

23-24
MARCH 2024
Setia SPICE
 Convention Centre, Penang
 Foyer 3
 11am - 6pm

DISTED
 COLLEGE


This refreshed logo pays homage to DISTED's rich history while embracing modernity and forward-thinking ideals. Retaining the institution's iconic colour scheme, the transition from deep blue to vibrant green reflects core values of trust, growth, and environmental awareness. The incorporation of an arrow-shaped "i" embodies the spirit of advancement and unity, symbolising the institution's dynamic relationship with its students and stakeholders.

Beyond its aesthetic appeal, the new logo represents a strategic step towards enhancing DISTED's brand identity and positioning it as a leader in higher education. By seamlessly integrating the emblem across all platforms and materials, the institution aims to foster a sense of continuity while signalling its readiness to embrace change.

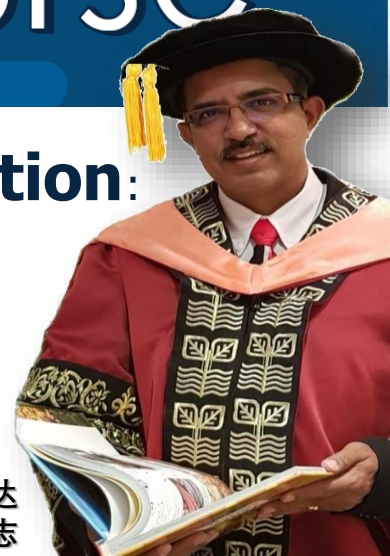
The phased approach to implementation ensures a smooth transition, allowing stakeholders to acclimate gradually to the new visual identity. This deliberate strategy minimises disruptions and ensures alignment with DISTED's core objectives and values.

As DISTED embarks on this transformative journey, the new logo serves as a beacon of inspiration, guiding the institution towards a promising future characterised by unity, ambition, and unwavering commitment to excellence. It signals a change in appearance and a renewed sense of purpose and direction, reinforcing DISTED's position as a trailblazer in Malaysian higher education.

Prof. Dr. Vikneswaran Nair
 President 院长

Embracing Transformation: The Refreshed Dynamic Logo

DISTED College has recently unveiled a refreshed new logo, heralding an era of transformation and progress. The Ministry of Higher Education's endorsement of this revitalised emblem underscores its significance as a symbol of the college's evolution and vision for the future.



迎接变革：揭开立达的充满活力的新标志

立达学院最近发布了一个焕然一新的新标志，预示着一个转型和进步的时代。高等教育部对这一焕然一新的标志的认可，凸显了其作为学院发展和未来愿景象征的重要意义。

这个焕然一新的标志在向立达悠久的历史致敬的同时，也体现了现代性和前瞻性的理念。标志保留了机构的标志性配色方案，从深蓝色转变为充满活力的绿色，反映了信任、成长和环保意识等核心价值观。融入箭形的"i"体现了前进和团结的精神，象征着学校与学生和利益相关者之间充满活力的关系。

新标志除了美观大方以外，还代表着立达品牌标识提升的重要战略举措，旨在将其定位为高等教育的领导者。通过将标志无缝集成到所有平台和材料中，该机构旨在树立一种连续性的感觉，同时传达其迎接变革的决心。

分阶段实施的做法确保了平稳过渡，使利益相关者能够逐步适应新的视觉形象。这种深思熟虑的策略将最大限度地减少中断，并确保与立达的核心目标和价值观保持一致。

随着立达踏上这场变革之旅，新标志成为了灵感的灯塔，引领着学院走向一个充满希望的未来，这个未来将以团结、雄心和对卓越的坚定承诺为特征。它标志着外观的改变、更新的宗旨和方向感，巩固了立达在马来西亚高等教育领域的先锋地位。

(Mandarin Translator, Ms. Tan Pei Shi, Lecturer, School of Business and Hospitality)

Due to some technicalities, the full version of the DISTED Discourse could not be released in this issue. It will be included next week.