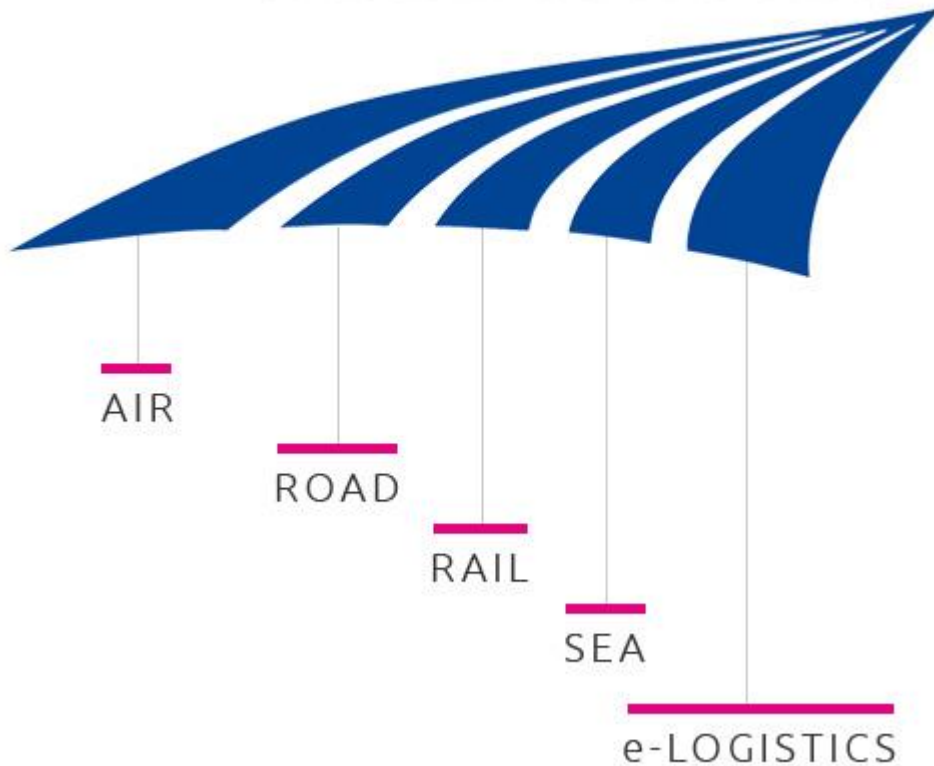


SINGAPORE LOGISTICS ASSOCIATION



THE STROKES

- Represent 5 different dimensions in logistics: air, road, rail, sea and e-logistics
- The convergence symbolises a holistic solution resulting from the interplay of these dimensions
- The fluid and upward movement of the logo represents a vibrant and energetic industry, and the pursuit of excellence and professionalism
- The logo encapsulates the vision of the Association to represent Singapore logistics, and to create dynamic interactive network for collaboration and engagement amongst industry stakeholders

THE FONT

- Serpentine

THE COLOURS

- 90% Cyan
- 60% Magenta