NUS CARES

NUS Cares
Logo Brand Guide

Foreword

NUS Cares is a movement for the National University of Singapore (NUS) community, which is made up of students, staff and alumni, to champion and volunteer in meaningful initiatives for society.

The NUS Cares visual identity was born from a logo competition in May 2022. The winning logo was created by NUS alumnus Niko Juwono (Engineering '10). This brand guide is in line with the NUS logo branding standards to preserve the integrity of the NUS brand.

Lock Up
& Grid

The NUS Cares logo embodies the spirit of its community (students, staff and alumni) and how they are turning their compassion into action.

It comprises both a wordmark and a brandmark, which are intended to be consistently presented together in a fixed arrangement on all applications.

2x

1x

Wordmark

Brandmark

Clearance Space

The clear space defines the minimum area in which no other graphic elements are permitted. This ensures the logo is still appropriately prominent even in compact layouts.

While the clear space allotted is equal to the width of N, it is advisable to have a considerably larger space around the logo whenever possible.

To preserve legibility at all sizes, a minimum width size for the logo has been outlined for print and screen resolutions.

Minimum Width Sizes

PRINT   25 mm
DIGITAL   180 px

Colour Appearances

The full colour logo on light/white background is the default version for use.

When there are a limited number of colours available for reproduction (e.g. sponsor wall, newsprint), the monochrome versions of the logo may be used instead.

Where possible, the reversed logos should only sit against solid backgrounds that are in the NUS primary colours.

Full colour logo on light/white background

Single white logo on black background

Reversed NUS Orange logo on NUS Blue background

Single NUS Blue logo

Single black logo

Colour Palette

The NUS corporate colours are a distinct and important part of the identity system. They comprise of NUS Orange and NUS Blue.

The secondary colours are reserved for the logo only. Unless applied in a gradient, they should not be used as backgrounds or accents in marketing collateral.

Gradients should be used sparingly such as to highlight and add emphasis. It should include either of the primary colours and follow an analogus colour scheme.

Primary Colours

NUS BLUE

PANTONE 294C
C100 M70 Y0 K30
R0 G61 B124
#003D7C

NUS ORANGE

PANTONE 152C
C0 M60 Y100 K0
R239 G124 B0
#EF7C00

Gradients & Secondary Colours

Slider: 60%

PANTONE 7704C
C85 M40 Y20 K0
R0 G126 B168
#007EA8

Location: 0%

NUS BLUE

Location: 100%

Slider: 70%

Slider: 55%

PANTONE 1375C
C3 M46 Y100 K0
R241 G153 B31
#F1991F

Location: 0%

NUS ORANGE

Location: 60%

PANTONE 7599C
C23 M87 Y100 K15
R171 G62 B36
#AB3E24

Location: 100%

Placement & Size Relationship – *Portrait*

As much as possible, the position of the logo should be kept to the top left or right.

The recommended minimum size of the logo in relation to the standard portrait A-series format is defined by 2/12 of the canvas width.

2/12

A4 A3   A2   A1   A0
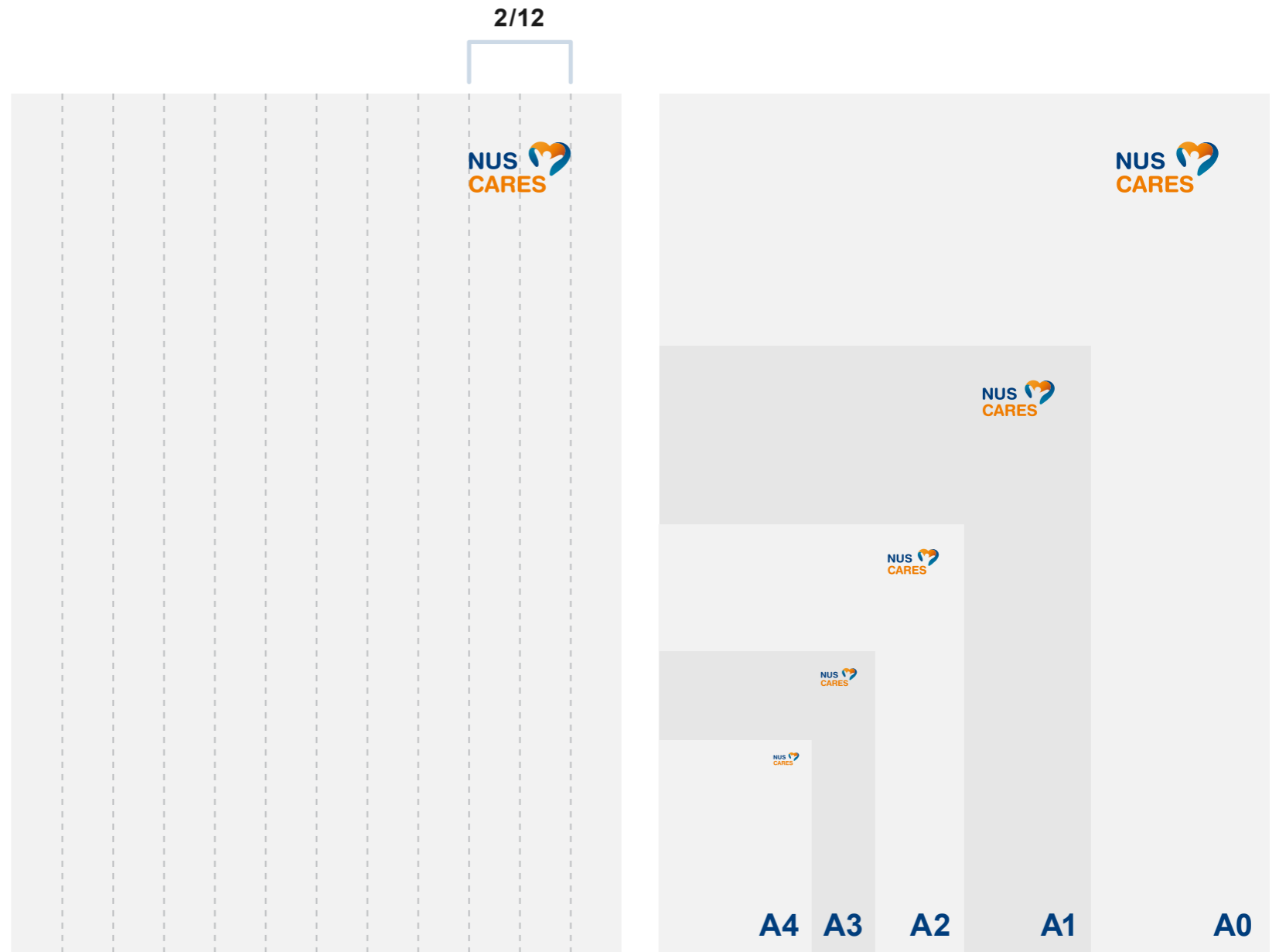
Placement & Size Relationship – *Landscape*

As much as possible, the position of the logo should be kept to the top left or right.

The recommended minimum size of the logo in relation to the standard landscape A-series format is defined by 2/16 of the canvas width.

2/16

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A4   **A3**   **A2**   **A1**   **A0**
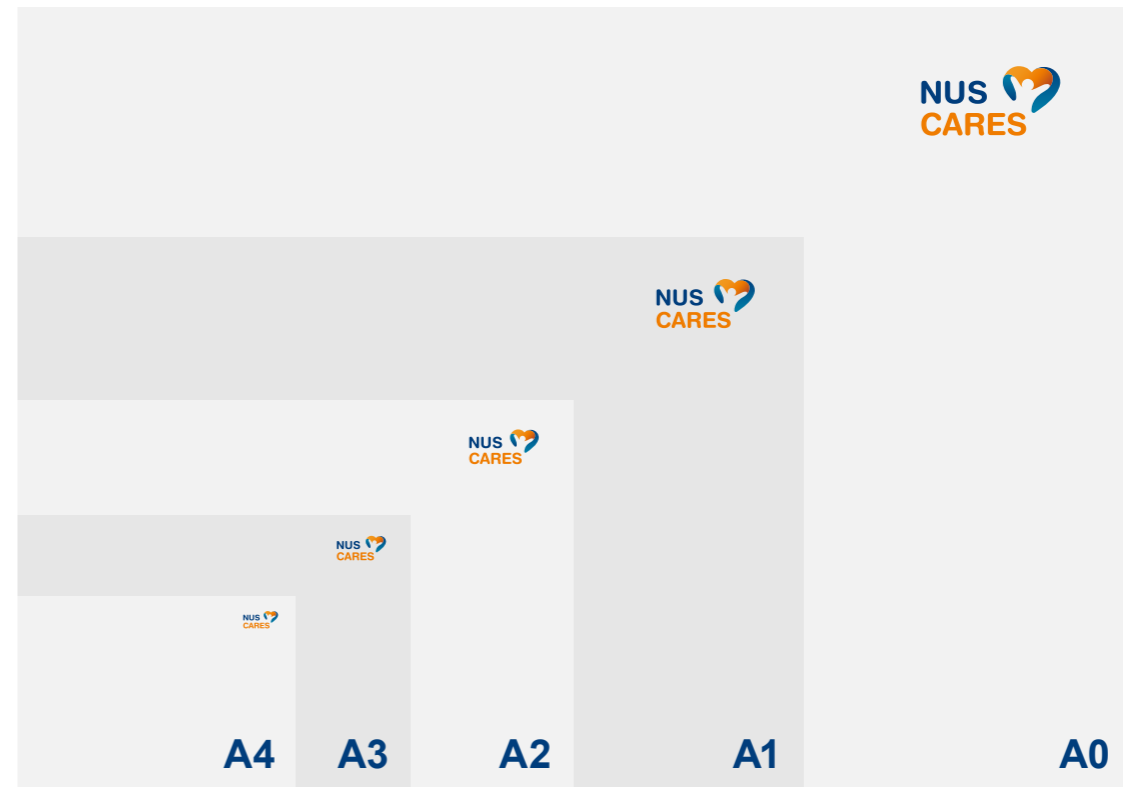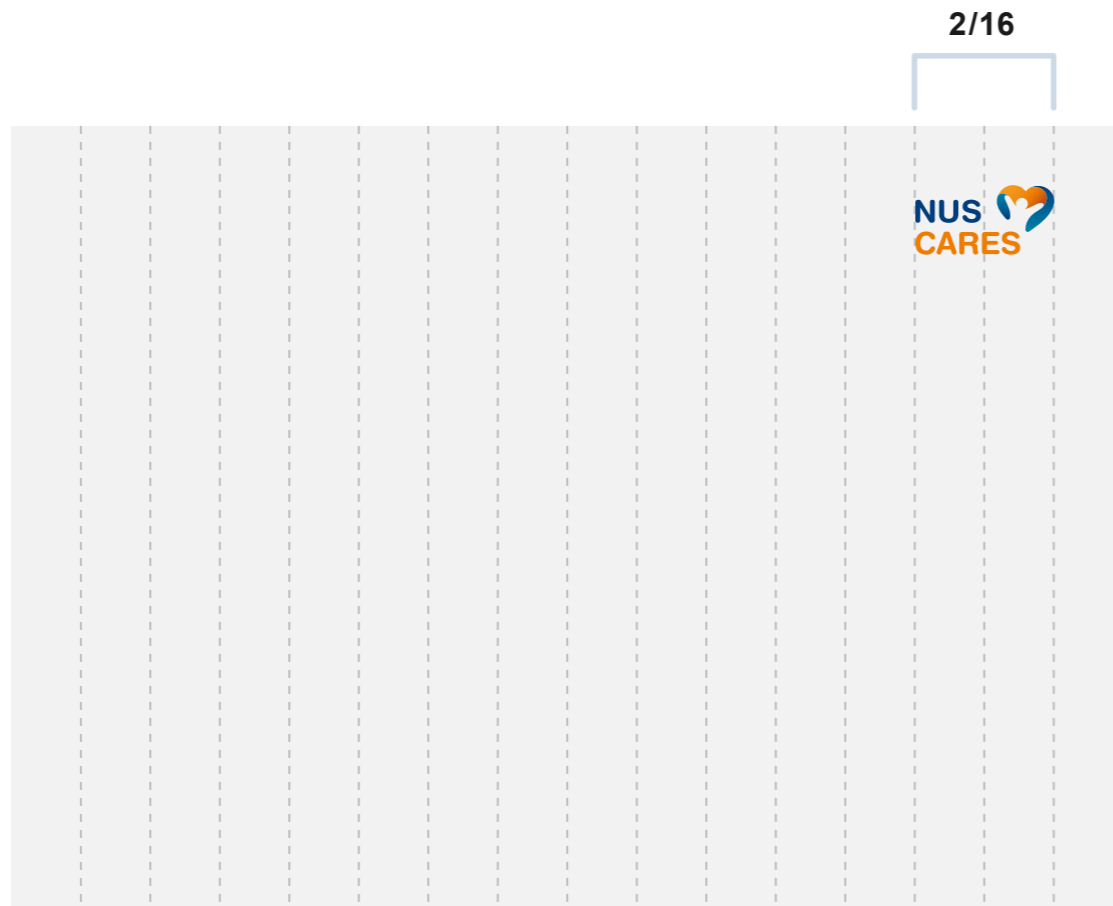
Incorrect Usage

Here are examples of incorrect usages of our logo lock up. These usages are to be avoided at all times.

NO

Do not rotate, distort, stretch or skew the logo in any way.

NO

Do not alter the colours or gradients of the logo.

NO

Do not change the arrangement of the logo lock up.

NO

Do not use the brandmark without the wordmark.

NO

Do not change the typface nor recreate or manipulate the logo.

NO

Do not apply effects like shadows, glows and dimensions to the logo.

NO

Do not place the logo in a shape, container or border.

NO

Do not use logo on busy or complex backgrounds.

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When in doubt, please consult the
NUS Cares Secretariat at **nuscares@nus.edu.sg**.