

SINGAPORE 2015

World Stamp Exhibition

LOGO GUIDELINES

Revision 1.02 | 1 Apr 2013

LOGO USAGE

The **5c logo on light background** is the primary FOX logo and should be used on all corporate documents, internal and external (see list at right).



If the logo needs to be on a dark background, use the **5c logo on dark background**. The size of "SINGAPORE 2015" is reduced by 2% with respect to the rest of the logo to allow for side margins from the dark background.



Included in this package:

PRIMARY LOGO

S2015_5c_lightbg.eps

S2015_5c_darkbg.eps

1-COLOR LOGO

S2015_1C_black_onwhite.eps

S2015_1C_white_onblack.eps

PRIMARY LOGO SHOULD BE ALWAYS BE USED ON

- Letterhead and stationary
- Business cards
- Application Form
- Email signatures
- Official documents
- Sales collateral
- Marketing collateral
- Sponsorship recognition
- Presentations
- Advertising
- Videos
- Blogs
- Stamps
- Miniature/Collector Sheets
- First Day Covers

1-color logo (all black or all white) can be used if color is not an option. Use black on light backgrounds, and white on dark backgrounds.



1-COLOR LOGO MAY BE USED ON

- Embossing
- Hot Stamping
- Varnishing
- Medals
- Trophies
- Plaques
- Date stamps

Minimum size for print

Printed logo should be no less than 15mm wide.

Minimum size for web

Logo on the web should be no less than 50 pixels wide.

Minimum clear space around logo

The SINGAPORE 2015 logo should be placed with generous white space around it. The empty or white space should be more than or equal to half the width of the logo.



LOGO CRUELTY

Do not alter the logo in any way. Use only the logos provided.

Construction DON'Ts

Don't change orientation, modify or omit elements, alter or amend artwork, change scale of elements or proportions, distort by cropping or masking, apply outlines, styles or filters, recreate with different font, or create new elements that look enough like the SINGAPORE 2015 logo so as to cause confusion.

Color DON'Ts

Don't change color, simplify, or change the logo's shading and gradients.

Contextual DON'Ts

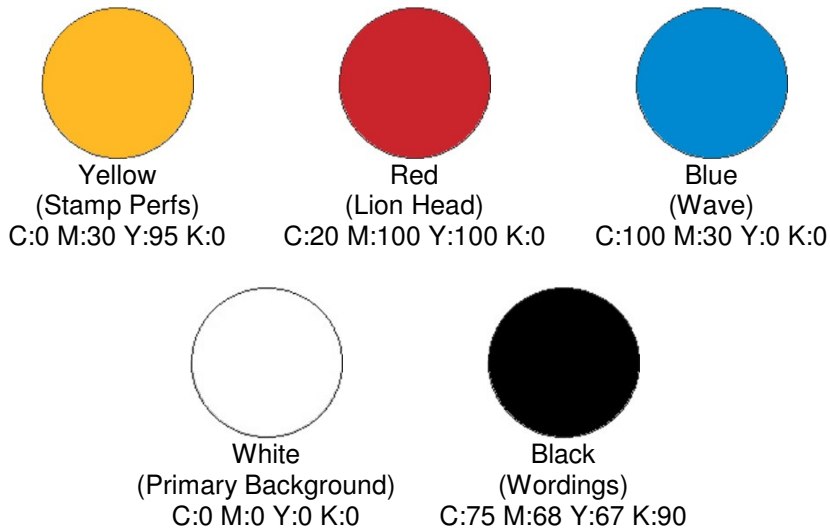
Don't dilute the logo by putting it on a busy background, deface, place text on top of, overlap, or add surrounding elements.

DON'TS

Examples



COLOR PALETTE



SAVING FOR WEB

If a logo must be shown on a web background color that is not white, the logo must be saved for web with a transparent background, to avoid a white box or unsightly white pixels around the logo. For more information on optimization for web, consult your designer or web developer.

TEXT & TYPOGRAPHY

SINGAPORE 2015 corporate typefaces use the ____ font families.

PROPER FORM

SINGAPORE 2015 World Stamp Exhibition, or SINGAPORE 2015 in short, should be used in their exact forms, neither abbreviated nor combined with any other word or words or in any other sequence.

SINGAPORE 2015 is always set in all caps.

Examples of Correct Form

SINGAPORE 2015 World Stamp Exhibition
SINGAPORE 2015

Examples of Incorrect Form

Singapore 2015 World Stamp Exhibition
Singapore 2015
Singapore World Stamp Exhibition 2015
SINGAPORE World Stamp Exhibition 2015
SINGAPORE 2015 WSE
World Stamp Exhibition 2015

LEGAL

All use of the SINGAPORE 2015 logo should be sent to the Marketing & Publication Sub Committee of the SINGAPORE 2015 World Stamp Exhibition for approval prior to publishing. The sub-committee may be reached at marketing@singapore2015.com.