



NATIONAL ARTS COUNCIL
SINGAPORE

BRAND GUIDELINE

1ST EDITION

IF ALL THE WORLD'S A STAGE, THIS IS HOW WE DRESS.

HERE'S YOUR STYLE GUIDE TO THE ELEMENTS THAT DEFINE OUR LOOK.
READ ON. WE'LL SHOW YOU HOW. AND IF YOU'VE QUESTIONS, OUR BRAND
STODIANS WILL BE HAPPY TO HELP. GET IN TOUCH WITH COMMUNICATION
AND MARKETING DEPARTMENT, NATIONAL ARTS COUNCIL (NAC).

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BRAND MANUAL PG 04

BRAND ARCHITECTURE

DESIGN APPLICATION PG 05

CONTACT PG 50

BRAND MANUAL

MISSION & VISION

MISSION

To champion the creation and appreciation of the arts as an integral part of our lives.

VISION

Home to diverse and distinctive arts which inspire our people, connect our communities and position Singapore globally.

CORE VALUES

CREATIVE

We believe in what we do and will give our best.

PASSIONATE

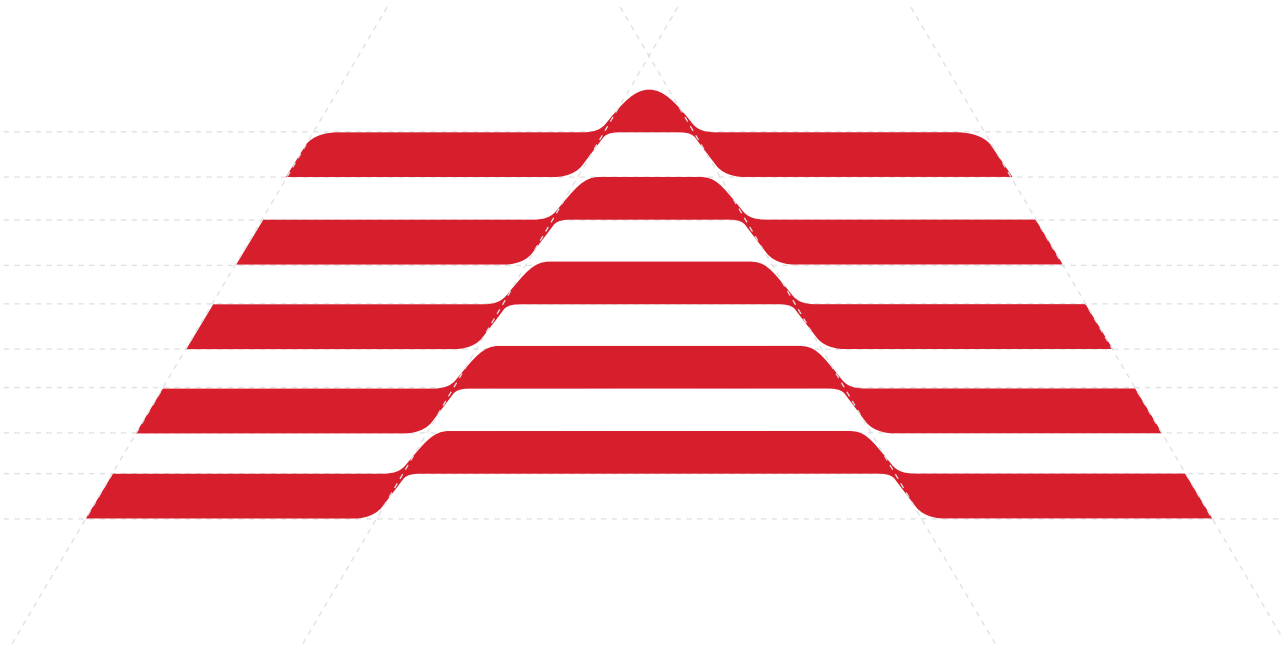
We are resourceful, innovative, and we dare to change.

PROFESSIONAL

We achieve excellence through best practices.

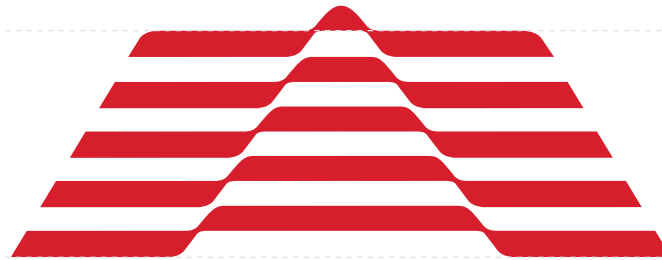
BRANDMARK

A symbol of upward progression, the arrow in the NAC logo reflects our mission to champion the creation of the arts vital in elevating our nation. The stripes align with our vision to be home to diverse and distinctive arts which inspire our people. The lines represent bridges that connect our communities through a shared vision.



LOCK-UP (MASTER)

Let's make our mark wherever we can. Use our master lock-up of brandmark and logotype in its fixed proportions to leave just the right impression.

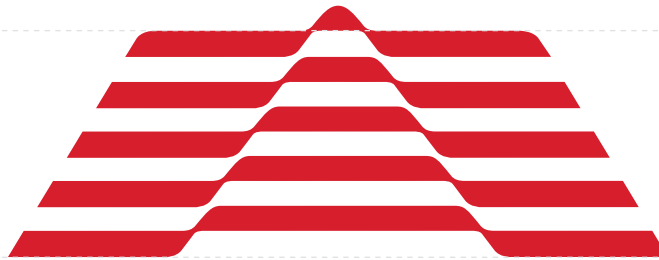


NATIONAL
ARTS COUNCIL
SINGAPORE

NATIONAL ARTS COUNCIL
SINGAPORE

LOCK-UP (SECONDARY)

Like all good artists, we've got range. As our primary logo, the master lock-up is our preferred choice. But in long, horizontal spaces like lanyards and ribbons, it's our secondary lock-up that speaks loud and clear.

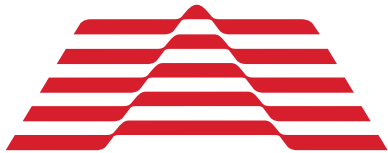


**NATIONAL
ARTS COUNCIL
SINGAPORE**

NATIONAL ARTS COUNCIL
SINGAPORE

LOGO VARIANTS

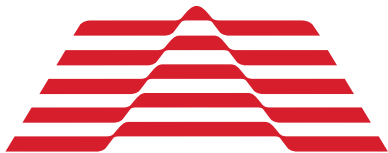
Oh. Did we say we're multilingual? Malay. Mandarin. Tamil. English.
We speak all of Singapore's official languages. Likewise, we've got
language-specific logos for your every audience.



NATIONAL ARTS COUNCIL
SINGAPORE



MAJLIS SENI KEBANGSAAN
SINGAPURA



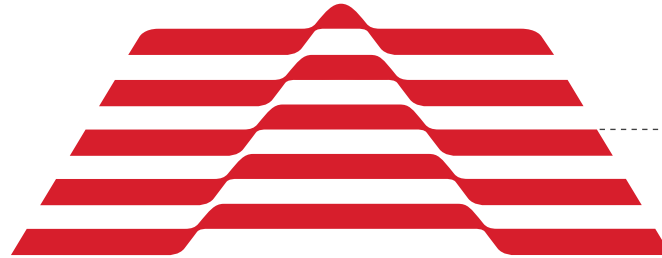
国家艺术理事会
新加坡



தேசியக் கலை மன்றம்
சிங்கப்பூர்

COLOURS

A whole lot of OOMPH! That's red. It's energy. And it's
our choice to express how we run after our dreams.
We're bright. We're passionate. We're all in.



NATIONAL ARTS COUNCIL
SINGAPORE

COLOURS

Always look your best. With Pantone colours, you'll always enjoy accurate colour reproduction on printed matter. It's our leading choice. But if you need to use CMYK colours, we understand. Just be sure to check against specified Pantone codes for colour accuracy. For a stunning print, supervision is essential.

PANTONE 1805C

CMYK: C0 M100 Y90 K10 RGB: R176 G35 B42



PANTONE BLACK

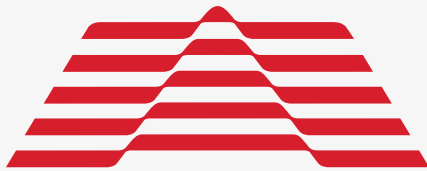
CMYK: C0 M0 Y0 K100 RGB: R0 G0 B0



FULL COLOUR

Make your presence felt. With our signature style. For a consistent corporate image, use logotypes in full colour where possible, always on white or almost white backgrounds. Black or dark backgrounds work, but they're rarely our favourite setting.

(A)
LIGHT BACKGROUND



NATIONAL ARTS COUNCIL
SINGAPORE

(B)
DARK BACKGROUND



NATIONAL ARTS COUNCIL
SINGAPORE

SINGLE COLOUR

Hey, we're no divas. Who could possibly use full colour logos all day? It's cool, we know how to rock the single-colour look too.

(A)
LIGHT BACKGROUND



NATIONAL ARTS COUNCIL
SINGAPORE

(B)
DARK BACKGROUND



NATIONAL ARTS COUNCIL
SINGAPORE

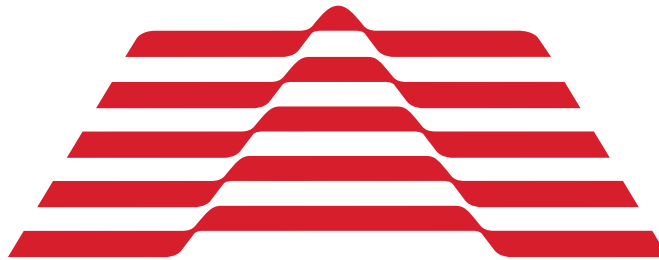
CLEARSPACE

Everybody needs a little space. Even logos. We've defined a minimum clear space. Plus, we optimise logo visibility while keeping clear of the edges. Now breathe easy.



MINIMUM SIZE

“Honey, I shrunk the logo.”—It happens. Sometimes you may need to scale the logomark down. We’ve set a minimum size for print and online use to keep our logo legible. It’s all good.



NATIONAL ARTS COUNCIL
SINGAPORE

20MM OR 140PIXELS

INAPPROPRIATE USAGE

Our logo is our identity. Let's keep it impeccable. Weird orientations, proportions, or colours are just not our thing.



TYPEFACE

Meet Futura Std. With an extensive range of weights to suit every medium, it's our choice typeface for **all on- and off-line marketing literature**. Do vary font sizes for hierarchy and readability across headings, body copy and captions. Here's an example.

FUTURA STD FONT FAMILY



HEADING

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis ultricies nec, pellentesque eu pretium.

Caption. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor.

Cum sociis natoque penatibus consectetur adipiscing elit. Aenean commodo ligula eget dolor.

TYPEFACE

Minimal and modern, Calibri always makes a statement. Making this accessible font family our go-to for **1) presentation slides**, **2) emails** and **3) printed correspondences**. Here's our recommended proportions for headings, body copy and captions.

CALIBRI FONT FAMILY

Aa

REGULAR

Aa

REGULAR ITALIC

Aa

BOLD

Aa

BOLD ITALIC

HEADING

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis ultricies nec, pellentesque eu pretium.

Caption. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Cum sociis natoque penatibus consectetur adipiscing elit. Aenean commodo ligula eget dolor.

BRAND ARCHITECTURE

NAC BRAND CREDITS






out-outs, right on! We've got four classes of bylines. Whether we initiate, present or organise, we like to define our associations with programmes to the public. Be it a collaboration, partnership or commission, we want to spotlight our peers right. Designers are encouraged to have a chat with brand managers before starting any new piece.

CLASSES	BRAND CREDITS	APPLICATION
Class 1	"An Initiative By"	Applicable for NAC programmes that are fully owned, funded, and organised by NAC. Also applies to projects that are funded by NAC, but managed by an international partner.
	"Presented By"	Applicable for NAC performing arts and film events that are fully owned, funded and organised by NAC.
	"Organised By"	Applicable for NAC programmes that are fully owned, funded and organised by NAC. Typically for events, such as award ceremonies.
Class 2	"A Joint Initiative By"	Applicable for programmes that are co-led, co-funded, co-organised by NAC and partners.
Class 3	"Supported By"	Applicable for programmes that are supported by NAC grants or other means.
Class 4	"Commissioned By"	Applicable for programmes that are fully funded by NAC, but organised by a partner.





EXAMPLE (A)—“AN INITIATIVE BY”

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

	5MM CLEARSPACE
An Initiative By	PROGRAMME BRAND
 NATIONAL ARTS COUNCIL SINGAPORE	NAC BRAND
Noise Singapore is an initiative by the National Arts Council Singapore. It is a key youth arts platform which aims to engage young people to actively participate in the arts to showcase their creativity. Noise Singapore is also dedicated to making noise about the creative talents of young people.	5MM RED “DIVIDER”
	INFORMATION ENHANCER
	5MM RED “DIVIDER”
Supported By	
 Ministry of Culture, Community and Youth	
Venue Partner	
 esplanade Theatres on the Bay Singapore	
Official Arts Media	
	
	SUPPORTING BRANDS
	ADD ROW FOR MORE BRANDS

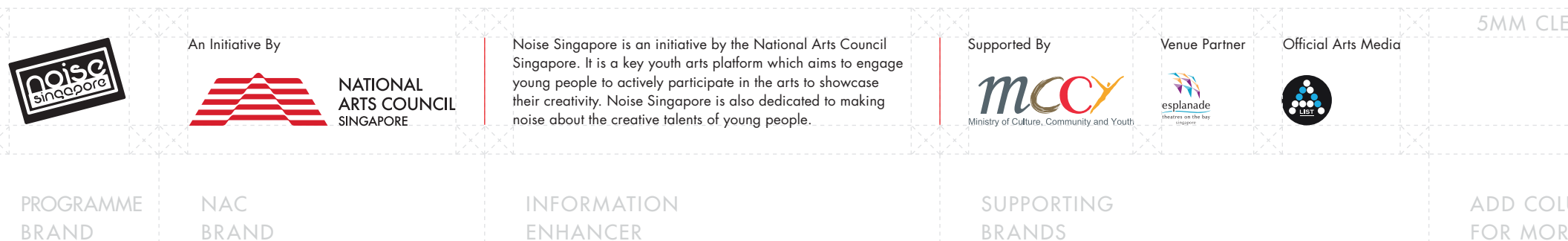
SHORTENED VERSION

An Initiative By	
 NATIONAL ARTS COUNCIL SINGAPORE	
Supported By	
 Ministry of Culture, Community and Youth	
Venue Partner	
 esplanade Theatres on the Bay Singapore	
Official Arts Media	
	

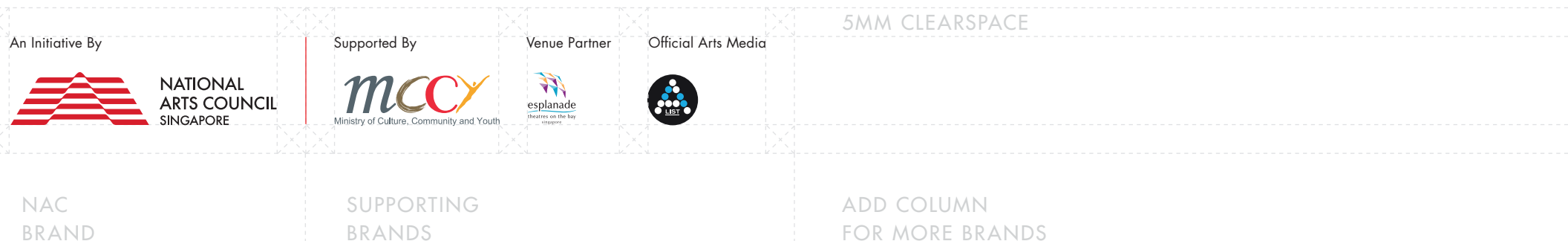
EXAMPLE (A)—“AN INITIATIVE BY”

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION







SHORTENED VERSION






EXAMPLE (B)—“AN INITIATIVE BY”

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

	5MM CLEARSPACE
	PROGRAMME BRAND
An Initiative By  NATIONAL ARTS COUNCIL SINGAPORE	NAC BRAND
	5MM RED “DIVIDER”
The Golden Point Award, an initiative by the National Arts Council, is Singapore’s premier Short Story and Poetry writing competition in English, Chinese, Malay and Tamil. Established in 1993, it has become a significant platform for literary excellence and launching of new talents.	INFORMATION ENHANCER
	5MM RED “DIVIDER”
Managed By 	SUPPORTING BRANDS
Supported By  Ministry of Culture, Community and Youth	
	ADD ROW FOR MORE BRANDS

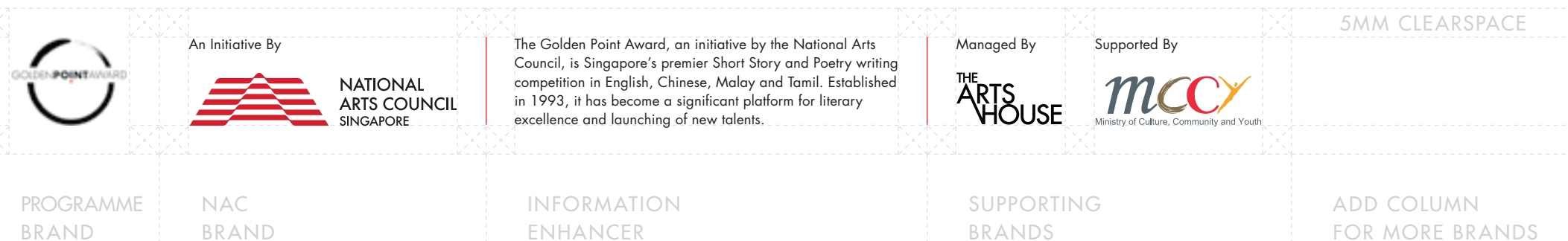
SHORTENED VERSION

An Initiative By  NATIONAL ARTS COUNCIL SINGAPORE	
Managed By 	Supported By  Ministry of Culture, Community and Youth

EXAMPLE (B)—“AN INITIATIVE BY”

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION



SHORTENED VERSION



EXAMPLE (C)—“AN INITIATIVE BY”

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

**NOISE
X
[INTERMEDIARY]**

An Initiative By



NATIONAL ARTS COUNCIL
SINGAPORE

Noise X [INTERMEDIARY] is an initiative by the National Arts Council.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean modo
ligula eget dolor. Aenean massa. Cum sociis natoque penatibus magnis
dis parturient montes, nascetur ridiculus mus. Donec quam felis, tricies
nec, pellentesque eu. pretium.

Programmed By



INTERMEDIARY
BRAND

Supported By



Ministry of Culture, Community and Youth

5MM CLEARSPACE

TYPESETTED
PROGRAMME NAME

NAC BRAND

5MM RED “DIVIDER”

INFORMATION ENHANCER

5MM RED “DIVIDER”

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

SHORTENED VERSION

An Initiative By



NATIONAL ARTS COUNCIL
SINGAPORE

Programmed By



INTERMEDIARY
BRAND

Supported By






Ministry of Culture, Community and Youth

EXAMPLE (C)—“AN INITIATIVE BY”

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION

NOISE X [INTERMEDIARY]	An Initiative By  NATIONAL ARTS COUNCIL SINGAPORE	Noise X [INTERMEDIARY] is an initiative by the National Arts Council. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean modo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, tricies nec, pellentesque eu. pretium.	Programmed By  INTERMEDIARY BRAND	Supported By  Ministry of Culture, Community and Youth
TYPESETTED PROGRAMME NAME	NAC BRAND	INFORMATION ENHANCER	SUPPORTING BRANDS	






SHORTENED VERSION

An Initiative By  NATIONAL ARTS COUNCIL SINGAPORE	Programmed By  INTERMEDIARY BRAND	Supported By  Ministry of Culture, Community and Youth	5MM CLEARSPACE
NAC BRAND	SUPPORTING BRANDS	ADD COLUMN FOR MORE BRANDS	





EXAMPLE—"PRESENTED BY"

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

			5MM CLEARSPACE
PROGRAMME BRAND			
Presented By			
 NATIONAL ARTS COUNCIL SINGAPORE			NAC BRAND
5MM RED "DIVIDER"			
<Programme name> is presented by the National Arts Council. <Information enhancer should describe the programme, and its association to NAC in 50 words or less.>			INFORMATION ENHANCER
5MM RED "DIVIDER"			
Supported By	Venue Partner	Official Arts Media	
 Ministry of Culture, Community and Youth	 esplanade Theatres on the Bay Singapore	 UST	SUPPORTING BRANDS
ADD ROW FOR MORE BRANDS			

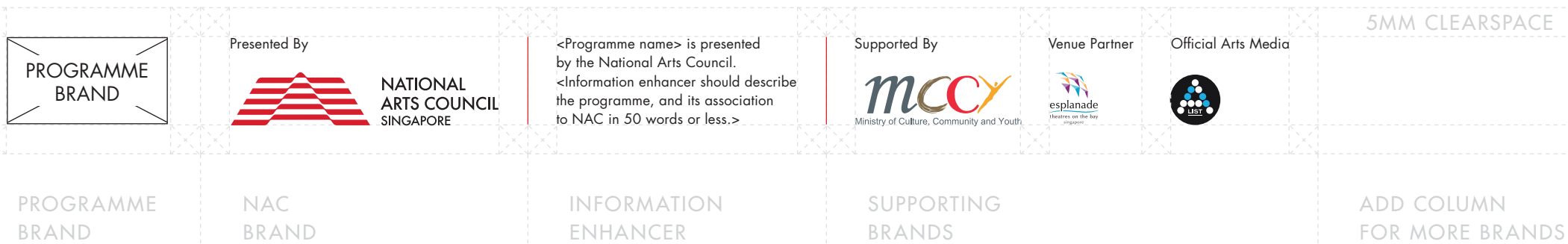
SHORTENED VERSION

Presented By		
 NATIONAL ARTS COUNCIL SINGAPORE		
5MM RED "DIVIDER"		
Supported By	Venue Partner	Official Arts Media
 Ministry of Culture, Community and Youth	 esplanade Theatres on the Bay Singapore	 UST

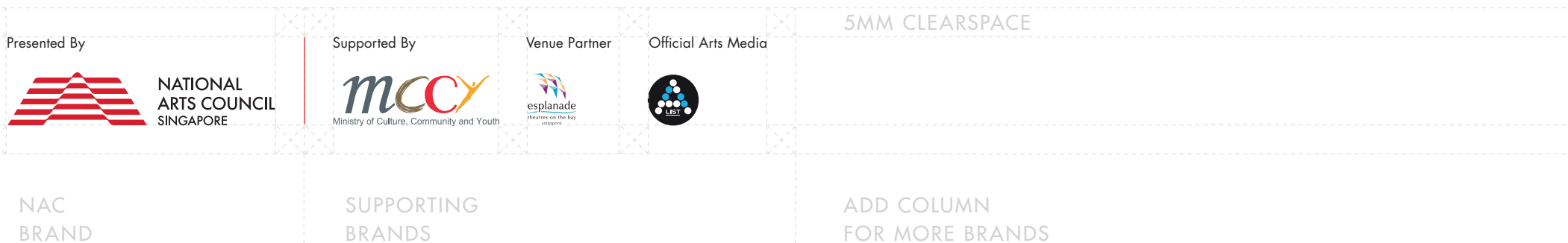
EXAMPLE—"PRESENTED BY"

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION



SHORTENED VERSION



EXAMPLE—"ORGANISED BY"

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

PATRON
OF THE ARTS

Organised By



NATIONAL ARTS COUNCIL
SINGAPORE

Patron of the Arts Awards is organised by the National Arts Council. The Patron of the Arts Awards was instituted in 1983 to recognise organisations and individuals that have contributed towards the promotion of cultural and artistic activities in Singapore.

Supported By



Ministry of Culture, Community and Youth

5MM CLEARSPACE

PROGRAMME BRAND

NAC BRAND

5MM RED "DIVIDER"

INFORMATION ENHANCER

5MM RED "DIVIDER"

SUPPORTING BRANDS

ADD ROW FOR MORE BRANDS

SHORTENED VERSION

Organised By



NATIONAL ARTS COUNCIL
SINGAPORE

Supported By



Ministry of Culture, Community and Youth

EXAMPLE—"ORGANISED BY"

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION

PATRON OF THE ARTS	Organised By  NATIONAL ARTS COUNCIL SINGAPORE	Patron of the Arts Awards is organised by the National Arts Council. The Patron of the Arts Awards was instituted in 1983 to recognise organisations and individuals that have contributed towards the promotion of cultural and artistic activities in Singapore.	Supported By  Ministry of Culture, Community and Youth	5MM CLEARSPACE
PROGRAMME BRAND	NAC BRAND	INFORMATION ENHANCER	SUPPORTING BRAND	ADD COLUMN FOR MORE BRANDS








SHORTENED VERSION

Organised By  NATIONAL ARTS COUNCIL SINGAPORE	Supported By  Ministry of Culture, Community and Youth	5MM CLEARSPACE
NAC BRAND	SUPPORTING BRAND	ADD COLUMN FOR MORE BRANDS

EXAMPLE—"A JOINT INITIATIVE BY"

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

			5MM CLEARSPACE
PROGRAMME BRAND			
A Joint Initiative By			
 NATIONAL ARTS COUNCIL SINGAPORE			NAC & OTHER BRANDS
5MM RED "DIVIDER"			
Singapore Art Week is a joint initiative by the National Arts Council, the Singapore Tourism Board and the Singapore Economic Development Board which reinforces Singapore's position as Asia's leading arts destination. This celebration of the visual arts offers myriad quality art experiences, from art fairs, gallery openings, exhibitions, lifestyle events and public art walks, to enriching discussions on art and culture.			INFORMATION ENHANCER
5MM RED "DIVIDER"			
Supported By	Venue Partner	Official Arts Media	
 Ministry of Culture, Community and Youth	 esplanade Theatres on the bay Singapore	 UST	SUPPORTING BRANDS
ADD ROW FOR MORE BRANDS			

SHORTENED VERSION

A Joint Initiative By			
 NATIONAL ARTS COUNCIL SINGAPORE			
5MM RED "DIVIDER"			
Supported By	Venue Partner	Official Arts Media	
 Ministry of Culture, Community and Youth	 esplanade Theatres on the bay Singapore	 UST	

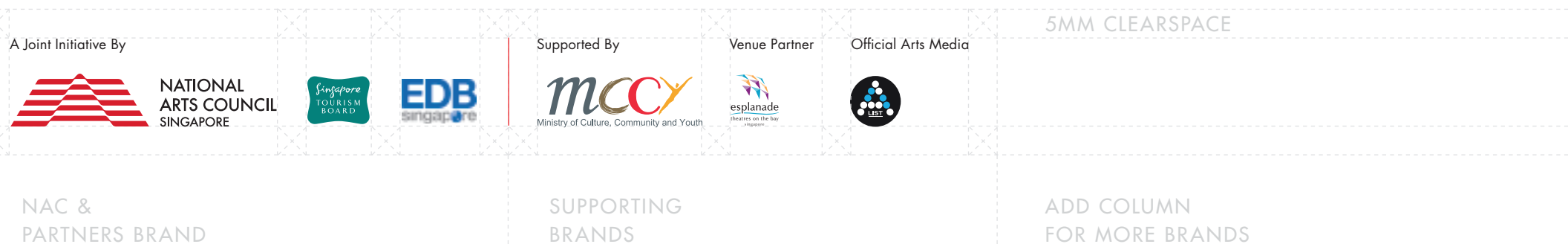
EXAMPLE—"A JOINT INITIATIVE BY"

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION








SHORTENED VERSION






EXAMPLE—"SUPPORTED BY"

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

		5MM CLEARSPACE
		PROGRAMME BRAND
Supported By		
 NATIONAL ARTS COUNCIL SINGAPORE	 Ministry of Culture, Community and Youth	NAC & OTHER BRANDS
Frontier Danceland is supported by the National Arts Council under the Major Company Scheme for the period from DD/MM/YYYY—DD/MM/YYYY.		5MM RED "DIVIDER"
		INFORMATION ENHANCER
		5MM RED "DIVIDER"
Venue Partner	Official Arts Media	
		SUPPORTING BRANDS
		ADD ROW FOR MORE BRANDS






SHORTENED VERSION

Supported By		
 NATIONAL ARTS COUNCIL SINGAPORE	 Ministry of Culture, Community and Youth	
Venue Partner	Official Arts Media	
		





EXAMPLE—"SUPPORTED BY"

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION

	Supported By  NATIONAL ARTS COUNCIL SINGAPORE  Ministry of Culture, Community and Youth	Frontier Danceland is supported by the National Arts Council under the Major Company Scheme for the period from DD/MM/YYYY—DD/MM/YYYY.	Venue Partner  esplanade theatres on the bay singapore	Official Arts Media 	5MM CLEARSPACE
PROGRAMME BRAND	NAC & OTHER BRAND	INFORMATION ENHANCER	SUPPORTING BRANDS	ADD COLUMN FOR MORE BRANDS	







SHORTENED VERSION

Supported By  NATIONAL ARTS COUNCIL SINGAPORE  Ministry of Culture, Community and Youth	Venue Partner  esplanade theatres on the bay singapore	Official Arts Media 	5MM CLEARSPACE
NAC & OTHER BRAND	SUPPORTING BRANDS	ADD COLUMN FOR MORE BRANDS	






EXAMPLE—"COMMISSIONED BY"

Layout optimised for tall and narrow spaces.

FULL AND PREFERRED VERSION

				5MM CLEARSPACE
Commissioned By				PROGRAMME BRAND
 NATIONAL ARTS COUNCIL SINGAPORE				NAC BRAND
Singapore International Festival of Arts is commissioned by the National Arts Council and managed by Arts House Limited. Inaugurated in 1977, the annual arts festival is Singapore's premier performing arts festival that aims to inspire the public through acclaimed international and local artistic experiences in performance, theatre, dance and music.				5MM RED "DIVIDER"
INFORMATION ENHANCER				5MM RED "DIVIDER"
Organised By	Supported By	Venue Partner	Official Arts Media	SUPPORTING BRANDS
	 Ministry of Culture, Community and Youth	 Theatres on the bay Singapore		
ADD ROW FOR MORE BRANDS				







SHORTENED VERSION

Commissioned By			
 NATIONAL ARTS COUNCIL SINGAPORE			
Organised By	Supported By	Venue Partner	Official Arts Media
	 Ministry of Culture, Community and Youth	 Theatres on the bay Singapore	






EXAMPLE—"COMMISSIONED BY"

Layout optimised for long horizontal spaces.

FULL AND PREFERRED VERSION

	Commissioned By  NATIONAL ARTS COUNCIL SINGAPORE	Singapore International Festival of Arts is commissioned by the National Arts Council and managed by Arts House Limited. Inaugurated in 1977, the annual arts festival is Singapore's premier performing arts festival that aims to inspire the public through acclaimed international and local artistic experiences in performance, theatre, dance and music.	Organised By 	Supported By  Ministry of Culture, Community and Youth	Venue Partner  esplanade Theatres on the Bay Singapore	Official Arts Media 
PROGRAMME BRAND	NAC BRAND	INFORMATION ENHANCER	SUPPORTING BRANDS			

SHORTENED VERSION

Commissioned By  NATIONAL ARTS COUNCIL SINGAPORE	Organised By 	Supported By  Ministry of Culture, Community and Youth	Venue Partner  esplanade Theatres on the Bay Singapore	Official Arts Media 	5MM CLEARSPACE
NAC BRAND	SUPPORTING BRANDS				ADD COLUMN FOR MORE BRANDS

ADDITIONAL GUIDELINE

Where available, existing programme logos should share the same height as the NAC logo. For programmes with no logos, simply typeset the programme title in Futura Std Bold. It should be two thirds the height of the NAC logo.

Here's an example:

PROGRAMME WITH LOGO



Organised By



Noise Singapore is an initiative by the National Arts Council Singapore. It is a key youth arts platform which aims to engage young people to actively participate in the arts to showcase their creativity. Noise Singapore is also dedicated to making noise about the creative talents of young people.

Supported By



PROGRAMME WITHOUT LOGO



Organised By



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat mass.

Supported By

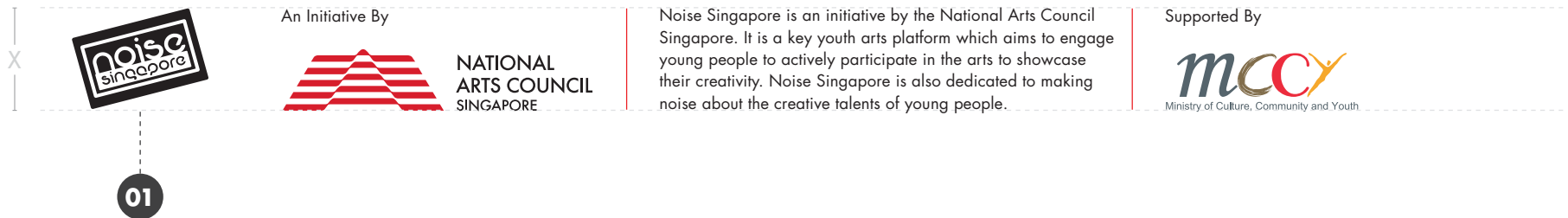


ADDITIONAL GUIDELINE

In horizontal layouts, the rules differ slightly. First we stack the appropriate byline above the secondary logomark. This sets the height for both existing and newly created programme logos **or titles**.

Take a closer look:

PROGRAMME WITH LOGO



PROGRAMME WITHOUT LOGO



AMPLE

ork master
ks to best suit
cape or portrait,
heads.

A4 LANDSCAPE



An Initiative By



NATIONAL ARTS COUNCIL
SINGAPORE

Noise Singapore is an initiative by the National Arts Council Singapore. It is a key youth arts platform which aims to engage young people to actively participate in the arts to showcase their creativity. Noise Singapore is also dedicated to making noise about the creative talents of young people.

Supported By



Venue Partner



Official



An Initiative By

Supported By

Venue Partners

Official Arts Media

Sponsor