

'Small change to BN logo won't matter much'
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A change to the coalition logo would not amount to much, especially if it is just a cosmetic exercise, according to DAP Bukit Bendera parliamentarian Liew Chin Tong.

NONE "I wouldn't want to speculate but a change to the logo would not matter that much. It is just a logo," said Liew (right), who was a political strategist prior to being elected in 2008.

However, he said, from an advertising point of view, adding an element of the 1Malaysia symbol onto the coalition logo could allow for some brand consistency.

He was responding to Prime Minister and BN chairperson Najib Razak's proposal last week to change the logo along with the amendment to the party constitution which would allow direct membership.

The amendment to the constitution was said to be a bid for greater inclusiveness.

This would match the move to place the 1Malaysia symbol onto the logo, as reported by several media outlets, as inclusiveness appears to be the cornerstone of the government campaign.

But credible sources informed Malaysiakini that only the 'number one' of the symbol will be used.

NONE The number one would not have the Malaysian flag on it, unlike the 1Malaysia symbol, but will be white in colour, a source has said.

Instead of the word 'Malaysia', the number will have the letters BN at the bottom, he added of the change still being researched.

It is understood that the '1BN' addition, yet to be approved by the BN supreme council, will be enclosed in a circle at the "fulcrum of the dacing (weighing scale)", identified with the BN since 1974.

However, the source noted that the changes will be "small" and could easily be missed, and that the blue background on the new logo would be without the red, yellow and white stripes as previously reported.

"The new logo which is being currently researched is blue on white and white on blue," said the source.

Blurring line between gov't and party

While the 1Malaysia symbol may not explicitly turn up in the new logo, Liew said that incorporating such an obvious element into the BN logo still somewhat blurs the line between the government and a political party.

NONE The 1Malaysia campaign and symbol have been described as apolitical, and individuals wearing the 1Malaysia T-shirt were allowed at polling centres at the Galas by-election last month based on this reason.

Similarly, the presence of an NGO bearing the same name, claiming to be apolitical, was seen to have benefitted the BN in the same by-election.

The so-called 1Malaysia NGO, that was coordinated by an MCA member, had organised dinners and distributed groceries to residents during the husting in the Kelantan affair, but had claimed to have had nothing to do with any political party.

BN representatives contacted have declined to comment on the matter. They are rather waiting until the logo is unveiled before doing so.

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