TUD®

"Improvement of Life"

TUD SDN BHD

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GREETINGS FROM TUD

Being the most valuable asset we have in globalize for highly reputation and affirmatively moving forward to bring out the TUD brand to globalize is only our direction. And as such, we must maximize its potential by creating a point of difference in the minds of our stakeholders. That is why we have created this Brand Manual.

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INTRODUCTION OF TUD

TUD is one of the best selling healthcare products. We have created our public awareness and we are successfully in oversea and Malaysia. TUD is the first Malaysia branding healthcare that are environmental friendly and reliable. The quality and specification of the TUD made according to the international references.

WHY TUD?

When we started the healthcare business, Malaysia healthcare business is still in the development stages. Existing scenario is such a disappointment where majority Malaysian Companies are only distributors and it doesn't exist for space of re-export or export purpose to bring Malaysia for the new era of medical-bio industry.

BRAND STORY AND PERSONALITY

Our aim is to become a worldwide branding in both medical and business. As our name TUD are synonyms with Tactful, Unique & Dynamic where it refer to all the personality that we will bring throughout the world. As started in 2009, we didn't form any barer to our frame and we are purposely to bring out this brand so that we can be recognized.

TUD VISION

To be recognized worldwide for leadership, innovation and excellence in providing high-quality healthcare products in Malaysia.

TUD MISSION

To identify, cultivate, demonstrate, and deploy methods by which the quality of health can continuously improve while simultaneously reducing associated costs.

BRAND POSITIONING

TUD is a premier brand that provides full range of healthcare products to life science researcher, clinical and hospital laboratories, health care institutions and universities. TUD manufactures and sells a wide range of medical equipments, medical supplied and diagnostic products. We advance the healthcare system in emerging markets by bringing the new technologies

BRAND VALUES

TUD operates with 2 core brand values:

THRUSTWORTHY

We strive our products are of the highest quality and our band trustable by our costumer with state-of-the-art machine, fully automated processes and continuous research and development that guarantee the quality of our products are at the highest range.

INNOVATION

In our effort to offer more, we embrace the innovation of our processes and products to meet the ever changing needs of costumer. It is our goal to ensure satisfaction with new and improved products at affordable prices.

"IMPROVEMENT OF LIFE"

TUD care about health and the goal of TUD is to improve lives through the prevention and treatment of disease

CORPORATE

BRAND

CORPORATE IDENTITY

TUD are synonym as Tactful, Unique & Dynamic

Tactful   : With well tactical and strategize planning before every move.

Unique   : New way of technology that provide better life

Dynamic : Enthusiasm and passion

TUD ®

The TUD logo contains a simple textual element where it is the abbreviation from the meaning of TUD itself which is Tactful, Unique & Dynamic.

The TUD text in the logo is written using Verdana font and the text color is in Maroon. Since TUD logo is registered trademark, so ® must be always put together with TUD logo.

TUD®

The colour in the logo is maroon, where it is one of TUD greatest distinguishing features. It is an essential part of TUD brand identity and heritage.

Combined with white, black and dark grey a distinct style is created which is both simple to use and powerful through its simplicity. Always use this color when the contrast with the background and media makes it possible.

TUD®

Only use a black and white version when the media does not allow the use of colors.

TUD®

TUD®
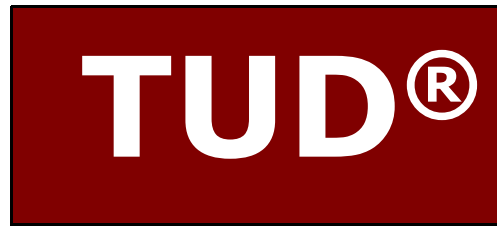
A knockout version of the logo is to be used against suitable background colour where the original logo does not allow enough contrast for optimum readability. For example, a knockout version should be used on red or black background.

LOGO SIZE & POSITIONING

In order for the TUD logo to achieve maximum impact, a minimum clear space surrounding the logo has been defined to give it sufficient room whilst not inhibiting most applications. When a minimum amount of white space is required, use the inside height of the letter "D" in the name TUD as the unit to measure white space on all outer sides of the logo. When the size of the logo needs to change, use this measurement amount of white space on all outer sides of the logo. There should not be any graphical elements inside this white space area.

The minimum size of TUD logo is 2.5cm x 1.35cm (business card, envelope, etc).

The normal size of TUD logo is 3cm x 1.5cm (letterhead, form, etc)

TUD

x

TUD®
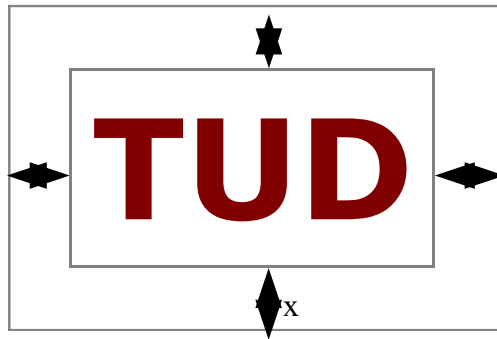
2.5cm x 1.35cm

TUD ®

Why MAROON? Maroon has been selected as the colour for TUD because it symbolic of courage, bravery, and strength that reflect the attitude that will bring by the employee.

Below are colour references for various print and on-screen applications. Colour should match as closely as possible to Pentone(R) colours, using a Dupont(R) colour-matching guide.

If Pantone(R) colour are not availabe, use the equivalent four colour process colour mix.

When the colour is used in electronic media such as the internet, television or electronic advertising, please refer to the RGB colours listed below.

TUD Maroon

Pentone ® uncoated	7427 U
Pentone ® coated	7427 C
CMYK (Process)	C7 M100 Y67 K31
RGB	R150 G23 B46
Web conversion value	Hex #96172E

Pentone ® uncoated	Process Black U
Pentone ® coated	Process Black C
CMYK (Process)	C0 M0 Y0 K100
RGB	R30 G30 B30
Web conversion value	Hex #1E1E1E

Grey

Pentone ® uncoated	Cool Grey 11 U
Pentone ® coated	Cool Grey 11 C
CMYK (Process)	C0 M0 Y0 K75
RGB	R100 G100 B100
Web conversion value	Hex #646464

CORPORATE FONT TYPE

We recommend the use of corporate typefaces for creation of corporate material to enforce the corporate identity. However, alternative fonts may be used if desired. The Verdana font has played an important part in building the TUD brand. Note the Verdana font should only be used for the brand name. No shading or key line should be used around the brand name. Verdana is used for TUD corporate typeface because it is modern, clear and highly legible.

Verdana must be used in all professionally printed marketing material. Use Verdana in all brochures, sheets, pamphlets, case studies and business cards. Use all Verdana variations to make the layout more vivid.

Arial is the typeface to be applied to all internal marketing and communication material. Use it in all office documents, including word and power point, as well as in all emails. Arial must also be used in web marketing and technical documents.

Verdana Examples:

Verdana - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&$¢)[]}

Verdana - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&$¢)[]}

Verdana - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&$¢)[]}

Verdana – Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&$¢)[]}

Arial Examples:

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&$¢)[]}

Arial - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&$¢)[]}

Arial - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&$¢)[]}

Arial – Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&$¢)[]}

PHOTOGRAPHY

Any imagery used to represent the brand in communication must reflect the brand's attributes of Healthy, Innovation, Trustworthy, Technology and Globally.

Images should always appear in full bleed and not cropped.