The objective of this document is to communicate a clear, consistent and precise brand strategy for the R.E.A.L Education Group. This document will serve as a guide in all internal and external marketing communications.
NEW BRAND IDENTITY

Why Change?
The visual identity of R.E.A.L is an important part of our brand. While the Group has evolved a number of brand identities throughout the years, we do not have a strong and cohesive visual identity that could synergise the values of all units as a whole.

This has resulted in multiple versions of logos being created or updated almost every other year. This proliferation of logos is costly and dilutes the overarching brand of R.E.A.L Education Group in the long run.

The new identity should reflect our brand essence and be aligned with the overall brand structure. We wanted something that would speak to our values whilst having a simple but bold look. Most of our previous logos fit into these criteria. Hence, only minor enhancements were made and presented in a modernised version.

In saying that however, the R.E.A.L Schools’ crest has been taken away due to a couple of reasons. Firstly, the images on the crest such as the ‘Sun’ and ‘Rays’ no longer reflect the meaning of our new school name. Secondly, the brand identity will be stronger and better aligned with the Group this way. Last but not least, the cost of confusion would be very minimal compared to reintroducing a new crest.

Brand Guidelines
This guidelines document has been produced to promote consistency throughout the range of R.E.A.L Education Group collaterals and its business units across a variety of mediums.

The following pages outline the logo dos and don’ts and basic guidelines for the umbrella brand and its business units. By adhering to this manual and continuously building its brand values, R.E.A.L Education Group branding will be empowered and its brand presence assured.

Group Strategic Marketing needs to review and approve the content of any advertisement, collateral or promotional material containing the R.E.A.L wordmark, logo or imagery prior to it being released. Please allow a minimum of five (5) business days for the review process to occur.
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INTRODUCTION
R.E.A.L. Education Group is an established and leading education service provider delivering a complete range of quality and integrated programmes that cater to different learning needs from toddlers to children and young adults. The depth and breadth of services offered enable us to engage across all key transformative development stages of an individual.

To date, we have successfully bred excellence in thousands of graduates, who are well-rounded both academically and personally. The Group is currently operating a portfolio of premier education brands with over 15,000 students and a workforce of 1,500 dedicated teachers and staff, building the best of education for tomorrow’s leaders.

**Vision**
Establishing R.E.A.L Learning Centres in Every Community.

**Mission**
Transforming Lives through R.E.A.L. Education.
BRAND ESSENCE

R.E.A.L stands for ‘Results Enhancing through Active Learning’
The true essence of R.E.A.L is built on its name - ‘Results Enhancing through Active Learning’. We believe learning is a continuous lifelong process that happens best when people are engaged in an enhanced and active environment. Therefore, our people are not just taught what to learn but how. We also aspire to foster deeper interest towards the love for learning.

R.E.A.L Education is about ‘Transformation’
Putting transformation at the heart of education, it is our aim to transform lives in every community through learning. As such, we nurture our people through a transformative journey that produces results. These results are beyond academic achievements, but are balanced with extracurricular excellence and honourable character.

R.E.A.L Education is built upon its ‘Core Values’
The Group is guided by a set of core values dubbed the ‘5Cs’ that lead us through our mission and achieving our vision. These powerful 5Cs are essential in shaping our people with relevant qualities for life. More importantly, we hope to instil the right values in our people who undergo vital transformative stages with us.
The inspiration behind the establishment of R.E.A.L Education and its continued growth is fuelled by firm foundations based on a clear vision, mission and values. Yet, our unique brand positioning has gained us a sustainable competitive advantage over the years.
BRAND VISION
With our company vision, mission and core values, we take extraordinary efforts and actions to achieve the ultimate goal of our brand.

“Transforming lives in every community through learning”

Transforming lives (What we want to do)
We continuously strive to influence significant improvement within every student who walks through our doors and hallways, impacting their lives in a positive and transformative manner.

Every community (Where we want to do it)
We aspire to collectively reach each and every one of our potential markets nationwide through a distinct brand of education.

Learning (How we are going to do it)
The core of our services is ‘learning’, rather than ‘teaching’. We do not teach per se; instead we guide our people to become self-motivated learners.

BRAND POSITIONING
It is the unique impression the customers have of our brand. Our brand positioning reinforces the perceived image and values that are ahead of our peers.

“R.E.A.L Education transforms lives by nurturing Multiple Intelligences through active learning”

BRAND DIFFERENTIATORS
There are a few distinct attributes that drive our differentiation and gain us sustainable competitive advantage as a Group.

Pioneering Integrated Approach
The seamless vertical integration of the Multiple Intelligences approach across our education services for children and young adults has gained us pioneering advantage for sustainable growth.

Quality & Affordable Education
Without compromising on quality, we always set our fees to be reasonable and affordable for families while staying true to our business objectives.

Lifelong Values & Active Learning
By combining lifelong learning with unique educational experiences in an active environment, our students are ingrained with essential qualities that will last for life.

BRAND PROMISE
A guaranteed outcome experienced by our stakeholders each and every time they interact with the R.E.A.L brand.

“We endeavour to transform lives by creating enriching and extensive learning opportunities based on Multiple Intelligences, forming lifelong learners in others and ourselves.”

Enriching and extensive
R.E.A.L Education is epitomized by broad and diverse learning platforms that offer priceless experiences and opportunities to enhance one’s knowledge and practical skills.

Lifelong learners
Our people are marked by their confidence, competence, an ingrained passion for lifelong learning, as well as a set of attitudes and aptitudes that will serve them for life.

In others and ourselves
We must practise what we preach. As we teach others to learn, we lead by continuously improving ourselves in order to keep up with the latest industry standards and practices.
Our core values are upheld, without exception, throughout the entire company. These values determine how we manage and operate, how we interact with customers and how we market ourselves.

CHARACTER
We uphold integrity, which guides our words and actions.

Our people uphold strong moral and ethical principles that transform our work and conduct with others. It is about making the ‘right’ choices in life as opposed to the ‘easiest’ choices.

COLLABORATION
We foster teamwork, internally and with the community.

Transformation must be undertaken as a team as ‘no man is an island’. Thus, we foster collaborative & mutually-supportive environments by leveraging on the strengths of one another.

COMMUNICATION
We engage in open and honest discourse, respectfully.

Active discussions and exchange of ideas engender transformation of ordinary ideas into extraordinary ones. Nevertheless, every articulation should be made with sincerity and respect.

CRITICAL THINKING
We challenge the norm, analytically & knowledgeably.

We continuously transform the status quo by challenging ourselves to seek better ways of doing things, based on a logical thought process with in-depth understanding of the subject matter.

CREATIVITY
We are unconventional and innovative.

Supported with other core values, we transform ideas across imaginary boundaries to be boundlessly inventive and feasible for greater results. This value drives us to explore the previously unexplored.
BRAND PERSONALITY

Brands, like people, have personalities. We believe that this personality should stand out and be tangibly reflected within our content. These attributes of our brand personality help to determine the tone, style and attitude of all our marketing approaches and communication.

FUN & WARM
Learning has to be an enjoyable, shared experience for all who wish to become lifelong learners.

- Language that is positive, friendly, encouraging and optimistic
- Colours that are bright and warm; shapes and forms that are varied and organic
- Images that feature people

PERSONAL YET PROFESSIONAL
Engaging with a student involves getting personal, yet we must also maintain a high level of professionalism in our services, operations and conduct.

- Usage of ‘you’ to address the recipient of a message directly and ‘we’ to refer to the company, schools or centres.
- Language that is easy to understand and avoiding jargons; always being grammatically correct and avoiding the use of informal speech
- Images that are always child-friendly; staff featured must be well-groomed

COMPETENT AND CONSISTENT
R.E.A.L Education is an established education provider in the country with clearly-defined philosophy and core values. The numerous accolades and recognition which we have garnered further testify our quality and competency.

- Consistently reinforcing our experience and expertise, by stating vastness of experience and including our recognition and awards
- Always referring to our brand vision, positioning, promise and pillars to craft any marketing communication
## BRAND STRUCTURE

**By Type**
- **Preschools**
  - R.E.A.L Kids Tots
  - R.E.A.L Kids First
  - R.E.A.L Kids Plus

**Schools**
- R.E.A.L Schools National
- R.E.A.L International School

**Enrichment Centres**
- Language Programmes
- Enrichment Programmes
- Short Courses

**By Level**
- **Nursery (below 3)**
- **Kindergarten (4-6)**
- **Kindergarten (4-6)**
- **Primary (7-12)**
- **Secondary (13-17)**
- **All levels (children to adults)**

**Core Brands**
- **R.E.A.L Kids**
- **R.E.A.L Schools**
- **Shah Alam Campus**
  - R.E.A.L Schools National
  - R.E.A.L International School
- **Johor Bahru Campus**
  - R.E.A.L Schools National
  - R.E.A.L International School
- **Cheras Campus**
  - R.E.A.L Schools National
  - R.E.A.L International School

**Programmes Offered**
- National Curriculum
- International Curriculum
## BASIC WORDING GUIDE

<table>
<thead>
<tr>
<th>CORRECT WORDING/ SPELLING/ CAPITALIZATION</th>
<th>INSTRUCTION</th>
<th>MISUSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>R.E.A.L</td>
<td>Place a dot in between letters; no dot after the ‘L’</td>
<td>REAL/R.E.A.L.</td>
</tr>
<tr>
<td>R.E.A.L Kids</td>
<td>Spelled with an ‘s’; treated as a singular noun</td>
<td>R.E.A.L Kid</td>
</tr>
<tr>
<td>R.E.A.L Schools</td>
<td>Used as a proper noun with an ‘s’</td>
<td>R.E.A.L School</td>
</tr>
<tr>
<td>R.E.A.L International School</td>
<td>Capitalize the ‘R.E.A.L’</td>
<td>Real International School</td>
</tr>
<tr>
<td>R.E.A.L International School, Cheras Campus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R.E.A.L International School, Shah Alam Campus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R.E.A.L International School, Johor Bahru Campus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R.E.A.L Schools National</td>
<td>Place ‘National’ at the back</td>
<td>R.E.A.L National School</td>
</tr>
<tr>
<td>R.E.A.L Schools National, Cheras Campus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R.E.A.L Schools National, Shah Alam Campus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R.E.A.L Schools National, Johor Bahru Campus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cambridge English For Life</td>
<td>Capitalize the ‘F’ in ‘For’</td>
<td>Cambridge English for Life</td>
</tr>
<tr>
<td></td>
<td></td>
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</tbody>
</table>
BUSINESS UNITS OVERVIEW

Established in 1986, R.E.A.L Kids (formerly known as CEC or Child Enrichment Centre) is the country's largest owner-operated preschools with more than 30 centres nationwide. Pioneers in adopting the Multiple Intelligences approach in Malaysian preschool education, all R.E.A.L Kids centres provide full programmes which include a host of enrichment lessons and extra-curricular activities.

With six schools spread across three campuses in Malaysia, R.E.A.L Schools offers both International and National syllabi ranging from Preschool, Primary to Secondary levels. We are a diverse community of learning that is anchored by sound character values, students' performance, practical learning platforms and enriching student experiences. R.E.A.L Schools is also a 5-star rated school as certified by the Ministry of Education Malaysia.

A leading provider of accredited, ready-to-launch English language courses and enrichment programmes for children and young adults. Since its inception in 2001, the extensive range of programmes and services offered have benefited over 10,000 students and clients through our rapidly growing network of nearly 60 centres throughout Malaysia.
IDENTITY

15 ANATOMY OF THE UMBRELLA BRAND LOGO
16 UMBRELLA BRAND LOGO
17 BUSINESS UNIT LOGOS
18 BLACK & WHITE LOGOS
19 EXCLUSION ZONES & MINIMUM SIZES
20 PRIMARY & SECONDARY COLOURS
21 DESCRIPTORS
22 SIGN-OFF
24 TYPOGRAPHY
26 CORRECT & INCORRECT USAGE
R.E.A.L stands for “Results Enhancing through Active Learning”
The true essence of R.E.A.L is built on its name - ‘Results Enhancing through Active Learning’. We believe learning is a continuous lifelong process that happens best when people are engaged in an enhanced and active environment. Therefore, our people are not just taught what to learn but how. We also aspire to foster deeper interest towards the love for learning. Arimo font is used for R.E.A.L logotype and descriptor.

Blue triangle
The triangle represents R.E.A.L’s continual thrust forward to explore, experiment and innovate; to never fully accept what we are doing already represents ‘the best’, but instead to believe that ‘the best’ is awaiting our discoveries in the areas of child development.
BUSINESS UNIT LOGOS

HORIZONTAL VERSION

REALKids

REALSchools

VERTICAL VERSION

REALKids

REALSchools
BLACK & WHITE LOGOS

Black & White logos can be used on printed collaterals. “R.E.A.L” and “Education Group” / “Kids” / “Schools” can be used interchangably between solid black or solid white depending on background colour.
EXCLUSION ZONES

The height of the ‘E’ in R.E.A.L is used as a principle for the minimum distance of the area around the logo.

MINIMUM SIZES

Minimum size refers to the smallest allowable logo size.

- **R·E·A·L**
  - Minimum size: 2cm

- **R·E·A·L Kids**
  - Minimum size: 2cm

- **R·E·A·L Schools**
  - Minimum size: 2cm
PRIMARY & SECONDARY COLOURS

Please use the Pantone formula guide for the correct reference to reproduce these colours. Do not use this page for colour match.

**PRIMARY COLOURS**

- **REAL**
  - Pantone 485 C
  - CMYK 0 95 100 0
  - RAL 3028

- Pantone 302 C
  - CMYK 100 25 0 50
  - RAL 5001

- Pantone 425 C
  - CMYK 0 0 0 77
  - RAL 7011

- **REAL Kids**
  - Pantone 485 C
  - CMYK 0 95 100 0
  - RAL 3028

- Pantone 302 C
  - CMYK 100 25 0 50
  - RAL 5001

- Pantone 425 C
  - CMYK 0 0 0 77
  - RAL 7011

- **REAL Schools**
  - Pantone 485 C
  - CMYK 0 95 100 0
  - RAL 3028

- Pantone 302 C
  - CMYK 100 25 0 50
  - RAL 5001

- Pantone 425 C
  - CMYK 0 0 0 77
  - RAL 7011

- Pantone 285 C
  - CMYK 90 48 0 0
  - RAL 5015
Logos can be accompanied with a ‘descriptor’ below the logo-type. The descriptor is set in Arimo and can be included when communicating location, programme or levels. A horizontal line is used to separate the location and programme. If descriptors are not required, logos can appear in isolation.
‘Part of R.E.A.L Education Group’ is a sign-off to communicate each business unit’s association with the umbrella brand and should be added to all printed collaterals.

Sign-off is placed with the address and set in 7pt Helvetica Neue font.
SIGN-OFF

The sign-off can be used in place of the descriptor when the business unit appears in isolation, as shown here.

R·E·A·L Schools
Member of R.E.A.L Education Group

R·E·A·L Kids®
Member of R.E.A.L Education Group
Helvetica Neue
Sans-serif font for literature and printed materials. Preferably used as headlines.

Helvetica Neue Ultra Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#$%^&*()-={};':",<>?,./

Helvetica Neue Ultra Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#$%^&*()-={};':",<>?,./

Helvetica Neue Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#$%^&*()-={};':",<>?,./

Helvetica Neue Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#$%^&*()-={};':",<>?,./

Helvetica Neue Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#$%^&*()-={};':",<>?,./

Helvetica Neue Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#$%^&*()-={};':",<>?,./

Helvetica Neue Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#$%^&*()-={};':",<>?,./

Helvetica Neue Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#$%^&*()-={};':",<>?,./

Helvetica Neue Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#$%^&*()-={};':",<>?,./

Helvetica Neue Condensed Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#$%^&*()-={};':",<>?,./

Helvetica Neue Condensed Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#$%^&*()-={};':",<>?,./
**TYPOGRAPHY**

**Droid Serif**
Serif font for literature and printed materials. Preferably used as body text.

- **Droid Serif Regular**
  abcdedefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  0123456789
  !@#$%^&*()-={}\[];:'"<>?,./

- **Droid Serif Italic**
  abcdedefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  0123456789
  !@#$%^&*()-={}\[];:'"<>?,./

- **Droid Serif Bold**
  abcdedefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  0123456789
  !@#$%^&*()-={}\[];:'"<>?,./

- **Droid Serif Bold Italic**
  abcdedefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  0123456789
  !@#$%^&*()-={}\[];:'"<>?,./

**Arial**
Substitute for Helvetica Neue when desktop publishing.

- **Arial Regular**
  abcdedefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  0123456789
  !@#$%^&*()-={}\[];:'"<>?,./

- **Arial Italic**
  abcdedefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  0123456789
  !@#$%^&*()-={}\[];:'"<>?,./

- **Arial Bold**
  abcdedefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  0123456789
  !@#$%^&*()-={}\[];:'"<>?,./

- **Arial Bold Italic**
  abcdedefghijklmnopqrstuvwxyz
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  0123456789
  !@#$%^&*()-={}\[];:'"<>?,./
Correct logo usage

Incorrect usage, DO NOT do the following:

Important Notes
The usage of the ‘R.E.A.L’ stand-alone logo is not permitted unless with written approval from Group Strategic Marketing. It is generally limited to signage with specific purposes.
CORRECT & INCORRECT USAGE | R.E.A.L KIDS

Correct logo usage

Incorrect usage, DO NOT do the following:

Important Notes
The usage of the ‘R.E.A.L’ stand-alone logo is not permitted unless with written approval from Group Strategic Marketing. It is generally limited to signage with specific purposes.
CORRECT & INCORRECT USAGE | R.E.A.L SCHOOLS

Correct logo usage

Incorrect usage, DO NOT do the following:

Important Notes
The usage of the ‘R.E.A.L’ stand-alone logo is not permitted unless with written approval from Group Strategic Marketing. It is generally limited to signage with specific purposes.
SECONDARY GRAPHIC

30 GRAPHIC
31 EXAMPLES OF APPLICATION
The triangle from the R.E.A.L logo can be arranged as shown in the examples below to form the secondary graphic.

![R.E.A.L logo triangle variations](image)

- **R.E.A.L**
  - Pantone 485 C
  - CMYK 0 95 100 0
  - RAL 3028

- **R.E.A.L Kids**
  - Pantone 485 C
  - CMYK 0 95 100 0
  - RAL 3028

- **R.E.A.L Schools**
  - Pantone 485 C
  - CMYK 0 95 100 0
  - RAL 3028

![R.E.A.L logo triangle variations](image)
EXAMPLES OF APPLICATION
EXAMPLES OF APPLICATION
STATIONERY

34 R.E.A.L EDUCATION GROUP STATIONERY SET
35 R.E.A.L KIDS STATIONERY SET
36 R.E.A.L SCHOOLS STATIONERY SET
37 EMAIL SIGNATURE
All components of our stationery system; including business cards, letterheads and envelopes; should be uniform in colour, font, paper and layout. This demonstrates that each strategic business unit respects its affiliation and alignment with the Group.

An electronic letterhead (on Microsoft Word) is permitted for email communication. We do not encourage printed copies of the electronic letterhead; official company letterhead should be used for all paper based correspondence.
A consistent email signature is a key part of our brand identity. It is a cognitive flag that helps contacts who receive emails from several different departments within the organization to quickly make a connection. Use basic contact information that incorporates assigned fonts and colours of the brand identity.

**Font**: Arial Regular 9pt  
**Gray**: #5e5e5d  
**Red**: #e42312

### Basic email signature should include:

<table>
<thead>
<tr>
<th>Full Name</th>
<th>Christine Lim</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title &amp; Department</td>
<td>Senior Executive, Group Strategic Marketing</td>
</tr>
<tr>
<td>Company</td>
<td>R.E.A.L Education Group</td>
</tr>
<tr>
<td>Website</td>
<td>real.edu.my</td>
</tr>
<tr>
<td>Phone, Fax &amp; Mobile Number</td>
<td>T +603 5631 8000   F +603 5631 8439   M +6013 475 3683</td>
</tr>
</tbody>
</table>

### Format Example:

- Christine Lim
- Senior Executive, Group Strategic Marketing
- R.E.A.L Education Group
- real.edu.my
- T +603 5631 8000   F +603 5631 8439   M +6013 475 3683

### Company address could be added if necessary as per the following format:

<table>
<thead>
<tr>
<th>Full Name</th>
<th>Christine Lim</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title &amp; Department</td>
<td>Senior Executive, Group Strategic Marketing</td>
</tr>
<tr>
<td>Company</td>
<td>R.E.A.L Education Group</td>
</tr>
<tr>
<td>Address</td>
<td>No. 2-6, Jalan SS19/1G, 47500 Subang Jaya, Selangor, Malaysia.</td>
</tr>
<tr>
<td>Phone, Fax &amp; Mobile Number</td>
<td>T +603 5631 8000   F +603 5631 8439   M +6013 475 3683</td>
</tr>
</tbody>
</table>

### Format Example:

- Christine Lim
- Senior Executive, Group Strategic Marketing
- R.E.A.L Education Group
- real.edu.my
- No. 2-6, Jalan SS19/1G, 47500 Subang Jaya, Selangor, Malaysia.
- T +603 5631 8000   F +603 5631 8439   M +6013 475 3683

### Notes:
- Do not add extra icons, logos or taglines to your signature. Mobile phone number is optional.
- Do not use images or logos within the email signature. Images can come across as attachments and appear chaotic. Many email clients and mobile devices block the appearance of images.
- Personal quotations should not be included. Your email signature is a direct representation of the company and its viewpoint.
- Social media links should not be included. If these are necessary however, use only links and not images.
PHOTOGRAPHY
PHOTOGRAPHY STYLE

Natural poses
Professional photography
Action + activity based
Multi-ethnic
If you have any queries regarding the content of this guidelines manual, please contact Group Strategic Marketing.

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