



NATIONAL ARTS COUNCIL  
SINGAPORE

# BRAND GUIDELINE

1<sup>ST</sup> 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**

P.04

# 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.

# 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

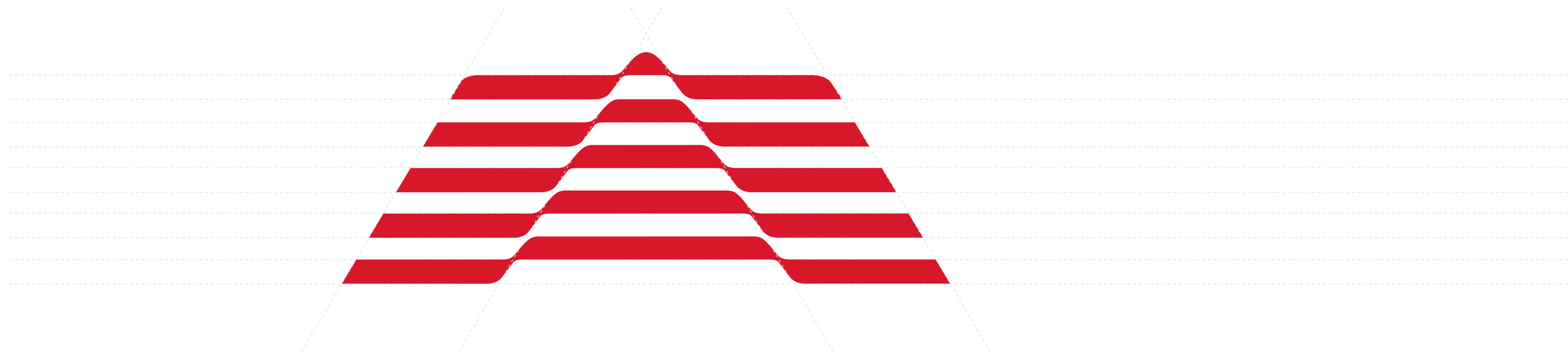
We achieve excellence through best practices.

# 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.

P.07

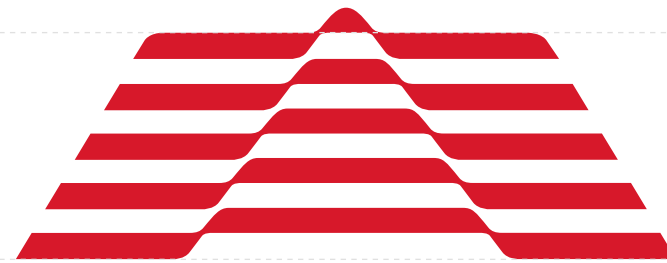


# 01

## 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.

P.08



NATIONAL  
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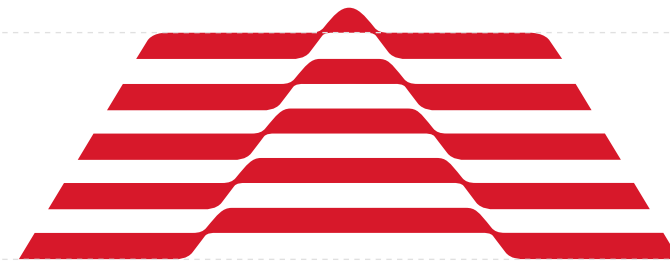
**NATIONAL ARTS COUNCIL**  
SINGAPORE

# 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.

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ARTS COUNCIL  
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# 01

## LOGO VARIANTS

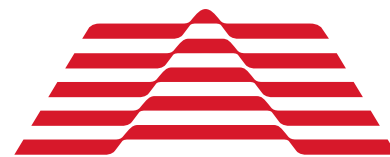
Oh. Did we say we're multilingual? Malay. Mandarin. Tamil. English. We speak all of Singapore's official languages. Likewise, we've got language-specific logos for your every audience.



NATIONAL ARTS COUNCIL  
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MAJLIS SENI KEBANGSAAN  
SINGAPURA



国家艺术理事会  
新加坡



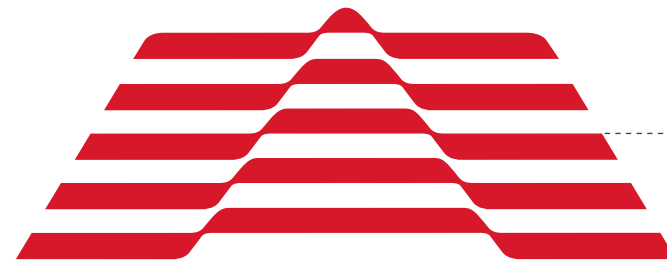
தேசியக் கலை மன்றம்  
சிங்கப்பூர்

# 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.

P.11



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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

# 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



# 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



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SINGAPORE

(B)  
DARK BACKGROUND



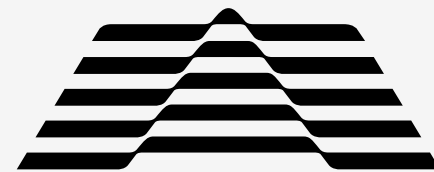
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# 01

## 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



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SINGAPORE

(B)  
DARK BACKGROUND



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# 01

## CLEARSPACE

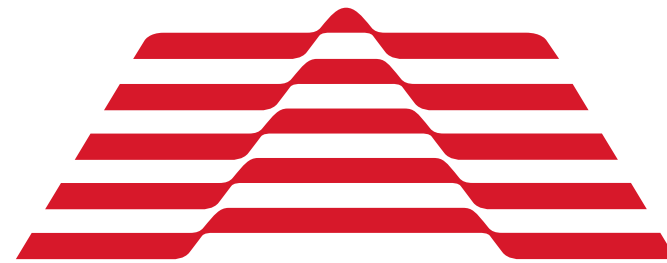
Everybody needs a little space. Even logos. We've defined a minimum clear space. Plus, we optimise logo visibility while keeping clear of the edges. Now breathe easy.



# 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.



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20MM OR 140PIXELS

# 01

## INAPPROPRIATE USAGE

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



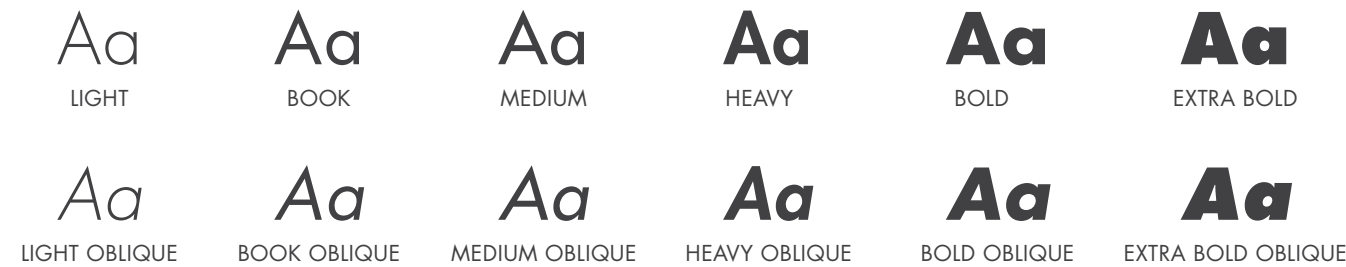


# 01

## 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



P.18

## HEADING

Body copy. Lorem ipsum dolor sit amet, consectetur 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.

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

01

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

02

**02.**  
FUTURA STD BOOK  
FONT SIZE: 100%

03

**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

P.19

## HEADING

Body copy. Lorem ipsum dolor sit amet, consectetur 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.

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

01

**01.**  
CALIBRI BOLD  
FONT SIZE: 1¼ OF  
BODY COPY

02

**02.**  
CALIBRI REGULAR  
FONT SIZE: 100%

03

**03.**  
CALIBRI REGULAR  
FONT SIZE: ⅔ OF  
BODY COPY



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