



SG
60

SG60 BRAND GUIDELINES
WITH SIGNATURE EVENT LOCKUP

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TERMS OF USE

1. The SG60 logo (the “Logo”) belongs to the Government (“we”, “us” or “our”). You may use it only on a non-exclusive basis and subject to these terms of use.
2. You are responsible for ensuring that your use of the Logo complies with all laws. You must not use the Logo in contravention of any laws.
3. You must not use the Logo in any way that gives a false or misleading impression that we endorse or promote or are otherwise affiliated or associated with any person, brand, product, service or event.
4. You must not use the Logo in any way that brings or is likely to bring Singapore or us into disrepute or otherwise reduce or diminish Singapore’s or our reputation or image.
5. You must not use the Logo in any distasteful way or in a way that the general public regards or is likely to regard as objectionable. If any question arises as to whether a particular use of the Logo is distasteful or objectionable to the general public, we will have the final say.
6. You may not authorise any other person to use the Logo.

WHAT IS SG60?

2025 marks a momentous milestone for Singapore – our 60th year of independence. SG60 is a testament to the resilience, unity, and unwavering spirit of this little red dot and its people. As we stand at the cusp of a new era, SG60 invites every Singaporean to write the next chapter of our Singapore story, one that is brimming with possibilities.

THE SG60 LOGO



The SG60 logo continues the celebration of the little red dot as when it was celebrated during SG50. It brings back the once-familiar symbol for the celebration of Singapore's 60th birthday.

SG60 BRAND ATTRIBUTES



DIFFERENCES BETWEEN THE SG50 & SG60 LOGO

While visually similar, there are 2 main differences between the SG50 logo and the SG60 logo.

In the SG60 logo, **the original typeface, Gotham, has been replaced with Metropolis**, an open-source typeface which is also used in the SG Mark.

The other difference would be redefining what the little red dot can be and embodying it with fresh meanings and new possibilities through dynamic brand expressions like animations, typography and graphics. These expressions would leverage on today's digital landscape, creating more engaging interactions and deeper connections with Singaporeans.



SG50

Typeface:
Gotham



SG60

Typeface:
Metropolis
(Modified)

LOGO COLOURS

The official colours of the SG60 logo are set in **red and white**—the colours of our national flag. Do ensure that the indicated Pantone colours are used.



SG60 RED

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



SG60 WHITE

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

INVERTED LOGO

The Inverted Logo variation of the official logo features a white circle with red text instead of the red dot along with white text. **This logo can only be strictly used on a full red background.**

Refer to **page 8** for more details.



SG60 RED

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



SG60 WHITE

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

COLOUR RELATIONSHIP

Full Colour

The logo in colours 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).

Inverted Logo

The inverted logo should **strictly only be used on a full red background only.**



MONOCHROMATIC PRINTING

In situations where only monochromatic printing is possible, there is a Monochromatic Logo variation for use.

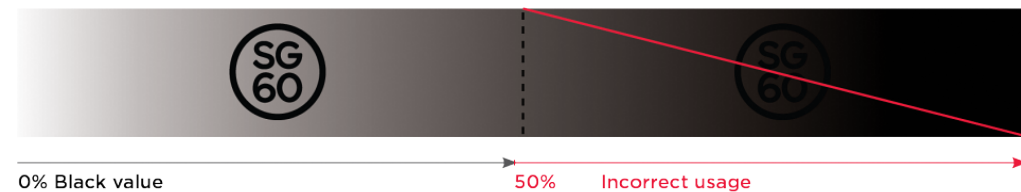
This logo features a Black Rim outline instead of the red dot along with white text. **This logo should strictly only be used where only monochromatic printing is possible.**

It should not be used on a background with more than 50% black value.



SG60 BLACK

CMYK: 0C 0M 0Y 100K
PANTONE: BLACK
RGB: 0R 0G 0B



MINIMUM SIZE

Do ensure the legibility of the SG60 logo by not minimising it beyond **10mm** in width for **print**, and **28px** in width for **digital** applications.

Minimum Size - Print

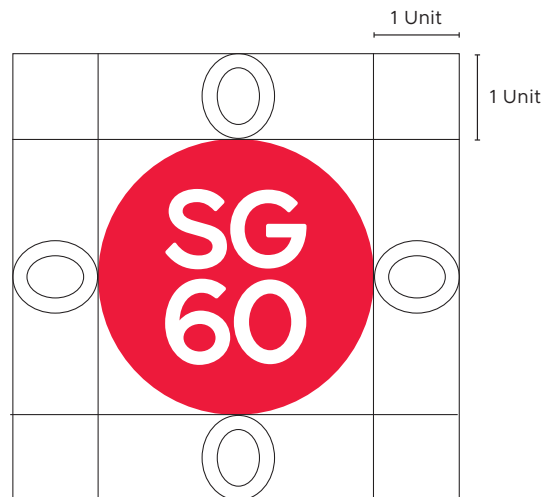
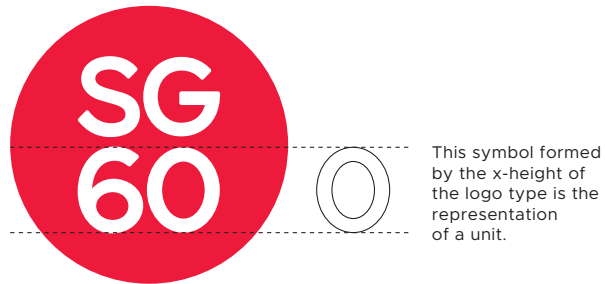


Minimum Size - Digital



CLEAR SPACE

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



TYPOGRAPHY

The official typeface for SG60's brand identity is **Metropolis**. It is an open-source typeface that is publicly available and free to use.

We recommend the minimum point size for any text to be point size 8.

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



Adding of any text that
overlaps the red dot



Adding of graphics
behind / across the
logo type or within the
logo's safe areas.



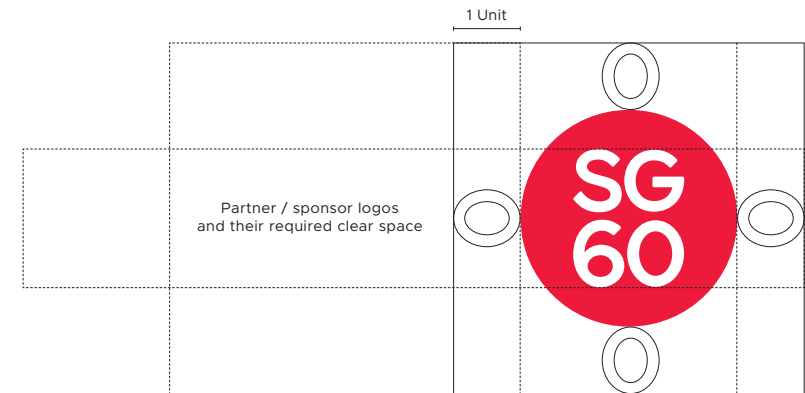
Change of logo
background colour

PLACEMENT WITH OTHER LOGOS

Partners can place their logo on either side of the SG60 logo (left, right, top, bottom).

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

The clear space requirements in the brand guidelines should apply.



DYNAMIC LOGO

The SG60 logo is dynamic and can be used and applied in special treatments across various formats.

Animation

There is an animated version of the SG60 logo that can be used on digital platforms. The animated logo brings the SG60 logo to life by framing the red dot as a globe through the animation.

The use of this animated logo cannot be tweaked in anyway and must be presented as a full animation whether it is looped or played once.

It can be used as a replacement for the static logo on digital platforms when appropriate.



SG60 logo on a 3D sphere

Globe smoothly spins in

Zooms onto our little red dot



The Singapore flag sweeps in

Singapore flag spins out, back into SG60 spinning



Red covers the logo

Back to the SG60 logo

DYNAMIC LOGO

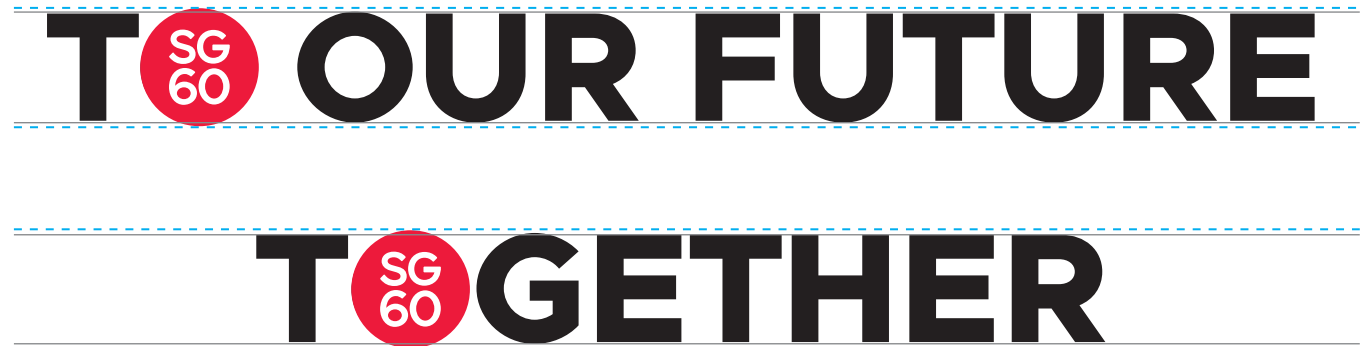
Typographic Application

The SG60 logo can be incorporated into typographic headlines of the campaign visuals, replacing the letter 'O' in uppercase text.

When replacing the uppercase 'O', the SG60 logo should be slightly larger to ensure overall visual balance with the surrounding letters.



Examples



SIGNATURE EVENT LOGO

This is the only official variation of the SG60 logo, designated for use by selected 'Signature Events' only.

Any additional variations or pairing of the SG60 logo with phrases such as 'in collaboration with' or 'an event of' is not allowed.



COLOURS

These are the official colours for the Signature Event Lockup. Do make sure that you use the Pantone colours indicated.



SG60 RED

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



SG60 BLACK

CMYK: 0C 0M 0Y 100K
PANTONE: BLACK
RGB: 0R 0G 0B



SG60 WHITE

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

SIGNATURE EVENT LOGO VARIATIONS

Similar to the main logo, there are the 2 logo variations for use in their respective specific situations.

The Inverted Logo **should be strictly used only on a full red background.**

The Monochromatic Logo **should be strictly only be used where only monochromatic printing is possible.**

The colour relationship rules of the logo still applies. Refer to Page 8 for details.

Inverted Logo



Monochromatic Logo



MINIMUM SIZE

Do ensure the legibility of the Signature Event Lockup by not minimising it beyond **12mm** in width for **print**, and **43px** in width for **digital** applications.

Minimum Size - Print



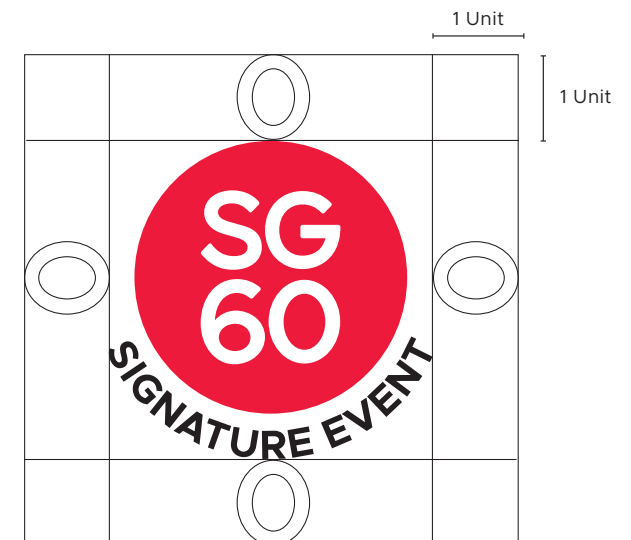
Minimum Size - Digital



CLEAR SPACE

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

Clear Space



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



Adding of any text that
overlaps the red dot



Adding of graphics
behind / across the
logo type or within the
logo's safe areas.



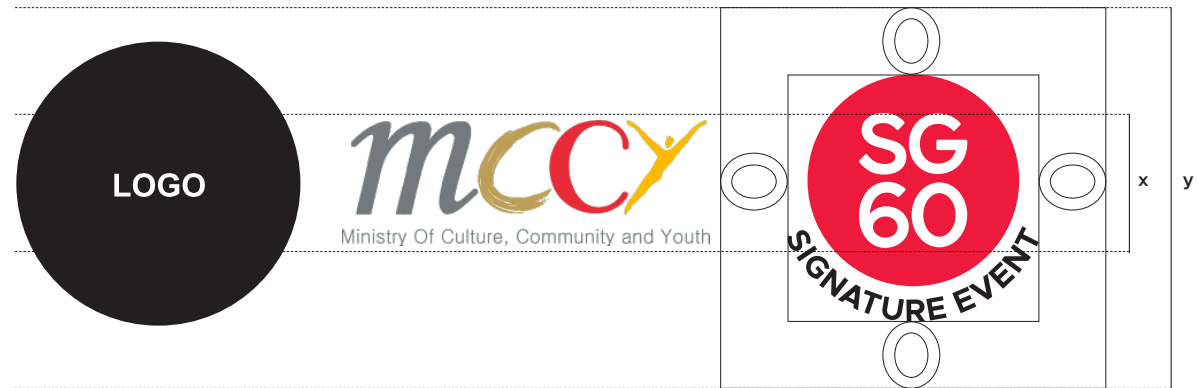
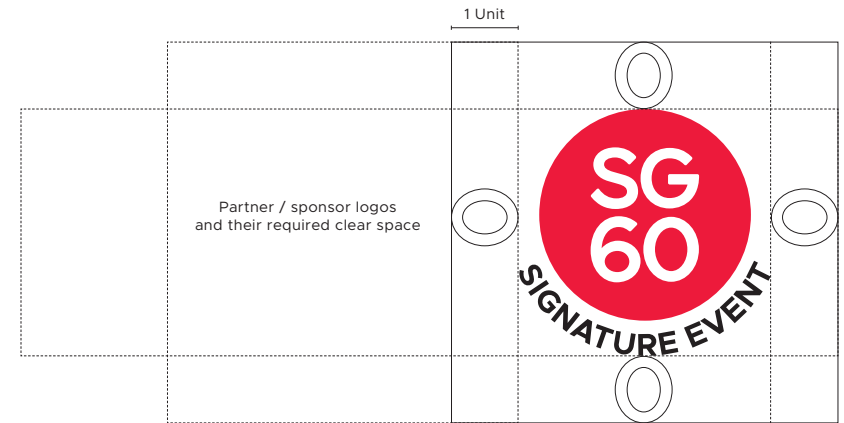
Change of logo
background colour

PLACEMENT WITH OTHER LOGOS

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

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

The clear space requirements in the brand guidelines should apply.



**BUILDING
OUR SINGAPORE
TGETHER.**