2015 is a momentous year for Singapore as it marks our 50th year of independence. It is a fitting milestone for us to reflect on our journey together, celebrate what makes us Singaporean and inspire action to contribute to the future of Singapore together.

Anchored on the theme of “Celebrating as One People”, SG50 is an inclusive celebration comprising a series of activities contributed by the people, private and public sectors.

Drawing inspiration from our national colours of red and white, the SG50 logo is deliberately designed with simple shapes and clean lines, to facilitate its ability to be customised. To underscore the inclusive nature of the celebrations, we encourage everyone to customise and use the logo.
USING THE SG50 LOGO

These guidelines have been put together to help get you started on how you can adopt the SG50 logo and make it your own.
LOGO COLOURS

The official colours of the SG50 logo are set in red and white—the colours of our national flag. Do make sure that you use the Pantone colours indicated.

The black and white logo should only be used in monochromatic greytone print.

SG50 RED
- CMYK: 0C 100M 80Y 0K
- PANTONE: RED 032
- RGB: 237R 26G 59B

SG50 WHITE
- CMYK: 0C 0M 0Y 0K
- PANTONE: WHITE
- RGB: 255R 255G 255B

SG50 BLACK
- CMYK: 0C 0M 0Y 100K
- PANTONE: BLACK
- RGB: 0R 0G 0B
**COLOUR RELATIONSHIPS**

**Full Colour**

The full colour logo should be applied on a background that provides sufficient contrast (less than 75% on the red value, or other colour values that provide enough contrast).

When placing the SG50 logo against a coloured background, do try to ensure that it stands out against the background colour.

**Black And White**

The black and white logo should be applied on a background that has less than 50% black value. Avoid placing the black and white SG50 logo on a fully black background.

**Reverse White Version**

There is no reverse white version of the SG50 logo.
MINIMUM SIZE

Try to ensure the legibility of the SG50 logo by not minimising it beyond 10mm in width. For digital usage, try not to minimise the logo beyond 28 px in width (for logo), and 43px in width (for logo with text).

The SG50 logo can be of a smaller size, if it’s used as punctuation. Please see the “Typography” section on page 14 for more details.
**CLEAR SPACE**

A clear space around the red dot will help the logo design stand out. Keep it to the ratio given in the example on the right to ensure legibility and clarity.

**TYPOGRAPHY**

The official typeface for SG50 branding is Gotham Typeface.

We recommend, the minimum point size for any text is point size 8.
HOW YOU CAN ADOPT THE SG50 LOGO

CUSTOMISING THE SG50 LOGO

Feel free to design your very own SG50 logo to celebrate Singapore’s 50th birthday by customising your own logo!

Remember that the SG50 typeface should be kept in white. As it is called the little red dot, we would like to keep it predominantly red but as life is colourful, you are free to add other colours 😊

Examples On How To Customise The SG50 Logo

- Logo Rendered In Predominantly Red
- Logo Rendered In Different Colours
- Keyline Graphics
- Keyline Graphics With Other Line Colours
- Red Toned Graphics
- Logo Drawn And Coloured By A Child
CUSTOMISING THE SG50 LOGO WITH TEXT

Besides the SG50 main logo, partners and organisers of SG50-related events may wish to personalise the logo by adding messages or event name into the logo.

Note that:

- Text should be inside the logo shape, in a font type of your choice.

- “SG50” text must remain centralised, in Gotham Medium typeface, and must be clear and legible.

- The space between the logo type and the message should be two times the space between SG and 50 (2 units).

- Please keep message or event name short, preferably only 2 lines.

![Diagram showing layout and spacing rules for customising the SG50 logo.](image-url)
THINGS TO AVOID

Refrain from doing any of the actions listed below to the logo.

- Rotation
- Distortion
- Cutting/Breaking Of Logo Type
- Cropping Of Logo
- Change Of Typeface
- Change Of Logo Type Colour
- Over-Laying Of Images In Text
- Add text that overlaps the logo shape
- Graphics That Makes The Logo Type Undiscernible
- Graphics That Has Text That Is Discernible
- Graphics That Covers Part Or All Of The Logo Type
HOW YOU CAN ADOPT THE SG50 LOGO

PLACEMENT WITH OTHER LOGOS

Partners can place their logo on either side of the SG50 logo (left, right, top, bottom).

Height of type on partner logos should not exceed $x$, while the height of partner logos should keep within $y$.

The clear space requirements on page 8 apply.
SG50 PATTERNS

Here are some SG50 patterns inspired by the little red dot. Create your personalised version of the SG50 logo!

As far as possible, let’s try to avoid overlapping of the dots, to ensure that the logo shape stays in place.

Acceptable
Same-colour overlap
Handle with care
Incorrect amount of overlap
HOW YOU CAN ADOPT THE SG50 LOGO

SG50 LOGO VARIATIONS
OFFICIAL SG50 EVENTS

NOTE: The public is welcome to use the SG50 logo and its customised variations. However, please note that only programmes initiated or supported by SG50 may use any of the following acknowledgement lines.

Large Scale National Programmes

Large-scale and impactful programmes that encourage mass participation and are closely aligned to SG50 theme and key messages 🌟

Activities funded by the SG50 Celebration Fund

Community-led activities that are supported by the SG50 Celebration Fund 🌟

Sectoral Programmes (Upon Request)

New and recurrent programmes organised by government agencies and/or large private organisations 🌟
SG50 LOGO VARIATIONS
SG50 LOGO WITH GENERIC TAGLINE FOR PUBLIC USE

The SG50 logo may be featured on its own or with the accompanying taglines on the right:

- English: Celebrate Together
- Mandarin: 年民欢庆
- Malay: Menyambut Bersama-sama
- Tamil: செல்லும் வருடத் திருவிழா
50 IDEAS FOR SG50
— PRINT

Here are some examples of different treatments of the SG50 logo for print.

![Design examples of SG50 logo for print]

- LETS CELEBRATE
- TOGETHER
- THE LITTLE RED DOT
- SINGAPORE 50TH ANNIVERSARY
- 1965 SG 50 2015
- ONE UNITED PEOPLE
- THE LITTLE RED DOT
- SINGAPORE 50TH ANNIVERSARY
- LETS CELEBRATE TOGETHER
- THIS IS HOME TRULY
- ONE PEOPLE ONE NATION
- LETS CELEBRATE TOGETHER
- THE LITTLE RED DOT
- SINGAPORE 50TH ANNIVERSARY
- LETS CELEBRATE TOGETHER
- ONE PEOPLE ONE NATION

- COUNT ON ME SINGAPORE
- THIS IS HOME
- MY LITTLE RED DOT
50 IDEAS FOR SG50 — MERCHANDISE

Some possible applications of the SG50 logo on merchandise items are shown on the right.
HOW YOU CAN ADOPT THE SG50 LOGO

50 IDEAS FOR SG50 — ENVIRONMENT

When using the SG50 logo as decoration for physical structures, always be sure that it is in an upright position.
HOW YOU CAN ADOPT THE SG50 LOGO

50 IDEAS FOR SG50 — DIGITAL MEDIA

The SG50 logo can be applied on various digital platforms, either as a screensaver or desktop background. There are endless possibilities!

Customisable SG50 logo for a person’s profile picture on Social Media websites such as Facebook

Create an app or game for SG50 using the little red dot.
SG50 BRAND RULES

Use of the SG50 logo and its customised versions is meant to identify with the SG50 celebrations, and does not imply endorsement of any event, product or service.

The SG50 logo must be treated with dignity and respect, and in accordance with Singapore laws. While the SG50 logo is shared by all and free to customise, it and its customised versions should not be used to:

• 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, do only download the logo files from the official SG50 website at www.singapore50.sg

CONTACT

Should you need further information about the SG50 brand, please contact:

The SG50 Programme Office
(info@Singapore50.sg)
LET'S CELEBRATE TOGETHER!