



**S O S M**

Save Ones Sight Missions

*Corporate Identity  
Manual Guidebook*

# Content

<b>Introduction</b>	1
<b>Visual Identity</b>	
-Logo	5
-Colour	13
-Typeface	14
-Copywriting	15
<b>Photography</b>	18
<b>Brand Application</b>	
-Stationery	24
-Corporate Collaterals	28
-Advertising	32
-Digital	40
-Signage	42
-Vehicle	43
-Tee Shirt	44

Copyright/Disclaimer  
© Copyright 2013. All rights reserved.  
All materials, contents, and illustrations contained on this book are the intellectual property of  
Save Ones Sight Missions Bhd and may not be copied, reproduced, distributed or displayed without  
Save Ones Sight Missions Bhd express written permission.

**SAVE ONES SIGHT MISSIONS BHD** (947704-1)  
Non Profit Organisation  
08-83 8th Floor, Berjaya Times Square, No.1 Jalan Imbi, 55100 Kuala Lumpur, Malaysia.  
T: +603 8957 7181 F: +603 8957 7188 E: [info@saveonesight.org](mailto:info@saveonesight.org) [www.saveonesight.org](http://www.saveonesight.org)



Beautiful eyes,  
beautiful moments.

# *Introduction*

40 million people worldwide are completely blind



However, 75% of this blindness is treatable and/or preventable

We are here to fight unnecessary blindness and other eye diseases, but the most important thing is to appreciate our sight.

### Who We Are?

Save Ones Sight Missions is a non-profit Christian organization to help those with disability and vision disability, regardless of race, gender, age or religion in Malaysia and beyond Asia.

SOSM has over 2.5 years of experience working with people with vision disabilities, while preventing and treating diseases that lead to vision disability. We reach over thousand of people nationwide each year.

SOSM began in Kuala Lumpur, Malaysia, founded in 2009 by Stevens Chan and his wife, Kaye. SOSM works with many partner organizations, governments and Christian ministries to implement programmes. To date, we organized over 50 eyehealth screening events as well as provided 50 cataract surgery and 200 pair of spectacles for disadvantaged adults and children.

Malaysia Glaucoma Society (previously known as The Glaucoma Society KL & Selangor) is an extension of SOSM.

### Our Mission

**P - Prevention Mission**  
(Vision Guardian Angels Program, Community Eye Screening Programs)  
We organize free eye screenings for the public in various places such as schools, community center, shopping malls, orphanages, nursing homes and etc. We have uncovered as many as 600 glaucoma and cataract cases which otherwise would not be detected and will continue to impair the patient's vision.

**A - Awareness Mission**  
(Awareness Campaigns and Events)  
A big part of our mission is in the form of awareness building. Individuals need to know that annual eye check is as important as an annual body check. Many people go through more dental check-ups than eye checks. Through SOSM' events and campaigns, we raise awareness on the importance of eye checks. This will greatly reduce the possibility of unnecessary blindness.

**T - Tabulation Mission**  
(Set up eye health data bank for research & development)

**H - Help Mission**  
(Help those in need)  
At SOSM, we also provide free eye treatment for those in need. The treatment of eye diseases are not inexpensive and therefore not everyone can afford them. Through many charitable companies and medical practitioners, SOSM has been able to help the under privileged to solicit free eye treatments. Fund raising is also done to provide free vision improvement aids i.e. surgeries, spectacles, eye drops, counselling, visually-impaired job skills training, etc.

#### **Vision**

Save Ones Sight Missions Berhad was established to fight unnecessary blindness and other eye diseases through early detection.

Since inception, Save Ones Sight has: carried out 50 cataract operation screen over 6000 people.

#### **Positioning**

Save Ones Sight Missions is a non-profit organization that to help those with vision disability. Save Ones Sight Missions provide eye screening to everyone and tell people to appreciate their eyes.

Approximately 10% of patients aged 66 to 74 years old will have macular degeneration.



# Visual Identity

Logo

## Primary

This is the positive color version of the logo that should be used to represent SOSM. This logo is made up of PANTONE 3265 C. This logo should always be in use wherever possible for all branding.

Full Colour



Single Colour



## Rationale

This logo has two parts; Chinese Character, "目" which means "Sight" and Tumbling "E" Eye Chart. This combination brings significant identity to SOSM's mission to stop unnecessary blindness.

Colour is strong and bold with the relevant typeface, "Museo" to add-on to the vision and mission of SOSM.

## Secondary

This secondary logo can only be used when it will be more effective than the primary logo.

Full Colour



Single Colour



## Logo Clear Space

The logo must have a standard amount of clear space around it. This measurement can be calculated proportionally using the value of the size of the logo.

The safe area is surrounded by "SOSM Save Ones Sight Missions". No other graphic elements may enter this area in any application of the logo. The area is minimum and should be increased wherever possible. Where possible, allow maximum negative space around the logo to maintain the greatest impact and legibility.



## Minimum Size

To remain an effective visual, the logo design must remain legible and its components parts easily distinguishable to someone unfamiliar with the brand. To ensure the logo does not lose any details, the minimum size of the logo must be 20 mm wide.



Clear space is indicated by the height of "SOSM Save Ones Sight Missions".

## Logos Incorrect Usage

As a key representative of the organization, it is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to in any way.

The SOSM logo is not to be placed in any rotation but horizontally. It is possible to break up the logo into its individual elements as specified in this guidebook.

It must never be re-drawn or adjusted and should only be reproduced from the eps file provided in the cd.

Do not distort the logo.



Do not apply other blue to the logo.



Do not outline the logo.



Do not rotate the logo.



Do not put the logo horizontally.



Do not apply different colour to the logo.



Do not use only the name.



Do not change the opacity of the logo.



## Logos on Backgrounds

The logo can be placed on a photographic background. However, it is imperative that there is sufficient contrast between the two elements.



If logo placed on a dark background, logo should be reversed white.



If logo placed on a bright background, logo should appear in corporate blue.



If logo placed on a dark background, logo should appear in reversed white.



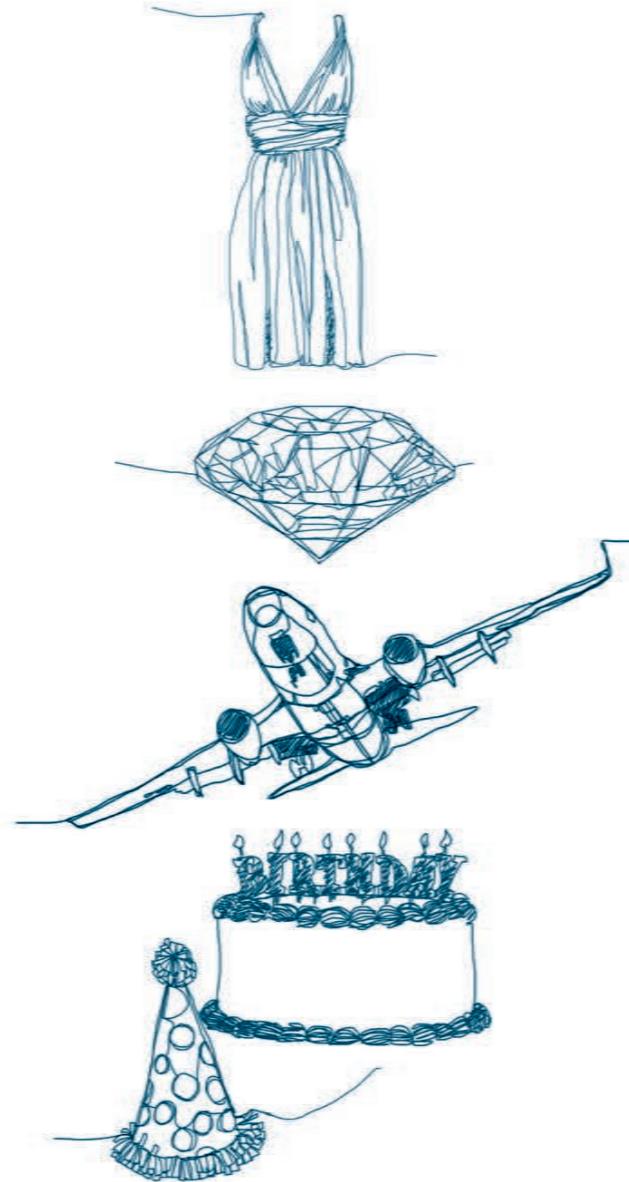
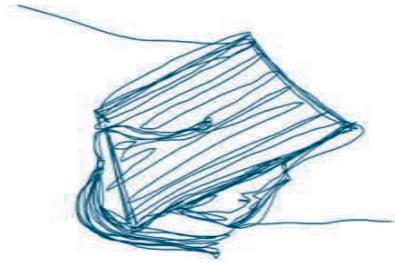
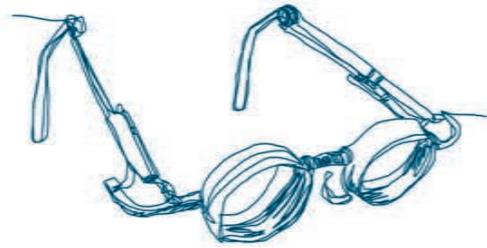
Logo cannot be placed on a busy background.



Diabetic retinopathy often has no early warning signs.

## Graphic Elements

The graphic elements of SOSM is inspired by eye's nerves. The weight of the stroke should be thin and visible.



# Colour

## Primary Colour

The primary colour used is PANTONE 303c and black if the logo must appear as monotone. No other variants of blue can be used for the logo. Use this colour for the logo wherever is possible.

### PANTONE 303c

c	100	r	0
m	10	g	65
y	0	b	95
k	75		

## Secondary

This is the secondary colour that can match with the primary colour. Avoid using these. They can only be used when it will be more effective than the primary colour.

### 80% PANTONE 303c

C	80	R	0
M	10	G	90
Y	0	B	123
K	60		

### 50% PANTONE 303c

C	50	R	78
M	5	G	138
Y	0	B	167
K	40		

### 30% PANTONE 303c

C	30	R	140
M	5	G	117
Y	0	B	200
K	20		

### 10% PANTONE 303c

C	10	R	210
M	0	G	224
Y	0	B	234
K	10		

# Typeface

## Typeface

Only Museo should be used for headlines and bodytext.

Type should never appear below 5pt. There is no maximum limit to type size. Headlines should always be set using Museo 700 and always in caps and bodytext should be set in Museo 300.

Museo 100	abcdefghijklmnopqrstvwxyz ABCDEFGHIJKLMNopQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0
Museo 300	abcdefghijklmnopqrstvwxyz ABCDEFGHIJKLMNopQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0
Museo 500	abcdefghijklmnopqrstvwxyz ABCDEFGHIJKLMNopQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0
Museo 700	abcdefghijklmnopqrstvwxyz ABCDEFGHIJKLMNopQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0
Museo 700	<b>abcdefghijklmnopqrstvwxyz</b> <b>ABCDEFGHIJKLMNopQRSTUVWXYZ</b> <b>1 2 3 4 5 6 7 8 9 0</b>

# Copywriting

## Copywriting

The way we talk about ourselves counts a lot. When we tell someone we're passionate or committed we need to prove it in the language we use and the examples we give. To give a positive impression of SOSM, what we say is as important as how we look.

Our tone and manner is based on our brand value which are:

**ENCOURAGING**  
**EXPERT**  
**POSITIVE**  
**TRUSTWORTHY**  
**INSPIRING**

A wide-angle photograph of a beach. The foreground is a mix of light-colored sand and small pebbles. In the middle ground, a large pile of smooth, rounded rocks sits at the water's edge. The ocean is calm, and the sky is a deep blue with scattered white clouds. The overall mood is serene and natural.

Age-related cataracts  
are responsible for 51%  
of world blindness,  
about 20 million people.

*Photography*

## Photography Style/ Overview

Photography is an secondary element of SOSM's visual identity. 1st elements should be continuous graphic line. If there is a need, photography only can be used. Our imagery should be inspiring, positive and natural. We want to show moments that is beautiful and memorable in our daily life. The lighting should be warm and natural.

Here are some example of photography style.



## Monotone Photography

Photography should be in SOSM's corporate primary colour, PANTONE 303c if it appear in monotone. This is to ensure the brand consistency and visibility.



## Photography Selection

When choosing an image to apply, try to think of:  
Is this image bring out happiness feeling?  
Is the people in the image natural?  
What's the moments that happen in our daily life?

Try to avoid staged presentation shots, static group shots, or shots with white plain background.

Here are some example of the correct selection of the image.



Joyful moments.



Moments of happiness in our daily life.

Below are some examples of the wrong selection of the images.



Avoid group shot and direct look to the camera.



No negative message.



No model shot.



Internationally,  
glaucoma is the  
second-leading  
cause of blindness,  
after cataracts.

# *Brand Application*

# Stationery

## Name Cards

Name cards is very personal. Every person in SOSM team owns a name card. Every name card should have continuously line graphic of themselves in front of the name card. The line should continue to the back of the name card and form a heart shape.



Name card (Back) 54mm x 90mm



Name card (Front/back) 54mm x 90mm

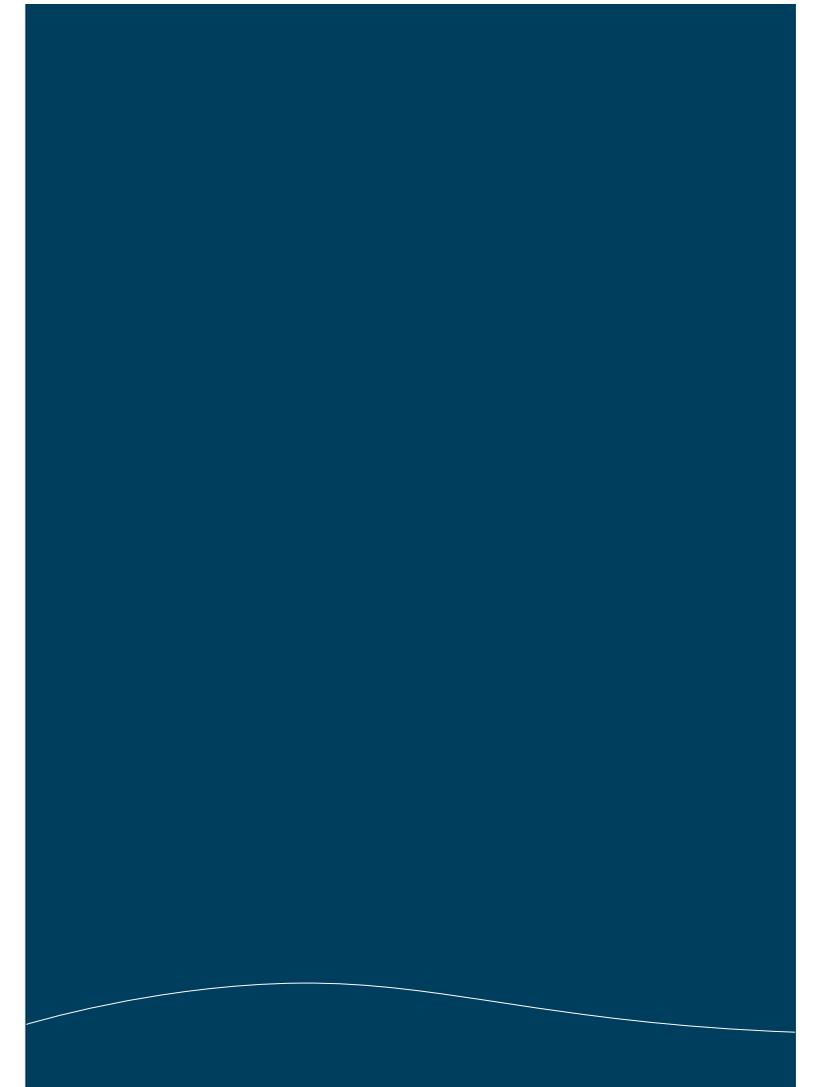


## Letterhead

Letterhead should have continuous graphic line of dove. No other letterhead should be used other than the example below. Letterhead size should be A4.



Letterhead (Front/back) A4



## Complimentary Slips

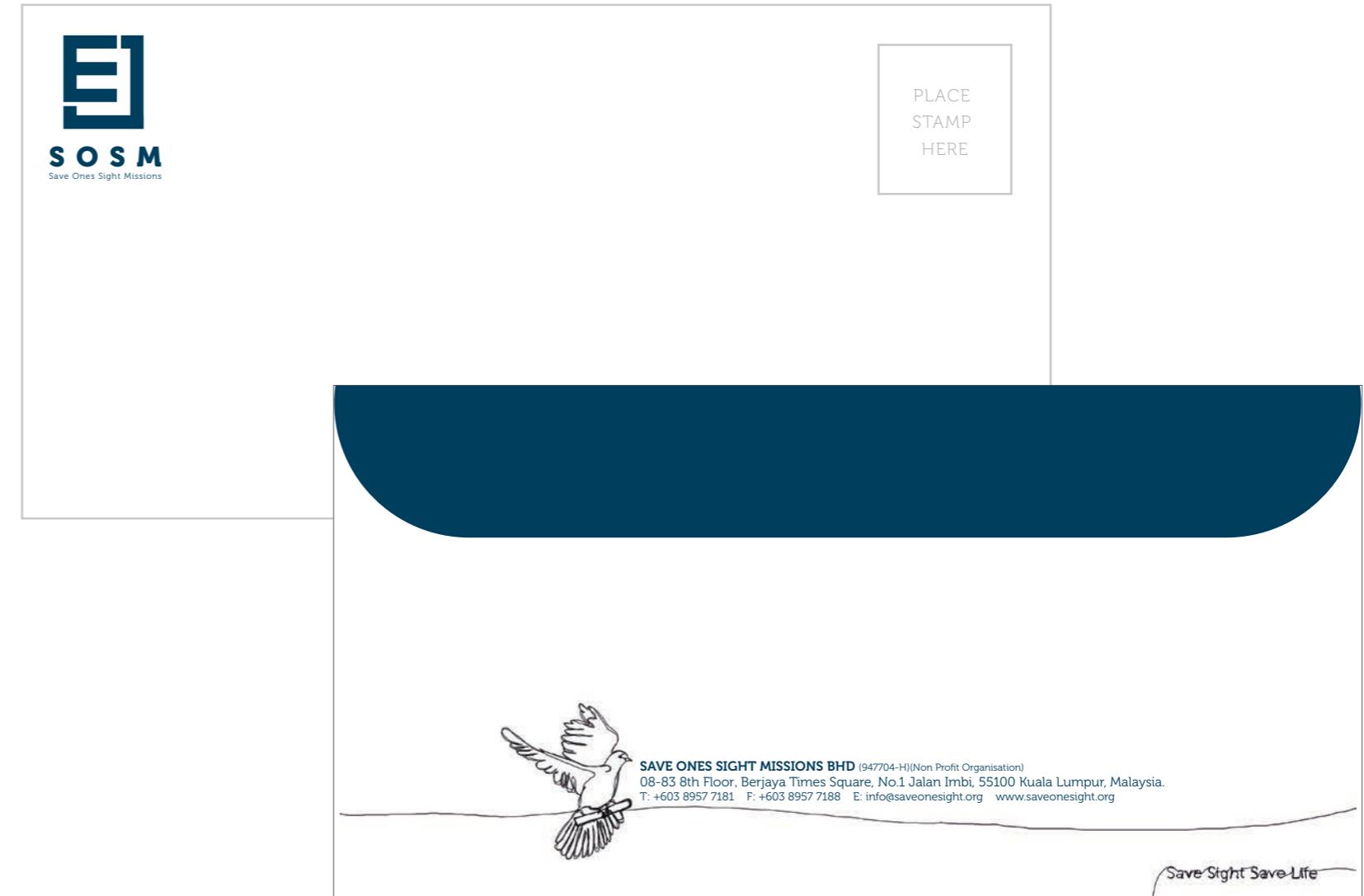
Complimentary slips should be always in A5 size.



Complimentary slip (Front/back) A5

## Envelope without window

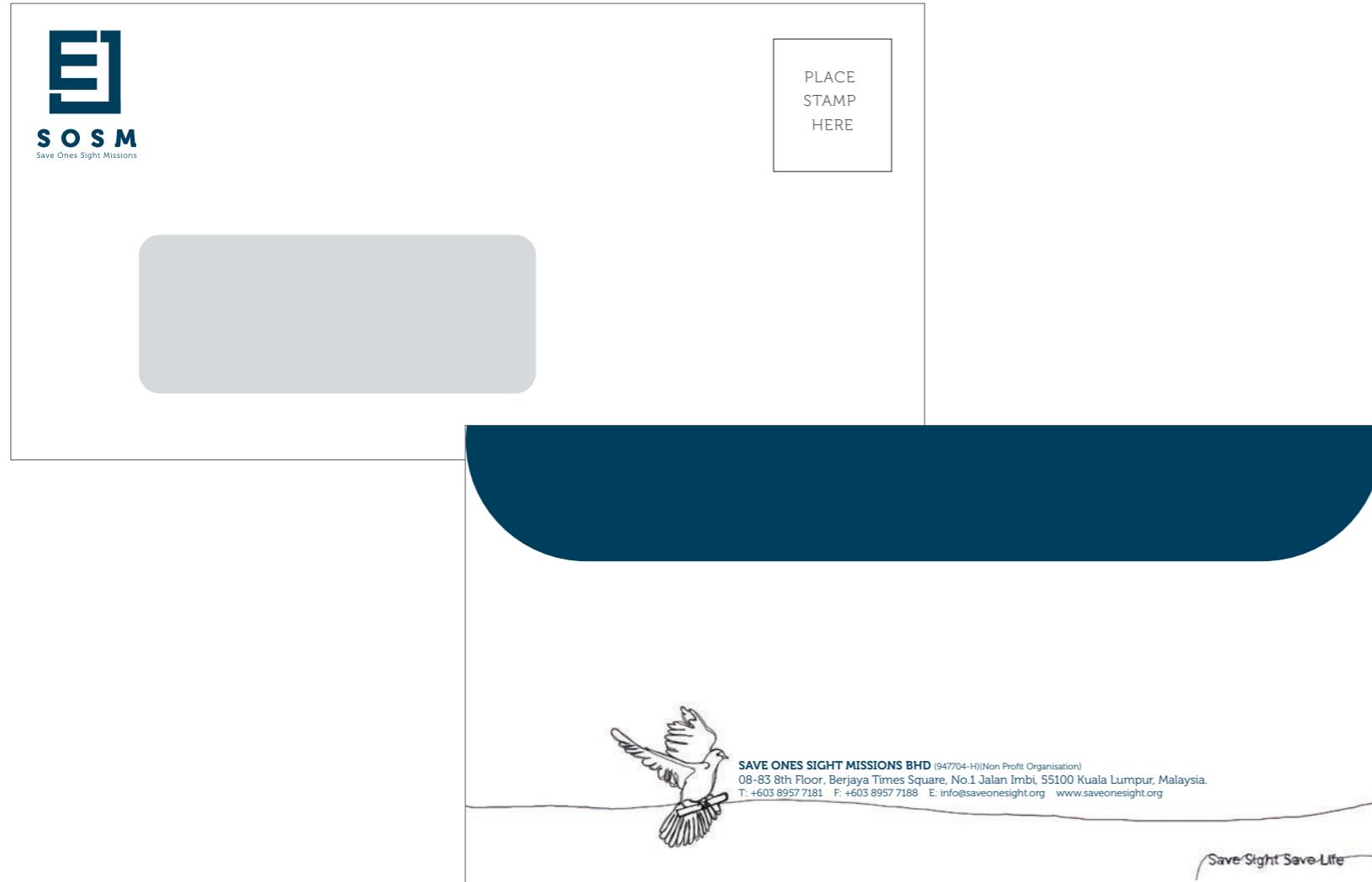
The size of the envelope is 220mmx110mm.



Envelope (Front/back) 110mm x 220mm

## Envelope with window

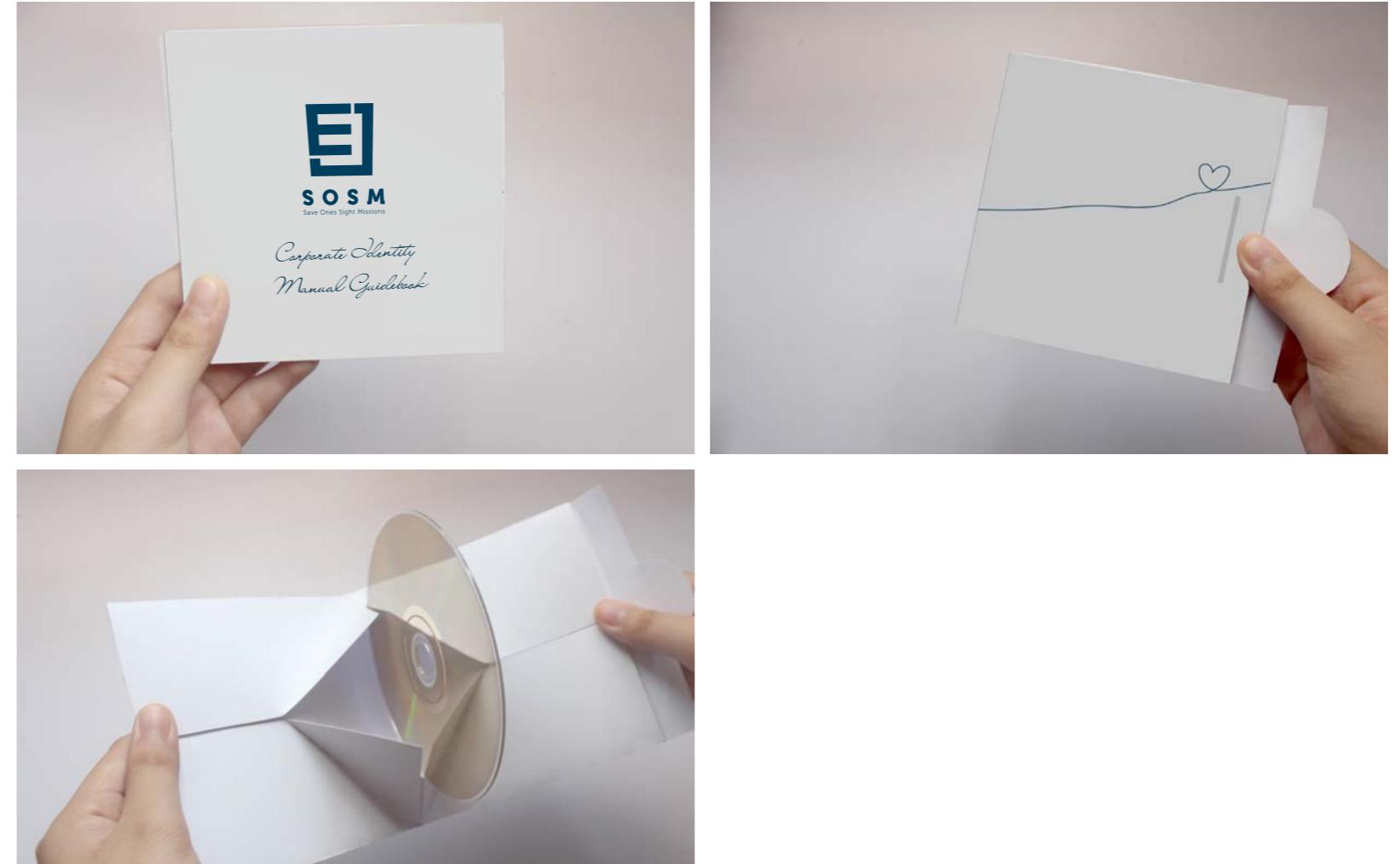
The size of the envelope is 220mm x 110mm.



Envelope (Front/back) 110mm x 220mm

## CD label & cover

All the CD labels and covers must be in this form.





# Corporate collaterals

Brochure DL  
(Dimensional Lengthwise)  
1/3 of A4

This is the brochure of SOSM.  
Use Z-fold to fold the brochure.

**Teh Yun Sean, 4**  
Teh Yun Sean, 4, was born with Glaucoma and needed surgery on his surgery on his left eye to prevent further optic nerve damage. Since then he has to use 2 different Glaucoma eye drops and regular checks to prevent further vision loss. Being a baby, he was administered general anaesthetics for every cyecheck.

Born to a poor family the boy's mother had to work from home as a seamstress in order to take care of him. His treatments in General Hospital requires them to travel from Klang. His father earns his living as van driver. When Yun Sean's mother contacted us for help, we started to counsel the family and is still seeking for a local ophthalmologist that is willing to manage her son's condition. Our mission hope to meet this need soon as this would certainly help to provide some relief to this family.

**Ms Cheek Zein Yiin, 26**  
Ms Cheek Zein Yiin, 26, was diagnosed with Glaucoma at the age of 16. She completely lost her sight at the age of 21. At an age where most youths would have started pursuing their dreams, Yen Yin has to face a life living in complete darkness. Lost and depressed Yen Yin spent much of her time at home, except for the times her family takes her out for outings she had no contact at all with the outside world. Despite getting good results in her A levels she found difficulties in finding institutions that was willing to accept her.

Her family was very worried about her as she started losing interest in her own life. Her brother approached us about her problem and we start to provide support for her. It took us awhile to reach out to her but after counselling, rehabilitation and her newfound faith in God, she has showed much recovery and is willing to accept her disability. Now, just like any other youths, she has found the determination to pursue her dreams courageously. Yen Yin is now living her dream to pursue a career in music and is poised to get her Diploma in Piano within the next 2 years.

**Uncle Cheng, 70**  
Uncle Cheng, 70 is unmarried and lives alone in the Puchong Indah low cost flats. His mobility was seriously affected due to his falling eyesight which was impaired by cataract. Besides cataract Uncle Cheng is also a diabetic and has high blood pressure. He needs to go to hospitals regularly for treatments, which is now affected by his limited mobility. We came to know of his needs in our community eye screening event with the Selangor Welfare Department. Surgery has since been arranged and Uncle Cheng will be more mobile upon his recovery.

**Jarajor Annmalaig**  
Jarajor Annmalaig is single mother taking care of 2 children. She has not worked for the past year due to impaired vision and was depending on welfare to survive. At our SOS eye screening event in Kapar Klang, she was detected with cataract in both eye. Surgery was done in mid February and is now still recuperating. Due to her diabetic condition we will be arranging for another surgery in March.

**SOSM**  
Save One's Sight Missions  
www.saveonesight.org

## A5 Postcard

Postcard should come with a picture in front. At the back of the postcard should have place to write the address. The left side of the back of the postcard should be the message and information of SOSM.

**Beautiful eyes,  
beautiful moments.**

Place Stamp Here

Internationally, glaucoma is the second-leading cause of blindness, after cataracts. You don't want to lose this beautiful moment, go for eye check now.

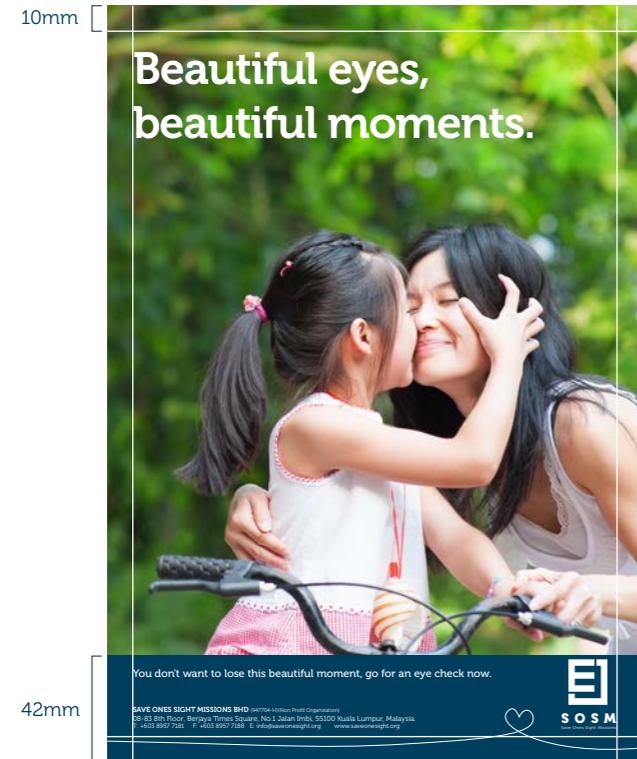
**SAVE ONES SIGHT MISSIONS BHD**  
(947704-H)(Non Profit Organisation)  
08-83 8th Floor, Berjaya Times Square,  
No.1 Jalan Imbi, 55100 Kuala Lumpur, Malaysia.  
T: +603 8957 7181 F: +603 8957 7188  
E: info@saveonesight.org www.saveonesight.org

Postcard (Front/back) 148mmx105mm

# Advertising

## Ad Template (Newsprint) Colour Version

This is the template of newsprint ad. The image should speak louder than words. The ad must have 10mm of clear space. The bar below should always be corporate SOSM blue and must have a line graphic with heart below. Logo should always be on the bottom right of the ad. It could be print on monotone version.



Ad Template (Newsprint) Colour Version  
Vertical A4 (210mm x 297mm)



Ad Template (Newsprint) Monotone Version  
Horizontal A4 (297mm x 210mm)

## Ad Template (Newsprint) Black & White Version

This is the black and white version of the newsprint ad. Use this version only if it is necessary.



Ad Template (Newsprint) Colour Version  
Vertical A4 (210mm x 297mm)

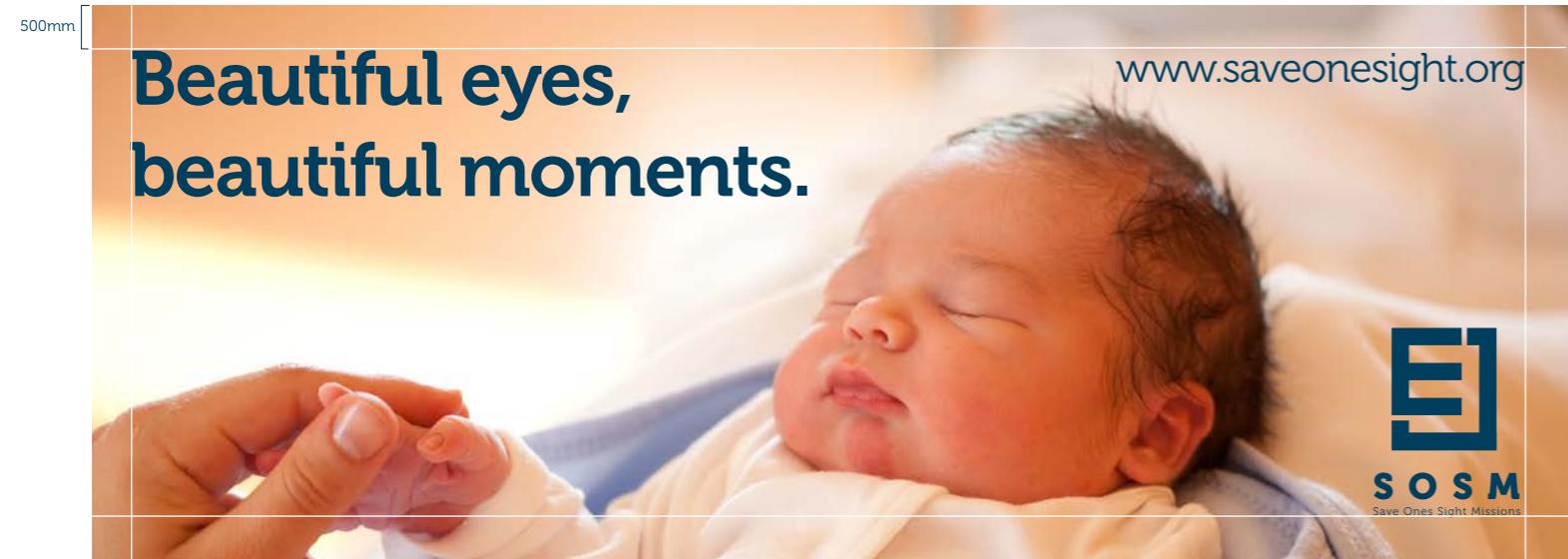


Ad Template (Newsprint) Colour Version  
Horizontal A4 (297mm x 210mm)

### Ad Template (Billboard)

This is the template for Billboard ad. It should be resized according to the clear space. The logo should be at the bottom right of the billboard ad.

Bodycopy written on the billboard image should be visible.



Ad Template (Billboard)

### Banner

This is the template for banner ad.

Size is 2' x 6'



## Poster A2

This is the template for Poster. It should be resized according to the clear space given. Logo should always be at the bottom right of the Poster.



### Beautiful eyes, beautiful moments.

Life is a marvelous gift from God. It is a beautiful gift that fills with love, hope, and joy. These are the beautiful moments you would love to capture with your beautiful eyes. It has been estimated that the number of blind people in the world will increase from 44 million in 2000 to 76 million by 2020, if action is not taken to reduce blindness. Act now before it's too late. Go for your eyecheck now!

SAVE ONES SIGHT MISSIONS BHD (947704-H) (Non Profit Organisation)  
03-895 81th Floor, Berjaya Times Square, No.1, Jalan Imbi, 55100 Kuala Lumpur, Malaysia.  
T: +603 8957 7181 F: +603 8957 7188 E: info@savesight.org www.savesight.org



Poster A2 (420mm x 594mm)

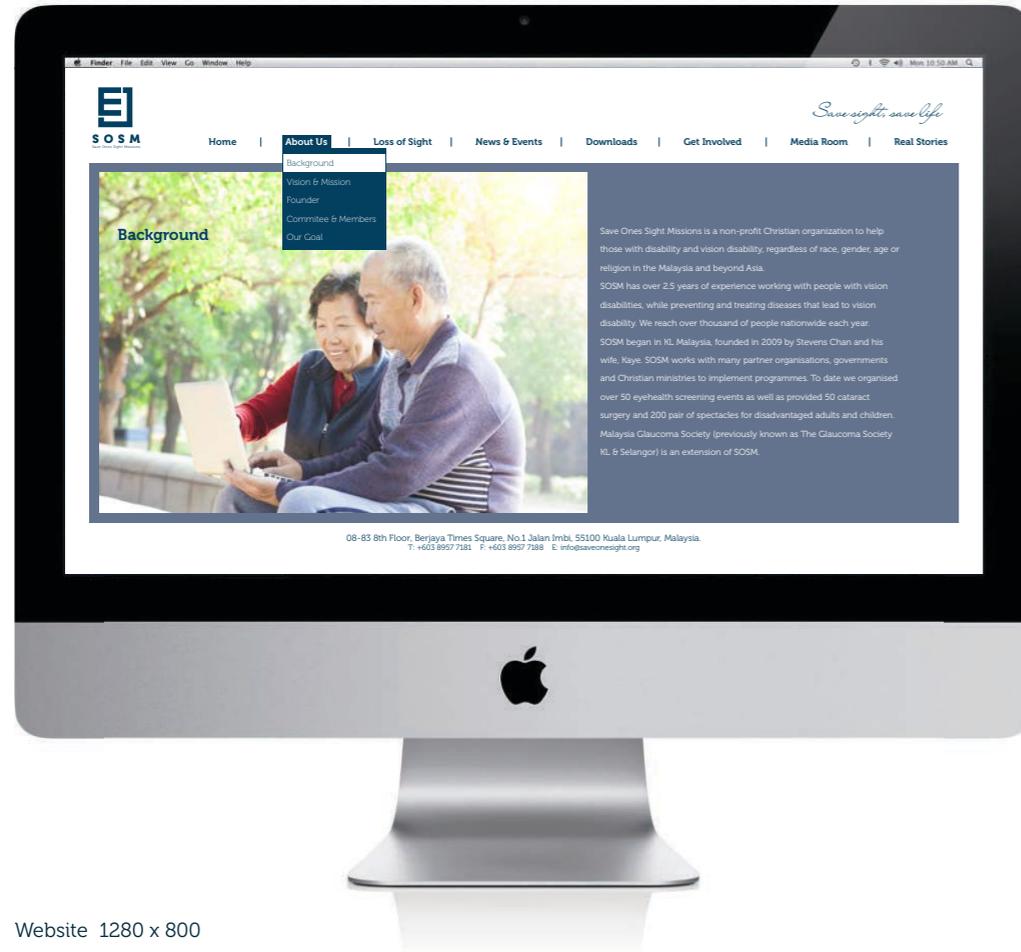
Infection, injury,  
or inflammation of  
the eye are the  
most common causes  
of corneal opacity.



# Digital

## Website Template

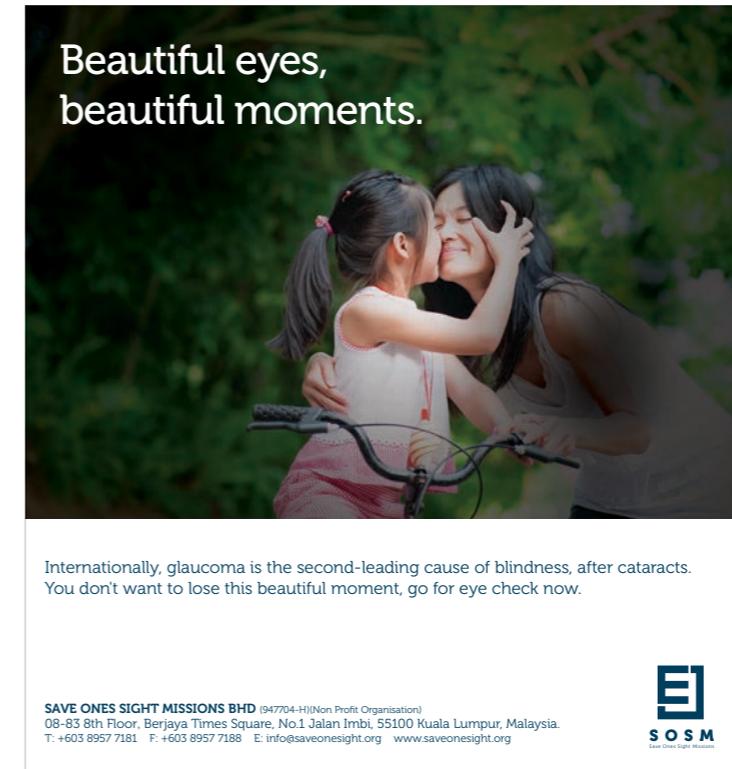
This is the template for SOSM's website.



Website 1280 x 800

## Electronic Direct Mailer

This is the template for electronic direct mailer. Photos or imagery should be on top, follow by the message.

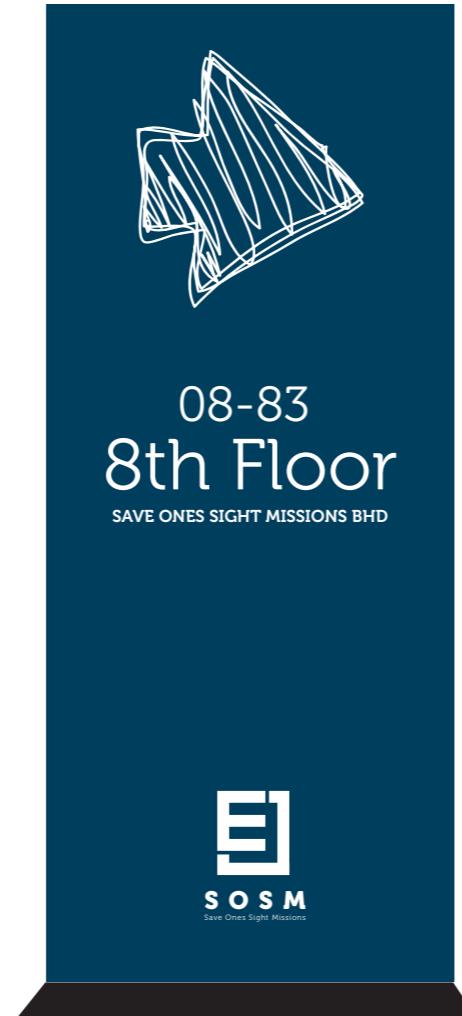


Electronic Direct mailer 148mmx105mm

# Signage

## Directory Signage

This is the directory signage for SOSM's office.  
This signage could be placed indoor and outdoor.



# Vehicle

## Corporate Vehicle

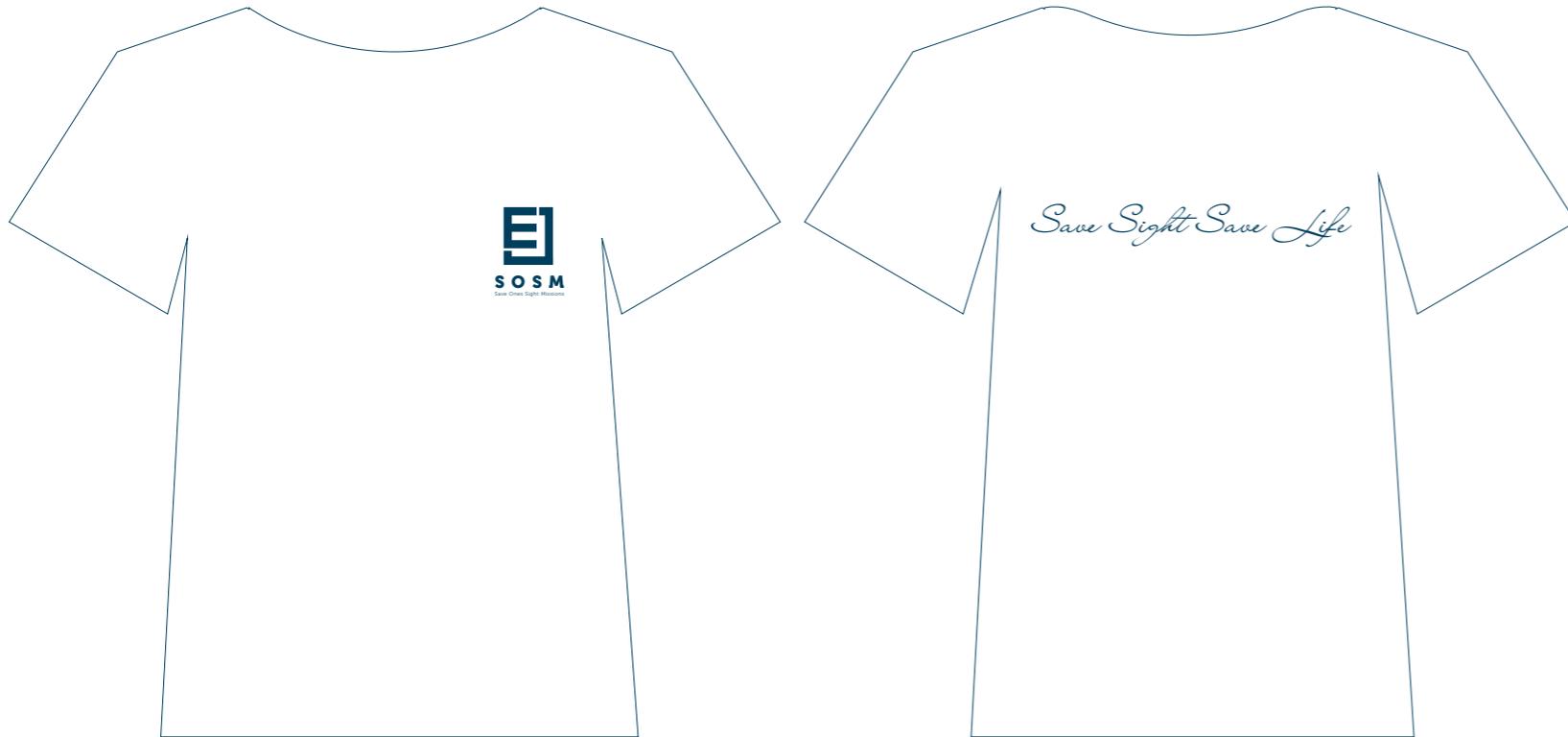
For the vehicle, office number and website should be print on it.  
Secondary logo is used.



# Tee Shirt

## Tee Shirt

This is the corporate tee shirt for SOSM, event crew should be wearing this tee shirt in every event.



This Manual Guidebook comes with translucent pieces.  
Put this translucent piece on top of any picture in this book to see the effect.





Beautiful eyes,  
beautiful moments.

