



FONT

Cameron - Eras Demi ITC

traverse - Eras Medium BT

RED

● **CMYK** c0 m100 y100 k18

HEX #BD0017

RGB R289 G0 B23

PMS COATED 1795C

PMS UNCOATED 485U

GREEN

● **CMYK** c66 m0 y72 k70

HEX #264F36

RGB R38 G79 B54

PMS COATED 350C

PMS UNCOATED 350U

Keep the “R” symbol where it is, in the top right-hand side of the emblem and the wordmark.

Wau Cameron Logo

This outline resembles a modern yet simple form of wau, (traditional Malaysian kite).

Aims to highlight, promote and rejuvenate this once favourite family past time, Malaysian heritage, art of kite making, kite flying and decoration.

Logo Concept

1. Soaring Cable Car eclipsing Sun;
2. Silhouette of a hibiscus, Malaysia’s National Flower;

Red = Sun

represents excitement, fast and modern.

Green = Natural greenery of Cameron Highlands
represents vast nature, eco-friendly & tranquility.

Tagline - Traverse above timeless tranquility

traverse - moving across
above - higher than; overlooking
timeless - everlasting, permanent
tranquility - peaceful & calm setting



If the contrast between the logo and the background is not distinct enough, the single color logo version should be used.