



**HOW TO USE THE SG UNITED LOGO**

SG United is a rallying call to all Singaporeans to work together, and be confident that we will overcome the challenges arising from COVID-19.

Let us be socially responsible, to keep ourselves and others around us healthy.

Let us speak up for hope and care, and stand against the negative.

Let us care for and support one another, and appreciate the people who are keeping us safe.



# USING THE SG UNITED LOGO

The SG United logo is shared by all, and can be adopted for use in any ground-up/individual efforts to support SG United.

The logo brand guide and files will be available for download at [www.sgunitied.gov.sg](http://www.sgunitied.gov.sg).

The primary logo for SG United's branding is the coloured version. 'Black and white' and 'reverse white' options are also available for application on backgrounds that do not afford the coloured version sufficient contrast.

**Primary Logo**

CMYK: 0C 100M 80Y 0K (red)  
0C 0M 0Y 0K (white)  
0C 0M 0Y 100K (Black)

PANTONE: RED - 032C, BLACK

RGB: 237R 26G 59B  
255R 255G 255B (white)  
0R 0G 0B (black)

SCREEN: 244R 51G 61B, #F4333D (red)  
255R 255G 255B (white)  
0R 0G 0B (black)

**Black and White Logo**

CMYK: 0C 0M 0Y 100K (Black)

PANTONE: BLACK

RGB: 0R 0G 0B (black)

**Reverse White Logo**

CMYK: 0C 0M 0Y 0K (white)

PANTONE: WHITE

RGB: 255R 255G 255B (white)

The 'UNITED' letters are sized to the same height as the 'SG' letters.



#### LOGO TYPOGRAPHY

The official typeface for the SG United branding is Metropolis typeface.



Metropolis typeface

## LOGO MINIMUM SIZE

6 / 10

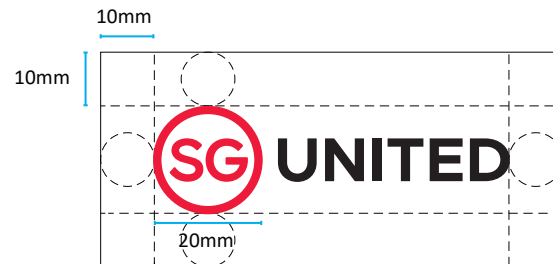
To ensure legibility, please refer to the recommended minimum sizes below.



## LOGO CLEAR SPACE REQUIREMENTS

To ensure clarity of the SG United 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.

For example:



Clear space guide around the SG United logo

## PLACEMENT WITH ORGANISATION/PARTNER'S LOGOS

7 / 10

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

For example:



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



Do not alter the typeface in any way.



Do not use non-brand colours.



Do not distort or skew the logo.



Do not apply any effects to the logo.



Do not use an outlined version of the logo.



Do not alter the composition of the logo.



Do not extract any element of the logo.



Do not recolour any element of the logo.



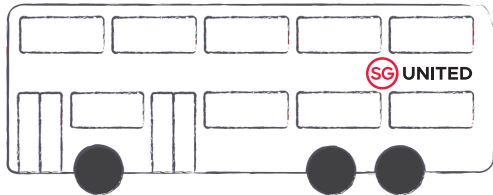
Do not rotate the logo.



## THE SG UNITED LOGO IDEAS

9 / 10

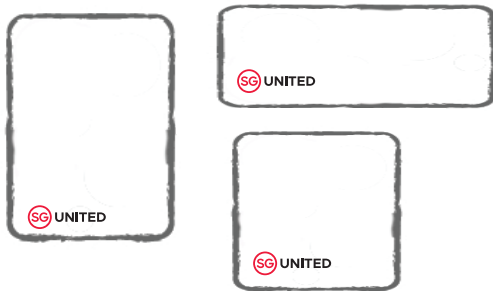
Below are some ideas on how to use the SG United logo.



On public transportations



On clothings



On communications materials



On social media

Use of SG United logo does not imply endorsement of any event, product or service.

The SG United logo must be treated with dignity and respect, and in accordance with Singapore laws.

While the SG United logo may be used by all, it and its customised versions should not be used to:

- Promote any services or products for commercial purposes.
- Make threats of violence, personal attacks or derogatory remarks against others.
- Advocate any political or religious agenda, or cause conflict or misunderstanding in society.
- Depict any inappropriate content.

Lastly we strongly recommend that you only use the SG United logo files downloaded from [www.sgunited.gov.sg](http://www.sgunited.gov.sg).