



STYLE GUIDE

V11.0

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Note: For all intents and purposes, final application/usage of the master logo on any materials must go through an approval process conducted by NEA, which can take up to 10 working days. For additional enquiries or requests for approval, please contact: 3PMCD_Enquiries@nea.gov.sg

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Master Logo Specifications

About Say YES to Waste Less

The “Say YES to Waste Less” logo represents the National Environment Agency’s (NEA) efforts at promoting the sustainable habit of reducing our waste, particularly disposables and food wastage. The phrase establishes the intent of NEA’s initiative as a definitive call-to-action, while advocating action on this crucial issue in a tone that is positive and empowering, rather than an enforcing and negative one. Thick lines and bold typography are used to ensure visual prominence of the initiative’s presence on marketing materials.



■ OC OM OY 100K | RO GO BO | #000000

Master Logo

The master logo of “Say YES to Waste Less” is used as a visual identifier of the campaign to reduce waste and functions as a call-to-action (CTA) on campaign-related communications.

When used as a logo and not as part of an artwork, it is always applied in Black, or in special cases, Reverse White (when against conflicting backgrounds of any collaterals). Its placement should always be in the brand bar of NEA collaterals and in any partner brands’ collaterals where appropriate.

Where the “Say YES to Waste Less” logo appears as an artwork, an additional application of the master logo on the brand bar will not be necessary. For partners, refer to [page 12](#). For NEA, refer to [page 14](#).

Contrast of the logo against backgrounds of collaterals and legibility of the line “Say YES to Waste Less” must be maintained at all times. The logo must not be redrawn or recreated in any way except in the manner outlined in this style guide. Do not manipulate any elements of the master logo. Always use the provided master files.



Minimum Clear Zone Around Master Logo

Clear Zone

To maintain the master logo’s prominence, a minimum clear zone represented by the height of the letter ‘E’ in ‘Less’ must be observed across all communications.



Reverse White



Print: 20mm width



Digital: 57pixel width

Minimum Size Application

Minimum Size

The minimum size of the master logo is 20mm in width for print collaterals or 57 pixels in width for digital applications.

Unlimited Single Colour and Textured Background Applications



1) Single Colour Variations

The logo may be applied with a single colour in any hue, where appropriate. Ensure that the contrast of the logo against backgrounds of collaterals – whether plain, textured or image – and legibility of the text is maintained. As a general guide, extravagant colours or printing techniques to achieve special effects such as neon or gold/silver leafing should be avoided.



2) Textured Background Variations

The following types of textured/patterned background examples are acceptable modifications of the logo, but may only be applied in specific-use cases with respect to its purpose (e.g. as in the case of collaborative merchandise or to be animated on films, digital or otherwise). Textures or patterns used should not compromise legibility and clarity of the logo. For official logo appearances, the master logo in Black or Reverse White, or any other single colour application is preferred.

Action Lock-Ups

About Say YES to Waste Less Action Lock-Ups

This section caters to the use of the action lock-ups developed for partner brands. Partner brands can choose to use the fixed B&W lock-ups, fixed coloured lock-ups, or customisable template lock-ups in accordance to the guidelines hereafter. These action lock-ups are meant to be used within the key visual and not as a footer logo in the logo bar.



1) Fixed B&W Action Lock-Ups (Refer to [page 6, section 1](#))

Reducing Disposables



Reducing Food Waste



2) Fixed Coloured Lock-Ups (Refer to [page 6, section 2](#))



3) Customisable Template for Action Lock-Ups (Refer to [page 7, section 3](#))



Action Lock-Ups

1) Fixed B&W Lock-Ups

This set of lock-ups is for easy application. It can be applied in black or reverse white, to let it stand out against the background colour.



2) Fixed Coloured Lock-Ups

This set of lock-ups is pre-designed to make it convenient to use as it is without any alterations.



Action Lock-Up Customisation Examples

3) Customisable Lock-Ups

This is a set of line art templates for brands to adapt to their own corporate guidelines for design consistency with their branding, such as the use of their corporate colours or design elements relevant to their business.



Customisation Examples (Single Colour Variations)

The customised lock-up can take on the colour of the brand, or any colour that complements the brand colour(s). However, only single colour application is allowed (Refer to [page 4, section 1](#)) and the typeface cannot be changed. Here is an example:



COFFEE SPOT
ALWAYS GOOD COFFEE



Customisation Examples (Textured Background Variations)

Customised textures or patterns can also be applied into the lock-ups. However, the graphic elements in the textures or patterns used should be relevant to the action and should not compromise legibility and clarity of the logo (Refer to [page 4, section 2](#)). The typeface cannot be changed. Here are some examples:

Example 1



Example 2



Action Lock-Up Specifications



Minimum Clear Zone Around Action Lock-Up

Clear Zone

To maintain the action lock-up's prominence, a minimum clear zone represented by 2x the height of the letter 'T' in 'TO' must be observed across all communications.

This applies to all 3 options (Fixed B&W, Fixed Coloured and Customisable) of the action lock-ups.

OC OM OY 100K | RO GO BO | #000000



Reverse White



Print: 50mm width



Digital: 57pixel width

Minimum Size Application

Minimum Size

The minimum size of the action lock-ups is 50mm in width for print collaterals or 57 pixels in width for digital applications.

This applies to all 3 options (Fixed B&W, Fixed Coloured and Customisable Template) of the action lock-ups.

Master Logo Applications for Other Languages

For language-specific print applications, the respective logo should be used and applied as a call-to-action (CTA). For collaterals with multiple languages, the generic english master logo is preferred. Applications of the master logo in other languages should be maintained in either black or reverse white only.



Katakan Ya pada
kurangkan pembaziran

Malay



减少废弃, 我愿意

Chinese



கழிவுகளைக் குறைக்க
சரி என்போம்

Tamil



Minimum Clear Zone Around Master Logo

Minimum Clear Zone

To maintain logo prominence, a clear zone represented by the height of the letter 'E' in 'Less' must be observed across all communications.



Katakan Ya pada
kurangkan pembaziran



减少废弃, 我愿意



கழிவுகளைக் குறைக்க
சரி என்போம்

Minimum 20mm width

Minimum Size

The minimum size of the logo is 20mm in width for print collaterals or 57 pixels in width for digital applications.

Action Lock-Up Applications for Other Languages

For applications in other languages, the respective action lock-ups should be used within the key visual and maintained in either black or reverse white only.

These lock-ups should only be applied in one language across each collateral. Do not mix or use multiple language lock-ups. If there are multiple languages in a collateral, you may use the English action lock-up and have the actions in other languages written out as copy.

English



Malay



Chinese



Tamil



Logo Applications in Collaterals

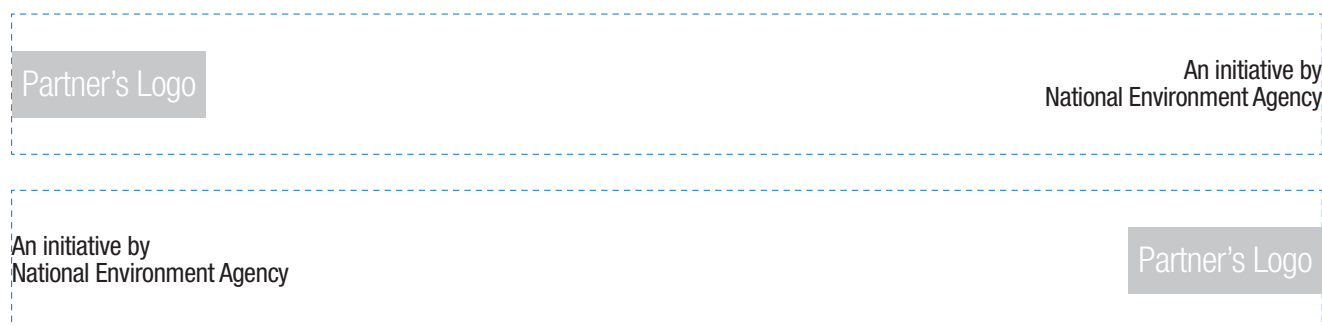


An initiative by
National Environment Agency

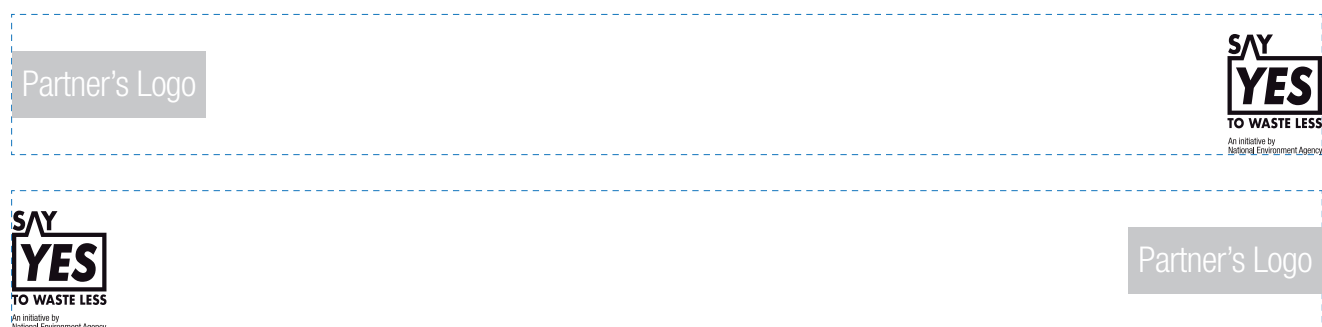
Master Logo with Partners

The additional line “An initiative by National Environment Agency” must be used together with the “Say YES to Waste Less” logo on advertisements or collaterals by external partners. Placement of the additional line on the logo should not deviate from the example shown here. For specific guidelines on the appropriate placements of the combined lock-up, please refer to the [Master Logo guidelines](#).

A) If the master logo is applied within the visual, the additional line “An initiative by National Environment Agency” has to be used in the logo bar in a legible font size (Refer to [page 12](#)).



B) If the action lock-up is applied within the visual or if neither the master logo nor action lock-up is applied within the visual, the master logo has to be used in the logo bar, accompanied with the line “An initiative by National Environment Agency” (Refer to [page 12](#)).



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Logo Applications in Collaterals



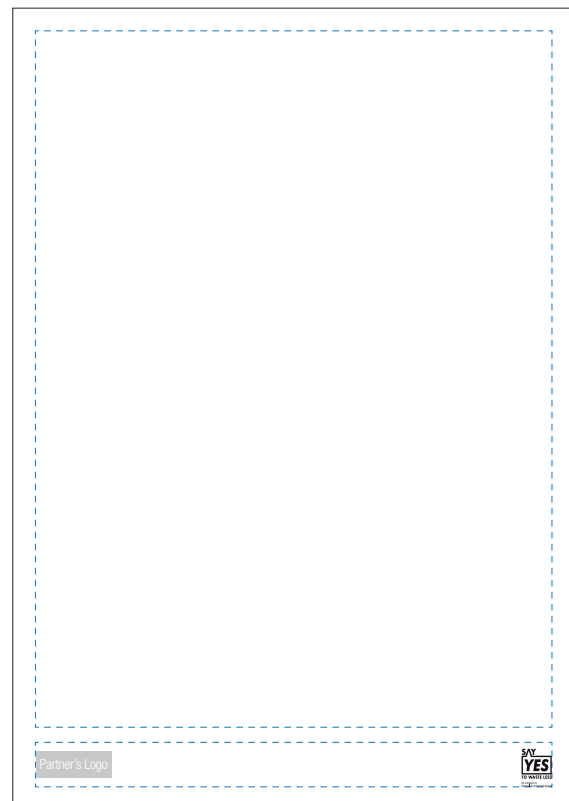
If the master logo is applied within the visual, The additional line "An initiative by National Environment Agency" has to be used in the logo bar in a legible font size.



If the master logo is applied within the visual, The additional line "An initiative by National Environment Agency" has to be used in the logo bar in a legible font size.



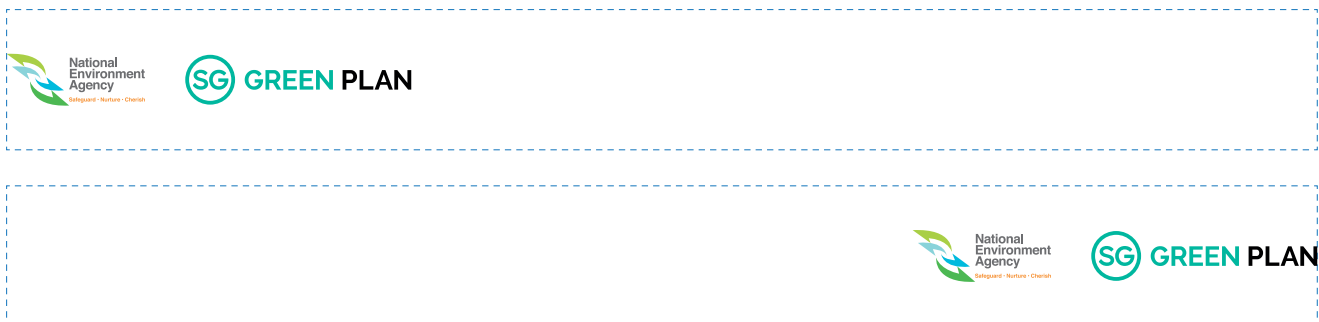
If the action lock-up is applied within the visual, the master logo has to be used in the logo bar, accompanied with the line "An initiative by National Environment Agency".



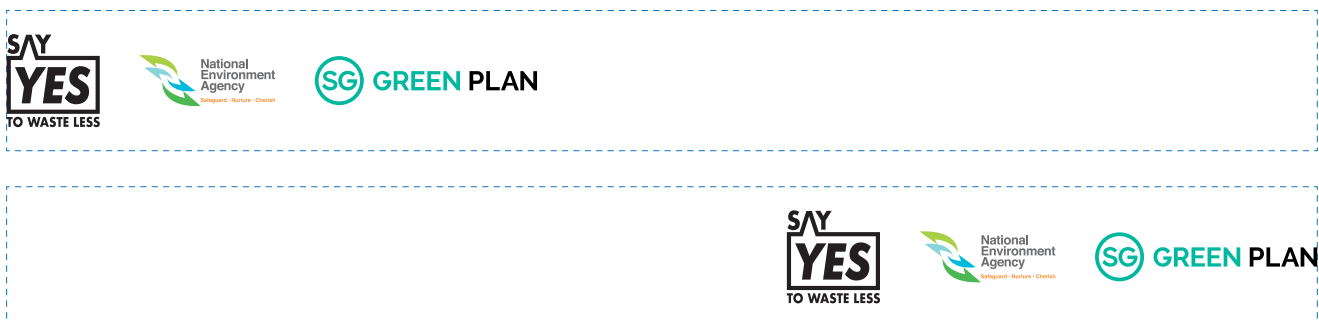
If neither the master logo nor the action lock-up is applied within the visual, the master logo has to be used in the logo bar, accompanied with the line "An initiative by National Environment Agency".

Logo Applications in Collaterals

A) If the master logo is applied within the visual, it should be omitted from the logo bar (Refer to [page 14](#)).



B) If the action lock-up is applied within the visual or if neither the master logo nor the action lock-up is applied within the visual, the master logo must be included in the logo bar (Refer to [page 14](#)).



Logo order should always be arranged in the following hierarchy.



Other logo placement orientations.



Note: Please refer to the SG Green Plan and NEA brand guide for minimum sizes and clear zones.

Logo Applications in Collaterals



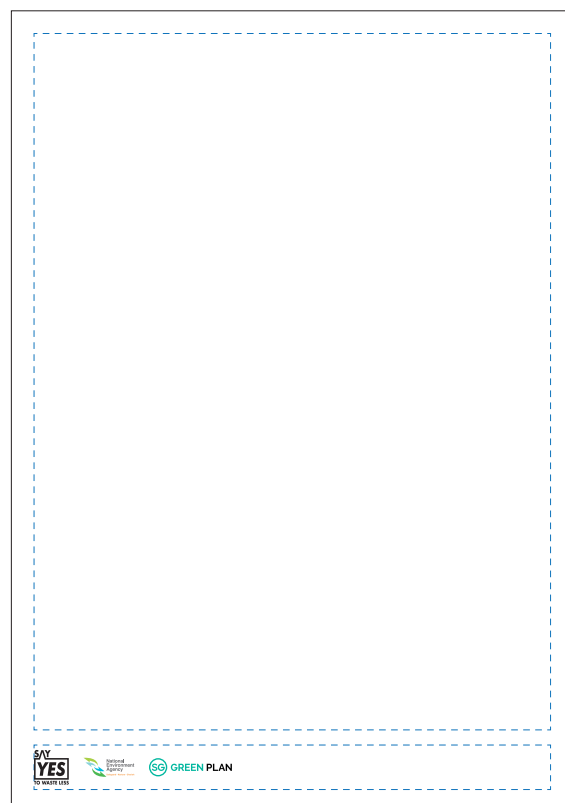
If the master logo is applied within the visual, it should be omitted from the logo bar. Logos can be aligned to either left or right.



If the master logo is applied within the visual, it should be omitted from the logo bar. Logos can be aligned to either left or right.



If the action lock-up is applied within the visual, it must be included in the logo bar together with the NEA and SG Green Plan Logo. Logos can be aligned to either left or right.



If the master logo is not applied within the visual, it must be included in the logo bar together with the NEA and SG Green Plan Logo. Logos can be aligned to either left or right.

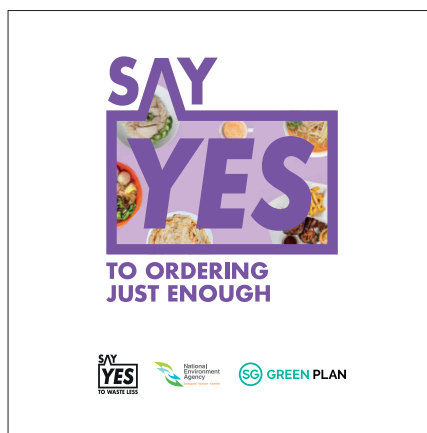
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Master Logo and Action Lock-Up Applications for Digital and Social

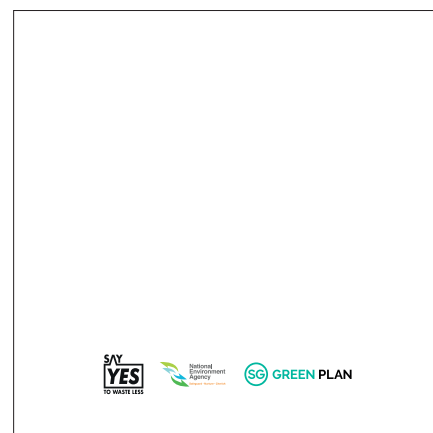
Static Social Post (1080x1080px)



If master logo is applied within the visual, it must be accompanied with NEA logo and SG Green Plan logo.

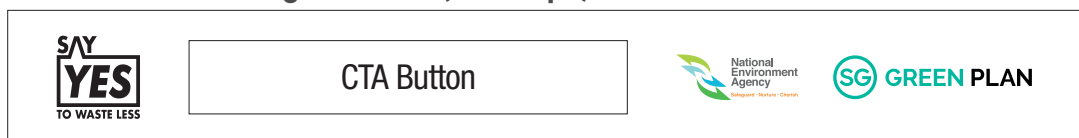


If action lock-up is applied within the visual, it must be accompanied with the master logo, NEA logo and SG Green Plan logo.

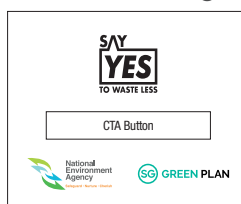
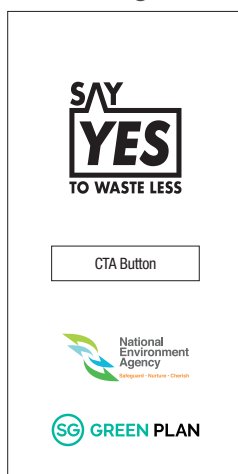


If neither the master logo nor action lock-up is applied within the visual, the master logo, NEA logo and SG Green Plan logo must still be included.

Extreme Horizontal Digital Banner (728x90px)



Portrait Digital Banner (300x600px) Medium Rectangle Digital Banner (300x250px)



For digital banners that do not feature the master logo in earlier frames, the master logo, NEA logo, SG Green Plan logo and CTA button should be used in the end frame following the sequences shown above, based on the banner's orientation.

Extreme Horizontal Digital Banner (320x50px)



For digital banners with a height shorter than the minimum size of the master logo (57 pixels), 'Say YES to Waste Less' can be applied in text format on a separate frame using the typeface, Futura Bold. The NEA logo and CTA button should be used in the end frame following this sequence.

Unacceptable Applications of Master Logo and Action Lock-Ups

The following variations of the master logo/action lock-up should not be attempted in any manner. Doing so will only serve to damage the integrity of the campaign and trivialise its presence.

Do Not:



Change the proportions of the master logo/action lock-up



Substitute the font, shape, modify any elements, or change the words of the master logo/action lock-up



Use any parts of the master logo/action lock-up in isolation



Apply logo/action lock-up on a background that will distort it.



Apply multiple shades to the master logo/action lock-up



Apply busy or faded pattern styles to the master logo/action lock-up



கழிவுகளைக் குறைக்க
சரி! என்போம்



pada kurangkan
pembaziran



கழிவுகளைக்
குறைக்க
சரி! என்போம்

Include other languages to the master logo/action lock-up



Never use it as a footer logo in the logo bar. Only use it as, or part of, the main visual.

Dos and Don'ts for Master Logo and Action Lock-Ups in Key Visuals

Do apply master logo or action lock-ups on clear areas of the background images for clear visibility.



Do not apply master logo or action lock-ups against busy background images to ensure legibility.

