

BRAND MANUAL

UNIVERSITI TEKNOLOGI MALAYSIA



UTM TAGLINE

Innovating Sustainable Solutions
Menginovasi Penyelesaian Lestari

OVERVIEW

UTM, as Malaysia's premier technological university and a leading Research University, views its brand as a symbol of excellence and responsibility. The 2025 tagline, "Innovating Sustainable Solutions," reflects UTM's commitment to pioneering impactful innovations that address global challenges through sustainable approaches.

UTM Branding Guidelines

Objective

This tagline aims to strengthen UTM's brand by promoting a clear and consistent message that reflects the University's commitment to innovation and sustainability. It supports the University's reputation as a leader in delivering impactful, future-focused solutions.

Scope

The guidelines apply across the University, as well as wherever the University Brand is displayed.

Brand Identity

UTM Motto

Kerana Tuhan Untuk Manusia (In the name of God for Mankind)

UTM Tagline

Innovating Sustainable Solutions

Menginovasi Penyelesaian Lestari

Specifications

1 The typeface used is

POPPINS + **bold** + *italic*

2 It is recommended that the UTM tagline is featured in maroon color across all official correspondence.

Innovating Sustainable Solutions

In dark color background

Menginovasi Penyelesaian Lestari

Innovating Sustainable Solutions

In bright color background

Innovating Sustainable Solutions
Menginovasi Penyelesaian Lestari

POPPINS + **bold** + *italic*

Visual Aesthetics

Letterhead and Booklet for UTM-Organised Events



Visual Aesthetics

Bunting and Poster for UTM-Organised Events



Design Concept

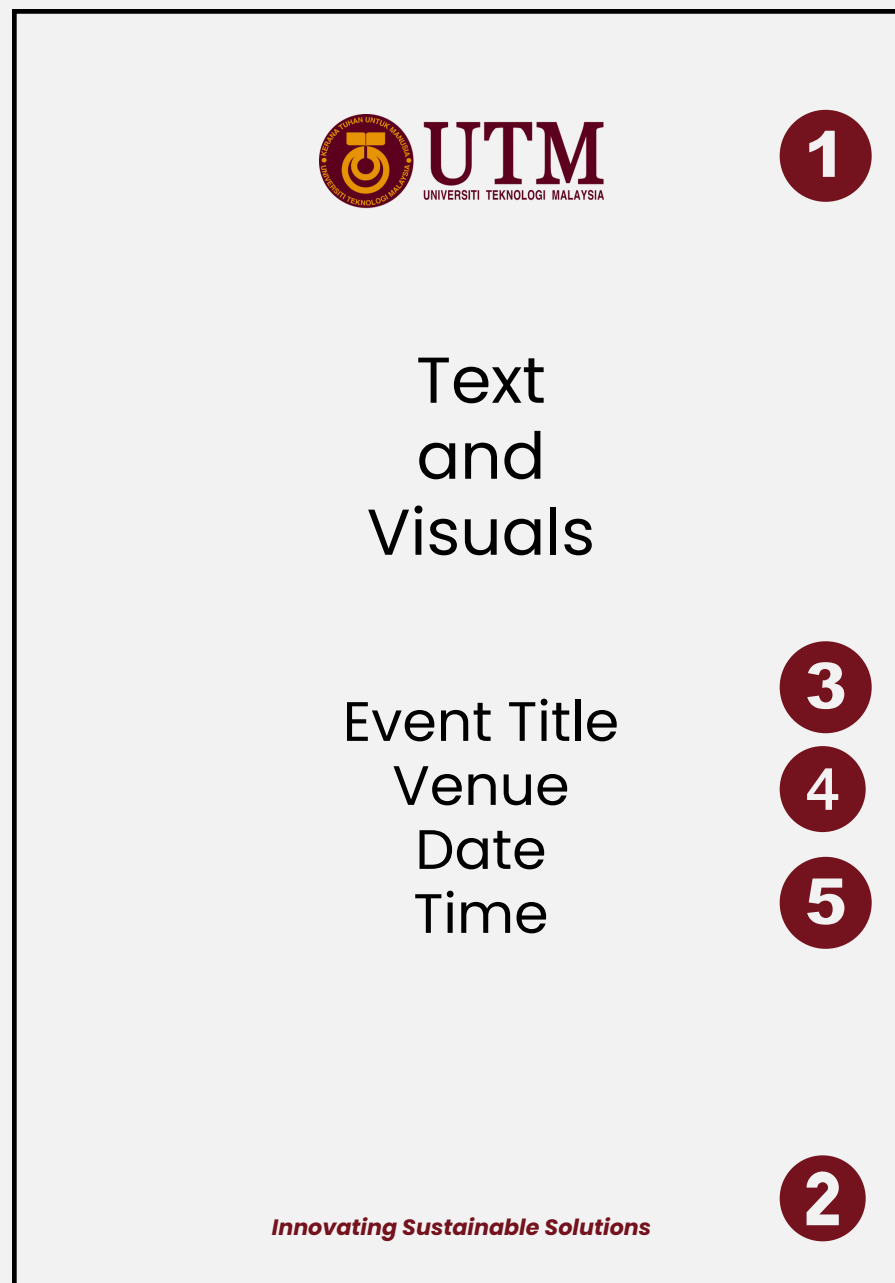
The choice of colours and background imagery may be adapted to suit the theme of the event, unit, or faculty involved.

Each bunting and poster must include the following **basic elements**:

- UTM Logo
- UTM Tagline
- Event Title
- Date & Time
- Venue
- Organiser's Name (Faculty/Unit)
- Appropriate Visual Theme
- Contact / Registration Information (if necessary)
- QR Code (if applicable)

Visual Aesthetics

Bunting and Poster for UTM-Organised Events



Design Concept

The choice of colours and background imagery may be adapted to suit the theme of the event, unit, or faculty involved.

Each bunting and poster must include the following **basic elements**:

- UTM Logo
- UTM Tagline
- Event Title
- Date & Time
- Venue
- Organiser's Name (Faculty/Unit)
- Appropriate Visual Theme
- Contact / Registration Information (if necessary)
- QR Code (if applicable)

Visual Aesthetics

Eposter



Congratulations

Innovating Sustainable Solutions

   Universiti Teknologi Malaysia   utm_my  utmofficial

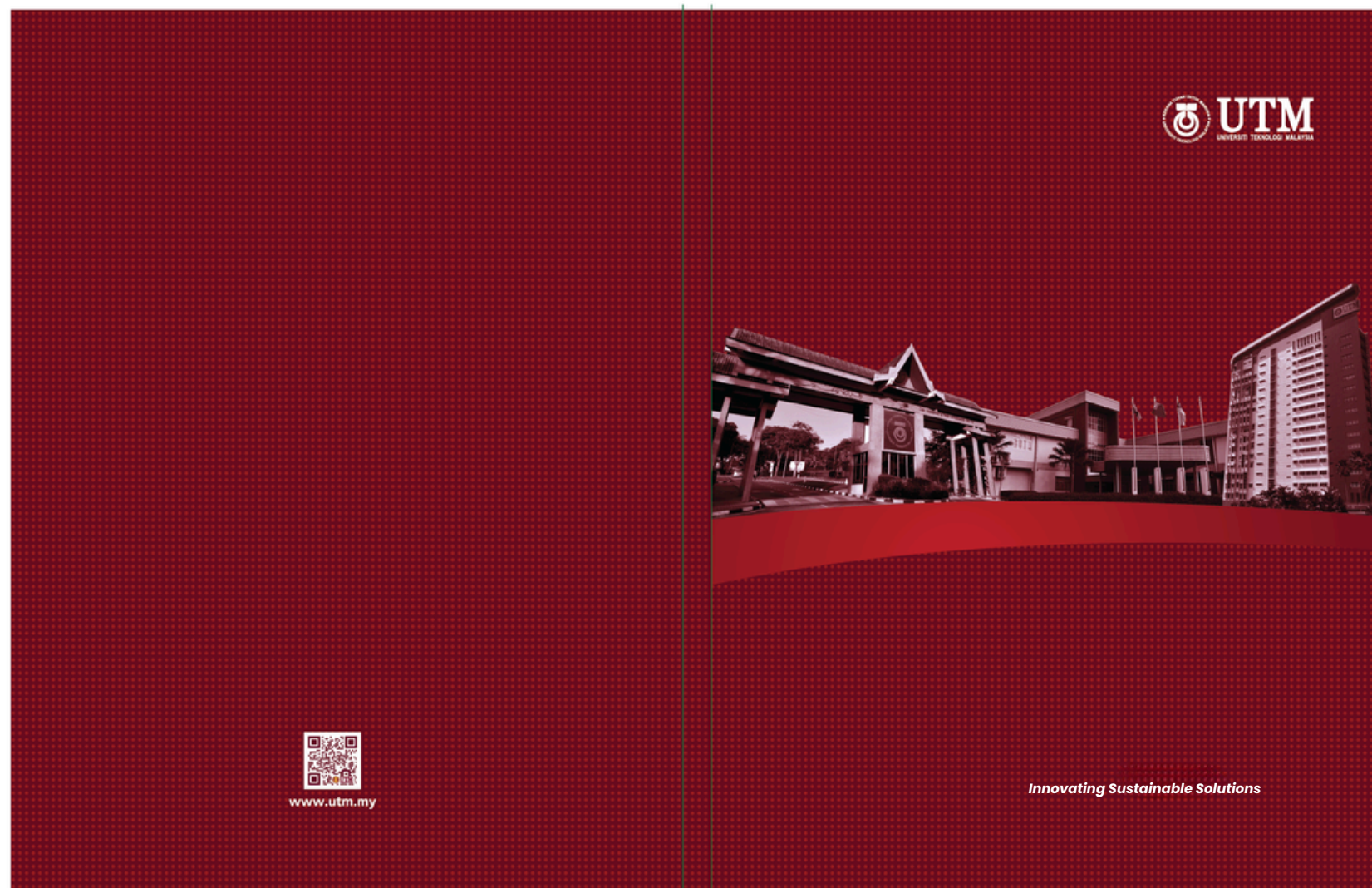


Tahniah

Menginovasi Penyelesaian Lestari

   Universiti Teknologi Malaysia   utm_my  utmofficial

IMPLEMENTATION



Corporate File



Backdrop

Contact Us

Universiti Teknologi Malaysia
Johor Bahru
81310 UTM Johor Bahru,
Johor, Malaysia.

Phone : +6 07-553 3333
Email : corporate@utm.my



Information About

- Department of Deputy Vice-Chancellor (Students Affairs)
- Department of Deputy Vice-Chancellor (Research & Innovation)
- Department of Deputy Vice-Chancellor (Academic & International)

Quicklinks

- [myUTM Portal](#)
- [Staff Directory](#)
- [Scholarship & Financial Aids](#)
- [Career@UTM](#)
- [Giving to UTM](#)
- [UTM Alumni](#)



Thank You

Kerana Tuhan Untuk Manusia

Published by:
Creative, Branding & Media Division,
Corporate Communications Centre
10th July 2025