

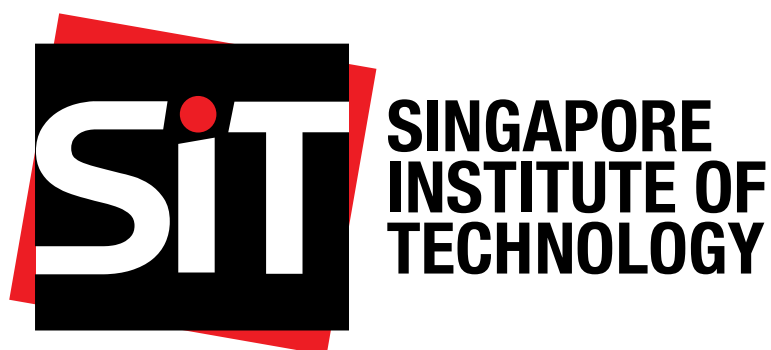
## SIT IDENTITY POLICY AND GUIDE

# CORPORATE IDENTITY GUIDE

## **CORPORATE IDENTITY GUIDE**

Logo Rationale  
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Colour Specifications  
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## LOGO RATIONALE

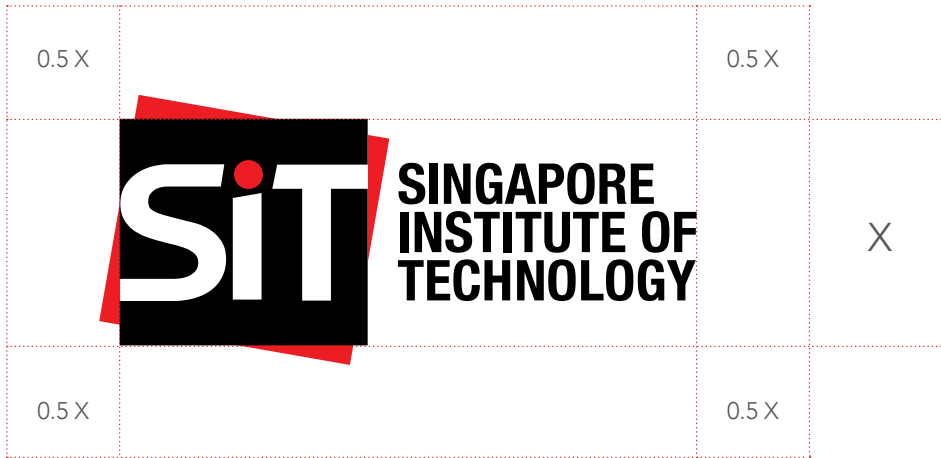


The logo consists of two boxes – in Zest Red and Dynamic Black – merged with tilts to create a fluid, dynamic form. This reflects SIT’s education model where opportunities are opened up to poly graduates to spread their wings and explore new horizons. Zest Red exudes the aspirations of both SIT and its 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

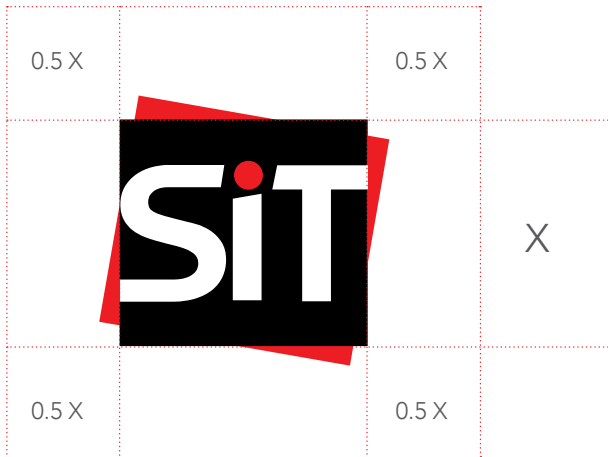


10mm

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



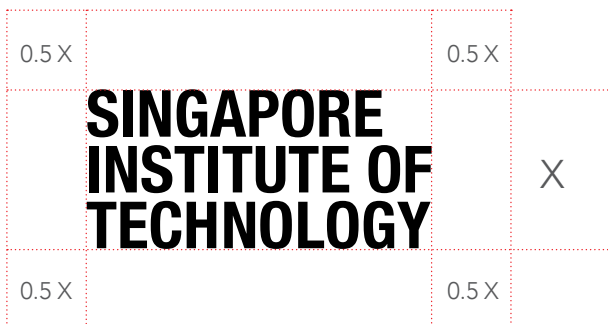
In certain circumstances, the logomark may be used on its own to render a clean and clutter-free look.

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



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

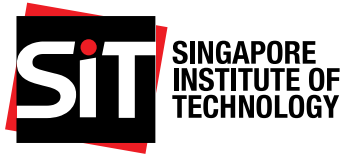


The logo with the URL should be used on informational items that aim to direct audience to the website for more information.

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.

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## 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.

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## 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

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## 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



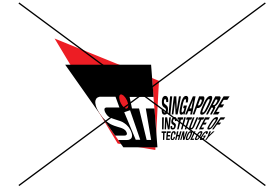
Resolution insufficient for printing



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

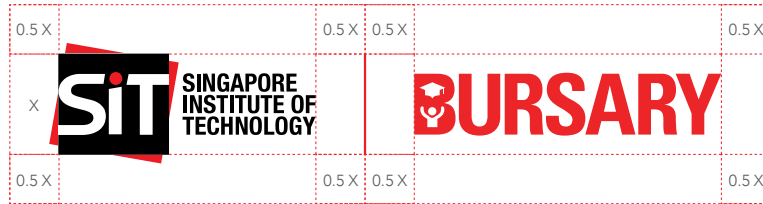
### Arial Regular

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

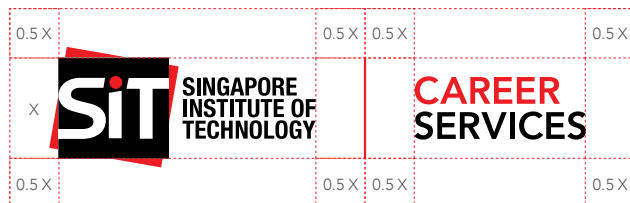
## SUB-BRANDS LOGO USAGE

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.

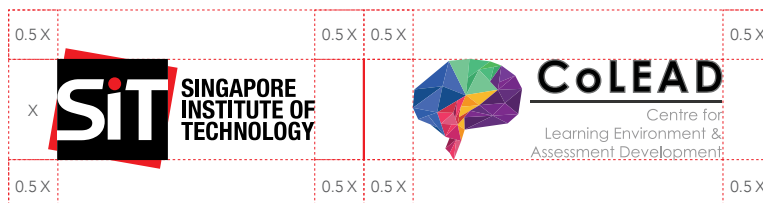
### ADVANCEMENT & ALUMNI



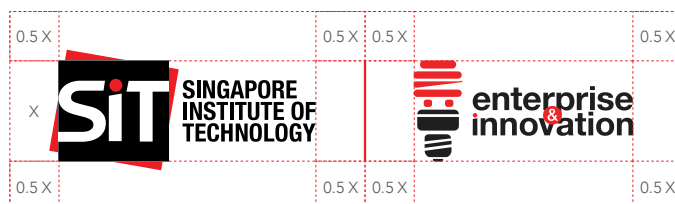
### CAREER SERVICES



### COLEAD



### ENTERPRISE & INNOVATION HUB

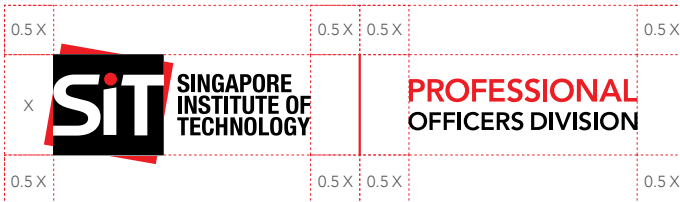


### E-SOURCING

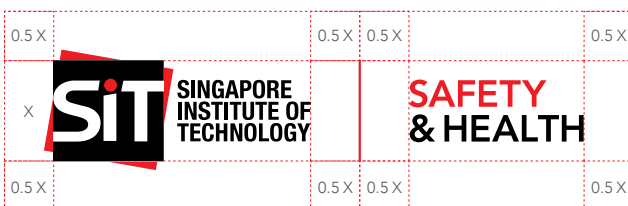


# SUB-BRANDS LOGO USAGE

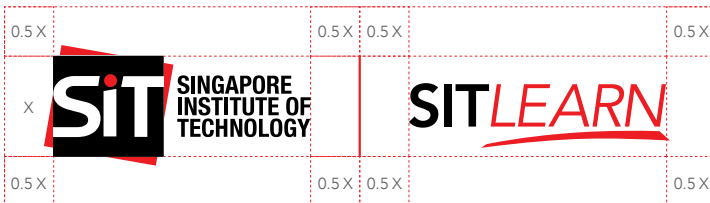
## PROFESSIONAL OFFICERS DIVISION



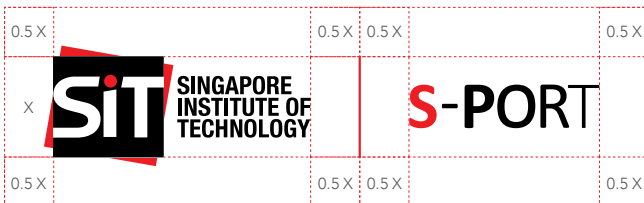
## SAFETY & HEALTH



## 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



### CAREER SERVICES



### COLEAD



### ENTERPRISE & INNOVATION HUB



### E-SOURCING



### PROFESSIONAL OFFICERS DIVISION



### SAFETY & HEALTH



### SIT LEARN



### S-PORT



## 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.

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**SIT** SINGAPORE INSTITUTE OF TECHNOLOGY | **enterprise innovation**

**OUR INDUSTRY PARTNER**  
 Singapore Civil Defence Force (SCDF)  
 Sengkang Fire Station

**OUR FACULTY MEMBER**  
 Associate Professor Alfred Tan  
 Engineering Cluster

**OUR STUDENT**  
 Kenny Kok  
 University of Glasgow  
 Mechatronics Programme, Year 2

*"The AED Surveillance System project has provided me an opportunity to experience working with the industry, in this case, SCDF. It was a challenge to meet the deadline of the project during the school term, but in the end, it was satisfying. No pain, no gain."*  
 Kenny Kok

**CUSTOMISED FREE-STANDING  
 AUTOMATED  
 EXTERNAL  
 DEFIBRILLATOR STAND**

**BACKGROUND**  
 Automated External Defibrillator (AED) boxes are typically mounted on walls for easy access during emergencies. Having these devices at key locations can help save lives of cardio-arrest victims. However, they are currently not available at large outdoor areas and parks where there are lack of walls to mount on.

**KEY INNOVATIONS**

- A free-standing self-sufficient AED stand was designed.
- The AED stand was equipped with a camera, alarm and with 4G LTE communication to send Short Message Service (SMS) messages.
- Upon usage of the AED, photographs of the user with date and time stamped layout be taken and sent to SCDF's and SDF's Operations Centre via SMS. This will help to inform SCDF of the utilisation rate of the AEDs and deter vandalism and theft of the devices.

*"The customised AED stand is a self-sufficient and secured AED holder. It enables AED to be placed in remote areas that was previously not possible. The solution was well thought through by the project team to meet our requirements."*  
 Major Tay Zhi Wei, Commander, Sengkang Fire Station

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ENTERPRISE & INNOVATION HUB (POSTER)

**SIT** SINGAPORE INSTITUTE OF TECHNOLOGY | **BURSARY**

**DO YOU KNOW**

...that 51% or more than 2,000 of our students need financial aid?

...that the SIT Bursary, set up in 2014, has been able to support 20 students so far?

The SIT Bursary, supported by collective gifts, nurtures financially disadvantaged students.

With your support, we can do even more for our students through the SIT Bursary!

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SIT BURSARY (POSTER)

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