MASTER LOGO

Minimum width
30mm (print)
106px (digital)

The master logo and its authorised versions should never be altered in any way.

Exclusion zone
Space around the logo to minimally be equal to half the height of the crest.

Logo needs to be placed on a clear background to ensure maximum impact and clarity.

SUB-BRAND LOGO

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

NTU Red and Blue
CMYK: 0.10 0.70 0.10
Spot: PANTONE (PMS) 200
RGB: 215.20.64
HEX: #D71440

NTU Blue
CMYK: 85 0.95 5.40
Spot: PANTONE (PMS) 2758
RGB: 24.28.98
HEX: #181C62

SECONDARY COLOURS

PMS 873: METALLIC GOLD
PMS 8784: METALLIC BRIGHT BLUE
PMS 8844: METALLIC DARK SILVER
PMS 8873: METALLIC DARK RED
PMS 8876: METALLIC DARK PURPLE
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.

ELEMENTS REQUIRED FOR MARKETING COLLATERALS

1. NTU master logo / sub-brand logo
2. NTU corporate font type
3. NTU corporate colours, with NTU Red and Blue being predominant
4. Approved and copyright-cleared images
5. Graphics / design elements

PRIMARY TYPEFACE

PF DIN Text 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.

Regular

Medium

Bold

NTU Singapore

www.ntu.edu.sg