

NTU SINGAPORE

QUICK BRAND GUIDE

MASTER LOGO



Minimum width

30mm (print)
106px (digital)

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

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



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

PRIMARY COLOURS

	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

	CMYK	100.95.5.40
	SPOT	PANTONE (PMS) 2758
	RGB	24.28.98
	HEX	#181C62

SECONDARY COLOURS

	CMYK	50.100.70.20
	RGB	124.34.63
	HEX	#7C223F
	CMYK	30.100.70.10
	RGB	167.34.68
	HEX	#A72244
	CMYK	0.100.70.10
	SPOT	PANTONE (PMS) 200
	RGB	215.20.64
	HEX	#D71440
	CMYK	0.100.55.0
	RGB	237.21.86
	HEX	#ED1556
	CMYK	40.100.15.0
	RGB	165.36.127
	HEX	#A5247F
	CMYK	45.100.10.50
	RGB	92.0.77
	HEX	#5C004D
	CMYK	0.0.0.55
	SPOT	PMS COOL GREY 8
	RGB	140.140.140
	HEX	#8C8C8C
	CMYK	0.0.0.25
	SPOT	PMS COOL GREY 4
	RGB	200.200.200
	HEX	#C8C8C8
	CMYK	0.0.0.10
	SPOT	PMS COOL GREY 1
	RGB	230.230.230
	HEX	#E6E6E6

	CMYK	100.95.5.40
	SPOT	PANTONE (PMS) 2758
	RGB	24.28.98
	HEX	#181C62
	CMYK	100.75.0.0
	RGB	0.84.166
	HEX	#0054A6
	CMYK	85.50.0.0
	RGB	27.117.188
	HEX	#1B75BC
	CMYK	60.20.0.0
	RGB	93.169.221
	HEX	#5DA9DD
	CMYK	70.0.40.0
	RGB	50.188.173
	HEX	#32BCAD
	CMYK	0.10.100.0
	RGB	255.221.0
	HEX	#FFDD00
	CMYK	20.0.85.0
	RGB	213.224.77
	HEX	#D5E04D
	CMYK	80.0.95.0
	RGB	7.177.82
	HEX	#07B152
	CMYK	100.10.90.25
	RGB	0.124.72
	HEX	#007C48

PRESTIGE METALLIC PALETTE



For prestige communication - presidential materials, 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.

Regular	Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#%&*'()-+=<>.,?/:;'\ {}	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#%&*'()-+=<>.,?/:;'\ {}

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#%&*'()-+=<>.,?/:;'\ {}

ELEMENTS REQUIRED FOR MARKETING COLLATERALS

- 1 NTU master logo / sub-brand logo
- 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