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The Identity

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1.1 Horizontal Logo

The NUS horizontal logo is made up of two elements, the modernised coat of arms and the NUS namestyle. The symbol is positioned to the left of the namestyle.

Do not use this page for colour matching as colours are not exact. For an accurate colour representation please refer to the sample swatches included in this manual.



1.2 Vertical Logo

The NUS vertical logo is made up of two elements, the modernised coat of arms and the NUS namestyle. Below is a conventional 'stacked' format where the symbol is centred above the namestyle. The namestyle extends on either side of the symbol to give the logo overall balance.

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NUS

National University
of Singapore

1.3 Minimum Size and Clear Space

Minimum size and clear space have to be observed in order to preserve the integrity of the logo.

CLEAR SPACE

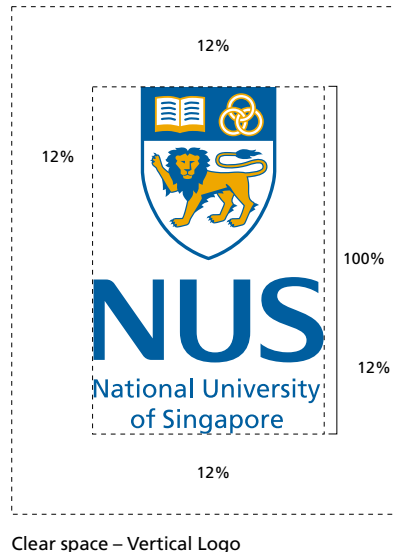
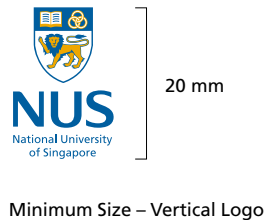
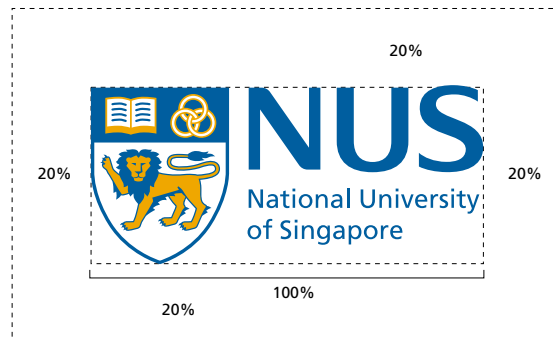
The clear space guidelines given below should be used to ensure that the identity always has sufficient space around it. The intention is to avoid overcrowding and to optimise the identity's impact and prominence.

MINIMUM SIZE

To ensure maximum clarity and distinction, the NUS logo should not be represented in a size smaller than 20 mm in width for the horizontal logo and 20 mm in height for the vertical logo.

EXCEPTION

Where recruitment advertisements are concerned the 10% rule applies. See section 6.2



1.4 Corporate Colour Background

When the logo appears on a background that is in corporate colours (blue or orange), the namestyle must be reversed out. This also applies when the logo appears against the corporate bar of orange or blue.

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Horizontal Logo on NUS Orange Background



Horizontal Logo on NUS Blue Background



Vertical Logo on NUS Orange Background



Vertical Logo on NUS Blue Background

1.5 Alternative Colour Background

Although corporate colours are preferred for background usage, the logo can also appear on a light-coloured background. Below are some examples.



Colour Logo – Light Orange Background



Colour Logo – Light Blue Background



Colour Logo – Light Orange Background



Colour Logo – Light Blue Background

1.6 Black and White Logo

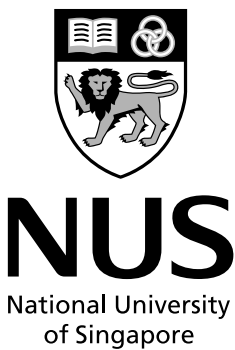
Below are examples of various forms of the logo depicted in black.



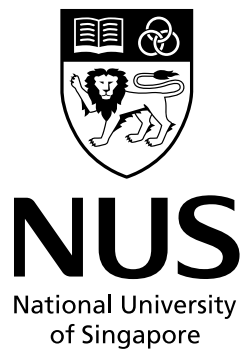
Grayscale Logo
– 100% Black with 30% Black Tone



Black and White Logo



Grayscale Logo
– 100% Black with 30% Black Tone

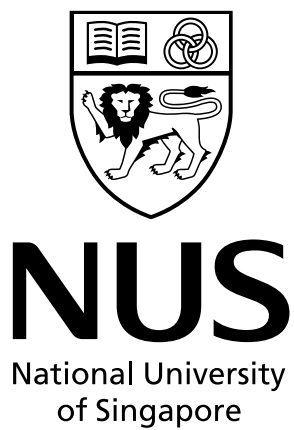


Black and White Logo

1.7 Black and White Logo: Keyline

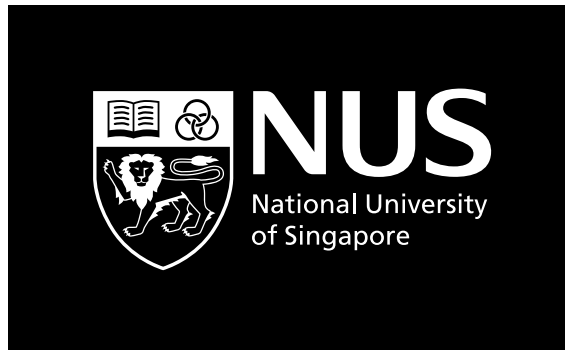
Below are examples of logos in keyline format. It has been created for embossing and foil stamping purposes only.

Do not use this logo for black and white reproductions.



1.8 Black and White Logo: Reversed

Below are examples of various forms of the logo reversed out against a black background.



Black and White Logo – Reversed out



Black and White Logo – Reversed out