
SINGAPORE GOOD DESIGN BRAND IDENTITY GUIDE



SINGAPORE
GOOD
DESIGN

LOGO MARK

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.

Undated

Type A



Type B



Dated (English)

Type C



Type D



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.

Undated

Type A



Type B



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 $1/6$ 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 $1/10$ 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.

Dated (English)

Type C



Type D



MINIMUM SIZE

Can not be smaller than the size as mentioned below.

Undated

Type A



Type B



Dated (English)

Type C



Type D



COLORS

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

Color expression



Monochromatic expression



Negative expression



PANTONE 485C

CMYK : C = 0%, M = 95%, Y = 100%, k = 0%

RGB : R= 218% G = 41% B = 28%

COLORS

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

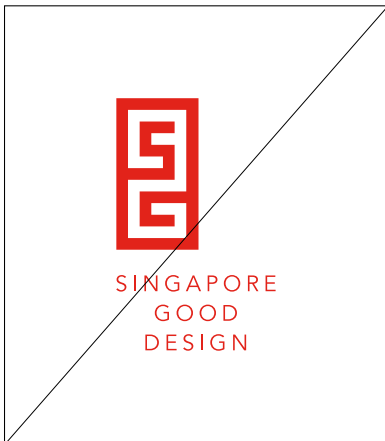
Favourable example



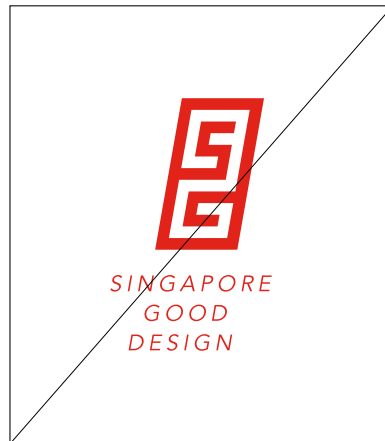
Acceptable cases without white background



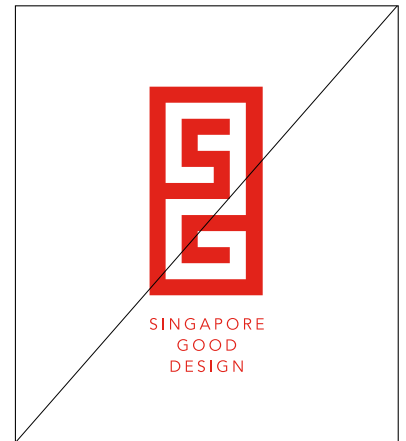
PROHIBITION CASES



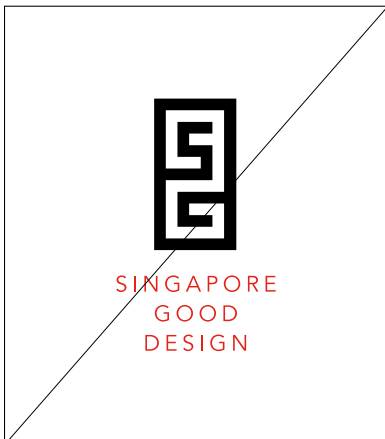
Do not change the positions.



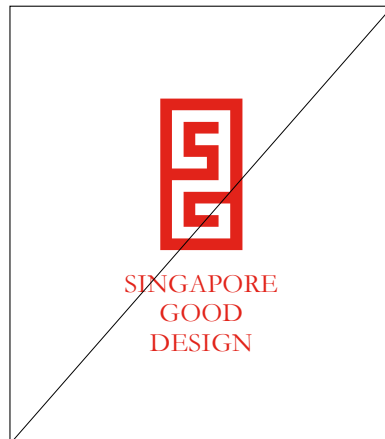
Do not transform.



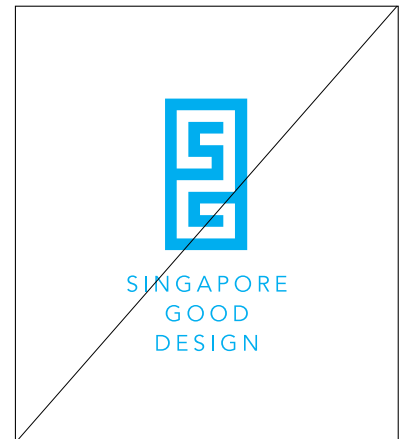
Do not change the proportions.



Do not mix up the colors.

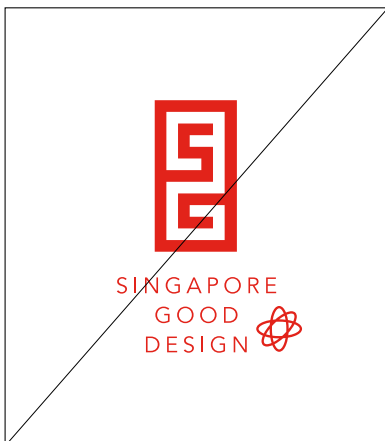


Do not use other fonts.

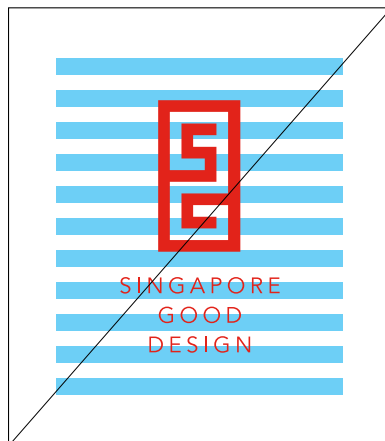


Do not use other colors.

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.



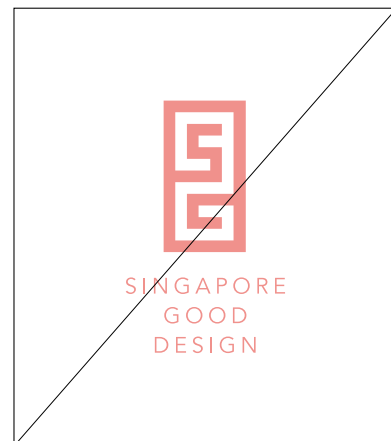
Do not add shadow effect.



Do not make it bold.



Do not use in outlines.



Do not change the density of the color.

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