SINGAPORE INSTITUTE OF TECHNOLOGY

SIT IDENTITY POLICY AND GUIDE

A MESSAGE FROM THE PRESIDENT

SIT has come a long way since its inception in 2009.

Over the past few years, we have progressed from a start-up institute of higher learning to a full-fledged autonomous university of applied learning. As we shift towards distinguishing ourselves as an innovative university integrating learning, industry and community, there is a growing need to move beyond simply carving out a brand story amidst Singapore's tertiary education landscape.

As such, in journeying into the next lap, it is timely to progress above content and language. We need to express our communication culture in a nuanced tone of voice that supports our strategic goals and vision. This means further enhancing our brand value with a messaging toolkit that will mirror and guide our commitment to academic excellence and applied learning and becoming the university of choice for industry.

Indeed, SIT will reinforce its brand personality to distinguish itself from its peers in the increasingly competitive landscape of higher education. This will help us attract the right kind of students that can best benefit from our unique pedagogy while forging more industry partnerships.

I am confident that this communication toolkit will come in handy in showcasing the hallmarks of our ever-evolving brand as we continue to forge ahead in helping to contribute to the future-proofing of our nation.

In appreciation

Prof Tan Thiam Soon
President

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SIT
IDENTITY
POLICY

SIT IDENTITY POLICY

Definition: The Institution's identity is a visual expression of SIT's positioning as an Institute of Higher Learning in Singapore, through the systematic use of words and symbols. As the brand gains more recognition, it is vital that a unified image is projected to the public. Essentially, this means that the SIT logo and its supporting brand elements must be appropriately used within a set of guidelines.

Principles: It is paramount that SIT projects a strong, consistent and clear identity across all its collaterals, including advertisements and corporate stationery. Consistent application of the SIT Identity will strengthen the brand name and ensure that the public sees SIT as one body.

Purpose: The SIT Identity Policy and Guide have been created to manage the use of SIT's logo and its corresponding brand elements. The guidelines govern how the SIT Identity should be portrayed across all media, with useful information such as the primary colours, secondary colours, corporate fonts and corporate templates.

Policy: The SIT Identity Policy and Guide are put in place to ensure coherent messaging across all SIT advertisements and collaterals. It is important that staff adhere to these guidelines to establish a unified front to internal and external stakeholders, and the general public.

Staff are advised to use the corporate letterhead and presentation templates for all internal and external communications.

Additionally, all requests for materials by external parties for publishing purposes including photographs and copy, must be reviewed by Corporate Communications Division to ensure brand integrity.

Applications: Staff are advised to refer to this guide for guidelines on the use of SIT's logo, which is to be present on all internal and external communication materials, corporate stationery and corporate gifts. The list of items that fall under the aforementioned categories include, but are not limited to:

Internal and External Communication Materials	Advertisements	Print OOH Online
	Mailers	Printed and Electronic Mailers
	Event Collaterals	Electronic Invitations Printed Invitation Cards Backdrop Photo Wall Posters Directional Signages
	Publications	Printed and Electronic Newsletters • Magazines • Brochures • Booklets

| Corporate Stationery	Certificate Complimentary Slip • Corporate Letterhead • Corporate Name Card • Corporate Slides • Envelope • Folder • Forms • Facsimile • Email Signature • Notepad • Paper Bag • Post-it Pad • Staff Card • Student Card

SUB-BRANDS
LOGO USAGE

The following presents a set of guidelines on sub-branding to ensure that the application of a division's logo/name on any collateral, initiative or event is consistent across the university.
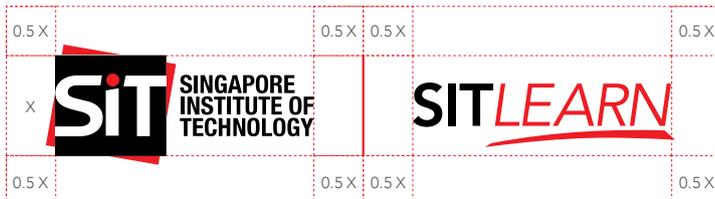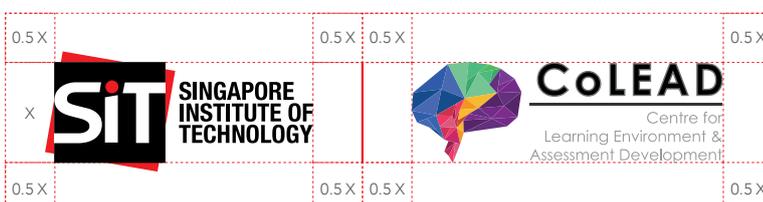

ADVANCEMENT & ALUMNI

CAREER SERVICES
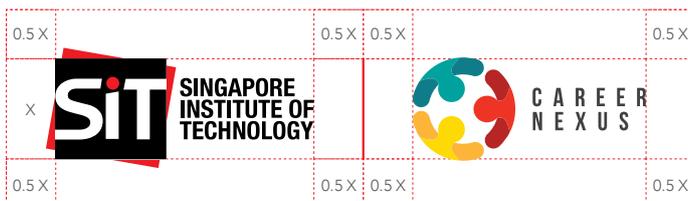
COLEAD

SUB-BRANDS
LOGO USAGE

TECHNOLOGY INNOVATION ENTERPRISE

0.5 X		0.5 X	0.5 X		0.5 X
X	**SiT** SINGAPORE INSTITUTE OF TECHNOLOGY			technology innovation enterprise	
0.5 X		0.5 X	0.5 X		0.5 X

E-SOURCING

0.5 X		0.5 X	0.5 X		0.5 X
X	**SiT** SINGAPORE INSTITUTE OF TECHNOLOGY			e-Sourcing	
0.5 X		0.5 X	0.5 X		0.5 X

PROFESSIONAL OFFICERS DIVISION

0.5 X		0.5 X	0.5 X		0.5 X
X	**SiT** SINGAPORE INSTITUTE OF TECHNOLOGY			PROFESSIONAL OFFICERS DIVISION	
0.5 X		0.5 X	0.5 X		0.5 X

SAFETY & HEALTH

0.5 X		0.5 X	0.5 X		0.5 X
X	**SiT** SINGAPORE INSTITUTE OF TECHNOLOGY			SAFETY & HEALTH	
0.5 X		0.5 X	0.5 X		0.5 X

LEAN TRANSFORMATION INNOVATION CENTRE

0.5 X		0.5 X	0.5 X		0.5 X
X	**SiT** SINGAPORE INSTITUTE OF TECHNOLOGY			LEAN Transformation Innovation Centre	
0.5 X		0.5 X	0.5 X		0.5 X

STUDENT LIFE

0.5 X		0.5 X	0.5 X		0.5 X
X	**SiT** SINGAPORE INSTITUTE OF TECHNOLOGY			student Life	
0.5 X		0.5 X	0.5 X		0.5 X

SUB-BRANDS LOGO USAGE
(MINIMUM SIZE)

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

10mm

ADVANCEMENT & ALUMNI

10mm

CAREER SERVICES

10mm

10mm

10mm

COLEAD

10mm

TECHNOLOGY INNOVATION ENTERPRISE

10mm

E-SOURCING

10mm

PROFESSIONAL OFFICERS DIVISION

10mm

SUB-BRANDS
LOGO USAGE

SAFETY & HEALTH

 10mm

LEAN TRANSFORMATION INNOVATION CENTRE

 10mm

STUDENT LIFE

 10mm

CORPORATE IDENTITY GUIDE

CORPORATE IDENTITY GUIDE

LOGO RATIONALE
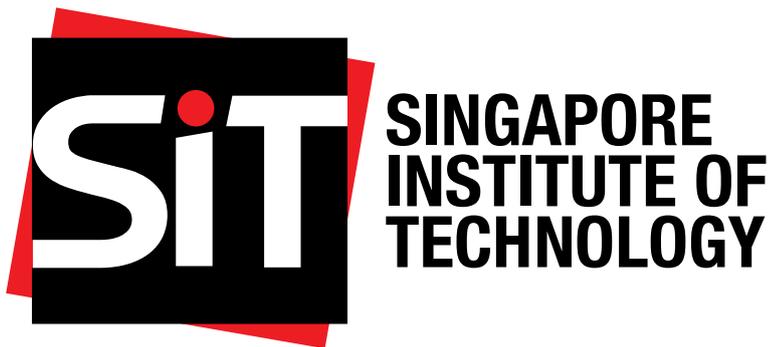
The logo consists of two boxes – in Zest Red and Dynamic Black – merged with tilts to create a fluid, dynamic form. This reflects SIT's education model where opportunities are opened up to poly graduates to spread their wings and explore new horizons. Zest Red exudes the aspirations of both SIT and its 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.

PERIMETER CONTROL

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.
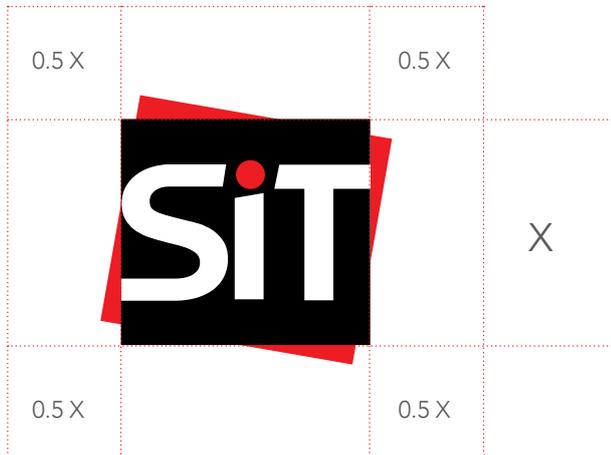
MINIMUM SIZE

10mm

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.

SECONDARY LOGO

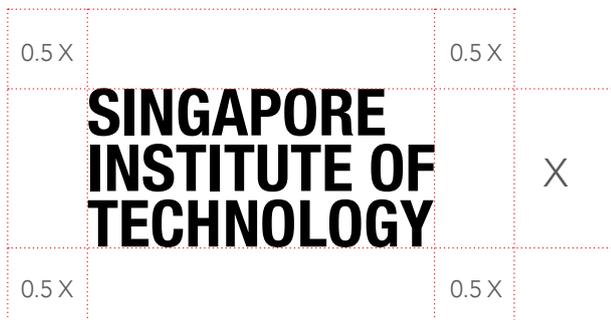## Logomark

0.5 X 0.5 X

X

0.5 X 0.5 X

In certain circumstances, the logomark may be used on its own to render a clean and clutter-free look.

Examples of usage
- Building façade
- Building interiors
- Small-item corporate gifts such as collar pins, pens, lanyards, etc.

When logo is applied within tight perimeters, or on areas with space constraints, usage of the logomark is preferred instead of the wordmark.

Wordmark

0.5 X 0.5 X

SINGAPORE INSTITUTE OF TECHNOLOGY

X

0.5 X 0.5 X

The wordmark should only be used where space is a constraint and in conjunction with the logomark, when the logomark appears on the front of a piece of collateral or an article of clothing on its own.

Logo with URL

0.5 X 0.5 X

SingaporeTech.edu.sg

X

0.5 X 0.5 X

The logo with the URL should be used on informational items that aim to direct audience to the website for more information.

Examples of usage:
- Advertisements/Posters
- Banners
- Flyers
- Email blasts

LOGO COLOUR SPECIFICATIONS

Process Colour K100

Pantone Code 485 C
Process Colour M100 Y100

The colours for the logo must be adhered to and should not be swapped or alternated.

SINGLE COLOUR APPLICATIONS

This version may be applied when one-colour printing or production is used. For example, black and white advertisements, or one-colour printing for selected print collaterals.

REVERSE APPLICATIONS

Applicable to full colour printing on graphics/pictorial background.

Applicable to black and white printing on graphics/pictorial background.

Application to 1C printing on graphics/pictorial background.

APPLICATIONS ON COLOURED BACKGROUND

Where possible, the logo should be applied in full colour on a white or light-coloured background. This is the preferred application as it allows the logo to be most visible.

When using logo on solid dark colours, or colours similar to corporate colours, always use 1C application or reverse logo application. When using dark, textured or busy backgrounds, care should be taken to ensure that the logo remains clearly visible.

When logo is applied on graphics/pictorial backgrounds, use a full colour logo in white box, or reversed logo in black box to ensure clarity of logo. A single colour logo in a black box should only be applied when logo is used on graphics/pictorial background rendered in one-colour printing.

IMPROPER USAGE

The SIT logo is often the first point of contact to the public. Therefore, it is vital that the corporate logo is used consistently and should not be altered beyond the guidelines stated in the Brand Guidelines.

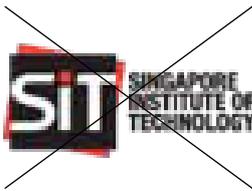Moving elements around

Changing colours of elements

Wrong colour code use

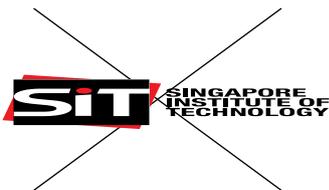Resolution insufficient for printing

Skewing/Slanting of logo

Stretch/Distort

Stretch/Distort

Incomplete

Feathering

Drop shadow

Rotation of logo at an angle

Logo on food items

The guidelines set out in this document may not be exhaustive and will be updated regularly.

When in doubt, staff-in-charge are highly encouraged to seek the advice of the Corporate Communications Division, who will facilitate a decision from Director, Corporate Communications (if necessary) or arrive at a mutually agreed decision together with the staff-in-charge.