqa Yellow

A bold and sunny colour that emphasises our brand. It should
constitute 40% of most of our layouts. The colour is also featured
in our Etiqa Yellow Bar which serves to hold certain text in our
communications, e.g., legalese, copyright, etc.

Pantone 1235 C

Etiqa Voice

Remember to use our Tone of Voice. We should use personal
pronouns such as 'We & Us' in our communications to show
our inclusivity. Keep it friendly and never use all capital letters
– we're not shouting at anyone!

People Brand

A good way to describe the Etiqa brand – we are all about helping
make life simpler and better for people.

02

Our Visual
Identity System

What is a Visual Identity System (VIS)?

A VIS is a collection of key identity elements used to visually communicate a brand's personality. These elements work together to create a unique and unified look and feel for a brand.

Etiqa's VIS consists of our logo, our Etiqa Smile device, typography, colour, visual representation, and a grid system for layouts. The consistent use of our VIS across all our communications will lead to immediate greater recognition for our brand.

Logo

Etiqa Smile Device

Typography

Lato
abcefghijklmnopqrstu
1234567890!@#$^&*

Grid System
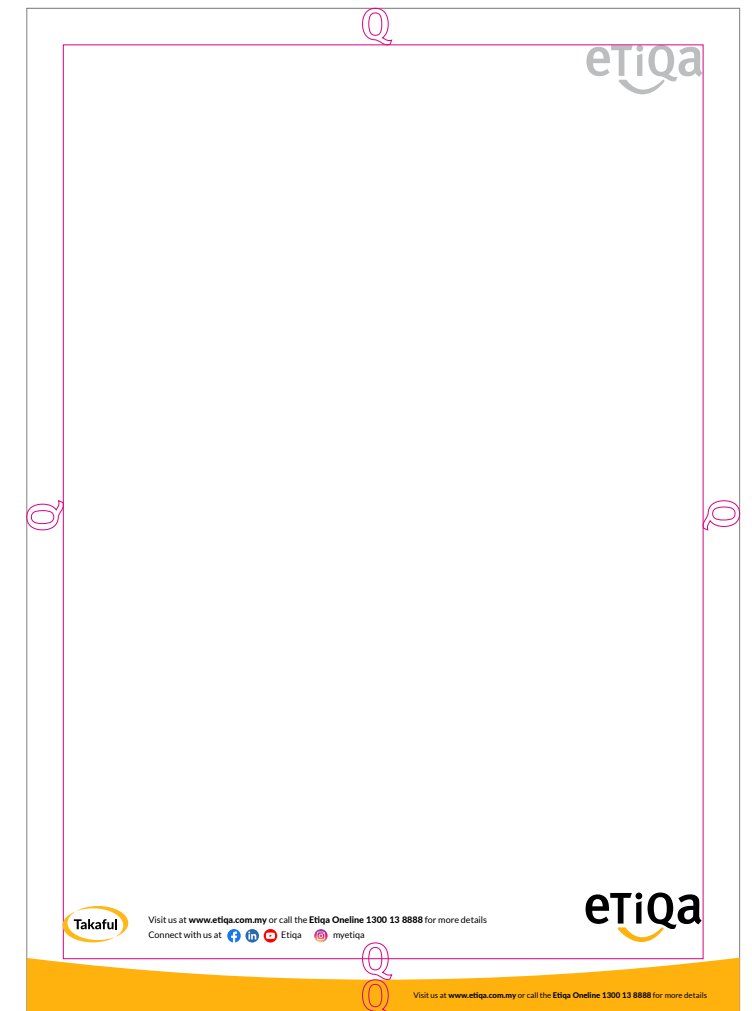
Colour
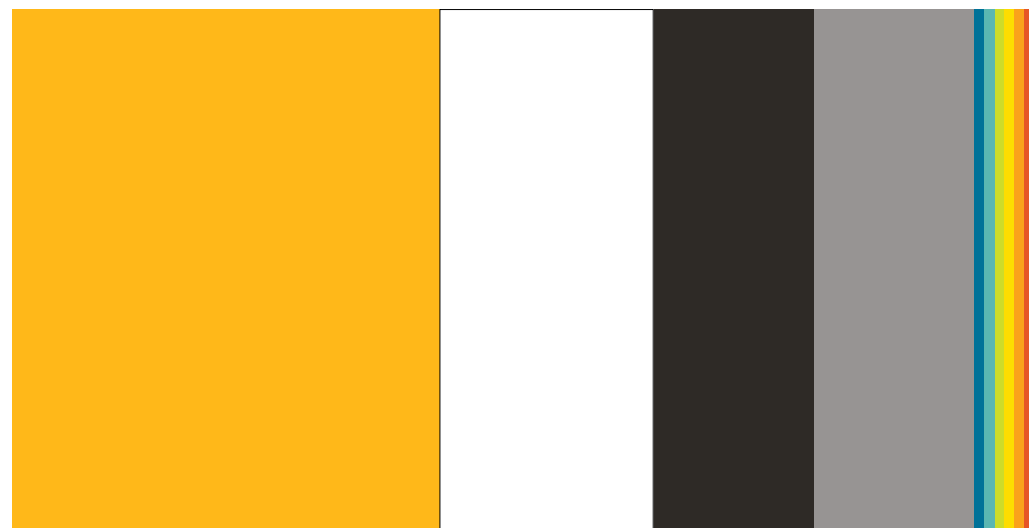
Visual Representation: Imagery & Iconography
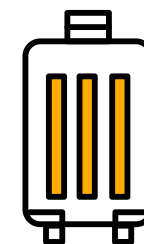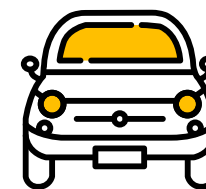
Our Logo

Our logo is the face of our organisation.

It represents who we are as a brand.

Our Corporate Logo

The letters T, I and Q form a face, with the yellow stroke forming a smile – our Etiqa Smile. Together they represent the personality of our brand. In addition, the smile begins and ends with the letters T and Q respectively, with the letter I in the middle, signalling the phrase "I Thank You".

The unique combination of upper and lower cases in our letterform gives an approachable character to our logo. The font used is contemporary, informal and easy to read, signifying our modernity, friendliness and transparency.

Our Etiqa logo comprises 2 elements:
- Letterform
- Symbol: Etiqa Smile

The two elements work together to deliver a distinctive yet friendly face to show the world who we are as a brand.
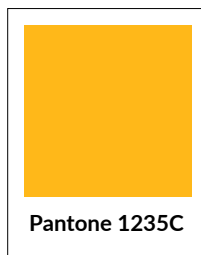
Etiqa Yellow
Pantone: 109U/1235C
Process Colour: 25M 100Y
RGB: R255 G191 B0
Hex: #FFBF00

Pantone 1235C

Solid Black
Pantone: Black
Process Colour: 100K
RGB: R0 G0 B0
Hex: #000000

Pantone Black

Letterform

Symbol: Etiqa Smile
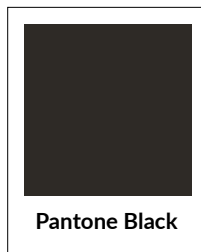
Logo Versions: Sub-brands and Entities

Our Sub-brand and Entity logo versions follow our Etiqa Corporate's logo components with the addition of business descriptors.

The logos have been refreshed to deliver a cleaner and more balanced look that gives emphasis to our friendly Etiqa Smile.

These logos also come in different languages – English, Malay, Chinese and Jawi.

Details on when to use the various logo versions for our communications can be found on page 86. If in doubt, just use the Etiqa Corporate logo or check with the Corporate Brand team.
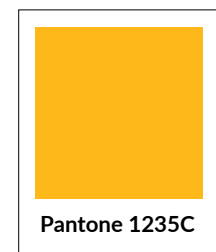
Etiqa Yellow
Pantone: 109 U/1235 C
Process Colour: 25M 100Y
RGB: R255 G191 B0
Hex: #FFBF00

Pantone 1235C
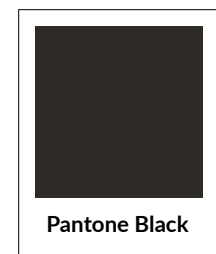
Solid Black
Pantone: Black
Process Colour: 100K
RGB: R0 G0 B0
Hex: #000000

Pantone Black

Note: Please use the correct master artwork provided by the Corporate Brand team. Any logo usage must be approved by the Corporate Brand team prior to publication.

Sub-brands

eTiQa
Insurance

eTiQa
Takaful

Entities

eTiQa
General Insurance

eTiQa
Life Insurance

eTiQa
General Takaful

eTiQa
Family Takaful

Logo Construction: English

The construction of our logo is based on a grid framework, as shown on the right. Please ensure you follow the guidelines given for the respective logo versions.

Note: For all language versions, please use the correct master artwork provided by the Corporate Brand team. Any logo usage must be approved by the Corporate Brand team prior to publication.

Corporate

Sub-brands

All logo version descriptors use the Lato font as depicted here.

Entities

Clear Zone

To maintain its integrity, our Etiqa logos must be kept clear of all other elements. This clear space around the logo is known as the Clear Zone. It is the minimum space that must be provided around the logo. No other elements may be placed inside the Clear Zone.

Corporate

Sub-brands
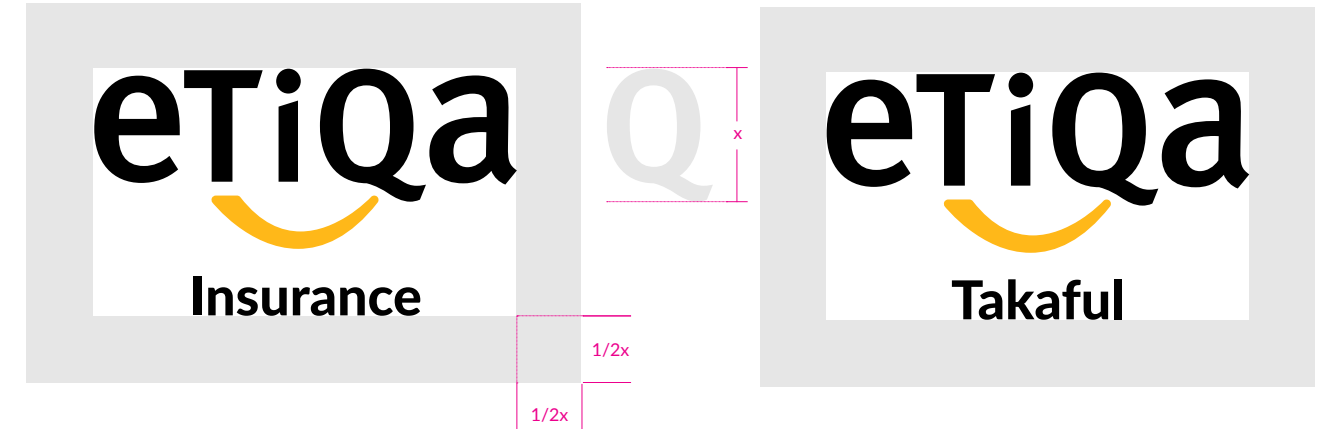
Entities

The Clear Zone is half the width of the letter "Q" in the Letterform.

Minimum Size

To ensure legibility, please ensure that the logos are no smaller than the sizes indicated on this page.

Corporate
Print: 10mm (minimum width)
Digital: 30px (minimum width)

Sub-brands
Print: 15mm (minimum width)
Digital: 42px (minimum width)

Entities
Print: 15mm (minimum width)
Digital: 42px (minimum width)

Corporate

eTiQa

10mm for print
30px for digital*

Sub-brands

eTiQa
Insurance

15mm for print
42px for digital

eTiQa
Takaful

15mm for print
42px for digital

Entities

eTiQa
General Insurance

15mm for print
42px for digital

eTiQa
Life Insurance

15mm for print
42px for digital

eTiQa
General Takaful

15mm for print
42px for digital

eTiQa
Family Takaful

15mm for print
42px for digital

Logo Colour Versions: Etiqa Brand

The Etiqa logo may only appear in the colours shown here against the various different coloured backgrounds.

Different materials and textures may produce different shades. Please ensure that the final colours appear as close as possible to the colours shown here.

These guidelines apply to all sub-brand and entity logo versions as well.
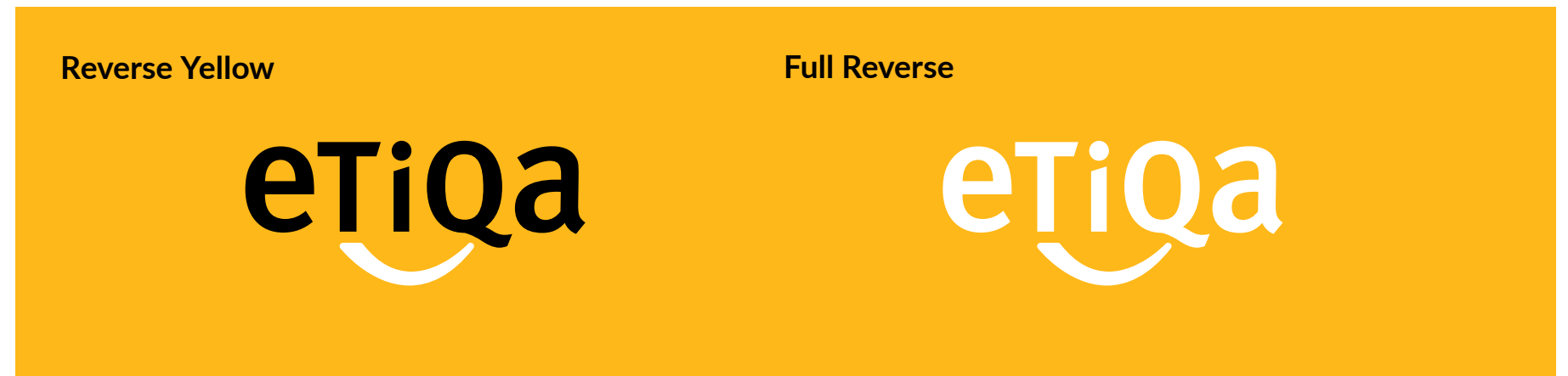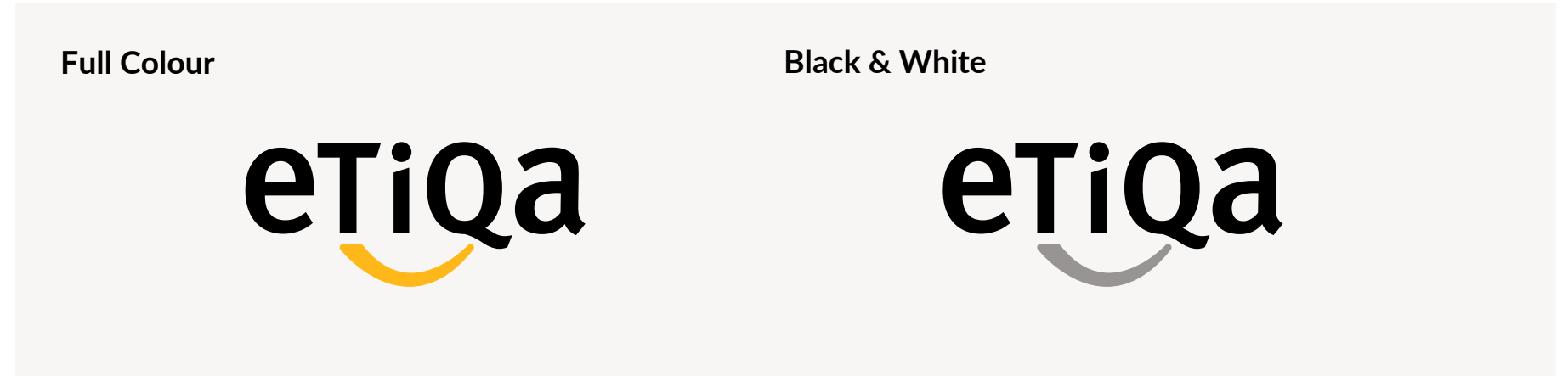
Full Colour

Etiqa Yellow
Pantone: 109U/1235C
Process Colour: 25M 100Y
RGB: R255 G191 B0
Hex: #FFBF00

Pantone 1235C

Solid Black
Pantone: Black
Process Colour: 100K
RGB: R0 G0 B0
Hex: #000000

Pantone Black C

Black & White

Pantone: Black
Process Colour: 100K
RGB: R0 G0 B0
Hex: #000000
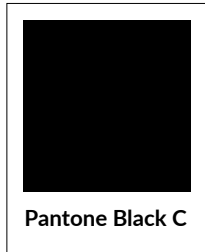
Pantone Black C

Pantone: 50% Pantone Black
Process Colour: 50K
RGB: R147 G149 B152
Hex: #939598

50% Pantone Black

Full Colour

Black & White

Reverse Yellow

Full Reverse

Reverse Black

Full Reverse
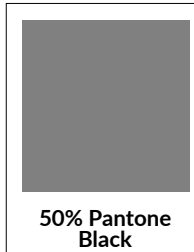
Logo Backgrounds: Dos and Don'ts

When placing the Corporate, Sub-brand and Entity logo versions against different backgrounds, care must be taken to avoid background colours that clash or contrast badly with the logo.

Shown here are some examples of what, and what NOT, to do.

Special Finishing

There are times when the Etiqa logo may need to appear on different textures such as on premium items. In these instances, the guidelines below apply:

Minimum size for embroidery, hotstamping, embossing and debossing

eTiQa

20mm

Minimum size for silkscreen printing

eTiQa

10mm

Embroidery

Silver Stamping

Gold Stamping

Embossing/Debossing

Blind Embossing

Silkscreen

Don'ts

Our logo is our most important asset. Therefore, care must be taken to ensure its integrity. Shown here are examples of what NOT to do with any of our logo versions - be it Corporate, Sub-brand or Entity.

Note: The examples shown here are merely indicative and not exhaustive. To prevent mistakes, please do NOT reconstruct the logo. Use the master logos provided.

Do not distort the logo.

Do not change the colour of the logo.

Do not outline the logo.

Do not alter the Etiqa Smile.

Do not redesign the letterform.

Do not add drop shadow.

Do not include additional name to the logo.

Do not box the logo.

Our Etiqa Smile

Our Etiqa Smile makes for a strong graphic device that can give a very distinctive Etiqa look and feel to our communications and establishes a strong brand presence.

Depending on the colour of your layout, we have two versions of the Etiqa Smile that can be used: Full Colour and Reversed White.

Full Colour

Reversed White

Our Etiqa Smile: Usage

There are four styles in which the Etiqa Smile may be used in our advertisements and communications. Please note that in all the styles, the Etiqa Smile cannot be smaller than the logo.

The following pages provide details on how the device can be used in the various styles.

1 **Highlighter**

To underscore an important word or image.

Days go on with a smile.
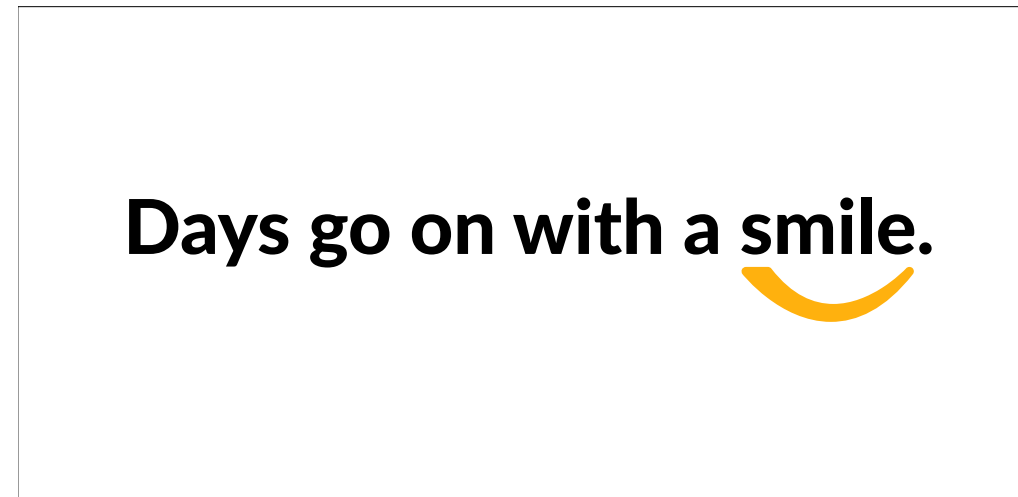
2 **Graphic Motif**

As a design element to hold or connect images.

3 **Spacemaker**

To create space for copy and/or images.

4 **Pattern**

To enrich or enhance a background.

① Highlighter

In this option, the device is used to bring attention to a word or an image. Please note that only ONE highlighter may be used in each piece of communications.

Please ensure that the Etiqa Smile is larger than that of the logo.

Highlight a Word

Highlight an Image

① Highlighter: Usage

As a general rule, the device should always sit in the middle of the word or phrase you wish to highlight. The smile should be use to underscore ONE positive word. For images, the device should bring attention to the particular object you wish to highlight.

Please ensure that the Etiqa Smile is larger than that of the logo and is not placed in between two or more lines.

Joy

x/4 ⟶ 1/4 the height
x ⟶ of the device.

Positivity

x/4 ⟶ 1/4 the height
x ⟶ of the device.

Highlight a Word (3-6 Letters)

For words that consist of 3-6 letters, the device should stretch the entire length of the word.

Joy Is the best gift in life

At Etiqa we're about people, not policies.
Preparing you for the unexpected.

Visit us at **www.etiqa.com.my** or call the Etiqa Online 1300 13 8888 for more details
Connect with us at f in ▶ Etiqa ◎ myetiqa

eTiQa

Highlight a Word (Over 6 Letters)

For words of more than 6 letters, the device should stretch across the first 6 letters (to determine the device size) and then centralise the device below the word.

Positivity Is the best gift in life

At Etiqa we're about people, not policies.
Preparing you for the unexpected.

Visit us at **www.etiqa.com.my** or call the Etiqa Online 1300 13 8888 for more details
Connect with us at f in ▶ Etiqa ◎ myetiqa

eTiQa

Highlight an Image

Centralise the device below the object you wish to highlight. Bear in mind that the device size must be larger than that of logo.

**The power of the mind
is the best gift in life**

At Etiqa we're about people, not policies.
Preparing you for the unexpected.

Visit us at **www.etiqa.com.my** or call the
Etiqa Oneline 1300 13 8888 for more details
Connect with us at
f in ▶ Etiqa ◎ myetiqa

eTiQa

1 **Highlighter: Don'ts**

As a reminder, here are some examples of what NOT to do when using the Etiqa Smile as a Highlighter.

Please ensure that the Etiqa Smile is larger than that of the logo and that it is not placed in between two or more lines.

Do not make the device smaller than that of the logo.

Do not use more than 1 device.

② Graphic Motif

The device may be used as a Graphic Motif to hold an image or to show connections. Remember, only ONE Etiqa Smile may be used in each piece of communications.

To hold images

To show connections

② Graphic Motif: To hold images

When using the device to hold images, the following rules apply:
1. The device may be cropped either on the left or right, up to a maximum of 50%.
2. At least one side of the smile must be complete, right up to the tip.
3. When overlaying the image on the device, at least 20% of the device, leading to the tip of the smile, must be clearly seen.

Remember: the Etiqa Smile must be larger than that of the logo, and cannot be rotated.

Step 1

Position the device in the layout.

Step 2

Mask image with the device, making sure the tip of the smile is clearly seen.

80%   20%

Step 3

Insert copy and other mandatories.

Ezy-Life Secure Insurance
Peace begins with a smile

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

At Etiqa we're about people, not policies. Preparing you for the unexpected.

(2) Graphic Motif: To show connections

When using the device as a motif to show connections, the following rules apply:

1. Do not crop the device. The full Etiqa Smile must be used.
2. The connection shown should be meaningful and emotional.

Step 1

Position image in the layout.

Step 2

Place the full Etiqa Smile within the image. Choose a place that best connotes a connection.

Step 3

Insert copy and other mandatories.

③ Spacemaker

You may use the device in your layout to create space for copy or images. Please note that only ONE spacemaker may be used in each piece of communications.

Create Space for Copy and Images

Guard your future with Prisma Takaful

eTiQa
Family Takaful

Create Multiple Spaces

Days go on with a smile.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.

At Etiqa we're about people, not policies. Preparing you for the unexpected.

③ **Spacemaker: Creating space**

When using the device to create space, the following guidelines apply:

1. The device may be positioned anywhere within your layout.
2. Do not rotate the device.
3. Use the middle section of the device as much as possible so that the curve does not look too thin or too acute in your layout.
4. Ensure that the curve of the smile exceeds the vertical sides of your layout, as shown below:

Guard your future with Prisma Takaful

eTiQa
Family Takaful
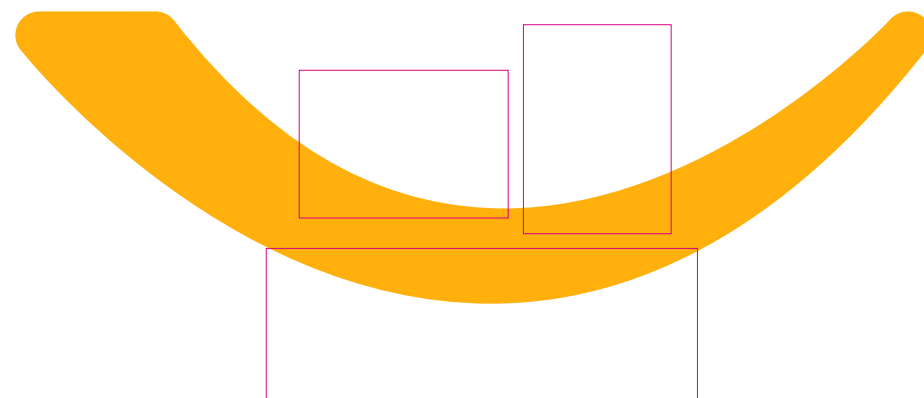
3 Spacemaker: Copy and images

Here is a step-by-step guide on how to use the Etiqa Smile to create space for copy and images in your layout. Please remember to use the middle section of the smile and ensure that the curve exceeds both sides of your layout.

Step 1

Position the device over the top of the image in the layout to create space.

Step 2

Insert copy and other mandatories.

Guard your future with Prisma Takaful

3 Spacemaker: Multiple spaces

You may use the Etiqa Smile to create rows in your layout to hold multiple images. Please note that this only applies to vertical layouts. It **may not** be used for horizontal layouts.

1. Position the device anywhere within the layout. Do not rotate the device.
2. Ensure that the curve of the smile exceeds the sides of the layout so that most of the middle section is used.
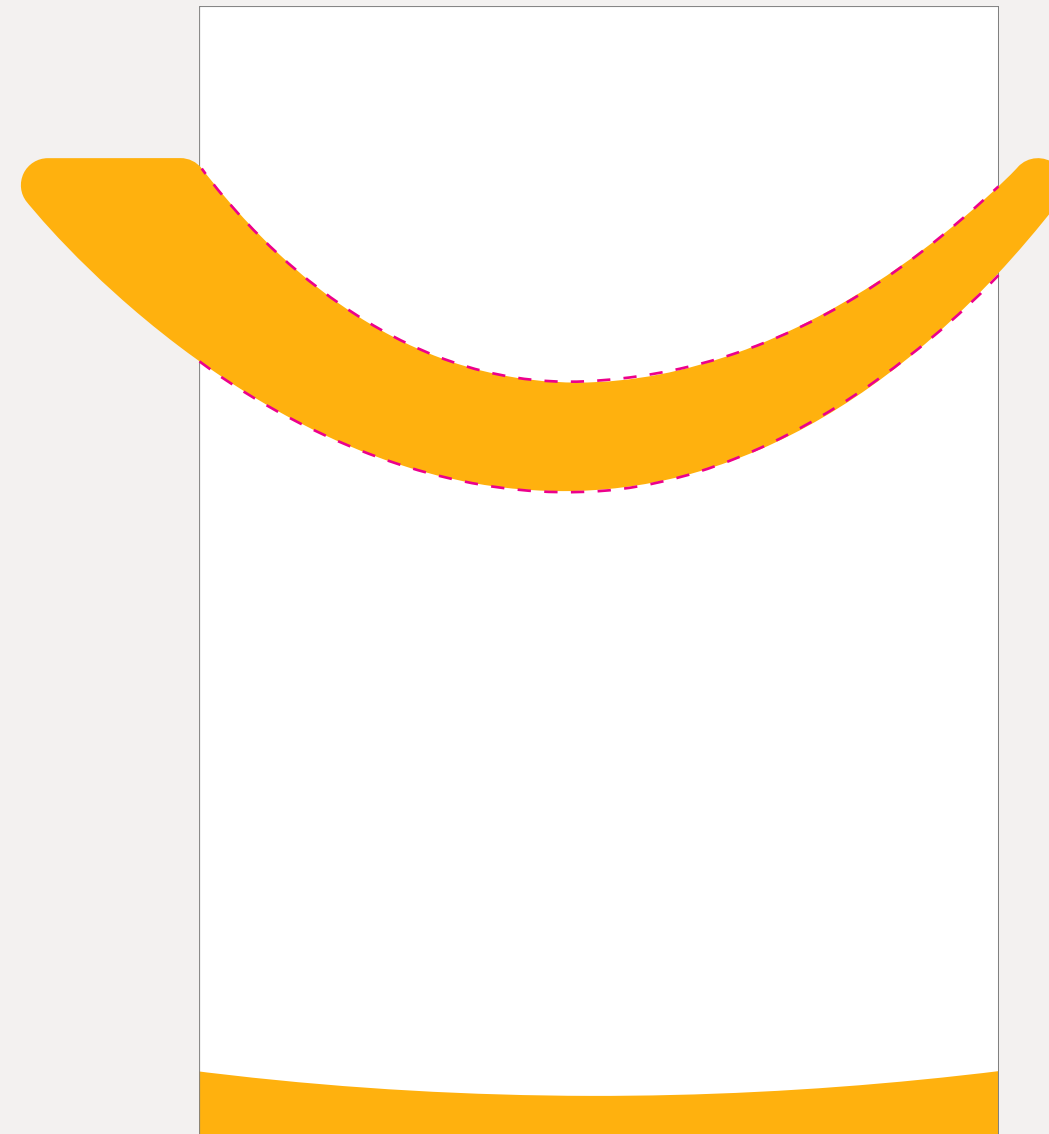
Ensure curve of smile (as shown in dotted lines above) exceeds sides of layout.
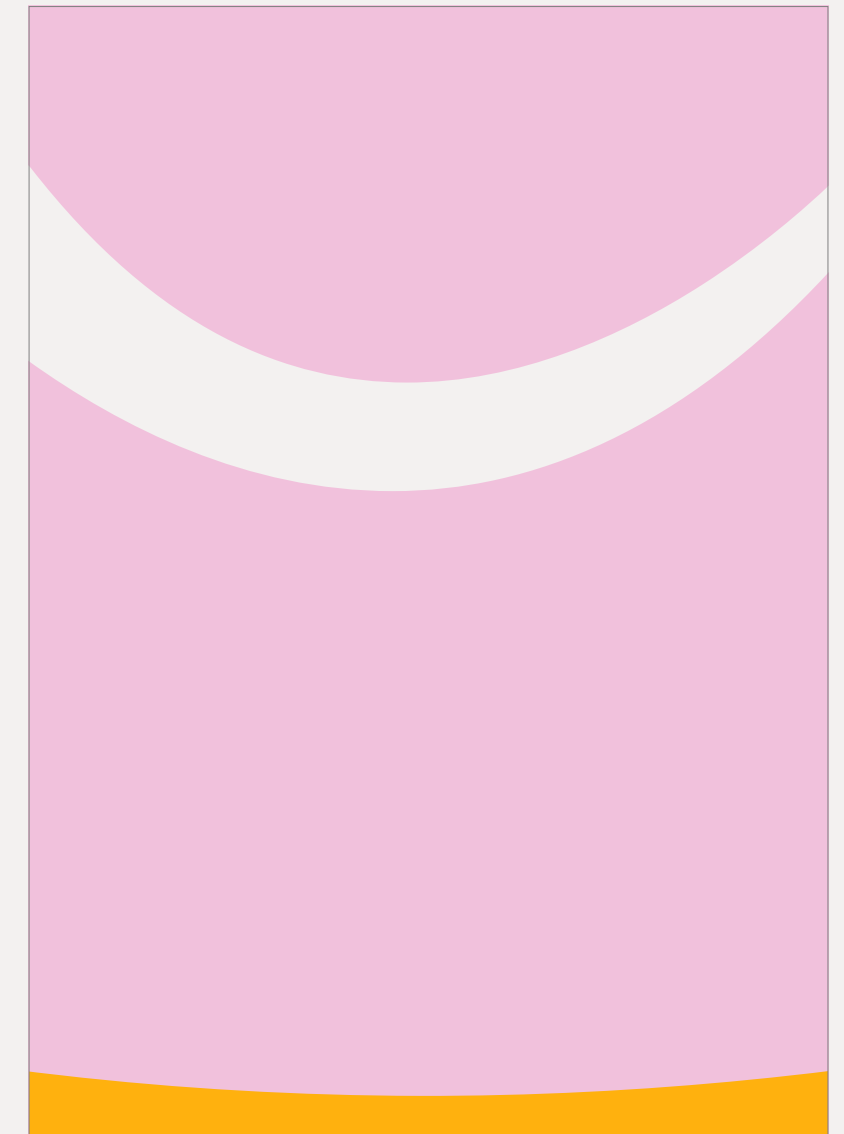
The device then effectively creates 3 spaces for use.

③ Spacemaker: Multiple spaces (contd.)

Here is a step-by-step guide on how to use the Etiqa Smile to create multiple spaces for your layout. Please note:

- You may only use one device in each layout.
- The device may not be rotated.
- The spaces above and below the smile can be used for images or copy. However, only copy may be added within the smile.
- The device may only appear in Etiqa Yellow or in reverse white.
- Ensure that the Etiqa Smile is larger than the smile on the logo.

Step 1

Position the device to divide the layout into sections to create multiple spaces.
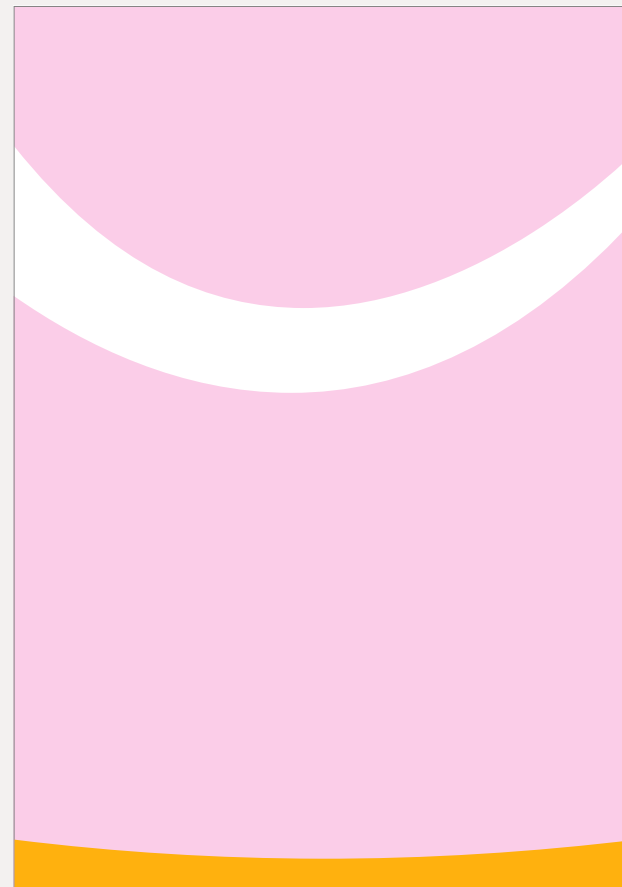
Step 2

You may fill the spaces created with images or colour.
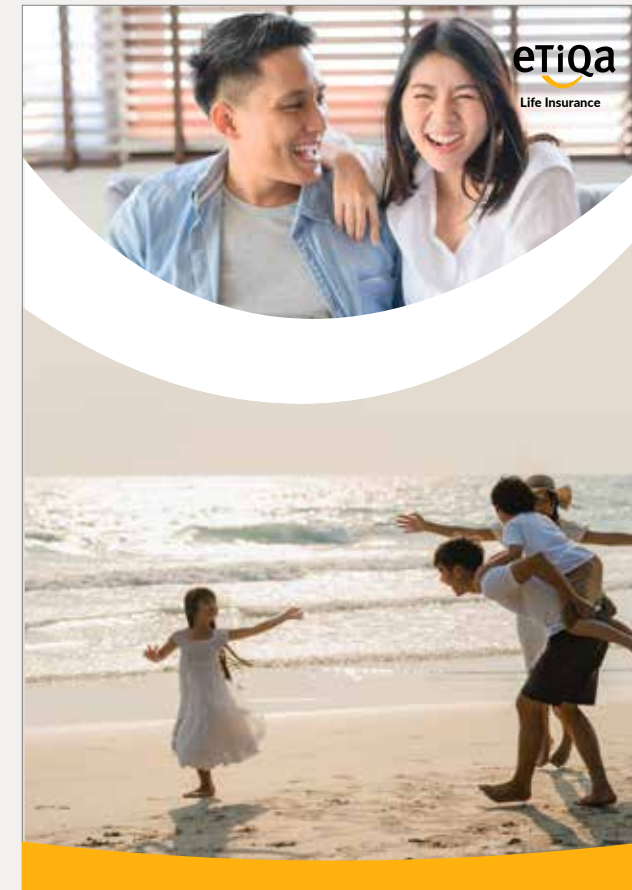
Step 3

Insert other content and mandatories. Remember: only copy may appear within the device.

Days go on with a smile.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.

At Etiqa we're about people, not policies. Preparing you for the unexpected.

4 Pattern

This is the only instance where the Etiqa Smile may be rotated and several devices may be used to create patterns. The patterns may be used to enhance a background or draw attention to an image. However, please note that the Etiqa Smile may only be rotated within +/-45°. Further guidelines are detailed in the next page.

Pattern on Plain Background

Pattern on Textured Background

4 Pattern: Usage

When used as a pattern, the device may be:
1. Rotated +/-45°.
2. Resized proportionately.

Original Device

Rotated Left at No More than 45°
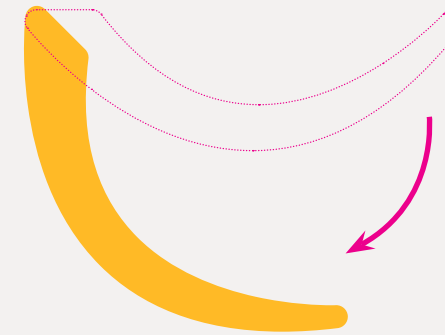
Rotated Right at No More than 45˚
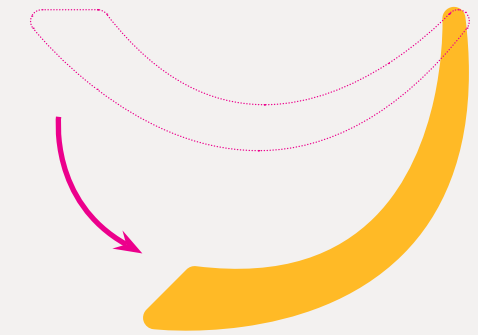
Resized Proportionately

4 **Pattern: Construction**

Depending on your creative layout, you may use a minimum of two and up to a maximum of three devices as a pattern. The placement of the devices is up to your discretion. Please ensure the devices do not overlap.
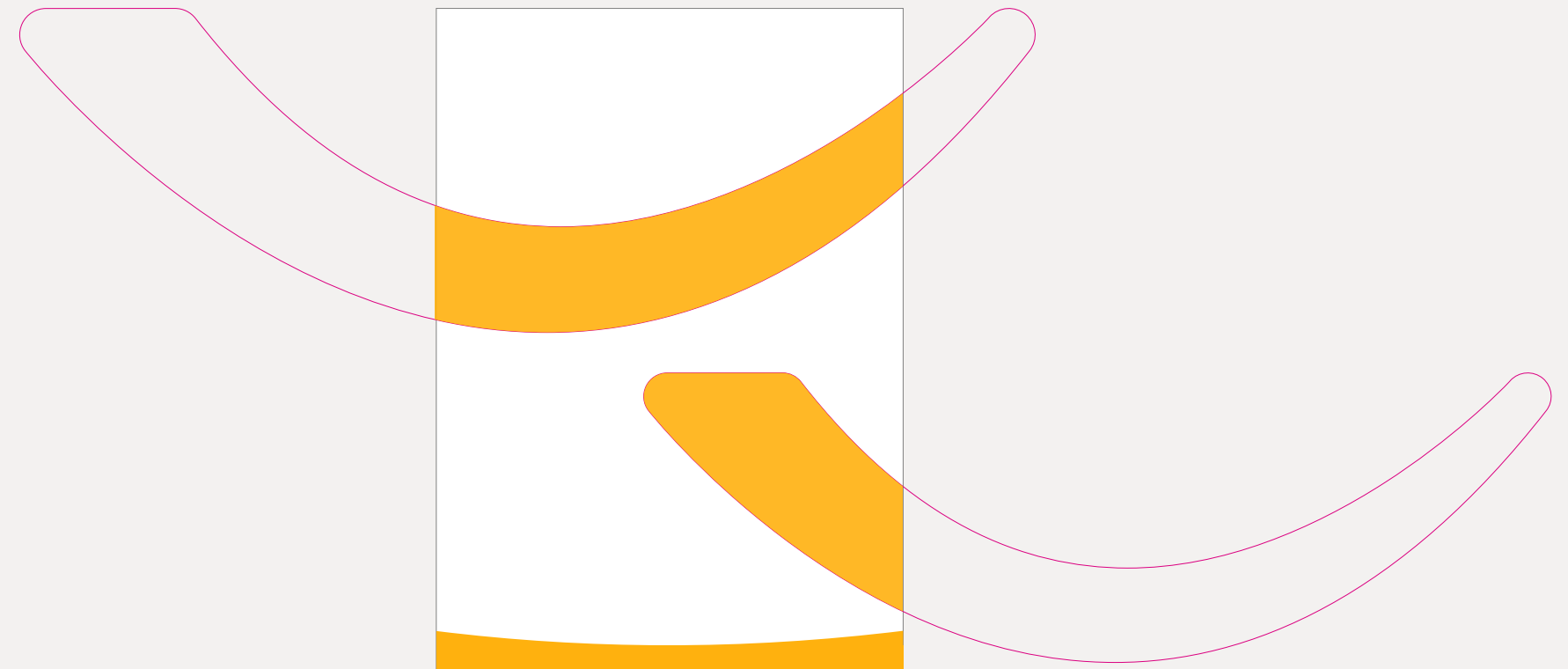
4 Pattern: Plain Background

The following images show how the Etiqa Smile may be used as a pattern on a plain background.

Step 1

Position the devices in the layout. You may use a minimum of 2 and a maximum of 3 devices in a single layout.

Step 2

Insert etched-out image over the devices.

Step 3

Insert other content (such as images and headlines) and mandatories.

4 Pattern: Textured Background

The following images show how the Etiqa Smile may be used as a pattern on textured background. Do ensure that the etched-out patterns do not obliterate other important components in the communications piece.

Step 1

Position the image on the layout.

Step 2

Insert other content (such as images and headlines) and mandatories.

Step 3

Insert the devices and etch out the areas where they overlap the image.

Don'ts

Here are some examples of what NOT to do when using the Etiqa Smile as a graphic device. Please note that these examples are merely indicative and not exhaustive of the many ways of distorting or altering the device.

Do not distort the device.

Do not change the device colour.

Do not flip the device.

Do not use it to highlight negative ideas or words.

Accident

Do not outline the device.

Do not add any drop shadow.

Our Typography

The style of our written word further helps to underscore Etiqa's brand image.

Primary Typeface: Lato

This corporate typeface is the recommended typeface for all communications – whether they are professionally printed or internally generated, such as PowerPoint presentations, letters, reports and other similar documents. Apart from foreign language translations, there will be no other exception to these guidelines.

Lato is a Google font, which makes it freely accessible by all.

Lato
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*()_+

Secondary Typeface: Arial

This is the default typeface should Lato be unavailable. This typeface looks similar to Lato and is easily available on all major operating systems (Windows and Mac). It is recommended for the various internal, employee-generated and electronic communications that include PowerPoint presentations, letters, reports and other similar documents.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*()_+

Typography Styling

Etiqa is all about keeping things simple and making it easy to understand. Hence, the styling of our copy should be easy to read. Here are some rules:

- All text should be set in sentence case (start with a capital and have the rest in lower case, unless it's a name or a header).
- Each piece of communication should have no more than five sizes (including legalese).
- Percentage size of each level is determined by the biggest level, i.e., the headline.

The Headline

Subheadings should be set in contrast to the headline weight.

Crossheads are highlighted

Body text is set in regular and easy on the eye. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

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Size Level 1:
The biggest size is used for the attention grabber.

Size Level 2:
Subheads help expand on what the headline says. They are smaller than the headline, and should be the 2nd level in size.

Size Level 3:
Crossheads: Used to divide sections of body text or as list/table headings/product names.

Body text: The standard text size for copy.

Size Level 4:
This size is reserved for call-to-action lines.

Size Level 5:
This smallest size is for the legalese (legal copy).

Typography: Styling Details

Here's the nitty gritty of typography styling. Percentage sizes are derived from the biggest level of the hierarchy to determine font size levels.

For example, the headline must be featured as the biggest text in the communications. Taking the headline size as 100%, you can then derive the point sizes for the rest of the text based on the hierarchy shown in the chart.

Style	Size Level	Font	Font Size	Leading	Tracking	Kerning
Heading	1	Lato Heavy	100%	110%	-5, 0	Metrics
Subheadline	2	Lato Regular	50%	115%	-5, 0	Metrics
Crosshead	3	Lato Bold	30%	120%	0	Metrics
Body Text	3	Lato Regular	30%	120%	0	Metrics
Call-to-action	4	Lato Regular & Heavy	20%	120%	0	Metrics
Legalese	5	Lato Regular	17.5%	120%	0	Metrics

Please note that the minimum point size for legalese is 8pt. It must never be smaller than that.

Our Colours

Colour brings everything to life. For Etiqa, two sets of colour play an important role in distinguishing our brand: Primary and Accent. When used strategically and consistently, they will generate immediate and greater recognition for our brand.

Primary Colours

Etiqa Yellow

This shade of yellow has been solely created for the Etiqa brand and therefore forms a major component of our visual identity. As such, all our communications should place emphasis on this colour.

Solid Black

Black is an important element of our brand.The perfect balance between Etiqa Yellow and Black will carve out a brand image that stands out from the clutter and is distinctively ours.

Warm Grey and White

These two colours help to support and enhance layouts.

Pantone: 109U/1235C
Process Colour: 25M 100Y
RGB: R255 G191 B0
Hex: #FFBF00

Pantone: Black
Process Colour: 100K
RGB: R0 G0 B0
Hex: #000000

Pantone: 50% Pantone Black
Process Colour: 50K
RGB: R147 G149 B152
Hex: #939598

Process Colour: 0C 0M 0Y 0K
RGB: R255 G255 B255
Hex: #FFFFFF

75%	75%	75%
50%	50%	50%
25%	25%	25%

Colour: Accent

We also have a set of accent colours that can be used to add energy and differentiation to data-rich visuals.

Pantone: 7468C
Process Colour:
59C 14M 0Y 41K
RGB:
R0 G115 B150
Hex: #007396

Pantone: 7472C
Process Colour:
47C 0Y 4Y 25K
RGB:
R73 G192 B182
Hex: #49C0B6

Pantone: 380C
Process Colour:
6C 0Y 69Y 14K
RGB:
R203 G219 B44
Hex: #CBDB2C

Pantone: Yellow C
Process Colour:
0C 5Y 100Y 0K
RGB:
R255 G242 B0
Hex: #FFF200

Pantone: 1375C
Process Colour:
0C 39Y 85Y 3K
RGB:
R247 G148 B30
Hex: #F7941E

Pantone: 166C
Process Colour:
0C 59Y 81Y 5K
RGB:
R241 G90 B34
Hex: #F15A22

75%	75%	75%	75%	75%	75%
50%	50%	50%	50%	50%	50%
25%	25%	25%	25%	25%	25%

Colour Percentage

The chart on the right shows the percentage of primary and accent colours that can be used in a piece of communications. Primary colours should always take centrestage, with the Etiqa Yellow taking highest percentage, followed by white, then black and grey and finally, the accent colours forming only 5% or less.

| 40% | 20% | 35% | 5% |
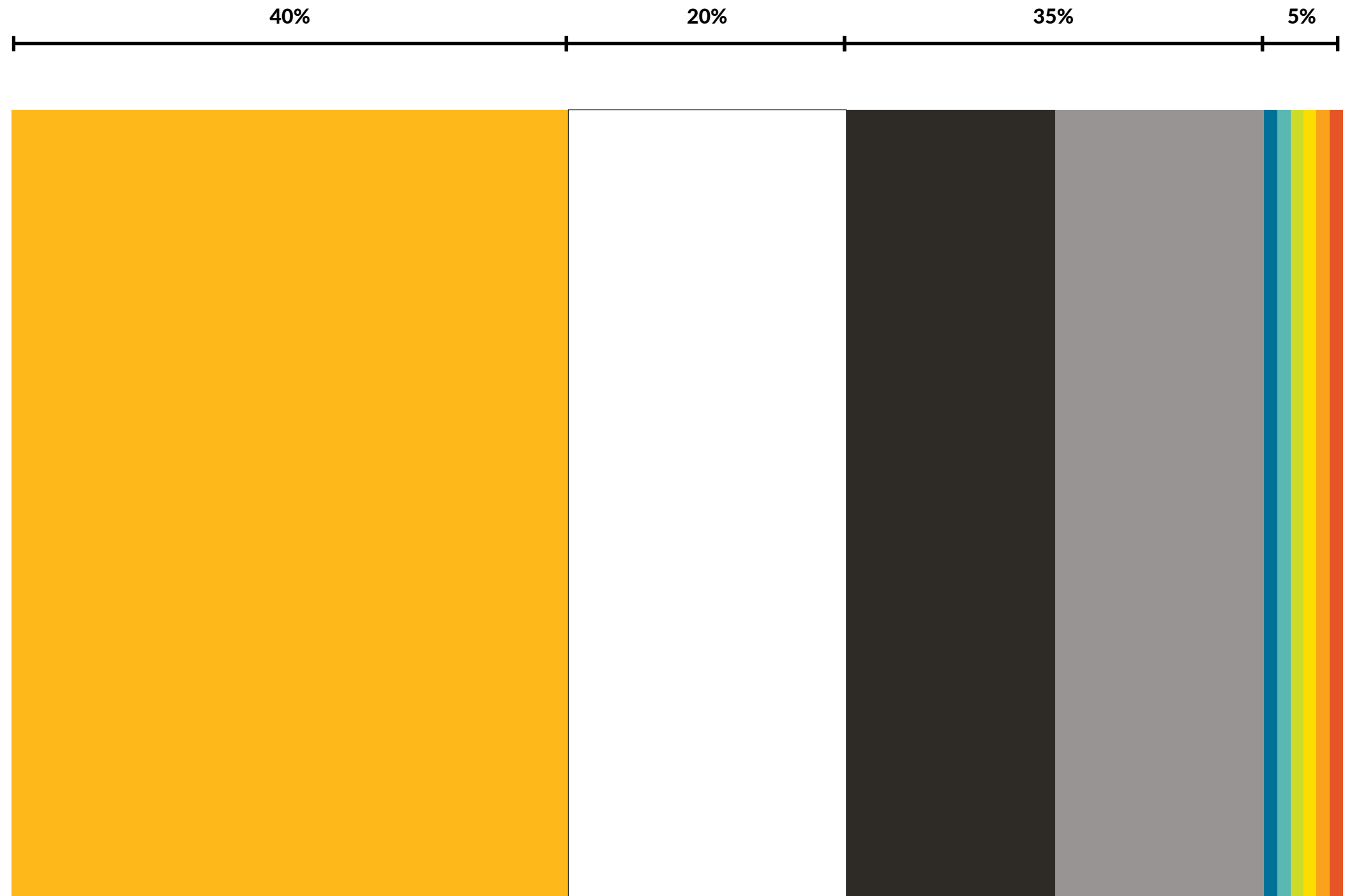
Our Visual Representation

The choice of images used for Etiqa's communication materials play a key role in supporting and reinforcing Etiqa's brand image. Ideally, the imagery should work with the other elements of the communications (headlines, graphics & etc.)

There are two different formats to Etiqa's visual representation: Imagery and Iconography. Both of them play an equally important role in creating a look and feel that is distinctively Etiqa's.

Imagery: Image Style

Using the right images helps bring our brand to life. As a brand that promises to simplify and enhance life, our image style should sit in 3 key areas and reflect our brand voice:

- Enriching
- Uncomplicated
- Enabling

Enriching

Imagery shows the human side of our business and leans towards people celebrating life – focussing on positive and creative experiences that bring hope and joy.

Enabling

Celebrate diversity and inclusivity naturally (as opposed to forcing it in). Etiqa should be seen as a brand that enables people to make the right choices – choices that can simplify and make life easier.

Uncomplicated

Focus on images that are genuine, clear, unfussy and easy to understand.

Imagery: Image Types (Country-relevant)

Please ensure that the types of images used are country-relevant, i.e., featuring local talents and landmarks/landscapes of the country the communications piece would be appearing in.

For instance, an ad for the Indonesian market should feature Indonesian talents within an Indonesian setting, as depicted in the examples shown on the right.

Imagery: Narrative & Art Direction

Insurance

In addition to the 3 key areas covered in the Image Style section, consider the following:

Narrative
- Capture important milestones in life.
- Show positive actions celebrating life.

Art Direction
- Focus on smiles.
- Show people enjoying leisure and pleasures of life.

Imagery: Narrative & Art Direction

Takaful

In addition to the 3 key areas covered in the Image Style section, consider the following:

Narrative
- Capture important milestones in life.
- Show candid, positive actions based on Syariah or Islamic religious law.

Art Direction
- Focus on smiles.
- Show people enjoying leisure and pleasures of life.

Syariah-compliant Images
- Images that display a respectful way of life.
- Men should be dressed decently with no bare legs seen above the knee.
- Women should wear head coverings, and clothes that cover their arms and legs.
- Non-Muslims should be seen in similar attire with the exception of head coverings, which are not required.

Imagery: Don'ts

Please ensure you use the correct images that reflect our Etiqa personality. Here are some examples of what not to use. Please note images are mere examples and are not limited to those shown here.

Do not use images that are too serious.

Do not use images that feel staged.

Do not use clichéd/unrealistic images.

Do not use images that are too static and expressionless.

Do not use inappropriate images (no bare legs, shoulders, armpits or cleavage).

Do not use people in CGI. Use live action instead.

Iconography: Styling

Icons can be used to create visual interest within a document. They should be simple and intuitive, maintaining a clear connection with the subject.

Etiqa's icons feature the use of the Etiqa Yellow as a representation of the brand. Whenever possible, this primary colour should be the first choice for Etiqa's icons.

All newly created icons must adhere to the guidelines here to ensure consistency in style and structure.

Icon Variations*
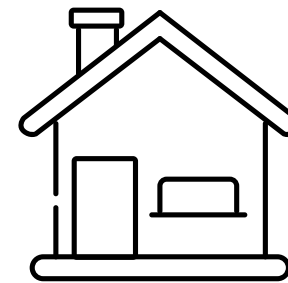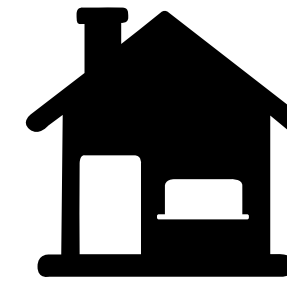
Etiqa Yellow   Line   Solid

Correct Icon Styles
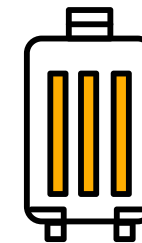
Incorrect Icon Styles

Creating Icons

48px

48px
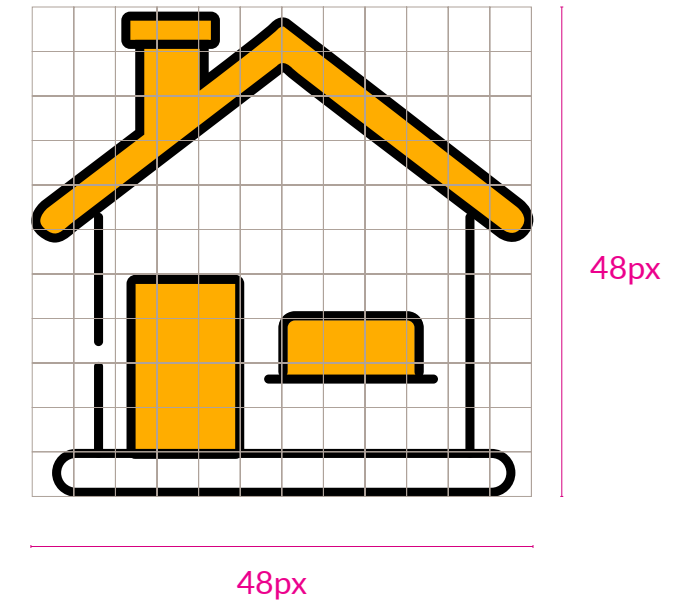
1 Start with an art board in a design software with 48x48 pixels.

2 Begin drawing the outline in stroke 1pt, with rounded corner and cap.

3 Expand the stroke and fill to produce a scalable icon without distorting the stroke in any size.

* For the Etiqa Yellow icon variation, the use of the Etiqa yellow should not exceed 25% of the overall icon. Please refer to the icons shown here as a guide.

Grid System

For ease in designing layouts, we have devised a simple grid system that is based on page division as well as the height of the letter 'Q' in our logo as a form of measurement. This system, which comprises 7 components (shown here as 1-7), applies to most of our communications. However, there are instances where it may not come into play.

Detailed guidelines on this grid system are provided over the next few pages.

4 **Logo Positioning**

2 **Margin**

7 **Call-to-action**

6 **Takaful Stamp**

1 **Logo Sizing**

3 **Etiqa Yellow Bar**

5 **Legalese**

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Visit us at **www.etiqa.com.my** or call the **Etiqa Oneline 1300 13 8888** for more details
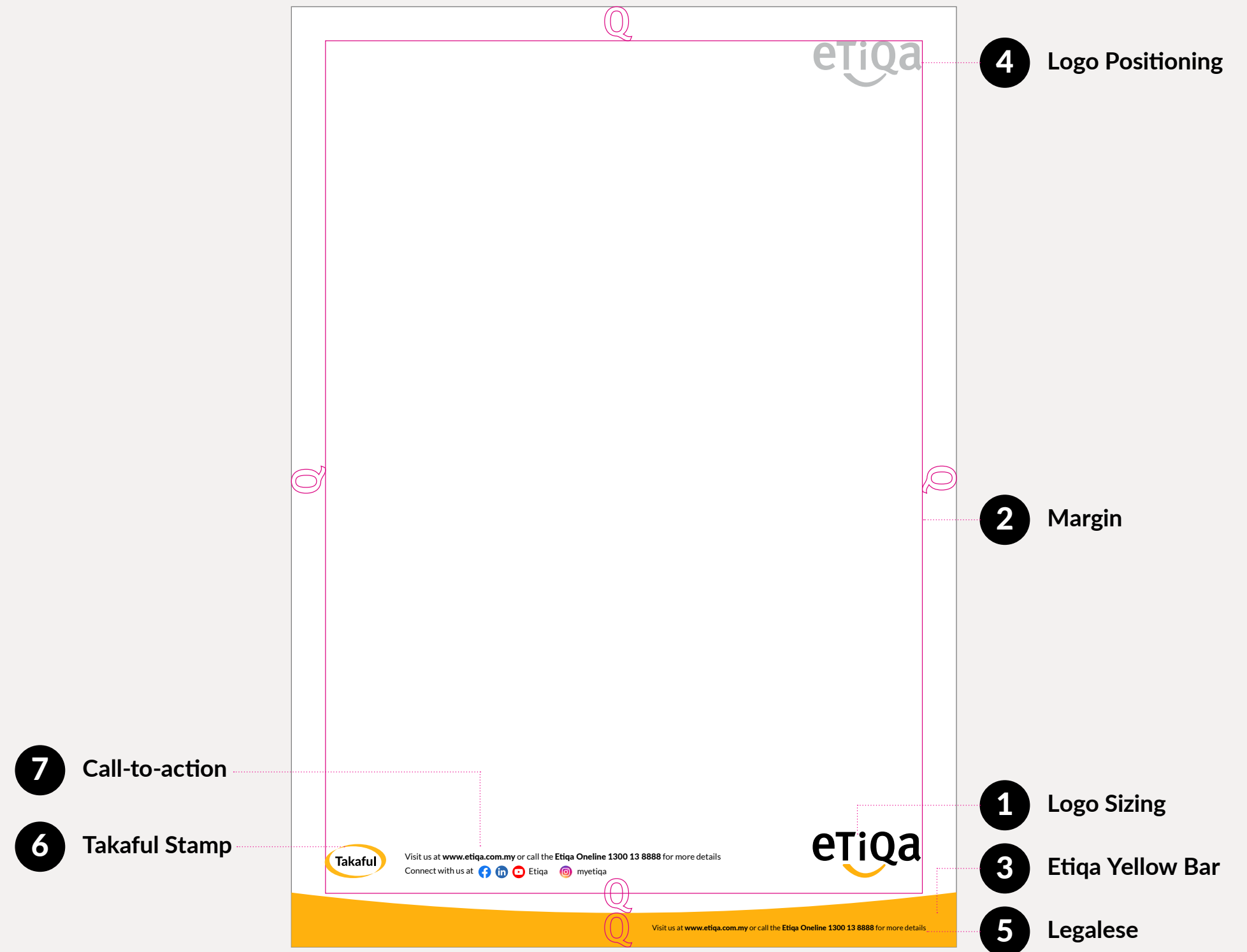
① Logo Sizes: Standard Layouts

Our logo may sometimes appear big and obvious or it may take more of a backseat and be a little smaller.

A handy tip to remember when determining the logo size: always use the **shortest side** of your page for calculations.

The guidelines on the right detail how to calculate logo sizes on standard layouts.

Portrait

Depending on your layout content, there are two logo sizes to choose from, as detailed here. These calculations work for A1, A2, A3, A4, A5, A6 layouts for both portrait and landscape.
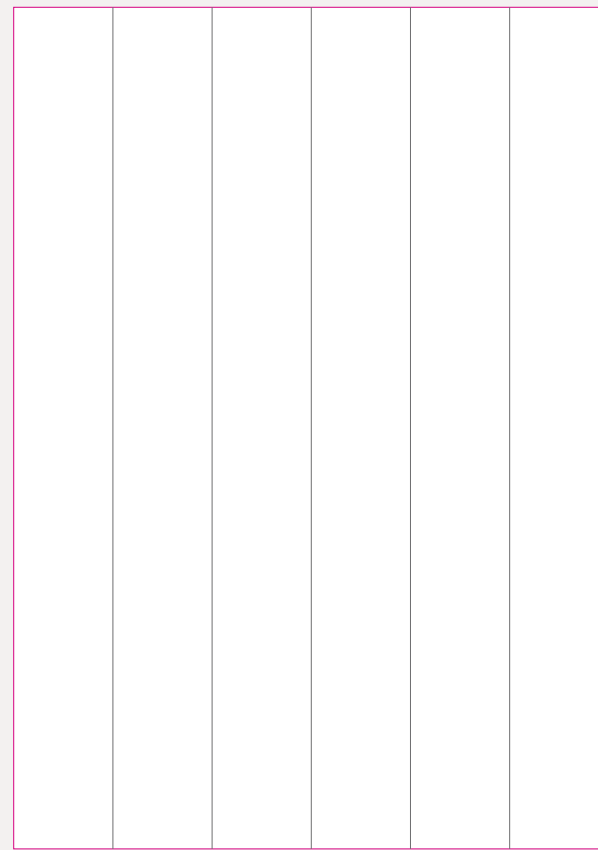
eTiQa

1/6 of width
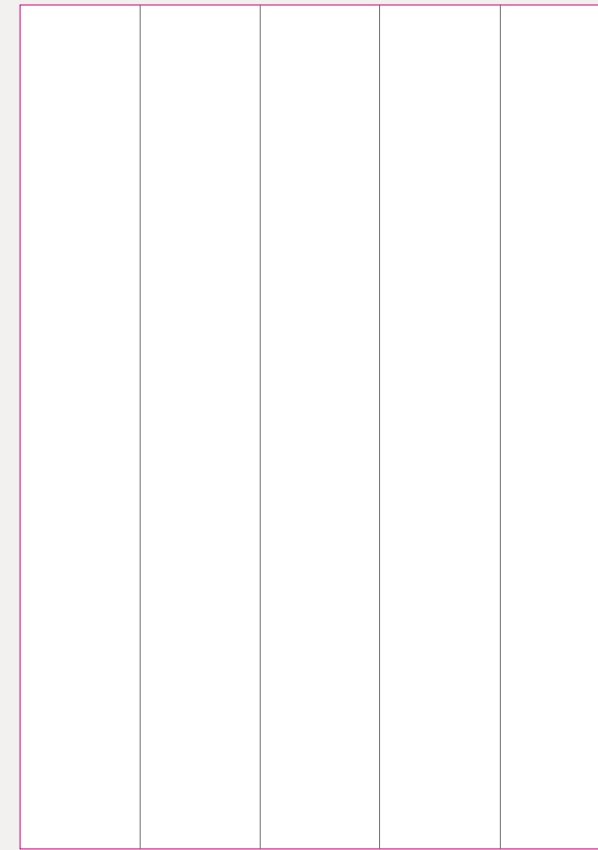
eTiQa

1/5 of width

Landscape

For landscape, the size of the Etiqa logo should be calculated based on 1/6 or 1/5 of the height of the layout.
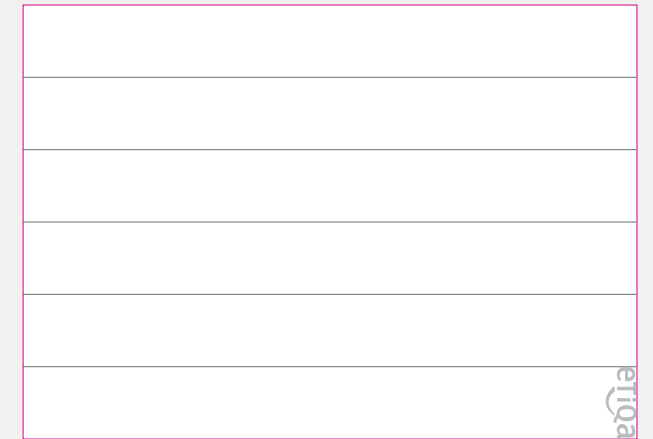
eTiQa

1/6 of width
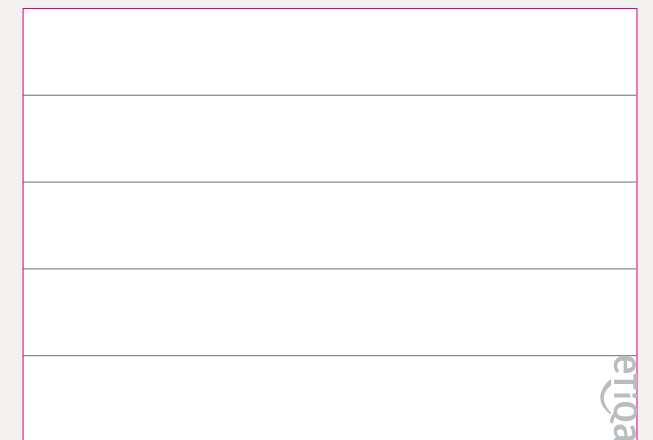
eTiQa

1/5 of width

① Logo Sizes: Extreme Layouts

These calculations work for extreme portrait and extreme landscape.

Remember: always use the shortest side of your page to calculate your logo size.

Extreme Portrait

For narrow vertical layouts, the layout may be divided into 2 or 3 columns to determine the logo size.

1/2 of width

1/3 of width
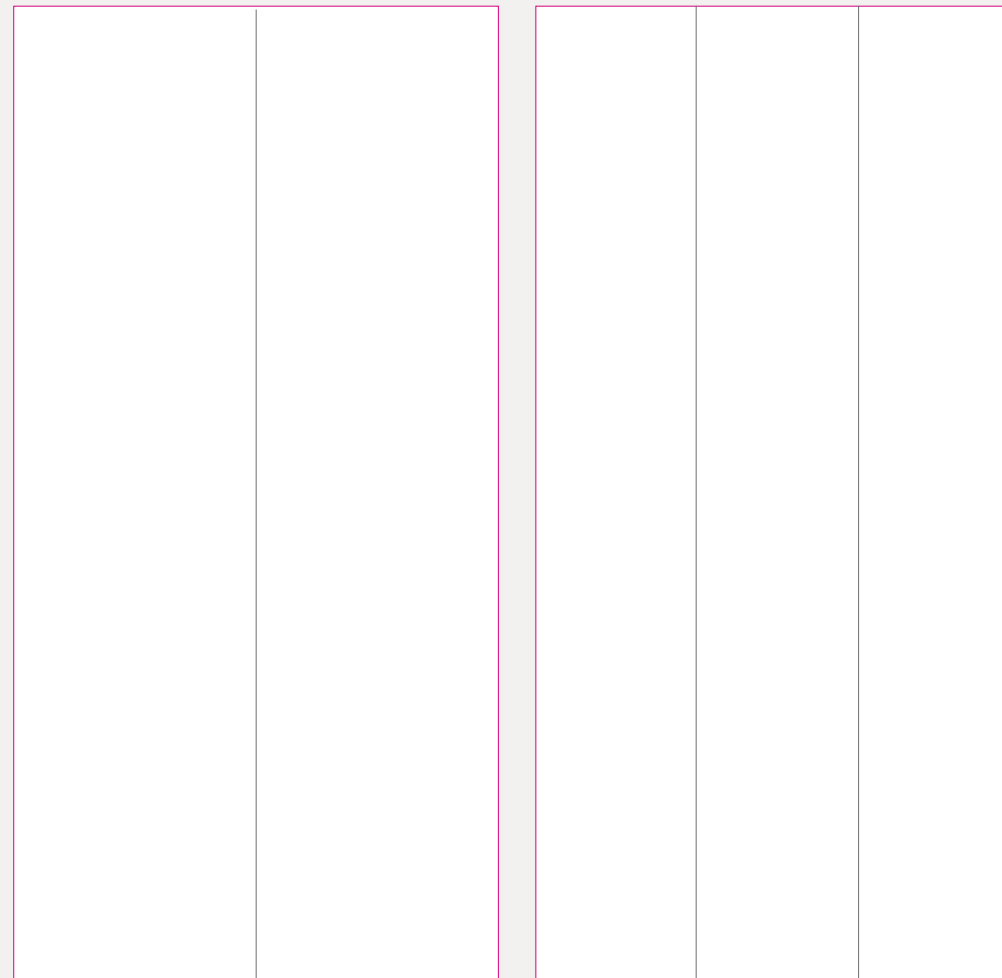
Extreme Landscape

For extreme landscapes, the layout may be divided into 2 or 3 columns to determine the logo size.

1/2 of width

1/3 of width
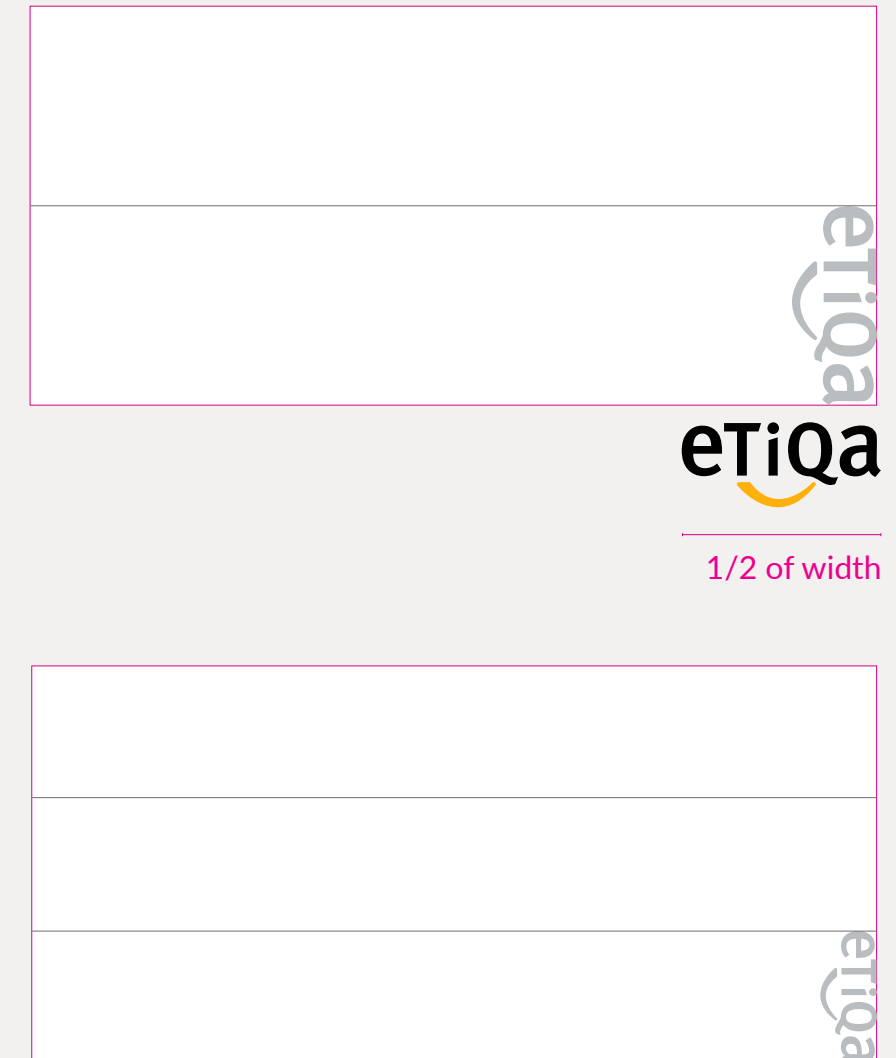
② Margin

A margin surrounds all Etiqa layouts. There are 2 steps to determining the margin size:
1.   Calculate the size of the logo – 1/6th or 1/5th of the layout.
2.   Once fixed, use the letter 'Q' from the logo to establish the margin size.

Please note:
1.   The top and side margins are the size of 1 'Q'.
2.   The bottom margin should be the size of 1.5 'Q' to accommodate the logo and the curve of Etiqa Yellow Bar.

Step 1

Determine the size of the logo.
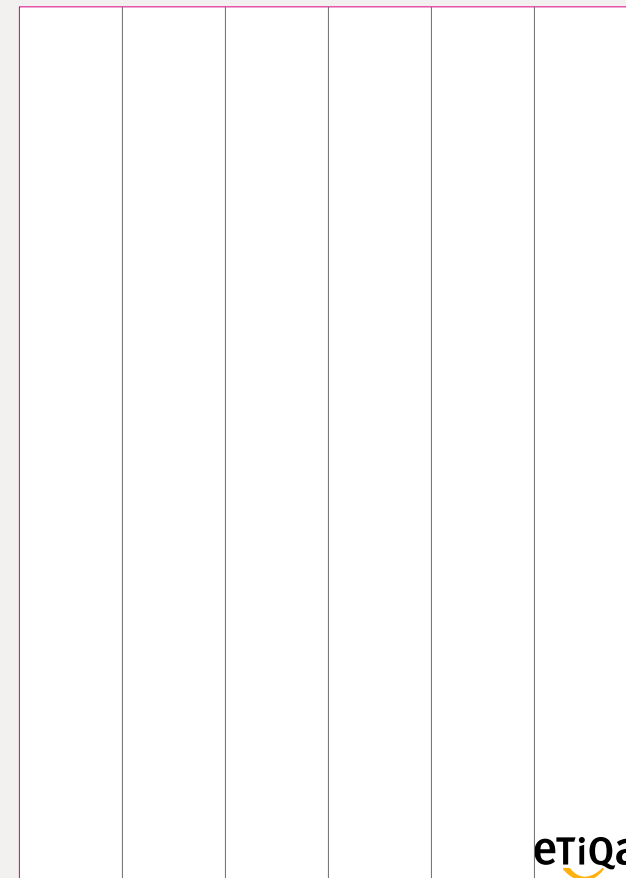
Step 2

Use the letter height of the letter 'Q' to determine the margin. The top and side margins are the size of 1 'Q'. The bottom margin should be the size of 1.5 'Q'.
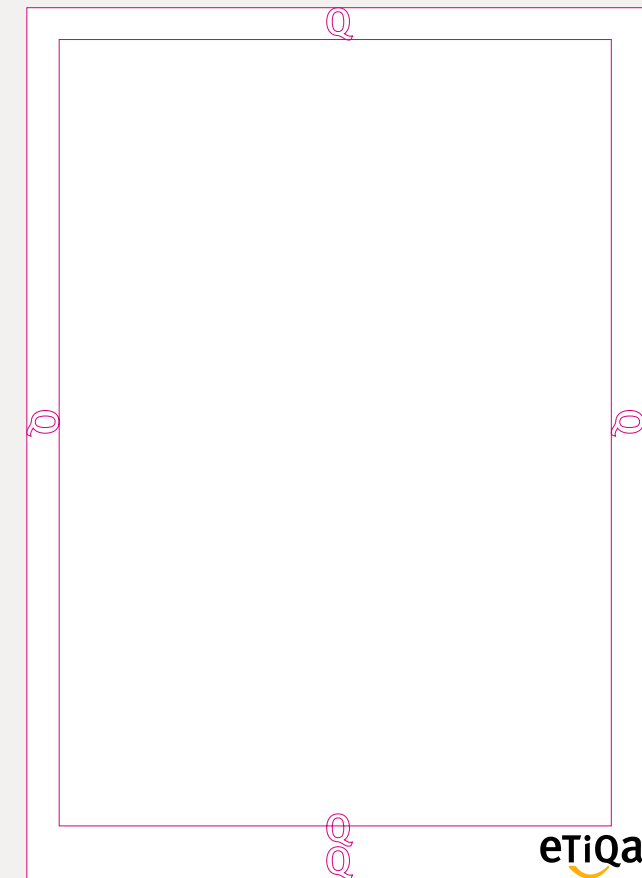
(3) **Etiqa Yellow Bar**

The Etiqa Yellow bar is inspired by our distinctive Etiqa Smile. It is used to hold certain text such as legalese, copyright, etc. The Etiqa Yellow Bar must always sit at the bottom of the layout and can be resized to fit any layout.

When resizing, it is important to always resize proportionately. Use only the anchor point shown in the bottom left visual to lengthen the smile to the sides of the layout.

Original

Resize Proportionately

Anchor Point
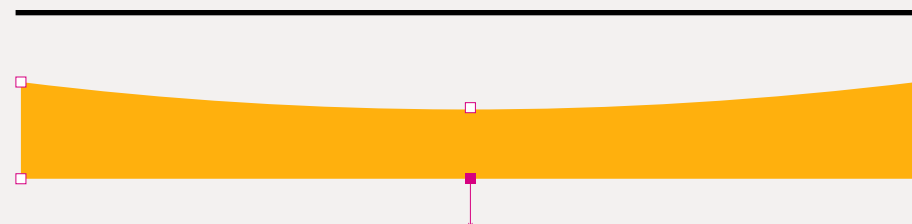
Lengthen from this anchor point
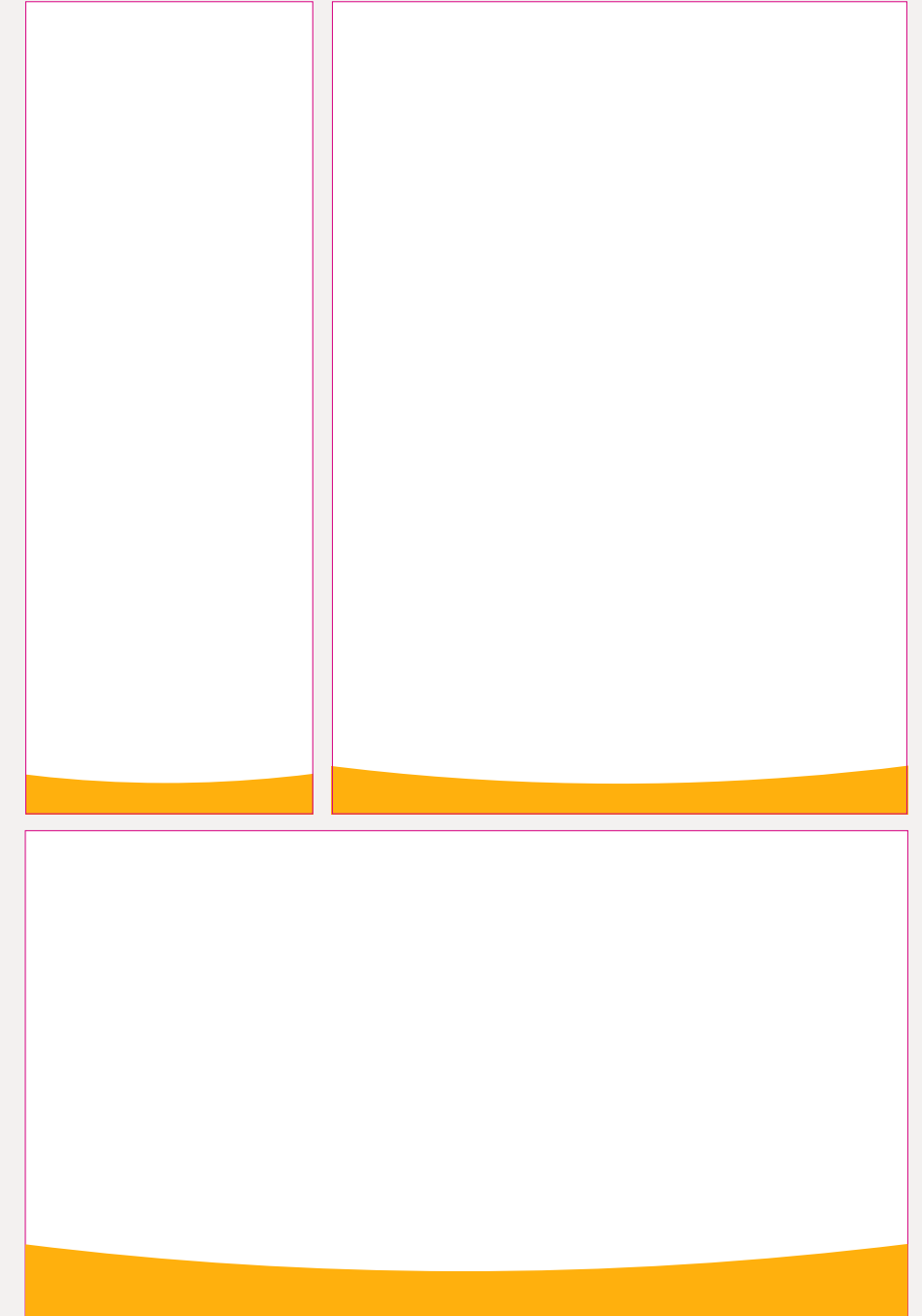
3 Etiqa Yellow Bar and Logo Placement

The steps on the right detail how the Etiqa Yellow Bar is stretched and placed within the margin. They also show how the logo is placed.

Step 1

Adjust the length of the bar so that the lowest part of the curve (the anchor point) is the height of the 'Q'.
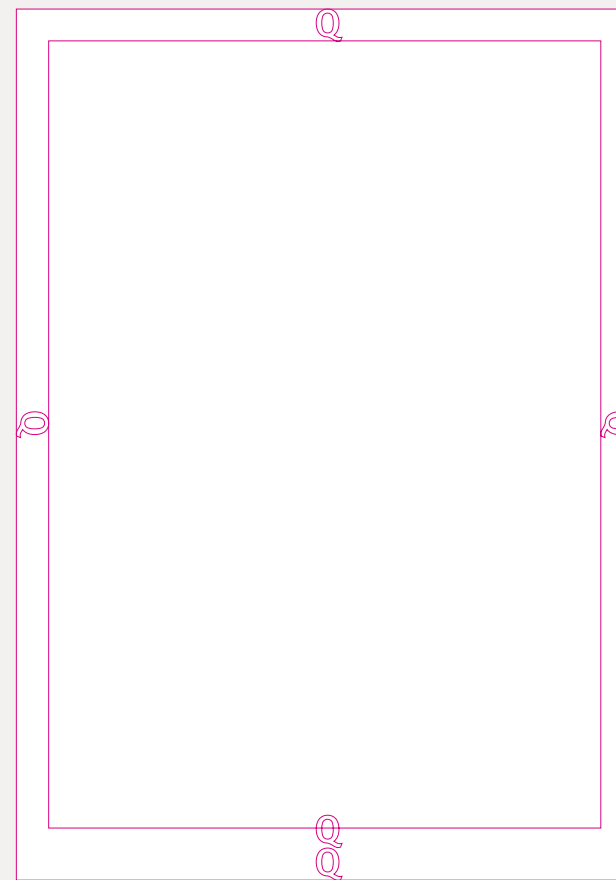
The sides of the curve need to touch the sides of the layout. From there, pull the anchor point of the bar down to fit the size of 1Q.

Step 2

Place the Etiqa Yellow Bar within the bottom margin of the layout.
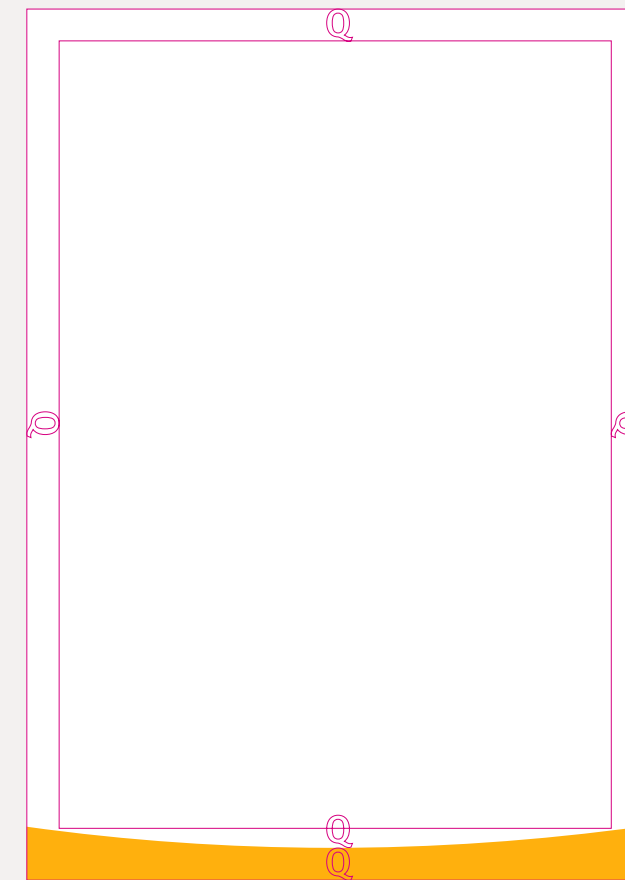
Step 3

Place the logo at either the top right, touching the margin, or bottom right corner, above the margin.
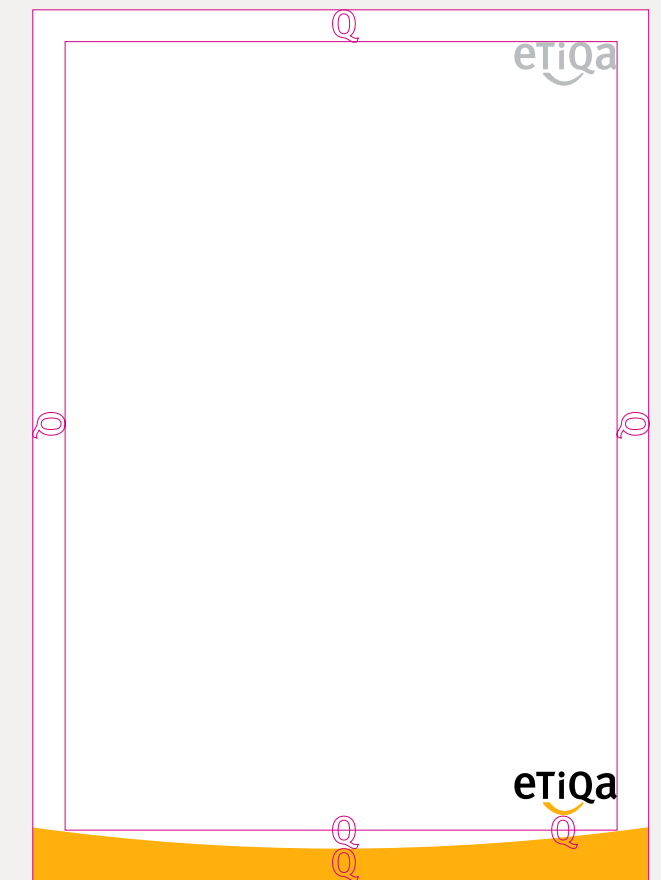
4 Logo Positioning

The logo may be placed at either the top right or bottom right corner.

- If the logo is placed on the top right, the top of the logo should touch the margin.
- If placed at the bottom, the base of the logo should be positioned at half the height of the letter 'Q' above the Etiqa Yellow Bar.
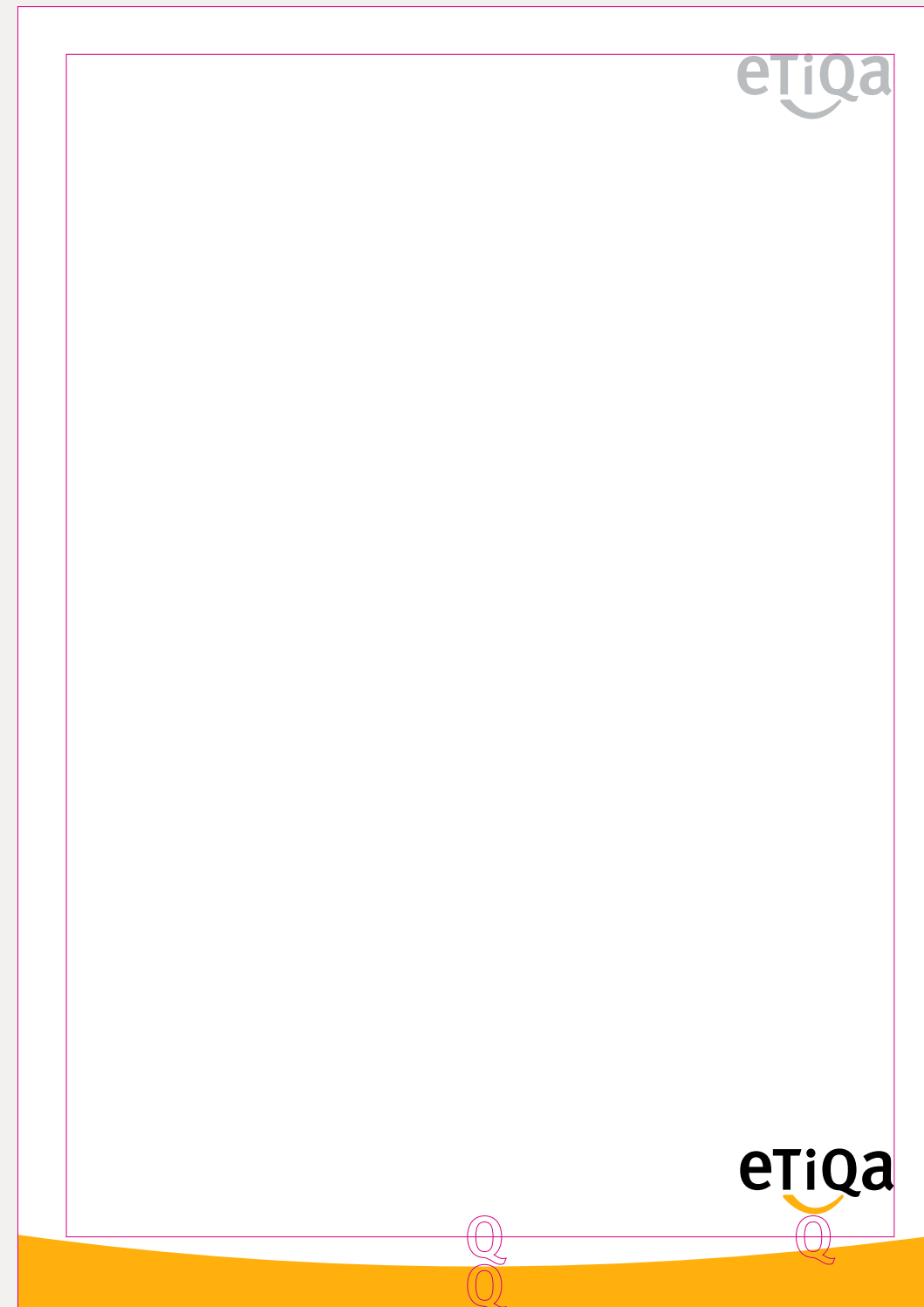
⑤ Legalese

A legal line is required in all product communications. It should always be placed within the Etiqa Yellow Bar, directly below and flushed to the right of the Etiqa logo.

There are 4 different legal lines altogether. Please ensure that you use the correct legalese for the respective products.

A. General Insurance
Underwritten by Etiqa General Insurance Berhad (Co. Reg. No.: 197001000276)

B. Life Insurance
Underwritten by Etiqa Life Insurance Berhad (Co. Reg. No.: 201701025113)

C. General Takaful
Underwritten by Etiqa General Takaful Berhad (Co. Reg. No.: 201701025031)

D. Family Takaful
Underwritten by Etiqa Family Takaful Berhad (Co. Reg. No.: 199301011506)

Please note that there is a minimum size of 8pt for the legalese. This line is not required for corporate communications.

General Insurance

eTiQa
General Insurance

Ⓐ Underwritten by Etiqa General Insurance Berhad (Co. Reg. No.: 197001000276)

Life Insurance

eTiQa
Life Insurance

Ⓑ Underwritten by Etiqa Life Insurance Berhad (Co. Reg. No.: 201701025113)

General Takaful

eTiQa
General Takaful

Ⓒ Underwritten by Etiqa General Takaful Berhad (Co. Reg. No.: 201701025031)

Family Takaful

eTiQa
Family Takaful

Ⓓ Underwritten by Etiqa Family Takaful Berhad (Co. Reg. No.: 199301011506)
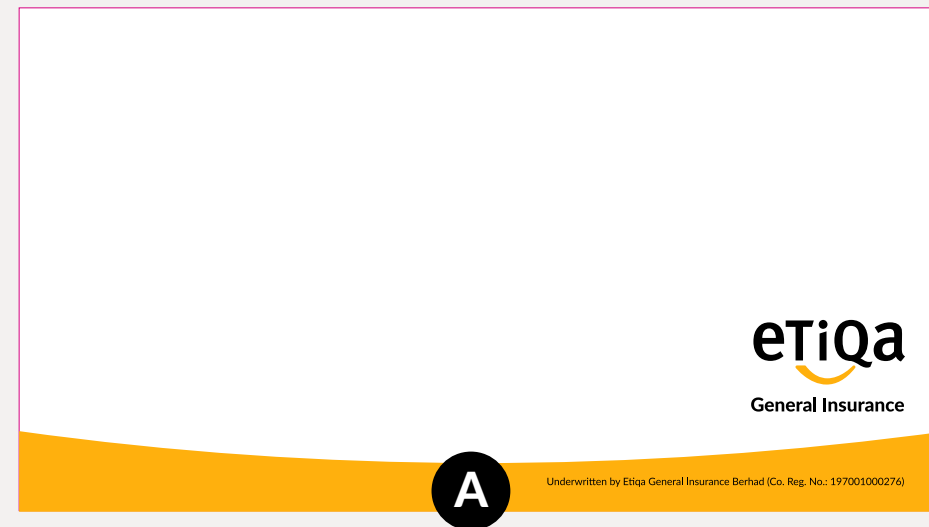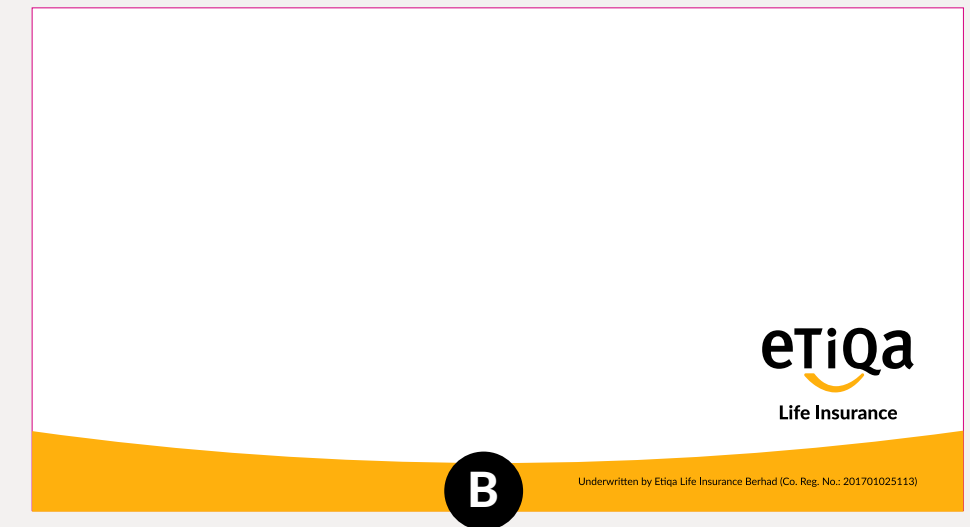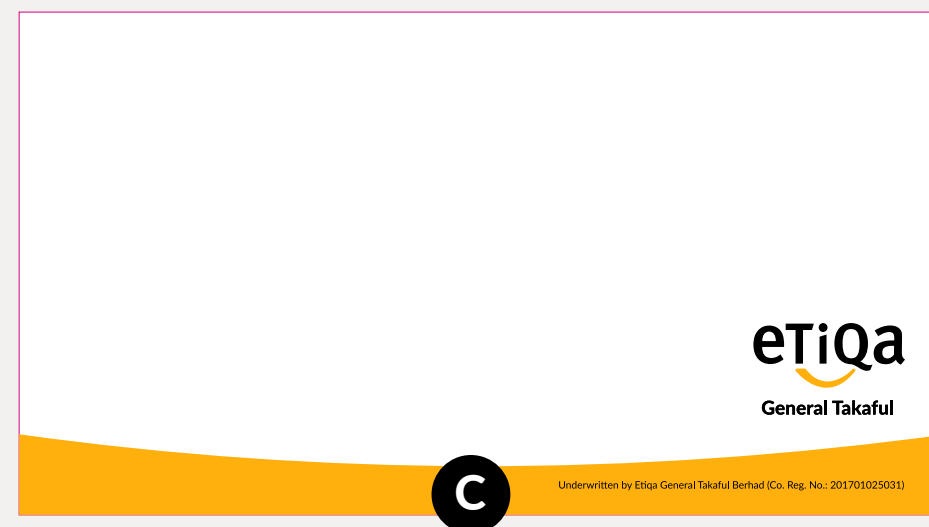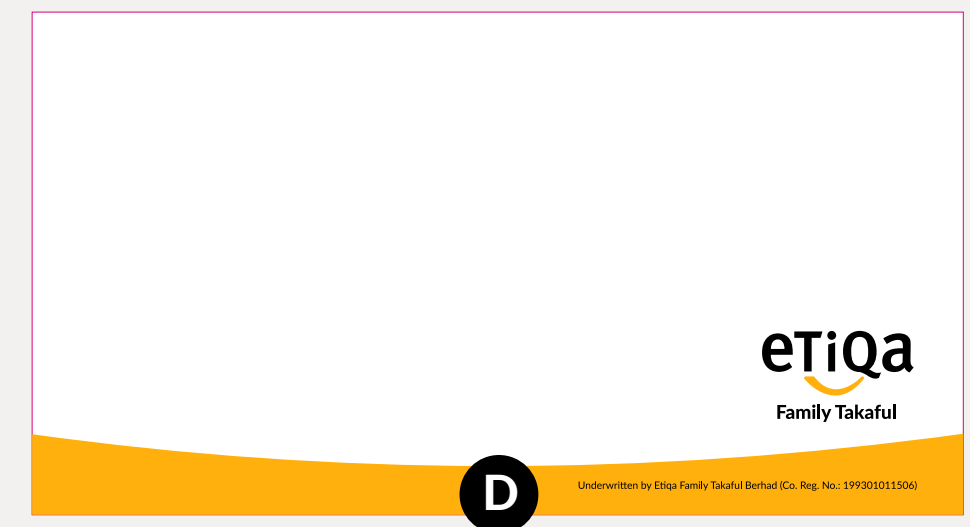
6 Takaful Stamp

This Takaful Stamp is only used for our Takaful communications. It serves to underscore the fact that our Takaful products and services are based on syariah principles.

There are two versions of the Takaful stamp - full colour and reverse full colour.

Inspired by our Etiqa Smile, the stamp design features the crescent moon, which is widely recognised as a symbol of new life and new beginnings. 2 stylised crescents are used, facing each other to form a full circle, denoting Etiqa's all-rounded Takaful. Within the circle is the word Takaful, underscoring the principles that the business follows.

The visuals on the right show the colour versions available for this stamp, and how they should and should not be used against different backgrounds.

The reverse full colour version is only applicable for Etiqa yellow background.

Full Colour

Reverse Full Colour
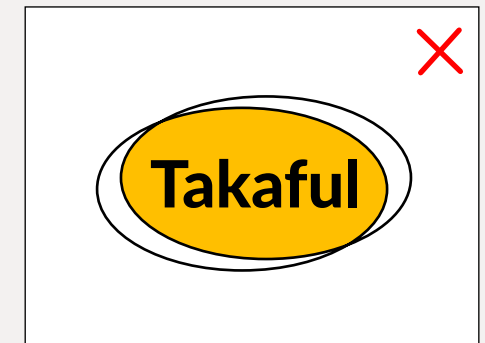
6 **Takaful Stamp: Sizing**

The size of the Takaful Stamp should be the same height of the letter 'Q' in the logo. It should be placed at the bottom left corner, aligned with the margin, as depicted.

Takaful logo is the height of the letter 'Q' in the logo
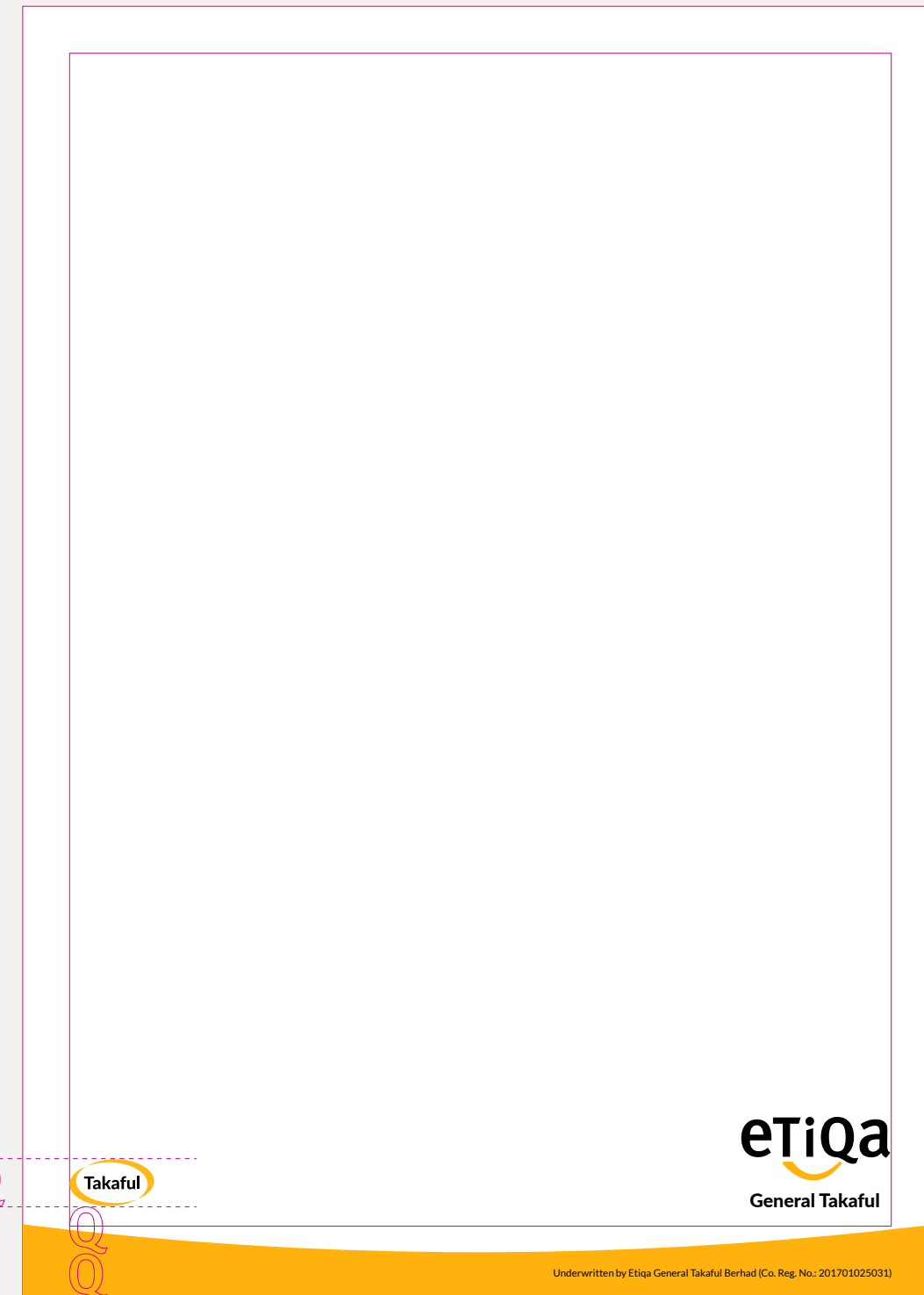
⑦ Call-to-action

The call-to-action line should always be placed on the bottom left corner of the communications piece, and flushed to the left of the margin. Like the Etiqa logo, it should be placed at half the height of the letter 'Q' above the Etiqa Yellow Bar.

Please refer to the section on Typography Styling for the correct font size to use. Please note that these call-to-action lines do not apply to billboards as they are too small to be read. For billboards, any call-to-action should be part of the headline.

Depending on your layout, there are four versions available for use.

Long Version — 2 lines

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Connect with us at [Facebook] [LinkedIn] [YouTube] Etiqa   [Instagram] myetiqa

Long Version — 4 lines

Visit us at **www.etiqa.com.my** or call
Etiqa Oneline 1300 13 8888 for more details.

Connect with us at
[Facebook] [LinkedIn] [YouTube] Etiqa   [Instagram] myetiqa

Short Version — 1 line

Etiqa Oneline 1300 13 8888 | **www.etiqa.com.my** | [Facebook] [LinkedIn] [YouTube] Etiqa   [Instagram] myetiqa

Short Version — 3 lines

Etiqa Oneline 1300 13 8888
www.etiqa.com.my

[Facebook] [LinkedIn] [YouTube] Etiqa   [Instagram] myetiqa
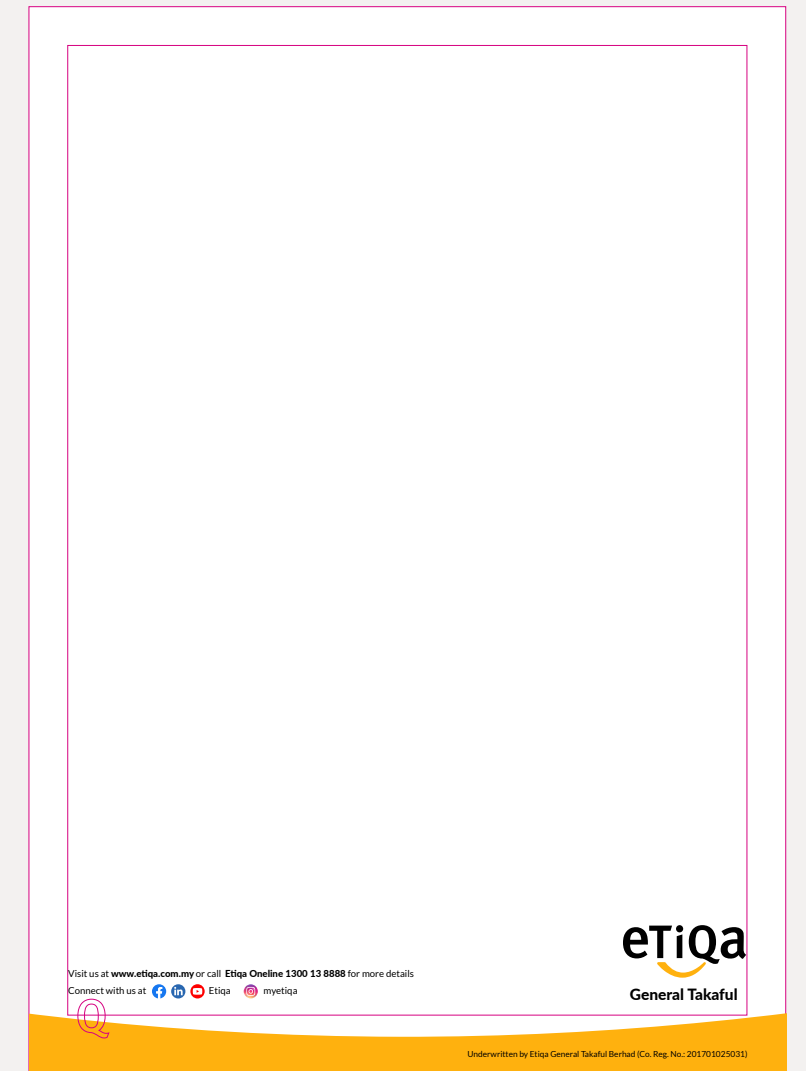
7 **Call-to-action: With Takaful Stamp**

When used with the Takaful Stamp, the Call-to-action line should be placed after the stamp, to its right, as shown here.

Takaful

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eTiQa
General Takaful

Underwritten by Etiqa General Takaful Berhad (Co. Reg. No.: 201701025031)
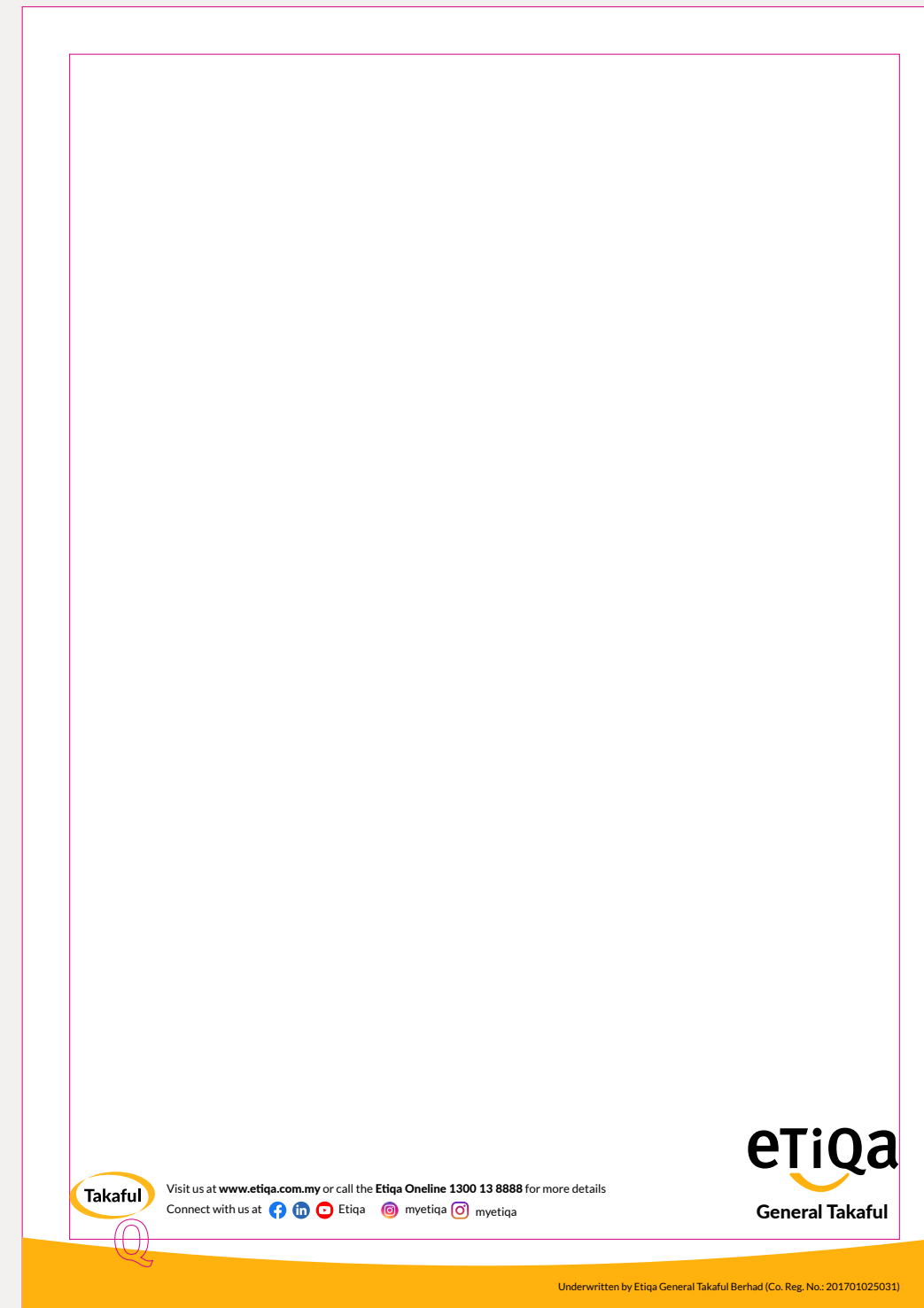
03

Applications

The strength and consistency of our
brand identity depends on the consistent use
of our VIS across all communications.

This section provides detailed guidelines and examples on how to apply
Etiqa's VIS into the various communications to generate that consistent
and distinctive look and feel for Etiqa.

Note: All final artwork and new design materials not featured in this manual must be approved by the Corporate Brand team prior to production.

In order to build Etiqa's brand equity, we need to communicate our brand in a uniformed and consistent manner, especially in the way we speak and the way we look. There are 2 levels to Etiqa's communications:

1. Corporate

CORPORATE

All corporate activities such as Shared Services and matters relating to International business should carry this logo version.

2. Product

SUB-BRANDS & ENTITIES

All entity specific and product communications should feature the respective entity logo versions. In special instances where the same family of entities (i.e. under Insurance or Takaful) are having a joint event, the Sub-brand logo version may be used in lieu of the entities.

Corporate Grids

Our corporate grids play an important role in communicating the Etiqa brand in our physical absence. They are **tools that serve to further build our brand**.

This section provides guidelines on how to ensure brand consistency on our stationery.

Business Card

This card design applies to all of Etiqa's businesses. Only the respective logo versions, company names, registration numbers change. In this design, the Etiqa brand takes precedence at the top right corner, with staff details flushed left below. The Etiqa Smile device is used as a pattern that wraps round from the front to the back. In front, it is featured in Etiqa Yellow against a white background, while at the back, the colour changes to reversed white against the Etiqa Yellow background. Name, designation and direct contact details are featured in front while that of the company is featured at the back.

Size: 90mm (w) x 55mm (h)

① Employee's Name
Lato Heavy, 9pt
Leading 10.8pt, Kerning 25
Pantone Black

② Corporate Title, Department, Division
Lato Regular, 7pt
Leading 9pt, Kerning 25
Pantone Black

③ Contact Labels/Company Name
Lato Heavy, 7pt
Leading 9pt, Kerning 25
Pantone Black

④ Contact Details
Lato Regular, 7pt
Leading 9pt, Kerning 25
Pantone Black

⑤ Company Registration Number
Lato Bold, 5pt
Leading 5pt, Kerning 25
Pantone Black

⑥ Website URL
Lato Heavy, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

Front
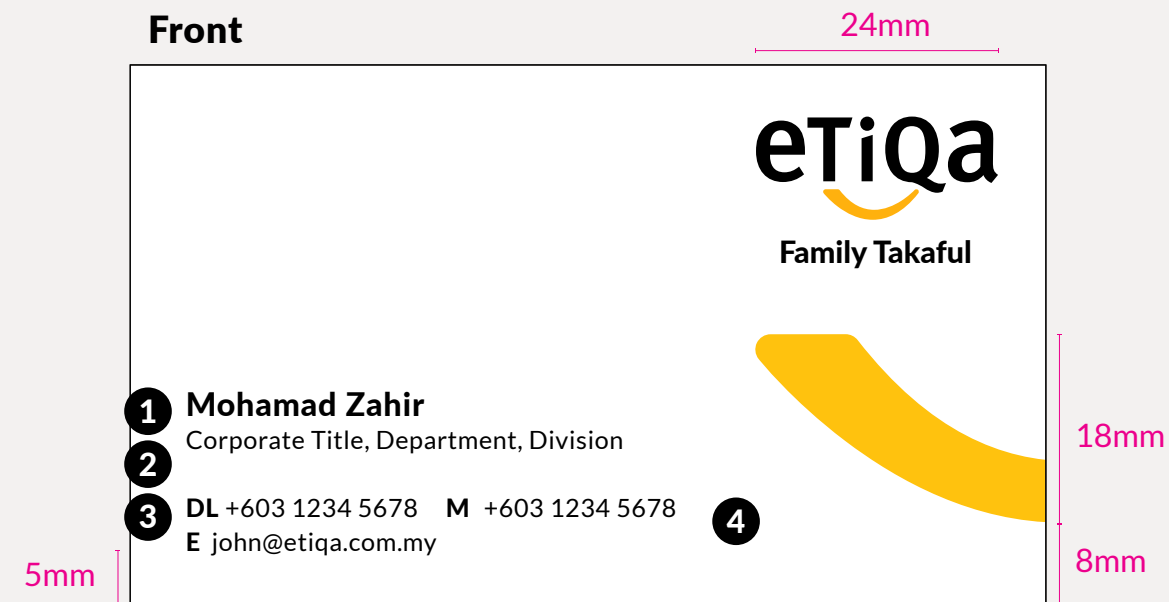
24mm

eTiQa
Family Takaful

18mm

① Mohamad Zahir
② Corporate Title, Department, Division

③ DL +603 1234 5678   **M** +603 1234 5678   **④**
E john@etiqa.com.my

5mm   8mm

eTiQa

Mohamad Zahir
Corporate Title, Department, Division

DL +603 1234 5678   **M** +603 1234 5678
E john@etiqa.com.my

Please place your respective logo versions in the same position.

Back

45mm

③
Etiqa Family Takaful Berhad
⑤ (Co. Reg. No. : XXXXXXXXX)
Level 12B, Akademi Etiqa,
23, Jalan Melaka,   **④**
50100 Kuala Lumpur
Malaysia

T   +603 1234 5678
F   +603 1234 5678

⑥ www.etiqa.com.my

8mm

18mm

8mm   5mm

Please ensure you use the correct company name and registration number that correspond with the respective logo versions shown in the front of the card.

Letterhead

This letterhead design applies to all businesses. The respective logo versions is featured on the top right corner, with contact details flushed at the bottom right corner. The Etiqa Yellow Bar is placed at the bottom, with Etiqa's Oneline number and Etiqa website URL flushed right within the bar. All other guidelines shown here apply.

Size: 210mm (w) x 297mm (h)

① Contact Labels/Company Name
Lato Heavy, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

② Contact Details
Lato Regular, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

③ Company Registration Number
Lato Bold, 5pt
Leading 5pt, Kerning 25
Pantone Black

④ Etiqa Oneline and Website
Lato Bold, 7pt
Leading 9pt, Kerning 25
Pantone Black

⑤ Subject
Lato Heavy, 10pt
Leading 12pt, Kerning 25
Pantone Black

⑥ Body Copy
Lato Regular, 10pt
Leading 12pt, Kerning 25
Pantone Black

40mm   1/5 of width

55mm

eTiQa
Life Insurance

Title
Adress Line 1
Adress line 2
Post code, Country   DD Month 2013

⑤ RE: De Finibus Bonorum et Malorum

Dear Sir/Madam,

⑥ Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nunc leo, tempor sed ipsum sit amet, placerat tristique tellus. Suspendisse interdum at risus nec egestas. Donec commodo, dui et pretium tincidunt, metus urna vulputate eros, sit amet efficitur ipsum nisl eu orci. Praesent sed mi quis ex ornare tincidunt a id ligula. Morbi pulvinar ligula et nunc condimentum tempus.

Curabitur sollicitudin arcu enim, eu sagittis magna molestie sollicitudin. Vestibulum ornare, metus sed auctor faucibus, sapien purus ultricies mauris, interdum porta nisl enim ut nibh. Nullam vel arcu malesuada eros porta porta. Aliquam ultrices dictum nunc eget egestas. Pellentesque a facilisis arcu. Vestibulum tempor varius vulputate.

Yours Sincerely,

Dato' Ali bin Abu
Chief Executive Officer/Director
Maybank Ageas holdings Berhad

③

① Etiqa Life Insurance Bhd (1239279-P) Dataran Maybank, No.1 Jalan Maarof, 59000 Kuala Lumpur, Malaysia **②**
T +603 1234 5678 | **F** +603 1234 5678 | **E** info@etiqa.com.my

④ Etiqa Oneline 1300 13 8888 | www.etiqa.com.my

Please place your respective logo versions in the same position.

Please ensure you use the correct company name and registration number that correspond with the respective logo versions.

Letterhead:
Continuation Sheet

On Continuation Sheets, only the respective logo versions is featured on the top right corner. There is no need to feature the Etiqa Yellow Bar.

Size: 210mm (w) x 297mm (h)

40mm

1/5 of width

55mm

eTiQa

Please place your respective logo versions in the same position.
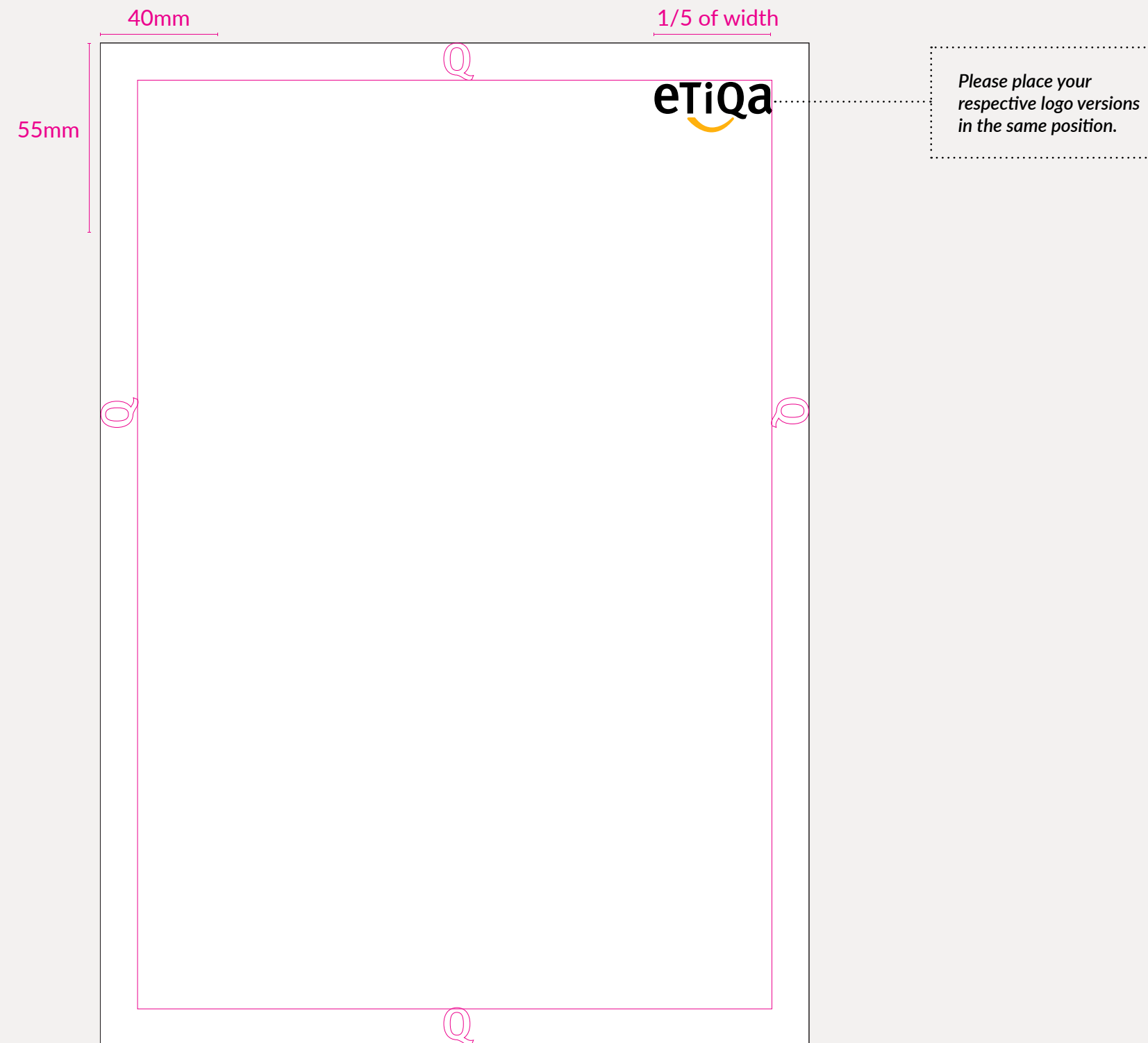
Press Release

Press releases are only issued by our Corporate Brand team. As such, they only need to feature the Etiqa Brand on the top right corner. The use of the Etiqa Yellow Bar is mandatory, with Etiqa's Oneline number and Etiqa website URL flushed right within the bar. Other guidelines shown here apply.

Size: 210mm (w) x 297mm (h)

① Contact Labels/Company Name
Lato Heavy, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

② Contact Details
Lato Regular, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

③ Company Registration Number
Lato Bold, 5pt
Leading 5pt, Kerning 25
Pantone Black

④ Etiqa Oneline and Website
Lato Bold, 7pt
Leading 9pt, Kerning 25
Pantone Black

⑤ Press Release
Lato Heavy, 15pt
Leading 18pt, Kerning 25
Pantone 109U

⑥ Subject
Lato Heavy, 10pt
Leading 12pt, Kerning 25
Pantone Black

⑦ Body Copy
Lato Regular, 10pt
Leading 12pt, Kerning 25
Pantone Black

40mm

1/5 of width

55mm

eTiQa

⑤ Press Release

FOR IMMEDIATE RELEASE   13/03/2019

CONTACT
Mr Lspa Silver Plan Self And Spouse Mon
25, Jalan Kiara Sd 11/4
Bandar Sri Damansara Kuala Lumpur
52200 WP Malaysia

⑥ Etiqa Leads The Way In Humanising Insurance and Takaful

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean porttitor diam et imperdiet semper. Phasellus eget erat id risus tempus vestibulum et a quam. Fusce et fringilla nisi. Duis

⑦ Duis nec sapien eget quam consequat ultricies ut quis nulla. Morbi eu magna semper, dapibus tellus sed, lacinia urna. Suspendisse dictum commodo nunc nec cursus. Nullam ultrices ut mauris non dignissim. Curabitur rhoncus vestibulum ante. Nullam vehicula nisi odio, ut feugiat nulla interdum at. Praesent at risus accumsan magna vehicula ornare. Aenean at tristique sapien, nec egestas nibh. Vestibulum leo mi, mollis vel semper et, eleifend a justo. Sed imperdiet, ligula quis placerat tincidunt, neque neque sollicitudin leo, et egestas ligula erat ut justo. Quisque pellentesque vel tortor at condimentum. Fusce cursus purus vel odio porta, eu condimentum nisi congue.

③
① Etiqa Family Takaful Bhd (266243-D) Dataran Maybank, No.1 Jalan Maarof, 59000 Kuala Lumpur, Malaysia **②**
T +603 1234 5678 | **F** +603 1234 5678 | **E** info@etiqa.com.my

④ Etiqa Oneline 1300 13 8888 | www.etiqa.com.my

Memo

Memos only feature the Etiqa Brand on the top right corner. The use of the Etiqa Yellow Bar is mandatory, with Etiqa's Oneline number and Etiqa website URL flushed right within the bar. All other guidelines shown here apply.

1 Contact Labels/Company Name
Lato Heavy, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

2 Contact Details
Lato Regular, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

3 Company Registration Number
Lato Bold, 5pt
Leading 5pt, Kerning 25
Pantone Black

4 Etiqa Oneline and Website
Lato Bold, 7pt
Leading 9pt, Kerning 25
Pantone Black

5 Memo
Lato Heavy, 15pt
Leading 18pt, Kerning 25
Pantone 109U

6 Subject
Lato Heavy, 10pt
Leading 12pt, Kerning 25
Pantone Black

7 Body Copy
Lato Regular, 10pt
Leading 12pt, Kerning 25
Pantone Black

40mm

1/5 of width

55mm

eTiQa

5 Memo

To:

CC:

From:

6 Date:

Subject:

7 Duis nec sapien eget quam consequat ultricies ut quis nulla. Morbi eu magna semper, dapibus tellus sed, lacinia urna. Suspendisse dictum commodo nunc nec cursus. Nullam ultrices ut mauris non dignissim. Curabitur rhoncus vestibulum ante. Nullam vehicula nisi odio, ut feugiat nulla interdum at. Praesent at risus accumsan magna vehicula ornare. Aenean at tristique sapien, nec egestas nibh. Vestibulum leo mi, mollis vel semper et, eleifend a justo. Sed imperdiet, ligula quis placerat tincidunt, neque neque sollicitudin leo, et egestas ligula erat ut justo. Quisque pellentesque vel tortor at condimentum. Fusce cursus purus vel odio porta, eu condimentum nisi congue.

3

1 Etiqa Family Takaful Bhd (266243-D) Dataran Maybank, No.1 Jalan Maarof, 59000 Kuala Lumpur, Malaysia
T +603 1234 5678 | F +603 1234 5678 | E info@etiqa.com.my **2**

4 Etiqa Oneline 1300 13 8888 | www.etiqa.com.my

Facsimile Cover Sheet

Fax cover sheets only feature the Etiqa Brand on the top right corner. The use of the Etiqa Yellow Bar is mandatory, with Etiqa's Oneline number and Etiqa website URL flushed right within the bar. All other guidelines shown here apply.

1 **Contact Labels/Company Name**
Lato Heavy, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

2 **Contact Details**
Lato Regular, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

3 **Company Registration Number**
Lato Bold, 5pt
Leading 5pt, Kerning 25
Pantone Black

4 **Etiqa Oneline and Website**
Lato Bold, 7pt
Leading 9pt, Kerning 25
Pantone Black

5 **Facsimile**
Lto Heavy, 15pt
Leading 18pt, Kerning 25
Pantone 109U

6 **Subject**
Lato Heavy, 10pt
Leading 12pt, Kerning 25
Pantone Black

7 **Body Copy**
Lato Regular, 10pt
Leading 12pt, Kerning 25
Pantone Black

40mm   1/5 of width

55mm

etiqa

5 **Facsimile**

To:

CO:

CC:

From:

Date:

Subject:

6 Pages:

7 Duis nec sapien eget quam consequat ultricies ut quis nulla. Morbi eu magna semper, dapibus tellus sed, lacinia urna. Suspendisse dictum commodo nunc nec cursus. Nullam ultrices ut mauris non dignissim. Curabitur rhoncus vestibulum ante. Nullam vehicula nisi odio, ut feugiat nulla interdum at. Praesent at risus accumsan magna vehicula ornare. Aenean at tristique sapien, nec egestas nibh. Vestibulum leo mi, mollis vel semper et, eleifend a justo. Sed imperdiet, ligula quis placerat tincidunt, neque neque sollicitudin leo, et egestas ligula erat ut justo. Quisque pellentesque vel tortor at condimentum. Fusce cursus purus vel odio porta, eu condimentum nisi congue.

3

1 Etiqa Family Takaful Bhd (266243-O) Dataran Maybank, No.1 Jalan Maarof, 59000 Kuala Lumpur, Malaysia **2**
T +603 1234 5678 | F +603 1234 5678 | E info@etiqa.com.my

4 Etiqa Oneline 1300 13 8888 | www.etiqa.com.my

Envelope:
Full Colour DL Without Window

These envelopes feature the full colour Etiqa Brand vertically centralised and flushed left on the front. Contact details are centralised below the flap at the back of the envelope. Please note that the flap should be in Etiqa Yellow. All other guidelines shown here apply.

Size: 220mm (w) x 110mm (h)

1 **Address**
Lato Regular, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

2 **Etiqa Oneline and Website**
Lato Bold, 7pt
Leading 9pt, Kerning 25
Pantone Black

1/5 of width

Center of the height
of the envelope

75mm

65mm

1 Dataran Maybank,
No.1 Jalan Maarof,
59000 Kuala Lumpur,
Malaysia

2 www.etiqa.com.my

Etiqa Oneline 1300 13 8888 **2**

10mm   22mm

Envelope:
Readymade Greyscale DL Without Window

The front of these envelopes feature the Etiqa Brand in greyscale, with contact details at the back. The envelope is in white, without a coloured flap. All other guidelines shown here apply.

Size: 220mm (w) x 110mm (h)

1   **Address**
Lato Regular, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

2   **Etiqa Oneline and Website**
Lato Bold, 7pt
Leading 9pt, Kerning 25
Pantone Black

1/5 of width

Center of the height
of the envelope

75mm

65mm

1 Dataran Maybank,
No.1 Jalan Maarof,
59000 Kuala Lumpur,
Malaysia

Etiqa Oneline 1300 13 8888 **2**

2 www.etiqa.com.my

10mm   22mm

Envelope:
Full Colour DL With Window

These envelopes feature the full colour Etiqa Brand above the window and flushed with the left edge of the window. Contact details are centralised below the flap at the back of the envelope. Please note that the flap should be in Etiqa Yellow. The sizing and placement guidelines as well as all the other guidelines shown here apply.

Size: 220mm (w) x 110mm (h)

1 **Address**
Lato Regular, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

2 **Etiqa Oneline and Website**
Lato Bold, 7pt
Leading 9pt, Kerning 25
Pantone Black

1/5 of width

eTiQa

75mm

65mm

1 Dataran Maybank,
No.1 Jalan Maarof,
59000 Kuala Lumpur,
Malaysia

2 www.etiqa.com.my

Etiqa Oneline 1300 13 8888 **2**

10mm   22mm

Envelope:
Readymade Greyscale DL With Window

These envelopes feature the Etiqa Brand in greyscale above the window and flushed with the left edge of the window on the front. Contact details are featured at the back of the envelope. The envelope is in white, without a coloured flap. All other guidelines shown here apply.

Size: 220mm (w) x 110mm (h)

1 **Address**
     Lato Regular, 6pt
     Leading 7.5pt, Kerning 25
     Pantone Black

2 **Etiqa Oneline and Website**
     Lato Bold, 7pt
     Leading 9pt, Kerning 25
     Pantone Black

1/5 of width

eTiQa

75mm

65mm

1 Dataran Maybank,
     No.1 Jalan Maarof,
     59000 Kuala Lumpur,
     Malaysia

2 www.etiqa.com.my

Etiqa Oneline 1300 13 8888 **2**

10mm   22mm

Envelope:
Full Colour C4 Without Window

These envelopes feature the full colour Etiqa Brand
vertically centralised and flushed left on the front. At the
back, contact details are placed at the bottom, flushed left
after the flap. Please note that the flap should be in Etiqa
Yellow. All other guidelines shown here apply.

Size: 330mm (w) x 254mm (h)

1 **Address**
Lato Regular, 7pt
Leading 9pt, Kerning 25
Pantone Black

2 **Etiqa Oneline and Website**
Lato Bold, 8pt
Leading 9.5pt, Kerning 25
Pantone Black

1/6 of width

Center of the height
of the envelope

1 Dataran Maybank,
No.1 Jalan Maarof,
59000 Kuala Lumpur,
Malaysia

Etiqa Oneline 1300 13 8888 **2**

2 www.etiqa.com.my

Envelope
Readymade Greyscale C4 Without Window

The front of these envelopes feature the Etiqa Brand in greyscale, while contact details are featured at the back. The envelope is in white, without a coloured flap. All other guidelines shown here apply.

Size: 330mm (w) x 254mm (h)

1 **Address**
Lato Regular, 7pt
Leading 9pt, Kerning 25
Pantone Black

2 **Etiqa Oneline and Website**
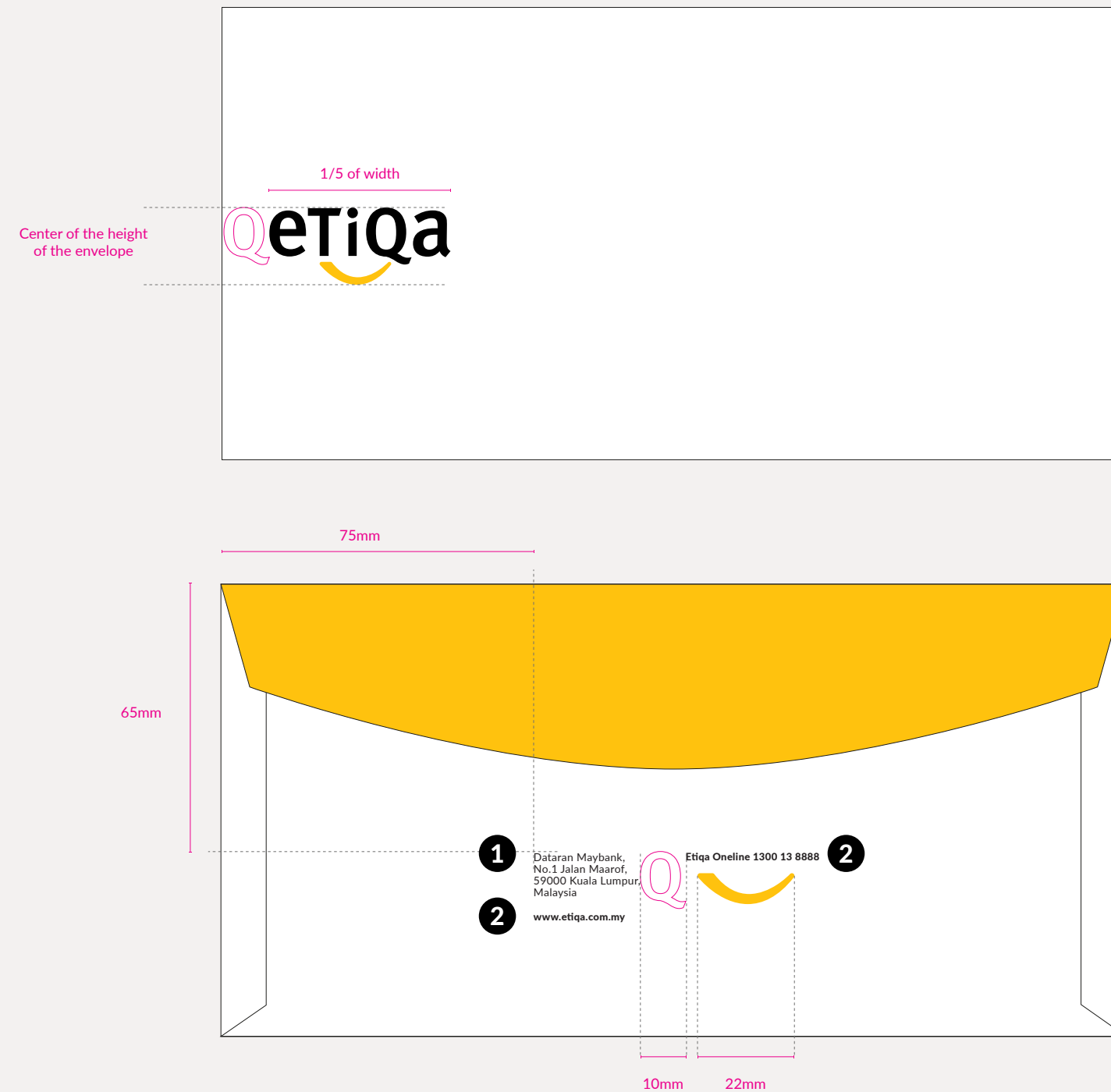Lato Bold, 8pt
Leading 9.5pt, Kerning 25
Pantone Black

1/6 of width

Center of the height
of the envelope

1 Dataran Maybank,
No.1 Jalan Maarof,
59000 Kuala Lumpur,
Malaysia

Etiqa Oneline 1300 13 8888 **2**

2 www.etiqa.com.my

Envelope:
Full Colour C4 With Window

These envelopes feature the full colour Etiqa Brand below the window and flushed with the left edge of the window. Please follow the sizing and placement guidelines as well as all the other guidelines shown here.

Size: 330mm (w) x 254mm (h)

1   **Address**
       Lato Regular, 7pt
       Leading 9pt, Kerning 25
       Pantone Black

2   **Etiqa Oneline and Website**
       Lato Bold, 8pt
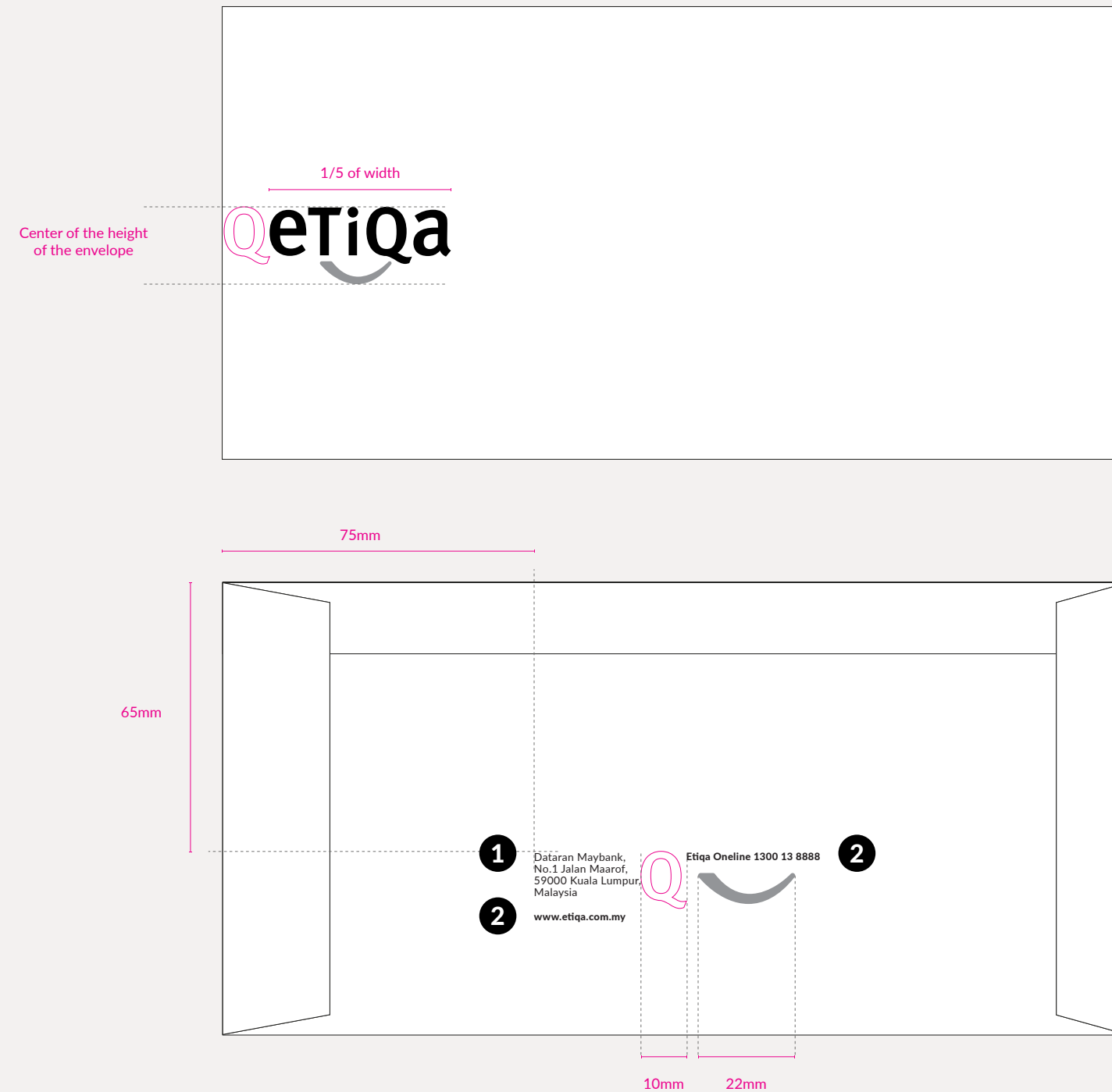   Leading 9.5pt, Kerning 25
       Pantone Black

1/6 of height

Dataran Maybank,
No.1 Jalan Maarof,
59000 Kuala Lumpur,
Malaysia
www.etiqa.com.my

Etiqa Oneline 1300 13 8888
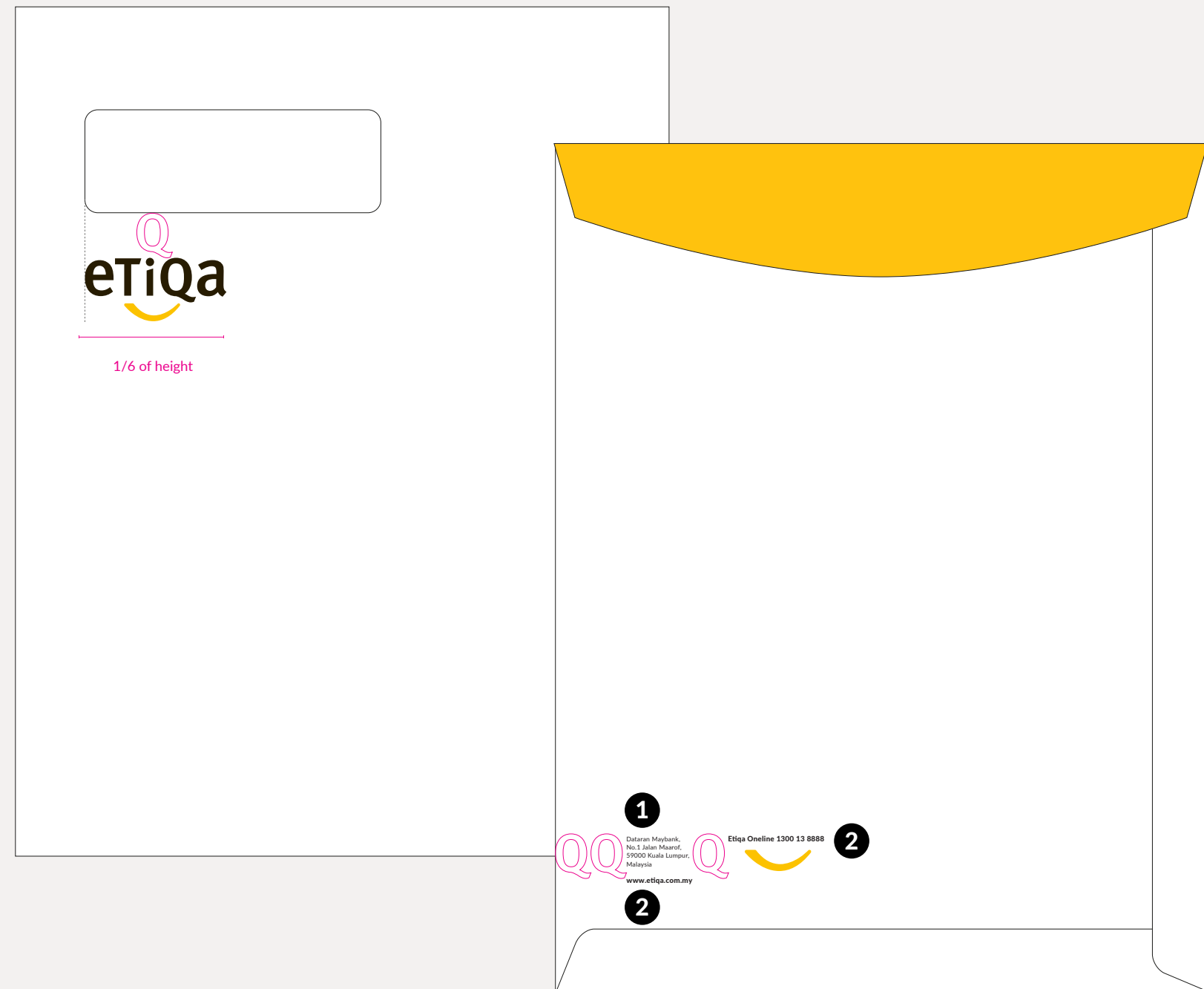
Envelope:
Readymade Greyscale C4 With Window

These envelopes feature the Etiqa Brand in greyscale below the window and flushed with the left edge of the window. Contact details are featured at the back of the envelope. The envelope is in white, without a coloured flap. All other guidelines shown here apply.

Size: 330mm (w) x 254mm (h)

1 Address
Lato Regular, 7pt
Leading 9pt, Kerning 25
Pantone Black

2 Etiqa Oneline and Website
Lato Bold, 8pt
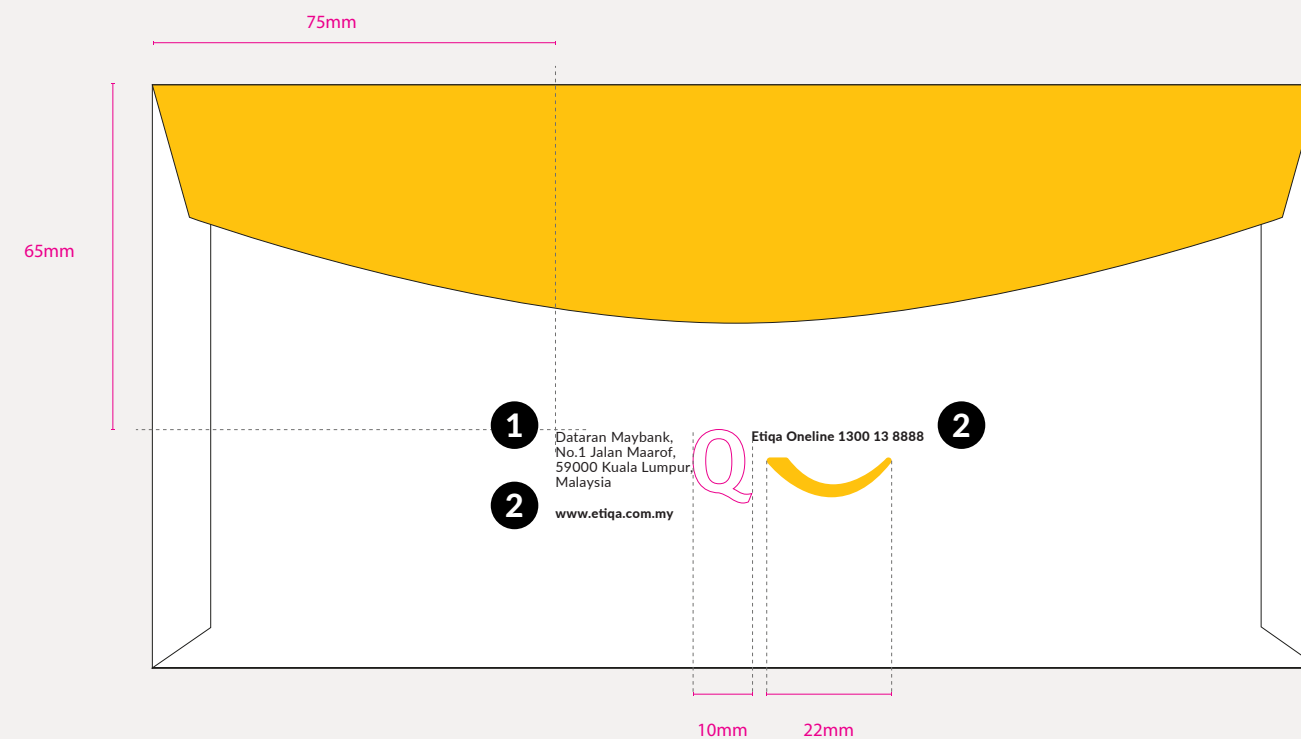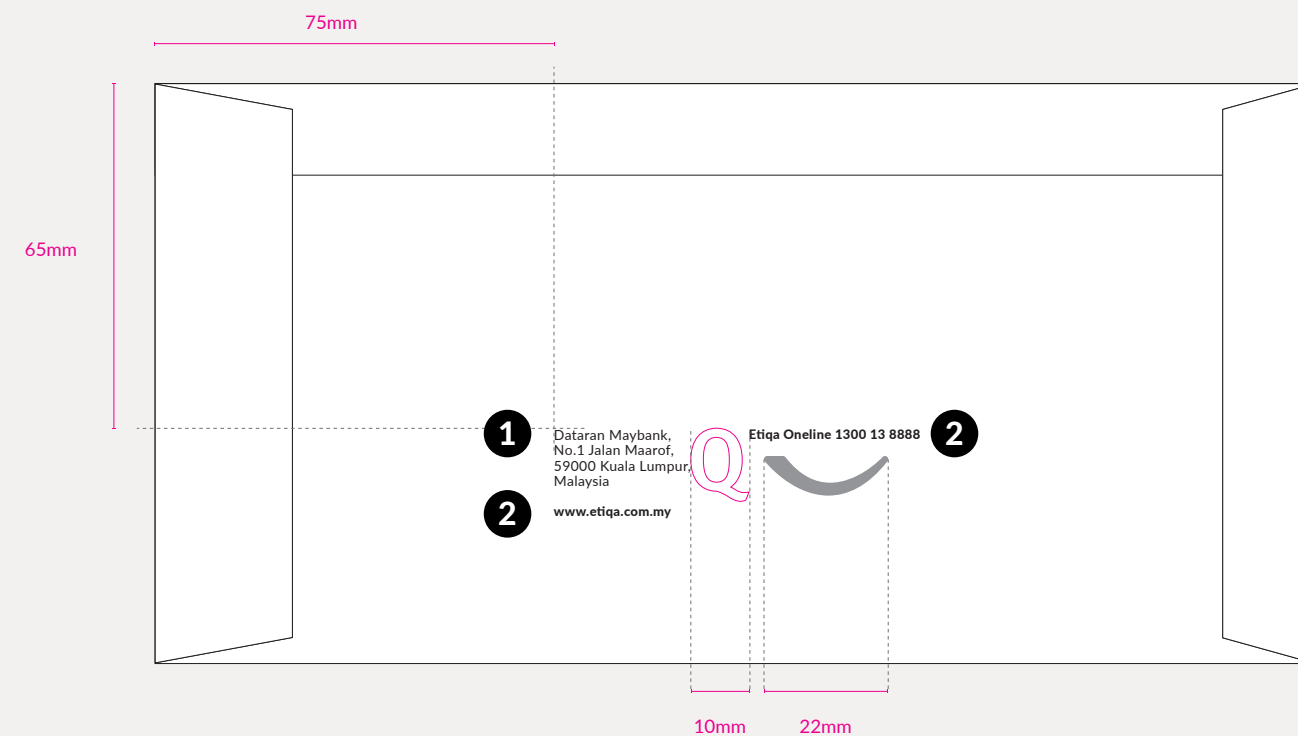Leading 9.5pt, Kerning 25
Pantone Black

1/6 of height

Dataran Maybank,
No.1 Jalan Maarof,
59000 Kuala Lumpur,
Malaysia

www.etiqa.com.my

Etiqa Oneline 1300 13 8888
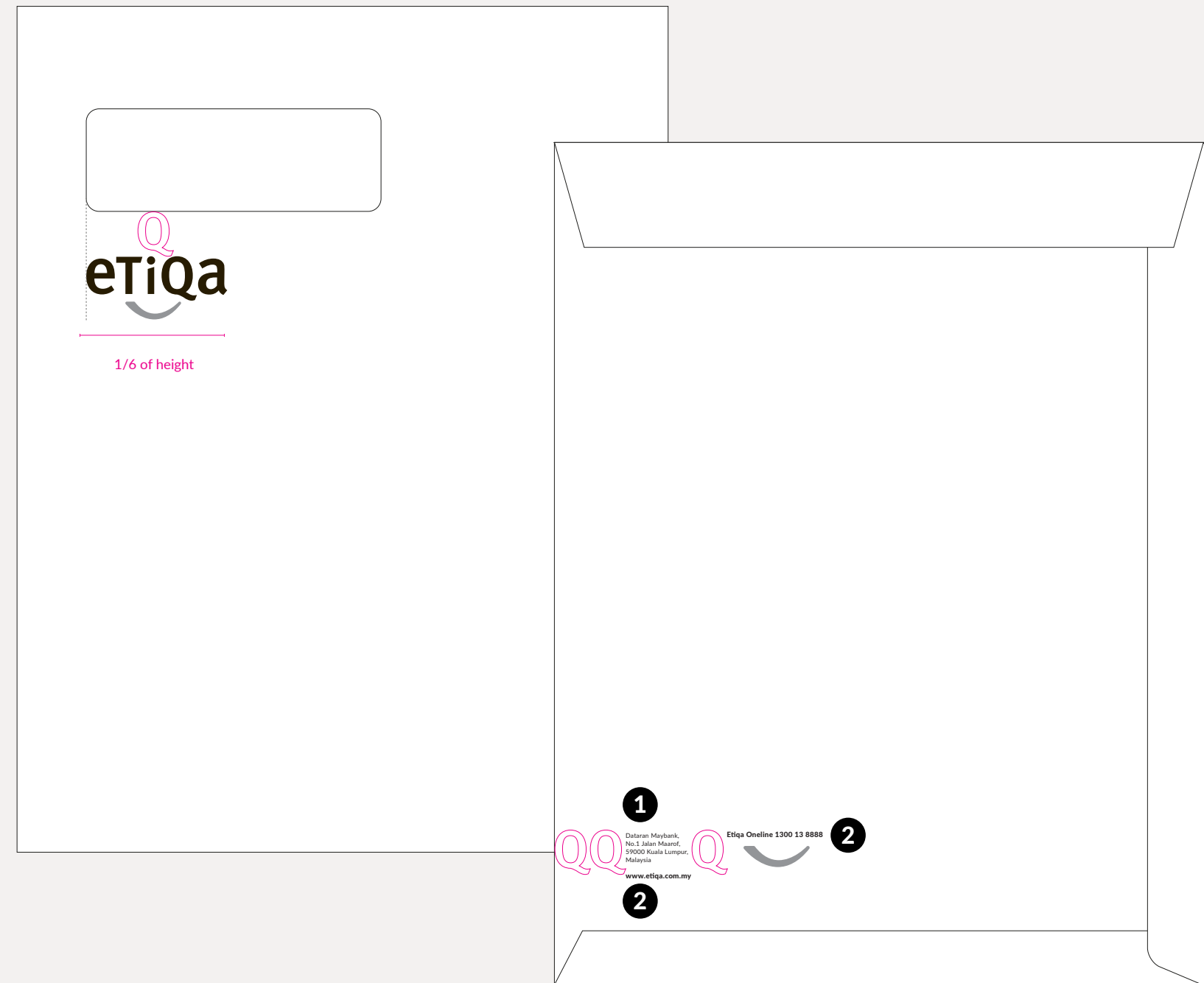
Compliment Slip

This compliment slip design applies to all businesses. The respective logo versions is featured on the top right corner, with contact details flushed at the bottom right corner. The Etiqa Yellow Bar is placed at the bottom, with Etiqa's Oneline number and Etiqa website URL flushed to the right within the bar. All other guidelines shown here apply.

Size: 148.5mm (w) x 105mm (h)

① Contact Labels/Company Name
Lato Heavy, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

② Contact Details
Lato Regular, 6pt
Leading 7.5pt, Kerning 25
Pantone Black

③ Company Registration Number
Lato Bold, 5pt
Leading 5pt, Kerning 25
Pantone Black

④ Etiqa Oneline and Website
Lato Bold, 7pt
Leading 9pt, Kerning 25
Pantone Black

⑤ With Compliments
Lato Heavy, 12pt
Leading 14.5pt, Kerning 25
Pantone 109U

1/5 of width

eTiQa
General Insurance

With compliments

⑤

③ Etiqa General Insurance Bhd (9557-T) Dataran Maybank, No.1 Jalan Maarof, 59000 Kuala Lumpur, Malaysia
① T +603 1234 5678 | **F** +603 1234 5678 | **E** info@etiqa.com.my **②**

Etiqa Oneline 1300 13 8888 | www.etiqa.com.my ④
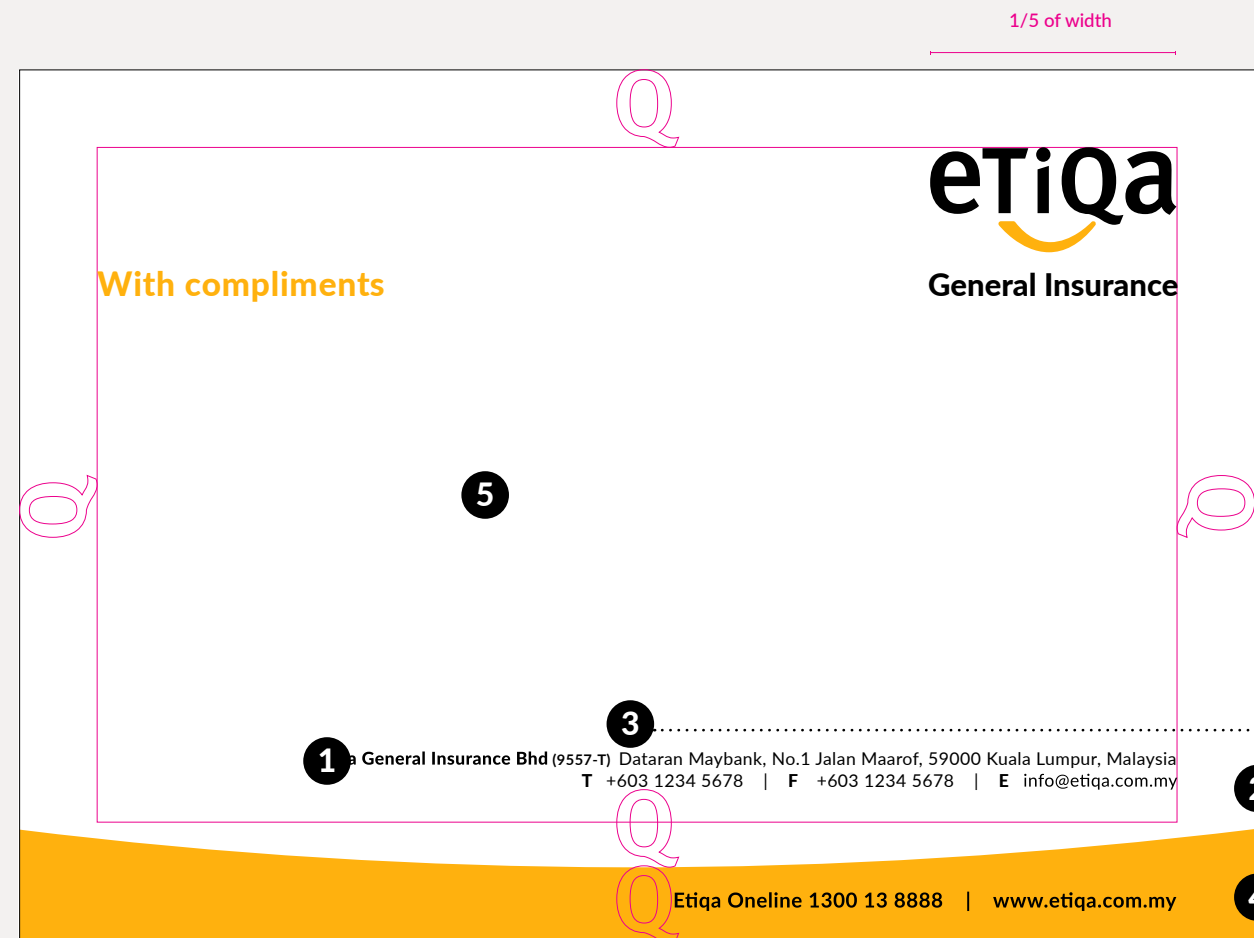
Please place your respective logo version in the same position.

eTiQa
General Insurance

Etiqa General Insurance Bhd (9557-T) Dataran Maybank, No.1 Jalan Maarof, 59000 Kuala Lumpur, Malaysia
T +603 1234 5678 | **F** +603 1234 5678 | **E** info@etiqa.com.my

Etiqa Oneline 1300 13 8888 | www.etiqa.com.my

Please ensure you use the correct company name and registration number that correspond with the respective logo versions shown in the front of the card.

Wrapping Paper

A set of wrapping paper featuring the Etiqa logo and words that reflect our brand and personality have also been designed. They are available in two colours: Etiqa Yellow and white.
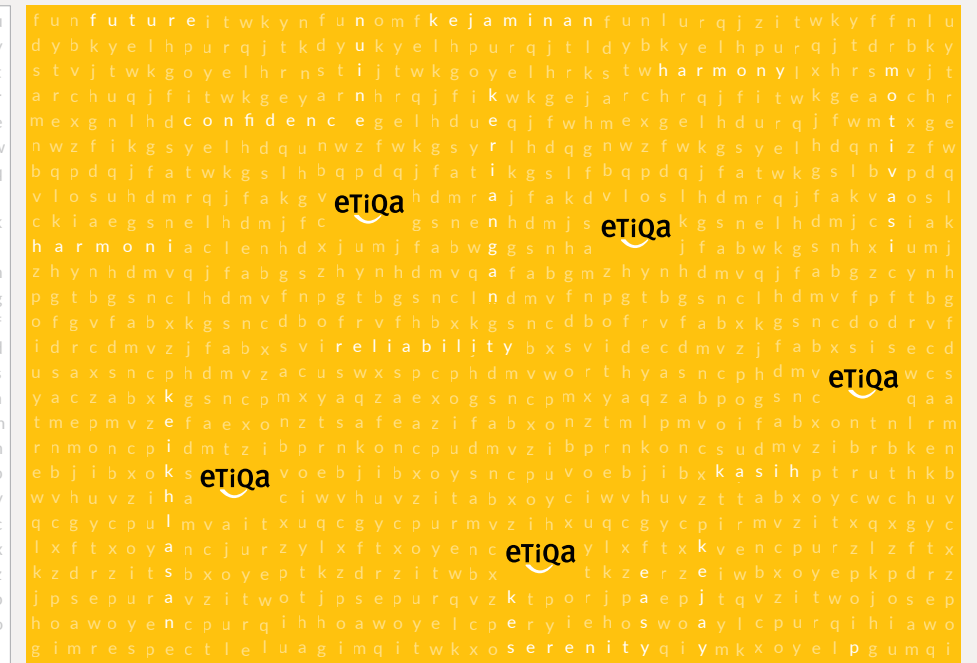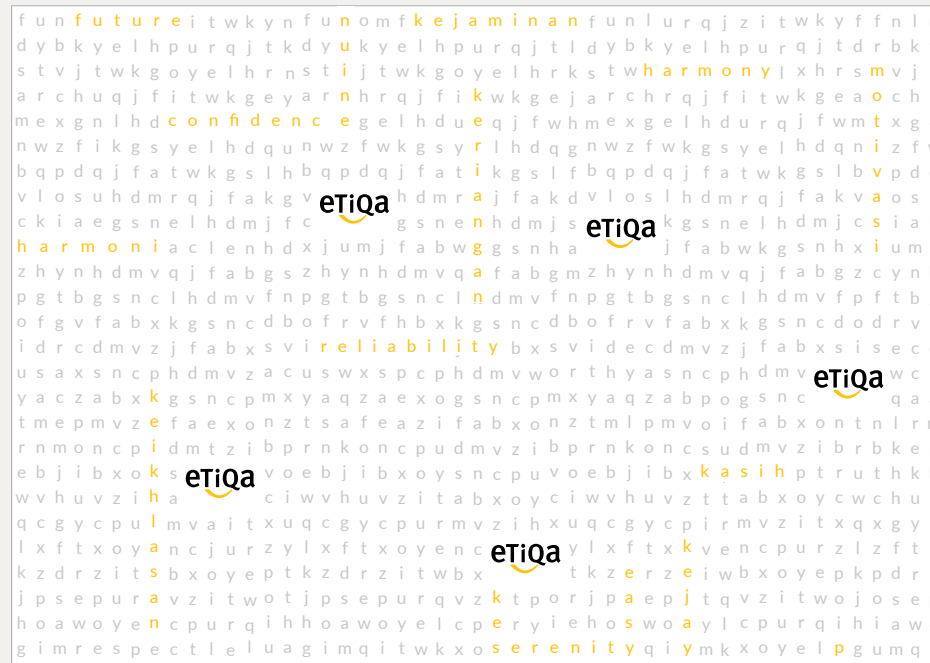
Folder

Our corporate folder design features our bright and sunny Etiqa Smile centralised on the cover. There are two covers available: Etiqa Yellow and white.

Size: 219mm (w) x 310mm (h)

Cover

Back

Cover

Back

Inside
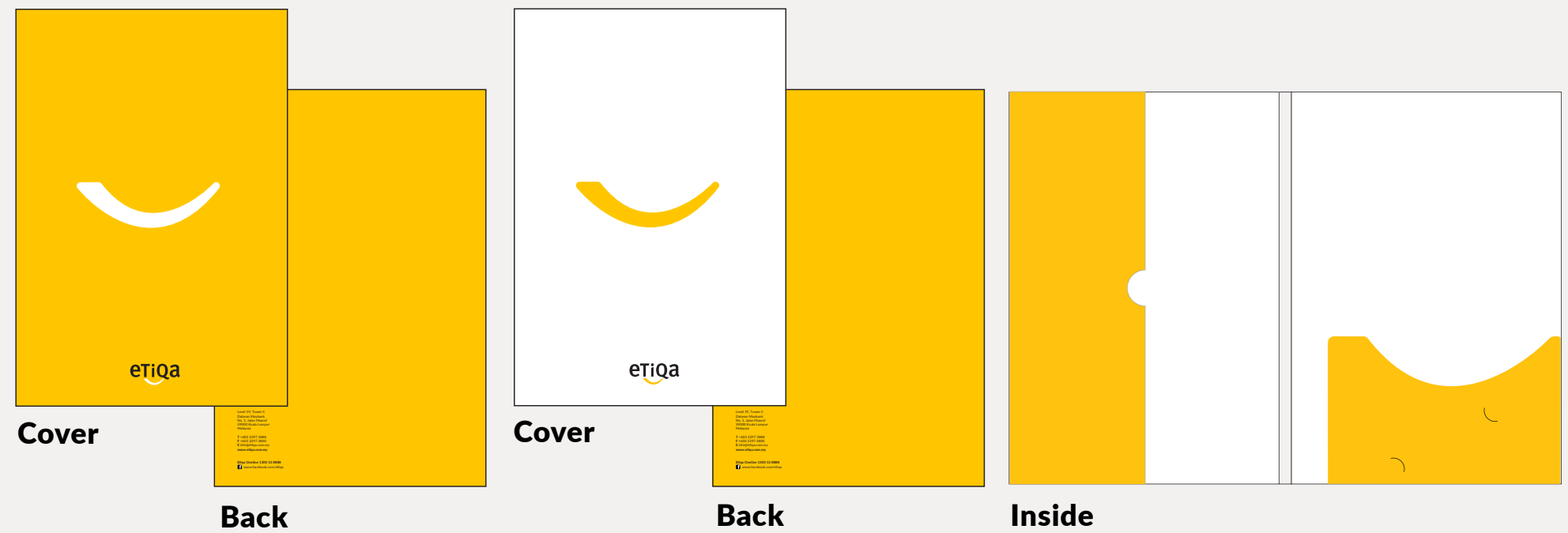
Paper Bag

On paper bags, our full colour Etiqa logo is featured big and bold against a white background, with our URL at the sides.

1/2 of width

Front & back

www.etiqa.com.my
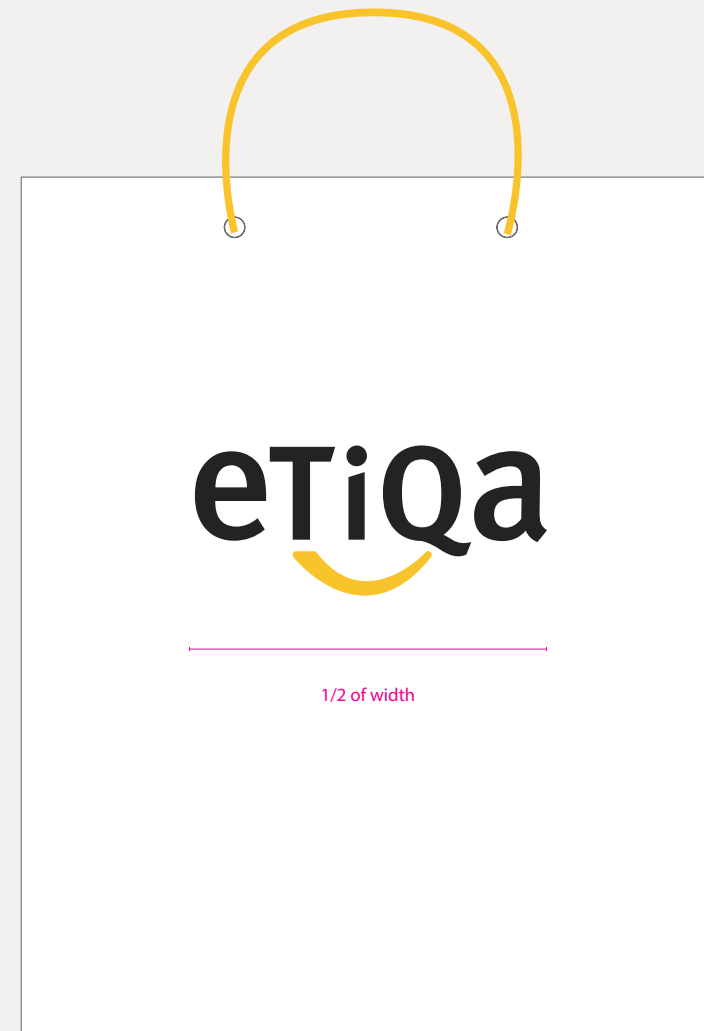
Side

Email Sign-off

All email sign-offs should feature our Etiqa Brand logo at the bottom right. Name, designation and contact details of the sender should be flushed left. The use of the Etiqa Yellow Bar is mandatory.

1 Name
Lato Heavy, 12pt, Yellow
Leading 14.4pt, Kerning 25

2 Corporate Title
Lato Italic, 9pt, Black
Leading 10.8pt, Kerning 25

3 Deparment/Contact Labels
Lato Bold, 9pt, Black
Leading 10.8pt, Kerning 25

4 Contact Details
Lato Regular, 9pt, Black
Leading 10.8pt, Kerning 25

To:

Subject:

1 Muhamad Zahir
2 *Corporate Title*
Branding Communications
3 DL +603 1234 5678 | **M** +603 1234 5678 **4**

100px

Level 19, Tower C, Dataran Maybank, No. 1, Jalan Maarof, 59000 Kuala Lumpur, Malaysia
GL +603 1234 5678 | **F** +603 1234 5678

eTiQa

3 Etiqa Oneline 1300 13 8888 | www.etiqa.com.my

Send
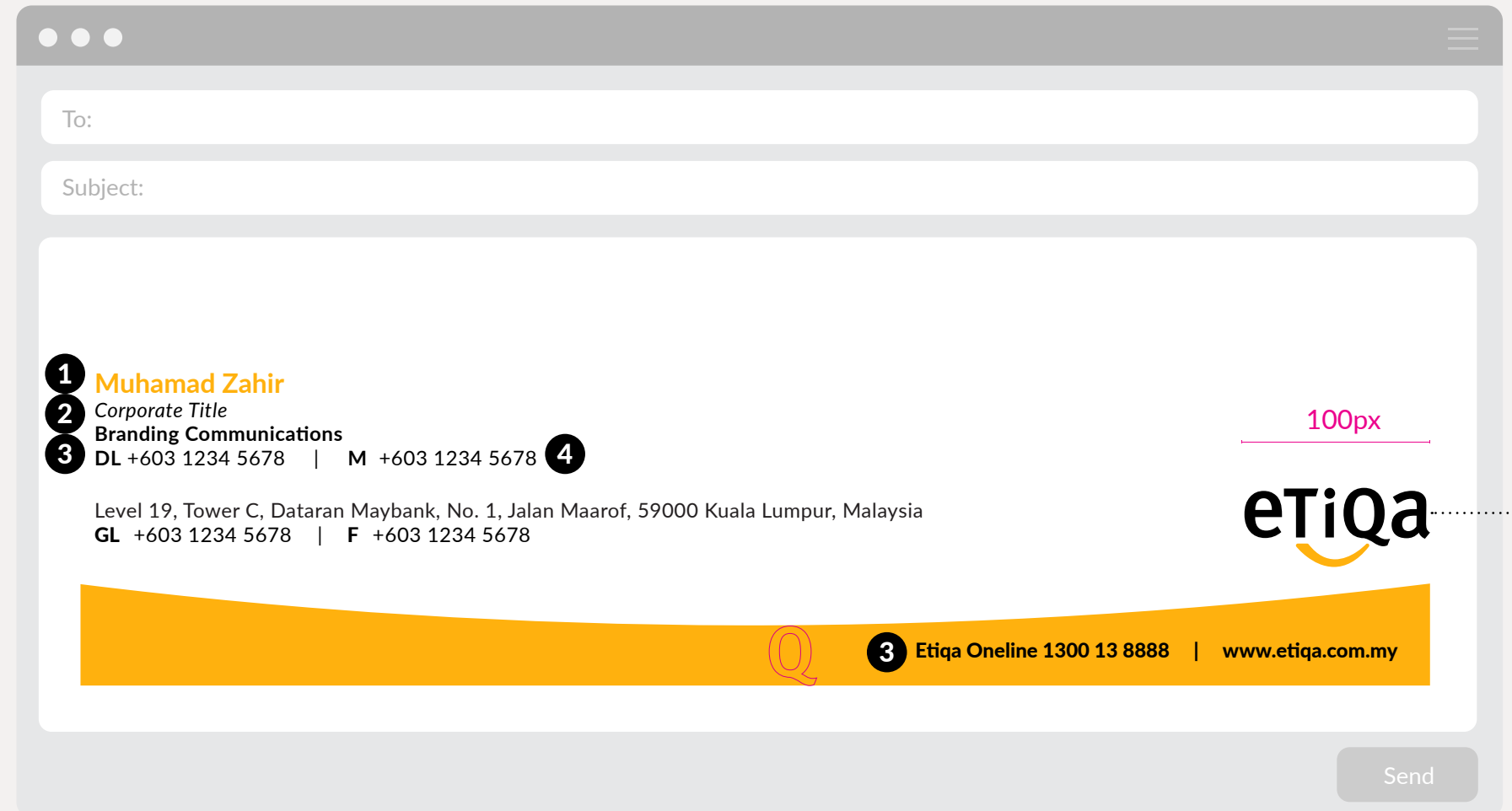
Please place your respective logo versions in the same position.

PowerPoint

A set of guidelines have been developed for PowerPoint slides to ensure that your presentation keeps in line with the VIS of the Etiqa brand. Please make sure that all key design elements are incorporated correctly in your slides.

PowerPoint: Cover

Please ensure that the Etiqa Yellow Bar is featured at the bottom of the cover slide. The guidelines here apply.

Size: On-screen Show (16:9)/1280px (w) x 720 (h)

1   **Headline**
Lato Bold, 36pt, Black

2   **Subheadline**
Lato Bold, 24pt, Black

3   **Copyright**
Lato Regular, 8pt, Black

PowerPoint: Divider Slide

Divider slides may be plain, with or without image. It is mandatory to feature the Etiqa Yellow Bar at the bottom of the slide. The guidelines here apply.

Size: On-screen Show (16:9)/1280px (w) x 720 (h)

1 **Headline**
Lato Bold, 36pt, Black

2 **Subheadline**
Lato Bold, 24pt, Black

3 **Copyright**
Lato Regular, 8pt, Black

1/7 of width

eTIQa

1 Insert Headline
2 Subheadline

Internal/external use only **3**

1/7 of width

eTIQa

Insert
1 Headline
2 Subheadline

Internal/external use only **3**
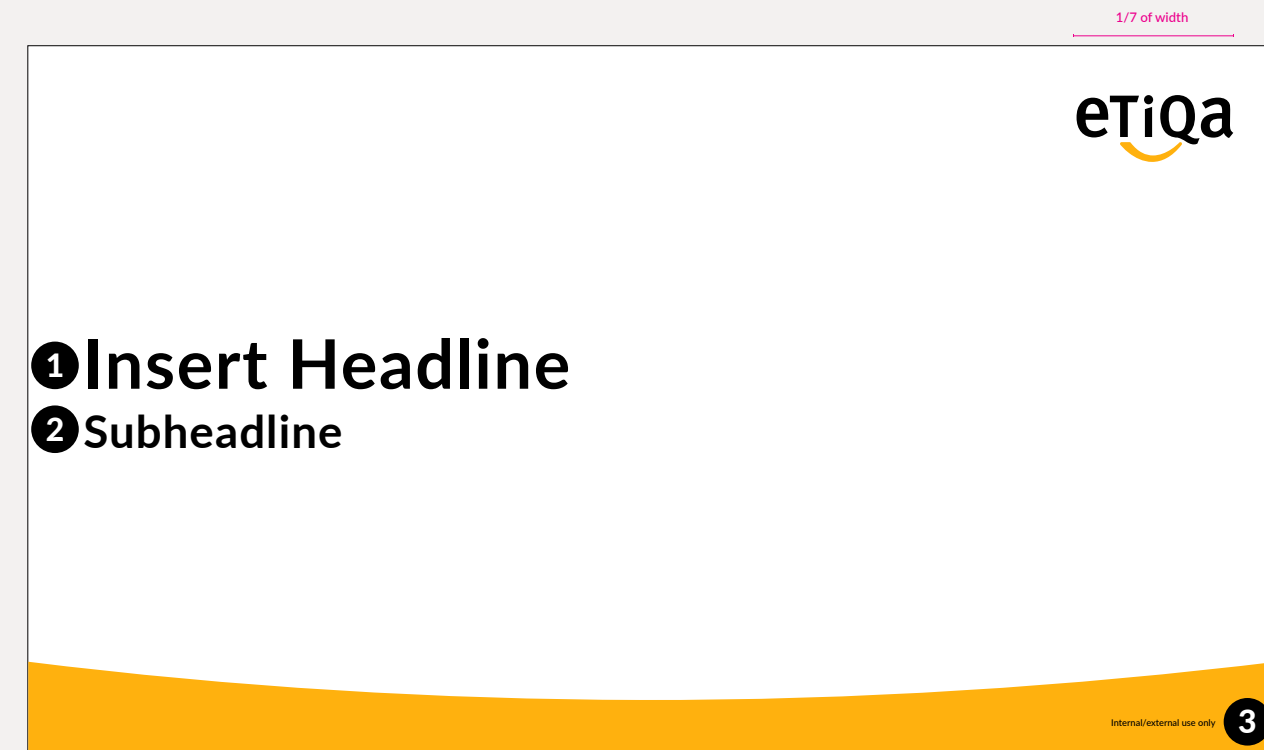
PowerPoint: Content

There is no need to feature the Etiqa Yellow Bar for content slides. The guidelines here apply.

Size: On-screen Show (16:9)/1280px (w) x 720 (h)

1 Headline
Lato Bold, 28pt, Black

2 Subheadline
Lato Bold, 16pt, Black

3 Body
Lato Regular, 14pt, Black

4 Copyright
Lato Regular, 8pt, Black

1/15 of width

❶ Insert Headline Here

eTiqa

❷ Subheadline
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum. **❸**

Subheadline
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum.

Internal/external use only ❹

PowerPoint: End Slide

For the last slide of a PowerPoint, the Etiqa Smile device is used as a highlighter. It is mandatory to feature the Etiqa Yellow Bar at the bottom. The guidelines here apply.

Size: On-screen Show (16:9)/1280px (w) x 720 (h)

1 **Thank you**
Lato Bold, 54pt, Black

4 **Copyright**
Lato Regular, 8pt, Black
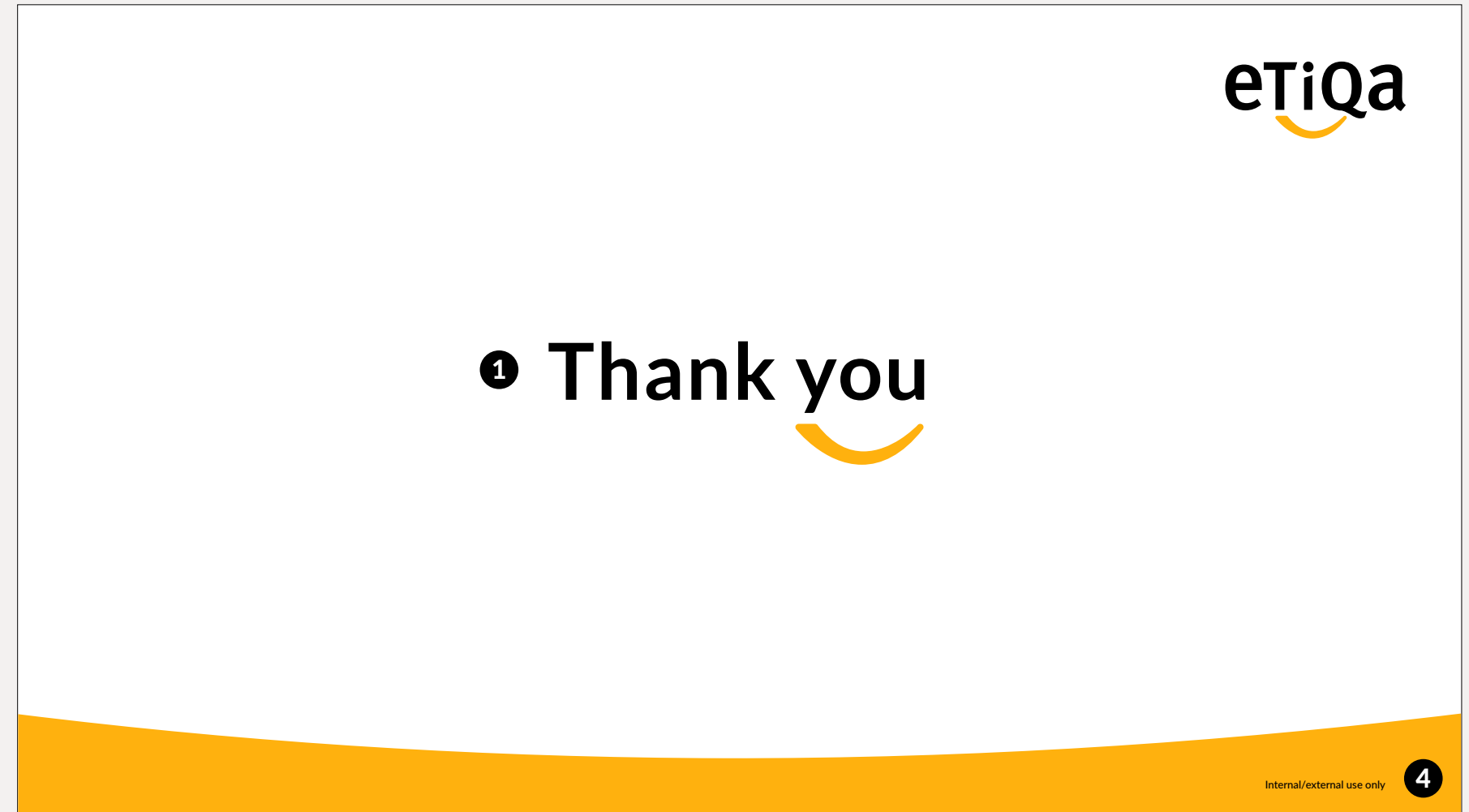
Social Media Application

The size and placement of the Etiqa logo,
as well as the space surrounding it, must adhere to the
specified guidelines.

In general, the Etiqa logo must be placed either at the
top or bottom right corner.

Please use the correct version of the Etiqa logo based
on the background colour to ensure its visibility.

Language used on social media should be short and
simple, and in line with Etiqa's tone of voice.

For product marketing materials, please ensure that the
right Entity is used.

Please refer to the VIS for the necessary guidelines

Please use Lato font on all communication materials.

General/Product Marketing Feed - Square

1080px

180px

1080px

**Connect with us
virtually**

General/Product Marketing Feed - Portrait

1350px

216px

1080px

Motor Takaful
Get covered for loss, theft or damage
to your car for total peace of mind

Socia Media Icon

25px   130px   25px   25px   130px   25px
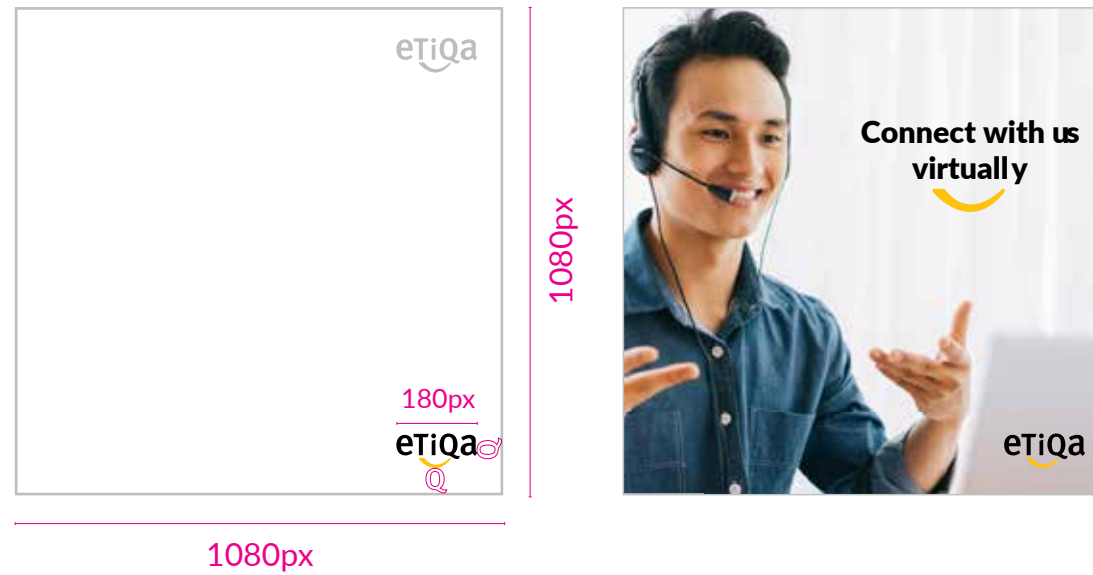
Social Media Application

For co-op/BANCA marketing materials, please ensure that the partner's logo is present and placed either on the top or bottom left corner.

Co-brand Marketing Feed - Square

Co-brand Marketing Feed - Portrait

Bunting: Corporate

Corporate buntings may only feature the Etiqa Brand and must be in Etiqa's primary colours. The examples here show how the Etiqa logo could appear on these buntings.

1/7 of width

eTiQa

1300 13 8888
www.etiqa.com.my

eTiQa

1300 13 8888
www.etiqa.com.my
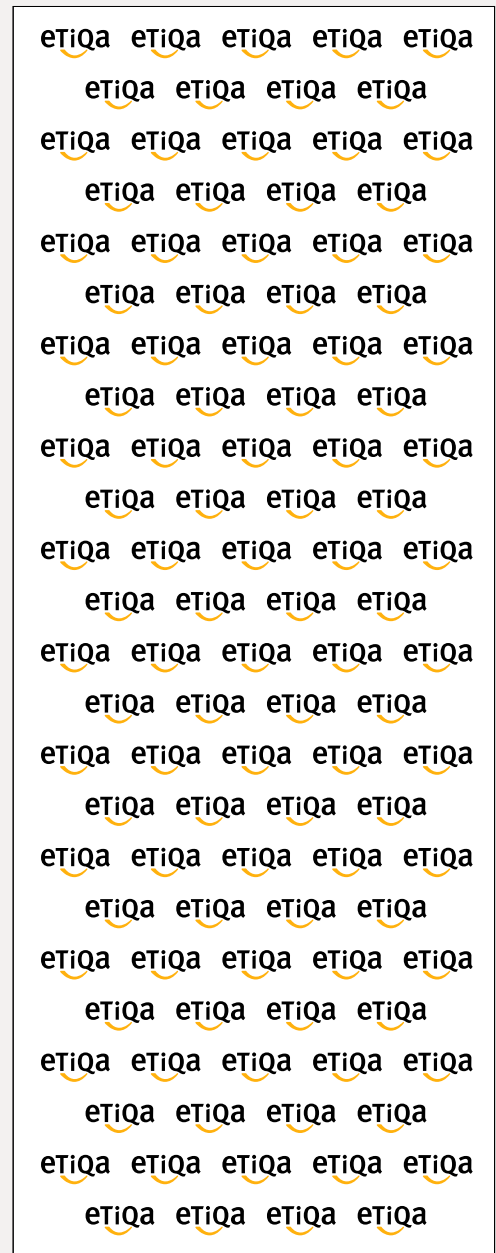
Access Card and Lanyard

For access cards, the Etiqa Smile device is used as a graphic motif to hold our employee's image. The following guidelines apply.

Size: 219mm (w) x 310mm (h)

1 **Name**
Lato Bold, 8pt
Pantone Black

2 **Staff No.**
Lato Regular, 5pt
Pantone Black

1 **Regina Michelle Louis**
2 **(Staff No.: 12345)**

eTiQa

1/3 of width

Branch Signage

Our signage is one of the most visible tools we can use to create Etiqa's brand presence. As such, the correct application of our Etiqa logo is of the utmost importance.

The guidelines on the right detail how to place the logo on our branch signage.

Marketing Grids

When conceptualising your creative work
for Etiqa, we recommend that you first review
the sections on our Brand, Tone of Voice
and VIS to ensure that your work correctly
reflects what our Etiqa brand is all about.

Consistency in the way we look and speak will create a unified image for
Etiqa and in turn lead to increased brand recognition and strength.

A layout format that follows the **Grid System detailed in the VIS section** has been created to ensure consistency in the look and feel of Etiqa's advertisements.

Please ensure that you use the correct logo version for your ad sign-offs (refer to page 86).

The following pages show examples of how the various elements from Etiqa's VIS – Etiqa Smile device, colour, typography and visual representation – are incorporated onto the Grid System for various communication materials.

Print Ad/Poster: Corporate

For corporate communications, the Etiqa Brand, primary and accent colours may be used. Please refer to the VIS for the necessary guidelines.

The visual examples here show the application of the Etiqa Smile device as a pattern.

Full Colour

One Spot Colour

Black & White

Print Ad/Poster: Product (Insurance)

Product ads are those created for our Insurance and Takaful businesses. Care and attention must be given to ensure that the right Entity logo, with its corresponding company name and legalese are used.

Please refer to the VIS for the necessary guidelines.

The visual examples here show the various colour versions of an ad for General Insurance as well as the application of the Etiqa Smile device as a graphic motif.

Full Colour
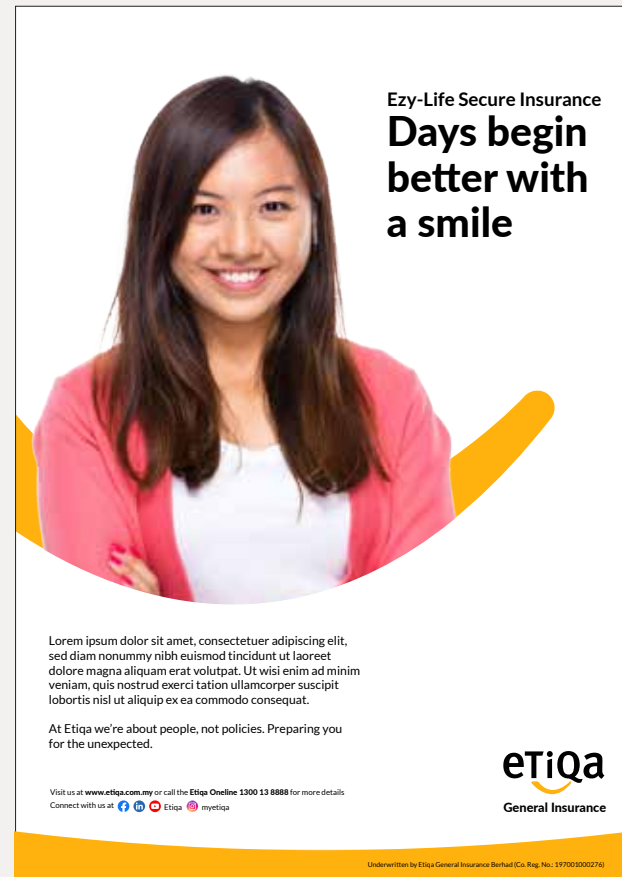
One Spot Colour

Black & White

Product: Print Ad/Poster (Takaful)

For Takaful product ads, please ensure all images used are syariah-compliant. Care and attention must be given to ascertain that the right Entity logo, with its corresponding company name and legalese are used.
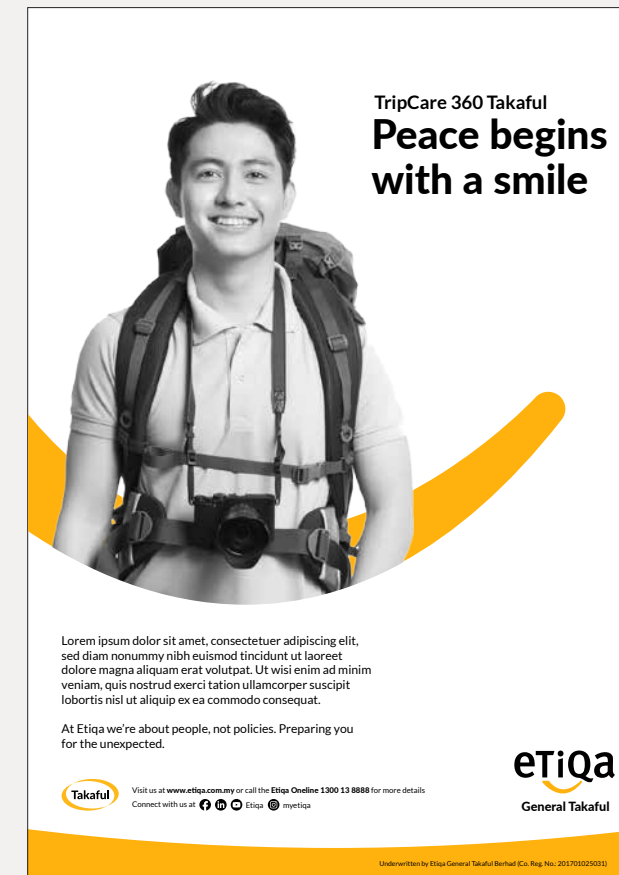
Please refer to the VIS for the necessary guidelines. Ensure that the Takaful Stamp is correctly featured.

The visual examples here show the various colour versions of an ad for Takaful as well as application of the Etiqa Smile device as a graphic motif.

Full Colour

TripCare 360 Takaful
Peace begins with a smile

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

At Etiqa we're about people, not policies. Preparing you for the unexpected.

Takaful   Visit us at www.etiqa.com.my or call the Etiqa Online 1300 13 8888 for more details
Connect with us at Etiqa myetiqa

eTiQa
General Takaful

Underwritten by Etiqa General Takaful Berhad (Co. Reg. No.: 201701025031)

One Spot Colour

TripCare 360 Takaful
Peace begins with a smile

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At Etiqa we're about people, not policies. Preparing you for the unexpected.

Takaful   Visit us at www.etiqa.com.my or call the Etiqa Online 1300 13 8888 for more details
Connect with us at Etiqa myetiqa

eTiQa
General Takaful

Underwritten by Etiqa General Takaful Berhad (Co. Reg. No.: 201701025031)

Black & White

TripCare 360 Takaful
Peace begins with a smile

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At Etiqa we're about people, not policies. Preparing you for the unexpected.

Takaful   Visit us at www.etiqa.com.my or call the Etiqa Online 1300 13 8888 for more details
Connect with us at Etiqa myetiqa

eTiQa
General Takaful

Underwritten by Etiqa General Takaful Berhad (Co. Reg. No.: 201701025031)

Bunting: Product

On product buntings, the respective logo versions should appear centralised at the top. The use of the Etiqa Yellow Bar is mandatory on all product buntings, with the respective legalese featured centralised within the bar.
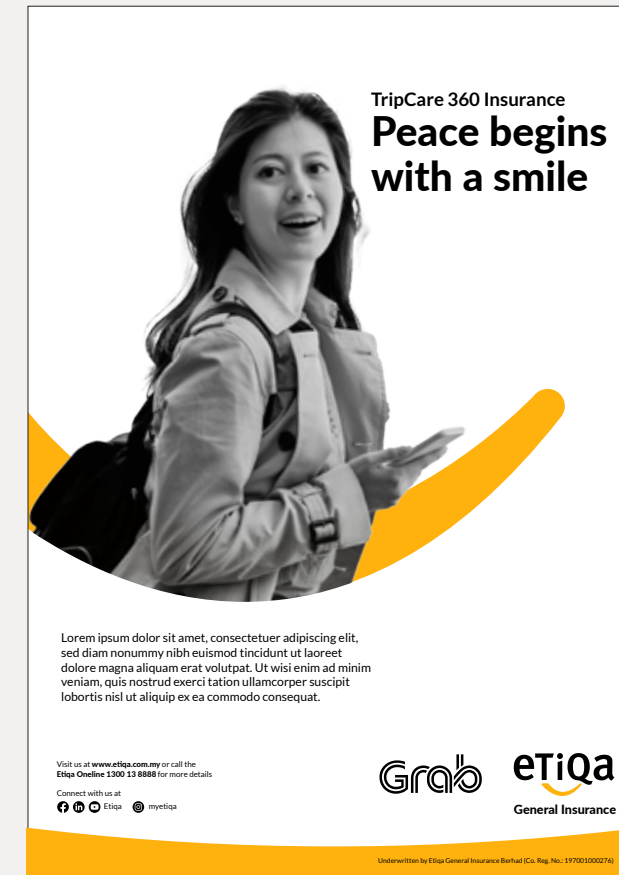
Co-branding: Product Ad/Poster

There are times when we need to work with other brands to promote a certain product or event. In such instances, the respective logo versions must be featured on the bottom right corner, with the co-brand logo placed on the left, next to our logo.
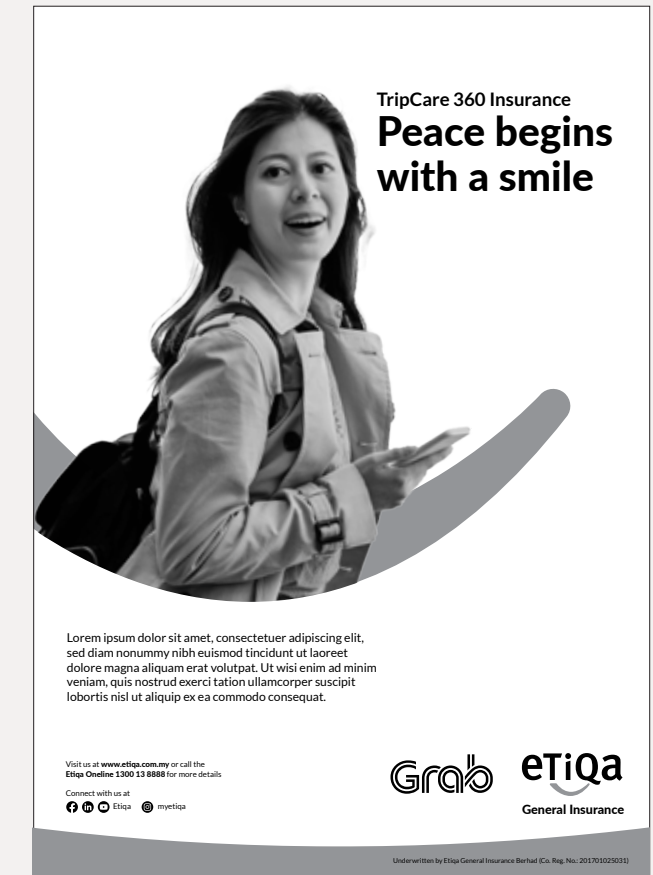
Full Colour

TripCare 360 Insurance
Peace begins with a smile

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Visit us at **www.etiqa.com.my** or call the
Etiqa Oneline 1300 13 8888 for more details

Connect with us at

Underwritten by Etiqa General Insurance Berhad (Co. Reg. No.: 197001000276)

One Spot Colour

TripCare 360 Insurance
Peace begins with a smile

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Visit us at **www.etiqa.com.my** or call the
Etiqa Oneline 1300 13 8888 for more details

Connect with us at

Underwritten by Etiqa General Insurance Berhad (Co. Reg. No.: 197001000276)

Black & White

TripCare 360 Insurance
Peace begins with a smile

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Visit us at **www.etiqa.com.my** or call the
Etiqa Oneline 1300 13 8888 for more details

Connect with us at

Underwritten by Etiqa General Insurance Berhad (Co. Reg. No.: 197001000276)

Co-branding: Bunting

For co-branded events, the buntings must feature the respective logos at the top right, and the co-brand logo at the top left. The use of the Etiqa Yellow Bar is mandatory on all buntings. For Entities, the legalese should be featured centralised within the bar.
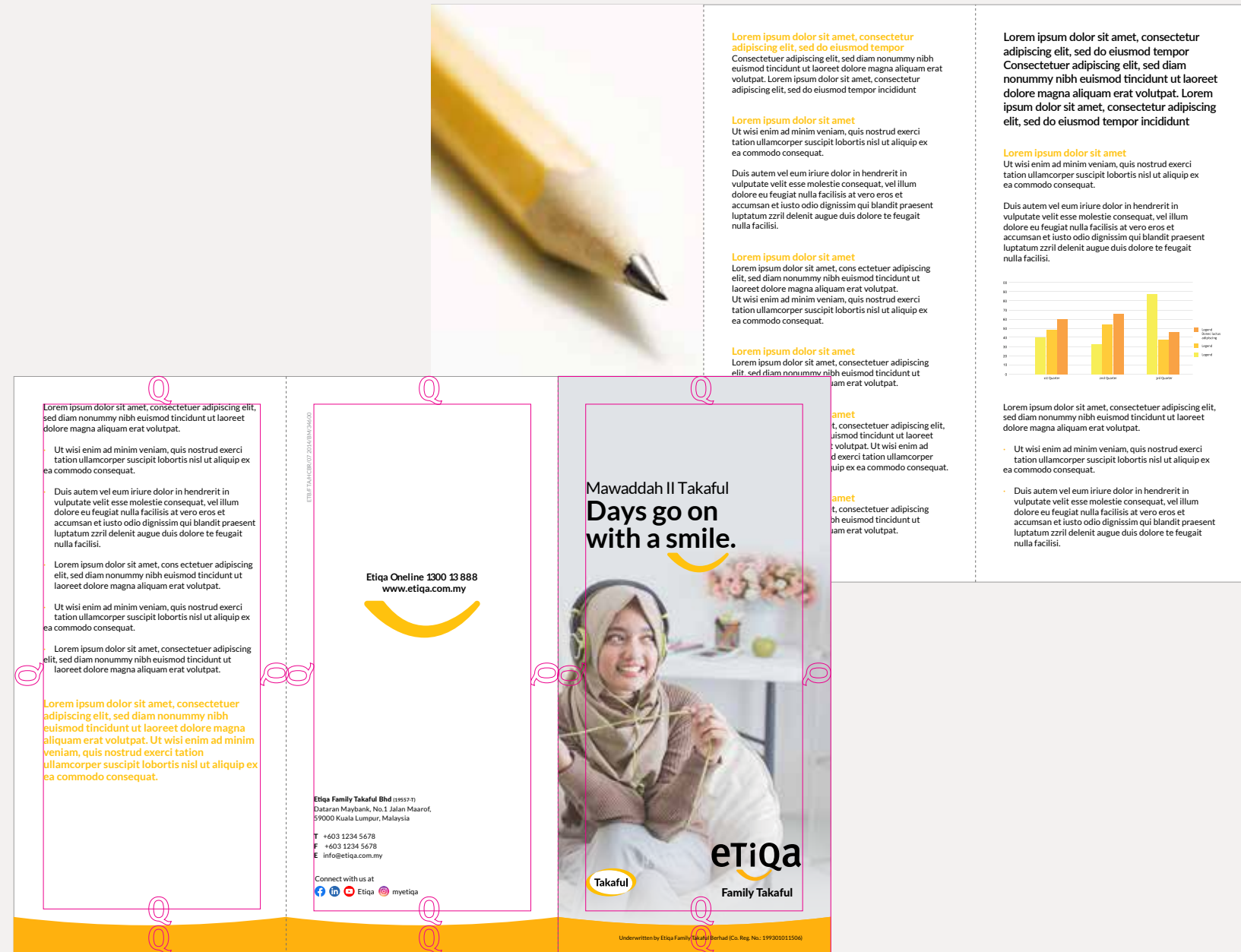
Product Leaflet: Insurance (2-fold)

For product leaflets, all covers must feature the respective logo versions on the bottom right corner. The use of the Etiqa Yellow Bar is mandatory, with the corresponding legalese featured within the bar. The back should feature the Etiqa Smile as a highlighter for Etiqa's Oneline number and Etiqa website URL. Contact details should flush left at the bottom left corner. Please take note of the margin space between the pages. Other guidelines apply as shown on the right.

Etiqa Oneline 1300 13 888
www.etiqa.com.my

Etiqa General Insurance Bhd (19557-T)
Dataran Maybank, No.1 Jalan Maarof,
59000 Kuala Lumpur, Malaysia

T   +603 1234 5678
F   +603 1234 5678
E   info@etiqa.com.my

Connect with us at
Etiqa myetiqa

Houseowner and
Householder Insurance
**Days start better
with a smile.**

eTiQa
General Insurance

Underwritten by Etiqa General Insurance Berhad (Co. Reg. No.: 197001000276)

1/3 of width

Product Leaflet: Takaful (2-fold)

For Takaful product leaflets, please ensure that all images used are syariah-compliant. All covers must feature the respective logo versions and the Takaful Stamp at the bottom. The use of the Etiqa Yellow Bar is mandatory, with the corresponding legalese featured within the bar. The back should feature the Etiqa Smile as a highlighter for Etiqa's Oneline number and Etiqa website URL. Contact details should flush left at the bottom left corner. Other guidelines apply as shown on the right.

1/3 of width

Product Leaflet: Insurance (1-fold, A5)

For single-fold leaflets, please follow the logo sizing detailed here. Please ensure you use the correct legalese for the Entity featured. Other guidelines apply as shown on the right.

Etiqa Oneline 1300 13 888
www.etiqa.com.my

Etiqa General Insurance Bhd (19557-T)
Dataran Maybank, No.1 Jalan Maarof,
59000 Kuala Lumpur, Malaysia

T   +603 1234 5678
F   +603 1234 5678
E   info@etiqa.com.my

Connect with us at
Etiqa   myetiqa

Houseowner and
Householder Insurance
**Days go on
with a smile.**

eTiQa
General Insurance

Underwritten by Etiqa General Insurance Berhad (Co. Reg. No.: 197001000276)

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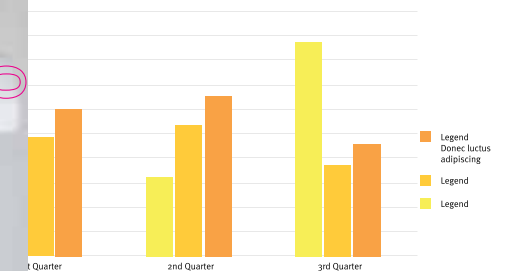
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adipiscing

Legend

Legend

...t Quarter   2nd Quarter   3rd Quarter

1/5 of width

Product Leaflet: Takaful (1-fold, A5)

For single-fold Takaful leaflets, please follow the logo sizing detailed here. Please ensure you use syariah-compliant images as well as the Takaful Stamp. Make sure that the correct legalese is applied for the Entity featured. Other guidelines apply as shown on the right.

1/5 of width

Maybank
Endorsement

Maybank Endorsement

There may be instances when product communications need to feature our association with Maybank. In such instances, the endorsement line "Ahli Kumpulan Maybank" may be used. The use of this endorsement line is not mandatory.

Ahli Kumpulan **Maybank**
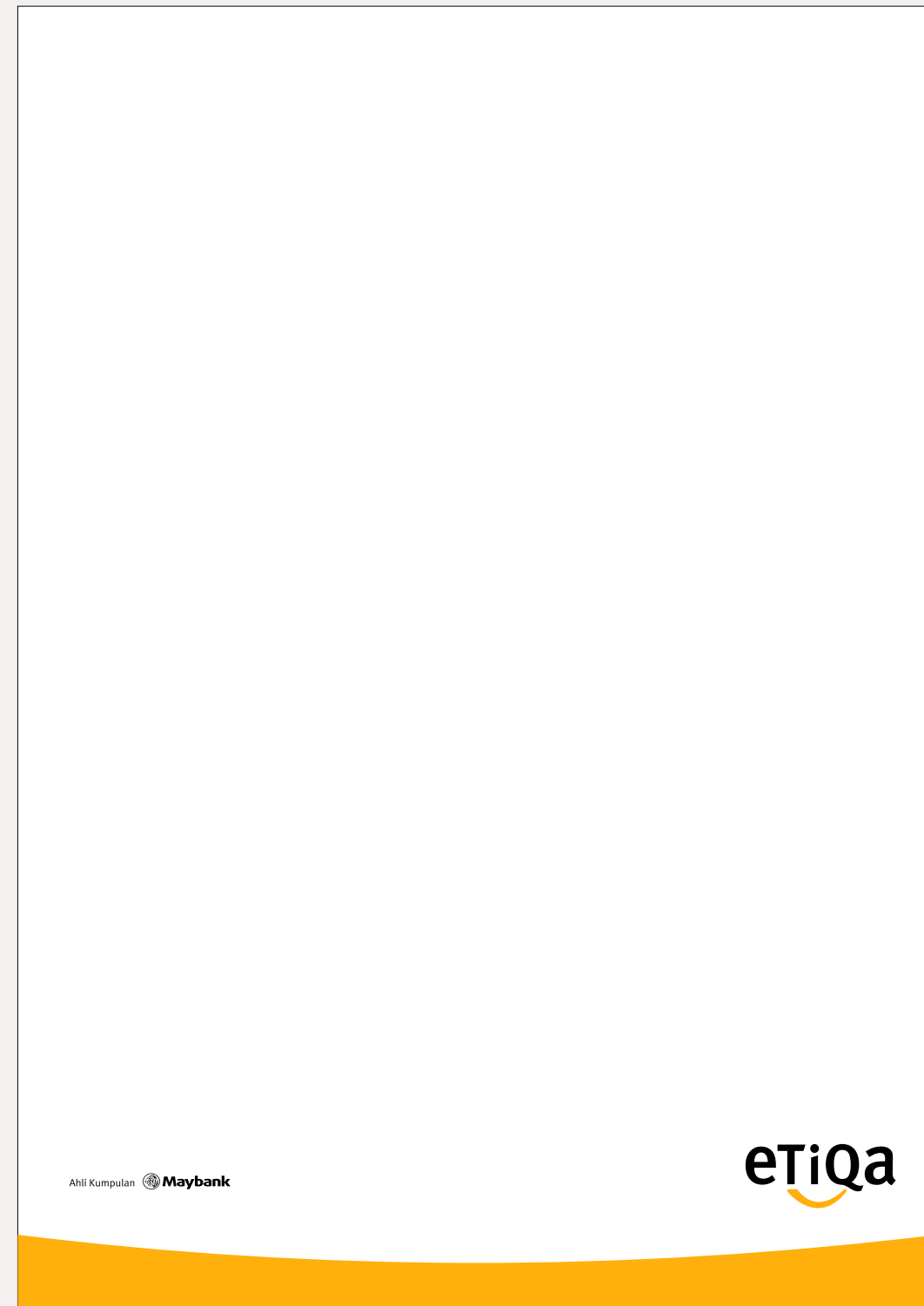
eTiQa

Maybank Endorsement: Usage

The following rules apply to the usage of the Maybank Endorsement line:

1. It may only be used in product communications. It CANNOT be used by any Etiqa agent in their own communications.
2. The line must be placed above the Etiqa Yellow Bar and flushed to the left, as shown on the visuals on the right.
3. To protect the integrity of the line, please observe its minimum size of 26mm. Please note that the size of the line is determined by the size of the Etiqa logo.
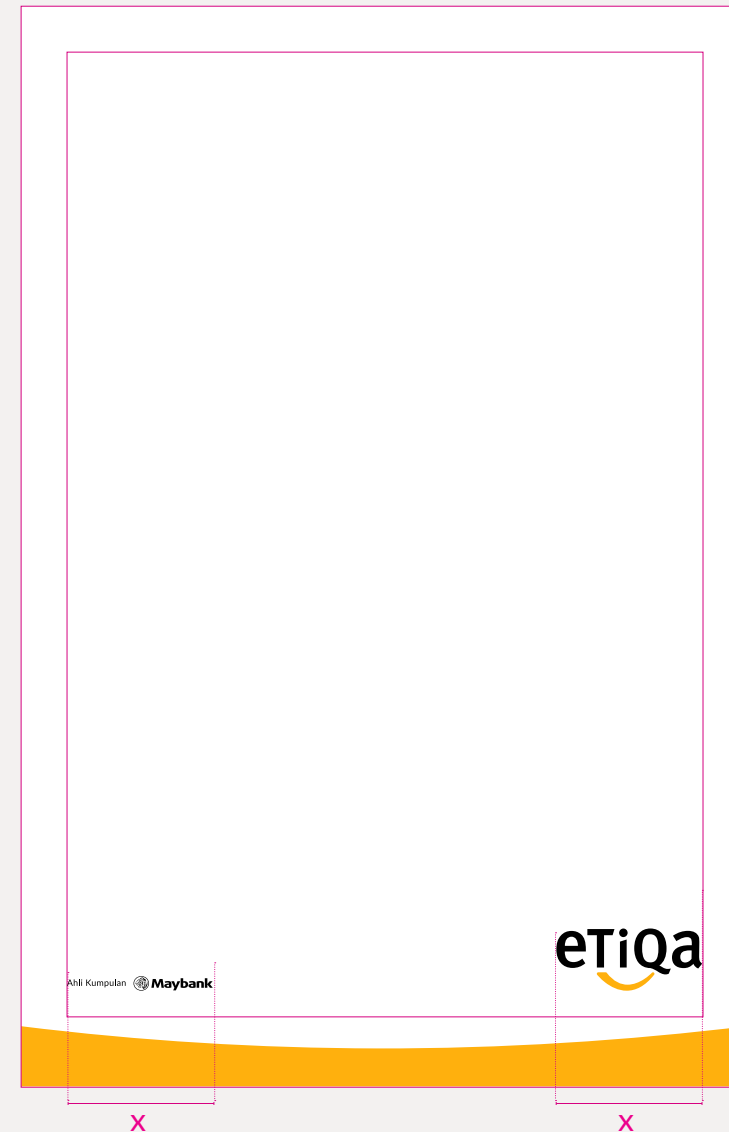
Ahli Kumpulan 🐅 **Maybank**
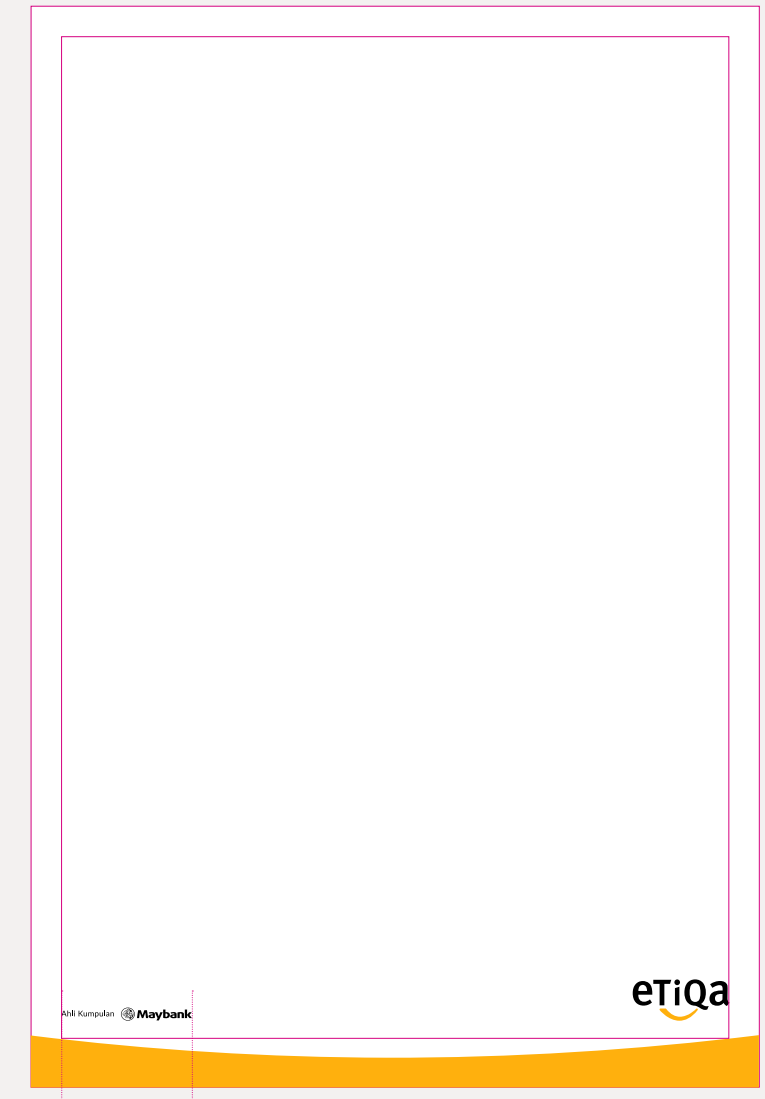
Minimum Size

Ahli Kumpulan 🐅 **Maybank**

26mm for print
74px for digital

Etiqa Logo (bigger than 26mm)

x   x

If Etiqa logo is bigger
than 26mm: Line follows
the width of Etiqa logo.

Etiqa Logo (smaller than 26mm)

If Etiqa logo is smaller
than 26mm: Line follows
its minimum size.

For more information, please contact the Corporate Brand team

Thank you