



visual communicators

BRANDING

PRINT

WAYFINDING

SYMBOLS
& LOGOTYPES
OVER
30 YEARS

brandmarks

from the heart of asia

SECOND EDITION

we
communicate
by design

Brandmarks from the Heart of Asia is a timely addition to the emerging documentation of Malaysian graphic design history, and in particular, the development of local and regional brandmarks.

Malaysia is sometimes referred to as the 'Heart of Asia', and the work of KDC reflects this idea. The company's wide-ranging work over 30 years amply demonstrates its keen understanding of a multi-ethnic, multi-cultural audience as well as transnational requirements. Above all, it shows a confident recognition of the value and effectiveness of good design.

This book will be a valuable resource for practising graphic designers, visual communication students and corporate decision-makers, providing a rare insight into one of Malaysia's pioneering graphic design specialists.

William Harald-Wong

Past President
Graphic Design Association of Malaysia (wREGA)

I N T R O D U C T I O N

THIS BOOK IS MUCH MORE THAN A SIMPLE COLLECTION OF BRANDMARKS. IT IS THE CULMINATION OF THREE DECADES OF PASSION AND THE PURSUIT OF EXCELLENCE...IT IS THE EMBODIMENT OF THE KDC PHILOSOPHY OF DEFINING AND SOLVING CLIENT'S PROBLEMS THROUGH DESIGN.

The book charts the progress and achievements through a wide spectrum of brandmarks designed from the 1980s till present, be they trademarks, symbols, pictorial marks, logotypes or emblems. The link in this book between the newer work shown and some of the earlier timeless designs reveals the continuity and consistency of a simple creative approach.

Designing an original brandmark today is getting more and more difficult. With increasing globalisation and similar influences and exposure to shapes, forms and patterns, the chances are that someone from another part of the world will have a similar idea which resembles our designs. With the importance of branding in the marketplace, and thousands of designers working on similar projects, it's obvious that ideas will, from time-to-time, look similar or even almost identical.

However, every brandmark in this book is a complete original – the result of detailed discussions with each client followed by thorough research, diligent trials, and hours of creativity, imagination and innovation. The process is completed with meticulous attention to detail.

The Challenge Today

While desktop software and constantly-evolving technology have made the technical process easier, designing great brandmarks remains a specialised discipline of the profession itself.

There is a wealth of information and references on the Internet on almost anything you want to know about logos, branding or corporate identity; but none of this will equip a designer with the innate talent that is required – or the skills that are honed through years of design-school training, hard work and cumulative experience.

The challenge for brandmark designers today is to bring life to your inner creativity and design ability while using technology as a tool, not your master. Over-dependence on what comes up in the frame of your monitor makes you a design-robot limited by technology, not a radically-effective and innovative brandmark specialist!

Aiming for Excellence

A good brandmark designer must have basic drawing skills to be able to sketch rough concept and ideas; and to think beyond the limitations of design software skills. Ideas can flow much better between a pencil and paper rather than they can with a mouse and monitor.

A good brandmark designer should also be familiar with typefaces. Not every logo needs a mark.

Sometimes a client just needs a professional logotype to identify their business.

A good brandmark designer will first focus on the designs in black and white, and leave colour till the end of the process because no amount of colour or gradient will rescue a poorly-designed mark.

Keeping the design simple increases its effectiveness. It allows for flexibility in reduction of size without loss of details. A simple logo aids recognition and remains functional. It's no coincidence that the most memorable logo designs are also the most simple in appearance.

An effective brandmark must be instantly recognisable, acting as a memorable symbol or communicator of the product or company it represents. Simplicity helps, because the average consumer normally just glances at a logo in a busy context with loads of other information or images, and a complicated mark will be lost in the clutter.

Fashion trends come and go, but where good brand identity is concerned, longevity is the key. Be original and try not to follow the crowd. Maintain the strictest professional discipline at all times, but always, always work from the heart!

The Power of a Brandmark

When a brandmark or logo endures through the passage of time, the brand awareness that it built

over the years becomes a really valuable asset in the product image or corporate identity of a company. As such, what is required is careful logo re-design which often involves subtle changes to refresh the look whilst maintaining and even strengthening brand-recognition.

Established or new, updated or preserved, a good brandmark does more than just identify a business or organisation - it is an endorsement and an indication of quality, value and reliability.

Brandmarks from KDC

At KDC, we believe that a well-orchestrated brand identity programme is an invaluable communications tool in today's complex world – to break through the clutter of the market-place. Brand Identity is the visual and verbal expression of a brand. Our paramount priority at all times is to ensure that we communicate by design.

Brandmarks from the Heart Of Asia not only showcases some of the region's well-known businesses but also puts into perspective the analytical skills and design process behind the projects. The highest international standards of excellence were melded with the cosmopolitan, cross-cultural kaleidoscope of Malaysian creativity consistently, over three decades.

Koh Lee Meng
Design Director/Principal
KDC Design Consultant

**“A good brandmark
does more than just
identify a business or
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Brandmarks from the Heart of Asia



Association of Asia Pacific Airlines (2005)

AAPA is the trade association of major scheduled international airlines based in the Asia-Pacific region.



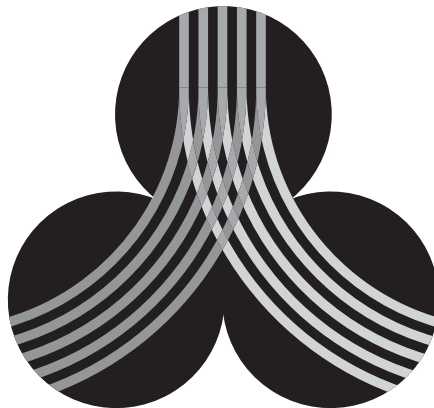
Agate Duty Free (BB) Sdn Bhd (1990)

Agate is a company in the travel-related duty-free business.

Selected entry in 'International Corporate Design Volume 1'.



Angsana Vacations Sdn Bhd (1997)
A travel-agent based in Kuala Lumpur.



The Asian and Pacific Development Centre (2001)

APDC is an intergovernmental research
institute for the Asia-Pacific region.



APEX Communications Group (1995)

APEX are involved in installation, manufacturing and solution-providing for telecommunication, broadcasting and IT.



AWC Berhad (2008)

AWC is a leading provider of engineering services and integrated facilities solutions in Malaysia.



Bagels Bakery (1991)

A bakery outlet operating in one of the local shopping centres.

Selected entry in 'International Corporate Design Volume 2'.



BASF Petronas Chemicals Sdn Bhd (2000)

BASF Petronas operates one of the largest
integrated chemical plants in the region.

A brand restyling exercise.



beyond*paper*

Beyond Paper (2005)

Beyond Paper is a subsidiary of Transasia Fine Papers, an established paper merchant with operations in Malaysia, Singapore and India.



Bhagwansingh Melasingh Sdn Bhd (2001)

A long-established wholesaler and retailer
of spices, condiments and sundry food items.



BHL Bank (1997)

Ban Hin Lee Bank Berhad, founded by Penang 'Towkay' Yeap Chor Ee in 1935, is now part of CIMB Group.

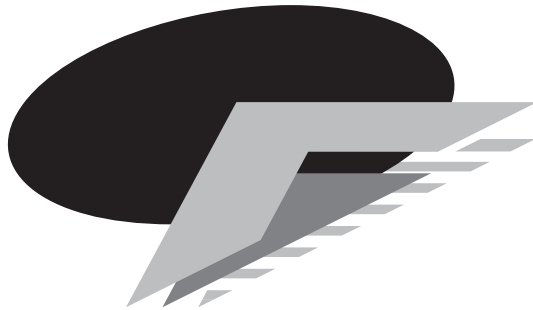
Selected entry in 'International Corporate Design Volume 1'.



BUNGA EMAS
RESTAURANT

Bunga Emas Restaurant (2008)

A Malay fine-dining restaurant at The Royale Chulan, one of the first Malay-themed 5-star hotels located in Kuala Lumpur.



Central Force Sdn Bhd (1996)

An independent fieldwork and data
research specialist in Malaysia.



Chai Restaurant (2005)

A tea corner within the premise of Khaana Peena,
a North-Indian restaurant situated in a suburb of Kuala Lumpur.



Cherating Bay Resort Development (2012)

This is one of ECER's efforts to promote and elevate tourism development in Cherating Bay.



Conqueror 2002 World Cup Promotion Campaign (2002)

A redemption-campaign organised by Conqueror brand of fine papers held in conjunction with the 2002 World Cup.



Council of Bukit Bintang Shopping Centres (1991)

A trade association of shopping centres in the vicinity of Kuala Lumpur's famous tourism-area of Bukit Bintang.



D A N A U
P E R D A N A

Danau Perdana Lakeside Township (1991)

An integrated lakeside mixed development in
Danau Desa near Taman Desa in Kuala Lumpur.



Eastern & Oriental Berhad (2008)

The E&O Group, which is associated with the luxury heritage E&O Hotels, is involved in property development and property investment, as well as hospitality & lifestyle.

A brand restyling exercise.



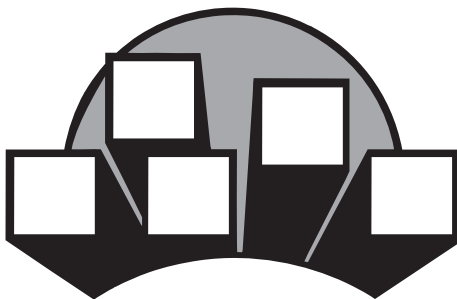
East West Kopitiam (1988)

One of Malaysia's first modern kopitiams,
offering hearty, wholesome fare of a bygone era.



ECM Libra Berhad (2002)

ECM Libra is an investment banking group with offices in Malaysia and Labuan.



Federal Territory Highrise & Shopping Association (1985)

A trade association of highrise and commercial buildings in Malaysia.

Selected entry in 'Trademarks & Symbols of The World Volume 2'.

flymojo

Flymojo Sdn Bhd (2015)

A new Malaysian airline operating out of Senai Airport targeting the travel market within ASEAN and the regions bordering it.

A brand restyling exercise.



Gifts & Premiums Company (1990)

A gift shop.

Selected entry in 'International Corporate Design Volume 2'.



Graphic Process Sdn Bhd (1981)

A traditional graphic supplier producing lithographic film for printing, using process cameras.

Selected entry in 'Trademarks & Symbols of The World Volume 2'.



Heritage Club & Lounge (2008)

A club and cigar lounge at The Royale Chulan,
a 5-star hotel located in Kuala Lumpur.



Hydro Majestic Hotels Group (2006)

A chain of hotels owned by a Malaysian family with the famous Hydro Majestic Hotel in Blue Mountains, Australia as their flagship hotel.



IDA Software Programme (1995)

An internet download accelerator software programme marketed by a Singaporean company.



PT Pacific Indo Dairy (1999)

Indo Dairy is focused primarily in processing, packing and exporting milk powder and other dairy products from Indonesia.



iScream F&B Sdn Bhd (2011)

A local branded scoop shop selling affordable
premium ice cream and healthy fruit juice.

jalex

Jalex (1996)

An interior builder and project management company whose founders are Janet and Alex.

janes | z

Janesis Collections Sdn Bhd (1997)

A brand name synonymous with fine crafted
deco-fusion furniture designed and manufactured
by local and foreign designers in Malaysia.



Jiu Jiu Szechuan Restaurant Sdn Bhd (2005)

An authentic Szechuan restaurant located
in Seberang Perai, Penang.



Khaana Peena Restaurant (2005)

A North-Indian cuisine restaurant situated in
Mont' Kiara, a suburb of Kuala Lumpur.



Kuala Selangor Nature Park (1993)

This nature education centre in Kuala Selangor is managed by the Malaysian Nature Society on behalf of the Selangor Government.



Leisure Air Sdn Bhd (1996)

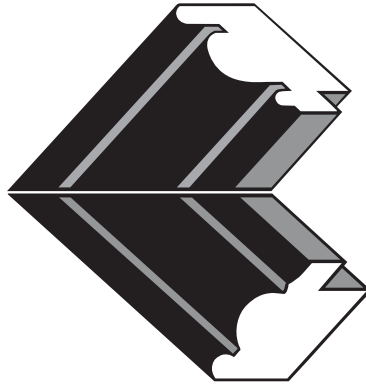
Leisure Air was set up as an airline to offer chartered flights, with operations mainly in North America and Southeast Asia.



Leweko Resources Berhad (2013)

Leweko is an investment holding company which is also engaged in the manufacture and sale of sawn & moulded timber and timber flooring products.

A brand restyling exercise.



Lim Kit Ling Box Manufacturer (1988)

A traditional family-owned timber company which has since diversified into wood picture frame manufacturing.

Selected entry in 'International Corporate Design Volume 1'.



Loong Cheong Tailor (1989)

A family-owned tailor shop in downtown Kuala Lumpur.

Selected entry in Graphis '100 Years World Trademarks'.



Lumut Maritime Terminal Sdn Bhd (1996)

Lumut Port situated in Perak is designed and equipped to handle dry and liquid bulk cargo, containers and all conventional cargo.



Luxabuilt Sdn Bhd (1995)

Luxabuilt provides one-stop construction, interior fit-out and refurbishment complete with furniture/built-ins manufacturing capabilities.



L'Heritage Restaurant (2008)

A continental fine-dining restaurant at The Royale Chulan, a 5-star hotel located in Kuala Lumpur.



Mai Bar (2012)

A swanky Tiki themed bar on the rooftop of Aloft Hotel with its panoramic view of the Kuala Lumpur skyline.

 **MASkargo**

 **MAS** aerospace
engineering

 **MASacademy**

 **MASholidays**

Malaysian Airline System Berhad (2007)

Brand architecture for Malaysia Airlines' core
business unit and subsidiaries.

A brand restyling exercise.



Malaysian Integrated Products (1983)

A marketing and trading company.

Selected entry in 'Trademarks & Symbols of The World Volume 2'.



Malaysian Investment Banking Association (2005)

A trade association to promote and safeguard the
interests of investment banks in Malaysia.

Margaritta

Margaritta (1989)

A Hispanic-themed pub & grill outlet in
Damansara Uptown, Petaling Jaya.



McMillion Restaurant (1995)
An Oriental haute-cuisine restaurant
located in suburban Kuala Lumpur.



National Productivity Centre (1991)

A joint project between United Nations Special Fund and the Federal Government of Malaysia to promote productivity, disseminate productivity- related information and deal with relevant issues.



Nexus Aquascience Sdn Bhd (2015)

A Malaysian-based aquaculture company which was set up to develop and pilot a lobster hatchery using highly sophisticated systems in partnership with Australian Research Council.

NIHONMAL

Nihonmal (1991)

A Japanese-Malaysian JV consortium
dealing in construction and civil engineering.

Selected entry in 'International Corporate Design Volume 2'.

NYONYA BRASSERIE



Nyonya Brasserie Restaurant (2003)

A fusion-food establishment serving both traditional Nyonya fare and western cuisine in a modern cafe-styled atmosphere.



Pacific Orchids Farm (1997)

A wholesale orchid farm.



Paving Automation Technology International (1988)

A civil-engineering contractor well-known for constructing reinforced concrete pavements along Malaysia's North-South Expressway.

Selected entry in 'International Corporate Design Volume 2'.

The logo for Penawar features the word "PENAWAR" in a bold, black, serif typeface. A small, grey, diamond-shaped icon is positioned above the letter "W".

Penawar (1985)

Subang Jaya Medical Centre

'Penawar' means 'antidote' in Malay. It was originally used as a brandname for Subang Jaya Medical Centre when it was first established.



Pelagos (2010)

A premium quality seafood brand marketed by Blue Archipelago, a subsidiary of Khazanah Nasional Berhad, the strategic investment arm of the government of Malaysia.



Planet One (2000)

PlanetOne is a regional network of technology companies based in Singapore.

plato

Plato Solutions Sdn Bhd (2004)

Plato specializes in the delivery of business solutions to meet the unique needs of the financial services industry.



Ramajuta (Sabah) Sdn Bhd (1996)

A property developer based in Inaman, Sabah.



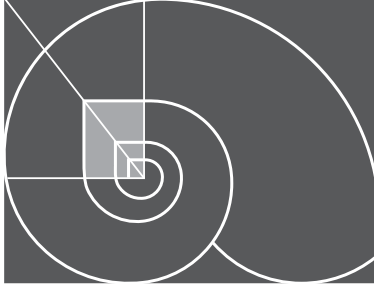
Rangkaian Pengangkutan Integrasi Deras Sdn Bhd (2004)

RapidKL is Malaysia's main service provider of public transportation in the Klang Valley via its integrated rail and bus network.



Routes KL 2008

Malaysia Airports hosted the 14th World
Route Development Forum in Kuala Lumpur.



Sarku Engineering Services Sdn Bhd (1998)

Sarku provides construction and engineering services for offshore, oil & gas industry.



Second Cup Café (1996)

A local café serving pastry, sandwiches and beverages.



Sharpshooter Studio (2002)

Professional photographers specialising in both
indoor and outdoor-location photography.



Speedy Video Distributors Sdn Bhd (1992)

Speedy Video is the largest and most widely-available home entertainment chain-stores in Malaysia.



Stone Empire Sdn Bhd (1999)

The Stone Empire business portfolio covers the full spectrum of the Dimensional Stone Industries from manufacturing, fabrication, installation and trading to export.



Stream Automated Waste Collection Systems (1992)

Stream, a world leader in central vacuum technology, provides design, engineering and supply of Automated Waste Collection Systems (AWCS).



Strike Cafe (1998)

A cafe within a bowling centre in a suburban shopping centre in Kuala Lumpur.



ST Rock Blasting Sdn Bhd (2015)

An experienced Malaysian rock blaster & civil engineering company which handles a comprehensive range of work and equipments including boulder buster, splitters, excavators and hydraulic breakers for excavation, rock removal and drilling work.



Suck 'N' Push (2013)

A patented automated waste technology concept created by Stream Environment Sdn Bhd that sucks and pushes food waste through pipes.



Syarikat Prasarana Negara Berhad (2005)

Prasarana is a wholly-owned Government company set up to manage the assets of selected public transport companies in the Klang Valley.



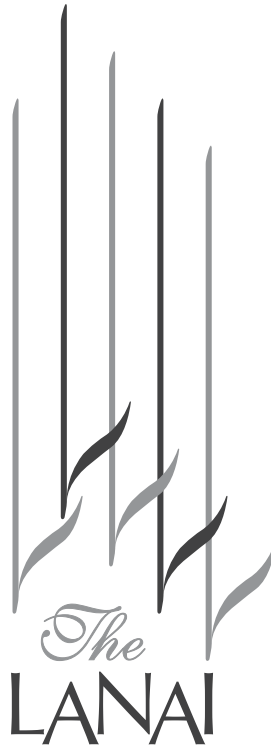
3D Networks (2000)

3D Networks is a leading end-to-end solution integrators which is part of the PlanetOne Group.



Telaga Bunga Spa (2008)

A spa facility at The Royale Chulan,
a 5-star hotel located in Kuala Lumpur.



The Lanai (2008)

A lobby lounge at The Royale Chulan,
a 5-star hotel located in Kuala Lumpur.



THE PEAK

AT SIGNAL HILL

The Peak @ Signal Hill (1996)

A master-planned development in Kota Kinabalu
city's most exclusive residential area.



Transnational Education (2014)

A web-based education portal that provides the links and pathways to schools, universities and career connections.



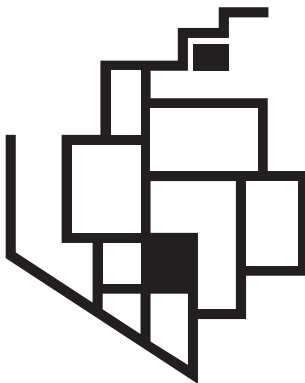
Trans Pacific Air (1997)

Trans Pacific Air was set up as an aviation company offering chartered flights in Malaysia.



Universiti Malaysia Serawak (1993)

UNIMAS is the eighth public university in Malaysia, and the first one initiated by the aspirations of the Government's Vision 2020.



Urban Facilities Management Services Sdn Bhd (1987)

A facility-management company.

Selected entry in 'Trademarks & Symbols of The World Volume 2'.



VISIONBORNEO

tourism development programme

Vision Air Borneo Tourism Development Programme (2002)

A tourism development programme to bring synergy to the tourism industries of Brunei, Kalimantan, Sabah and Sarawak.



Vision Air (M) Sdn Bhd (2002)

Vision Air was the first local aerial-tour operator providing scheduled flights to World Heritage Sites in Sabah and Sarawak.



Warisan Cafe (2008)

A coffee house located at The Royale Chulan, one of the first Malay-themed 5-star hotels in Kuala Lumpur.



Wuhan Acrobatic Troupe of China Tour (1993)

A series of charity performances by one of China's famous acrobatic troupes held at Sungei Wang Plaza's rooftop in conjunction with Chinese New Year.

BRAND IDENTITY PROJECTS

“Brand Identity does more than just identify a business or organization; it is an endorsement and an indication of quality, value and reliability. We believe that a well-orchestrated brand identity programme is an invaluable communications tool in today’s complex and competitive world — to break through the clutter of the market place. Brand Identity is the visual and verbal expression of a brand.”



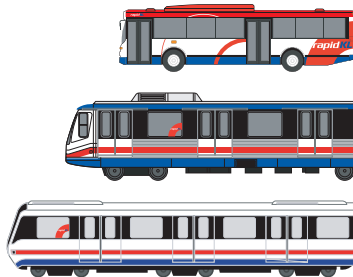
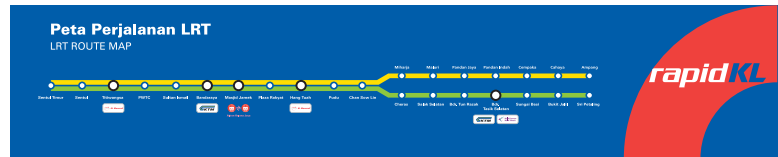
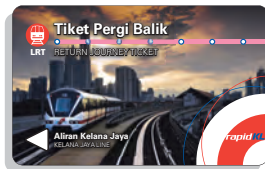
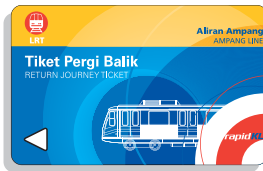
Brand Livery & Design Collaterals.



Malaysian Airline System Berhad (2010)
Design Collaterals.



MASwings (2010)
Design Collaterals.





A Subsidiary of
Eastern & Oriental Bhd

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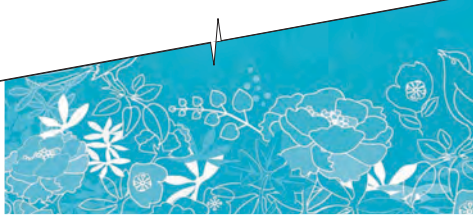
SERI TANJUNG PINANG
PENANG • MALAYSIA

E&O Property (Penang) Sdn Bhd (INCORPORATED IN MALAYSIA)

Kuala Lumpur Head Office and Sales Gallery, Level 20, Ansonnet, Menara Maxis, 8 Jalan Damansara, Sentulaya Heights 50480 Kuala Lumpur, Malaysia. Tel: 603 2033 8888 Fax: 603 2033 8223 enquiry@easternandoriental.com Seremban, Seremban, 70400 Pulau Pinang, Malaysia. Tel: 604 890 9999 Fax: 604 899 1122 enquiry@easternandoriental.com 11 Beach Road, #01-02 Singapore 189575 Tel: 65 6337 1888 Fax: 65 6337 9848

www.easternandoriental.com

E&O PROPERTY
A Subsidiary of Eastern & Oriental Bhd



delicious

The Delicious Group Sdn Bhd (INCORPORATED IN MALAYSIA)

Kuala Lumpur "Bangsar" Village 402 207 1154 Kuala Lumpur 402 2142 2942 808 01882 enquiry@delicious.com 03 207 5770
Penang Bay 1 Utama 402 207 1154 Seremban 603 203 1181 Shah Alam 603 203 1181
Penang Straits Quay 604 898 555 Singapore South Square 65 6638 0903

www.deliciousdelicious.com

E&O LIFESTYLE
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EASTERN & ORIENTAL

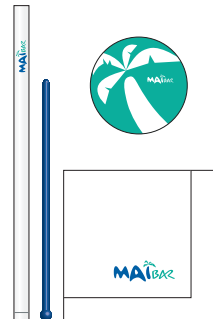
Reservations and Enquiries: 10 Jalan Tanjong, 10200 Penang, Malaysia Tel: +604 222 2000 Fax: +604 261 4232 Management: M, Jatin, Cae Chai
Operating Officer: enquiry@easternandoriental.com 10 Representation: enquiry@easternandoriental.com Tel: +604 222 2000 Fax: +604 261 4232 200
Hotel, GDS access code: Amadeus - 019700AD Albania - 0190407 WorldPac - 0190406 Galleries - 1471705

www.easternandoriental.com

E&O HOSPITALITY
A Subsidiary of Eastern & Oriental Bhd

Eastern & Oriental Berhad (2008)

Wordmark Restyling & Brand Architecture.



Aloft Hotel (2012)
Mai Bar Design Collaterals.



iScream F&B Sdn Bhd (2011)

iScream Design Collaterals.



Nexus Aquasciences Sdn Bhd (2013)
Stationery Design.

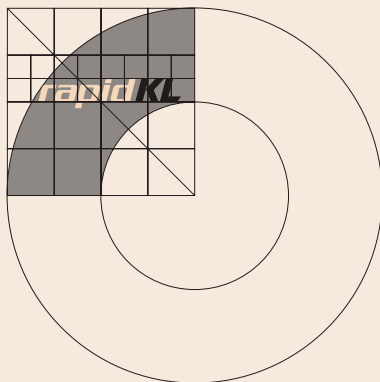
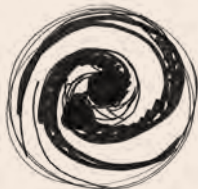


Transnational Education (2014)

Design Collaterals and Website Design.

DESIGN DEVELOPMENT & SKETCHES

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rapidKL

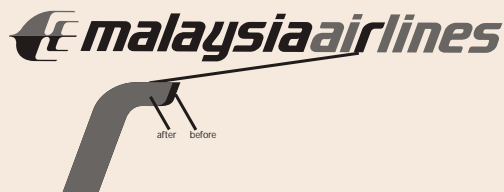
rapidKL

rapidKL

rapidKL

Before:
After:

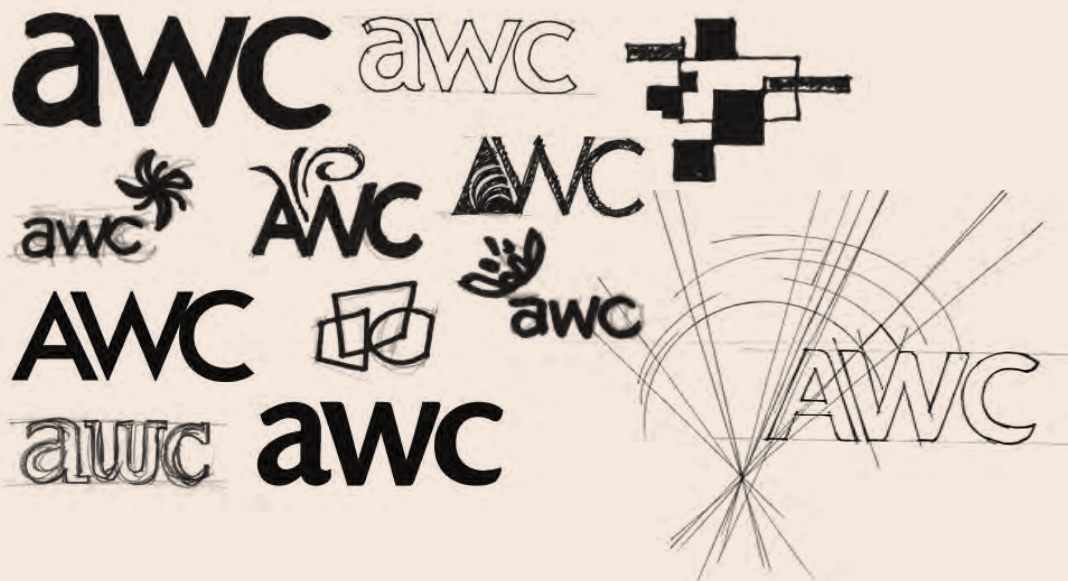
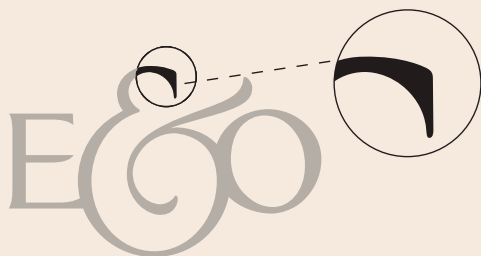
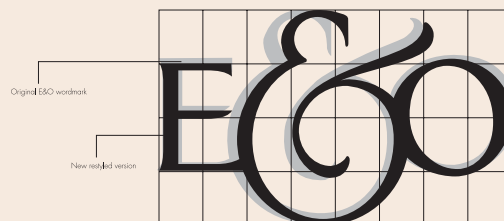
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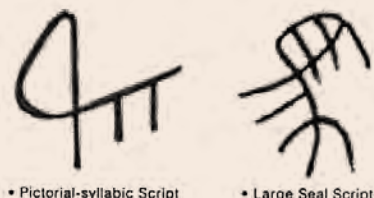
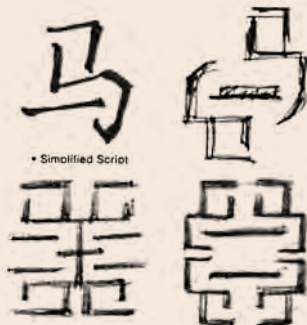
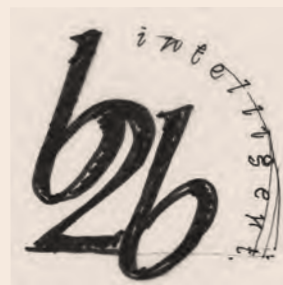


Option 3 - tighter kerning between
'y','s','i','a' and 's' at end
of 'airlines'





maroon /
early gold or
mustard brown





Ma'kulani مأكولاتي

platosolutions

horation d

platosolutions

spartan

plato

insignia

platosolutions

bauhaus

plato

insignia/modified

platosolutions

insignia

floraman

plato solutions

holochina

frutiger

Ramajinta



iSCREAM



iSCREAM



i-SCREAM



iScream



iSCREAM
ICE CREAM





SARKU

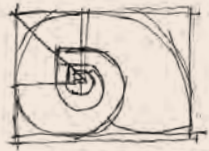
ENGINEERING SERVICES SDN BHD

SARKU

ENGINEERING SERVICES SDN BHD



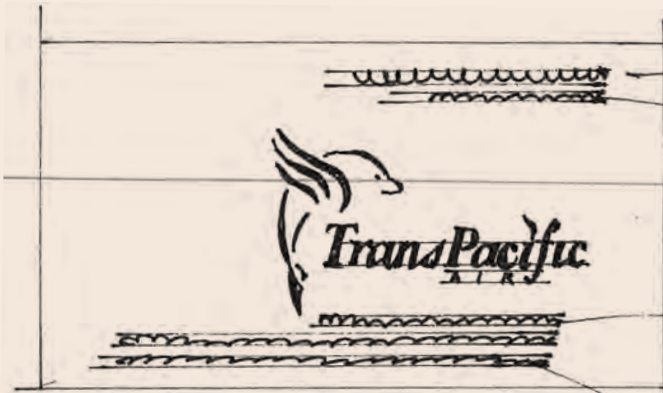
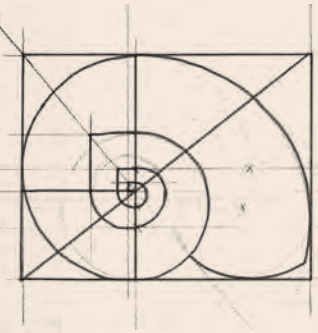
centered / with symbol at bottom



SARKU

ENGINEERING
SERVICES SDN BHD

centered / with large symbol
on top



XXXXXXXXXXXX
XXXXXXXXXXXX

Name CAPS
Description
in Italic
w/ i.e.

XXXXXXXXXXXX
XXXXXXXXXXXX
XXXXXXXXXXXX

Company
name in
CAPS

called s/s

Address in
w/ i.e. Italic

The much-disputed pebbles, dating from the Paleolithic period, are likely to have been objects denoting a person or tribe. The surface of ~~the~~^{the} given form is divided up, fully united and most probably markers for the identification of ownership.



Shots
both sides

Round

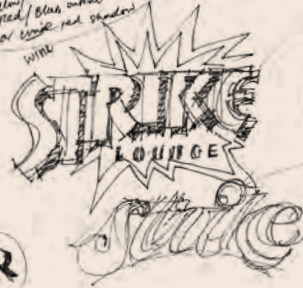
lines of stroke
only 3/4 of way up
left & right side



padding

yellow/red/black outline
or black/red shadow
white

THIS CAFE



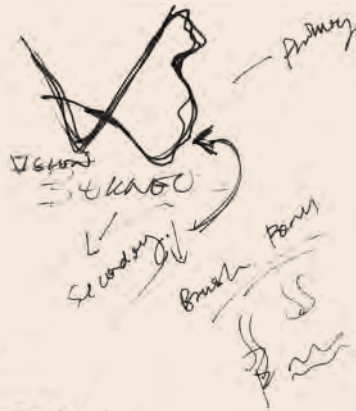
→ Starting
with yellow
in similar theme
i.e. black
with shadow
(familiar from previous work)



Double
outline
with
shadow

(Orange/purple/very green/lilac)





Academic/Knowledge/8pt
Industry?



175/90



path



prison



sex



Prison/Man



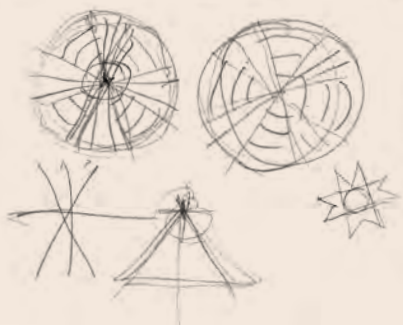
conflict



Dead man



Wider with 2 children



The triangle being symmetrical conveys an impression of stability and permanence / feeling of security / orderly manner
Incorporates the creative intellect, the faculties, and the active principle

ACKNOWLEDGEMENTS

We would like to thank all our colleagues, both past and present, for their contributions during their tenure with KDC; in developing the landmarks published in this book.

We would also like to express our gratitude to Andrew Ponnampalam for rewriting the Introduction, sub-editing all text, and preparing it for production.

We are grateful to Shalini, Mariska, Alwin and Shirin for helping to produce this useful reference volume and beautiful collectors' item, and for working with great enthusiasm and speed.

Paper

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Cover printed on BETA Print Smooth White 240gsm

Text printed on BETA Print Smooth White 120gsm

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Established in 1984, KDC Design Consultants was one of Malaysia's pioneers in branding, corporate identity, wayfinding and signage design.

Over the years, **KDC** has established an enviable reputation and an excellent track record as specialists in this field, having successfully created and managed a wide spectrum of projects for local, regional and international clients from both private and public sectors.

In a period spanning over 30 years, **KDC** has designed and developed an impressive portfolio of brandmarks, of which more than 80 examples are selected and published in this second edition - the first-ever brandmarks book from Malaysia.

Other notable achievements by **KDC** include having brandmark designs appear in a number of iconic international publications, such as

- Graphis '100 Years World Trademarks',
- International Corporate Design Vol 1 & 2
- Trademarks and Symbols of the World.

The **KDC** corporate mandate is simple: in all our efforts on behalf of our valued clients, ***we communicate by design.***

we
communicate
*by***design**