SINGAPORE LOGISTICS ASSOCIATION

LOGO USAGE GUIDELINES

#SGLogistics We Orchestrate Every Move

STANDARD LOGO
Full Colour

SINGAPORE LOGISTICS ASSOCIATION

STANDARD LOGO WITH TAGLINE
Full Colour

SINGAPORE LOGISTICS ASSOCIATION

#SGLogistics
We Orchestrate Every Move

The Singapore Logistics Association (SLA) refreshed its brand logo with a renewed outlook in 2023. The logo embodies the essence of our industry rebranding endeavour. It introduces a modern visual style while preserving the brand's heritage and the typeface has been refined to align with the new design philosophy.

The logo is designed to complement the new tagline – **We Orchestrate Every Move** – which underscores the enabling role the industry plays in connecting economies seamlessly.

EXCLUSION ZONE

MINIMUM SIZE

Using the height of the "SINGAPORE" typeface as a reference for space clearance

SINGAPORE LOGISTICS ASSOCIATION

Print: 25 mm (w)

SINGAPORE LOGISTICS ASSOCIATION

Digital: 70 px (w)

COLOURS

LOGO VARIATIONS

C92 M70 Y8 K0
R37 G91 B158
#255b9e

C56 M8 Y2 K0
R97 G189 B230
#61bde6

C0 M0 Y0 K90
R65 G64 B66
#414042

THE LOGISTICS ACADEMY
Black
(C0 M0 Y0 K100)

THE LOGISTICS ACADEMY
Greyscale
Typeface (C0 M0 Y0 K90)
Dark (C0 M0 Y0 K80)
Light (C0 M0 Y0 K50)

THE LOGISTICS ACADEMY
One Coloured
(C92 M70 Y8 K0)

THE LOGISTICS ACADEMY
Reverse White
White (C0 M0 Y0 K0)

THE LOGISTICS ACADEMY
Greyscale - Reverse White
White (C0 M0 Y0 K0)
Grey (C0 M0 Y0 K50)

DON'TS

Use the files supplied to ensure consistency and take note of the following:

• Do not change the logo shape
• Do not place in an area that can be obstructed
• Do not use vertically or slanted
• Do not change ratio among the various logo parts
• Do not separate the logo parts
• Do not cover the logo with any other element
• Do not print the logo with a different colour palette from the one suggested
• Do not change the exclusion zone
• Do not frame the logo
• Do not use the logo in other alphabets
• Do not apply shading, transparency effect, etc

On the right, you will find some incorrect usage of the logo.

Wrong proportion   Not completed

Covered   Oblique

Blurry   Don't change colour

The brand logo must follow these clear guidelines to ensure consistency. This page demonstrates examples of common usage and cases to avoid.

Logo Colour \ Background	Normal Usage	Special Usage			
	White (Light tone)	Blue (Mid tone)	Greyscale	Black (Dark tone)	Picture Background
Black	SINGAPORE LOGISTICS ASSOCIATION	✕	SINGAPORE LOGISTICS ASSOCIATION	✕	SINGAPORE LOGISTICS ASSOCIATION
White	✕	SINGAPORE LOGISTICS ASSOCIATION	✕	SINGAPORE LOGISTICS ASSOCIATION	SINGAPORE LOGISTICS ASSOCIATION
Greyscale	SINGAPORE LOGISTICS ASSOCIATION	✕	✕	✕	SINGAPORE LOGISTICS ASSOCIATION
Full Colour	SINGAPORE LOGISTICS ASSOCIATION	✕	SINGAPORE LOGISTICS ASSOCIATION	✕	SINGAPORE LOGISTICS ASSOCIATION

ACKNOWLEDGEMENT

- You may use the logo in a positive and accurate manner, provided that such use complies with the Logo Usage Guidelines.
- You may not alter, modify, distort or recreate the logo in any way.
- The logo may not be used in a manner that is misleading, defamatory or harmful to the reputation of SLA.
- SLA disclaims any liability for any damages or losses arising from the use or misuse of the logo by third parties.
- SLA may update these Logo Usage Guidelines at any time.
- By submitting the online form, you acknowledge your understanding of and agreement to abide by these terms.

Before using the logo, please acknowledge to these terms by completing the SLA Logo Usage Form via this link or via the QR Code below.