BRAND LOGO

THE LOGO
PRIMARY LOGO (DEFAULT)
PRIMARY LOGO (HORIZONTAL) FOR WEB ONLY
PRIMARY LOGO (VERTICAL)
LOGO POSITION AND MINIMUM SPACE
SECONDARY LOGO
LOGO COLOURS
LOGO SINGLE COLOUR APPLICATIONS
LOGO ON COLOURED BACKGROUND
LOGO ON COLOURED BACKGROUND IMPROPER USAGE
SINGLE-COLOURED LOGO ON COLOURED BACKGROUND
SINGLE-COLOURED LOGO ON COLOURED BACKGROUND IMPROPER USAGE
PRIMARY LOGO IMPROPER USAGE
THE LOGO

The logo consists of two boxes – in Zest Red and Dynamic Black – merged with tilts to create a fluid, dynamic form. This reflects SIT’s education model where opportunities are opened up to poly graduates to spread their wings and explore new horizons. Zest Red exudes the aspirations of both SIT and its students to continue striving for greater heights while Dynamic Black positions SIT as a professional and forward-thinking institute.

The four red triangles represent the tripartite collaborative model (comprising SIT, OU and Poly), which along with the students, come together as catalysts for Singapore’s economic future. As part of the logotype, the letter “I” occupies a position of central importance, emphasising SIT’s focus on learning, progress and fulfilment for its students.

The red dot symbolises Singapore, where the best degree programmes from around the world are now housed under SIT.
PRIMARY LOGO (DEFAULT)

Rendition of the logo should be clear at all times to ensure maximum visibility. A clear space zone is calculated using the height of Dynamic Black Box in the logo, as shown. 0.5 X is used to define the clear space zone around the perimeter of the logo. The example illustrates how the clear space zone should be applied to the preferred version of the SIT window.

MINIMUM SIZE

It is important that the SIT logo is clear and visible at all times. Therefore, the minimum size for reproducing the SIT logo is 10mm.

Clear Space and Minimum Size Requirements:
10mm minimum for print / 40px web
The horizontal wordmark can be used with proportions as specified below. Proportions should be constrained and minimum size should be met at all times.

**MINIMUM SIZE**

It is important that the SIT logo is clear and visible at all times. Therefore, the minimum size for reproducing the SIT logo is 6mm.

**Clear Space and Minimum Size Requirements:**

25px web
PRIMAR Y LOGO (VERTICAL)

The wordmark can also be placed under the logo in the following manner. Proportions should be constrained and minimum size should be met at all times.

MINIMUM SIZE

It is important that the SIT logo is clear and visible at all times. Therefore, the minimum size for reproducing the SIT logo is 6mm.

Clear Space and Minimum Size Requirements:
10mm minimum for print / 6mm for web
LOGO POSITION AND MINIMUM SPACE

When used in page documents, logo should be placed in the following manner, with minimum spacing from the respective border lines of 10mm. Size of logo should also be kept to the right proportions.
SECONDARY LOGO

LOGOMARK
In certain circumstances, the logomark may be used on its own to render a clean and clutter-free look.
Examples of usage
- Small-item corporate gifts such as collar pins, pens, lanyards, etc.

In exceptional cases, when logo is applied within tight perimeters, or on areas with space constraints, usage of the logomark is preferred instead of the wordmark.
LOGO COLOURS

The colours for the logo must be adhered to and should not be swapped or alternated. Gradients should not be applied at any time. If in doubt, please consult SIT Corporate Communications.

CMYK C0 M95 Y100 K0
RGB R218 G41 B28
HEX/HTML DA291C
PANTONE 485C

CMYK C0 M0 Y0 K100
RGB R39 G37 B31
HEX/HTML 27251F
PANTONE Black C
LOGO SINGLE COLOUR APPLICATIONS

For reverse applications, the coloured logo should be used. If it cannot be used, one colour reproduction can be used.
LOGO ON COLOURED BACKGROUND

Where possible, the logo should be applied in full colour on a white or light-coloured background. However, at times when it is to be used against other coloured backgrounds, it can be used as shown below, if the logo remains clear and visible.

SOLID COLOURED BACKGROUND

Full colour logo should be used when background colours are light, complements the brand colours and logo is visible.

IMAGE BACKGROUND

Full colour logo should be used when image backgrounds do not consist of complicated patterns and logo is visible.
LOGO ON COLOURED BACKGROUND IMPROPER USAGE

Where possible, the logo should be applied in full colour on a white or light-coloured background. However, at times when it is to be used against other coloured backgrounds, single coloured logo should be used.

SOLID COLOURED BACKGROUND
When background is of a darker coloured tone, full colour logo should not be used.

IMAGE BACKGROUND
When image backgrounds consist of complicated patterns and dark colours, full colour logo should not be used.
SINGLE-COLOURED LOGO ON COLOURED BACKGROUND

Where possible, the logo should be applied in full colour on a white or light-coloured background. However, the full black logo should be used against coloured background, that clashes with the brand colours. The full black or reversed white logo must be clearly visible.

FULL BLACK OR REVERSED WHITE LOGO WITH SOLID COLOURED BACKGROUND

Full black logo should not be used against dark coloured backgrounds, which has no contrasting effect with the logo. Reverse white logo should be used against dark coloured backgrounds that bring out the logo, making it clear and visible.

FULL BLACK OR REVERSED WHITE LOGO WITH IMAGE BACKGROUND

Full black logo should not be used against dark coloured image backgrounds or backgrounds with complicated patterns. Reverse white logo should be used against image backgrounds that take on a darker tone, or backgrounds with patterns.
Where possible, the logo should be applied in full colour on a white or light-coloured background. However, the full black logo should be used against coloured background, that clashes with the brand colours. The full black or reversed white logo must be clearly visible.

FULL BLACK OR REVERSED WHITE LOGO WITH SOLID COLOURED BACKGROUND
Full black logo should not be used against dark coloured backgrounds, which has no contrasting effect with the logo.
Reverse white logo should not be used against light coloured backgrounds which render the logo unclear and not visible.

FULL BLACK OR REVERSED WHITE LOGO WITH IMAGE BACKGROUND
Full black logo should not be used against dark coloured image backgrounds or backgrounds with complicated patterns.
Reverse white logo should not be used against image backgrounds with light coloured tones, or visuals with similar colours.
PRIMARY LOGO IMPROPER USAGE

Rendition of the logo should be clear at all times to ensure maximum visibility. Components of the logo should remain in constrained proportions and should not be edited, changed or enhanced. It should also never be rotated in anyway.

- Moving elements around
- Changing colours of elements
- Wrong colour code use
- Logo on food items
- Skewing/Slanting of logo
- Stretch /Distort
The following primary and secondary colour guide should be strictly followed when applying on communications materials. No other colours must be used other than the palette stipulated below.

### PRIMARY COLOUR PALETTE
The primary colours should be used wherever possible.

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX/HTML</th>
<th>PANTONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0 M0 Y0 K100</td>
<td>R39 G37 B31</td>
<td>27251F</td>
<td>Black C</td>
</tr>
<tr>
<td>CMYK</td>
<td>RGB</td>
<td>HEX/HTML</td>
<td></td>
</tr>
<tr>
<td>C0 M95 Y100 K0</td>
<td>R218 G41 B28</td>
<td>DA291C</td>
<td>485C</td>
</tr>
</tbody>
</table>
SECONDARY COLOURS

Secondary colours can be used with the primary brand colours. However, only one secondary colour should be used at each time (i.e. the four colours should not be used together).

SECONDARY COLOUR PALETTE (Based on OUR SIT DNA)
The secondary colours are currently being used to differentiate the various disciplines but can also be employed for a variety of purposes should the need arise.

COOL COLOUR PALETTE

<table>
<thead>
<tr>
<th>CMYK</th>
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<th>CMYK</th>
<th>C64 M85 Y0 K0</th>
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<th>C75 M100 Y0 K0</th>
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WARM COLOUR PALETTE

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</thead>
<tbody>
<tr>
<td>RGB</td>
<td>R243 G174 B72</td>
<td>RGB</td>
<td>R221 G87 B87</td>
<td>RGB</td>
<td>R221 G87 B87</td>
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<tr>
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<td>HEX/HTML</td>
<td>DD5757</td>
<td>HEX/HTML</td>
<td>DD5757</td>
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<table>
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<td>AF5150</td>
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<th>CMYK</th>
<th>C0 M86 Y71 K0</th>
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<td>P49-15U</td>
<td>PANTONE</td>
<td>P49-15U</td>
</tr>
</tbody>
</table>
COLOUR USAGE

The primary colours should take up only 20% of any visual when used with one secondary colour tone. Each secondary colour and its various shades should take up the majority of any visual.
COLOUR USAGE GUIDELINES

When using secondary colours, ensure that the secondary colour and its shades are the main colours used with the primary colours as accents to the visuals.
COLOUR USAGE GUIDELINES

When using secondary colours, ensure that the secondary colour and its shades are the main colours used with the primary colours as accents to the visuals.
BRAND

TYPEFACE

PRIMARY TYPEFACE
PRIMARY TYPEFACE USAGE
SCREEN-BASED TYPEFACE
A typeface used in accordance throughout the various communications collaterals and touch points will exude a consistent brand look.

**ALPHABET TYPEFACE**
The primary colours should be used wherever possible.

**Avenir**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
1234567890$%&(.,;:#!@?'""

**FONT WEIGHTS**

Light   AaBbCcDdEe123
Roman   AaBbCcDdEe123
Oblique AaBbCcDdEe123
Black   AaBbCcDdEe123
PRIMARY TYPEFACE
A typeface used in accordance throughout the various communications collaterals and touch points will exude a consistent brand look.

CHINESE TYPEFACE
The primary colours should be used wherever possible.

M 简黑
新加坡理工大学新加坡理工大学
1234567890$%&(.,;:#!?)

M 简细黑
新加坡理工大学

M 简中黑
新加坡理工大学

M 简黑
新加坡理工大学

M 简粗黑
新加坡理工大学

FONT WEIGHTS
PRIMARY TYPEFACE USAGE

A typeface used in accordance throughout the various communications collaterals and touch points will exude a consistent brand look.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

UT WISI ENIM AD MINIM VENIAM

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LOREM IPSUM DOLOR SIT AMET

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SCREEN-BASED TYPEFACE

For electronic applications, it is important to use a typeface that is standard on all PC and Macintosh systems. **Roboto** has been selected to replace Arial typeface, as it offers the closest match out of the standard typefaces available.

<table>
<thead>
<tr>
<th>ALPHABET TYPEFACE</th>
<th>FONT WEIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Roboto</strong></td>
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<tr>
<td>AaBbCcDdEe123</td>
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<tr>
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</tr>
<tr>
<td>AaBbCcDdEe123</td>
<td>AaBbCcDdEe123</td>
</tr>
<tr>
<td>AaBbCcDdEe123</td>
<td>AaBbCcDdEe123</td>
</tr>
</tbody>
</table>

The primary colours should be used wherever possible.
BRAND STATIONERY

CORPORATE NAME CARD
CORPORATE LETTERHEAD
A4 NOTE PAD
A5 NOTE PAD
POST-IT NOTE PAD
3X3 NOTE PAD
HORIZONTAL NOTE PAD
DL ENVELOPE
B4 ENVELOPE
C5 ENVELOPE
C5 ENVELOPE WITH WINDOW
STAFF PASS - CEPAS CARD
A4 PAPER BAG
EMAIL SIGN-OFF
CORPORATE NAME CARD

A corporate name card is an important brand touch point that forms the first impression of the institute. It is pertinent that the guidelines for the name card are adhered to in order to ensure that a uniform brand image is projected. Brand graphics are to be standardised at angles of 10 degrees, 80 degrees and a right angle at corners of the collateral to form a triangular brand graphic.

SIZE
H54mm x W90mm

LOGO HEIGHT
12.5mm

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COLOUR CODE</th>
<th>TYPOGRAPHY A</th>
<th>TYPOGRAPHY B</th>
<th>TYPOGRAPHY C</th>
<th>TYPOGRAPHY D</th>
<th>TYPOGRAPHY E</th>
<th>TYPOGRAPHY F</th>
</tr>
</thead>
<tbody>
<tr>
<td>H54mm x W90mm</td>
<td>Black K100</td>
<td>Avenir 85 Heavy</td>
<td>Avenir 85 Heavy</td>
<td>Avenir Black Point 8pt</td>
<td>STHeiti Regular</td>
<td>Avenir 85 Heavy</td>
<td>Avenir 85 Heavy</td>
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<tr>
<td></td>
<td>Red Pantone 485</td>
<td>Point 6.5pt</td>
<td>Point 6.5pt</td>
<td>Point 8pt</td>
<td>Point 7.5pt</td>
<td>Point 6pt</td>
<td>Point 5.5pt</td>
</tr>
</tbody>
</table>

NAME CARD FRONT ACTUAL SIZE

NAME CARD BACK ACTUAL SIZE
CORPORATE NAME CARD

A corporate name card is an important brand touch point that forms the first impression of the institute. It is pertinent that the guidelines for the name card are adhered to in order to ensure that a uniform brand image is projected. Brand graphics are to be standardised at angles of 10 degrees, 80 degrees and a right angle at corners of the collateral to form a triangular brand graphic.

**SIZE**
H54mm x W90mm

**LOGO HEIGHT**
12.5mm

**COLOUR CODE**
- Black K100
- Red Pantone 485

**TYPOGRAPHY A**
- Avenir 85 Heavy Point 6.5pt
- Leading 7.5pt

**TYPOGRAPHY B**
- Avenir 85 Heavy Point 6.5pt

**TYPOGRAPHY C**
- Avenir Black Point 8pt

**TYPOGRAPHY D**
- STHeiti Regular Point 7.5pt
- Leading 7.5 pt

**TYPOGRAPHY E**
- Avenir 85 Heavy Point 6pt

**TYPOGRAPHY F**
- Avenir 85 Heavy Point 5.5pt

**NAME CARD FRONT ACTUAL SIZE**

**NAME CARD BACK ACTUAL SIZE**
CORPORATE LETTERHEAD

The corporate letterhead reaches out to a wide audience and is often used as the first point of contact. It is vital that the letterhead adheres to the guidelines to ensure that the brand image is portrayed in a consistent manner.

SIZE
H297mm x W210mm

LOGO HEIGHT
21mm

COLOUR CODE
Black K100
Red Pantone 485

TYPOGRAPHY A
Avenir 85 Heavy
Point 7.5pt

TYPOGRAPHY B
Avenir 35 Light
Point 6pt

TYPOGRAPHY C
Avenir 55 Roman
Point 11pt
Leading 14.5pt

ABC Street Name,
#12-34 EFG Building,
SINGAPORE 123456

Dear Mr. A. BCD,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.

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Sincerely,

Lorem Ipsum
The corporate letterhead reaches out to a wide audience and is often used as the first point of contact. It is vital that the letterhead adheres to the guidelines to ensure that the brand image is portrayed in a consistent manner.

**SIZE**
H297mm x W210mm

**TYPOGRAPHY A**
Avenir 85 Heavy
Point 7.5pt

**TYPOGRAPHY B**
Avenir 35 Light
Point 6pt

**TYPOGRAPHY C**
Avenir 55 Roman
Point 11pt
Leading 14.5pt

**LOGO HEIGHT**
21mm

**COLOUR CODE**
Black K100
Red Pantone 485

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Sincerely,

Lorem Ipsum
A4 NOTEPAD

As a widely used collateral in the daily operations within the institute, the SIT notepads are important in resonating a consistent brand look amongst internal staff. The brand guidelines should be strictly adhered to for corporate notepads.

SIZE
H297 mm x W210mm

TYPOGRAPHY A
Avenir 85 Heavy
Point 7.5pt

LOGO HEIGHT
20.3mm

TYPOGRAPHY B
Avenir 35 Light
Point 6pt

COLOUR CODE
Black K100
Red Pantone 485
A5 NOTEPAD

As a widely used collateral in the daily operations within the institute, the SIT notepads are important in resonating a consistent brand look amongst internal staff. The brand guidelines should be strictly adhered to for corporate notepads.

SIZE
H210mm x W148mm

LOGO HEIGHT
20.3mm

COLOUR CODE
Black K100
Red Pantone 485

TYPOGRAPHY A
Avenir 85 Heavy
Point 7.5pt

TYPOGRAPHY B
Avenir 35 Light
Point 6pt
**POST-IT NOTEPAD**

- **SIZE**: H62mm x W75mm
- **LOGO HEIGHT**: 13mm
- **COLOUR CODE**: Black K100, Red Pantone 485

**3X3 NOTEPAD**

- **SIZE**: 3” x 3”
- **LOGO HEIGHT**: 13mm
- **COLOUR CODE**: Black K100, Red Pantone 485

**HORIZONTAL NOTEPAD**

- **SIZE**: H75mm x W125mm
- **LOGO HEIGHT**: 15mm
- **COLOUR CODE**: Black K100, Red Pantone 485
The envelope is a mobile ambassador of the brand. It represents the brand throughout the mailing journey and fronts the brand to the external world. Therefore, the envelope should be done in a dignified and appropriate manner to exemplify the SIT brand with consistency.

**SIZE**
H110mm x W220mm

**TYPOGRAPHY A**
Avenir 85 Heavy
Point 7.5pt

**TYPOGRAPHY B**
Avenir 35 Light
Point 6pt

**LOGO HEIGHT**
21mm

**COLOUR CODE**
Black K100
Red Pantone 485
The envelope is a mobile ambassador of the brand. It represents the brand throughout the mailing journey and fronts the brand to the external world. Therefore, the envelope should be done in a dignified and appropriate manner to exemplify the SIT brand with consistency.

**SIZE**
H355mm x W255mm

**LOGO HEIGHT**
30mm

**COLOUR CODE**
Black K100
Red Pantone 485

**TYPOGRAPHY A**
Avenir 85 Heavy
Point 10pt

**TYPOGRAPHY B**
Avenir 35 Light
Point 9pt

**TYPOGRAPHY C**
ITC Avant Garde Gothic Std Extra Light
Point 36pt

**TYPOGRAPHY D**
ITC Avant Garde Gothic Std Bold
Point 14pt

**TYPOGRAPHY E**
ITC Avant Garde Gothic Std Bold
Point 10pt

**TYPOGRAPHY F**
ITC Avant Garde Gothic Std Extra Light
Point 10pt

**TYPOGRAPHY G**
ITC Avant Garde Gothic Std Bold
Point 14pt

**TYPOGRAPHY H**
ITC Avant Garde Gothic Std Medium
Point 14pt

CERTIFICATE OF COMPLETION
awarded to
Ms Ooi Yee Mun
Digital Experience Design Studio (DXDS)
Associate Professor Jeanette Ng
Cluster Director
Design and Specialised Business
Assistant Professor Jawn Lim
Programme Director (DXDS)
Professor Loh Han Tong
Deputy President (Academic) and Provost

if lifelong
Education for
Adaptability,
Relevance & Nimbleness

A
B
C
D
E
F
G
H

42
May 2017
C5 ENVELOPE

The envelope is a mobile ambassador of the brand. It represents the brand throughout the mailing journey and fronts the brand to the external world. Therefore, the envelope should be done in a dignified and appropriate manner to exemplify the SIT brand with consistency.

SIZE
H160mm x W230mm

LOGO HEIGHT
26mm

COLOUR CODE
Black K100
Red Pantone 485

TYPOGRAPHY A
Avenir 85 Heavy
Point 10pt

TYPOGRAPHY B
Avenir 35 Light
Point 9pt

TYPOGRAPHY B
Avenir 35 Light
Point 9pt
C5 ENVELOPE WITH WINDOW

The envelope is a mobile ambassador of the brand. It represents the brand throughout the mailing journey and fronts the brand to the external world. Therefore, the envelope should be done in a dignified and appropriate manner to exemplify the SIT brand with consistency.

**SIZE**
H160mm x W230mm

**LOGO HEIGHT**
26mm

**COLOUR CODE**
Black K100
Red Pantone 485

**TYPOGRAPHY A**
Avenir 85 Heavy
Point 10pt

**TYPOGRAPHY B**
Avenir 35 Light
Point 9pt
STAFF PASS - CEPAS CARDOLOPE

Every employee in SIT is represented with a staff card which not only identifies the SIT brand, but every individual as a member of the institute. As ambassadors of the SIT brand, the staff card should be carried in a dignified and proper manner at all times.

SIZE
H85mm x W54mm

LOGO HEIGHT
10mm

COLOUR CODE
Black K100
Red Pantone 485

TYPOGRAPHY A
Arial Bold
Point 10pt
Leading 10pt

TYPOGRAPHY B
Arial Bold
Point 5pt
Leading 6pt

Property of SIT. Non-transferable. If found, please return to 10 Dover Drive, S (138683).
A4 PAPER BAG

A corporate paper bag is a prominent visual ambassador of the brand. When carried beyond the walls of SIT, a first impression of the brand is formed from the aesthetics of the corporate paper bag. The colours must be maintained at all times. Overused bags that are creased, folded, or have colours that are faded should be discarded.

SIZE
H324mm x W254mm x D127mm

LOGO HEIGHT
53mm

COLOUR CODE
Black K100
Red Pantone 485
A5 PAPER BAG

A corporate paper bag is a prominent visual ambassador of the brand. When carried beyond the walls of SIT, a first impression of the brand is formed from the aesthetics of the corporate paper bag. The colours must be maintained at all times. Overused bags that are creased, folded, or have colours that are faded should be discarded.

SIZE
H240mm x W190mm x D95mm

LOGO HEIGHT
40mm

COLOUR CODE
Black K100
Red Pantone 485
EMAIL SIGN-OFF

Electronic mails are the most effective media to update and maintain relationships with our partners and customers. It adds a personal touch in communicating with external parties in the shortest time and most convenient manner. The SIT email sign-off must adhere to the template shown and must always be applied in every email sent.

Do not include additional personal statements to the sign off, as this is a professional representation of the institution.

Warmest Regards,

Desmond Soon
Director
Corporate Communications

DID +65 6592 1128
Fax +65 6592 1190
Main +65 6592 1189

Singapore Institute of Technology
SIT@Dover, 10 Dover Drive,
Singapore 138683
SingaporeTech.edu.sg

IMPORTANT: This message (which term shall include all its attachments) is intended only for the use of the individual/entity to whom it is addressed and may contain information that is privileged and/or confidential. If you are not the intended recipient of this message, you should not disseminate, distribute, copy, use or disclose this communication to any person. If you have received this communication in error, please notify the writer immediately by return e-mail and delete the original message together with the copies if any. Thank you.
GRADUATION CERTIFICATE

A graduation certificate represents a student’s education achievements, and symbolises the affiliation between every student and SIT. It is vital that the certificates are presented in a dignified and respected manner as they are a manifesto of pride for both students and SIT.

SIZE
H210mm x W297mm

LOGO HEIGHT
35mm

COLOUR CODE
Black K100
Red Pantone 485

TYPOGRAPHY A
Apple Chancery
Point 18.5pt

TYPOGRAPHY B
Minion Pro Bold
Point 22pt

TYPOGRAPHY C
Avenir 85 Heavy
Point 12pt

TYPOGRAPHY D
Avenir 55 Medium
Point 12pt

This is to certify that
Jason Chen Jian Xian
has been a student of
Singapore Institute of Technology
From
January 2014
To
January 2015

SiT
SINGAPORE INSTITUTE OF TECHNOLOGY
CERTIFICATE OF COMPLETION

A certificate of completion represents a student’s education achievements, and symbolises the affiliation between every student and SIT. It is vital that the certificates are presented in a dignified and respected manner as they are a manifesto of pride for both students and SIT.

SIZE
H210mm x W297mm

LOGO HEIGHT
22mm

COLOUR CODE
Black K100
Red Pantone 485

TYPOGRAPHY A
ITC Avant Garde Gothic Std Extra Light
Point 36pt

TYPOGRAPHY B
ITC Avant Garde Gothic Std Extra Light
Point 14pt

TYPOGRAPHY C
ITC Avant Garde Gothic Std Bold
Point 20pt

TYPOGRAPHY D
ITC Avant Garde Gothic Std Bold
Point 16pt

TYPOGRAPHY E
ITC Avant Garde Gothic Std Bold
Point 10pt

TYPOGRAPHY F
ITC Avant Garde Gothic Std Extra Light
Point 10pt

TYPOGRAPHY G
ITC Avant Garde Gothic Std Bold
Point 14pt

TYPOGRAPHY H
ITC Avant Garde Gothic Std Medium
Point 14pt
CERTIFICATE OF APPRECIATION

A certificate of appreciation represents a student’s education achievements, and symbolises the affiliation between every student and SIT. It is vital that the certificates are presented in a dignified and respected manner as they are a manifesto of pride for both students and SIT.

SIZE
H210mm x W297mm

LOGO HEIGHT
23mm

COLOUR CODE
Black K100
Red Pantone 485

TYPOGRAPHY A
ITC Avant Garde Gothic Std Extra Light
Point 36pt

TYPOGRAPHY B
ITC Avant Garde Gothic Std Extra Light
Point 14pt

TYPOGRAPHY C
ITC Avant Garde Gothic Std Extra Light
Point 10pt

This certificate is presented to

for completing the course in

5 March – 14 May 2016

in recognition of your contribution

Singapore Institute of Technology

Associate Professor Jeanette Ng
Cluster Director
Design and Specialised Business

Assistant Professor Jawn Lim
Programme Director (DXDS)

Professor Loh Han Tong
Deputy President (Academic)
and Provost
CERTIFICATE OF PARTICIPATION

A certificate of participation represents a student’s education achievements, and symbolises the affiliation between every student and SIT. It is vital that the certificates are presented in a dignified and respected manner as they are a manifesto of pride for both students and SIT.

SIZE
H210mm x W297mm

LOGO HEIGHT
22mm

COLOUR CODE
Black K100
Red Pantone 485

TYPOGRAPHY A
ITC Avant Garde Gothic Std Extra Light
Point 36pt

TYPOGRAPHY B
ITC Avant Garde Gothic Std Extra Light
Point 14pt

TYPOGRAPHY C
ITC Avant Garde Gothic Std Bold
Point 20pt

TYPOGRAPHY D
ITC Avant Garde Gothic Std Bold
Point 10pt

TYPOGRAPHY E
ITC Avant Garde Gothic Std Extra Light
Point 10pt

TYPOGRAPHY F
ITC Avant Garde Gothic Std Book
Point 9pt

TYPOGRAPHY G
ITC Avant Garde Gothic Std Bold
Point 8pt

17mm (H)
BRAND MARKETING COLLATERALS

USE OF BRAND ELEMENTS
PORTRAIT PRESS ADS
EXAMPLES OF PORTRAIT PRESS ADS
POSTERS
EXAMPLES OF POSTERS
PULL-UP BANNERS
EXAMPLES OF PULL-UP BANNERS
OUTDOOR BANNERS (LANDSCAPE)
EXAMPLES OF OUTDOOR BANNERS (LANDSCAPE)
EDMS
EXAMPLES OF EDMS
USE OF BRAND ELEMENTS

This section serves to inform the Corporate Communications Division on the use of the red triangle in all advertisement material and other collateral which are deemed external-facing. The red triangle acts as an identifier for all SIT-branded material and is part of the overall SIT visual identity.

There are a variety of layouts which warrant the use of the red triangle and they are as follows:

PRESS ADVERTISEMENTS
POSTERS
BANNERS (PULL-UP & OUTDOOR)
EDMs
PORTRAIT PRESS ADS

This option features the use of the red triangle for anything longer (height-wise) than a standard 2:1 portrait visual, without the OU listing at the bottom of the visual.

SPECIFICATIONS

The border set by the user must always be half of the logotype (X), bearing in mind its minimum size. The triangle at the bottom must be set at 50% of the horizontal length of the visual area with its gradient at an angle of 10 degrees.

This option applies to landscape visuals that are longer (height-wise) than a standard 2:1 portrait visual such as buses.
POSTERS

This option features the use of the red triangle for anything shorter (height-wise) than and up to the maximum dimensions of a standard 2:1 portrait visual, without the OU listing at the bottom of the visual.

SPECIFICATIONS

The border set by the user must always be half of the logotype (X), bearing in mind its minimum size. The triangle at the bottom must be set at 50% of the horizontal length of the visual area with its gradient at an angle of 10 degrees.

This option applies to standard 2:1 portrait collaterals, which include the Annual Report, Corporate Brochure, Degree Programme Handbook and Student Handbook.

This option also applies to standard 2:1 portrait HR recruitment advertisements.
PULL-UP BANNERS

This option features the use of the red triangle for anything longer (height-wise) than a standard 2:1 portrait visual, without the OU listing at the bottom of the visual.

SPECIFICATIONS

The border set by the user must always be half of the logotype (X), bearing in mind its minimum size. The triangle at the bottom must be set at 75% of the horizontal length of the visual area with its gradient at an angle of 10 degrees.

This option applies to landscape visuals that longer (height-wise) than a standard 2:1 portrait visual such as the pull-up banner.
OUTDOOR BANNERS (LANDSCAPE)

This option features the use of the red triangle for anything longer than (height-wise) a standard 2:1 landscape visual.

SPECIFICATIONS
The border set by the user must always be half of the logotype (X), bearing in mind its minimum size. The triangle at the bottom must be set at 25% of the horizontal length of the visual area with its gradient at an angle of 10 degrees.
EDMS

This option features the use of the red triangle for anything longer than (height-wise) a standard 2:1 portrait visual.

SPECIFICATIONS

The border set by the user must always be half of the logotype (X), bearing in mind its minimum size. The triangle at the bottom must be set at 50% of the horizontal length of the visual area with its gradient at an angle of 10 degrees.