NTU SINGAPORE
QUICK BRAND GUIDE

MASTER LOGO

30mm

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.

SUB-BRAND LOGO

44mm

Nanyang Business School

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 lookup. No party should attempt to create a sub-brand lookup.

SECONDARY COLOURS

PRESTIGE METALLIC PALETTE

For prestige communication — presidential materials, prestige, formal or heritage communications—the metallic palette may be introduced.

PRIMARY 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.

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