



Brand Guidelines

Ideal Designs

SAMPLE OF GOOD REFERENCE



RAKAN
Rakan Anda Yang Dipercayai
PASARAYA PEMBORONG

WE ARE HIRING

- **CASHIER SUPERVISOR (Up to RM2,450)**
- **FLOOR SUPERVISOR (Up to RM2,500)**
- **CASHIER / SHOP ASSISTANT (Up to RM2,500)**

Pasaraya Rakan Selayang
No. Lot 4887, Batu 7 3/4, Jalan Selayang Baru, Kawasan Perindustrian Selayang Baru, 68100 Batu Caves Selangor.

- ✓ Medical & Dental Claim
- ✓ Attractive Bonus Up to 3 Months
- ✓ Uniform Provided
- ✓ On the Job Training provided
- ✓ Hostel with Full Facility Provided

REQUIREMENT

- Aged 18 - 35
- Work in Shift
- Fully Vaccinated
- Overtime

SCAN ME

www.rakanda.my **010-6612399**

RAKAN
Rakan Anda Yang Dipercayai
www.rakanda.my

Temuduga Terbuka

ASSISTANT OUTLET MANAGER
SUPERVISOR
CASHIER / SHOP ASSISTANT
STORE KEEPER
PART TIME

RM 1800 - 5000 (Full Time)
RM 8 sejam (Part Time)
Bonus Menarik 2 Bulan Sehingga 3 Bulan

- ✓ Perubatan & Tuntutan Pergajian
- ✓ Insentif Sasaran Jualan
- ✓ KWSP + SOCSO + EIS + HRDF
- ✓ Pakaian Seragam Disediakan

SCAN ME

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SENANG DAN MURAH!



Brief History

HOW WE STARTED

RAKAN was founded in 2009, with a social mission to moderate the cost of Food and Beverage industry business in Malaysia. From one supermarket in Semenyih town, we have grown to become a leading wholesale supermarket in Malaysia.

Logo Variations

THREE TYPES OF LOGO



MAIN LOGO

The RAKAN logo represents our commitment to being Malaysia's trusted partner in wholesale, combining bold design with a clean and professional look.



LOGO MARK / FAVICON

RAKAN's brand mark features a bold 'R' that captures the essence of our brand in a compact, recognizable symbol.



LOGO WITH TAGLINE

"Senang dan Murah" is a tagline in Bahasa Melayu for RAKAN that telling the customers our unique value propositions. Chinese and English use wordings below.

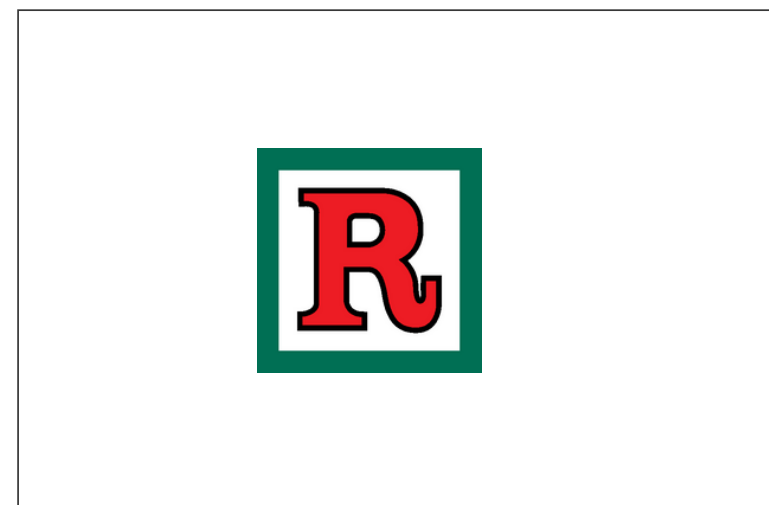
容易, 便宜
Easy and Save



Rules of application

DO'S AND DON'TS

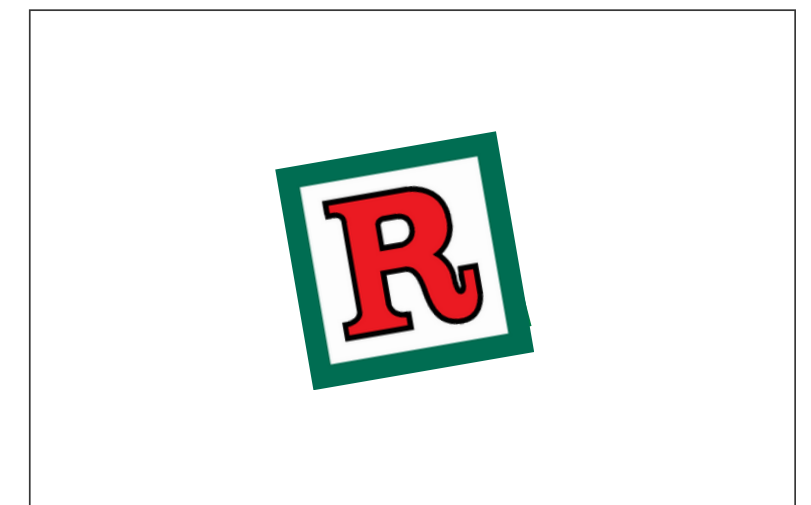
07



DO NOT change the color.
Use colors in the palette.



DO NOT crop the logo.



DO NOT rotate the logo.

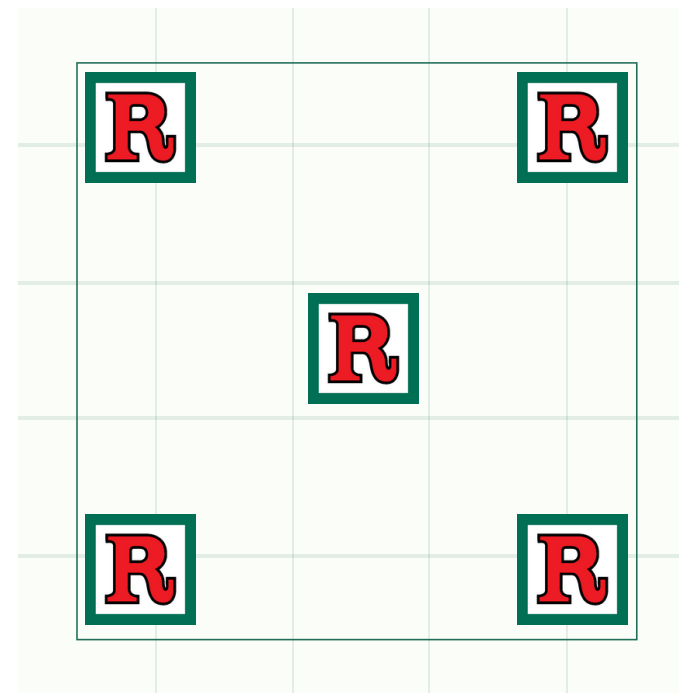


Usage Examples

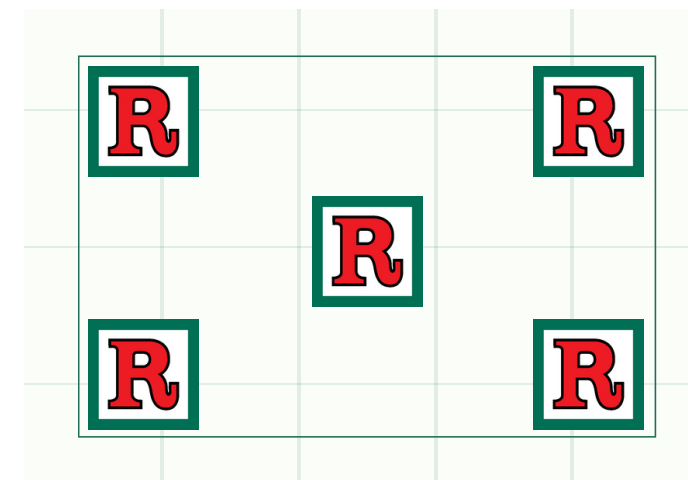
PROPER LOGO PLACEMENT



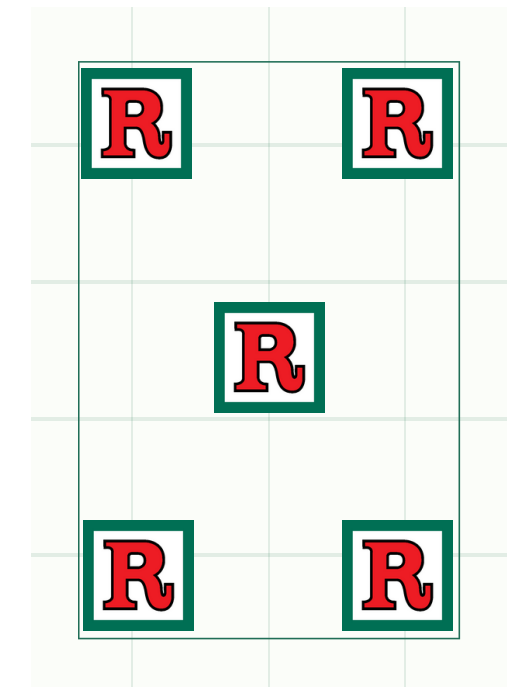
08



Physical Assets



Digital Assets



Promotional

Brand Typography

Main Font



Aa

League Spartan

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

FOR HEADERS

League Spartan is bold and modern, perfect for headers. Its strong lines make key messages stand out, aligning with RAKAN's confident and professional brand identity.



Brand Typography Alternative

Aa

Avenir

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09



FOR SUBHEADERS

Avenir is clear and elegant, ideal for body texts. Its smooth design ensures readability and comfort, enhancing RAKAN's corporate communication.

Font Overview



RAKAN COMBINES LEAGUE SPARTAN HEADERS WITH AVENIR BODY TEXT FOR A BOLD YET CLEAR MESSAGE

Font Combination

League Spartan and Avenir create a balanced and effective pairing. League Spartan's boldness for headers grabs attention, while Avenir's clarity for body text ensures readability.

Font usage

League Spartan for headers and Avenir for body text enhance visual hierarchy. This combination highlights key messages and provides a smooth reading experience, reinforcing RAKAN's corporate image.



Font Hierarchy

FONT HIERARCHY IS CRUCIAL FOR CREATING A VISUAL STRUCTURE IN YOUR CONTENT.



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RAKAN

WORDINGS TO USE FOR BRAND NAME

RAKAN - the wordings should all be in capital letter, it represents our brand. usage example:
RAKAN is Malaysian first choices wholesale supermarket for Plastic Bags, Kitchenwares and Bakery Ingredients.



League Spartan



Avenir (All Caps)



Avenir

Color Palette

CORPORATE COLORS



The combination of greens suggests a natural, trustworthy brand, while the red adds a dynamic and engaging element. The dark grays, yellow and beige provide balance and flexibility for various design needs.

HEX CODE
#006F54

CMYK
100% 50% 85% 0%

RGB
0, 111, 84

PRIMARY COLOR

This dark green is our main brand color, symbolizing growth, stability, and freshness.

HEX CODE
#ED1C24

CMYK
0% 100% 100% 0%

RGB
237, 28, 36

ACCENT COLOR

This vibrant red is great for highlights, calls to action, and elements you want to draw attention to.

HEX CODE
#72BF44

CMYK
60% 0% 100% 0%

RGB
114, 191, 68

SECONDARY COLOR

It can be used for secondary elements, backgrounds, or to create depth when used alongside the primary green

HEX CODE
#231F20

CMYK
0% 0% 0% 100%

RGB
35, 31, 32

NEUTRAL COLOR

This dark gray is versatile for text, backgrounds, and other neutral elements.

HEX CODE
#FFDE59

CMYK
1.33% 9.76% 77.02% 0%

RGB
255, 222, 89

LIGHT NEUTRAL #1

It provides flexibility for various design needs, ensuring that the design remains light and inviting.

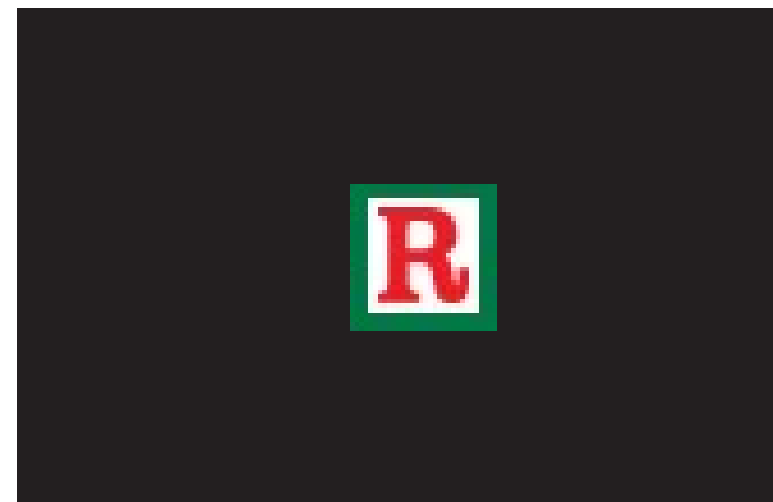
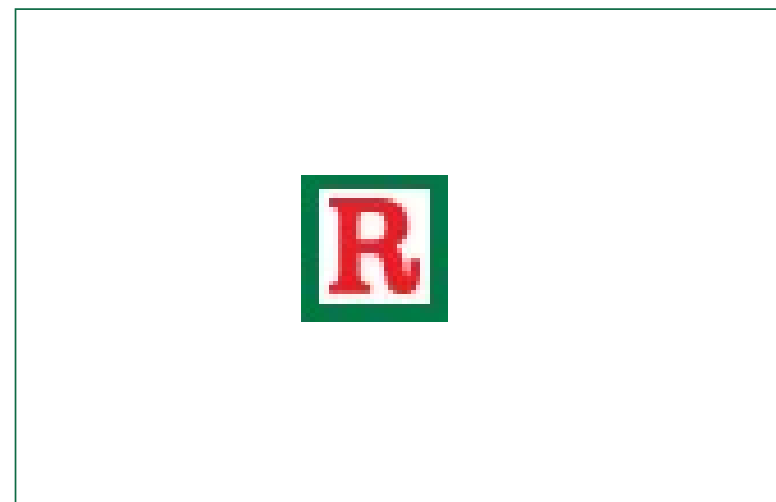
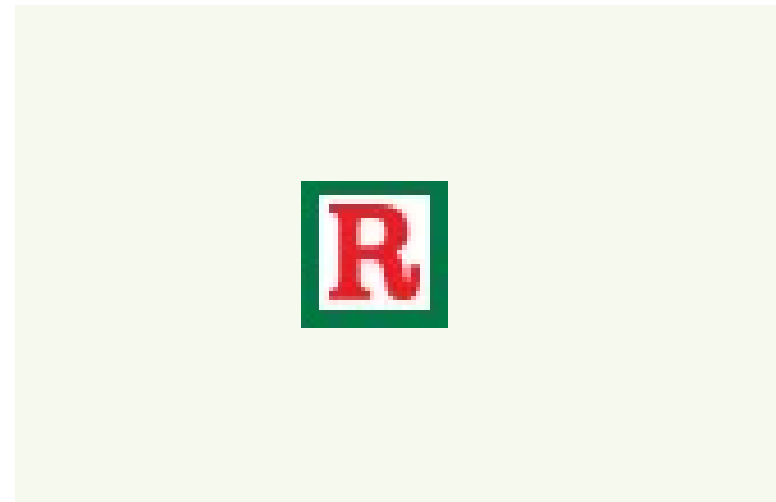
HEX CODE
#F6FAEE

CMYK
2.65% 0% 6.85% 0%

RGB
246, 250, 238

LIGHT NEUTRAL #2

This very light greenish shade can also serve as a background or secondary neutral color, adding subtle warmth and a natural feel to our palette.



Color Palette

Background



RECOMMENDED COMBINATIONS

Light backgrounds with white or light greenish as per the color palette. whereas dark background can be gradient green or dark grey in the color palette.



Color Palette

Buttons



RECOMMENDED COMBINATIONS

Our call to action buttons will be utilizing color palette's red, whereas font must be using League Spartan in Uppercase for all



Tones

TO USE IN ANY FORM OF WRITINGS

BRAND GUIDELINES 2024



PROFESSIONAL

RAKAN communicates clearly and precisely to build trust and reliability, ensuring all messages are accurate and helpful.



CORPORATE

RAKAN uses a formal and authoritative tone to highlight our leadership, professionalism, and high standards.



MIX LANGUAGES (BM & ENGLISH)

RAKAN blends Bahasa Malaysia (BM) and English to reflect Malaysia's multicultural identity, making our communication relatable and inclusive.

Proper Image Usage

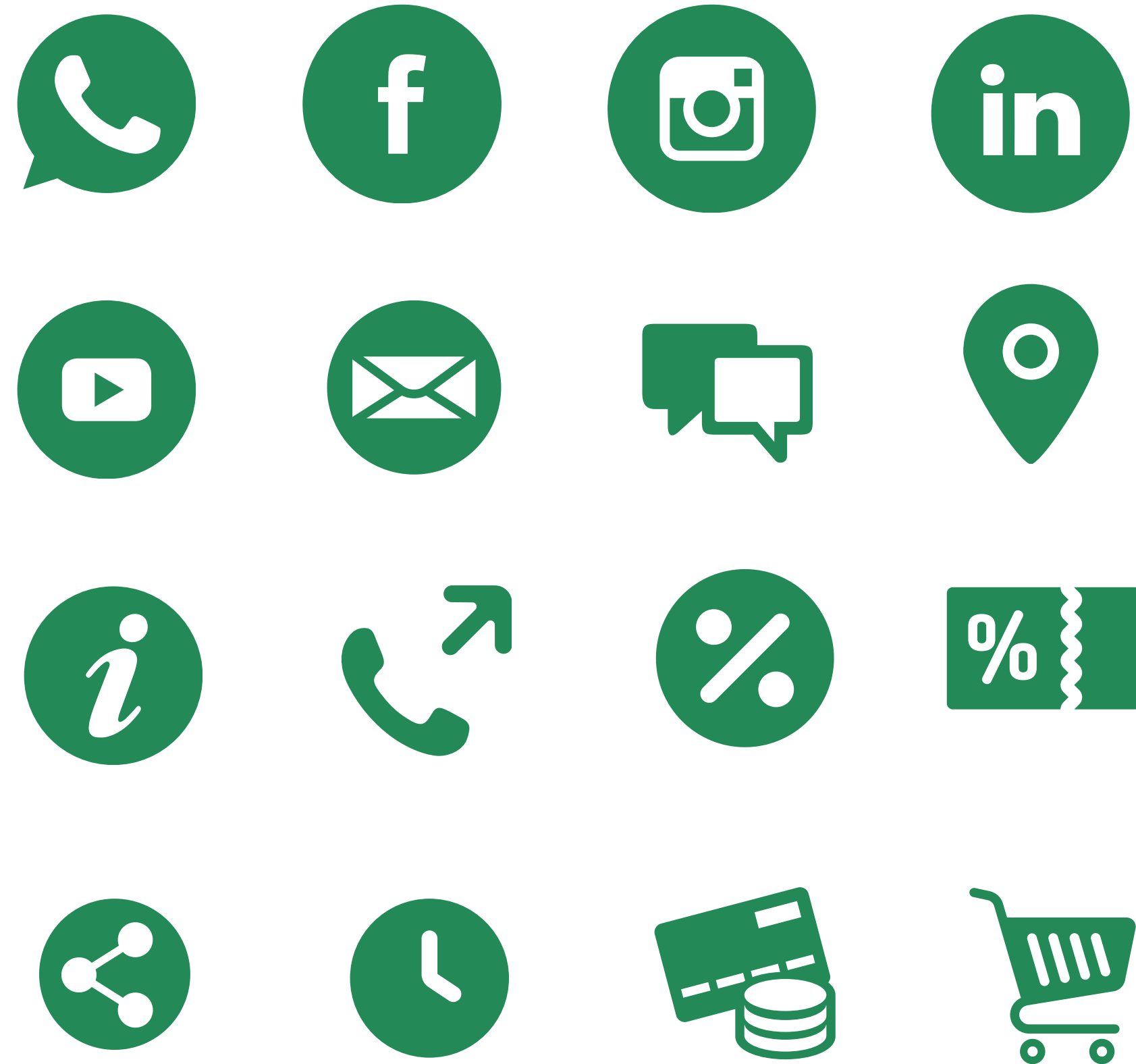
TO CONNECT WITH AUDIENCES



Icons Guide



Use these icons and illustrations
in your designs





Contact Information

HOW TO REACH OUT

PHONE NUMBER

+603-87277977

EMAIL ADDRESS

info@rakanda.my

WEBSITE

www.rakanda.my



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End of RAKAN Brand Guideline