

Identiti korporat - Logo Kijang, 1964

A corporate identity – Kijang logo, 1964



Kisah di sebalik logo Kijang - Duit Syiling Emas Che Siti Wan Kembang

Pada suatu hari, Tun Ismail Ali memberitahu Syed Adam Al Jafri, mantan Penasihat (bersamaan dengan Penolong Gabenor hari ini) yang Bank Negara Malaysia memerlukan logo, dan harus mempunyai identiti. Beliau terinspirasi oleh duit syiling Kelantan abad ke-13 hingga ke-16 dan memilih syiling emas Kijang Kelantan kerana nilai dan prestijnya. Tidak seperti kebanyakan syiling awal Semenanjung Tanah Melayu, yang hanya mempunyai tulisan Jawi, syiling emas Kijang memaparkan gambar kijang.

Tun Ismail Ali kemudian melantik seorang pengarca terkenal Malaysia, alahyarham Abdul Wahab Haji Tahir untuk mencipta satu symbol berdasarkan gambaran kijang yang terdapat pada duit syiling tersebut. Logo Bank telah dirasmikan pada tahun 1964 yang bercirikan kijang, matahari dan bulan sabit. Matahari melambangkan kuasa dan bulan sabit melambangkan Islam, agama rasmi Malaysia.

The Story Behind the Kijang – Che Siti Wan Kembang's Gold Coin

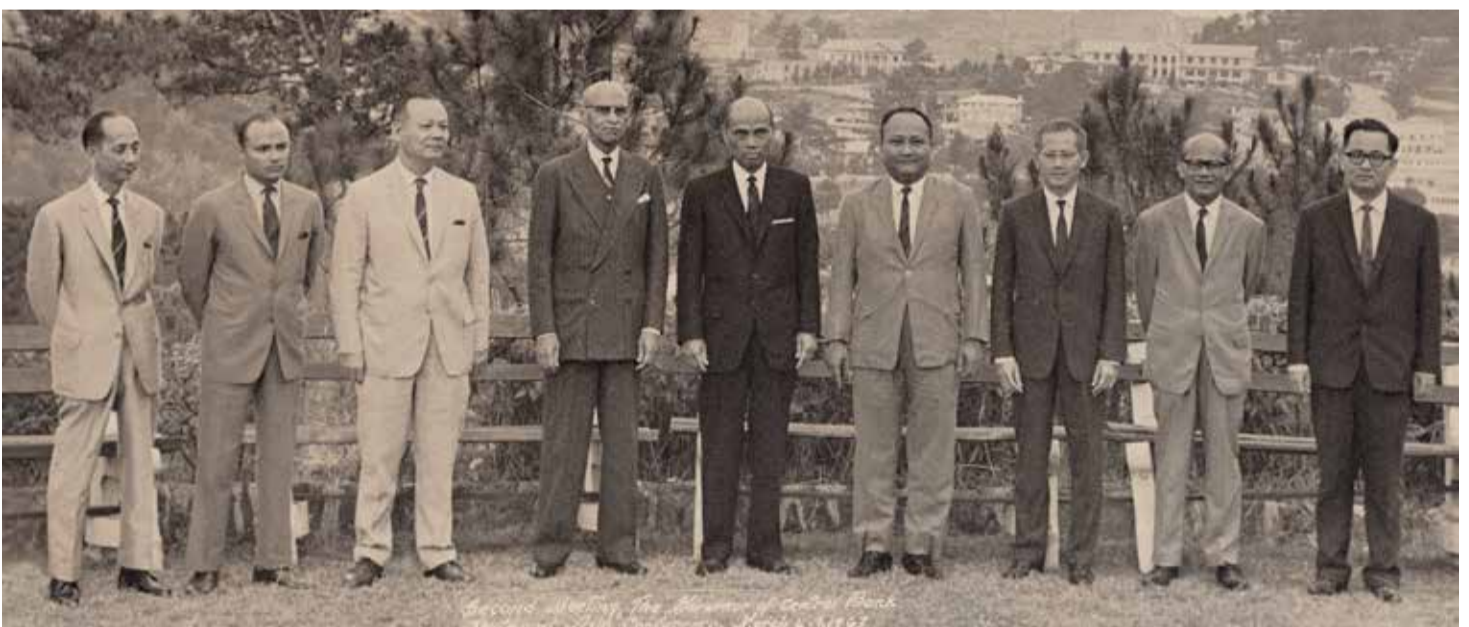
One day Governor Ismail Ali told Syed Adam Al Jafri, former Adviser (equivalent to today's Assistant Governor) that the Bank needed an identity, in the form of a logo. Governor Ismail Ali was inspired by a Kelantanese coin from the 13th-16th century and selected this gold coin for its value and prestige. Unlike most early coins from the Malay Peninsula, which only had Jawi script, this coin featured a kijang, or a barking deer.

He then commissioned a famous Malaysian sculptor, the late Abdul Wahab Haji Tahir, to create a symbol based on a stylised representation of the barking deer shown on the coin. The Bank's logo was formalised in 1964 and features the kijang, a sun and a crescent moon. The sun symbolised power and the crescent moon represents Islam, the official religion of Malaysia.



Ke arah kerjasama serantau, 1965

Towards Regional Collaboration, 1965



Gabenor-gabenor bank pusat yang menghadiri Mesyuarat Gabenor-Gabenor Bank Pusat Asia Tenggara Kedua di Hotel Pines, Baguio City, Filipina, 1967. Gabenor Ismail, dua dari kanan
The governors attending the Second Meeting of the governors of the South East Asia Central Banks Conference, at the Pines Hotel in Baguio City, Philippines, 1967. Governor Ismail is second from right

Selepas menyedari bahawa beliau lebih mengenali rakan ekonominya di Eropah dan negara-negara bersatu berbanding jiran serantaunya, Gabenor Ismail Ali merancang lawatan pada tahun 1965 ke Bangkok untuk bertemu Dr. Puey Ungphakorn yang kemudiannya menjadi Gabenor Bank of Thailand. Susulan mesyuarat di Bangkok, Dr Puey Ungphakorn melawat Bank Negara Malaysia di Kuala Lumpur bersama tiga kakitangannya. Mesyuarat itu berjaya mencapai matlamatnya dan pada tahun berikutnya, 1966, tujuh buah negara menyertai persidangan SEACEN yang pertama.

Pada hari ini, Persidangan tahunan SEACEN menyediakan wadah bagi gabenor-gabenor bank-bank pusat serantau untuk menukar buah fikiran dan berkongsi pengalaman dalam menghadapi cabaran.

After realising that he knew his counterparts in Europe and the United States better than those in neighbouring countries, Governor Ismail Ali in 1965 paid a visit to the then Governor of the Bank of Thailand, Dr Puey Ungphakorn, in Bangkok. In the same year, Dr Puey Ungphakorn eventually visited the Bank in Kuala Lumpur with three of his staff. The meeting was so valuable, and helped pave the way for the first SEACEN conference the next year, where seven other countries joined in.

To this day, the annual SEACEN Conferences provide a forum for regional central bank governors to exchange their thoughts and experiences on a host of issues.