



*Malaysia is every traveller's dream come true. It personifies "Malaysia, Truly Asia". Imagine a truly synergistic amalgamation of colours, flavours, sounds and sights of Asia, all in 1 Malaysia, all year round.*

# MyFest 2015 Endless Celebrations



Themed "Endless Celebrations", the year-long calendar is packed with festivities of every genre; for instance cultural festivals, shopping extravaganzas, international acclaimed events, eco-tourism events, arts, music showcases, food promotions and other themed events.

## MyFest 2015, A National Mission



The Malaysia Year of Festivals 2015 campaign leverages on smart partnerships in line with the National Blue Ocean Strategy through integrated public-private partnership strategy that nurtures stakeholder engagement, support and participation. The symbiosis enables Malaysia's tourism efforts to be competitive and to remain one of the prime contributors to the socio-economic development of the nation. Stakeholders and industry players should be united and Malaysians should come forward in the spirit of unity during Malaysia Year of Festivals 2015. As Malaysia Year of Festivals 2015 is a national mission, it is envisaged that government agencies, the private sector, non-government agencies and industry players will come together and make the national campaign a success.

# FOOD SHOPPING HOT SPOTS

# A year of ENDLESS CELEBRATIONS



## MyFest 2015 Branding

MyFest 2015's logo was launched in Kelantan on 18 September 2014 by YB Dato' Seri Mohamed Nazri bin Abdul Aziz, Minister of Tourism and Culture Malaysia.



## MyFest 2015 Rationale

The year 2015 will be known as the Malaysia Year Of Festivals (MyFest) 2015. The MyFest 2015 campaign will continue to boost the tourism sector and ensure that the Malaysian tourism industry remains robust after the Visit Malaysia Year 2014 campaign. As Malaysia is blessed with various cultures, the new campaign seeks to showcase and celebrate Malaysia's bountiful, diverse cultures and various festivities.

The MyFest 2015 campaign also seeks to maintain Malaysia as the top-of-the-mind tourist destination with a target of receiving 29.4 million tourist arrivals and RM89 billion tourist receipts. The campaign will complement the Malaysia Tourism Transformation Plan (MTTP:2020:36:168) where the country has set a target of 36 million tourist arrivals with RM168 billion tourist receipts in the year 2020.

## Brand Guidelines

### Colour

<b>PANTONE 2758C</b> C100 M090 Y000 K045 R011 G021 B081
<b>PANTONE 0293C</b> C100 M070 Y000 K000 R000 G072 B156
<b>PANTONE 290C</b> C025 M000 Y005 K000 R187 G229 B238
<b>PANTONE 185C</b> C000 M090 Y085 K000 R240 G065 B054
<b>PANTONE 123C</b> C000 M015 Y085 K000 R255 G204 B037

C100 M070 Y000 K000  
R000 G072 B156

C100 M090 Y000 K045  
R011 G021 B081



Logo with white outline  
(on coloured background)



Logo with white text  
(on coloured background)



Logo in reverse white



Logo in black and white

### Logo Application





## MyFest 2015 Logo Rationale

The design for Malaysia Year of Festivals 2015 logo depicts a traditional musical instrument known as the Rebana Ubi. The drum is a musical instrument which can be associated with Malaysia's multicultural society, in line with the spirit of 1Malaysia. Therefore, the logo design reflects an important part of the country's heritage, traditions and culture.



## Tourism Target

YEAR	TOURIST ARRIVALS (mil)	TOURIST RECEIPTS (RM bil)
Visit Malaysia Year 2014	28	76
MyFest 2015	29.4	89
2020	36	168

## MyFest 2015 Nationwide Roadshow



To promote Malaysia Year of Festivals 2015, the Ministry of Tourism and Culture Malaysia will embark on a series of nationwide meeting sessions beginning October 2014. The programme will disseminate the vision, targets and branding information of Malaysia Year of Festivals 2015 to the industry players and stakeholders.

State	Date
KL/Putrajaya & Selangor	21 October 2014
Negeri Sembilan	28 October 2014
Labuan	11 November 2014
Johor	13 November 2014
Kelantan	17 November 2014
Terengganu	19 November 2014
Melaka	21 November 2014
Pahang	25 November 2014
Kedah	27 November 2014
Perlis	2 December 2014
Penang	4 December 2014
Sabah	8 December 2014
Perak	10 December 2014
Sarawak	16 December 2014

\* The dates above are subject to change.



# MyFest 2015 Event Highlights

