BuildSG

Transforming the way we Build Singapore

DESIGN GUIDELINES

ABOUT BUILDSG AND BUILDSG LOGO

BuildSG is a national movement that encapsulates the spirit of collaboration in the transformation of the built environment sector.

It underscores the collaboration among the government, unions, trade associations, industry and institutes of higher learning, all working collectively to realise an advanced and integrated built environment sector with progressive and collaborative firms well-poised for both local and global business opportunities, and providing good jobs for Singaporeans.

ABOUT THE LOGO

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The BuildSG logo, with the implementation of forward-pointing arrows, encapsulates the aspiration to grow the built environment sector.

The arrows, in three distinct colours, are placed strategically on the 'u' and the 'l' of the wordmark, embodying both personal and collective responsibility of the tripartite alliance, each playing an important role in the transformation journey.

The bold and robust 'SG', with extra emphasis of the 'SG' through the use of red colour and font capitalisation, further reiterates the importance of this movement for the built environment sector and for the country.

The following pages explain more about using the logo and how it is applied so it will always appear consistent across all media and communications.

BRAND RULES

The BuildSG logo is meant to identify with the initiatives that are carried out in support of the transformation of the built environment sector. It does not imply endorsement of any event, product or service.

The BuildSG logo must be treated with dignity and respect, and in accordance with Singapore laws. The logo should not be used to:

- Advocate any political or religious agenda, or cause conflict or misunderstanding in society
- Depict any inappropriate content

To download the BuildSG logo files, please visit https://www.bca.gov.sg/

COLOUR SCHEME AND TYPOGRAPHY

COLOR SCHEME

Pantone: 2192C
CMYK: 77/28/0/0
RGB: 0/149/214

Pantone: 7737C
CMYK: 64/6/100/0
RGB: 108/179/63

Pantone: 1365C
CMYK: 0/35/84/0
RGB: 250/175/64

Pantone: 179C
CMYK: 0/91/87/0
RGB: 238/62/51

TYPOGRAPHY

The BuildSG wordmark was designed to be legible from minimum size onwards. There should be no further adjustments to the orientation, spacing and weight of the wordmark.

Build **SG**

Font type:
Coolvetica Regular
Always stylised with Capital B

Font type:
Coolvetica Regular
Always all capitalised

Transforming the way we Build Singapore

Font type:
Coolvetica Regular

LOGO VERSIONS

LOGO VERSIONS

Although the logo will generally be coloured on a white background, a grayscale logo and a inverse logo has been created for when this is not possible.

COLOURED

BuildSG

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GRAYSCALE

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INVERSE

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LOGO USAGE

CLEAR SPACE

When using the logo, the logo must be positioned within the preferred clear space to prevent other graphic elements interfering with the logo and protect the clarity and the visual integrity of the logo.

As illustrated, the clear space around the logo should be at least equivalent to the width of the 'B' in 'BuildSG'

LOGO BACKGROUND

The logo must always be placed against opaque white (or dark solid colours, when using inverse version) background and never against images or patterns.

This isolates the logo from competing elements such as photography, text or background patterns that may distract attention and lessen the overall impact.

CORRECT

INCORRECT

IMPROPER USE OF LOGO

Do not rotate

Do not distort

Do not change colours

Do not outline

Do not crop

Do not add effects

Do not change typeface or weight

The logo was designed with specific rules in mind to maintain the brand image and integrity. The following rules must never be violated in order to keep a strong, consistent and cohesive image.

MINIMUM SIZE

15mm

30mm

The logo has been designed with fine detail; in order to optimise viewing performance, the minimum size has been set at 15 mm without tagline and 30mm with tagline.

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Building and Construction Authority

CONTACT

For clarifications on the usage of the BuildSG logo,
please send us your enquiry at https://www.bca.gov.sg/feedbackform/