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SMARTCITY

EXPO **KUALA LUMPUR**

17 - 19 **SEPTEMBER** 2025 | **KUALA LUMPUR** CONVENTION CENTRE

MARKETING TOOLKIT GUIDELINE (FOR GENERIC USE)



Table of Contents

1. SCEKL Style Guide
2. Social Media Template
3. Email Signature
4. Web Banners
5. How to use templates



1. SCEKL Brand Guide

This brand guide is your go-to reference in featuring the SCEKL 2025 brand for clarity & consistency. It outlines how to apply the logos, typography, colours & icons as well as the mandatory logo placement at every touchpoints

- a. Logotype
- b. Mandatory Logo Placement
- c. Typography
- d. Colours & Icons

Access the link here: [Brand Guide](#)



2. Social Media Template

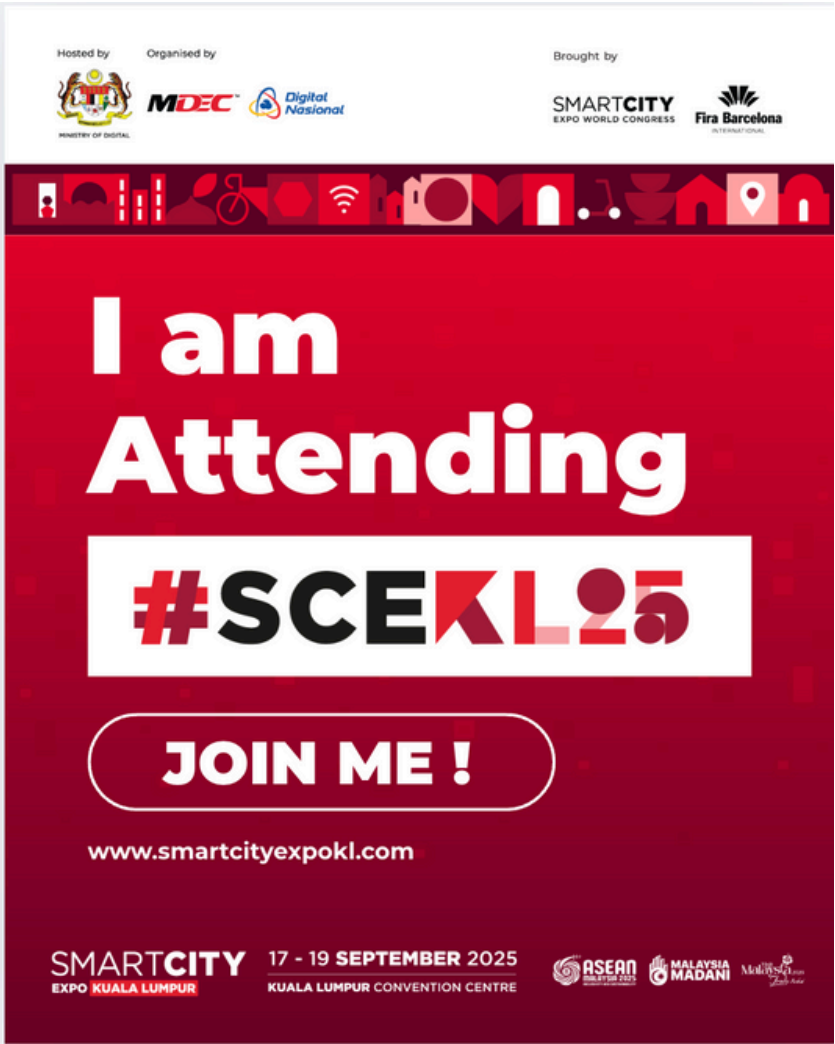
Use these templates to announce your involvement in SCEKL 2025 on:

- Your organisation’s social media
- Personal LinkedIn or Instagram
- WhatsApp or internal channels

Drive traffic and awareness to your booth.

Remember to tag us for us to repost:

Instagram	LinkedIn
@smartcityexpokualalumpur	Smart City Expo Kuala Lumpur
@mymdec	Malaysia Digital Economy Corporation (MDEC)
@digitalnasionalberhad	Digital Nasional Berhad



Access the link here:
[Social Media Template](#)

Sample caption:

I am excited to be attending Smart City Expo Kuala Lumpur 2025 - the region’s leading event on urban innovation!

Come join me at #SCEKL25 and shape the future of cities together!

Happening this 17-19 September 2025 at Kuala Lumpur Convention Centre. Register now: www.smartcityexpokl.com

Use hashtag: **#SCEKL25**



3. Email Signature

Amplify your participation by adding the official SCEKL 2025 signature banner to your email footer - and encourage your team to do the same. It's a simple way to increase visibility with every email you send.

We suggest linking the banner to:

www.smartcityexpokl.com

Access the template here:

[Email Signature](#)





4. Web Banners

We've provided 3 commonly used web banner sizes for you to upload to your organisation's website - or use creatively in marketing materials such as e-newsletters, event pages, digital brochures, or promo emails.

You're encouraged to link the banner to:

www.smartcityexpokl.com

This helps raise visibility and makes it easy for your audience to learn more or register for #SCEKL25.

Access the templates here:

- [300x250px](#)
- [728x90px](#)
- [300x600px](#)



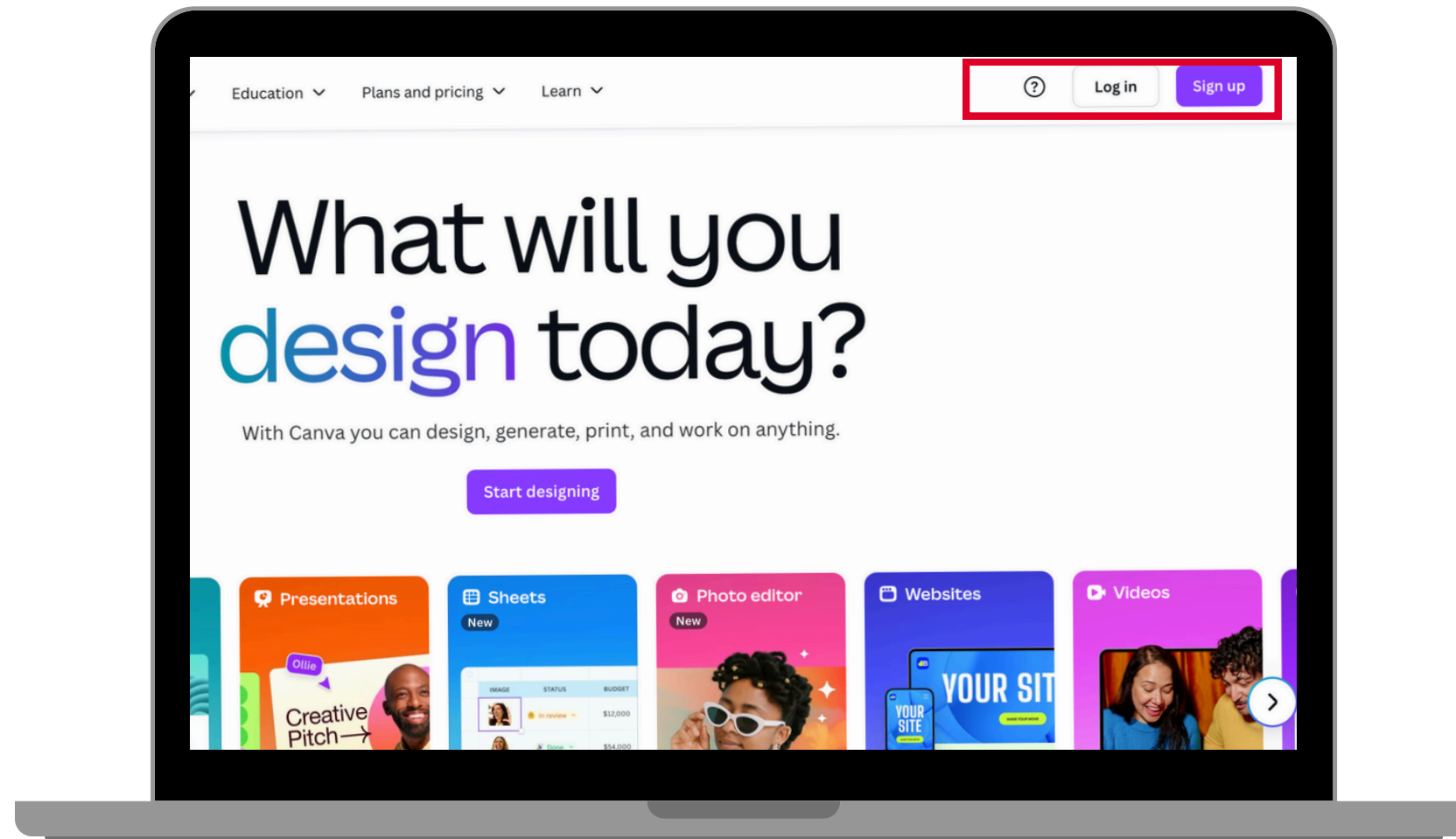
300x250px



300x600px

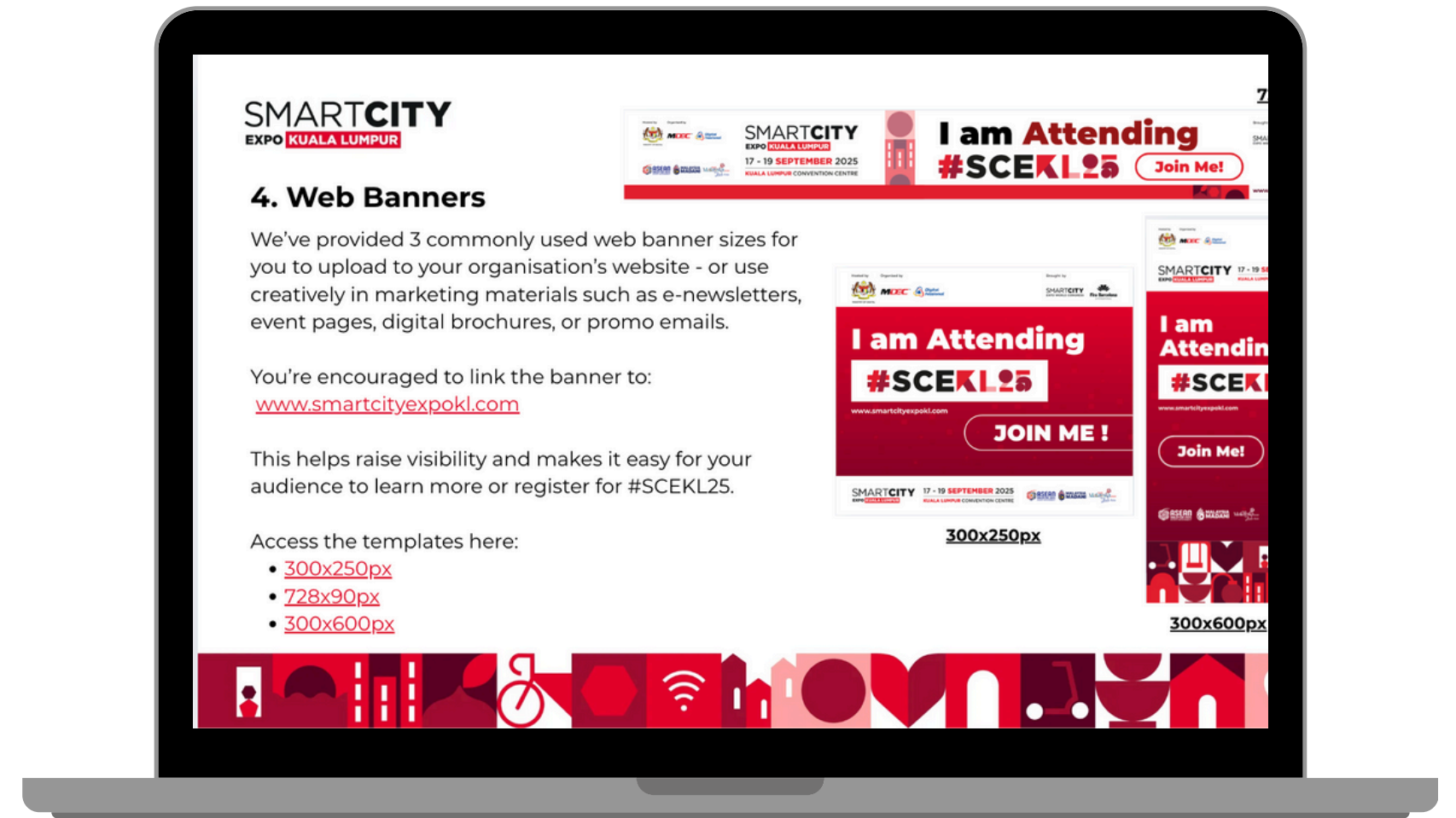


5. How to Download & Customise Your SCEKL 2025 Marketing Toolkit



STEP 1: Log in or sign up to Canva

Make sure you're signed in to your Canva account.
If you don't have one, you'll need to create a free account at www.canva.com

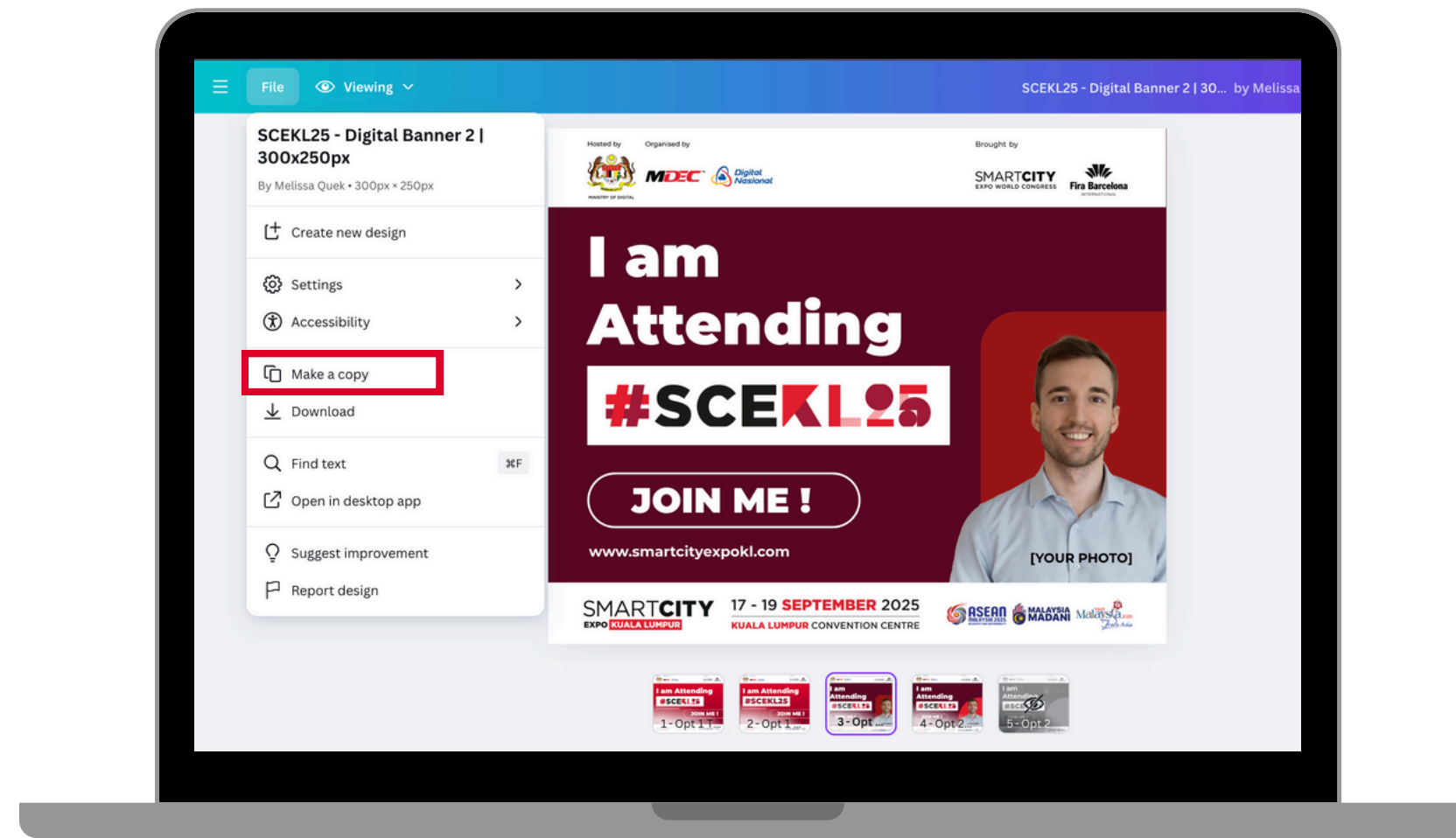


STEP 2: Click on Canva links in each slide above

Choose your preferred template from the links provided to view the designs.

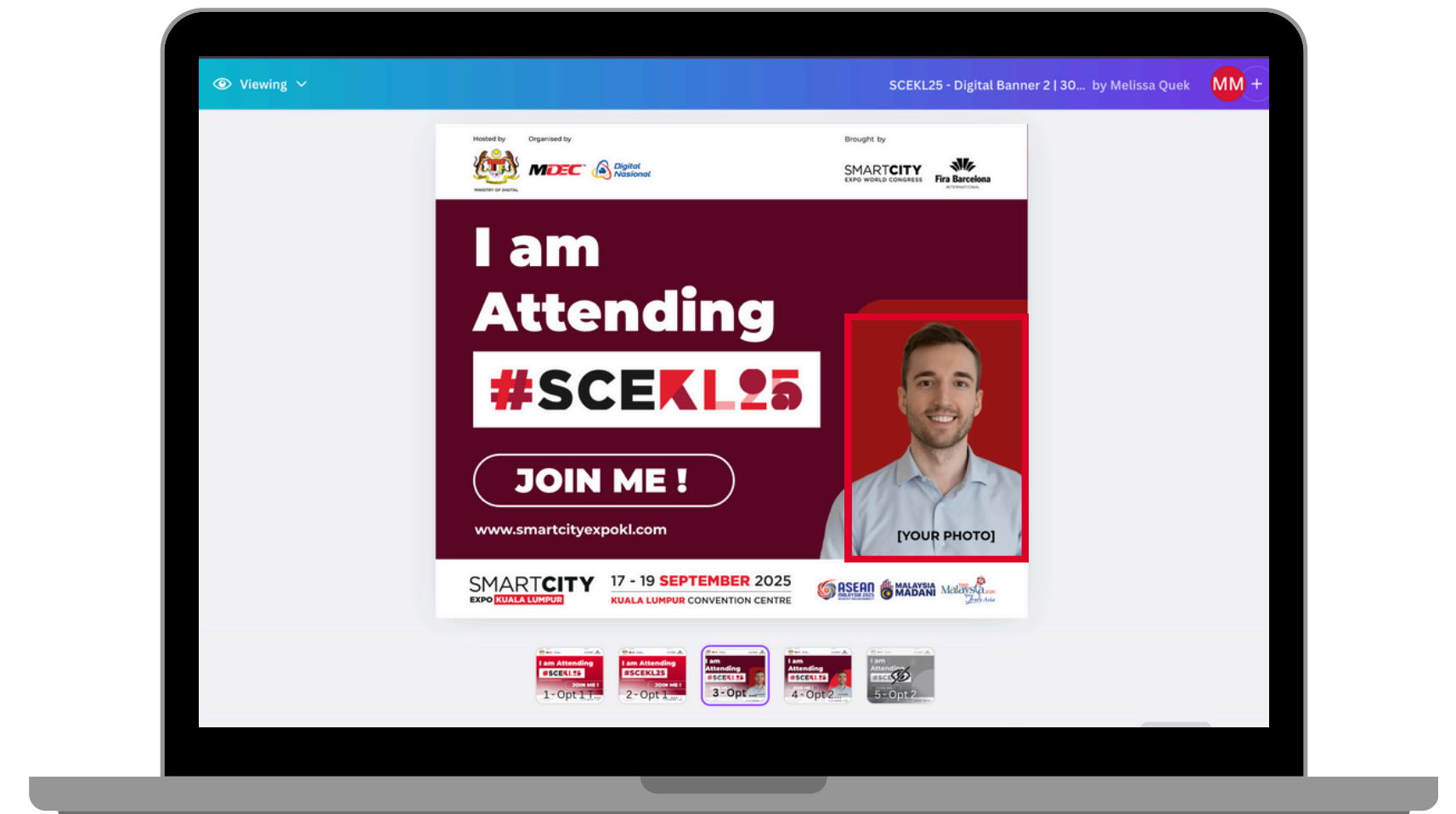


5. How to Download & Customise Your SCEKL 2025 Marketing Toolkit



STEP 3: Create a copy of the template

Click “Make a Copy” to generate your own editable version.



STEP 4: Customise your content

Add your photo in.

Once added, you're all set! Use this customised version across your channels while keeping within the SCEKL25 branding.



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Thank you!

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