

Branding Style Guide

Connect at Changi

October 2020



Branding

This Brand Book will help you as a compass or guide for you to make the right use of the Connect at Changi Logo.

This is a living document that can be improved and enhanced with time. We can keep expanding the uses and graphic elements of this brand book with the end goal of having a fully develop Brand Guidelines.

We created a bold C type shape yet fluid and soft. Within the isotype or icon, you can identify the abstract shape of a plane flying in. This shape intends to welcome all travellers into Connect at Changi.

Why blue?

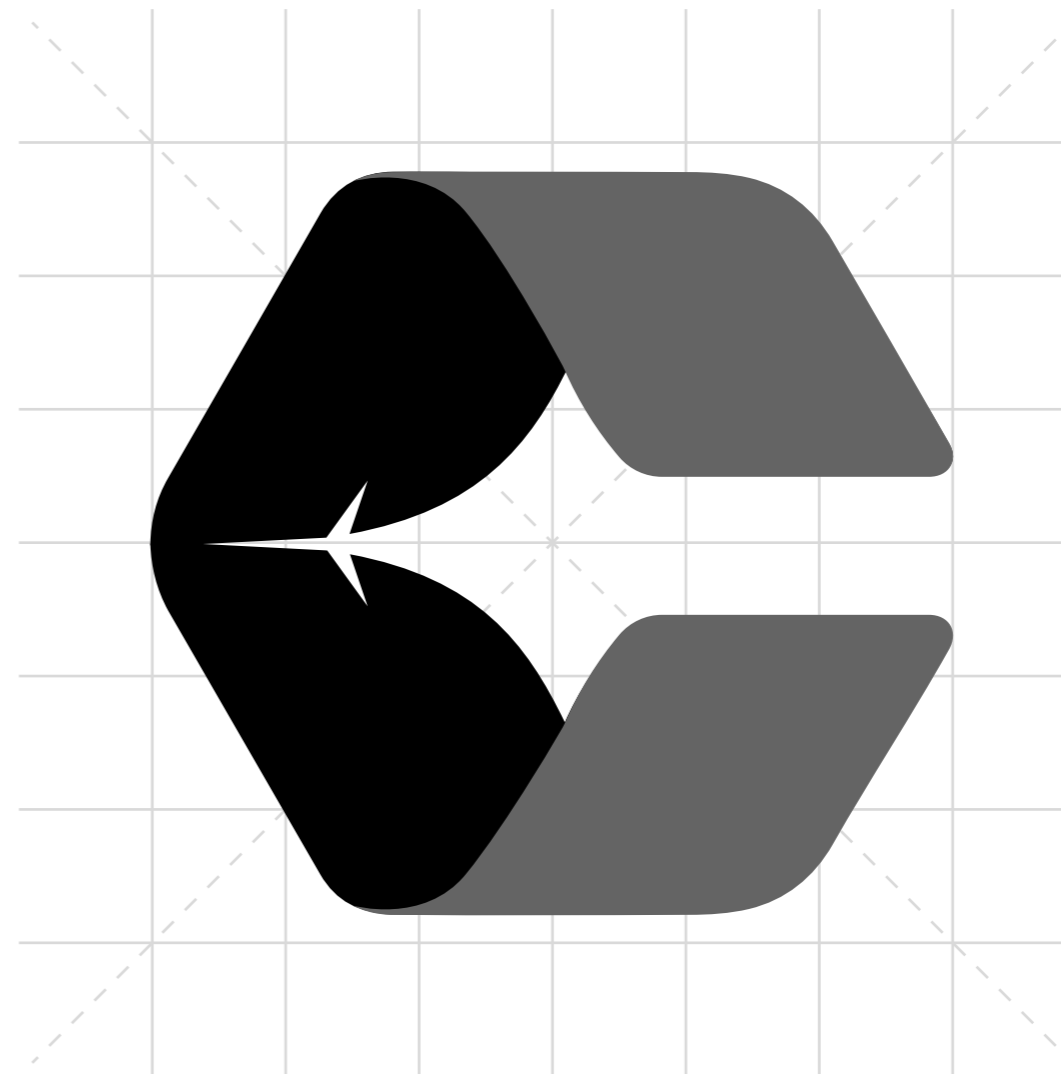
According to colour psychology: ... Because blue is favoured by so many people, it is often viewed as a non-threatening colour that can seem conservative and traditional. Blue calls to mind feelings of calmness or serenity. It is often described as peaceful, tranquil, secure, and orderly.



Isotype / Icon

c^{SG}onnect™
@ C H A N G I

Logotype



Royal Blue

RGB: R 46 / G 121 / B 251

CMYK: C 82 / M 52 / Y 0 / K 2

HEX: 2E79FB



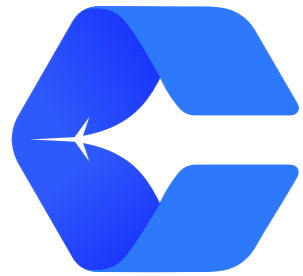
Charcoal Grey

RGB: R 64 / G 69 / B 80

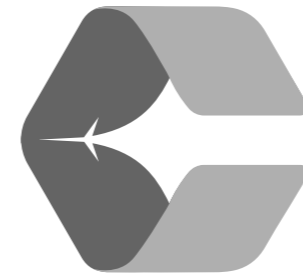
CMYK: C 20 / M 14 / Y 0 / K 69

HEX: 404547

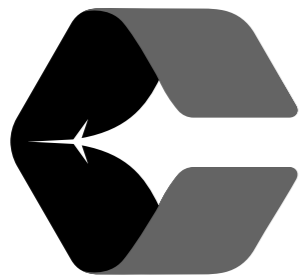




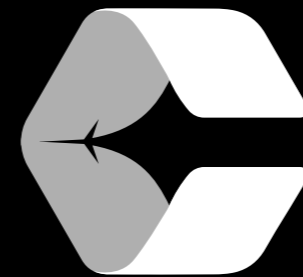
c^{SG}connect™
@ C H A N G I



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Clear Space

A minimum area of space must always surround the mark/logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

This clear space is based on half of the height of the Nest.

2x

1x



0.5x

Lockups

The primary lockup is horizontal in orientation and should be used whenever possible. However if a format does not allow for this, a vertical alternate may be used.

The Isotype / Icon should only be used on its own in situations where the name is adjacent in some form (such as an app icon).



Alignment

The center of the Nest should align to the center of the Logotype.

The spacing between the Nest and the Logotype is the width of the letter "E" in the logotype.

In the vertical lockup the Nest is separated from the Logotype by width of the "E" in Lattice.

Please note this relationship and lockup is critical for balance, as the letter-forms have been customized.



Primary Lockup



Vertical Lockup



connectTM
@ C H A N G I

Typography

Aa Aa

Avenir Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{|}

Avenir Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{|}

Avenir Font can be found at:

<https://www.dafontfree.io/avenir-font-free/>

Questions?

For any questions with this brand guide,
please contact:

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