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NEW 1MALAYSIA NEGARAKU LOGO LAUNCHED

Symbol represents strength in building unity, transforming economy

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THE 1Malaysia logo has been redesigned to incorporate the Negaraku campaign to prevent confusion and ensure that none of the two initiatives are sidelined.

Prime Minister Datuk Seri Najib Razak, who launched the newly-integrated 1Malaysia Negaraku logo yesterday, said the move was part of a rebranding exercise to improve and portray a clearer image of the nation's unity.

"We have agreed to fuse the two logos - 1Malaysia and Negaraku - to avoid any form of confusion among the people and ensure that one of the initiatives is not sidelined at the expense of the other.

"And, the war cry (for both initiatives) is still on," said Najib.

The redesigned 1Malaysia Negaraku icon has the Malaysian flag, or Jalur Gemilang, wrapped around the No. 1 figure, whereas

in the old one, it was fashioned inside the logo.

The word "Negaraku" also appears at the base of the logo and it carries the "1Malaysia Negaraku" slogan.

The new logo reflects the country's strength in building unity, and working towards transforming the economy.

The 1Malaysia Negaraku logo also symbolises the key values and culture of the country's diverse people, which are founded on history and common interests.

The Communications and Multimedia Ministry is the copyright owner of the new logo and it can be downloaded at www.kmm.gov.my.

Najib said the new logo would be used from today and it was expected to be further highlighted during the ongoing Sea Games



Prime Minister Datuk Seri Najib Razak launching the new 1Malaysia Negaraku logo in Putrajaya yesterday. With him are (from left) Chief Secretary to the Government Tan Sri Dr Ali Hamsa, Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi, Communications and Multimedia Minister Datuk Seri Salleh Said Keruak and prime minister's special project coordinator Tan Sri Dr Lim Kok Wing. PIC BY MOHD FADLI HAMZAH

and in the 60th National Day celebrations.

He praised the Communications and Multimedia Ministry and LimKokWing University for helping to realise the new 1Malaysia Negaraku logo.

Present at the launch were Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi, Chief Secretary to the Government Tan Sri Dr Ali Hamsa, Communications and Multimedia Minister Datuk Seri Salleh Said Keruak, prime minister's special project coordinator Tan Sri Dr Lim Kok Wing and members of the cabinet.

Salleh's team, including the ministry's working committee for the National Day celebration led by its secretary-general, Datuk Seri Dr Sharifah Zarah Syed Ahmad, was responsible for coming up with the concept and idea of the new logo.

Technical support was provided by Lim's team.

"I do not have to go into detail about the new logo as it is self-explanatory. But it is good to have both initiatives combined into one logo as I only have to wear one lapel pin instead of two," Najib said in jest.

The prime minister said the

1Malaysia concept had been widely accepted by the people since its inception on June 27, 2009. He added that it was not merely a concept, but founded on key values as the groundwork for a sound nation.

The 1Malaysia initiative had become a national legacy and symbol for the prime minister's administration. It had become the most recognisable symbol nationwide.

The Negaraku initiative was launched by Najib in February to promote unity among Malaysians as part of the country's 60th Merdeka celebrations this year.