

The image features a large, vibrant red circle in the center, which serves as the background for the 'SG60' logo. The letters 'SG' are positioned above the number '60', all rendered in a clean, white, sans-serif typeface. Surrounding this central element are several other red circles of varying diameters, scattered across the white background, creating a dynamic and modern aesthetic.

SG  
60

**SG60 BRAND GUIDELINES**

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## TERMS OF USE

1. The SG60 logo (the “Logo”) belongs to the Government (“we”, “us” or “our”). You may use it only on a non-exclusive basis and subject to these terms of use.
2. You are responsible for ensuring that your use of the Logo complies with all laws. You must not use the Logo in contravention of any laws.
3. You must not use the Logo in any way that gives a false or misleading impression that we endorse or promote or are otherwise affiliated or associated with any person, brand, product, service or event.
4. You must not use the Logo in any way that brings or is likely to bring Singapore or us into disrepute or otherwise reduce or diminish Singapore’s or our reputation or image.
5. You must not use the Logo in any distasteful way or in a way that the general public regards or is likely to regard as objectionable. If any question arises as to whether a particular use of the Logo is distasteful or objectionable to the general public, we will have the final say.
6. You may not authorise any other person to use the Logo.

## WHAT IS SG60?

2025 marks a momentous milestone for Singapore – our 60th year of independence. SG60 is a testament to the resilience, unity, and unwavering spirit of this little red dot and its people. As we stand at the cusp of a new era, SG60 invites every Singaporean to write the next chapter of our Singapore story, one that is brimming with possibilities.

## THE SG60 LOGO



The SG60 logo continues the celebration of the little red dot as when it was celebrated during SG50. It brings back the once-familiar symbol for the celebration of Singapore's 60th birthday.

## SG60 BRAND ATTRIBUTES



## DIFFERENCES BETWEEN THE SG50 & SG60 LOGO

While visually similar, there are 2 main differences between the SG50 logo and the SG60 logo.

In the SG60 logo, **the original typeface, Gotham, has been replaced with Metropolis**, an open-source typeface which is also used in the SG Mark.

The other difference would be redefining what the little red dot can be and embodying it with fresh meanings and new possibilities through dynamic brand expressions like animations, typography and graphics. These expressions would leverage on today's digital landscape, creating more engaging interactions and deeper connections with Singaporeans.



**SG50**

**Typeface:**  
Gotham



**SG60**

**Typeface:**  
Metropolis  
(Modified)

## LOGO COLOURS

The official colours of the SG60 logo are set in **red and white**—the colours of our national flag. Do ensure that the indicated Pantone colours are used.



### SG60 RED

CMYK: OC 100M 80Y 0K  
PANTONE: RED 032  
RGB: 237R 26G 59B



### SG60 WHITE

CMYK: 0C 0M 0Y 0K  
PANTONE: WHITE  
RGB: 255R 255G 255B

## INVERTED LOGO

The Inverted Logo variation of the official logo features a white circle with red text instead of the red dot along with white text. **This logo can only be strictly used on a full red background.**

Refer to **page 8** for more details.



### SG60 RED

CMYK: OC 100M 80Y OK  
PANTONE: RED 032  
RGB: 237R 26G 59B



### SG60 WHITE

CMYK: OC 0M 0Y OK  
PANTONE: WHITE  
RGB: 255R 255G 255B

## COLOUR RELATIONSHIP

### Full Colour

The logo in colours should be applied on a background that provides sufficient contrast (less than 75% on the red value, or other colour values that provide enough contrast).

### Inverted Logo

The inverted logo should **strictly only be used on a full red background only**.





## MONOCHROMATIC PRINTING

In situations where only monochromatic printing is possible, there is a Monochromatic Logo variation for use.

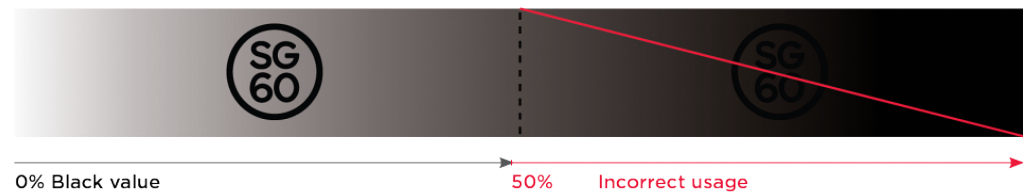
This logo features a Black Rim outline instead of the red dot along with white text. **This logo should strictly only be used where only monochromatic printing is possible.**

**It should not be used on a background with more than 50% black value.**



### SG60 BLACK

CMYK: 0C 0M 0Y 100K  
PANTONE: BLACK  
RGB: 0R 0G 0B



## MINIMUM SIZE

Do ensure the legibility of the SG60 logo by not minimising it beyond **10mm** in width for **print**, and **28px** in width for **digital** applications.

### Minimum Size - Print

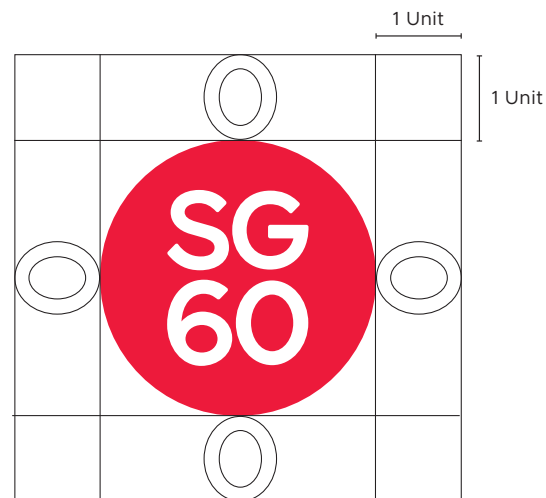
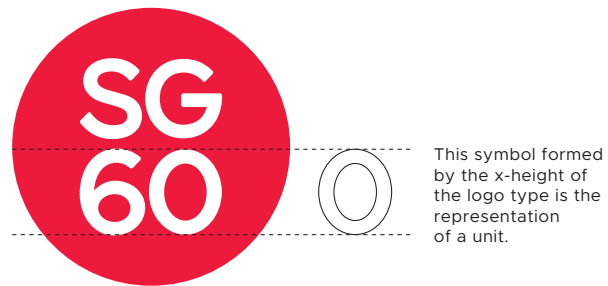


### Minimum Size - Digital



## CLEAR SPACE

A clear space around the logo will help it to stand out. Keep it to the ratio given in the example to ensure legibility and clarity.



## TYPOGRAPHY

The official typeface for SG60's brand identity is **Metropolis**. It is an open-source typeface that is publicly available and free to use.

We recommend the minimum point size for any text to be point size 8.

## THINGS TO AVOID

Refrain from doing any of the actions listed below to the logo.



Rotation



Distortion



Cutting / breaking  
of logo type



Cropping of logo



Change of typeface



Change of logo  
type colour



Over-laying of  
images in text



Adding of any text that  
overlaps the red dot



Adding of graphics  
behind / across the  
logo type or within the  
logo's safe areas.



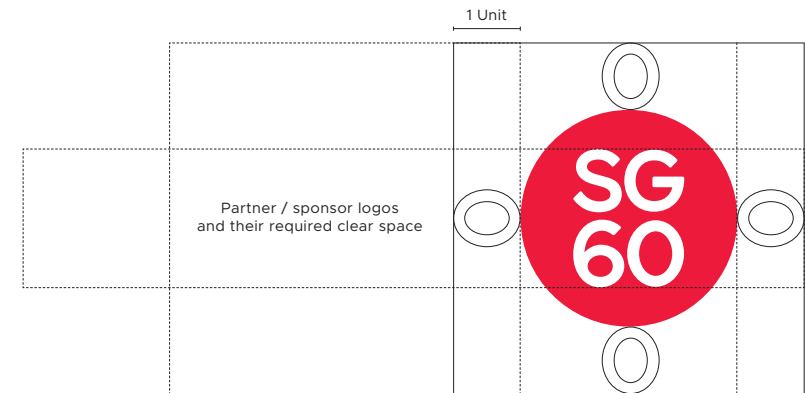
Change of logo  
background colour

## PLACEMENT WITH OTHER LOGOS

Partners can place their logo on either side of the SG60 logo (left, right, top, bottom).

Height of **type** on partner logos should not exceed x, while the height of **partner logos** should not exceed y.

The clear space requirements in the brand guidelines should apply.



## DYNAMIC LOGO

The SG60 logo is dynamic and can be used and applied in special treatments across various formats.

### Animation

There is an animated version of the SG60 logo that can be used on digital platforms. The animated logo brings the SG60 logo to life by framing the red dot as a globe through the animation.

The use of this animated logo cannot be tweaked in anyway and must be presented as a full animation whether it is looped or played once.

It can be used as a replacement for the static logo on digital platforms when appropriate.



SG60 logo on a 3D sphere



Globe smoothly spins in



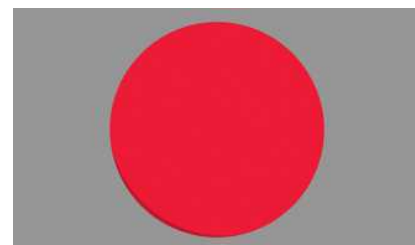
Zooms onto our little red dot



The Singapore flag sweeps in



Singapore flag spins out,  
back into SG60 spinning



Red covers the logo



Back to the SG60 logo

## DYNAMIC LOGO

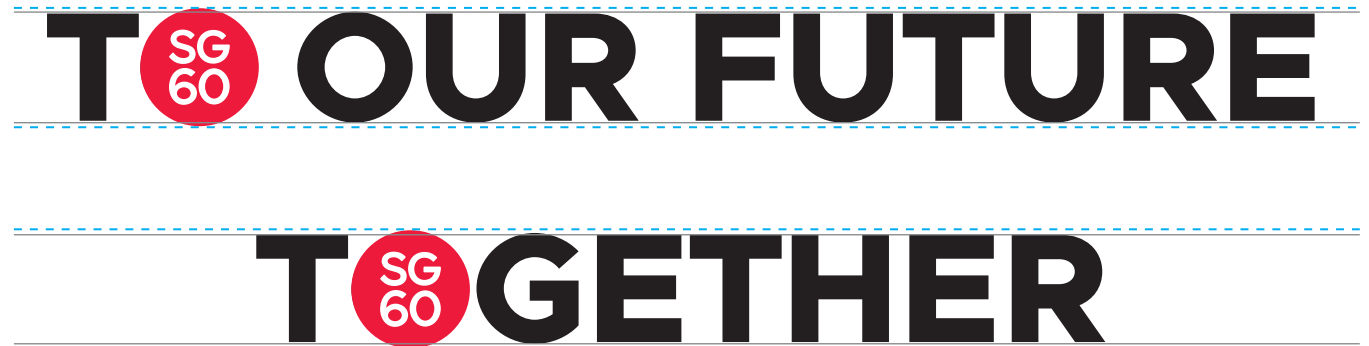
### Typographic Application

The SG60 logo can be incorporated into typographic headlines of the campaign visuals, replacing the letter 'O' in uppercase text.

When replacing the uppercase 'O', the SG60 logo should be slightly larger to ensure overall visual balance with the surrounding letters.



### Examples



**BUILDING  
OUR SINGAPORE  
TGETHER.**