Every Type from “A” to “D” is available for official Logo. No priority among the types and choose according to the use. Proportion and position of SG Mark and Logotype must be kept as above types.

The usage of Mark is strictly on the winning projects or products. It is not for name cards. Do consult the secretariat on the use of logo if you are unsure.
NECESSARY SPACE AROUND THE LOGO

It is important to ensure that plenty of clear space is left around the logo. Type A defines the minimum clear space of 1/6 times the height of the logo, to maintain optimum legibility and avoid interference from nearby text, complex illustrations, or other elements that might compromise the logo’s impact.

Type B defines the minimum clear space of 1/10 times the height of the logo, to maintain optimum legibility and avoid interference from nearby text, complex illustrations, or other elements that might compromise the logo’s impact. Allow for more clear space whenever possible.
NECESSARY SPACE AROUND THE LOGO

It is important to ensure that plenty of clear space is left around the logo. Type C defines the minimum clear space of \( \frac{1}{6} \) times the height of the logo, to maintain optimum legibility and avoid interference from nearby text, complex illustrations, or other elements that might compromise the logo’s impact.

Type D defines the minimum clear space of \( \frac{1}{10} \) times the height of the logo, to maintain optimum legibility and avoid interference from nearby text, complex illustrations, or other elements that might compromise the logo’s impact. Allow for more clear space whenever possible.
MINIMUM SIZE

Can not be smaller than the size as mentioned below.

<table>
<thead>
<tr>
<th>Undated</th>
<th>Dated (English)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type A</td>
<td>Type C</td>
</tr>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
</tr>
<tr>
<td>13mm</td>
<td>15mm</td>
</tr>
<tr>
<td>Type B</td>
<td>Type D</td>
</tr>
<tr>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
</tr>
<tr>
<td>14mm</td>
<td>18mm</td>
</tr>
</tbody>
</table>
COLORS

Colours defined below must be observed. Color expression is requested to apply on white background in principle. As only exception, Grand award and Gold award winners can apply gold color or gold foil print.

**Color expression**

- Pantone 485C
  - CMYK: C = 0%, M = 95%, Y = 100%, K = 0%
  - RGB: R = 218%, G = 41%, B = 28%

**Monochromatic expression**

**Negative expression**

**Symbol**

**Logotype**
COLORS

Colours defined below must be observed. Color expression is requested to apply on white background in principle. As only exception, Grand award and Gold award winners can apply gold color or gold foil print.

Favourable example

Acceptable cases without white background
PROHIBITION CASES

1. Do not change the positions.
2. Do not transform.
3. Do not change the proportions.
4. Do not mix up the colors.
5. Do not use other fonts.
6. Do not use other colors.
PROHIBITION CASES

Do not include any element within the necessary space around the logotype.

Do not use the background which disturb the visibility of the logotype.

Do not add shadow effect.

Do not make it bold.

Do not use in outlines.

Do not change the density of the color.