



BRAND GUIDE

INTRODUCTION



SG Cares is a national movement founded on the spirit of a community that cares from the heart. Imagine you and I actively helping the disadvantaged and supporting one another. Imagine a place where everyone is empowered to make a difference. Together, we will create a home that embraces and cares for all. Let's show the world that Singapore is the little red dot with a great big heart that keeps growing - one small caring act at a time.

Everyone who identifies with this spirit of caring and community is encouraged to use the SG Cares logo.

MAIN LOGO

The colours of the main SG Cares logo are red, white and black. This main SG Cares logo must be used under all circumstances, except when coloured background affects legibility – to which the variations on Pages 3 and 5 apply.

SG Cares Logo Colour Codes



 **CMYK** : 0C 100M 80Y 0K
PANTONE : PMS 032 C
RGB : 237R 26G 59B

 **CMYK** : 0C 0M 0Y 100K
PANTONE : PMS BLACK C
RGB : 0R 0G 0B

LOGO FONT TYPE

The official typeface for SG Cares logo consists of Gotham Medium being set on the 'SG' and Gotham Bold set on the 'Cares'.

SG Cares Font Type



Cares] GOTHAM BOLD

LOGO VARIATIONS

Appropriate application of the logo must be observed at all times. Full colour logo is preferred for full colour collaterals.

Full Colour Logo



1 Spot Colour Logo



1 Spot Colour with White Descriptor



1 Spot Grey Logo



Monotone Black Logo



Reverse White Logo




CMYK : 0C 100M 80Y 0K
PANTONE : PMS 032 C
RGB : 237R 26G 59B


CMYK : 0C 0M 0Y 0K
WHITE
RGB : 256R 256G 256B


CMYK : 0C 0M 0Y 100K
PMS BLACK C
OR OG 0B


CMYK : 0C 0M 0Y 60K
PMS COOL GREY 9 C
RGB : 134R 134G 134B

CLEAR SPACE

A clear space around the logo will help the logo design to stand out. Keep it to the ratio given in the example on the right to ensure legibility and clarity.



MINIMUM SIZE

To ensure legibility, the SG Cares logo must be at least 10mm (or 28px) in height when used.

Main Logo - Print



Main Logo - Digital



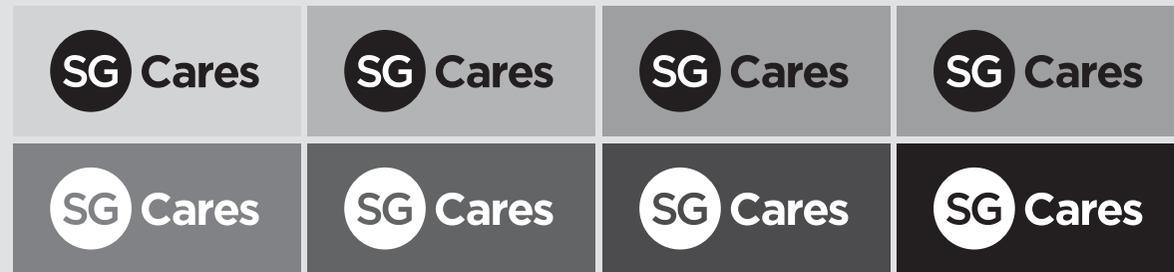
BACKGROUND APPLICATIONS

The full colour logo should be applied on a background that provides sufficient contrast. When placing the SG Cares logo against a coloured background, ensure that it stands out against the background.

Main Logo - Print



Black and Reverse White Logo - Print



PARTNER LOGO APPLICATIONS

Partners can place their logo on either side of the SG Cares logo (left, right, top, bottom). Size of partner logos should not be larger than SG Cares logo. The clear space requirements on Page 4 apply.



Note:
The 'X' refers to the clear space area measurement provided in a partner's corporate identity guidelines.

'In support of' and SG Cares logo should not be larger than the partner logos.



OTHER USAGE GUIDELINES

Use of the SG Cares logo is for identification with the spirit of caring and community, and does not imply endorsement of any event, product or service.

The SG Cares logo must be treated with dignity and respect, and be used in accordance with Singapore laws. The logo should not be used to:

- Make threats of violence, personal attacks or derogatory remarks against others
- Advocate any political or religious agenda, or cause conflict or misunderstanding in society
- Depict any inappropriate content

The logo variations in this brand guide are the versions encouraged for public use. Should you or your organisation be keen to further customise the SG Cares logo to better suit your needs, please drop us an email at SGcares@mccy.gov.sg with your proposed design.