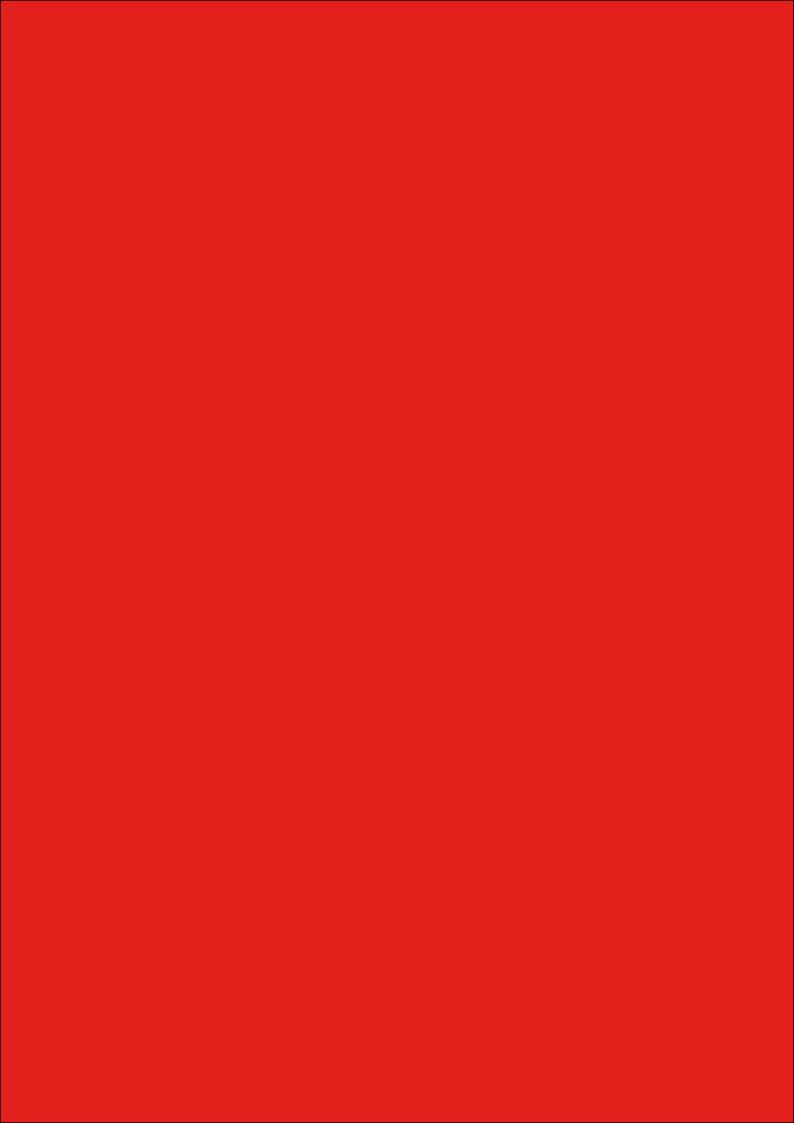
SINGAPORE GOOD DESIGN (SG MARK) BRAND IDENTITY GUIDE





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.

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 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

Type A



Type B



MINIMUM SIZE

Can not be smaller than the size as mentioned below.

Туре А



15mm

Туре В



18mm

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%

Color



Negative



Monochrome



Pantone 485C

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

RGB:

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

LOGO PLACEMENT

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 make it bold.



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



Do not use in outlines.



Do not add shadow effect



Do not change the density of the color.

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