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# SUTD Identity Guidelines

The identity guidelines for Singapore University of Technology and Design (SUTD) attempt to create consistency in the application of the new visual identity programme. It includes guidelines for the use of the signature, typography and colour, and should be applied to all the visual communications produced for the school. This manual does not attempt to provide a set of rules for every conceivable application. Instead it sets out detailed specifications for all the existing applications and outlines guides which can be applied to any new application.

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**Our Symbol**

SUTD's mission is to nurture technically grounded leaders and innovators to meet societal needs. For this reason, the University focuses on three areas:

1. Design and technology
2. Partnering Massachusetts Institute of Technology (MIT) and Zhejiang University (ZJU) in order to harness innovation from the East and West
3. Creating an open, creative, interactive learning environment

This philosophy drives the logo. The simple, clean lines with no enclosures symbolize an open culture. The squarish shape draws inspiration from a Chinese seal (the East), a microchip (technology) and a maze (problem solving). Not least, the alphabets (the West) reflect a University that transcends national borders, cultures and economies (interactive).



## Basic Elements

### Our Signature

The SUTD signature is the key element of the university's identity programme. It is made up of three elements: the symbol (SUTD), the wordmark (Singapore University of Technology and Design) and the endorsement line.

The relationship between the symbol, wordmark and the endorsement line is fixed and cannot be altered in any way. This combination constitutes our signature.

The preferred use of the signature is the horizontal lock-up. This signature displays the endorsement line, positioned below the wordmark, and should be used for high visibility applications of the signature, including stationery and collateral, wherever possible.

The SUTD signature must not be altered in any way. Use only approved digital art provided by the university's Office of Communication.

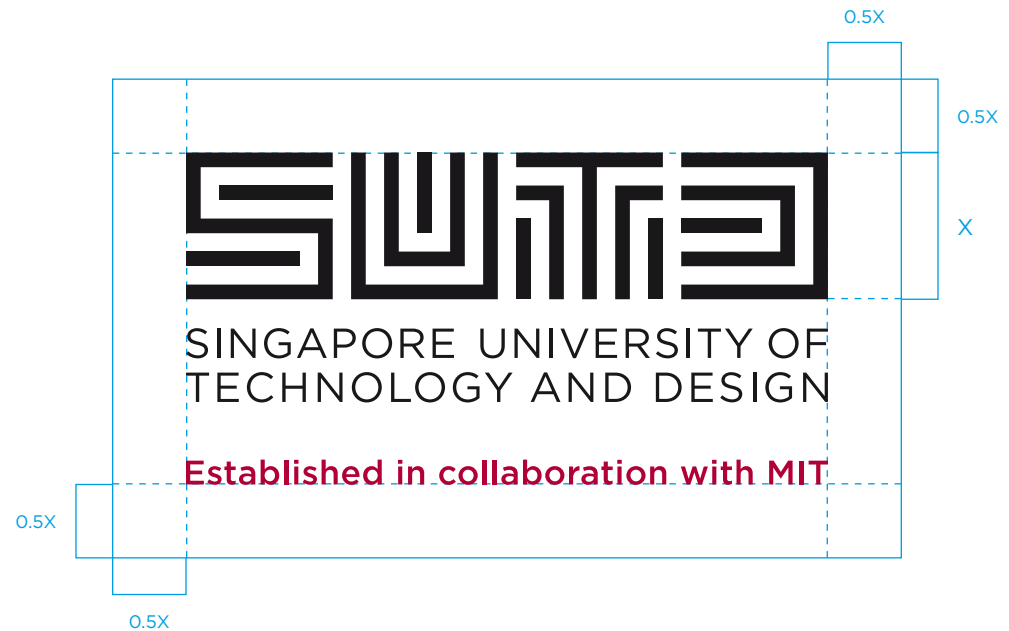


## Basic Elements

### Clear Space

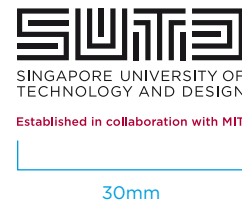
A minimum clear space requirement has been established to ensure the prominence and clarity of the SUTD signature. It is essential that the SUTD signature remains free of all graphics, taglines, identities, photography, and typography. The minimum clear space applies to all the SUTD signatures.

As illustrated, the minimum safety zone measures 0.5X. Use the safety area zone between the signature and other graphic elements such as type, images, and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow more space around the signature.

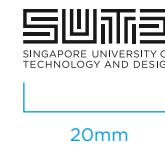


### Minimum Size

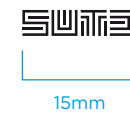
To ensure legibility, the following signatures may not be reproduced below the minimum width for printed materials.



SUTD signature



SUTD signature without endorsement line



SUTD signature without wordmark and endorsement line

## Basic Elements

### Alternative Signatures

Alternative signature formats are shown here that may be used in limited applications when the preferred signature cannot be accommodated because of space limitations or other design considerations.

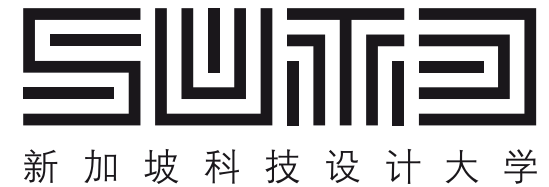
The endorsement line cannot be used with the alternative signatures.



Vertical lock-up with wordmark



Vertical lock-up with Chinese wordmark

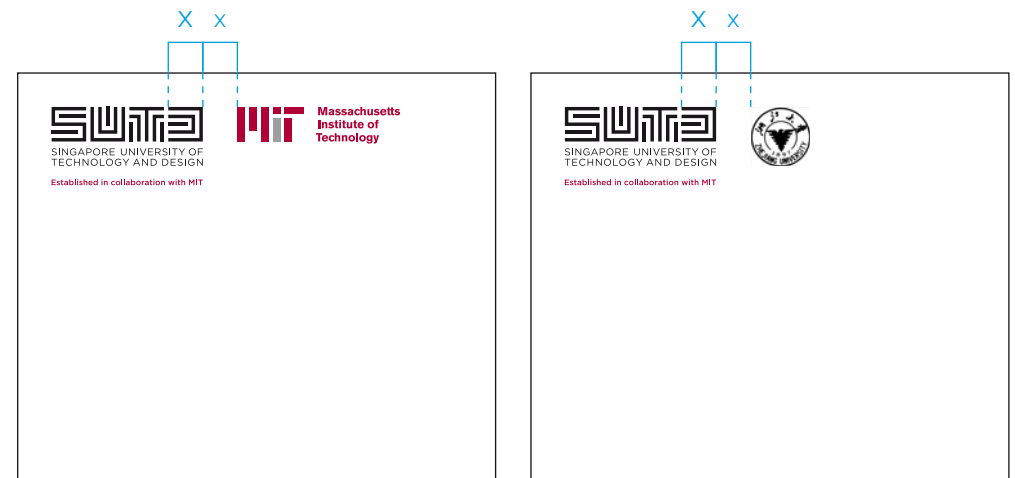
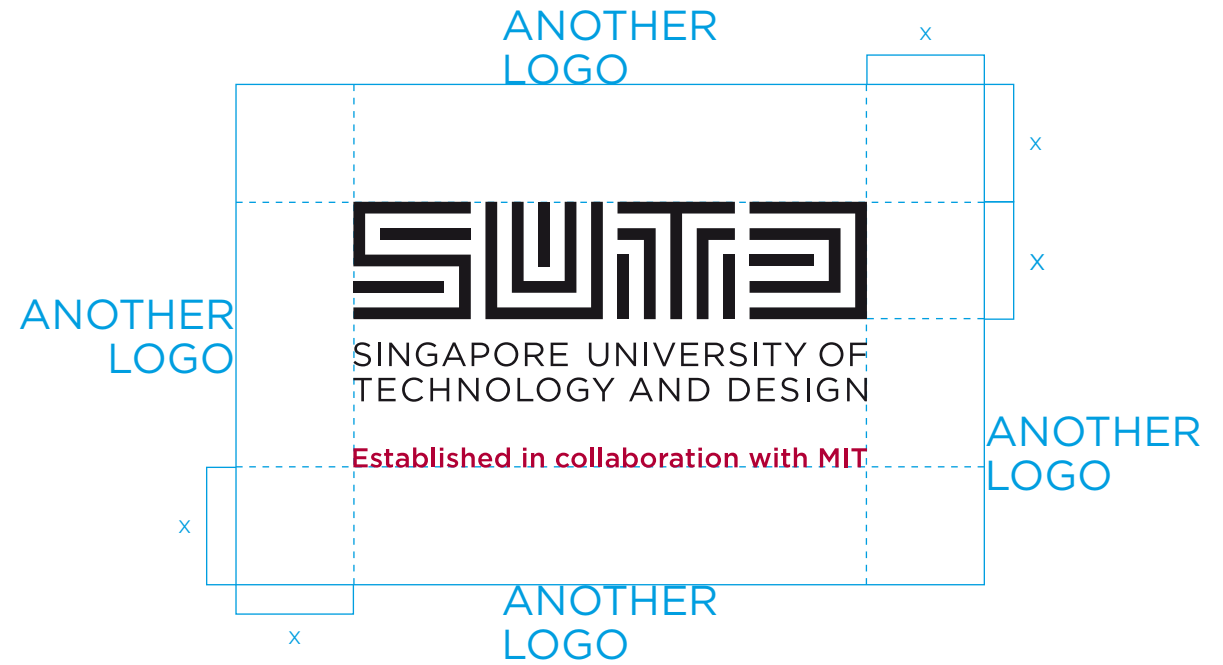


Horizontal lock-up with Chinese wordmark

## Basic Elements

### Partnership Signature Placement

When the signature is required to sit next to other signatures it should take into account the clear space rules. This is required so that the signature doesn't appear to combine with any other signatures.





## Basic Elements

### Colour

SUTD Black and Red serve as our identity's corporate colours. SUTD black and white are the main identity colour, being straightforward, easy to use and effective.

Please refer to the chart on the right when using the SUTD signature. If the signature is part of a four-colour-process reproduction, the colours should be created with CMYK screen tints. These percentages are approximate, depending on ink, paper, and printing equipment.



	SUTD Red	SUTD Black
<b>Printing Inks</b>		
Pantone colour	PMS 201	PMS Process Black
Four-colour process	C0 M100 Y63 K29	K100
<b>Screen</b>		
Websafe RGB	R153 G0 B51	R0 G0 B0
Hexadecimal	990033	000000

## Basic Elements

### Pattern

The SUTD pattern can be used as a security wordmark for cheques, forms or envelope interiors. It may also be used as background texture in printed materials such as brochures, or in promotional items like shirts or athletic jerseys.

The SUTD pattern should never interfere with the legibility of the text running on top of it.

The SUTD pattern should not be recreated. Use only approved digital art provided by the university's Office of Communication.

SUTD pattern in 10% PMS Process Black

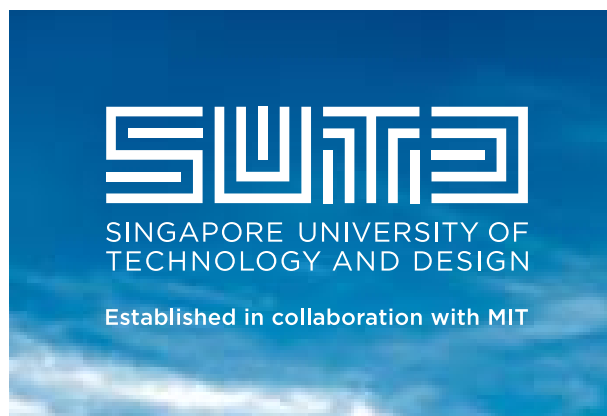
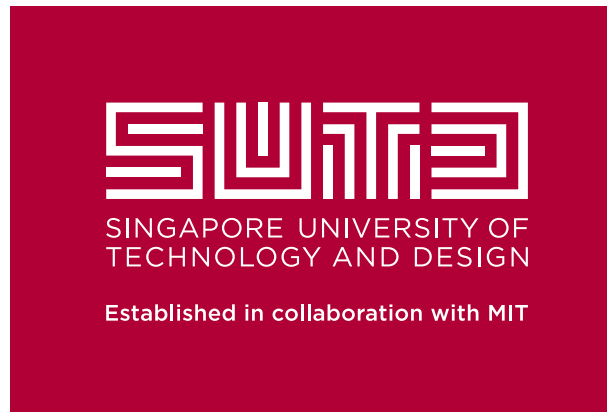
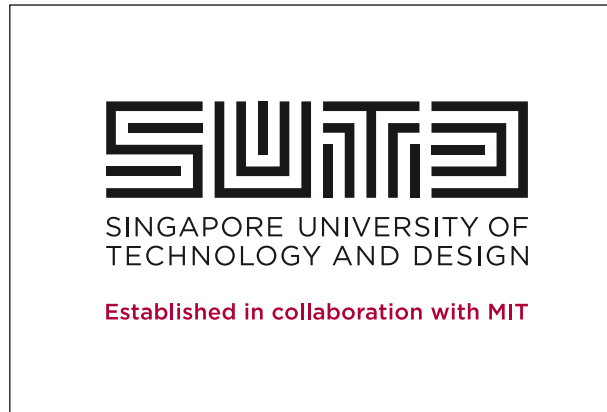


## Basic Elements

### Usage on Backgrounds

Here are examples of the correct way to use the SUTD signature on a variety of backgrounds. The preferred background colour is white. It is important to have adequate contrast between the signature and the background for optimal visibility.

Whenever possible, avoid placing the signature over a photograph or illustration. However, when it is placed over a photograph, use the reversed white signature on darker images. Use either the preferred colour version or the one-colour (black) version over lighter photographs. Always make sure the signature is clear and legible.



## Basic Elements

### Typography

One of the key factors in any new identity is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the identity of the SUTD.

Gotham Book and Bold are used on all of the pieces of the stationery system for address lines, names, titles, etc.

### Gotham Book

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
1234567890&.,:;'\$¢%!?(\* )

### Gotham Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**UVWXYZ**  
**1234567890&.,:;'\$¢%!?(\* )**

### Gotham Italic

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*UVWXYZ*  
*1234567890&.,:;'\$¢%!?(\* )*

### Secondary Typography

Arial in its various weights and faces can be used for PowerPoint and Word documents, such as screen/printed presentations, letterhead, faxes, and memorandums. and other communications when Gotham is not available.

#### Arial Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
1234567890&.,:; '\$¢%!?(\* )

#### Arial Bold

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
1234567890&.,:; '\$¢%!?(\* )**

#### Arial Italic

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
1234567890&.,:; '\$¢%!?(\* )*

## Basic Elements

### Incorrect Usage

Correct and consistent use of the SUTD signature will establish and maintain the strength of the SUTD identity. Never alter or distort the signature with graphic treatments. Always reproduce the signature from original artwork.



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✗ Do not use an alternative typeface



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✗ Do not skew, stretch, rotate  
or compress the signature



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✗ Do not reproduce the signature as a  
single colour other than black or in reverse

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✗ Do not create a new lock-up



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✗ Do not use unapproved colours



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✗ Do not outline the SUTD signature

## Basic Elements

### Incorrect Usage



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- ✗ Do not use filters such as drop shadows to the signature



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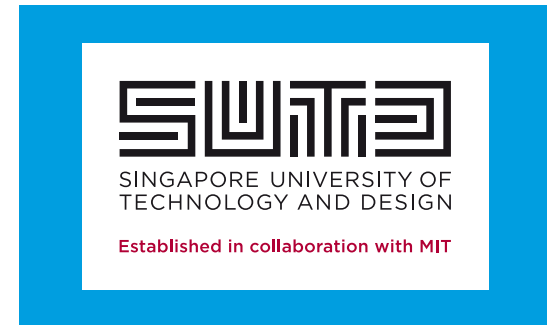
- ✗ Do not place the signature on background with insufficient contrast



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- ✗ Do not create outlines around the signature to create contrast



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- ✗ Do not put the signature "in a box"



- ✗ Do not use the horizontal version of the signature as the vertical version

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- ✗ Do not use the wordmark and the endorsement line without the symbol

## Templates and Examples

### Business Card

Size:  
51mm (w) x 89mm (h)

Colour:  
SUTD Black and Red

Stock:  
Grandeur Xtreme White, 300gsm

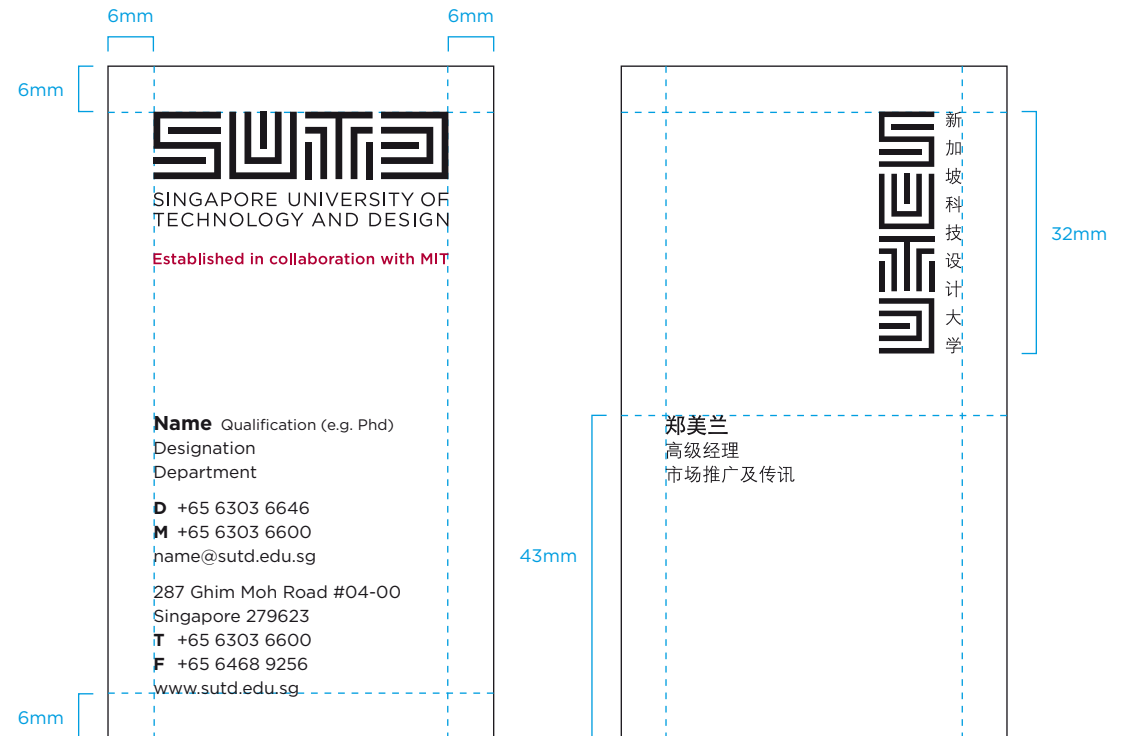
Type:  
Name is set in 7.5pt Gotham Bold

Qualification is set in 5.7pt Gotham Book

Designation, department and  
contact information are set in  
6.5/9pt Gotham Book with the  
'T, F, D and M' set in Gotham Bold

Chinese name:  
Name is set 8.5pt Heiti Regular

Designation and department  
are set in 7.5pt Heiti light





## Templates and Examples

### Letterhead

Size:

A4, 210mm (w) x 297mm (h)

Colour:

SUTD Black and Red

Stock:

Grandeur Xtreme White, 120gsm

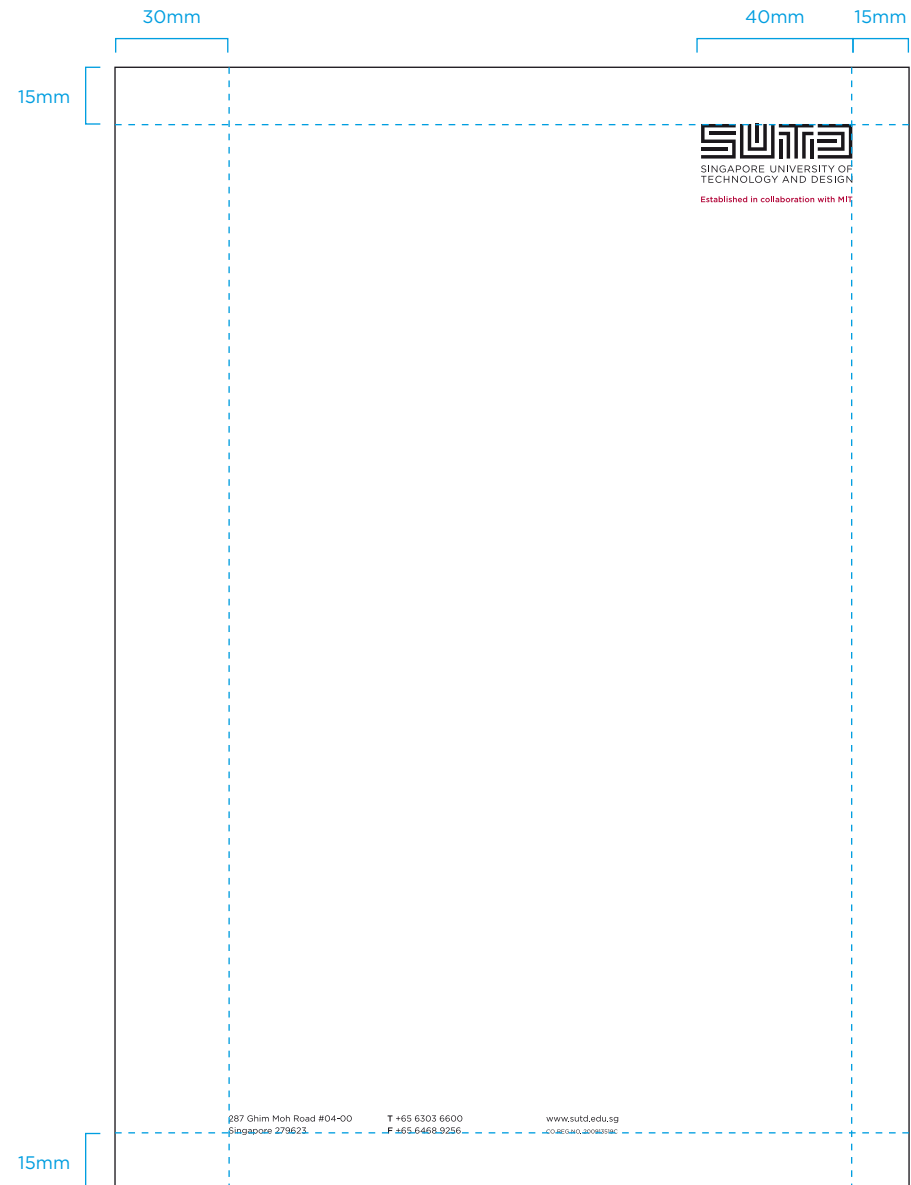
Type:

Name is set in 7.5pt Gotham Bold

Qualification is set in 5.7pt Gotham Book

Contact information is set in  
6.5/9pt Gotham Book with the  
'T, F, D and M' set in Gotham Bold

Company registration is set in  
uppercase 4.3pt Gotham Book



## Templates and Examples

### Letterhead –Office of the President

Size:

A4, 210mm (w) x 297mm (h)

Colour:

SUTD Black and Red

Stock:

Grandeur Xtreme White, 120gsm

Type:

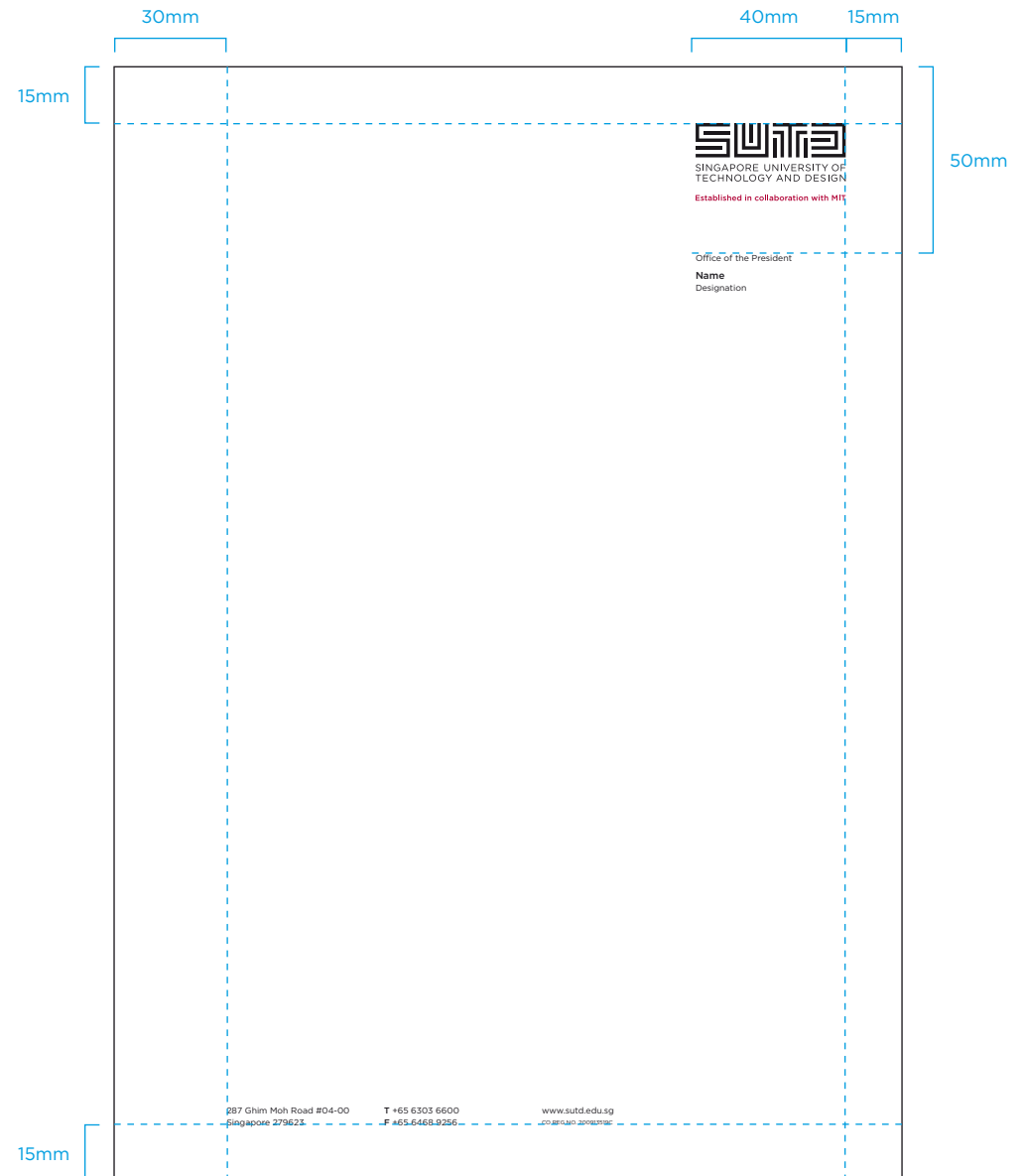
'Office of the President' is set  
in 6.5pt Gotham book

Name is set in 7.5/13.5pt Gotham Bold

Designation is set in 6.5/9pt Gotham Book

Contact information is set in  
6.5/9pt Gotham Book with the  
'T, F, D and M' set in Gotham Bold

Company registration is set in  
uppercase 4.3pt Gotham Book



## Templates and Examples

### Continuation Sheet

Size:

A4, 210mm (w) x 297mm (h)

Colour:

SUTD Black and Red

Stock:

Grandeur Xtreme White, 120gsm



## Templates and Examples

### Envelope—DL

Size:

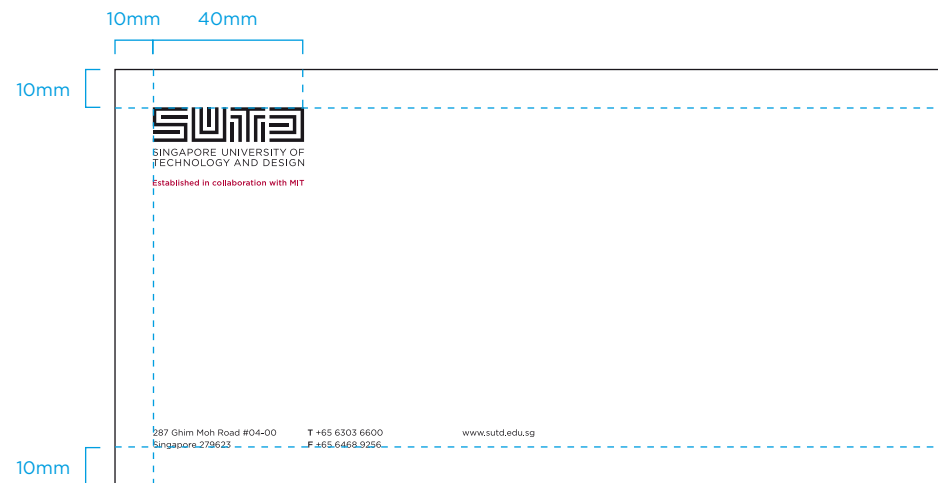
Ready-made DL, 220mm (w) x 110mm (h)

Colour:

SUTD Black and Red

Type:

Contact information is set in  
6.5/9pt Gotham Book with the  
'T, F, D and M' set in Gotham Bold



## Templates and Examples

### Envelope—DL with Window

Size:

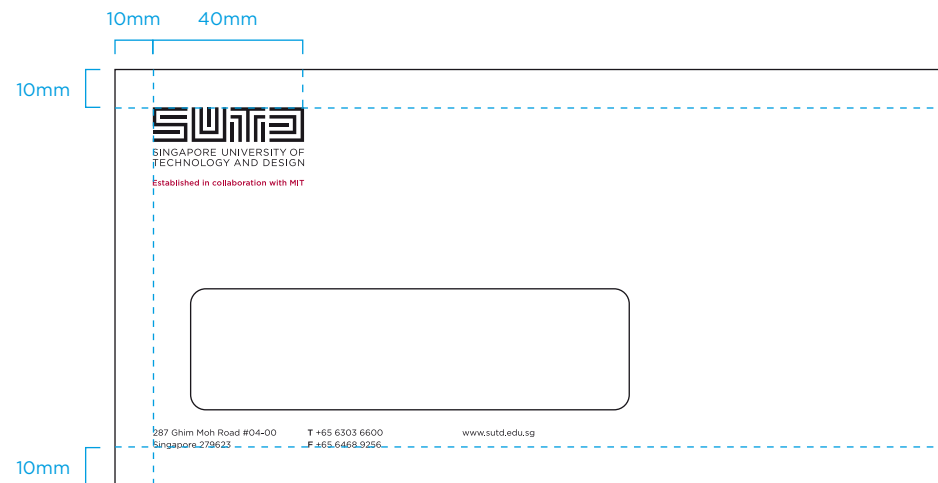
Ready-made DL, 220mm (w) x 110mm (h)

Colour:

SUTD Black and Red

Type:

Contact information is set in  
6.5/9pt Gotham Book with the  
'T, F, D and M' set in Gotham Bold



## Templates and Examples

### Envelope—C5

Size:

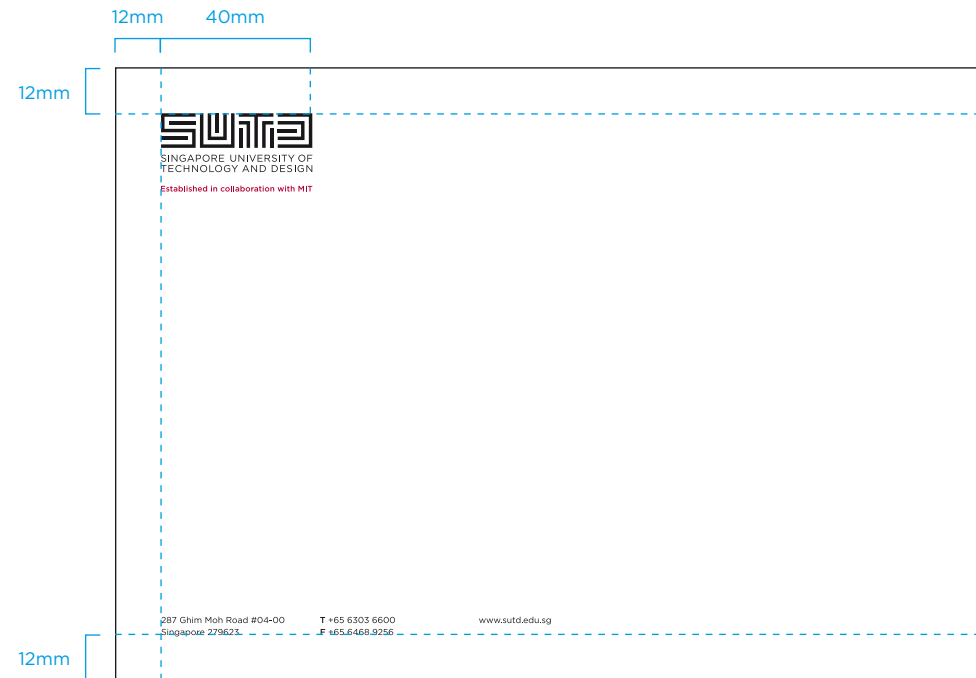
Ready-made C5, 229mm (w) x 162mm (h)

Colour:

SUTD Black and Red

Type:

Contact information is set in  
6.5/9pt Gotham Book with the  
'T, F, D and M' set in Gotham Bold



## Templates and Examples

### Envelope—C4

#### Size:

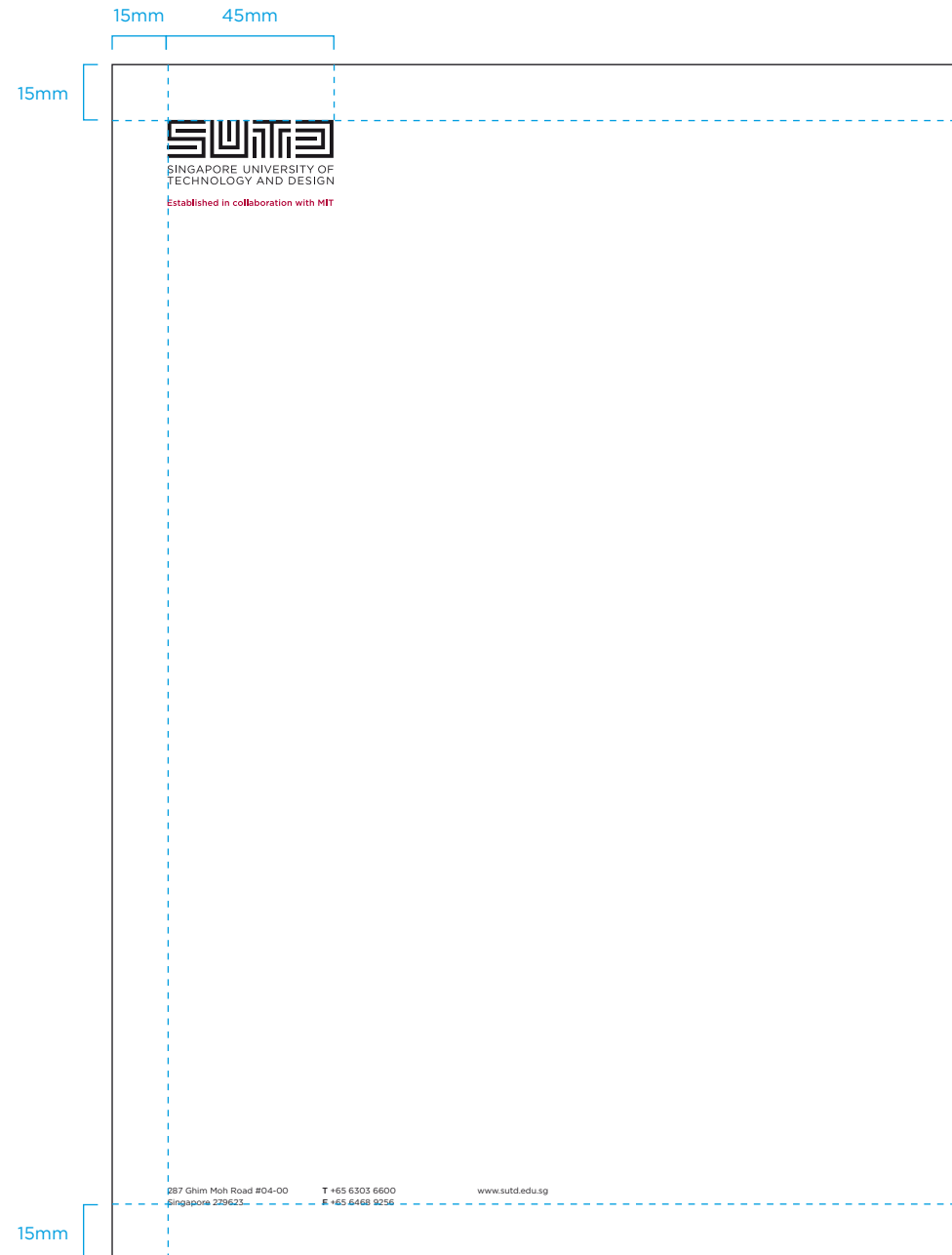
Ready-made C4, 229mm (w) x 324mm (h)

#### Colour:

SUTD Black and Red

#### Type:

Contact information is set in  
6.5/9pt Gotham Book with the  
'T, F, D and M' set in Gotham Bold



## Templates and Examples

### Envelope—C4 with Window

#### Size:

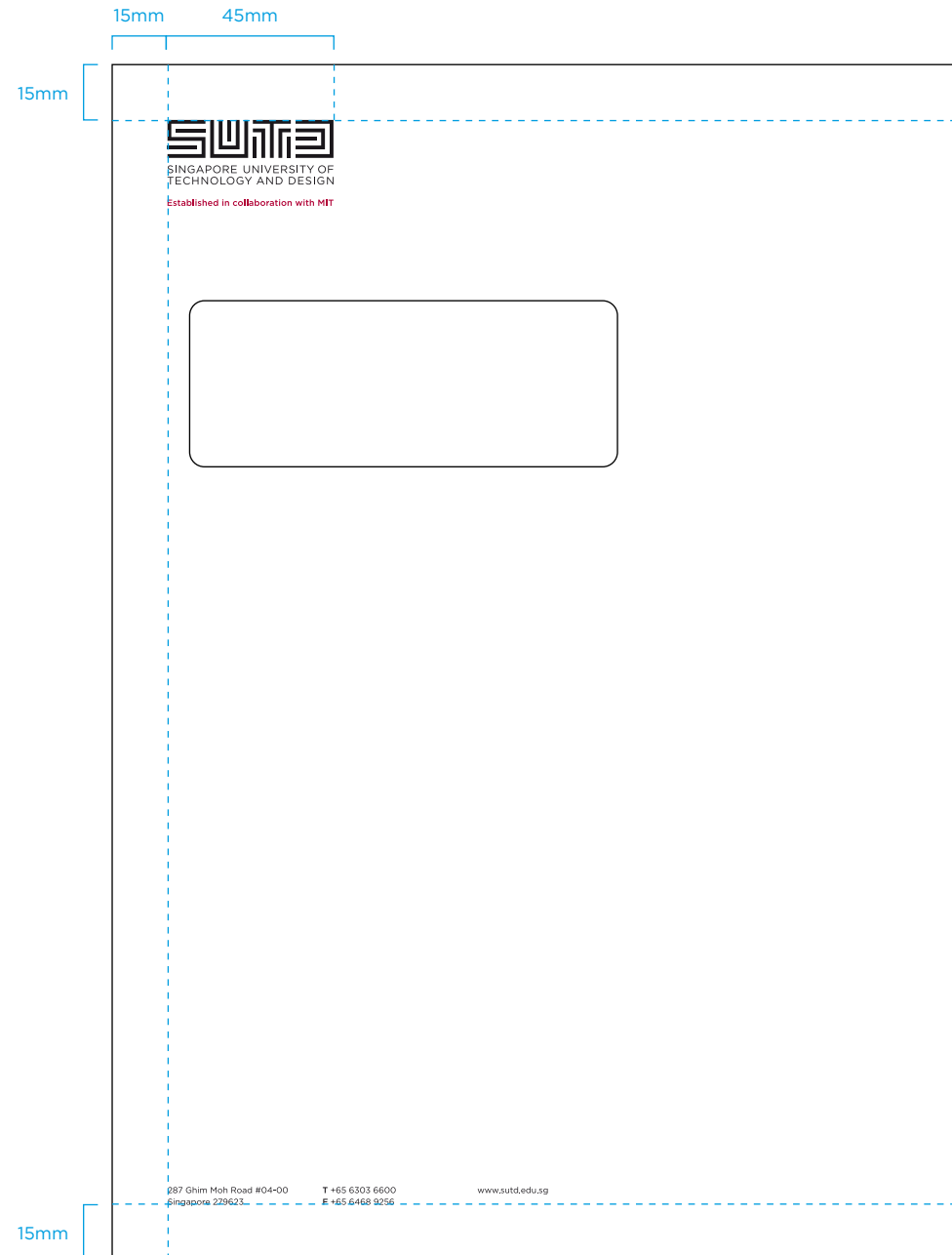
Ready-made C4, 229mm (w) x 324mm (h)

#### Colour:

SUTD Black and Red

#### Type:

Contact information is set in  
6.5/9pt Gotham Book with the  
'T, F, D and M' set in Gotham Bold





## Templates and Examples

### Envelope—C4 Horizontal

Size:

Ready-made C4, 324mm (w) x 229mm (h)

Colour:

SUTD Black and Red

Type:

Contact information is set in  
6.5/9pt Gotham Book with the  
'T, F, D and M' set in Gotham Bold



## Templates and Examples

### Compliments Slip

Size:

210mm (w) x 100mm (h)

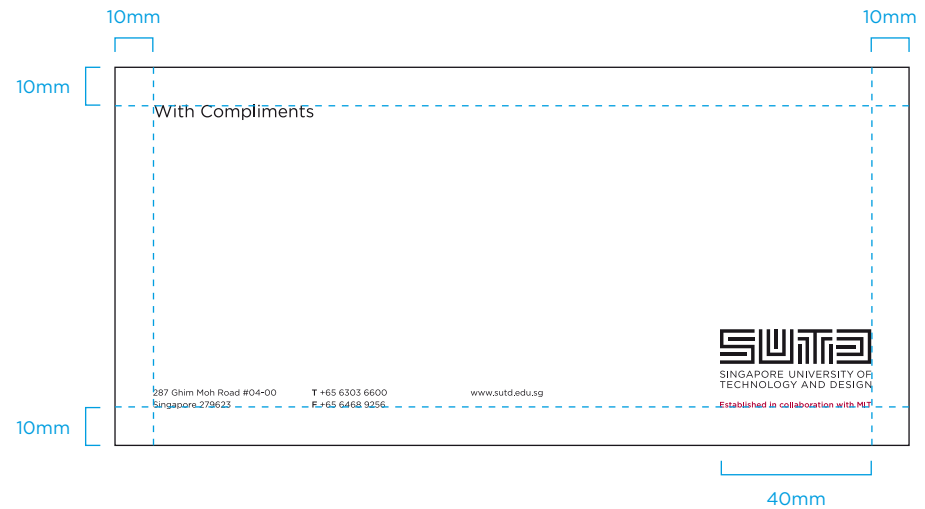
Colour:

SUTD Black and Red

Type:

Contact information is set in  
6.5/9pt Gotham Book with the  
'T, F, D and M' set in Gotham Bold

'With compliments' is set in  
13pt Gotham Book.



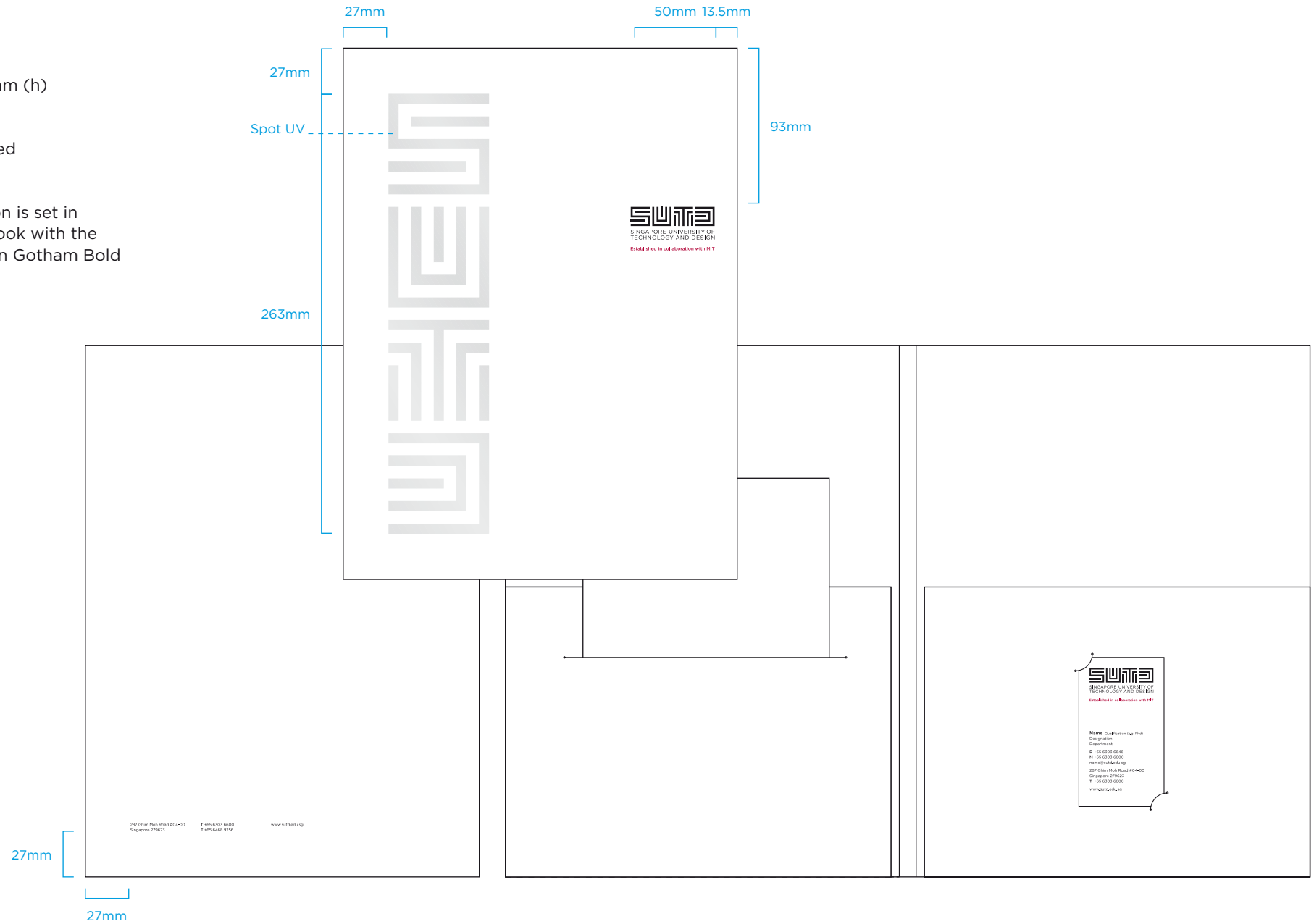
## Templates and Examples

### Folder

Closed Size:  
235mm (w) x 317mm (h)

Colour:  
SUTD Black and Red

Type:  
Contact information is set in  
6.5/9pt Gotham Book with the  
'T, F, D and M' set in Gotham Bold



## Templates and Examples

### PowerPoint Presentation

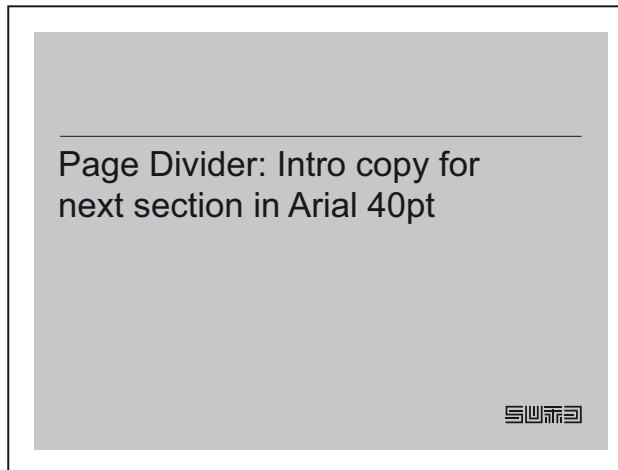
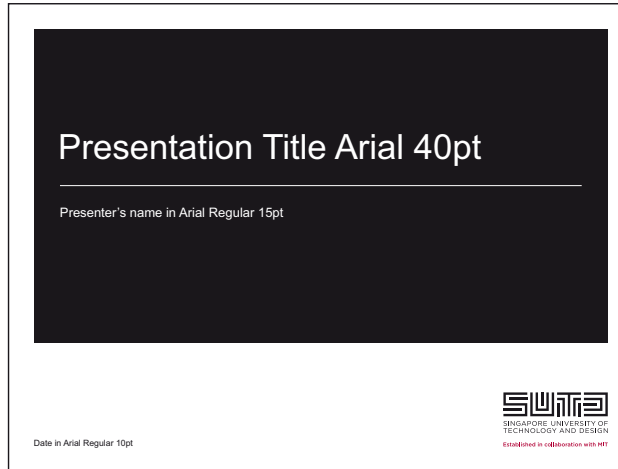
Size:  
720 x 540 pixels

Cover:  
Title is set in 40pt Arial Regular

Presenter's name is set in  
15pt Arial Regular

Date is set in 10pt Arial Regular

Divider:  
Text and Intro copy are set  
in 40pt Arial Regular



Templates and Examples

PowerPoint Presentation

Size:  
720 x 540 pixels

Text:  
Slide Header is set in 15pt Arial Bold

Page number is set in 10pt Arial Regular

Text header is set in 24pt Arial Regular

Body copy is set in 18pt Arial Regular

Footnote is set in 10pt Arial Regular


Slide Header in Arial Bold 15pt

Page no. in Arial Regular 10 pt

Text header in Arial Regular 24pt

Body copy in Arial Regular 18pt. Delentem vellit laut aut oditiorest veles et labo. Uptatur aut ommo quam adipsan digenim poreped quam volupta tenderia ipsamendam eat quosto blat vite si solupta temperovid et pelit, quas as eum reperspe dendita cores inus dollento dellabo. Itasit, nim quide nonsequamus parum quaecto quas aut autatis as elis eventis comnihit utenis alibusa piendit od eaquatis unt mos ipid qui vollabo. Obis aut prestiatia possitia perfero que earume as adist.

Footnote in Arial Regular 10pt




Slide Header in Arial Bold 15pt

Page no. in Arial Regular 10 pt

Text header in Arial Regular 24pt


- Bullet point in Arial Regular 18pt. Delentem vellit laut aut oditiorest veles et labo. Uptatur aut ommo quam adipsan digenim poreped quam volupta tenderia ipsamendam eat quosto blat vite si solupta temperovid et pelit.
  - Sub-bullet point in Arial Regular 18pt. Quas as eum reperspe dendita cores inus dollento dellabo.
  - Sub-bullet point in Arial Regular 18pt. Quas as eum reperspe dendita cores inus dollento dellabo.

Footnote in Arial Regular 10pt



Slide Header in Arial Bold 15pt


Page no. in Arial Regular 10 pt



Text header in Arial Regular 24pt

Body copy in Arial Regular 18pt. Delentem vellit laut aut oditiorest veles et labo. Uptatur aut ommo quam adipsan digenim poreped quam volupta tenderia ipsamendam eat quosto blat vite si solupta temperovid et pelit, quas as eum reperspe dendita cores inus dollento dellabo.

Footnote in Arial Regular 10pt




Slide Header in Arial Bold 15pt

Page no. in Arial Regular 10 pt

Text header in Arial Regular 24pt

Body copy in Arial Regular 18pt. Delentem vellit laut aut oditiorest veles et labo. Uptatur aut ommo quam adipsan digenim poreped quam volupta tenderia ipsamendam eat quosto blat vite si solupta temperovid et pelit, quas as eum reperspe dendita cores inus dollento dellabo.



Footnote in Arial Regular 10pt



## Templates and Examples

### Staff Pass

Size:  
54mm (w) x 86mm (h)

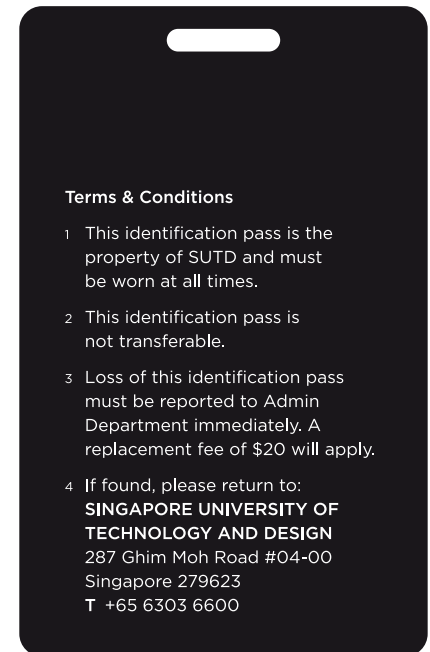
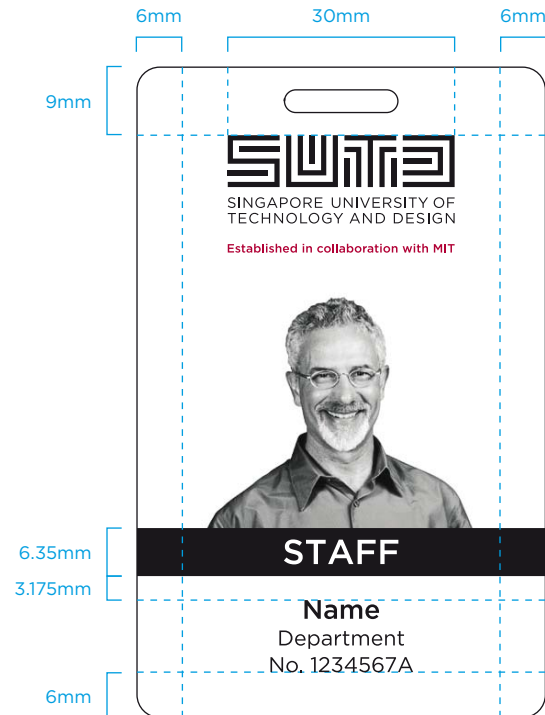
Colour:  
SUTD Black and Red

Type:  
Designation is set in 13pt Gotham Bold

Name is set in 10pt Gotham Bold

Department and serial no. are  
set in 8/10pt Gotham Book

Terms & Conditions are set in 6.5/9pt  
Gotham Book with the title set  
in Gotham Bold, and the numbers  
'1-4' set in 4.8pt Gotham Book



## Templates and Examples

### Student Pass

Size:  
54mm (w) x 86mm (h)

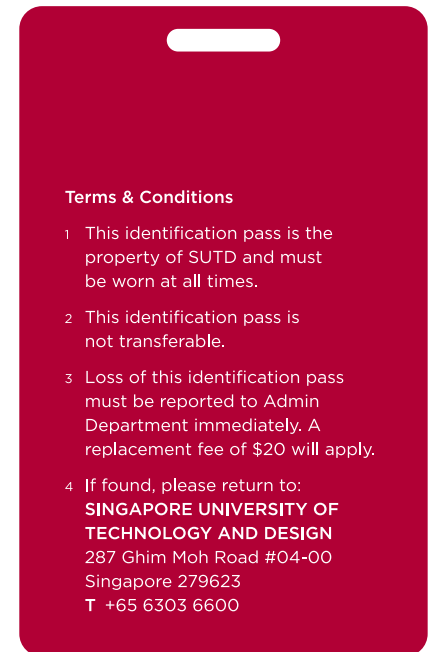
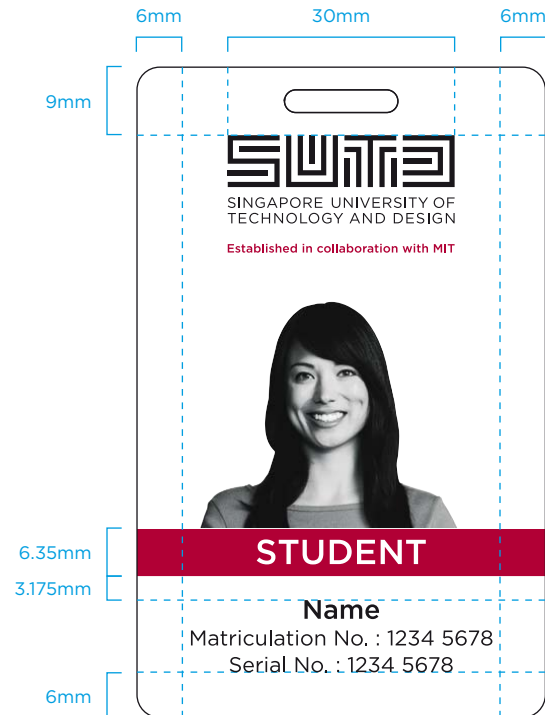
Colour:  
SUTD Black and Red

Type:  
Designation is set in 13pt Gotham Bold

Name is set in 10pt Gotham Bold

Matriculation and serial no. are  
set in 8/10pt Gotham Book

Terms & Conditions are set in 6.5/9pt  
Gotham Book with the title set  
in Gotham Bold, and the numbers  
'1-4' set in 4.8pt Gotham Book



## Templates and Examples

### Visitor and Vendor Pass

Size:  
54mm (w) x 86mm (h)

Colour:  
SUTD Black and Red

SUTD pattern in 10% SUTD Black

Type:  
Visitor is set in 30pt Gotham Medium

Vendor is set in 27pt Gotham Bold

Serial no. is set in 10pt Gotham Book

Terms & Conditions are set in 6.5/9pt  
Gotham Book with the title set  
in Gotham Bold, and the numbers  
'1-4' set in 4.8pt Gotham Book

