

2019 BRAND GUIDELINES



SINGAPORE

SINGAPORE WEEK OF INNOVATION & TECHNOLOGY

LOGO

SGI 2014

SINGAPORE WEEK OF INNOVATION & TECHNOLOGY

LOGO (Variation)



Master Logo

3-Dimensional Logo



Master Logo (Reverse White)

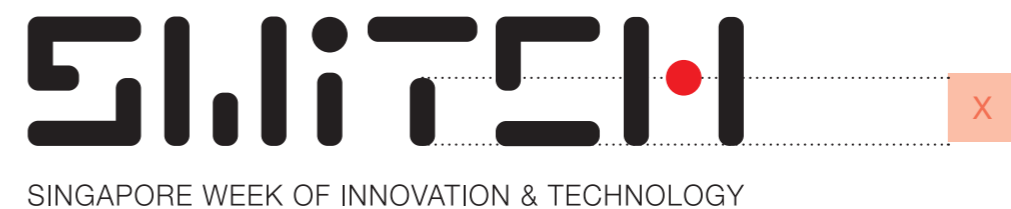
Glowing Logo



LOGO (Clear Space)

For visual integrity, a minimum clear space of 'X' needs to be maintained around the logo.

The 'X' is the height of a sub-element in the icon as indicated. The clear space must be observed in preventing clutter around the logo.



LOGO (Minimum Size)

For Print Usage

Minimum size permissible for the logo is 40mm width-wise.

For application of the icon (without the brand name), the minimum size allowable is 20mm width-wise.

For Digital Usage

Minimum size permissible for the logo is 160 px width-wise.

For application of the icon (without the brand name), the minimum size allowable is 100 px width-wise.

PRINT

(with brand name)



(without brand name)



DIGITAL

(with brand name)



(without brand name)



COLOUR



Red

CMYK | 0C 100M 100Y 0K
RGB | 237R 28G 36B
HEX | #ED1C24
Pantone | Pantone 032C



Black

CMYK | 0C 0M 0Y 100K
RGB | 35R 31G 32B
HEX | #231F20



Light Red

CMYK | 0C 65M 65Y 0K
RGB | 244R 122G 92B
HEX | #F47A5C
Pantone | Pantone 7416C



Dark Red

CMYK | 25C 48M 100Y 22K
RGB | 156R 29G 32B
HEX | #9C1D20
Pantone | Pantone 7628C

FONT TYPE

The preferred typeface for SWITCH literature/document/write-up is the Acumin family

Headline: **Acumin Pro Extra Condensed SemiBold**

Subhead: **Futura BOLD**

Body copy: Futura REGULAR

In cases where the preferred font is not available, similar typefaces can be used.

Acumin Pro Extra Condensed SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ \$ % ^ & *

Futura BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ \$ % ^ & *

Futura REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ \$ % ^ & *