



# Brand Identity Guidelines

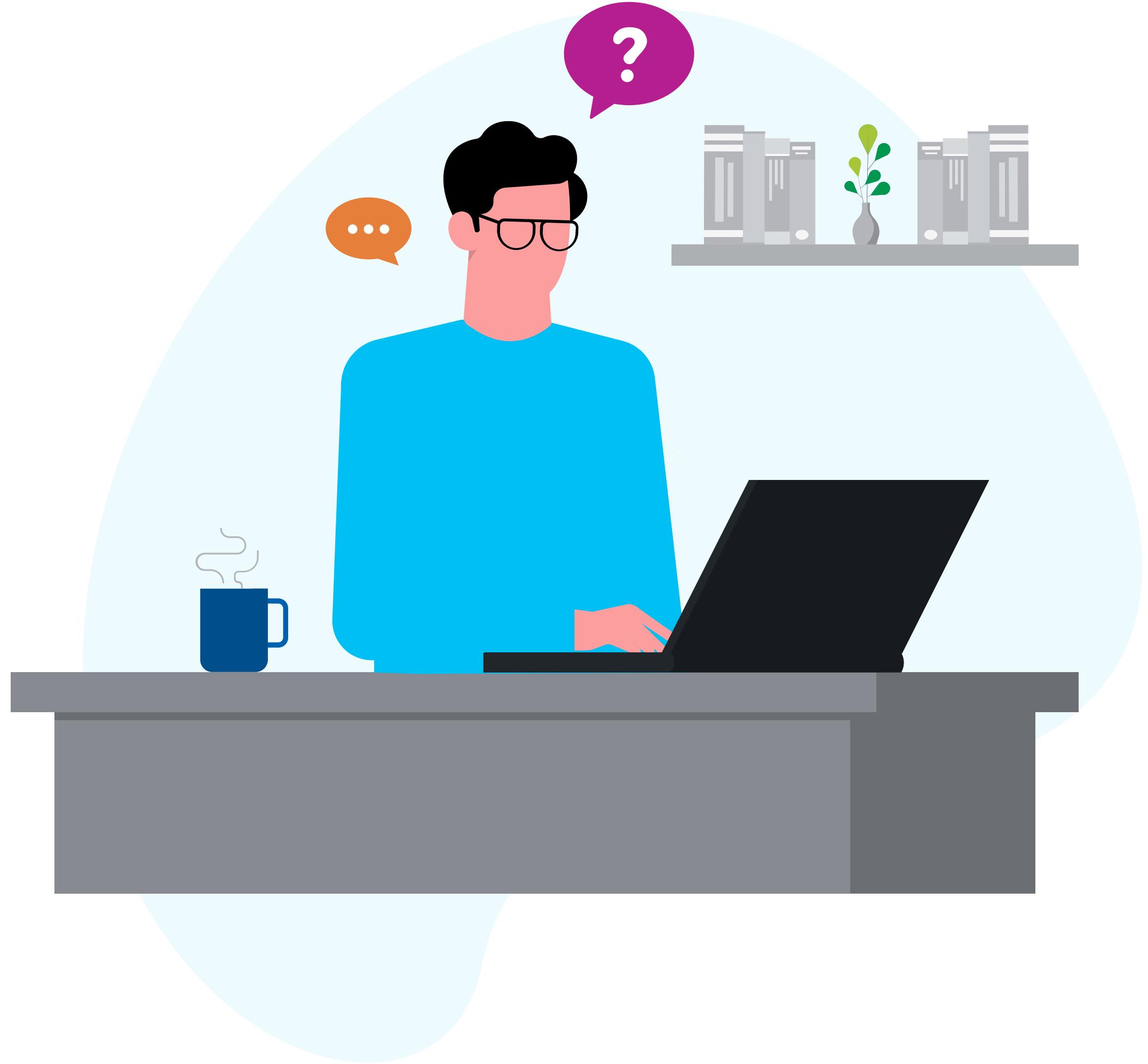
[developer.gov.sg](http://developer.gov.sg)

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# 01 About Us

The **Singapore Government Developer Portal** is a **one-stop resource hub for government digital products and services**. We target government agencies, vendors and, the tech communities who are engaged in digital transformation projects.

Our portal hosts the following information.

## 1. Digital Government Content

Overview of Singapore's digital government journey, key lessons, the Digital Government Exchange (DGX), and collaboration opportunities.

## 2. Guidelines

Our guidelines help project teams implement best practices, refine their success metrics, improve procurement workflows and more!

## 3. Products

We host products from across the government ranging from open-source to digital identity to data and API based tech and more!

## 4. Singapore Government Tech Stack (SGTS)

The SGTS is a set of platform tools that streamlines and simplifies the development process and enables code reuse across the government to build secure, high quality applications. SGTS has a 2-layer architecture consisting of the Base Layer and Service Layer.

We host an SGTS overview page, SGTS products, and success stories in our portal.

## 5. Communities

Community resources such as STACK Meetups, conferences, blogs, GovBuy and, open source technologies can be found here!

## 6. Documentation Service

Our documentation service houses technical documentation including onboarding guides, API specs and publication guides.

# 02 Our Visual Identity

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- Logos in White
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## 2.1 Brand Logo

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Our logo is a combination of an icon and wordmark.

The icon is a combination of the colours and brackets used in coding software to form a book which represents documentations used by product teams.



**Singapore Government  
Developer Portal**

The full colour version of the logo should be used whenever possible.  
Variations of the logo should only be used if the full colour version is not possible.

## 2.2 Icon-only Logo

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Our icon is a simplified version of our logo. This should only be used if you do not have enough space for the full logo or when the full logo has been used and established.

The icon can be used without the wordmark, but the wordmark should never be used without the icon.



## 2.3 Logo Variations

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The coloured logo should generally be used on light backgrounds. It should not be used on dark backgrounds

For solid colour backgrounds where the coloured logo is obscured, use the white or black version of the logo.

The greyscale logo is to be used when colour, white and black versions are obscured due to background colours. For example on documents printed in greyscale.



white



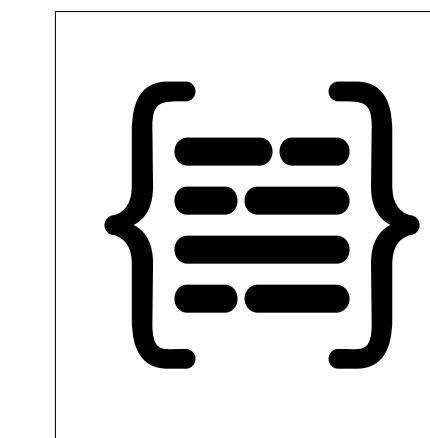
black



greyscale



white



black

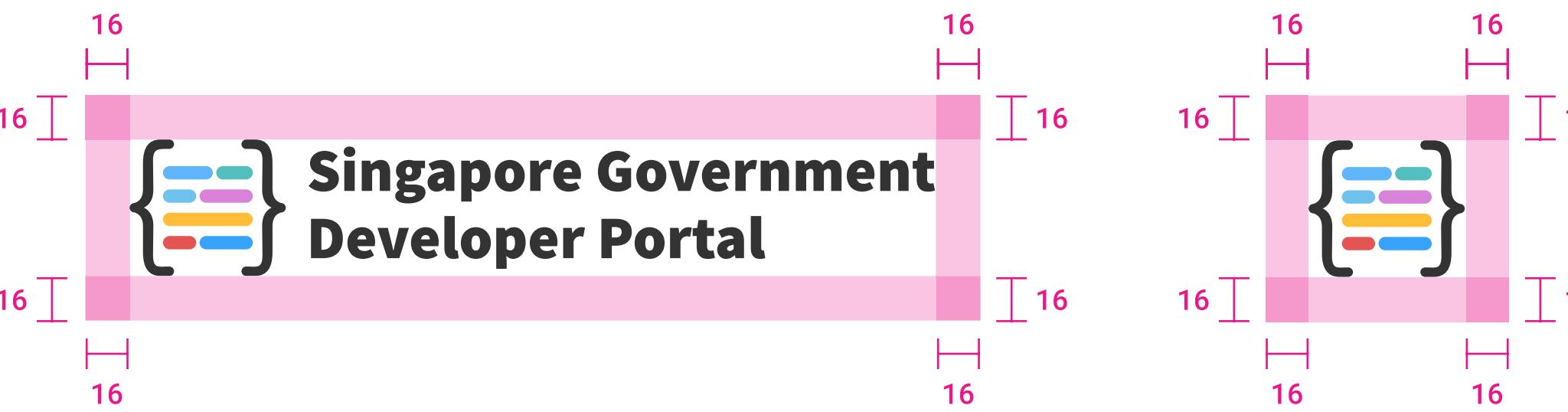


greyscale

## 2.4 Space Requirements

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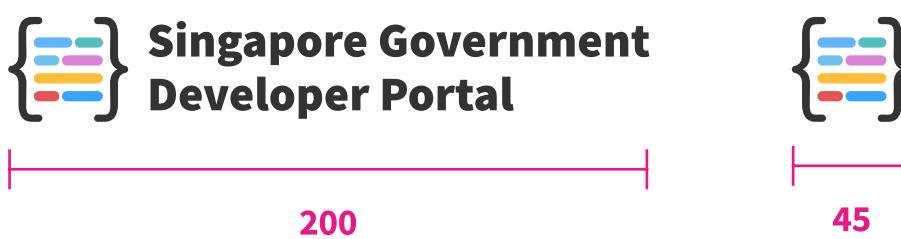
There should be a minimum clearspace of 16px around the logo. However, sufficient space should be given (usually beyond the minimum 16px) to prevent cluttering around the logo.



## 2.5 Minimum Size

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Having a minimum size ensures legibility is not compromised. There should be a minimum width of 200px for our full logo and 45px for our icon



## 2.6 Logo Misuse

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Do not distort or warp the logo in any way.



Do not apply a gradient to the logo.

This is not a comprehensive list of misuses. It is simply the most common or egregious.



Do not outline the logo.



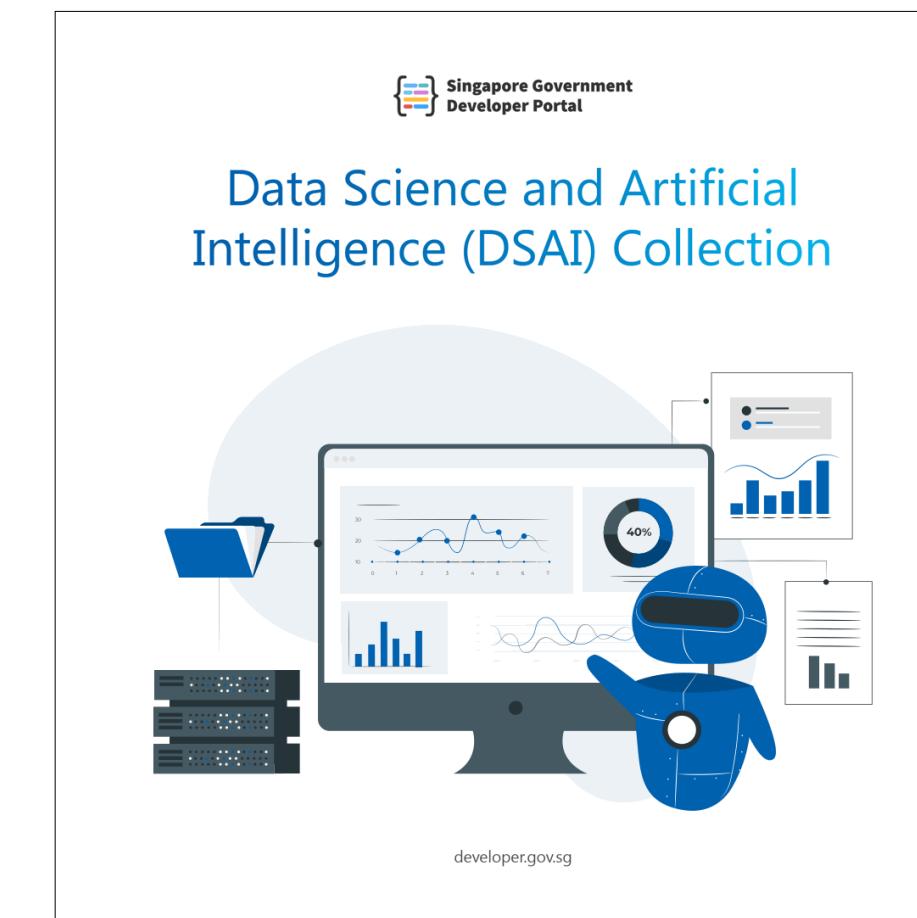
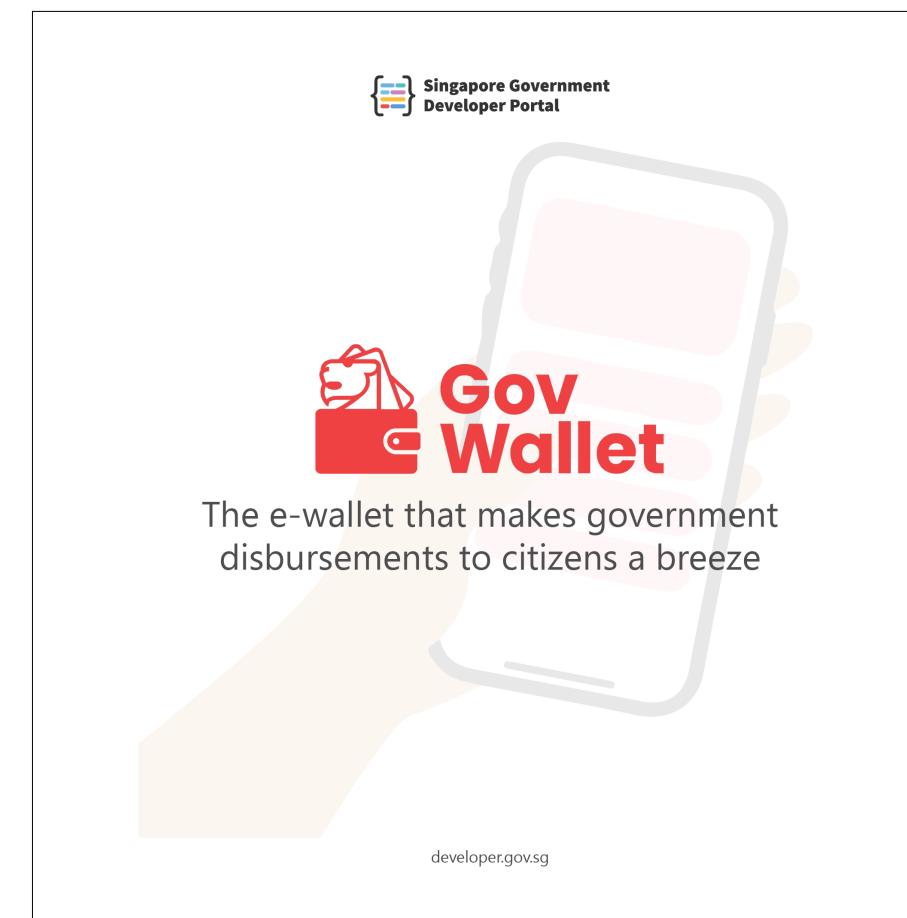
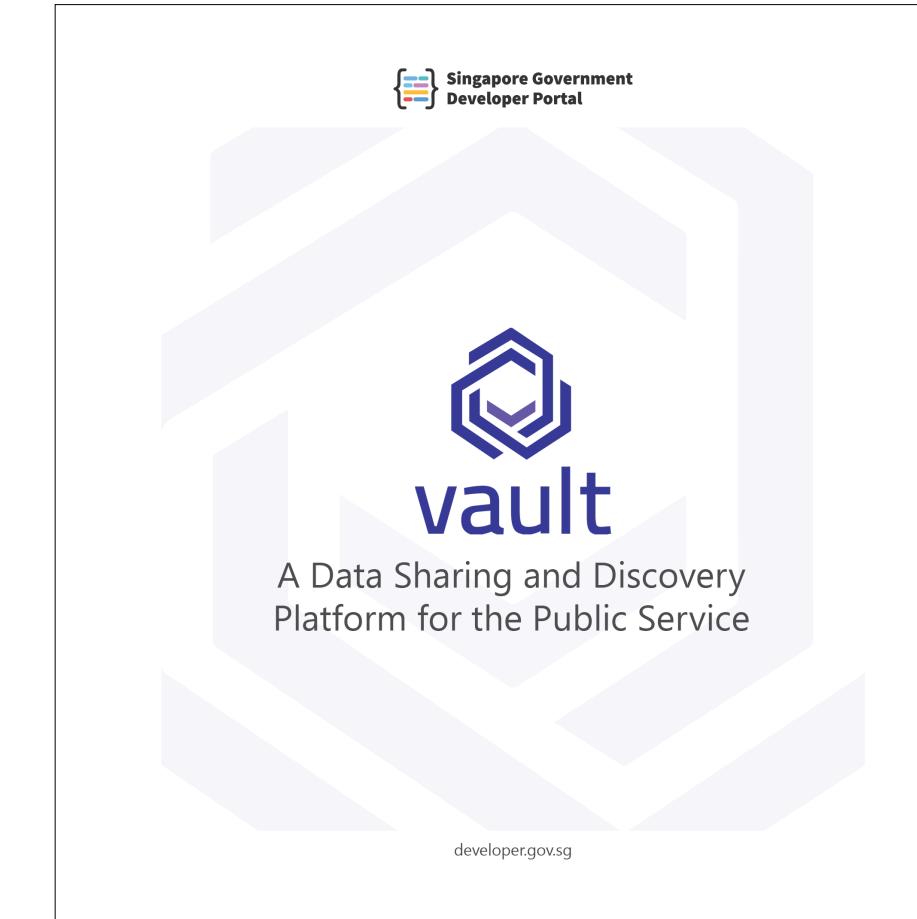
Do not use the wordmark without the icon.



Do not rotate the logo.

## 2.7 Examples of Logo Usage

For social media graphics,  
the logo is to be placed  
centralised on top.

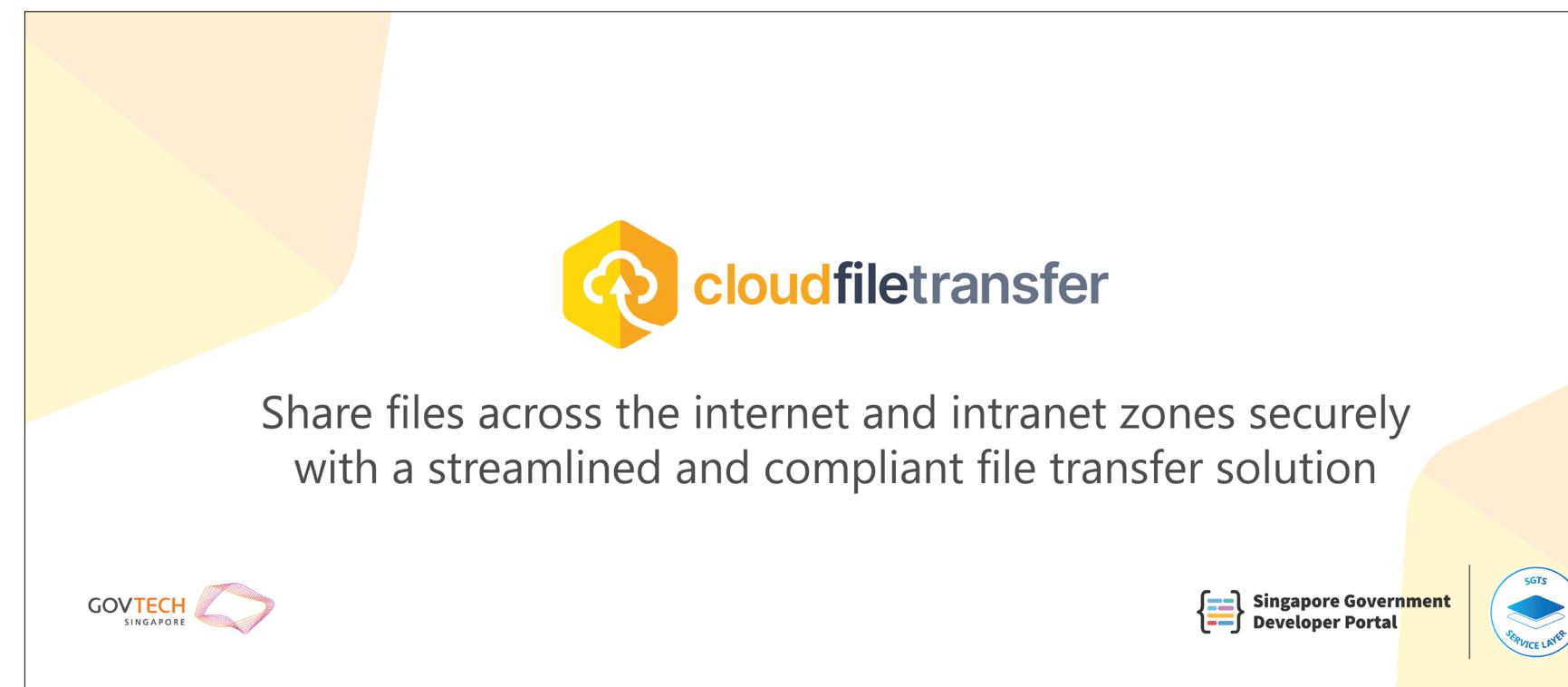


## 2.8 Co-Branding Lockup

Header banners are present in all our product pages. In general, the Singapore Government Developer Portal logo is placed at the bottom, with the branding of the product taking precedence and its logo placed centralised on top. This allows the product branding to be acknowledged and credited.



When **one or two partnering agencies are involved**, our logo appears on the bottom right. The logo/s of the partnering agency/agencies are placed on the bottom left. A vertical line separates the two logos in the case of two agencies.



When co-branding **with an SGTS product and one partnering agency**, our logo appears on the bottom right with the SGTS layer stamp, separated by a vertical line. The partnering agency logo appears on the bottom left.



To maintain consistency, the clearance space between the vertical line and logos are set at 16px.

## 2.8 Co-Branding Lockup

When there are **more than two partnering agencies involved**, only our logo appears on the header banner. The logos of the other partnering agencies appear in a dedicated section below the header banner.



A screenshot of the OurSG Grants Portal website. The top navigation bar includes the Singapore Government Developer Portal logo, 'Our Digital Journey', 'Guidelines', 'Products', 'SG Tech Stack', 'Communities', 'Documentation', and a search bar. A blue header banner reads 'OurSG Grants Portal – Creating Seamless Grant Administrative Processes for WOG'. On the left, a sidebar titled 'Overview' lists 'Features', 'Getting Started', 'Resources', and 'FAQs'. The main content area features the 'OurSG Grants' logo and the text: 'A one-stop, integrated portal for seamless community and social grant administration for the WOG'. It also contains a paragraph about the portal's purpose and its partners. At the bottom, there is a section titled 'Partner Agencies' with logos for various government agencies.

## 2.9 Brand Colours

The GovTech corporate colours are maintained for the Singapore Government Developer Portal's branding to ensure that we are aligned to GovTech's branding.



## 2.10 Primary Typeface

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SECTION HEADERS CAN BE REPRESENTED IN SEGOE UI REGULAR CAPS

# Use Segoe UI Regular for headers

The primary typeface  
for brand collaterals  
and communications.

REGULAR

AaBbCc

BOLD

AaBbCc

**Choose Segoe UI Bold or Bold Italic when highlighting a point**, and use Segoe UI Regular and Regular Italic for all regular copies. Segoe UI is to be used in all our corporate stationery and brand communications, such as business cards, corporate letterheads, brand brochures and collaterals.

## 2.11 Alternative Typeface

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SECTION HEADERS CAN BE REPRESENTED IN OPEN SANS REGULAR CAPS

Use Open Sans  
Regular for headers

The alternative typeface  
or brand collaterals  
and communications.

REGULAR AaBbCc

BOLD AaBbCc

Choose **Open Sans Bold** or ***Bold Italic*** when highlighting a point, and use Open Sans Regular and *Regular Italics* for all regular copies. Open Sans is used as the alternative typeface should it not be possible to implement Segoe UI.

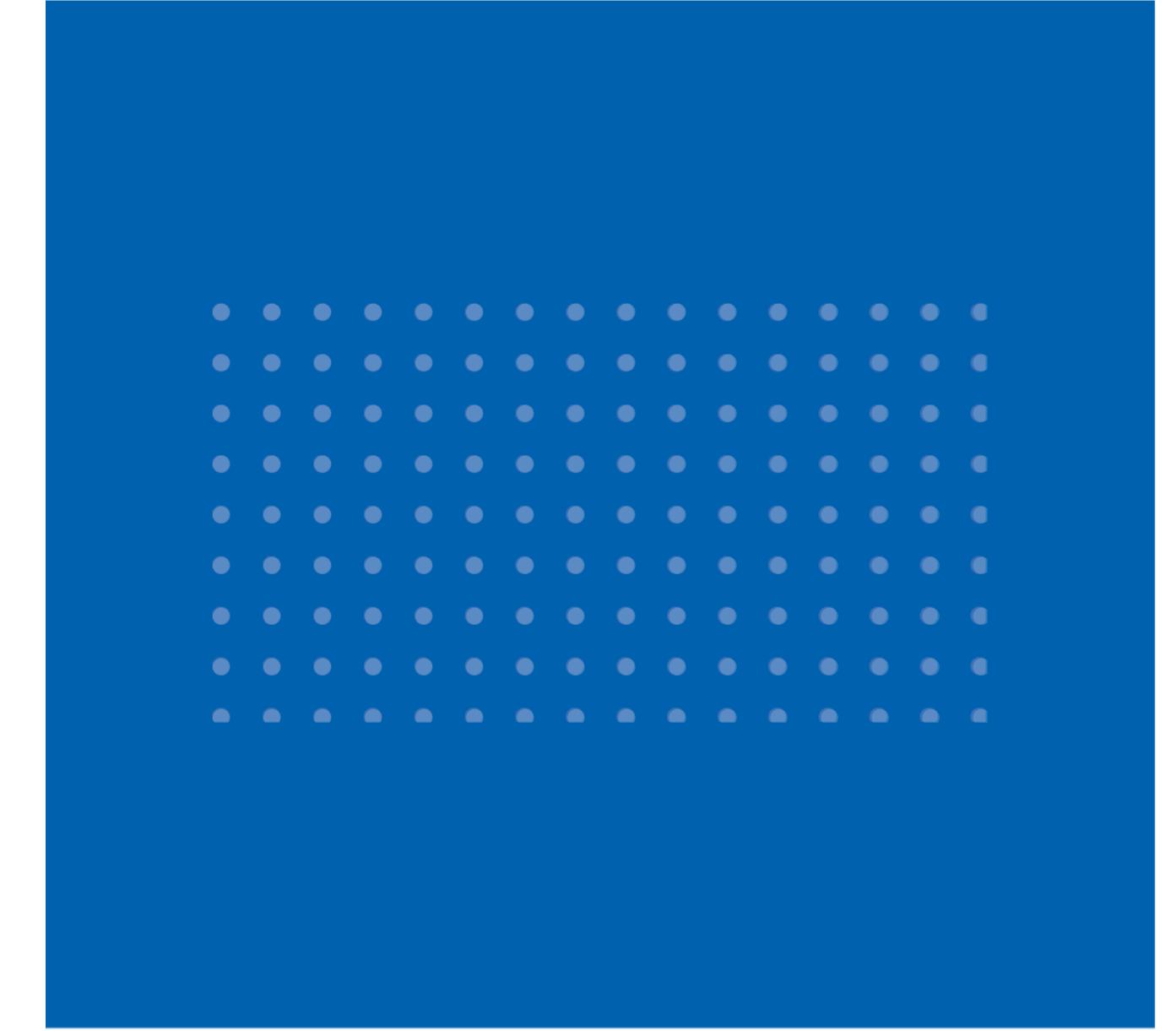
## 2.12 Visual Elements

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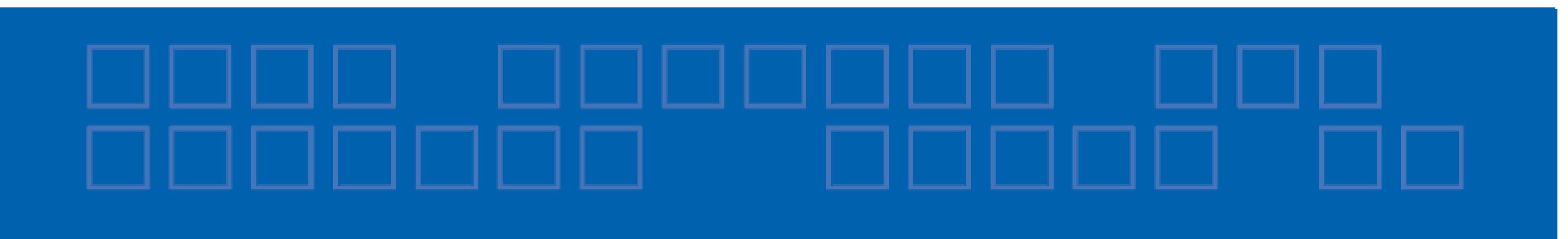
There are three main visual elements for our brand.



01 Flowing Dots



02 Dots



03 Outlined Squares

## 2.12 Visual Elements

Examples of applications of the Singapore Government Developer Portal's three visual elements.



## 2.13 Style of Imagery

Images should feel like a captured moment, giving an authentic vibe. They should portray engagement in activities that are tech related and resonant.

Images should display a sense of warmth, with a composition that is well balanced and dynamic in perspective.



## 2.14 Illustration Style

Flat design is the illustration style for the Singapore Government Developer Portal.

The illustrations are usually without outlines and details. Characters are proportionate (i.e., no elongated limbs, rounded body parts, etc.). Odd shapes may be used for the background of illustrations.

Brand colours are used for illustrations. Should other colours be necessary for the design of the illustration, they should act as supporting colours and not the dominant ones.



# 03 Our Brand Templates

- 3.1 Social Media
- 3.2 Header Banner
- 3.3 Carousel Banner
- 3.4 LinkedIn Profile Banner
- 3.5 Electronic Direct Mailer

## 3.1 Social Media

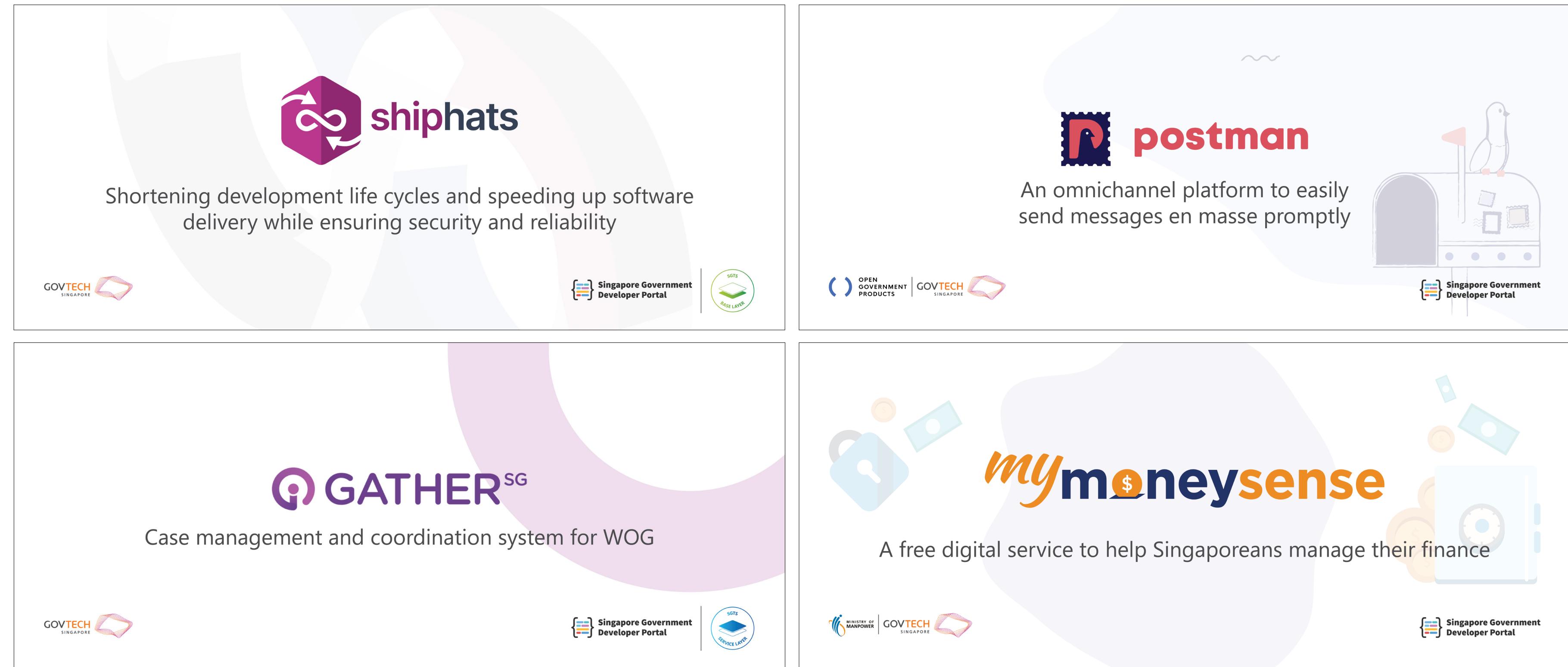
Alignment is centralised throughout for social media posters in square format.



## 3.2 Header Banner

Alignment is centralised throughout for header banners, except for logo placements, which may be placed on the right and/or left. The Singapore Government Developer Portal logo is centralised when it is the only logo placed at the bottom.

Agency logos come before the GovTech logo with a vertical line as separation on the bottom left. As for SGTS products, the SGTS layer stamp (service or base) is positioned after the Singapore Government Developer Portal logo, separated with a vertical line on the bottom right.



### 3.3 Carousel Banner

On a carousel banner, the text and button portion are aligned left, with an illustration or image positioned on the right.

The primary brand colour of the product is applied to the background of the carousel banner.

A Singapore Government Agency Website [How to identify](#)

Singapore Government Developer Portal Our Digital Journey Guidelines Products SG Tech Stack Communities Documentation Search

Have feedback? Please [let us know](#).

## FormSG

A WOG digital form builder that can be integrated with various government systems

Find out more

Help us improve 😊

A Singapore Government Agency Website [How to identify](#)

Singapore Government Developer Portal Our Digital Journey Guidelines Products SG Tech Stack Communities Documentation Search

Have feedback? Please [let us know](#).

## Security Suite of Engineering Endpoint Devices (SEED)

An Identity and Access Management (IAM) and zero trust platform that prevents unauthorised access to government engineering resources

Find out more

Help us improve 😊

## 3.4 LinkedIn Profile Banner

There are five variations of our LinkedIn banner, implementing the various brand gradient colours.



# 3.5 Electronic Direct Mailer

Our official eDM—The **Singapore Government Developer Portal Monthly Digest**, is designed with simplicity to ensure users are able to skim through content easily and click on the ones which are of interest to them.

The image shows two issues of the Singapore Government Developer Portal Monthly Digest email newsletter. Both issues feature a header with the portal logo, issue date (December 2022/FY22 Issue 8 for the left, November 2022/FY22 Issue 7 for the right), and a photo of two people in professional attire looking at a tablet. The newsletters are divided into sections: 'Monthly Digest' (with a sub-section 'New Content'), 'Updated Content', and a footer with a 'FIND OUT MORE' button and copyright information.

**Issue 8 (December 2022)**

- Monthly Digest**: Your latest updates on government guidelines, products, events and the Singapore Government Tech Stack.  
#SGGovDevPortal #GovTechSG
- New Content**: Stay on the cutting edge with our new content pieces
  - apex**: A centralised data sharing portal hosted on the Government on Commercial Cloud
  - SearchSG**: Search-as-a-Service tech stack that lets citizens discover and access government information and services more easily
  - Trusted Centre for Sensor Data (TCS)**: TCS consolidates, stores, and distributes government owned sensor data across the government
- Updated Content**: Don't miss out on the latest additions to our existing content pieces
  - adex**: A secure data exchange and event streaming platform for Whole-Of-Government and local businesses
  - GATHER<sup>SG</sup>**: A lightweight case management and case coordination system that is built for all domains
  - GoBusiness**: A one-stop platform to over 300 government-to-business e-services
  - GovWallet**: GovWallet facilitates the management, tracking and, distribution of government pay-outs for both government agencies and beneficiaries
  - WOGAA**: A one-stop and instantaneous monitoring platform for the performance of all government websites
- FIND OUT MORE**

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**GOVTECH GOVERNMENT TECHNOLOGY AGENCY OF SINGAPORE**

**Issue 7 (November 2022)**

- Monthly Digest**: Your latest updates on government guidelines, products, events and the Singapore Government Tech Stack.  
#SGGovDevPortal #GovTechSG
- New Content**: Stay on the cutting edge with our new content pieces
  - FormSG**: A WOG digital form builder that can be integrated with various government systems. This allows it to support Singpass-based authentications.
  - GovText**: A Natural Language Processing (NLP) platform that automatically analyses unstructured text data, enabling data-driven improvements
- Updated Content**: Don't miss out on the latest additions to our existing content pieces
  - Open Digital Platform (ODP)**: Punggol Digital District's digital backbone, enabling inter-platform communication and synergy
  - SEED**: Security Suite for Engineering Endpoint Devices (SEED)  
An Identity and Access Management (IAM) and zero trust platform that prevents unauthorised access to government engineering resources
  - GO**: GoWhere Suite  
The go-to government source for COVID-19 and nationwide distribution information
  - isomer**: Isomer  
The one-stop static site builder for government informational sites
  - LifeSG**: Delivering government services and information in a user-centric manner
- FIND OUT MORE**

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