

Introduction

1 The Identity

- 1.1 The Symbol
 - 1.1.1 Overview of SMU Signature Family
 - 1.1.2 Principles of New Signature Use
 - 1.1.3 The Main Signatures
- 1.2 Single Language Versions
- 1.3 The Signature – Dual Language
- 1.4 Ceremonial Seal
- 1.5 Construction Grid – FS
 - 1.5.1 Construction Grid – FOS & IOS
 - 1.5.2 Construction Grid – DLS & IDLS
- 1.6 Clearspace – FS
 - 1.6.1 Clearspace – FOS & IOS
 - 1.6.2 Clearspace – DLS & IDLS
- 1.7 Preferred Positions
- 1.8 Unacceptable Usage

2 Colour

- 2.1 Single Colour Specifications
- 2.2 Backgrounds – Coloured
- 2.3 Graded Backgrounds / B&W
- 2.4 The SMU Corporate Colours
 - 2.4.1 The SMU School Colours
 - 2.4.2 The SMU School Colours

3 Typography

- 3.1 Typeface Overview

4 Stationery

- 4.1 Namecard – Faculty / Staff / School Type 1
 - 4.1.1 Namecard – Faculty / Staff / School Type 2
 - 4.1.2 Namecards – Student / Student Ambassadors
 - 4.1.3 Staff & Student Passes
- 4.2 Letterhead – General / School
 - 4.2.1 Fax Letterhead
 - 4.2.2 Memo Paper
- 4.3 Envelopes – DL
 - 4.3.1 Envelopes – DL WINDOW
 - 4.3.2 Envelopes – A4
- 4.4 Email Sign Off

5 Applications

- 5.1 Schools – Applications & Colours Type 1
 - 5.1.1 Schools – Applications & Colours Type 1
 - 5.1.2 Schools – Applications & Colours Type 2
 - 5.1.3 Schools – Applications & Colours Type 2
- 5.2 Brochure Cover Guidelines
 - 5.2.1 Brochure Cover – Specifications
 - 5.2.2 Brochures – Colour Schemes
- 5.3 Webpage Template
- 5.4 Powerpoint Template
- 5.5 Gift Items
- 5.6 Dual-Branding Applications
- 5.7 Secondary Branding

6 Ceremonial

- 6.1 Degree Certificate – Specifications
- 6.2 Gonfalons – Specifications
 - 6.2.1 Gonfalons – Specifications
 - 6.2.2 Gonfalons – Specifications
- 6.3 Flags – SMU Specifications
 - 6.3.1 Flags – Schools Specifications
 - 6.3.2 Flags – Schools Specifications

Addendum

Pantone Colour Chips



INTRODUCTION

The Singapore Management University's (SMU) corporate brand manual is designed as an easy-to-follow guide that communicates the brand identity and helps you use the critical components of this corporate manual effectively and correctly. The various elements of the identity system are illustrated, and their specific usage is described to be relevant to a wide range of communication applications.

The effectiveness or success of the corporate identity, however, depends entirely on its consistent implementation. It is critical for us at SMU to adhere to these guidelines to ensure that the brand continues to convey its message of being a world class management university, to all its audiences.

At the same time, there is scope for flexibility in certain cases. When there is need for deviation, we advise that the different applicability of the elements should be cleared with Corporate Communications.

1 The Identity



THE SYMBOL

SMU's majestic Tangram Lion, represents Leadership, Strength, Dignity, Wisdom and Loyalty.

The Lion symbol is the father figure who provides wisdom and guidance, reflecting the country's original name of Singapura or Lion City. His face is described through a stylised tangram (a Chinese 'wisdom puzzle' made up of 7 triangular pieces).

The Symbol has been meticulously created to convey the University's position at the forefront of tertiary education in business management, and its strategic partnerships with leading universities overseas.

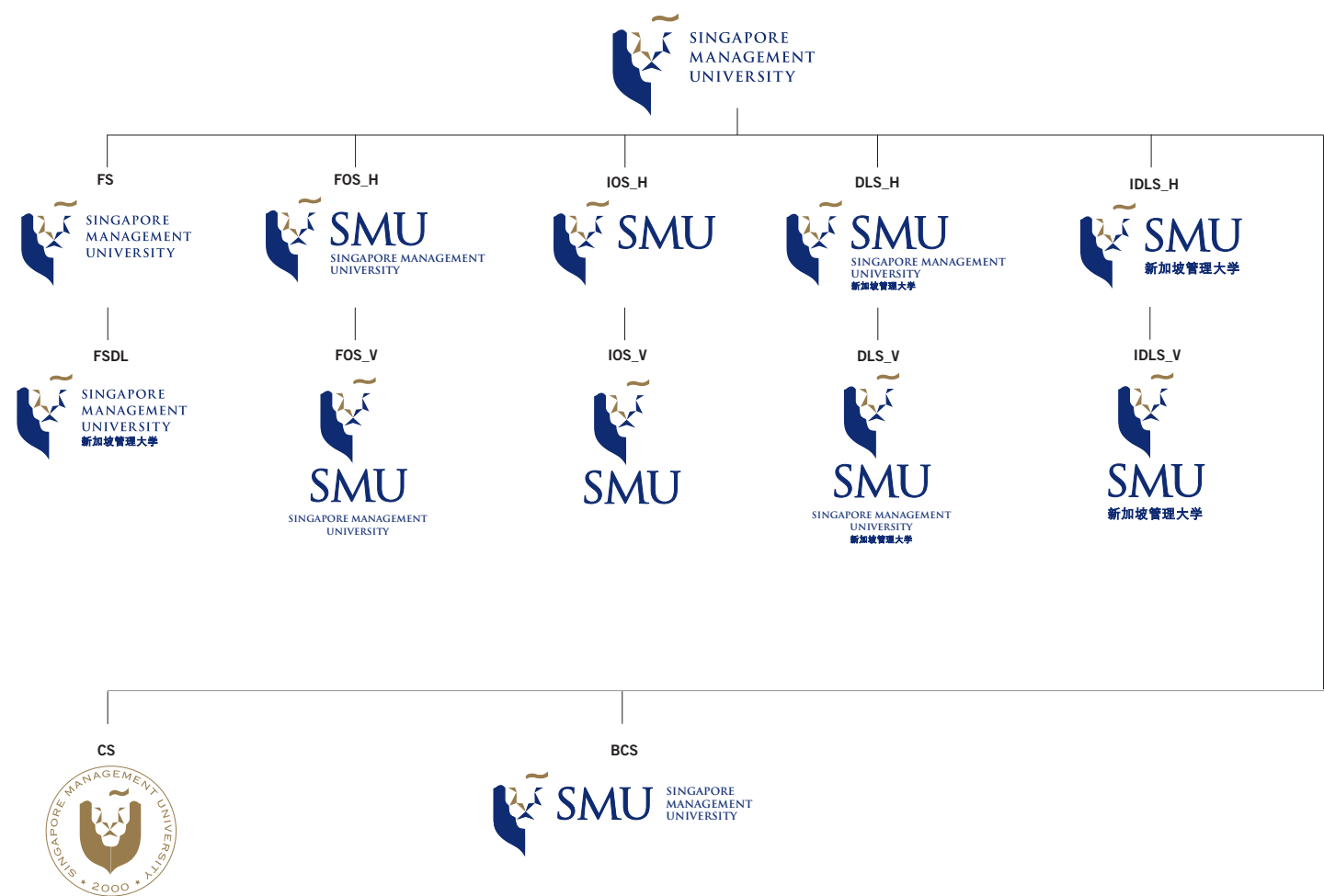
The Colours

The deep colour blue is strong and classic. It is legible and authoritative; there is no missing the sense of clear direction of this powerful, stable colour. It is cool, confident and dignified.

The use of gold in the identity brings in a combination of richness and lightness. It is also a counterbalance to the dark blue. Gold is at the opposite end of the colour spectrum. As such the colours complement one another.

The combination of colours also reflects Singapore's history as a mercantile trading seaport, Gold for Wealth and Blue the Sea that makes it possible.

OVERVIEW OF SMU SIGNATURE FAMILY



Key	
FS	Formal Signature
FSDL	Formal Signature Dual Language
FOS_H	Formal Operational Signature_Horizontal
FOS_V	Formal Operational Signature_Vertical
IOS_H	Informal Operational Signature_Horizontal
IOS_V	Informal Operational Signature_Vertical
DLS_H	Dual Language Signature_Horizontal
DLS_V	Dual Language Signature_Vertical
IDLS_H	Informal Dual Language Signature_Horizontal
IDLS_V	Informal Dual Language Signature_Vertical
CS	Ceremonial Seal
BCS	Business Card Signature

The new Formal Operational Signature (FOS_H)	The original Formal Signature (FS)
	
<p>For usage in corporate materials, presentation, stationery, letterheads, advertising and promotions. Of the two, FOS_H is preferred over the original FS. This is introduced to highlight the 'SMU' brand identity and retain the explanatory 'Singapore Management University' element.</p>	
The Informal Operational Signature (IOS_H)	The Ceremonial Seal (CS)
	
<p>This is used in less formal presentations such as student level activities, internal distribution, and within Singapore context, where appropriate.</p>	<p>Special usage only, ie. degree certificates, ceremonial occasions, commencement materials and merchandise.</p>

PRINCIPLES OF NEW SIGNATURE USE

This diagram summarises the main versions of the signature in use. A wide range of formats are available to maximise its impact on any application.

Please check with Corporate Communications if you are unsure which version is most suited for your use.



Formal Operational Signature FOS_H



Informal Operational Signature IOS_H

THE MAIN SIGNATURES

FOS_H is one of the most used versions of the logo, and has high public exposure. It is applied to a wide range of media, from stationery letterheads to advertisements to corporate presentation materials.

IOS_H also has a high exposure, and is seen not only in print but like FOS_H, also used extensively on external building signage and student level activities.

Formal Operational Signature FOS_H:

Where the Symbol is at left and the Typography is in three lines to the right of the Symbol.

Informal Operational Signature IOS_H:

Where the Symbol is at left and the Typography (only SMU) is to the right of the Symbol.

The SMU signature is based upon the Trajan typeface. The Signature is provided in digital format, and is not to be recreated or tampered with in any way.

Formal Operational Signatures**FS****FOS_H****FOS_V****Informal Operational Signatures****IOS_H****IOS_V****SINGLE LANGUAGE VERSIONS**

The Signature comprises two parts:

- The Symbol which is the 'Tangram Lion', and,
- The Typography consisting of the words 'Singapore Management University' and the letters 'S', 'M' and 'U'.

Together these create the Singapore Management University Signature. There are different formats provided for the Signature.

The Formal Operational Signatures are:

FS : Where the Symbol is at left and Singapore Management University is written in three lines. The abbreviation SMU is absent.

FOS_H: is the preferred option.

This version includes the SMU initials as well as explaining in full what they stand for. Here the Symbol is at left and the Typography is in three lines to the right of the Symbol.

FOS_V : Where the Symbol is centred and the Typography is below the Symbol in three lines.

The Informal Operational Signatures (IOS) are:

IOS_H : Where the Symbol is at left and the Typography (only letters SMU) are to the right of the Symbol.

IOS_V : Where the Symbol is centred and the Typography (only letters SMU) is below the Symbol.

Dual Language Signatures



DLS_H



DLS_V

THE SIGNATURE – DUAL LANGUAGE

The Dual Language Signatures are:

DLS_H : Where the Symbol is at left and the Typography is in three lines to the right of the Symbol. The translation of Singapore Management University in the foreign language is below as the 4th line.

DLS_V : Where the Symbol is centred and the Typography is below the Symbol in three lines. The translation of Singapore Management University in the foreign language is below as the 4th line.

The Informal Dual Language Signatures are:

IDLS_H : Where the Symbol is at left, and the Typography (only letters SMU) is to the right of the Symbol. The translation of Singapore Management University in the foreign language is below as the 2nd line.

IDLS_V : Where the Symbol is centred, and the Typography (only letters SMU) is below the Symbol. The translation of Singapore Management University in the foreign language is below as the 2nd line.

Informal Dual Language Signatures



IDLS_H



IDLS_V



SMU GOLD
Pantone 873

40% Cyan	118 Red
50% Magenta	112 Green
80% Yellow	76 Blue
10% Black	



Ceremonial Seal Shown Actual Size

CEREMONIAL SEAL

As the name suggests, the Ceremonial Seal is reserved to mark ceremonial occasions such as awarding of certificates and honourable recognition and acknowledgement to specialists in various fields. We recommend its usage on a restricted range of official insignia, documents and papers, and on the Ceremonial Mace and Medallion.

The Seal comprises a special version of the SMU logo within a circle with the words 'Singapore Management University' written around it in a circular form.

On occasions when the Ceremonial Seal is hot stamped on paper it will appear in one colour, as a golden embossed seal.

A guideline for its application follows:

Ceremonial function

Mace
Presidential Chain of Medallion
Ceremonial Seal

Operational function

Degree Certification
Commencement Merchandise

For operational functions, usage of ceremonial seal is subject to management approval.

CONSTRUCTION GRID – FS

A grid is provided as a measurement and proportional relationship reference for manual reproduction purposes where photo-reproduction is not possible.

It helps describe and maintain the proportion of the elements such as for painted applications on hoardings and signage.



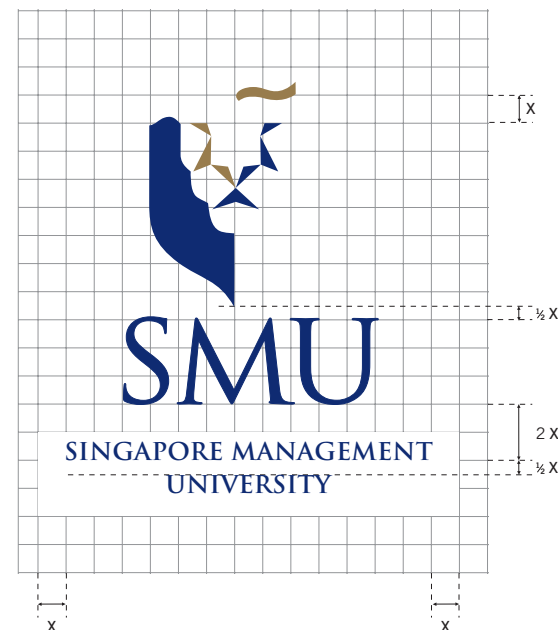
FS

CONSTRUCTION GRID – FOS & IOS

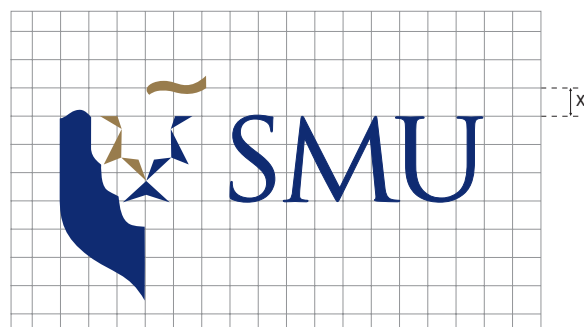
A grid is provided as a measurement and proportional relationship reference for manual reproduction purposes where photo-reproduction is not possible. It helps maintain the proportion of the elements such as painted application on hoardings and signage.



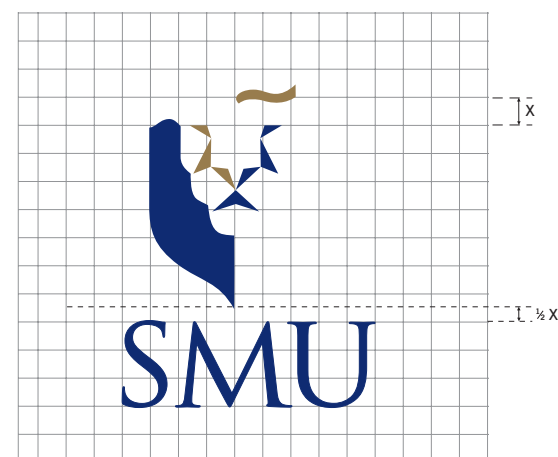
FOS_H



FOS_V



IOS_H



IOS_V

CONSTRUCTION GRID – DLS & IDLS

A grid is provided as a measurement and proportional relationship reference for manual reproduction purposes where photo-reproduction is not possible. It helps maintain the proportion of the elements such as painted application on hoardings and signage.



DLS_H



DLS_V



IDLS_H



IDLS_V

CLEARSPACE – FS

To ensure that the Signature or Logotype is clearly visible and easily distinguishable, an area of Clearspace is required all around the Signature to keep it free from any other visual distraction or interference, ie. other graphic elements.

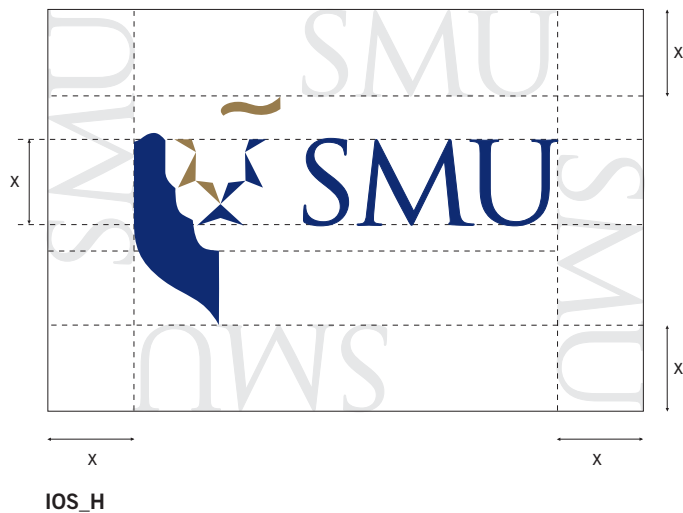
In the formal signature, the Clearspace would be equal to the width of the cap height of the word 'Singapore' to the baseline of the word 'Management' (one unit 'x').

NB This clearspace is unique to the FS Signature.

An equal distance of unit 'x' is maintained all around the Signature.



FS Clearspace grid - One unit 'x' is equal to the width of the cap height of 'Singapore' to the baseline of 'Management'.



CLEARSPACE – FOS & IOS

To ensure that the Signature or Logotype is clearly visible and easily distinguishable, an area of Clearspace is required all around the Signature to keep it free from any other visual distraction or interference.

In both the vertical and horizontal presentations, the Clearspace would be equal to the height of the letters SMU (determined at left by repetition of lighter coloured SMU border).

NB This clearspace is unique to the FOS and IOS Signature.

'x' = Height of SMU lettering all around



CLEARSPACE – DLS & IDLS

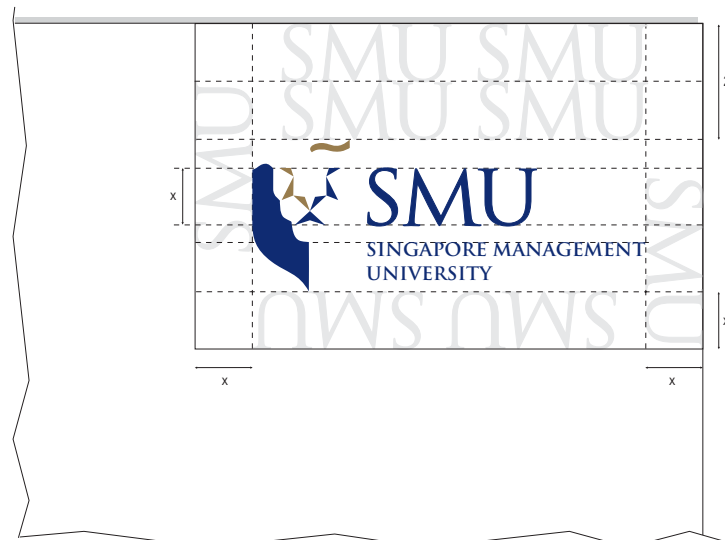
To ensure that the Signature or Logotype is clearly visible and easily distinguishable, an area of Clearspace is required all around the Signature to keep it free from any other visual distraction or interference.

In both the vertical and horizontal presentations, the Clearspace would be equal to the height of the letters SMU (determined at left by repetition of lighter coloured SMU border).

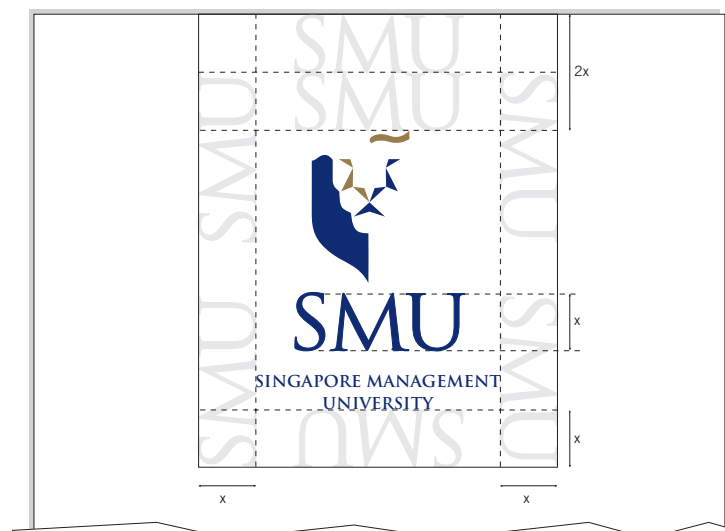
NB This clearspace is unique to the DLS and IDLS Signatures.

'x' = Height of SMU lettering all around

Formal Operational Signature (FOS) Positions

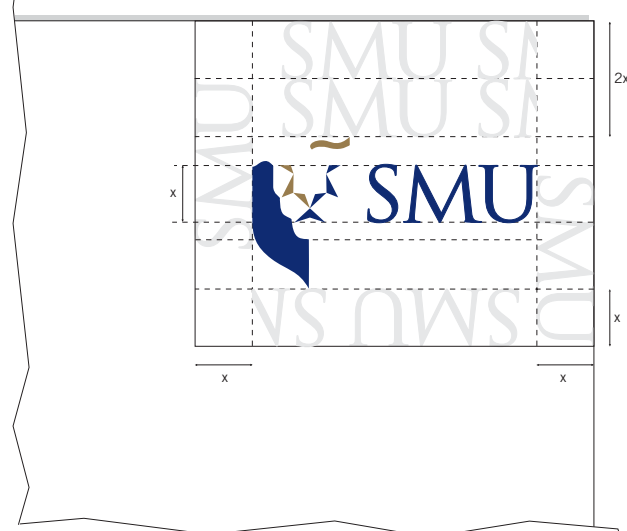


FOS_H Preferred Position is top right

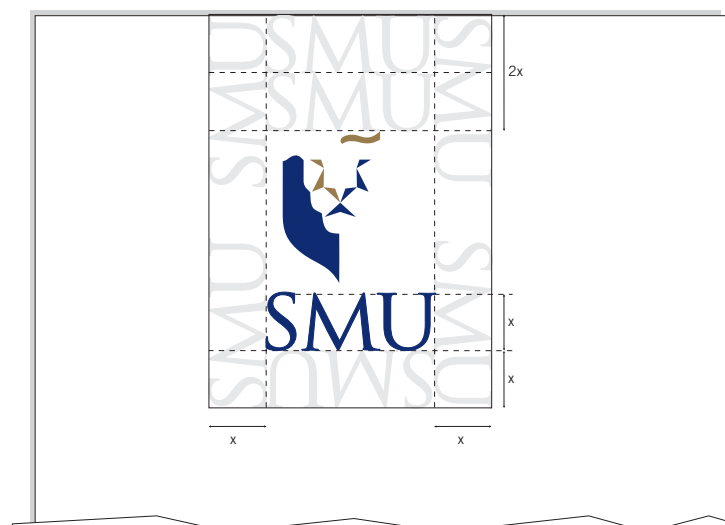


FOS_V Preferred Position is centred

Informal Operational Signature (IOS) Positions



IOS_H Preferred Position is top right



IOS_V Preferred Position is centred

'x' = Height of SMU lettering all around

PREFERRED POSITIONS

The preferred position of the Signature is either top right or centred.

The Formal Operational Signatures (FOS) Positions are:

FOS_H : the preferred position is top right and the Typography is in three lines to the right of the Symbol. The Clearspace above the Signature is double the height of the Typography SMU, while the Clearspace on the right and below the Signature is the height of the Typography SMU.

FOS_V : the preferred position is centred and the Typography is in three lines below the Symbol. The Clearspace above the Signature is double the height of the Typography SMU, while the Clearspace below the Signature is the height of the Typography SMU.

The Informal Operational Signatures (IOS) Positions are:

IOS_H : the preferred position is top right and the Typography, only SMU, is to the right of the Symbol. The Clearspace above the Signature is double the height of the Typography SMU, while the Clearspace on the right and below the Signature is the height of the Typography SMU.

IOS_V : the preferred position is centred and the Typography SMU is below the Symbol. The Clearspace above the Signature is double the height of the Typography SMU, while the Clearspace below the Signature is the height of the Typography SMU.



No distortion of shape



No tilting of Signature



No use of Symbol as single application

UNACCEPTABLE USAGE

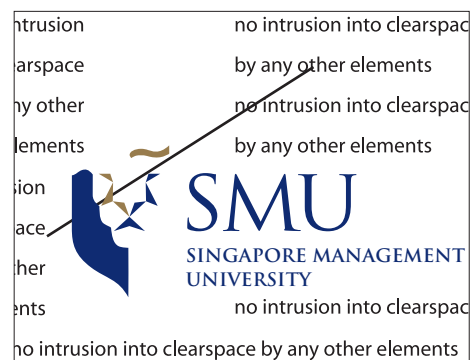
As the Signature is created specially to present a strong visual element, it is imperative that we avoid the examples given on this page. These illustrate the unacceptable variations of the usage of the Signature.



No outline version



No interchanging of colours

No intrusion into Clearspace
by any other elements

No positioning onto busy backgrounds



No reconfiguration of typographical element



No rearranging of signature elements