



BRAND GUIDELINES

No part of this brand guidelines may be reproduced, stored in a retrieval system, or be transmitted in any form or by any means, without the written permission of MINDEF Singapore.



CONTENTS

About NDP 2021

Theme 5

Design Elements

Overview 7

Logo Anatomy 8

Logo Lock-ups 9

Logo Colourways 15

Colours 16

Typography 17

Background Applications 19

Unacceptable Usage 20

Co-Branding 21

Using the Brand Symbol 25

Layout 26



ABOUT NDP 2021



ndp.gov.sg

THEME

TOGETHER, OUR SINGAPORE SPIRIT

'Together' evokes our common **Singapore identity** and **Singaporeans coming together** as one united people.

'Our Singapore Spirit' calls on Singaporeans to **draw new strength** from our **'can-do' spirit** amidst challenging circumstances from COVID-19 and potential disruptions in the new decade. We look to reinvigorate the Singapore Spirit - encouraging Singaporeans to embrace a **"dare-to-try"** attitude, and reinvent to overturn our natural and geographical constraints.



**DESIGN
ELEMENTS**



OVERVIEW

This is an overview of the design elements that form the NDP 2021 brand identity.

This chapter aims to provide a guide to the usage and application of the design elements, so as to build a strong and consistent brand presence across all touchpoints.

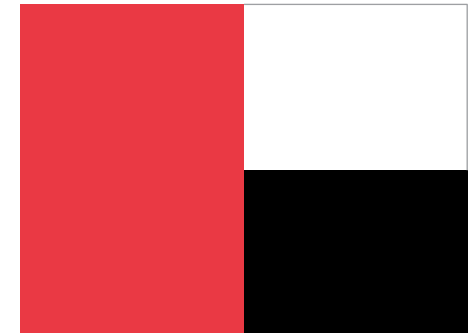
Brand Symbol



Logo System



Colour



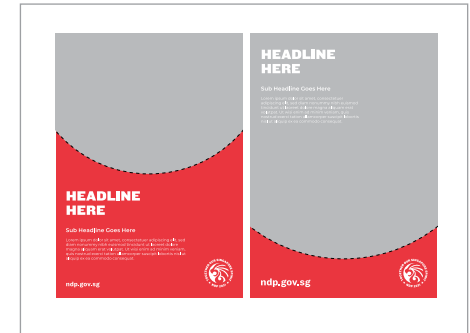
Typography



Co-branding



Placement and Layout



LOGO ANATOMY

Lion's Courage

The lion head logo represents our nation's strength of will and unity. The five bold strokes of the logo symbolise the ideals depicted in the five stars of our National Flag: **Democracy. Peace, Progress, Justice** and **Equality**. These form the core of our Singaporean identity. The number "56" is embedded in the Logo design, to recognise our 56th year of independence.

The NDP 2021 Logo is inspired by the Lion Head Symbol, which was introduced in 1986 to express loyalty and commitment to the nation. We hope that the lion's courage and strength will spur our nation on as we overcome COVID-19, **progress into the new normal**, and build **our shared future together as one united people**. This is what it means to come together and demonstrate our Singapore Spirit.

The NDP 2021 logo was conceptualised by NYP student Tan Yun Xin, and further developed into the brand direction and identity by BLACK.

The NDP 2021 Executive Committee involved the community to co-create many aspects of NDP 2021. This included supporting ground up initiatives and collaborating with Singapore's design institutions to co-create the NDP 2021 logo. Five schools participated in this project: Lasalle College of the Arts, Nanyang Academy of the Fine Arts, Nanyang Polytechnic, School Of The Arts (SOTA) and Temasek Polytechnic. The creation and selection process took place from November 2020 to March 2021, with the support of the local art community, the National Art Council, the Singapore Design Council, as well as local design blogger.

Symbol



Logotype
NDP 2021 Theme

Logotype
NDP 2021 Acronym



LOGO LOCK-UPS

Overview

The variations of NDP 2021 logo lock-ups allow flexibility and adaptability for a wide spectrum of applications.

While the recommended lock-up for any application is the circular lock-up, you may apply the lock-up that best fits your application.

Do ensure that you use the suite of logo files provided and do not alter the elements in any way.

Circular lock-up



Circular lock-up (Theme only)



Vertical lock-up



Symbol



Horizontal lock-up



LOGO LOCK-UPS

Scalability

The logo lock-ups work cohesively in a scalable and responsive system, assuring brand consistency in every application. The logo system works with any combination of logo lock-ups.



LOGO LOCK-UPS

Circular lock-up

Minimum Clear Space

Sufficient clear space around the logo would ensure clarity and breathability. The recommended amount of clear space is equal to 1/5 of the x-height of the logo.

Minimum Size

To ensure legibility of the logo, do not reduce the size of the logo to less than the recommended height indicated.

When to use

The circular lock-up is recommended and should be used for all branding and marketing materials where possible.

Minimum Clear Space



Minimum Size



LOGO LOCK-UPS

Circular lock-up (Theme only)

Minimum Clear Space

Sufficient clear space around the logo would ensure clarity and breathability. The recommended amount of clear space is equal to 1/5 of the x-height of the logo.

Minimum Size

To ensure legibility of the logo, do not reduce the size of the logo to less than the recommended height indicated.

When to use

The circular logo (theme only) can be used when indication of 'NDP 2021' is not required. This could include evergreen applications.

Minimum Clear Space



Minimum Size



LOGO LOCK-UPS

Vertical and horizontal lock-ups

Minimum Clear Space

Sufficient clear space around the logo would ensure clarity and breathability. The recommended amount of clear space is equal to 4 times of 'S' from the logotype.

Minimum Size

To ensure legibility of the logo, do not reduce the size of the logo to less than the recommended height indicated.

When to use

The vertical or horizontal lock-up can be used when the circular lock-up does not fit or appear appropriately.

Vertical lock-up minimum Clear Space



Minimum Size



Horizontal lock-up minimum clear space



Minimum Size



LOGO LOCK-UPS

Brand Symbol

Minimum Clear Space

Sufficient clear space around the symbol would ensure clarity and breathability. The recommended amount of clear space is equal to 1/5 of the x-height of the symbol.

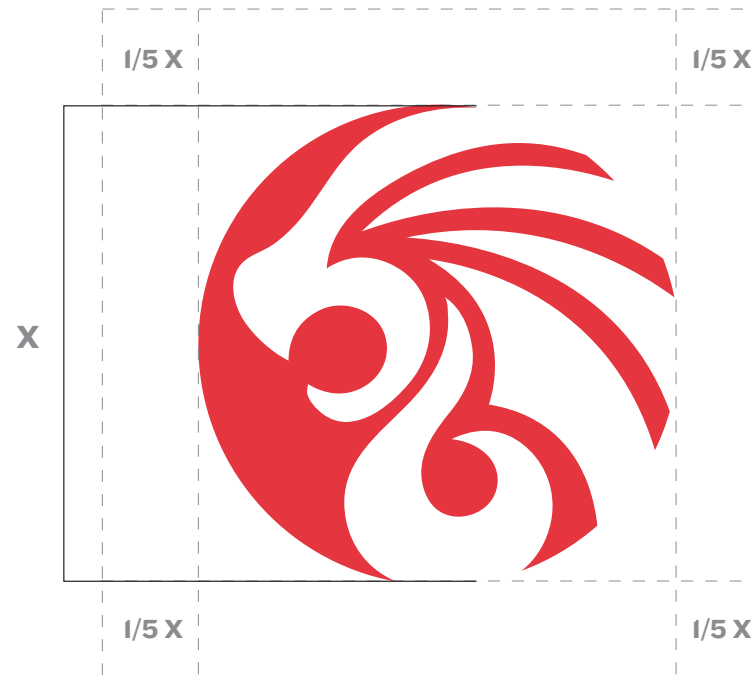
Minimum Size

To ensure legibility of the symbol, do not reduce the size of the symbol to less than the recommended height indicated.

When to use

The symbol can be used singularly when the logotype is not needed.

Symbol minimum Clear Space



Minimum Size



LOGO COLOURWAYS

The logo should always be applied in a single solid colour. The various colourways are applicable to all the logo lock-ups.



COLOURS

The primary brand colour of NDP 2021 is presented in our iconic Singapore Red - a valuable element that is owned by all Singaporeans and speaks of our power in unity.

Extracted from our national flag, Singapore Red is full of life and an impactful visual bond with Singaporeans – reminiscent of the visually powerful sea of red that Singaporeans come together in spirit to form each year.

The secondary colours, black and white, function as accents and inject visual balance across all applications. To amplify the Singapore Spirit, Singapore Red should always appear as the anchor colour on all of our communications whenever possible.

The colour palette should be considered first when designing any materials.

Note:

- For print applications, Pantone 032C/Black C is the preferred choice to use. If Pantone is not available, please adhere to the CMYK codes provided, match the print closest to the Pantone code and cross-check the print with the Pantone swatch for accuracy.
- For digital applications, please adhere to the RGB and HEX Codes provided.

Singapore Red

Pantone 032C
C0 M100 Y80 K0
R244 G51 B61
#F4333D

White

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Black

Pantone Black C
C0 M0 Y0 K100
R0 G0 B0
#000000



TYPOGRAPHY

Typeface

The main NDP 2021 typeface is Montserrat, an open-source typeface that has simple and modern characteristics with high versatility and can be used across various platforms from print to digital applications.

To maintain consistency with the NDP 2021 brand, it is recommended to use this typeface across all communication materials.

[Download Montserrat here.](#)

Note:

- The Chinese and Tamil typefaces selected to complement Montserrat are Noto Sans CJK SC and Noto Sans Tamil.

[Download Noto Sans CJK SC here.](#)

[Download Noto Sans Tamil here.](#)

Montserrat Black

Montserrat Black Italic

Montserrat Bold

Montserrat Bold Italic

Montserrat Semibold

Montserrat Semibold Italic

Montserrat Regular

Montserrat Italic



TYPOGRAPHY

Formatting & guidelines

Consistent application of our brand typefaces contributes to a unified brand system that will allow our audience to recognise communications from NDP 2021 with ease.

Please follow the recommended type hierarchy, tracking and kerning guidelines.

- Headlines are set in Montserrat Black in uppercase.
- Sub-heads are set in Montserrat Semibold in sentence case.
- Body copy are set in Montserrat Regular in sentence case.

Headline

Montserrat Black

Tracking: 0
Kerning: Optical

TOGETHER, OUR SINGAPORE SPIRIT

Sub-head

Montserrat Semibold

Tracking: 0
Kerning: Optical

One People, One Nation, One Singapore

Body copy

Montserrat Regular

Tracking: 0
Kerning: Optical

'Together' evokes our common Singapore identity and Singaporeans coming together as one united people.

'Our Singapore Spirit' calls on Singaporeans to draw new strength from our 'can-do' spirit amidst challenging circumstances from COVID-19 and potential disruptions in the new decade. We look to reinvigorate the Singapore Spirit - encouraging Singaporeans to embrace a "dare-to-try" attitude, and reinvent to overturn our natural and geographical constraints.



BACKGROUND APPLICATIONS

These are the recommended logo colour-ways to use in applications against backgrounds.

Light and uncluttered backgrounds

The logo should appear in Singapore Red when placed against solid or uncluttered light backgrounds.



Dark and uncluttered backgrounds

The logo can be applied in white when placed against solid or uncluttered dark backgrounds.



Busy backgrounds

The logo should be applied in white when placed against coloured backgrounds with a red tint of at least 30%.



UNACCEPTABLE USAGE

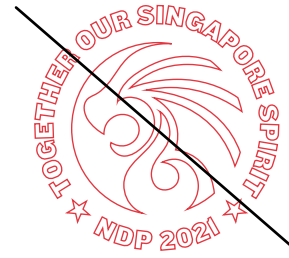
Do not alter the logo in any way. Always apply the logo thoughtfully, carefully and closely abide to the brand guidelines.

Please do not:

- (1) Include drop shadows, inner shadows or bevel effects
- (2) Create outlines
- (3) Change the colour
- (4) Resize the proportion of the logotype or symbol
- (5) Rotate the logotype or symbol
- (6) Distort or compress
- (7) Alter the logotype
- (8) Add or subtract any elements
- (9) Place against a background that compromises the legibility



(1)



(2)



(3)



(4)



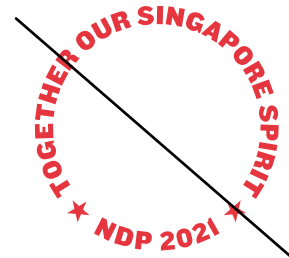
(5)



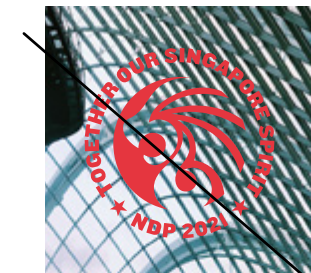
(6)



(7)



(8)



(9)



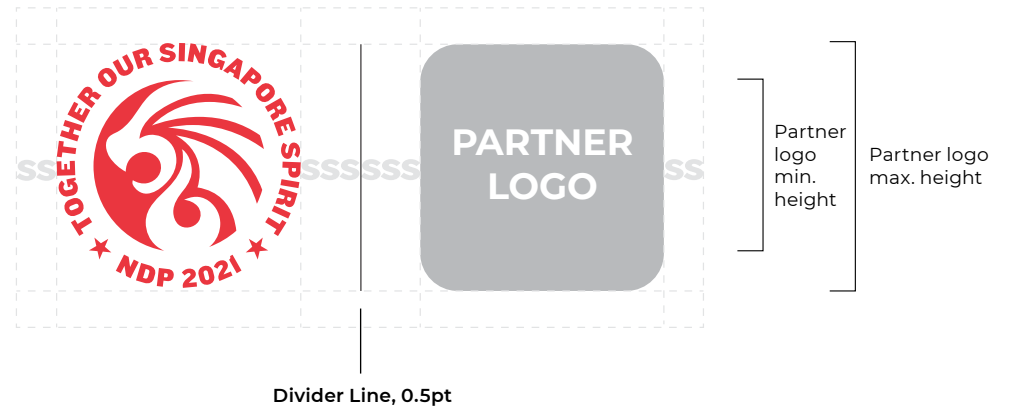
CO-BRANDING

Using the circular logo lock-up

Where we present ourselves alongside our partner brands or other logos, we use a thin divider line as a lockup device to ensure consistency across applications.

- Clear space between the logos should be defined by 3'S' in Singapore, with the halfway mark indicated by a vertical line with a line weight of 0.5pt.
- Partner logos should adhere to the guidelines provided when applying with our logos.

Using circular logo lock up



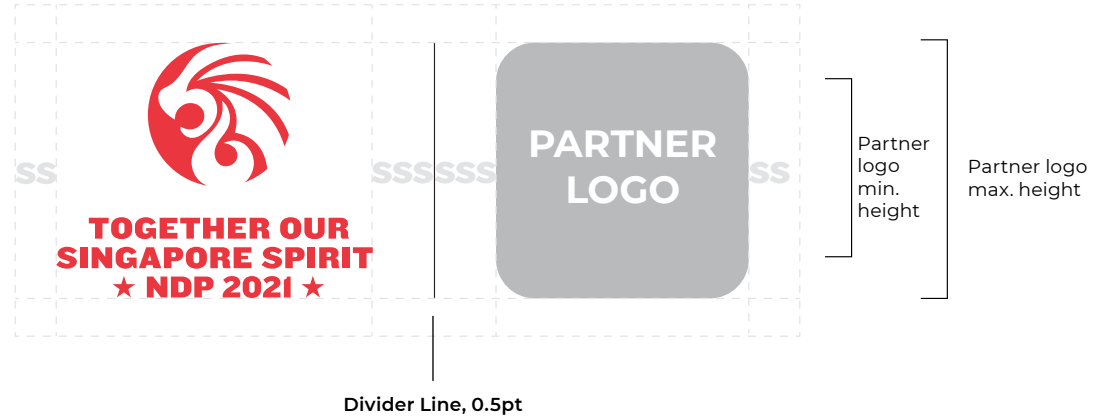
Examples:



CO-BRANDING

Using the vertical logo lock-up

Using vertical logo lock up



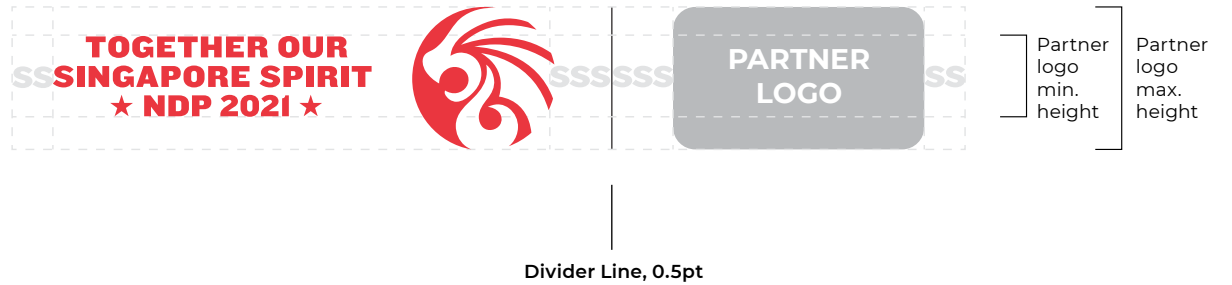
Examples:



CO-BRANDING

Using horizontal logo lock up

Using the horizontal logo lock-up



Examples:



CO-BRANDING

Partner Stamp
Sample Applications



USING THE BRAND SYMBOL

As a standalone

The brand symbol is the primary visual symbol of the NDP 2021 brand.

It can appear as a standalone in single colour as the default.

It can be applied in special finishing (e.g. embossing, engraving, spot UV and embroidery) whenever deemed necessary or appropriate.

Shown here are some examples on how you can use the brand symbol as a standalone graphic.



LAYOUT

Primary grid layout

The primary grid layout is developed from the circular shape of the brand symbol.

It can be positioned and cropped in various ways in different formats for flexibility across platforms.

The NDP 2021 logo is applied consistently in the same position to encourage brand recognition.

The logo should be primarily positioned at the bottom right of any communication materials, adhering to the minimum logo clear space.

Note:

In the event that the primary logo placement is not suitable, the secondary placement of the logo should be centralised or applied appropriately depending on applications.



LAYOUT

Secondary grid layout


The secondary grid layout can be introduced when the primary grid layout is not suitable for applications.

**HEADLINE
HERE**

Sub Headline Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

ndp.gov.sg




**HEADLINE
HERE**

Sub Headline Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.


ndp.gov.sg



**HEADLINE
HERE**

Sub Headline Goes Here

ndp.gov.sg



**HEADLINE
HERE**

Sub Headline Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

ndp.gov.sg




**HEADLINE
HERE**

**HEADLINE
HERE**

Sub Headline Goes Here



ndp.gov.sg




For enquiries about using the logo/guidelines,
please contact the NDP committee via email at
ndpeeps@defence.gov.sg

To request for the working files of the NDP 2021 logo,
please submit your request through this Form SG:

<https://form.gov.sg/#!/60881edff1627b0011fce4c4>

