

EXERCISE SG READY

Corporate Identity Manual



What is **Exercise SG Ready?**

The exercise aims to get individuals, communities and businesses thinking about the question, "Are you ready for disruptions?" and to put Total Defence into action by putting in place their own contingency plans for disruptions.

Exercise SG Ready Logo



- This logo is adapted from the Total Defence logo. 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.

Exercise SG Ready Logo



Logo minimum size

The minimum size of the logo is shown below, at 30mm width.



Minimum clear space

Keep the area around the logo free of background image or graphic elements to ensure clarity and prominence. The minimum clear space required is shown below for reference.

This symbol formed by the x-height of the logo star is the representation of a unit.



Logo Colours & Their Usage

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:



CO M97 Y83 K100
Pantone Red 485



CO MO YO K100

Black tint version

For black and white printing, this version should be used, and only on a white background.



Reversed white version

This version should be used on a dark background when the coloured version may not be so legible.



Reversed Full Colour



Reversed White

Correct usage

The Exercise SG Ready 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 the position logo text

Notes on usage

Applications

The Exercise SG Ready logo should be used for all activities related to Exercise SG Ready (Total Defence Exercise). These include corporate and product advertisements or other promotional and publicity materials.

The Exercise SG Ready logo should not be used for commercial purposes, including but not limited to the sale of products, without prior written consent from Nexus.

You may direct your requests or questions to:

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