

Total Defence

Corporate Identity Manual

What is Total Defence?

Total Defence involves every Singaporean playing a part, individually and collectively, to build a strong, secure and cohesive nation. When we are strong, we are able to deal with any crisis.

As a small, multi-racial, multi-religious nation dependent on free trade to survive, and connected to the World by air, sea and the Internet, Singapore is inevitably affected by developments around the World in some way or another. Since its launch in 1984, Total Defence has rallied Singaporeans together in responding to challenges that threaten Singapore's independence and well-being, such as terrorism, SARS and economic downturns. The core message is that every Singaporean has a part to play to help strengthen our defences against these threats and challenges.

We now face new challenges from the digital domain that have no physical boundaries or battlefields. Cyberattacks, disinformation campaigns, and fake news are some of the ways that can now be used to divide and weaken us. We have thus added a sixth pillar of Digital Defence to the existing five pillars of Military, Civil, Economic, Social, Digital and Psychological Defence that explains the actions we can take to help us deal with the spectrum of military and non-military threats.

The Total Defence Logo



- The six arrows in the logo represent the six pillars of Total Defence: Military, Civil, Economic, Social, Digital, and Psychological Defence.
- The tight triangle formation of six arrows pointing in the same upward direction signifies Singaporeans working together to achieve the common objective of safeguarding Singapore's security and way of life. It also reflects Singaporeans' resilience and determination to keep progressing together in an ever-changing world.
- The crescent moon and five stars, and the colours of red and white, are elements from the National Flag. Red stands for universal brotherhood and equality of man. White symbolises pervading and everlasting purity and virtue. The crescent moon represents a young nation on the ascendant, and the five stars depict Singapore's ideals of democracy, peace, progress, justice and equality.
- Together, these represent nationhood and symbolise how all Singaporeans play their part in Total Defence to safeguard our future.

Acknowledgement

This new Total Defence logo was designed by Samantha Alexa Teng, the winner of a Total Defence logo design competition held in 2019.

The Total Defence Logo



Logo with Tagline



Logo without Tagline



Typeface



TOTAL DEFENCE
TOGETHER WE KEEP SINGAPORE STRONG

- The typeface of “TOTAL DEFENCE”: Helvetica Neue Condensed Black Font
- The tagline: Adobe Garamond Pro Font

Logo minimum size (with tagline)

The minimum size of the logo is shown below, at 30mm width. In circumstances where the logo needs to be reproduced smaller than the minimum size, reproduction tests should be run to ensure legibility of tagline. Alternatively, the logo can be used without the tagline.

Minimum size



35mm

If the logo needs to be smaller than the minimum size



30mm

Run reproduction test to check legibility of tagline

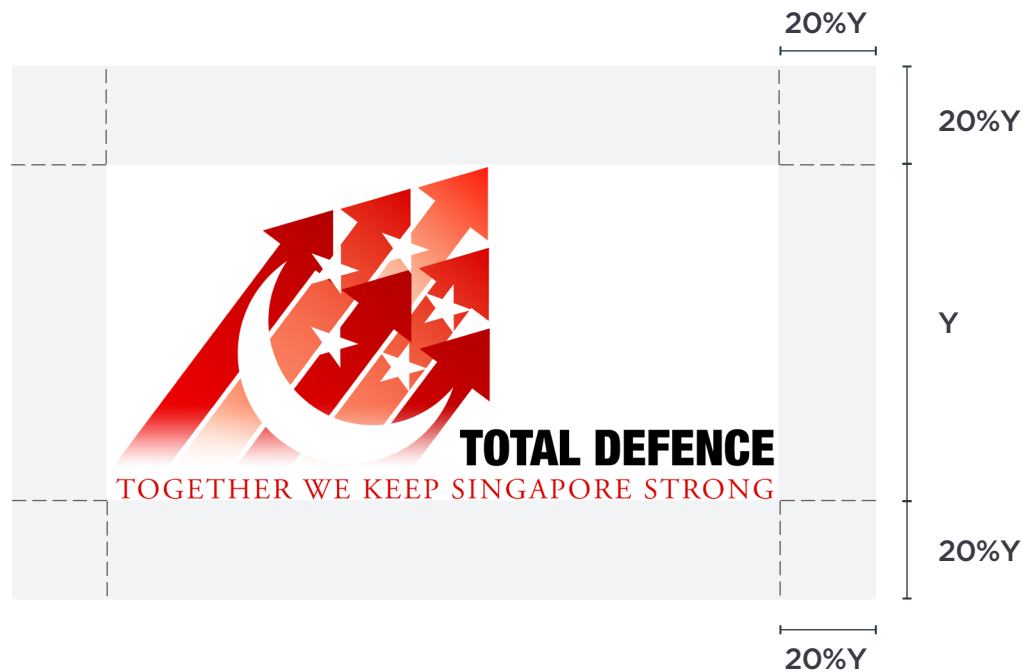


30mm

OR, drop the tagline from the logo

Minimum clear space

To ensure that the logo is kept prominent and legible, always keep the area around it free of text or graphic elements. Reflected below is the minimum clear space required as more clear space around the logo will almost always help its legibility, and increase its effectiveness.



Logo Colours & Their Usage

Full Colour version

The full-coloured version of the logo is preferred and should be used whenever possible. Appearing on a light background, the colours are as follows:

- ① 100% Black
- ② Pantone Red 485



Black Tint Version

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 Version

When the logo is produced on a dark background, the reversed version of the logo can be used.



Reversed Full Colour



Reversed White

Correct Usage

The Total Defence Logo with its given formats and proportions should always be used in its entirety. No element within the logo can be altered for any application. Here are examples that represent some of the correct and incorrect applications of the logo.

Correct



Full colour logo on white background



Grey logo on white background



Reversed full colour logo on black background

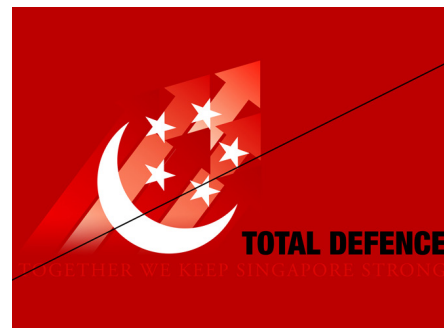


Reversed white logo on black background

Incorrect



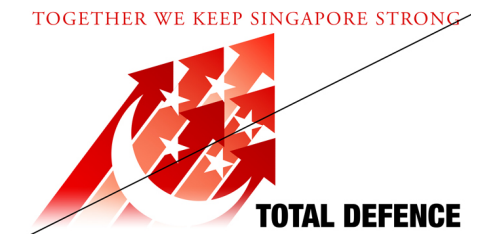
Do not shade or use a drop shadow on the logo



Do not place logo on background that compromises colour contrast



Do not alter the logo colour



Do not alter the position of tagline

Notes on usage

Applications

The Total Defence Logo should be used for all Total Defence-related activities. These include corporate and product advertisements or other promotional and publicity materials.

Restrictions on use

The Total Defence Logo must not be reproduced, distributed, transmitted, displayed, published or broadcast for any purpose without the prior written approval of Nexus.

You may direct your requests or questions to:

Nexus
5 Depot Road #10-01
Defence Technology Tower B
SINGAPORE 109681
Email : nexus@defence.gov.sg
Fax : 6373 1893

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