



Singapore **Mental Health** **Conference**

24 – 25 AUGUST 2021

Identity Graphic
Standards Manual

Logo Usage: General

Standard Version



Singapore
Mental Health
Conference

24 – 25 AUGUST 2021

Alternative Version*



Singapore
Mental Health
Conference

24 – 25 AUGUST 2021

*Alternative logo should be used when the area height is less than 150px

Horizontal Version

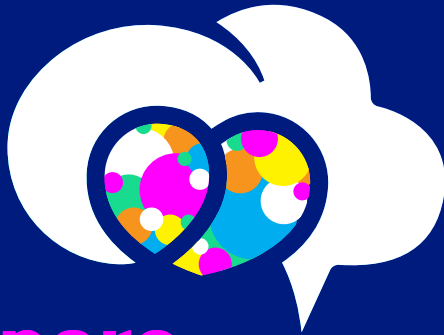


Singapore
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Logo Usage: Inverse

Standard Version



Singapore
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Conference

24 – 25 AUGUST 2021

Alternative Version*

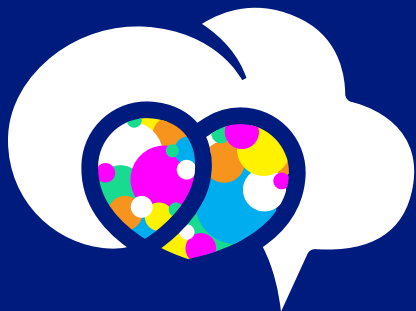


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Horizontal Version



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Colour Palettes

RGB

R0 G27 B126

HEX

#001B7E

RGB

R0 G174 B239

HEX

#00AEEF

RGB

R255 G0 B255

HEX

#FF00FF

RGB

R255 G242 B0

HEX

#FFF200

RGB

R24 G219 B144

HEX

#18DB90

RGB

R247 G148 B29

HEX

#F7941D

Typography

Primary Fonts

Titillium Web Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

Titillium Web Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

Titillium Web SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

Titillium Web Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

Substitutes

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &