



24th September 2025

***PROCEDURES AND GUIDELINES FOR THE
USE OF CAAM CORPORATE LOGO AND IDENTITY***

1 Introduction

- 1.1 The Civil Aviation Authority of Malaysia (CAAM) issues this Advisory Information (AI) to guide all stakeholders on the proper usage and approval process for the CAAM logo.
- 1.2 CAAM logo is the official visual identity of the organisation, symbolising its statutory authority, credibility and role as the sole civil aviation regulator in Malaysia. Misuse or unauthorised application of the logo may compromise CAAM's integrity and public confidence. As such, all requests for its use must follow the procedures outlined in this AI.

2 Scope

- 2.1 This AI applies to all external stakeholders, vendors, contractors, internal divisions, and third parties producing any materials that incorporate the CAAM logo or other CAAM Corporate Identity (CI) elements.

3 Key Requirements

- 3.1 A written approval must be obtained from CAAM before the corporate logo or CI elements are used in any medium, including but not limited to:
- a) Publications, reports and presentations;
 - b) Digital platforms, such as websites, social media and email;
 - c) Marketing and promotional materials;
 - d) Event collaterals, signages and exhibition displays;
 - e) Merchandise and corporate gifts;
 - f) Any other communications or materials where the CAAM logo may appear.
- 3.2 The CAAM logo may only be use in connection with CAAM-approved initiatives, communications or partnerships. Its use is strictly prohibited for personal, commercial, political or unrelated purposes.
- 3.3 The CAAM logo must not be altered in any form, including distortion, recolouring, cropping, or merging with other symbols.



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- 3.4 For co-branding or partnership arrangements, the placement, size and prominence of the CAAM logo must be approved by CAAM to avoid misrepresentation.
- 3.5 The logo must always be reproduced in high resolution and obtained only from CAAM.
- 3.6 Digital usage including websites, mobile applications and social media requires prior approval from CAAM. The logo must not be animated, hyperlinked or used as profile pictures, icons or informal graphics.
- 3.7 Older versions of the CAAM logo are being phased out progressively. Stakeholders should refrain from creating new materials with the old logo and are encouraged to coordinate with CAAM to plan for timely replacement.
- 3.8 Upon approval of CAAM logo usage, a corporate identity guideline will be shared with stakeholders. This guideline provides detailed instructions on logo usage, sizing, placement and colour specifications. All stakeholders must ensure that usage strictly adheres to the standards set within this guideline.

4 Approval Process

- 4.1 All stakeholders must obtain a written approval from CAAM's Corporate Communications before using the CAAM logo or CI elements.
- 4.2 Draft materials must be submitted via email to CAAM Corporate Communications at least seven (7) working days before the intended production or publication date. Submissions should include:
 - a) A copy of the draft material showing how the logo will appear;
 - b) The intended purpose of the material;
 - c) The platform or medium where it will be used;
 - d) The target audience;
- 4.3 CAAM will review the submission and provide written approval or feedback for amendments, if necessary. Production or publication may only proceed once written approval has been granted by CAAM.

5 Responsibilities of Stakeholders

- 5.1 Stakeholders are responsible for ensuring full compliance with this AI and the corporate identity guideline.
- 5.2 Any unauthorised or non-compliant use of the CAAM logo may result in withdrawal, recall or other corrective measures deemed necessary by CAAM.



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6 Enquiries

- 6.1 All request and enquiries regarding the use of the CAAM logo and CI can be directed to CAAM's Corporate Communications at communications@caam.gov.my.



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for Civil Aviation Authority of Malaysia
24 September 2025