**Quick Brand Guide**

**Master Logo**

- Minimum width: 30mm (print) / 106px (digital)
- Flat colour and reversed out master logo
- Exclusion zone: Space around the logo to minimally be equal to half the height of the crest.
- The master logo and its authorised versions should never be altered in any way.
- Logo needs to be placed on a clear background to ensure maximum impact and clarity.

**Sub-Brand Logo**

- 44mm

The sub-brand entity must appear with the master logo and the NTU logo needs to be minimally 44mm in width in the sub-brand lockup. No party should attempt to create a sub-brand lockup.

**Primary Colours**

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>Spot</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>NTU Red</td>
<td>0.10, 0.70, 0.10</td>
<td>PANTONE (PMS) 200</td>
<td>215, 20, 64</td>
<td>#D71440</td>
</tr>
<tr>
<td>NTU Blue</td>
<td>0.10, 0.95, 0.5, 0.40</td>
<td>PANTONE (PMS) 2758</td>
<td>24, 28, 98</td>
<td>#181C62</td>
</tr>
</tbody>
</table>

**Primary Typeface**

- PF DIN Text Universal is the NTU corporate font for any material that is professionally developed. Arial can be used for daily correspondence or non-marketing material like forms and letters.

**Secondary Colours**

- PMS 873: Metallic Gold
- PMS 8784: Metallic Silver
- PMS 8842: Metallic Dark Red
- PMS 10077: Metallic Silver
- PMS 10390: Metallic Dark Silver

**Prestige Metallic Palette**

- For prestige communication - presidential materials, formal or heritage communications - the metallic palette may be introduced.