Singapore Government Developer Portal

Brand Identity Guidelines

developer.gov.sg

CONTENT
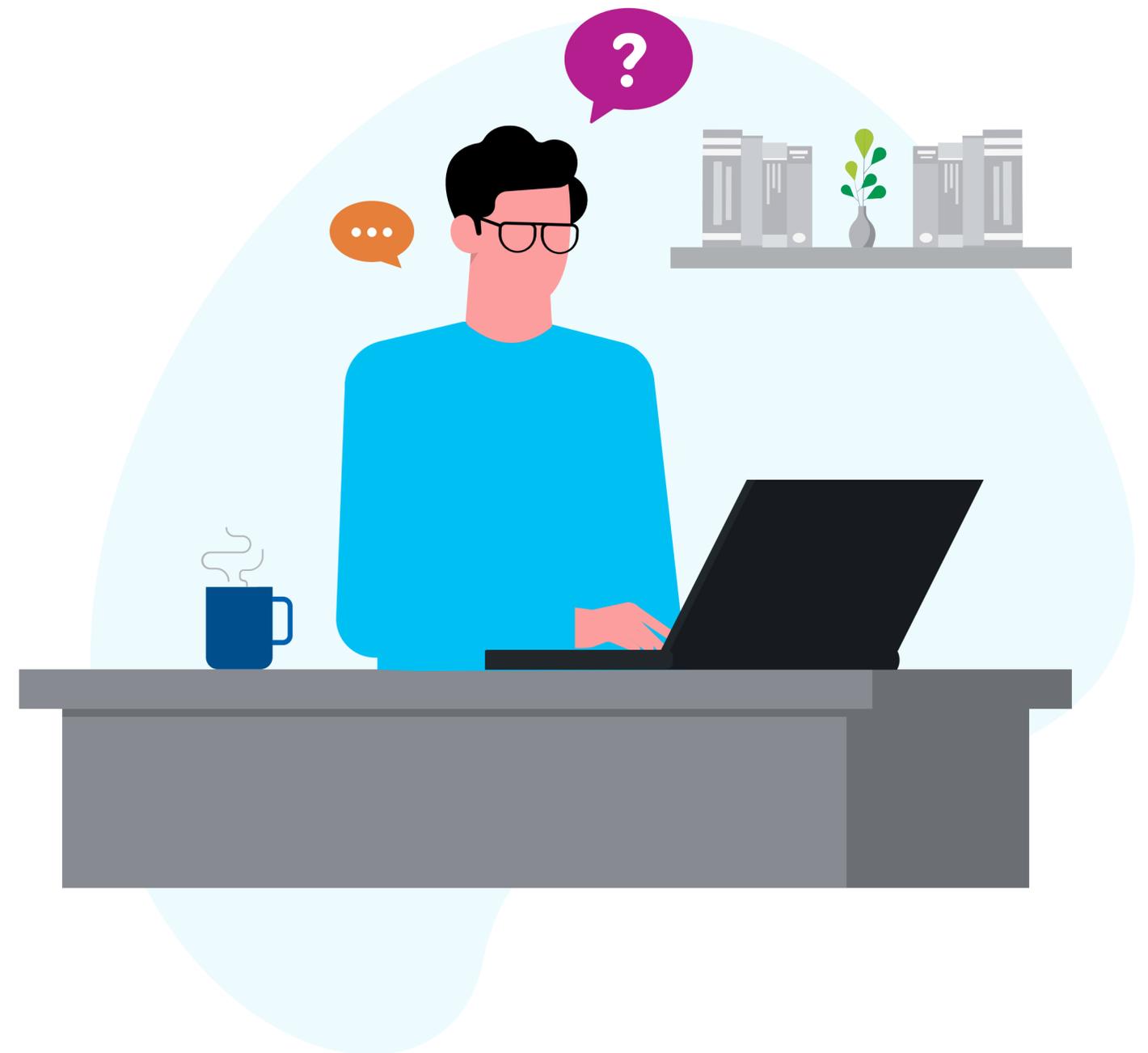
01 About Us

The **Singapore Government Developer Porta**l is a **one-stop resource hub for government digital products and services**. We target government agencies, vendors and, the tech communities who are engaged in digital transformation projects.

Our portal hosts the following information.

1. Digital Government Content
Overview of Singapore's digital government journey, key lessons, the Digital Government Exchange (DGX), and collaboration opportunities.

2. Guidelines
Our guidelines help project teams implement best practices, refine their success metrics, improve procurement workflows and more!

3. Products
We host products from across the government ranging from open-source to digital identity to data and API based tech and more!

4. Singapore Government Tech Stack (SGTS)
The SGTS is a set of platform tools that streamlines and simplifies the development process and enables code reuse across the government to build secure, high quality applications. SGTS has a 2-layer architecture consisting of the Base Layer and Service Layer.

We host an SGTS overview page, SGTS products, and success stories in our portal.

5. Communities
Community resources such as STACK Meetups, conferences, blogs, GovBuy and, open source technologies can be found here!

6. Documentation Service
Our documentation service houses technical documentation including onboarding guides, API specs and publication guides.

02 Our Visual Identity

2.1 Brand Logo

Our logo is a combination of an icon and wordmark.

The icon is a combination of the colours and brackets used in coding software to form a book which represents documentations used by product teams.

Singapore Government Developer Portal

The full colour version of the logo should be used whenever possible.
Variations of the logo should only be used if the full colour version is not possible.

2.2 Icon-only Logo

Our icon is a simplified version of our logo. This should only be used if you do not have enough space for the full logo or when the full logo has been used and established.

The icon can be used without the wordmark, but the wordmark should never be used without the icon.

2.3 Logo Variations

The coloured logo should generally be used on light backgrounds. It should not be used on dark backgrounds

For solid colour backgrounds where the coloured logo is obscured, use the white or black version of the logo.

The greyscale logo is to be used when colour, white and black versions are obscured due to background colours. For example on documents printed in greyscale.

Singapore Government Developer Portal

white

Singapore Government Developer Portal

black

Singapore Government Developer Portal

greyscale

white

black
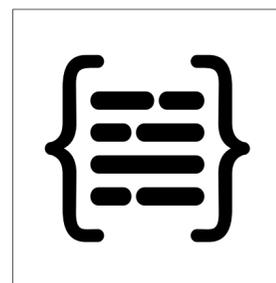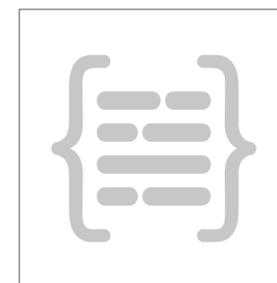
greyscale

2.4 Space Requirements

There should be a minimum clearspace of 16px around the logo. However, sufficient space should be given (usually beyond the minimum 16px) to prevent cluttering around the logo.
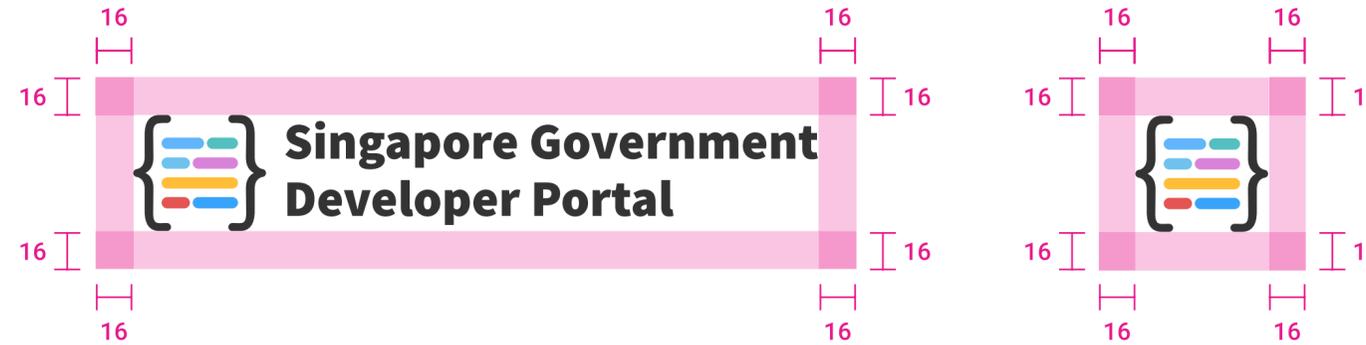
2.5 Minimum Size

Having a minimum size ensures legibility is not compromised. There should be a minimum width of 200px for our full logo and 45px for our icon

2.6 Logo Misuse

This is not a comprehensive list of misuses. It is simply the most common or egregious.

Singapore Government Developer Portal

Do not distort or warp the logo in any way.

Singapore Government Developer Portal

Do not apply a gradient to the logo.

Singapore Government Developer Portal

Do not outline the logo.

Singapore Government Developer Portal

Do not use the wordmark without the icon.

Singapore Government Developer Portal

Do not rotate the logo.

2.7 Examples of Logo Usage

For social media graphics, the logo is to be placed centralised on top.

Singapore Government
Developer Portal

Subscribe to the Singapore
Government Developer Portal
Digest now!

developer.gov.sg

Singapore Government
Developer Portal

vault

A Data Sharing and Discovery
Platform for the Public Service

developer.gov.sg

Singapore Government
Developer Portal

SINGAPORE GOVERNMENT TECH STACK

developer.gov.sg

Singapore Government
Developer Portal

Gov Wallet

The e-wallet that makes government
disbursements to citizens a breeze

developer.gov.sg

Singapore Government
Developer Portal

Data Science and Artificial
Intelligence (DSAI) Collection

developer.gov.sg

Singapore Government
Developer Portal

Trusted Centre for Sensor data (TCS): A
platform to consolidate, store and distribute
Government-owned sensor data

developer.gov.sg

2.8 Co-Branding Lockup

Header banners are present in all our product pages. In general, the Singapore Government Developer Portal logo is placed at the bottom, with the branding of the product taking precedence and its logo placed centralised on top. This allows the product branding to be acknowledged and credited.

When **one or two partnering agencies are involved**, our logo appears on the bottom right. The logo/s of the partnering agency/agencies are placed on the bottom left. A vertical line separates the two logos in the case of two agencies.

When co-branding **with an SGTS product**, our logo is placed at the bottom centralised, together with the SGTS layer stamp, separated by a vertical line.
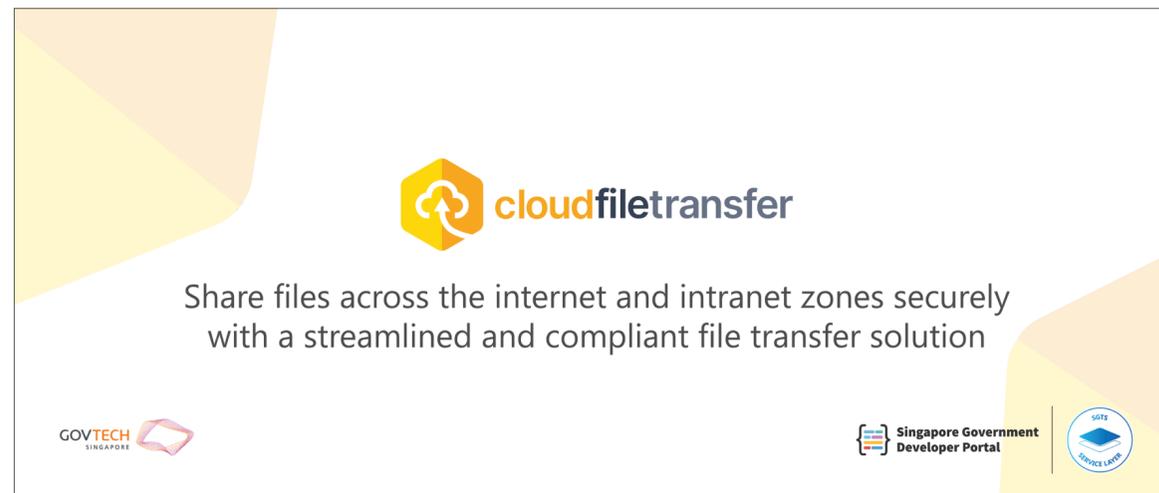
When co-branding **with an SGTS product and one partnering agency**, our logo appears on the bottom right with the SGTS layer stamp, separated by a vertical line. The partnering agency logo appears on the bottom left.

To maintain consistency, the clearance space between the vertical line and logos are set at 16px.

2.8 Co-Branding Lockup

When there are **more than two partnering agencies involved**, only our logo appears on the header banner. The logos of the other partnering agencies appear in a dedicated section below the header banner.
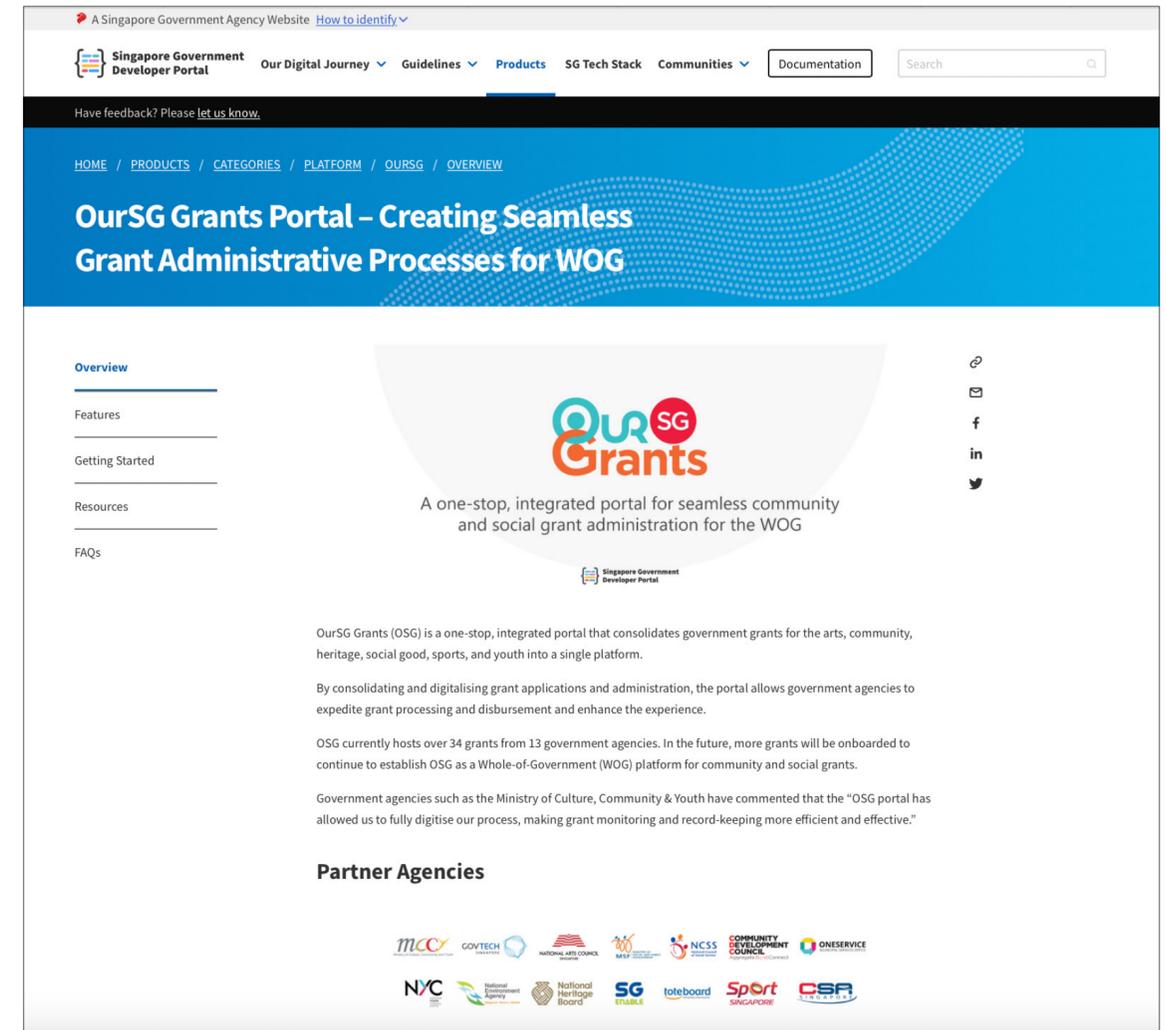
2.9 Brand Colours

The GovTech corporate colours are maintained for the Singapore Government Developer Portal's branding to ensure that we are aligned to GovTech's branding.

1

Lime
PANTONE 382C

C	40
M	5
Y	100
K	0

R	167
G	197
B	57

2

Green
PANTONE 347C

C	100
M	12
Y	100
K	0

R	0
G	152
B	78

3

Cyan
PANTONE 306C

C	70
M	0
Y	0
K	0

R	0
G	192
B	243

4

Blue
PANTONE 2935 C

C	100
M	65
Y	0
K	0

R	0
G	97
B	175

5

Magenta
PANTONE 225C

C	30
M	100
Y	0
K	0

R	180
G	30
B	142

6.1

Dark Grey
PANTONE 432 C

C	0
M	0
Y	0
K	85

R	77
G	77
B	79

Green
PANTONE 347C

C	100
M	12
Y	100
K	0

R	0
G	152
B	78

Cyan
PANTONE 306C

C	70
M	0
Y	0
K	0

R	0
G	192
B	243

Blue
PANTONE 2935 C

C	100
M	65
Y	0
K	0

R	0
G	97
B	175

Magenta
PANTONE 225C

C	30
M	100
Y	0
K	0

R	180
G	30
B	142

Orange
PANTONE 165C

C	0
M	65
Y	100
K	0

R	244
G	121
B	32

6.2

Light Grey
PANTONE 429 C

C	0
M	0
Y	0
K	40

R	167
G	169
B	172

Gradient

1

45° angle

Lime
+
Green

Gradient

2

45° angle

Green
+
Cyan

Gradient

3

45° angle

Cyan
+
Blue

Gradient

4

45° angle

Blue
+
Magenta

Gradient

5

45° angle

Magenta
+
Orange

2.10 Primary Typeface

SECTION HEADERS CAN BE REPRESENTED IN SEGOE UI REGULAR CAPS

Use Segoe UI Regular for headers

The primary typeface for brand collaterals and communications.

REGULAR

AaBbCc

BOLD

AaBbCc

Choose Segoe UI Bold *or Bold Italic* when highlighting a point, and use Segoe UI Regular and Regular Italics for all regular copies. Segoe UI is to be used in all our corporate stationery and brand communications, such as business cards, corporate letterheads, brand brochures and collaterals.

2.11 Alternative Typeface

Use Open Sans Regular for headers

The alternative typeface
or brand collaterals
and communications.

REGULAR AaBbCc

BOLD **AaBbCc**

Choose **Open Sans Bold or *Bold Italic*** when highlighting a point, and use Open Sans Regular and *Regular Italics* for all regular copies. Open Sans is used as the alternative typeface should it not be possible to implement Segoe UI.

2.12 Visual Elements

There are three main visual elements for our brand.

01 Flowing Dots
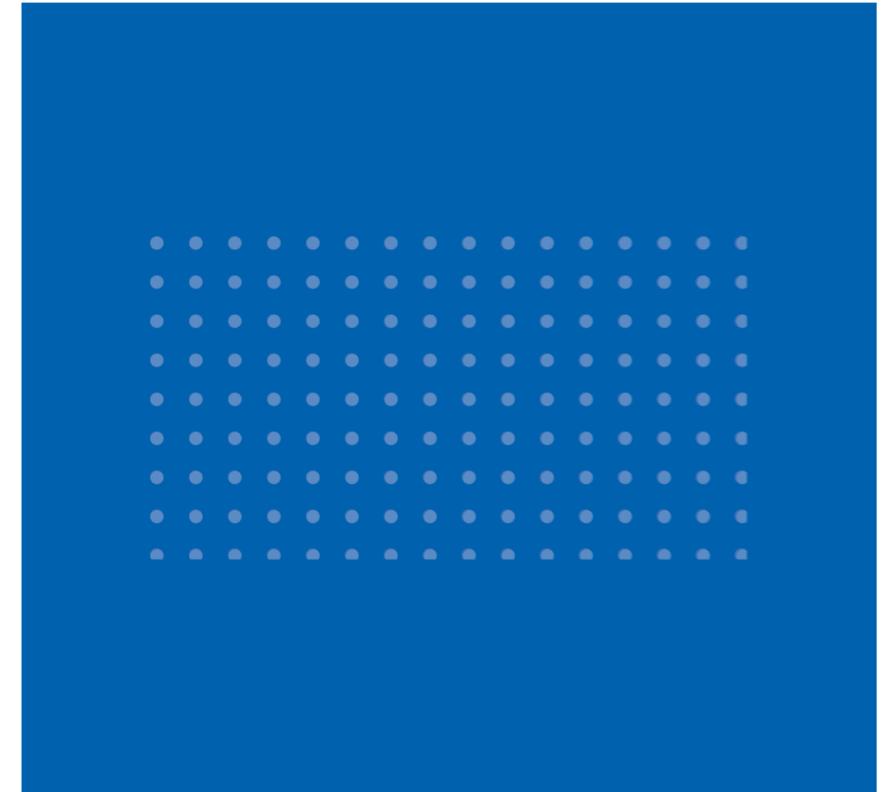
02 Dots
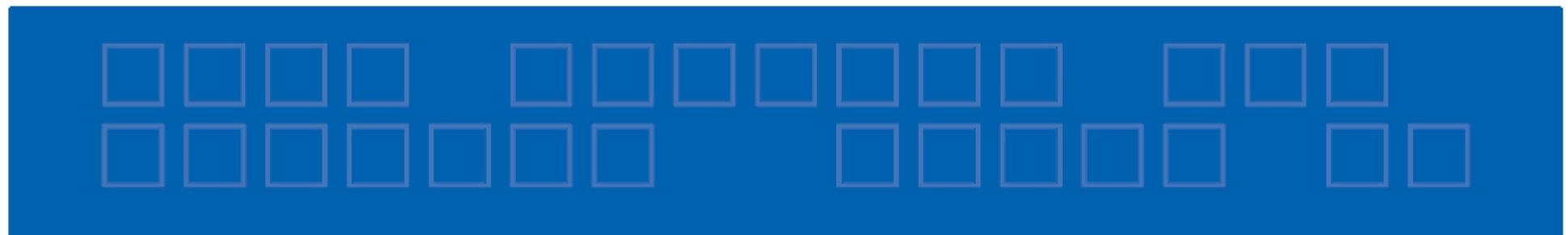
03 Outlined Squares

2.12 Visual Elements

Examples of applications of the Singapore Government Developer Portal's three visual elements.

Singapore Government Developer Portal

A one-stop resource hub for government digital products and services

www.developer.gov.sg #GovTechSG #SGGovDevPortal

Singapore Government Developer Portal

A one-stop resource hub for government digital products and services

www.developer.gov.sg #GovTechSG #SGGovDevPortal

2.13 Style of Imagery

Images should feel like a captured moment, giving an authentic vibe. They should portray engagement in activities that are tech related and resonant.

Images should display a sense of warmth, with a composition that is well balanced and dynamic in perspective.
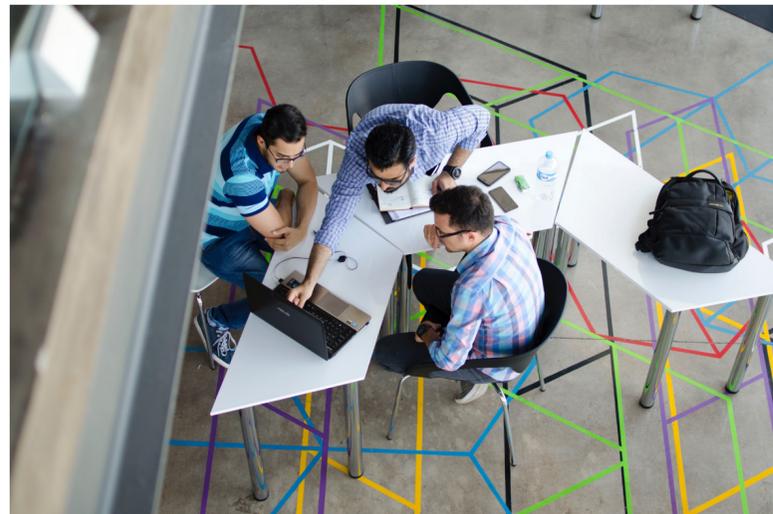
2.14 Illustration Style

Flat design is the illustration style for the Singapore Government Developer Portal.

The illustrations are usually without outlines and details. Characters are proportionate (i.e., no elongated limbs, rounded body parts, etc.). Odd shapes may be used for the background of illustrations.

Brand colours are used for illustrations. Should other colours be necessary for the design of the illustration, they should act as supporting colours and not the dominant ones.
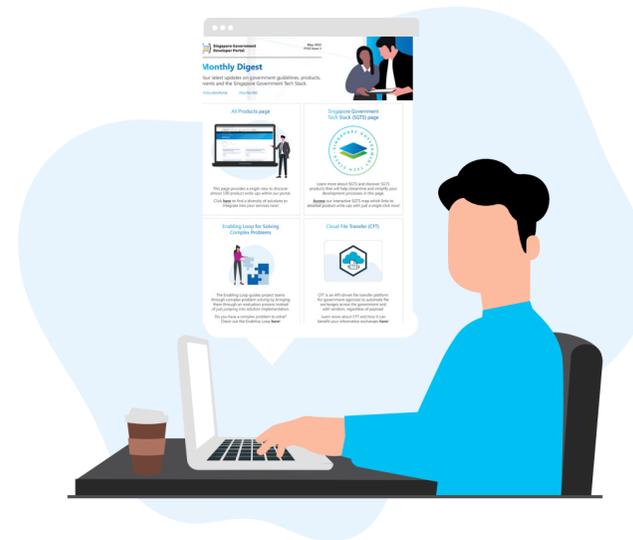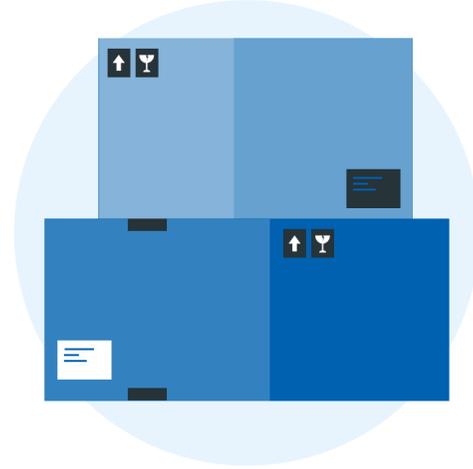
03 Our Brand Templates

3.1 Social Media

Alignment is centralised throughout for social media posters in square format.
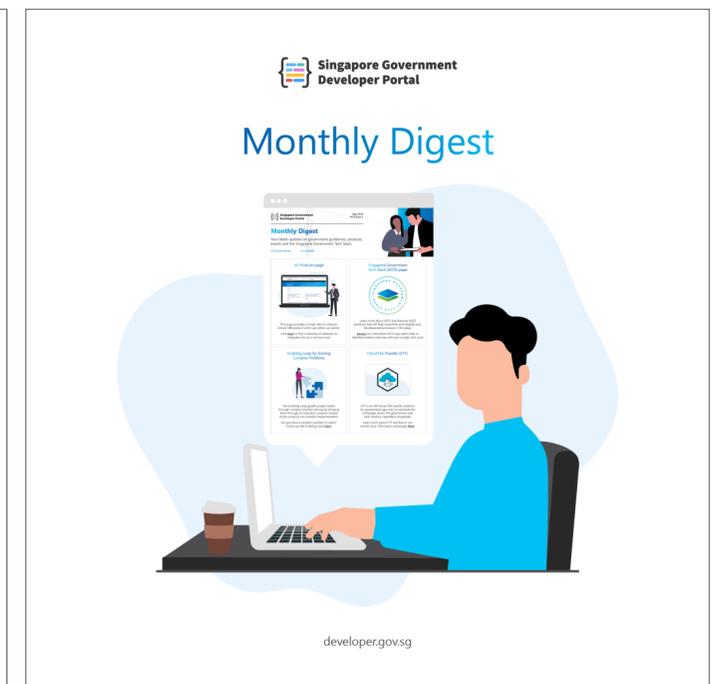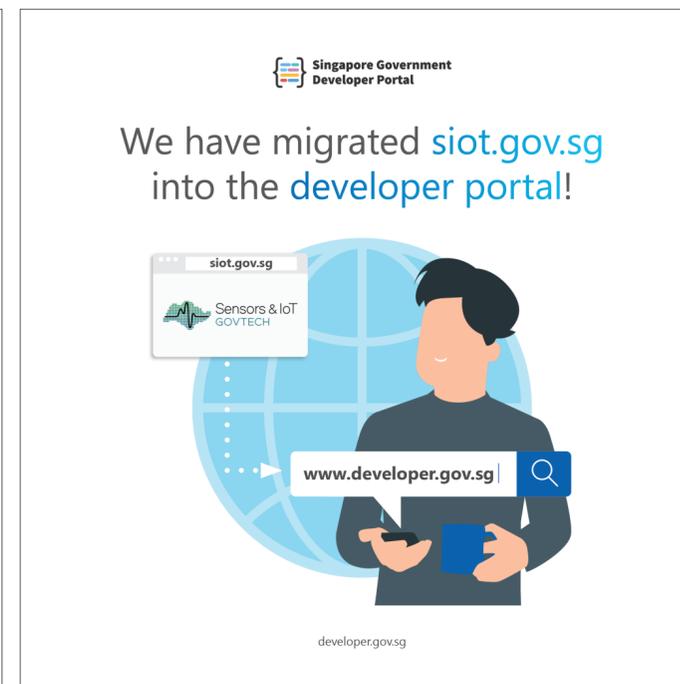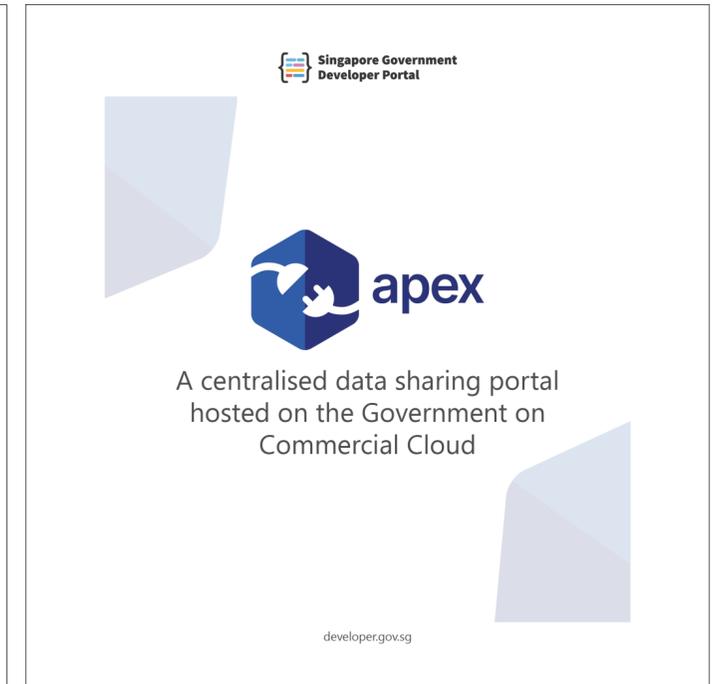
3.2 Header Banner

Alignment is centralised throughout for header banners, except for logo placements, which may be placed on the right and/or left. The Singapore Government Developer Portal logo is centralised when it is the only logo placed at the bottom.

Agency logos come before the GovTech logo with a vetical line as separation on the bottom left. As for SGTS products, the SGTS layer stamp (service or base) is positioned after the Singapore Government Developer Portal logo, separated with a vertical line on the bottom right.

Shortening development life cycles and speeding up software delivery while ensuring security and reliability

An omnichannel platform to easily send messages en masse promptly

Case management and coordination system for WOG

A free digital service to help Singaporeans manage their finance
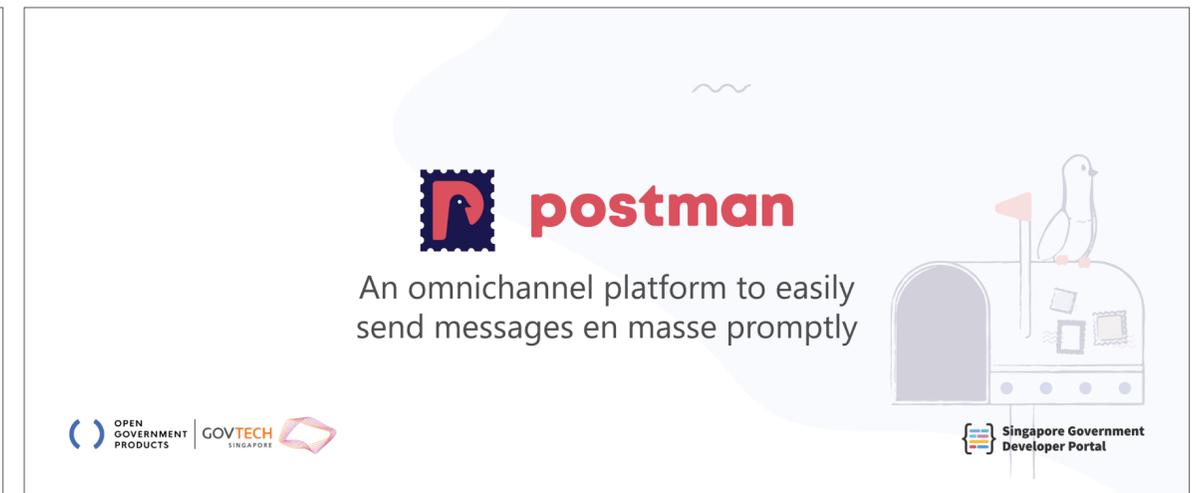
3.3 Carousel Banner

On a carousel banner, the text and button portion are aligned left, with an illustration or image positioned on the right.

The primary brand colour of the product is applied to the background of the carousel banner.
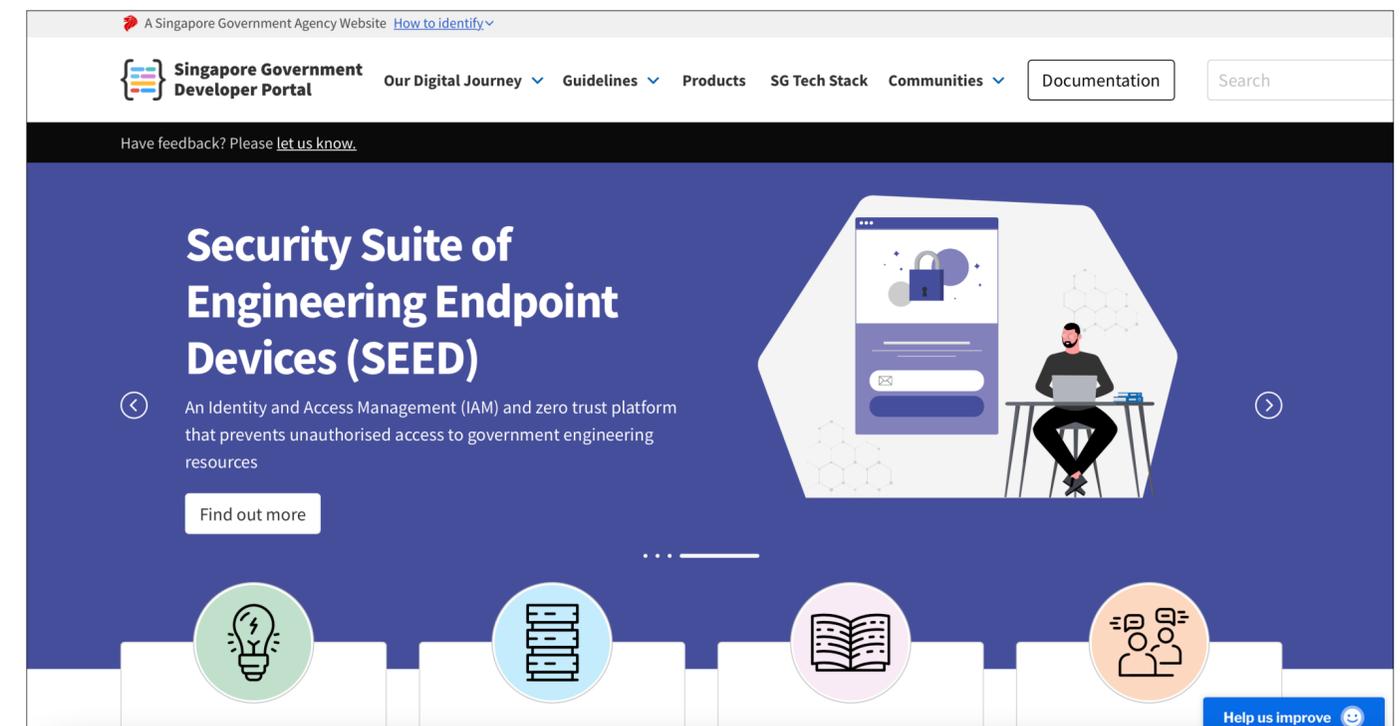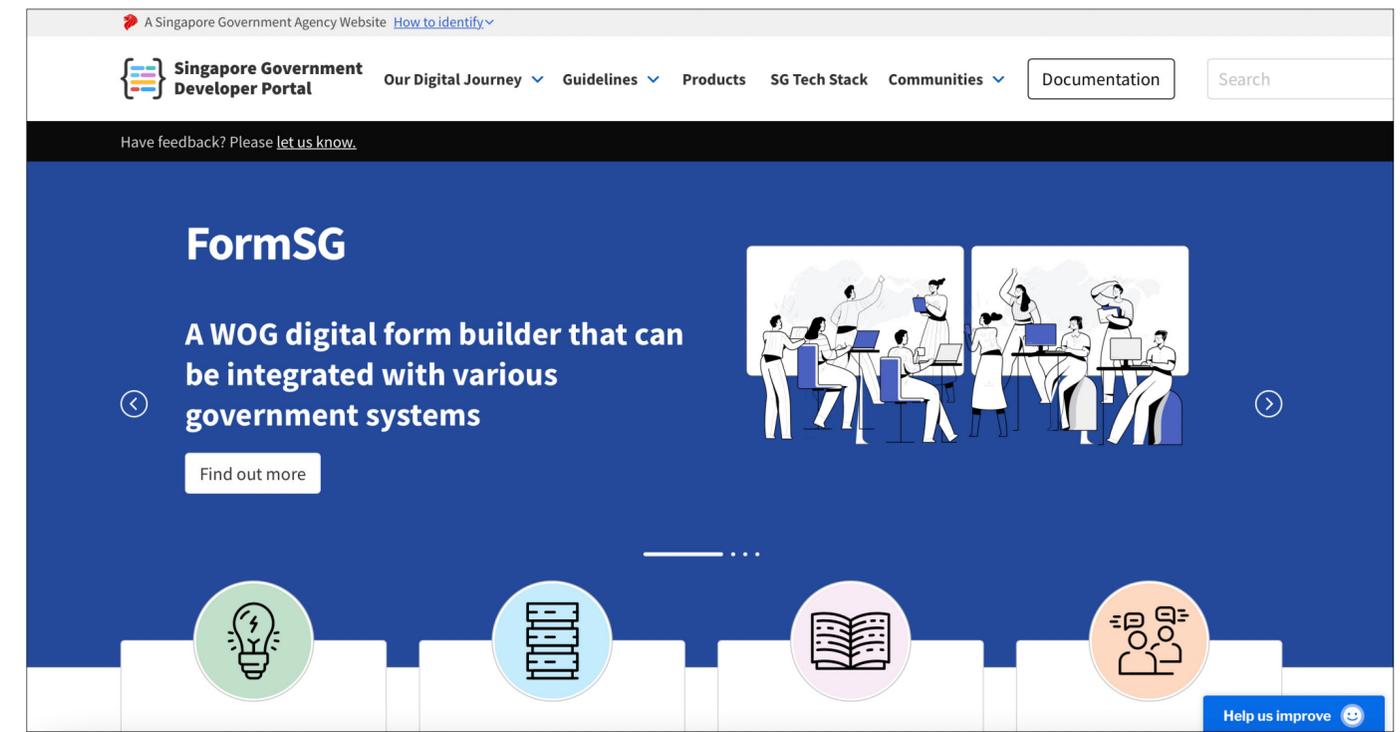
3.4 LinkedIn Profile Banner

There are five variations of our LinkedIn banner, implementing the various brand gradient colours.

3.5 Electronic Direct Mailer

Our official eDM—**The Singapore Government Developer Portal Monthly Digest**, is designed with simplicity to ensure users are able to skim through content easily and click on the ones which are of interest to them.

Singapore Government
Developer Portal

developer.gov.sg