

AUDIO
JOURNEY
PEOPLE
STORIES
A BRIGHTER
TOMORROW

MORE
THAN A
JOURNEY



Setiap Perjalanan Membawa Kisah Kehidupan.

KUPI BAS PODCAST

Brand Usage Guidelines & Mockup Presentation

Batch 1 | Page 1 of 10

*Stories
Move
Further*

SAME ROADS
DIFFERENT STORIES
BRIGHTER PEOPLE

PEOPLE
PLACES
CONVERSATIONS
A BETTER
TOMORROW

01 | Logo Overview

OUR IDENTITY DRIVES A BRIGHTER TOMORROW

Logo Kupi Bas Podcast melambangkan perjalanan, perkongsian cerita dan manusia di sebalik setiap destinasi. Ia menggabungkan elemen mikrofon, bas, jalan dan mentari — melambangkan suara, perjalanan, arah dan harapan.

Logo ini adalah nadi kepada identiti kami. Gunakan logo dengan konsisten di semua platform dan media bagi mengekalkan kekuatan jenama serta memastikan pengenalan yang jelas dan profesional.

*Stories
Move
Further*



Setiap Perjalanan Membawa Kisah Kehidupan.

PRIMARY LOGO (STACKED)

Versi utama logo yang digunakan dalam kebanyakan komunikasi jenama.



HORIZONTAL LOGO

Digunakan untuk ruang mendatar seperti header, banner, kolaborasi dan aplikasi digital.



ICON ONLY

Digunakan untuk avatar, profil media sosial, watermark dan ruang terhad.

CONSISTENCY BUILDS A STRONGER JOURNEY

Gunakan logo Kupi Bas Podcast dengan konsisten di semua media — cetak, digital, siaran, kolaborasi dan merchandise. Jangan mengubah, memutar, memudar, atau menambah elemen lain pada logo. Kekalkan warna, nisbah dan ruang kosong seperti dalam garis panduan ini untuk memastikan identiti jenama sentiasa tepat, profesional dan mudah dikenali.

02 | Logo Meaning & Brand History

ELEMENTS. MEANING. A BIGGER STORY.



MICROPHONE

Voice, dialogue, podcasting.

Represents open conversations, diverse perspectives and real stories.



GOLDEN SUN / CIRCLE

Hope, warmth, new perspectives.

Represents a brighter tomorrow, positivity and the endless possibilities ahead.



ROAD

Life path and stories in motion.

Symbolises the journey we all take, with different routes, experiences and destinations.



BUS

Journey, movement, community outreach.

A symbol of people, connections and conversations that travel beyond boundaries.



Setiap Perjalanan Membawa Kisah Kehidupan.



BLACK

Confidence and professionalism.
Conveys strength, credibility and a timeless, modern identity.



GOLD

Energy, warmth, value.
Represents positivity, passion, humanity and the value of meaningful stories.

BRAND HISTORY

The Kupi Bas Podcast identity was developed to combine kopi culture, mobile conversations, and meaningful life stories into one memorable symbol. It brings together the warmth of a good cup of kopi, the freedom of the open road, and the power of real conversations with real people. This identity reflects a simple yet powerful belief — that every journey, no matter how ordinary, can bring a story worth sharing.

*Stories
Move
Further*

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PLACES
CONVERSATIONS
A BETTER
TOMORROW

BRAND GUIDELINES

03 | COLOUR PALETTE, TYPOGRAPHY & CLEAR SPACE

A consistent visual system builds a stronger and more memorable brand.
These elements ensure Kupi Bas Podcast looks and feels unified across all platforms.

3.1 COLOUR PALETTE

Our colour palette reflects the brand's core personality — bold, optimistic and reliable. Use these colours consistently across all brand applications.



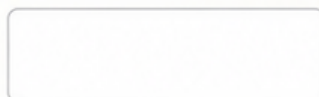
Primary Black
#111111

Strength, clarity and trust. Used for headings, key elements and primary backgrounds.



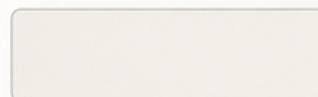
Golden Yellow
#E0A61B

Optimism, energy and forward movement. Used for highlights, accents and brand impact.



White
#FFFFFF

Clean, open and modern. Used for backgrounds and to create space and balance.



Warm Gray
#F3F1EC

A soft, warm neutral. Used for secondary backgrounds and design balance.

3.2 TYPOGRAPHY

A clean and modern type system helps us communicate clearly and consistently across all touchpoints.

HEADINGS

Bold • Modern • Geometric

Montserrat Bold KUPI BAS PODCAST

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BODY TEXT

Clean • Modern • Readable

Montserrat Regular

Setiap Perjalanan Membawa Kisah Kehidupan.

a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

TAGLINE / EMPHASIS

Refined • Italic • Expressive

Montserrat Italic

Setiap Perjalanan Membawa Kisah Kehidupan.

Stories
Move
Further

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3.3 CLEAR SPACE

Always maintain a clear space around the logo equal to the height of the "K" (marked as X). This ensures the logo remains clear and impactful in all applications.



3.4 MINIMUM SIZE

To ensure legibility, do not use the logo smaller than the minimum size shown below.



04 | Correct Usage & Misuse

GUIDELINES FOR A STRONGER BRAND

To keep KUPI Bas Podcast consistent, recognizable and professional, please follow these usage guidelines. Use the logo as intended and avoid any modifications.



DO

USE THE LOGO CORRECTLY



Use Enough Clear Space

Keep a minimum clear space of 1X around the logo.



Keep Original Proportions

Always use the logo in its original form and proportions.



Use Approved Colours

Use the official brand colours as provided.



DON'T

AVOID THESE COMMON MISTAKES



Do Not Stretch

Do not stretch, squeeze or distort the logo in any way.



Do Not Rotate

Do not rotate the logo at any angle.



Do Not Use Unauthorised Colours

Do not change the colours or use unapproved colour combinations.



Do Not Use on Busy Backgrounds

Avoid placing the logo on cluttered or low-contrast backgrounds.



Do Not Add Effects

Do not add shadows, glows, outlines or any special effects.

*Stories
Move
Further*

Batch 1 | Page 5 of 10

05 | Identity Mockups: Emblem, Badge Pin & Flag

BRAND IN ACTION. STORIES EVERYWHERE.



EMBLEM

Premium embroidered emblem, perfect for apparel, bags, and community merchandise.



BADGE PIN

High-quality metal badge pin with enamel finish. A small symbol with a big journey.



FLAG

Bold and recognizable. Carrying the Kupi Bas spirit further, to more places and people.

*Stories
Move
Further*

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CONVERSATIONS
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06 | Official Stationery & Accessories

Every Detail Carries the Journey.

Our stationery and accessories reflect the spirit of Kupu Bas Podcast — professional, meaningful and distinct. Consistent visual identity across all touchpoints strengthens our brand presence and recognition.



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Malaysia
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www.kupibas.my

Tuan / Puan,
Rakan Strategik
Kupu Bas Podcast
Malaysia

12 April 2025

Perkara : Kerjasama Kandungan & Perkongsian Cerita

Dengan hormatnya,

Terima kasih atas minat dan sokongan terhadap Kupu Bas Podcast. Kami sentiasa terbuka untuk meneroka peluang kerjasama yang boleh memberi impak positif kepada masyarakat melalui perkongsian cerita, pengalaman dan perspektif yang bermakna.

Kami percaya bahawa setiap perjalanan membawa kisah kehidupan, dan melalui kolaborasi ini, lebih ramai insan dapat mendengar, belajar dan terinspirasi.

Sekiranya anda memerlukan maklumat lanjut, sila hubungi kami pada bila-bila masa. Kami menantikan perbincangan seterusnya.

Sekian, terima kasih.

Yang benar,

Ahmad Firdaus
Pengasas & Hos
Kupu Bas Podcast

*Setiap Perjalanan
Membawa Kisah Kehidupan.*

OFFICIAL LETTERHEAD

For official correspondence



TUDUNG PIN

A refined emblem for everyday style



CUFFLINKS

A subtle statement of purpose

*Stories
Move
Further*

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07 | Corporate Apparel & Collared Wear

Professional attire that represents our identity, values and the journey we share. Designed for the team, the community and every supporter of KUPI Bas Podcast.

01 Formal Corporate Shirt

A smart and refined look for official events, meetings and representational duties.

-  Premium cotton blend for comfort and durability
-  Clean, modern and professional design
-  Suitable for official events and partnerships



FRONT VIEW

BACK VIEW

02 Collared Polo Shirt

A versatile and modern option for daily activities, roadshows and community engagements.

-  Breathable performance fabric
-  Stylish and comfortable for everyday wear
-  Perfect for events, outreach and crew



FRONT VIEW

BACK VIEW

*Stories
Move
Further*

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08 | MERCHANDISE APPAREL: T-SHIRT & VARSITY JACKET

Wear the Journey. Be Part of the Story.

T-SHIRT

Casual. Timeless. For Everyone.

A clean and comfortable tee
for our followers and fans.
Perfect for everyday wear
— because great stories
go everywhere with you.



Clean chest logo
placement.

Varsity Jacket

Premium. Bold. For True Supporters.

A statement piece for those
who live the journey. Classic
varsity design with modern
details, featuring the KUPI Bas
identity in a bold and stylish way.



Premium embroidered
logo.



Classic varsity details
with signature colours.



Signature line
on sleeve.

*Stories
Move
Further*

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09 | KUPI BAS PODCAST SETUP CONCEPT

A SPACE FOR REAL CONVERSATIONS,
INSPIRED BY KOPI, ROADS AND PEOPLE.



Backdrop

Signature logo backdrop as the focal point, creating a strong and recognizable brand presence.



Conversation Table

A cozy table setup with branded mugs, travel-inspired elements and a warm, casual atmosphere.



Mic Setup

Professional microphone setup with headphones for high-quality, intimate conversations.



Brand Atmosphere

Kopi culture, travel elements and meaningful quotes create a warm, authentic and inspiring environment.

*Stories
Move
Further*

*Lebih dari
Sebuah Podcast.*

Setiap Perjalanan
Membawa Kisah Kehidupan.

KISAH
INSPIRASI
KOMUNITI
PERJALANAN
SARAWAK



Orang
Tempat
Kisah Sebenar



Setiap Perjalanan Membawa Kisah Kehidupan.

KISAH
INSPIRASI
KOMUNITI
PERJALANAN
SARAWAK
& BEYOND

NEXT STOP
KUCHING



Kupi
Cerita
Jalan
Terus

Good
Conversation
Better
People

PEOPLE
STORIES
PLACES
IMPACT



KUPI



ORANG



TEMPAT



PERJALANAN



KISAH