

BRAND GUIDELINES

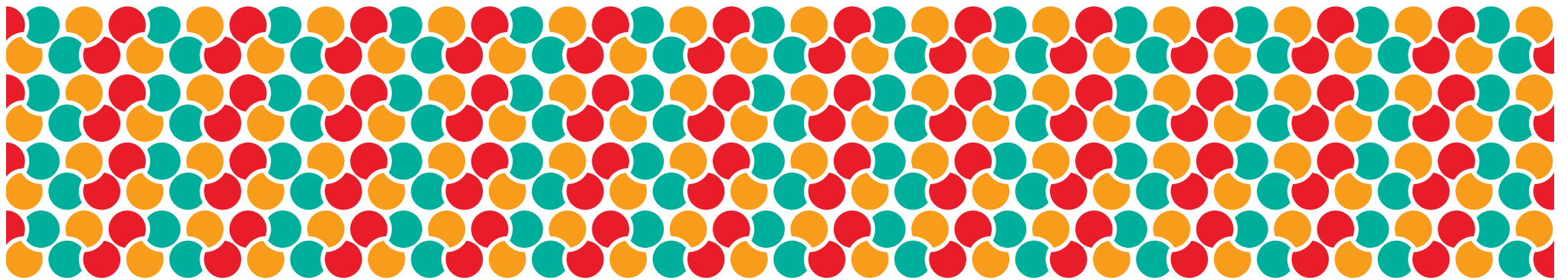




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01.

Introduction

- 1.1 Background
- 1.2 The Co-operative Landscape in Singapore
- 1.3 Co-operative Values & Principles



1.1

Background

Since 1925, the **Singapore Co-operative Movement (SCM)** has been making the difference for close to 100 years. Co-operatives are businesses and organisations that are owned by its members in order to meet their shared needs.

Whether in Singapore or other pockets of the world, co-operatives share the same co-operative principles and values.

Co-operatives adopt a sustainable business model:

-
- 1** They are **businesses with a social mission**: they trade, work for a good cause, but reinvest and share their profits

 - 2** They are **omnipresent**: retail, healthcare, agriculture, service, credit, education, consumers ... and exist in almost every economic sector

 - 3** They **strive for social cohesion and economic growth**
-

1.2

The Co-operative Landscape in Singapore

The Singapore Co-operative Movement began in 1925, when legislation enabled the creation of credit co-operatives for public sector employees.

As the nation grappled with food shortages after World War II (1941-1945), consumer co-ops were set up to combat rising food prices and keep prices affordable.

After Singapore gained independence, the nation saw rising inflation putting pressure on her people during the 1970s. The National Trades Union Congress (NTUC) set up Singapore's first co-operative supermarket, NTUC Welcome – the former NTUC FairPrice – with membership also open to non-union members. Over the years, NTUC continuously established new co-ops to meet the needs from different sectors, including childcare, elderly and retail.

Fast forward today, the Co-operative Movement has prevailed and grown to protect the interests and making the difference in the lives of many stakeholders, spanning across the elderly, children, ex-offenders, tenants and aspiring changemakers.

ECOSYSTEM

A snapshot of the different types of co-operatives in Singapore:



1.3

Co-operative Values & Principles

CO-OPERATIVE VALUES

Co-operatives are based on the values of self-help, self-responsibility, democracy, equality, equity, and solidarity. In the tradition of their founders, co-operative members believe in the ethical values of honesty, openness, social responsibility and caring for others.

CO-OPERATIVE PRINCIPLES



02.

Basic Elements

- 2.1 Objectives
- 2.2 Our Logo Rationale
- 2.3 Our Logo Clear Space and Minimum Size
- 2.4 Our Tagline
 - 2.4.1 Application of Logo with Tagline (Vertical and Horizontal Versions)
 - 2.4.2 SCM Logo (without tagline) Lock Up Alongside 3rd Party Logos
- 2.5 Our Logo Variations
- 2.6 Application of the SCM Monogram
- 2.7 Impermissible Logo Use
- 2.8 SCM's Colour Palette
- 2.9 Use of Typography
- 2.10 Alternate Typography Usage
- 2.11 Brand Tone

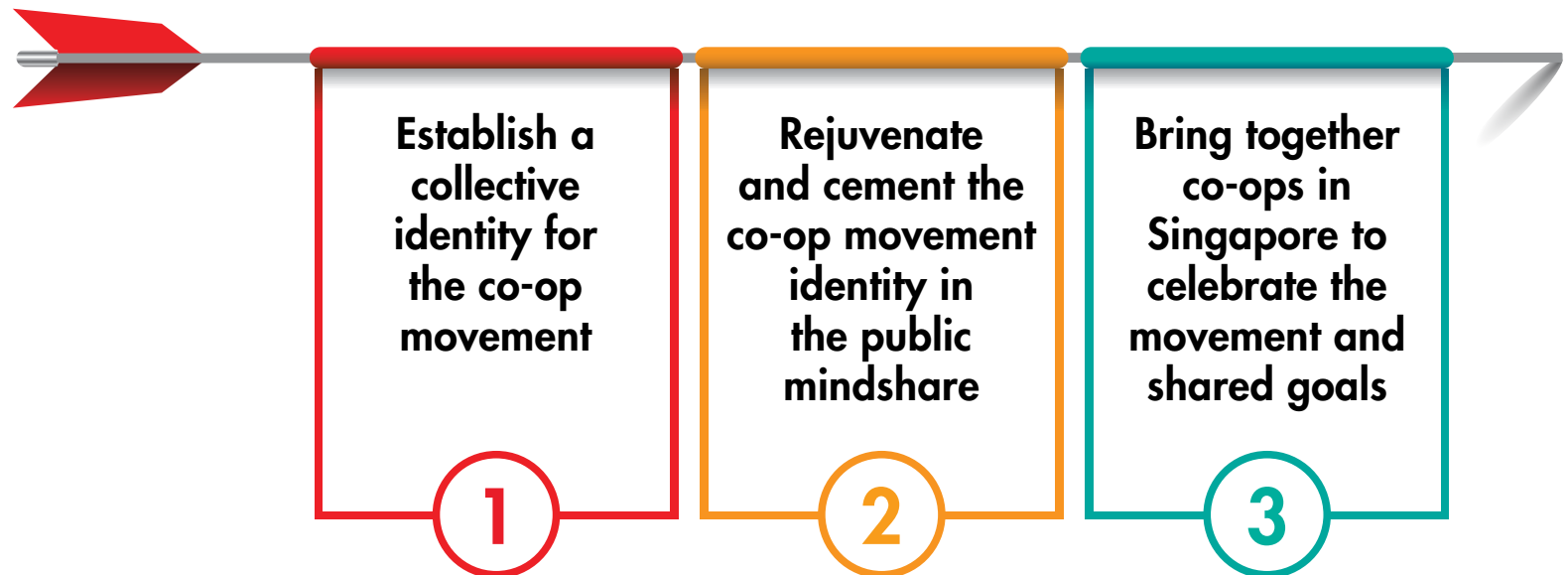


2.1

Objectives

There is a need for a collective Singapore Co-operative Movement identity to be established. The empowered branding is achieved in this exercise.

The specific goals are delineated as follows:



2.2

Our Logo Rationale

The two arrows replace the letters 'A' to represent the expansion of the Singapore Co-operative Movement. A set of three coloured circles that compose the 'O's in the words 'co-operative' and 'movement' represents how different parties within the Co-operative Movement come together and offer support to one another, allowing the Movement to advance as a whole.

The three vibrant colours in the logo personify the values of our co-operatives. The red circle symbolises leadership and proactiveness which is imperative in initiating collaborative movements. In addition, it conveys the strength, energy, and passion that members possess and bring to their jobs. The orange circle symbolises encouragement and confidence – characteristics that co-operative members demonstrate as they deliver good work in unity and render mutual support. The green circle symbolises growth, as members collaborate to achieve greater heights. This colour also implies stability for the Co-operative Movement.



2.3

Our Logo Clear Space and Minimum Size

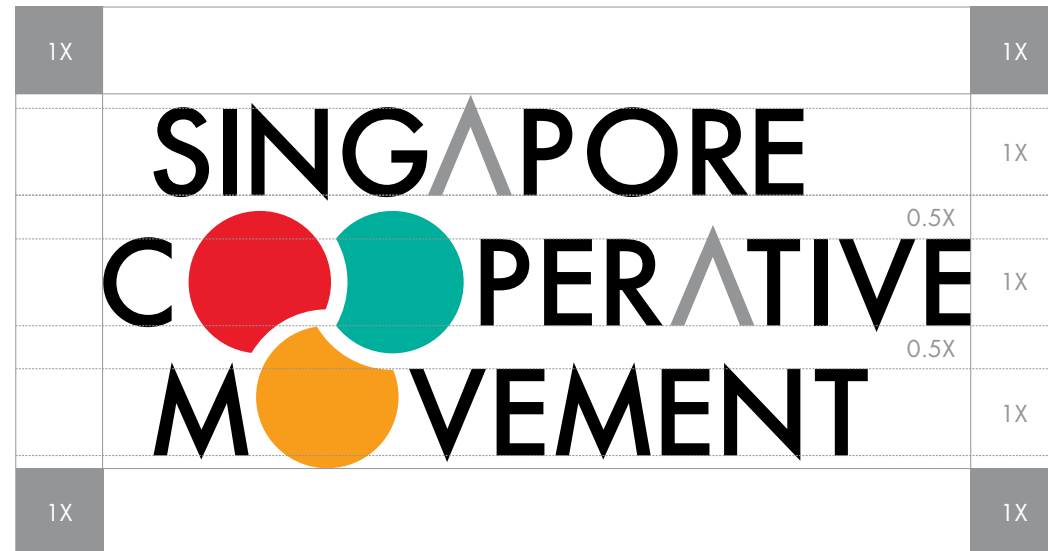
CLEAR SPACE

The area surrounding the logo (marked 1X) should be devoid of other texts and graphics so as to ensure that the logo would be more notable and its design elements, therefore, more effective.

MINIMUM SIZE

There should be no reproduction of the logo below 9mm as indicated.

Clear space



Minimum height for our logo



2.4

Our Tagline

The Singapore Co-operative Movement seeks to empower communities championing social causes to connect and collaborate, develop and innovate, and uphold the co-operative spirit to build a strong and resilient Movement.

USE OF LOGO VARIATIONS

The logo with the tagline “empowering communities” will have two variations, to be used situationally. When used as part of co-branding, the tagline should appear below the logo, separated by a horizontal black line. When used as a standalone, the tagline should appear on the right of the logo, separated by a vertical black line.

Apart from email signatures, the logo variation will be one with the tagline, “empowering communities” at the side so there’s better use of space and also so it’s more uniform with the other components of an email signature above it, which are presented in a landscape format.

Tagline

Futura Std Heavy **empowering communities** Futura Std Book
s i n c e 1 9 2 5

Vertical Version

SINGAPORE
C O P E R A T I V E
M O V E M E N T

empowering communities
s i n c e 1 9 2 5

1X

Horizontal Version

SINGAPORE
C O P E R A T I V E
M O V E M E N T

empowering communities
s i n c e 1 9 2 5

1X 1X

2.4.1

Application of Logo with Tagline (Vertical and Horizontal Versions)

Both vertical and horizontal variations of the logo can be accompanied by the tagline, as illustrated.

The logo can only be reproduced with this colour combination. When the use of a fully coloured logo is not possible, the black logo would be preferred, as depicted in the Our Logo Variations section [2.5]. For reverse logo variations, the logo would instead be reproduced as a white one against a coloured or sufficient contrasting background.

SCM LOGO LOCK UP ALONGSIDE 3RD PARTY LOGOS

When used alongside 3rd-party logos, the tagline must also be scaled and aligned according to the logos' adjusted sizes. To ensure that the tagline with the logo is presented accurately, examples are illustrated here of when three and four logos with taglines are employed respectively.

With SNCF logo (Vertical Tagline)



With SNCF logo (Horizontal Tagline)



Third Party Logo



2.4.2

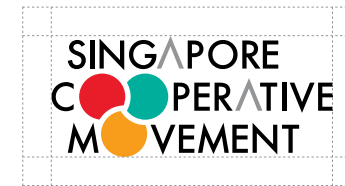
SCM Logo (without tagline) Lock Up Alongside 3rd Party Logos

In certain exceptions, the tagline may be omitted in view of the overall co-branding application and presentation, taking into consideration design elements/aspects/space.

When used alongside 3rd-party logos, the logos must be scaled, aligned, and otherwise presented correctly. To ensure this, an example of when three logos are employed has been illustrated here with the SGS Co-op's logo.

Another example of a situation with four logos has also been illustrated here using the SGS Co-op's logo and the SGS Co-op's 100th Anniversary logo.

Clear space



Minimum size



Third Party Logo



2.5

Our Logo Variations

The Singapore Co-operative Movement logo can only be reproduced as a grayscale logo, black logo, reversed white logo on coloured image, and reversed white logo, as pictured.

These variations might be necessary for certain situations such as when they need to appear on various marketing collaterals. In these versions, the main colours of the logo would be gray, black, or white, and in the reversed versions particularly, the text would also appear in white instead of the usual black.

Greyscale logo



Black logo



Reversed white full colour logo



Reversed greyscale logo



Reversed white logo



Reversed white logo on coloured image

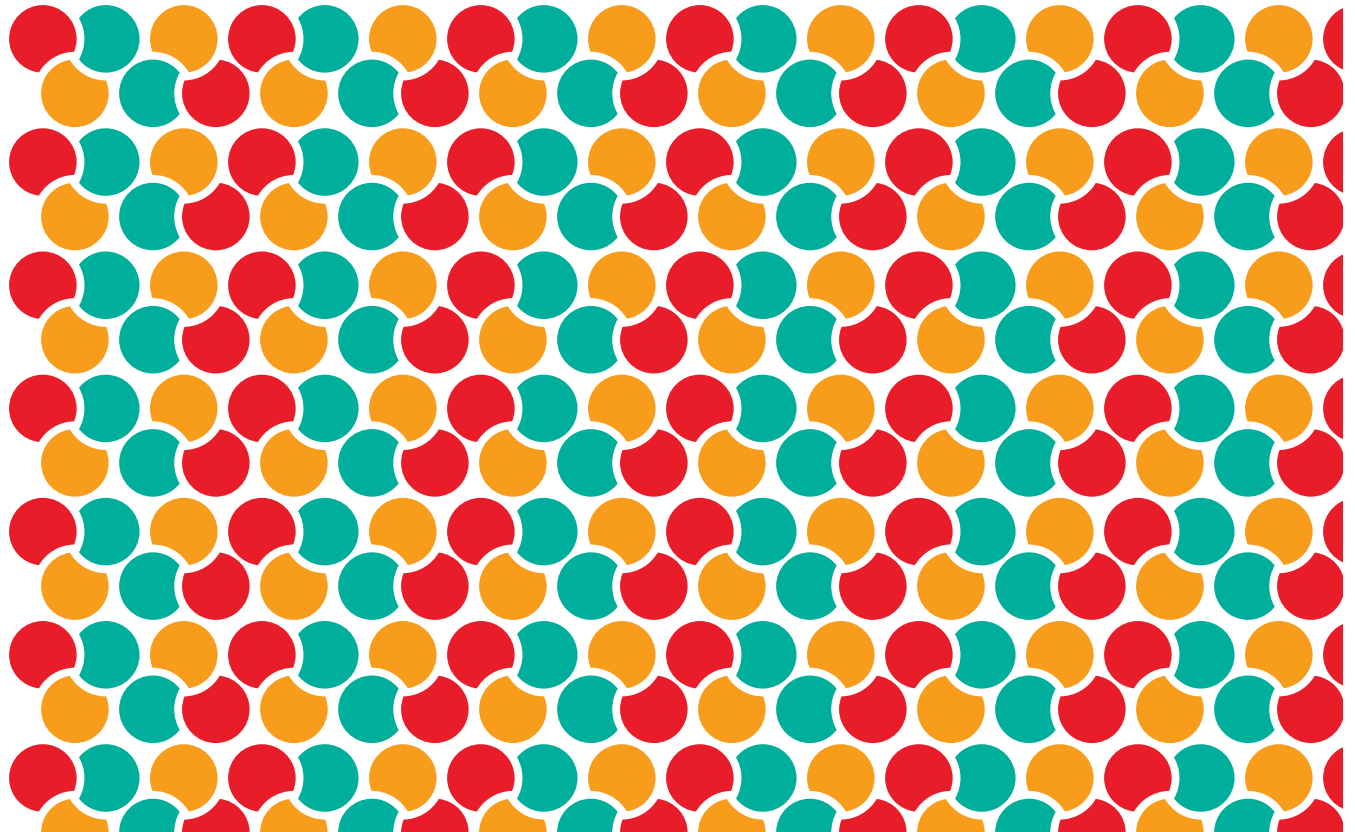


2.6

Application of the SCM Monogram

The set of three differently coloured circles in the logo can be made into a monogram forming the key visual for the Singapore Co-operative Movement. No alteration, distortion, or misuse in a manner derogatory to the brand is allowed and only the scale is modifiable. This monogram can add to branded applications as a graphic device or serve as a background supergraphic.

We would advise for the monogram to be employed in conjunction with the SCM logo's endorsement rather than as a signature that stands alone unless its usage is on merchandising, gifts or amenities.



2.7

Impermissible Logo Use

The original artwork is accessible via the SNCF marketing department. Only this artwork may be used.

This logo is a fixed element of the SCM brand and as such no alteration (including distortion, change, or addition) to any element of the logo is permissible. Consistent, correct use of the logo will maintain brand communication integrity. To better emphasise these points, the examples illustrate the incorrect use of the logo.

DO NOT alter the colour palette designated for the elements



DO NOT alter or recreate the logo in any way



DO NOT stretch or distort the logo



DO NOT apply any visual effects which are not specified



DO NOT place the logo on any background which obscures its legibility



DO NOT create shapes or devices around the logo



2.8

SCM's Colour Palette

It is imperative to maintain the integrity of SCM's brand with consistent use of its main colours which are red, orange and green. The application of these colours is exemplified in our monogram and demonstrated throughout the guideline.

Having a consistent colour palette will allow for easier identification of the brand and solidify brand identity. As such, this combination of colours should be carefully considered and employed across all communications and must be matched to the right Pantone colour or process colour swatch reference when reproduced.






PRIMARY COLOUR PALETTE

The official colours representing SCM are red, orange and green. These also comprise the primary colour palette for the Movement and should be employed across all communication.

The equivalent colour formulas for four-colour process printing and Pantone numbers (E.g. PMS, CMYK, RGB and HEX) are provided here.



Primary Colour Palette

| Colour | Pantone | C | M | Y | K | R | G | B | Web # |
|--------------------------------------------------------------------------------------------|----------------|----|-----|-----|-----|-----|-----|-----|---------|
|  Red | Pantone 185 C | 2 | 100 | 95 | 0 | 232 | 29 | 42 | #e81d2a |
|  Orange | Pantone 1375 C | 0 | 45 | 100 | 0 | 249 | 157 | 28 | #f99d1c |
|  Green | Pantone 3268 C | 90 | 0 | 50 | 0 | 0 | 174 | 157 | #00ae9d |
|  Gray | — | 0 | 0 | 0 | 50 | 147 | 149 | 152 | #939598 |
|  Black | — | 0 | 0 | 0 | 100 | 0 | 0 | 0 | #000000 |

2.8






SCM's Colour Palette

SECONDARY COLOUR PALETTE

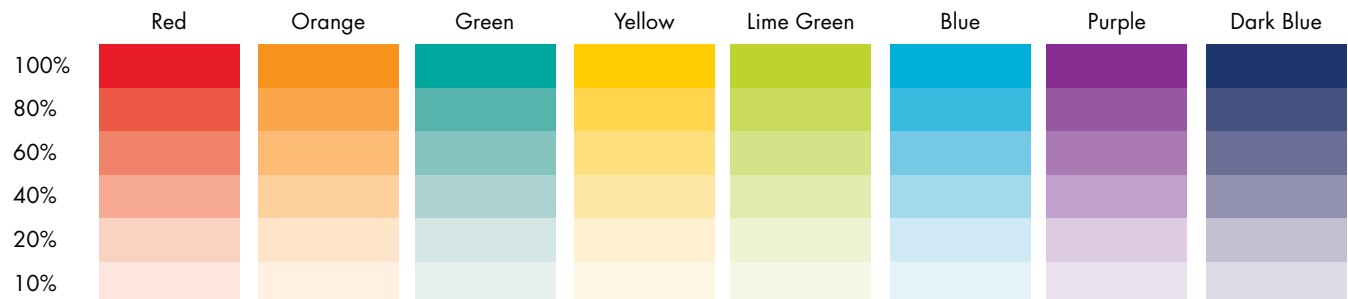
To simultaneously provide flexibility for co-operatives yet remain identifiable as the SCM brand, a secondary colour palette has been introduced, in a different shade from the colours in the primary colour palette.

The CMYK and RGB values are listed here.

Secondary Colour Palette

| Colour | Pantone | C | M | Y | K | R | G | B | Web # |
|----------------------------------------------------------------------------------------------|----------------|-----|----|-----|----|-----|-----|-----|---------|
|  Yellow | Pantone 116 C | 0 | 19 | 100 | 0 | 255 | 205 | 3 | #ffcd03 |
|  Lime Green | Pantone 375 C | 30 | 1 | 100 | 0 | 191 | 212 | 48 | #bfd430 |
|  Blue | Pantone 306 C | 79 | 0 | 6 | 5 | 0 | 176 | 218 | #00b0da |
|  Purple | Pantone 2602 C | 56 | 98 | 0 | 0 | 135 | 45 | 145 | #872d91 |
|  Dark Blue | Pantone 288 C | 100 | 87 | 27 | 19 | 29 | 56 | 109 | #1d386d |

Colour Tints

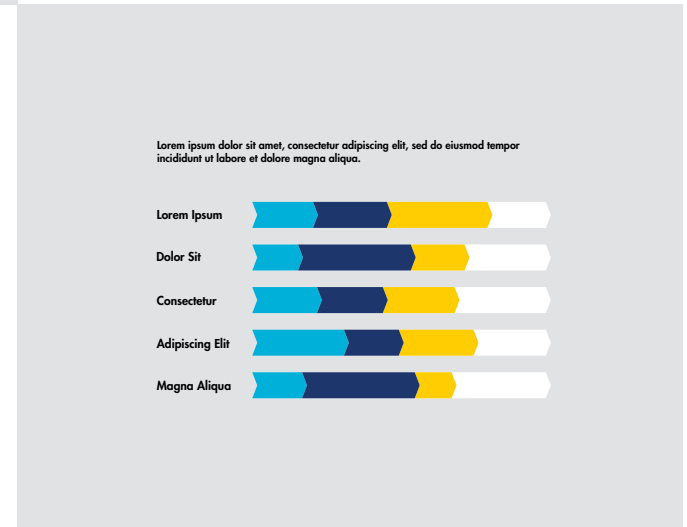
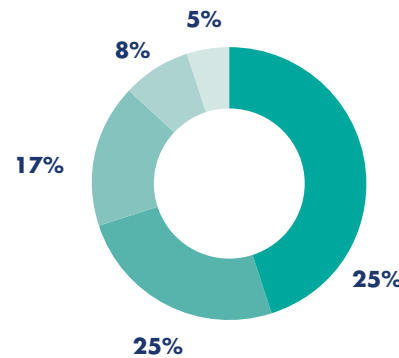
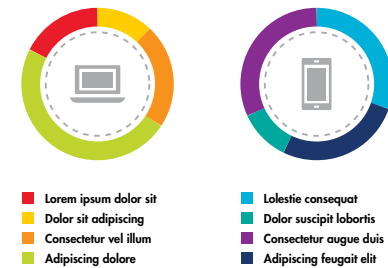
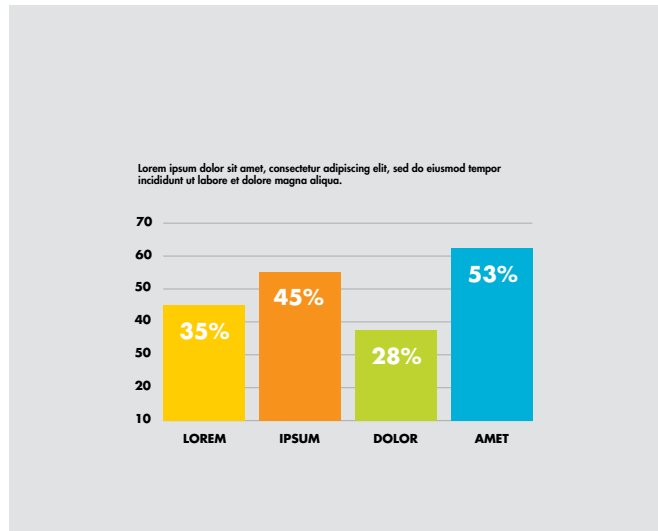


2.8

SCM's Colour Palette

USAGE OF SECONDARY COLOUR PALETTE AND COLOUR TINTS

The secondary colour palette affords us more flexibility when it comes to colours we can use while still retaining strong brand identity. It can be applied to diagrams and presentations such as pie charts, bar graphs, and stacked bar charts (and their respective legends) as illustrated here. Alternative use of the secondary colour palette could be for distinguishing between brands when logos with similar primary colours are placed next to each other.



2.9

Use of Typography

All brand applications should employ Futura Std which is SCM's lead corporate typeface. Not only is this highly legible, but it also accurately conveys the Movement's tone and values. Using this font consistently for communication from the brand will help solidify SCM's brand identity and help the brand's various communication projects appear more harmonious.

This will be used for both headings and texts. Variations in weight are also available in the following styles: Light, Light Oblique, Book, Book Oblique, Medium, Medium Oblique, Heavy, Heavy Oblique, Bold and Bold Oblique.

Futura Std

Futura Std Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1 234567890

Futura Std Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1 234567890

Futura Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1 234567890

Futura Std Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1 234567890

Futura Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1 234567890

2.10

Alternate Typography Usage

Another typeface for circumstances when Futura Std is unavailable is Arial. Variations in weight are also available in the following styles: Regular, Italic, Bold, Bold Italic and Black.

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

2.11

Brand Tone

The Singapore Co-operative Movement's brand voice is empathetic, professional, and considerate. When conveying messages, the language should be polished yet not overly embellished or laden with jargons. It should also be consistently positive, upbeat, and warm to highlight the caring and collaborative principles and values behind the Movement.

This way, the audience would be able to associate the Singapore Co-operative Movement as a reliable and relatable brand and Movement, one that has remained supportive and approachable over the decades.

03.

Stationery

- 3.1 Name Card
- 3.2 Letterhead
- 3.3 Envelope
- 3.4 Email Signature
- 3.5 Powerpoint Template
- 3.6 Corporate Folder
- 3.7 Corporate Pen
- 3.8 Polo Tee / Cap



3.1

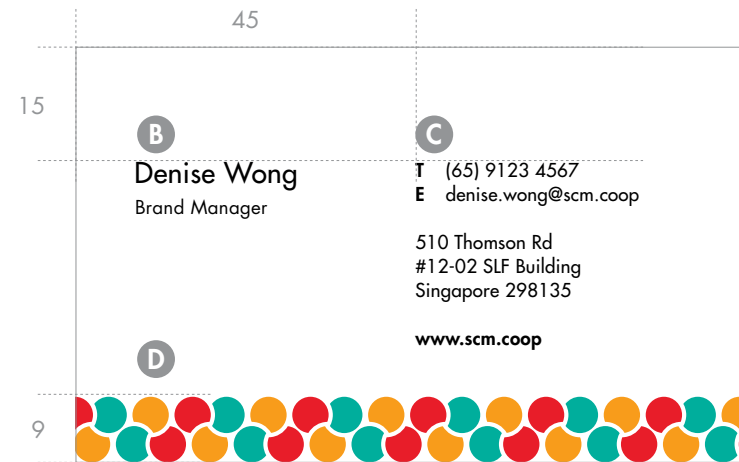
Name Card

Size – 90 x 55mm

Example shown is actual size

- A** SCM logo with tagline in reversed white full colour
- B** Address & website – Futura Std Medium / Futura Std Heavy 7/9pt +15 tracking, 100K
- C** Name – Futura Std Medium, 10.5/12.5pt +15 tracking
Title – Futura Std Book, 7/9pt +15 tracking, 100K
- D** SCM Monogram – Please refer to section 2.5
“Application of the SCM Monogram”

Paper stock – Artcard, 260gsm,
Matt Lamination, Spot UV (optional)



All measurements shown are set in millimetres

3.2

Letterhead

Size – 210 x 297mm

Example shown is 50% of actual size

- A** SCM logo with tagline in full colour
- B** Address & website –
Futura Std Medium / Futura Std Heavy
8/10pt +15 tracking, 100K
- C** Black strip –
100K
- D** SCM Monogram –
Please refer to section 2.5
“Application of the SCM Monogram”

Paper stock – Woodfree, 120gsm

All measurements shown are set in millimetres



3.3

Envelope

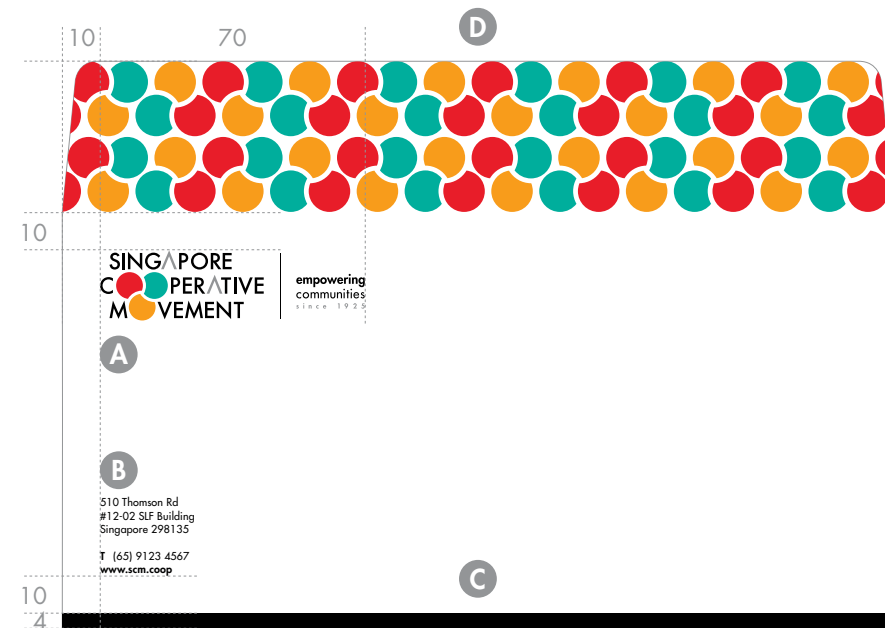
Size – 220 x 110mm

Example shown is 50% of actual size

- A** SCM logo with tagline in full colour
- B** Address & website –
Futura Std Medium / Futura Std Heavy
8/10pt +15 tracking, 100K
- C** Black strip –
100K
- D** SCM Monogram –
Please refer to section 2.5
“Application of the SCM Monogram”

Paper stock – Woodfree, 120gsm

Custom-made envelope



All measurements shown are set in millimetres

3.4

Email Signature

Size – 420px (Width)

Example shown is 100% of actual size

Matt Lim

Manager, Marketing Communications & Partnerships

Singapore National Co-operative Federation

510 Thomson Road, #12-02 SLF Building, Singapore 298135

Main +65 9820 5730 | **HP** +659000 6666 | www.sncf.coop

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empowering
communities
since 1925

3.5

Powerpoint Template

Size – 1920 x 1080px

- A** SCM logo with tagline in full colour
- B** SCM Monogram –
Please refer to section 2.5
“Application of the SCM Monogram”



All measurements shown are set in millimetres

3.6

Corporate Folder

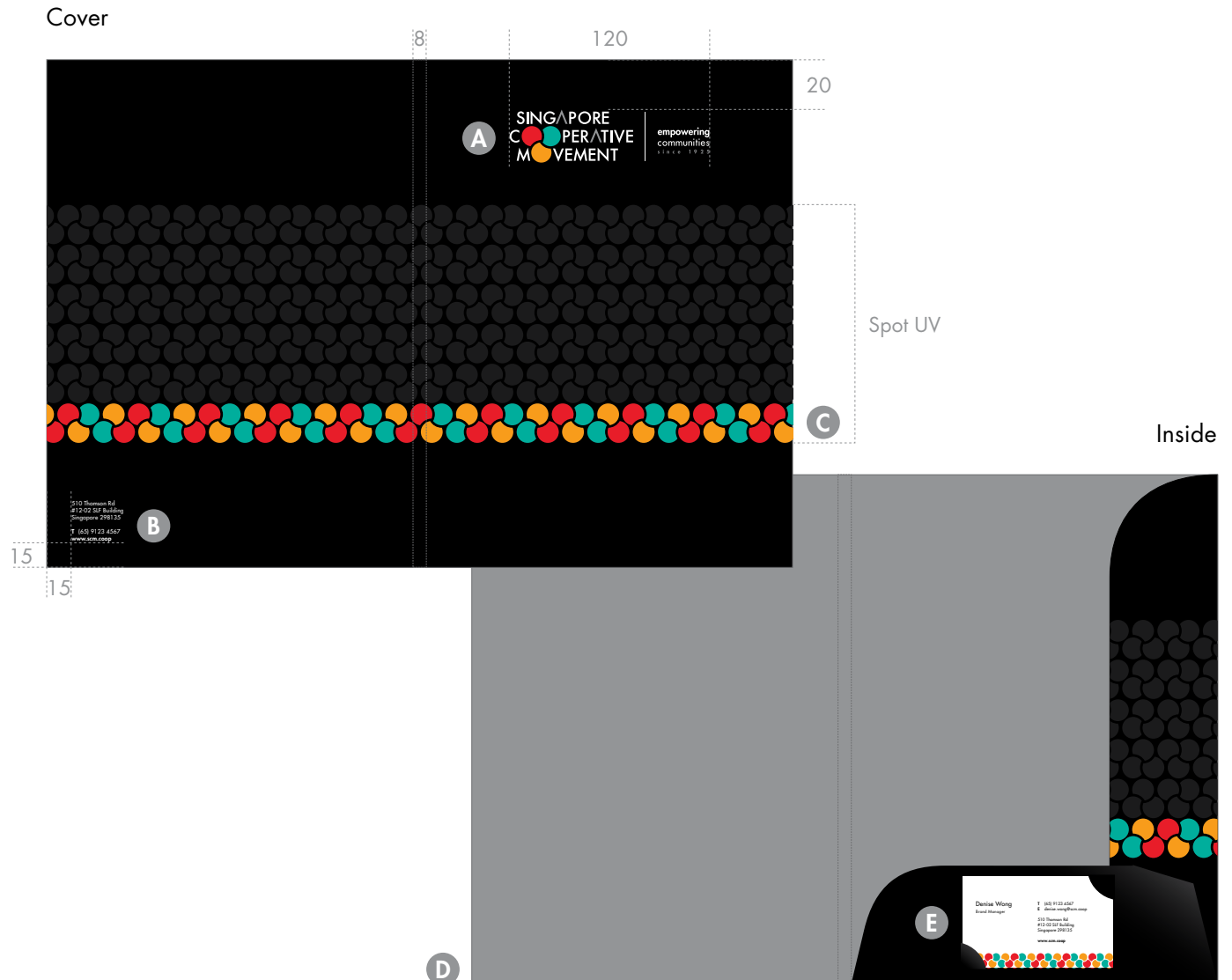
Size – 220 x 305mm

Example shown is 25% of actual size

- A** SCM logo with tagline in reversed white full colour
- B** Address & website – Futura Std Medium / Futura Std Heavy 10/12pt +15 tracking, 100K
- C** SCM Monogram – Please refer to section 2.5 “Application of the SCM Monogram”
- D** Background colour – 50K
- E** Diecut slots for namecard insert

Paper stock – Artcard, 310gsm,
Matt Lamination + Spot UV

All measurements shown are set in millimetres



3.7

Corporate Pen

Option 1: Length – 5.25"

Option 1: Length – 5.44"

Example shown is 100% of actual size

A SCM logo in full colour

Option 1 – Without tagline



Option 2 – With tagline



All measurements shown are set in millimetres

3.8

Polo Tee / Cap

COMPANY TEE

- A** SCM logo in reversed white full colour
- B** Tagline in reversed white colour

Colour: Black
 Collar: Polo
 Material: 100% Cotton
 Cutting: Comfort Fit
 Finishing: Embroidery

CAP

- A** SCM logo in reversed white full colour
- B** Tagline in reversed white colour

Colour: Black
 Finishing: Embroidery



All measurements shown are set in millimetres