



BRAND BOOK

14 MARCH 2017



LOGO

LOGO

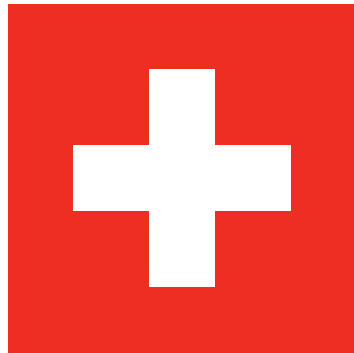
CONSTRUCTION



- The Swiss cross must be 1/6 longer than wide = relation 7/6
- "SWISS" is uppercase, Gotham Bold font and "CHAM" in uppercase, Gotham Book font, letter spacing = 25
- SINGAPORE is uppercase, Gotham book font, letter spacing= 382
- The red line is centered vertically

LOGO

COLORS



SWISSCHAM

S I N G A P O R E

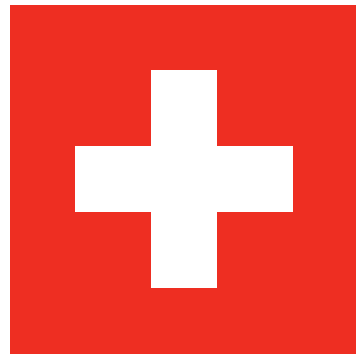
Pantone 485C
RGB = 218, 41, 28
HEX/HTML = DA291C
CMYK = 0, 95, 100, 0

Reference in Pantone website (<https://www.pantone.com/color-finder/485-C>)

LOGO LAYOUT

LOGO

LAYOUTS



SWISSCHAM

S I N G A P O R E

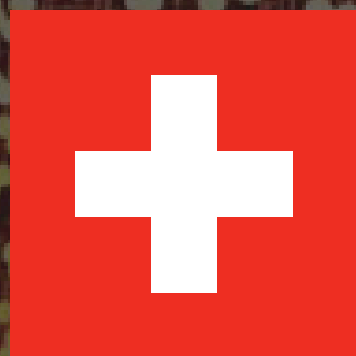
LOGO
LAYOUTS



SWISSCHAM

SINGAPORE

LOGO
LAYOUTS



SWISSCHAM

SINGAPORE

FONT

FONT

TYPOGRAPHY

Roboto Regular

ROBOTO MEDIUM

Roboto light - You are a Swiss individual, company or institution carrying on business in Singapore , then you can join us today for an annual membership fee of SGD 700 or 1,200. The membership fee will be calculated according to your manpower size, find out more here.

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STATIONERY

STATIONERY
LETTERHEAD
ENVELOPE

