

Business Excellence Certifications and Awards Communication Guide



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Business Excellence Certifications and Awards

THE BUSINESS EXCELLENCE INITIATIVE

Business excellence is about developing and strengthening the management systems and processes of organisations so as to deliver superior results for their stakeholders.

The business excellence initiative helps organisations to know where they are on the excellence journey and what they need to do to achieve a higher level of performance. This is done through an assessment of an organisation's performance against the requirements of an internationally benchmarked business excellence framework. It also recognises organisations for their performance on the business excellence journey.

BUSINESS EXCELLENCE STANDARDS

There are four business excellence standards based on the framework. These are :

- an overall business excellence standard based on the requirements of the framework; and
- three business excellence niche standards for people, innovation and service. Each of these standards focuses on management capabilities required for a key enabler of business excellence, i.e. people, innovation or service.

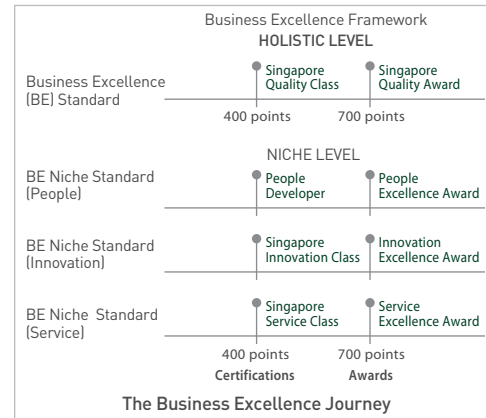
Based on their needs and strategy, organisations could use any of these business excellence standards to enhance their capabilities. As these standards are based on the same framework, they help organisations to manage their business excellence efforts in a holistic and integrated manner.

CERTIFICATIONS AND AWARDS

Under the business excellence initiative, organisations are certified for attaining a commendable level of performance on the various standards. Certified organisations are provided with development opportunities to learn from best practices of leading organisations on the business excellence journey. Organisations that demonstrate outstanding performance on the various standards are recognised through the business excellence awards.

The Singapore Quality Class and Singapore Quality Award are key milestones of the overall business excellence standard. To recognise past Singapore Quality Award winners that have sustained their business excellence journey and attained greater

heights of excellence, the Singapore Quality Award with Special Commendation is awarded. The People Developer and the People Excellence Award are key milestones of the niche standard for people, the Singapore Innovation Class and Innovation Excellence Award for innovation, and the Singapore Service Class and Service Excellence Award for service.



USE OF BUSINESS EXCELLENCE CERTIFICATION AND AWARD LOGOS

Organisations conferred any of these certifications/awards can use the relevant Business Excellence Certification/Award logo. Organisations may only use Certification logos for the period in which the certification is valid. As for the Award logos, they should be used in conjunction with the year of the award.

These logos can only be used on corporate materials, brochures, publicity materials and premises of the awarded organisation. Materials excluding those mentioned here that bear these logos must be submitted to the Business Excellence Secretariat for written approval prior to their usage and/or release to the public.

These logos must be used as one entity and never in parts. The graphics and wordings cannot be used separately or in different proportions. The individual elements cannot be enlarged or reduced separately. No distortions or modifications are allowed to either a part of or the entire logo. The colours used in these logos must be as specified in the communication guide.



SINGAPORE QUALITY CLASS

The Singapore Quality Class identity is based on a highly-stylised representation of the letter 'Q' which symbolises 'Quality'. The letter is created in a single, exuberant but controlled sweep giving it an elegant, calligraphic style that reinforces the image of quality. The sweeping style generates a sense of movement, underscoring the principle that management standards are not static but constantly shifting.

The lion symbol representing Singapore crowns the identity and is counterbalanced by a gold medallion at the base, symbolising an award. In this context, the 'Q' appears as the decorative ribbon that accompanies the medallion.

Gold is the colour used for the medallion as it is the commonly accepted symbol of recognition for achievement. Light grey is used for the letter 'Q' to make it stand out from other components of the identity.

THE SINGAPORE QUALITY CLASS FOR PRIVATE EDUCATION ORGANISATIONS (SQC-PEO)

The Singapore Quality Class for Private Education Organisations (SQC-PEO) is given to private education organisations that have attained a commendable level of performance in managing their organisations. This certification is based on the business excellence standard, and is tailored to meet the needs of the private education sector.

The logos for SQC-PEO and SQC are similar except for the words, "for Private Education Organisations" that are incorporated in the SQC-PEO logo.

Basic Usage							
PERIMETER CONTROL <p>Outer boundary of logo</p>		CONFIGURATION AND SIZE <p>LOGOTYPE Caslon Three Roman (condensed 50%)</p>		PERIMETER CONTROL <p>Outer boundary of logo</p>		CONFIGURATION AND SIZE <p>LOGOTYPE Caslon Three Roman (condensed 65%)</p>	
COLOUR GUIDE Pantone Colour Process Colour Black & White 			COLOUR GUIDE Pantone Colour Process Colour Black & White 				



SINGAPORE QUALITY AWARD

The logo symbolises business excellence in Singapore. The lion head set against a circle represents the bold and dynamic Singapore organisation reaching for global markets.

The words "SINGAPORE QUALITY AWARD" signify the pursuit of business excellence. This is reiterated by the signoff "for business excellence" underscored by a bold stroke. These two elements reinforce the objective of the Award in driving business excellence in Singapore.



SINGAPORE QUALITY AWARD WITH SPECIAL COMMENDATION

The Singapore Quality Award with Special Commendation recognises past Singapore Quality Award winners that have sustained their business excellence journey and attained greater heights of excellence.



PEOPLE DEVELOPER

The logo embodies the spirit of a dynamic, forward-looking, modern organisation. The tick symbolises the achievement of the organisation in effectively managing its staff. The extended arms reflect a nurturing organisation seeking to scale greater heights through its people.

The stylised graphic lines convey the dynamism and progressiveness of the organisation's people management system in responding to changing business requirements. The convergence of the lines signifies the shared goal of the nation, organisation and its people, constantly striving for excellence.

The logo in classic silver symbolises an uncompromising sterling quality in people management and organisational performance.



PEOPLE EXCELLENCE AWARD

The logo embodies the spirit of a dynamic and forward-looking organisation that puts people first to achieve business excellence. This is symbolised by the star which recognises the potential of people in the organisation to scale new heights, by being developed to be the best they can be.

The upper half of the star in purple represents outstanding business performance that results in a better quality of life.

The three radiating points ending with a dot depict people working together to achieve business excellence and sustaining the competitiveness of the organisation. The gold base of the star symbolises the strong foundation of organisational and people practices upon which business excellence is built.

Basic Usage

PERIMETER CONTROL



Outer boundary of logo

CONFIGURATION AND SIZE



LOGOTYPE

PERIMETER CONTROL



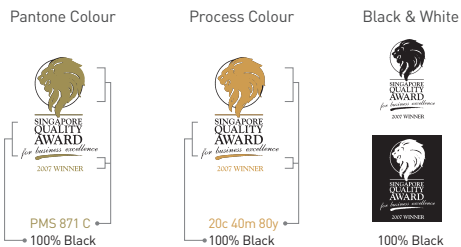
Outer boundary of logo

CONFIGURATION AND SIZE

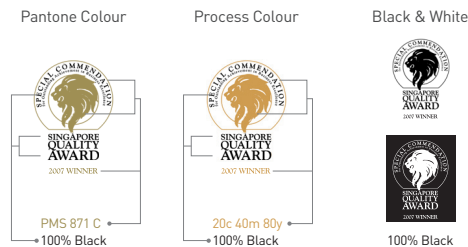


LOGOTYPE

COLOUR GUIDE

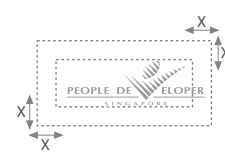


COLOUR GUIDE



Basic Usage

PERIMETER CONTROL



Outer boundary of logo

CONFIGURATION AND SIZE



LOGOTYPE

PERIMETER CONTROL



Outer boundary of logo

CONFIGURATION AND SIZE

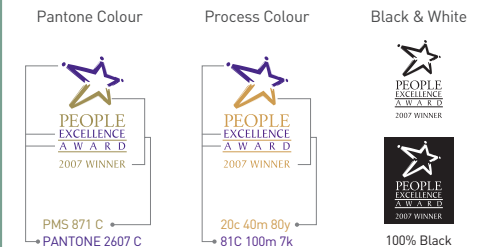


LOGOTYPE

COLOUR GUIDE



COLOUR GUIDE





SINGAPORE INNOVATION CLASS

The logo embodies the spirit of a dynamic, forward-looking, innovative organisation that creates market distinction by constantly seeking to do new things and old things differently to continuously delight customers and sustain competitiveness.

The elegant arcs graduating in rainbow colours symbolise the flaming passion for innovation that results in new products and services to create a better quality of life. The arcs form an illuminated bulb as well as a globe. The bulb represents the achievement of innovation excellence through a constant flux of bright, new ideas, while the globe represents the achievement of world-class excellence through innovation.

The rainbow colours of the four arcs depict the rewards of innovation excellence that promises a better world not only for people but also the organisation, nation and the world. The text block in differentiated tones symbolises the strong I-Class foundation upon which innovation excellence is built.



INNOVATION EXCELLENCE AWARD

The logo represents the spirit of innovation that challenges and inspires organisations to scale even greater heights.

The vibrant rainbow colours signify the spirit of innovation that seeks to do things differently. The squiggle symbolises the never-ending search for new ideas to create new value. The arrow shooting out of the squiggle represents the breakthroughs from a milieu of ideas.

The words "Innovation Excellence Award" reinforce the objective of promoting innovation excellence and reiterate Singapore's drive to be an innovation nation.



SINGAPORE SERVICE CLASS

The logo embodies the spirit of a dynamic, progressive organisation that seeks to create market distinction by constantly reinventing service, delivering unique experiences and delighting customers. It epitomises the sum of service experience that goes beyond satisfaction.

The red curve symbolises warm and delightful service with a smile. It is part of a complete circle that represents a holistic approach to service. The two ends of the curve signify the symbiotic relationship between the service provider and the customer, while the defined curve represents precision and elegance in service delivery.

The Mona Lisa typeface symbolises distinctive quality in service. The blue text signifies uncompromising standards in service. Red denotes passion for continuously scaling new heights in service excellence.



SERVICE EXCELLENCE AWARD

The logo symbolises the pursuit of service excellence by organisations in Singapore.

The stylised "S" with the star at the top illustrates the journey taken by the organisation to attain service excellence. The 'S' is a pathway that signifies unity and a sense of common purpose which places service excellence at the heart of the organisation.

The dark blue represents the ability of the organisation to leverage on its service capabilities to delight customers. The gold conveys a sense of exclusivity of the award. The words "Service Excellence Award" signify the achievement of service excellence by organisations in Singapore.

Basic Usage

PERIMETER CONTROL <p>Outer boundary of logo</p>		CONFIGURATION AND SIZE <p>15mm Wide Sans Light (modified) LOGOTYPE</p>		PERIMETER CONTROL <p>Outer boundary of logo</p>		CONFIGURATION AND SIZE <p>13mm Friz Quadrata (condensed 65%) Baker Signet LOGOTYPE</p>	
COLOUR GUIDE Process Colour Black & White				COLOUR GUIDE Pantone Colour Process Colour Black & White			
<p>100% Black 60% Black</p>		<p>100% Black</p>		<p>PMS 871 C 20c 40m 80y Pantone 431 C</p>		<p>100% Black</p>	

Basic Usage

PERIMETER CONTROL <p>Outer boundary of logo</p>		CONFIGURATION AND SIZE <p>16mm MonaLisaRoot LOGOTYPE</p>		PERIMETER CONTROL <p>Outer boundary of logo</p>		CONFIGURATION AND SIZE <p>16mm TRAJAN Baker Signet LOGOTYPE</p>	
COLOUR GUIDE Pantone Colour Process Colour Black & White				COLOUR GUIDE Pantone Colour Process Colour Black & White			
<p>PANTONE 293 C 100c 60m PANTONE 032 C</p>		<p>100% Black</p>		<p>PMS 871 C 20c 40m 80y Pantone 540 C</p>		<p>100% Black</p>	