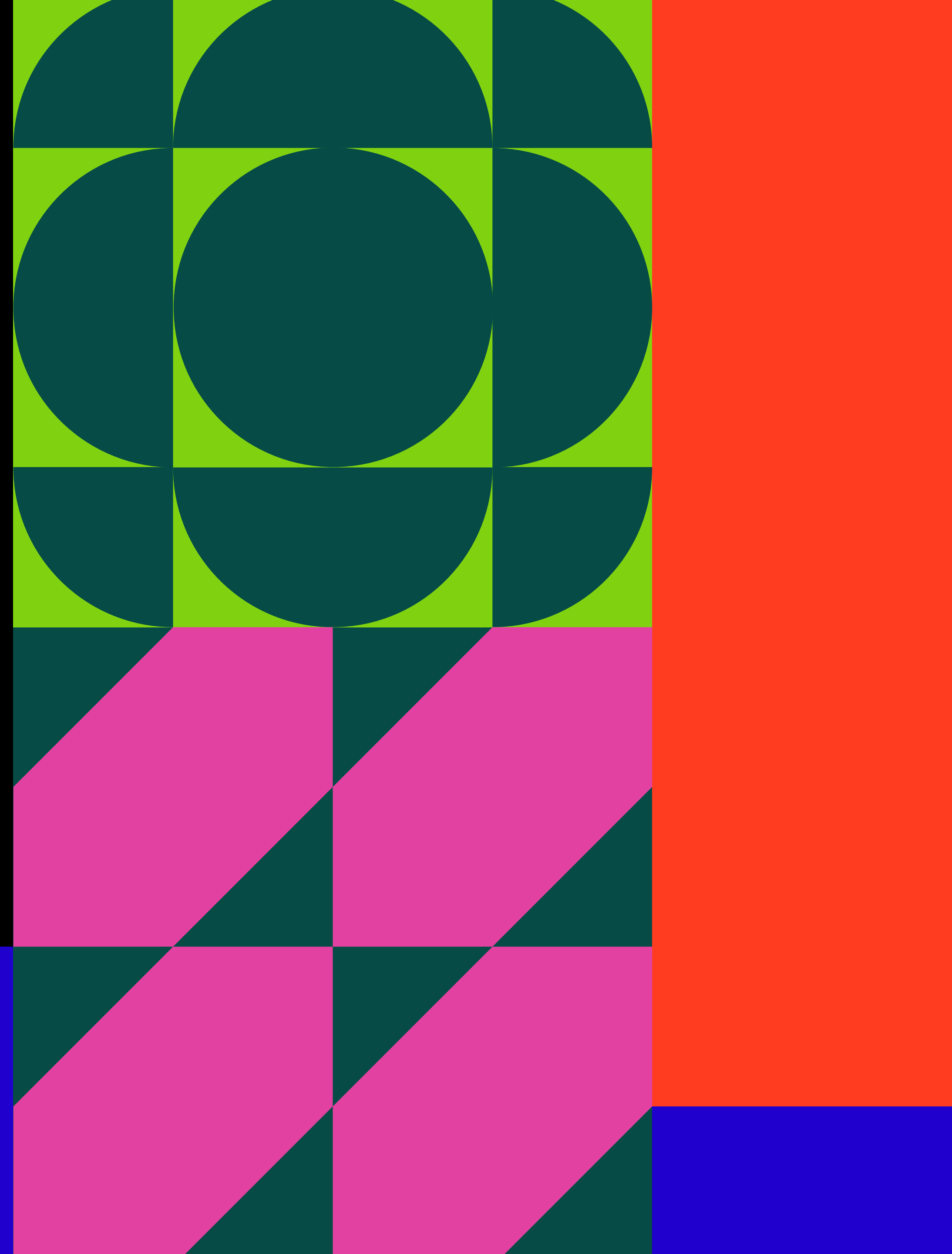
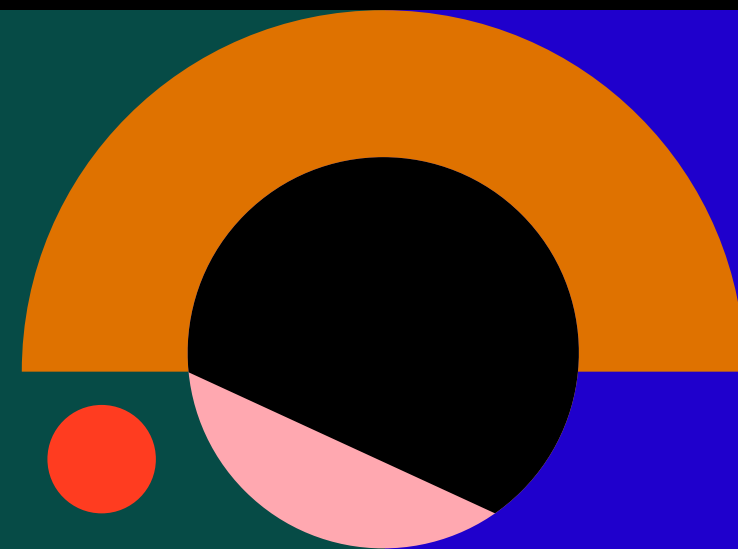


SINGAPORE
EXPO

Brand Style Guide

Playground of Possibilities



Contents

01.

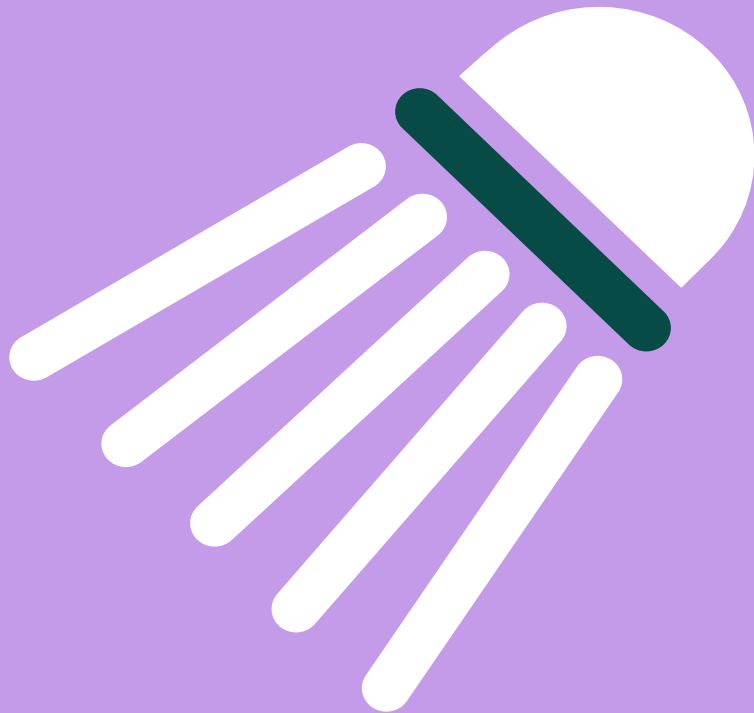
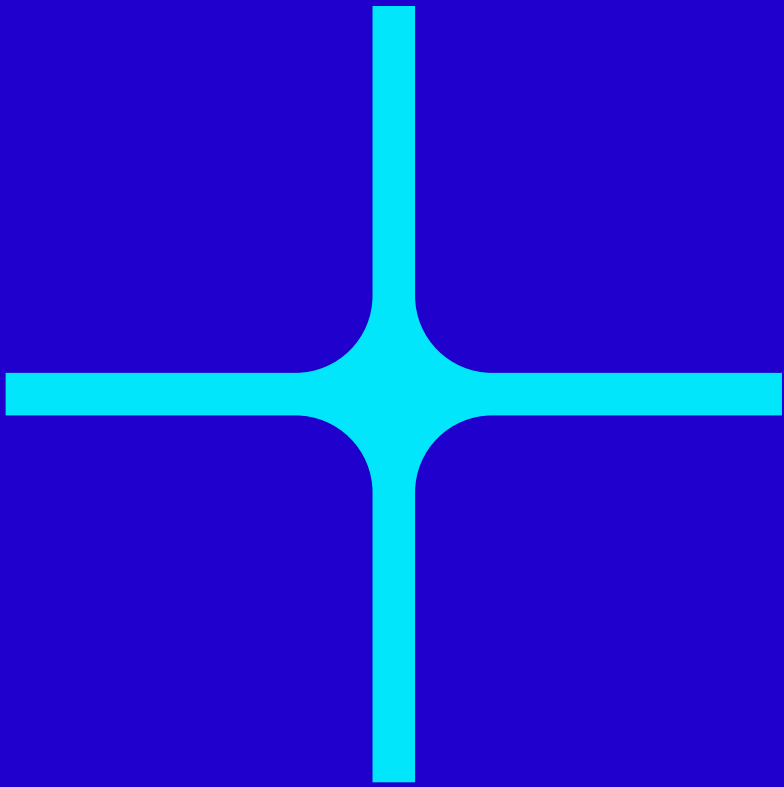
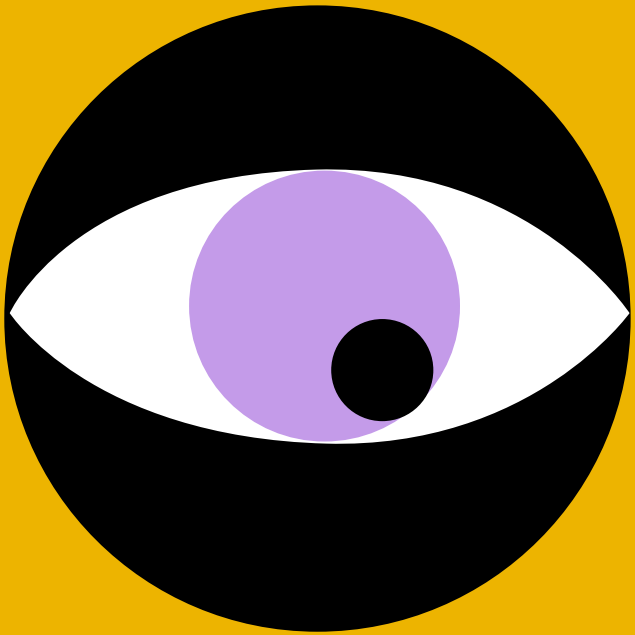
LOGO

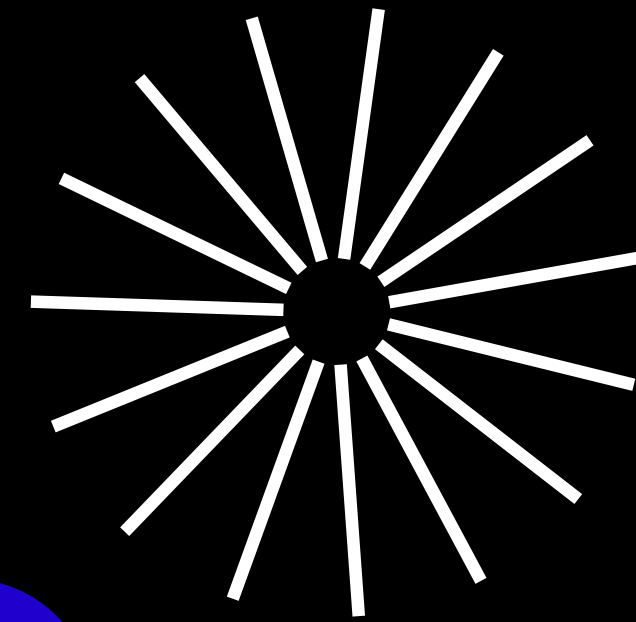
- 1.1 Signature Structure & Usage
- 1.2 Proportional Grid, Exclusion Zone and Minimum Zone
- 1.3 Unacceptable Usage

02.

VISUAL IDENTITY

- 2.1 The Magic Canvas
- 2.2 Brand Typefaces
- 2.3 Brand Colours
- 2.4 Brand Tagline





1.1
Signature Structure & Usage

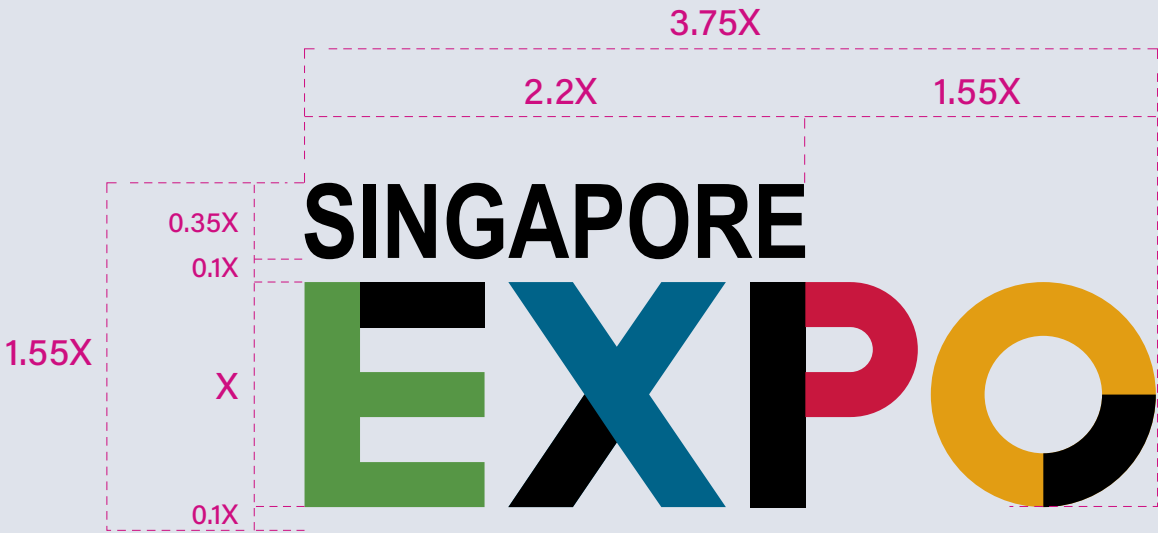
The relationship between each element within the Singapore EXPO signature is carefully designed to maintain visual integrity and brand recognition. At the heart of our visual identity is the logotype, which must never be redrawn—whether manually or digitally.

To ensure consistency across all applications, the signature must always be reproduced from the official master artwork and adhere strictly to the specified proportions shown below.

Always use the original reproduction files provided by the company, in conjunction with this brand manual.

Note: When referencing the brand name in text, always use an initial capital letter—for example:-

Singapore EXPO



1.2
Proportional Grid, Exclusion Zone and Minimum Zone

This page outlines the essential spatial requirements for the Singapore EXPO signature to ensure clarity, consistency, and brand integrity across all applications.

The exclusion zone is the protected area surrounding the signature that must remain free of any visual elements—such as graphics, typography, or imagery—that may compromise its visibility. Preserving this space ensures the Singapore EXPO signature remains legible and impactful. Users must take care to respect this zone and exercise professional creative judgment in rare instances where spatial limitations may require thoughtful exceptions.

To ensure reproduction quality, readability, and corporate presence, the signature must never appear smaller than the specified minimum size shown on this page. Adhering to this standard ensures that the signature maintains its legibility and visual strength across various formats and materials.

PROPORTIONAL GRID

The Singapore EXPO signature must never be recreated by photography, digital rendering, or manual methods. Always use the official master artwork and maintain the proportions shown.



EXCLUSION ZONE

The exclusion zone around the logo is defined by the height of the x in the logo. This area scales as the logo is scaled larger or smaller.



MINIMUM SIZE

The minimum size for the logo is **20mm for print** and **180 px for screen**.

Print



Screen



1.3
Unacceptable Usage

To ensure brand consistency and recognition, optimal contrast and visibility of the Singapore EXPO corporate identity must be maintained across all applications, including print, digital, and environmental graphics. This involves careful consideration of background colors, imagery, and placement to preserve clarity and impact. The following page provides examples of incorrect or unacceptable applications of the identity, highlighting what to avoid in order to maintain visual integrity.



Do not change the identity's lock-up



Do not change the identity's proportions



Do not distort the identity



Do not tilt or flip the identity



Do not place text or graphics within the identity's clear space



Do not add drop shadows or glows around the identity



Do not create a containing shape for the identity



Do not partially display or obstruct the identity



Do not use a 3D version of the identity



Do not screen any part of the identity



Do not change the colour of the identity



Do not use an outlined version of the identity



Always use the master artwork for identity reproduction



The identity should not appear on a textured or printed background



Do not use fades or gradients within the logo

A collage featuring a central photograph of the Singapore EXPO entrance. The main image shows a large, colorful, geometric structure with the text "Welcome to Singapore EXPO" and "Playground of Possibilities". The structure is decorated with various patterns and colors like blue, yellow, and red. In the foreground, there's a blue and orange patterned carpet. To the right, a signpost displays "Foyer 1" and "Singapore EXPO". The entire collage is set against a black background with abstract geometric shapes in blue, orange, yellow, and red. A white sunburst graphic is located in the top right corner.

A collage featuring a central photograph of the Singapore EXPO entrance. The main image shows a large, colorful geometric wall with the text "Welcome to Singapore EXPO" and "Playground of Possibilities". The floor is covered in a pattern of blue and orange squares. The collage is decorated with various abstract shapes and patterns: a large blue circle with an orange and pink segment in the top left; a red circle below it; a sunburst graphic in the top right; a blue circle with a yellow dot below the sunburst; a yellow and blue striped pattern on the right; a flower-like pattern of orange circles in the bottom left; and a yellow and red semi-circle at the bottom left.

2.1
The Magic Canvas

At Singapore EXPO, our canvas becomes your playground. Together, we hold the brush of innovation and the palette of possibilities.

Expansive canvas of boundless possibilities.
Versatile spaces and limitless configurations.
Challenge the status quo.
Unlock cool imaginings.
Freedom to transform, shape, colour, redefine conventions.

Think beyond.
Recreate experience
that transcend the ordinary.
Let's Play.



2.1
The Magic Canvas

Embark on a journey of boundless creativity and endless possibilities with “The Magic Canvas,” a visionary concept tailored to embody Singapore EXPO’s dynamic new tagline, Playground of Possibilities.

“The Magic Canvas” emerges as the quintessential embodiment of Singapore EXPO’s commitment to redefining the event landscape. Tailored to complement the new tagline, it serves as a dynamic brand expression where imagination knows no bounds and possibilities are limited only by one’s creativity. Within the expansive realm of the canvas, Singapore EXPO demonstrates its ability to host a plethora of events, from industry conferences to captivating exhibitions, from gourmet food festivals to immersive leisure experiences.

Designed to empower and unleash creativity, there are no fixed rules – Singapore EXPO actively encourages participants to extend the canvas, enriching the brand graphic with their unique perspectives and contributions. The only guideline is to maintain a cohesive and uncluttered design, ensuring that the main message shines through clearly. While the canvas invites contributions and creativity, it also emphasises the importance of simplicity and impact. By keeping the overall design uncluttered, the main message remains front and center, ensuring that each element contributes to a cohesive and memorable experience for all participants.

Singapore EXPO
PLAYGROUND
OF POSSIBILITIES
ASIA’S LEADING MICE PLAYGROUND



2.2
Brand Type Faces

A typeface’s shape, weight and style can convey the tone in which the brand communicates. Thus, great care is given in selecting **Acumin Variable Concept** to embody Singaopore EXPO’s brand voice. Acumin Variable Concept’s various weights provide a creative palette for even the most demanding display of typography.

Using our brand typeface serves two functions:

- 1. To create a distinctive and consistent look in all our communications.
- 2. To help the reader navigate a document, delivering messages with impact and clarity.

The principal typeface for corporate usage should be Acumin Variable Concept. In cases when Acumin Variable Concept is not available, **Aptos** type can form an apt replacement.

Area Normal, our secondary brand typeface, has been specifically chosen and is to be used exclusively for wayfinding and directional signs only.

Principal Brand Typeface
Acumin Variable Concept Family

Light
Regular
SemiBold
Bold
Black

Secondary Brand Typeface
Area Normal Family
(For wayfinding & directional signages only)

Light
Regular
Medium
Bold
Black

Example :

AaBbCcDdEeFf
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%&?+=

Example :

AaBbCcDdEeFf
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%&?+=

2.3
Brand Colours

Colours are visual signatures of the brand. It has the power to stir emotions and inspire thoughts. Therefore, it is important that the colours consistently used by Singapore EXPO will aptly portray the brand's persona.

Please refer to the colour codes provided for accuracy and always use the approved digital master artwork production for reproduction process.

PANTONE 176C	PANTONE 232C	PANTONE 3514C	PANTONE 716C	PANTONE 172C	PANTONE 188C
C0 M35 Y10 K0	C7 M83 Y0 K0	C0 M22 Y100 K0	C2 M60 Y100 K0	C0 M80 Y100 K0	C6 M100 Y57 K55
R255 G178 B186	R238 G65 B175	R248 G191 B0	R234 G114 B0	R234 G114 B0	R135 G0 B6
HEX FFB2BA	HEX EE41AC	HEX F8BF00	HEX EA7200	HEX FF3C20	HEX 870006

PANTONE 264C	PANTONE 267C	PANTONE 311C	PANTONE 286C	PANTONE 375C	PANTONE 3302C
C22 M35 Y10 K6	C80 M100 Y0 K6	C60 M0 Y5 K0	C100 M80 Y5 K6	C40 M0 Y98 K0	C95 M12 Y55 65
R207 G166 B244	R94 G0 B157	R2 G230 B251	R31 G0 B215	R132 G221 B17	R6 G75 B70
HEX CFA6F4	HEX 5E009D	HEX 02E6FB	HEX 1F00D7	HEX 84DD11	HEX 064B46

2.4
Brand Tagline

Singapore EXPO’s tagline is a concise articulation of what our brand stands for. It unifies every element of the brand into a single line that will be instilled in the minds of stakeholders.

The tagline clear space zone is calculated using the ‘P’ from the tagline. Do not place any other elements in this space at all times. The example illustrates how the clear space is applied.

The minimum size is the smallest size that the tagline could be properly discerned or read. The minimum size is 35mm measured according to its width from the left-hand edge to the right-hand edge.

BRAND TAGLINE

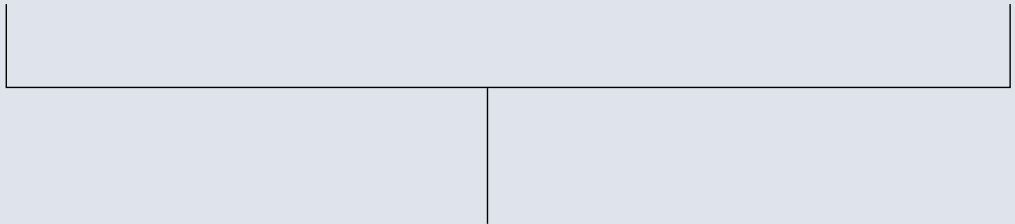
Playground of Possibilities

CLEAR SPACE ZONE



TAGLINE MINIMUM SIZE

Playground of Possibilities



Minimum Size
35mm (Width)

Playground of Possibilities

