

11.2 Front Cover Guidelines: Option 1

A common look and feel on the front cover is critical to the building of a strong identity for the University. Three elements have to be present to achieve the “NUS” effect:

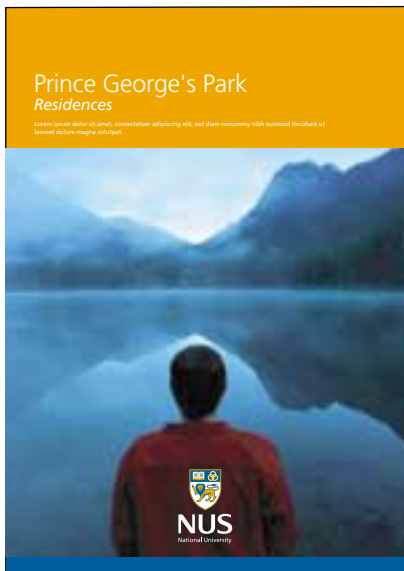
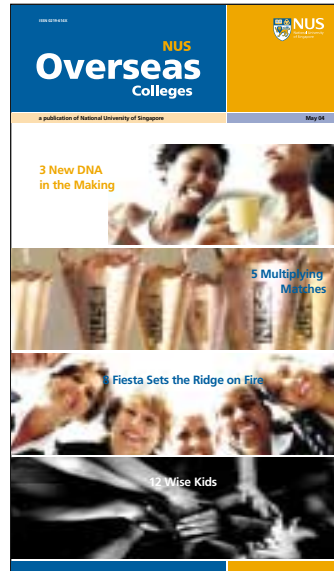
- The NUS logo is to appear on the cover in size no smaller than the minimum requirement of 20 mm.
- Two horizontal bars must be included in the design at the top and bottom of the page. Bar sizes can vary from a thick column to a thin line. They are to be in the University’s primary corporate colours (blue and orange). If necessary, one of the bars can be in neutral white or black. When using a white bar, please do not leave them blank or the visual will look “hanging”. Dual-tone bars in the specified colours can also be applied.
- The NUS corporate typeface Frutiger (for English text) or Hei Ti Jia Zu 黑体家族 (for Chinese text) should be used throughout for the headings and body text.

Helpful Hint:

Faculties / schools / administrative departments / research institutes can customise a distinctive look of their own by ensuring print collaterals produced at all levels carry a top bar with a specific colour and/or of a specific thickness or a combination of corporate colours that is distinctive to them.



11.3 Front Cover Guidelines: Option 2

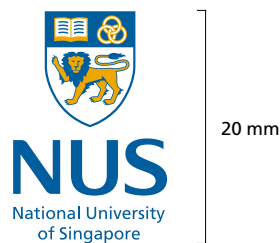


Logo style:

All publications should use one of the logo configurations illustrated below, which should appear no smaller than the minimum size indicated:



Minimum Size – Horizontal logo



Minimum Size – Vertical logo