



ground^{up}
central

Groundup Central Corporate Identity Guidelines

Updated 2019.10.29

GROUNDUP CENTRAL PRINCIPLES AND KEY DESIGN ELEMENTS

The Groundup Central Logo

INTRODUCTION

Groundups are self-organised groups that voluntarily carry out non-profit initiatives to positively impact society.

This is a spirited and inspiring identity represented by the 'up' being lifted from the word mark baseline. A reflection of the initiatives' mission of empowering everyone with the know-how, environment and opportunity to pursue their ideas in solving social and community issues.

The new logo not only evokes an aspiring appeal, it unequivocally represents that of growth and promise to reach for greater heights in its quest for the greater good.



ground^{up}
central

GROUNDUP CENTRAL LOGO PRINCIPLES AND KEY DESIGN ELEMENTS

Clear Space and Minimum Size

CLEAR SPACE

The Clear Space is an invisible boundary space set around the logo. No other visual element can come into this space.

The distance between the logo and the boundary line of the Clear Space is equal to the height of the 'Groundup Central' logo heart symbol.

MINIMUM SIZE

The Minimum Size set is designed to maintain its legibility. Do not reproduce the logo any smaller than what is shown here.



GROUNDUP CENTRAL LOGO PRINCIPLES AND KEY DESIGN ELEMENTS

Colour Versions

Our logo is available in different versions to provide flexibility in application.

FULL-COLOUR

The full-colour versions must be used as much as possible. Ideally, the logo should be placed on a white background. If a white background is not feasible or if the design requires a background colour, then the reversed version should be used.

SINGLE-COLOURS

The single-colour versions are in City Blue or Good Pink. They must be used when only one colour can be used in production. No other colour is permissible.

BLACK

When colour is not feasible or in certain production techniques, like embossing and etching, the whole logo must appear as Black.

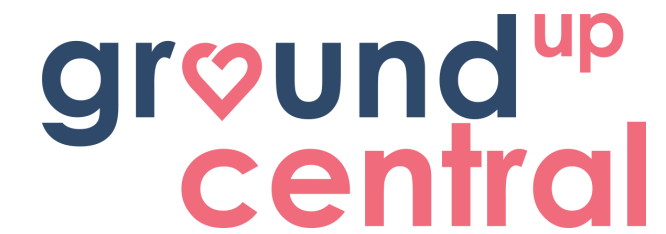
WHITE

When only one colour is used in production and the logo has to be placed on that colour, the whole logo must appear as White.

PREFERRED COLOUR VERSIONS

FULL COLOUR

This is the preferred full colour version and must be used as much as possible.



FULL COLOUR REVERSED ON BRAND COLOURS BACKGROUND

To be used when the collateral design requires a coloured background.

Usage Examples: Folders
Invitation Cards T-Shirts



ALTERNATIVE COLOUR VERSIONS

SINGLE-COLOURS

To be used when only one colour can be used in production.

Usage Examples:
Silkscreen
Merchandise T-Shirts
Jackets Newsprint
Rubber Stamp
Embossing Etching



WHITE

Only to be used when applied on coloured background and only one ink can be used in production

Usage Examples:
Silkscreen Merchandise
T-Shirts Jackets



GROUNDUP SANDBOX LOGO PRINCIPLES AND KEY DESIGN ELEMENTS

Colour Versions

for sub brands

Our logo is available in different versions to provide flexibility in application.

FULL-COLOUR

The full-colour versions must be used as much as possible. Ideally, the logo should be placed on a white background. If a white background is not feasible or if the design requires a background colour, then the reversed version should be used.

SINGLE-COLOURS

The single-colour versions are in City Blue or Good Pink. They must be used when only one colour can be used in production. No other colour is permissible.

BLACK

When colour is not feasible or in certain production techniques, like embossing and etching, the whole logo must appear as Black.

WHITE

When only one colour is used in production and the logo has to be placed on that colour, the whole logo must appear as White.

PREFERRED COLOUR VERSIONS

FULL COLOUR

This is the preferred full colour version and must be used as much as possible.



FULL COLOUR REVERSED ON BRAND COLOURS BACKGROUND

To be used when the collateral design requires a coloured background.

Usage Examples: Folders
Invitation Cards T-Shirts



ALTERNATIVE COLOUR VERSIONS

SINGLE-COLOURS

To be used when only one colour can be used in production.



Usage Examples:
Silkscreen
Merchandise T-Shirts
Jackets Newsprint
Rubber Stamp
Embossing Etching



WHITE

Only to be used when applied on coloured background and only one ink can be used in production

Usage Examples:
Silkscreen Merchandise
T-Shirts Jackets



**GROUNDUP CONNEXION LOGO PRINCIPLES
AND KEY DESIGN ELEMENTS**

Colour Versions

for sub brands

Our logo is available in different versions to provide flexibility in application.

FULL-COLOUR

The full-colour versions must be used as much as possible. Ideally, the logo should be placed on a white background. If a white background is not feasible or if the design requires a background colour, then the reversed version should be used.

SINGLE-COLOURS

The single-colour versions are in City Blue or Good Pink. They must be used when only one colour can be used in production. No other colour is permissible.

BLACK

When colour is not feasible or in certain production techniques, like embossing and etching, the whole logo must appear as Black.

WHITE

When only one colour is used in production and the logo has to be placed on that colour, the whole logo must appear as White.

PREFERRED COLOUR VERSIONS

FULL COLOUR

This is the preferred full colour version and must be used as much as possible.



FULL COLOUR REVERSED ON BRAND COLOURS BACKGROUND

To be used when the collateral design requires a coloured background.

Usage Examples: Folders
Invitation Cards T-Shirts



ALTERNATIVE COLOUR VERSIONS

SINGLE-COLOURS

To be used when only one colour can be used in production.



Usage Examples:
Silkscreen
Merchandise T-Shirts
Jackets Newsprint
Rubber Stamp
Embossing Etching



WHITE

Only to be used when applied on coloured background and only one ink can be used in production

Usage Examples:
Silkscreen Merchandise
T-Shirts Jackets

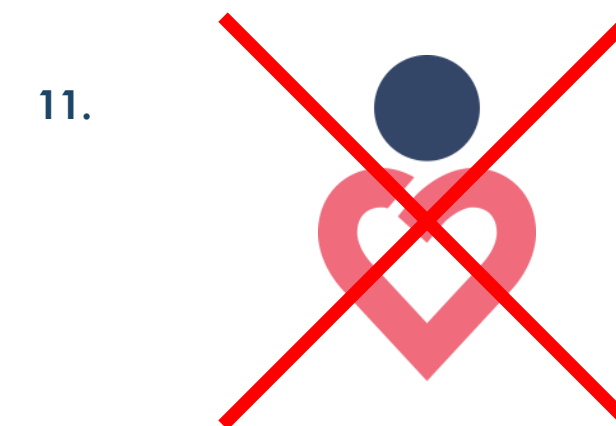


**GROUNDUP CENTRAL LOGO PRINCIPLES
AND KEY DESIGN ELEMENTS**

Incorrect Applications

Here are some examples of what to avoid when rendering the logo:

1. Do not place logo on a busy background
2. Do not compress nor stretch it
3. Do not add a shadow
4. Do not change the proportions
5. Do not rotate it
6. Do not add a border
7. Do not use another typeface
8. Do not use it to create other logos
9. Do not change its colour scheme
10. Do not modify any element
11. Do not replace the Heart symbol
12. Do not reconfigure its elements



**GROUNDUP CENTRAL LOGO PRINCIPLES
AND KEY DESIGN ELEMENTS**

Colours

The Primary Colours must appear in all Groundup Central collateral. City Blue must be used as the prominent colour in graphics and headlines while Good Pink should be used mainly to highlight text.

Tints of the Primary Colours may be used where necessary.

The Secondary Colours have been selected to complement the Primary Colours. They should be used only when some visual contrast is needed.

PRIMARY COLOURS

CITY BLUE PANTONE 534 C C98 M83 Y36 K25 R28 G56 B96 #1B3862	GOOD PINK PANTONE 191 C C0 M76 Y38 K0 R241 G101 B119 #F16577
80 % OF PANTONE 534 C C80 M63 Y28 K20 R63 G85 B20 #405677	80 % OF PANTONE 191 C C0 M60 Y30 K0 R244 G131 B141 #f4838d
20 % OF PANTONE 534 C C20 M16 Y7 K5 R191 G193 B206 #bfc1ce	20 % OF PANTONE 191 C C0 M15 Y8 K0 R253 G222 B219 #fddedb

SECONDARY COLOURS

PANTONE 157 C C0 M43 Y70 K0 R249 G162 B94 #F9A25E	PANTONE 393 C C3 M0 Y55 K0 R241 G243 B144 #F1F390	PANTONE 382 C C29 M0 Y100 K0 R193 G216 B47 #C1D82F	BLACK #ffffff
PANTONE 361C C75 M5 Y100 K0 R67 G173 B73 #46ac4e	PANTONE 637 C C55 M0 Y9 K0 R98 G202 B227 #62cae3	PANTONE 2582 C C46 M72 Y0 K0 R149 G97 B168 #9561a8	PANTONE COOL GRAY 9 C / U C0 M0 Y0 K51 R145 G147 B150 #919396

GROUNDUP CENTRAL LOGO PRINCIPLES AND KEY DESIGN ELEMENTS

Typography

The brand font is a critical part of the brand's look and feel, and must be used at all times. No other font is to be used in communication materials.

Century Gothic has been selected as the City of Good brand font and will apply to Groundup Central too.

In special cases, a unique font is used for a particular purpose - for example, to engage with younger audiences in a more casual manner.

Lobster Two font type may be used in this case.

As far as possible, it is recommended that the primary typeface be used in communication materials.

PRIMARY TYPEFACE

Century Gothic

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACE

Lobster Two

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**FOR MORE INFORMATION,
CONTACT US AT:**

Telephone: +65 6550 9595
Address: 6 Eu Tong Sen Street,
The Central, #04-88,
Singapore 059817

groundupcentral.sg

The End

**ground^{up}
central**

GROUNDUP CENTRAL PARTNERSHIP ENDORSEMENT

Other Usage Information

TERMS OF USE

The Groundup Central logo must be treated with dignity and respect, and be used in accordance with Singapore laws. The logo should not be used to:

- Make threats of violence, personal attacks or derogatory remarks against others
- Advocate any political or religious agenda, or cause conflict or misunderstanding in society
- Depict any inappropriate content
- Promote falsehoods of any nature

The logo may not be revised or altered in any way, and must be displayed in the same form as produced by Groundup Central.

The logo must be presented and/or printed in its official colours, where possible and appropriate.

The logo may be used in a professional manner on the user's website, advertisements, documents, or in any other comparable manner to signify the user's partnership with Groundup Central/NVPC.

The logo should not be used to advance any commercial purposes.

Authorisation to use the logos as an endorsement is specific to the context of the project or initiative for which authorisation has been granted and is strictly non-transferrable.

NVPC reserves the right, at its sole discretion, to vary the terms from time to time.

NVPC reserves the right to terminate the authorisation to use any of its logos for any reason whatsoever, including a breach of any of these terms.

No failure or delay by NVPC to exercise its rights under these terms shall operate as a waiver thereof nor shall such failure or delay affect its right to enforce its rights under these terms.

These terms will bind you and NVPC and will continue to do so for any respective successors in title and assigns for either party.