

Total Defence 40th Anniversary Logo Corporate Identity Manual

 www.totaldefence.sg
 @WeAreTotalDefence
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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 40th Anniversary Logo



- 2024 marks 40 years of Total Defence in Singapore, since it was first introduced in 1984. To mark this milestone, a new logo has been developed for the use of all Total Defence-related activities in 2024.
- The numeral “40” is added to the existing Total Defence logo, symbolising 40 years of Total Defence.
- Ribbons, symbolising solidarity and celebration, are used in the styling of the number “40” and represent the collaboration and cooperation of each and every Singaporean to ensure the safety, security, and strength of Singapore.
- 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.

Typeface



The typeface of “YEARS OF”:
Myriad Pro Regular Font

The typeface of “TOTAL DEFENCE”:
Helvetica Neue Condensed Black Font

Logo minimum size

The minimum size of the logo is shown below, at 35mm width. In circumstances where the logo needs to be reproduced smaller than the minimum size, reproduction tests should be run to ensure legibility of logo.

Minimum size



35mm

If the logo needs to be smaller than the minimum size



30mm

Run reproduction test to
check legibility of 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

Logo Colours - 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:



Logo Colours - 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.



Logo Colours - Reversed Version

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



Correct Usage

The Total Defence 40th Anniversary 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 skew, slant, squeeze or alter the shape of the logo

Notes on usage

Applications

The Total Defence 40th Anniversary Logo should only be used for all Total Defence-related activities in the year of 2024. These include corporate and product advertisements or other promotional and publicity materials.

You may direct your requests or questions to:

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