

Business Events Sarawak (BESarawak) Corporate Identity



About BESarawak

Business Events Sarawak (Sarawak Convention Bureau) is a destination marketing organisation that was formed in 2006 by the Sarawak Government under the Ministry of Tourism, Arts and Culture Sarawak. It is Malaysia's first convention bureau whose primary role is to market, promote and position Sarawak as the preferred destination for business events (meetings, incentives, conventions, exhibitions).

As a non-profit government body, BESarawak is a one stop shop for associations, corporate organisations and government bodies to receive information and advice on hosting and organising national and international business events. BESarawak is the only appointed agency in Malaysia to help planners maximise the economic and legacy impact of hosted events that will deliver immediate meeting outcomes and long-term meeting legacies.

Business Events Sarawak (BESarawak) is also referred to as 'Biro Konvensyen Sarawak' (Bahasa Malaysia) or 砂拉越会议局“ (Simplified Chinese Mandarin).

Mission

To establish Sarawak as a leading second-tier Business Events destination in the ASEAN region by championing Legacy Impact; thus delivering significant economic transformation, social development, heritage & cultural conservation and sustainable best practices by 2030.

Vision

To drive thriving and sustainable Business Events in Sarawak.

About BESarawak

The name Business Events Sarawak and the BESarawak logo are to be used whenever the materials and write ups are used for publicity, sales and marketing purposes.

For legal binding purposes, the name Sarawak Convention Bureau and the Sarawak Convention Bureau logo is to be used in place. However, the clause "Sarawak Convention Bureau (Registration No. 200601021008 (740761-P)), a company limited by guarantee incorporated and registered in Malaysia under the Companies Act 2016 with the branding name, Business Events Sarawak (hereinafter referred to as Business Events Sarawak)" can be used on the first paragraph and any reference to the bureau can be established by using the branding name, Business Events Sarawak.

For legal binding document



For marketing and branding purpose



BESarawak Logo

It is important that the logo remains perfectly proportioned and free from obstruction. For this reason, we request that you adhere to the guidelines outlined below, and on the following pages:

Clear Space: To ensure the logo is free of any visually distracting elements, a minimum clear space has been defined. This clear space changes proportionately in relation to the height of the logo.

Minimum height: All versions of BESarawak logo may be upscaled proportionately to any size. However, to maintain legibility, minimum height restriction apply.

Clear space: 1/4 of the logo height

Minimum height: 15mm / 15px

1/4 x



1/4 x

Logo Restrictions

The proportion of the logo should always remain unaltered as to ensure the logo is recognisable, visible and consistent with Business Events Sarawak image. The correct usage of BESarawak's logo are as below:

 Correct use of logo



 Incorrect use of logo



Campaign Logo

It is important that the logo remains perfectly proportioned and free from obstruction. For this reason, we request that you adhere to the guidelines outlined below, and on the following pages:

Clear Space: To ensure the logo is free of any visually distracting elements, a minimum clear space has been defined. This clear space changes proportionately in relation to the height of the logo.

Minimum height: All versions of the logo may be upscaled proportionately to any size. However, to maintain legibility, minimum height restriction apply.

TRIBE
LEGACY
SARAWAK
C A M P A I G N

#TRIBESPIRIT

Logo Restrictions

 Incorrect use of logo

The proportion of the logo should always remain unaltered as to ensure the logo is recognisable, visible and consistent with the Tribe Legacy Sarawak Campaign. The correct usage of the Tribe Legacy Sarawak Campaign logo are as below:

 Correct use of logo



Logo Combinations

The following colours are the only ones which may be used for the BESarawak logotype. The first row are the main colours of the logo. Alternatively, the second row can be used for a darker shade, and the third row as a substitute if white is not applicable. Colours not shown here may not be used or substituted for the logo.



Colour Palette

The following colours are the only ones which may be used for the BESarawak logotype. The first row are the main colours of the logo. Alternatively, the second row can be used for a darker shade, and the third row as a substitute if white is not applicable. Colours not shown here may not be used or substituted for the logo.

Primary colours

Hex: #b40000
RGB: 180, 0, 0
CMYK: 0, 100, 100, 29

Hex: #0a0a0a
RGB: 10, 10, 10
CMYK: 0, 0, 0, 96

Secondary colours

Hex: #cd0000
RGB: 205, 0, 0
CMYK: 0, 100, 100, 20

Hex: #1f1f1f
RGB: 31, 31, 31
CMYK: 0, 0, 0, 88

Tertiary colours

Hex: #ebebeb
RGB: 235, 235, 235
CMYK: 0, 0, 0, 8

Hex: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Typography

Tahoma ——— **Header**

Arial ————— Body

Font size is to be at user's discretion and appropriate according to where it is used. It has to always be visible and easily identifiable.

Tahoma Regular

Tahoma Bold

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

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