

BritCham Brand Guidelines

Logo Quick Reference Guide for
Members

British Chamber of Commerce,
Singapore

BritCham Logos and Variants

Colour Logo

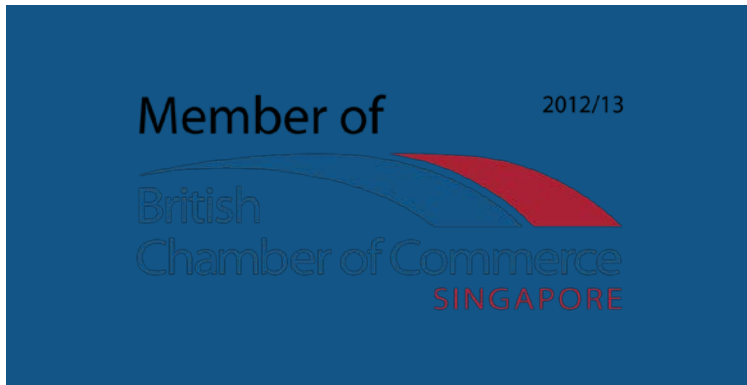


Black and White Logos

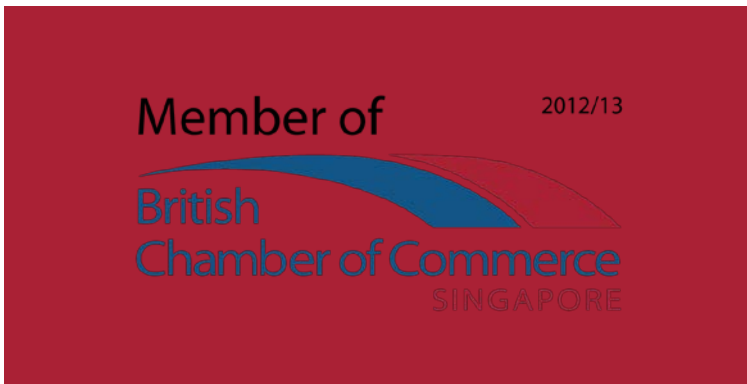


Background Colours

Wrong



Correct



Background Colours

Wrong



Correct



Dimensions

Member of

2012/13



Correct:



Wrong:



Spacing

Background colours for reference only, does not represent final artwork.

Correct:

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Wrong:

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Minimum Size

When placing the BritCham logo next to other logos in the same series, ensure that the diagonals are the same length (uniform size).

Correct:



Company X

Wrong:



Company X

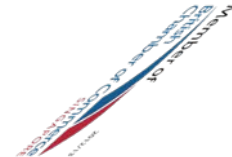
Rotation and Skew

Do not rotate or skew.

Correct:



Wrong:



Web display and link

When linking is required, hyperlink the logo to the BritCham homepage

<http://www.britcham.org.sg>

Correct:



Sample Code:

```
<a href="http://www.britcham.org.sg/" alt="British Chamber of Commerce Singapore"
target="_blank"></a>
```

Suggested Places

- Members' Offers landing pages
- Your Company Website
- Your Company Business Cards
- Your Company Email Signatures
- Your Newsletters
- Internal Publications/Presentations

More Questions?

Contact us at info@britcham.org.sg

Marketing Department

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