NATIONAL ARTS COUNCIL
SINGAPORE

BRAND GUIDELINE

1ST EDITION

1ST EDITION © 2017 NATIONAL ARTS COUNCIL

IF ALL THE WORLD'S A STAGE, THIS IS HOW WE DRESS.

HERE'S YOUR STYLE GUIDE TO THE ELEMENTS THAT DEFINE OUR LOOK. READ ON. WE'LL SHOW YOU HOW. AND IF YOU'VE QUESTIONS, OUR BRAND CUSTODIANS WILL BE HAPPY TO HELP. GET IN TOUCH WITH COMMUNICATIONS AND MARKETING DEPARTMENT, NATIONAL ARTS COUNCIL (NAC).

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PG 04

PG 20

PG 37

PG 50

THE NAVIGATION LINKS IN THIS INTERACTIVE PDF MAY NOT WORK CORRECTLY ON SOME PLATFORMS.
HOWEVER YOU MAY STILL BROWSE THROUGH IT TRADITIONALLY, PAGE BY PAGE, WITH A MOUSE OR KEYBOARD.

01

BRAND MANUAL

1ST EDITION © 2017 NATIONAL ARTS COUNCIL

01

MISSION & VISION

MISSION

To champion the creation and appreciation of the arts as an integral part of our lives.

VISION

Home to diverse and distinctive arts which inspire our people, connect our communities and position Singapore globally.

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01

CORE VALUES

CREATIVE

We believe in what we do and will give our best.

PASSIONATE

We are resourceful, innovative, and we dare to change.

PROFESSIONAL

We achieve excellence through best practices.

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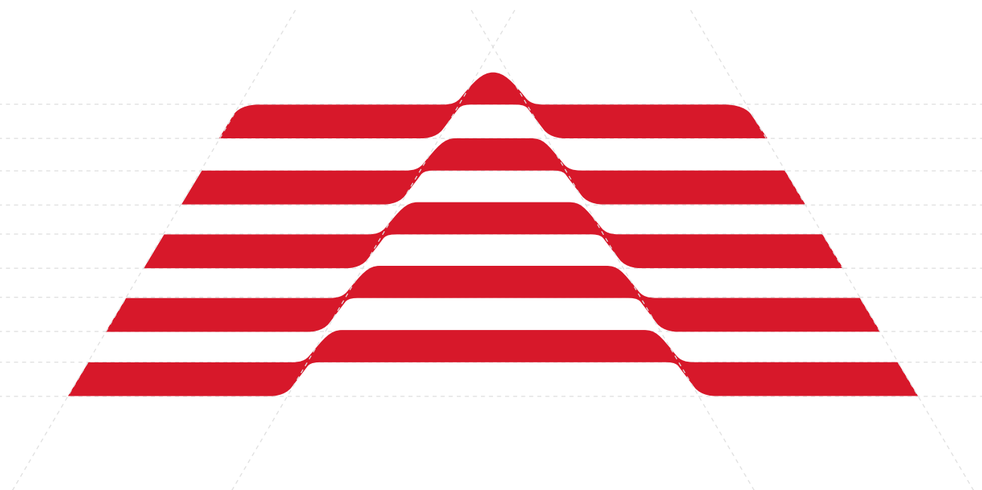
01

BRANDMARK

A symbol of upward progression, the arrow in the NAC logo reflects our mission to champion the creation of the arts vital in elevating our nation. The stripes align with our vision to be home to diverse and distinctive arts which inspire our people. The lines represent bridges that connect our communities through a shared vision.



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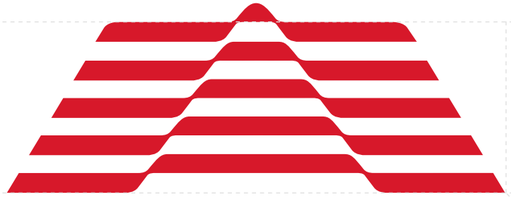
LOCK-UP (MASTER)

Let’s make our mark wherever we can. Use our master lock-up of brandmark and logotype in its fixed proportions to leave just the right impression.



NATIONAL ARTS COUNCIL
SINGAPORE

NATIONAL
ARTS COUNCIL
SINGAPORE

ARTWORK FOLDER:
RESOURCES/01 BRANDMARKS/

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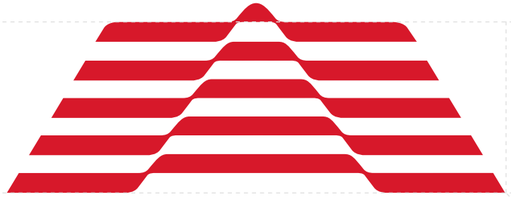
01

LOCK-UP (SECONDARY)

Like all good artists, we've got range. As our primary logo, the master lock-up is our preferred choice. But in long, horizontal spaces like lanyards and ribbons, it's our secondary lock-up that speaks loud and clear.



NATIONAL
ARTS COUNCIL
SINGAPORE

NATIONAL ARTS COUNCIL
SINGAPORE

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01

LOGO VARIANTS

Oh. Did we say we're multilingual? Malay. Mandarin. Tamil. English. We speak all of Singapore's official languages. Likewise, we've got language-specific logos for your every audience.

NATIONAL ARTS COUNCIL
SINGAPORE

MAJLIS SENI KEBANGSAAN
SINGAPURA

国 家 艺 术 理 事 会
新 加 坡

தேசியக் கலை மன்றம்
சிங்கப்பூர்

ARTWORK FOLDER:
RESOURCES/01 BRANDMARKS/

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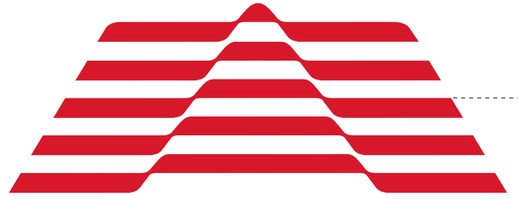
01

COLOURS

A whole lot of OOMPH! That’s red. It’s energy. And it’s our choice to express how we run after our dreams. We’re bright. We’re passionate. We’re all in.



NATIONAL ARTS COUNCIL
SINGAPORE

01

02

01.
PANTONE 1805C
CMYK: 0C 100M 90Y 10K
RGB: 176R 35G 42B

02.
PANTONE BLACK
CMYK: 0C 0M 0Y 0K
RGB: 0R 0G 0B

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01

COLOURS

Always look your best. With Pantone colours, you'll always enjoy accurate colour reproduction on printed matter. It's our leading choice. But if you need to use CMYK colours, we understand. Just be sure to check against specified Pantone codes for colour accuracy. For a stunning print, supervision is essential.

PANTONE 1805C

CMYK: C0 M100 Y90 K10 RGB: R176 G35 B42

PANTONE BLACK

CMYK: C0 M0 Y0 K100 RGB: R0 G0 B0

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01

FULL COLOUR

Make your presence felt. With our signature style. For a consistent corporate image, use logotypes in full colour where possible, always on white or almost white backgrounds. Black or dark backgrounds work, but they’re rarely our favourite setting.

(A)
LIGHT BACKGROUND

(B)
DARK BACKGROUND

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01

SINGLE COLOUR

Hey, we're no divas. Who could possibly use full colour logos all day? It's cool, we know how to rock the single-colour look too.

(A)
LIGHT BACKGROUND

(B)
DARK BACKGROUND

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01

CLEARSPACE

Everybody needs a little space. Even logos. We've defined a minimum clear space. Plus, we optimise logo visibility while keeping clear of the edges. Now breathe easy.

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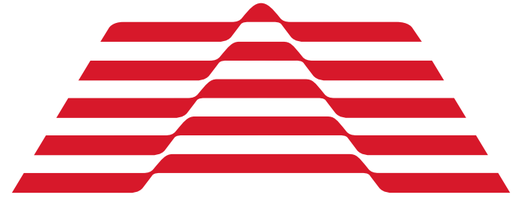
01

MINIMUM SIZE

“Honey, I shrunk the logo.”—It happens. Sometimes you may need to scale the logomark down. We’ve set a minimum size for print and online use to keep our logo legible. It’s all good.



NATIONAL ARTS COUNCIL
SINGAPORE

20MM OR 140PIXELS

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01

INAPPROPRIATE USAGE

Our logo is our identity. Let's keep it impeccable. Weird orientations, proportions, or colours are just not our thing.

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01

TYPEFACE

Meet Futura Std. With an extensive range of weights to suit every medium, it's our choice typeface for **all on- and off-line marketing literature**. Do vary font sizes for hierarchy and readability across headings, body copy and captions. Here's an example.

FUTURA STD FONT FAMILY

Aa	Aa	Aa	**Aa**	**Aa**	**Aa**
LIGHT	BOOK	MEDIUM	HEAVY	BOLD	EXTRA BOLD
Aa	*Aa*	*Aa*	***Aa***	***Aa***	***Aa***
LIGHT OBLIQUE	BOOK OBLIQUE	MEDIUM OBLIQUE	HEAVY OBLIQUE	BOLD OBLIQUE	EXTRA BOLD OBLIQUE

HEADING — 01

Body copy. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis ultricies nec, pellentesque eu pretium. — 02

Caption. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Cum sociis natoque penatibus consectetuer adipiscing elit. Aenean commodo ligula eget dolor. — 03

01.
FUTURA STD BOLD
FONT SIZE: 1¼ OF BODY COPY

02.
FUTURA STD BOOK
FONT SIZE: 100%

03.
FUTURA STD BOOK
FONT SIZE: ⅔ OF BODY COPY

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01

TYPEFACE

Minimal and modern, Calibri always makes a statement.
Making this accessible font family our go-to for **1) presentation slides, 2) emails** and **3) printed correspondences**. Here's our recommended proportions for headings, body copy and captions.

CALIBRI FONT FAMILY

Aa REGULAR

Aa REGULAR ITALIC

Aa BOLD

Aa BOLD ITALIC

HEADING 01

Body copy. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis ultricies nec, pellentesque eu pretium. 02

Caption. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Cum sociis natoque penatibus consectetuer adipiscing elit. Aenean commodo ligula eget dolor. 03

01.
CALIBRI BOLD
FONT SIZE: 1¼ OF BODY COPY

02.
CALIBRI REGULAR
FONT SIZE: 100%

03.
CALIBRI REGULAR
FONT SIZE: ⅔ OF BODY COPY

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02

BRAND ARCHITECTURE

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02

NAC BRAND CREDITS

Shout-outs, right on! We've got four classes of bylines. Whether we initiate, present or organise, we like to define our associations with programmes to the public. Be it a collaboration, partnership or commission, we want to spotlight our peers right. Designers are encouraged to have a chat with brand managers before starting any new piece.

CLASSES	BRAND CREDITS	APPLICATION
Class 1	**"An Initiative By"**	Applicable for NAC programmes that are fully owned, funded, and organised by NAC. Also applies to projects that are funded by NAC, but managed by an intermediary.
	"Presented By"	Applicable for NAC performing arts and film events that are fully owned, funded and organised by NAC.
	"Organised By"	Applicable for NAC programmes that are fully owned, funded and organised by NAC. Typically for events, such as award ceremonies.
Class 2	**"A Joint Initiative By"**	Applicable for programmes that are co-led, co-funded, co-organised by NAC and partners.
Class 3	**"Supported By"**	Applicable for programmes that are supported by NAC grants or other means.
Class 4	**"Commissioned By"**	Applicable for programmes that are fully funded by NAC, but organised by a partner.

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02

EXAMPLE (A)—“AN INITIATIVE BY”

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

5MM CLEARSPACE

PROGRAMME BRAND

An Initiative By

NATIONAL ARTS COUNCIL
SINGAPORE

NAC BRAND

5MM RED “DIVIDER”

Noise Singapore is an initiative by the National Arts Council Singapore. It is a key youth arts platform which aims to engage young people to actively participate in the arts to showcase their creativity. Noise Singapore is also dedicated to making noise about the creative talents of young people.

INFORMATION ENHANCER

5MM RED “DIVIDER”

Supported By

Ministry of Culture, Community and Youth

Venue Partner

Official Arts Media

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

SHORTENED VERSION

An Initiative By

NATIONAL ARTS COUNCIL
SINGAPORE

NAC BRAND

5MM RED “DIVIDER”

Supported By

Ministry of Culture, Community and Youth

Venue Partner

Official Arts Media

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

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02

EXAMPLE (A)—"AN INITIATIVE BY"

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION

PROGRAMME BRAND | NAC BRAND | INFORMATION ENHANCER | SUPPORTING BRANDS | ADD COLUMN FOR MORE BRANDS

SHORTENED VERSION

NAC BRAND | SUPPORTING BRANDS | ADD COLUMN FOR MORE BRANDS

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EXAMPLE (B)—“AN INITIATIVE BY”

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

5MM CLEARSPACE

PROGRAMME BRAND

An Initiative By

NATIONAL ARTS COUNCIL
SINGAPORE

NAC BRAND

5MM RED “DIVIDER”

The Golden Point Award, an initiative by the National Arts Council, is Singapore’s premier Short Story and Poetry writing competition in English, Chinese, Malay and Tamil. Established in 1993, it has become a significant platform for literary excellence and launching of new talents.

INFORMATION ENHANCER

5MM RED “DIVIDER”

Managed By

THE ARTS HOUSE

Supported By

MCCY
Ministry of Culture Community and Youth

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

SHORTENED VERSION

An Initiative By

NATIONAL ARTS COUNCIL
SINGAPORE

NAC BRAND

5MM RED “DIVIDER”

Managed By

THE ARTS HOUSE

Supported By

MCCY
Ministry of Culture Community and Youth

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

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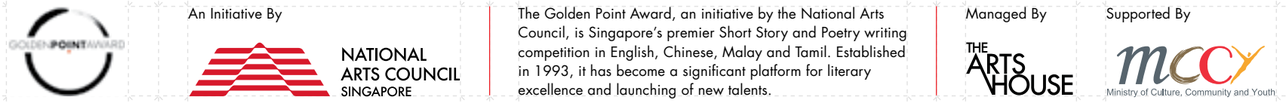
02

EXAMPLE (B)—"AN INITIATIVE BY"

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION



5MM CLEARSPACE

PROGRAMME BRAND

NAC BRAND

INFORMATION ENHANCER

SUPPORTING BRANDS

ADD COLUMN FOR MORE BRANDS

SHORTENED VERSION

5MM CLEARSPACE

NAC BRAND

SUPPORTING BRANDS

ADD COLUMN FOR MORE BRANDS

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02

EXAMPLE (C)—"AN INITIATIVE BY"

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

NOISE X [INTERMEDIARY]

An Initiative By

NATIONAL ARTS COUNCIL
SINGAPORE

Noise X [INTERMEDIARY] is an initiative by the National Arts Council. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean modo ligula eget dolor. Aenean massa. Cum sociis natoque penatibu magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, tricies nec, pellentesque eu. pretiuaem.

Programmed By

noise singapore

INTERMEDIARY BRAND

Supported By

mccy
Ministry of Culture, Community and Youth

5MM CLEARSPACE

TYPESETTED PROGRAMME NAME

NAC BRAND

5MM RED "DIVIDER"

INFORMATION ENHANCER

5MM RED "DIVIDER"

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

SHORTENED VERSION

An Initiative By

NATIONAL ARTS COUNCIL
SINGAPORE

Programmed By

noise singapore

INTERMEDIARY BRAND

Supported By

mccy
Ministry of Culture, Community and Youth

NAC BRAND

5MM RED "DIVIDER"

SUPPORTING BRANDS

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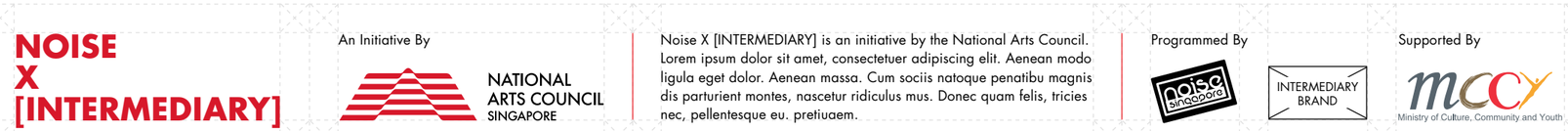
EXAMPLE (C)—"AN INITIATIVE BY"

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION



TYPESETTED
PROGRAMME NAME

NAC
BRAND

INFORMATION
ENHANCER

SUPPORTING
BRANDS

ADD COLUMN
FOR MORE BRANDS

SHORTENED VERSION

NAC
BRAND

SUPPORTING
BRANDS

ADD COLUMN
FOR MORE BRANDS

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02

EXAMPLE—“PRESENTED BY”

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

5MM CLEARSPACE

PROGRAMME BRAND

PROGRAMME BRAND

Presented By

NATIONAL ARTS COUNCIL
SINGAPORE

NAC BRAND

5MM RED “DIVIDER”

<Programme name> is presented
by the National Arts Council.
<Information enhancer should describe
the programme, and its association
to NAC in 50 words or less.>

INFORMATION ENHANCER

5MM RED “DIVIDER”

Supported By

Ministry of Culture, Community and Youth

Venue Partner

esplanade
theatres on the bay
singapore

Official Arts Media

LIST

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

SHORTENED VERSION

Presented By

NATIONAL ARTS COUNCIL
SINGAPORE

NAC BRAND

5MM RED “DIVIDER”

Supported By

Ministry of Culture, Community and Youth

Venue Partner

esplanade
theatres on the bay
singapore

Official Arts Media

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02

EXAMPLE—“PRESENTED BY”

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION

PROGRAMME BRAND | NAC BRAND | INFORMATION ENHANCER | SUPPORTING BRANDS | ADD COLUMN FOR MORE BRANDS

SHORTENED VERSION

NAC BRAND | SUPPORTING BRANDS | ADD COLUMN FOR MORE BRANDS

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02

EXAMPLE—"ORGANISED BY"

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

PATRON
OF THE ARTS

5MM CLEARSPACE

PROGRAMME BRAND

Organised By

NATIONAL ARTS COUNCIL
SINGAPORE

NAC BRAND

5MM RED "DIVIDER"

Patron of the Arts Awards is organised by the National Arts Council. The Patron of the Arts Awards was instituted in 1983 to recognise organisations and individuals that have contributed towards the promotion of cultural and artistic activities in Singapore.

INFORMATION ENHANCER

5MM RED "DIVIDER"

Supported By

mccy
Ministry of Culture, Community and Youth

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

SHORTENED VERSION

Organised By

NATIONAL ARTS COUNCIL
SINGAPORE

NAC BRAND

5MM RED "DIVIDER"

Supported By

mccy
Ministry of Culture, Community and Youth

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

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02

EXAMPLE—"ORGANISED BY"

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION

PATRON OF THE ARTS

Organised By

NATIONAL ARTS COUNCIL SINGAPORE

Patron of the Arts Awards is organised by the National Arts Council. The Patron of the Arts Awards was instituted in 1983 to recognise organisations and individuals that have contributed towards the promotion of cultural and artistic activities in Singapore.

Supported By

MCCY Ministry of Culture, Community and Youth

5MM CLEARSPACE

PROGRAMME BRAND

NAC BRAND

INFORMATION ENHANCER

SUPPORTING BRAND

ADD COLUMN FOR MORE BRANDS

SHORTENED VERSION

Organised By

NATIONAL ARTS COUNCIL SINGAPORE

Supported By

MCCY Ministry of Culture, Community and Youth

5MM CLEARSPACE

NAC BRAND

SUPPORTING BRAND

ADD COLUMN FOR MORE BRANDS

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02

EXAMPLE—"A JOINT INITIATIVE BY"

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

5MM CLEARSPACE

SAW
SINGAPOREARTWEEK

PROGRAMME BRAND

A Joint Initiative By

NATIONAL ARTS COUNCIL
SINGAPORE

Singapore TOURISM BOARD

EDB singapore

NAC & OTHER BRANDS

5MM RED "DIVIDER"

Singapore Art Week is a joint initiative by the National Arts Council, the Singapore Tourism Board and the Singapore Economic Development Board which reinforces Singapore's position as Asia's leading arts destination. This celebration of the visual arts offers myriad quality art experiences, from art fairs, gallery openings, exhibitions, lifestyle events and public art walks, to enriching discussions on art and culture.

INFORMATION ENHANCER

5MM RED "DIVIDER"

Supported By

MCCY
Ministry of Culture, Community and Youth

Venue Partner

esplanade
theatres on the bay
singapore

Official Arts Media

LIST

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

SHORTENED VERSION

A Joint Initiative By

NATIONAL ARTS COUNCIL
SINGAPORE

Singapore TOURISM BOARD

EDB singapore

NAC & OTHER BRANDS

5MM RED "DIVIDER"

Supported By

MCCY
Ministry of Culture, Community and Youth

Venue Partner

esplanade
theatres on the bay
singapore

Official Arts Media

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SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

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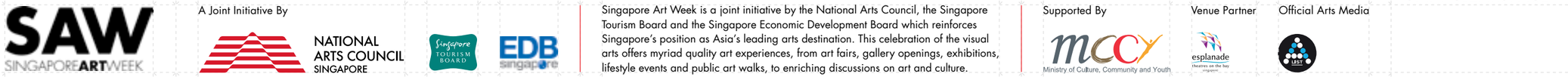
02

EXAMPLE—"A JOINT INITIATIVE BY"

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION



PROGRAMME BRAND

NAC & PARTNERS BRAND

INFORMATION ENHANCER

SUPPORTING BRANDS

ADD COLUMN FOR MORE BRANDS

SHORTENED VERSION

NAC & PARTNERS BRAND

SUPPORTING BRANDS

ADD COLUMN FOR MORE BRANDS

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02

EXAMPLE—“SUPPORTED BY”

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

5MM CLEARSPACE

FRONTIER DANCELAND 新典現代舞蹈團

PROGRAMME BRAND

Supported By

NATIONAL ARTS COUNCIL SINGAPORE

mccy Ministry of Culture, Community and Youth

NAC & OTHER BRANDS

5MM RED “DIVIDER”

Frontier Danceland is supported by the National Arts Council under the Major Company Scheme for the period from DD/MM/YYYY—DD/MM/YYYY.

INFORMATION ENHANCER

5MM RED “DIVIDER”

Venue Partner

esplanade theatres on the bay singapore

Official Arts Media

LIST

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

SHORTENED VERSION

Supported By

NATIONAL ARTS COUNCIL SINGAPORE

mccy Ministry of Culture, Community and Youth

NAC & OTHER BRANDS

5MM RED “DIVIDER”

Venue Partner

esplanade theatres on the bay singapore

Official Arts Media

LIST

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

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02

EXAMPLE—“SUPPORTED BY”

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION

PROGRAMME BRAND | NAC & OTHER BRAND | INFORMATION ENHANCER | SUPPORTING BRANDS | ADD COLUMN FOR MORE BRANDS

SHORTENED VERSION

NAC & OTHER BRAND | SUPPORTING BRANDS | ADD COLUMN FOR MORE BRANDS

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02

EXAMPLE—“COMMISSIONED BY”

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

5MM CLEARSPACE

2017
singapore
international
festival of
arts

PROGRAMME BRAND

Commissioned By

NATIONAL ARTS COUNCIL
SINGAPORE

NAC BRAND

5MM RED “DIVIDER”

Singapore International Festival of Arts is commissioned by the National Arts Council and managed by Arts House Limited. Inaugurated in 1977, the annual arts festival is Singapore’s premier performing arts festival that aims to inspire the public through acclaimed international and local artistic experiences in performance, theatre, dance and music.

INFORMATION ENHANCER

5MM RED “DIVIDER”

Organised By | Supported By | Venue Partner | Official Arts Media

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

SHORTENED VERSION

Commissioned By

NATIONAL ARTS COUNCIL
SINGAPORE

NAC BRAND

5MM RED “DIVIDER”

Organised By | Supported By | Venue Partner | Official Arts Media

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

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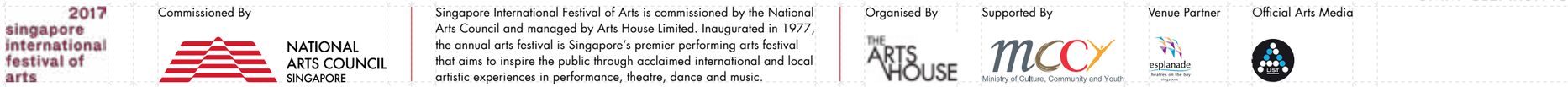
02

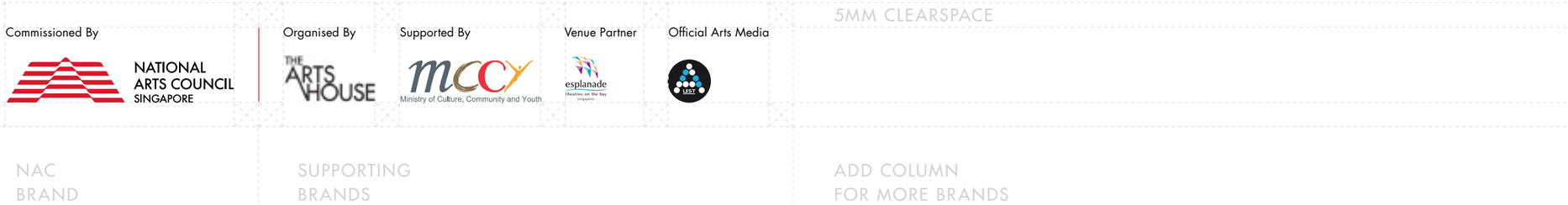
EXAMPLE—"COMMISSIONED BY"

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION



SHORTENED VERSION



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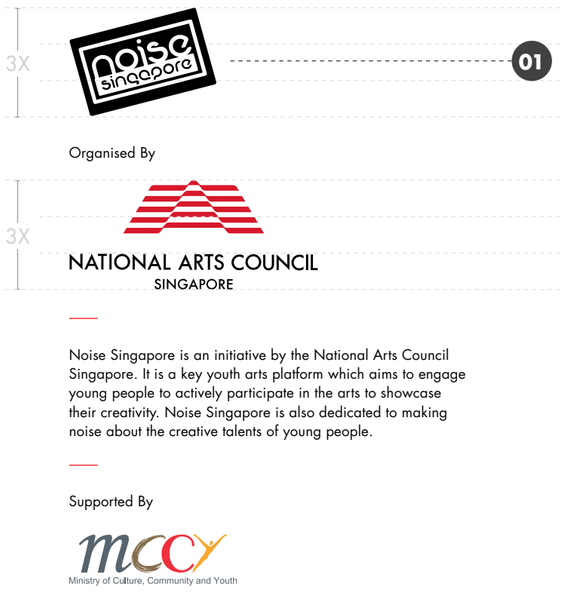
02

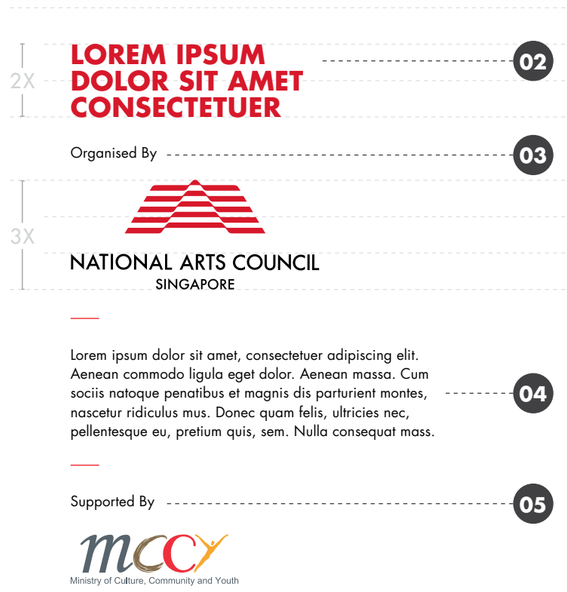
ADDITIONAL GUIDELINE

Where available, existing programme logos should share the same height as the NAC logo. For programmes with no logos, simply typeset the programme title in Futura Std Bold. It should be two thirds the height of the NAC logo. Here's an example:

PROGRAMME WITH LOGO



PROGRAMME WITHOUT LOGO



01.
PROGRAMME LOGO SET IN DEFINED PROPORTION

02.
PROGRAMME WITHOUT LOGO SET IN DEFINED PROPORTION. TYPESET IN FUTURA STD BOLD SET SOLID

03.
NAC BYLINE. TYPESET IN FUTURA STD BOOK, MIN. FONT SIZE 7, TITLE CASE.

04.
NAC INFORMATION ENHANCER. TYPESET IN FUTURA STD BOOK, MIN. FONT SIZE 7, LEADING 130%

05.
OTHER BYLINE. TYPESET IN FUTURA STD BOOK, MIN. FONT SIZE 7, TITLE CASE.

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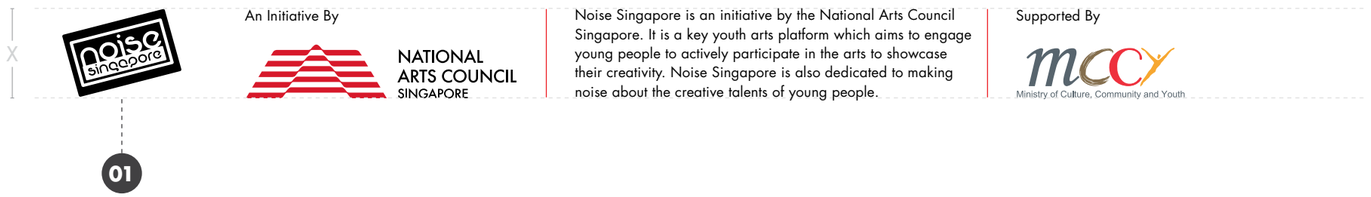
ADDITIONAL GUIDELINE

In horizontal layouts, the rules differ slightly. First we stack the appropriate byline above the secondary logomark. This sets the height for both existing and newly created programme logos **or titles**.
Take a closer look:

PROGRAMME WITH LOGO



PROGRAMME WITHOUT LOGO

01.
PROGRAMME LOGO SET IN DEFINED PROPORTION

02.
PROGRAMME WITHOUT LOGO SET IN DEFINED PROPORTION. TYPESET IN FUTURA STD BOLD SET SOLID

03.
NAC BYLINE. TYPESET IN FUTURA STD BOOK, MIN. FONT SIZE 7, TITLE CASE.

04.
NAC INFORMATION ENHANCER. TYPESET IN FUTURA STD BOOK, MIN. FONT SIZE 7, LEADING 130%

05.
OTHER BYLINE. TYPESET IN FUTURA STD BOOK, MIN. FONT SIZE 7, TITLE CASE.

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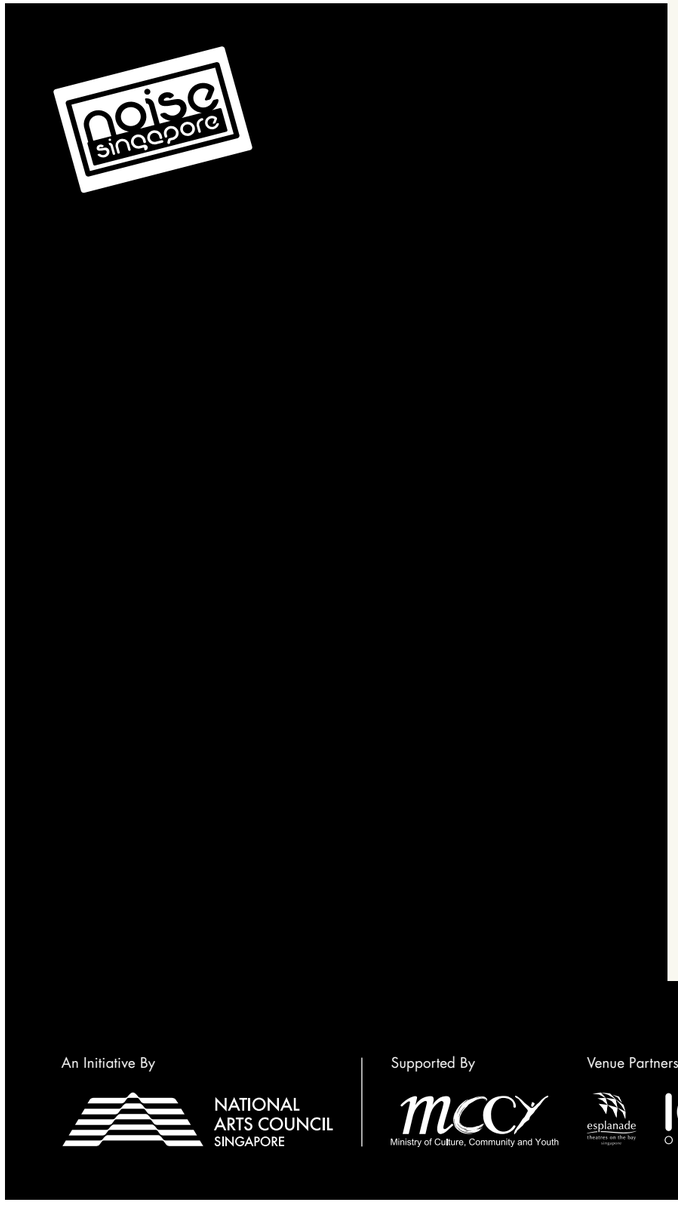
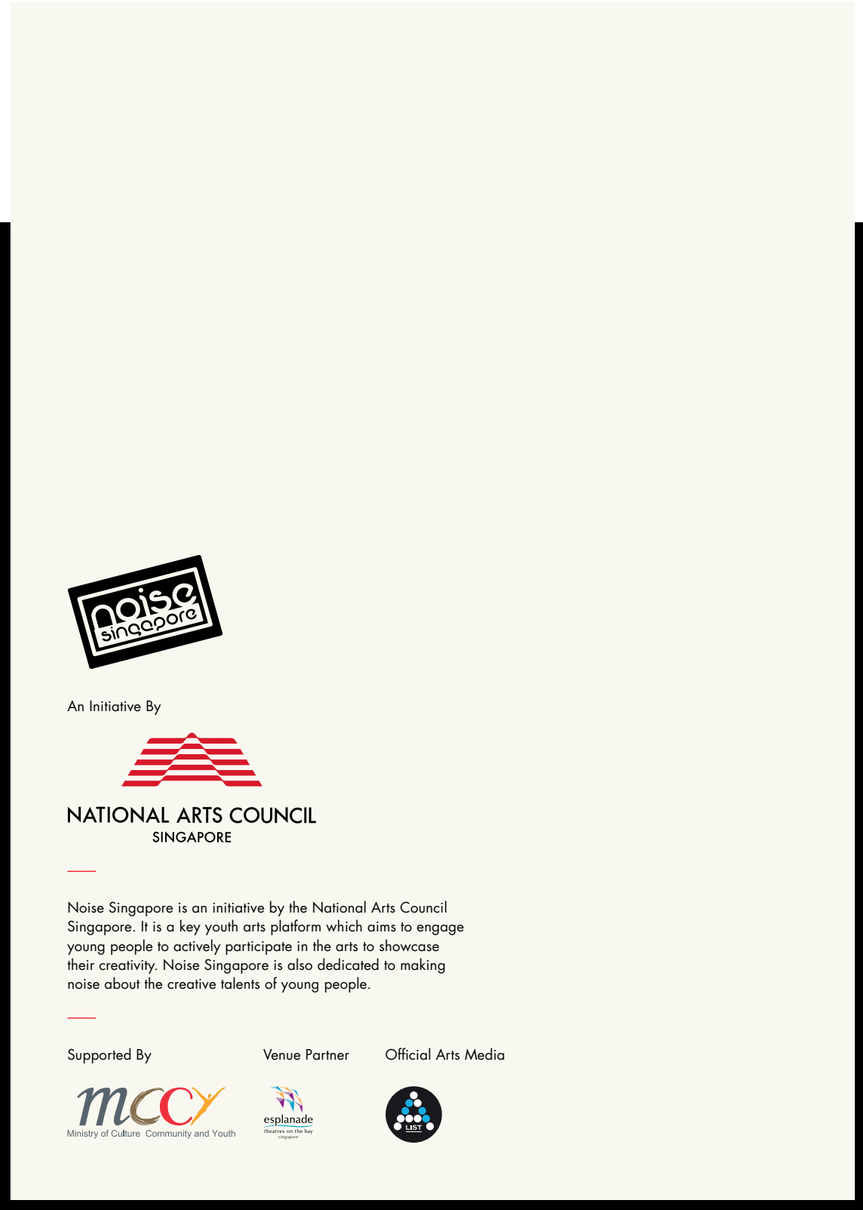
BYLINE USAGE EXAMPLE

Tah dah! See how we work master and secondary logomarks to best suit different formats. Landscape or portrait, your collaterals will turn heads.

A4 LANDSCAPE



A5 PORTRAIT