

MyHIJAU MARK BRANDING GUIDELINE



THE MINISTRY OF ENERGY, GREEN
TECHNOLOGY AND WATER (KeTTHA)





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.

GreenTech Malaysia, 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 (the Ministry of Energy, Green Technology and Water), 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

GreenTech Malaysia 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 Ministry of Energy, Green Technology and Water (KeTTHA) and GreenTech Malaysia, to promote the sourcing and purchasing of green products and services in Malaysia.

Endorsed by the government through KeTTHA, 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).

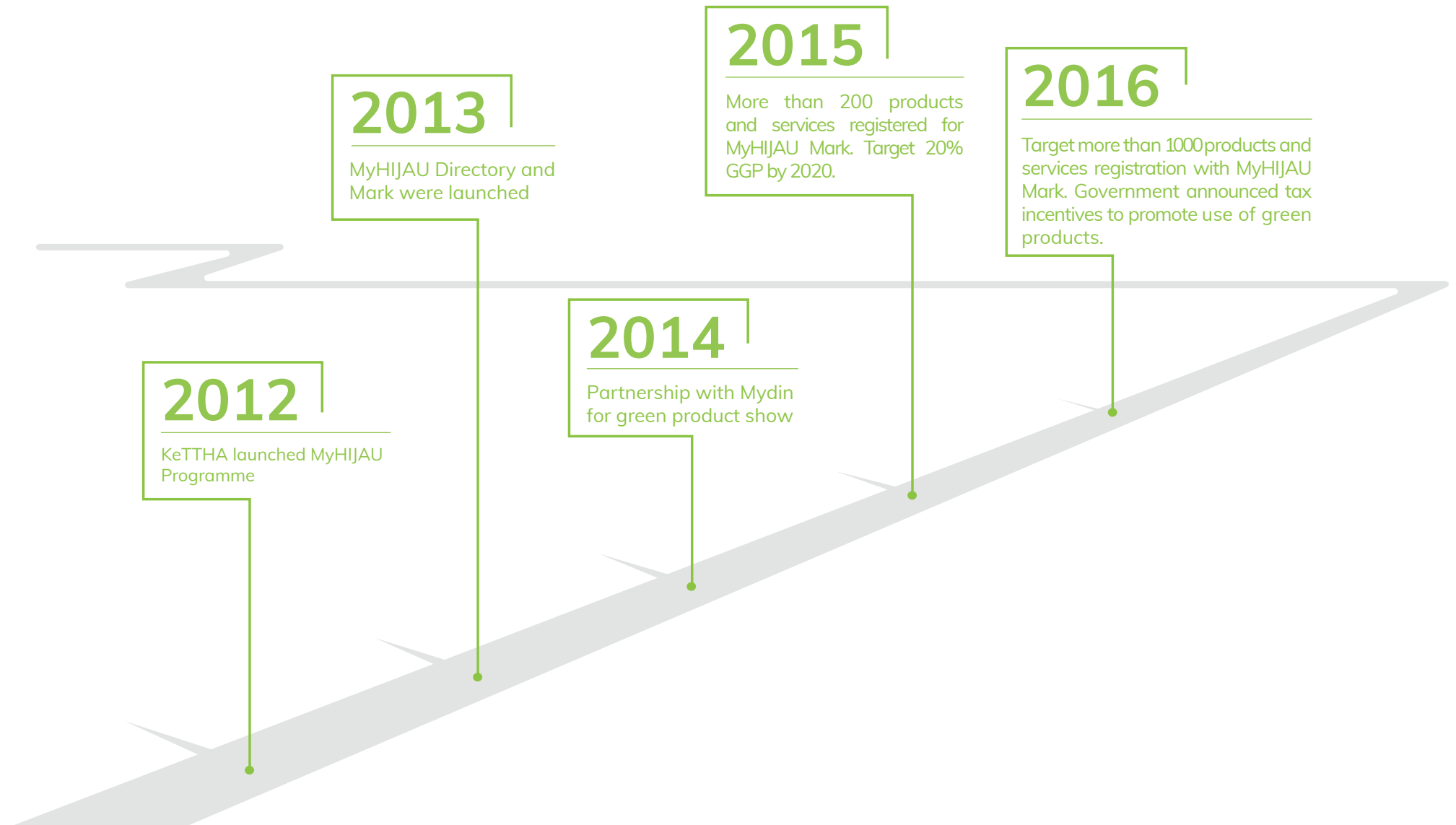
...

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.

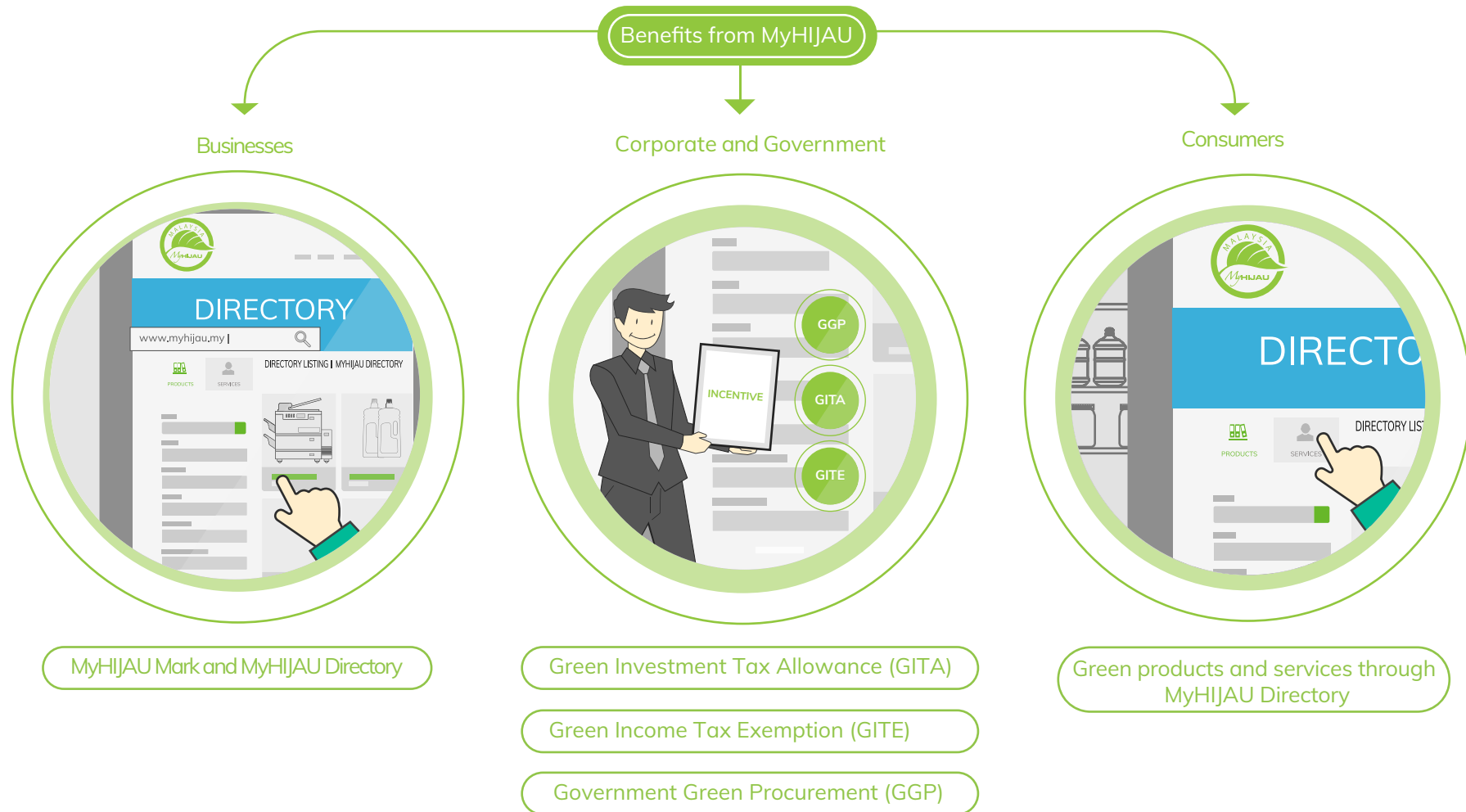
...

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

MyHIJAU Milestones



Benefit from MyHIJAU!



MyHIJAU Vision



The MyHIJAU Mark



...

MyHIJAU Mark is Malaysia's official green recognition scheme endorsed by the Government of Malaysia (under the Ministry of Energy, Green Technology and Water), 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.

GreenTech Malaysia 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 GreenTech Malaysia



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

MyHIJAU Directory

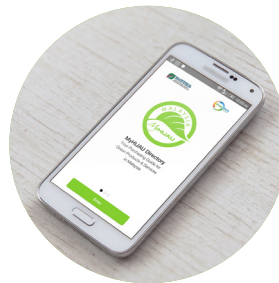
MyHIJAU Directory is a comprehensive source of information regarding certified green products and service providers carrying the MyHIJAU Mark. The MyHIJAU Mark Directory is developed to be effective and user-friendly. Information provided also includes information on tax incentives related to green procurement.

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

Access the Directory through:



The website at 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 are 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. GreenTech Malaysia 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 GreenTech Malaysia or using the mark irresponsibly.



MyHIJAU Mark Signature



Symbol

MALAYSIA

MyHIJAU

Word Mark

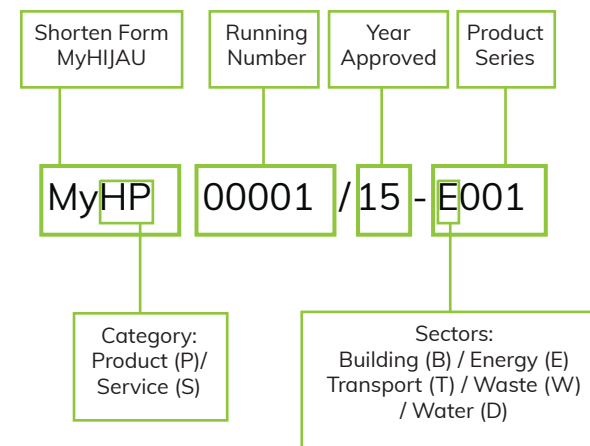
Listing Number Placement

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.



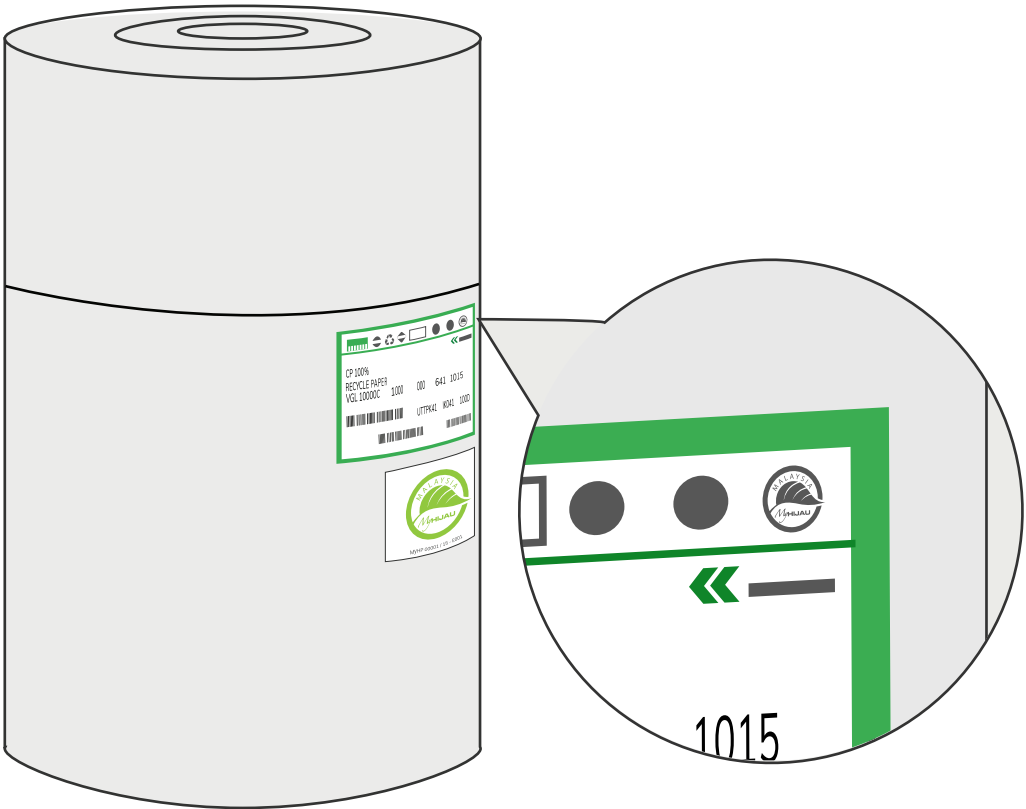
MyHP 00001 / 15 - E001

Listing number under MyHIJAU Mark

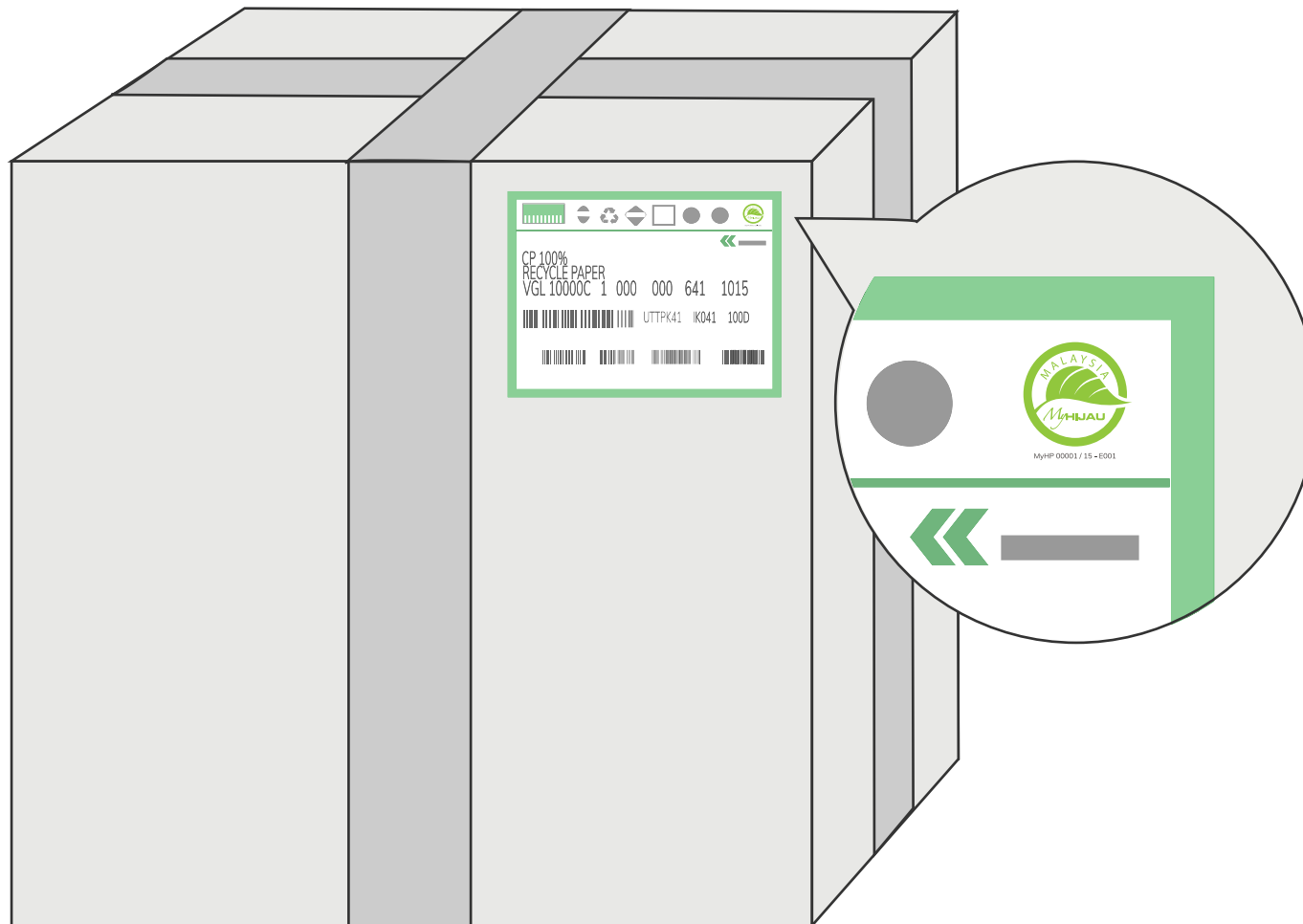


Listing number

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

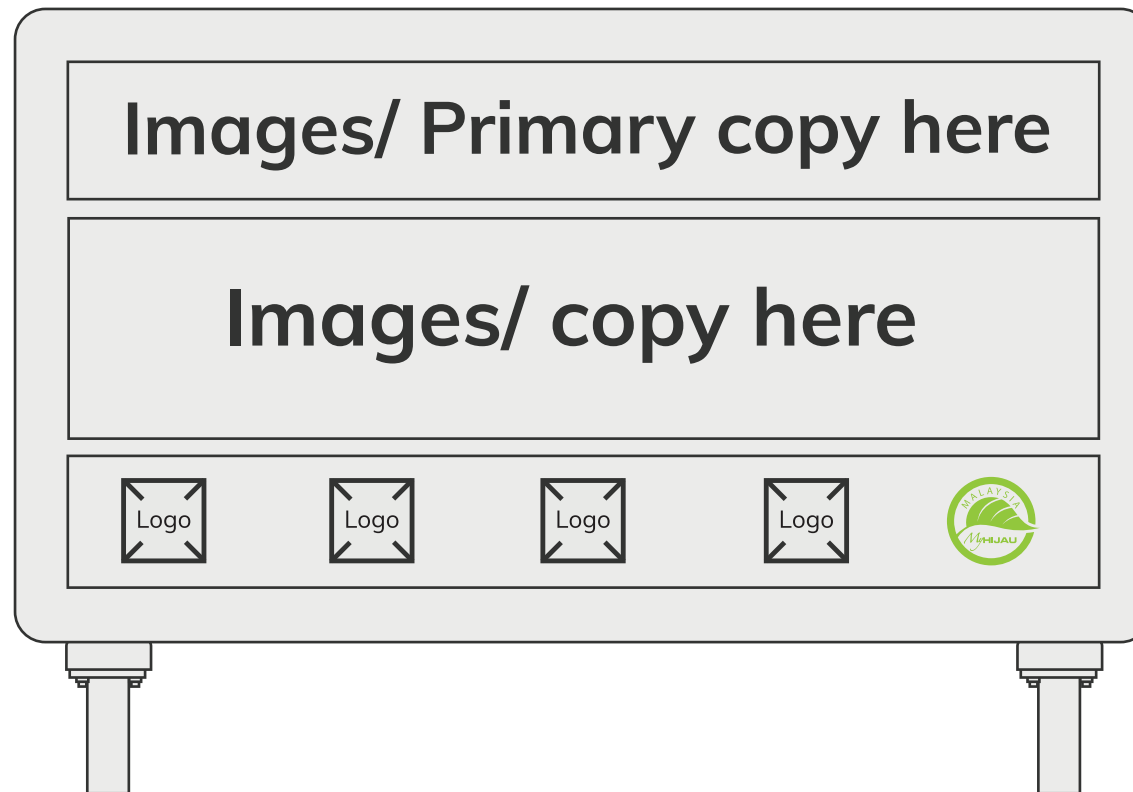
Design Example: Magazine Advertisement



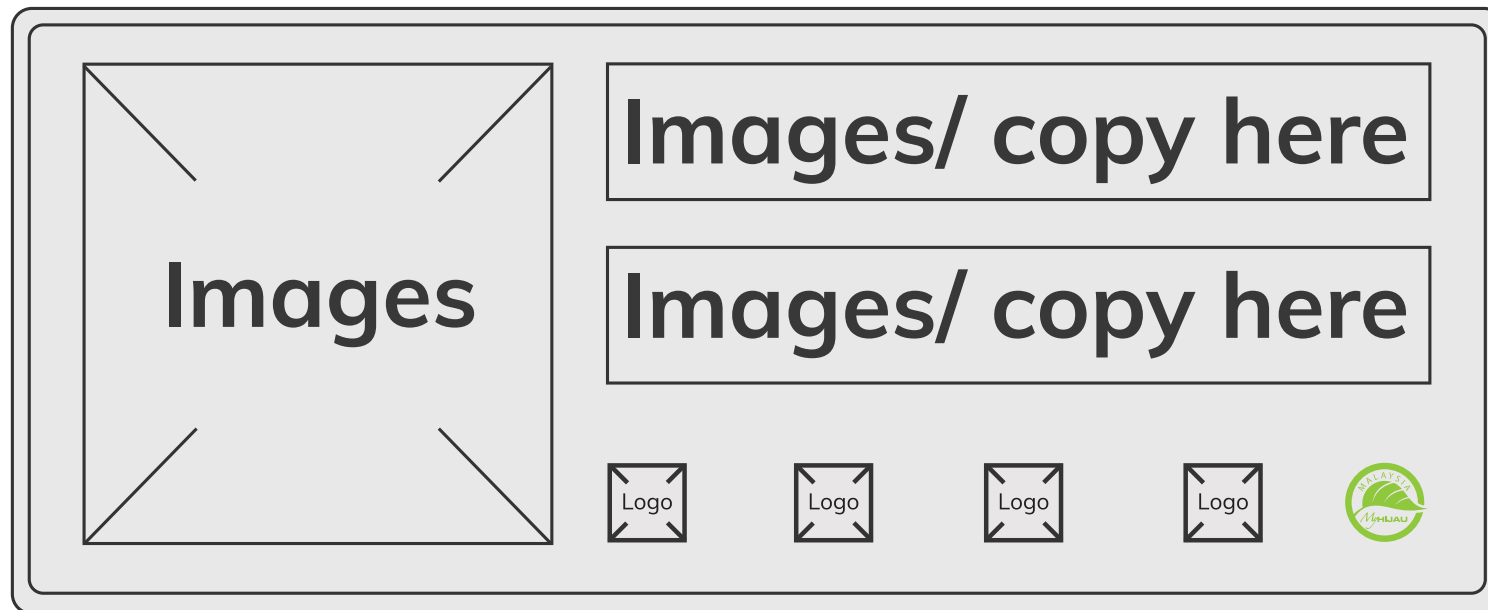
Design Example: Newspaper Advertisement



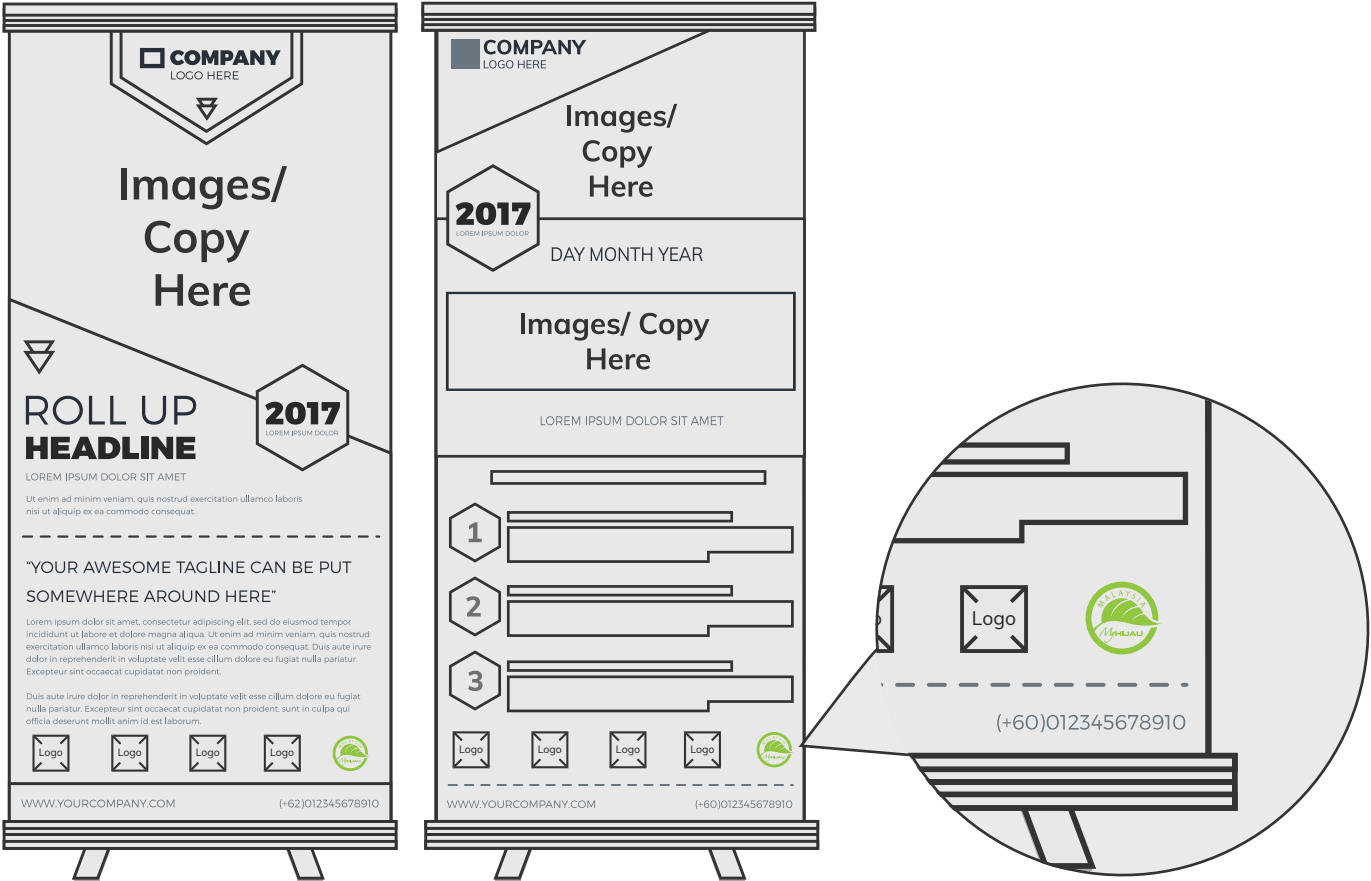
Design Example: Billboard



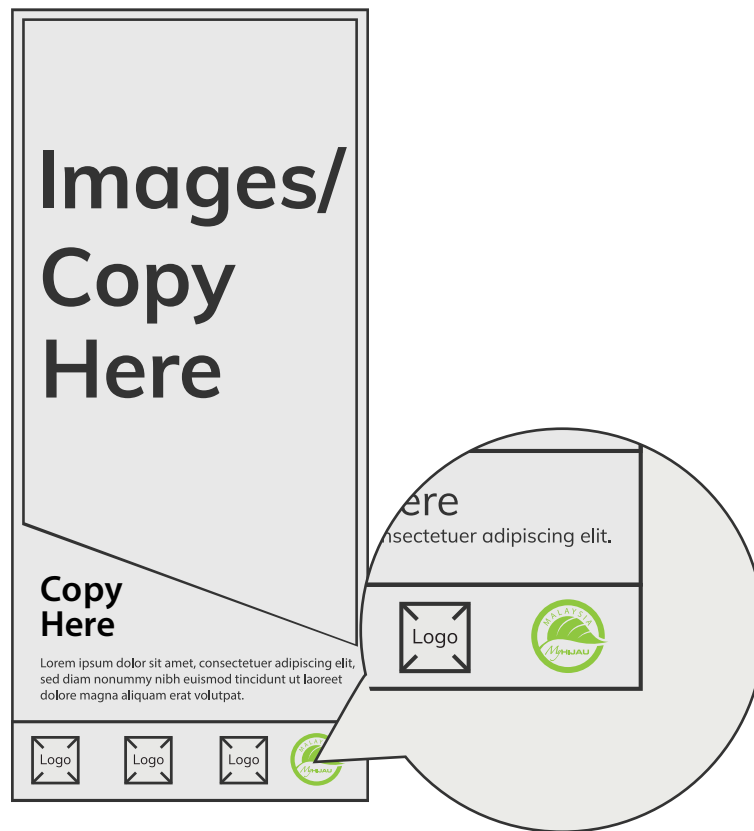
Design Example: Banner



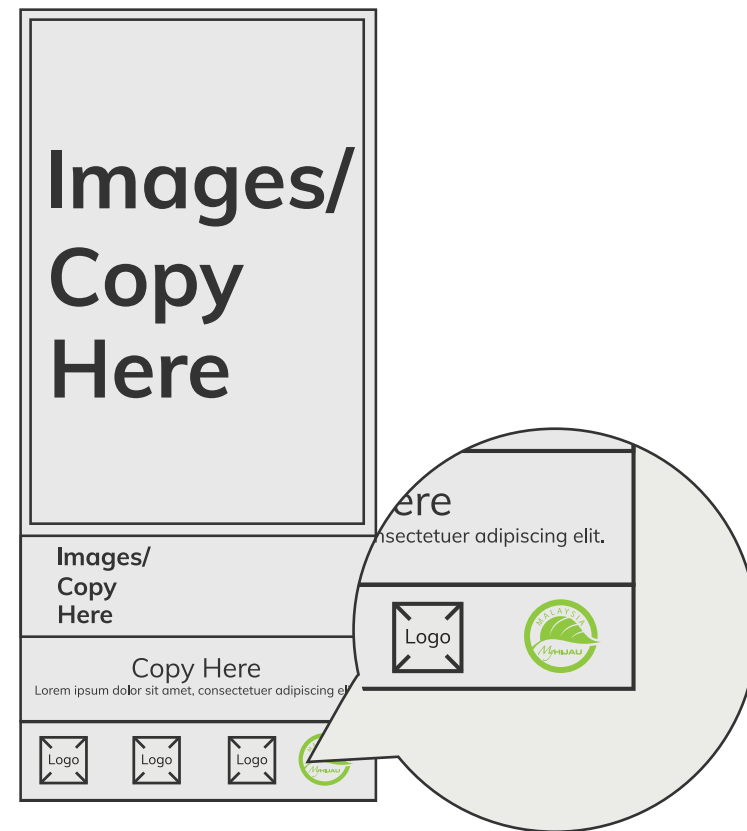
Design Example: Bunting



Design Example: Brochure

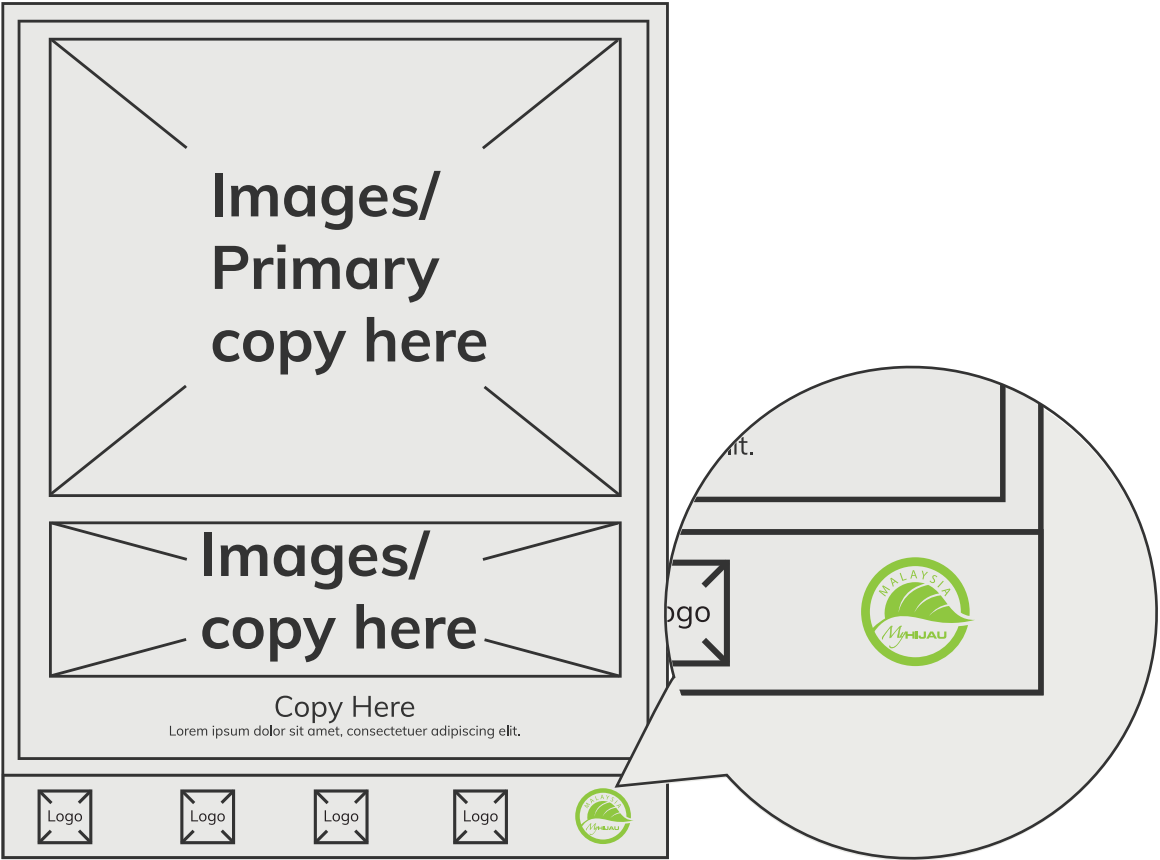


Front side of the Brochure

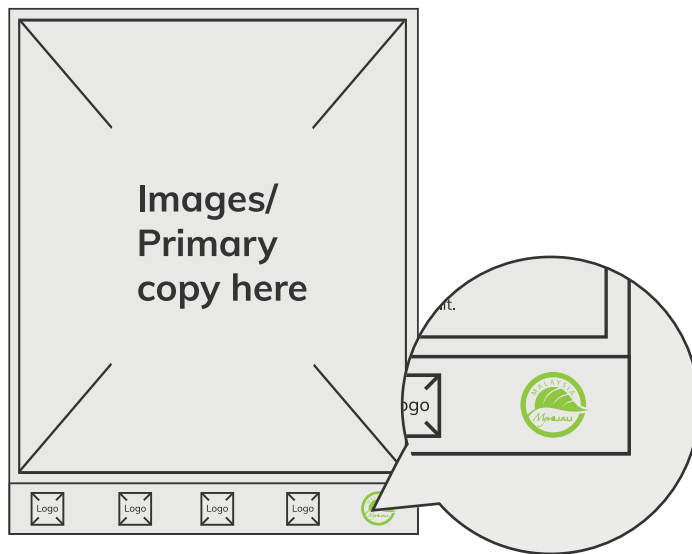


Back side of the Brochure

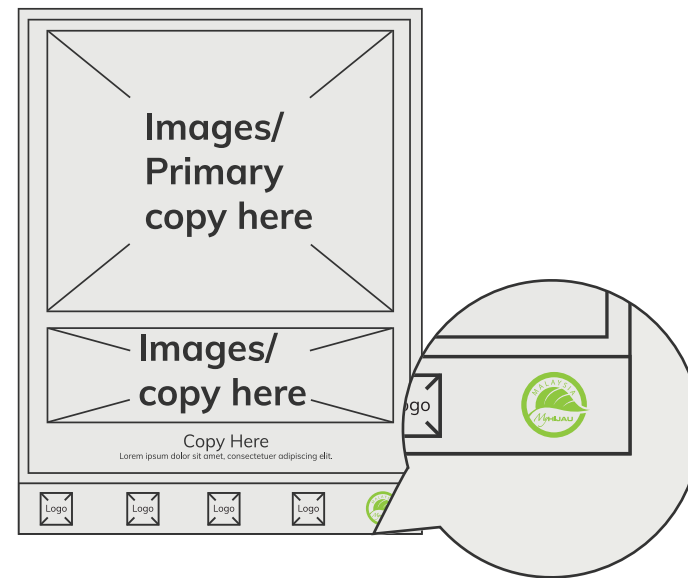
Design Example: Flyer



Design Example: Pamphlet



Front side of the Pamphlet



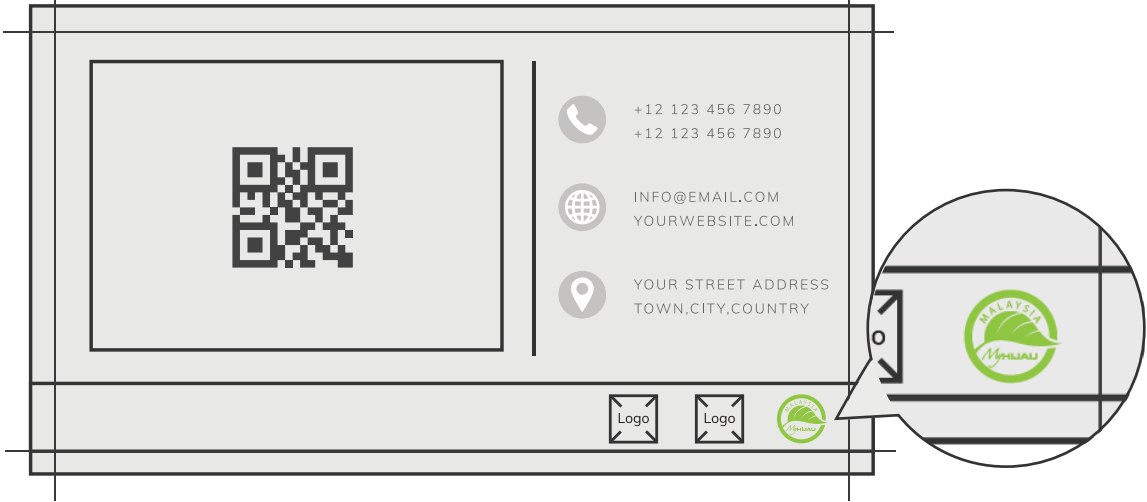
Back side of the Pamphlet

Design Example: Business Card

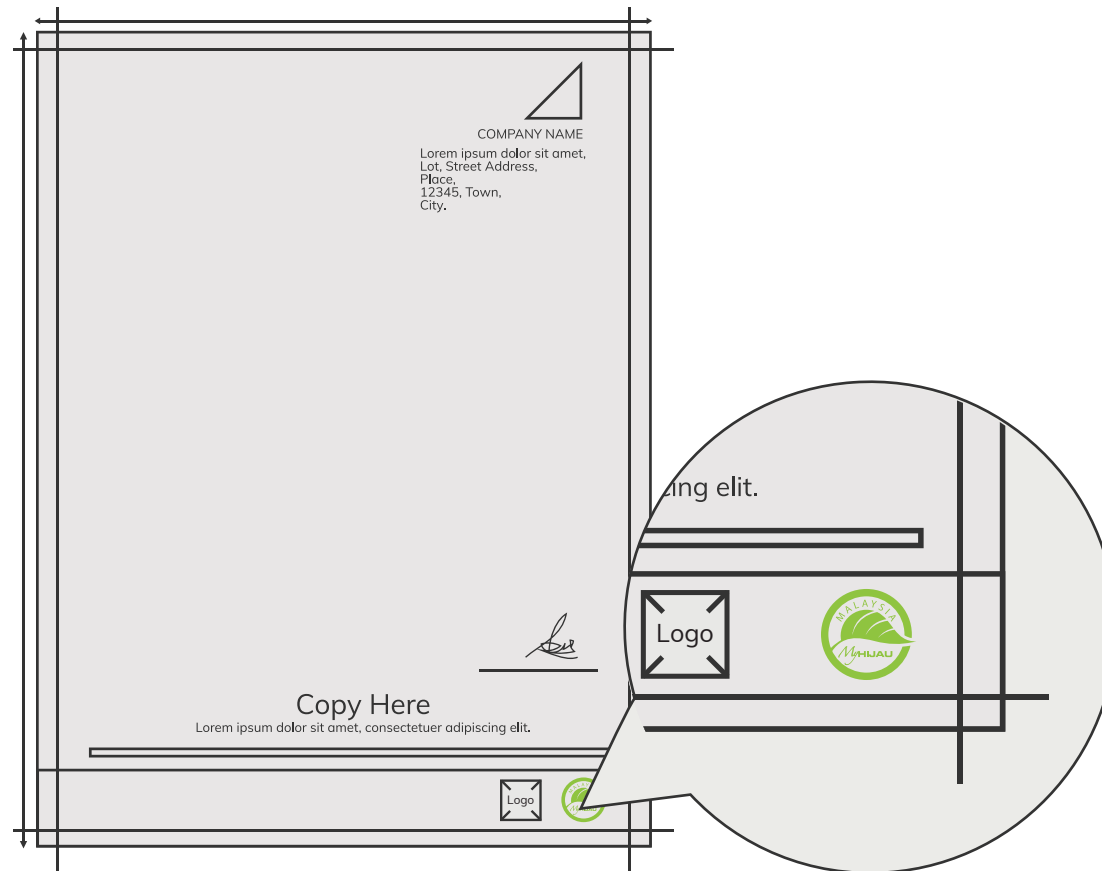
Front side of the Business Card



Back side of the Business Card



Design Example: Letterhead



Design Example: Pen



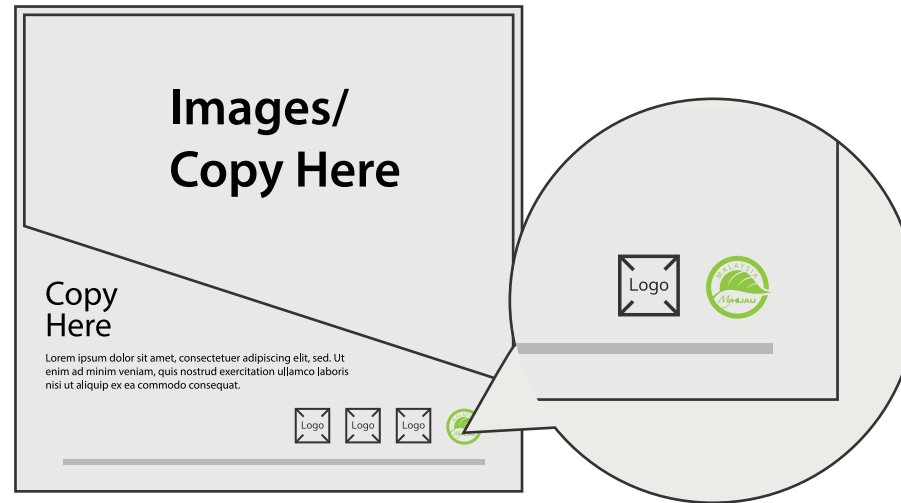
Green Colour mark example



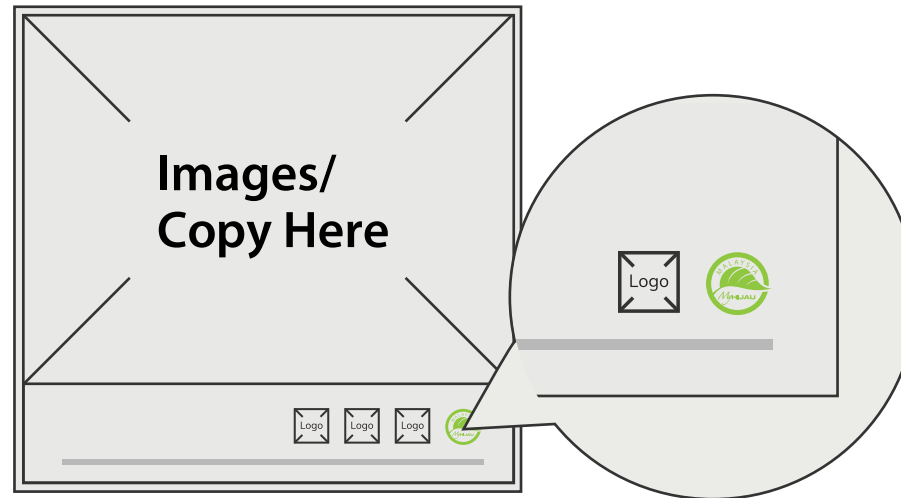
Black Colour mark example

Design Example: Company Profile

Front side of the Company Profile



Back side of the Company Profile

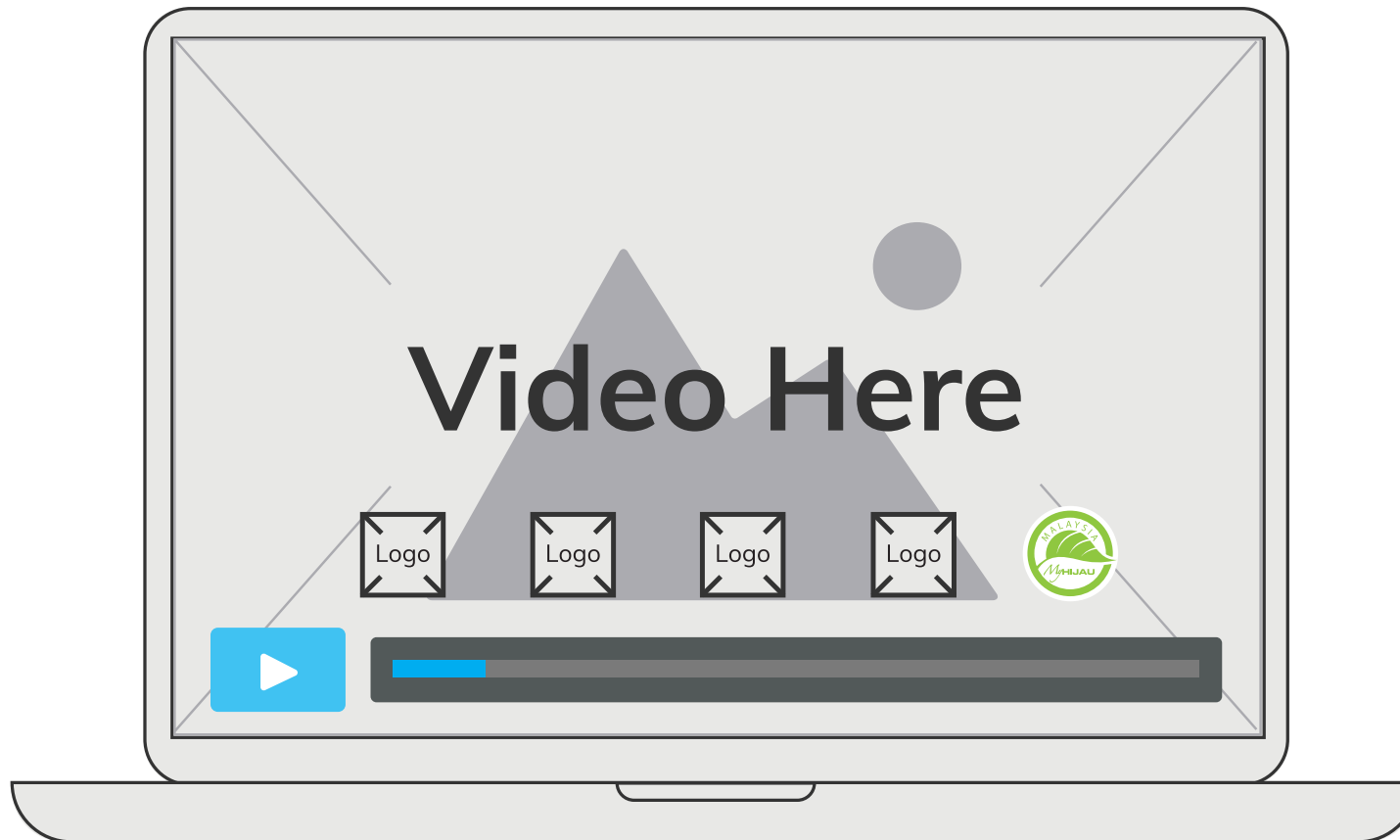


Video

Design Example: Placement on “Youtube” Video Platform

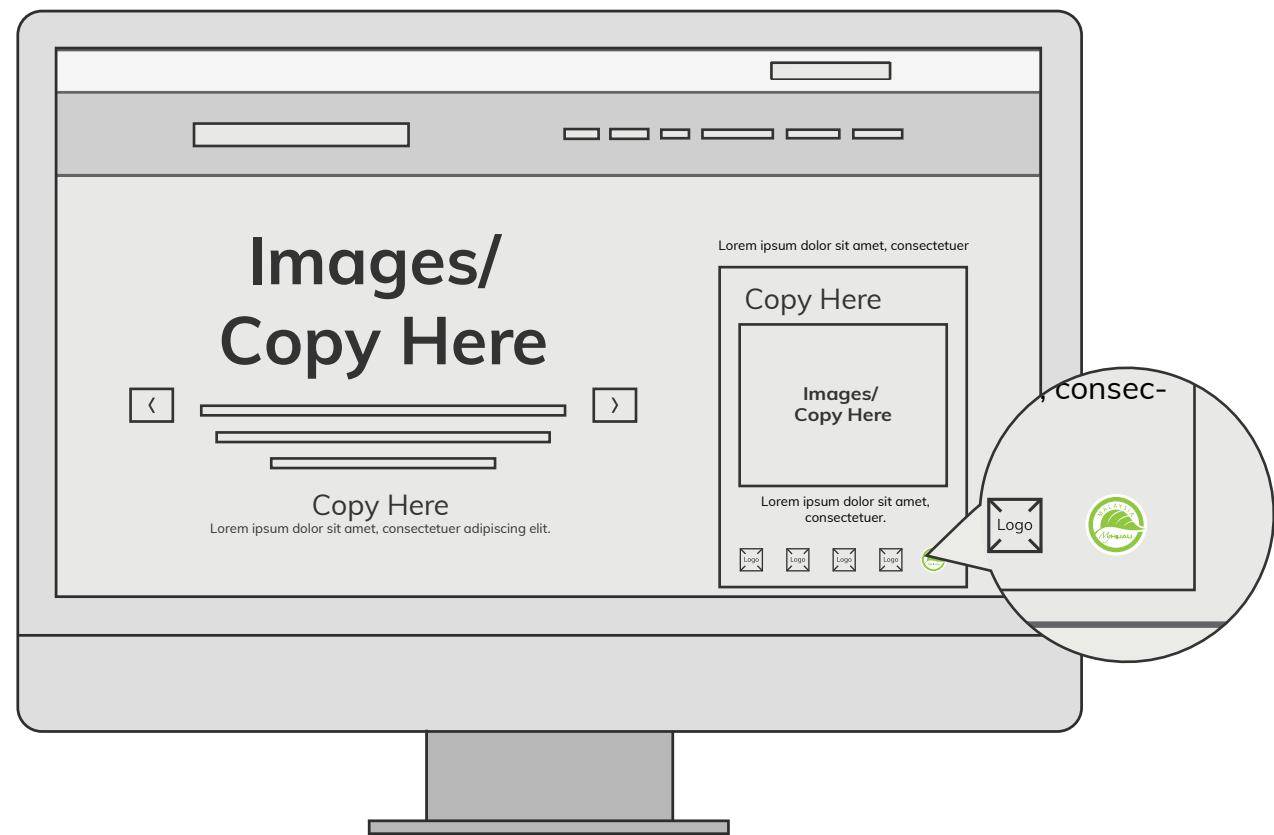


Design Example: Placement on “Vimeo” Video Platform



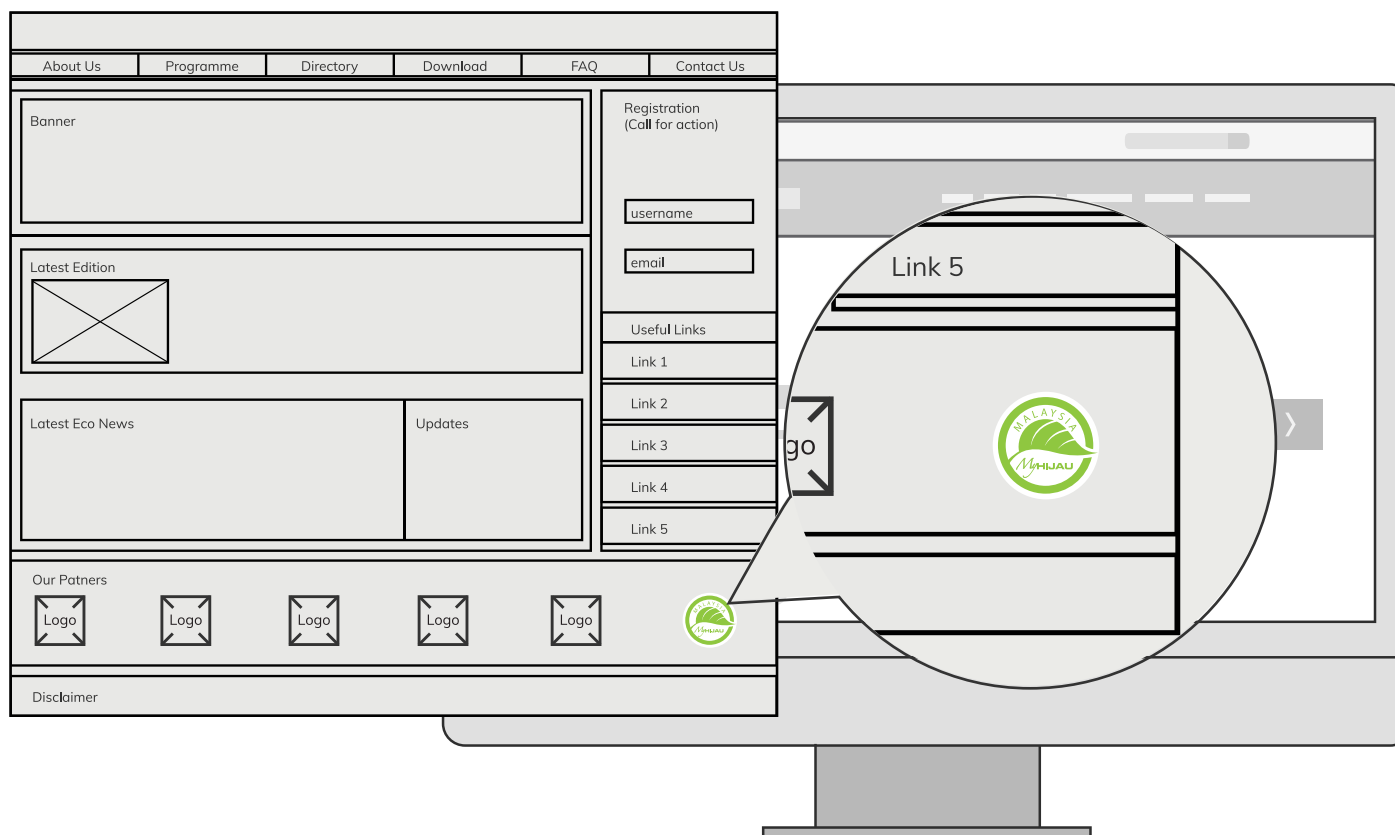
Digital

Design Example: Placement on Web Advertisements



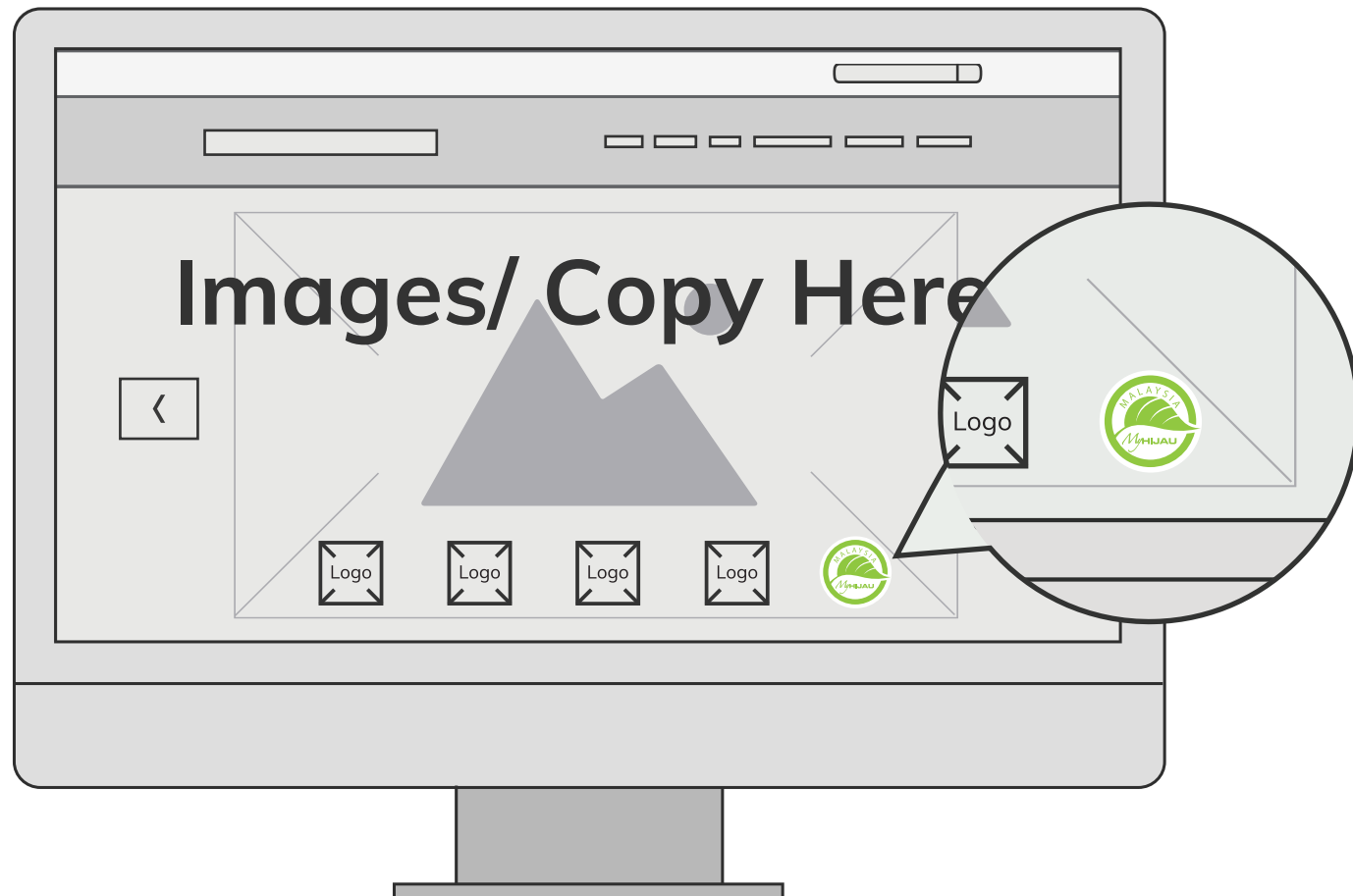
Minimum size: 1024 x 768 pixels

Design Example: Placement on Website



Minimum size: 1024 x 768 pixels

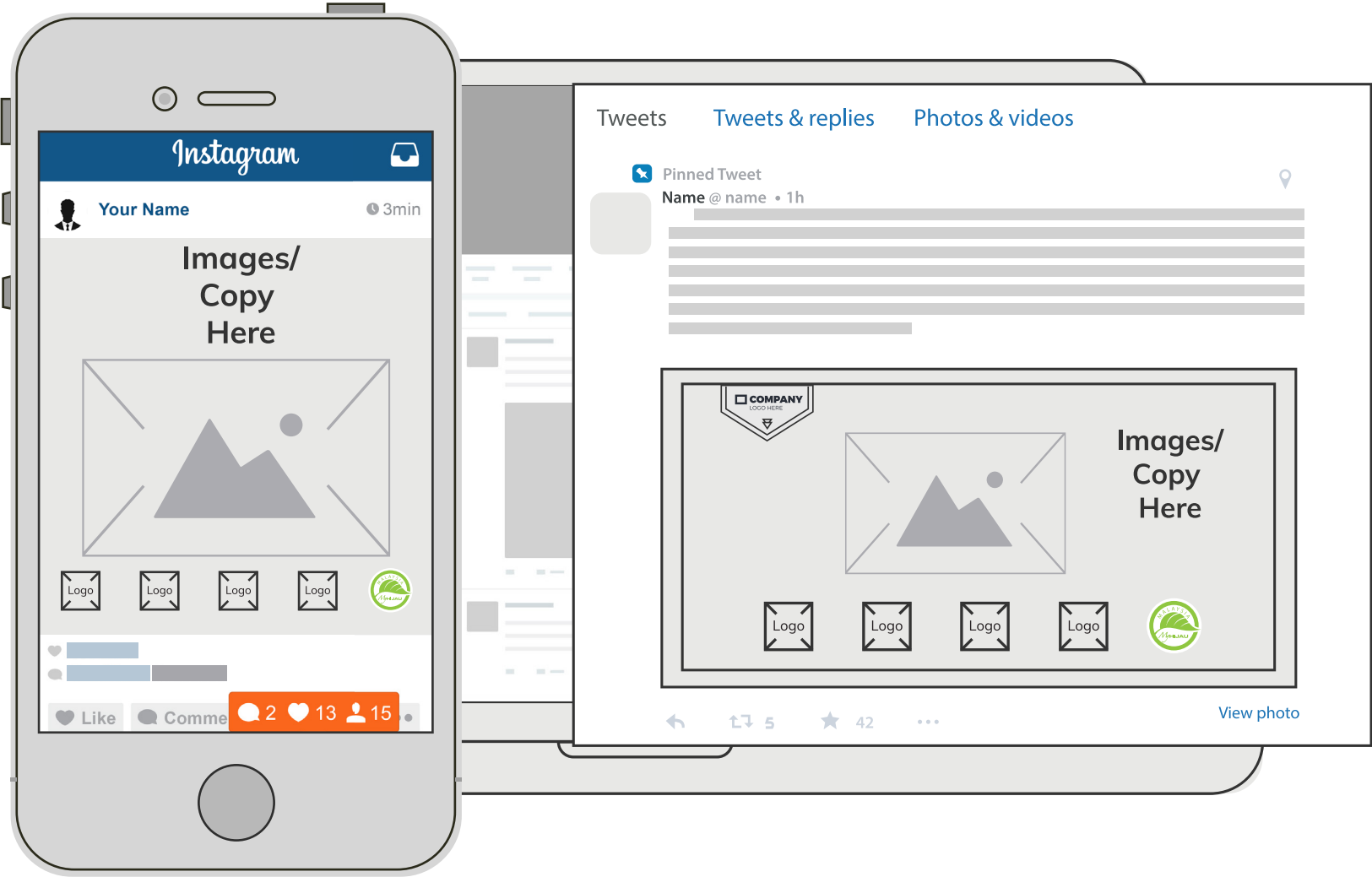
Design Example: Placement on Web Banner



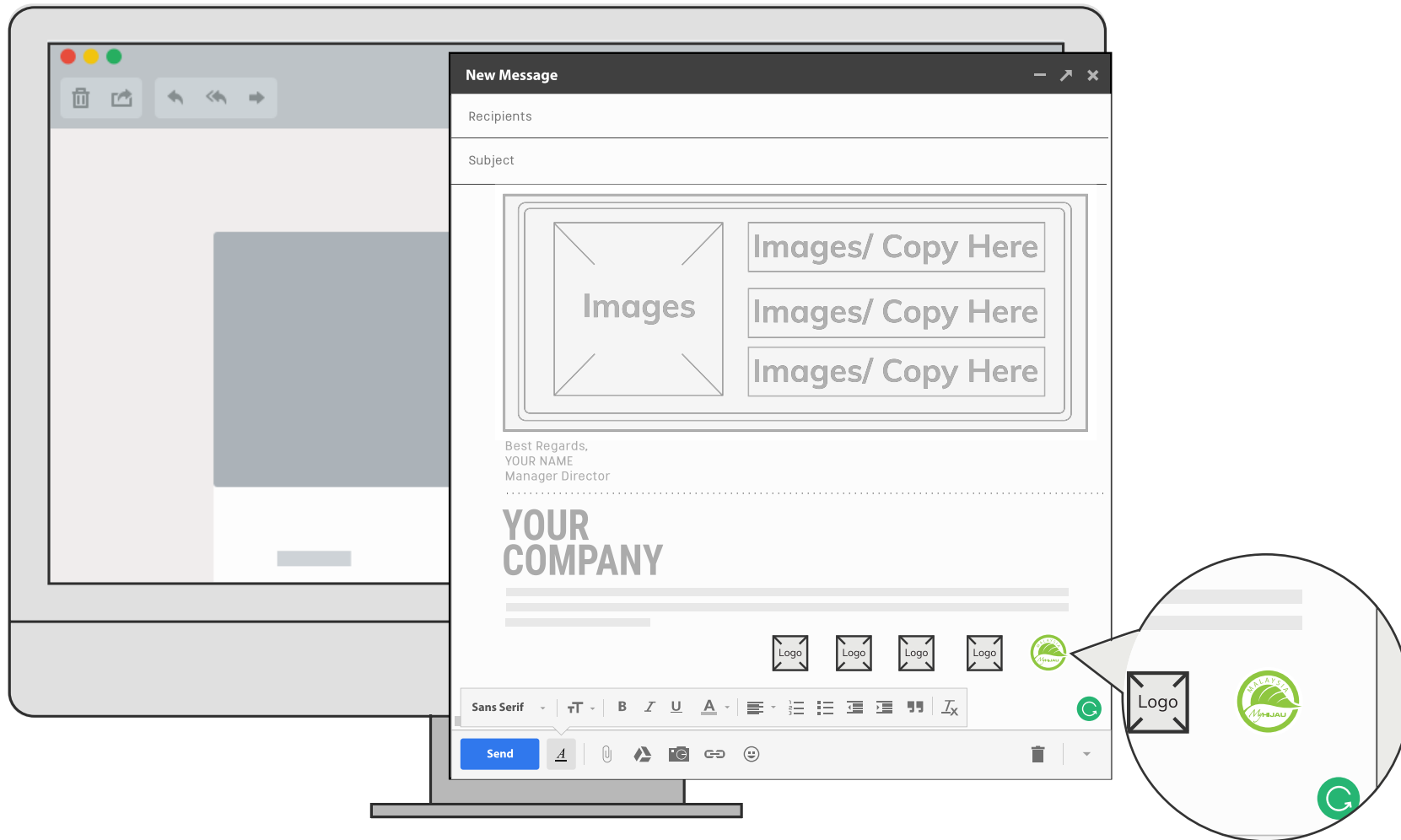
Design Example: Placement on Facebook Banner



Design Example: Placement on Twitter and Instagram Posts



Design Example: Placement on Email





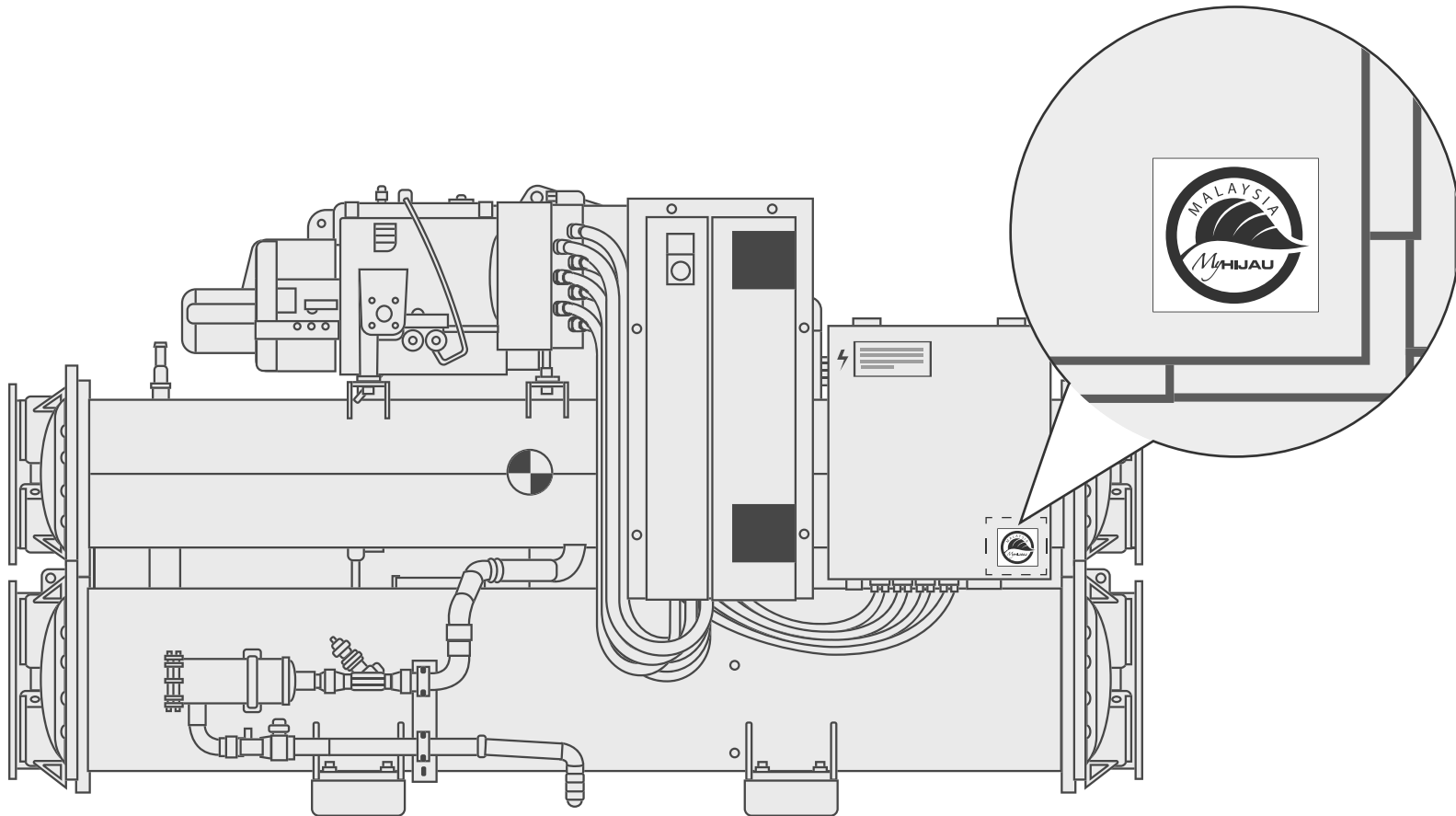
Applications for Product Packaging Purposes

Printing the Mark on Product and Product Packaging



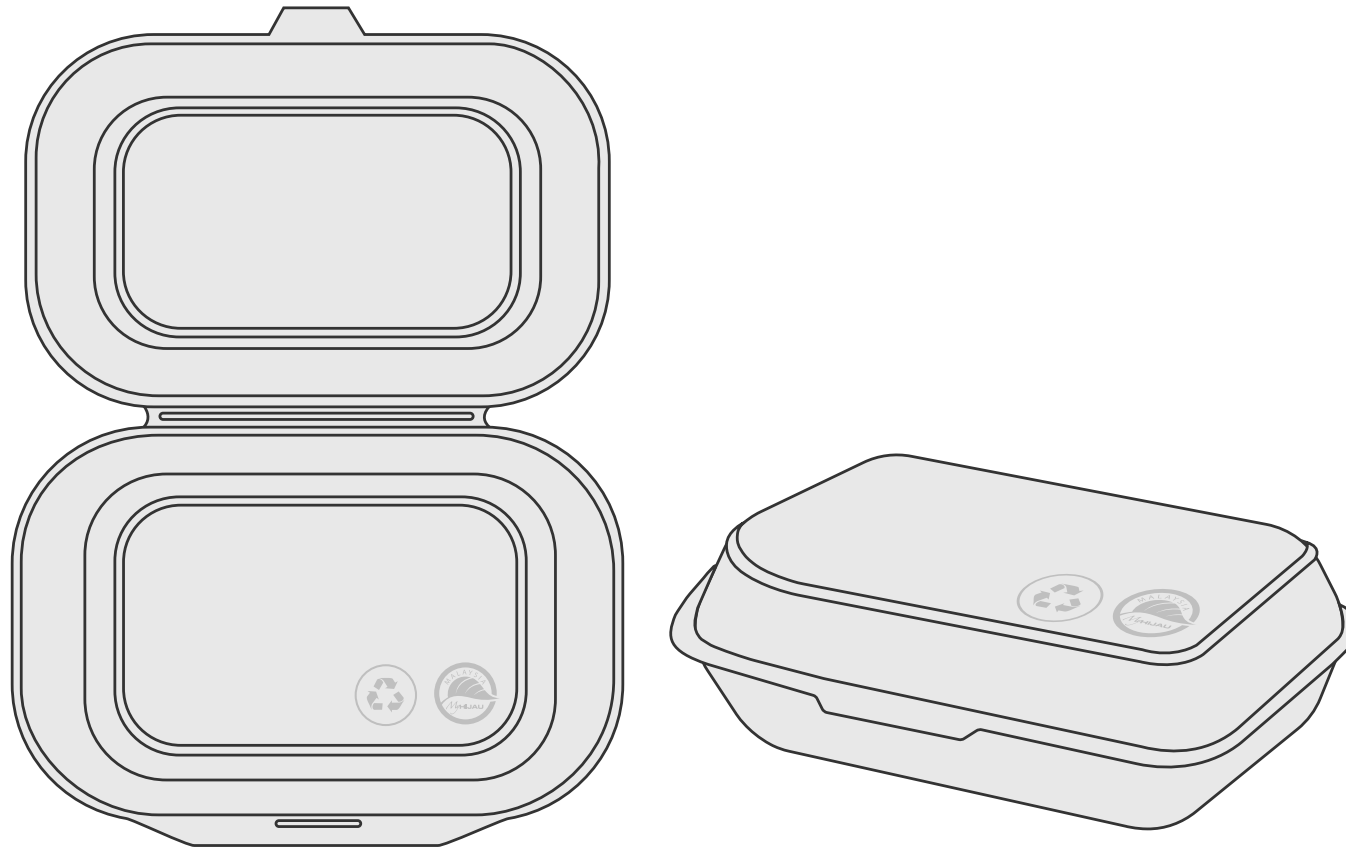
Placement on Product

Design Example: Placement on Heavy Equipment



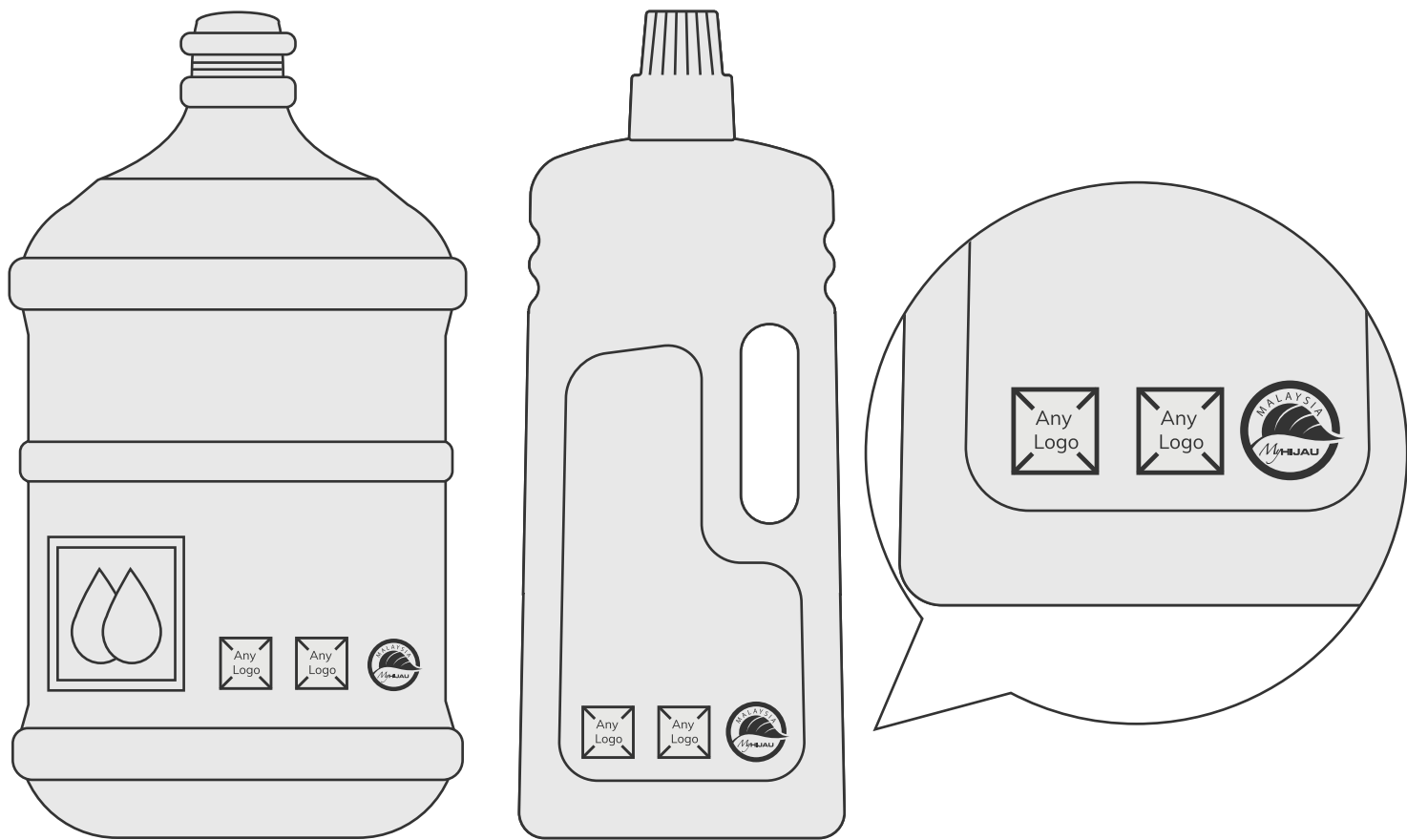
Using black and white sticker for heavy equipment

Design Example: Placement on Biodegradable Lunch Box



Stamping for packaging (natural colour/ product colour)

Design Example: Placement on Plastic Product

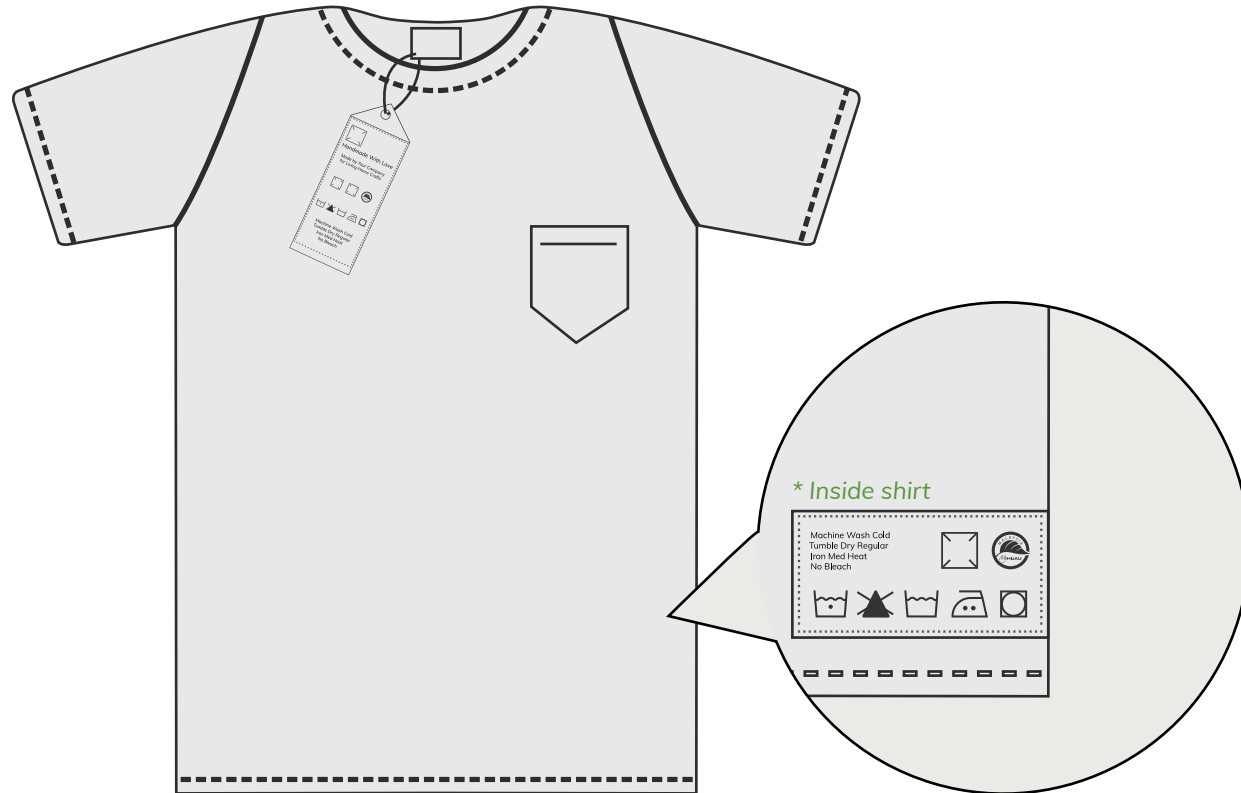


Plastic printing (print according to product colour)

Design Example: Placement on Cloth Tag



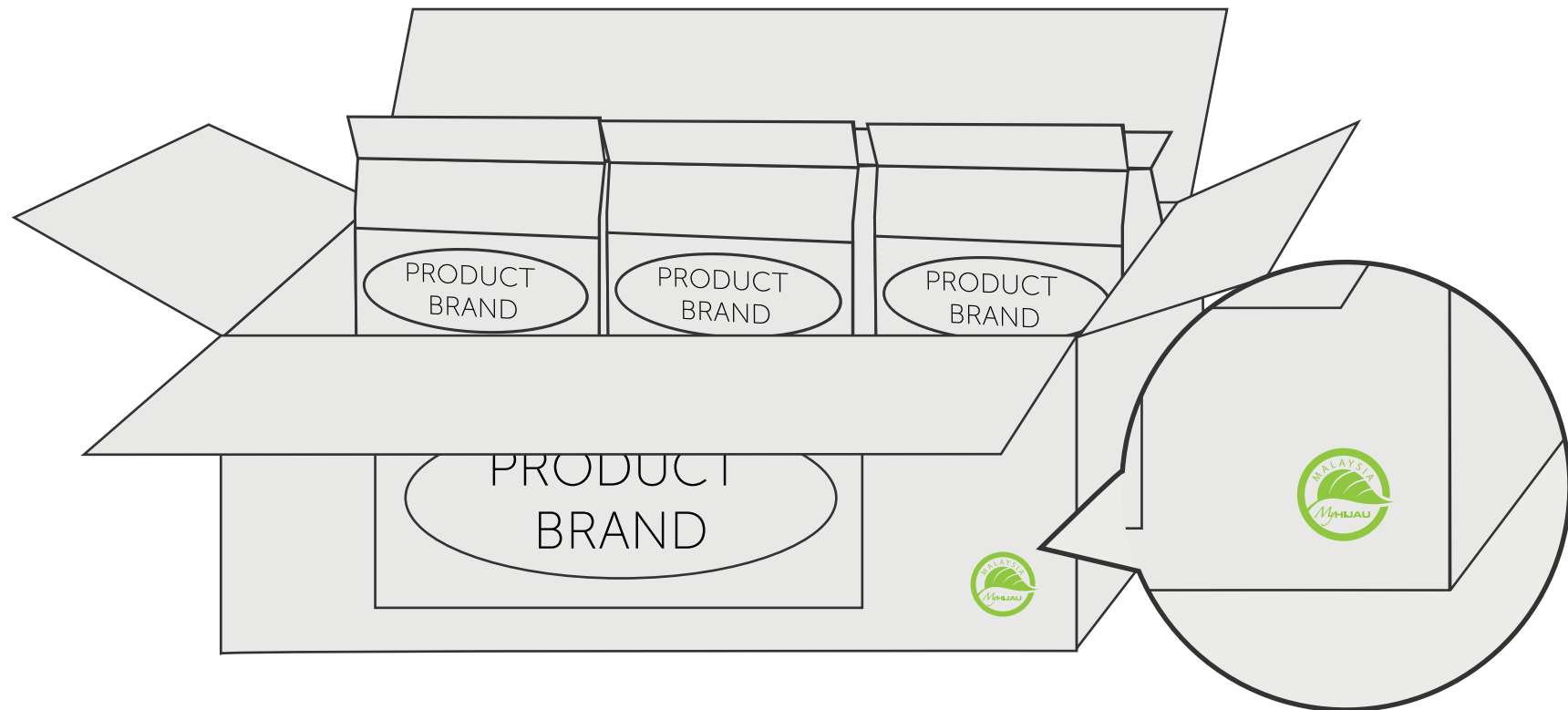
Brand Tag with the Mark



Washing instruction tag with the Mark

Placement on Product Packaging

Design Example: Placement on Product Packaging



Listing Number Placement

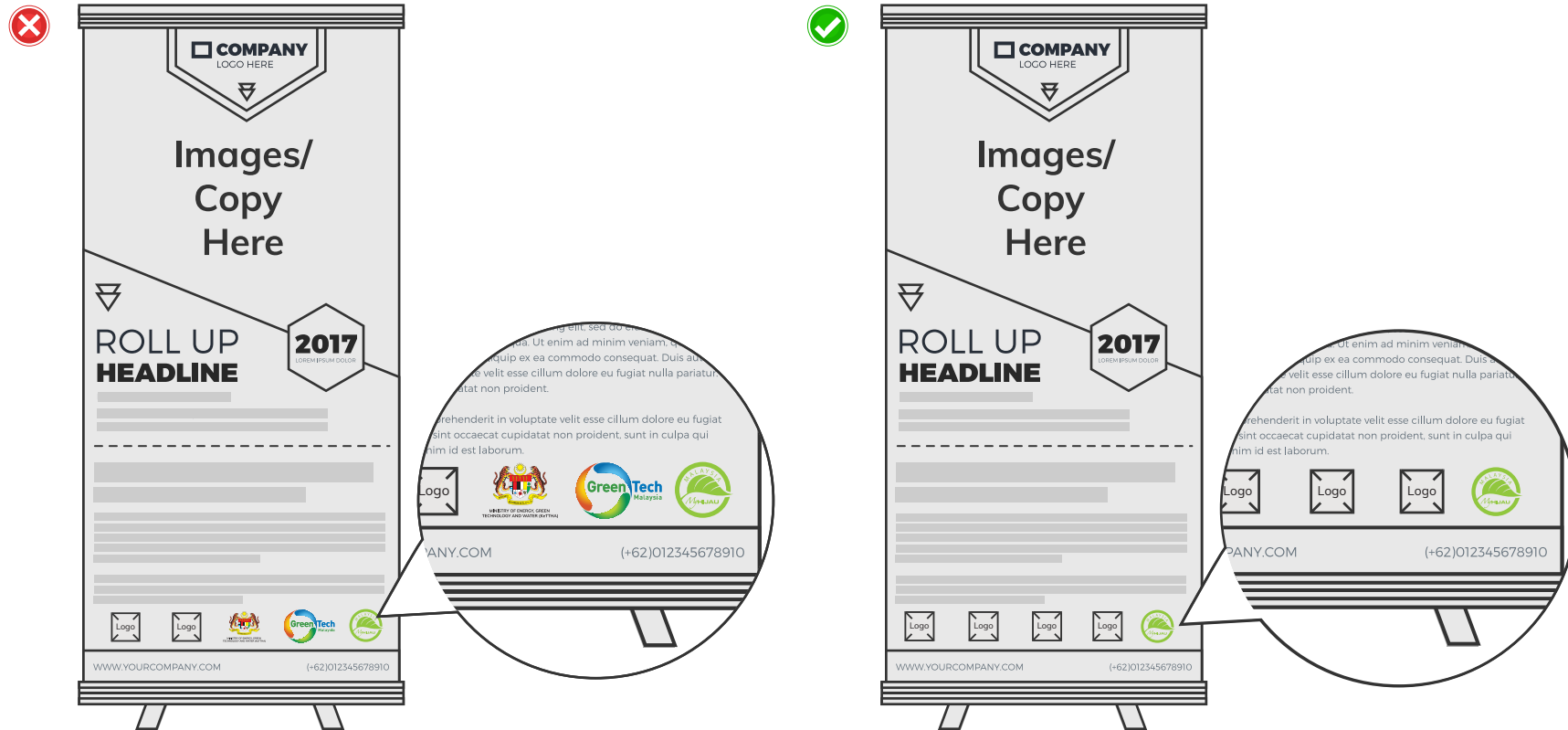


Printing GreenTech Malaysia and KeTTHA Logos alongside MyHIJAU Mark



Registered companies are allowed to use MyHIJAU Mark. The use of GreenTech Malaysia and KeTTHA logos are reserved exclusively for the respective organizations. Action can be taken against companies using GreenTech Malaysia and KeTTHA logos for any advertising and promotion or product packaging purposes.

Placement Example on Bunting



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



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43650 Bandar Baru Bangi, Selangor.

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