UNIVERSITI
KUALA LUMPUR

Brand Guide
2026

UniKL

www.unikl.edu.my

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1.0 INTRODUCTION

The tagline of Universiti Kuala Lumpur, “We are UniKL” isn’t just a tagline that is used by the students, staff and management but it is more on the bond that the univerisity created between its community. The tagline brings influential and significant brand identity towards UniKL. It is the spirit that the community holds towards each other and moving forward in the education field. Hence, it is seen as the expression of our identity brand which makes UniKL as the leading entrepreneurial technical university in Malaysia. As part of UniKL big family, we carry the name and brand of UniKL and playing the role as ambassador of the university. In view of this, we need to have a consistent and cohesive way of communications throughout all various of platforms. In another words, we carry the voice of UniKL.

This document outlines a comprehensive detailed on the used of communications by the university. It is designed to help in ensuring all parts of the university are communicating in the same, unified image and voice of UniKL, across the nation and around the world. In order to ensure a proper usage of branding elements of UniKL, Corporate Branding and Stragtegic Communication Department has created this document which consists guidelines and source files related to the communication of branding of UniKL.

Please contact Corporate Branding and Strategic Communication Department for questions related to branding.

2.0 CAMPAIGN PLATFORM

2.1 POSITIONING

UniKL brand positioning is to promote and uphold the image of Universiti Kuala Lumpur as the most preferred university in the field of entrepreneurial and technical fields. This is align with the vision of the university to be the leading entrepreneurial technical university. The branding campaign of the university should always uphold this image as the essence image of Universiti Kuala Lumpur.

2.2 PURPOSE

Created to align with UniKL's strategic plan priorities, the brand campaign platform is intended to promote UniKL's reputation as the leading entrepreneurial technical university in the country and the same time encouraging and boasting students enrollment and engagement with the alumni and community.

With the concept One Institute, One Specialisation UniKL is the next generation of institution that caters to all levels of education that the community is waiting for.

2.2.1 CAMPAIGN PLATFORM

Using our official platform, we utilize specific voice, tone and visual that are curated mainly for the branding of UniKL. This will consequently created a solid brand image of UniKL throughout all campaign platform. Our campaign platforms include campaigns in printed materials, social media, maintream media such as TV and Radio.

Through these campaign platforms, we are able to sustain the brand image of UniKL amidst the competitive educational marketplace. By having various campaign platforms which utlizing one voice, tone and visual, we have created a solid brand image UniKL among others.

3.0 COPYWRITING

3.1 BRAND VOICE

As the educational marketplace has becoming more competitive, the messages delivered to the audience are crucial in attracting the students, parents and stakeholders. Every angle of the message which covers from visual content, logo, and language are important as it carries the brand voice of UniKL. It is very essential that every message must be aspirational, confident, inspiring and close to the heart of the audince. In this vein, the messages should be consistent and recognizable as it creates the brand awareness of UniKL to stand out among other educational brands.

All written and verbal forms of communications that emanate from the university or on behalf of the university, should carry and reflect these characteristics.

3.1.1 CAMPAIGN PLATFORM

Headlines that are created in the messages should be bold, attention-getting, inpsiring and interesting to the target audience. To execute this, every headline should be short, simple, clear and direct. This is very important as audience will only have maximum of three (3) seconds either to continue reading our message or not. Thus, the language used in the headline should utilize strong adjectives, active verbs and even slang if it is suitable in the context of the message. For example in the headlines, you can have question, promotional, urgency, a strong / positive statement, emotion-grabbing sentence and a sense of suspence.

By having these elements in the headlines, it will attract and engage readers and our target audience to find out more about the message that we are delivering. To accomplish this, all headlines should be engaging and posses these characteristics as it displays the brand image of UniKL. Some examples of headlines are:

We miss you!

Scholarship it is!

Welcome to UniKL!

It's UniKL Trivia Day!

A TikTok Video and a Triple Treat?

Another achievement unlocked for UniKL!

Hello everyone! How's your Ramadhan so far?

Do you know that new excitement is coming to you soon?

3.1.2 BODY COPY

The body of the message should always carry the brand voice of UniKL which are aspirational, confident, inspiring and close to the heart of the audince. The body copy of the message itself should further invite the readers to find out more information about UniKL and the opportunities and experiences that await them. The language used in the body copy should feel fresh, confident, engaging and interesting by utilizing relevant and appropriate adjectives, adverbs and verbs which further reflect UniKL's commitment in producing graduates who are well-equipped with knowledge in entrepreneurial technical fields.

The body copy should not be too long as it is the heart of the message. We want to deliver effective and engaging contents to our readers and target audience. In relation to this, there should not be longer paragraphs and hence it has to be condensed, compact, precise and straightforward. Lengthy paragraphs will only turn-off the readers to continue reading the full content of our message.

3.1.3 CONCLUSION

The conclusion part of the message should carry action on what we want the reader and the target audience do. If the message is about promoting programmes to our target audience, hence the action that we want from them is to join and register at UniKL. How to do this? We should always remember that our message must use persuasive language as much as possible. This is the only way we can attract and engage our potential audience towards our university.

Since the headline and the body copy have already grabbing their attention and interest, the conclusion has to be powerful and impactful in which we require the reader and target audience to perform their action. Some examples of conlusion are:

Keep calm and do your best!

It's time to upgrade to UniKL SIM!

Your journey starts here at UniKL!

Register now and further study at UniKL!

You will regret it if you don't choose UniKL.

Don't forget to catch us live at FB UniKL Page!

Stay home, stay safe and stay connected to UniKL!

Mastura has realised her dreams with UniKL.
How about you?

3.1.4 EDITORIAL STYLE

All copywriting that are produced in every platforms will resemble and display the brand image of UniKL. Henceforth, it is very important that every content and message delivered follows the style, voice and tone of UniKL branding image. Consistent use of language, punctuation, grammar and overall sytle of writing should always display clear, efficient and professional communication. For official marketing and communication on behalf of the university, the Corporate Branding & Strategic Communication should be consulted. The university branding guide can be found at our website **www.unikl.edu.my**.

4.0 GRAPHIC ELEMENTS

4.1 PAINT GRAPHIC

For campaign's black and white imagery, the graphic should display UniKL logo. The logo should be sized 220 x 100 pixels and placed consistently on top in all creative pieces related to the university.

4.2 PAINTED ELEMENT COLOUR

The painted element colours for UniKL are based on the CMYK colour code; Cyan – Magenta – Yellow – Black. All formal colour coding for the university should only utilize this colour code for standardization.

CYAN : 99	CYAN : 1
MAGENTA : 91	MAGENTA : 51
YELLOW : 28	YELLOW : 97
BLACK : 18	BLACK : 0

5.0 PHOTOGRAPHY

Photography in the context of UniKL should always displays the diversity of activities, events and interests at UniKL. It should vary in place and subject matter and the ultimate goal is to show the culture and academic excellence at UniKL.

All photography related to the university should always represent UniKL students, staff and administration in the most powerful way. In all UniKL campaigns, it should feature pictures of people in the moment – focusing on their work, students in classroom, concerntrating on the task at hand and the campus life.

Photographs of people – students, staff and administration should mostly be candid. Candid moments are able to provide a glimpse of real-life activities of what is happening at the university. This is ultimately be one of the inviting reasons for others to be part of UniKL community.

6.0 COLOUR PALLETTE

6.1 PRIMARY COLOUR PALLETTE

The primary colour pallette to be used in all UniKL campaigns is the CYMK colour code. All formal colour coding for the university should only utilize this colour code for standardization.

CYAN : 95	CYAN : 99	CYAN : 0	CYAN : 1	CYAN : 0
MAGENTA : 90	MAGENTA : 91	MAGENTA : 24	MAGENTA : 51	MAGENTA : 0
YELLOW : 20	YELLOW : 28	YELLOW : 100	YELLOW : 97	YELLOW : 0
BLACK : 18	BLACK : 18	BLACK : 5	BLACK : 0	BLACK : 0
R : 41	R : 40	R : 250	R : 241	R : 255
G : 61	G : 64	G : 187	G : 245	G : 255
B : 122	B : 100	B : 51	B : 6	B : 255

7.0 LOGOS AND USAGE

7.1 LOGO RATIONALE

The emblem represents NEW KNOWLEDGE and INNOVATION

The orbiting electrons represent action and creativity in both individual and technological development.

The white color of the electrons symbolizes the purity of research-based knowledge.

Parallel bars represent cooperation, collaboration and unity in pursuit of knowledge.

Dark blue and bright orange denote dynamism and excellence in science and technology.

7.2 TYPEFACE

PRIMARY TYPEFACE

Optima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACE

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

7.3 COLOUR CODE

RED	BLUE	GOLD	RED
PROCESS COLOR	**PROCESS COLOR**	**PROCESS COLOR**	**PROCESS COLOR**
CYAN : 0	CYAN : 95	CYAN : 0	CYAN : 20
MAGENTA : 95	MAGENTA : 90	MAGENTA : 24	MAGENTA : 0
YELLOW : 95	YELLOW : 20	YELLOW : 100	YELLOW : 0
BLACK : 5	BLACK : 18	BLACK : 5	BLACK : 0
PANTONE COLOR	**PANTONE COLOR**	**PANTONE COLOR**	**PANTONE COLOR**
PANTONE 534 C	PANTONE WARM RED	PANTONE 7409 C	PANTONE 7457 C
PANTONE 2757 U	PANTONE 172 U	PANTONE 116 U	PANTONE 7457 U

7.4 THE OFFICIAL LOGO OF UNIVERSITI KUALA LUMPUR

Primary Logo

Secondary Logo

7.5 ALTERNATIVE LOGO OF UNIVERSITI KUALA LUMPUR

Alternative Logo

7.6 INCORRECT UNIVERSITI KUALA LUMPUR LOGO PLACEMENT

Do not distort the logo's proportions

Do not use text **"Universiti Kuala Lumpur"** Only

Do not add shadow on the logo

Do not add outline on the logo

Do not invert or slant the logo

Do not distort the logo's proportions

Ensure there is enough contrast between the logo and the background colour.

Use the correct logo.

Note: Do not download UniKL Logo from unofficial sources.

7.7 ASSOCIATE LOGO OF UNIVERSITI KUALA LUMPUR

Primary Logo

Secondary Logo

All campaigns related to the university, either in poster and social media postings must include official logo of Universiti Kuala Lumpur and the associate logo of Universiti Kuala Lumpur – the MARA Education Group logo. The placement of these logos must be placed on top of every poster, photography or videography.

7.8 UniKL CAMPUSES LOGO (3 OPTIONS)

Malaysia France Institute

UniKL UNIVERSITI KUALA LUMPUR | MALAYSIA FRANCE INSTITUTE

UniKL/MFI

British Malaysian Institute

UniKL UNIVERSITI KUALA LUMPUR | BRITISH MALAYSIAN INSTITUTE

UniKL/BMI

Malaysian Institute
of Aviation Technology

UniKL UNIVERSITI KUALA LUMPUR | MALAYSIAN INSTITUTE OF AVIATION TECHNOLOGY

UniKL/MIAT

Malaysian Spanish Institute

UniKL UNIVERSITI KUALA LUMPUR | MALAYSIAN SPANISH INSTITUTE

UniKL/MSI

Malaysian Institute
of Information Technology

UniKL UNIVERSITI KUALA LUMPUR | MALAYSIAN INSTITUTE OF INFORMATION TECHNOLOGY

UniKL/MIIT

Malaysian Institute of Chemical
and Bio-Engineering Technology

UniKL UNIVERSITI KUALA LUMPUR | MALAYSIAN INSTITUTE OF CHEMICAL AND BIO-ENGINEERING TECHNOLOGY

UniKL/MICET

Malaysian Institute
of Marine Engineering Technology

UniKL UNIVERSITI KUALA LUMPUR | MALAYSIAN INSTITUTE OF MARINE ENGINEERING TECHNOLOGY

UniKL | MIMET

Royal College
of Medicine Perak

UniKL UNIVERSITI KUALA LUMPUR | ROYAL COLLEGE OF MEDICINE PERAK

UniKL | RCMP

Malaysia Italy Design Institute

UniKL UNIVERSITI KUALA LUMPUR | MALAYSIA ITALY DESIGN INSTITUTE

UniKL | MIDI

Malaysian Institute
of Industrial Technology

UniKL UNIVERSITI KUALA LUMPUR | MALAYSIAN INSTITUTE OF INDUSTRIAL TECHNOLOGY

UniKL | MITEC

Institute of Medical Science
Technology

UniKL UNIVERSITI KUALA LUMPUR | INSTITUTE OF MEDICAL SCIENCE TECHNOLOGY

UniKL | MESTECH

Business School

UniKL UNIVERSITI KUALA LUMPUR | BUSINESS SCHOOL

UniKL | BUSINESS SCHOOL

8.0 FLAG

8.1 OFFICIAL FLAG

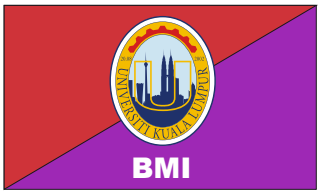
Pantone 7409 C

Pantone 534 C

8.2 FLAGS OF INSTITUTE & BRANCH CAMPUSES

Pantone 266 C
Pantone Yellow 012 C

Pantone 422 C
Pantone 711 C



Pantone 1797 C
Pantone 2592 C

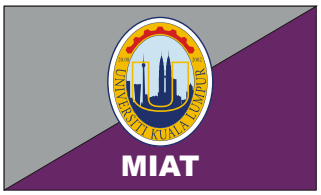
Pantone 711 C
Pantone Blue 072 C

Pantone 607 C
Pantone 1797 C

Pantone Warm Red C
Pantone 3268 C

Pantone 124 C
Pantone 1935 C

Pantone 170 C
Pantone 267 C



Pantone 422 C
Pantone 260 C

Pantone 114 C
Pantone 360 C

Pantone 2725 C
Pantone 422 C

Pantone 293 U
Pantone 376 C

9.0 CORPORATE STATIONERY

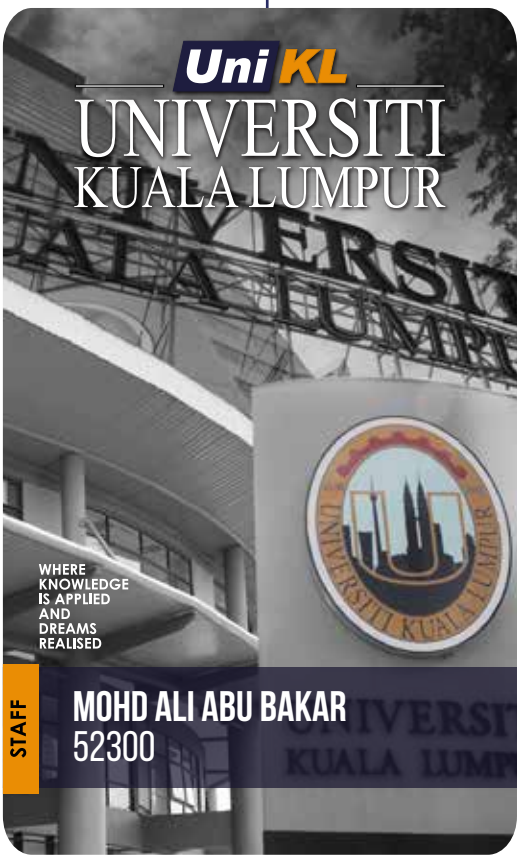
9.1 NAME CARD

Front

Back

9.2 LETTERHEAD

9.3 ID CARD



Front

Back

9.4 LANYARD

UNIKL 2025
UNIVERSITI KUALA LUMPUR
WHERE KNOWLEDGE IS APPLIED & DREAMS REALISED
UNIVERSITI KUALA LUMPUR
WHERE KNOWLEDGE IS APPLIED & DREAMS REALISED
UNIVERSITI KUALA LUMPUR
WHERE KNOWLEDGE IS APPLIED & DREAMS REALISED
UNIKL 2025
UniKL UNIVERSITI KUALA LUMPUR
UniKL UNIVERSITI KUALA LUMPUR

9.5 CORPORATE F1 SHIRT

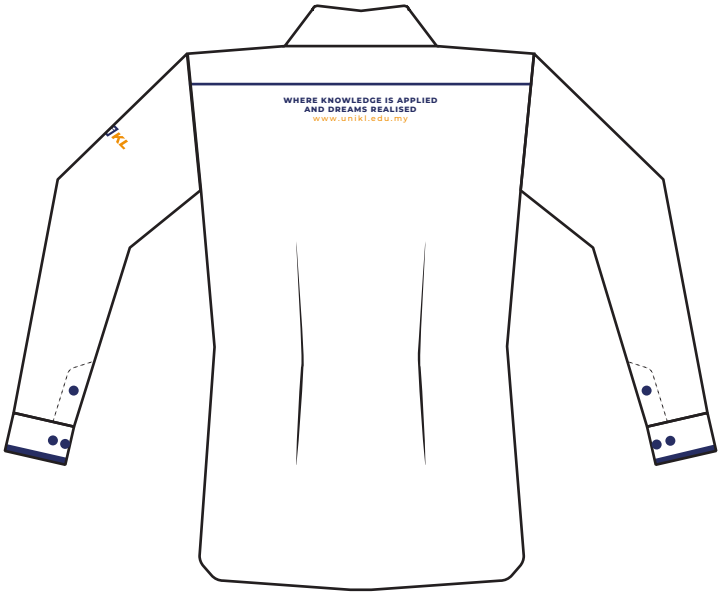
| Men

Front

Back

| Women

Front



Back

CORPORATE F1 SHIRT

Male

Front

Front

Female

Front

Front

10.0 EXAMPLE DESIGNS

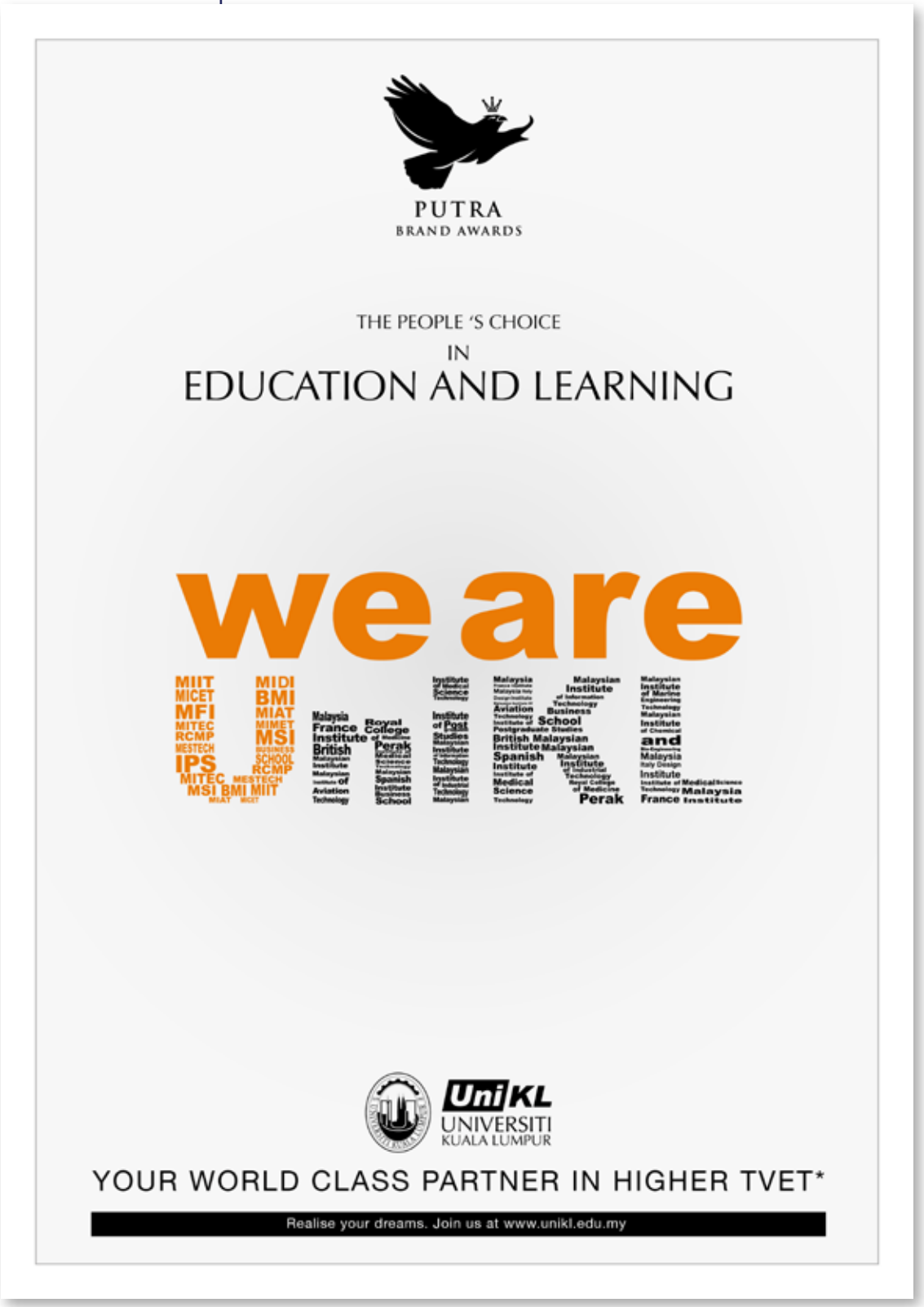
10.1 OVERBRIDGE BILLBOARD

Overbridge Billboard LPT2 & PLUS Highway

10.2 MAGAZINE

360 AirAsia Magazine Ads

10.3 NEWSPAPER

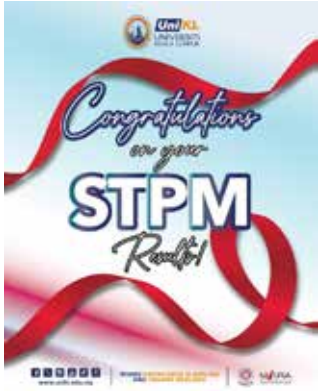


THE STAR Newspaper

10.4 TRANSPORTATION

UniKL MICET Bus

10.4 SOCIAL MEDIA



Social Media Poster

10.4 WEBSITE BANNER

11.0 GUIDELINE FOR POSTER & SOCIAL MEDIA

11.1 GUIDE FOR POSTER

Require add UniKL Logo

Details:

1.Title
2.Date
3.Time
4.Vanue
5.Contact Person (Event Poster)
6.Photo

Social Media Details

Require add MARA & MARA Corp Logo

SIZE POSTER:
A4 / A3

11.2 GENERAL SOCIAL MEDIA GUIDELINES

- Reflect UniKL's values of ***professionalism, integrity, and respect*** in all social media posts and interactions.
- Ensure all shared information is ***accurate, up to date, and aligned with UniKL policies.***
- Treat all users with ***respect and professionalism***, avoiding arguments or offensive behavior.
- ***Do not disclose*** confidential or sensitive information about UniKL, its students, or staff.
- ***Respect copyright*** and acknowledge original sources when sharing content.
- ***Respond promptly and professionally*** to comments, messages, and inquiries.
- Maintain a ***consistent UniKL brand identity and tone of voice*** across all social media platforms.

11.3 PLATFORM SPECIFIC GUIDELINES

TIKTOK GUIDELINES

1. Create engaging and entertaining content that resonates with the university's target audience.

2. Use trending hashtags and challenges, while ensuring they align with UniKL's values and image.

3. Keep videos short, engaging, and relevant to UniKL and its community.

4. Avoid controversial or sensitive topics.

INSTAGRAM GUIDELINES

1. Post high-quality images and videos that showcase UniKL's campus, events, and achievements.

2. Use relevant hashtags to increase visibility and engagement.

3. Interact with followers by responding to comments, messages, and mentions.

4. Utilize Instagram Stories and Reels to share behind-the-scenes content and campus life.

5. Avoid overposting and maintain a consistent posting schedule.

FACEBOOK GUIDELINES

1. Share a variety of content including news, events, student achievements, and important announcements.

2. Encourage engagement through likes, shares, and comments.

3. Use Facebook Live to stream events, lectures, and campus tours.

4. Respond to messages and comments promptly.

5. Utilize Facebook Insights to track and analyze page performance.

11.4 GUIDE FOR SOCIAL MEDIA SIZING

FACEBOOK

Cover Photo

Load fastest as sRGB .jpeg file that's 851 pixels wide, 315 pixels tall and less than 100 kilobytes. If your picture involves text, it may be beneficial to upload a .png for clarity.

Profile Photo

Upload as sRGB in JPEG or PNG.
Diplay size: 180 x 180 pixels
Remcomended size: 500 x 500 pixels.

Shared Image

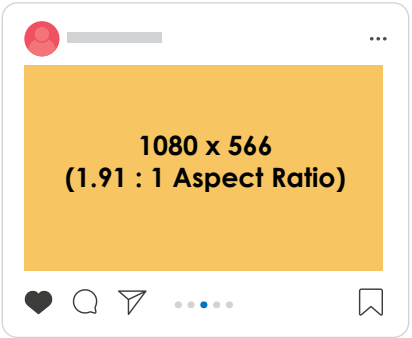
Upload as sRGB in JPEG or PNG.
Diplay size: 470 x 470 pixels
Remcomended size: 1200 x 1200 pixels.

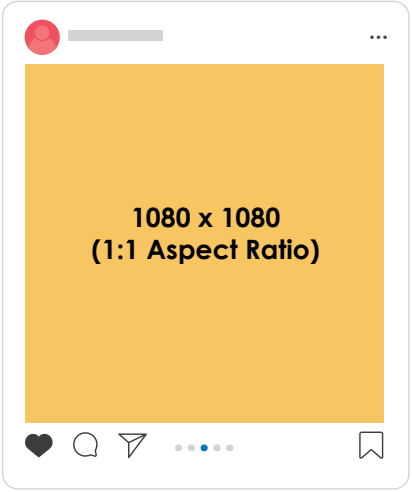
Shared Link Rectangular

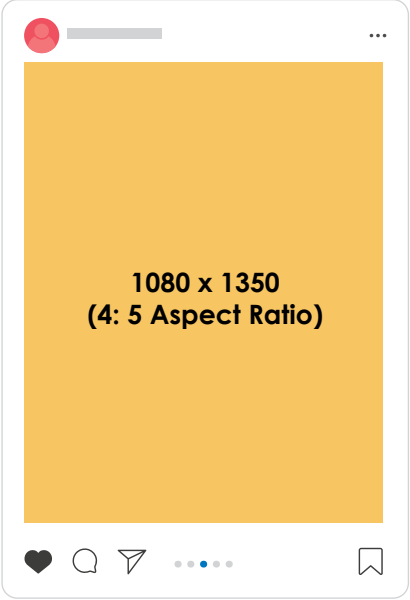
Upload as sRGB in JPEG or PNG.
Diplay size: 470 x 276 pixels
Remcomended size: 1200 x 627 pixels.

INSTAGRAM

Instagram Main Feed



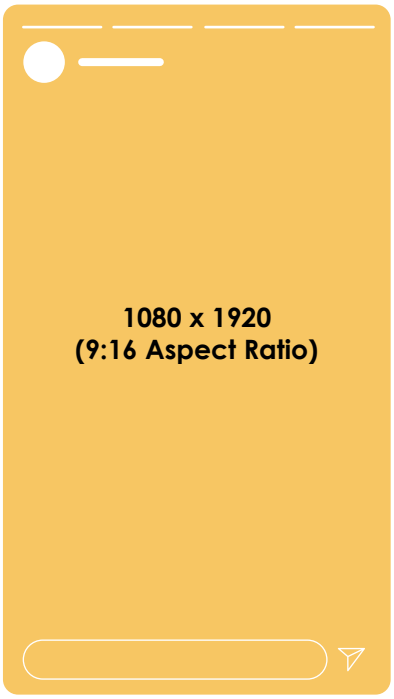




The main feed of Instagram is what you see when you open the app. You are able to post square, horizontal, and vertical photos or videos. Animated GIFs are not supported. Videos must be under 1 minute.

Square: 1080 x 1080 px
Horizontal: 1080 x 566 px
Vertical: 1080 x 1350 px

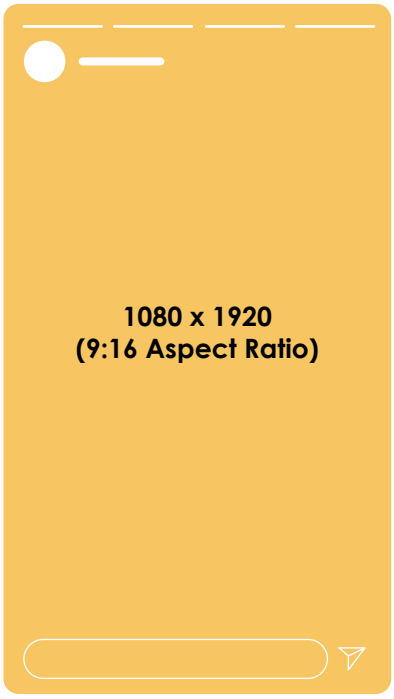
Instagram Stories



Instagram Stories can be accessed from the main feed of Instagram by 'swiping right' or clicking the camera in the upper left. Instagram Stories supports photos & videos (under 15-seconds). Note: Stories will also let you upload square or wide videos and pinch to fit, but I excluded that from this tutorial to keep things simple.

Vertical: 1080 x 1920

Instagram TV(Video Only)



Instagram TV launched in 2018 and is video only. IGTV has a stand-alone app or can be accessed from the main feed of Instagram. IGTV posts can also be linked/shared in Instagram Stories.Videos can be uploaded from camera roll or via web-browser. Videos must be at least 15-seconds long and no longer than 10 minutes (unless you have over 10,000 followers).

Vertical Videos: 1080 x 1920
15 seconds minimum
10 minutes maximum

THREAD

320 x 320

Profile Photo

Upload as sRGB in JPEG, PNG or GIF.
Max file : 100kb
Diplay size: 320 x 320 pixels

1080 x 1350
(4:5 aspect ratio)

Post Image

Upload as sRGB in JPEG, PNG or GIF.
Diplay size: 1080 x 1350 pixels

1080 x 1920
(9:16 aspect ratio)

Video Post

Upload as mp4/mov format.
Max File Size: 1000mb
Duration: 1 - 300 seconds
Frame Rate: 30 fps
Diplay size: 1080 x 1920 pixels

1080 x 1080
(1:1 aspect ratio)

Carousel Post

Upload as sRGB in JPEG, PNG or GIF.
Diplay size: 1080 x 1080 pixels

TIKTOK

720 x 720

Profile Photo

Upload as sRGB in JPEG.
Max file : 10mb
Diplay size: 720 x 720 pixels

1080 x 1920
(9:16 aspect ratio)

Carousel Image

Upload as sRGB in JPEG & PNG.
Diplay size: 1080 x 1350 pixels
Max File Size: 500mb

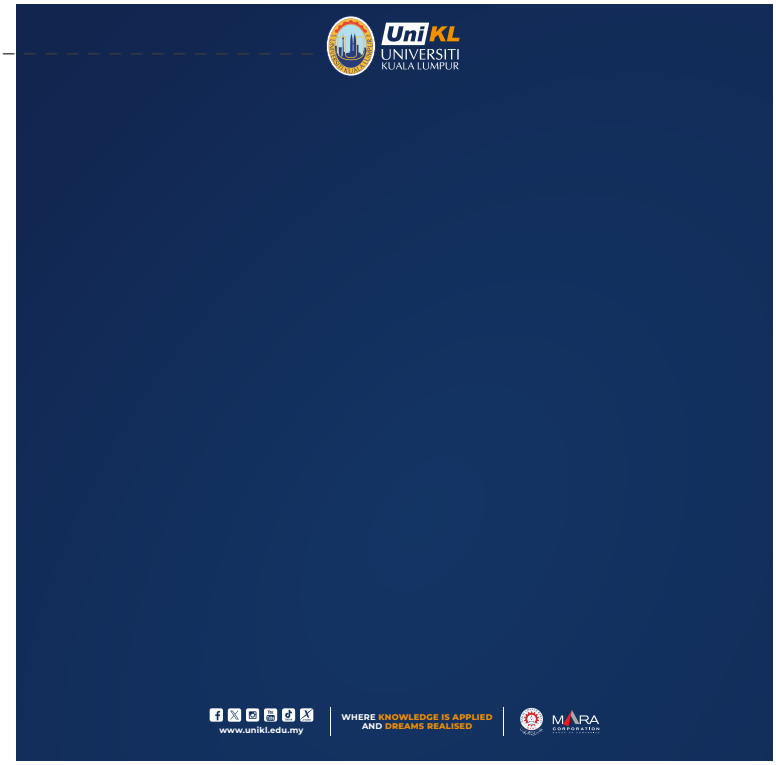
1080 x 1920
(9:16 aspect ratio)

Video Post

Upload as mp4/mov format.
Max File Size: 4000mb
Duration: 3 - 600 seconds
Frame Rate: 30 fps
Diplay size: 1080 x 1920 pixels

11.5 LOGO ARRANGEMENT FOR SOCIAL MEDIA

Top Centered UniKL Logo

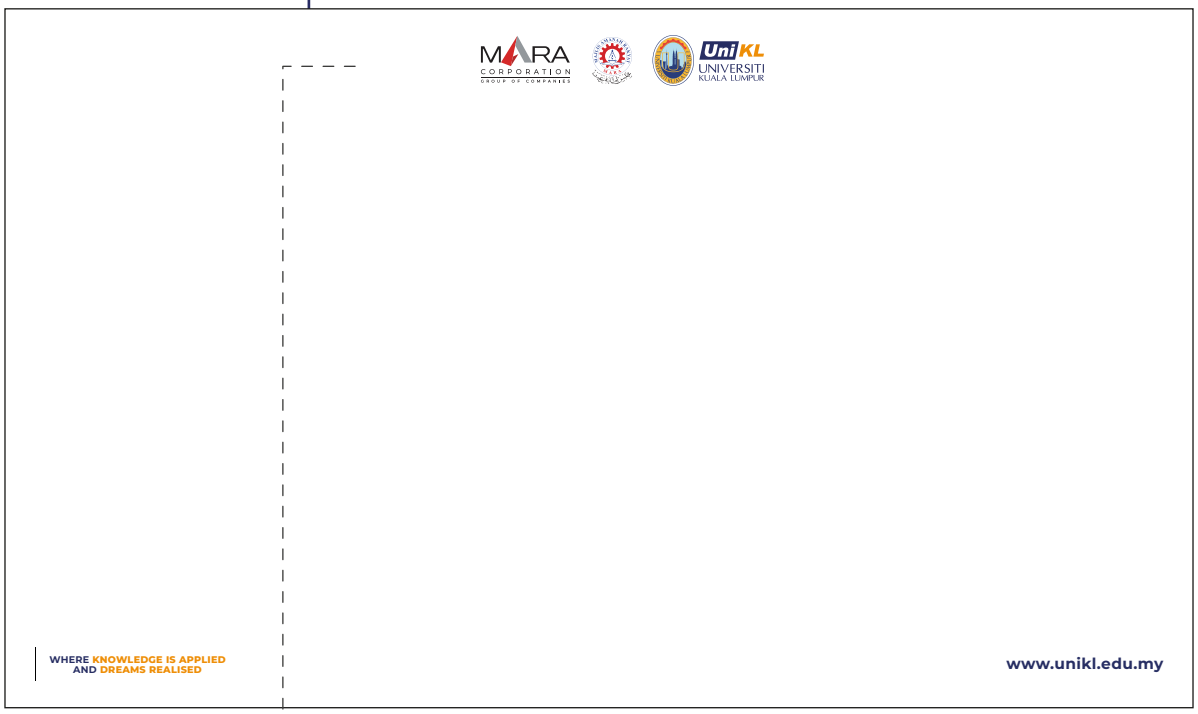


MARA & MARA Corp Logo

Website & SocMed Icon

www.unikl.edu.my | UniKL Page

11.6 LOGO ARRANGEMENT FOR BACKDROP



Top Centered Logo -
MARA Corp, MARA, UniKL

UNIVERSITI KUALA LUMPUR
1016, Jalan Sultan Ismail,
50250 Kuala Lumpur

+603 - 2175 4000

+603 - 2175 4001

enquiries@unikl.edu.my

www.unikl.edu.my

UniKL Page

Prepared by:
Corporate Branding & Strategic Communication Department