MASTER LOGO

30mm

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

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

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

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

Flat colour and reversed out master logo

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

SUB-BRAND LOGO

44mm

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.

SECONDARY COLOURS

PRESTIGE METALLIC PALETTE

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

PRIMARY COLOURS

CMYK
SPOT
RGB
HEX
NTU Red and Blue to be used predominantly on any marketing collateral.

CMYK
SPOT
RGB
HEX
NTU Blue

REGULAR

Medium

Bold

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.

PREMIERSHIP ELEMENTS

PRIMARY TYPEFACE

REGULAR

Medium

Bold

Regular

Medium

Bold

Nantinio

Nantinio

Nantinio

Prepared by

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