



SG Clean is a rallying call to stakeholders and members of the public to do their part to make cleanliness a way of life in Singapore.

The SG Clean logo can be adopted for use in efforts to support SG Clean.

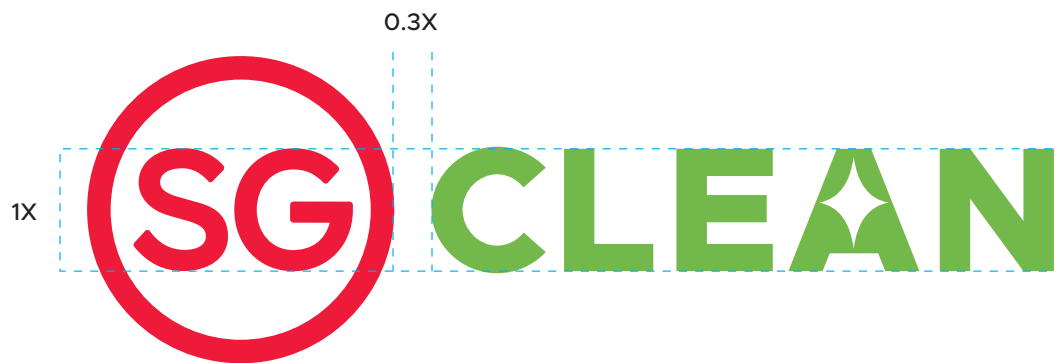
We strongly recommend that you only use the SG Clean logo files downloaded from sgclean.gov.sg.

SG CLEAN

HOW TO USE THE SG CLEAN LOGO

LOGO SPECIFICATIONS

The official typeface for the SG Clean logo is Metropolis Extra Bold. The 'CLEAN' logotype is positioned on the right and the letters are sized to the same height as the 'SG' letters. A star icon is placed in the letter 'A'. The logo must not be redrawn or recreated in any way.



LOGO COLOUR PALETTE



The SG Clean logo consists of red and green colours. This is to be applied preferably on a white or light coloured background.

The SG Clean logo in full colour is preferred as a primary application. The black and white and reverse white variations should be used only when using the full coloured logo is not possible.



CMYK	PANTONE	RGB	WEB
 OC 100M 80Y 0K	PANTONE 032	237R 26G 59B	#F433D
 60C 5M 95Y 0K	PANTONE 369	100R 167G 11B	#74B74A



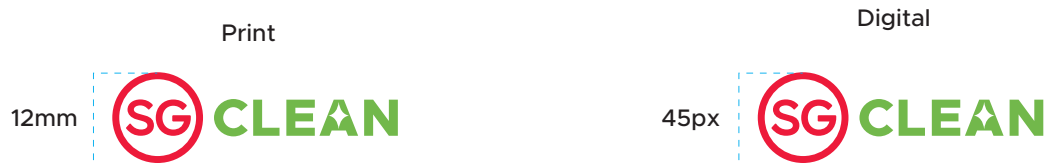
CMYK	PANTONE	RGB	WEB
 OC 0M 0Y 100K	PANTONE BLACK	0R 0G 0B	#000000
 OC 0M 0Y 0K	PANTONE WHITE	255R 255G 255B	#FFFFFF

SG CLEAN

HOW TO USE THE SG CLEAN LOGO

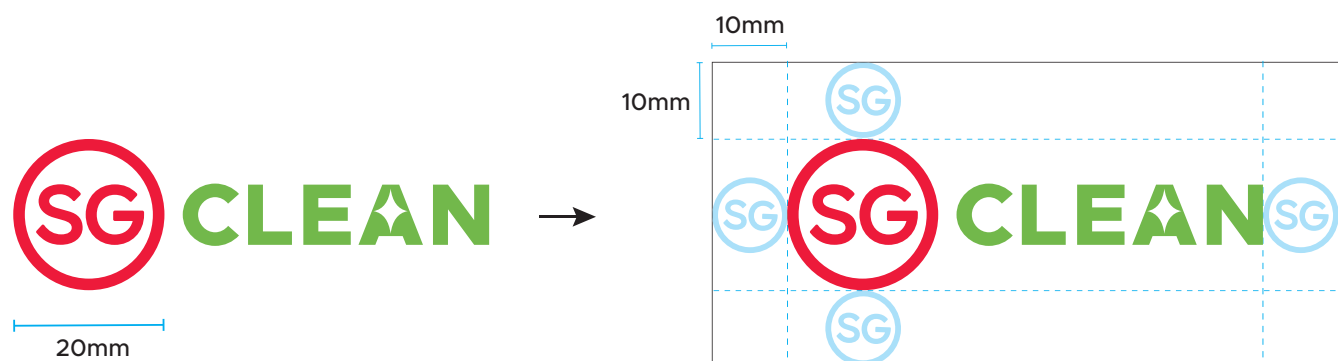
LOGO MINIMUM SIZE

To ensure legibility, please refer to the recommended minimum sizes below.



MINIMUM CLEAR SPACE

To ensure clarity of the SG Clean logo, we recommend that you set a clear space around it. The general rule is that the clear space around the logo should be at least half the size at which the 'SG red dot' is displayed.



PLACEMENT WITH ORGANISATION/PARTNER LOGOS

Whenever an organisation's/partner's logo is displayed beside the SG Clean logo, it should not exceed the height size of the 'SG red dot'.



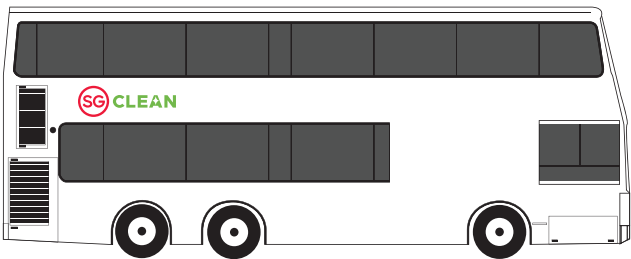
LOGO LOCK UP APPLICATIONS

APPLICATIONS

Below are some ideas on how to use the SG Clean logo.



Digital



Public transport



T-shirt

INCORRECT USAGE

Always use the artwork and lockups provided. The composition, colour and orientation of the SG Clean logo must never be altered. Here are some examples of misuse.

