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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### DIRECTIONAL SIGNAGES
SIT IDENTITY POLICY

SIT IDENTITY POLICY
Definition
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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:

<table>
<thead>
<tr>
<th>Internal and External Communication Materials</th>
<th>Print</th>
<th>Advertisements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailers</td>
<td>OOH</td>
<td>Online</td>
</tr>
<tr>
<td>Event Collaterals</td>
<td>Electronic Invitations</td>
<td>Printed Invitation Cards</td>
</tr>
<tr>
<td></td>
<td>Backdrop</td>
<td>Photo Wall</td>
</tr>
<tr>
<td></td>
<td>Posters</td>
<td>Directional Signages</td>
</tr>
<tr>
<td>Publications</td>
<td>Printed and Electronic Newsletters</td>
<td>Magazines • Brochures • Booklets</td>
</tr>
</tbody>
</table>

| 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 |

May 2017
These are examples of two document templates set in place that staff are advised to use for all internal and external communications:

**CORPORATE LETTERHEAD**

![Letterhead Template]

**CORPORATE SLIDES**

![Slide Template]

It is important that all staff use these two document templates to unify SIT’s branding internally and externally.
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.
## 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.

<table>
<thead>
<tr>
<th>Sub-brand</th>
<th>Minimum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIT LEARN</td>
<td>10mm</td>
</tr>
<tr>
<td>ADVANCEMENT &amp; ALUMNI</td>
<td>10mm</td>
</tr>
<tr>
<td>CAREER SERVICES</td>
<td>10mm</td>
</tr>
<tr>
<td>CAREER NEXUS</td>
<td>10mm</td>
</tr>
<tr>
<td>CAREER PEERS</td>
<td>10mm</td>
</tr>
<tr>
<td>COLEAD</td>
<td>10mm</td>
</tr>
<tr>
<td>TECHNOLOGY INNOVATION ENTERPRISE</td>
<td>10mm</td>
</tr>
<tr>
<td>E-SOURCING</td>
<td>10mm</td>
</tr>
<tr>
<td>PROFESSIONAL OFFICERS DIVISION</td>
<td>10mm</td>
</tr>
</tbody>
</table>
SUB-BRANDS
LOGO USAGE

SAFETY & HEALTH

LEAN TRANSFORMATION INNOVATION CENTRE

STUDENT LIFE
The following presents a set of guidelines on sub-branding to ensure that the application of a division’s logo/name on any collateral is consistent across all divisions.

When necessary, divisions are advised to clear the artwork of their respective logos with the Corporate Communications Division BEFORE proceeding to final artwork.

Divisions are advised to adhere to the policy that the SIT brand must be present on all SIT collaterals and gifts, especially in the presence of a sub-brand. This will ensure that internal and external stakeholders are cognizant of the SIT brand as one body.

Refer to the section on Marketing Communications And Tools (Pg.48) for comprehensive guidelines.
CORPORATE IDENTITY GUIDE

- Logo Rationale
- Perimeter Control
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- Colour Specifications
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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

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.
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.

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.

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

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.

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.
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 Colours**

The primary colours should be used wherever possible.

- Process Colour K100
- Pantone Code 485 C
- Process Colour M100 Y100

**Secondary Colours**

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.

- Pantone 2746C
  C100 M100 Y0 K0

- Pantone 1655C
  C0 M80 Y95 K0

- Pantone 2603C
  C59 M90 Y0 K0

- Pantone 348C
  C85 M10 Y100 K10

- Pantone 137C
  C0 M35 Y85 K0
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.
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
A typeface used in accordance throughout the various communications collaterals and touch points will exude a consistent brand look.

Avenir 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&(.,;:#!?)

Avenir 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&(.,;:#!?)

Avenir 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&(.,;:#!?)

Avenir 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&(.,;:#!?)

Avenir 55 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&(.,;:#!?)

Avenir 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&(.,;:#!?)
黑体简 - 中黑
中文字体中文字体中文字体中文字体
1234567890$%&\{,;:#!?}

黑体简 - 细体
中文字体中文字体中文字体中文字体
1234567890$%&\{,;:#!?}
SCREEN-BASED TYPEFACE

For electronic applications, it is important to use a typeface that is standard on all PC and Macintosh systems.

Arial has been selected to replace Avenir typeface, as it offers the closest match out of the standard typefaces available.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&.,;:#!?

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&.,;:#!?
CORPORATE STATIONERY

Corporate Name Card (General)
Corporate Name Card (Without Photo)
Letterhead (Cover Page)
Letterhead (Continuation Page)
A4 Notepad
A5 Notepad
Post-It Notepad
3X3 Notepad
Horizontal Notepad
DL Envelope
B4 Envelope
C5 Envelope without Window)
C5 Envelope with Window)
Staff Card - Cepas Card
Student - Matric Cards
RP Student Matric Card - Cepas Card
A4 Paper Bag
A5 Paper Bag
Graduation Certificate
Certificate of Appreciation
Email Sign-off
CORPORATE NAME CARD (GENERAL)

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**
14mm

**Colour Code**
Black K100
Red Pantone 485

**Typography A**
STHeiti Regular
Point 10pt

**Typography B**
Avenir 85 Heavy
Point 6.5pt
Leading 7.5pt

**Typography C**
Avenir 85 Heavy
Point 6.5pt
Leading 12pt

**Typography D**
Avenir Black
Point 8pt

**Typography E**
STHeiti Regular
Point 7.5pt

**Typography F**
Avenir 85 Heavy
Point 6pt
Leading 7.5pt

**Typography G**
Avenir 85 Heavy
Point 5.5pt

---

Name Card Front Actual Size

---

Name Card Back Actual Size

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CORPORATE NAME CARD
(WITHOUT PHOTO)

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
14mm

Colour Code
Black K100
Red Pantone 485

Typography A
STHeiti Regular
Point 10pt

Typography B
Avenir 85 Heavy
Point 6.5pt
Leading 7.5pt

Typography C
Avenir 85 Heavy
Point 6.5pt
Leading 12pt

Typography D
Avenir Black
Point 8pt

Typography E
STHeiti Regular
Point 7.5pt

Typography F
Avenir 85 Heavy
Point 6pt
Leading 7.5pt

Typography G
Avenir 85 Heavy
Point 5.5pt

Name Card Front Actual Size

Name Card Back Actual Size
CORPORATE LETTERHEAD
(COVER PAGE)

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

50% of actual size

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 labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing 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. Excepeqnt sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing 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

SINGAPORE INSTITUTE OF TECHNOLOGY
10 DOVER DRIVE, SINGAPORE 138683   MAIN +65 6592 1189   FAX +65 6592 1190   SingaporeTech.edu.sg
CORPORATE LETTERHEAD  
(CONTINUATION PAGE)

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

50% of actual size

Lorem ipsum dolor sit amet, consectetur adipisicing 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.

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.

Lorem ipsum dolor sit amet, consectetur adipisicing 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

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.
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
H297mm x W210mm

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

50% of actual size
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

**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

60% of actual size
**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

**Logo Height**
21mm

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

**Colour Code**
Black K100
Red Pantone 485
B4 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**
H355mm x W255mm

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

**Logo Height**
30mm

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

**Colour Code**
Black K100
Red Pantone 485

40% of actual size
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

50% of actual size

Typography A
Avenir 85 Heavy
Point 10pt

Typography B
Avenir 35 Light
Point 9pt
C5 ENVELOPE (WITH WINDOW)

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

50% of actual size

SINGAPORE INSTITUTE OF TECHNOLOGY
10 DOVER DRIVE, SINGAPORE 138683   MAIN +65 6592 1189   FAX +65 6592 1190   SingaporeTech.edu.sg
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 8.5pt
Leading 10pt

**Typography B**
Arial Bold
Point 5pt
Leading 6pt

**Actual size**
STUDENT - MATRIC CARDS

The SIT student card is an important brand touchpoint where every student identifies themselves with the SIT brand. Information on every student card should be accurate, with all brand guidelines strictly in place.

Size
H85mm x W54mm

Logo Height
10mm

Colour Code
Black K100
Red Pantone 485

50% of actual size
RP STUDENT MATRIC CARD - CEPAS CARD

The SIT student card is an important brand touchpoint where every student identifies themselves with the SIT brand. Information on every student card should be accurate, with all brand guidelines strictly in place.

<table>
<thead>
<tr>
<th>H85mm x W54mm</th>
<th>Arial Bold</th>
<th>Arial Bold</th>
<th>Arial Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>Point 8.5pt</td>
<td>Point 5pt</td>
<td>Point 18pt</td>
</tr>
<tr>
<td>Logo Height 10mm</td>
<td>Leading 10pt</td>
<td>Leading 6pt</td>
<td></td>
</tr>
<tr>
<td>Colour Code Black K100 Red Pantone 485</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Actual size</td>
<td>Typography A</td>
<td>Typography B</td>
<td>Typography C</td>
</tr>
<tr>
<td></td>
<td>Point 5.5 pt</td>
<td>Point 5.5 pt</td>
<td>Point 5pt</td>
</tr>
<tr>
<td></td>
<td>Leading 6pt</td>
<td>Leading 6pt</td>
<td>Leading 6pt</td>
</tr>
</tbody>
</table>

| Typography D                    | Point 19 pt         |
|                                | Leading 6pt         |

[Image of student card with dimensions and typography details]
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

30% of actual size
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

35% of actual size
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

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

---

[Signatures]

---

30% of actual size
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

**Typography A**
ITC Avant Garde Gothic Std Extra Light
Point 36pt

**Logo Height**
23mm

**Typography B**
ITC Avant Garde Gothic Std Extra Light
Point 14pt

**Colour Code**
Black K100
Red Pantone 485

**Typography C**
ITC Avant Garde Gothic Std Extra Light
Point 10pt

30% of actual size
CERTIFICATE OF COMPLETION

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
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

30% of actual size
CERTIFICATE OF PARTICIPATION

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

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

Logo Height
22mm

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

Colour Code
Black K100
Red Pantone 485

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

30% of actual size

CERTIFICATE OF PARTICIPATION

for your involvement at the
CXO Lean Summit 2017
28 March 2017

Naomi Jonathan
CXO Lean Summit 2017

Awarded to
Mr Arthur Poh
Director
(Enterprise & Innovation Hub)

Associate Professor Ivan Lee
Vice President
(Industry and Community)

Organised by:
Serial No.
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.

[NAME]
[TITLE]
CORPORATE GIFTS

Corporate Giveaways

All divisions in SIT are to ensure that the SIT brand is present on all corporate gifts.

Staff are to note that the following images are just examples of how the SIT’s brand should appear on these gifts. In cases where the items are small and cannot accommodate the SIT logo, divisions may opt to use text instead of the SIT logo.

The following items are not exhaustive and staff are advised to approach the Corporate Communications Division whenever they need to produce corporate gifts which are not available in the existing inventory, and whenever they are in doubt.

Pen

Notebook

USB Hub

Thumbdrive
Application of SIT Brand on Corporate Gifts

In cases where staff decide to purchase an item from a retail store as a gift by senior management to any GOH, VIP, visiting academic or industry partner, the SIT brand should always be present. This can be done by inscribing or engraving the SIT logo on a metal plate.
MARKETING COMMUNICATIONS AND TOOLS

Use of Brand Elements
Portrait Press Ads
Poster
Pull-up Banners
Outdoor Banners (Landscape)
EDMs
Application on Sub-Brands
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
Portait 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.

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.
Examples of Portrait Press Ads
Examples of Chinese and Malay Press Ads

As a university focused on the concept of practical learning, Singapore Polytechnic (SIT) is interested in recruiting students who are diligent and think critically, as well as those who are innovative and勇于挑战自我极限的达人。在这里体验大学生活的真谛时，你还能尽情发挥自己的长处，并学会如何在所选领域中登峰造极。通过独有的综合学术职场培训计划、海外浸濡以及多姿多彩的学生活动，SIT的学位课程为你带来更多机会，发掘最强的自我。

Admission dates: From January 11, 2017. Please visit SingaporeTech.edu.sg to apply.

Enrollment deadline is March 19. No extension.

Please visit SingaporeTech.edu.sg to apply.
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.

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.
Examples of Posters
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.

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.
THINKING
TINKERERS
ABLE TO LEARN,
UNLEARN AND RELEARN
CATALYSTS
FOR TRANSFORMATION
GROUNDED
IN THE COMMUNITY
IT'S IN OUR DNA.
Outdoor Banners (Landscape)

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

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.
Examples of Outdoor Banners

WANTED: THINKING TINKERERS
WHO LEARN TO CREATE NEW POSSIBILITIES

Ready for your next learning journey?
Apply now at SingaporeTech.edu.sg

SingaporeTech.edu.sg
@SingaporeTech
@SingaporeTech
EDMs

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

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.
Join us at SIT Open House 2017. Two days dedicated to the best of Singapore’s university of applied learning. Explore our range of degree programmes, meet our professors and chat with our current students. Visit the Open House to find out more!
APPLICATION ON SUB-BRANDS

The sub-branding guidelines ensure that the application of a division’s logo/name on any collateral is consistent across all divisions. For illustration purposes, they are represented on the following division collaterals.

In collaterals employed by the various divisions, the border set by the user must always be half of the SIT logotype (X), bearing in mind its minimum size.

Examples: Applications on Electronic Direct Mailer and Poster

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LEARN FROM MR ALISTER LEE, VICE-PRESIDENT OF LEAN ENTERPRISE, AUSTRALIA

With over 20 years of Lean Transformation experience, Alister has completed Lean projects across a range of industry - Manufacturing, Food & Beverage, Defence, Healthcare, Banking, Government and other service organisations.

What you will learn:
- 7 Types of Waste
- Leadership and culture
- Build people capability
- Management systems to sustain change
- 7 Types of Waste
- Effective Lean Leadership
- Management systems for sustainable change
- Lean Leadership
- Sustainable Lean Leadership
- Lean Management
- Sustainable Lean Management
- Lean Management Systems
- Sustainable Lean Management Systems
- 7 Types of Waste
- Leadership and culture
- Build people capability
- Management systems to sustain change
- Leadership and culture
- Build people capability
- Management systems to sustain change

8 - 9 June 2017
9.00am - 5.00pm
SITMOOVER, 10 DOVER DRIVE

Masterclass Fee
$963 for non-SME / $321 for SME after subsidy per participant for 2 days

For enquiries, please email
Lean@SingaporeTech.edu.sg

The Lean Masterclass is organized by:

LEAN
SingaporeTech.edu.sg

In collaboration with:

SITLEARN (EDM)

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COLEAD WITH CAREER SERVICES (EDM)
Are you looking for a proven approach to increase productivity? Find out how your organisation can achieve greater results through our Lean Masterclass.

8 - 9 June 2017
9.00am - 5.00pm
SIT@DOVER, 10 DOVER DRIVE

Masterclass Fees:
$963 for non-SME / $321 for SME after subsidy per participant for 2 days
Fees before subsidy: $3,000 per pax

What you will learn:
- 7 Types of Waste
- Management systems to sustain change
- Leadership and culture
- Build people capability

For enquiries, please email Lean@SingaporeTech.edu.sg

The Lean Masterclass is organised by:

SingaporeTech.edu.sg
Where two or more divisions require their sub-brand to appear in any form of collateral, their respective sub-brands should be sequenced alphabetically and delinked from the SIT Primary logo. In such instances, the SIT Primary logo OR the SIT/SITLEARN lockup, whichever applies, must be visible at the top right hand corner.

Example 3
During occasions when directional signages are required to be placed in and around SIT facilities, the following templates are to be adhered to in order to maintain visual consistency:

Examples

- **Tender Briefing**  
  Tender briefing for Provision of Consultancy, Design and Implementation Services for the Redevelopment of the Corporate Website for SIT  
  7 April 2015, 2pm  
  Board Room, Level 9

- **‘FUTURE OF TRAVEL’**  
  Tuesday, 5 May 2015  
  9:00 am to 5:00 pm  
  SR1B, University Services Centre

- **ADMISSIONS INTERVIEW (2nd Round)**  
  Bachelor of Hospitality Business with Honours

- **Food Court**  
  Level 1  
  Student Life

- **Level 2 Admissions**

- **Level 1 Student Life**  
  7 April 2015, 2:00 pm  
  Board Room, Level 9

- **Tender Briefing**  
  (Tender number: TO2015001)  
  Tender briefing for Provision of Consultancy, Design and Implementation Services for the Redevelopment of the Corporate Website for SIT  
  7 April 2015, 2:00 pm  
  Board Room, Level 9
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.