Corporate Identity Guidelines
Introduction

The Personal Data Protection Commission’s (PDPC) corporate identity guide is designed to be used as a reference in the production of all corporate and communication collaterals to ensure branding consistency.

Adhering to all corporate identity guidelines will help ensure corporate collaterals maintain a consistent tone or feel, which will project a professional image, and increase recognition of the PDPC brand and association of the collaterals with the Commission. Adaptations that do not keep to this guide risk diluting the effectiveness of all communications.
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This section illustrates how the PDPC brand signature and its elements may be applied across various media and collaterals in order to provide visual identity as well as consistently communicate the PDPC branding.
Brand Identity

Brand Signature

The PDPC brand signature comprises two elements – the symbol ‘pdpc’ and the logotype ‘Personal Data Protection Commission Singapore’. The elements, unless otherwise stated, should not be separated or repositioned in any way.

For flexibility, two versions of the PDPC logo and brand icon have been created and may be used.

<table>
<thead>
<tr>
<th>Primary Logo</th>
<th>Primary Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>This version of the logo should always be considered for use where possible.</td>
<td>The Symbol</td>
</tr>
<tr>
<td>The Logotype</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary Logo</th>
<th>Secondary Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>This version of the logo may be used when co-branding with other organisations or on occasions or situations when the primary logo cannot be used according to the corporate identity guidelines.</td>
<td>The Symbol</td>
</tr>
<tr>
<td>The Logotype</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary Brand Icon</th>
<th>Primary Brand Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>This version of the brand icon should always be used where possible.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary Brand Icon</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>This version of the logo may be used in situations where size or space is limited.</td>
<td></td>
</tr>
</tbody>
</table>
**Logo application**

**Colour Specification**

**Full Colour Version**
When PDPC logo is to be presented in full colour, the following colour specifications must be used exclusively on a light-coloured or white background.

PDPC Blue: 100C 85M 15Y 0K, Pantone 2748  
PDPC Purple: 50C 100M 0Y 0K, Pantone 255

**Black and White Version**
For black and white reproduction on light-coloured or white background, the Black and White Versions of the logos may be used.

Tints of Black:  
0C 0M 0Y 100K, Pantone Black (100%)  
0C 0M 0Y 75K, Pantone Black (75%)  
0C 0M 0Y 50K, Pantone Black (50%)

**Reverse Version**
For black and white reproduction on a dark-coloured or black background, the Reverse Versions of the logos may be used.

**Clear Space**

The Clear Space around the entire logo is equal to the height of the letter ‘c’ in pdpc symbol as indicated by ‘X’ in the diagram.
Logo application

Minimum size

The primary logo, secondary logo and the brand icons should always be reproduced with the minimum sizes indicated here.

Primary Logo
30mm (W) X 19.66mm (H)

Secondary Logo
60mm (W) X 12.97mm (H)

Primary Brand Icon
18mm (W) X 10.92mm (H)

Secondary Brand Icon
18mm (W) X 8.59mm (H)

Incorrect Usage

Do not rearrange the configuration of the logo.

Do not change the colour of the logo elements.

Do not use low resolution logo to prepare artwork.

Do not remove any of the logo elements.

Do not use background colour that reduces logo’s visibility.
### Typography

A single typeface will help unite our wide range of communication media. The Avenir LT Std family of fonts will be used as the only typeface for Personal Data Protection Commission Singapore.

Only four of the font weights are used in the typesetting of PDPC assets.

In the event that the Avenir typeface is not available, the secondary typeface shall be Arial.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Letters/Numbers</th>
<th>1234567890</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avenir LT Std Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
<td></td>
</tr>
<tr>
<td>Avenir LT Std Book</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
<td></td>
</tr>
<tr>
<td>Avenir LT Std Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
<td></td>
</tr>
<tr>
<td>Avenir LT Std Heavy</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
<td></td>
</tr>
<tr>
<td>Avenir LT Std Light Oblique</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
<td></td>
</tr>
<tr>
<td>Avenir LT Std Book Oblique</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
<td></td>
</tr>
<tr>
<td>Avenir LT Std Medium Oblique</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
<td></td>
</tr>
<tr>
<td>Avenir LT Std Heavy Oblique</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefgijklmnopqrstuvwxyz1234567890</td>
<td></td>
</tr>
</tbody>
</table>
Brand Identity

Brand Colours

Primary brand colour
Purple is the default colour and must be present across all usages. It must also be used in majority and appear to be the most prominent colour.

Secondary brand colours
The secondary brand colours consists of 5 colours. The colours should be used in varying quantities. It is best to use more blues and purples in the overall distribution of colours.
## Brand Identity

### Brand Colours - Application

#### Dynamic application

All the colours are used, in any percentage of tint and opacity (the tints shown are for example only). However, Purple should be the most prominent.

In the example, varying percentages of tints can be used to create different combinations, depending on the background colour of the collateral and the number of elements used in one collateral.

#### Two-tone application

Only purple (in 80% tint) and Grey (in 40% tint) is used.

<table>
<thead>
<tr>
<th>Colour</th>
<th>Tint</th>
<th>100%</th>
<th>80%</th>
<th>60%</th>
<th>40%</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple</td>
<td>Pantone 526C C76 M100 Y7 K0 R112 G47 B128</td>
<td>[Purple 100%]</td>
<td>[Purple 80%]</td>
<td>[Purple 60%]</td>
<td>[Purple 40%]</td>
<td>[Purple 20%]</td>
</tr>
<tr>
<td>Blue</td>
<td>Pantone 2748 C100 M82 Y12 K1 R28 G63 B135</td>
<td>[Blue 100%]</td>
<td>[Blue 80%]</td>
<td>[Blue 60%]</td>
<td>[Blue 40%]</td>
<td>[Blue 20%]</td>
</tr>
<tr>
<td>Light Purple</td>
<td>Pantone 255 C54 M93 Y0 K0 R142 G48 B137</td>
<td>[Light Purple 100%]</td>
<td>[Light Purple 80%]</td>
<td>[Light Purple 60%]</td>
<td>[Light Purple 40%]</td>
<td>[Light Purple 20%]</td>
</tr>
<tr>
<td>Orange</td>
<td>Pantone 1375 C2 M50 Y86 K0 R241 G147 B50</td>
<td>[Orange 100%]</td>
<td>[Orange 80%]</td>
<td>[Orange 60%]</td>
<td>[Orange 40%]</td>
<td>[Orange 20%]</td>
</tr>
<tr>
<td>Light Blue</td>
<td>Pantone 284 C63 M14 Y4 K0 R91 G176 B222</td>
<td>[Light Blue 100%]</td>
<td>[Light Blue 80%]</td>
<td>[Light Blue 60%]</td>
<td>[Light Blue 40%]</td>
<td>[Light Blue 20%]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tint</th>
<th>100%</th>
<th>80%</th>
<th>60%</th>
<th>40%</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple</td>
<td>Pantone 526C C76 M100 Y7 K0 R112 G47 B128</td>
<td>[Purple 100%]</td>
<td>[Purple 80%]</td>
<td>[Purple 60%]</td>
<td>[Purple 40%]</td>
</tr>
</tbody>
</table>
Brand Identity

Visual Identity

Concept

The visual identity is formed by the ‘1’s and ‘0’s of binary codes, representing data. The composition form a sense of dynamism and movement, as well building blocks - mirroring the notion of innovation, where things constantly evolve, creating potential for growth/innovation. The colours are bright and lively, like data, which is ever-changing and alive.

The use of varying opacities and tints allows offers endless possibilities of adaptation and creation, symbolising the evolving nature of the data landscape.

There are two types of colour application - Dynamic and Two-tone. Dynamic application is the main application, and should be used in default. The Two-tone application can be used for formal collaterals, or when specified.
Visual Identity - Application

Dynamic

When composing the visual element, make use of varying percentages of Tints or Opacities to create varying combinations that are suitable for the collateral.

Two-tone

For the Two-tone application, only the Purple and Grey are used. Purple is used at 100% Tint, and Grey at 40% Tint. However, opacity levels can be manipulated. The “1”s should be Purple, and the “0”s Grey.
Brand Identity

Visual Identity usage guidelines - Composition

Composition of elements

The elements can be disassembled/reassembled to best fit different collaterals. However, there needs to be a balanced mix of “1” and “0”s to convey the binary code concept. Try to spread out “1” and “0”s evenly, and not cluster similar elements. In terms of size, there should be an even mix of small, medium & large sizes.

E.g Business card (back)

Overlapping of elements

Not all elements have to overlap. There should however, be at least 1 overlapping combination in any composition.

E.g Envelope

Cropping

Elements can be cropped off at the edges. It is used mostly when composing large elements.

E.g Virtual Background

Usage of lines

Line art styles are used only for Dynamic versions. It is used when a lot of elements are featured, or when there are photos, mainly to help reduce clutter. When using line art, ensure they are used together with solid fills.

E.g Poster (bottom right)
Brand Identity

Imagery

Colour and tone of photos should be realistic and not over-edited, expressing authenticity and optimism. Imageries in the photos should not be too obvious or gimmicky, but lean towards using emotion and atmosphere to convey the bigger story.
Icons

Icons should stick to 3 colours - Purple, Blue, Grey (Refer to pg.5 for brand colours). There are 2 sets of icons - Primary and Secondary. Primary icons should be used by default, and secondary icons when using dark background.
Corporate Asset Applications

This section guides users on the adaptation of all corporate assets for stationery. Users should follow the fixed guidelines on logo, typesetting and visual element.
Corporate Asset Applications

Business Cards

Card Size: 95mm (W) x 55mm (H)

A. Logo
   Primary logo
   Size: 23mm (W) x 15mm (H)

B. Name
   Avenir LT Std, Heavy, 11pt, Blue

C. Title Position
   Avenir LT Std, Heavy, 7pt, Blue

D. Department/Division
   Avenir LT Std, Book, 7pt, Blue

E. Contact Information
   Avenir LT Std, Heavy, 7pt, Blue

F. Address
   Avenir LT Std, Heavy, 7pt, Blue

G. Website
   Avenir LT Std, Heavy, 7pt, White, Center-aligned

H, I. Background
   Front: Purple, 10% Tint
   Back: Purple, 100% Tint

J, K. Visual identity usage (Ref. pg 6-9)
   Front: Dynamic application, 30% Opacity
   Back: Dynamic application, 100% Opacity
Corporate Letterhead

- **Paper Size:**
  - 210mm (W) x 297mm (H)

- **A. Logo**
  - Primary logo
  - Size: 42mm (W) x 27mm (H)

- **B. Recipient Information**
  - Avenir LT Std, Medium, 9pt, Purple

- **C. Body Copy**
  - Avenir LT Std, Medium, 9pt, Black

- **D. Company Information**
  - Avenir LT Std, Medium, 8pt, Purple
  - Alphabetas & Website:
    - Use Heavy font weight

- **F. Visual identity usage (Ref. pg 6-9)**
  - Two-tone application, 40% Opacity
Envelopes

Size (closed):
- C4, 324mm (W) x 229mm (H)
- DL, 220mm (W) x 110mm (H)
- C5, 229mm (W) x 162mm (H)

A. Logo
- Primary logo
  - Size: 37mm (W) x 24mm (H)

B. Company Information
- Avenir LT Std, Medium, 8pt, Purple
  - Alphabets & Website: Use Heavy font weight

C. Seal Flap
- Purple

D. Visual identity usage (Ref. pg 6-9)
- Dynamic application

Follow same guidelines for DL and C5 sizes.
Corporate Asset Applications

Corporate Folder

Size (closed):
A4, 297mm (W) x 297mm (H)

A. Logo
Primary logo, reversed
Size: 42mm (W) x 27mm (H)

B. Company Information
Avenir LT Std, Medium, 8pt, White

Alphabets:
Use Heavy font weight

C. Website
Avenir LT Std, Heavy, 9pt, White

D. Social media
Avenir LT Std, Medium, 8pt, White

E,F. Background & Inner Flap
Purple

G,H. Visual identity usage (Ref. pg 6-9)
Cover: Dynamic application, 100% Opacity
Inside: Dynamic application, 40% Opacity
Corporate Asset Applications

Pull-up Banner
(Default application)

Size: 850mm (W) x 2000mm (H)

A. Logo
Primary logo, reversed
Size: 210mm (W) x 136mm (H)

B. Footer
Headers:
Avenir LT Std, Heavy, 39pt, White

Website:
Avenir LT Std, Heavy, 48pt, White

Secondary logos:
Reversed

Social media icons:
White

C,D,E. Background
Purple, 90% Opacity

F,G. Visual identity usage (Ref. pg 6-9)
Dynamic application
Pull-up Banner  
(Light application)

Size: 850mm (W) x 2000mm (H)

A. Logo  
Primary logo  
Size: 210mm (W) x 136mm (H)

B. Footer  
Headers:  
Avenir LT Std, Heavy, 39pt, White

Website:  
Avenir LT Std, Heavy, 48pt, White

Secondary logos:  
Main application

Social media icons:  
Purple

C,D, E. Background  
Grey, 40% tint, 90% Opacity

F,G. Visual identity usage (Ref. pg 6-9)  
Dynamic application
Tent card (Generic)

Size: 148mm (W) x 70mm (H)

A. Logo
   Primary logo, reversed
   Size: 22mm (W) x 14mm (H)

B. Name
   Avenir LT Std, Heavy, 23pt, Blue

C. Title Position, Department/Division
   Avenir LT Std, Heavy, 11pt, Blue

D. Company Information
   Avenir LT Std, Medium, 10pt, Blue

E. Website
   Avenir LT Std, Heavy, 7.5pt, White

F. Background element
   Purple

G. Visual identity usage (Ref. pg 6-9)
   Dynamic application
Corporate Asset Applications

Poster
(Default application)

Size: A3, 297mm (W) x 420mm (H)

A. Logo
   Primary logo, reversed
   Size: 53mm (W) x 34mm (H)

B. Footer
   Headers:
   Avenir LT Std, Heavy, 14pt, White
   Website:
   Avenir LT Std, Heavy, 14pt, White
   Secondary logos:
   Reversed
   Social media icons:
   White

C, D, E. Background
   Purple, 100% tint, 90% Opacity

F, G. Visual identity usage (Ref. pg 6-9)
   Dynamic application + line art
**Poster**

(Light application)

**Size:** A3, 297mm (W) x 420mm (H)

**A. Logo**
- **Size:** 53mm (W) x 34mm (H)
- **Formal:** Primary logo
- **Informal:** Primary logo, reversed

**B. Footer**
- **Headers:**
  - Avenir LT Std, Heavy, 14pt, White
- **Website:**
  - Avenir LT Std, Heavy, 14pt, White
- **Secondary logos:**
  - Main application
- **Social media icons:**
  - Purple

**C,D,E. Background**
- **Grey, 40% tint, 90% Opacity**

**F,G. Visual identity usage (Ref. pg 6-9)**
- **Dynamic application**
Flyer / Short-form eDM
(1-page format)

Size: A5, 148mm (W) x 210mm (H)

A. Logo
   Primary logo, reversed
   Size: 31mm (W) x 20mm (H)

B. Footer
   Headers:
   Avenir LT Std, Heavy, 7pt, White
   Website:
   Avenir LT Std, Heavy, 9pt, White
   Secondary logos:
   Reversed
   Social media icons:
   White

C. Background
   Purple, 90% Opacity

D. Visual identity usage (Ref. pg 6-9)
   Dynamic application
Flyer / Short-form eDM
(2-page format)

Size: A5, 148mm (W) x 210mm (H)

A. Logo
   Primary logo, reversed
   Size: 31mm (W) x 20mm (H)

B. Footer
   Headers:
   Avenir LT Std, Heavy, 7pt, White
   Website:
   Avenir LT Std, Heavy, 9pt, White
   Secondary logos:
   Reversed
   Social media icons:
   White

C. Body (Back)
   Title: Avenir LT Std, Heavy, 24pt, Purple
   Body: Avenir LT Std, Medium, 9pt, Purple

D,E. Background
   Front: Purple, 90% Opacity
   Back: Purple, 10% Tint

F,G. Visual identity usage (Ref. pg 6-9)
   Dynamic application
This section guides users on the adaptation of all digital media assets for marketing and communication efforts. Users should follow the fixed guidelines on logo, typesetting and visual element.
Email Signature

A. Logo
   Primary logo
   Size: 53px (W) x 34px (H)

B. Name
   Avenir LT Std, Heavy, 12pt, Purple

C. Title Position
   Avenir LT Std, Heavy, 11pt, Blue

D. Department/Division
   Avenir LT Std, Medium, 10pt, Blue

E. Contact Information
   Avenir LT Std, Medium, 10pt, Blue
   Alphabets:
   Use Heavy font weight

F. Social media icons
   Blue

G. Website & Address
   Avenir LT Std, 8pt, Purple
   Website: Heavy | Address: Medium

H. Lines
   0.5 pt thickness, Blue

I. Footnote
   Avenir LT Std, Medium, 7pt, Blue

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Plain text format
Virtual Background

Size: 1920 x 1080 px

A. Logo
Primary logo, reversed
Size: 220px (W) x 142px (H)

B. Webinar title
Avenir LT Std, Heavy, 44pt
Default application: White
Light application: Purple

C. Subtitle
Avenir LT Std, Medium, 31pt
Default application: White
Light application: Purple

D. Footer
Headers:
Avenir LT Std, Heavy, 18pt
Default application: White
Light application: Purple

Website:
Avenir LT Std, Heavy, 26pt, White
Default application: White
Light application: Purple

E. Background
Default application: IMDA Purple, 100% tint
Light application: IMDA Purple, 10% tint

F. Visual identity usage (Ref. pg 6-9)
Dynamic application 20-30% Opacity
Web banners
(Generic)

Size:
1. 300px (W) x 250px (H)
2. 160px (W) x 600px (H)
3. 728px (W) x 90px (H)

A. Logo
   Primary logo, reversed

B. Body
   White, 100% tint

C. Background
   Purple

D. Footer
   Headers & Website:
   Avenir LT Std, Heavy, White

E. Background
   Purple, 100% tint

F. Visual identity usage (Ref. pg 6-9)
   Dynamic application
Digital Media Applications

EDM template

Width: 800px (Fixed)
Height: 3370px (Adjustable)

A. Logo
Secondary logo
Size: 156px (W) x 100px (H)

B. Masthead title
Avenir LT Std, Heavy, 35pt, Purple

C. Masthead subtitle
Avenir LT Std, Heavy, 16.5pt, Purple

D. Header
Avenir LT Std, Heavy, 23pt, Blue

E. Body
Avenir LT Std, Heavy, 15pt, Blue

F,G,H. Images
F,G. Images fixed at 300px (W)
H. 1st feature image fixed at 342px (W)

I,J,K, L. Background
I. Primary: Blue, 5% Tint
J. Secondary: Purple, 40% Tint
K. Pop-up: Grey, 35% Tint
L. Footer: Purple, 20%

M. Buttons
Purple

N. Lines
1 pt thickness, Blue

O. Brand/Partner logo

P. Secondary logos
Powerpoint Slides

Refer to Powerpoint slides (PPT file) for Charts & Table guides, as well as Typography.

There are 2 layout styles - Simplistic and Image-centric versions.

Simplistic
The Simplistic version should be used for formal presentations, or when there are no photos needed in the slides.

Image-centric
The Image-centric version should be used for informal presentations, or when there are more photos used in the slides.
Cover Banner

Size:
Linkedin: 1128px (W) x 191px (H)
Facebook: 820px (W) x 312px (H)

A. Logo
Primary logo, reversed

B,C. Website
Avenir LT Std 85, Heavy, 11.5pt, White

D. Background
Purple, 90% Opacity
Profile Image Frame

Both LinkedIn and Facebook use square sizes for profile images, which will then be cropped into a circle.

The dotted lines indicate the visible space that will be seen after the cropping.

**Application Examples**

*Do:* Ensure photos have bright and clean backgrounds.

*Don’t:* Do not use photos with dark and messy backgrounds.