


Singapore Chinese Orchestra
Brand Guide

SCO

新加坡华乐团



This brand guide is provided to assist in the execution of the SCO brand identity. Keeping the brand's visual identity and language consistent throughout is the intent of this guide. The guidelines within apply to all marketing, advertising and promotional materials that feature the SCO identity.



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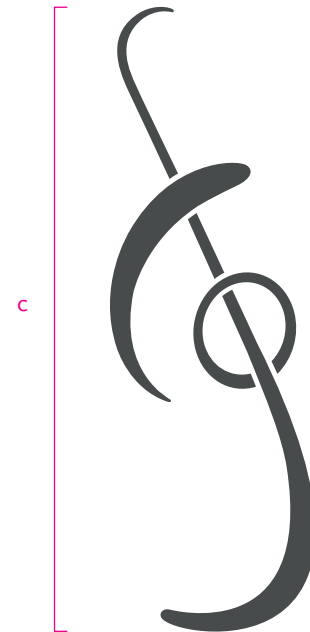
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4 | The (elements of the) Identity

A distinctive strong brand identity reflects the essence of the organisation.

The SCO brand consists of three elements:

- (a) the abbreviated logotype
- (b) the SCO characters
- (c) the SCO treble clef.



The SCO logo can be applied in various ways. However, there are limitations to the manner the different elements are to be combined. Other configurations than the ones illustrated below are not advised. > continued on the following page

Priority use

SCO

新加坡华乐团

Horizontal abbreviated logotype
+ Chinese characters

SCO

Horizontal abbreviated logotype – single

SCO
新加坡华乐团

Vertical abbreviated logotype
+ Chinese characters

SCO

Vertical abbreviated logotype – single



SCO treble clef – single



SCO treble clef + abbreviated
logotype + Chinese characters



SCO treble clef + abbreviated
logotype



SCO treble clef is not to be combined with
the vertical version of the abbreviated
logotype + Chinese characters

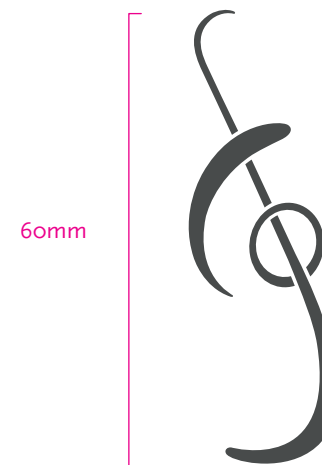
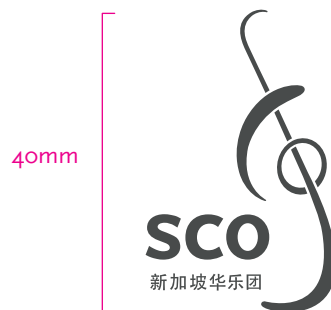
Unless specifically requested by the management, the SCO treble clef should be applied as an ornamentation in the background so that attention is focused on the logotype. The SCO treble clef could be applied as a watermark, a spot UV layer, a perforation etc. but should never overshadow the logotype, which performs the main function of transmitting information. The SCO treble clef is allowed to be cropped but the “C” and “O” should always be legible. *The clef should always be more than 65% the height of the surface.*



7 | Minimum sizes

It is important that the identity of SCO is visible, legible and recognisable at all times. Therefore, the logo (i.e. the SCO treble clef) and the logotype should always be sized and scaled proportionately. They should not be reproduced smaller than the minimum size indicated. Different logo's and logotypes require different minimum sizes. When using the SCO treble clef and logotype together, kindly do not scale the two elements separately (i.e. their proportions to each other should be respected).

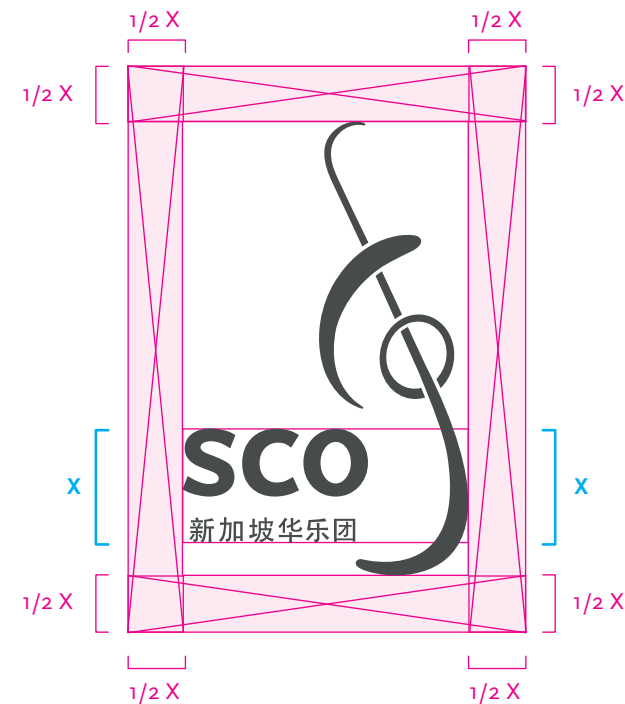
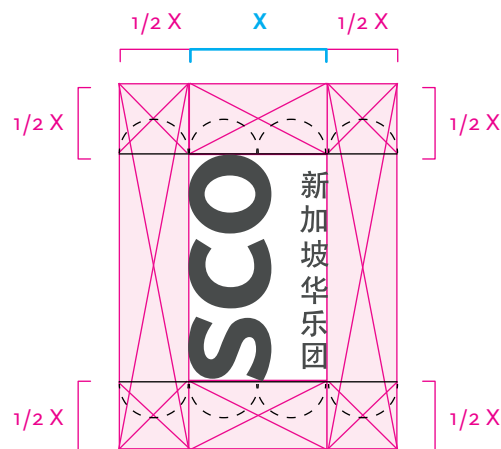
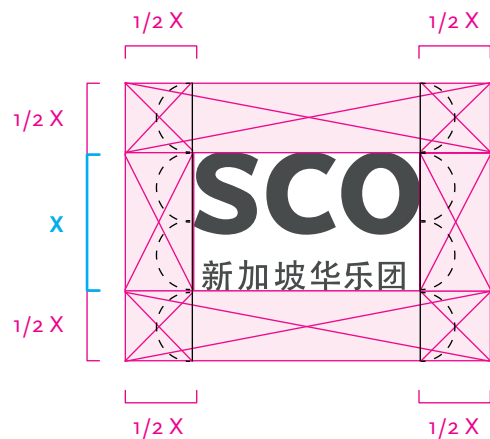
The identity should not be reproduced smaller than the following sizes.



8 | Minimum clear space

To guarantee the visibility of the identity, there should always be a minimum clear space around the logo/logotype. The image below illustrates the minimum amount of clear space that is ideal. Its proportions apply to all sizes in which the logo/logotype is reproduced.

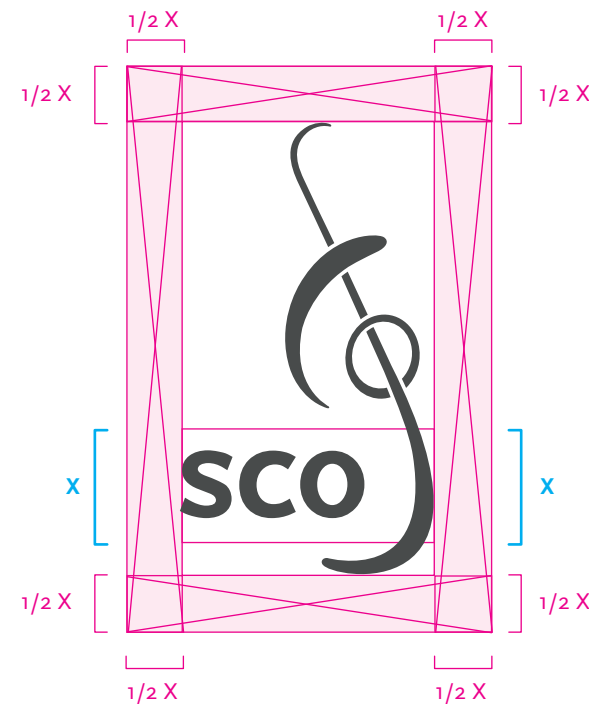
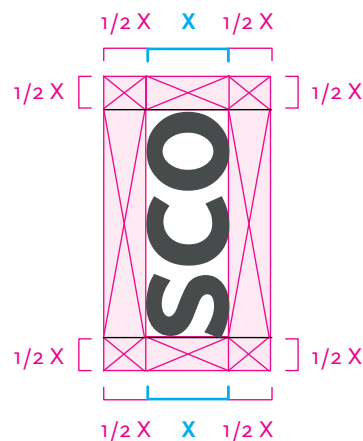
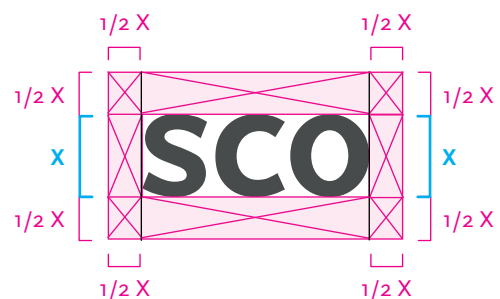
No text nor graphic elements other than the SCO treble clef should appear within the indicated area. The clear area is indicated by 'x'. The 'x' should be sized proportionately with all logo's/logotypes.



9 | Minimum clear space

To guarantee the visibility of the identity, there should always be a minimum clear space around the logo/logotype. The image below illustrates the minimum amount of clear space that is ideal. Its proportions apply to all sizes in which the logo/logotype is reproduced.

No text nor graphic elements other than the SCO treble clef should appear within the indicated area. The clear area is indicated by 'x'. The 'x' should be sized proportionately with all logo's/logotypes.



We should aim to use the SCO treble clef as an ornamentation in the background of the design, letting the logotype take centre stage. Doing so, the logo (the SCO treble clef) should be used as either a slightly lighter or darker tone of the background. It is allowed to bleed, given that the form is still recognisable. Although there are no restrictions for the use of colour for the logotype, it should always stand out from the rest of the layout (i.e. in a contrasting colour).

See also: "the use of the logo"



A standard set of colours have been selected to keep reproductions of the identity consistent where possible. These colours are only guidelines, as there will be many design applications whereby other colours will be used to reproduce the logo(type)s.

For stationery and other in-house designs, the colours below or tints thereof are recommended. The logo using the red 'o' is optional, and should only be applied to corporate collaterals (e.g. small sign-off sized on the back of brochures, invoices, in-house notifications etc.) and should never be used prominently as full colour in promotional designs.

Always match the corporate colours with:

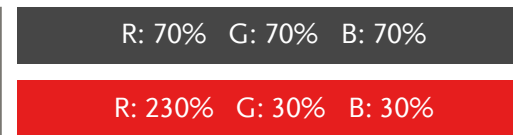
For coated paper stock



For uncoated paper stock



For screen



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Strong brands require a consistent set of typefaces that are used throughout all collaterals, stationery, advertising and preferably online as well. FF Scala was chosen as a suitable typeface to handle the big variety of SCO's required designs. There is a serif and a sans serif version of FF Scala. Scala should be used for all English non-informative text (e.g. write-up on SCO, Music Director's message etc.). Scala Sans should be used for all English informative text (e.g. dates, venues, ticketing info etc.). In no case should the font be mixed with other typefaces.

FF Scala can be purchased through http://www.fontshop.com/fonts/downloads/fontfont/ff_scala_ot_complete_suite/

As for the Chinese type, Heiti SC regular was selected for bodytext, Hiragino Sans GB W6 for headlines and bold text. These typefaces are standard system fonts of the Apple Macintosh and thus do not have to be purchased.

FF Scala abcdefghijklmnopqrstvwxyz ABCDEFGHIJKLMNopQRSTUVWXYZ 0123456789 .,?!&%@#*	FF Scala bold abcdefghijklmnopqrstvwxyz ABCDEFGHIJKLMNopQRSTUVWXYZ 0123456789 .,?!&%@#*	FF Scala italic abcdefghijklmnopqrstvwxyz ABCDEFGHIJKLMNopQRSTUVWXYZ 0123456789 .,?!&%@#*
FF Scala sans abcdefghijklmnopqrstvwxyz ABCDEFGHIJKLMNopQRSTUVWXYZ 0123456789 .,?!&%@#*	FF Scala sans bold abcdefghijklmnopqrstvwxyz ABCDEFGHIJKLMNopQRSTUVWXYZ 0123456789 .,?!&%@#*	FF Scala sans italic abcdefghijklmnopqrstvwxyz ABCDEFGHIJKLMNopQRSTUVWXYZ 0123456789 .,?!&%@#*

SC Heiti regular

苏格兰打击乐大师伊芙琳·格兰妮，当今国际乐坛上的非凡才女，以自己的鼓韵向世人昭示出鼓的风姿和灵性。她首次与华乐团，以及另一位同行，颇有国际知名度的中国职业打击乐家李飙同台——中西合璧，雌雄对决。

Hiragino sans GB W6

击鼓东西

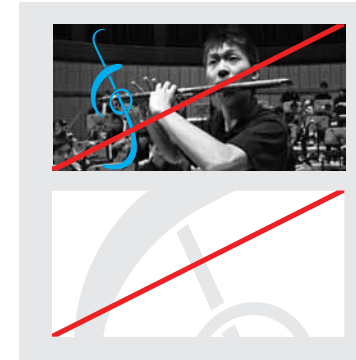
The illustrations below may further clarify this SCO brand guide.



Never alter the individual sizes of the logotype's font. The proportions of the two elements should always be respected.



The proportions of the logotype should not be altered in any case. Please always use the artwork as provided.



Refrain from using the decorative logo on top, or overlapping photography.

The SCO treble clef is allowed to be cropped. But the "C" and "O" should always be legible.



Never alter the alignments or positioning of the logotype. In other words, the logotype should never be taken apart, nor shifted around or altered.



The colour usage for the identity is explained above. Do not apply colours to the logo(type) that compromise the visibility of the identity.



The SCO treble clef should not be altered in any way. Always use the logo as provided in the files.



A specific typeface has been selected for the identity, therefore, the typeface and the language of the logotype should not be changed in any case.



The colour usage for the identity is explained above. Do not apply colours to the logo(type) that compromise the brand guidelines. Only one solid colour should be used for the abbreviated logotype + Chinese characters + SCO treble clef.



As explained above, the SCO treble clef is intended to be used as a design element in the background. Therefore it should never appear prominently. At the same time, only one colour should be used.

Thank you

IOAM

IOAM Communications Pte Ltd
91 Bencoolen Street, #12 – 03 Sunshine Plaza
Singapore 189652
tel: [65] 6223 1000
fax: [65] 6223 1031
email: info@ioam-asia.com

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