MASTER LOGO

Flat colour and reversed out master logo

Exclusion zone
Space around the logo to minimally be equal to half the height of the crest.

Logo needs to be placed on a clear background to ensure maximum impact and clarity.

Minimum width
30mm (print)
106px (digital)

The master logo and its authorised versions should never be altered in any way.

NTU RED
CMYK 0.100.70.10
Spot PANTONE (PMS) 200
RGB 215.20.64
HEX #D71440
NTU Red and Blue to be used predominantly on any marketing collateral

NTU BLUE
CMYK 0.95.5.40
Spot PANTONE (PMS) 2758
RGB 24.28.98
HEX #181C62

SUB-BRAND LOGO

The sub-brand entity must appear with the master logo and the NTU logo needs to be minimally 44mm in width in the sub-brand lockup. No party should attempt to create a sub-brand lockup.

The sub-brand entity must appear with the master logo.

PRIMARY COLOURS

PRIMAR TYPEFACE

PF DIN Text Universal is the NTU corporate font for any material that is professionally developed. Arial can be used for daily correspondence or non-marketing material like forms and letters.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ELEMENTS REQUIRED FOR MARKETING COLLATERALS

1. NTU master logo / sub-brand logo top left
2. NTU corporate font type
3. NTU corporate colours, with NTU Red and Blue being predominant
4. Approved and copyright-cleared images
5. Graphics / design elements