

COMMUNICATION PLAN FOR NEW UTM TAGLINE

FOR STUDENTS | STAFF | EXTERNAL STAKEHOLDERS

THE NEW TAGLINE

Innovating Solutions
Menginovasi Penyelesaian

The UTM Tagline

ENGLISH

The new UTM tagline "Innovating Solutions" was launched in conjunction with the 2023 Vice-Chancellor New Year address on 2 February 2023.

The motivation behind this new tagline aligns with enVision UTM 2025 Strategy Plan and reflects UTM's aspiration to become a premier university providing world-class education and research in 2025.

Over the years, the pandemic has impacted the education and research landscape immensely. The rapid technological changes and challenges humanity faces have accelerated the UTM community to address these issues through innovative approaches based on science and technology.

As a knowledge institution, it is vital for UTM to create value-added and distinctive ways to elucidate obstacles faced by its staff, students, society, and industry and contribute to the socio-economic development of the nation.

And for UTM, this is actualized by "Innovating Solutions."

Specifications

Innovating Solutions
Menginovasi Penyelesaian

- 1 The typeface used is Calibri Bold Italic
- 2 It is recommended that the UTM tagline is featured in **maroon** colour across all official correspondence.

Innovating Solutions ***Menginovasi Penyelesaian***

In Bright color background

Innovating Solutions ***Menginovasi Penyelesaian***

In Dark color background

NARRATIVE AND EXPLANATION

BAHASA MELAYU

Tagline UTM baharu "Menginovasi Penyelesaian" telah dilancarkan bersempena dengan Amanat Tahun Baharu Naib Canselor 2023 pada 2 Februari 2023.

Motivasi di sebalik tagline baharu ini selaras dengan Pelan Strategi enVision UTM 2025 dan mencerminkan aspirasi UTM untuk menjadi universiti terulung yang menyediakan pendidikan dan penyelidikan bertaraf dunia menjelang tahun 2025.

Semenjak tahun kebelakangan ini, pandemik yang melanda telah memberikan impak yang signifikan kepada lanskap pendidikan dan penyelidikan. Perubahan pesat teknologi dan cabaran yang dihadapi oleh manusia telah memberikan anjakan kepada komuniti UTM bagi menangani isu yang melanda melalui pendekatan inovatif berasaskan sains dan teknologi.

Sebagai sebuah institusi ilmu, memberikan impak kepada masyarakat dan industri merupakan tumpuan penting bagi UTM. Ianya dilaksanakan dengan mencipta pendekatan penyelesaian yang mempunyai nilai tambah dan unik untuk membantu staf, pelajar, masyarakat dan industri serta menyumbang kepada pembangunan sosio-ekonomi negara.

Di UTM, ini direalisasikan dengan pendekatan "Menginovasi Penyelesaian".

VISUALS (TAGLINE PLACEMENT)



Letterhead



Brochure

The look and feel

Bunting and posters for events organised by UTM

1

2

UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Visual and Text

Event Venue Date

Innovating Solutions

Innovating Solutions

Visual and Text

Event Venue Date

UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Design Concept:
* Colour and image of the background can be suited to the theme of the event/ units/ faculty

All buntings and posters should have the basic elements:

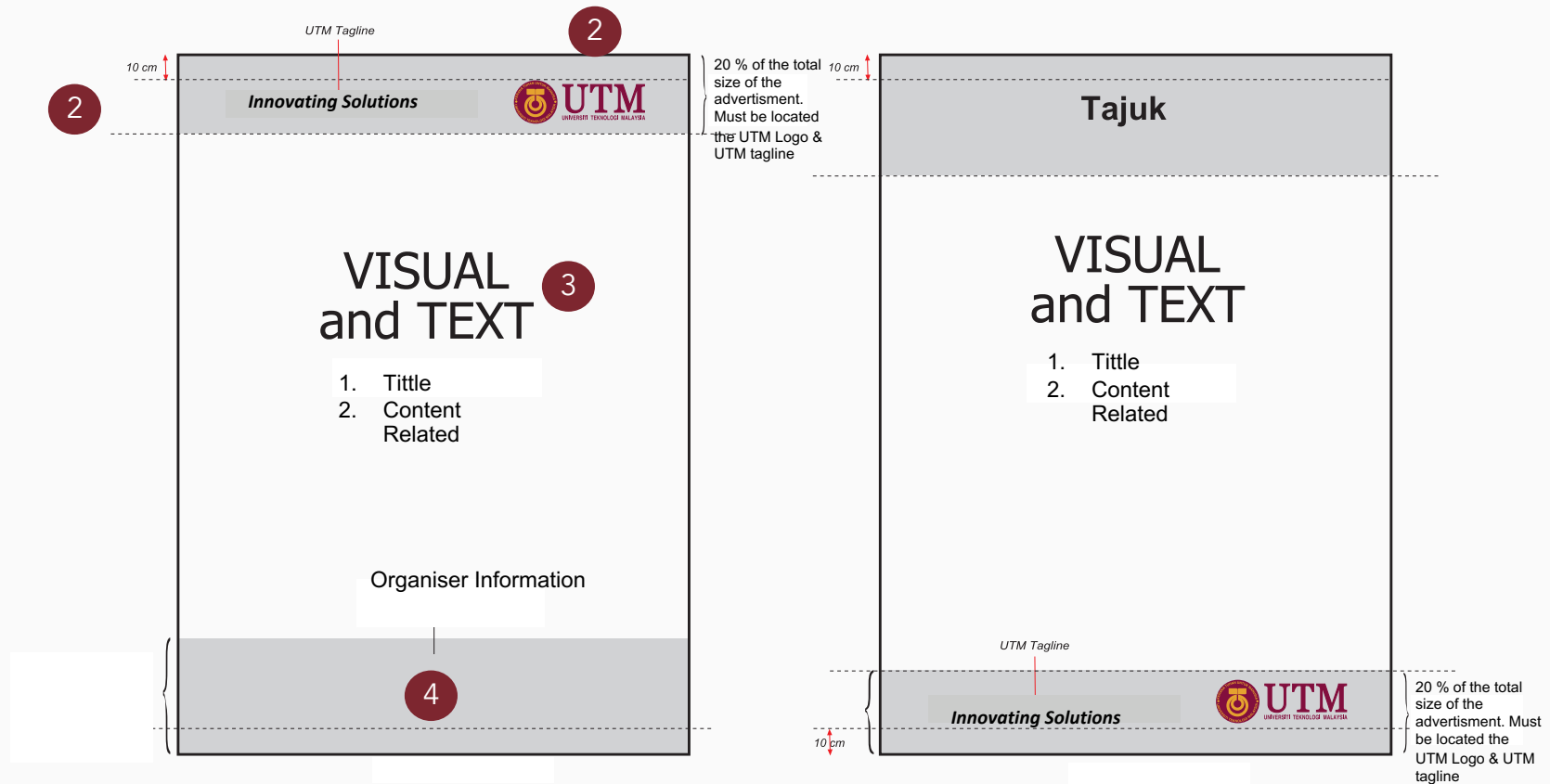
1 The UTM tagline

2 The UTM logo

3 The content

- Event name
- Time and date
- Venue of event

Posters for events organised by UTM



All posters should have the basic elements:

1 The UTM tagline

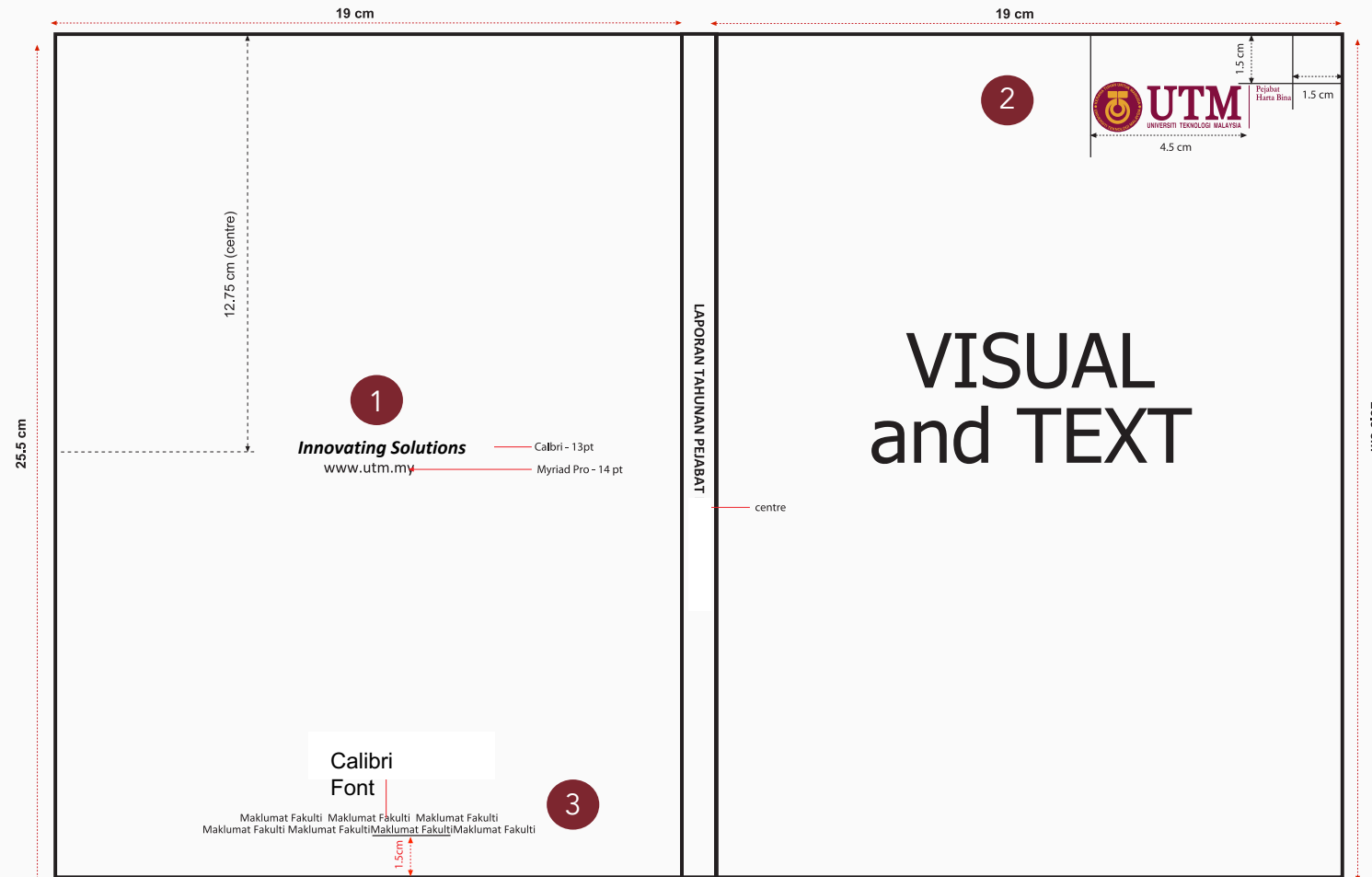
2 The UTM logo

3 The content

- Event name
- Time and date
- Venue of event

4 Information about the organiser

Book cover for annual report [1]



All book covers should have the basic elements:

1 The UTM tagline

2 The UTM logo

3 Information about the publisher (contact details, address, etc)



Corporate File



Backdrop

Posters





INNOVATING SOLUTIONS
to empower communities



INNOVATING SOLUTIONS
for nation building



INNOVATING SOLUTIONS
for global prominence







TERIMA KASIH

KERANA TUHAN UNTUK MANUSIA

