Brand guidelines

KOBENA
KOPERASI BERJAYA NIAGA BERHAD

Shared enterprise.
Shared success.

A practical identity system for Koperasi Berjaya Niaga Berhad.
Logo, visual language, communication and everyday applications.

One identity. Consistent application.

A working standard built around the selected shared-success logo concept.

This guide explains how to use KOBENA consistently across member communications, business materials and digital channels. It establishes proposed design standards; it does not confirm registration, membership approval or trademark clearance.

DOCUMENT STATUS

Version 1.2 for review. Includes the selected reversed white-and-gold logo and revised light and dark letterheads. Record formal adoption and production artwork approval with KOBENA.

Important: the supplied logo is an AI-generated raster PNG. Exact vector geometry and the original wordmark font have not been established. The master files described later are production requirements, not assets already supplied.

03-04	Purpose, meaning and naming
05-08	Logo system and protection
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14	Voice and messaging
15-18	Applications and examples
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Success built together.

The identity comes from Berjaya Niaga: shared success through enterprise, rather than the generic initial K for Koperasi.



THE CENTRAL IDEA

Distinct contributions. A stronger whole.

The interlocking forms represent members contributing different strengths to a common purpose. Each component retains its character while supporting a unified, stable emblem.

The open centre suggests room for ideas, opportunity and participation. Its diamond-like silhouette balances stability with movement. The gold component highlights achievement and value created together.

These are intended brand meanings, not claims of guaranteed business performance or financial return.

BRAND ESSENCE

Cooperation / Trust / Enterprise / Shared progress

Say the name with clarity.

KOBENA is the short name. Koperasi Berjaya Niaga Berhad is the full cooperative name.

CONTEXT	STANDARD	PRACTICAL RULE
Primary brand	KOBENA	Use uppercase in the logo and brand references.
Formal name	Koperasi Berjaya Niaga Berhad	Use full spelling in documents and first formal mention.
Web identity	KOBENA.cc	Use only as a web address identity; domain connection is unconfirmed.
Registration status	Dalam Pendaftaran	Keep this as separate supporting text while that status applies.
Proposed tagline	Bersama Membina Kejayaan.	Use as a campaign line, not part of the master logo.

Language: use Bahasa Melayu first for member-facing materials. English may support business or wider-audience communication. Retain the proper cooperative name in either language. Do not translate or shorten the formal name inside the logo.

The primary logo.

The emblem and wording operate as one controlled horizontal signature.



01

Shared-success emblem

Preserve the interlocking forms, open centre and gold component.

02

KOBENA wordmark

Retain its exact drawn lettering, spacing and proportions.

03

Formal descriptor

Keep KOPERASI BERJAYA NIAGA BERHAD complete and legible.

Use the supplied logo artwork as a complete unit. The guide uses layout clipping to remove blank outer canvas, without altering the emblem or typography.

Give the logo room to work.

All measurements are proposed production standards and must be checked against the final vector master.



Clear space: define H as the full emblem height. Set x = H / 4. Maintain at least x around the visible logo on all sides. Measure from the artwork edge, not from blank image margins.

Minimum size: primary full-name logo: 100 mm wide in print or 480 px on screen. Symbol alone: 10 mm in print or 40 px on screen. These are starting limits; increase if detail or wording becomes unclear.

If a placement cannot accommodate the full-name logo, use a properly prepared compact signature or the symbol with the full name elsewhere in accessible live text. Never solve a small-space problem by shrinking the descriptor beyond legibility.

One master. Purposeful versions.

Full-colour, standalone-symbol and reversed-logo PNG references are supplied. Vector production masters remain to be prepared.

VERSION	WHEN TO USE	ASSET STATUS
Full-colour horizontal	Website masthead, cover, formal introduction, large signage.	Supplied PNG reference
Standalone symbol	Avatar, favicon, embroidered mark; full name appears nearby.	Supplied PNG reference
Compact / stacked signature	Business card, narrow cover, mobile layout.	Vector master to be prepared
Single-colour emerald / black	Office printing, stamps, single-ink reproduction.	Vector master to be prepared
Reversed white + gold	Dark backgrounds: white emblem and wording, with gold retained.	Supplied PNG reference

Retain all structural gaps in monochrome and reversed versions. A colour component may become the same ink as other components, but separation must remain clear. Do not flatten the emblem into a solid diamond.

A logo variant is a controlled asset, not an invitation for each supplier to recreate the mark. Obtain one approved set and distribute identical masters.

Light background. Dark background.

Use the full-colour logo on white. On dark backgrounds, switch emerald artwork and wording to white; retain gold.



Dark: reversed white + gold



Light: emerald + gold

Do not distort

No stretching, skewing, rotating or perspective effects.

Do not rebuild

No font substitution, retyping, new initials or altered spacing.

Do not decorate

No outlines, glow, bevels, shadows or unapproved gradients.

Do not obscure

No cropping, busy photos behind the mark or intrusive graphics.

Use controlled reversal

White replaces emerald; gold stays gold. Never auto-invert colours.

Do not add claims

Keep registration numbers, seals and taglines outside the logo.

The reversed PNG includes an emerald background. For other dark colours, prepare a transparent master; do not stretch the background or use an automatic photographic colour inversion.

Emerald anchors. Gold highlights.

A restrained palette: institutional confidence with warmth and distinction.



EMERALD

#123B31

RGB 18 / 59 / 49

CMYK approx. 69 / 0 / 17 / 77



MUTED GOLD

#B49A60

RGB 180 / 154 / 96

CMYK approx. 0 / 14 / 47 / 29

IVORY

#F5F2EA

RGB 245 / 242 / 234

CMYK approx. 0 / 1 / 4 / 4

Supporting tones: deep emerald #0B2922 for footers; slate #59675D for secondary text; line grey #D7D8CE for rules. White #FFFFFF is the preferred logo background.

Use roughly 60-70% white/ivory, 20-30% emerald and up to 10% gold in a typical layout. CMYK values are unprofiled starting estimates; obtain colour-managed proofs. No Pantone or metallic-foil equivalent has been approved.

Colour must remain readable.

Calculated ratios below use the specified flat digital colours, not sampled pixels from the generated logo.

COLOUR PAIR	CONTRAST	BRAND USE
Emerald on white	12.38:1	Normal text
Emerald on ivory	11.07:1	Normal text
Gold on emerald	4.56:1	Normal text
Gold on white	2.72:1	Decorative use only
White on gold	2.72:1	Decorative use only
Slate on ivory	5.33:1	Normal text

For ordinary text, use at least 4.5:1. Large text may use at least 3:1: approximately 24 px regular or 18.7 px bold on screen. Keep gold primarily decorative on light backgrounds. Do not use colour alone to identify errors, approval status or required fields.

Source: W3C, WCAG 2.2 Understanding SC 1.4.3, Contrast (Minimum). Logos have an exception; surrounding interface text does not. This page is a colour-use check, not a claim that a complete website meets WCAG.

Clear, confident typography.

Use an accessible working type system for communications; preserve the logo wordmark as artwork.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Primary working family: Arial Regular and Bold. Use for body copy, headings, tables, forms, website navigation and presentation content. Its availability supports consistent office output.

Optional editorial accent: Georgia Regular, used sparingly for a brand statement or cover headline. Do not mix serif and sans-serif within one heading. Formal forms and data tables remain sans-serif.

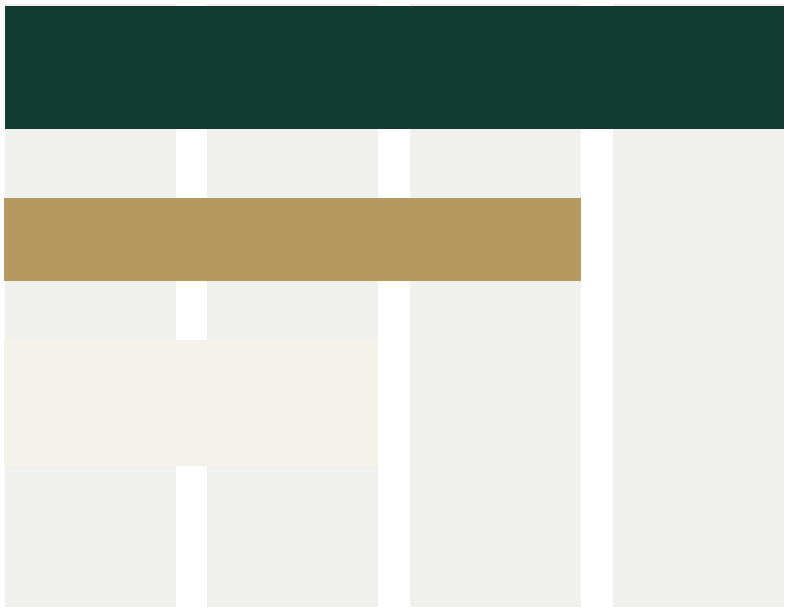
ROLE	PRINT / DIGITAL
Main heading	28-36 pt / 40-56 px
Section heading	18-24 pt / 28-36 px
Subheading	12-15 pt / 20-24 px
Body copy	10-12 pt / 16-18 px
Labels / captions	8-9 pt / 12-14 px
Body line spacing	1.4-1.6 times type size

Use sentence case for reading. Reserve uppercase for short labels. Avoid thin weights, full justification and long italic passages. Aim for 45-75 characters per body-text line.

The exact typeface of the AI-generated logo is unverified. Arial is a communication standard, not permission to recreate or substitute the KOBENA wordmark.

Order creates a corporate presence.

Use space, alignment and proportion as the primary design tools.



Illustrative four-column page grid

Grid: use a four-column grid for documents and a flexible 12-column grid for wider digital layouts. Align headings, images and captions to a shared edge.

Spacing: use a base rhythm of 8 px digitally, or 4 mm in print. Prefer 8/16/24/32/48 px increments. Keep larger gaps between sections than within them.

Hierarchy: one dominant message per surface, one supporting paragraph and one clear next action. Use fine rules rather than decorative borders.

Graphic motif: use simple diagonal crops or open geometric frames inspired by the emblem. Keep the intact logo separate. Do not turn its component shapes into unrelated icons.

Recommended margins: A4 documents 15-20 mm; presentation and landscape pages 5-7% of width; mobile screens at least 20 px. Make exceptions only when legibility and clear space improve.

Show enterprise with human purpose.

Photography should help members understand real work, real participation and tangible activity.

01

People in context

Use consented images of members collaborating, reviewing plans, learning or conducting actual business. Show useful activity, not staged handshakes.

02

Work and enterprise

Prioritise relevant workplaces, products, services and local environments. Use accurate captions when the image documents an event.

03

Honest presentation

Choose natural lighting, balanced colour and uncluttered composition. Avoid exaggerated luxury, cash imagery and implied investment success.

Image treatment: retain believable skin tones. Use a consistent crop family and adequate resolution. Do not place the logo on a face, product detail or distracting background. Use a white logo panel where needed.

Icons: choose one consistent line-icon family with a common stroke weight and simple forms. Icons support labels; they must not imitate the emblem or replace important words. Obtain the appropriate usage rights for all external assets.

Professional. Warm. Accountable.

Communicate with the confidence of an institution and the clarity of a helpful colleague.

PRINCIPLE	WRITE LIKE THIS	AVOID
Clear	Yuran keanggotaan ialah RM100.	Vague fees or unexplained conditions.
Cooperative	Bersama membina kejayaan.	Language that treats members only as customers.
Measured	Permohonan tertakluk kepada semakan.	Guaranteed approval, profits or returns.
Respectful	Sila lengkapkan maklumat berikut.	Pressure, hype or excessive exclamation marks.

STANDARD INTRODUCTION / BM

KOBENA ialah nama singkatan bagi Koperasi Berjaya Niaga Berhad. Identiti kami mencerminkan semangat kerjasama, amanah dan usaha bersama ke arah kemajuan.

STANDARD INTRODUCTION / EN

KOBENA is the short name for Koperasi Berjaya Niaga Berhad. Our identity reflects cooperation, trust and a shared commitment to progress.

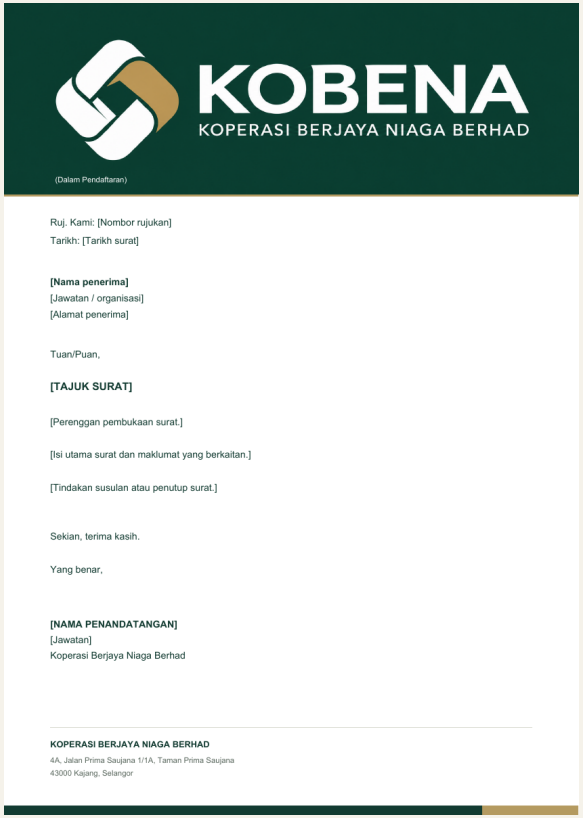
For a formal first mention, append the confirmed registration status where applicable. Treat proposed brand values and tagline as positioning language, not evidence of services or outcomes.

Two letterheads. One identity.

Use the light layout for office printing and the dark header for a more prominent corporate presentation.



01 LIGHT / OFFICE



02 DARK / CORPORATE

LETTERHEAD STANDARD

A4, 210 x 297 mm. Keep 17 mm side margins and a clear writing area. Use 10-12 pt body copy and place the confirmed address in the footer.

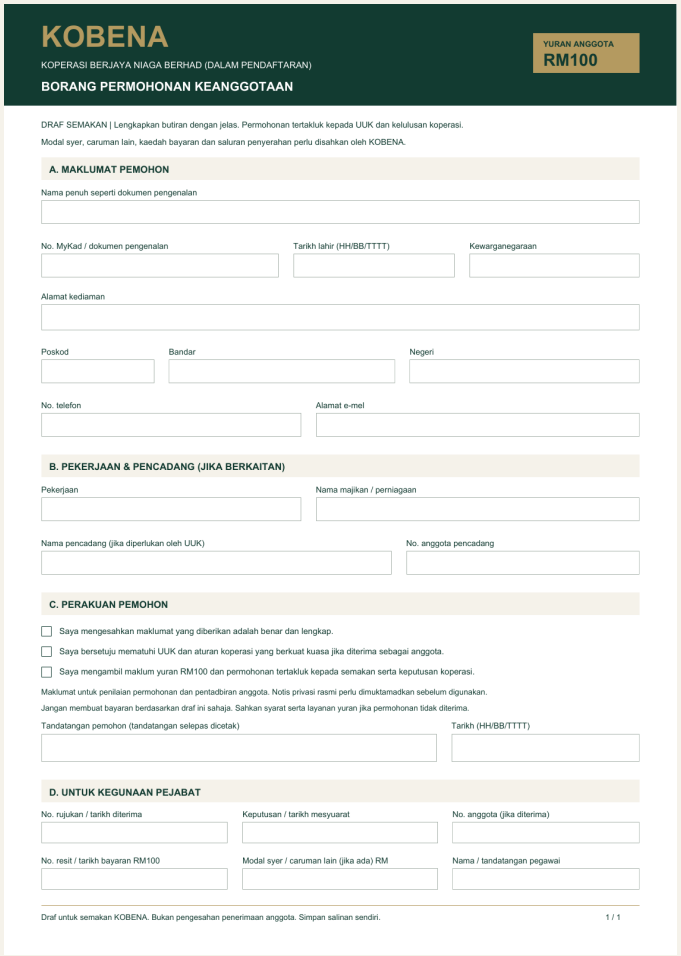
Light: full-colour logo, restrained gold accent and fine header rule.

Dark: emerald header with white emblem and wording; retain the gold component. Keep letter text on white.

Business cards: 90 x 55 mm, 3 mm bleed, 4 mm safe area. Use the symbol with live-text name when the full signature cannot remain legible.

A form that feels trustworthy.

Use the same identity while keeping application details easy to complete and review.



KOBENA

KOPERASI BERJAYA NIAGA BERHAD (DALAM PENDAFTARAN)

BORANG PERMOHONAN KEANGGOTAAN

YURAN ANGGOTA
RM100

DRAF SEMAKAN | Lengkapkan butiran dengan jelas. Permohonan tertakluk kepada UUK dan kelulusan koperasi.
Modal syer, caruman lain, kaedah bayaran dan saluran penyerahan perlu disahkan oleh KOBENA.

A. MAKLUMAT PEMOHON

Nama penuh seperti dokumen pengenalan

No. MyKad / dokumen pengenalan | Tarikh lahir (HH/BB/TTTT) | Kewarganegaraan

Alamat kediaman

Poskod | Bandar | Negeri

No. telefon | Alamat e-mel

B. PEKERJAAN & PENCADANG (JIKA BERKAITAN)

Pekerjaan | Nama majikan / perniagaan

Nama pencadang (jika diperlukan oleh UUK) | No. anggota pencadang

C. PERAKUAN PEMOHON

☐ Saya mengesahkan maklumat yang diberikan adalah benar dan lengkap.
☐ Saya bersetuju mematuhi UUK dan aturan koperasi yang berkuat kuasa jika diterima sebagai anggota.
☐ Saya mengambil maklum yuran RM100 dan permohonan tertakluk kepada semakan serta keputusan koperasi.

Maklumat untuk penilaian permohonan dan pentadbiran anggota. Notis privasi rasmi perlu dimuktamadkan sebelum digunakan.
Jangan membuat bayaran berdasarkan draf ini sahaja. Sahkan syarat serta layanan yuran jika permohonan tidak diterima.

Tandatangan pemohon (tandatangan selepas dicetak) | Tarikh (HH/BB/TTTT)

D. UNTUK KEGUNAAN PEJABAT

No. rujukan / tarikh diterima | Keputusan / tarikh mesyuarat | No. anggota (jika diterima)

No. resit / tarikh bayaran RM100 | Modal syer / caruman lain (jika ada) RM | Nama / tandatangan pegawai

Draf untuk semakan KOBENA. Bukan pengesahan penerimaan anggota. Simpan salinan sendiri. 1 / 1

INFORMATION HIERARCHY

1. Identity and full name.
2. Form title and review status.
3. Clearly stated RM100 membership fee.
4. Applicant details.
5. Declarations and signature.
6. Separate office-use section.

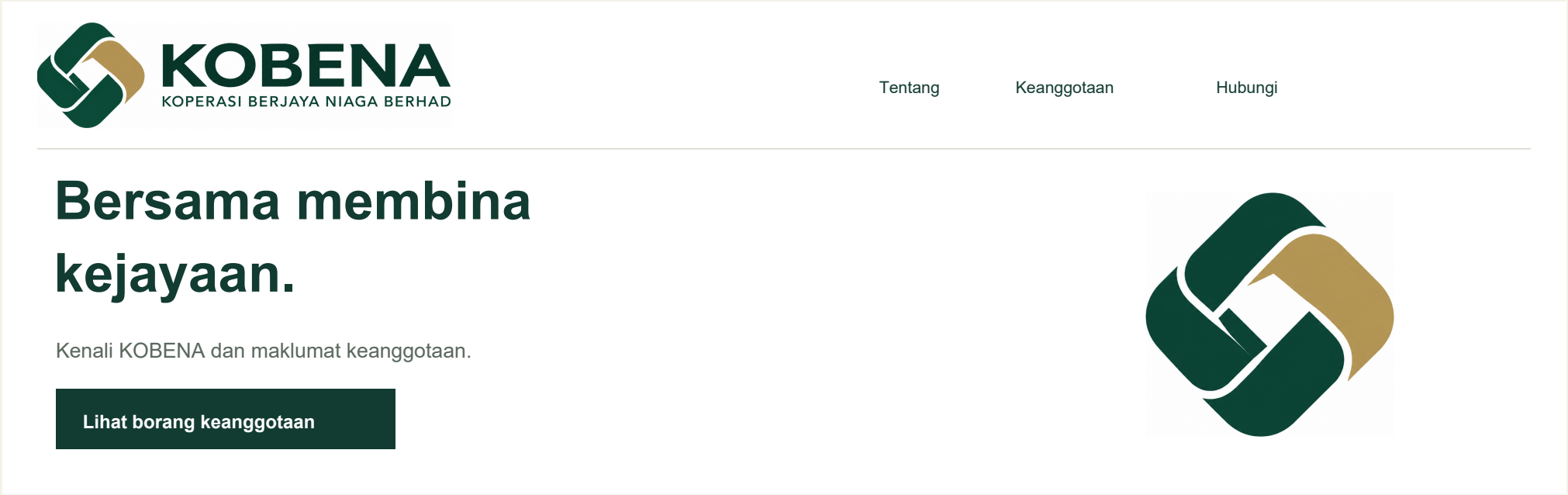
PRACTICAL RULES

Use A4 portrait. Keep clear labels above fields, strong section headings and generous writing space. Aim for 9-10 pt instructions; reserve 7-8 pt for brief notes. Keep fields and text legible in grayscale.

The existing one-page form is a review draft. It currently uses a text KOBENA header, not the new emblem. Update it with the approved logo master before issuing official copies. Confirm operational rules separately; branding does not authorise member admission.

A clear, credible digital presence.

Translate the system into useful navigation, readable information and a transparent next step.



Desktop: show the full-name logo at its readable size. Use emerald for primary actions; gold for restrained highlights. Keep registration status, fee information and contact details easy to locate.

Mobile: use a prepared compact signature or symbol when space is limited, with the full name in nearby live text. Maintain visible focus, labelled inputs and clear validation messages.

This is a new-logo application study, not a live website update. KOBENA.cc remains a proposed web identity until domain ownership and connection are confirmed.

Recognisable across every surface.

Adapt the layout to the medium while preserving the logo itself.

01

Social media

Use the symbol as the profile avatar with x clear space. Keep the account name KOBENA and full cooperative name in the profile. Posts use one message, a readable heading and a clear date.

02

Signage

Use the full signature where viewing distance allows. Proof at actual scale and test the descriptor from the expected distance. For small plaques, use symbol plus a separate legible full name.

03

Uniforms & embroidery

Use the symbol on the chest or sleeve. A 25-35 mm emblem is a sensible starting point. Test stitching and preserve internal gaps; never let thread fill the open centre.

Co-branding: separate partner identities with a neutral rule or ample whitespace. Give comparable visual prominence unless a written arrangement says otherwise. Never imply government endorsement through proximity to a seal or official emblem.

Merchandise: use deliberate single-colour artwork for engraving or stamping. Make a physical sample before a production run. The logo should remain a clear identifier, not become a repeating decorative pattern by default.

Prepare masters before production.

The supplied PNGs are reference artwork. Build an approved master library before scaling the identity.

REQUIRED MASTER	FORMAT	PURPOSE
Primary, compact and symbol	SVG + print PDF	Scalable geometry; outlined wordmark; correct colour placement.
Colour, mono and reversed	SVG / PDF + transparent PNG	Consistent variants; intact negative spaces; no white halo.
Digital exports	PNG at 1x / 2x; favicon assets	Transparent background where needed; sRGB; suitable dimensions.
Print exports	Profiled PDF; supplier proof	Agreed output profile, bleed and finishing specification.
Editable source	Design-source file + asset register	Retain construction, version history and usage notes.

Suggested naming: KOBENA_logo-primary_colour_v1-0.svg; KOBENA_symbol_mono-emerald_v1-0.svg. Do not label the current raster PNG as a vector. Do not reconstruct the mark with an unidentified substitute font.

Raster limit: visible artwork is about 1,788 px wide in the current logo PNG, supporting roughly 151 mm at 300 ppi. Confirm final crop and output size. Use vector masters for larger print, signage, embroidery and fabrication.

Keep the identity consistent.

Assign a named brand custodian and obtain approval for new masters, suppliers and major applications.

☐ **Artwork**	Correct shared-success symbol; exact KOBENA spelling; complete formal name.
☐ **Legibility**	Minimum size met; descriptor readable; clear space preserved.
☐ **Colour**	Correct palette and contrast; appropriate digital or print export.
☐ **Content**	Confirmed status, fees, contact channels and factual statements.
☐ **Application**	Correct dimensions, safe margins, print proof or device preview.
☐ **Approval**	Named approver, version and date recorded before external release.

Asset register: full-colour logo, shared-success symbol, reversed white-and-gold logo, and light and dark letterhead PDFs are supplied. Earlier K-based concepts are superseded for this guide; keep them outside the active master folder.

Reference: W3C WCAG 2.2 Understanding SC 1.4.3 (contrast). Registration wording and RM100 fee reflect the supplied project context. No trademark search, legal approval, vector master or new website deployment is included in this guide.