



**BASIC
NS MARK LOGO
GUIDELINES**



INTRODUCTION

NS Mark is a national accreditation scheme that recognises businesses and organisations for their support of National Service (NS) and Total Defence (TD).

By committing to the Declaration of Support, businesses and organisations acknowledge the importance of National Service which underpins the continued stability and economic progress of Singapore.

NS Mark accredited companies and organisations may carry the NS Mark logo in their office premises or other media collaterals including their website. The NS Mark logo brands the accredited companies and organisations as responsible corporate citizens and choice employers.

Note: The colours appearing in this brand identity guide are strictly for reference only. Please refer to the correct Pantone colour codes and CMYK breakdown as indicated on pages 6 and 7.



LOGO RATIONALE

The logo uses a strong typography to symbolise the steadfast support provided by NS Mark accredited companies and organisations towards NS and TD. The bold typography for the letters 'NS' signifies that NS is the cornerstone for Singapore's continued peace, progress and stability.

A check mark has been incorporated into the NS Mark logo to represent the accredited companies' and organisations' commitment to support NS and TD, and a symbol of recognition for their contributions.

Note: The colours appearing in this brand identity guide are strictly for reference only. Please refer to the correct Pantone colour codes and CMYK breakdown as indicated on pages 6 and 7.



COLOUR RATIONALE

The logo utilises 2 colour schemes:

RED:

Red represents the basic tier of accreditation. The colour depicts the passion and resolution of the accredited companies and organisations to support NS and TD.

The logo uses a grey base to represent the solid foundation of NS as a national institution.

GOLD:

Gold represents the higher tier of accreditation. The colour depicts prestige and excellence demonstrated by the exemplary support of the accredited companies towards NS and TD.

Similarly, the logo uses a grey base to represent the solid foundation of NS as a national institution.

Note: The colours appearing in this brand identity guide are strictly for reference only. Please refer to the correct Pantone colour codes and CMYK breakdown as indicated on pages 6 and 7.



GENERAL APPLICATION

The NS Mark logo should always be placed in a prominent position to ensure maximum visibility. It should always be surrounded by a minimum clear space to accentuate its impact. No text or graphic elements should intrude into this space.

Minimum Clear Space

The minimum clear space is always proportionate to the height of the grey letters in the NS Mark logo. Wherever possible, additional clear space should be allowed for greater visual impact.

Minimum Size

Any reproduction of the NS Mark logo should be at least 16mm, measured over the width of the logo's tagline.

Note: The colours appearing in this brand identity guide are strictly for reference only. Please refer to the correct Pantone colour codes and CMYK breakdown as indicated on pages 6 and 7.



GENERAL APPLICATION

The NS Mark Gold logo should always be placed in a prominent position to ensure maximum visibility. It should always be surrounded by a minimum clear space to accentuate its impact. No text or graphic elements should intrude into this space.

Minimum Clear Space

The minimum clear space is always proportionate to the height of the grey letters in the NS Mark Gold logo. Wherever possible, additional clear space should be allowed for greater visual impact.

Minimum Size

Any reproduction of the NS Mark Gold logo should be at least 16mm, measured over the width of the logo in its entirety.

Note: The colours appearing in this brand identity guide are strictly for reference only. Please refer to the correct Pantone colour codes and CMYK breakdown as indicated on pages 6 and 7.

BASIC NS MARK LOGO GUIDELINES

Full Colour



Colour Breakdown



Red : 187C

C22 M100 Y85 K15
R237 G28 B36
#ed1c24



Grey : 95% black

C0 M0 Y0 K95
R35 G31 B32
#231f20

One Colour



Colour Breakdown



Grey : 55% black

C0 M0 Y0 K55
R138 G140 B142
#898b8e



Grey : 95% black

C0 M0 Y0 K95
R35 G31 B32
#231f20

Reversed Colour



Colour Breakdown



Grey : 55% black

C0 M0 Y0 K55
R138 G140 B142
#898b8e



White : 0% black

C0 M0 Y0 K0
R255 G255 B255
#ffffff

COLOUR VARIATIONS

Full Colour

Wherever possible, the full colour version of the NS Mark logo is preferred. If Pantone colours are unavailable, the corresponding CMYK process colours provided may be used for print applications or RGB process colours for digital application. The full colour logo should only appear against a background that allows adequate contrast.

One Colour

A single colour application of the NS Mark logo may be considered when full colour printing is not available. It must be reproduced in black and placed against a background that allows adequate contrast.

Reversed Colour

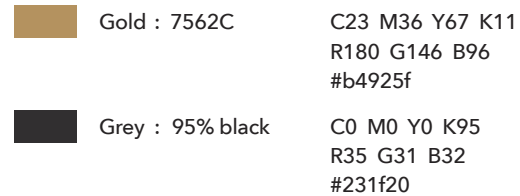
If the situation demands it, the NS Mark logo may be applied in reversed colour.

BASIC NS MARK LOGO GUIDELINES

Full Colour



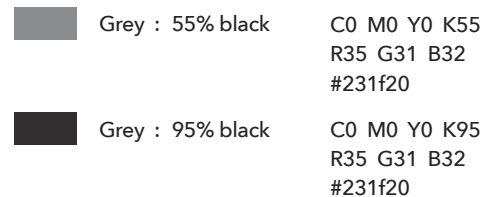
Colour Breakdown



One Colour



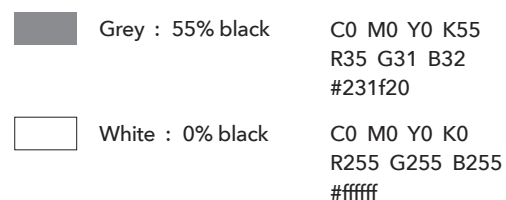
Colour Breakdown



Reversed Colour



Colour Breakdown



COLOUR VARIATIONS

Full Colour

Wherever possible, the full colour version of the NS Mark Gold logo is preferred. If Pantone colours are unavailable, the corresponding CMYK process colours provided may be used for print applications or RGB process colours for digital application. The full colour logo should only appear against a background that allows adequate contrast.

One Colour

A single colour application of the NS Mark Gold logo may be considered when full colour printing is not available. It must be reproduced in black and placed against a background that allows adequate contrast.

Reversed Colour

If the situation demands it, the NS Mark Gold logo may be applied in reversed colour.

Correct



Full colour logo on white background.

Incorrect



Do not shade or use a drop shadow on the logo.

CORRECT USAGE

The NS Mark logo should always be used in its entirety according to the given formats and proportions. The different elements within the logo should never be altered for any application. The examples below represent some of the correct and incorrect applications of the logo.



Grey logo on white background.



Do not place logo on background that compromises colour contrast.



Reversed logo colour on black background.



Correct



Full colour logo on white background.

Incorrect



Do not shade or use a drop shadow on the logo.

CORRECT USAGE

The NS Mark Gold logo should always be used in its entirety according to the given formats and proportions. The different elements within the logo should never be altered for any application. The examples below represent some of the correct and incorrect applications of the logo.



Grey logo on white background.



Do not place logo on background that compromises colour contrast.



Reversed logo colour on black background.

