



# **Paralympic Council Malaysia** **Majlis Paralimpik Malaysia**

Emblem Identity

14 February 2022

# Emblem Rationale



**Paralympic Council  
MALAYSIA**



**Majlis Paralimpik  
MALAYSIA**



A significant symbol of any major sports event is the flaming torch which symbolise the light of spirit, knowledge, and life. The Malaysian Flag here takes form of the flame torch, representing spirit of the games and Malaysia's participation in them. The moving flame also connects to the latest brand narrative of International Paralympic Committee Symbol's (Three Agitos), *"Change Starts with Sport"*.

# Typography

**Paralympic Council**  
**MALAYSIA**

**Majlis Paralimpik**  
**MALAYSIA**

- ▶ Font : Cooper Black
- ▶ The font size of Paralympic Council and Majlis Paralimpik must be justified within Malaysia

# Emblem Use



Use the emblem on white background







Use the emblem with a white outline on solid light colour background or clear photographs







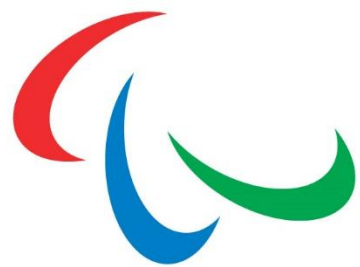
Do not use the emblem on complicated photographs and heavy multi-colour background




# Colour



	C0	M95	Y100	K0
	C100	M80	Y0	K12
	C0	M0	Y0	K0
	C0	M5	Y100	K0

	R218	G41	B28
	R0	G50	B160
	R255	G255	B255
	R255	G209	B0



	C0	M95	Y90	K0
	C100	M40	Y0	K0
	C100	M0	Y100	K0

	R240	G40	B45
	R0	G120	B208
	R0	G166	B81