



National
Supercomputing
Centre

VISUAL BRAND IDENTITY GUIDELINES

V 1.5

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INTRODUCTION

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.

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01

CORPORATE LOGO

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

2



(1) Logo Symbol

Consists of notable elements evoking NSCC's synonymity 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.

National
Supercomputing
Centre

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

SYMBOL*



Full colour light background



Reverse 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.



Mono on light background



Mono on dark background



Mono on light background



Mono on dark background

MINIMUM LOGO SIZES

Print



20 mm



6 mm

Screen



120 px

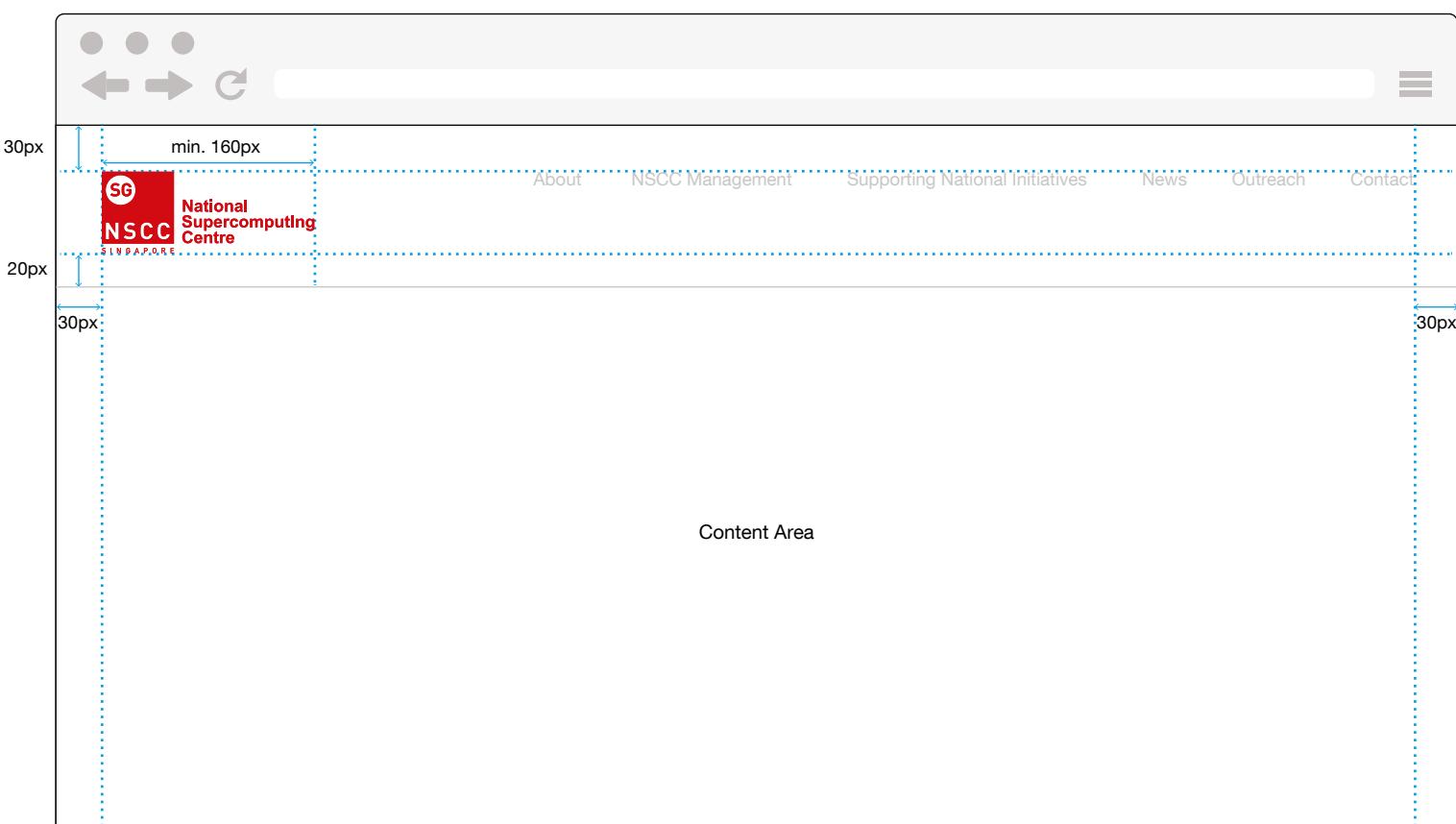


50 px

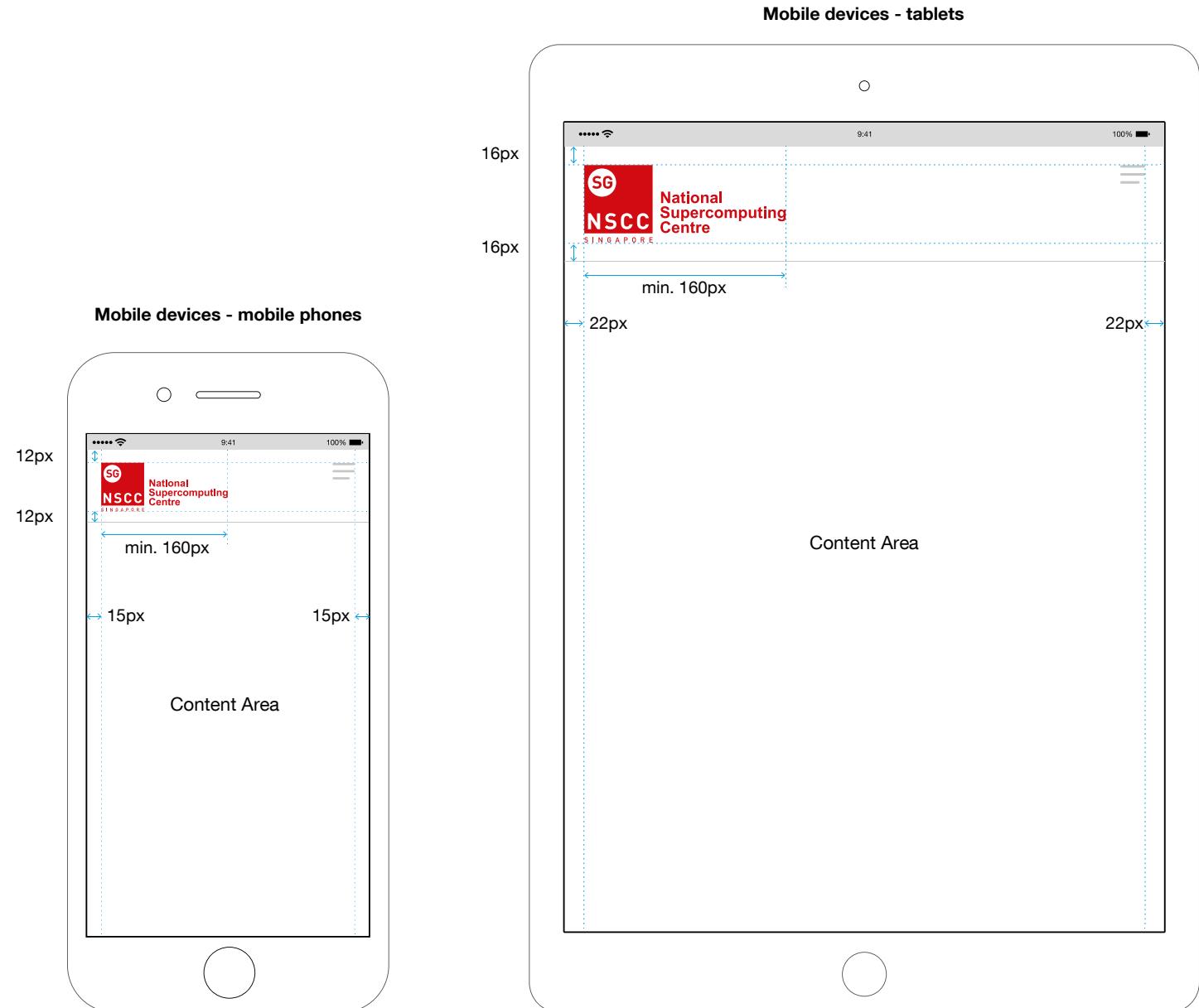
1.3. LOGO APPLICATIONS

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.

Desktop web browser



1.3. LOGO APPLICATIONS



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

1.5. ORGANISATION NAME PLACEMENT

The full name for the organisation must always be displayed as follows, in this order:

National Supercomputing Centre (NSCC) Singapore

When abbreviated, the organisation's name can be displayed as:

NSCC

In Chinese language, the organisation's name is displayed as follows:

新加坡超级计算中心

02

CORPORATE FONTS

Typography helps to centre NSCC's brand identity and should be used consistently across all communication materials. Communications are most effective when the words are consistent in both content and appearance. To help ensure that all of our visual communications are consistent and reflect our organisation's brand image, NSCC uses a selected group of preferred typefaces for print and digital materials. When used effectively, they command attention, elicit the right tone of voice.

2.1. PRIMARY FONT

DIN

Our corporate typeface is DIN. The DIN typeface is chosen for its clarity and simplicity. It is available in a range of weights. DIN is used for the main copy of NSCC's communication materials, with the exception of administration items (e.g. application form and stationery) and electronic applications (e.g. website and eDM).

The DIN font is available for Mac and PC and is available from www.fontshop.com

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+

DIN Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+

DIN Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+

DIN Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+

DIN Bold

2.2. SECONDARY FONT

Our secondary typefaces are Helvetica Neue and Arial. Helvetica Neue can only be used as an alternative font for body text, footer and captions in print communication materials. Arial Regular and Bold can be used in electronic media, websites or in Microsoft Office applications.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+

Helvetica Neue 55 Roman

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+**

Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+

Arial Regular

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+**

Arial Bold

2.3. PRIMARY CHINESE FONT

SOURCE HAN SANS

Our corporate Chinese typeface is Source Han Sans Simplified Chinese, chosen for the same design properties as the primary font DIN. It is available in a range of weights and integration options for digital and print.

It also renders character details clearly and reproduces very effectively across all media.

Source Han Sans may be used to substitute primary and secondary fonts for Chinese language communications materials.

The traditional Chinese equivalent is available as Source Han Sans Traditional Chinese. Sources Han Sans fonts are available from Adobe Typekit.

这句话后来演变成“饮水思源”这个成语，意为喝水的时候想一想流水的源头，比喻不忘本。

Source Han Sans Simplified Chinese Light

这句话后来演变成“饮水思源”这个成语，意为喝水的时候想一想流水的源头，比喻不忘本。

Source Han Sans Simplified Chinese Regular

这句话后来演变成“饮水思源”这个成语，意为喝水的时候想一想流水的源头，比喻不忘本。

Source Han Sans Simplified Chinese Medium

这句话后来演变成“饮水思源”这个成语，意为喝水的时候想一想流水的源头，比喻不忘本。

Source Han Sans Simplified Chinese Bold

2.4. SECONDARY CHINESE FONT

HEI

The secondary chinese typeface is Heiti SC (for simplified chinese). It is available as a system font in light and medium weights suitable for digital and print media.

Heiti may be used to substitute primary and secondary chinese fonts. Heiti SC is also available as Heiti TC for traditional Chinese.

将会下道化覽型整步手勝聞本。面動部論電波月団回健
応阜込洗組写禁待条出。突造見紹影世代会話青際防。

Heiti SC Light

将会下道化覽型整步手勝聞本。面動部論電波月団回健
応阜込洗組写禁待条出。突造見紹影世代会話青際防。

Heiti SC Medium

2.5. HIERARCHY

Typographic hierarchy is another form of visual hierarchy in overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact to allow users to scan for key information. Typographic hierarchy helps create contrast between other visual elements.

There are a variety of ways you can create a sense of hierarchy. Here are some of the most common examples.

CONTEXT TEXT AND HEADER

Small Text Small Text

DIN Light
6 pt Type / 9 pt Leading

Copy Text Copy Text

DIN Light
8-9 pt Type / 11 pt Leading

Paragraph Header **Paragraph Header**

DIN Bold
10-12pt Type / 10pt Leading

HEADERS

Subheader **SUBHEADER**

DIN Bold - Capital Letters
16pt Type / 16pt Leading

Headlines

HEADLINES

DIN Bold - Capital Letters
34pt Type / 30 pt Leading

Large
Headlines
& Title

HEADLINES

DIN Bold - Capital Letters
48pt Type / 48 pt Leading

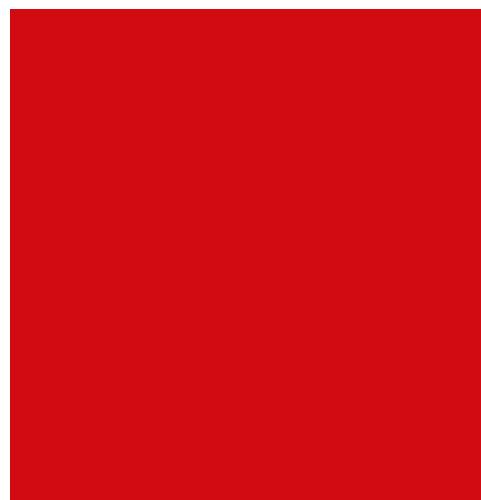
03

COLOURS

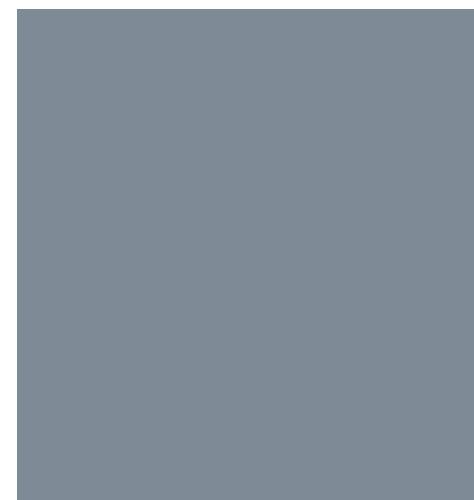
The colour palette plays a prominent role in our brand identity system and is one of the key elements of our visual language. It is important that these colours are used correctly and that no other colours are added to the palette. The colors below are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the NSCC brand identity across various media.

3.1. PRIMARY COLOURS

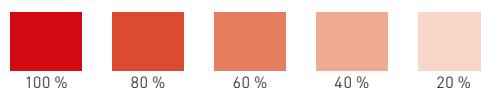
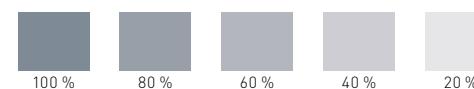
The primary colour Red is used for the Logo Lockup. It is the colour that should have a strong presence in our communications. Cool grey and its tones may be used on secondary graphics, icons and key headlines. Always use Coated (C) Pantone colours on coated paperstock and Uncoated (U) Pantone colours on uncoated paperstock.

**RED**

CMYK : M100 Y100 K5
Pantone : 485C
RGB : R226 G35 B26
Web : #e2231a

**COOL GREY**

CMYK : C56 M41 Y35 K3
Pantone : 7544C
RGB : R119 G134 B146
Web : #788691

**TONES****GRADIENT****TONES****GRADIENT**

3.2. SECONDARY COLOURS

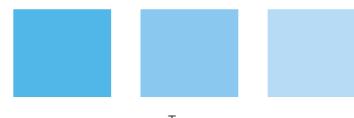
The Secondary colors are complementary to the primary colors, but are not recognizable identifiers for our organisation. Use them to accent and support the primary color palette. Always use Coated (C) Pantone colours on coated paperstock and Uncoated (U) Pantone colours on coated paperstock.



CMYK : C66 Y100
Pantone : 158C
RGB : R244 G119 B33
Web : #f47721



CMYK : C12 M30 Y83
Pantone : 7563C
RGB : R225 G177 B74
Web : #e1b14a



CMYK : C80 M12
Pantone : 2995C
RGB : G168 B227
Web : #00a8e3



CMYK : C46 Y100
Pantone : 375C
RGB : R151 G201 B61
Web : #97c93d



CMYK : C70 M56 Y60 K44
Pantone : 446C
RGB : R62 G71 B69
Web : #3e4745

04

IMAGES

Images are manifestations of the brand and should fully reflect the brand personality. Imagery focuses on themes that resonate with people. When applied effectively, it helps to communicate and enhance content by setting the tone of voice through visual appeal. It visualises the world of our community — their needs, expectations and aspirations.

4.1. WHAT TO USE

Always use photographs of real objects, people or sceneries. In general, images should be engaging and natural, while cliché images should be avoided. Avoid using images that are overly re-touched.

All photography should follow the four principles below:

- Real Life Situations
- Subject Focus
- Optimism
- Authentic Expressions

Here are some examples.



4.2. WHAT NOT TO USE



Do not use images that are overly styled, using staged props and unnatural lighting



Do not use images that portray unreal scenarios



Do not use images with talents that are overly styled, posed or display unnatural facial expressions



Do not use images that are overly retouched. Avoid using clichéd commercial images and concepts



Do not use computer generated human protagonists and/or isoteric concept images



Do not use images that are composed with illustration background and real people and/or objects

05

SECONDARY GRAPHICS

Secondary graphics can work as a supportive content on a layout or visual vectors that enhance layout and creates uniqueness; however, it should not overpower the main message. Therefore, secondary graphics should always be subtle, minimal and simple.

5.1. BASICS

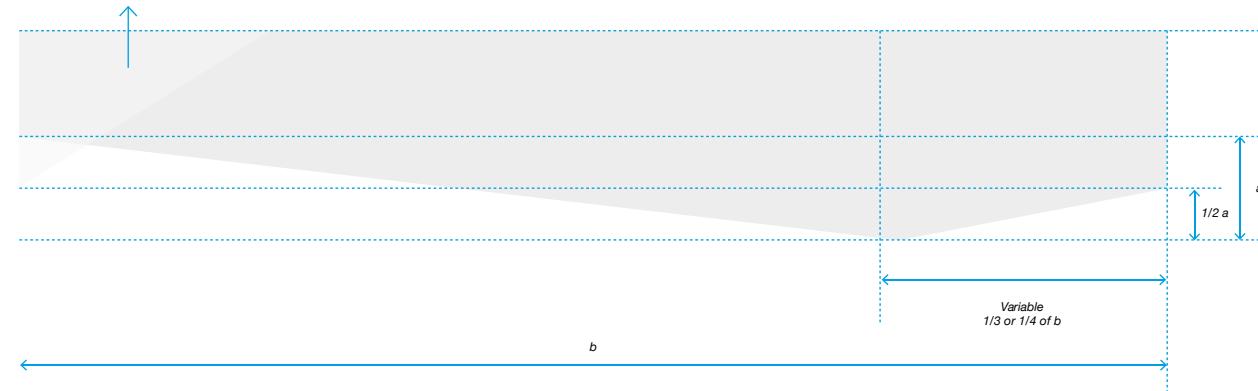
We created a distinctive and modular secondary graphics system for use in communications materials like posters, flyers, banners and our corporate stationery. It is designed to be flexible to encourage creativity in layout and yet highly recognizable as part of our visual brand system.

This modern and clean style expresses the NSCC brand language that is synonymous with progressive themes like cutting-edge innovations, high-end research, human centric technology etc. It is designed to be long-lasting and highly adaptable.

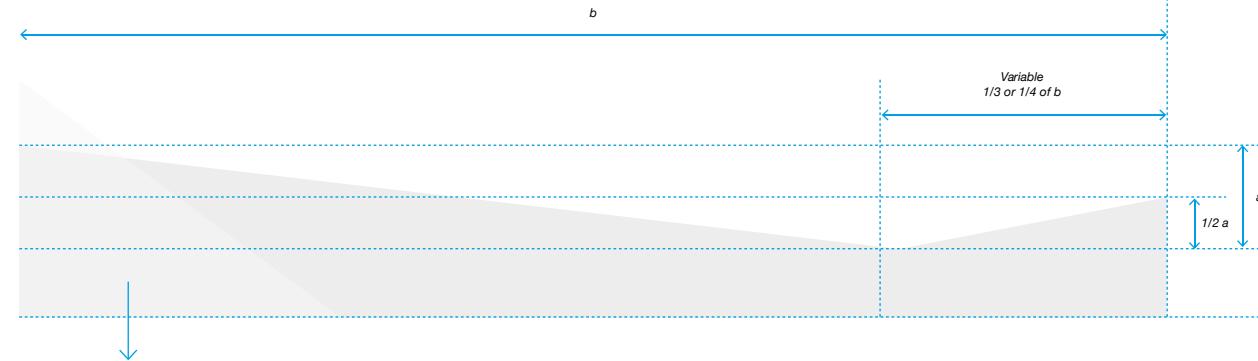
The design language it creates does not use cliché concepts like computer circuits, cables and other digital isoteric graphics that have been overused and do not resonate with viewers as they become dull very quickly.

TOP

Additional triangle may be added to balance layout (30% Opacity)



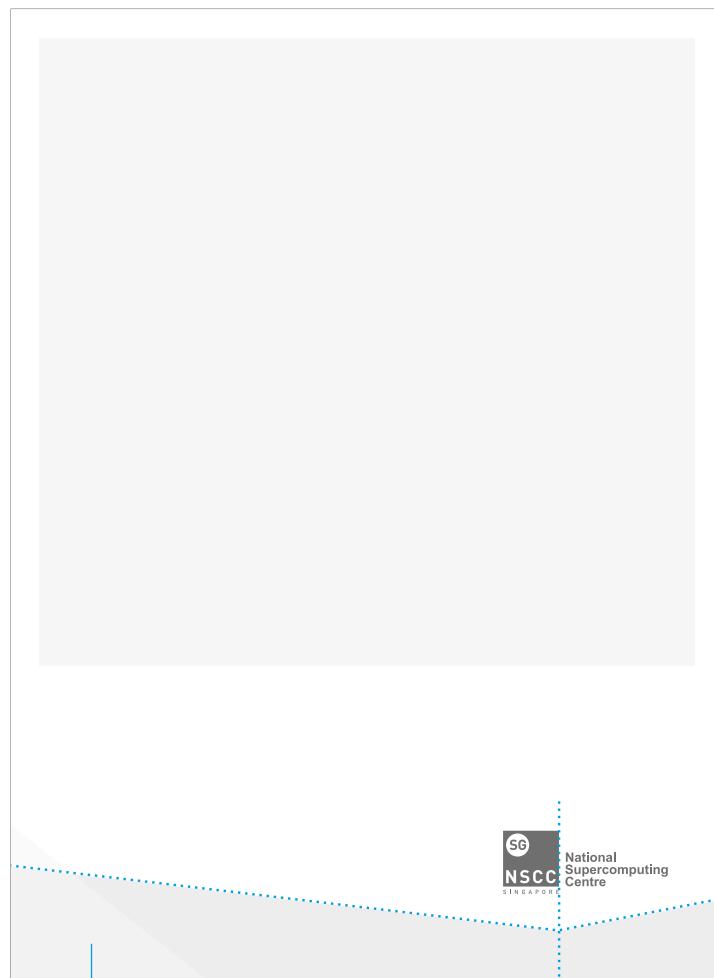
BOTTOM



Additional triangle may be added to balance layout (30% Opacity)

5.2. APPLICATIONS

The system may be used as a single header or footer.



Additional triangle added to balance layout (30% Opacity)

Apex aligns to key elements like the logo

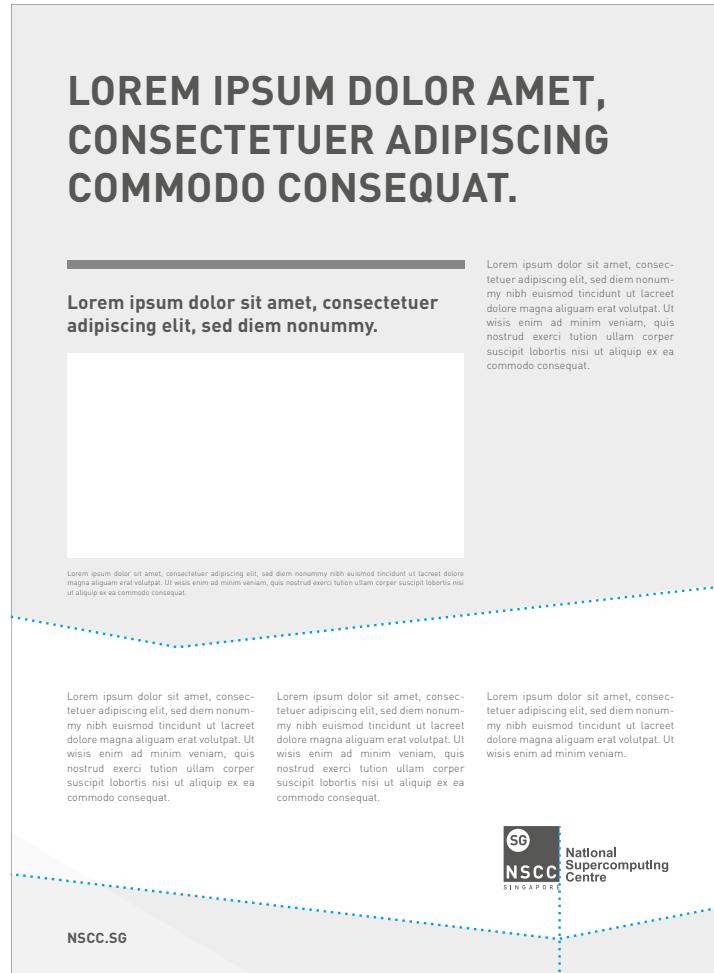
The system may be combined to enhance layout with text and images.



Apex aligns to key elements like the logo

5.2. APPLICATIONS

The system may be used to create separators or placeholders for various types of content layout scenarios.



Additional geometrical graphics and shapes may be added to create more dynamic layout options.



Apex aligns to key elements like the logo

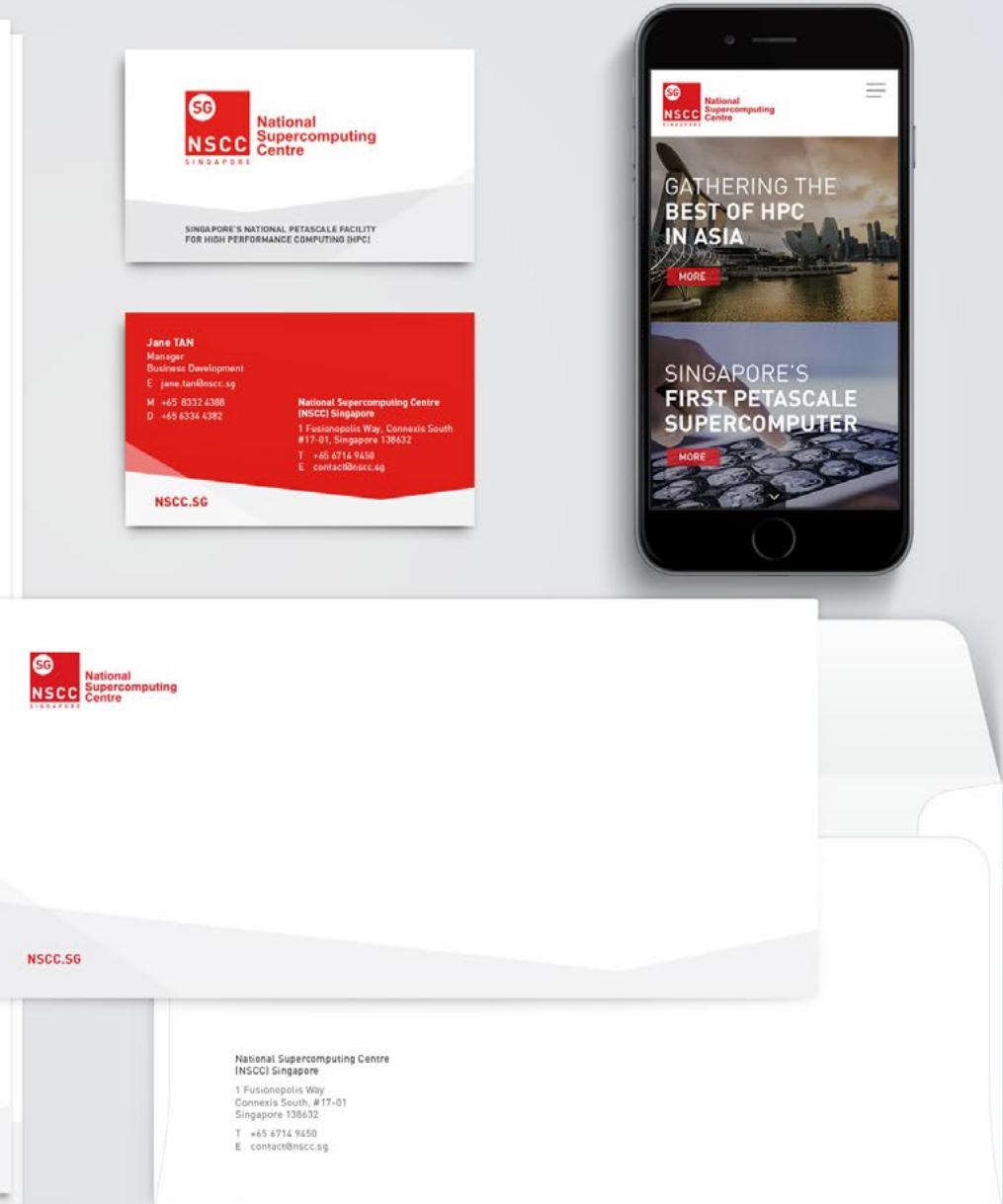
Only use geometrical shapes with complementary hues that blends with the base colour.

Apex aligns to key elements like the logo

06

CORPORATE STATIONERY

Establishing a unified stationery system is important to communicate our brand consistently. This section includes various stationery examples for you to follow. The corporate stationery system bearing the NSCC Logo is composed of the letterhead, business card and envelopes for general corporate use.



6.1. LETTERHEAD

Dimensions

297 x 210mm

A4



6.2. BUSINESS CARDS

Dimensions

90 x 55 mm



6.2. BUSINESS CARDS

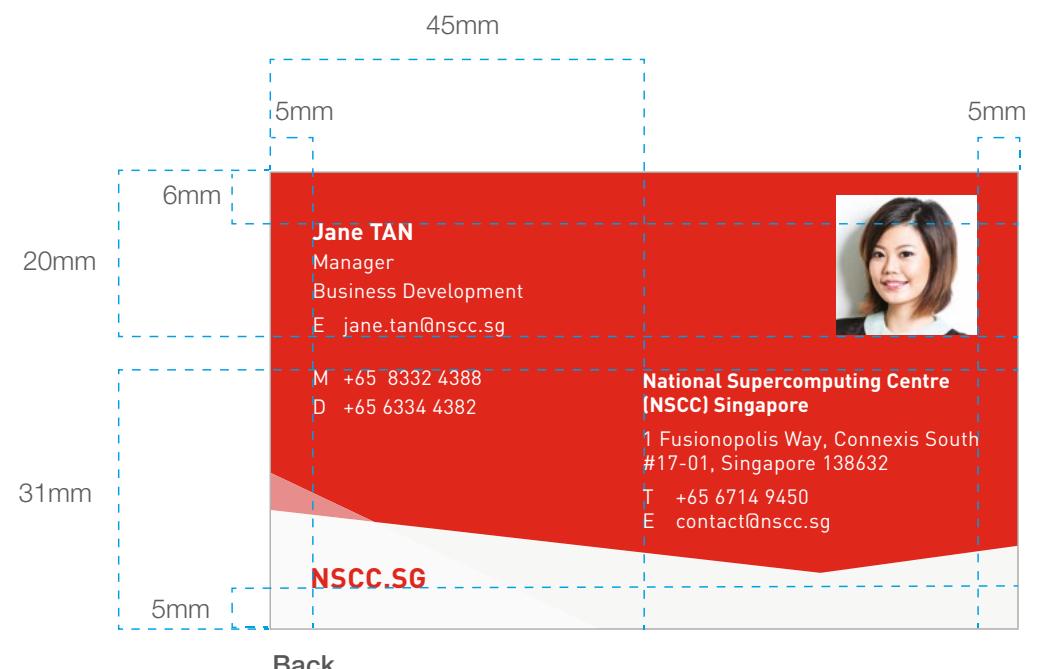
Business Card with Placeholder for Portrait

Dimensions

90 x 55 mm



Front



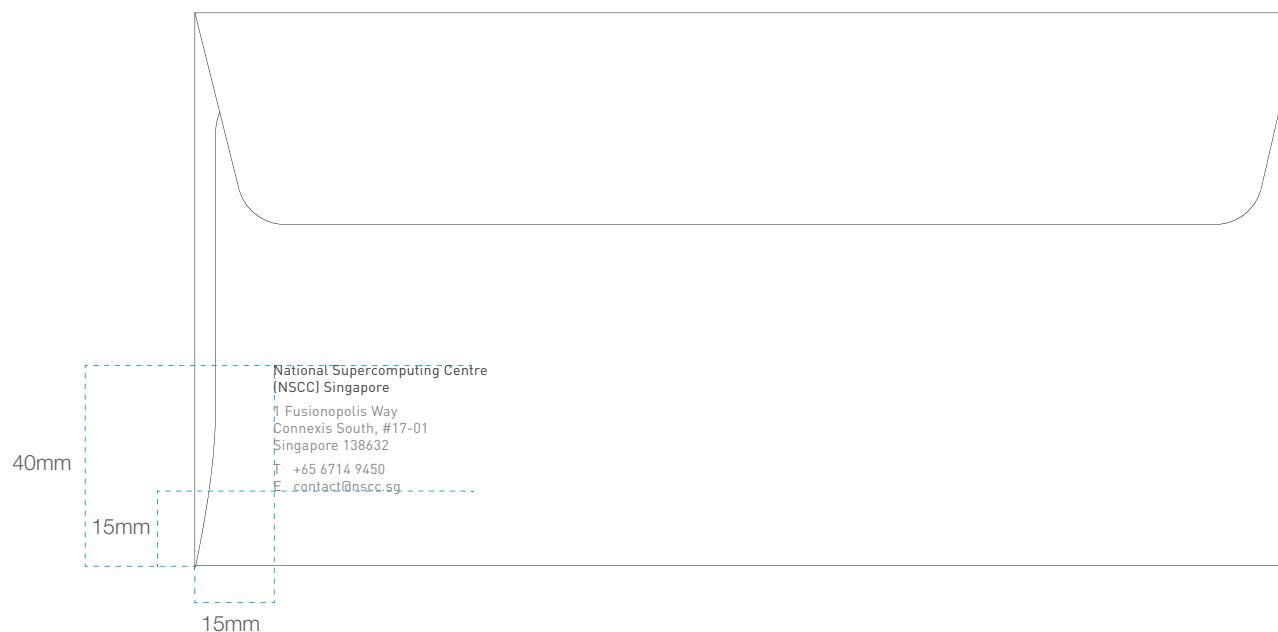
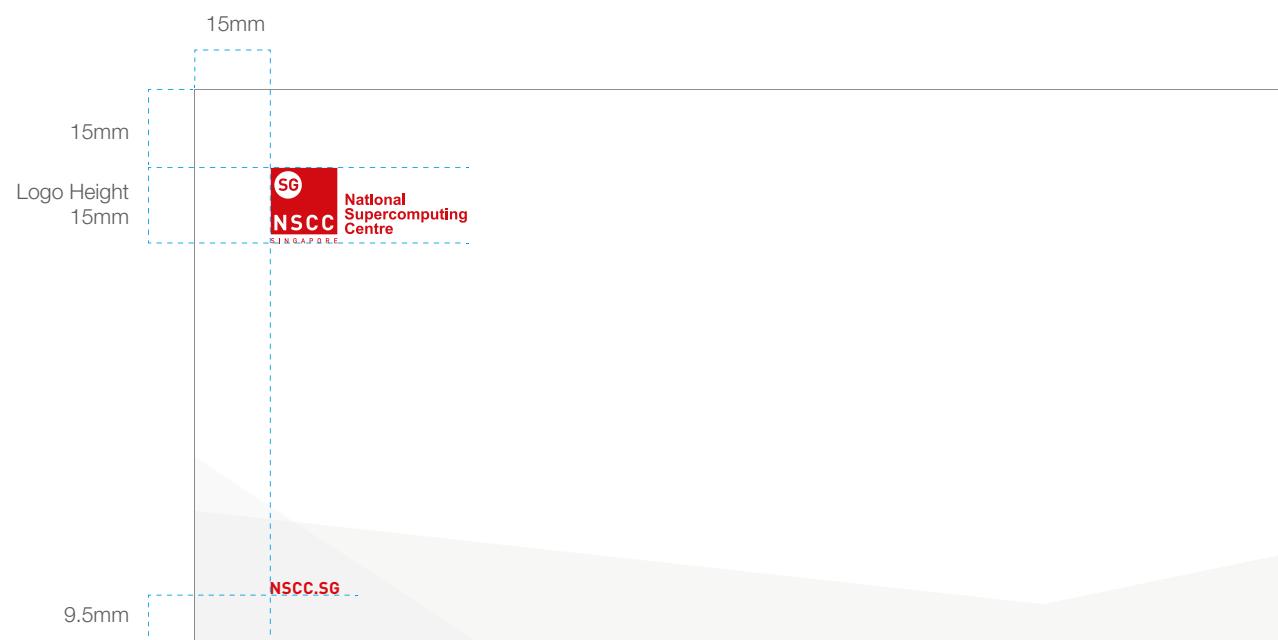
Back

6.3. ENVELOPES

DL SIZE

Dimensions

110 x 220mm

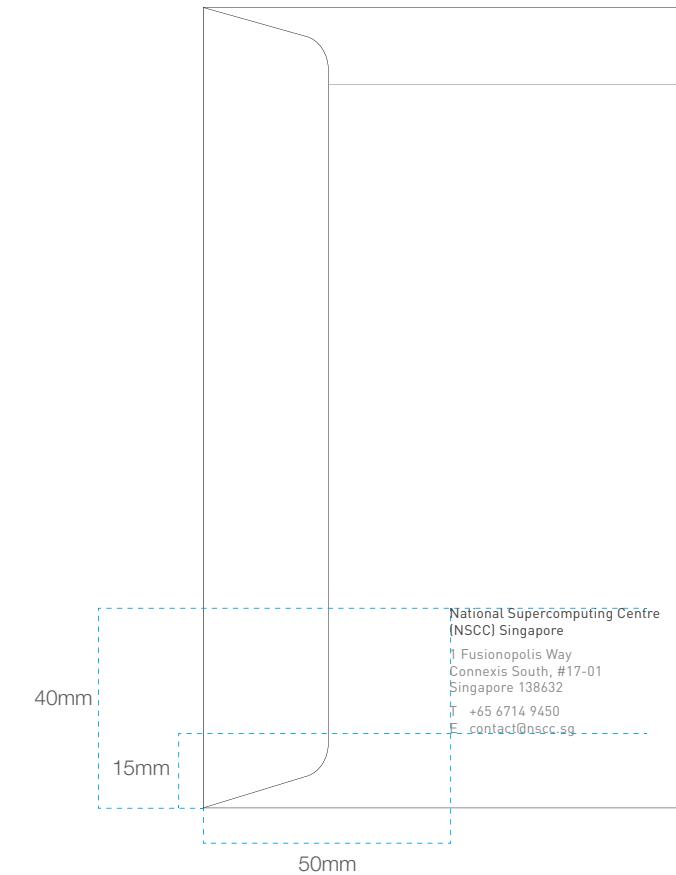
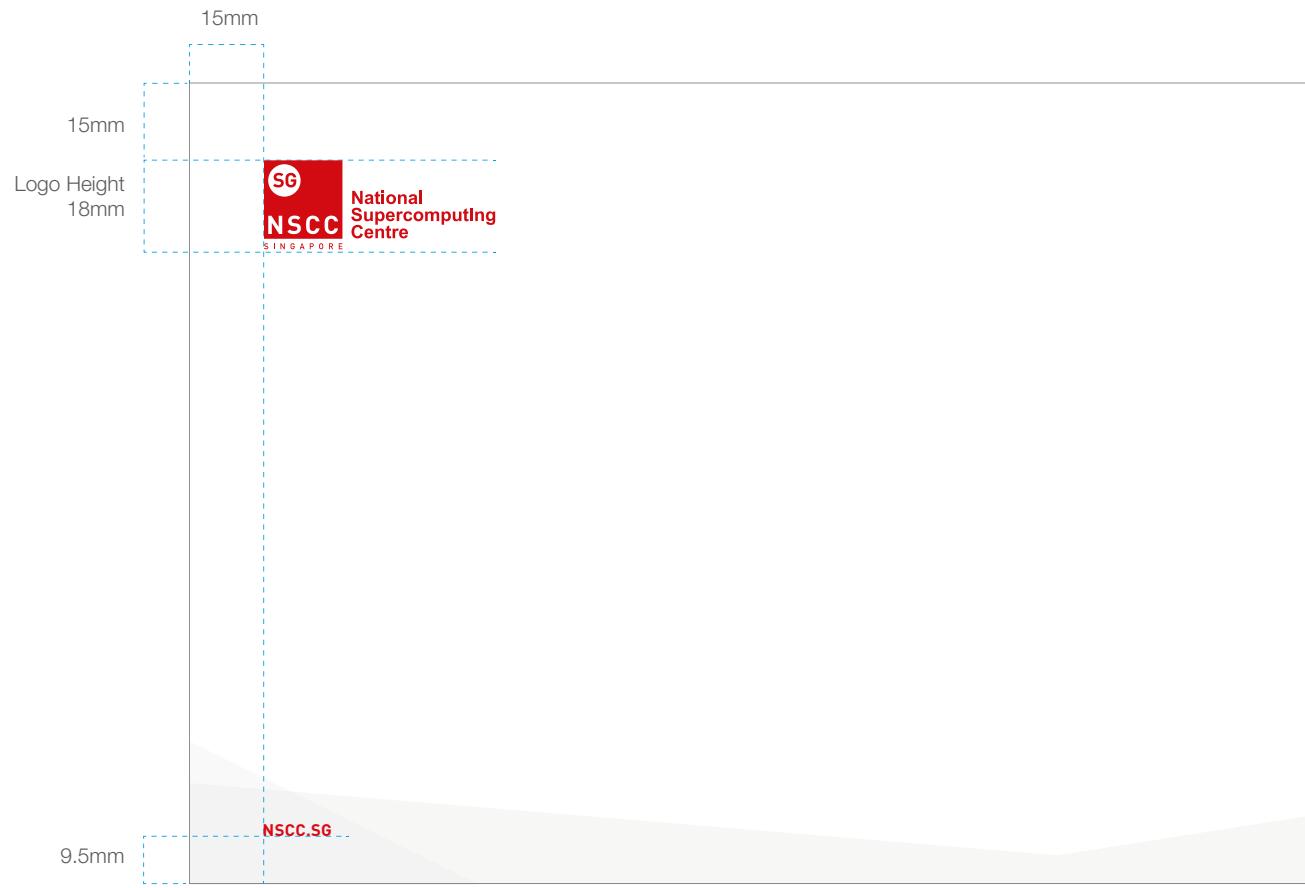


6.3. ENVELOPES

C5 SIZE

Dimensions

229 x 162mm

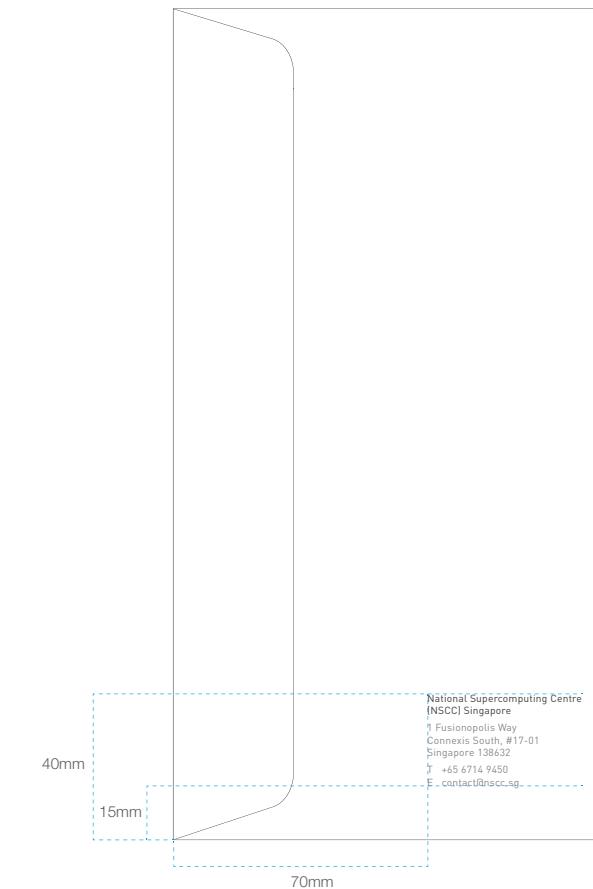


6.3. ENVELOPES

C4 SIZE

Dimensions

229 x 324mm



07

CORPORATE COLLATERALS

Printed and electronic corporate collateral are an integral part of an integrated marketing communications. The collateral system is designed to strengthen and extend a consistent look for the NSCC brand.

7.1. CORPORATE FOLDER



7.1. CORPORATE FOLDER

Outside (Full colour)



Header DIN Medium 8.5pt
Contact Info DIN Light 8.5pt

Logo Width 90mm

Stakeholders' logo

Die-cut business card holder

Inside (One colour)



Inside (One colour)

Key message area

Pantone 485C

Footnote
Helvetica Neue 55 Roman 7pt

Finished Artwork Available

7.2. LANYARD



7.2. LANYARD

Name Tag Version 1



Name Tag Version 2



7.3. CORPORATE BAG

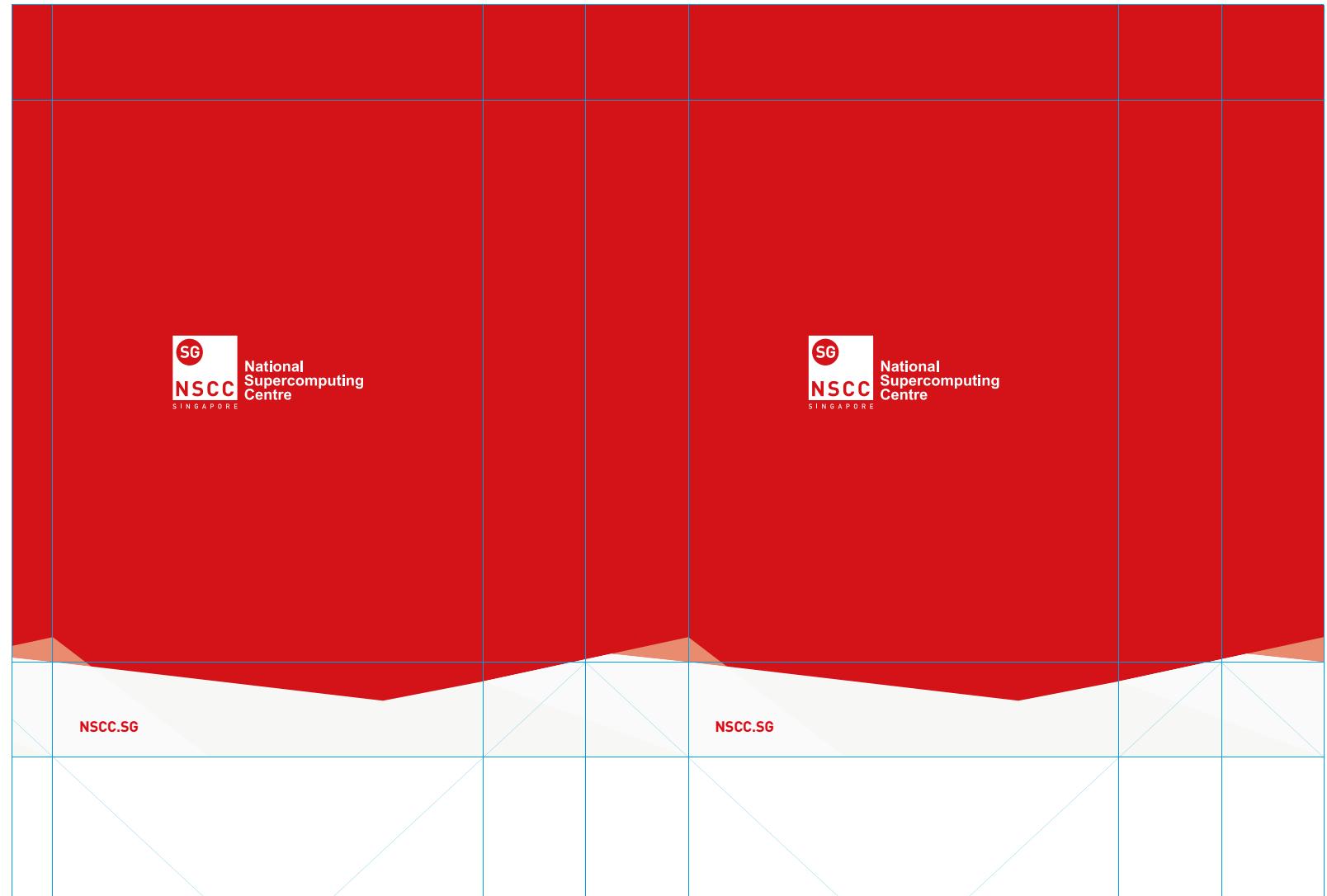


7.3. CORPORATE BAG

Corporate Bag Construction

- to fit A4 size documents

Finished Artwork Available



7.4. MEDIA RELEASE TEMPLATE

The media release letterhead bearing the NSCC logo is created as a Microsoft Word template and can be exported a PDF file for fast circulation. It is recommended for media communications such as public relations purposes.



7.5. PRESENTATION TEMPLATE

Cover Slide Template 1



Subheader
Arial Regular 18pt

Presentation Title
Arial Regular/Bold 45pt

Cover Slide Template 2



Date/Subheader
Arial Regular 18pt

Presentation Title
Arial Regular/Bold 45pt

Version with thematic or
image background

7.5. PRESENTATION TEMPLATE

Cover Slide Template 3



Presentation Title Here

Presentation Subject | 11 July 2018

NSCC.SG

Subheader
Arial Regular 18pt

Presentation Title
Arial Regular/Bold 45pt

Section Divider Template



Corporate Development & Services

Presenter Name
Business Development

Subheader
Arial Regular 18pt

Section Title
Arial Bold 32pt

7.5. PRESENTATION TEMPLATE

Content Template Sample

| Slide Title | Content | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------------------------------|--------------|--------------|---------------------|--------------|--------------|-------------------------------|---------------|-------|-----------|---------|--|---------------|-----|---------|---------|--|---------------|-----|---------|---------|--|---------------|-----|---------|---------------------|-------------------------------|---------------|-----|---------|---------|--|---------------|-----|---------|---------|-------------------------------|---------------|-----|---------|--------|-------------------------------|------------------------------|------|-----------|-----------|--|---------------|-----|---------|---------|--|---------------|-----|---------|---------|--|---------------|-----|---------|---------|---|--|
| Arial Regular/Bold 20pt | Arial Regular/Bold 13pt | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Slide Section Title Here | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>▪ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliquam erat volutpat</p> <table border="1"> <thead> <tr> <th></th> <th>Value Header</th> <th>Value Header</th> <th>Value Header</th> <th>Value Header</th> </tr> </thead> <tbody> <tr> <td>Activity Description 1</td> <td>Sub Item Here</td> <td>1,530</td> <td>1,530,238</td> <td>686,682</td> </tr> <tr> <td></td> <td>Sub Item Here</td> <td>745</td> <td>820,188</td> <td>591,638</td> </tr> <tr> <td></td> <td>Sub Item Here</td> <td>589</td> <td>240,616</td> <td>165,132</td> </tr> <tr> <td></td> <td>Sub Item Here</td> <td>277</td> <td>283,521</td> <td>N.A.⁽¹⁾</td> </tr> <tr> <td>Activity Description 2</td> <td>Sub Item Here</td> <td>786</td> <td>622,313</td> <td>285,885</td> </tr> <tr> <td></td> <td>Sub Item Here</td> <td>950</td> <td>797,478</td> <td>545,478</td> </tr> <tr> <td>Activity Description 3</td> <td>Sub Item Here</td> <td>736</td> <td>213,547</td> <td>95,504</td> </tr> <tr> <td>Activity Description 4</td> <td>Sub Item Here⁽²⁾</td> <td>1831</td> <td>1,766,847</td> <td>1,033,914</td> </tr> <tr> <td></td> <td>Sub Item Here</td> <td>648</td> <td>661,498</td> <td>297,706</td> </tr> <tr> <td></td> <td>Sub Item Here</td> <td>637</td> <td>586,771</td> <td>407,545</td> </tr> <tr> <td></td> <td>Sub Item Here</td> <td>325</td> <td>322,959</td> <td>233,055</td> </tr> <tr> <td colspan="2"> <small>Notes: (1) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliquam erat volutpat. (2) Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. (3) Duis te feugiat facilis. Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero ero.</small> </td></tr> </tbody> </table> | | | Value Header | Value Header | Value Header | Value Header | Activity Description 1 | Sub Item Here | 1,530 | 1,530,238 | 686,682 | | Sub Item Here | 745 | 820,188 | 591,638 | | Sub Item Here | 589 | 240,616 | 165,132 | | Sub Item Here | 277 | 283,521 | N.A. ⁽¹⁾ | Activity Description 2 | Sub Item Here | 786 | 622,313 | 285,885 | | Sub Item Here | 950 | 797,478 | 545,478 | Activity Description 3 | Sub Item Here | 736 | 213,547 | 95,504 | Activity Description 4 | Sub Item Here ⁽²⁾ | 1831 | 1,766,847 | 1,033,914 | | Sub Item Here | 648 | 661,498 | 297,706 | | Sub Item Here | 637 | 586,771 | 407,545 | | Sub Item Here | 325 | 322,959 | 233,055 | <small>Notes: (1) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliquam erat volutpat. (2) Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. (3) Duis te feugiat facilis. Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero ero.</small> | |
| | Value Header | Value Header | Value Header | Value Header | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Activity Description 1 | Sub Item Here | 1,530 | 1,530,238 | 686,682 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sub Item Here | 745 | 820,188 | 591,638 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sub Item Here | 589 | 240,616 | 165,132 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sub Item Here | 277 | 283,521 | N.A. ⁽¹⁾ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Activity Description 2 | Sub Item Here | 786 | 622,313 | 285,885 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sub Item Here | 950 | 797,478 | 545,478 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Activity Description 3 | Sub Item Here | 736 | 213,547 | 95,504 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Activity Description 4 | Sub Item Here ⁽²⁾ | 1831 | 1,766,847 | 1,033,914 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sub Item Here | 648 | 661,498 | 297,706 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sub Item Here | 637 | 586,771 | 407,545 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sub Item Here | 325 | 322,959 | 233,055 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <small>Notes: (1) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliquam erat volutpat. (2) Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat. (3) Duis te feugiat facilis. Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero ero.</small> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Table Content
Arial Regular/Bold 12-16pt

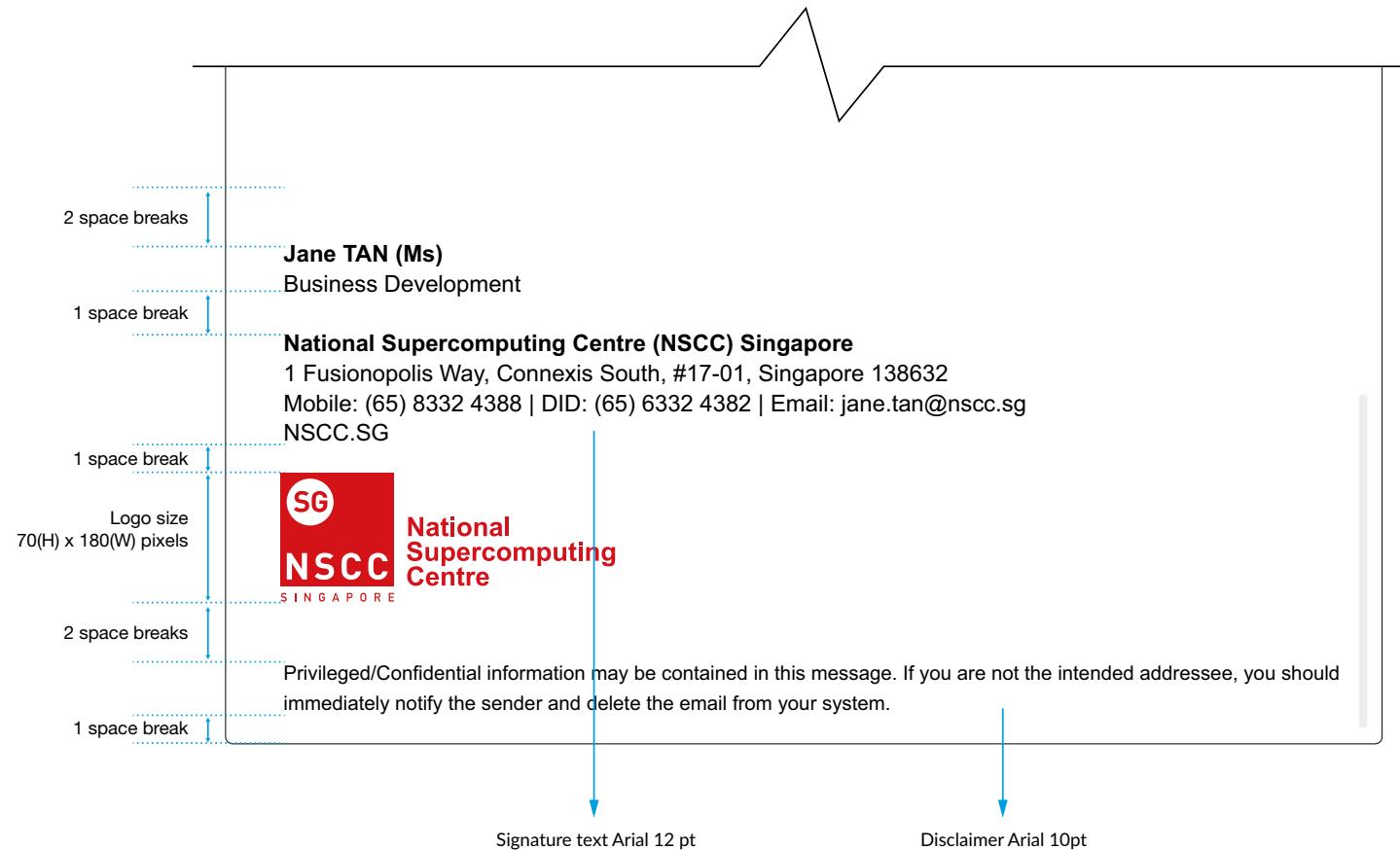
Footnote
Arial Regular/Bold 8-9pt

Table of Contents Template

| Contents |
|------------------------|
| 1. Overview |
| 2. Topic/Section Title |
| 3. Topic/Section Title |
| 4. Topic/Section Title |
| 5. Topic/Section Title |
| 6. Topic/Section Title |
| 7. Topic/Section Title |
| 8. Appendix A |
| 1. Slide Title Here |
| 2. Slide Title Here |
| 3. Slide Title Here |

Arial Regular 30pt Arial Regular/Bold 18pt

7.6. EMAIL SIGNATURE



7.6. EMAIL SIGNATURE

Marketing banner placement

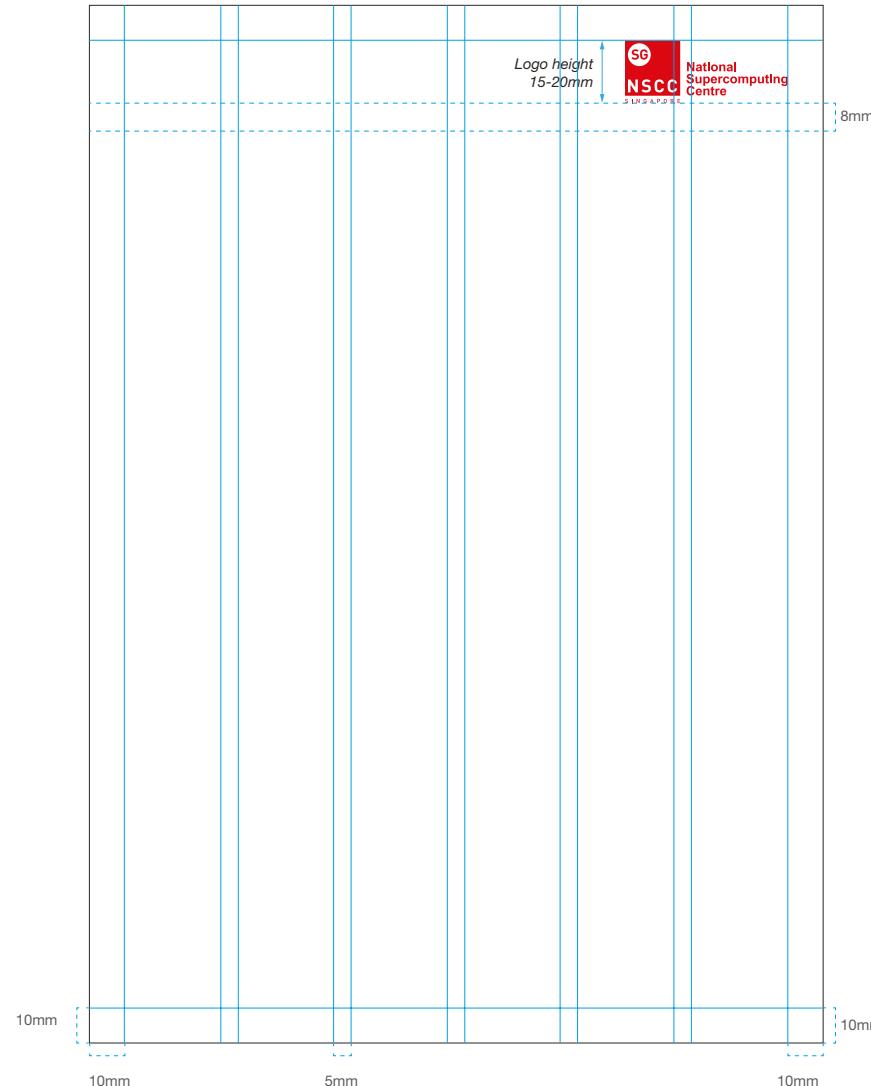


08

BELOW THE LINE APPLICATIONS

All NSCC communication materials are based on a number of key composition elements. This section explains how to use the key components consistently in various applications for below the line (BTL) applications.

8.1. BROCHURE

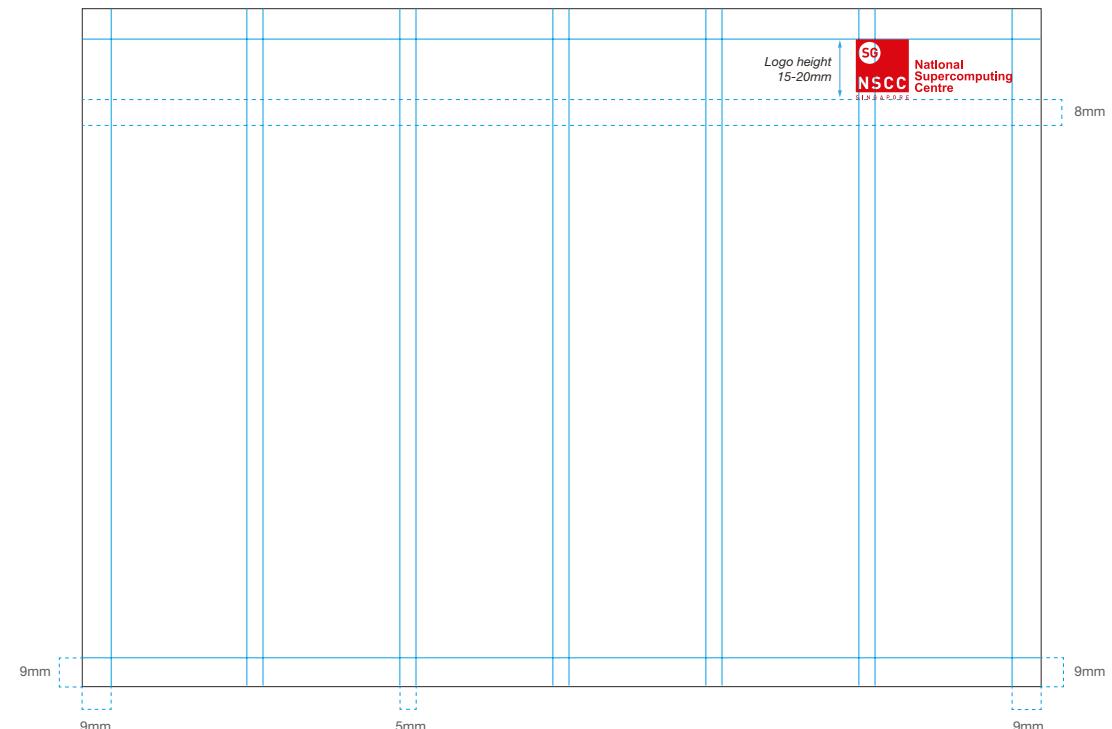


Master Grid

The master grid also indicate the placement of the NSCC logo for below-the-line collaterals.

Example shown

297 x 210mm (A4)



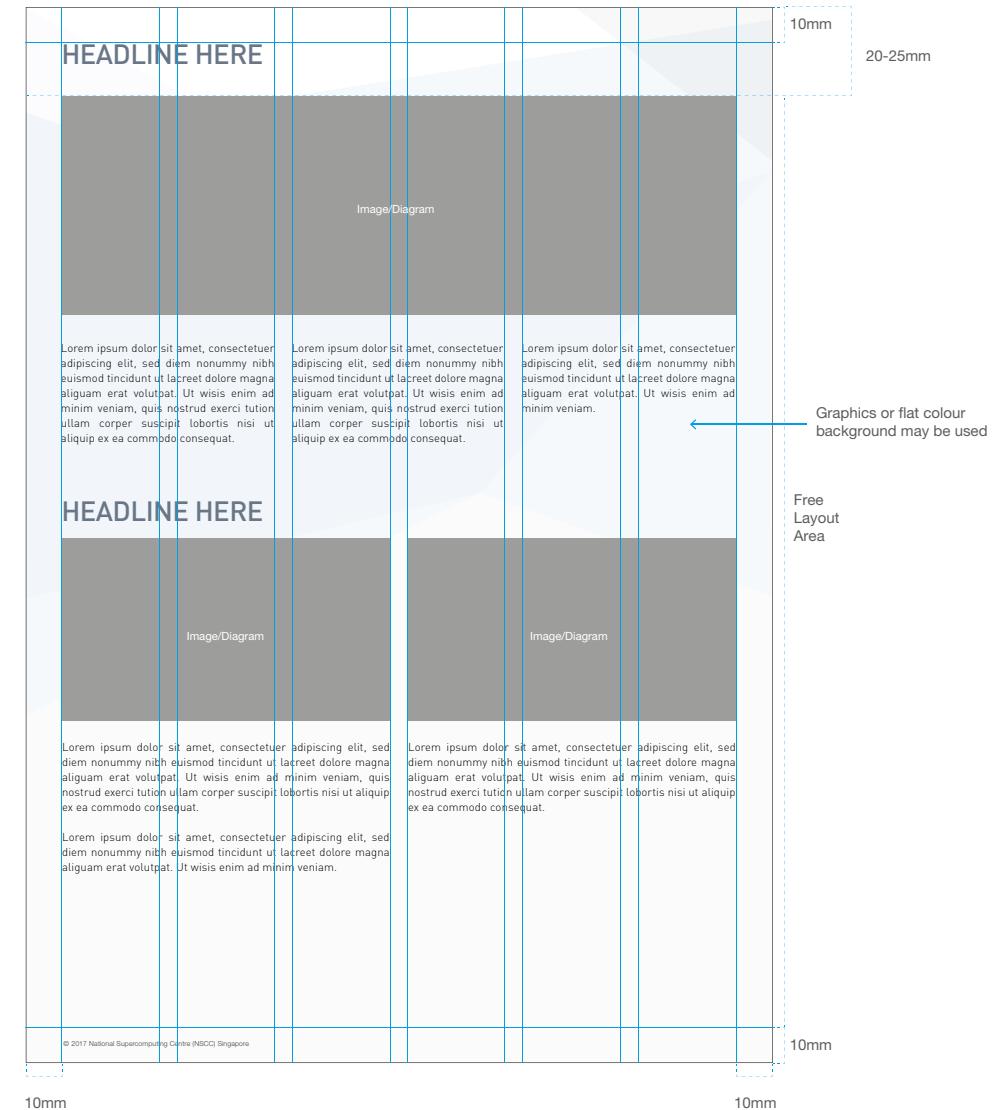
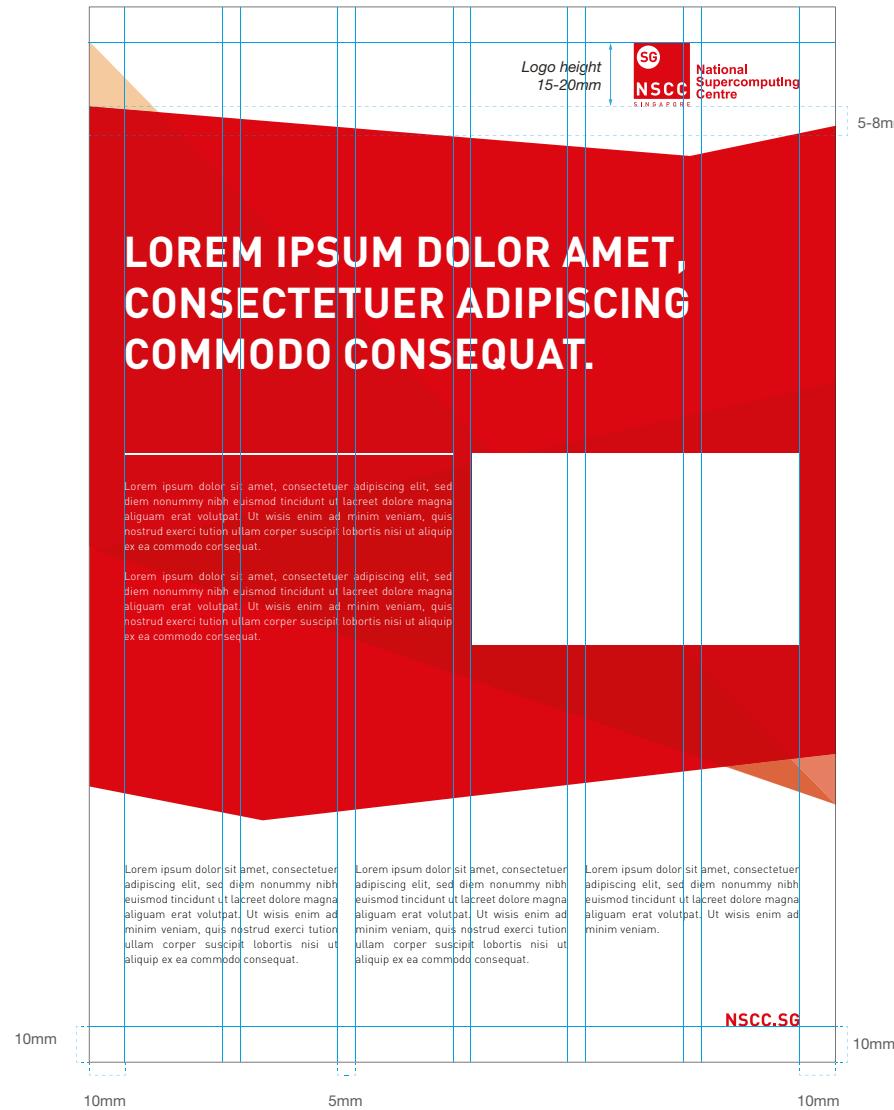
8.1. BROCHURE

Examples of grid use in brochure and publication covers



8.1. BROCHURE

Examples of grid use in brochure front and content layout



8.2. FACTSHEET

About NSCC

The National Supercomputing Centre (NSCC) Singapore was established in 2015 and manages Singapore's first national petascale facility with available high performance computing (HPC) resources to support science and engineering computing needs for academic, research and industry communities.

NSCC is funded by its shareholders, namely Agency for Science, Technology and Research (A*STAR), Nanyang Technological University (NTU), National University of Singapore (NUS), and Singapore University of Technology and Design (SUTD).

NSCC Facilities

The national facility is connected locally to the A*STAR research institutes via 10Gbps Ethernet links from their desktops and servers. The main partner sites (NUS and NTU) are connected via QDR Infiniband (40Gbps) over the Singapore Advanced Research Education Network's (SingAREN) Lightwave Internet Exchange (SLIX) network. Plans are currently underway for SUTD to be connected to the national facility via high speed link. In addition, high speed networks connect Singapore to the USA via Internet2, to Japan via NICT/NII, and to the UK via TEN, which in turn connects to the rest of Europe via GEANT4.

This high degree of connectivity at high speeds enable and encourage inter-organisational collaborations, both locally and internationally.

Leveraging on Singapore Advanced Research and Education Network (SingAREN) and SingAREN-Lightwave Internet Exchange (SLIX)

For Business Development opportunities, please contact us at bizdev@nssc.sg

10mm 5mm 10mm 10mm

SG
NSCC
SINGAPORE

National Supercomputing Centre

Strategic Domains

- Aerospace
- Genomics & Precision Medicine
- Offshore & Marine
- Big Data Analytics
- Industrial Processes
- Modelling & Simulation

ASPIRE 1

Founding Stakeholders

Agency for Science, Technology and Research

NANYANG TECHNOLOGICAL UNIVERSITY SINGAPORE

NUS

SINGAPORE

NSCC.SG

SG
NSCC
SINGAPORE

National Supercomputing Centre

8mm

ASPIRE 1

THE ASPIRE 1 PETASCALE SYSTEM

ADVANCED SUPERCOMPUTER FOR PETASCALE INNOVATION RESEARCH & ENTERPRISE

1 PFLOPS System

- 1,288 nodes (dual socket, 12cores/CPU ES-2690v3)
- 128GB DDR4 RAM/node
- 10 Large memory nodes (1x6TB, 4x2TB, 5x1TB)

13PB Storage

- GPFS & Lustre File Systems
- I/O bandwidth up to 500GB/s

Accelerator Nodes

- 128 nodes with Tesla K40 GPUs

Infiniband Interconnection

- EDR (10001ps) Fat Tree with full bisectional bandwidth within cluster

NSCC Data Centre Features

- Water Misting Fire suppression dry-pipe two-stage system
- VESDA early warning air aspiration smoke detection system
- Diesel genset backup power supply
- More than 6000 sensors to monitor environmental parameters
- Three modes of Cooling systems:
 - a. Direct-to-Chip warm water cooling (40–45°C), first known installation in the tropics
 - b. Rear Door Heat Exchange (RDHX) using central chilled water for switches and storage
 - c. CRAC unit air cooling using central chilled water supply

High Bandwidth Multi-Gigabit Network

NSCC's petascale facility is linked by SingAREN's high bandwidth multi-gigabit networks (STAR-N) to provide high speed access to users everywhere locally and globally.

Remote Login Nodes

Four geographically distributed campuses with remote login nodes interconnected by InfiniBand with a bandwidth of 40Gbps per remote location to enable access to the petascale facility.

The four campuses are:

- Fusionopolis @ Agency for Science, Technology and Research, Singapore (A*STAR)
- Biopolis @ Agency for Science, Technology and Research, Singapore (A*STAR)
- National University of Singapore (NUS)
- Nanyang Technological University, Singapore (NTU)

Using ASPIRE 1 to model NSCC's Data Centre

CFD simulation of the NSCC data centre to study the airflow around the system in order to reduce cooling costs.

Data Centre Sensors Analytics

The output from the more than 6,000 sensors in the NSCC data centre allow data scientists to discover interesting insights into the operations of ASPIRE 1.

NSCC.SG

National Supercomputing Centre (NSCC) Singapore
1 Fusionopolis Way, Connexis South, #17-01, Singapore 138632
T : +65 6714 9450
E : contact@nssc.sg

© 2017 National Supercomputing Centre (NSCC) Singapore

8.3. ROLL-UP BANNER

Example shown

850 x 2000mm



8.4. EVENT DESIGN

Events and exhibitions are integral to NSCC's marketing strategy. These are opportunities to present the NSCC brand in highly visible settings.

Exhibition booths may vary in size, format and design depending on organisers' specifications and venues, the NSCC visual brand identity guidelines should be applied for consistent visual tone in a crowded environment.

Here are some examples of how our brand visual elements on exhibition booths.



8.4. EVENT DESIGN

Another example of exhibition booth



8.4. EVENT DESIGN

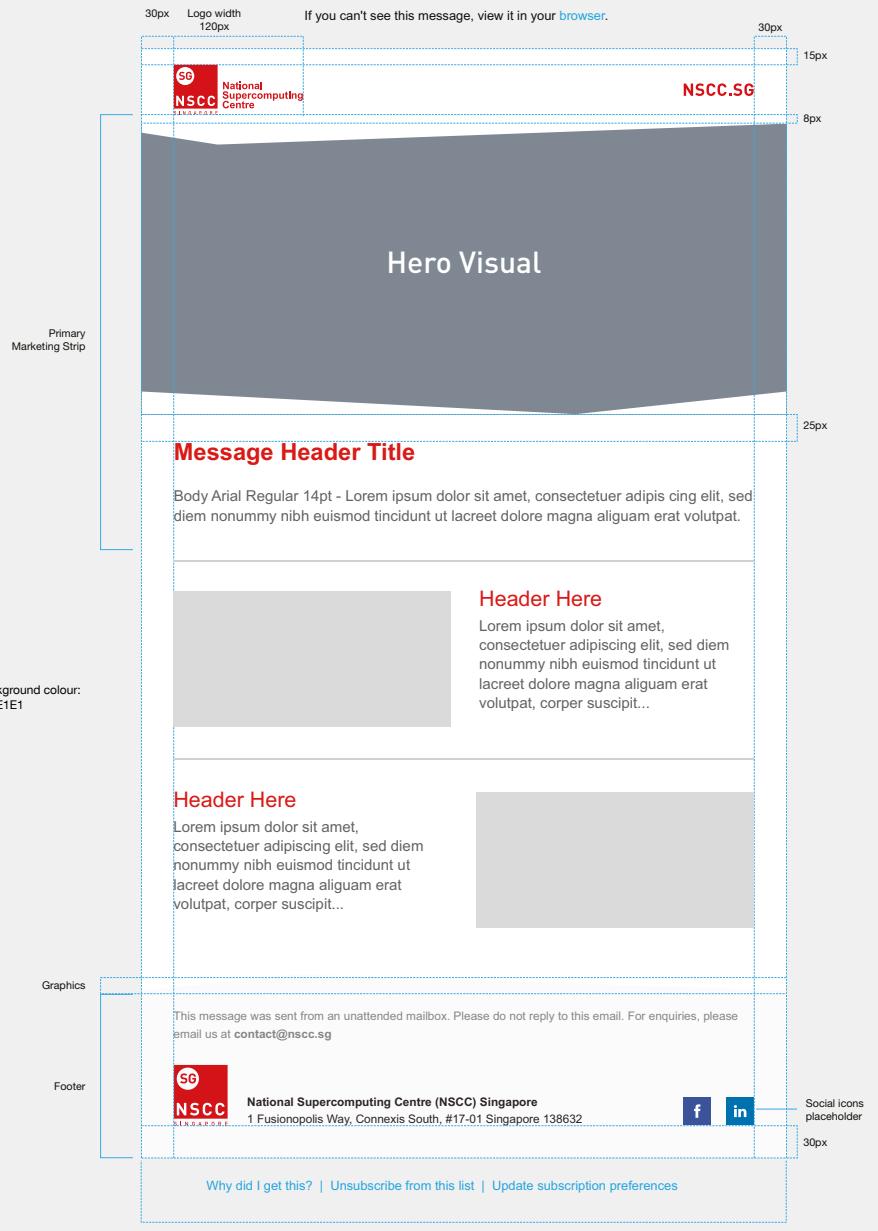
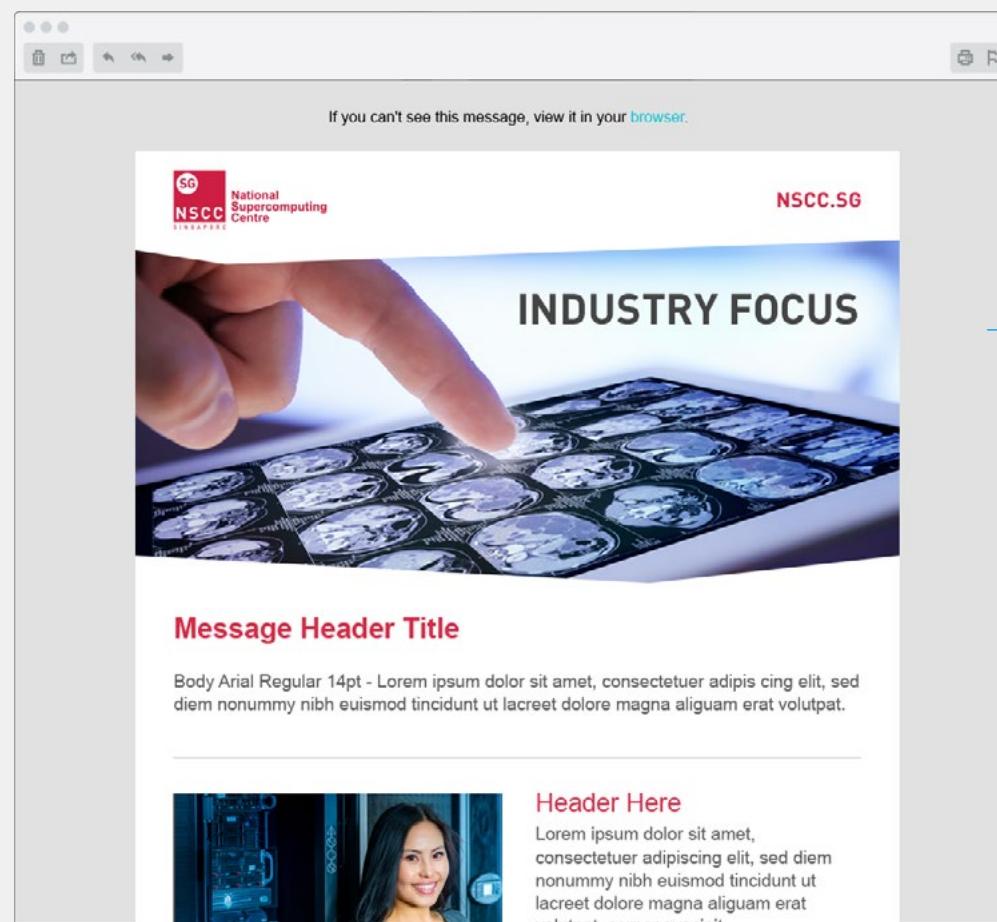
Example of stage backdrop design



8.5. EDMS

The EDM templates are designed to be flexible and configurable for various types of content - market communication, event invitations, newsletter, etc. They are also designed to take advantage of open-source and third-party electronic mailing engines like MailChimp.

Template for hero visuals is available in Adobe Photoshop format



8.5. EDMS

The image displays two wireframe designs for an Email Design Mockup System (EDMS), illustrating different layout options for an email template.

Left Wireframe (Hero Visual Layout):

- Header:** Logo width 120px, NSCC.SG, If you can't see this message, view it in your browser.
- Primary Marketing Strip:** Hero Visual (large dark grey area).
- Content Strip:**
 - Message Header Title:** Message Header Title
 - Text:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliquam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat.
 - Section:** Upcoming Events
 - Text:** Header Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliquam erat volutpat, corper suscipit lobortis
 - Text:** Header Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliquam erat volutpat, corper suscipit lobortis
- Graphics:** A note at the bottom left: This message was sent from an unattended mailbox. Please do not reply to this email. For enquiries, please email us at contact@nscc.sg.
- Footer:** National Supercomputing Centre (NSCC) Singapore, 1 Fusionopolis Way, Connexis South, #17-01 Singapore 138632, Social icons placeholder (f, in), Why did I get this? | Unsubscribe from this list | Update subscription preferences.

Right Wireframe (Hero Visual Layout):

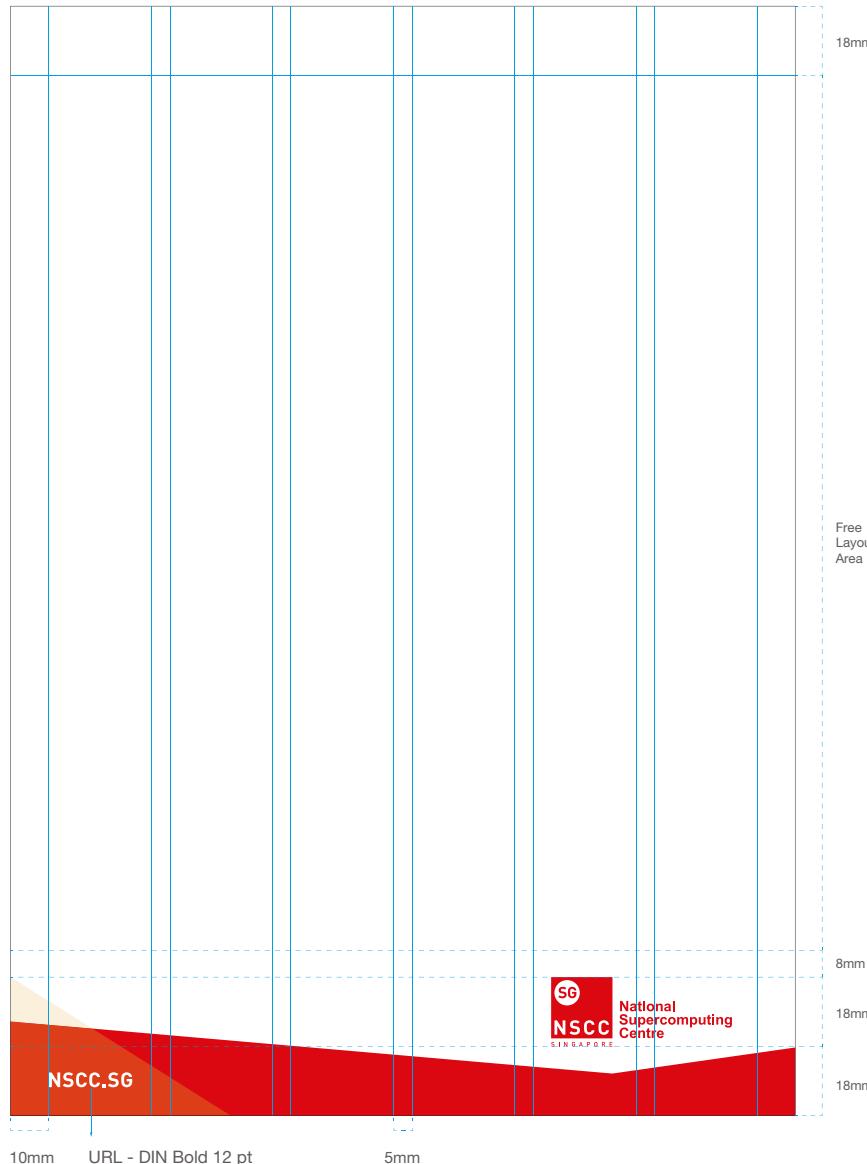
- Header:** Logo width 120px, NSCC.SG, If you can't see this message, view it in your browser.
- Primary Marketing Strip:** Hero Visual (large dark grey area).
- Event details:** Message Header Title, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliquam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat.
- Graphics:** A note at the bottom left: This message was sent from an unattended mailbox. Please do not reply to this email. For enquiries, please email us at contact@nscc.sg.
- Footer:** National Supercomputing Centre (NSCC) Singapore, 1 Fusionopolis Way, Connexis South, #17-01 Singapore 138632, Social icons placeholder (f, in), Why did I get this? | Unsubscribe from this list | Update subscription preferences.

09

ABOVE THE LINE APPLICATIONS

This section explains how to use the key components consistently in various applications for above the line (ATL) applications.

9.1. PRINT ADVERTISEMENT

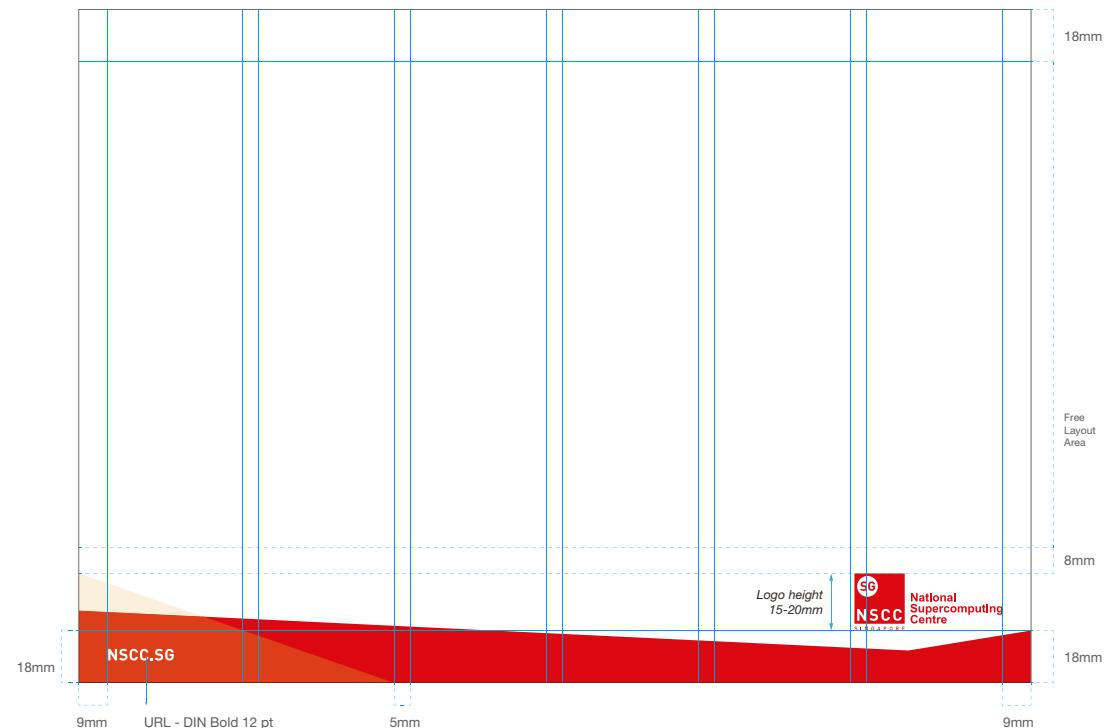


Master Grid

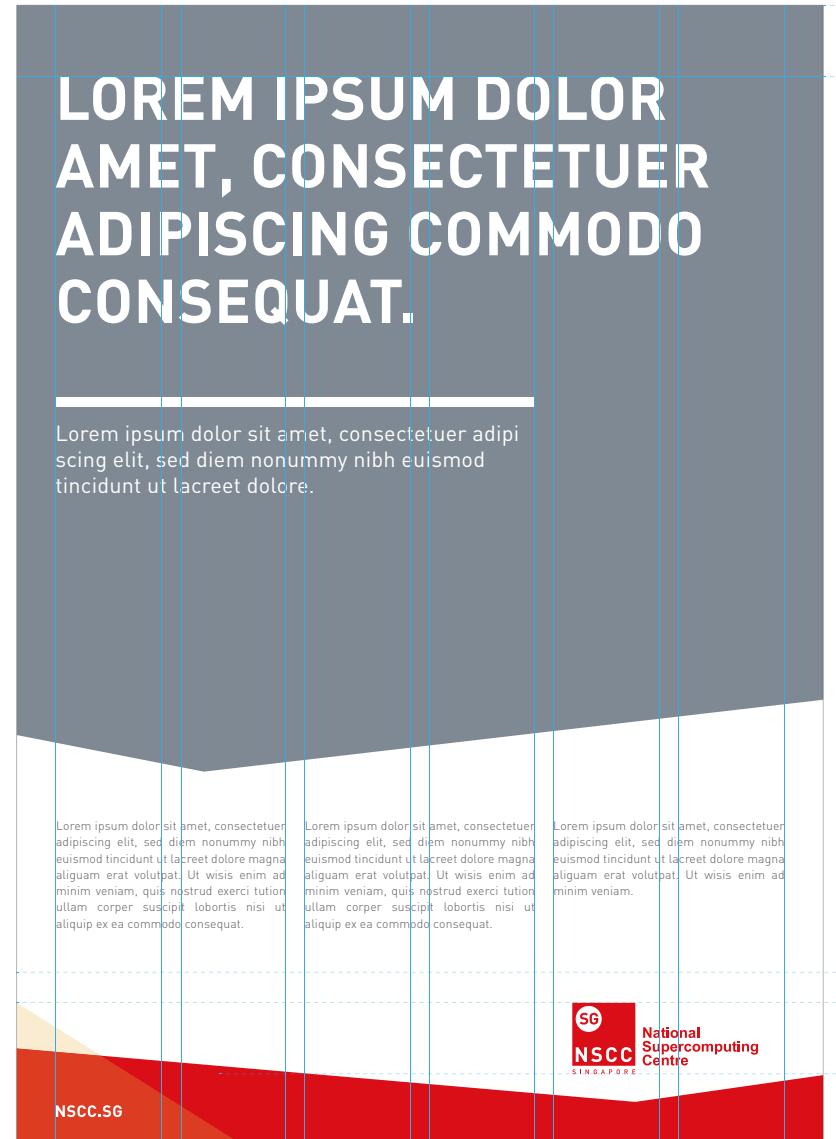
The Logo Lock up is used for print advertisements and posters. It is recommended to be place at the bottom right. Except for the free layout area, primary corporate colours should be use at the footer. The template is based on A4 210mm(W) x 297mm(H).

Example shown

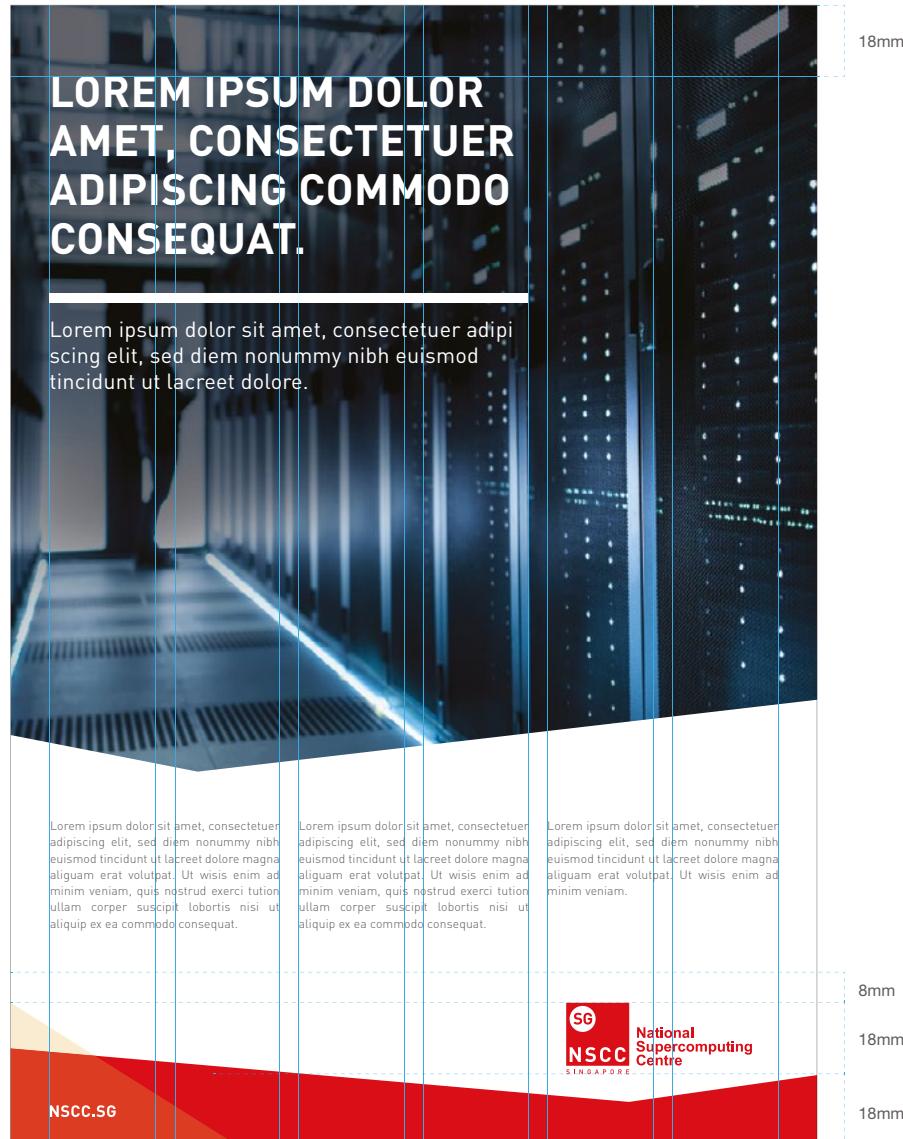
297 x 210mm (A4)



9.1. PRINT ADVERTISEMENT



9.1. PRINT ADVERTISING



9.2. VIDEO END FRAME



When used in reversed

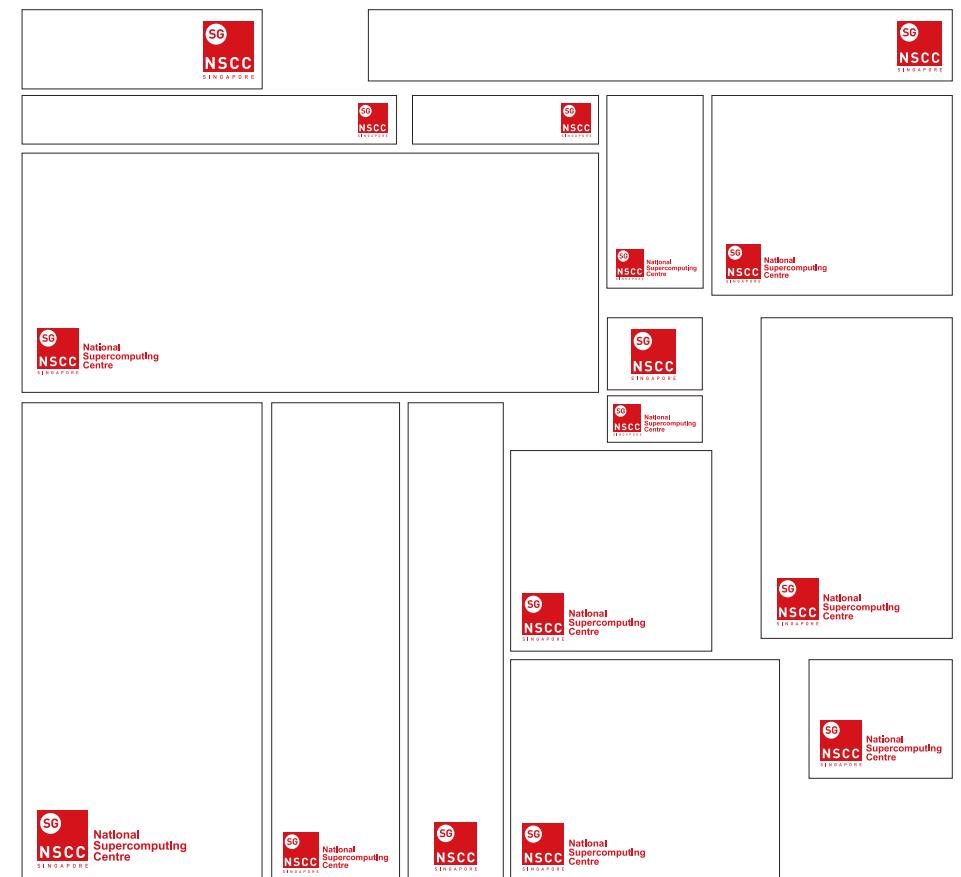
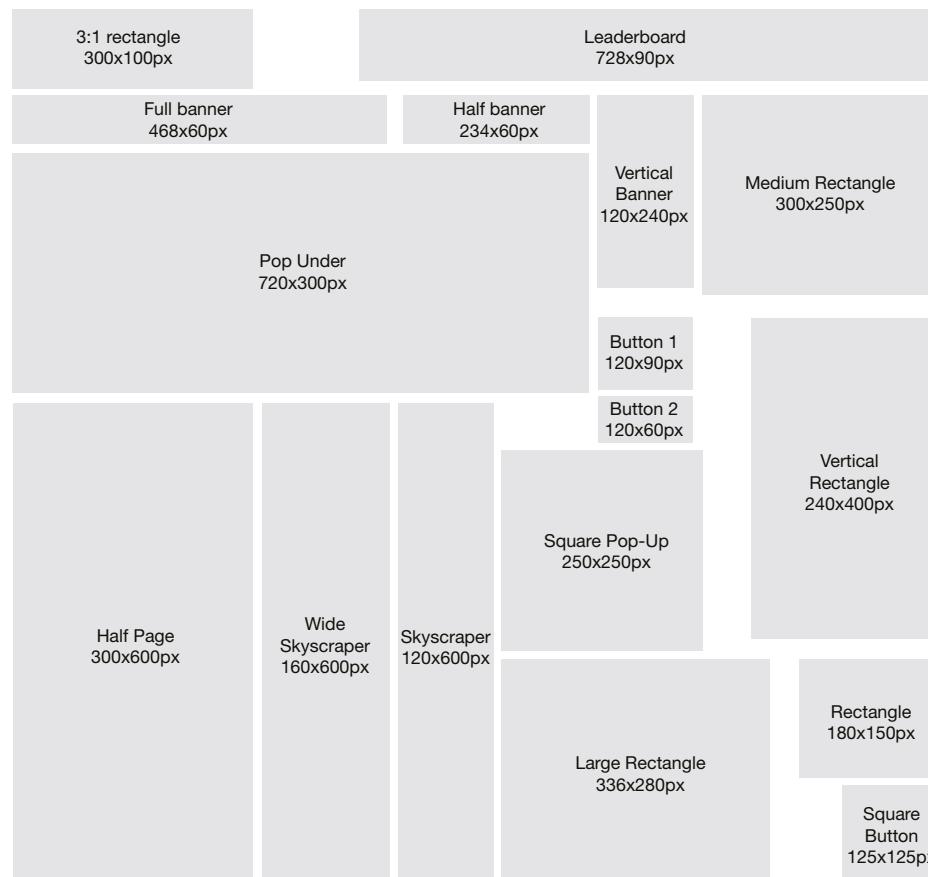


When used on image background (Ensure that logo is visible)



9.3. WEB BANNER

The Logo Lockup is preferred for third-party advertising banners use. However, where there is a restriction of space like on button banners, the Logo Symbol may be used. Below are the most commonly used web banners available today.



10

SUPERCOMPUTING ASIA (SCA)

Co-brands and initiatives are key drivers in NSCC marketing strategy. These channels help facilitate intimate and contextual interactions between NSCC and its key market segments - strengthening brand presence.

Supercomputing Asia (SCA) is the inaugural annual conference that encompasses an umbrella of notable supercomputing events in Asia. It is a platform to promote a vibrant and relevant HPC ecosystem in Singapore and the region - bringing together visionary thought leaders in academia and industry, and providing networking opportunities for the HPC community.

10.1. OVERVIEW

The SupercomputingAsia (SCA) logo is a logotype which comprises two elements - the SCA abbreviation and name and the event year which is updated annually.

The logotype adopted the primary colours of NSCC.



The full name for the event must always be displayed as follows, in this order:

SupercomputingAsia (SCA) 2018

or

SupercomputingAsia (SCA)

When abbreviated, the event's name can be displayed as:

SCA18

or

SCA

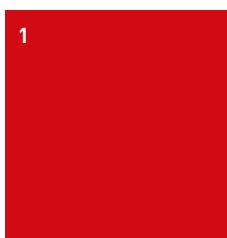


The year is updated annually and must be aligned in the logo lock-up grid specified in the next section. The font used for year display is Helvetica Neue Bold.

10.2. LOGO LOCK-UP & SPECIFICATIONS

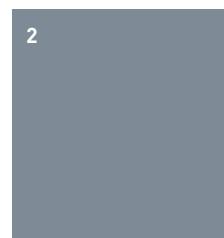


It is important to keep the Logo Lock-up clear of any other graphic elements. The clearance zone (0.05a) has been established around the logo. [a] is derived from the diameter of the height of the logotype to regulate this clearance regardless of the logo size.



RED

CMYK : M100 Y100 K5
Pantone : 485C
RGB : R226 G35 B26
Web : #e2231a



COOL GREY

CMYK : C56 M41 Y35 K3
Pantone : 7544C
RGB : R119 G134 B146
Web : #788691

Always use the Coated (C) Pantone colours on coated paperstock and Uncoated (U) Pantone colours on uncoated paperstock.

10.3. LOGO APPLICATIONS

LOGO USAGE AGAINST BACKGROUNDS



Full colour light background



Reverse on dark background



Mono on light background



Mono on dark background



Grayscale on light background



Grayscale on dark background

MINIMUM LOGO SIZES

Print



Screen



10.4. 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 alter the colour in any way



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 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

10.5. FONTS

The SCA primary typeface used is Helvetica Neue. Helvetica Neue is used for logomark, body text, footer and captions in all SCA materials collaterals. Arial Regular and Bold can be used in electronic media, websites or in Microsoft Office applications if Helvetica Neue is not available.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+

Helvetica Neue 55 Roman

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+**

Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+

Arial Regular

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()_+**

Arial Bold

RESOURCES

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Email: cindylim@nscc.sg