

NATIONAL PUBLICITY PLATFORM

## The Civic District

### Banner Spaces Guidelines, and Terms and Conditions

The Civic District (CvD) is known as the historic birthplace of modern Singapore. The area features some of Singapore's more notable historic buildings and spaces, including the Asian Civilisations Museum, the Victoria Theatre and Concert Hall, the National Gallery Singapore, the Old Parliament House, Queen Elizabeth Walk and the Padang. Along the Marina Bay waterfront, more cultural and lifestyle attractions can be found, such as the Esplanade – Theatres on the Bay, the Fullerton Hotel and Clifford Pier, among others – giving the area its distinct identity as Singapore's foremost arts and cultural destination.

Leading the CvD's place management efforts are the National Arts Council (NAC) and the National Parks Board (NParks), who work closely with various stakeholders in the area to enhance the vibrancy of the CvD, creating an integrated arts, cultural and lifestyle precinct by the bay for all to enjoy.

While all groups are welcome to apply, please note that priority will be accorded to arts and heritage groups of a non-profit nature. NAC will administer these banner spaces within the CvD area.

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For any feedback or questions, please approach NAC's appointed lamp post banner space administrator:

Name	Mr Shaun Wong, D'Event Factory Pte Ltd
Hotline	98598547
Email	bannerspace@deventfactory.com

## Application Process

### 1) Application Periods

- a) There are four display periods open for application:

Display Period	Application Period
July to September	March
October to December	June
January to March	September
April to June	December

- b) Maximum display duration / period is four (4) weeks.  
 c) Only applications made during the open call window will be evaluated.  
 d) NAC will not entertain late submissions nor requests made on an ad-hoc basis.  
 e) All forms must be submitted via the online application portal, unless otherwise stated.

### 2) Evaluation and Notice

- a) All applications will be evaluated by NAC based on the following priority areas. Allocation is not based on a first-come-first-serve basis.

Priority Level	Type of Events
High	<ul style="list-style-type: none"> <li>Events by Singapore-based non-profit arts groups and institutions</li> <li>NAC-organised or NAC-supported events</li> </ul>
Medium	<ul style="list-style-type: none"> <li>Nationwide campaigns and events organised by Government bodies</li> <li>Arts-related events</li> <li>Community, Learning and Education-related events</li> </ul>
Low	<ul style="list-style-type: none"> <li>Events by commercial arts groups and institutions, private galleries</li> </ul>

- b) Successful applicants will be notified of their allocated locations via email within two months after the closing date.

ANNEX A

## Application Process

### 3) Review of Submissions

- a) All applicants should submit the soft copy of their banner artwork (in PDF format of a file size less than 5mb) to the appointed administrator at least 4 weeks before the start of the allocated display period. Any delay in submission will affect the approval process and result in delays.
- b) Appointed administrator will submit the banner artwork to NAC and the Land Transport Authority (LTA) for final approval.
- c) Upon clearance of artwork with NAC and LTA, a letter of approval will be issued to the applicant via email.

### 4) Application of Building and Construction Authority (BCA) Advertising Licence Fee

- a) All applicants need to apply for a BCA Advertising Licence to proceed with the installation of banners. Application of the licence can be made via [www.bca.gov.sg/AdvertisementLicence](http://www.bca.gov.sg/AdvertisementLicence). Applicants may do this directly or through the applicants' appointed vendor.

### 5) Installation / Dismantling of Banners

- a) Applicants are to arrange for their own installation and dismantling of banners. Please refer to ANNEX C for Mandatory Instructions.

### 6) Other Information

- a) To apply for banner spaces outside the CvD please contact the following authorities for more information:

Precinct	Contact Person(s)
Public Streets	<b><u>LTA</u></b>
Banners applications involving <u>multiple precincts</u>	Ms Lau Lai San <a href="mailto:Lau_Lai_San@lta.gov.sg">Lau_Lai_San@lta.gov.sg</a> Mr Dayan Zainuddin <a href="mailto:Dayan_Zainuddin@lta.gov.sg">Dayan_Zainuddin@lta.gov.sg</a>
Orchard Precinct, key tourism belts, Tuas & Woodlands Causeways	<b><u>STB</u></b> Mr Brahmakumar Balakrishnan <a href="mailto:Brahmakumar_Balakrishnan@stb.gov.sg">Brahmakumar_Balakrishnan@stb.gov.sg</a>

**Legend:**

- Non-decorative (ND) lamp post
- ◆ Decorative 1 (D1) lamp post
- ▲ Decorative 2 (D2) lamp post
- Available
- Unavailable
- Bus Stop

This map illustrates the proposed locations for lamp posts along the CVD Core (2) in Singapore. The map shows a grid of streets including Ophir Rd, Rochor Rd, Princep St, Bencoolen St, Waterloo St, Queen St, Victoria St, North Bridge Rd, Beach Rd, Nicoll Highway, Middle Rd, Seah St, Bras Basah Rd, Stamford Rd, Coleman St, High St, Hill St, and Fort Canning Park. Key landmarks such as the Peace Centre, National Museum of Singapore, Peranakan Museum, City Hall, Capitol Piazza, Funan Centre, and Shaw Towers are marked. The map displays various lamp post configurations and their availability status. A legend at the bottom indicates that green dots represent 'Available' lamp posts and orange dots represent 'Unavailable' lamp posts. The configurations are categorized as follows:

- Non-decorative lamp post (represented by a black dot)
- Non-decorative lamp post (1 banner each on left and right wing) (represented by a black dot with a banner icon)
- Available (represented by a green dot)
- Unavailable (represented by an orange dot)

The map shows several specific configurations and their locations:

- MID1, MID2, MID3:** Configurations along Middle Rd, featuring multiple rows of lamp posts with varying numbers of banners.
- PRs:** Configurations along Bencoolen St, featuring a single row of lamp posts.
- BEN, WAT, QUE1, QUE2:** Configurations along Bencoolen St, Waterloo St, Queen St, and Victoria St, featuring multiple rows of lamp posts.
- NOR:** Configuration along North Bridge Rd, featuring a single row of lamp posts.
- VIC1, VIC2:** Configurations along Victoria St, featuring multiple rows of lamp posts.
- HILL1, HILL2:** Configurations along Hill St, featuring multiple rows of lamp posts.

(1) Lamp Post Locations at the CvD Core (Map A)

Code	Location	Type	Units	Lamp Post No. (#)
CND	Connaught Dr (along Singapore Cricket Club)	D1	6	#1F, 2F, 4F, 5F, 6F, 7F
ESD	Esplanade Dr	ND	26	# 3/1, 7/5, 11/9, 15/13, 19/17, 23/21, 27/25, 31/29, 35/33, 39/37, 43/41, 47/45, 51/49, 52/50, 48/46, 44/42, 40/38, 36/34, 32/30, 28/26, 24/22, 20/18, 16/14, 12/10, 8/6, 4/2
FLR1	Fullerton Rd Between Collyer Quay and Anderson Bridge	ND	12	#2F, 4F, 6, 7, 8, 9, 12, 14, 16, 18, 13F, 15F
FLR2		D1	7	#20F, 22F, 23F, 24S1, 24S2, 25F, 25/1F
STM	Stamford Rd Between North Bridge Rd and Nicoll Highway	D1	5	# 2F, 3F, 4F, 5F, 6F
		D2	5	# 18/1, #18/2, 19, 20, 21
SAR	St Andrew's Rd	D1	16	# 1F, 2F, 3F, 4F, 5F, 6F, 7F, 8F, 9F, 10F, 11F, 12F, 13F, 14F, 15F, 16F

*Note: The numbering of the lamp posts in this document are provided to guide applications only, and may not coincide with the actual lamp post number on site. All applicants are to conduct a site reconnaissance to verify the number of banner spaces available on-site prior to the production and installation of banners.*

ND – Non-decorative Lamp Post

D1 – Decorative 1 Lamp Post

D2 – Decorative 2 Lamp Post

\* Each Lamp Post in Map B accommodates 2 single-side banners (1 banner each on left and right wing)

(2) Lamp Post Locations Beyond CvD Core (Map B)

Code	Location	Type	Units	Lamp Post No. (#)
SQ	Stamford Rd Between Queen St and Bencoolen St	ND	12	# 45, 46, 48, 49, 50, 51, 52, 53 (8 units)
	Queen St Between Bencoolen St and Victoria St			# 47, 47/1, 47/2, 47/3 (4 units)
BEN	Bencoolen St Between Middle Rd and junction of Bras Basah Rd	ND	9*	# 13F, 14F, 15F, 16F, 17F, 18F, 19F, 20F, 21F
HIL1	Hill St   Towards Chinatown Between Stamford Rd and River Valley Rd	ND	11	# 4, 6, 8, 22, 24, 26, 28, 30, 32, 34, 36 (Even numbers only)
HIL2	Hill St   Towards Bugis Between Stamford Rd and River Valley Rd	ND	12	# 9, 11, 15, 17, 21, 23, 25, 27, 29, 31, 33, 36/1F
MID1	Middle Rd Between Selegie Rd and Waterloo St	ND	10	# 47, 48, 53, 55, 57, 58, 62, 63, 64, 65
MID2	Middle Rd Between Waterloo St and Victoria St	ND	12	# 23, 24, 25, 26, 31, 32, 33, 34, 39, 40, 41, 42
MID3	Middle Rd Between Victoria St and Beach Rd	ND	11	# 9, 10, 12, 13, 14, 15, 16, 17, 18, 21, 22
NOR	North Bridge Rd Between Middle Rd and Bras Basah Rd	ND	11	# 45, 46, 47, 49, 50, 51, 52, 53, 54, 55, 56
QUE1	Queen St   SAM side Between Waterloo St and Victoria St	ND	9*	# 1, 3, 5, 7, 9, 13, 15, 17, 19 (Odd numbers only)
QUE2	Queen St   8Q side Between Waterloo St and Victoria St	ND	13*	# 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 21, 22, 24 (Even numbers only)
PRS	Prinsep St / Selegie Rd Between Bras Basah Rd and Middle Rd	ND	10	# 1, 2, 4, 6, 7, 8, 9, 10, 11, 11/1
VIC1	Victoria St   Towards Chinatown Between Middle Rd and Stamford Rd	ND	12	# 3, 5, 9, 11, 15, 17, 19, 21, 23, 25, 27, 29 (Odd numbers only)
VIC2	Victoria St   Towards Bugis Between Middle Rd and Stamford Rd	ND	11	# 2, 4, 6, 10, 14, 16, 18, 20, 22, 24, 26 (Even numbers only)
WAT	Waterloo St Between Middle Rd and Bras Basah Rd	ND	6	# 8, 10, 11, 12, 13, 14

## ANNEX C

### Mandatory Instructions

#### 1) Print and Banner Specifications

- a) Please see visual guidelines for full detailed measurements.

Banner Specifications	Non-Decorative (ND) Lamp Post	Decorative 1 (D1) Lamp Post	Decorative 2 (D2) Lamp Post
Dimension	3.0m(Height) x 1.0m(Width)	3.0m(Height) x 0.75m(Width)	3.5m(Height) x 1.2m(Width)
Printing	1-side only <sup>1</sup>	Double-side	Double-side
	<ul style="list-style-type: none"> <li>Electrostatic, Direct-to-Media, high grade silkscreen printing, <i>or</i></li> <li>Superior printing techniques should be used to ensure clear images and prevent fading</li> </ul>		
Material	<ul style="list-style-type: none"> <li>PVC Canvas, <i>or</i></li> <li>Lightweight opaque material superior to PVC</li> </ul>		

- b) All banners installed in the CvD must carry the CvD template. Please refer to ANNEX D for exact design guidelines, further specifications and measurements.

#### 2) Installation and Dismantling Details

- Banners should be installed with the printed side facing vehicular traffic.
- For lamp posts with top and bottom banner arms, the banners should be fastened securely with standard steel or wire cables to the top and bottom lamp post banner arms to prevent flagging
- For lamp posts without banner arms, a sturdy wooden, plastic or metal strip can be incorporated at the bottom of the banners to ensure the banner is held and straight.
- Banners must incorporate an eyelet with a steel or wire cable in order to be fastened securely to the lamp post to prevent flagging and dislodgement.
- Banners should use standardised brackets or metal poles approved by LTA for the hanging of banners on the lamp posts. They should not be hung on the lighting infrastructure portion of the lamp post itself. Otherwise, applicants are to use

<sup>1</sup> Each lamp post must only carry 1 banner (see ANNEX B – BEN/QUE 1/QUE 2 for exception)



U-clamp with PVC sleeves to mount the banner onto the lamp posts. No drilling, riveting or welding shall be allowed for mounting of supports onto lamp posts

- f) Applicants' appointed contractor may install and dismantle banners at the following times:

For allocated display period (First Day / Last Day)

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Installation	Between 2300hrs of the <u>First Day</u> to 0600hrs of the Following Day e.g. for display period starting 1 July: Installation from 1 July 2300hrs to 2 July 0600hrs
Dismantling	Between 2300hrs of the <u>Last Day</u> to 0600hrs of the Following Day e.g. for display period ending 30 July: Dismantling from 30 July 2300hrs to 31 July 0600hrs

- g) The applicant shall be responsible for ensuring that all banners are installed in a safe and appropriate manner. NAC shall be indemnified against any incident or damage resulting from any proceedings, action, claims, demands, damages, injury to persons (whether fatal or otherwise), loss or damage to property, cost and expenses whatsoever which arise as a result of the displacement of buntings.
- h) The applicant is responsible for addressing any feedback directly to the Singapore Police Force (SPF) if the surveillance cameras and wireless antenna panels were found to be blocked or obstructed or adjusted during installation, dismantling or maintenance. The applicant shall bear the full cost in restoring the said equipment back to its original state to the satisfaction of SPF.
- i) Only approved banner designs can be installed on the allocated lamp post(s). NAC reserves the right to request immediate removal of lamp post banners with unapproved designs at the applicant's cost.
- j) NAC reserves the right to revoke the approval and request the immediate removal of the banners at the applicant's cost, if the quality of production or method of installation is deemed unsafe and/or unsuitable.
- k) All banners shall maintain a minimum height clearance of at least 2.4 metres above the walkway or grass verge and minimum lateral clearance of 600 mm away from the road kerb edge. Banners on lamp post immediately before traffic lights shall have a minimum height clearance 3m above ground. The lamp post number and the service door must not be blocked at all times.
- l) No installation of banner is allowed on lamp posts immediately before the Arterial Variable Message Signs (AVMS) and Parking Guidance Signs (PGS).

- m) No installation of banner is allowed on lamp posts with traffic or information signs, cameras and monitoring devices.
- n) Prior to the installation of the banners, the applicant shall check with NAC's appointed banner administrator if they are unclear on lamp posts that are not suitable for banner display.
- o) The applicant is responsible for ensuring proper documentation such as high resolution photographs, to record the conditions of the lamp post, footpath, road and street furniture before commencement of the work and to submit it to NAC should there be any defects found.
- p) Should any defects be found upon the dismantling of banners, defects that were previously not recorded in pre-installation photographs, the applicant is responsible to reinstate the lamp post banner infrastructure to its original condition.
- q) All the banners and their supporting structures are to be dismantled and removed immediately after the banner display end date on the last day of banner display, between 2300hrs to 0600hrs (the following day). Otherwise, the NAC will remove the structures/banners and the cost incurred shall be borne by the applicant.
- r) Public liability insurance and other insurance shall be readily available when requested by LTA.
- s) The applicant shall be responsible to address any public feedback and enquiries that may arise from the installation/display of the banners.
- t) NAC reserves the right to revoke any approval and require the immediate removal of the banners at the applicant's cost without any compensation as and when required.
- u) Failure to comply with any of the above requirements may result in applicants and their appointed contractors being blacklisted and not allowed to apply for future applications.
- v) Applicant shall ensure the following with regards to LTA's banner guidelines: (i) the banner remains in good condition or cleanliness during the period of display; and (ii) applicants are to conduct daily inspections to ensure that the structures and banners are adequately secured, clean and safe. Any banners, which in the view of the Authorities pose safety concern, must be removed or replaced immediately.
- w) For further information with regards to LTA's banner guidelines on installation or maintenance of vertical banners, please refer to [LTA's website](#) for more information.

### 3) Withdrawal of Allocated Banner Spaces

- a) Withdrawal from all or part of the allocated banner spaces must be made in writing at least six (6) weeks before the installation date. Failing which, the applicant will not be allowed to apply for banner spaces for the next 2 cycles (i.e. 6 months).



ANNEX D

## CvD Banner Guidelines and Templates

### 1) Design Guidelines

- a) Please adhere to the following guidelines when designing the banner. NAC reserves the right to reject designs that do not meet the recommendations, or to ask for amendments to designs that are deemed inappropriate.

Design elements	Guidelines (refer to ANNEX D Section (2) and (3) for further specifications)
CvD Header/Logo	<ul style="list-style-type: none"> <li>The CvD logo/header must be placed at the top of banner</li> </ul>
Event Name e.g. Singapore Writers Festival	<ul style="list-style-type: none"> <li>Priority may be given to event name and the nature of the event over logos, images and taglines.</li> <li>Selected font and colours should ensure maximum visibility of the event name for pedestrians and motorists.</li> <li>Each design should feature only <u>one</u> event.</li> <li>The recommended font size can be found in the template design under ANNEX D Section (3).</li> </ul>
Information – Event Date and Venue e.g. 1 January – 3 March 2018 ABC Gallery	<ul style="list-style-type: none"> <li>Clearly indicate the event date and venue.</li> <li>Chosen font and colours should ensure maximum visibility for pedestrians and motorists.</li> <li>Recommended font size in template.</li> </ul>
Sponsor / Organiser(s)	<ul style="list-style-type: none"> <li>Logo(s) are to be placed at the bottom of the banner only.</li> </ul>
Event Visuals	<ul style="list-style-type: none"> <li>Event visuals should not appear too elaborate or intricate, text should not look cluttered for readability.</li> <li>Event visuals should not be similar to traffic lights or any other road-and-traffic signs to avoid confusion to motorist.</li> </ul>
Additional Information	<ul style="list-style-type: none"> <li>Less text is best; information could be displayed in short succinct lines.</li> <li>Messages should not be designed in a vertical format.</li> <li>The design shall not contain any commercial information, for example, ticketing information, URL and/or social media icons.</li> </ul>

- b) Banner design must comply with the “Singapore Code of Advertising Practice” set by the Advertising Standards Authority of Singapore (ASAS).
- c) Banner design should not contain anything that is offensive to the standards of decency, in accordance with Clause 2.1 on decency stipulated in the “Singapore Code of Advertising Practice” by ASAS.

2) Banner Header/Logo: Colour Application – you may choose from six (6) options as seen below:

civicdistrict	—	<b>Light Grey</b> 0C 0M 0Y 44K
civicdistrict	—	<b>Violet-Blue</b> 69C 62M 0Y 0K
civicdistrict	—	<b>Redwood</b> 0C 100M 63Y 29K
civicdistrict	—	<b>Brown</b> 0C 37M 68Y 28K
civicdistrict	—	<b>Mint</b> 90C 0M 49Y 0K
civicdistrict	—	<b>Olive</b> 33C 15M 94Y 10K

### 3) Design Templates & Other specifications

#### a) ND (1-side only) Banner Template: 3.0m(H) x 1.0m(W)

**Dimension:**  
3.0m(H) x 1.0m(W)

0.1m (10% of width)  
All margins to be 0.1m

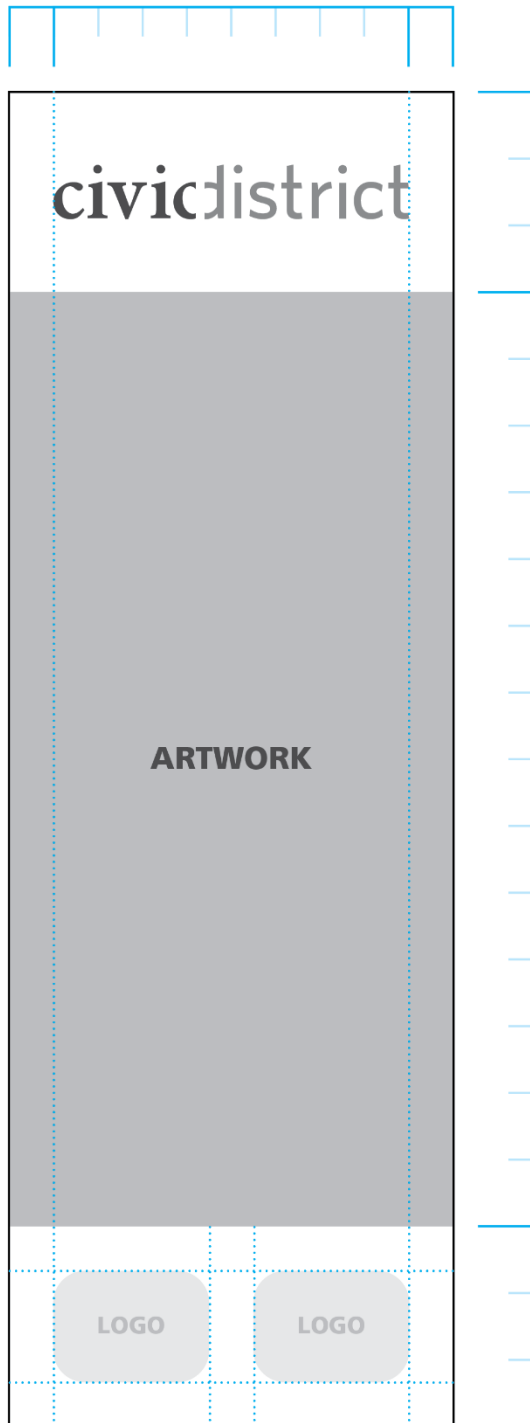
Mock applications



**Name Recommended Font size:**  
460pt / X-height 110cm

**Information Recommended Font size:**  
230pt / X-height 55cm

**Event graphics**  
Approx. 1/2 - 1/3 banner height



0.45m (15% of height)  
CvD header to be aligned  
to the middle of segment and  
justified to margins.

2.1m (70% of height)  
Vendors's event artwork  
should be contained to  
2.1mH x 1.0mW

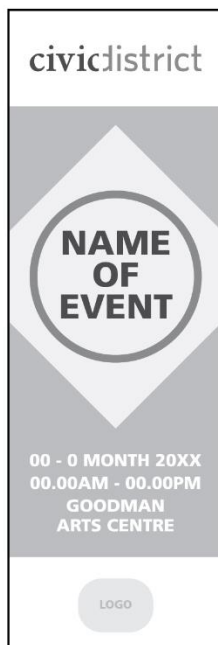
0.45m (15% of height)  
The margins should be  
aligned to the middle  
justified to margins.

0.1m (10% of width)  
All margins to be 0.1m

b) D1 (double-side) Banner Template: 3.0m(H) x 0.75m(W)

**Dimension:**  
3.0m(H) x 0.75m(W)

Mock applications

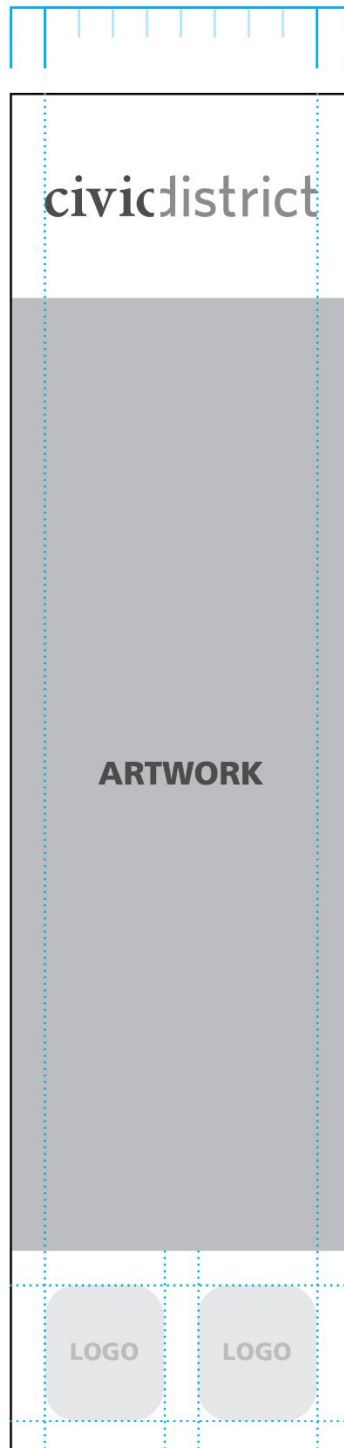


**Name Recommended Font size:**  
368pt / X-height 88cm

**Information Recommended Font size:**  
184pt / X-height 44cm

**Event graphics**  
Approx. 1/2 - 1/3 banner height

0.75m (10% of width)  
All margins to be 0.75m



0.75m (10% of width)  
All margins to be 0.75m

0.45m (15% of height)  
CvD header to be aligned to the middle of segment and justified to margins.

2.1m (70% of height)  
Vendors's event artwork should be contained to 2.1mH x 1.0mW

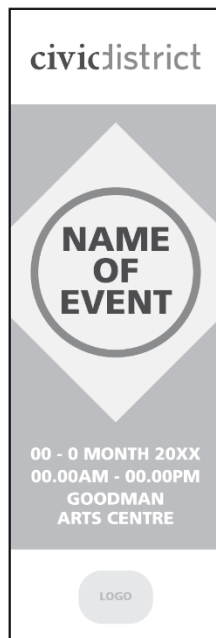
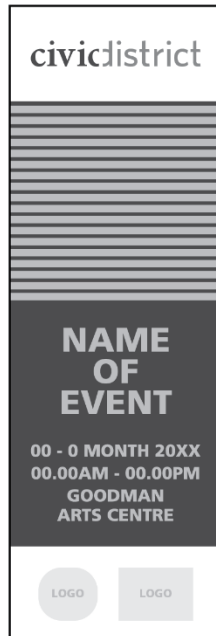
0.45m (15% of height)  
The margins should be aligned to the middle justified to margins.

c) D2 (double-side) Banner Template: 3.5m(H) x 1.2m(W)

**Dimension:**  
3.5m(H) x 1.2m(W)

0.12m (10% of width)  
All margins to be 0.12m

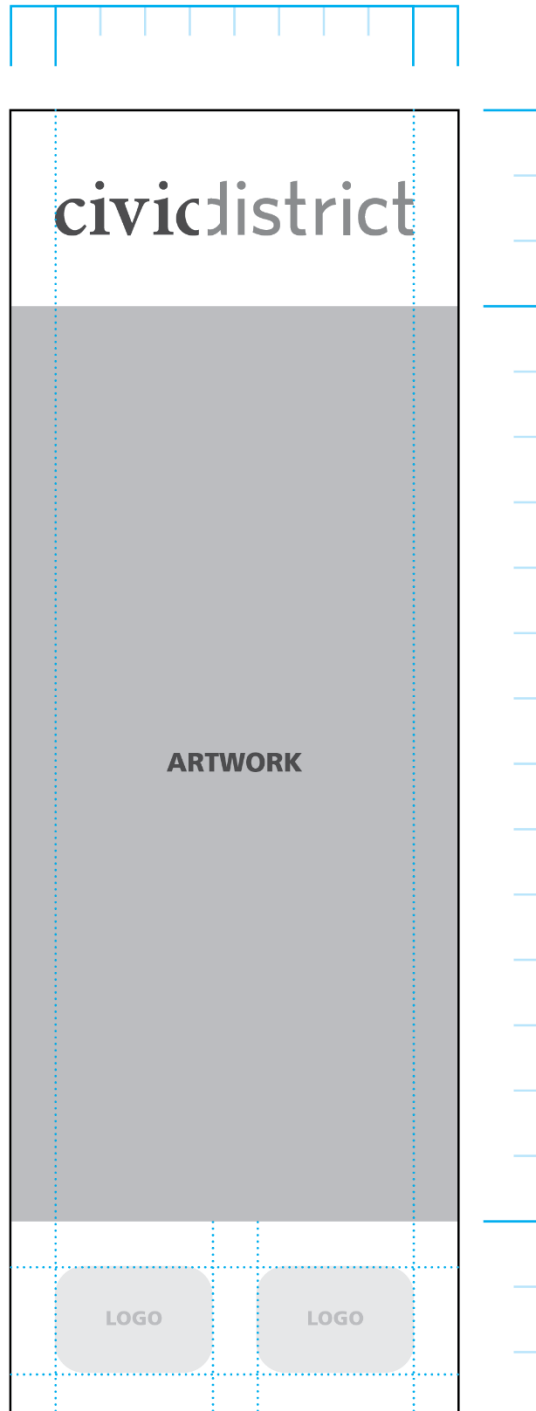
Mock applications



**Name Recommended Font size:**  
510pt / X-height 130cm

**Information Recommended Font size:**  
255pt / X-height 65cm

**Event graphics**  
Approx. 1/2 - 1/3 banner height

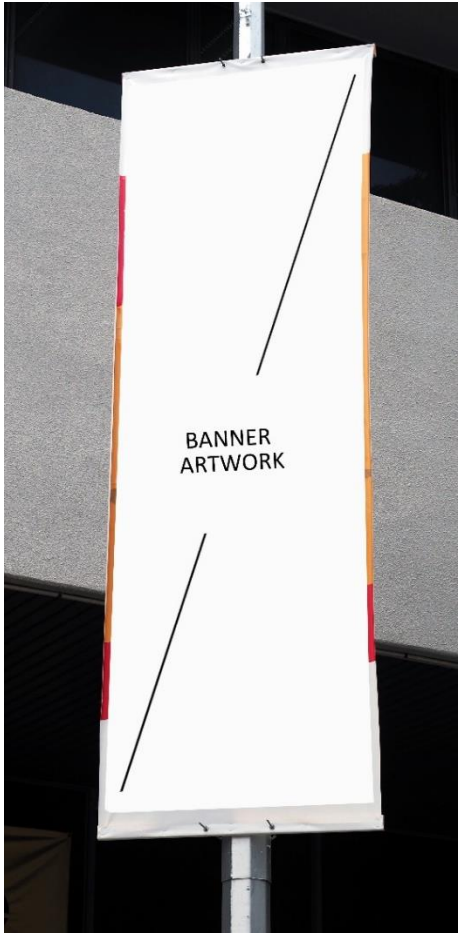
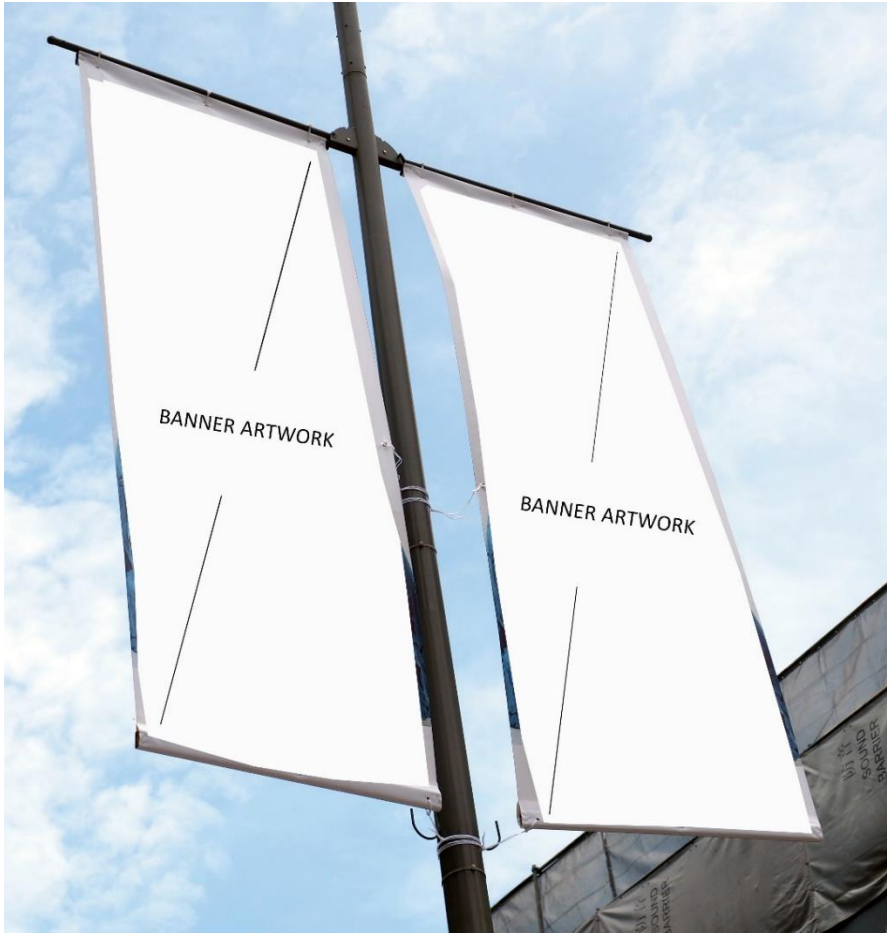




0.12m (10% of width)  
All margins to be 0.12m

ANNEX E

Lamp Post Banner Types & Contraventions

1) Lamp Post Banner Types

	Non-Decorative (ND) Lamp Post with U-clamp banners	Non-Decorative (ND) Lamp Post with twin banner arm	Decorative 1 (D1) Lamp post	Decorative 2 (D2) Lamp post
Image Examples				
Banner Dimensions	3.0m (Height) x 1.0m (Width)	3.0m (Height) x 1.0m (Width)	3.0m (Height) x 0.75m (Width)	3.5m (Height) x 1.2m (Width)
Printing (Banner sides)	1-side only, Single sided only	1-side only, Single sided only	2-sides, Double-sided only	2-sides, Double-sided only
Note: Banner size must correspond to the lamp post type and must not exceed the specifications provided				

## 2) Contraventions

- a) In the table below, applicants will find one example of an ill-installed banner that is strictly **not allowed** during the banner display period.

III- Installed Banners	Banner installed and hung on lighting infrastructure instead of a banner arm
Image Examples	