



Rebranding and Corak Malaysia



# Background



## KTMB - Serving Malaysians since 1901

Founded in 1901 as the Federated Malay States Railway (FSMR), Keretapi Tanah Melayu (KTM) is Malaysia's oldest and most prominent railway company.

Before the advent of highways and domestic air travel, it was the main means of transport for goods and people across what was then British Malaya and later the newly formed Malaysia.

Today, KTMB links Peninsular Malaysia with a variety of lines and services, serving 10 states and Kuala Lumpur, with its premier service being the Electric Train Service (ETS), the fastest rail service in Malaysia.



# Issue

## Falling reputation, poor service

Due to decades over mismanagement and neglect, while the government prioritises private over public transportation, KTM's reputation as a transport service provider has fallen compared to other transport providers like Pasarana (Which runs Rapid KL).

Commuters that rely on KTM often has issues such as reliability, poor station infrastructure and customer service that contributes to customer frustration and a bad reputation for KTM

# Idea & Solution

## Idea

Rebrand the KTMB with design language that will consolidate the KTMB brand under one roof, adding Malaysian elements that will push KTMB as truly Malaysian brand.

Improve aspects such as ticketing & wayfinding within stations that will ease commuter frustrations and improve reliability at customer levels.

Create a campaign that will push this rebrand and the new benefits to the consumers.

## Solution

The solution consists of three sections: The first is to create a new brand image for the KTMB by updating their logos, colour styles, maps, wayfinding and apply them on collaterals.

The second part is to launch the new rebranded KTMB image with a physical and social media advertising campaign with the hashtag #KTMBaru to reach the target audience

with the launch of a corak Malaysia campaign that will show off KTMB's new station in Johor with the new corak elements within the stations and the new revamp KTMB mobile app and ticketing system.





New vision, mission and KTMBaru



# Why new vision and mission?

## Starting afresh with clear commitments

The new vision sets out the main goal of the rebranding not in terms of practical and material goals but how from the launch of the rebranding, how both KTMB staff, management and the commuter sees the brand itself, a truly Malaysian company that one can be proud to call Malaysian.

The mission sets in more practical terms how we see the brand in terms of service delivery. Regardless of how brilliant or greatly executed a rebranding can be, the customer or commuters will be the final judge if they are successful, as they will encounter the brand not just visually but also experience it.



# New Vision

## Connecting the nation, uniting people

The story of Independent Malaysia started with the story of KTM connecting the people of Malaya together from coast to coast, sparking the thoughts of unity of the Malay states and independence from colonialism.

In this spirit, the new KTMB is one that doesn't just think itself as a transport provider, but a truly Malaysian company that serves to connect and unite the nation and its people together.

## Menyatukan Negara dan Rakyat



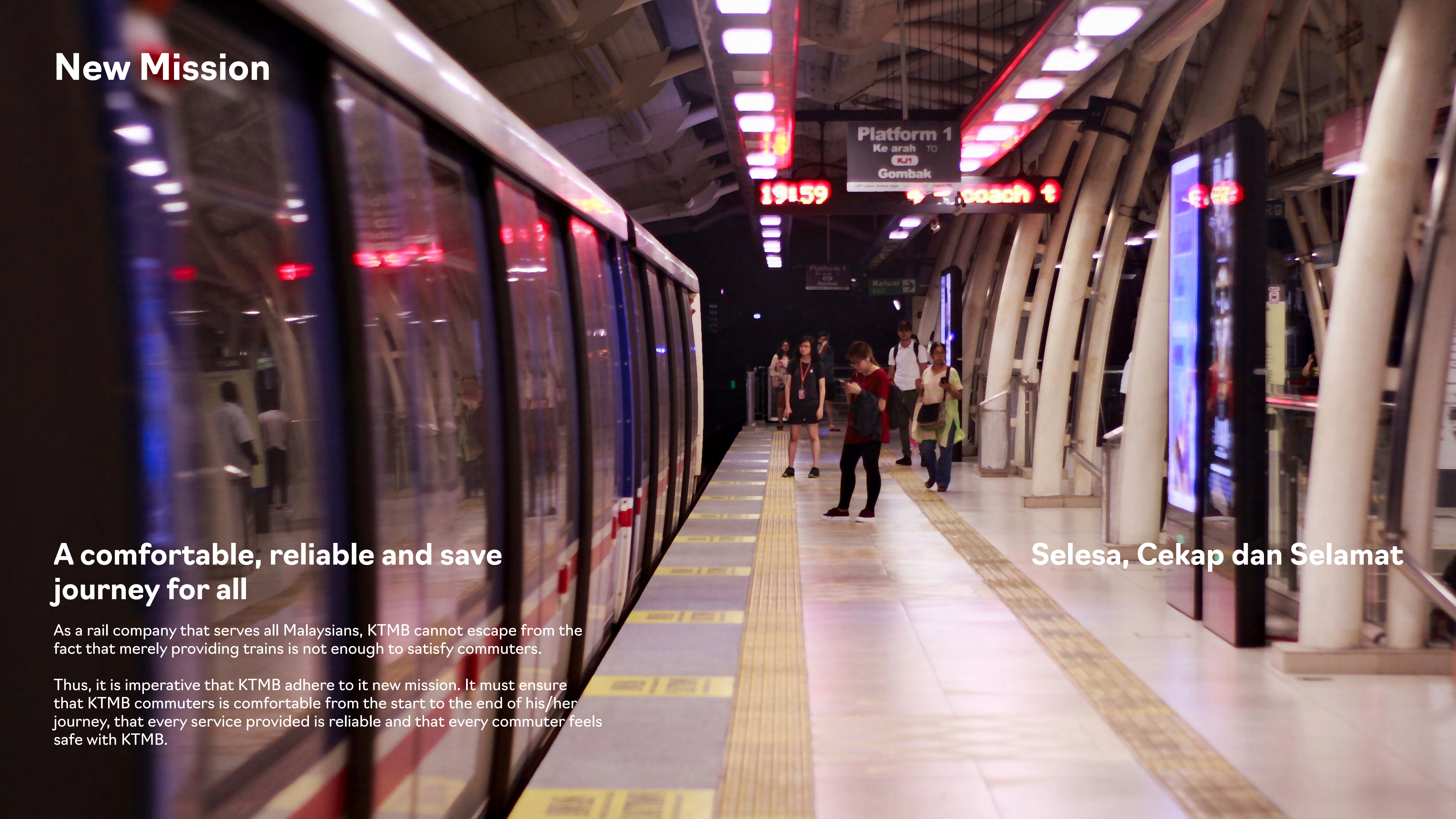
# New Mission

## A comfortable, reliable and save journey for all

As a rail company that serves all Malaysians, KTMB cannot escape from the fact that merely providing trains is not enough to satisfy commuters.

Thus, it is imperative that KTMB adhere to its new mission. It must ensure that KTMB commuters are comfortable from the start to the end of his/her journey, that every service provided is reliable and that every commuter feels safe with KTMB.

Selesa, Cepak dan Selamat







## Launching the new KTMB

We will be launching the rebrand under the hashtag #KTMBaru, taking advantage of the new initials of the brand.

Baru in malay stands for new, which is prefect notion that we want to push towards our target market that already has a bad preception of the KTMB brand itself.

We will be launching the rebrand campaign with posters highlighting our services, new and old, a new transit map that is easier to understand, a revamped KTMB mobile app, Transit cards and finally the corak Malaysia motif, which will grace not only the new KTMB stations in johor but also collaterals to reinforce home that this a new KTMB.





Logo, Colour and Typography



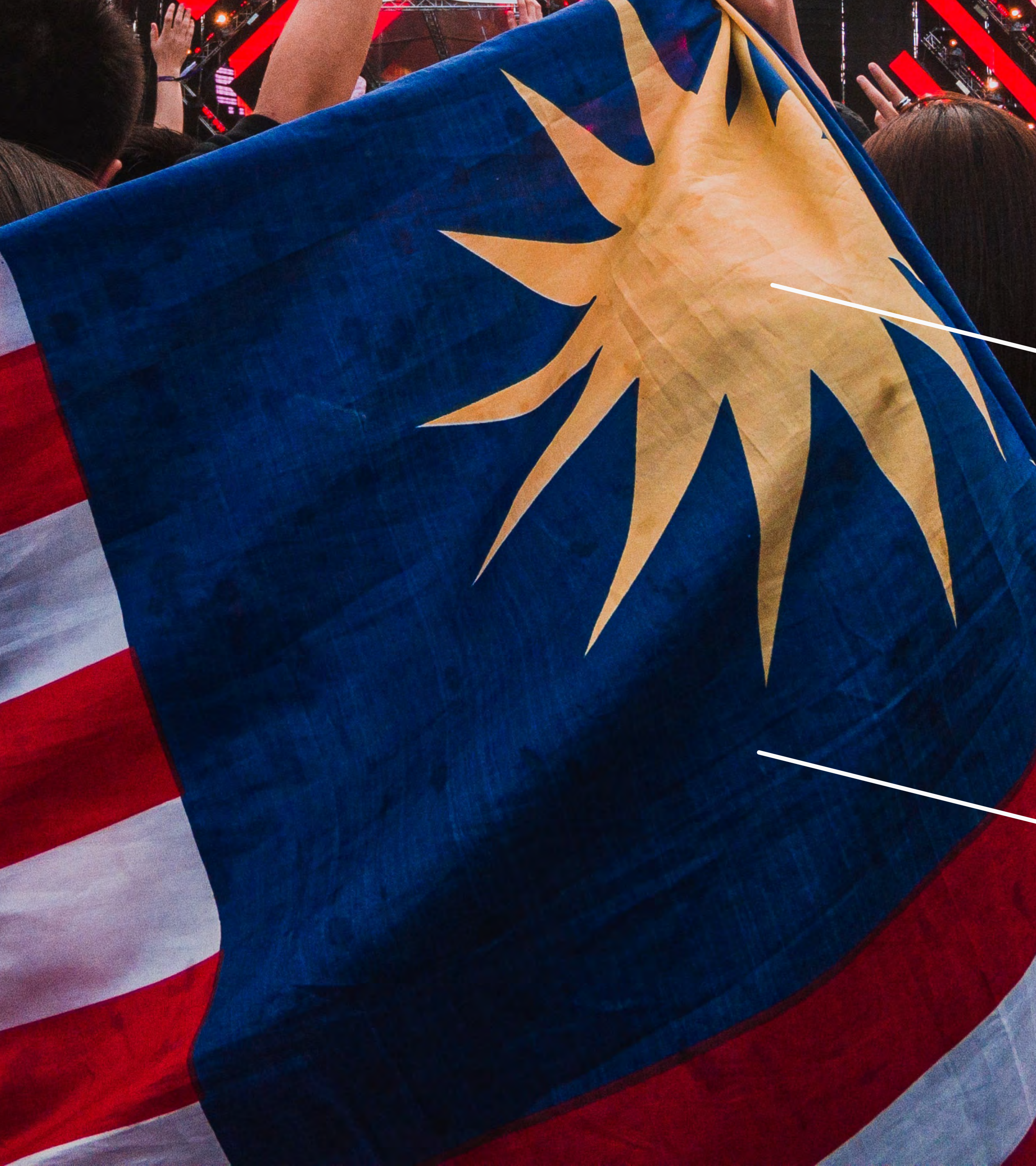
# The Logo



The new KTMB logo represents the new and more dynamic vision of KTM, using the metaphor of the train lines intersecting together to not only serve as a visual representation of KTMB as a main rail service company but also to show how KTMB serves to connect people from all over Malaysia regardless of class or race.

The new logo also formally recognises the full corporate name of Keretapi Tanah Melayu Berhad (Malayan Railways Limited), reflecting the fact that the KTMB of today is now a diverse, multi-faceted company with a wide range of services for all commuters.





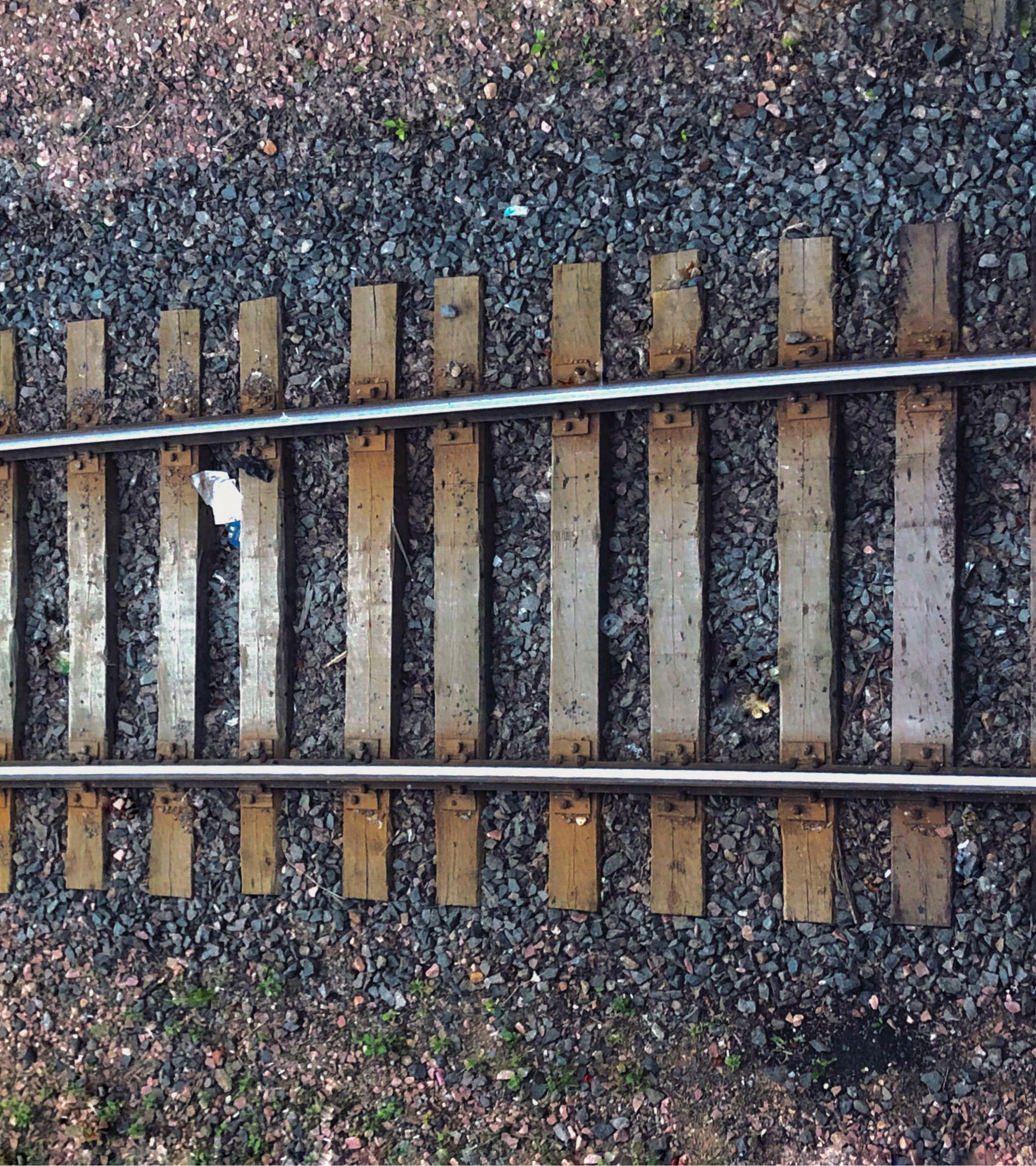
## KTMB Yellow

One of KTM's original colours and one of the colours of the Malaysian flag. Represents the drive and energy of KTMB.

## KTMB Blue

One of KTM's original colours and one of the colours of the Malaysian flag. Represents the spirit of unity and togetherness that KTMB aims to achieve.





## The Tracks

Represents the core services of KTMB, which revolve around rail travel.





**The Two Tracks Intersect**  
Represent the human connections that is the  
essence of KTMB.



# Comparison





# Comparison



- KTMB
- ETS
- KARGO
- KOMUTER
- INTERCITY
- SKYPARK LINK



# Logos

Several approved coloured variations are allowed for the main logo. These allow the KTMB brand to be shown as prominently without losing integrity or image.

Black and white versions are only to be used if colour printing option are not available.



1. Gradient full colour on blue background



2. Gradient full colour on white background



3. White on yellow background



4. Black on White background



5. White on black background



# Colours

Blue and yellow, the two colours from the old KTM logo are to be the new KTMB brand colours.

They represent continuity from the past and are representative of the Malaysian states but also of synergy and Unity.

## Main Colours



### KTMB BLUE/BIRU KTMB

Hex: #1A3D7D  
RGB: 26 61 125  
CMYK: 79 51 0 51

### KTMB YELLOW/KUNING KTMB

Hex: #FFD938  
RGB: 0 217 56  
CMYK: 0 15 78 0

## Gradient





# Colours

These neutral secondary colours are to be used for materials and assets complimentary to KTMB branding and its subsidiary services.

The alert-warning colours are only to be used for posters, illustrations and signs that are meant to indicate caution or danger (fine warning, do not smoke, do not cross the rails etc.). These colors are not to be used for promotional purposes or any purposes that are non-immediate.

## Special colours



**Skypark Orange**

Hex: #FF8212  
RGB: 255 130 18  
CMYK: 0 49 93 0

## Neutral Secondary Colours



**CREAM**

Hex: #F0EFE1  
RGB: 240 239 225  
CMYK: 0 0 6 6

**LIGHT BLUE**

Hex: #009BDE  
RGB: 0 155 222  
CMYK: 100 30 0 13

**DARK GREY**

Hex: #535556  
RGB: 83 85 86  
CMYK: 3 1 0 66

**DARKER GREY**

Hex: #3B3D3D  
RGB: 59 61 61  
CMYK: 3 0 0 76

## Alert-warning Colours



**ALERT ORANGE**

Hex: #FABF36  
RGB: 250 191 54  
CMYK: 0 24 78 2

**WARNING RED**

Hex: #F22E2E  
RGB: 242 46 46  
CMYK: 0 81 81 5

**DARKER GREY**

Hex: #3B3D3D  
RGB: 59 61 61  
CMYK: 3 0 0 76



# Typography

Navigo is the font of choice for all Typographic elements of the KTMB brand.

Originally made for wayfinding for the Moscow City District, this san-serif font is chosen for its low contrast and visbillity.

**Navigo font bold**  
The quick brown fox jumps over the lazy dog  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789.,'";:<>?/[ ]{}`~!@#\$\$%^&\*()\_+-=|\**

Navigo font Medium  
The quick brown fox jumps over the lazy dog  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,'";:<>?/[ ]{}`~!@#\$\$%^&\*()\_+-=|\

Navigo font Regular  
The quick brown fox jumps over the lazy dog  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,'";:<>?/[ ]{}`~!@#\$\$%^&\*()\_+-=|\






Collaterals for rebranding and  
KTMBaru campaign








KTMB

One card to access  
all of Tanah Melayu?



The image shows a blue KTMB TRANSIT CARD. It features the KTMB logo and 'ETS-INTERCITY' at the top. Below that, it says 'TRANSIT CARD'. At the bottom left, there are logos for 'Touch n GO' and 'KVRT'. On the right side of the card, there is a stylized red and yellow floral design.

With our Transit card,  
Now you can

Better access is possible with  
#KTMBaru

Website  
ktmberhad

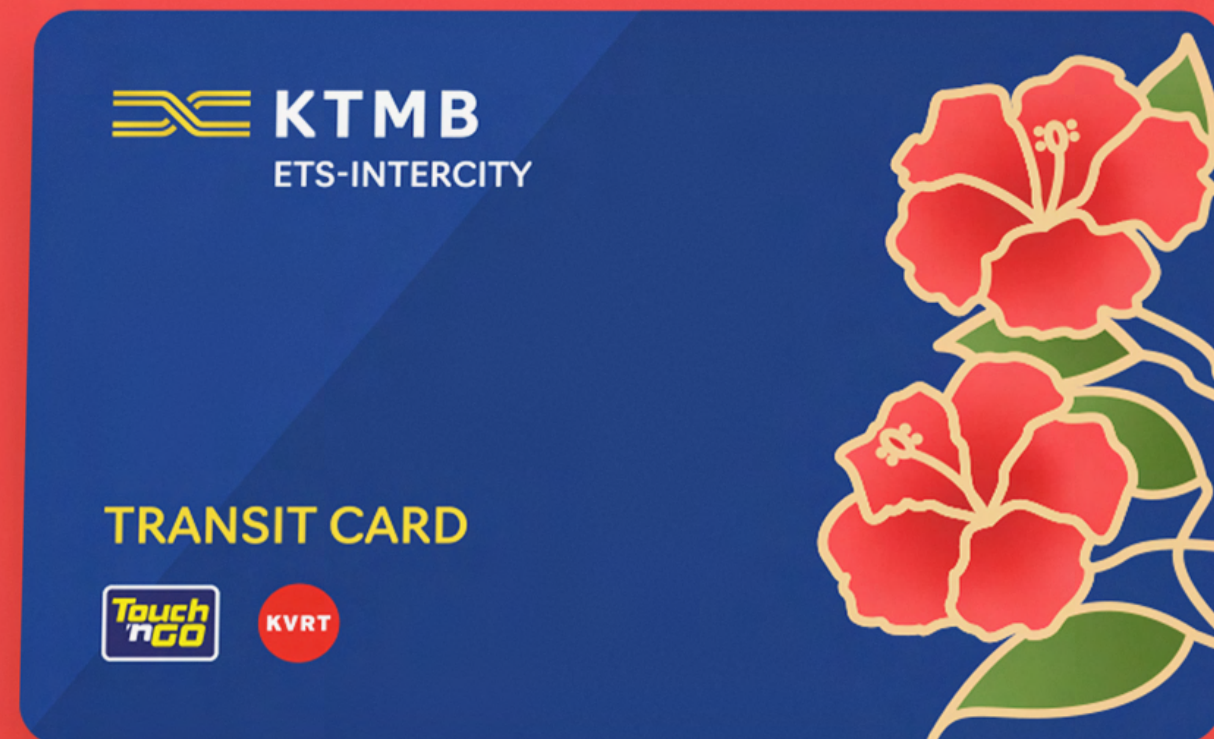
Instagram  
ktmbofficial

Website  
www.ktmb.com.my

KTMB Customer hotline  
+603 -2267 1200







One card to access  
all of Tanah Melayu?

With our Transit card,  
Now you can

Better access is possible with  
**#KTMBaru**



JB to KL  
in less than 4 hours?



With ETS,  
Now you can.



Faster travel is possible with  
#KTMBaru

KTMB  
Keretapi Tanah Melayu  
ETS  
Express Train Service  
www.ktmb.com.my  
+603-22671200



## ETS-INTERCITY MAP



### Legend

#### Key Symbols

- ETS Line
- Intercity Line
- Terminal station



Download the map

#### \*Transfer stations

- Thal State Railway
- Klang Valley Rapid Transit
- JB-Singapore Rapid Transit

\*Please ensure that you have the necessary tickets/cards before transferring to a different line

For more information

Website  
[www.ktmb.com.my](http://www.ktmb.com.my)




KTMB Customer hotline  
+603-22671200




**Legend**
**Key Symbols**

- ETS Line
- Intercity Line
- Terminal station
- Transfer station


**\*Transfer stations**

-  Thai State Railway
-  Klang Valley Rapid Transit
-  JB-Singapore Rapid Transit

\*Please ensure that you have the necessary tickets/cards before transferring to a different line

For more information  
Website  
[www.ktmb.com.my](http://www.ktmb.com.my)

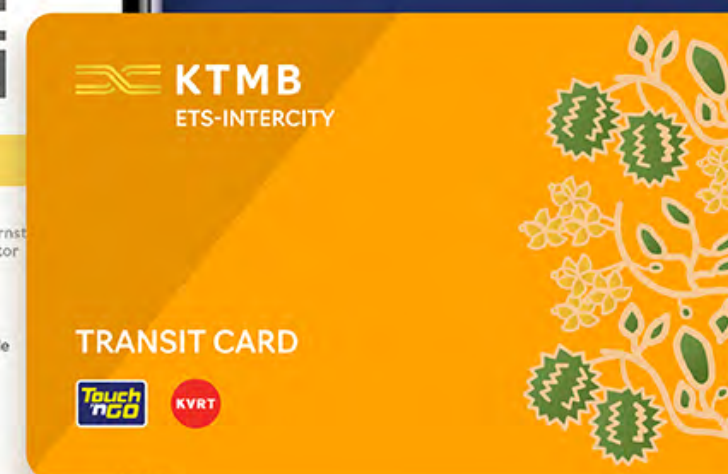
KTMB Customer hotline  
**+603 -2267 1200**





An app that makes train bookings  
much easier?

With **KTMB Mobile**,  
now you can.



Convenient bookings is possible  
With **#KTMBaru**

Website  
[ktmberhad](#)

Instagram  
[ktmbofficial](#)

Website  
[www.ktmb.com.my](#)

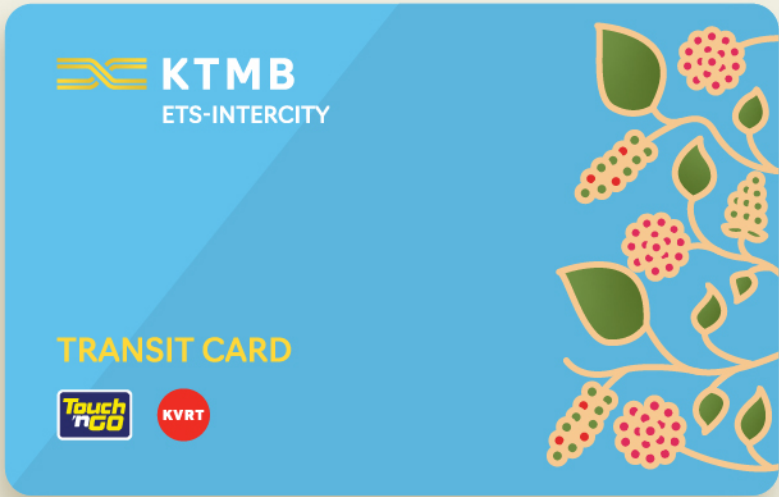
KTMB Customer hotline  
**+603 -2267 1200**





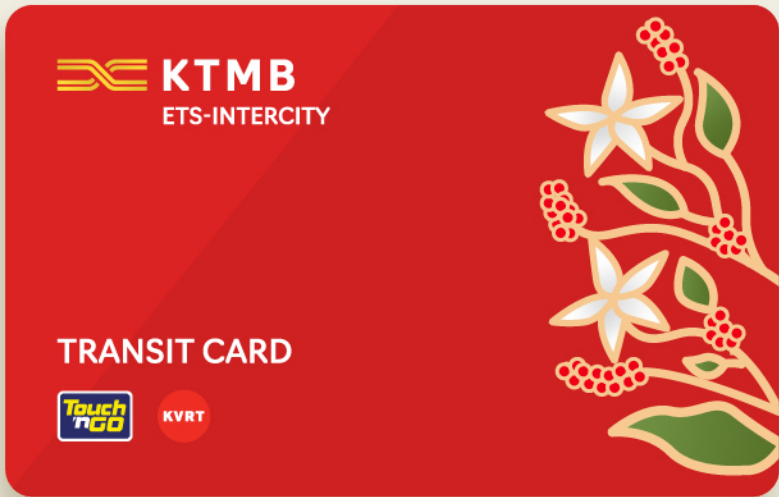
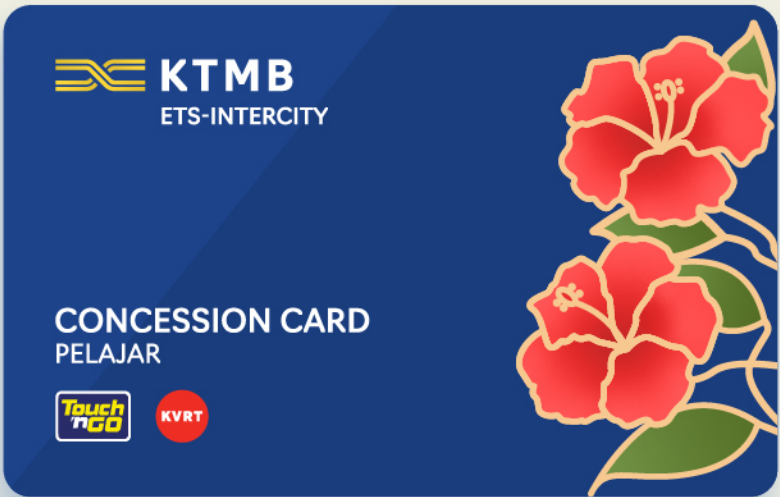


Senior Citizen (Warga Emas)  
Concession Transit Card



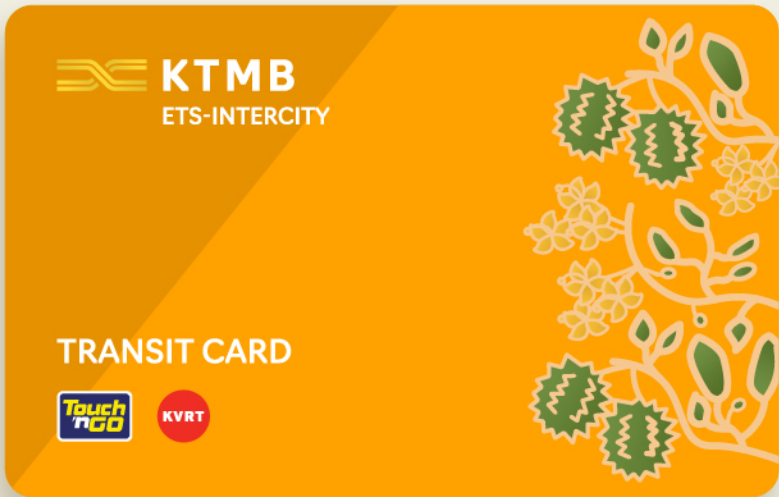
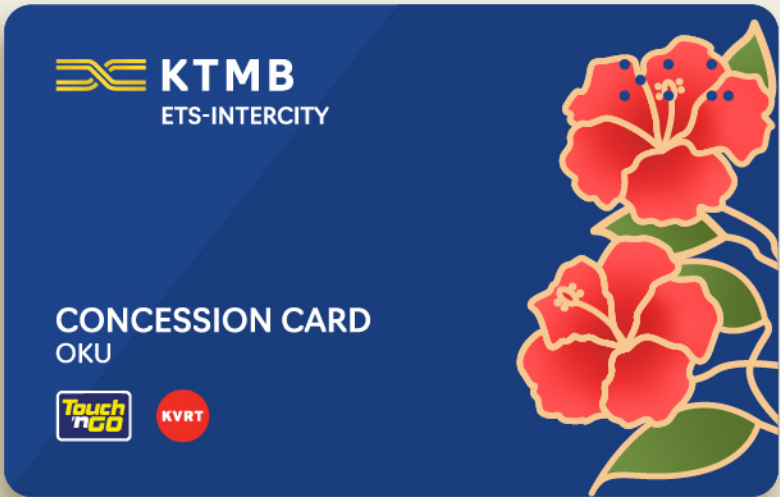
Standard Transit Card  
JB Sentral

Student (Pelajar)  
Concession Transit Card



Standard Transit Card  
Kluang

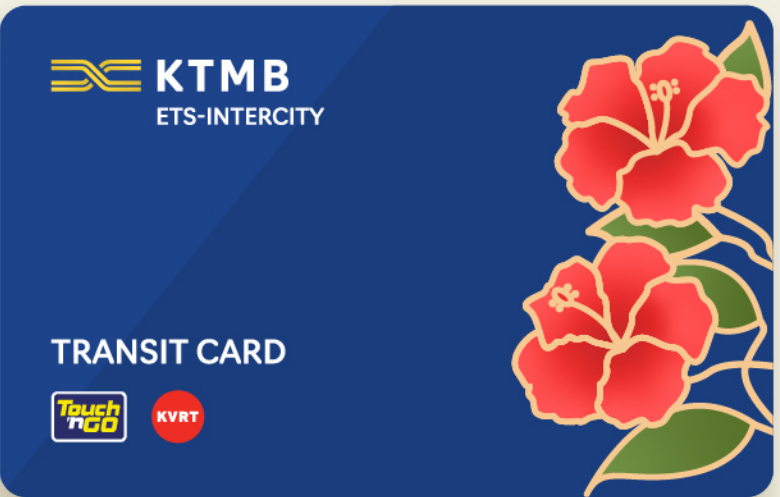
Handicapped (OKU)  
Concession Transit Card



Standard Transit Card  
Segamat

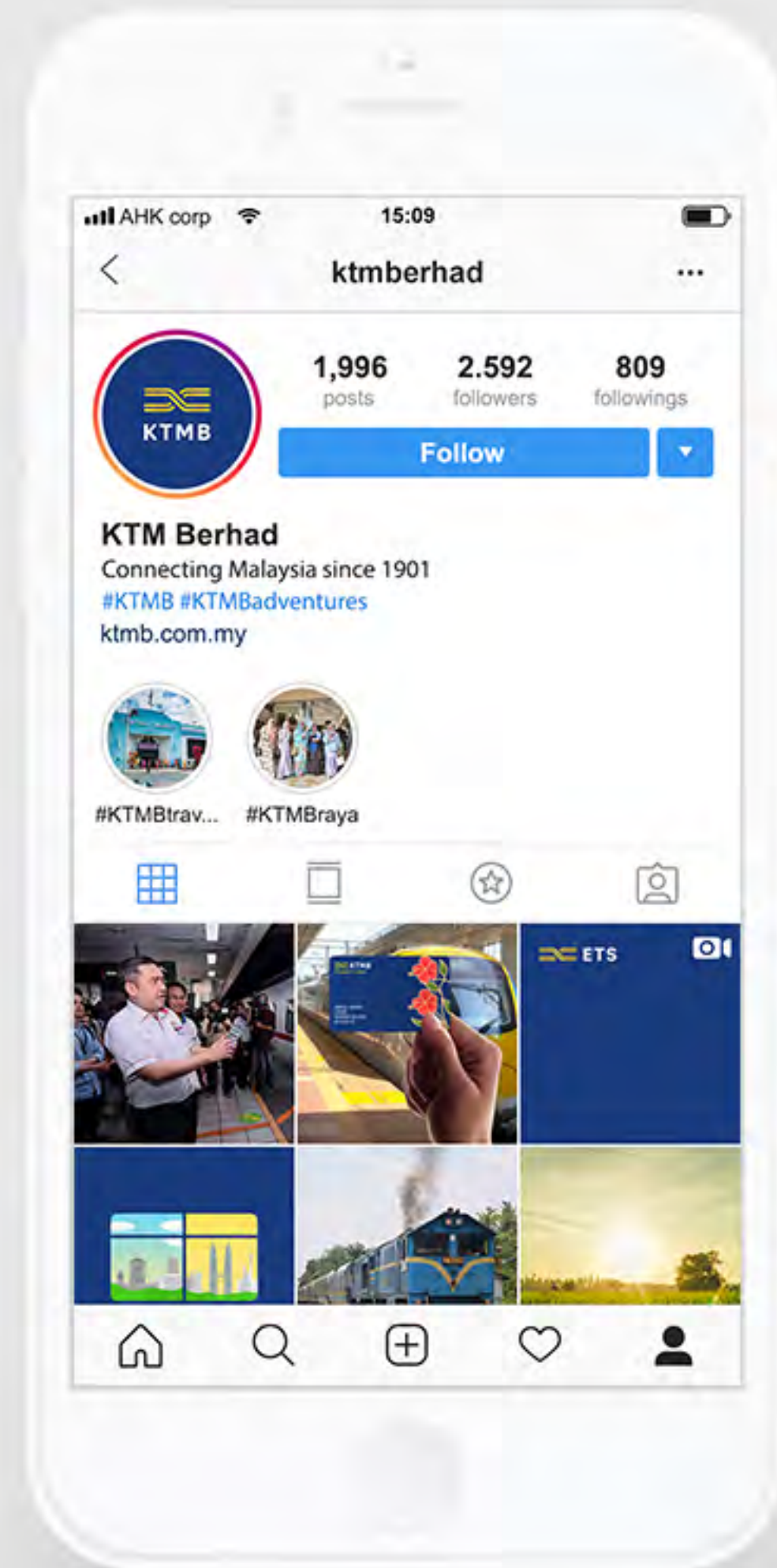
**Concession Transit card**  
Provides discounted tickets to the users.  
Senior citizens and handicapped persons can use this card to alert station staff for assistance during boarding.

Standard Transit Card

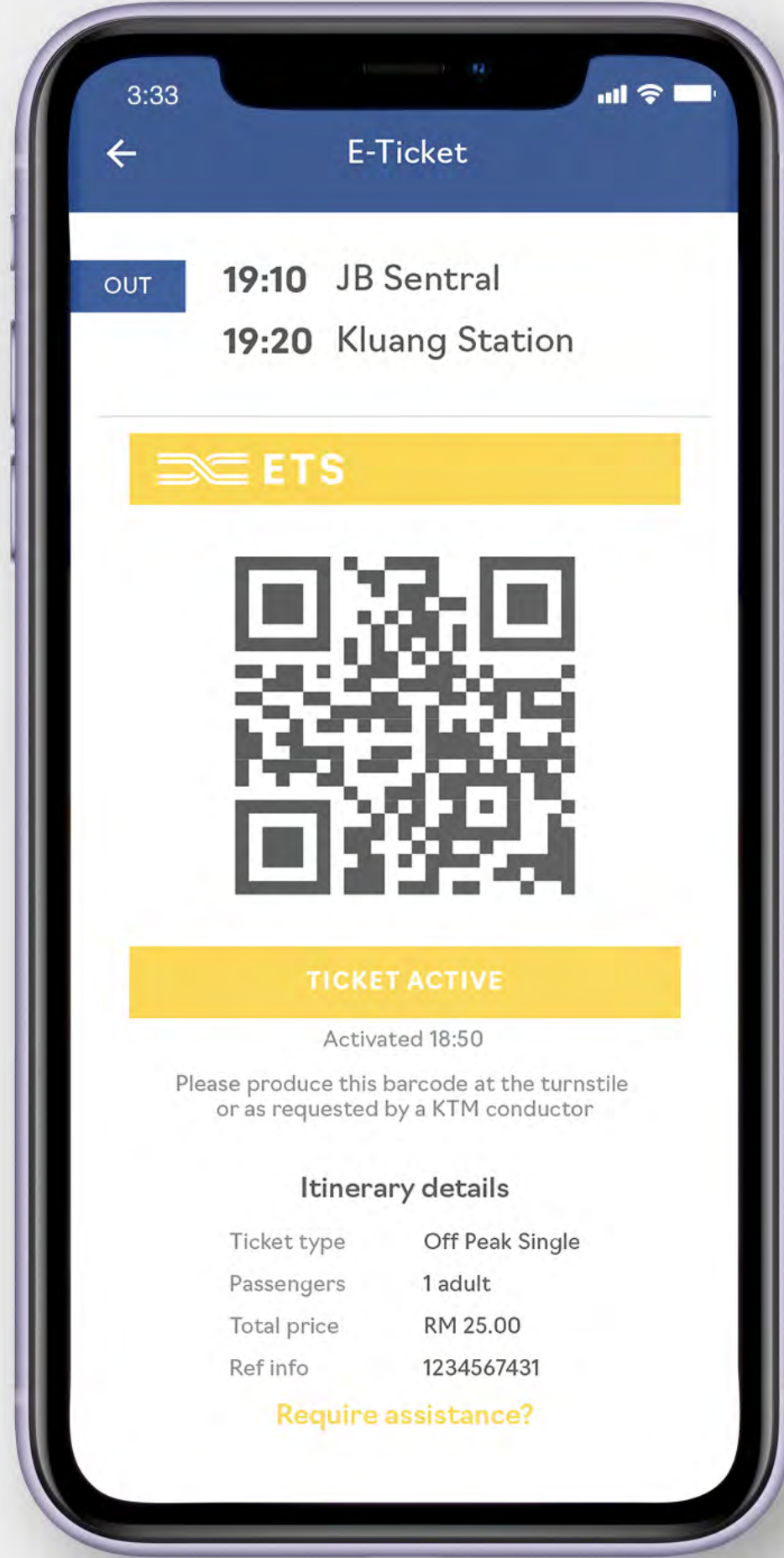
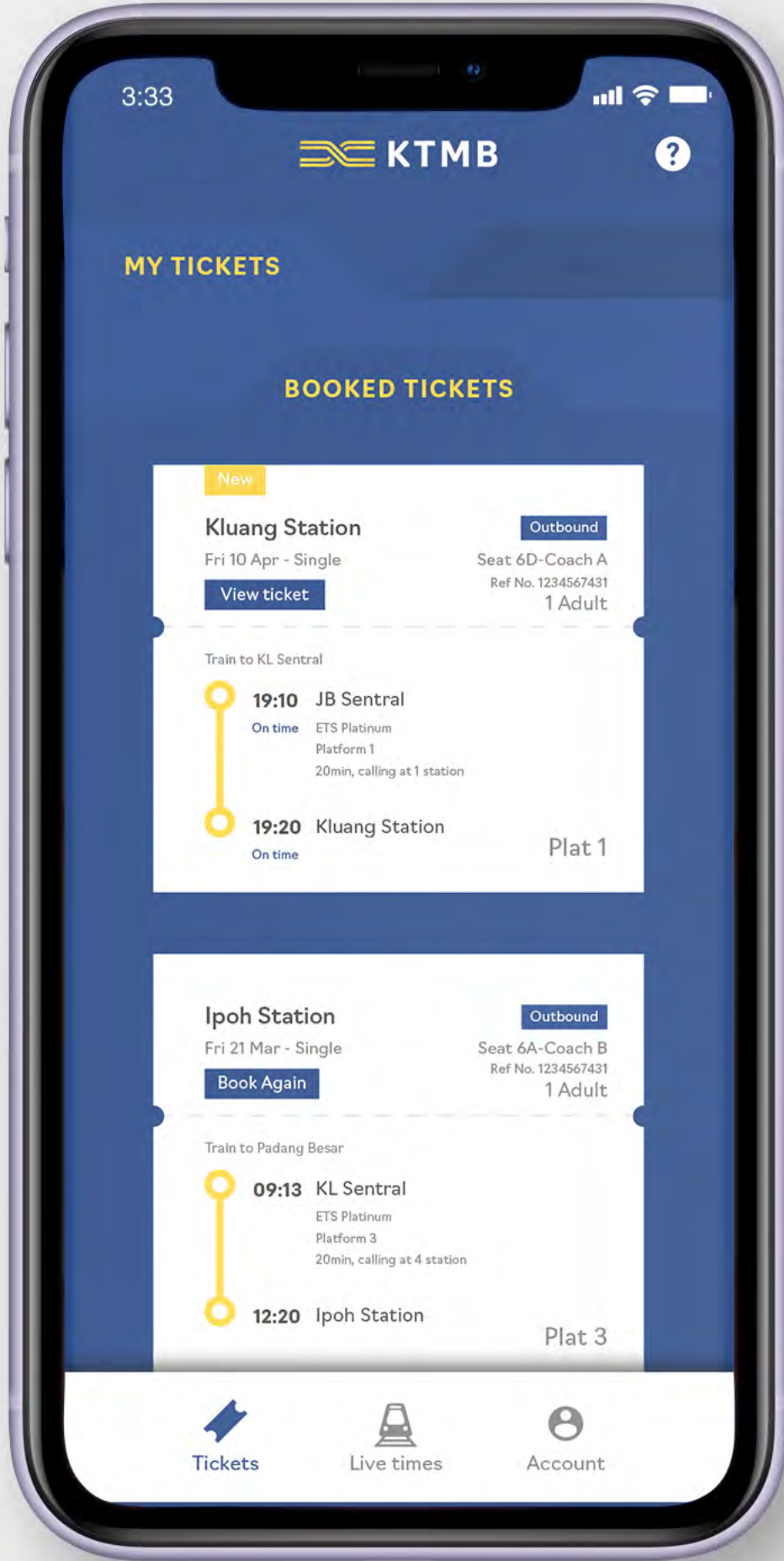
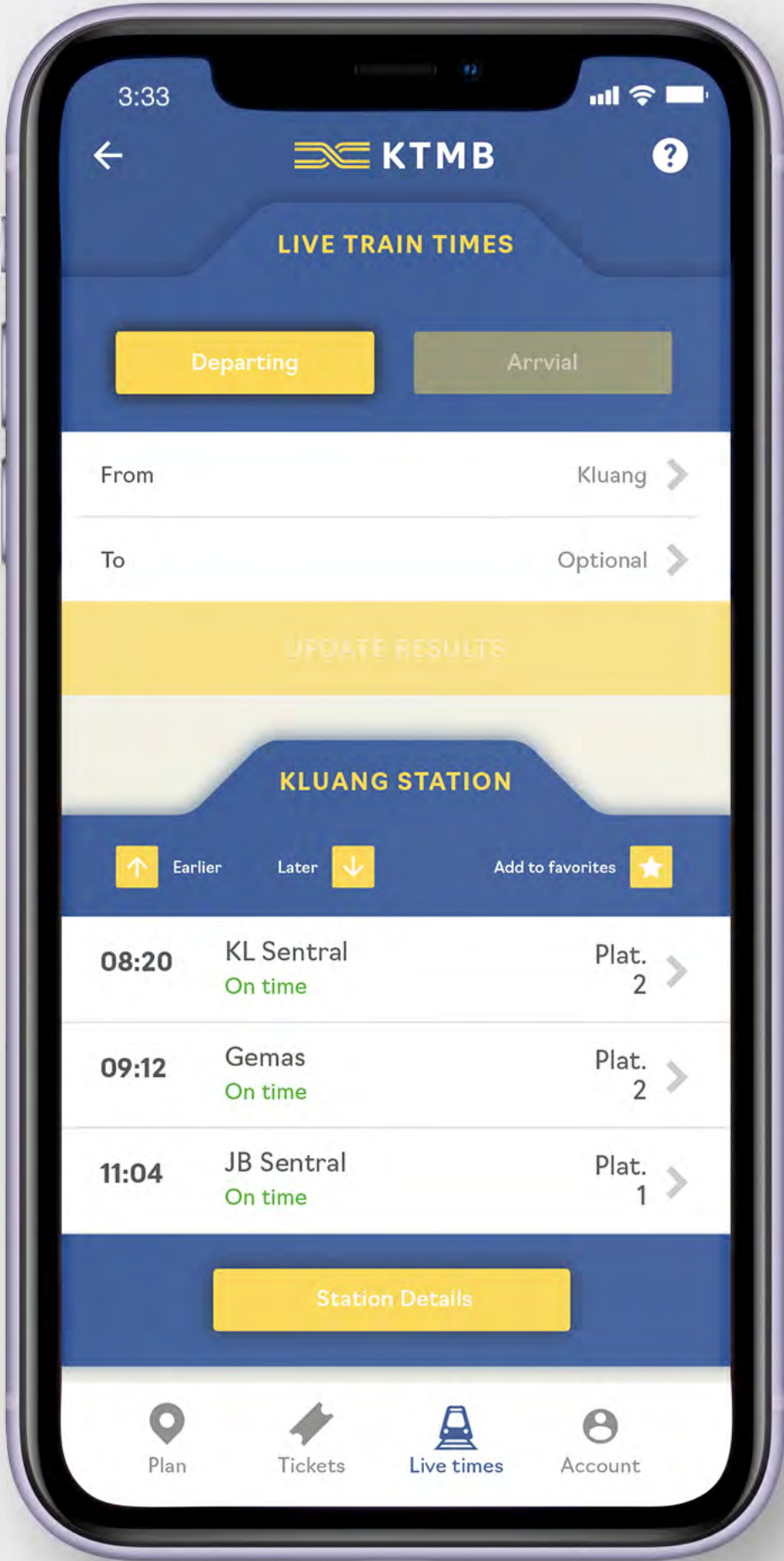


**Standard Transit card**  
Standard contactless smart card, usable for all ETS-Intercity stations and the Klang Valley Rapid Transit. Different variations can be collected and the cards can be connected to KTM Mobile for easy payment.













Corak Malaysia element



# Corak Malaysia

Corak Malaysia is aimed at uplifting the image and environment of KTM ETS stations by decorating the station signage and collaterals with patterns and imagery of Malaysian Batik and Songket styles.

We aim to introduce it at the newest ETS stations in Johor and in collaboration with the state government to not only boost tourism but to promote rail transport for locals too.



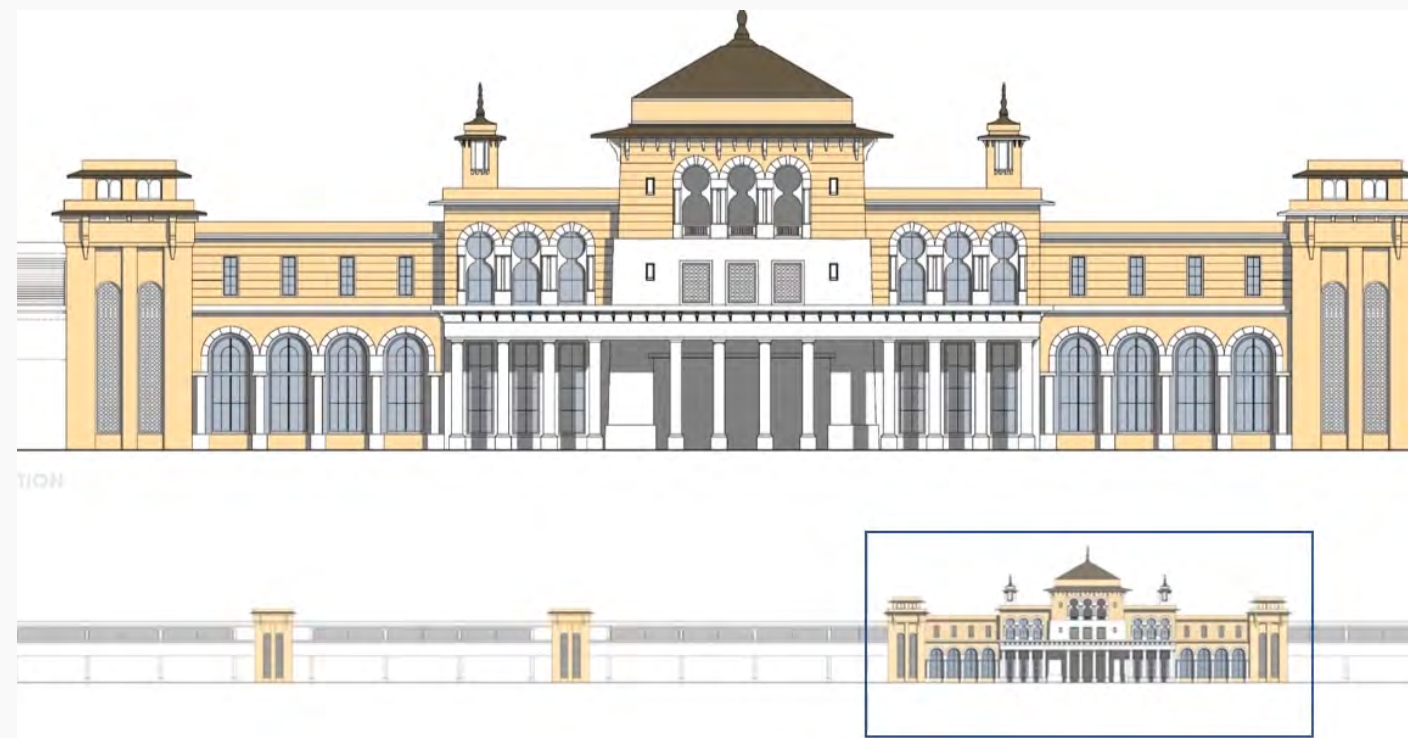


# Why Johor?

The ETS (Electric Train Service), with its more efficient and faster trains, is often hailed as the future of KTMB and has been pivotal in enhancing intercity and inter-regional connections in Malaysia.

Johor hasn't been a beneficiary of this. However with the current PLBEGJB (Electrification Double Track Gemas-Johor Bahru Rail Project) project currently underway, ETS services will be available in the city by 2022.

Coming with it are also station upgradings which will allow the stations to handle the new trains. Thus, there is a prime opportunity to not only enhance but add in elements of joy into it.





# Corak/Motifs

The motifs created are for the three main passenger train stations in Johor, namely Segamat, Kluang and JB Sentral. They are connected to their respective towns and are tourist locations of great potential.

These three motifs were created to represent the station's and respective town's history and culture.



## SEGAMAT

### Durian Motif

Represents their significance as an agricultural hub and fame as a Durian farming town.

**Colours** - Orange, represents the fleshy part of the durian.

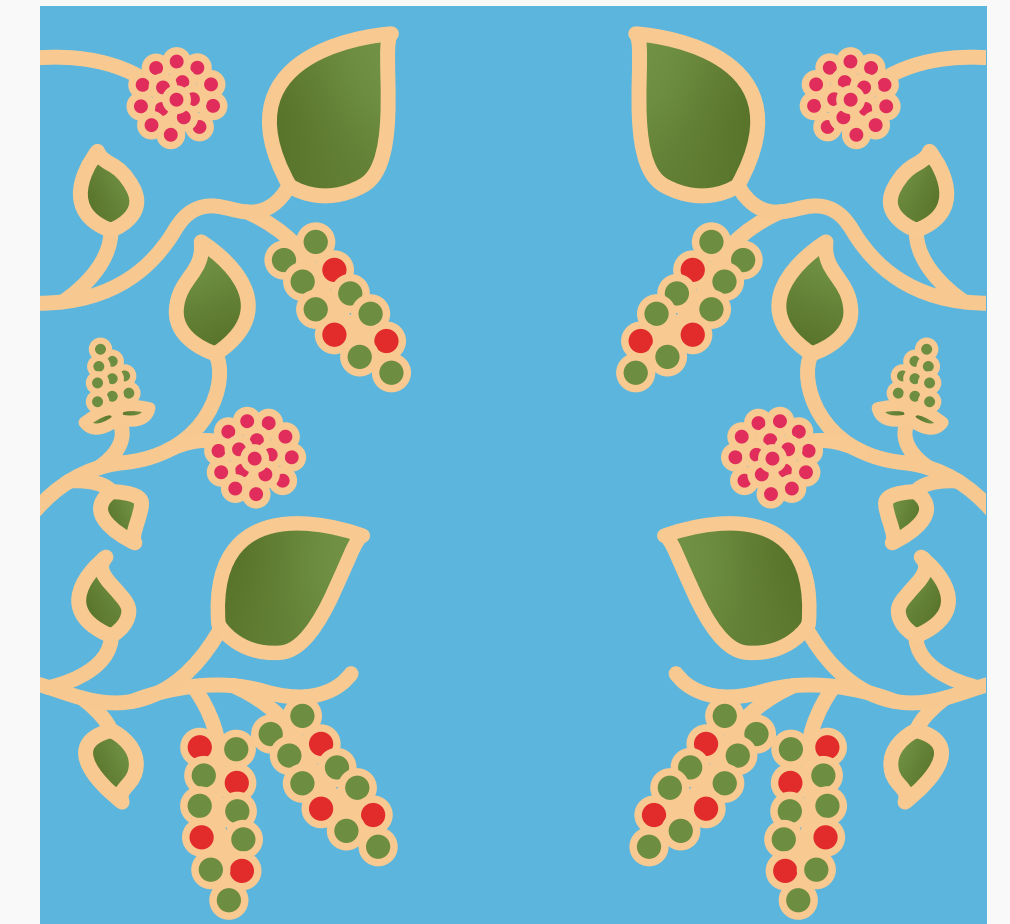


## KLUANG

### Coffee Motif

A tribute to the town's famous Rail Coffee Cafe (still operating within the Kluang KTMB station) and Television Coffee, another famous brand from Kluang.

**Colours** - Red, represents the ripe coffee beans.



## JB SENTRAL

### Black Pepper and Gambier Motif

The floral motif of the Royal Family of Johor since the era of Sultan Abu Bakar, who founded the modern city of Johor Bahru.

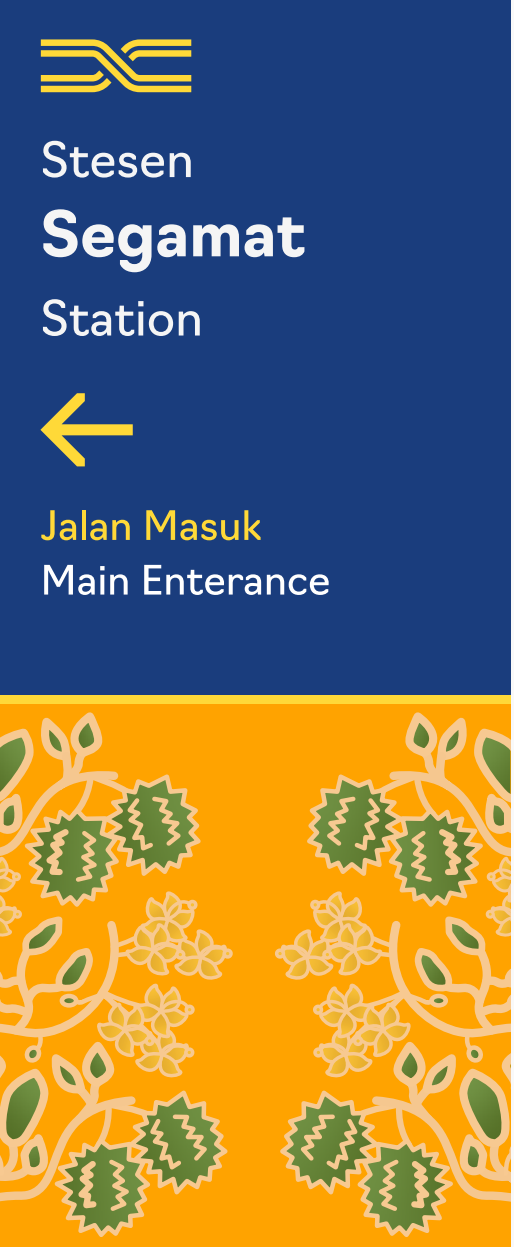
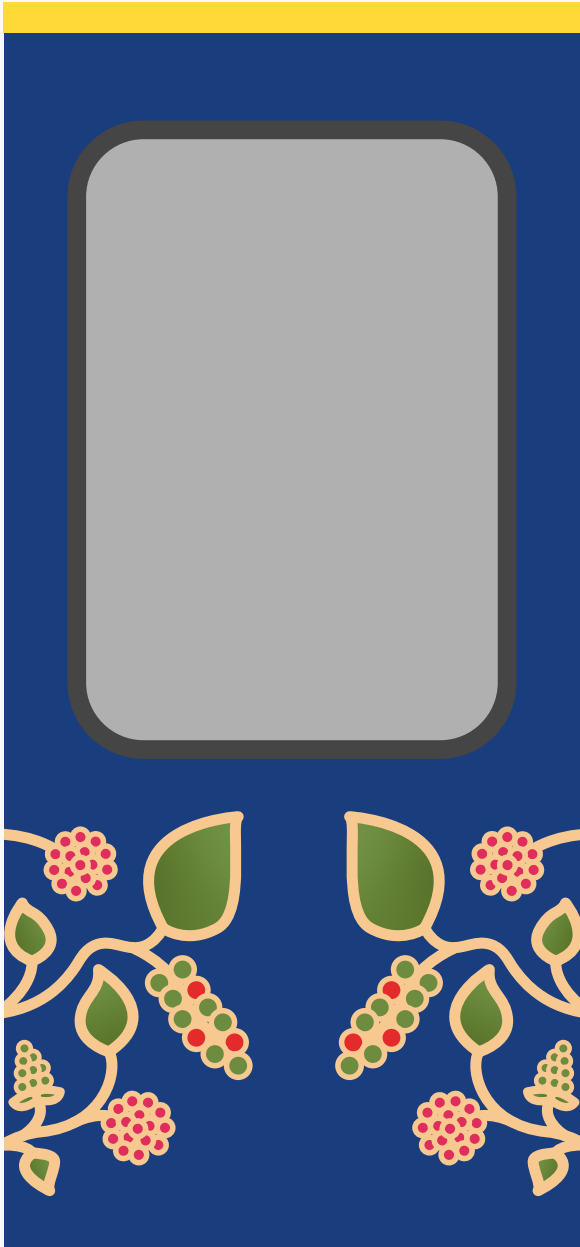
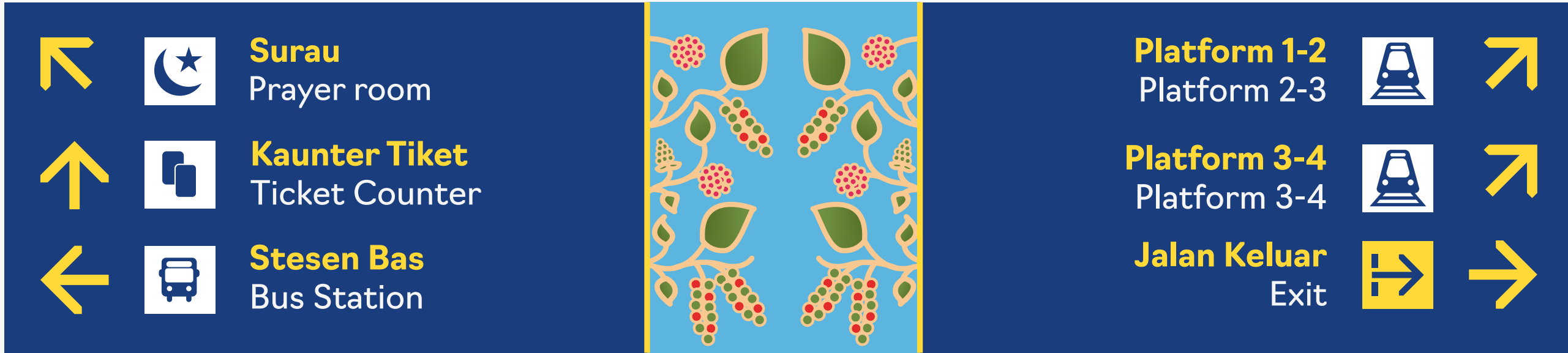
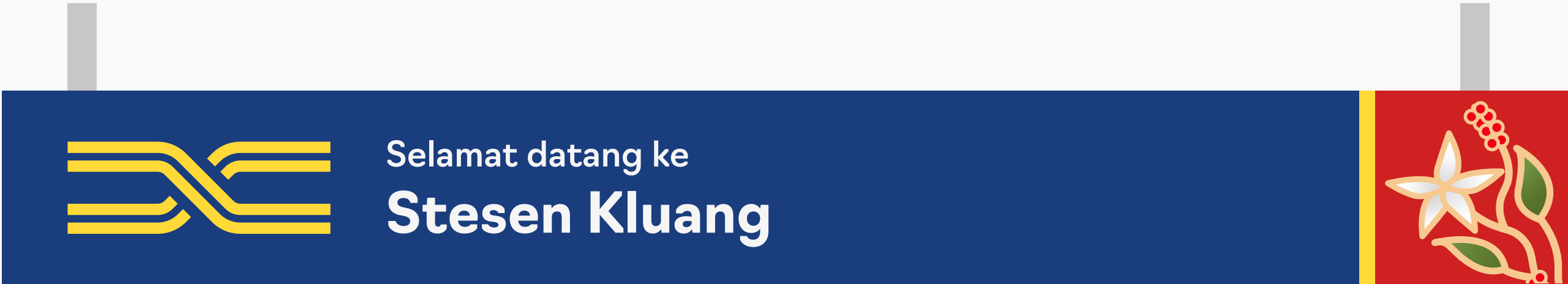
**Colours** - Light Blue, a variation of the royal colour of Johor.



# Wayfinding

Each station's wayfinding signs will be adorned with their respective corak motif.

These will serve not only as a distinguishing feature that will assist in wayfinding by allowing commuters to distinguish the stations but also to beautify and ease tensions in stations by adding vibrant colours and local visuals into the environment.







# Examples





## External









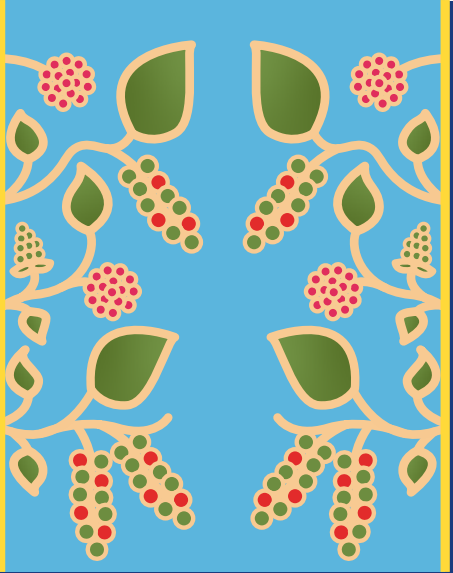
**Surau**  
Prayer room





**Kaunter Tiket**  
Ticket Counter





**Stesen Bas**  
Bus Station





**Platform 1-2**  
Platform 2-3

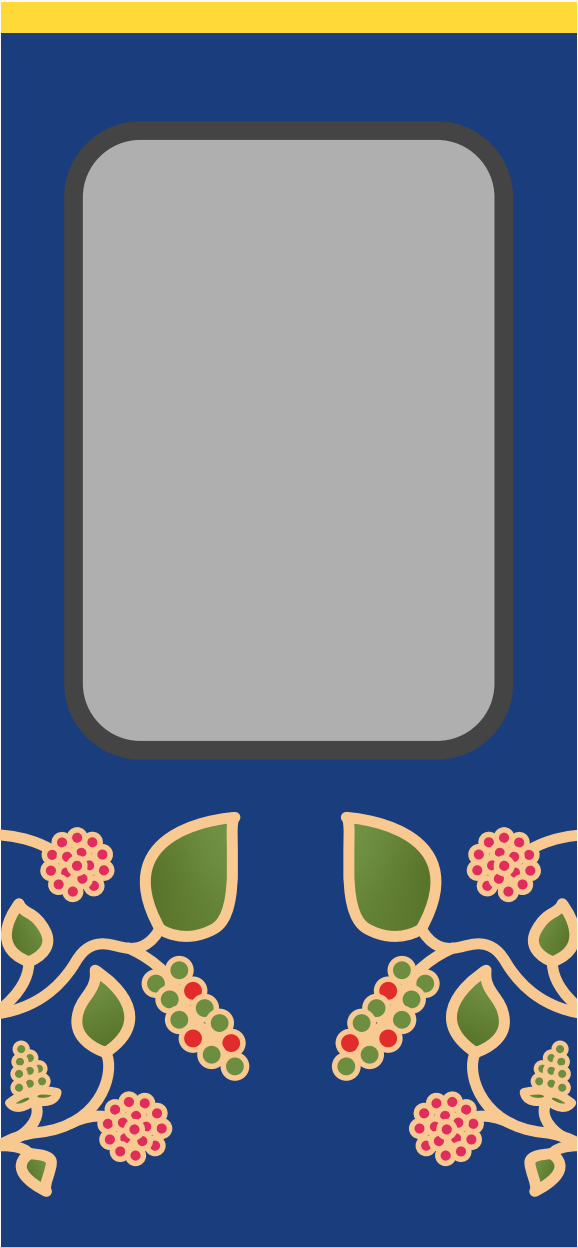
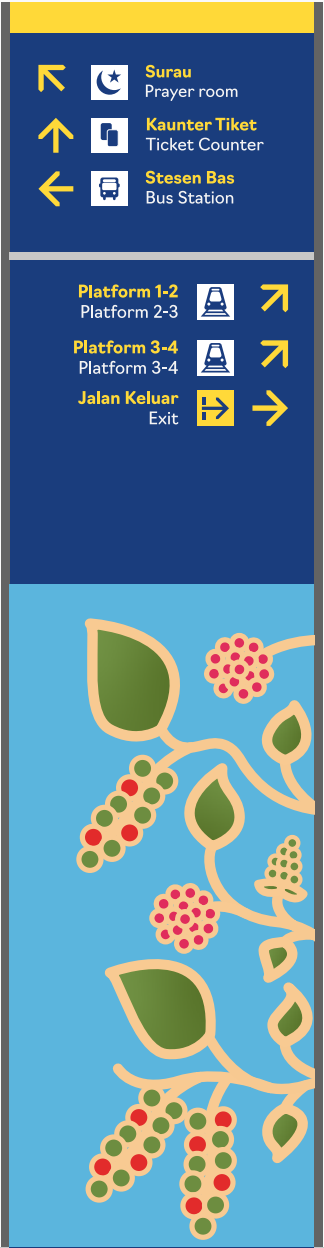
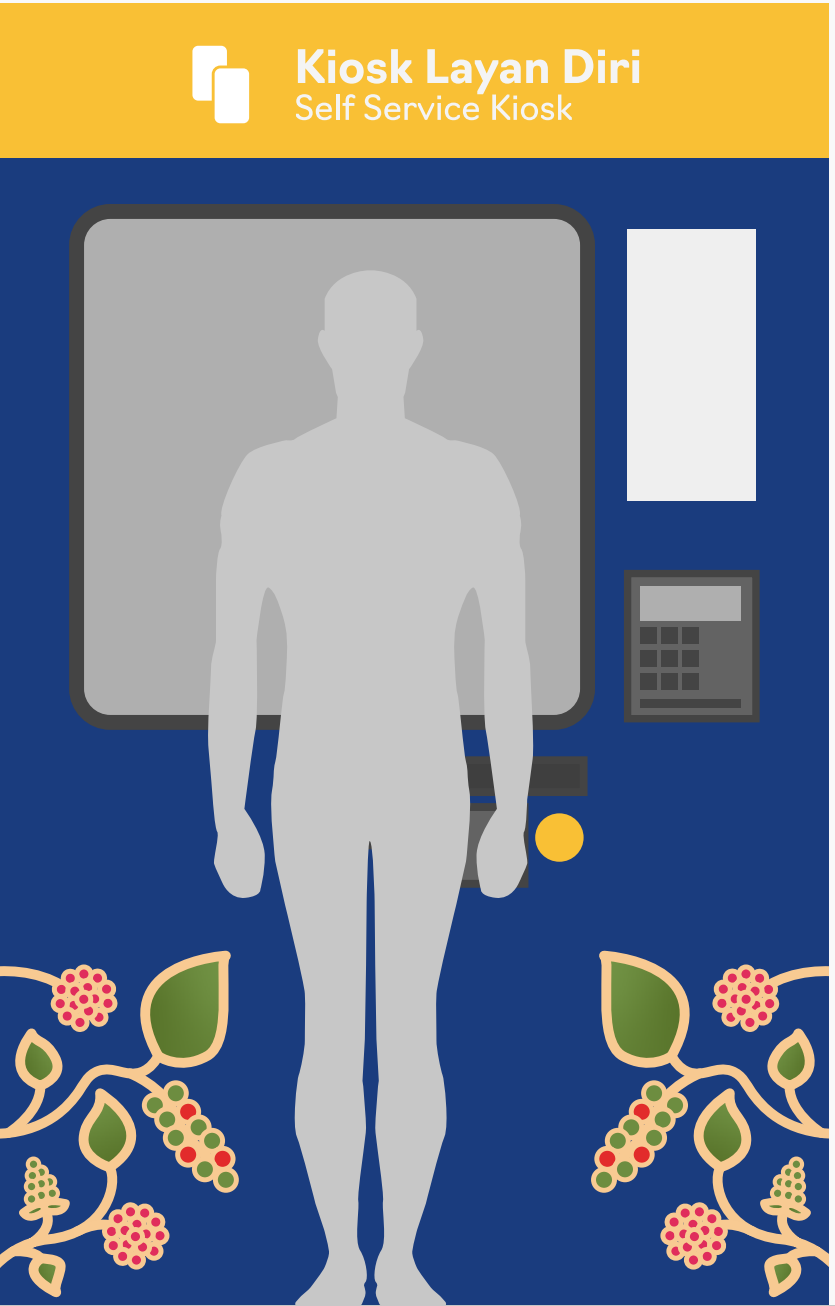
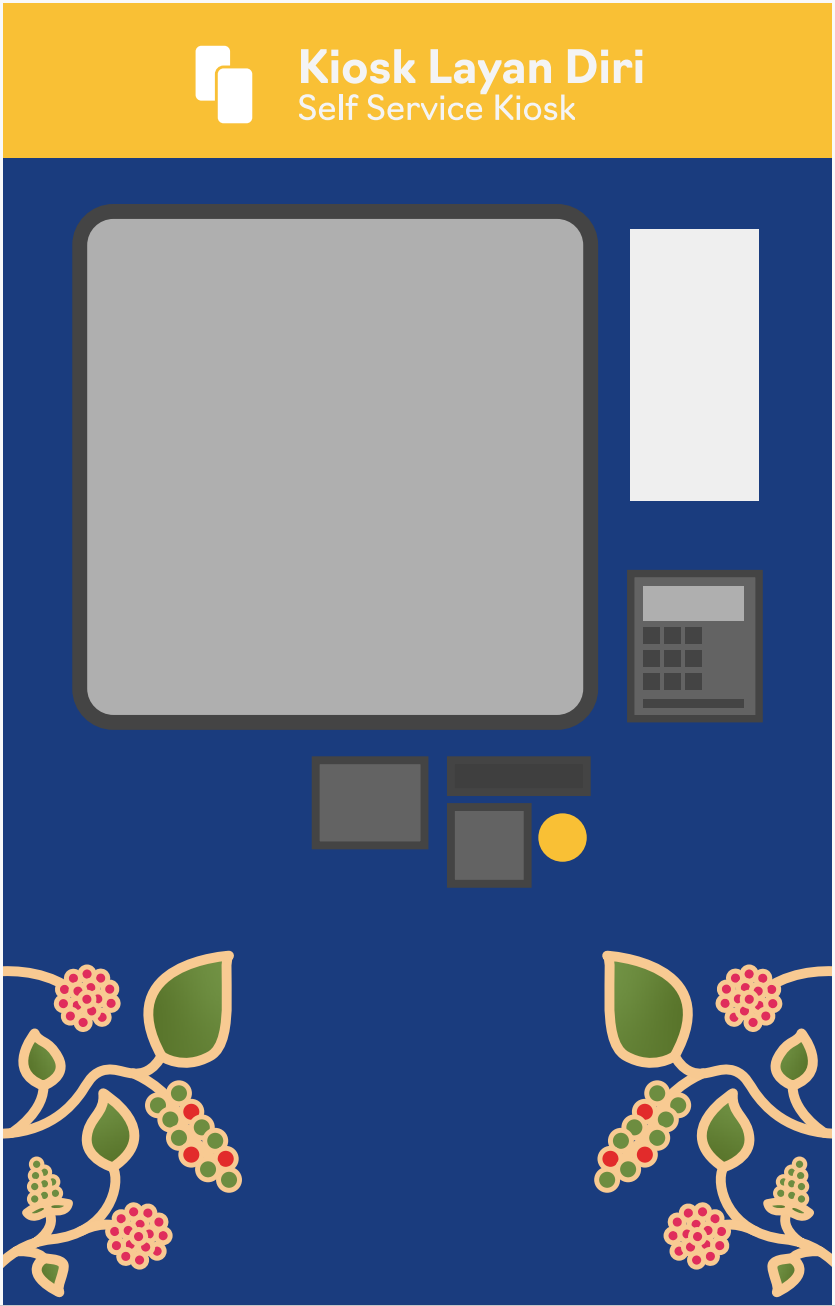


**Platform 3-4**  
Platform 3-4



**Jalan Keluar**  
Exit











# Concourse

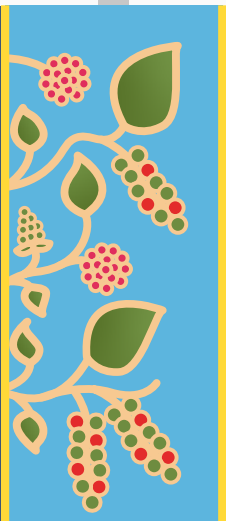


Platform  
**2**

**Surau**  
Prayer room

**Kaunter Tiket**  
Ticket Counter

**Stesen Bas**  
Bus Station



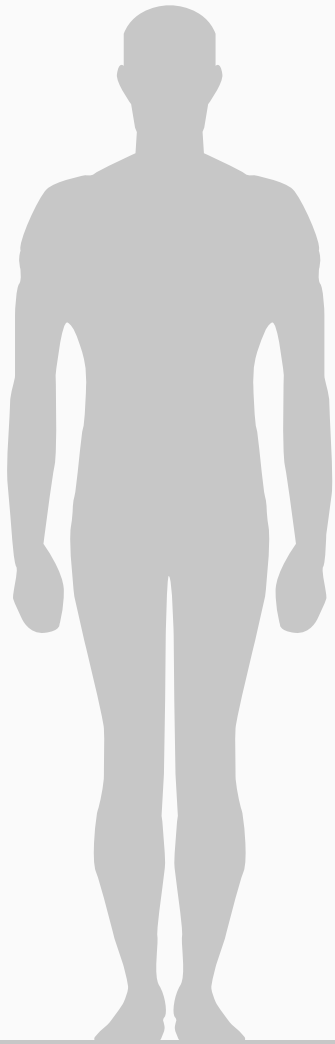
**JB Sentral**





Selamat datang ke  
**Stesen JB Sentral**





**JB Sentral**

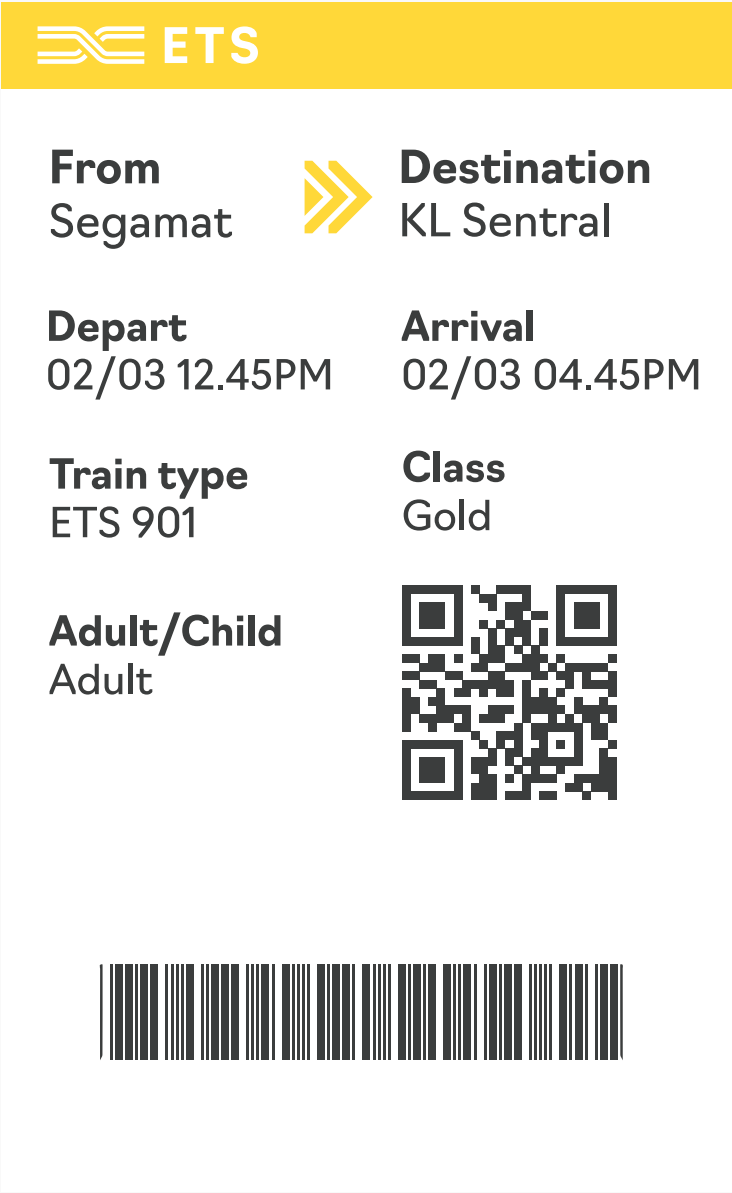
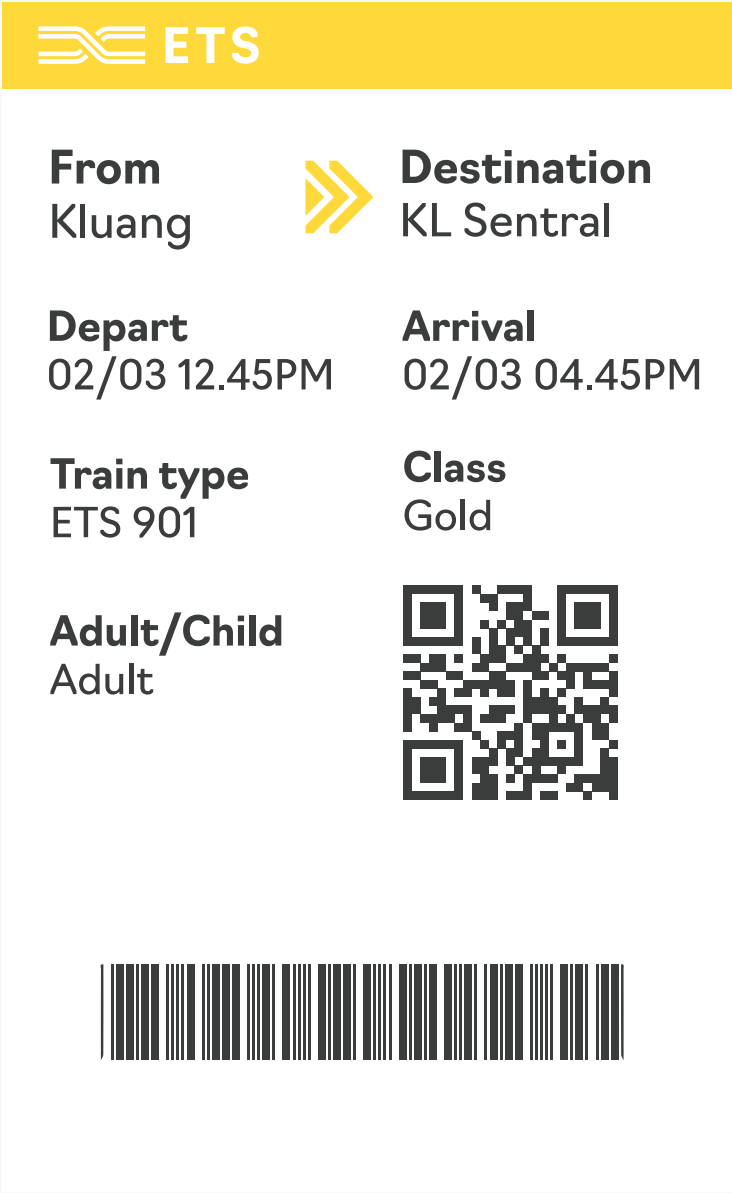
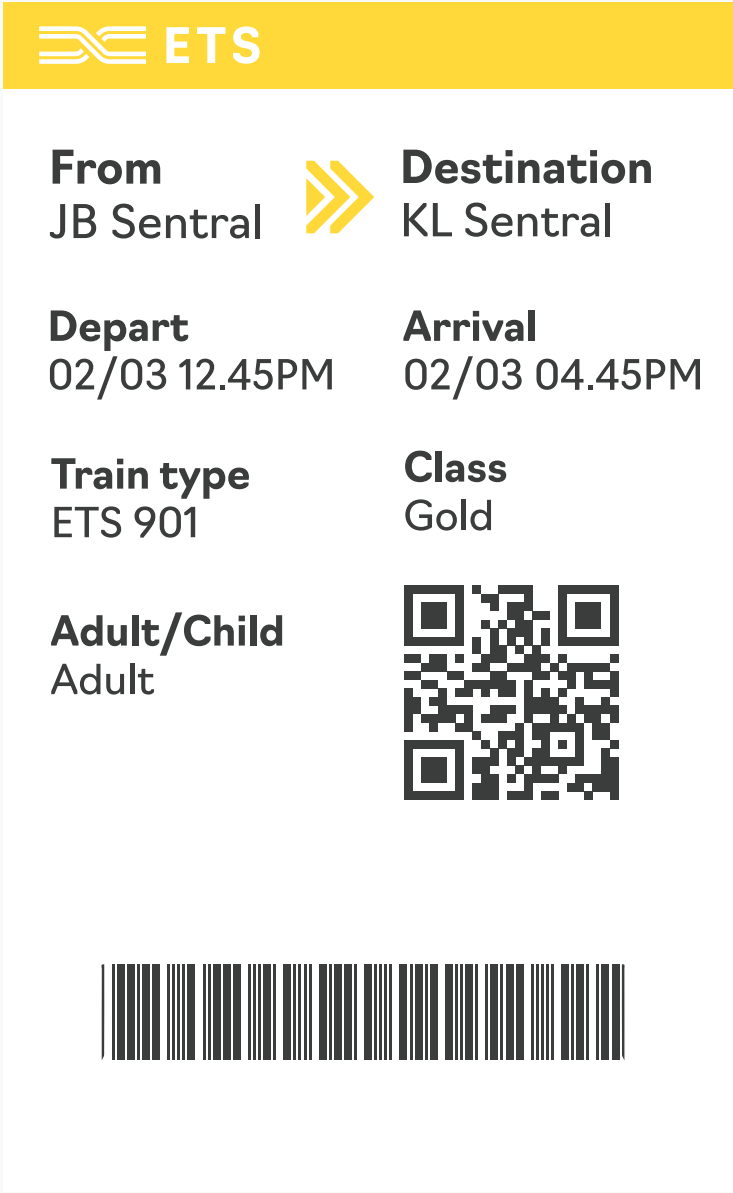
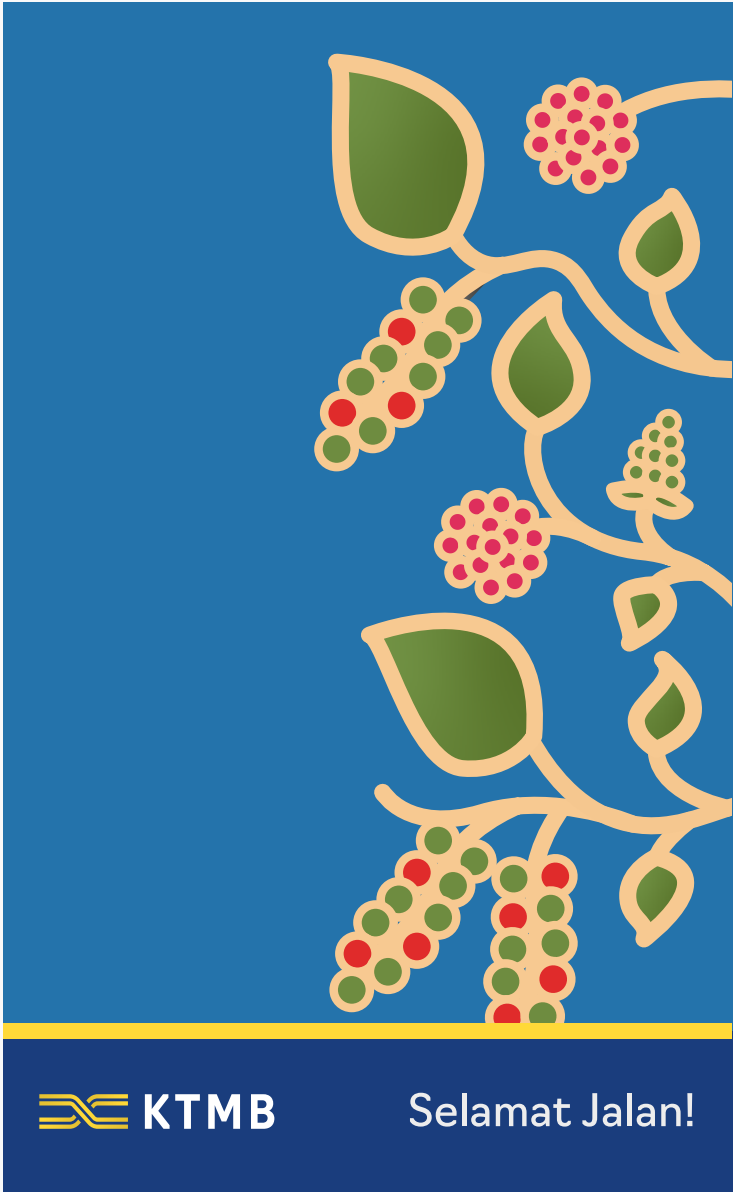




# Tickets/Tickets

Tickets are redesigned not only for ease of use and convenience but also for joy.

Tickets are now specialised with motifs that are relevant and displayed within the stations. They are designed to be collectible rather than just another ite to be discarded after use.





# Station Music

Inspired by both Japan Rail's usage of unique and culturally inspired music within their station's environment, the new stations will also feature musical elements for announcements, arrival, departures etc.

The musical style will be inspired by the musical heritage of Malaysia such as the tarian zapin and the musical compositions of the legendary film maker and composer Tan Sri P.Ramlee.





