BASIC GUIDELINE FOR THE USAGE OF WE SUPPORT NATIONAL SERVICE (NS) CAMPAIGN LOGO AND HASHTAG

LOGO AND COLOUR RATIONALE

Forming the backbone of National Service (NS), our National Servicemen represent the collective will of our nation to defend the peace and security of Singapore.

The saluting serviceman graphic signifies the community support for NS and appreciation of our NSmen for their contributions to the defence and security of our nation.

The colour red is a salute to the nation's pioneering spirit and symbolises our passion and commitment to keep Singapore secure and stable.

The dark grey colour represents strength while embodying our mandate to safeguard Singapore's independence and sovereignty.

GENERAL APPLICATION OF THE WSNS LOGO

The WSNS logo is to be placed in a prominent position to ensure visibility. The colours of the logo should not be changed and there should be sufficient clear space around the logo to ensure clarity. It is advised to use the logo against a light background for greater visual impact.
(Refer to page 6 on the Correct Usage of Logo)

When used in posters and/or publicity materials alongside other organisations' logos, the term "**In Support Of:**" should be placed above the WSNS logo. As WSNS is a campaign and not an organisation, the logo should be placed separately from other organisational logos.

3P partners are allowed to use the WSNS logo when branding their ground-up initiatives in support of the campaign. **The usage of the logo does not constitute endorsement by Nexus and/or MINDEF of any of these initiatives.**

LOGO MINIMUM SIZE AND LOCK-UP

The minimum logo size is shown below, at 2cm height.

If the logo needs to be reproduced in an even smaller size, reproduction tests should be run to ensure clarity of the logo's details.

To ensure sufficient clear space around the logo, approximately 20% of the height of the logo is to be allocated at the top and bottom of the logo. *(Example of clear height would be 2cm x 20% = 0.4cm)*

To maintain consistency across all mediums, all of the logo's elements should remain in their relative positions and should not be taken apart or altered in any way.

0.4cm

Logo lock-up

2cm

0.4cm

Wordmark – Typeface of WSNS

Symbol – Icon of saluting serviceman
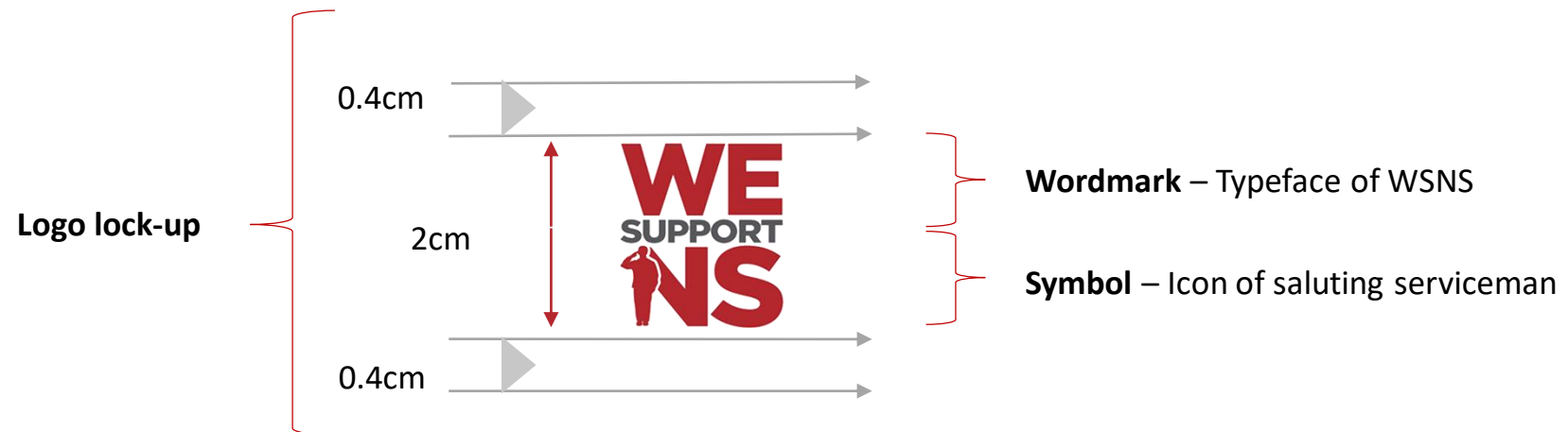
PANTONE COLOUR AND TYPEFACE

The typeface is Gotham Black.

Red : 1805C   C25 M100 Y100 K5

Grey : 80% black   C0 M0 Y0 K80

ALTERNATE VERSIONS (REVERSED AND BLACK TINT)

If the logo is produced on a dark background, the reversed version of the logo can be used. The black tint version of the logo provides an option when printing costs are a factor. When produced in greyscale, the logo should only appear on a white background.

Reversed Full Colour

Reversed White

Black Tint

CORRECT USAGE OF THE LOGO

The WSNS logo must be used in its given formats and proportions. No element within the logo can be altered for any purpose. Here are examples that represent some of the correct and incorrect usage of the logo.

CORRECT USAGE

Full colour logo on white background

Reversed white logo on black background

INCORRECT USAGE

Do not shade, alter or use a shadow on the logo

Do not place logo on a busy picture background

Do not place **full colour** logo on dark or black background

In Support Of:

EXAMPLE OF CORRECT USAGE OF WSNS LOGO IN POSTERS

The WSNS logo was placed in a light coloured background (beige) and sufficient clear space was allocated to the logo. The term "**In Support Of:**" was clearly indicated at the top of the logo.
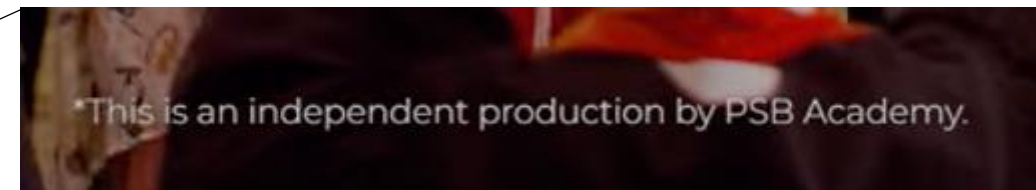
GENERAL APPLICATION OF THE WSNS LOGO IN THE PRODUCTION OF VIDEOS

Some WSNS ground-up initiatives will produce videos in support of the WSNS campaign. 3P partners can use the WSNS logo if they adhere to the general guidelines covered in this document.

In the credits segment of the video, the following sentence must be added.
This is an independent production by <ORGANISATION>

EXAMPLE OF CORRECT USAGE OF WSNS LOGO FOR VIDEOS

In the credits segment of the video, the following sentence ***This is an independent production by <ORGANISATION>*** was added.

The WSNS logo was placed in a light coloured background (white) and sufficient clear space was allocated to the logo.

#WeSupportNS

GENERAL APPLICATION OF THE #WeSupportNS HASHTAG FOR SOCIAL MEDIA

Another platform for 3P partners and the community to show support for the WSNS campaign would be via social media channels *(Example: Facebook, Instagram, YouTube, TikTok etc.)*

While posting WSNS related content and comments on social media, 3P partners and the community are encouraged to utilise the #WeSupportNS hashtag. This allows their posts and comments to be captured as part of the wider community-led appreciation efforts.

3P partners are also encouraged to adopt the usage of #WeSupportNS as part of their social media contests' requirements.

NOTES ON USAGE

Application
The WSNS logo should be used for all We Support NS related campaigns, activities, content and contests. These include corporate and product advertisements or other promotional and publicity materials.

Flexibility of usage
The WSNS logo can be used, distributed, transmitted, displayed, published or broadcasted by 3P partners as long as they adhere to the guidelines covered in this document. We seek your kind assistance notifying Nexus if you have plans to use the logo.

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