What is Total Defence?

Total Defence is a framework for a comprehensive and integrated response to deal with all sorts of threats and challenges. Whether it is an external threat like global terrorism or a national crisis like SARS, Total Defence brings all Singaporeans together in an integrated effort to deal with challenges to the nation’s survival.

When Singaporeans take personal responsibility for and get involved in the defence of Singapore, they are playing their part to help keep Singapore safe and secure.

To help Singaporeans understand how they can be involved, Total Defence is divided into five aspects — Military Defence, Civil Defence, Economic Defence, Social Defence, and Psychological Defence.
The TOTAL DEFENCE Logo

The five arrows in the logo represent the five aspects of Total Defence: Military, Civil, Economic, Social and Psychological Defence.

The arrows point in the same upward direction, signifying a concerted effort towards the common objective of safeguarding the progress and future of Singapore.

The logo's outline is significant because:

- It is the outline of a hand, symbolising action and representing unity and completeness. Total Defence will not be effective if any of the five "fingers" is missing.

- It is the shape of a house, and symbolises Singapore as our homeland. With Total Defence, the security of our homeland is safeguarded.

The tagline "It's personal. Play your part." in its handwritten format emphasises the personal nature of and involvement in Total Defence, reminding Singaporeans that they have a part to play in the defence of Singapore. The rounder edges of the logo give it a softer feel, reflecting the personal stake in Total Defence and encouraging Singaporeans to embrace Total Defence in their daily lives.

The crescent and five stars, and the colours of red and white, are elements from the National Flag. They represent nationhood. Total Defence brings Singaporeans together as one people.

Taken as a whole, the logo symbolises all Singaporeans doing what they can in Total Defence to ensure peace and security for the future.
The Total Defence logo encapsulates the beliefs of the organisation, and is a visual representation of the association. The logo is made up of the following elements and to avoid confusion, use the following terms when referring to the logo and/or its elements.

1. The typeface of "TOTAL DEFENCE" - Impact Font
2. The Slogan - James Fajardo Font
The minimum size of the logo is shown below, at 25mm. In circumstances where the logo needs to be reproduced smaller than the minimum size, reproduction tests should be run to ensure legibility.
The TOTAL DEFENCE Logos

Clear Space Specifications

To ensure that the logo is kept prominent and legible, always keep the area around it free of text or graphic elements. Reflect below is the minimum clear space required as more clear space around the logo will almost always help its legibility, and increase its effectiveness.
The fully-coloured version of the logo is preferred and should be used whenever possible. Appearing on a light background, the colours are as follows:

1. **Basic Color**
   - Pantone Red 032 or 0C / 100%M / 100Y / 0 K
   - Red Tint - 70% Red

2. Pantone Black or 100K
Logo colours and their usage

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.

1. Black Tint - 70% Black
2. 100% Black
Logo colours and their usage

Reversed Version

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

Reversed Full Colour
Logo colours and their usage

Reversed Version

Where cost is a factor and the logo has to be produced on a dark background, the reversed version of the logo can be used.

1 Reversed White
The TOTAL DEFENCE Icons
Total Defence Icons

To help Singaporeans understand how we are using Total Defence as a framework to deal with national challenges and to illustrate the different ways they can participate in Total Defence, Nexus worked with student-designer, Ms Wong May Ching from the Temasek Design School, Temasek Polytechnic in 2005 to develop a set of five different Total Defence Icons, each to represent one aspect of Total Defence.

The icons for each aspect of Total Defence will serve as visual cues to "brand" materials and activities organised for each aspect of Total Defence. The icons will help the public identify the particular aspect of Total Defence that an activity is emphasising (e.g. Social Defence icons for a Racial Harmony Day activity).

Total Defence Icon Specification

| Colour    | Pantone Red 032
| Size      | The Total Defence Icons may be scaled up or down proportionately.
| Typeface  | CB Futura Condensed Bold

Acknowledgement

The Total Defence Icons were designed by the Temasek Design School, Temasek Polytechnic in 2005.
The colour palette consists of the following colours. The process colour breakdowns are recommendations only. The four-colour process colours must always be matched to the specified Pantone colours and should be test proofed on the intended printing material.

The PANTONE MATCHING SYSTEM® is a worldwide printing, publishing and packaging colour language for the selection, marketing and control of colour.
Notes on usage

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

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Total Defence.

It's personal. Play your part.