

# MyHIJAU MARK BRANDING GUIDELINE

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# Introduction

## The Business of Our Future

Congratulations, your decision to produce and provide green products and services show you care enough to save our future. We hear many stories and reasons to go green, now it is time to act.

The business of our future is not just about human or economic growth, but also the sustainability of life on earth. As advocates of sustainable lifestyle, we encourage wide and continued use of green products and services by providing incentives and support to develop and promote green products and services further into the market. Together we can build a better, more secure future for all.

Malaysian Green Technology and Climate Change Corporation (MGTC), through MyHIJAU, aims to recognize green products and services in pursuit of green economy development in Malaysia.

MyHIJAU Mark is Malaysia's official Green Recognition Scheme endorsed by the Government of Malaysia, bringing together certified green products and services that meet local and international environment standards under one single mark.

Therefore, to embrace the mark is to claim authenticity and commitment to saving the environment, enabled and observed by local authoritative bodies.

Use the Mark responsibly.

## About MyHIJAU

MGTC is proud to introduce MyHIJAU, an initiative by the Government to support development of Green Technology. Approved by the National Green Technology and Climate Change Council (MTHPI) in October 2012, this programme encourages local manufacturers, producers and suppliers to produce green products and services that are competitive in both local and global markets.

MyHIJAU is implemented by the Government of Malaysia and MGTC, to promote the sourcing and purchasing of green products and services in Malaysia.

Endorsed by the Government, MyHIJAU Mark is Malaysia's official green recognition scheme. Its goal is to encourage adoption of environmentally-friendly practices in the country, while catalysing the growth of Malaysia's green economy.

MyHIJAU focuses on a two-prong concept of sustainable development:

1. Sustainable Production, addressing the products and service providers' role; and
2. Sustainable Consumption, addressing the consumers' role.

MyHIJAU is also part of the Government's initiative to develop Small and Medium Enterprises (SME) under the National SME Master Plan (2012-2020).

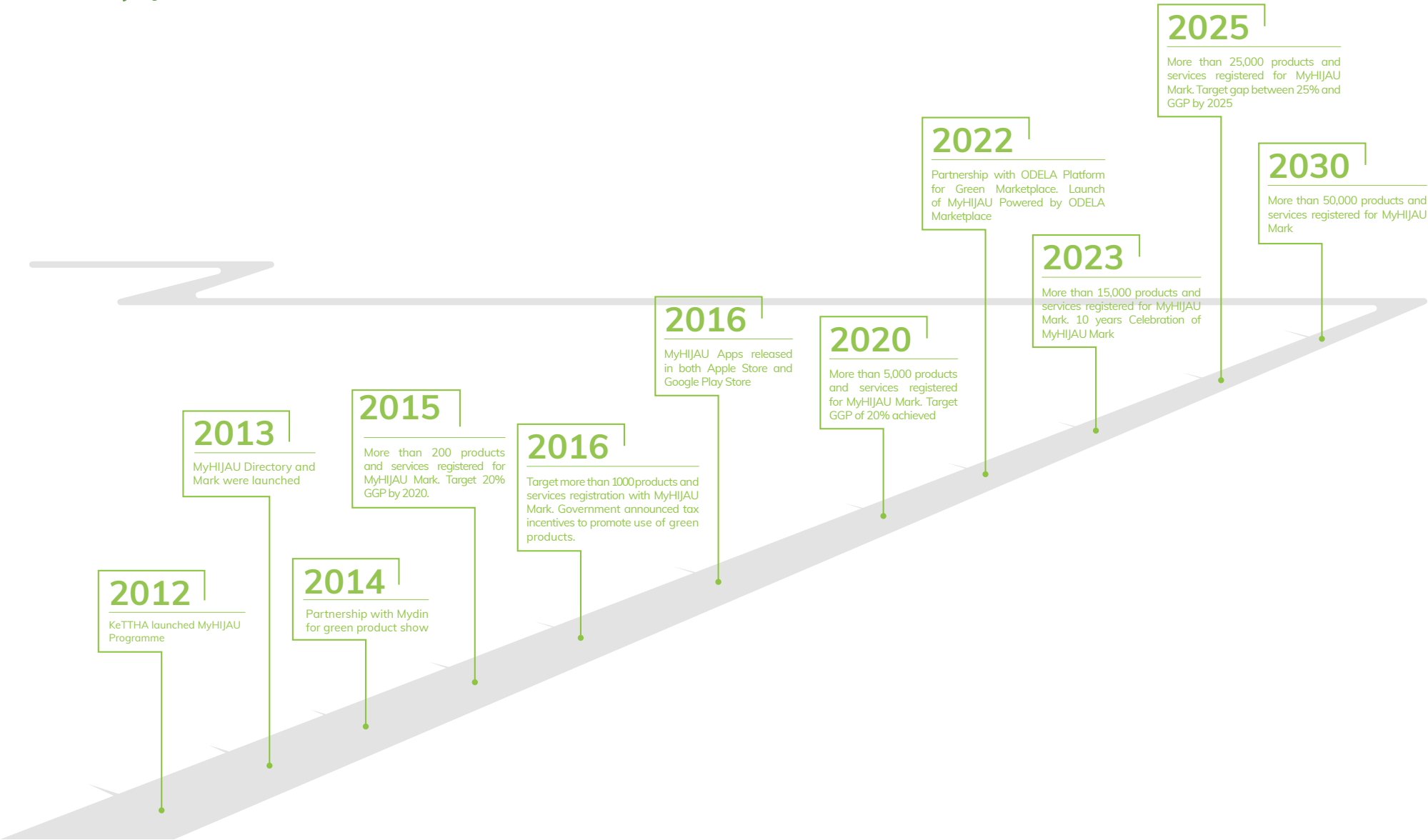
...

**Today, the global marketplace offers immense opportunities to businesses that employ green technology to produce and supply eco-products and services. Therefore, employing green technology, as our new growth engine, is no longer an option. It is a must.**

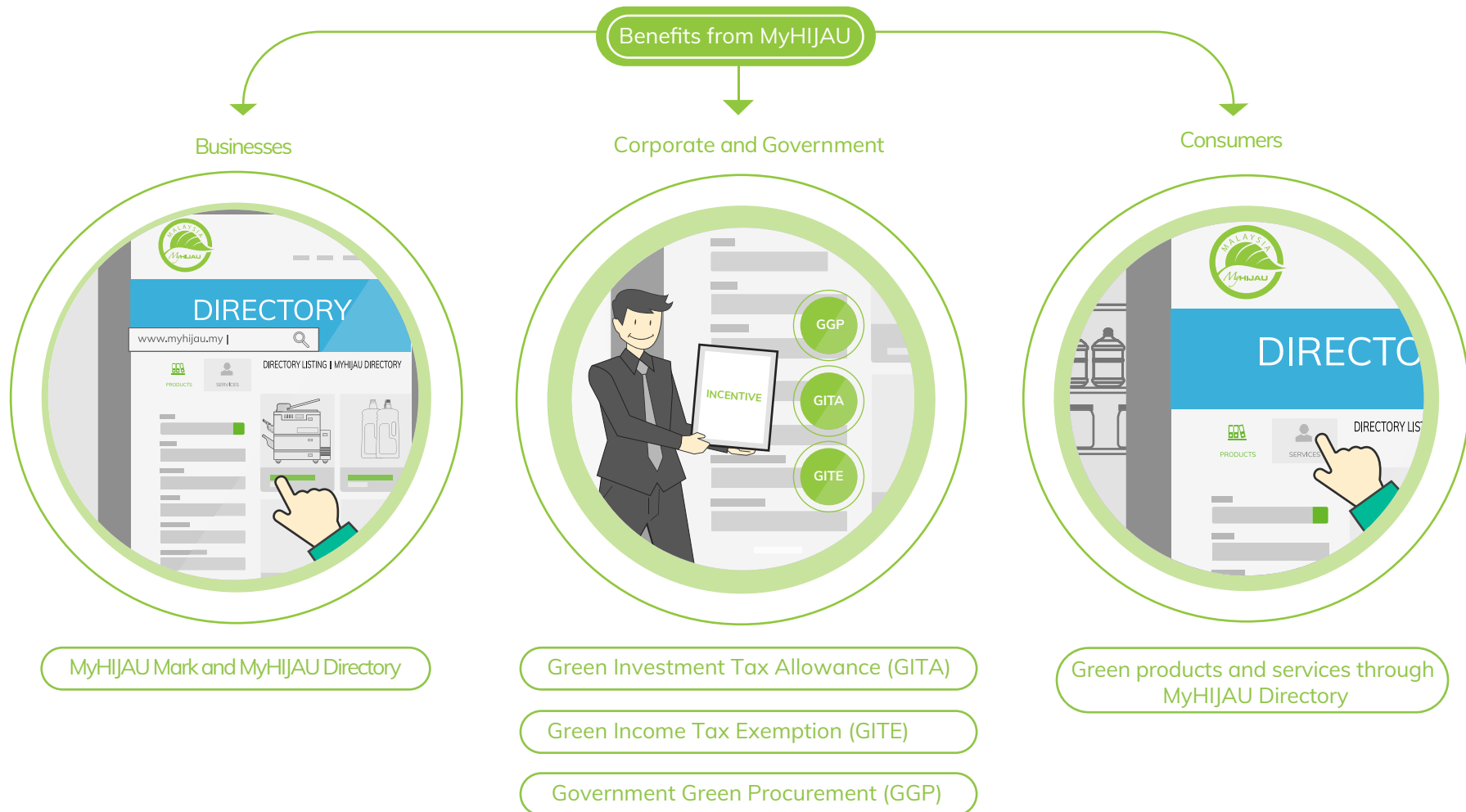
...

Prime Minister, Dato' Seri Najib Tun Razak  
3<sup>rd</sup> International GreenTech and Eco Products Conference 2012

MyHIJAU Mark Milestones



## Benefit from MyHIJAU!



## MyHIJAU Vision





## The MyHIJAU Mark



...

MyHIJAU Mark is Malaysia's official green recognition scheme endorsed by the Government of Malaysia, bringing together certified green products and services that meet local and international environmental standards under one single mark.

Consumers today are more conscious about their purchases and environmental impact; therefore, products and service providers can build consumers' trust by carrying the MyHIJAU Mark.

...

## Build Your Competitive Edge with MyHIJAU Mark

The MyHIJAU Mark is a testament of your commitment for a sustainable environment. By utilising the MyHIJAU Mark, consumers can identify you as an authentic green product and service provider, giving you a competitive advantage.

MGTC provides several marketing tools to promote your green products and services in the market:



MyHIJAU Mark Certificate



Listed in MyHIJAU eBook



Listed in MyHIJAU Directory



Listed in MyHIJAU Apps



Product or service offering at Info Page on MyHIJAU website



Showcased in Green Gallery at MGTC



The MyHIJAU Mark can be utilised alongside registered companies' corporate branding as part of promoting green lifestyle and business

## MyHIJAU Directory

MyHIJAU Directory is a comprehensive source of information regarding certified green products and service providers carrying the MyHIJAU Mark. The MyHIJAU Mark Directory is developed to be effective and user-friendly. Information provided also includes information on tax incentives related to green procurement.

Procurers from members of the public or corporate and government bodies may find information about green products and services recognised by MGTC listed in the MyHIJAU Directory.

Access the Directory through:



The website at [www.myhijau.my](http://www.myhijau.my)



Download **MyHIJAU mobile app** from Play Store or App Store



**MyHIJAU eBook**, downloaded via website Directory page

# The Mark



## About MyHIJAU Mark

MyHIJAU Mark, styled in a simple and easy-to-understand design by consumers, portrays support and responsibilities of protecting the environment.

The solid circle in the mark symbolizes environmental protection and the leaf icon is synonymous with the environment.

The name MyHIJAU on the mark will help consumers identify and choose products and services based on the indicator 'green environment', and so will spend more responsibly, taking into account the environmental impact. Products and service providers utilising the MyHIJAU Mark will gain opportunity to participate in the Government Green Procurement (GGP), market their products with the Mark and maybe eligible for Green Tax Incentives.

This mark is officially registered with the Intellectual Property Corporation of Malaysia (MyIPO) since 2016, under class 16 and class 42. MGTC is the sole owner and distributor of the MyHIJAU Mark.

Action will be taken if unregistered companies are found utilising this mark, not adhering to the environmental standards recognized by MGTC or using the mark irresponsibly.



MyHIJAU Mark Signature



Symbol

MALAYSIA

MyHIJAU

Word Mark

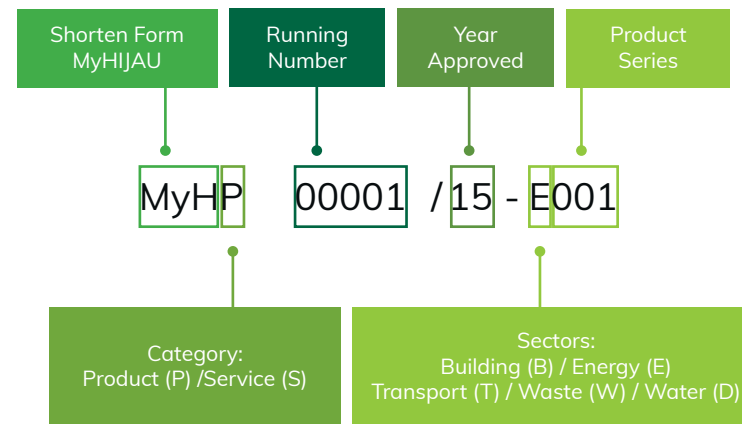
## Listing Number Placement

Listing number is to be used on products and/or product packaging. For advertising and promotion purpose, the use of MyHIJAU Mark only is sufficient. Without limitation for any publication, ensure that the Mark is clearly visible, recognizable and properly displayed.



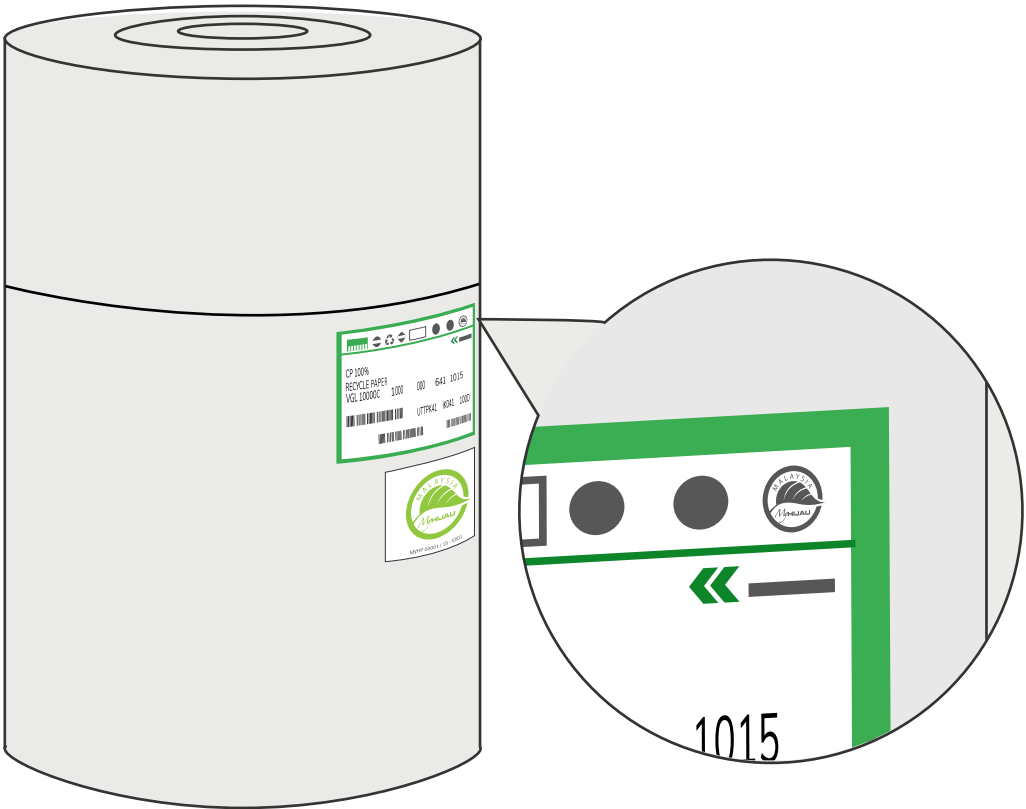
MyHP 00001 / 15 - E001

Listing number under MyHIJAU Mark

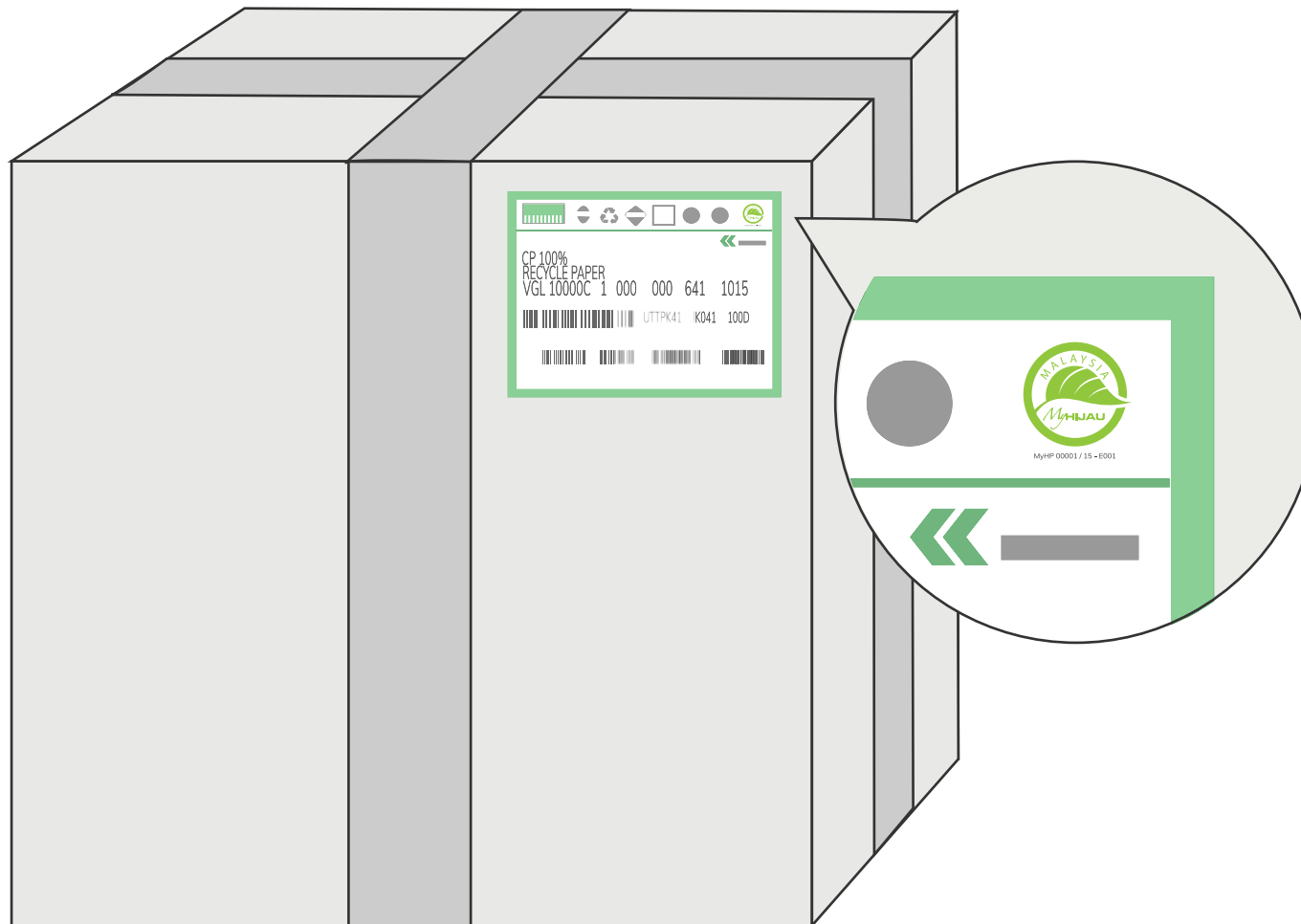


Listing number

Design Example: Product Listing Number on Recycled Printing and Writing Paper



Design Example: Product Listing Number on Packaging Box







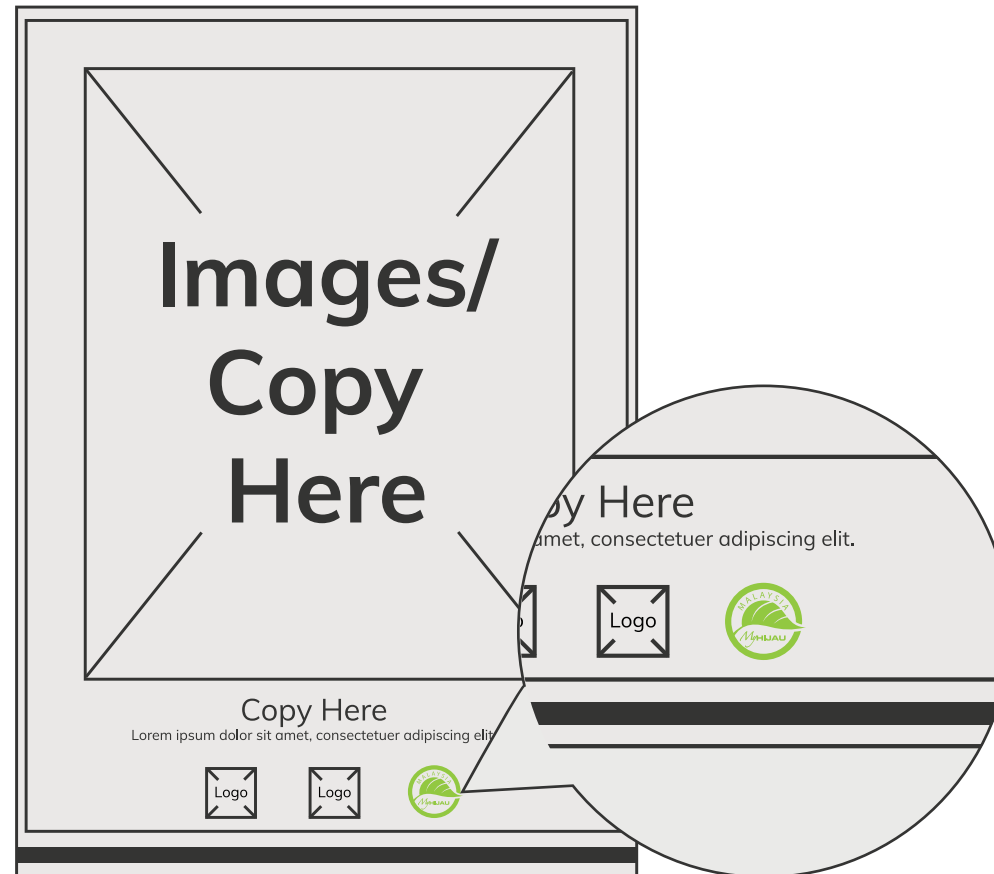
# Applications for Advertising and Promotion Purposes

## Printing the Mark for Advertising and Promotion Purposes



## Print

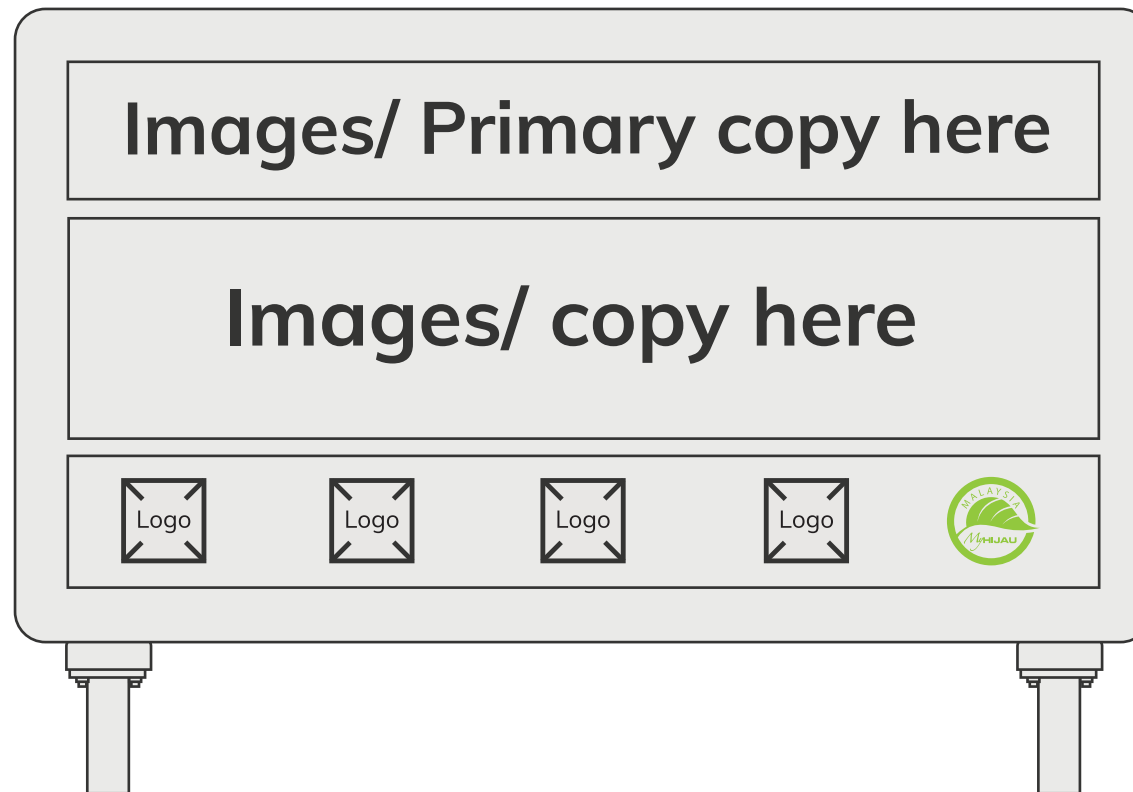
### Design Example: Magazine Advertisement



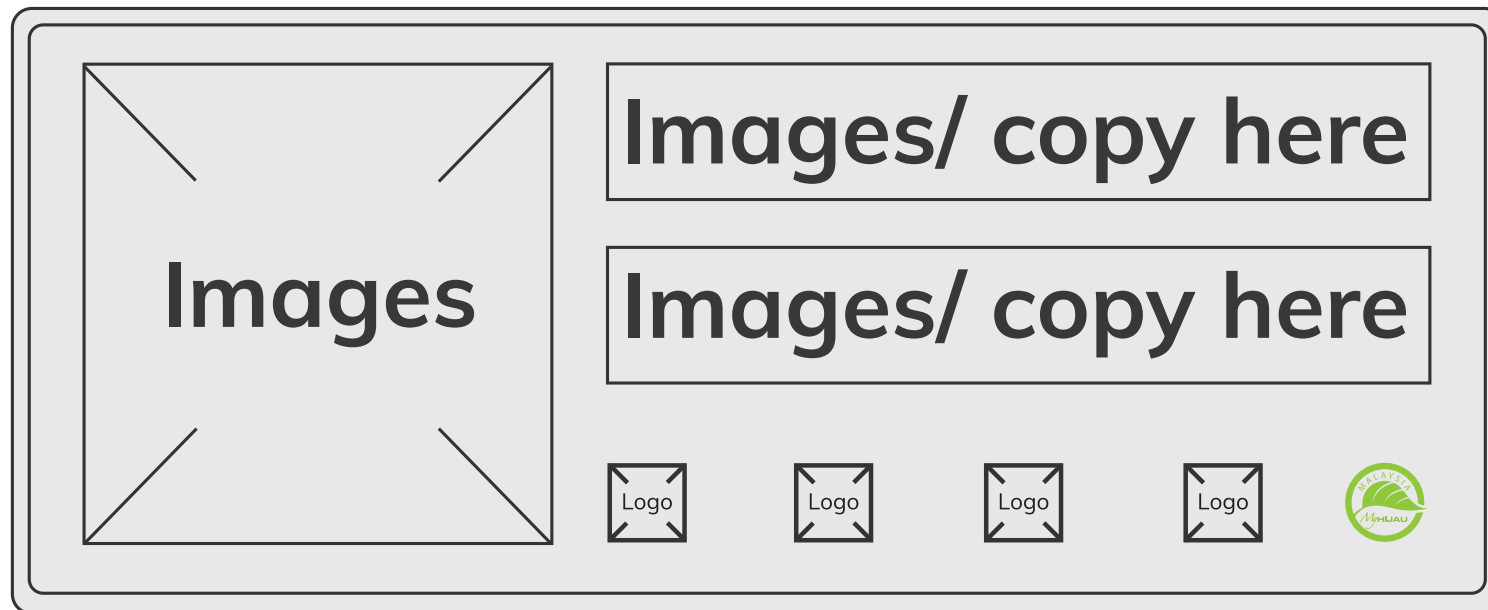
Design Example: Newspaper Advertisement



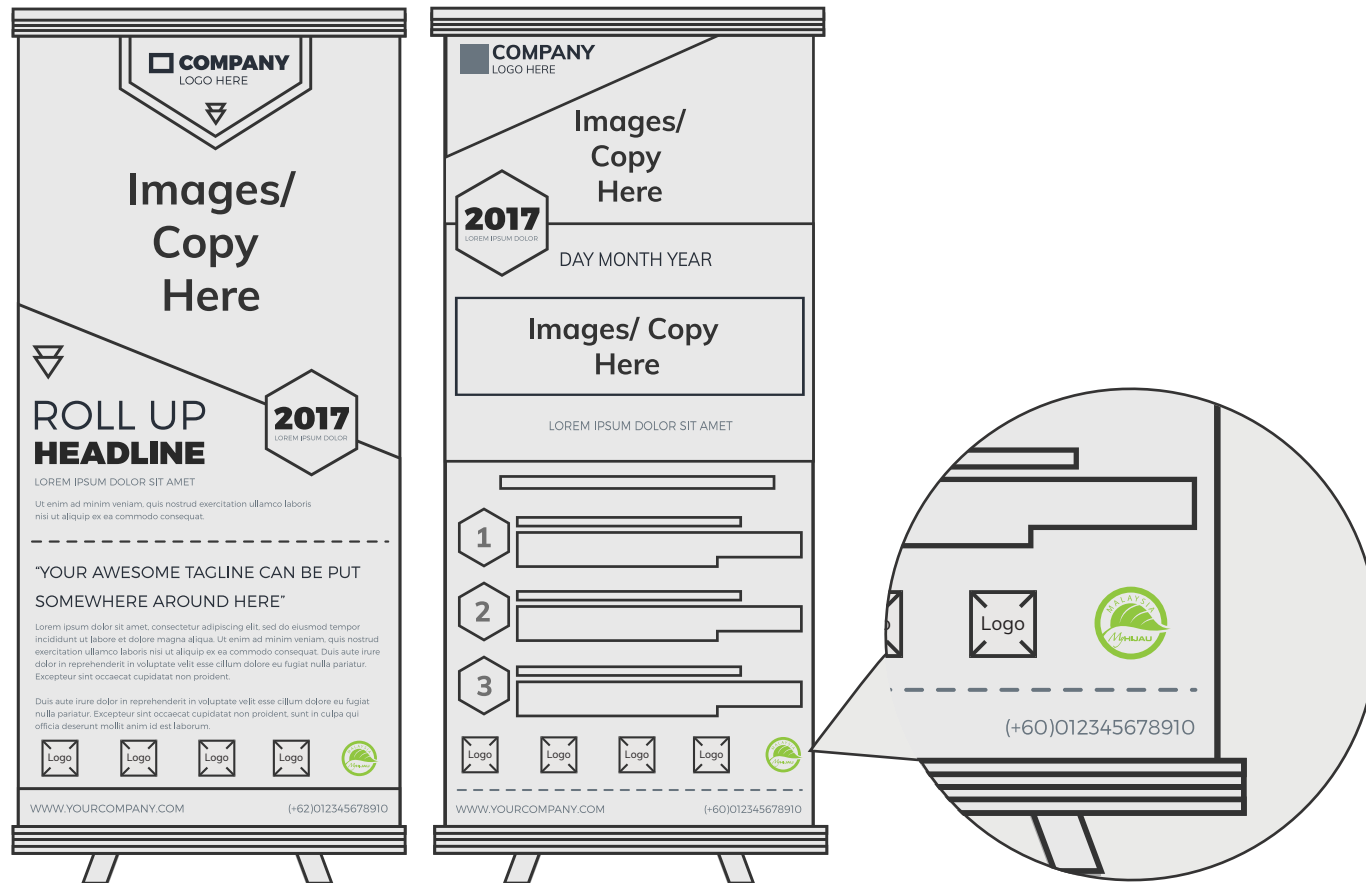
Design Example: Billboard



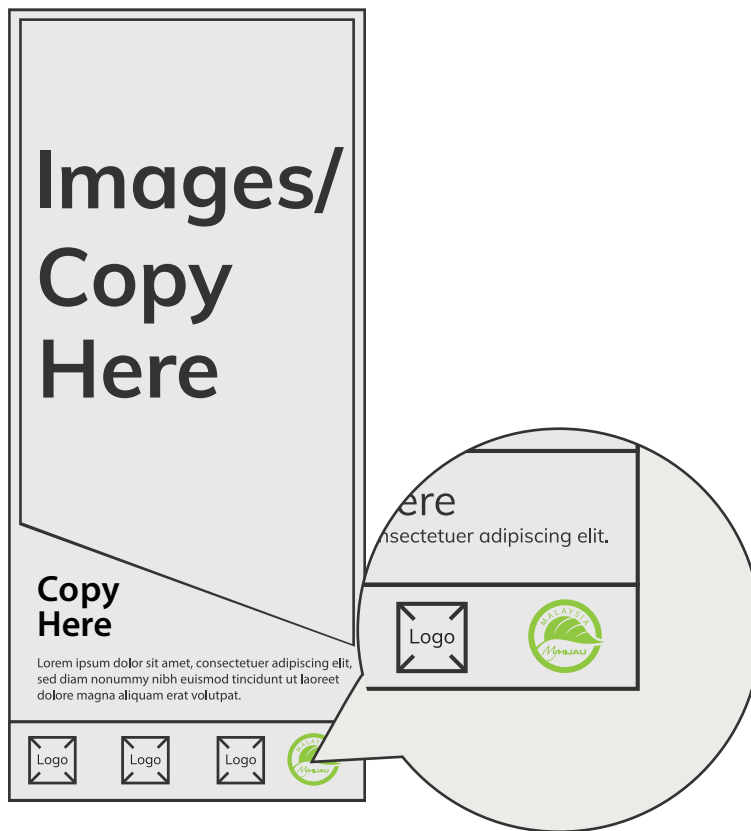
Design Example: Banner



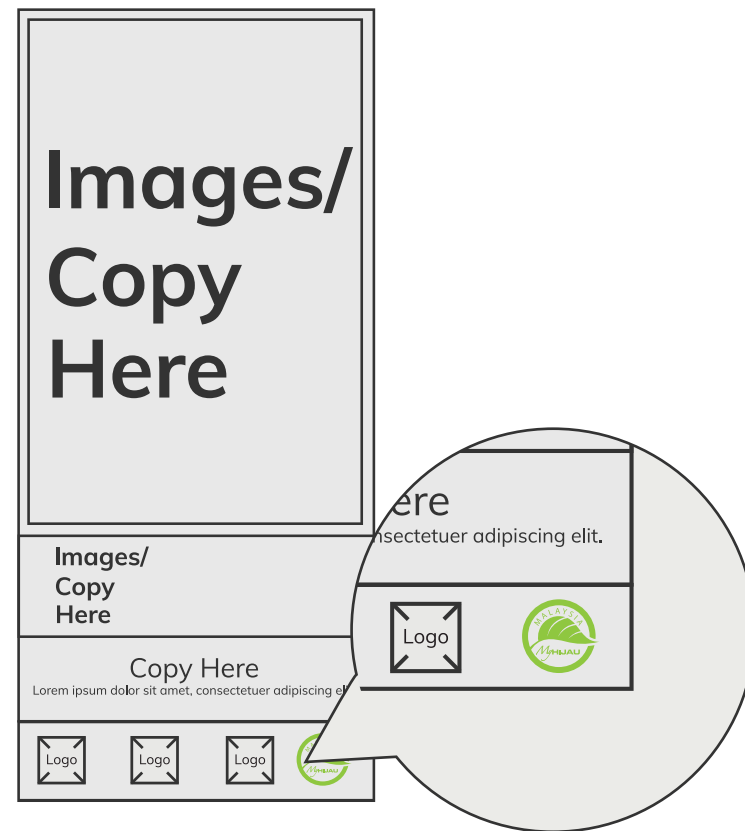
## Design Example: Bunting



Design Example: Brochure



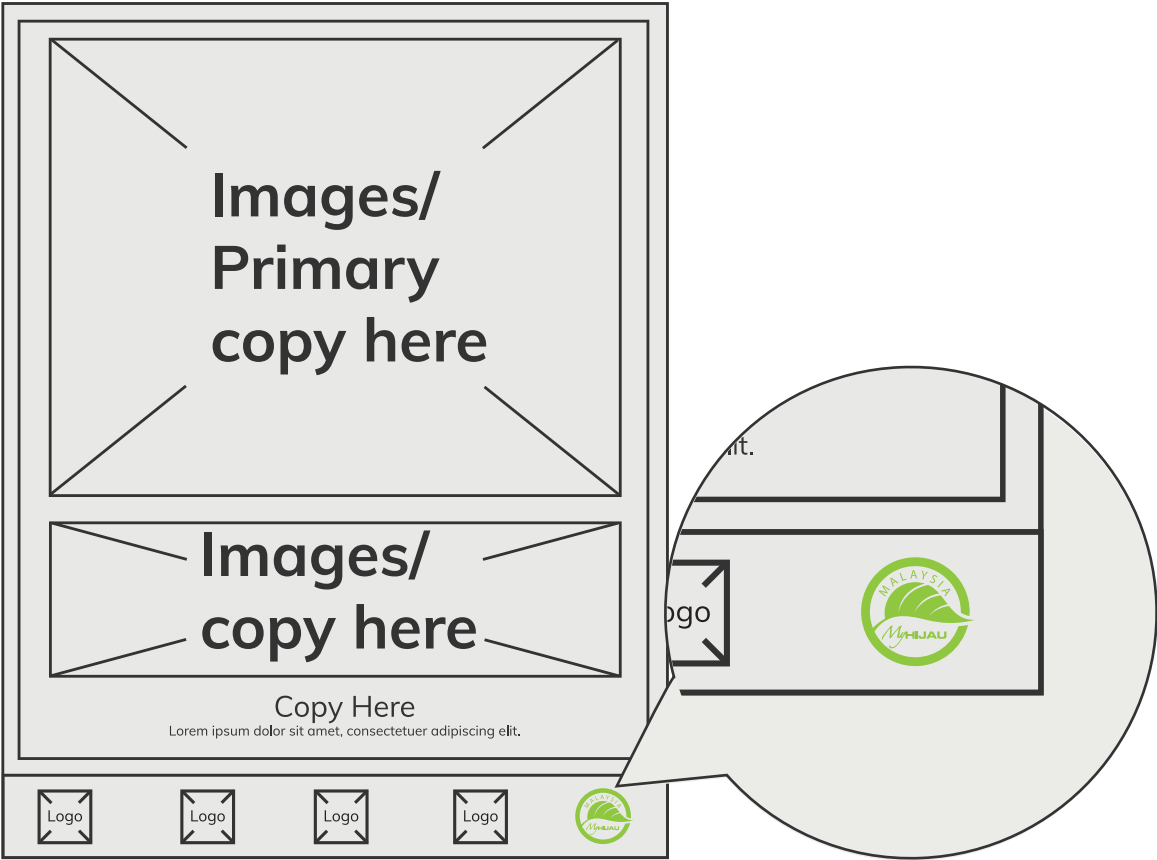
Front side of the Brochure



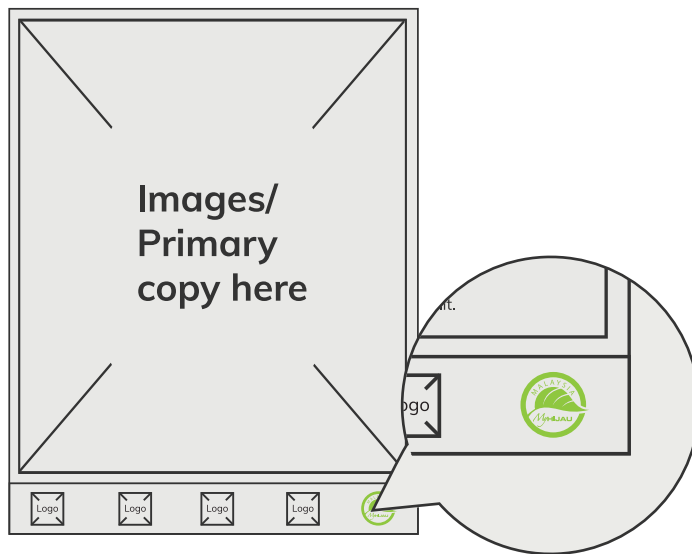
Back side of the Brochure



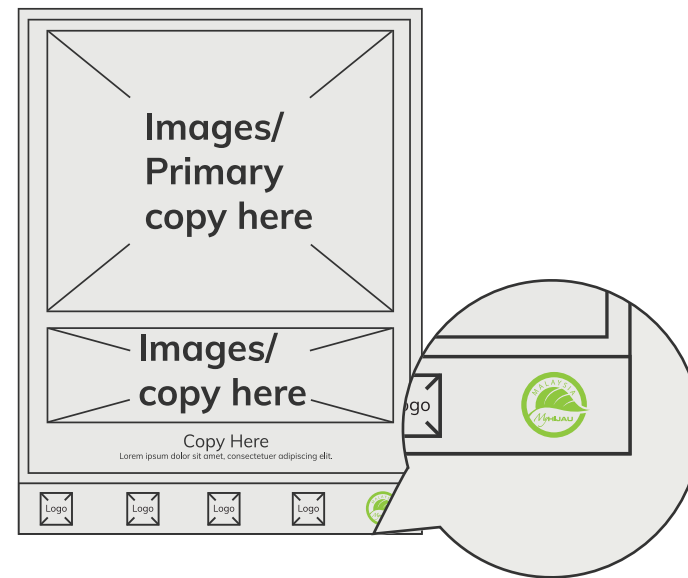
Design Example: Flyer



Design Example: Pamphlet



Front side of the Pamphlet



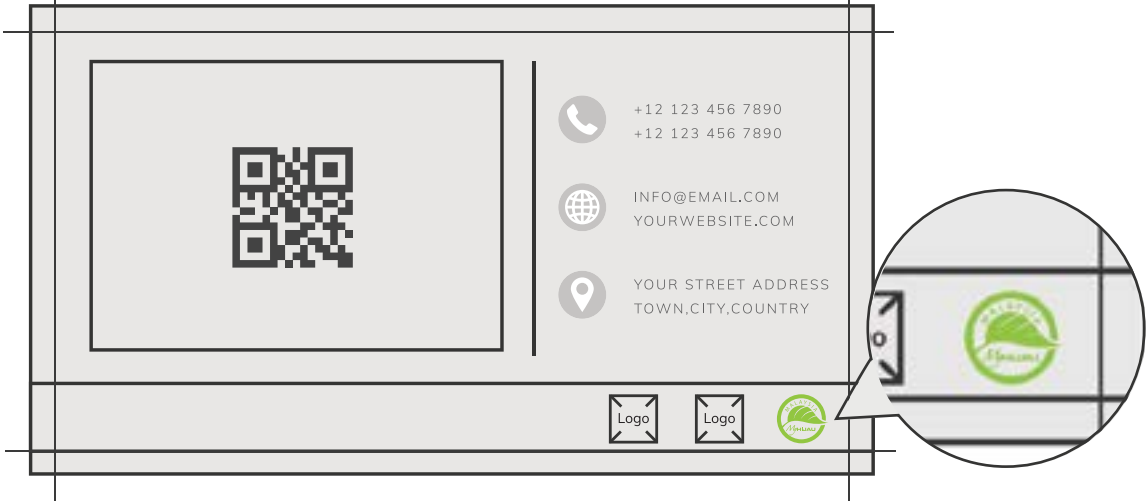
Back side of the Pamphlet

Design Example: Business Card

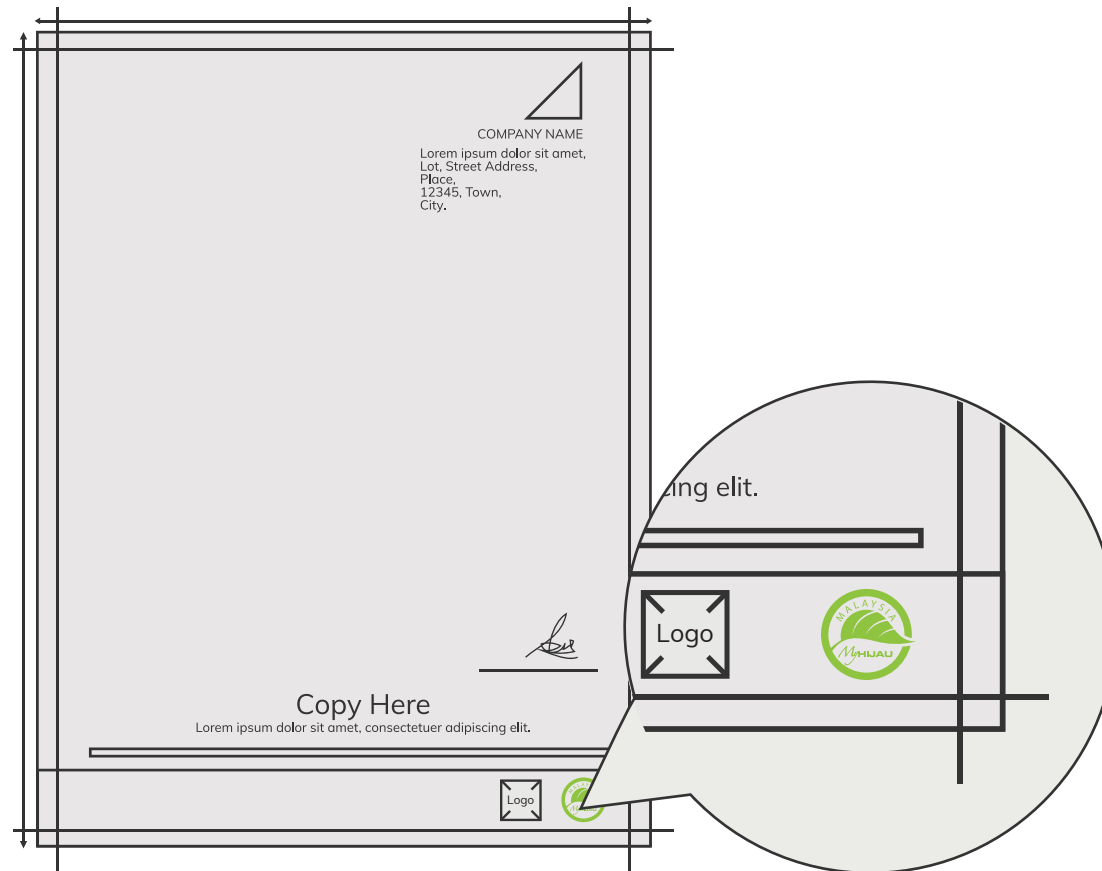
Front side of the Business Card



Back side of the Business Card



## Design Example: Letterhead



Design Example: Pen



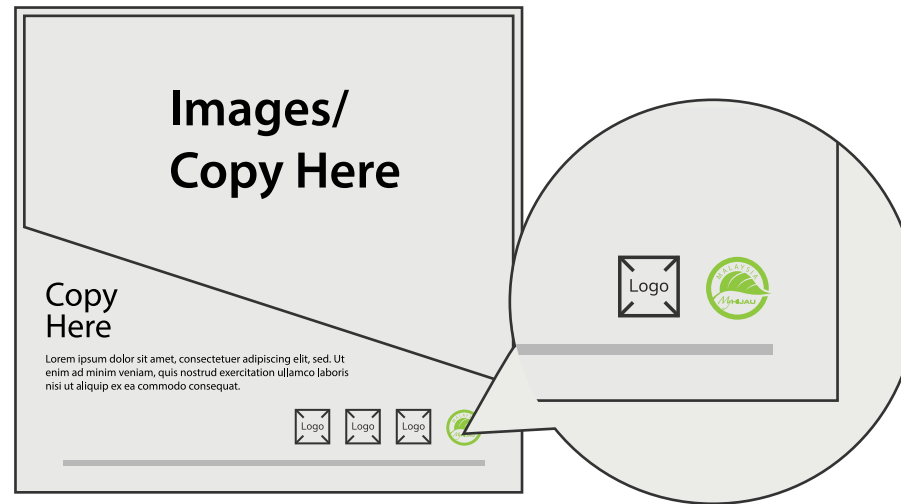
Green Colour mark example



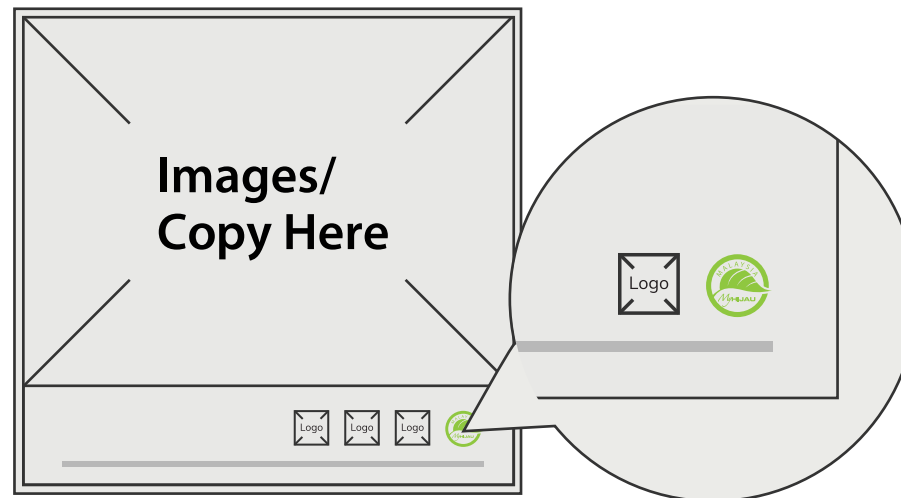
Black Colour mark example

## Design Example: Company Profile

### Front side of the Company Profile



### Back side of the Company Profile

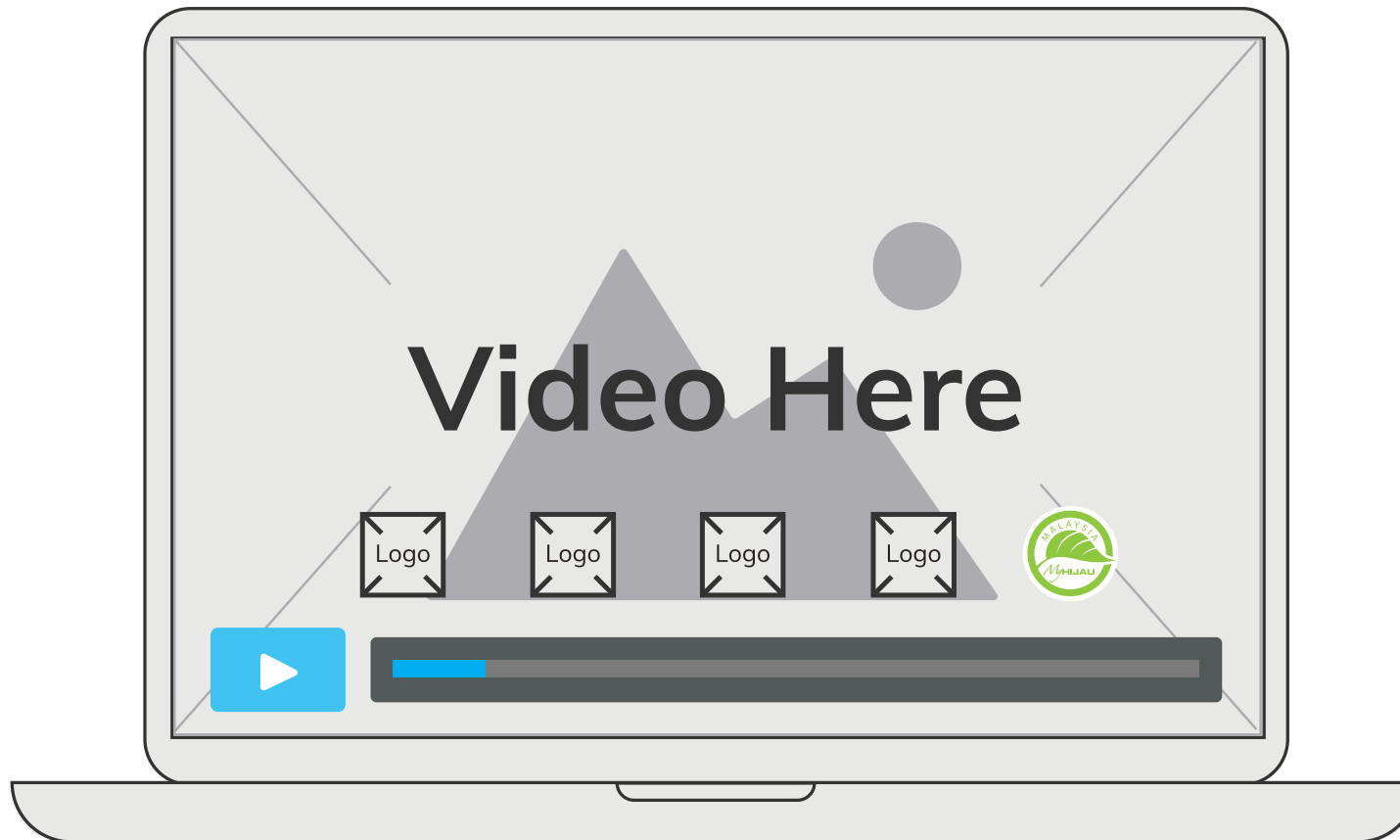


## Video

Design Example: Placement on “Youtube” Video Platform



Design Example: Placement on “Vimeo” Video Platform





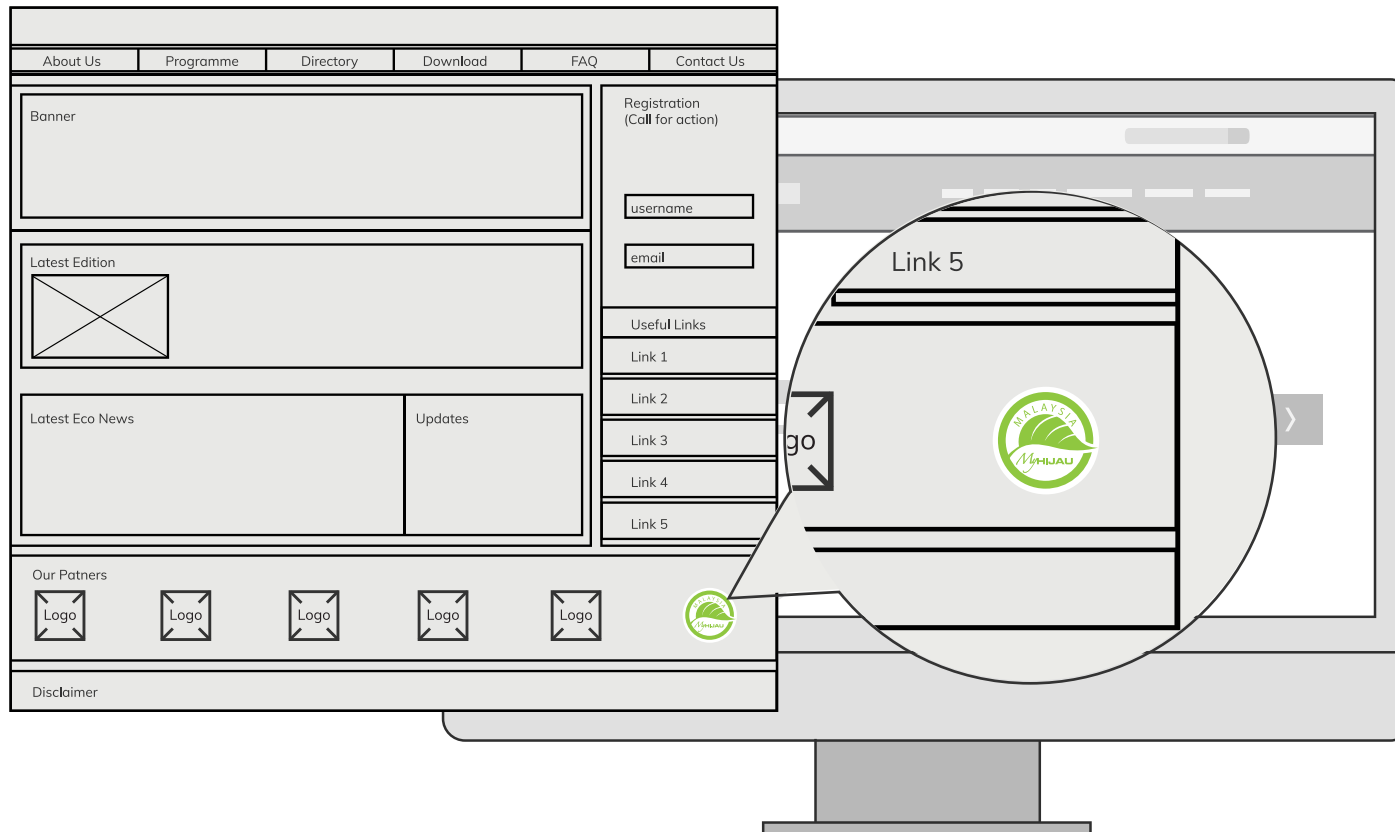
Digital

Design Example: Placement on Advertisements



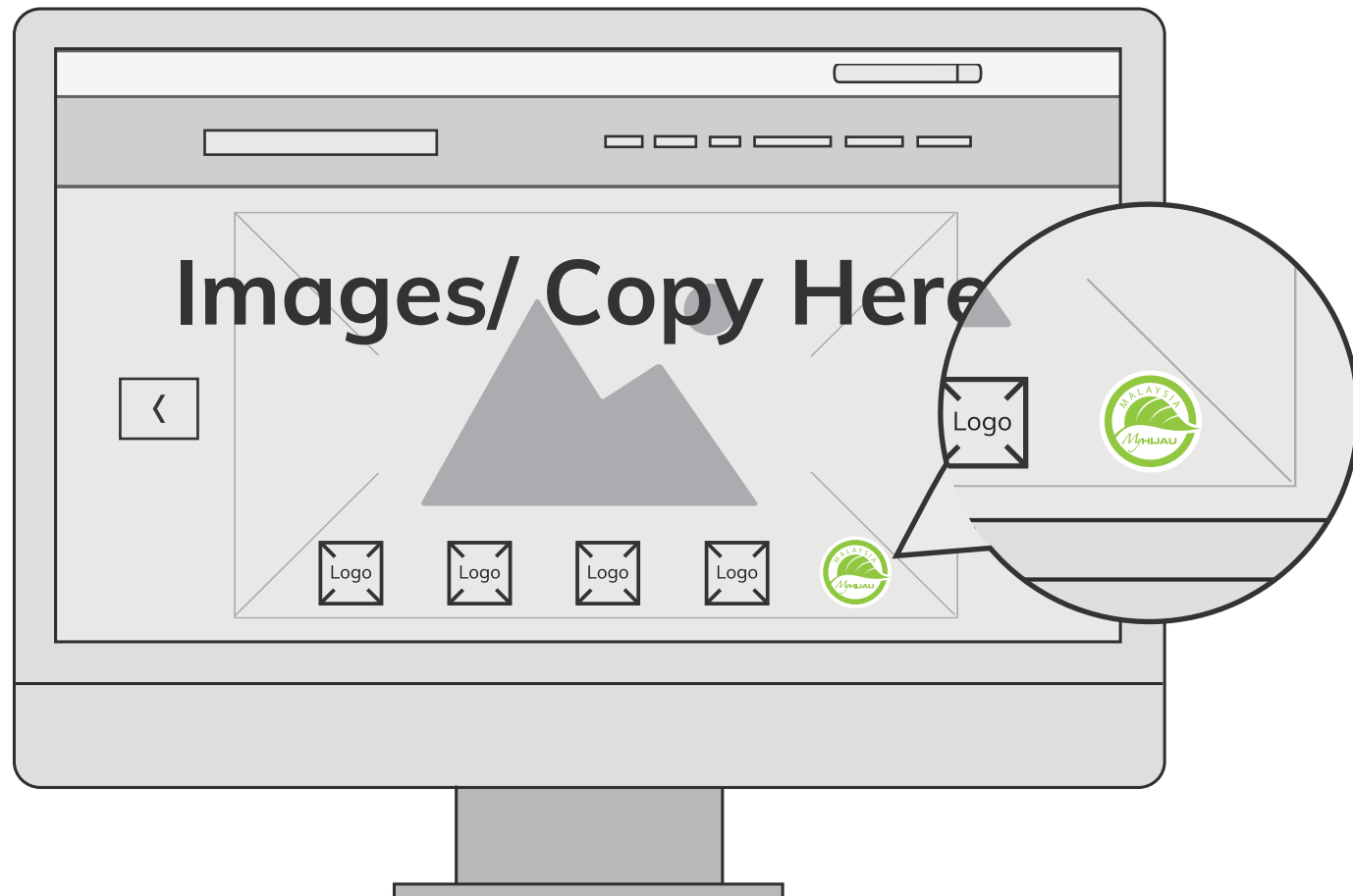
Minimum size: 1024 x 768 pixels

### Design Example: Placement on Website

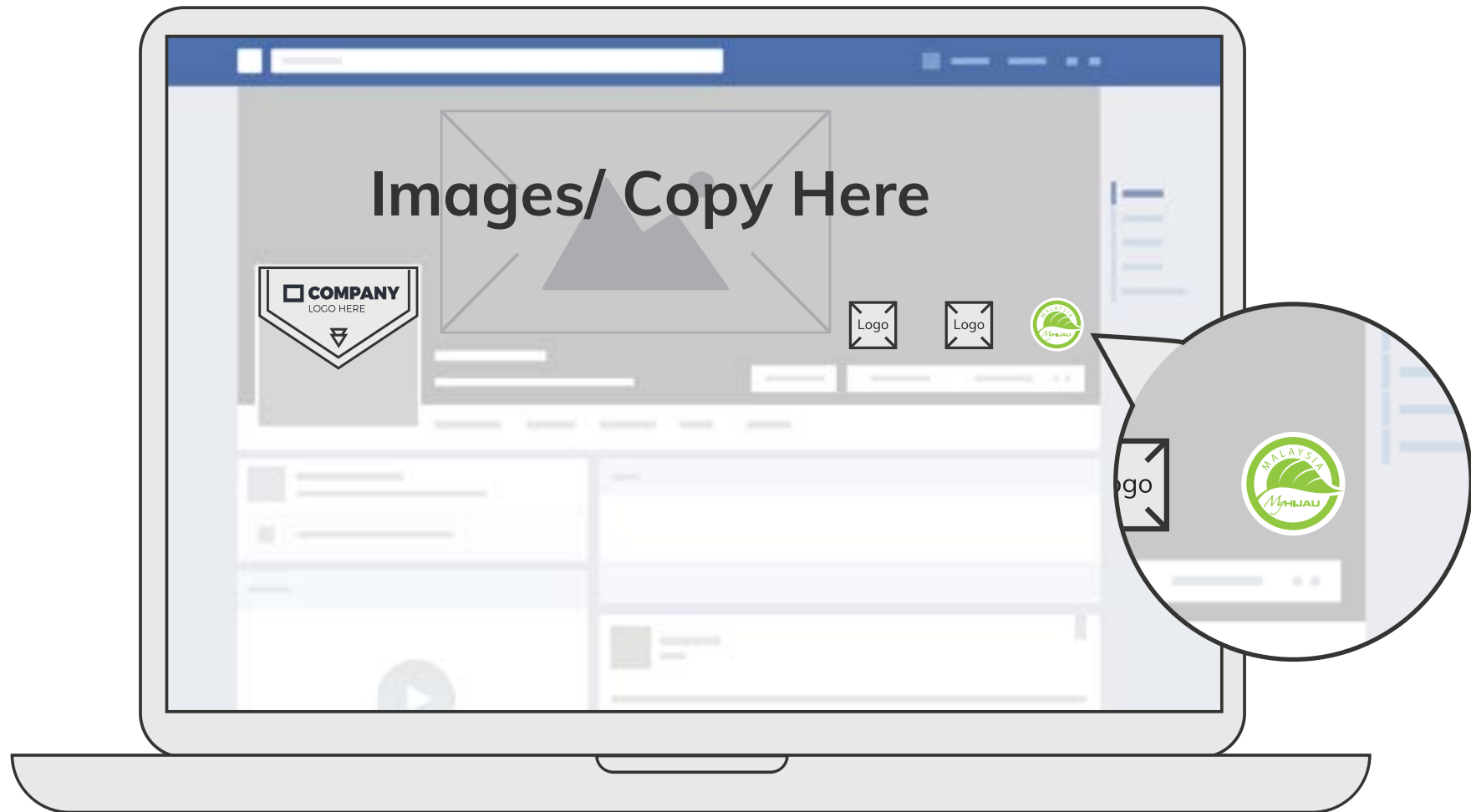


Minimum size: 1024 x 768 pixels

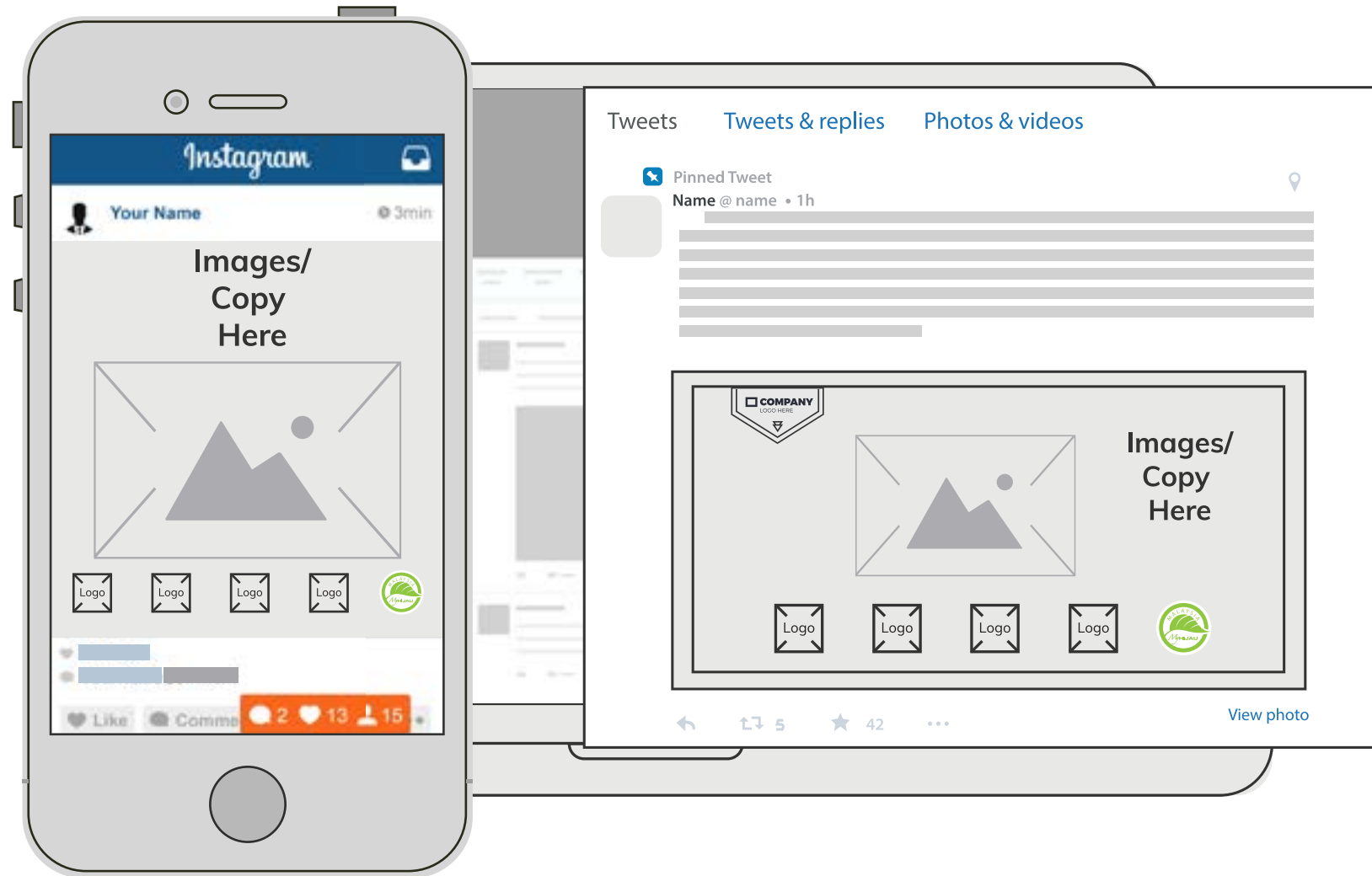
Design Example: Placement on Web Banner



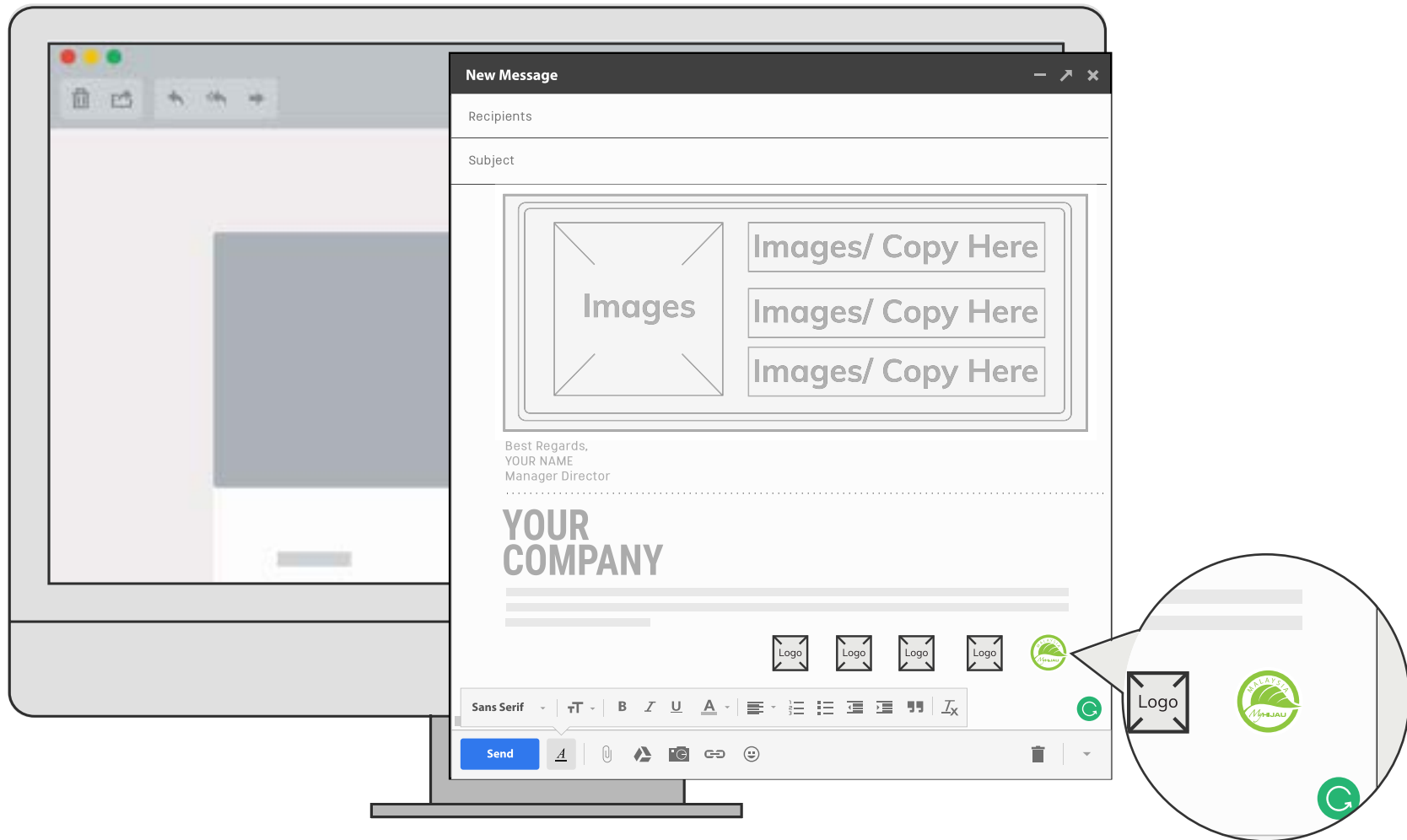
Design Example: Placement on Facebook Banner



Design Example: Placement on Twitter and Instagram Posts



### Design Example: Placement on Email





# Applications for Product Packaging Purposes

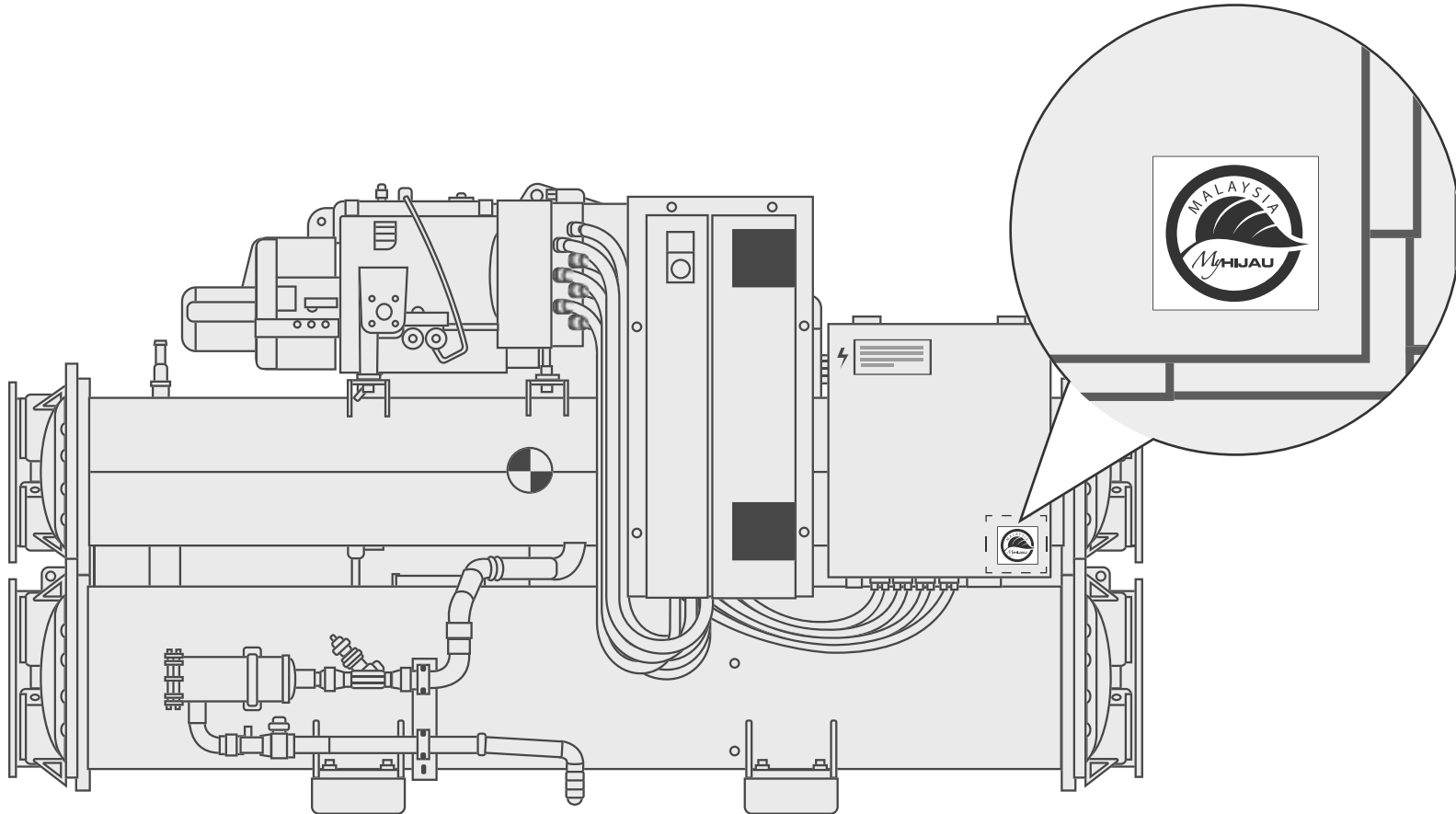
## Printing the Mark on Product and Product Packaging





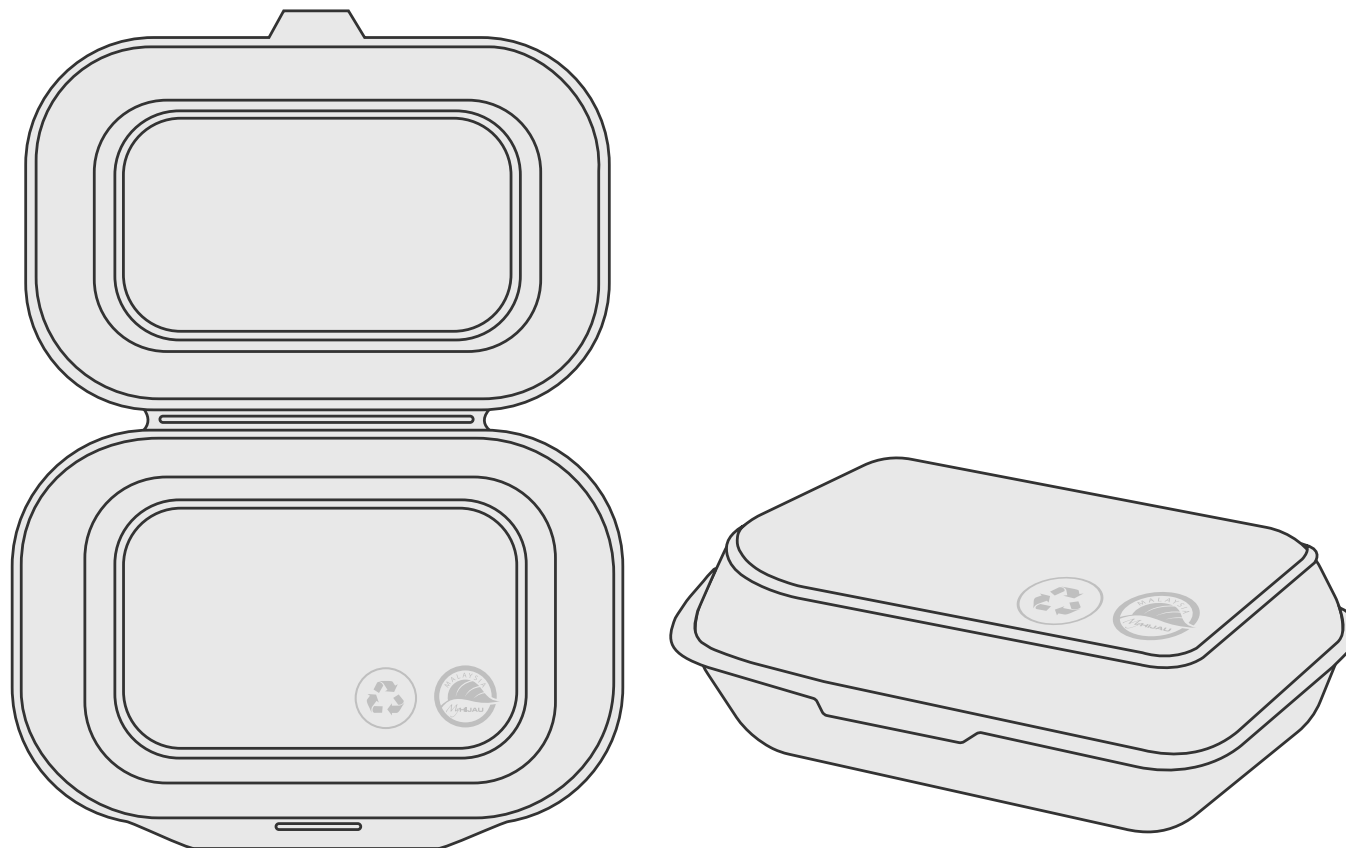
## Placement on Product

Design Example: Placement on Heavy Equipment



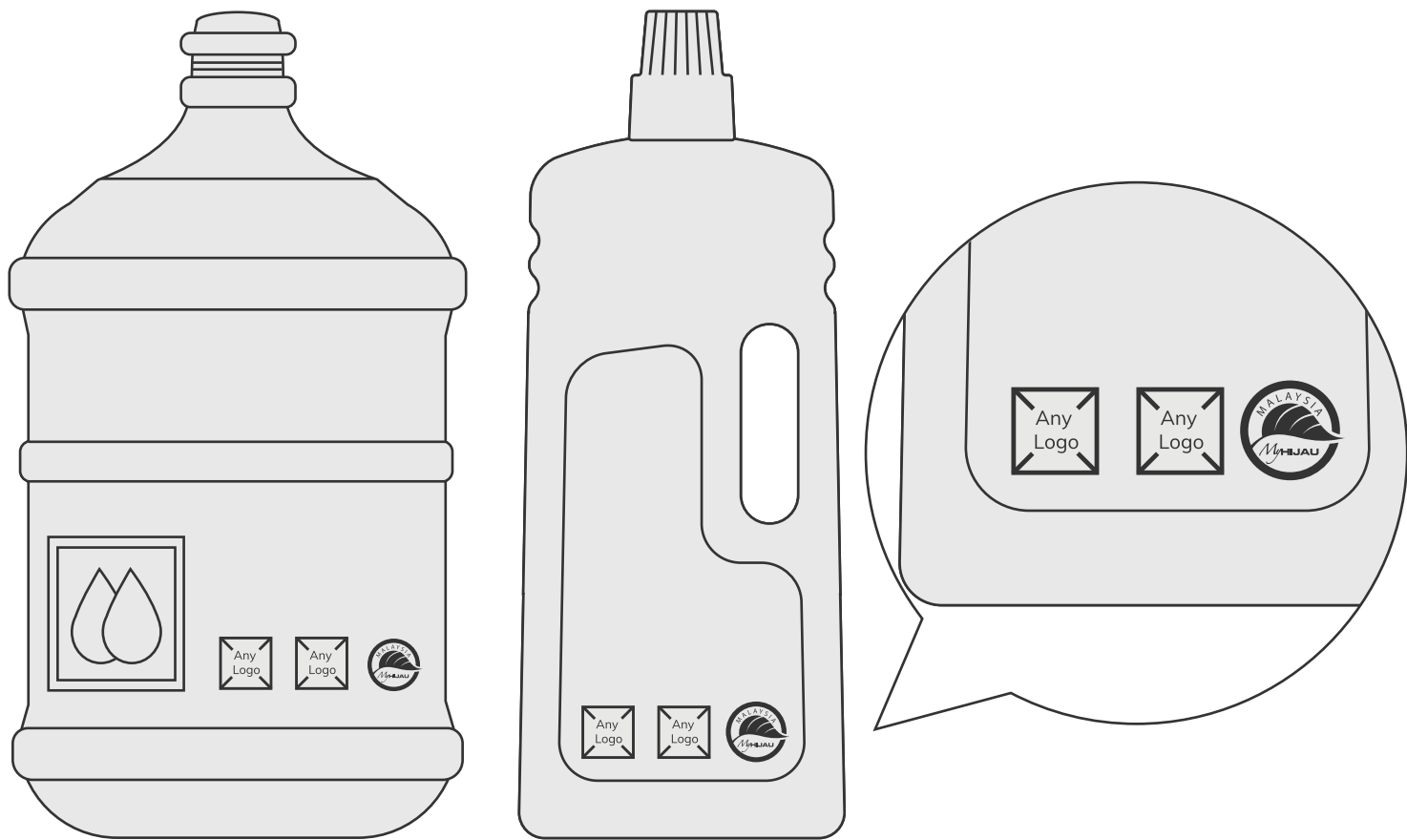
Using black and white sticker for heavy equipment

Design Example: Placement on Biodegradable Lunch Box



Stamping for packaging (natural colour/ product colour)

Design Example: Placement on Plastic Product

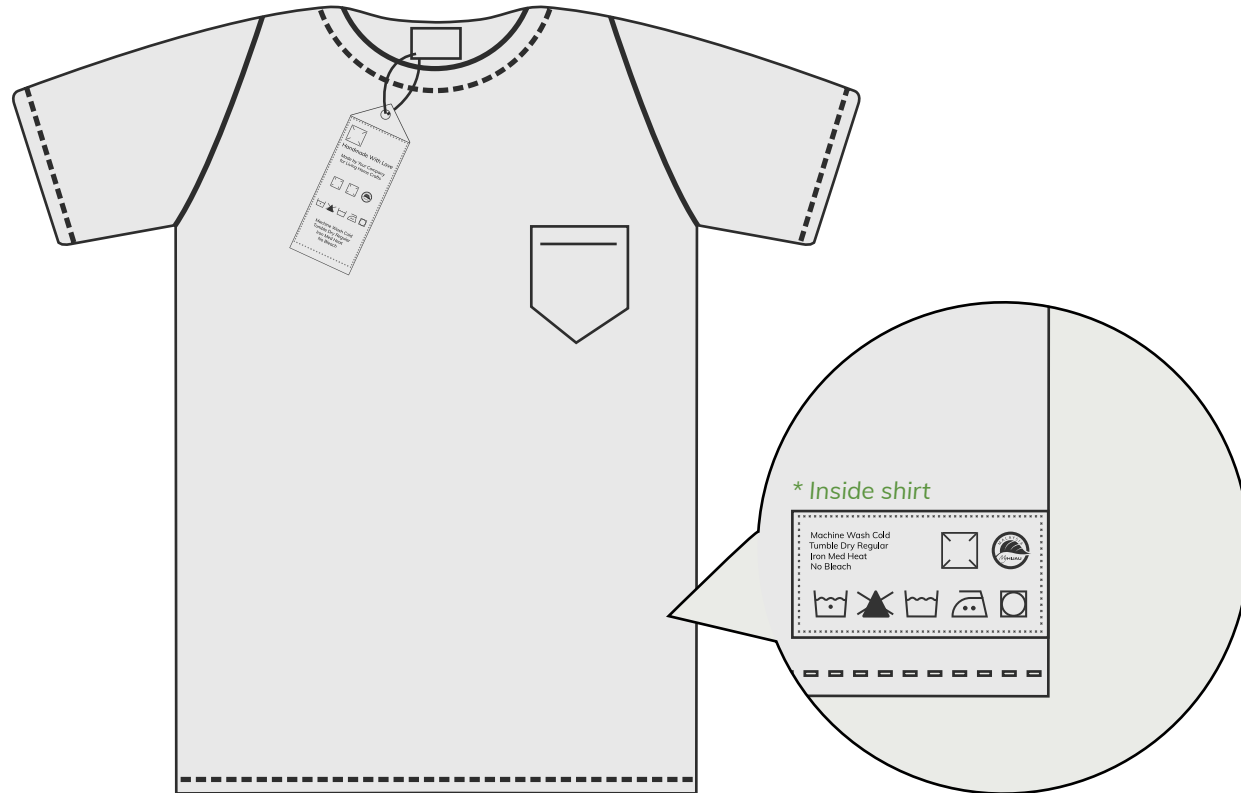


Plastic printing (print according to product colour)

Design Example: Placement on Cloth Tag



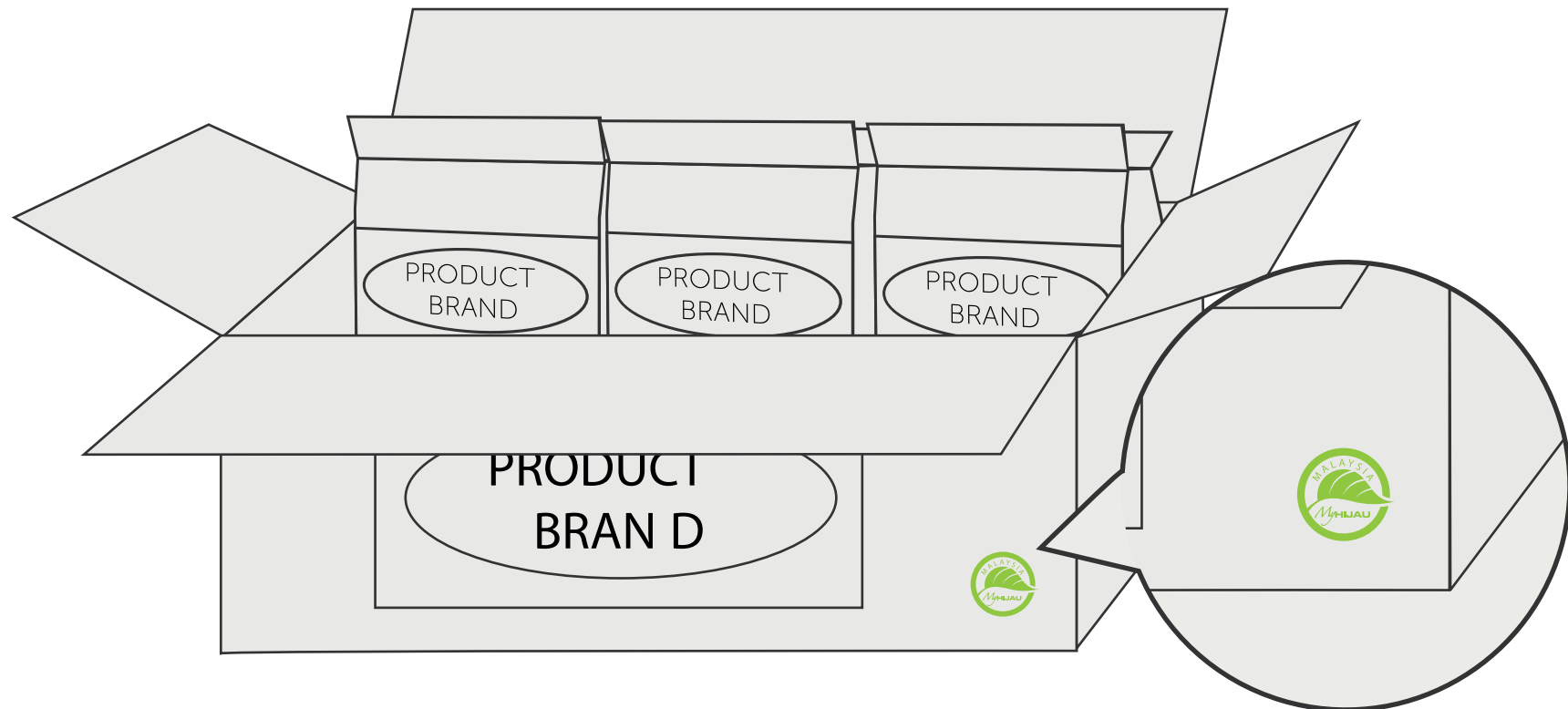
Brand Tag with the Mark



Washing instruction tag with the Mark

## Placement on Product Packaging

Design Example: Placement on Product Packaging



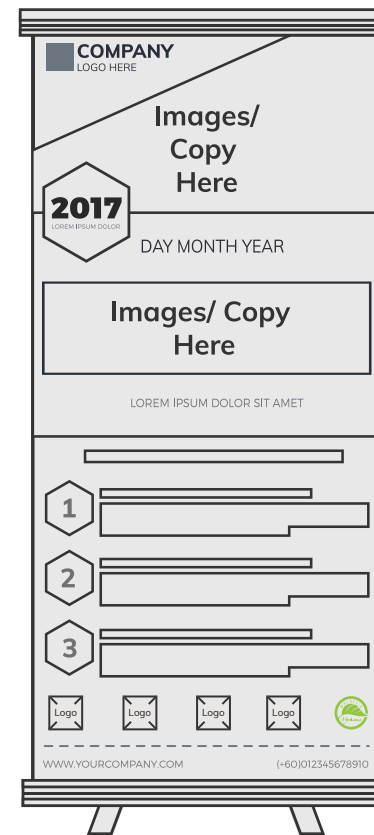
## Listing Number Placement



## Printing MGTC and Government Jata alongside MyHIJAU Mark



## Placement Example on Bunting





For additional information on MyHIJAU Mark Branding Guideline, please contact or visit us:



+603-8921 0800



Email: [admin@myhijau.my](mailto:admin@myhijau.my)



Website: [www.myhijau.my](http://www.myhijau.my)



Malaysian Green Technology and Climate Change Corporation (462237-T)  
No.2, Jalan 9/10, Persiaran Usahawan, Seksyen 9,  
43650 Bandar Baru Bangi, Selangor.



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