

ARTS IN YOUR NEIGHBOURHOOD

BRAND TOOLKIT

Updated 1 Dec 2022

ABOUT THE BRAND

#ArtsInYourNeighbourhood is an initiative by the National Arts Council that brings enriching arts experiences to Singaporeans at their doorsteps. With programmes exploring various neighbourhoods since 2014, audiences can continue to look forward to a diverse mix of arts offerings by established artists at various spaces across the island.

This brand toolkit for **#ArtsInYourNeighbourhood** serves to provide guidance for the accurate usage and implementation of its identity. Individuals or organisations producing quality and enriching arts programmes in neighbourhood spaces are welcome to use the brand in publicity materials where appropriate, in consultation with NAC.

BRAND IDENTITY

Full & Single Colour

Please use the full colour logo where possible. However in such cases where color expression is not possible, single color or one-color black variations are available. Please use these color variations according to the situation.



ARTS IN YOUR
NEIGHBOURHOOD

A white rectangular box containing the logo text in black, demonstrating a high-contrast, single-color variation.

ARTS IN YOUR
NEIGHBOURHOOD

A solid black rectangular box containing the logo text in white, demonstrating a high-contrast, single-color variation.

ARTS IN YOUR
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A solid grey rectangular box containing the logo text in white, demonstrating a high-contrast, single-color variation.

BRAND IDENTITY

Colourful Backgrounds

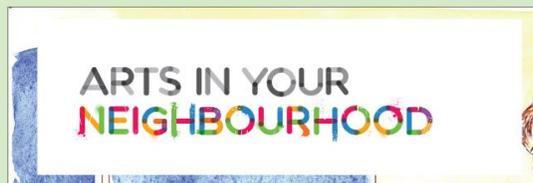
The logo should only appear on a white or a light tinted background, or neutral areas of images. It must not appear over colours that provide insufficient contrast, over busy areas of photography, videography, and on patterns.

Correct Usage

Always place the logo on a white or light tinted background.



Place a white rectangle frame or die-cut logo shape against low contrast or coloured backgrounds.



Incorrect Usage

Do not place the logo over busy areas of photography or on backgrounds with insufficient contrast.



BRAND IDENTITY

Avoid Incorrect Usage

It is important that we keep the integrity of our brand identity, so please do not try to recreate the logo. The examples shown on this page are some common violations to our brand identity that we should avoid.

✗ Do not modify colours

ARTS IN YOUR NEIGHBOURHOOD

✗ Do not skew the logo

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✗ Do not add a keyline around the logo

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✗ Do not distort

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✗ Do not change proportions or add elements to the logo

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✗ Do not modify strokes

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BRAND IDENTITY

Exclusion Zone and Minimum Size

To provide presence and clear visibility of the logo, a clearance proximity is required. As illustrated below, the minimum required clear space is defined by the measurement “A”, as shown.

To ensure legibility of the logo, it is important to adhere to the minimum size.

ARTS IN YOUR
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15mm

BRAND IDENTITY

Colour Palette

The full colour versions of the logo uses a 4C (4-colour) Process CMYK breakdown to ensure the details of the colour are preserved. Always use the correct file or the printing process and quality may be compromised.

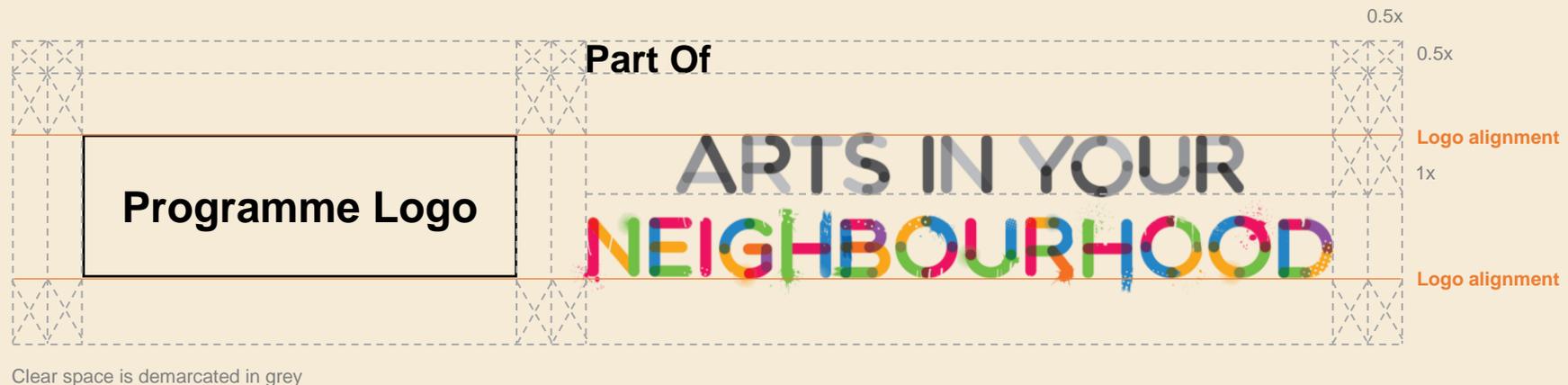
GREY C100 M100 Y100 K50 R157 G157 B156 HEX #9D9D9C	DARK GREY C100 M100 Y100 K80 R87 G87 B86 HEX #575756	PINK C0 M100 Y45 K0 R229 G0 B86 HEX #E50056	ORANGE C0 M40 Y100 K0 R227 G166 B0 HEX #F7A600	GREEN C60 M0 Y100 K0 R118 G184 B42 HEX #76B82A
		LIGHT GREY C100 M100 Y100 K30 R198 G198 B198 HEX #C6C6C6	BLUE C80 M40 Y0 K0 R37 G129 B196 HEX #2581C4	PURPLE C50 M80 Y0 K0 R149 G75 B151 HEX #954B97

BRAND USAGE

Using the logo

Individuals or organisations producing quality and enriching arts programmes in neighbourhood spaces are welcome to use the brand in publicity materials where appropriate, in consultation with NAC. Programmes that carry the logo must use the following endorsement liner.

Publicity materials that include the logo should be sent back for clearance before publishing or printing.



Using the hashtag

For discoverability, the **#ArtsinYourNeighbourhood** hashtag can also be used for social media publicity.



ARTS IN YOUR NEIGHBOURHOOD

If there are any queries, please reach out to NAC via the following channels:

✉ nac_artsforall@nac.gov.sg

🌐 www.nac.gov.sg

FB / IG: @NACSingapore

LinkedIn: National Arts Council Singapore

