# Visual Guidelines

Ensuring Consistent & Compliant Branding in Collaborative Campaigns with LEGOLAND® Malaysia

This guide is essential for partners developing marketing materials with LEGOLAND® Malaysia Resort. It ensures all visuals align with our brand identity while maintaining clarity, consistency, and premium quality.

Any deviation from these guidelines must be approved before execution.
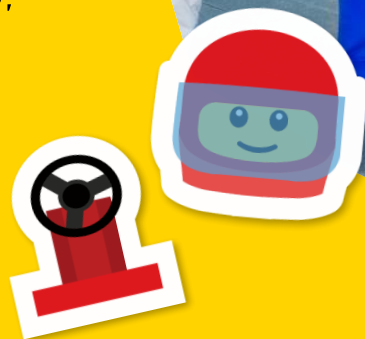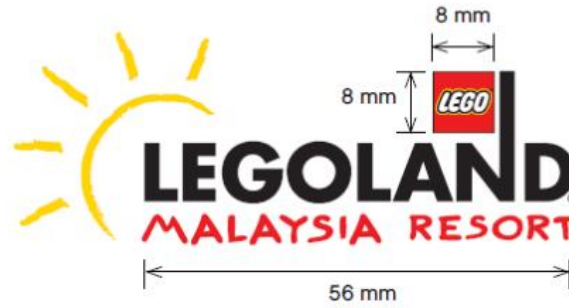
Logo

Sizing & Spacing

There are two versions of the LEGOLAND® Resort logo. Usage depends on the size of the LEGO® logo. Use the **primary version** whenever the LEGO logo is larger than 8mm. If the LEGO logo appears smaller than 8mm, use the **secondary version**.

The minimum border protection for each version of the LEGOLAND Resorts logo is half the size of the LEGO flag. This will ensure maximum legibility when placing the logo in situ.

The secondary logo can never go below the 8mm requirement. If space is limited, revert to the word mark, as a last resort.

The word mark minimum size is 6pt, with the minimum border protection being the X-height.

Primary Logo

8 mm

8 mm

56 mm

Secondary Logo

8 mm

8 mm

28 mm

Wordmark Logo

LEGOLAND® Malaysia Resort

Minimum LEGO logo sizes
Print or emboss: 8 x 8 mm
Digital: 25 x 25 pixels
TV: SD 40 x 40 pixels
TV: HD 60 x 60 pixels
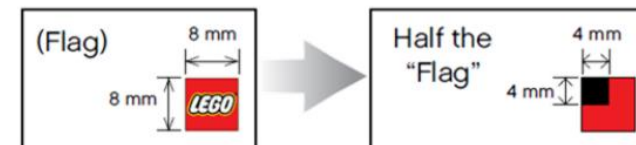**Minimum Word Mark size**
6pt, LEGO Typewell Black

Border Protection / Spacing

BORDER PROTECTION
8 mm

BORDER PROTECTION   8 mm
ALTERNATE LOGO: 8MM FLAG / LOGO SMALLER

Border protection is determined by **HALF** the "Flag" size

(Flag)   8 mm

8 mm

Half the "Flag"   4 mm

4 mm

Logo

Colour Variations

There are multiple colour variations of the LEGOLAND® Resorts logo to accommodate different colour backgrounds.

A fully white or black version of the logo is also available, but should only be used in special situations. If this is required, please approach the Brand Team.

Keep in mind... The LEGOLAND Resorts logo can **NEVER** be placed on a bright red background (dark red is ok to use).

Logo

Logo Don'ts

01. **Don't** place the logo on a busy background
02. **Don't** place the logo on a red background
03. **Don't** place the logo in a box
04. **Don't** rotate the logo
05. **Don't** stretch or distort the logo
06. **Don't** invert the logo
07. **Don't** resize any part of the logo
08. **Don't** remove any part of the logo
09. **Don't** change colour of any part of the logo
10. **Don't** apply any effects such as drop shadows, gradients, bevels or embossing
11. **Don't** obstruct the logo
12. **Don't** pixelate the logo

Logo

Word Mark

LEGOLAND® or **LEGOLAND Resorts** is the proper usage of the brand name for all materials. **LEGOLAND** is always capitalised, Resorts is sentence case.

Use the ® symbol with the LEGO word mark and LEGOLAND word mark, the first time it appears in a headline and body copy on a webpage, spread or experience.

Legal Line

LEGO, the LEGO logo, the Brick and Knob configurations, the Minifigure and LEGOLAND are trademarks of the LEGO Group. ©2024 The LEGO Group.

Short Legal Line
©2024 The LEGO Group.

These legal lines are updated every year but previous materials do not need to change.

NOTE: Always use 'the' before LEGOLAND Resorts when mentioned in a sentence. 'The' DOES NOT need to be capitalised unless at the start of a sentence.

The LEGO® Group & Trademarks

• Always apply the trademark symbols the first time the LEGO® word mark and sub-brands are mentioned

• Always use the word LEGO in front of sub-brands and product line names the first time they are used in a headline and the first time they appear in the body text on a page

• Always write the word LEGO in upper case

• Always use the LEGO word mark as an adjective (The LEGO Group, LEGO toys, LEGO Minifigure)

• NEVER use LEGO as a noun

![LEGOLAND Malaysia Resort logo]

Logo

Word Mark Do's & Don'ts

01 **Do** avoid using hyphens

02 **Do** keep the word mark in one line

03 **Do** keep the mark singular and avoid using it in the possessive case

04 **Do** always follow the word mark with a descriptive noun

05 **Do** use text when mentioning the word mark in copy

06 **Don't** combine the word mark and other words by using a hyphen

07 **Don't** divide word mark at the end of a line

08 **Don't** use the word mark in the possessive case or in plural

09 **Don't** use the word mark as a noun

10 **Don't** insert the logo into headline or body text

✓

01-03
LEGOLAND® Resorts

04
At LEGOLAND® Resorts, children are heroes

05
Purchase tickets for LEGOLAND® here!

✕

06
LEGOLAND®-Resorts

07
LEGOLAND® Resorts

08
LEGOLAND's

09
LEGOLAND® heroes

10
Buy your tickets here!

Color Palette & Typography

•Use approved LEGOLAND® brand colors.

Core LEGO brand colours

024 LEGO Bright Yellow
CMYK: 0, 15, 100, 0
RGB: 255, 212, 0   #FFD400

226 LEGO Cool Yellow
CMYK: 0, 0, 65, 0
RGB: 255, 245, 121   #FFF579

191 LEGO Flame Yellow
CMYK: 0, 37, 100, 0
RGB: 251, 171, 24   #FBAB18

Cornflower
CMYK: 38, 5, 2, 0
RGB: 150, 206, 234   #96CEEA

321 LEGO Dark Azur
CMYK: 89, 12, 4, 0
RGB: 0, 163, 218   #00A3DA

Dark Teal
CMYK: 89, 45, 20, 2
RGB: 0, 118, 160   #0076A0

212 LEGO Light Royal Blue
CMYK: 49, 10, 0, 0
RGB: 120, 191, 234   #78BFEA

023 LEGO Bright Blue
CMYK: 100, 55, 0, 0
RGB: 0, 108, 183   #006CB7

140 LEGO Earth Blue
CMYK: 100, 72, 30, 38
RGB: 0, 57, 93   #00395D

Sea foam
CMYK: 45, 0, 45, 0
RGB: 142, 205, 164   #8ECDA4

037 LEGO Bright Green
CMYK: 84, 0, 100, 0
RGB: 0, 175, 77   #00AF4D

141 LEGO Earth Green
CMYK: 100, 58, 100, 33
RGB: 0, 74, 45   #004A2D

Light Pink
CMYK: 0, 20, 0, 0
RGB: 249, 193, 228   #F9D4E4

222 LEGO Light Purple
CMYK: 0, 40, 0, 0
RGB: 246, 173, 205   #F6ADCD

221 LEGO Bright Purple
CMYK: 5, 80, 2, 0
RGB: 227, 89, 157   #E3599D

353 LEGO Vibrant Coral
CMYK: 0, 70, 45, 0
RGB: 242, 113, 115   #F27173

021 LEGO Bright Red
CMYK: 0, 100, 100, 0
RGB: 221, 26, 34   #DD1A22

154 LEGO Dark Red
CMYK: 28, 100, 93, 38
RGB: 127, 19, 27   #7F131B

324 LEGO Medium Lavender
CMYK: 40, 60, 0, 0
RGB: 158, 118, 180   #9E76B4

268 LEGO Medium Lilac
CMYK: 88, 100, 0, 0
RGB: 76, 47, 146   #4C2F92

Medium Violet
CMYK: 100, 98, 30, 25
RGB: 38, 38, 94   #26265E

Apricot Orange
CMYK: 0, 34, 54, 0
RGB: 250, 178, 125   #FAB37D

106 LEGO Bright Orange
CMYK: 0, 63, 100, 0
RGB: 244, 125, 32   #F47D20

038 LEGO Dark Orange
CMYK: 22, 73, 100, 2
RGB: 195, 94, 44   #C3622C

001 LEGO White
CMYK: 4, 3, 3, 0
RGB: 246, 246, 246   #F6F6F6

026 LEGO Black
CMYK: 40, 30, 30, 100
RGB: 0, 0, 0   #000000

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For approvals or further inquiries, please contact your designated LEGOLAND® Malaysia representative or email **LLM.Media@LEGOLAND.my**. Unauthorized use may result in legal action.

See you next time!

Aaaaah!

Thank You