

# VISUAL BRAND IDENTITY GUIDELINES

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V 1.5

## CONTACT

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**NSCC.SG**

# INTRODUCTION

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## **WHY DO WE NEED VISUAL BRAND IDENTITY GUIDELINES?**

The Visual brand Identity Guidelines describe the visual elements that represent the brand expression of National Supercomputing Centre (NSCC) Singapore. They are designed to help you articulate the organisation's brand image across all communication materials and strengthen NSCC's brand visibility.

In these guidelines, we will introduce the basic building blocks you need to develop communication materials that send a consistent message of who we are and to present a strong, unified image of NSCC. The NSCC brand, including the logo, name, colours and identify elements, are valuable company assets.

These brand standards will help ensure consistency in theme, style and appearance. However, they also allow for flexibility to meet market needs and promote creativity. Each of us is responsible for protecting the organisation's interests by preventing unauthorised or incorrect application of NSCC's name and brand design assets.

# 01

## CORPORATE LOGO

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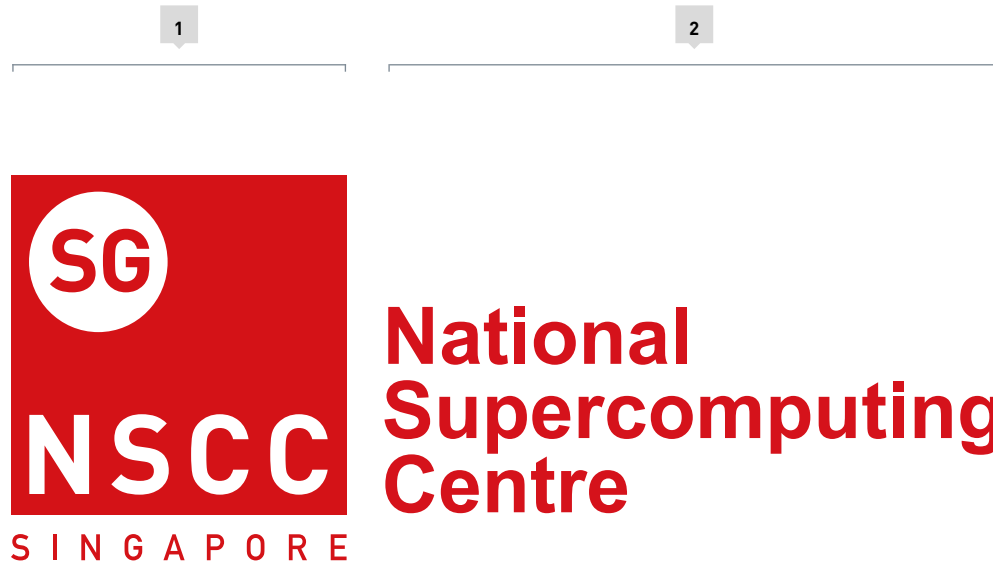
Our logo is the key building block of our identity, the most prominent visualisation of our brand, and the primary visual element that identifies us. It's the first connection with our target audience. The logo is a combination of a symbol and a wordmark of our organisation's name – they have a fixed relationship that should never be changed in any way.

## 1.1. OVERVIEW

The NSCC Corporate Logo comprises two elements, the logo symbol (1) and the wordmark (2). The logo symbol comprises of the NSCC abbreviation and our country's name, Singapore.

The corporate logo is presented through the use of the colour red - Singapore's national colour.

The logo overall is an appealing blend of colour and modern typography style that is both distinctive and timeless.



### (1) Logo Symbol

Consists of notable elements evoking NSCC's synonymy with the national identity of Singapore.

### (2) Wordmark

Chosen for its modern, yet refined, highly legible style. The font used here is Helvetica Neue Bold.

The NSCC logo is the key identifier of the organisation. In order to ensure consistency, please follow these guidelines. Do not try to recreate or misuse the NSCC logo. A softcopy of the logo must be obtained from the Corporate Communications team. Third party organisations may not use the National Supercomputing Centre (NSCC) Singapore logo („logo“), unless formal written consent is given. Even with formal written consent, the logo must always be applied based on NSCC's visual brand identity guidelines. When in doubt, always consult NSCC's Corporate Communications team.

## 1.2. LOGO LOCKUP & CLEARANCE

It is important to keep the Logo Lock-up clear of any other graphic elements. A clearance zone (X) has been established around the logo. X is derived from the diameter of the 'SG' circle in the logo symbol to regulate this clearance regardless of the logo size.



## 1.3. LOGO APPLICATIONS

### FULL LOGO



Full colour light background



Reverse on dark background



Mono on light background



Mono on dark background

### SYMBOL\*



Full colour light background



Reverse on dark background



Mono on light background



Mono on dark background

\* The standalone Symbol is used only when the Logo Lockup cannot be used in extreme limited space for printing or display. It may be used in digital media to maximise device screen display areas.

### MINIMUM LOGO SIZES

Print



20 mm



6 mm

Screen



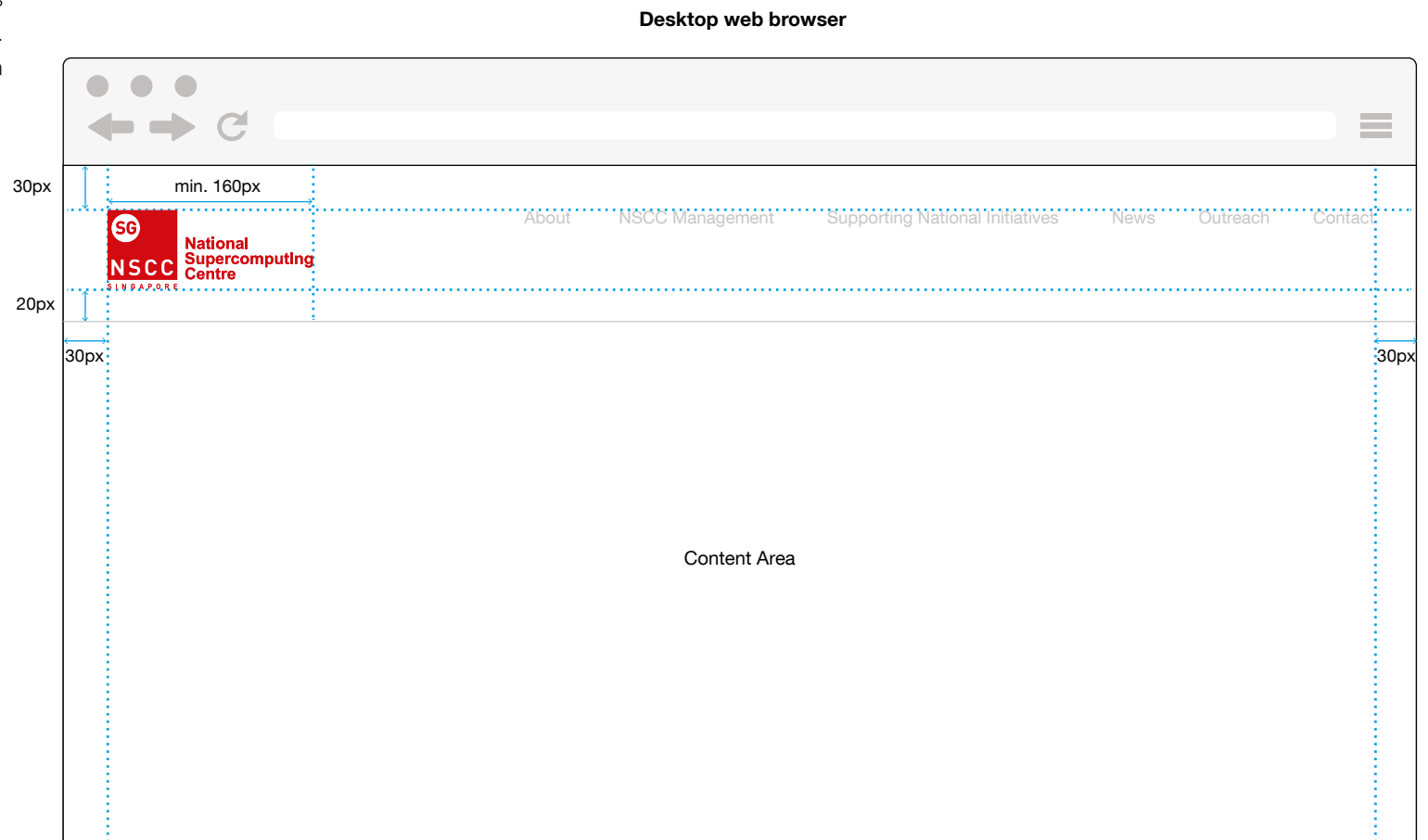
120 px



50 px

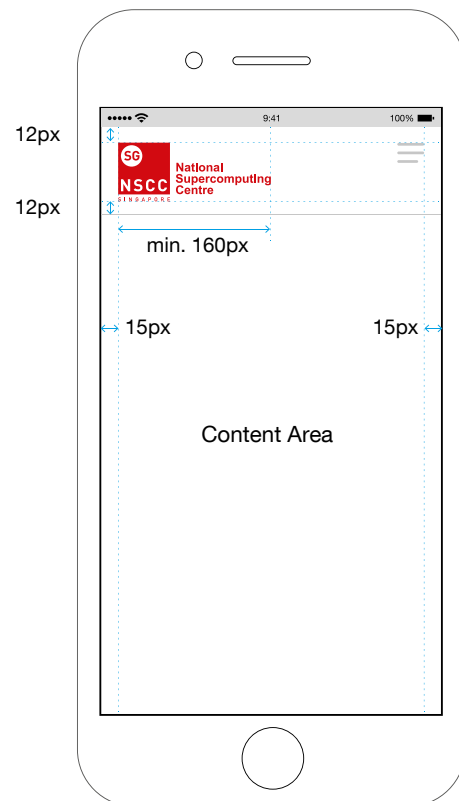
## 1.3. LOGO APPLICATIONS

Shown in this section are the specific ways to use of the logo in digital media such as responsive websites across different viewport and devices. It is important to use them correctly and consistently.

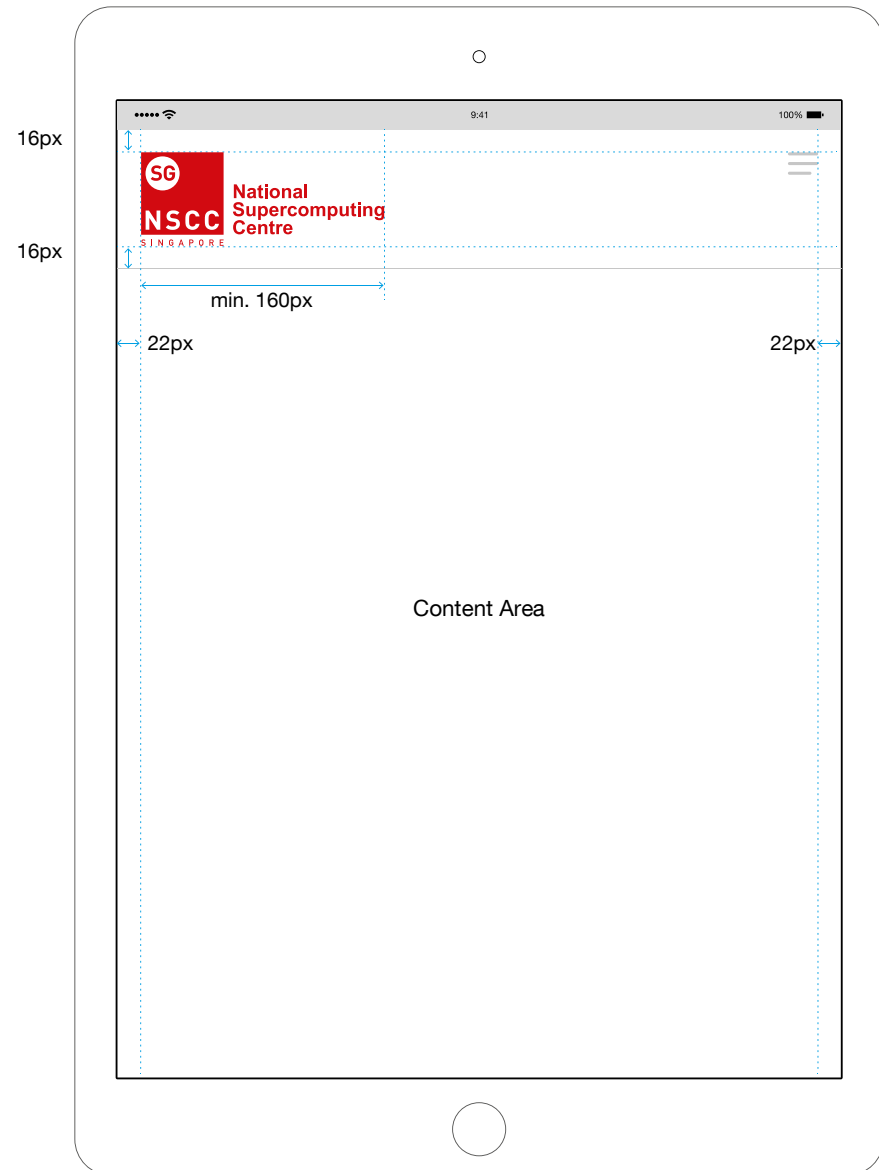


# 1.3. LOGO APPLICATIONS

Mobile devices - mobile phones



Mobile devices - tablets





## 1.4. WHAT NOT TO DO

The Logo Lockup should not be recreated or modified in any way. Here are some examples of what NOT TO DO!



Do not stretch or distort the Logo Lockup



Do not place the Logo Lockup in a shape



Do not use any other typeface for the Logo Lockup



Do not use the Logo Lockup tinted



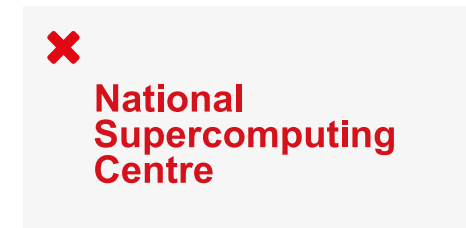
Do not change the specified proportions between the components in the Logo Lockup



Do not alter the colour in any way



Do not use the elements of the symbol separately as a logo



Do not separate use of the NSCC name from the Logo Lockup



Do not change the position of the name



Do not place the logo on a colour without sufficient contrast



Do not apply any additional effects



Do not place the Logo Lockup against a cluttered background