

## SG CLEAN LOGO GUIDE

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### ABOUT SG CLEAN



SG Clean is a rallying call to stakeholders and members of the public to do their part to continuously improve public hygiene and make cleanliness a way of life in Singapore.

The SG Clean logo can be adopted for use in efforts to support SG Clean.

We strongly recommend that you only use the SG Clean logo files downloaded from [sgclean.gov.sg](http://sgclean.gov.sg).

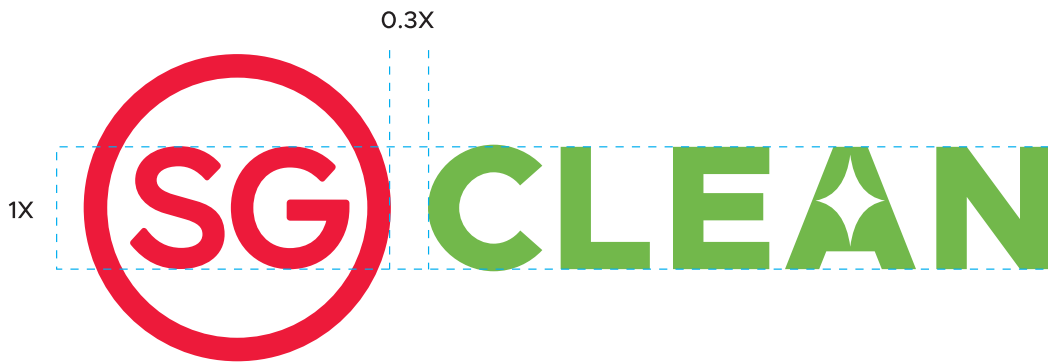
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## HOW TO USE THE SG CLEAN LOGO

### LOGO SPECIFICATIONS

The official typeface for the SG Clean logo is Metropolis Extra Bold. The 'CLEAN' logotype is positioned on the right and the letters are sized to the same height as the 'SG' letters. A star icon is placed in the letter 'A'. The logo must not be redrawn or recreated in any way.





### LOGO COLOUR PALETTE

The SG Clean logo consists of red and green colours. This is to be applied preferably on a white or light coloured background.

The SG Clean logo in full colour is preferred as a primary application. The black and white and reverse white variations should be used only when using the full coloured logo is not possible.



#### CMYK

	0C 100M 80Y 0K
	60C 5M 95Y 0K

#### PANTONE

PANTONE 032
PANTONE 369

#### RGB



237R 26G 59B
100R 167G 11B

#### WEB

#F433D
#74B74A



#### CMYK

	0C 0M 0Y 100K
	0C 0M 0Y 0K

#### PANTONE

PANTONE BLACK
PANTONE WHITE

#### RGB

0R 0G 0B
255R 255G 255B

#### WEB

#000000
#FFFFFF

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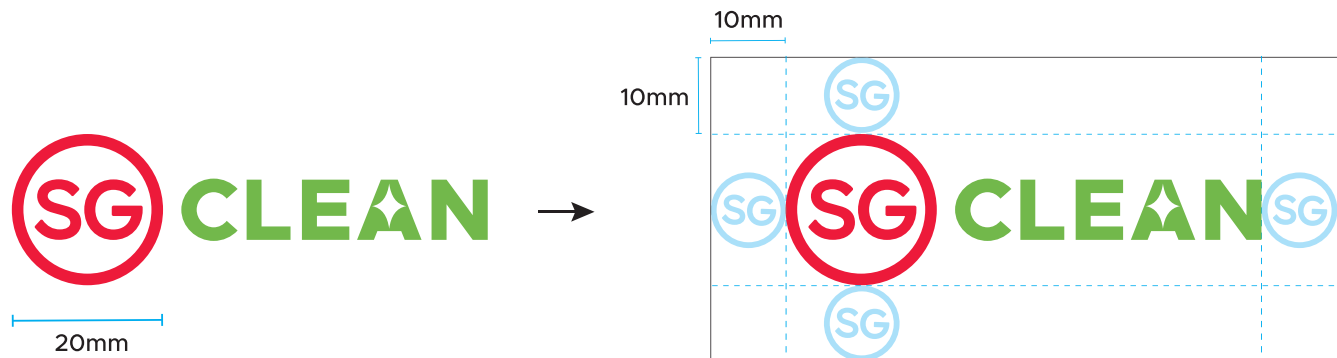
### LOGO MINIMUM SIZE

To ensure legibility, please refer to the recommended minimum sizes below.



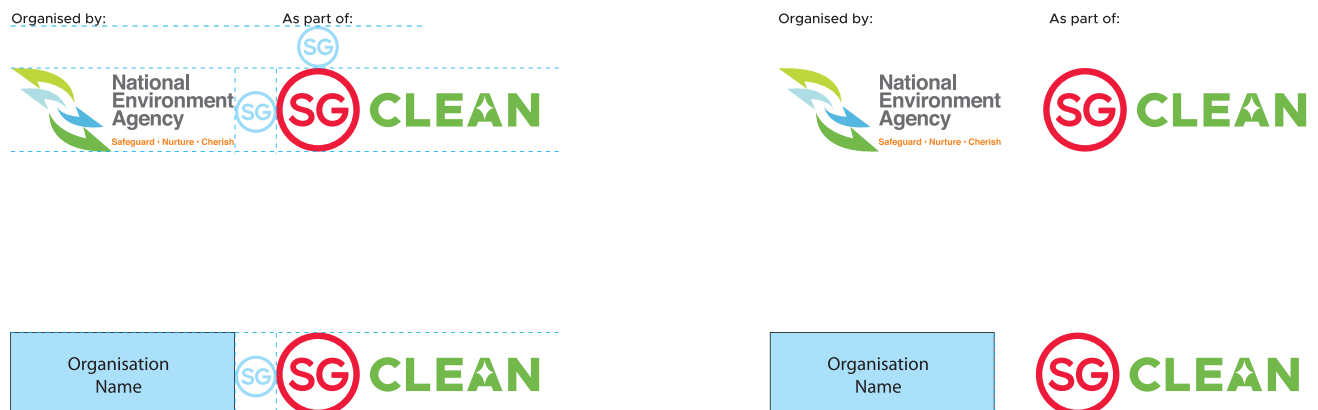
### MINIMUM CLEAR SPACE

To ensure clarity of the SG Clean logo, we recommend that you set a clear space around it. The general rule is that the clear space around the logo should be at least half the size at which the 'SG red dot' is displayed.



### PLACEMENT WITH ORGANISATION/PARTNER LOGOS

Whenever an organisation's/partner's logo is displayed beside the SG Clean logo, it should not exceed the height size of the 'SG red dot'.



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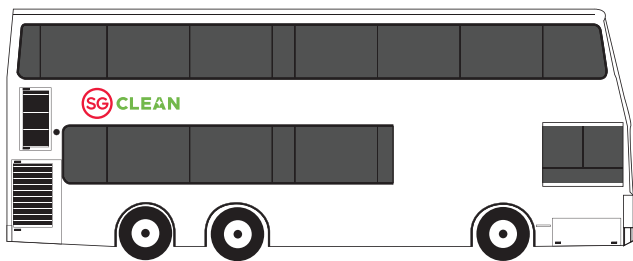
## LOGO LOCK UP APPLICATIONS

### APPLICATIONS

Below are some ideas on how to use the SG Clean logo.



Digital



Public transport



T-shirt

### INCORRECT USAGE

Always use the artwork and lockups provided. The composition, colour and orientation of the SG Clean logo must never be altered. Here are some examples of misuse.



Do not apply any effects or outline to the logo.



Do not use non-brand colours on the logo.



Do not modify the structure of the logo.



Do not distort, skew or rotate the logo.



Do not substitute or modify the typeface of the logo.



Do not use any elements of the logo in isolation.



Do not apply the logo on a busy background.



Do not apply the logo on a similarly shaded background.