SINGAPORE INSTITUTE OF TECHNOLOGY

SIT IDENTITY POLICY AND GUIDE

CORPORATE IDENTITY GUIDE

LOGO RATIONALE
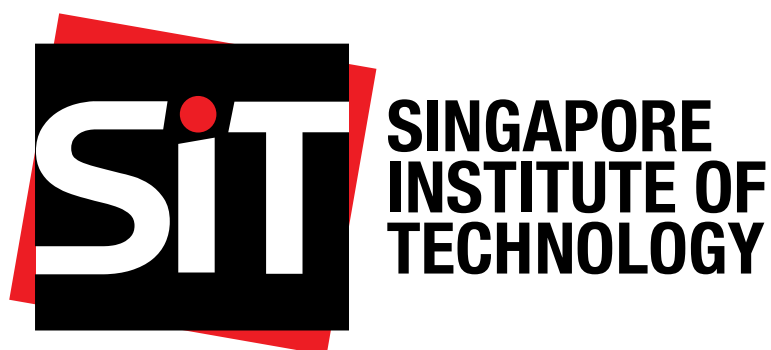
The logo consists of two boxes – in Zest Red and Dynamic Black – merged with tilts to create a fluid, dynamic form. This reflects SIT's education model where opportunities are opened up to poly graduates to spread their wings and explore new horizons. Zest Red exudes the aspirations of both SIT and its 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
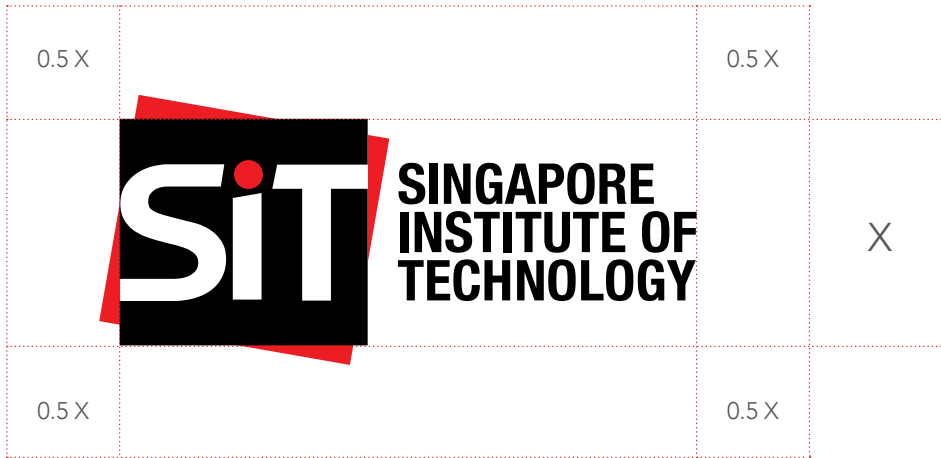
Rendition of the logo should be clear at all times to ensure maximum visibility. A clear space zone is calculated using the height of Dynamic Black Box in the logo, as shown. 0.5 X is used to define the clear space zone around the perimeter of the logo. The example illustrates how the clear space zone should be applied to the preferred version of the SIT window.

MINIMUM SIZE

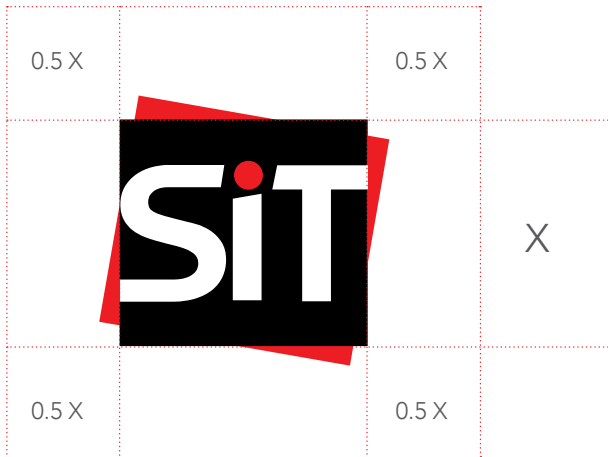
10mm

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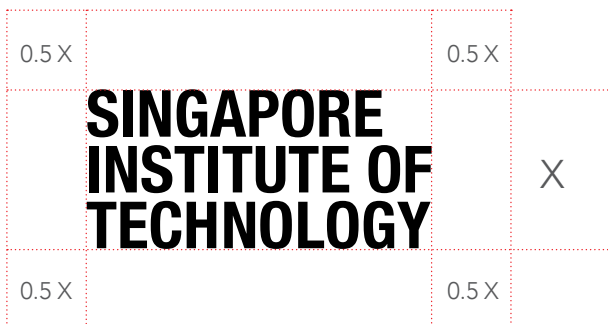
The wordmark should only be used where space is a constraint and in conjunction with the logomark, when the logomark appears on the front of a piece of collateral or an article of clothing on its own.

Logo with URL

0.5 X   0.5 X

SiT SINGAPORE INSTITUTE OF TECHNOLOGY
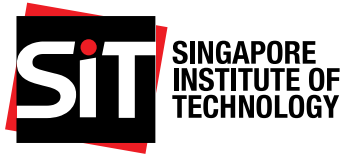SingaporeTech.edu.sg

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.

COLOUR SPECIFICATIONS

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.

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
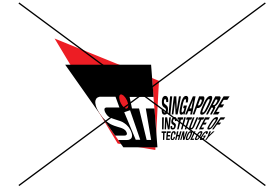
Incomplete

Feathering

Drop shadow

Rotation of logo at an angle

Logo on food items

CORPORATE TYPEFACE

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

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

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
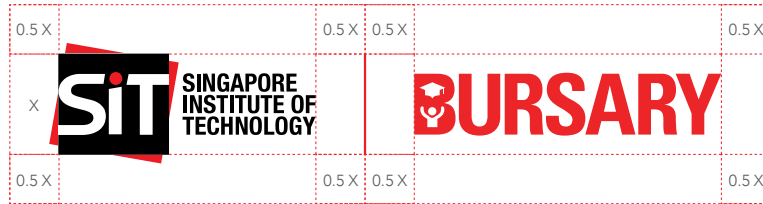
CAREER SERVICES
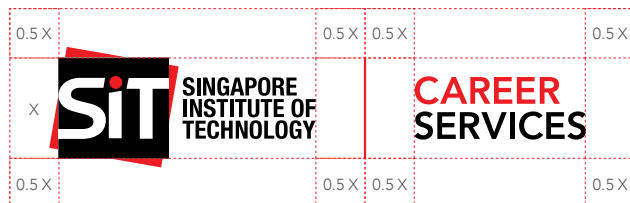
COLEAD
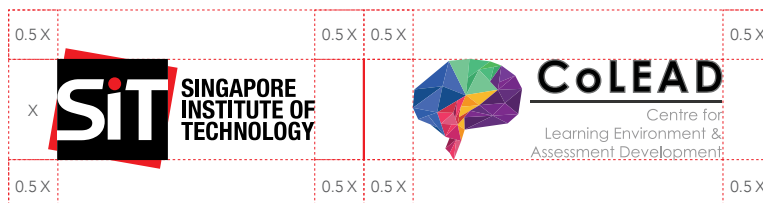
ENTERPRISE & INNOVATION HUB
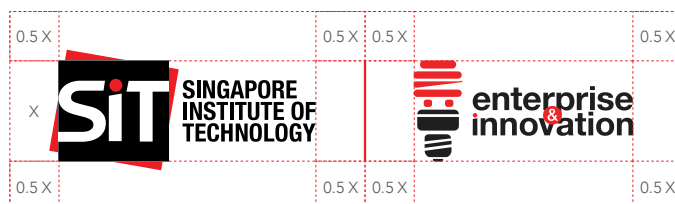
E-SOURCING

SUB-BRANDS
LOGO USAGE

PROFESSIONAL OFFICERS DIVISION
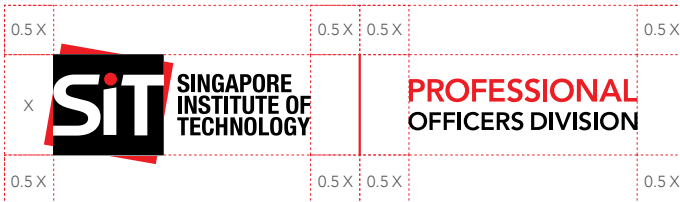
SAFETY & HEALTH
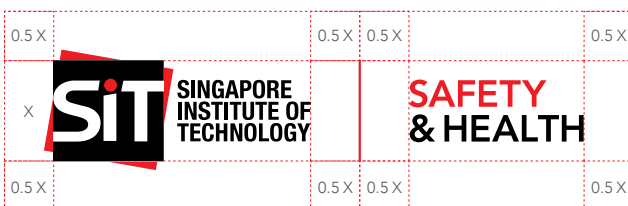
SIT LEARN
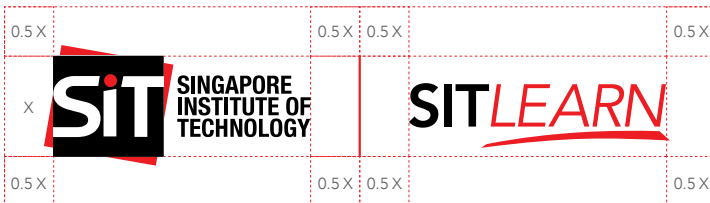
S-PORT
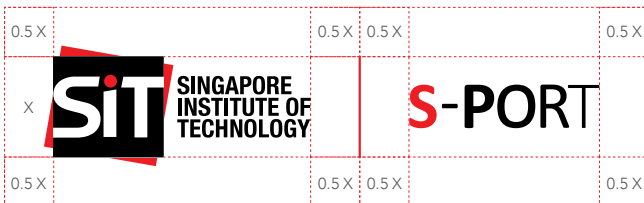
SUB-BRANDS LOGO USAGE
(MINIMUM SIZE)

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.

ADVANCEMENT & ALUMNI

10mm

CAREER SERVICES

10mm

COLEAD

10mm

ENTERPRISE & INNOVATION HUB

10mm

E-SOURCING

10mm

PROFESSIONAL OFFICERS DIVISION

10mm

SAFETY & HEALTH

10mm

SIT LEARN

10mm

S-PORT

10mm

SUB-BRANDS

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.

Vendors are advised to seek final approval of the artwork from the respective division BEFORE proceeding to production.

Vendors 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.43) for comprehensive guidelines.

ENTERPRISE & INNOVATION HUB (POSTER)

SIT BURSARY (POSTER)

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