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# SINGAPORE GOOD DESIGN (SG MARK) BRAND IDENTITY GUIDE



SINGAPORE  
GOOD  
DESIGN



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## LOGO MARK

Every Type from "A" & "B" 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. The logo with the winning year can be used for the duration of the life cycle of the awarded product or project.

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Type A



Type B



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## 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

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### Type A



### Type B



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## MINIMUM SIZE

Can not be smaller than the size as mentioned below.

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Type A



Type B



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## COLORS

Colours defined below must be observed.  
Color expression is requested to apply on  
white background in principle.

The only exception, Platinum and Gold award  
winners can apply gold or gold foil print.

Pantone 485C

CMYK :

C = 0%, M = 95%, Y = 100%, K = 0%

RGB :

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

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Color



Negative



Monochrome



Pantone 485C

CMYK :

C = 0% M = 95% Y = 100% K = 0%

RGB :

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

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## LOGO PLACEMENT

Favourable example



Acceptable cases without white background



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## 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.



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## 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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