

# 02. LOGO DESIGN

## Primary Logo

The logo represents what holds true at the heart of SGN — a representation of Singapore as a destination that connects with the rest of the world.

The stylised infinity loop, which signifies continued connections and endless possibilities. It conveys SGN's brand-image of being able to connect expertise and ingenuity, while pushing existing boundaries - globally.



## Lockups

The primary lockup features the logo mark beside the logo type. This should be the primary option to be used across all print and digital visuals, stationery, and collaterals. The Chinese variation should be used in communication materials in Chinese speaking markets. The stacked lockup is useful in instances where horizontal space is limited.

### Horizontal Lockup



### Stacked Lockup



## Black & White

The Black and White single-colour logo options can also be considered where there are colour restrictions or overly contrasting backgrounds.

### Horizontal Lockup



### Stacked Lockup

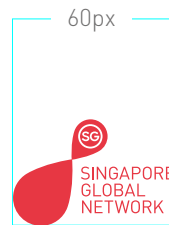


## Minimum Size

For legibility, never reduce the logo to less than the recommended minimum size. This ensures that the logo is legible in all brand applications.

### Digital

Landscape: width no less than 60px  
Stacked: width no less than 35px



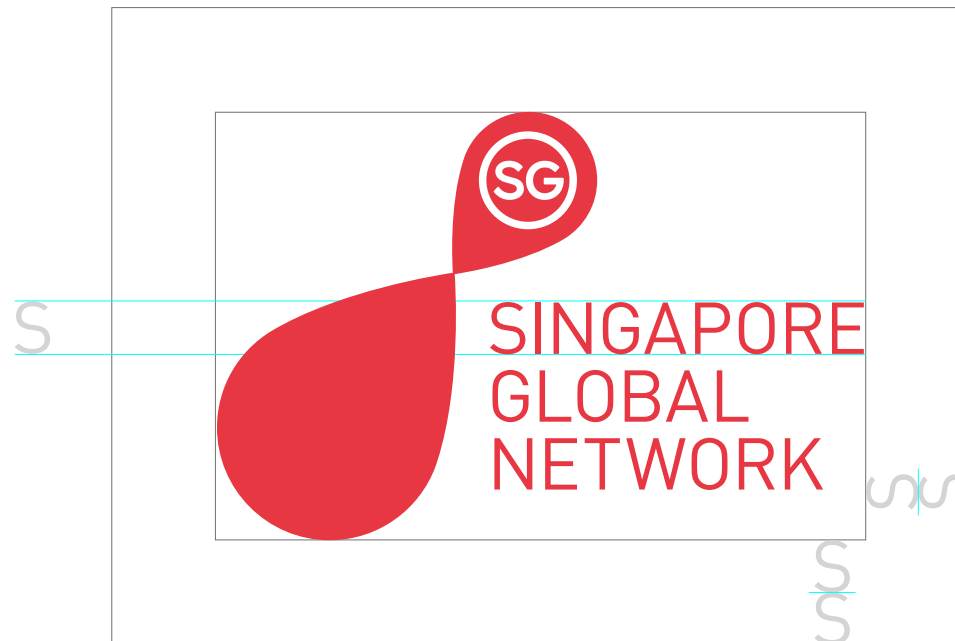
### Print

Landscape: width no less than 25mm  
Stacked: width no less than 15mm



## Clear Space

Whenever the logo is used, a border with the minimum required space of 2 “S” must be left on all four sides. Always maintain the recommended amount of clear space around our logo to ensure clarity and maintain the integrity of our brand. These boundaries must not contain any other graphics, symbols, text or visual elements.



## Incorrect Usage

The SGN logo should not be modified in any way that degrades its legibility or integrity. Please take note all examples of incorrect use below.



Do not use any other shades of red



Do not tilt or rotate the logo



Do not stretch or distort the logo in any way



Do not alter any of the logo colour



Do not alter any of the logotype



Do not use the logomark on its own

## Usage with other logos

These guidelines show how our logo should be represented when appearing alongside government agency corporate logos and external partners, in positions of equal priority and primary priority.

For co-developed events, the SG Brand should come first followed by the partner logos. Partner logos are presented to the right of the SG lockup with clear space equivalent to the size of the four "G" of the Singapore Mark.

Partner logos should be scaled to optically the same size as our logo or lockup.

Made possible with:



Organised by:



Made possible with:



Organised by:

GOVERNMENT  
AGENCY LOGO

PARTNER  
LOGO





## Usage with other logos

These guidelines show how our logo should be represented when appearing alongside government agency corporate logos and external partners, in positions of equal priority and primary priority.

In instances of principle priority: Partner logos should be optically 0.4 times smaller than the Singapore logo or lockup – depending on whether the partner logo is vertical or horizontal, match 40% max width or height of the Singapore logo or lockup.

Organised by:



Supported by:



Organised by:



Supported by:

GOVERNMENT  
AGENCY LOGO

PARTNER LOGO PARTNER LOGO

PARTNER LOGO PARTNER LOGO

0.4px

0.4px