



MALAYSIA SPECIALTY COFFEE ASSOCIATION

Brand Logo Guidelines for Members



MALAYSIA SPECIALTY COFFEE ASSOCIATION

Usage Guidelines for Members

How Members can apply the members' MSCA logo

Please note that the members' version of the MSCA logo represents the corporate membership with Malaysia Specialty Coffee Association. The logo will be referred to as the "members' MSCA logo" in subsequent mentions.

Only active corporate members of MSCA are allowed to use members' MSCA logo, the expired corporate members shall remove all members' MSCA logo from all platforms.

Members are allowed to incorporate the members' MSCA logo on the following platforms:

- Company name card
- Personal email signature
- Profile/CV/bio on company webpage

All placement of members' MSCA logo shall be sent to MSCA Secretariat via hello@msca.org.my for approval.

Members' Version of the MSCA Logo

A Proud Member of



MALAYSIA SPECIALTY COFFEE ASSOCIATION

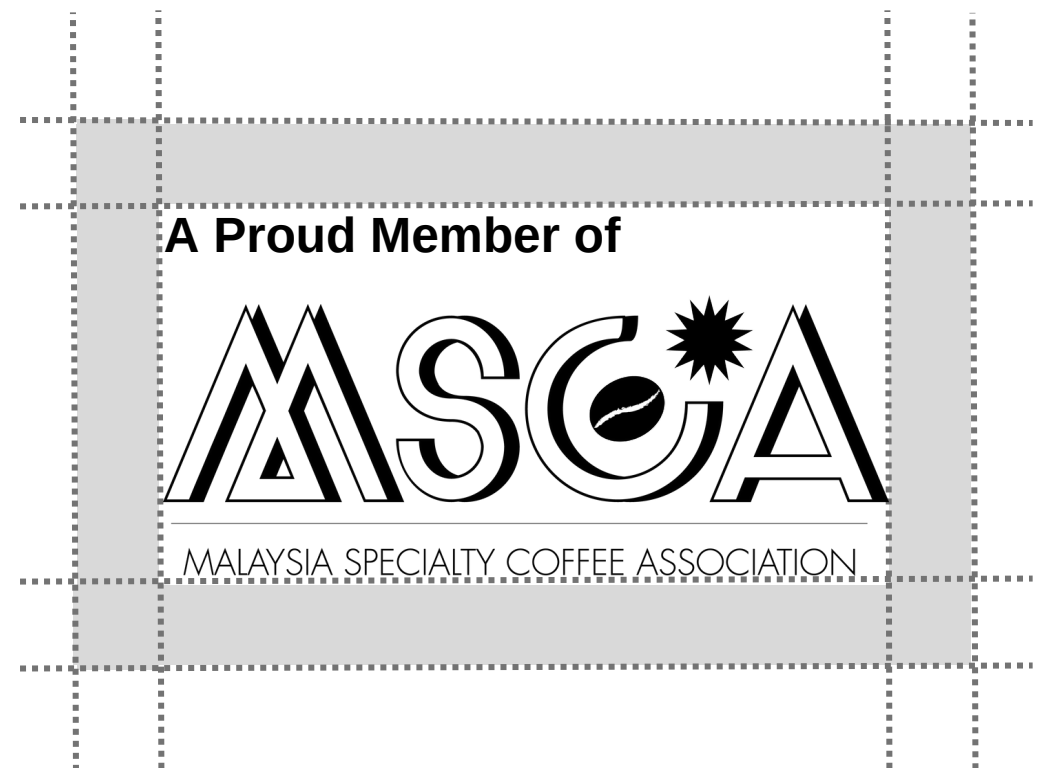
Usage Guidelines

Members' Version of the MSCA logo

The members' MSCA logo should never be altered or recreated without the prior consent of the MSCA communications department. When using the logo, please ensure that the logo is used prominently and consistently across your communications materials.

Exclusion Zone (Landscape)

The coffee bean in the middle of the logo should be considered as the reference for measurement. That circle is measured as 1x.



Minimum Size (Landscape)

100px is the minimum size of the MSCA logo.



100px

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Logo Mark



Light Background



Dark Background



Mono Colour Background



Background

Landscape Logo Examples

A Proud Member of



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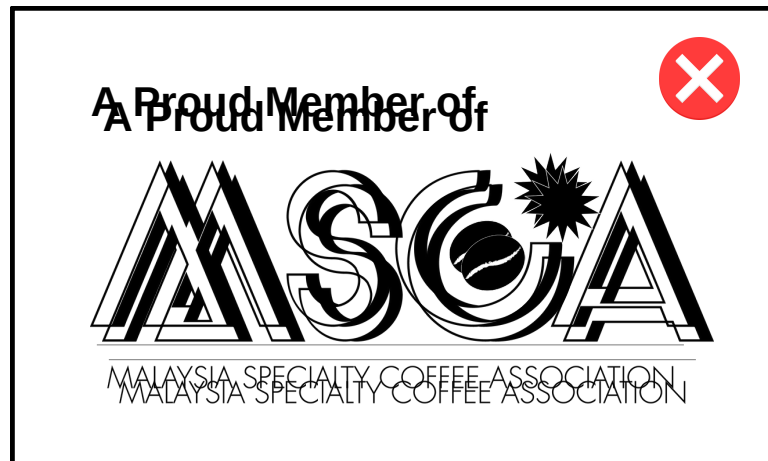
Misuse of Logo



Do not distort or modify the logo



Do not change the font in any way



Do not add any additional effects - e.g shadows



Do not place logo on hard to see backgrounds

Usage of Guidelines for Members

It is important to clearly distinguish the relationship between the member's company logo and the members' MSCA logo. In such a scenario the member's company logo should be more prominent than the members' MSCA logo.

The members' MSCA logo should be sized in proportion to the member's company logo:

- MSCA logo to be 70% of length of member's logo
- If the MSCA logo is reduced to a size smaller than the minimum size specified, then the minimum size should be adhered to.



100%

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70%



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Thank you

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