NATIONAL ARTS COUNCIL
SINGAPORE

BRAND GUIDELINE

1ST EDITION

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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01

BRAND
MANUAL

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.

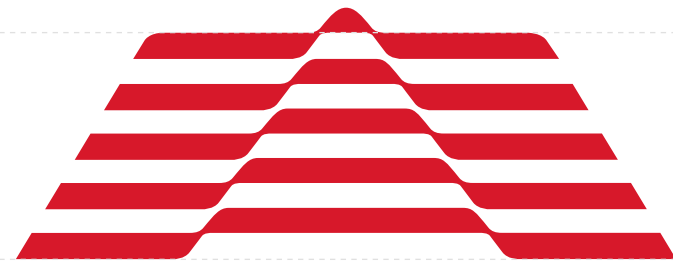## LOCK-UP (MASTER)

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.
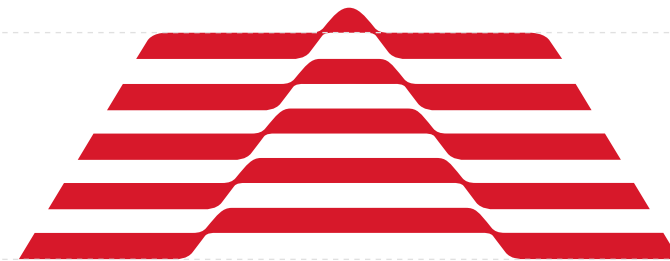
NATIONAL ARTS COUNCIL
SINGAPORE

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.

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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.

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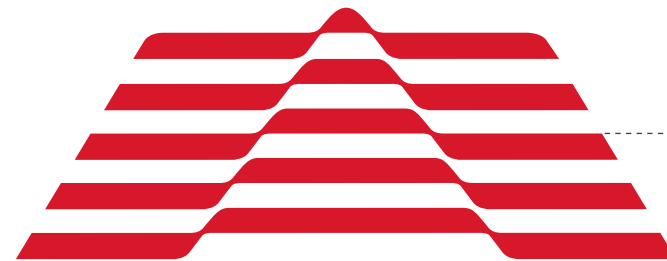**MAJLIS SENI KEBANGSAAN**
SINGAPURA

国 家 艺 术 理 事 会
新 加 坡

தேசியக் கலை மன்றம்
சிங்கப்பூர்

ARTWORK FOLDER:
RESOURCES/01 BRANDMARKS/

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.

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

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

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.
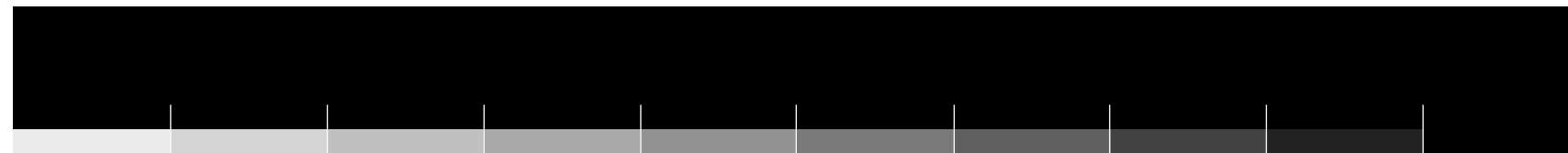
PANTONE 1805C
CMYK: C0 M100 Y90 K10   RGB: R176 G35 B42

PANTONE BLACK
CMYK: C0 M0 Y0 K100   RGB: R0 G0 B0

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

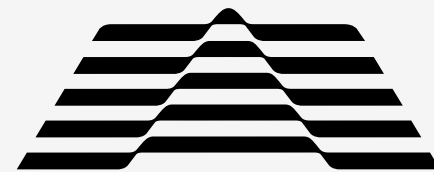**NATIONAL ARTS COUNCIL**
SINGAPORE

NATIONAL ARTS COUNCIL
SINGAPORE

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

NATIONAL ARTS COUNCIL
SINGAPORE
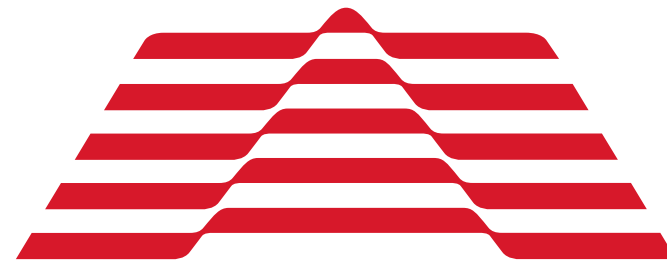

NATIONAL ARTS COUNCIL
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CLEARSPACE

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.

CLEARSPACE

CLEARSPACE

CLEARSPACE

CLEARSPACE

NATIONAL ARTS COUNCIL
SINGAPORE

CLEARSPACE

CLEARSPACE

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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

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20MM OR 140PIXELS

INAPPROPRIATE USAGE

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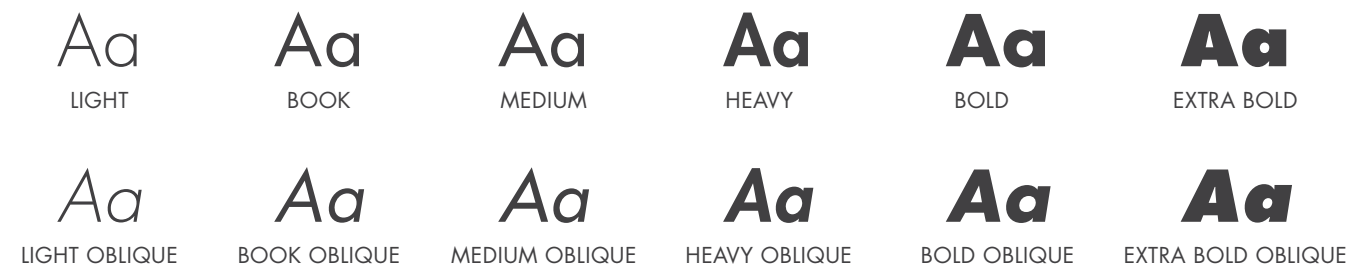
TYPEFACE

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

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