



MARITIME
SINGAPORE

How to use the Maritime Singapore Logo

WHAT IS MARITIME SINGAPORE?

HOW TO USE THE MARITIME SINGAPORE LOGO?

RATIONALE OF MARITIME SINGAPORE LOGO 4

BRAND NARRATIVE 5

USING THE MARITIME SINGAPORE LOGO 6

LOGO COLOURS 7

LOGO COLOUR RELATIONSHIPS 8

LOGO ON DARK COLOUR BACKGROUND 9

MINIMUM SIZE 10

CLEAR SPACE 11

TYPOGRAPHY 12

THINGS TO AVOID 13

PLACEMENT WITH OTHER LOGOS 14

SUPERGRAPHIC 15

SUPERGRAPHIC WITH PHOTOGRAPHY 16

CONTACT 17

Maritime Singapore is a thriving ecosystem, comprising our global hub port, international maritime centre and strategic maritime interests. Maritime Singapore has and continues to play a key role in the nation's economic success, contributing 7% of the nation's GDP and employing over 170,000 individuals.

Maritime Singapore Characteristics

Vital – Maritime Singapore is essential for the nation's growth and success

Versatile – Maritime Singapore represents resourcefulness, adaptability and skill-transferability

Resilient – Maritime Singapore has a cohesive maritime community that has weathered economic cycles, emerging stronger each time

Leading – Maritime Singapore is at the forefront, leading Singapore's economic development

RATIONALE OF MARITIME SINGAPORE LOGO

Maritime Singapore is the destination for global trade where the world converges (represented by the central 'X'). The blue connotes the sea and the red for our nation as a global maritime leader, a premier global hub port and a leading international maritime centre. The resultant colour of this mix – indigo, anchors maritime as a resilient and vibrant industry in Singapore.



MARITIME
SINGAPORE

BRAND NARRATIVE

Today's Maritime Singapore is a vibrant international maritime centre and global hub port that is home to over 5,000 maritime establishments. By being vital, versatile, leading and resilient, we create a dynamic and vibrant business environment for the maritime sector that employs over 170,000 people and is essential to Singapore's prosperity.

USING THE MARITIME SINGAPORE LOGO

The Visual Identity Guideline has been developed to provide a comprehensive understanding of the new Maritime Singapore identity. It shows how to correctly implement the new design elements off air, on air and online.

LOGO COLOURS

The official colours of the Maritime Singapore logo are set in red, blue and indigo. Do make sure that you use the Pantone colours indicated.

The black and white logo should only be used in monochromatic greytone print.



Pantone Process
Cyan C
C100 M0 Y0 K0
R0 G159 B223
009FDF



Pantone 185C
C0 M93 Y79 K0
R228 G0 B43
E4002B



Pantone 2758C
C100 M95 Y5 K39
R0 G30 B98
001E62

LOGO COLOURS RELATIONSHIPS

Full Colour

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

Black and White

The black and white logo should be applied on a background that has less than 40% black value.

Avoid placing the black and white Maritime Singapore logo on a full black background.

Reverse White Version

The full white logo lock-up must only be used on dark backgrounds.



LOGO ON DARK COLOUR BACKGROUND

Use this lock-up when placing Maritime Singapore full colour logo on a dark or busy background.



MINIMUM SIZE

There are no predetermined sizes for the Maritime Singapore logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. In print the minimum size is 20mm.

For digital uses the minimum size for the standard logo is 57 pixels.



CLEAR SPACE

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space —free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the height of the 'triangle' as shown below.



TYPOGRAPHY

It is highly recommended that the Asap font is used consistently for all headlines, sub-headlines and body copy in any communication.

Where Asap is not available, it is acceptable to use Open Sans.

Asap Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 — &*#@?!/+(.,:;)

Asap Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 — &*#@?!/+(.,:;)

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 — &*#@?!/+(.,:;)

THINGS TO AVOID

Refrain from doing any of the actions listed below to the logo.



DON'T rearrange the logo elements.



DON'T change the proportions between the symbol and logotype



DON'T recreate the logo with other font type



DON'T rotate the logo



DON'T stretch the logo



DON'T use non-approved colors



DON'T outline the logo



DON'T add a drop shadow to the logo



DON'T use the symbol as a holding shape for imagery or graphics



DON'T place the logo on a color without sufficient contrast



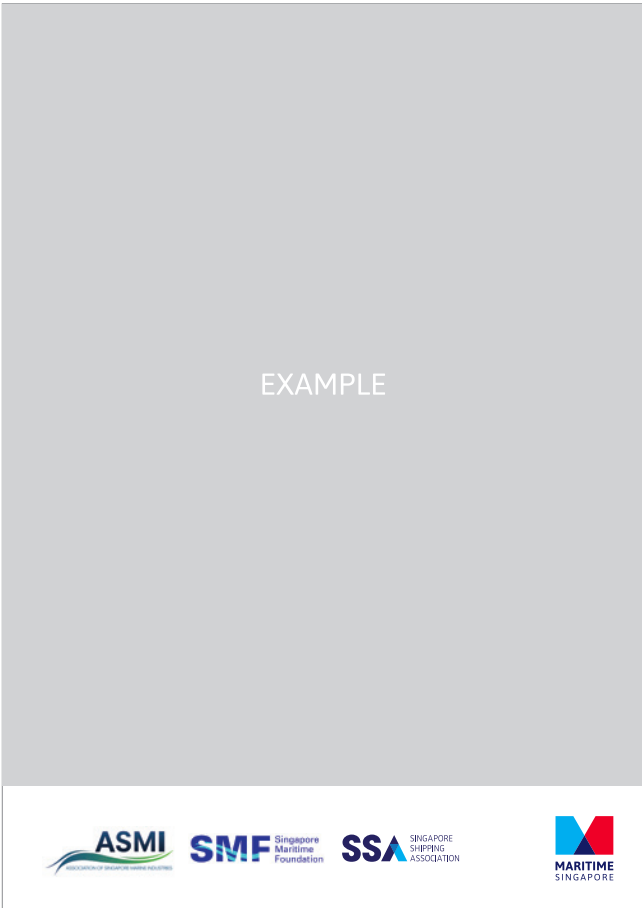
DON'T use over a busy image

PLACEMENT WITH OTHER LOGOS

When the Maritime Singapore logo is used in partnership with logos from other organisations the Maritime Singapore isolation zone (5X) should be used.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the height of the 'triangle' as shown below.

The partner logo(s) should be scaled so that they have equal visual weight.



OUR SUPERGRAPHIC

This is the key component of the brand identity for Maritime Singapore. It is about the convergence of our knowledge, expertise, connectivity, people, technology and infrastructure - that intersects sea-based and land-based aspects of the maritime industry in a unified, yet radiating configuration. The colours have a brightness, vitality and energy that is pivotal to the vibrancy of Maritime Singapore as a sector that delivers deliver future value, future careers and our future prosperity.



SUPERGRAPHIC USING PHOTOGRAPHY

Photography can be placed within the converges. When placing images within the converges, please be mindful of composition. Do not crop out important parts of the image (such as faces).

Some hypothetical examples are shown on this page.



CONTACT

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our Maritime Singapore communications will be stronger by it.

If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact brand@maritime.singapore.com.sg

Thank you.