

Brand Guidelines

Racial & Religious Harmony Circle



Racial & Religious
**HARMONY
CIRCLE**

Different Races. Many Beliefs. One Singapore.





Racial & Religious

HARMONY CIRCLE

Different Races. Many Beliefs. One Singapore.

Introduction

01 About the Racial and Religious
Harmony Circle Logo

Logo Usage

02 Logo Lockups and Exclusion Zones
03 Recommended Minimum Size
04 Colour Palette
05 Colour Application and Background Control
06 Logo Misuse

01

About the Racial and Religious Harmony Circle Logo



Racial & Religious **HARMONY CIRCLE**

Different Races. Many Beliefs. One Singapore.

About the Racial and Religious Harmony Circle Logo

The logo reflects the aim of the Racial and Religious Harmony Circle to serve as a bridge between religious, ethnic and community groups. It is made up of similar curved slices converging to form a united circle.

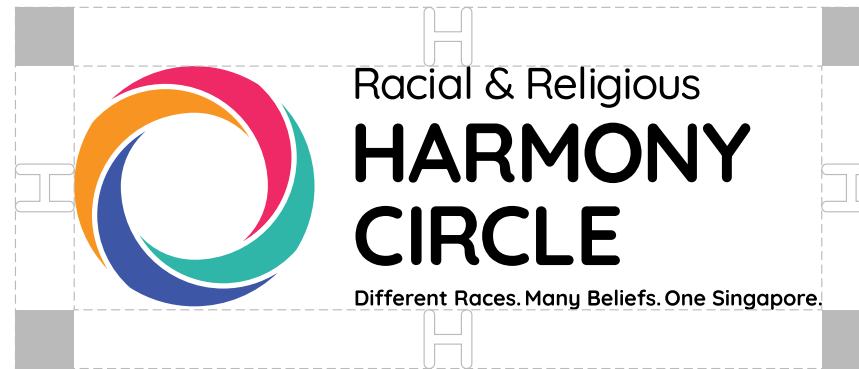
The negative space between their forms suggests continuous movement and dynamism. The slices represents the groups and the constant momentum to maintain racial and religious harmony in Singapore.

The coloured slices represent the 4 values of Harmony Circles - trust, respect, harmony and co-operation and the constant momentum to embrace these values in our multiracial and multi-religious society to maintain racial and religious harmony in Singapore.

02 Logo Lockups and Exclusion Zones



Logo with tagline



Logo without tagline



Logo Lockups and Exclusion Zones

The Racial and Religious Harmony Circle logo must always be reproduced from the digital master artwork. It must never be modified in any way and must always appear on an uncluttered background of appropriate colour to ensure clarity.

The exclusion zone is the minimum area of space around the logo that must always remain clear of any graphic elements or text. To ensure maximum visibility and legibility, the minimum clear space required surrounding the logo is defined by the height of the capital letter 'H' from 'Harmony'.

03 Recommended Minimum Size

Actual size of minimum size logos



55mm (Print)
155px (Screen)

Logo with tagline



30mm (Print)
85px (Screen)

Logo without tagline

Recommended Minimum Size

As shown on the left, it is important that the logo is used within its optimum dimensions and to ensure its reproduction remains constant.

The minimum size that the logo with tagline should ever appear is 55mm wide on print and 155px on screen.

The minimum size that the logo without tagline should ever appear is 30mm wide on print and 85px on screen.

Always follow the minimum sizes where possible.

04 Colour Palette



Racial & Religious **HARMONY CIRCLE**

Different Races. Many Beliefs. One Singapore.

Colour Palette

The primary colour palette is specially created for all communication materials, including print advertisements, collateral materials, electronic media, etc.

Orange

Pantone: 3588 C

Process colour: C0 M50 Y98 K0

RGB: R248 G149 B33

Green

Pantone: 7465 C

Process colour: C72 M2 Y41 K0

RGB: R48 G182 B169

Red

Pantone: 191 C

Process colour: C0 M96 Y42 K0

RGB: R238 G41 B101

Blue

Pantone: 3590 C

Process colour: C86 M74 Y0 K0

RGB: R61 G86 B166

Black

Pantone: Black

Process colour: C75 M68 Y67 K90

RGB: R0 G0 B0

05 Colour Application and Background Control

Full Colour Application

The full colour version logo is used for applications and collateral where the layout needs to be simple and focused without too many colour variations.



Black and White Application

The black and white or reverse white version logo is used for applications and collateral where the layout needs to be simple and focused without too many colour variations.



Background Control

Although it's always preferable to place the logo on a black or white background, there are times when it will need to appear over a colour. In these cases, make sure that the logo elements are as visible as possible.



06 Logo Misuse



Only use acceptable colours specified in this guide for the logo.



Do not retype or recreate the logo under any circumstances.



Do not slant or graphically modify the logo.



Do not outline the logo under any circumstances.



Do not add other company logos in the Racial and Religious Harmony Circle logo within the clear space.



Do not apply any filter to the logo, e.g. drop shadow.



Do not contain the logo within a shape.



Do not adjust the proportion or relationship of the components of the logo.



Do not change the corporate colour partially.



Do not reproduce the logo on dark and complex background.



Do not reproduce the logo on complex and patterned background.



Do not fill in any image or graphic elements into the logo.



Racial & Religious
**HARMONY
CIRCLE**

Different Races. Many Beliefs. One Singapore.