



MALAYSIA'S SINGLE WINDOW FOR THE STARTUP ECOSYSTEM



Brand Guidelines

Table of Contents

01

BRAND MESSAGE

What our visual identity means

- Introduction
- Who We Are
- Our Vision
- MYStartup Introduction
- Audience Persona
- Brand Voice
- Brand Personality

02

LOGO GUIDELINES

Usage of our logo & guidelines

- Logo Sizing & Spacing
- Colour Palette
- Logo Placement
- Adaptations: Sample Designs
- Logo Do's & Don'ts
- Colour Palette
- Typography

03

BRAND ELEMENTS

How to use patterns, shapes and images

Brand Message

What our visual identity means

Introduction

MYStartup is a national initiative established in 2021 by the Ministry of Science, Technology and Innovation (MOSTI), powered by Cradle. MYStartup is the Single Window to Malaysia's startup ecosystem, offering a one-stop platform for all things startup in Malaysia. In line with the nation's aim to be among the top 20 global startup ecosystems by 2030, MYStartup facilitates a seamless business environment by uniting founders, investors, tech talents, government agencies and ecosystem players—fostering inclusive and sustainable growth. To achieve this goal, it's crucial for us to communicate with a unified voice, maintaining a consistent and recognizable brand identity.

This brand guidelines handbook is more than a document; it's a reflection of who we are and what we stand for. It encapsulates the visual and messaging elements that resonate with our audience, inspire our teams, and set us apart in the market. These guidelines clearly articulates the usage of the design of all subsequent brand artifacts and should be followed thoroughly to ensure we maintain our brand identity and make us more accessible to our audience.

As we drive the ecosystem forward, everyone at MYStartup will be able to excel as a single organisation, and remember that each interaction with our brand is an opportunity to reinforce our reputation for excellence and innovation.

Ecosystem Development,
MYStartup

Introduction to MYStartup

2021

MYStartup was established in 2021, nurturing the ecosystem through **capacity-building programmes**, including hackathons, accelerators, pre-accelerators, and bootcamps—all while connecting startups, investors and tech talents through our portal. The MYStartup **portal** serves as **a directory** of Malaysia's startups, investors, service providers and other ecosystem partners.

2023

Cognizant of the importance to grow the Malaysian startup ecosystem, MYStartup was designated to be the **Single Window platform for all things startup in Malaysia**—elevating our portal to integrate an end-to-end overview of access and information on founders, investors, tech talents, government agencies and ecosystem builders in Malaysia into **one platform**.

MYSTARTUP

The Single Window Platform

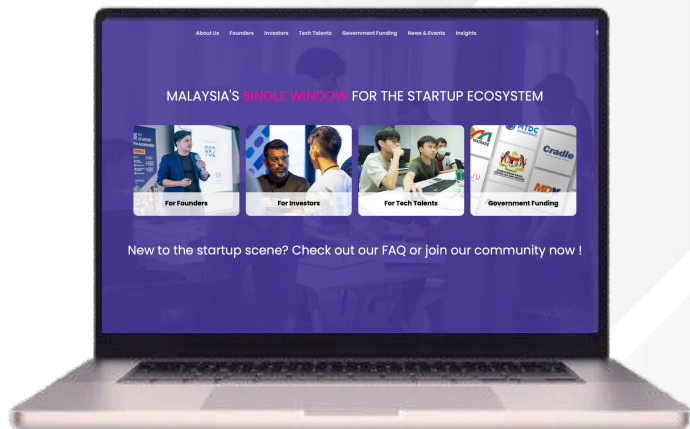
Your go-to for all startup needs in Malaysia!



OUR PLATFORM

MALAYSIA'S SINGLE WINDOW FOR THE STARTUP ECOSYSTEM

FOUNDERS. INVESTORS. TECH TALENTS



www.mystartup.gov.my

OUR CAPACITY BUILDING PROGRAMMES

FOUNDERS

The founders track aims to accelerate the growth and development of early-stage startups through various capacity-building programs, such as bootcamps, hackathons, and accelerators.

INVESTORS

The investors track aims to educate founders to be pitch-ready and connect them to quality investors through workshops, curated investor matching sessions, networking events and mentorship sessions.

TECH TALENTS

The tech talents track aims to bridge the skillset gap between the education system and the demands of the tech industry by building a community that offers learning, upskilling, and job placement.

MYStartup & Cradle: How Are We Linked?



Cradle Fund Sdn. Bhd. (Cradle), a focal point agency for Malaysia's early-stage startup, incorporated under the Ministry of Finance Malaysia (MOF) in 2003 with a mandate to fund potential and high-calibre tech startups through its Cradle Investment Programme (CIP). Cradle is presently administered by the Ministry of Science, Technology and Innovation (MOSTI).

4 MAIN PILLARS:



GRANTS

To fund potential and high-calibre tech start-ups through its Cradle Investment Programme (CIP).



SUPER

The Malaysia Startup Ecosystem Roadmap (SUPER) 2021-2030 is developed to transform Malaysia into a Top 20 global startup ecosystem by 2030, generating 5,000 startups by 2025 and 10,000 coders by 2030.



MYSTARTUP

MYStartup is the Single Window to Malaysia's startup ecosystem, offering a platform that fosters inclusive and sustainable growth for founders, investors and tech talents.



CSV

A venture capital arm that manages an early stage venture fund based out of Malaysia and is always on the lookout for start-ups with high growth potential, led by passionate founders with high levels of enthusiasm.

MYStartup Initiatives: FOUNDERS



Bootcamp

To provide first time founders a platform to grow as entrepreneurs.



Hackathon

A corporate hackathon designed to help solve the digitalisation & innovation needs of large corporations.



MYHackathon

Malaysia's nationwide hackathon unites technopreneurs, innovators, subject matter experts, and Malaysians from all walks of life to co-create digital solutions, enhancing key government services.



Pre-Accelerator

Exclusively designed for pre-seed and early-stage startups that are serious about achieving impactful customer proof-points while building and validating ideas & business models.



Accelerator

Aims to help early startups to growth scaleups achieve explosive growth by employing successful mentors/investors leveraging successful mentors/investors who have found success themselves.



Market Access

An immersion program for founders to access certain markets.



Enrichment Programmes:
Mentorship
Internship



Seed2Scale Workshop

To educate founders to be pitch ready and connect founders to quality investors (VCs, ECF, P2P, grants, etc.) through workshops and networking events.



Deal Hustlers

To curate quality connections between founders and global investors to founders.





Coffee Chats

To create a self-sustaining student community and to provide a one stop summarised content learning on the latest tech giants through our partners.



Bootcamp Upskilling

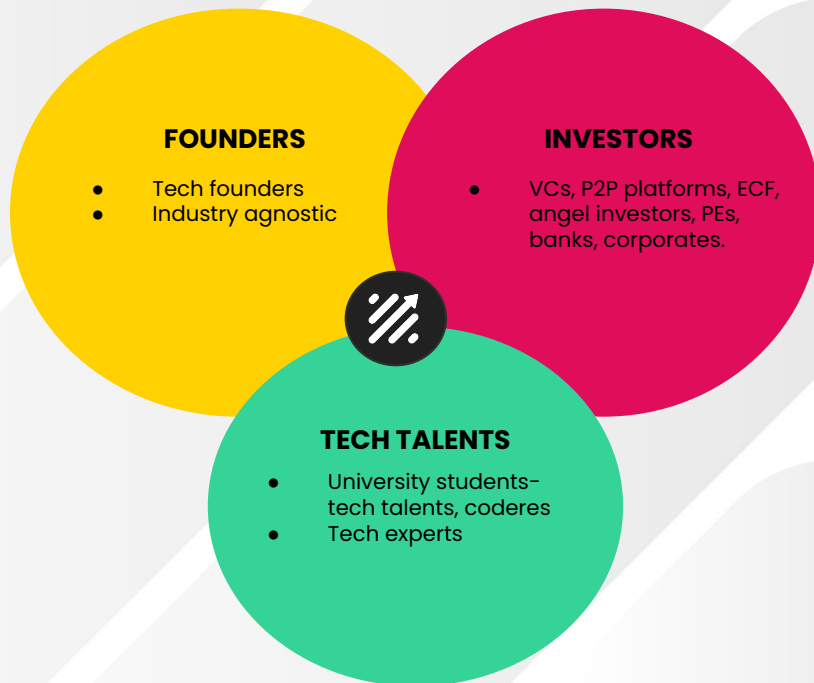
To provide up to date learning opportunities to students.

Audience Persona

In Summary:

In whatever we do, we will have to prioritise the founders:

- We organise capacity building programmes to accelerate growth for our founders
- We upskill tech talents so founders can get access to good talent
- We upskill tech talents to create future founders
- We work with various funding partners: crowdfunding, VCs, PEs, P2Ps to ensure founders have access to various funding options



Brand Personality

GLOBAL & ASEAN

We dream big. That means we not only talk about our local achievements but also proudly celebrate what happens globally. We don't just tell our local narratives; we're always on the lookout to share on global and ASEAN stories, pushing the boundaries of startups.

INCLUSIVE

This brand personality is designed to resonate with a broad and diverse audience, welcoming people from all backgrounds, cultures, and identities. Our content caters to all ages, gender, states– we are inclusive but we focus on our core target audience: tech founders, tech talents and investors.

SUSTAINABLE

In the realm of sustainability, our brand is defined by its alignment with environmentally and socially responsible practices. This encompasses a dedication to eco-friendly initiatives, ethical sourcing, and a focus on fostering long-term societal and environmental benefits.

INSPIRING

Our brand fosters a powerful emotional bond with our audience, motivating them to take positive actions. With an inspiring personality, we serve as a source of motivation, aspiration, and empowerment—crucial elements in the entrepreneurial space to sustain founders' momentum. Our content is designed to be inspiring, informative, and nurturing to the ecosystem.

IMPACT DRIVEN

We don't like fluff, we strive for impact. That means we ultimately care about how our work impacts our stakeholders. When writing, always look for opportunities to remind the reader of how we make an impact and how important entrepreneurship is to the country.

Brand Voice

Just like MYStartup's visual identity, the way we communicate externally strengthens our brand, demonstrates the value of our mission, and reinforces our role as a focal point agency for startups. Consistency in the tone we use, stories we tell, and information we share is vital to building a unified, trustworthy, and dependable brand.

Style

We want our audiences to view MYStartup as the go to channel for startups. That means that how we write, our style, matters just as much as what we say. Some guidelines:

- Use "we" consistently across all brand communications, including website content, social media posts, marketing materials, and any other written or spoken content.
- When we write, we use British English (UK).

Consistency & Accuracy

It's important that we talk about our work and value in an accurate and consistent way — no need to reinvent the wheel! The mission, model, and glossary below in this handbook are key resources for this. We also always back up our impact with credible facts.

Informative, Inspiring & Uplifting

Our content is well-written, motivating with an uplifting tone, as well as straightforward and informative, providing valuable information to their audience. This also applies to content we share on our platforms that is not written by us. Everything we communicate reflects back upon the brand, and informs the way people view the organization.

What our social media should say

MYStartup is the Malaysia's Single Window for the startup ecosystem, offering a one-stop platform for all things startup.



What our Press Release should say

About MYStartup

MYStartup is a national initiative established in 2021 by the Ministry of Science, Technology and Innovation (MOSTI), powered by Cradle. MYStartup is Malaysia's Single Window for the startup ecosystem, offering a one-stop platform for all things startup. In line with the nation's aim to be among the top 20 global startup ecosystems by 2030, MYStartup facilitates a seamless business environment by uniting founders, investors, tech talents, government agencies and ecosystem players—fostering inclusive and sustainable growth. Driven by the Malaysia Startup Ecosystem Roadmap (SUPER), this initiative is also in tandem with MOSTI's target of creating 5,000 startups by 2025 and 10,000 coders by 2030.

For more information on MYStartup, please visit www.mystartup.gov.my

Logo Guidelines

What our logo looks like and how it's used



Logo

The MYStartup logo is clear, bold & warm using all uppercase letterforms with the emphasis on "startup".

Consistent application of this logo is crucial to brand awareness among our target audiences.

Usage Guidelines:

- The purple logo is for use on white/light backgrounds.
- The white logo, is for use on dark backgrounds such as purple and black.
- Overall, use your best judgment when choosing which of the three logo colors to use and make sure the logo can be seen and read easily.

To access our logo, click [here](#)

For printing, use CMYK [here](#)



MYSTARTUP

1

The logo is design to fit in a square layout to represent a “sandbox” that is full of resources yet safe for the entrepreneurs to experiment and grow.

Arrows are always ascending. This symbolises growth and scale of our startups. Different slanted bars represents different entities and size of businesses in the market (diversity & inclusivity)

2

Solid purple colour- to symbolise creativity & **uniqueness**: The only Single Window & one stop portal in ASEAN aimed to support the entrepreneurial ecosystem.

Emphasizes on startups. For any of our actions, we ask ourselves- will it benefit the startups? If yes, how many and what is the impact?

Thin to bold typeface to signify progress and journey of an entrepreneur. A one-liner of the logo show boldness to face the challenges in the entrepreneurial ecosystem.

Logo Sizing & Spacing

MyStartup logo and logotype are key to the brand signature. These elements should NEVER be altered as this combination forms the most significant meaning to the brand.

The logo comes with only ONE orientation, which is HORIZONTAL and shall not be altered under any circumstances. The logo and logotype may be use individually to represent the Company.

The width of the center “arrow” from the MYStartup logo may be used as a unit of measurement to maintain consistent clear space. The buffer zone should be at least one “arrow” on each side.

*Minimum Size
For Print: 4 cm
For Screen: 156 px*



Logo Placement & Partnership Guidelines

The MYStartup logo should be placed consistently on all types of communications—whether an ad, a web page, a sign. In general, the logo should appear top left or right within the brand area, centered vertically, as we would like to ALWAYS showcase our brand.

Partner. Logo Placement & Guidelines

When it comes to logo placement with partners, our logo should be also placed on the top right/left but we are flexible as we can cater to our partners needs.

Please follow these guidelines when using the MYStartup logo along with other logos.

1. Maintain clear space around logo for all print and digital materials.
 2. Use only approved logo colors (also our primary colors): black, purple, or white.
 3. When mentioning MOSTI and Cradle:
 - AN INITIATIVE BY: MOSTI
 - POWERED BY: Cradle
 - IN PARTNERSHIP WITH:
 4. Please follow the following sequence: MOSTI, Cradle, Your logo.
- To access MOSTI & Cradle's logo: click [here](#)



Logo Mark

The logo mark uses the MYStartup “arrow” centered inside of a circle with the purple and white/white and black color combination. Consistent application of the logo mark is crucial to building brand equity.

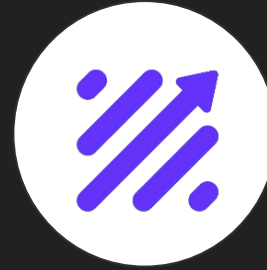
Usage Guidelines

- The white circle and purple “arrow” logo mark is for use on dark backgrounds, such as black.
- The black circle and white “arrow” logo mark is for use on white/light backgrounds, such as white.

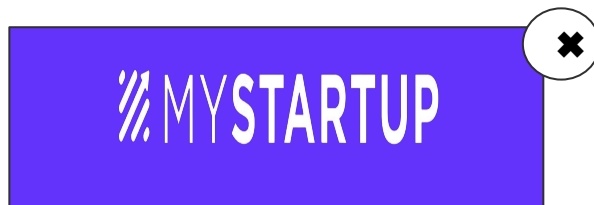
For Print: 1 cm

For Screen: 40 px

To access the logo mark, click [here](#)



Logo Do's & Don'ts



Do not distort the logo.



Do not add effects/filters to the logo.



Do use the approved colors, black, white, and purple for the logo and mark.



Do not tilt the logo.



Do not separate the logo.

Colour Palette

How to use our palette to show who we are

Primary Palette

The primary colors ground the brand and build brand awareness. As such, our MYStartup Purple and Black represent inclusivity and vibrancy of the ecosystem, which are significant assets in marketing and should be interspersed with our secondary palette when designing branded materials.

The color values are provided for brand integrity and should be used at all times. Do not use an eyedropper tool for selecting colors, as this can result in inaccurate results.

Purple
#6333FB

Royal Purple
#463B95

Black
#231F20

White
#FFFFFF

Secondary Palette

The secondary MYStartup palette includes a wide range of bold and bright colors and supports our primary colors.

Similar to the primary palette, the color values are provided for brand integrity and should be used at all times.

Each colour represents the different pillars. Our colours represent a prism, as the light funnel branches out to different colors. This symbolises our Single Window narrative, providing support to different personas through a single platform. For any initiatives tied to the pillars, please use the colours listed below:

- *Dandelion Yellow: Founders*
- *Raspberry: Investors*
- *Medium Aquamarine: Tech Talents*

Dandelion Yellow
#FFD100

FOUNDERS

Raspberry
#E00D5B

INVESTORS

Medium Aquamarine
#36D399

TECH TALENTS

MYStartup NXT Palette

The colors of MYStartup NXT are distinctive, signifying this series of events held across various states as exclusive to our brand, representing our flagship event. Consequently, the brighter colors enhance brand visibility.

MYStartup NXT is pronounced as **NEXT** and not NXT.

MYStartup NXT uses a more notable font to highlight it's title:

- Poppins Outline

Dark Blue

#24017F

Neon Yellow

#E3F14B

Bright Purple

#8B53D1

Dark Purple

#352389

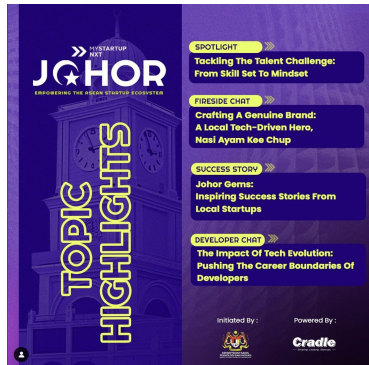
TYPEFACE : RIGHTEOUS

TYPEFACE : POPPINS

TYPEFACE : POPPINS OUTLINE

Social Media Samples

MYStartup NXT:



Audience Persona:

FOUNDERS



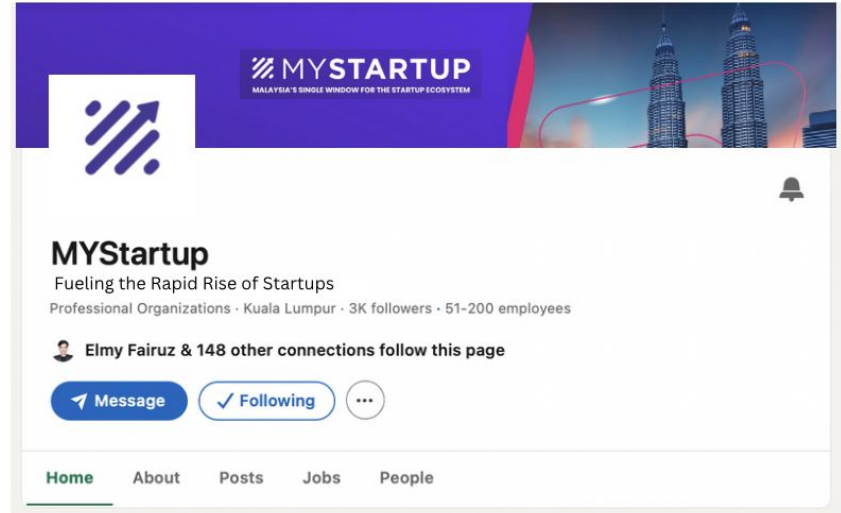
INVESTORS



TECH TALENTS



Social Media Samples



Visual Language

The imagery style of MyStartup should be active and portray the **energy of the startup ecosystem**.

The subject in the image should be constantly showing movement and energetic, let it be speaking on a panel, giving a speech, etc. Hand gestures are a great way to show motion in a picture.

It would be best if the main images (featured on our website/social media) could be taken with our branding visible in the background.



Logo Typography

What our font looks like and how it's used

Typography

The MYStartup brand uses three typefaces:

- **Poppins- main**
- Gotham- secondary
- Righteous- bigger headlines

Gotham is the typeface used for impact. Its robust, modern appearance means it should be used for functional headlines and wayfinding.

Usage Guidelines:

- Do use it for large titles.
- Do use in bolder weights for emphasis.
- Don't use for large amounts of body copy.

To get access to the fonts:

- Gotham [here](#)
- Righteous [here](#)

Just like MYStartup's visual identity, the way we communicate externally strengthens our brand, demonstrates the value of our mission, and reinforces our role as a focal point agency for startups.

GOTHAM EXTRABOLD
GOTHAM BOLD
GOTHAM MEDIUM

GOTHAM BOOK
GOTHAM LIGHT
GOTHAM THIN

RIGHTEOUS
REGULAR

Logo Usage: Signature



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& Strategic Marketing

Ecosystem Development

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<https://linktr.ee/cradlefund>

→ The font here is Calibri (Body) to be aligned with Cradle's brand guidelines.

→ Should be linked to all Cradle's channel



→ Should be linked to MYStartup's website (to be updated)

*To access the banner, click [here](#)

Brand Elements

How to use patterns, shapes, and images to tell engaging stories

Brand Elements

At MYStartup, we regard our logo's design as the cornerstone of our brand. We have incorporated some elements into our visual identity.

The line design is flexible and can adapt to new trends and technologies. It focus on clear visuals and makes it easier for organisations to simplify complex information about long term strategic growth.

Shadow effects convey a solid resilient outlook, qualities investors seek in companies with prospects for sustainable growth.

Light glow effects embody the modern and futuristic style of our design, making the brand appear contemporary and cutting-edge, thereby appealing to tech-savvy audiences.

Design Directions:

1. 80% brand mark adaptation
2. Horizontal arrow elements
3. Diagonal arrow with mark elements
4. Diagonal arrow elements
5. Brand mark elements

For a deck template, [click here](#)

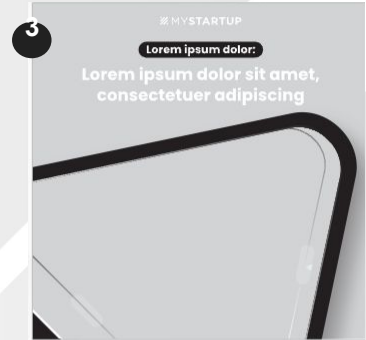
Individual Highlights + Quotes



Event Announcement



Infographic/Topic

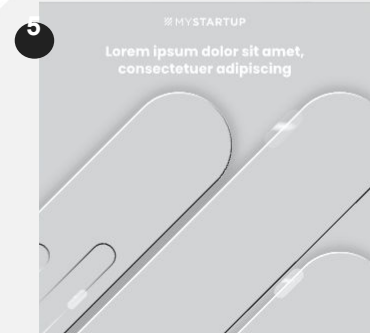


Event Coverage

Option A



Option B



Social Media Applications

To access our elements in AI, [click here](#)

FOUNDERS

MYSTARTUP

Individual Highlights +
Quotes



Event Announcement



Infographic/Topic



Event Coverage

Option A



Option B



Social Media Applications

To access our elements in AI, [click here](#)

INVESTORS

MYSTARTUP

Individual Highlights +
Quotes



Event Announcement



Infographic/Topic



Event Coverage

Option A



Option B



Social Media Applications

To access our elements in AI, [click here](#)

TECH TALENTS

MYSTARTUP

Individual Highlights + Quotes



Event Announcement



Infographic/Topic



Event Coverage

Option A



Option B





Thank You

For more information, visit www.mystartup.gov.my



Questions?
Please contact:

MYSTARTUP
mystartup@cradle.com.my

AN INITIATIVE BY



POWERED BY

