



Corporate Branding Guidelines

0.0 Introduction

Branding is an essential element in corporate strategy. It is the outward view of Singapore Expo's offering to the public and a key element in attracting and maintaining relationships with customers. Branding helps build cohesion among varied services. It ensures customers recognize the value Singapore Expo offers time and again.

This guide outlines the essential parts of Singapore Expo's primary branding elements and how to optimize these elements to best promote brand recognition. Through proper use of Singapore Expo's corporate identity, colours and fonts, the brand becomes stronger and therefore, more compelling.

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1.0 Brand Platform

Singapore Expo's Brand Platform articulates the brand's key elements, providing a single point of reference to aid staff in delivering and supporting core brand ideals.



1.1 Vision and Mission

- **Vision**

To be Asia's preferred MICE venue, renowned for collaborative partnership and an exceptional level of service.

- **Mission**

To deliver a platform of innovative, integrated event and venue solutions that result in exceptional possibilities for exhibitions and conventions.

1.2 Brand Essence

The Brand Essence statement defines what the brand stands for – the idea that sits behind the brand.

Make Space for Possibilities

More than functional Attributes, Singapore Expo delivers :

- A holistic and creative suite of integrated solutions like no other.
- Unwavering service excellence.
- A venue/facility that in itself brings versatility, flexibility and creative possibilities in terms of execution, with its expanse of column-less space being a key differentiator.

1.3 Brand Values and Attributes

Brand Values and Attributes define the principles and code by which the Singapore Expo brand lives and the benefit it delivers.

- **Customer-Focus**

Our offering is holistic, versatile and customised to customer needs. We offer integrated solutions from a comprehensive suite of international business event organising and management services. We are committed to building enduring partnerships that create and grow.

- **Creativity & Innovation**

We believe in innovation and creativity that allow clients to fulfil their vision. We live this by helping to conceptualise and manage innovative events and by offering innovative products and venues.

- **Excellence**

Our Knowledge of the Asian region is backed by a team that understands the dynamics of international events in a competitive market. We successfully host over 600 events per year with more than 30 years of experience in venue and event management (since 1978).

- **Integrity & Trust**

We have an excellent 30-year track record of successes, garnering countless customer testimonials. We endeavour to continue building on our reputation as a reliable and dependable Conventions & Exhibitions partner.

- **Teamwork**

We endeavour to work in collaborative partnership with stakeholders, both external and internal to enable customers to realise their vision.

1.4 Brand Personality

Brand Personality articulates meaning of the Singapore Expo brand through imagery and metaphor. The vibrancy of images lend support to the brand expression and attributes.



Beverage

Cappuccino – inviting and intellectual, this drink can be contemplative or social. With its rich espresso, relaxed milk and hint of exciting foam, it fits in almost anywhere. Not given to triviality and pointless activities, it symbolises success and goal-orientation.

Accessory

iPad - all of the built-in apps on iPad were designed from the ground up to take advantage of the large Multi-Touch screen and advanced capabilities of iPad. They work in any orientation. So you can do things with these apps that you cannot do on any other device.

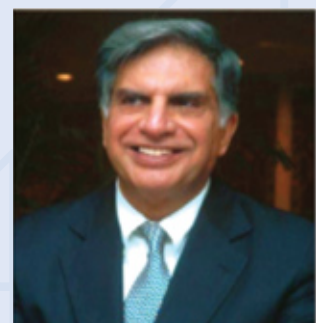


Vehicle

Ford Escape Hybrid – the first vehicle to combine SUV capability with outstanding fuel economy and low environmental impact of a full hybrid. A genuine showcase of how cutting edge technology supports environmental sustainability.

Person

Ratan Tata – has catapulted Tata steel to the fifth-largest steel manufacturing unit in the world. For this trained pilot, the sky is the limit. Tata's business dealings reflect the boldness of Ratan's personality, who built up the group from a once-stodgy regional player into a global heavyweight.



1.5 Brand Positioning

Brand Positioning articulates the brand's right to succeed in the market; how the brand meets customer needs and competitive insight with organisational strength.

- **In a market characterised by...**
commoditisation of event venues with a focus on functional and technical features to draw MICE players
- **Only we can rightly claim to...**
be a provider of a suite of integrated event and venue solutions like no other, that provides a uniquely creative platform for exhibitions and convention
- **This is backed by...**
our knowledge and experience in the industry, the largest column-less exhibition venue in Singapore, a unique convention centre experience and unwavering service excellence
- **Giving the target audience the benefit of...**
an extra-ordinary MICE facility that goes beyond functional attributes to offer a new level of partnership that results in exceptional possibilities for exhibitions and conventions

2.0 Singapore Expo Corporate Identity

This section provides guidelines on the proper usage of the Singapore Expo corporate identity. Consistent and correct usage of the Singex corporate identity and related branding elements is essential in communicating a cohesive and reliable solution to our customers.

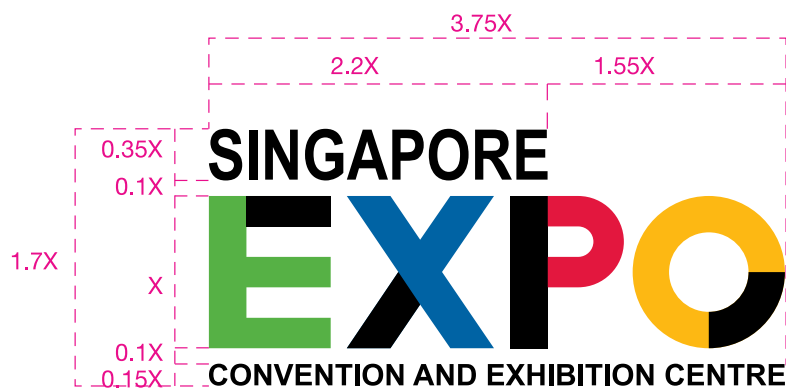


2.1 Signature Configuration

Signature Configuration

The relationship between each element that makes up the Singapore Expo signature is shown below. The logotype is core to Singapore Expo visual identity and the signature should never be redrawn either by traditional methods or by computer generation. Always use original reproduction artwork on the CD provided with this manual.

Note: When writing the brand name in text, always use an initial cap letter i.e. Singapore Expo



2.2 Clear Space

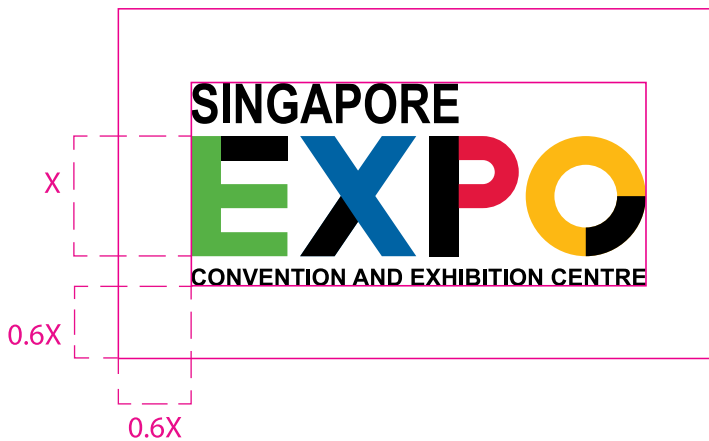
Clear Space

This page shows the amount of minimum clear space required around the Singapore Expo signature to ensure maximum clarity when it is produced.

Clear space refers to the area around the signature that should remain clear of visual clutter and therefore allow the Singapore Expo signature to be read clearly.

The clear space around the signature is defined by the height of the E in the signature. This area scales as the signature is scaled larger or smaller.

It is at the discretion of the designer to ensure that no graphic, typographic or photographic elements that interfere with its visibility fall within this space; and to practise professional creative judgement in circumstances when the clear space has to be encroached.



2.3 Proportional Grid and Minimum Size

Proportional Grid

The Singapore Expo signature should never be regenerated either by photography or by computer rendering. It should always be produced from the master artwork and based according to the below proportions.



Minimum Size

To ensure reproduction quality, readability and corporate presence, the printed signature should not be any smaller than the minimum size as shown below.

When the logo needs to be reproduced at less than 40mm in width, the “Convention and Exhibition Centre” descriptor should be removed.



Minimum size with
“Convention and Exhibition Centre”



Minimum size without
“Convention and Exhibition Centre”

2.4 Colour Application

a. Full Colour Application

Whenever possible, the full coloured version of the identity should be used for all communication material, including print advertising, corporate collateral and electronic media. Ideally, the positive versions of the brandmark should appear on white. If a background colour other than those prescribed is to be introduced, care should be taken to ensure legibility. In particular, avoid colours that clash or contrast poorly with the brandmark.

Printing on different types of paper will alter the colours significantly. Therefore, it is important to match the colour to the original PANTONE® code and always ask your printer for a colour proof to validate the colour and legibility prior to printing. Spot colour printing is recommended for all applications. However, in situations where this is not practical, the process colour equivalent specified can be used.



A
Spot Colour
Coated Pantone® 369C
Uncoated Pantone® 376U
Process Colour
67C 0M 98Y 5K
Screen Colour
88R 166G 24B

B
Spot Colour
Coated Pantone® 2945C
Uncoated Pantone® 301U
Process Colour
100C 52M 2Y 12K
Screen Colour
0R 84G 159B

C
Spot Colour
Coated Pantone® 186C
Uncoated Pantone® 186U
Process Colour
0C 100M 75Y 4K
Screen Colour
198R 12G 48B

D
Spot Colour
Coated Pantone® 130C
Uncoated Pantone® 109U
Process Colour
0C 30M 100Y 0K
Screen Colour
240R 171G B

E
Spot Colour
Coated Pantone® Process Black C
Uncoated Pantone® Process Black U
Process Colour
0C 0M 0Y 100K
Screen Colour
0R 0G 0B

2.4 Colour Application

b. Black & White

Under certain circumstances when technical or other limitations make reproducing the full colour brandmark impossible, the black & white version of the brandmark can be used.



Black & White



Spot Colour

Coated Pantone® Process Black C

Uncoated Pantone® Process Black U

Process Colour

0C 0M 0Y 100K

Screen Colour

0R 0G 0B

2.4 Colour Application

c. Black & White on Reverse

The black & white identity can appear in reverse. Clear space and minimum size applies.



Black & White on Reverse

A

Spot Colour

Coated Pantone® Process Black C

Uncoated Pantone® Process Black U

Process Colour

0C 0M 0Y 100K

Screen Colour

0R 0G 0B

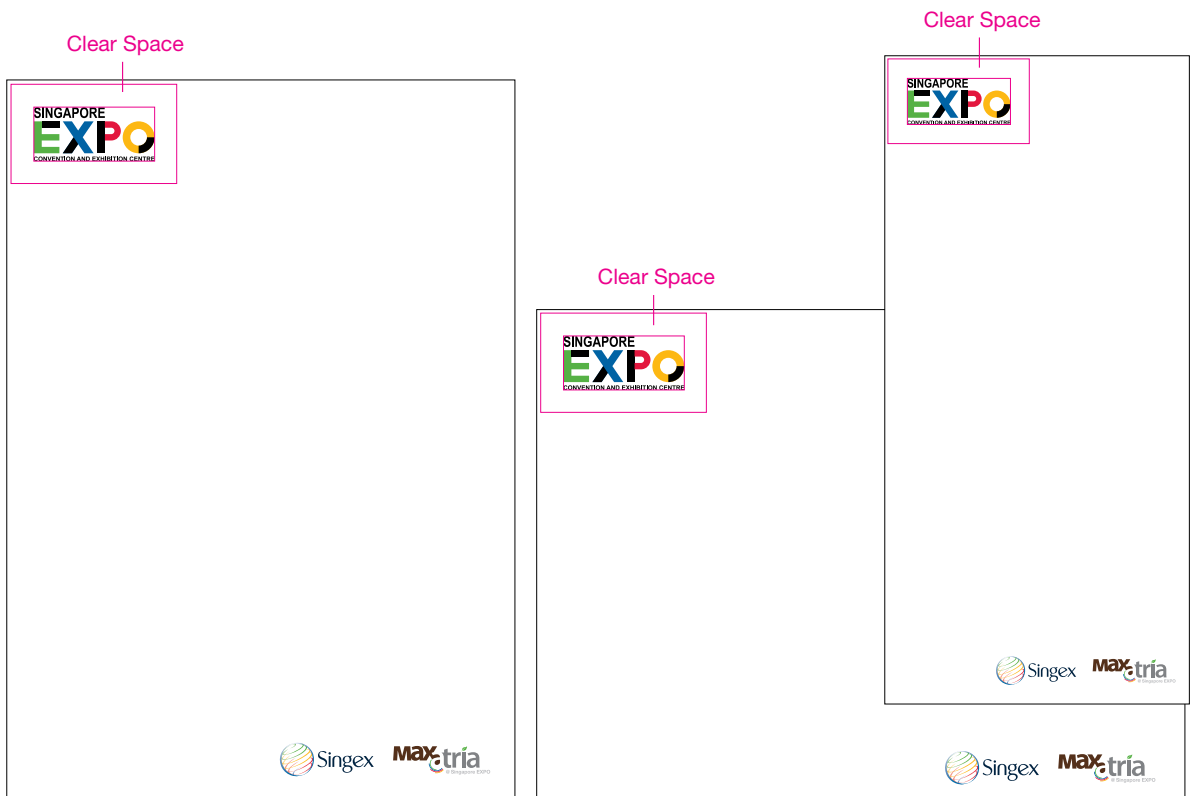
B

To Match White

2.5 Signature Placement & Hierarchy

Signature Placement

The Singapore Expo logo should always be aligned to the top left corner. Clear Space guidelines apply (see section 2.2) when determining the MINIMUM allowable margin around the logo. If other logos from Singex's family of brands are to be inserted, they should always be aligned to the bottom right. Their respective Clear Space guidelines apply.



To ensure that the Singapore Expo brand retains visual dominance, it is recommended that supporting corporate identities or landmarks be, at most, 50% of Singapore Expo logo's visual size (please refer to the following relative dimensions as guide). Minimum Size guidelines apply.



2.5 Signature Placement & Hierarchy

Signature Hierarchy

When the Singapore Expo logo needs to appear in equal emphasis with the other logos in its family of brands, the following relative dimensions should be adhered to:



To ensure reproduction quality, readability and corporate presence, the printed signatures should not be any smaller than the minimum sizes as shown below.



Minimum size with "Convention and Exhibition Centre"



Minimum size without "Convention and Exhibition Centre"



Minimum size with "@ Singapore EXPO"

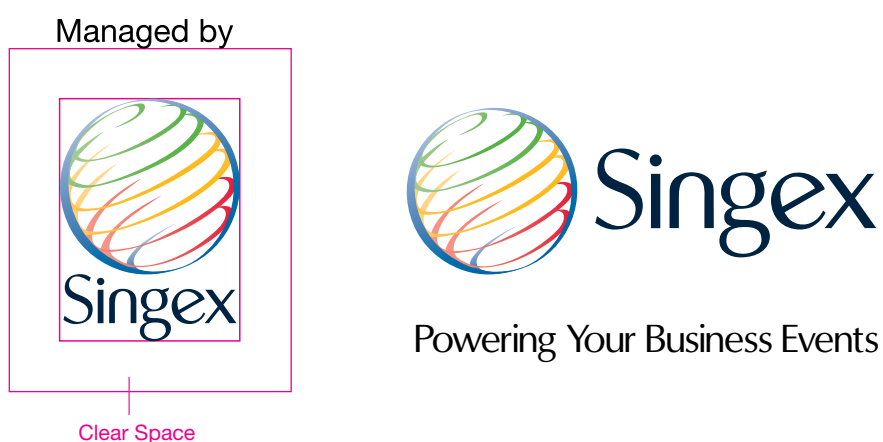


Minimum size without "@ Singapore EXPO"

2.5 Signature Placement & Hierarchy

Signature Hierarchy

Endorsement and by-lines can be inserted before the logos and should be typed in the Secondary Typeface. Taglines can be inserted after the logos and should be typed in the Primary Typeface. Clear Space guidelines apply and care should be taken to ensure legibility in ascertaining the most appropriate font size and colour for each situation. Examples may include:



Singex Group of Companies



Sponsored by



3.0 Corporate Typography

Every brand has its own voice. Every voice expresses itself through language. And every language is built upon words. Singapore Expo's voice echoes reliability, professionalism and modernity through its adopted typefaces, the Arial and Helvetica Neue font families.



3.1 Primary and Secondary Typeface

Arial and Helvetica Neue are Singapore Expo's corporate typefaces. They are selected to reflect the character of Singapore Expo and to add to the visual appeal of the branding system. Generally, the primary typeface should be used for titles and headers in all communication material, including print advertising, corporate collateral and electronic media. The secondary typeface should generally be used in body text. The appropriate weight should be chosen based on factors such as message, printing technique and colour.

Primary Typeface - Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?":-+=

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?":-+=

Arial Bold

Secondary Typeface - Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?":-+=

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?":-+=

Helvetica Neue 75 Bold

3.2 Working Typeface

In circumstances where Helvetica Neue is unavailable or impractical, especially in instances of electronically distributed documents, Arial can be used.

Working Typeface - Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?":-+=

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()<>?":-+=*

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?":-+=

Arial Bold

4.0 Colour Palette

Colours are utilised to reinforce the Singapore Expo brand by invoking feeling and recognition. The colours contained in this section may be used for design elements such as text, backgrounds and accents.



4.1 Primary Colours

The Singapore Expo Colour Palette is intended to reflect our multi-dimensional offer. Hence, we have selected a palette of colours that represents the breadth and width of experiences provided by our products and services. This colour palette will be applied to Singapore Expo's printed collateral, marketing communications and retail environment. As a general guideline, the secondary colours are designed to be used in conjunction with the primary colour.

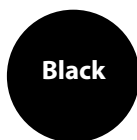
Primary Colours



Print	Spot Colour	Pantone® 130C Pantone® 109U	Pantone® 369C Pantone® 376U
	CMYK	0C 30M 100Y 0K	67C 0M 98Y 5K
Digital	RGB	240R 171G 0B	88R 166G 24B






Print	Spot Colour	Pantone® 2945C Pantone® 301U	Pantone® 186C Pantone® 186U
	CMYK	100C 52M 2Y 12K	0C 100M 75Y 4K
Digital	RGB	0R 84G 159B	198R 12G 48B









Print	Spot Colour	Pantone® Process Black C Pantone® Process Black U
	CMYK	0C 0M 0Y 100K
Digital	RGB	0R 0G 0B



4.2 Secondary Colours

Secondary Colours

				
Print	Spot Colour	Pantone® Red 292C Pantone® Red 292U	Pantone® 382C Pantone® 389U	Pantone® 122C Pantone® 114U
	CMYK	58C 11M 0Y 0K	28C 0M 92Y 0K	0C 14M 80Y 0K
	Digital RGB	99R 177G 229B	240R 171G 0B	252R 212G 99B

				
Print	Spot Colour	Pantone® 183C Pantone® 183U	Pantone® 466C Pantone® 466U	Pantone® 875C Pantone® 875U
	CMYK	0C 47M 15Y 0K	5C 17M 42Y 14K	30C 40M 70Y 0K
	Digital RGB	63R 156G 53B	199R 179G 127B	186R 151G 101B

				
Print	Spot Colour	Pantone® 877C Pantone® 877U	Pantone® 7448C Pantone® 518U	Pantone® 7446C Pantone® 272U
	CMYK	0C 0M 0Y 40K	70C 74M 19Y 55K	51C 43M 0Y 0K
	Digital RGB	180R 180G 180B	74R 54G 81B	143R 141G 203B

			
Print	Spot Colour	Pantone® 1595C Pantone® 1595U	Pantone® 157C Pantone® 1434U
	CMYK	0C 72M 100Y 3K	0C 44M 71Y 0K
	Digital RGB	213R 92G 25B	236R 193G 130B

5.0 Unacceptable Identity Usage

Optimal contrast and visibility of the Singapore Expo corporate identity must be maintained over various applications. The next page contains examples of unacceptable identity usage.



7.1 Unacceptable Usage



Do not change the identity's lock-up



Do not change the identity's proportions



Do not distort the identity



Do not tilt or flip the identity



Do not place text or graphics within the identity's clear space



Do not add drop shadows or glows around the identity



Do not create a containing shape for the identity



Do not partially display or obstruct the identity



Do not use a 3D version of the identity



Do not screen any part of the identity



Do not change the colour of the identity



Do not use an outlined version of the identity



Always use the master artwork for identity reproduction



The identity should not appear on a textured or printed background



Do not use fades or gradients within the logo