

SIT IDENTITY POLICY AND GUIDE

A MESSAGE FROM THE PRESIDENT

SIT has come a long way since its inception in 2009.

Over the past few years, we have progressed from a start-up institute of higher learning to a full-fledged autonomous university of applied learning. As we shift towards distinguishing ourselves as an innovative university integrating learning, industry and community, there is a growing need to move beyond simply carving out a brand story amidst Singapore's tertiary education landscape.

As such, in journeying into the next lap, it is timely to progress above content and language. We need to express our communication culture in a nuanced tone of voice that supports our strategic goals and vision. This means further enhancing our brand value with a messaging toolkit that will mirror and guide our commitment to academic excellence and applied learning and becoming the university of choice for industry.

Indeed, SIT will reinforce its brand personality to distinguish itself from its peers in the increasingly competitive landscape of higher education. This will help us attract the right kind of students that can best benefit from our unique pedagogy while forging more industry partnerships.

I am confident that this communication toolkit will come in handy in showcasing the hallmarks of our ever-evolving brand as we continue to forge ahead in helping to contribute to the future-proofing of our nation.

In appreciation

A handwritten signature in black ink, appearing to read 'Tan Thiam Soon', with a horizontal line underneath.

Prof Tan Thiam Soon
President

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SIT IDENTITY POLICY

SIT IDENTITY POLICY

Definition

Principles

Purpose

Policy

Applications

Corporate

Sub-Brands Logo Usage

Sub-Brands Logo Usage (Minimum Size)

Sub-Brands

SIT IDENTITY POLICY

Definition: The Institution’s identity is a visual expression of SIT’s positioning as an Institute of Higher Learning in Singapore, through the systematic use of words and symbols. As the brand gains more recognition, it is vital that a unified image is projected to the public. Essentially, this means that the SIT logo and its supporting brand elements must be appropriately used within a set of guidelines.

Principles: It is paramount that SIT projects a strong, consistent and clear identity across all its collaterals, including advertisements and corporate stationery. Consistent application of the SIT Identity will strengthen the brand name and ensure that the public sees SIT as one body.

Purpose: The SIT Identity Policy and Guide have been created to manage the use of SIT’s logo and its corresponding brand elements. The guidelines govern how the SIT Identity should be portrayed across all media, with useful information such as the primary colours, secondary colours, corporate fonts and corporate templates.

Policy: The SIT Identity Policy and Guide are put in place to ensure coherent messaging across all SIT advertisements and collaterals. It is important that staff adhere to these guidelines to establish a unified front to internal and external stakeholders, and the general public.

Staff are advised to use the corporate letterhead and presentation templates for all internal and external communications.

Additionally, all requests for materials by external parties for publishing purposes including photographs and copy, must be reviewed by Corporate Communications Division to ensure brand integrity.

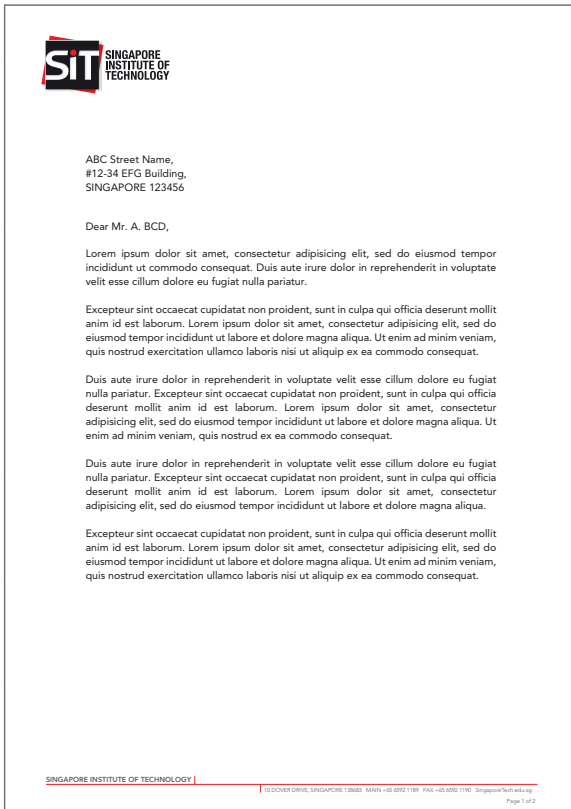
Applications: Staff are advised to refer to this guide for guidelines on the use of SIT’s logo, which is to be present on all internal and external communication materials, corporate stationery and corporate gifts. The list of items that fall under the aforementioned categories include, but are not limited to:

Internal and External Communication Materials	Advertisements	Print OOH Online
	Mailers	Printed and Electronic Mailers
	Event Collaterals	Electronic Invitations Printed Invitation Cards Backdrop Photo Wall Posters Directional Signages
	Publications	Printed and Electronic Newsletters • Magazines • Brochures • Booklets

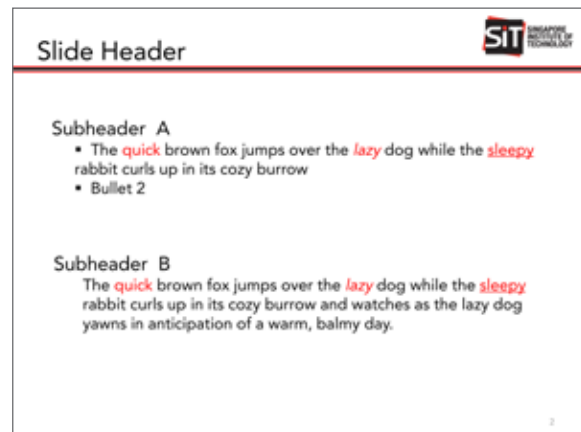
Corporate Stationery	Certificate Complimentary Slip • Corporate Letterhead • Corporate Name Card • Corporate Slides • Envelope • Folder • Forms • Facsimile • Email Signature • Notepad • Paper Bag • Post-it Pad • Staff Card • Student Card
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These are examples of two document templates set in place that staff are advised to use for all internal and external communications:

CORPORATE LETTERHEAD



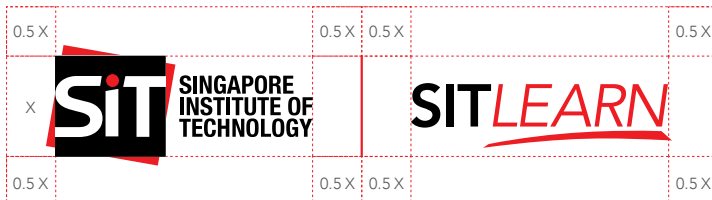
CORPORATE SLIDES



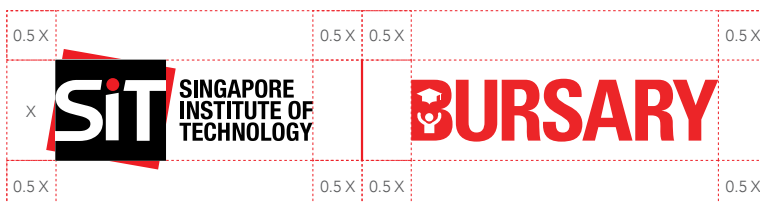
It is important that all staff use these two document templates to unify SIT's branding internally and externally.

SUB-BRANDS LOGO USAGE

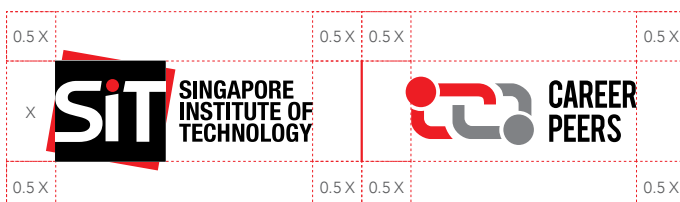
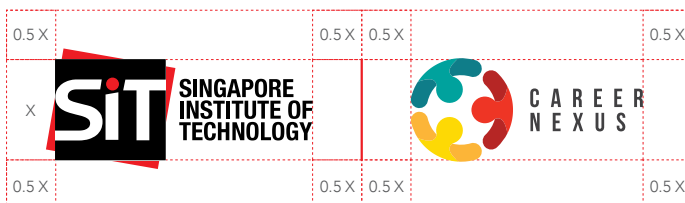
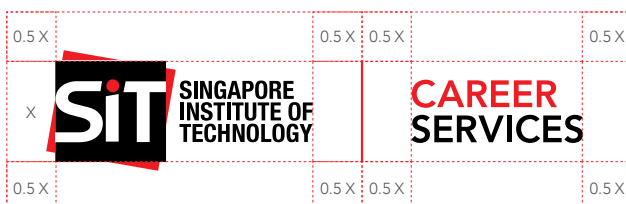
The following presents a set of guidelines on sub-branding to ensure that the application of a division's logo/name on any collateral, initiative or event is consistent across the university.



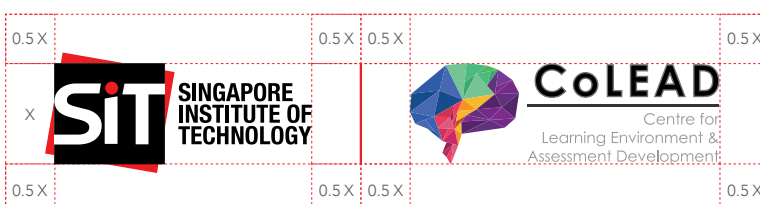
ADVANCEMENT & ALUMNI



CAREER SERVICES





COLEAD





SUB-BRANDS LOGO USAGE



TECHNOLOGY INNOVATION ENTERPRISE

0.5 X		0.5 X	0.5 X		0.5 X
X		SINGAPORE INSTITUTE OF TECHNOLOGY			technology innovation enterprise
0.5 X		0.5 X	0.5 X		0.5 X



E-SOURCING

0.5 X		0.5 X	0.5 X		0.5 X
X		SINGAPORE INSTITUTE OF TECHNOLOGY			e-Sourcing
0.5 X		0.5 X	0.5 X		0.5 X



PROFESSIONAL OFFICERS DIVISION

0.5 X		0.5 X	0.5 X		0.5 X
X		SINGAPORE INSTITUTE OF TECHNOLOGY			PROFESSIONAL OFFICERS DIVISION
0.5 X		0.5 X	0.5 X		0.5 X

SAFETY & HEALTH

0.5 X		0.5 X	0.5 X		0.5 X
X		SINGAPORE INSTITUTE OF TECHNOLOGY			SAFETY & HEALTH
0.5 X		0.5 X	0.5 X		0.5 X

LEAN TRANSFORMATION INNOVATION CENTRE

0.5 X		0.5 X	0.5 X		0.5 X
X		SINGAPORE INSTITUTE OF TECHNOLOGY			LEAN Transformation Innovation Centre
0.5 X		0.5 X	0.5 X		0.5 X

STUDENT LIFE

0.5 X		0.5 X	0.5 X		0.5 X
X		SINGAPORE INSTITUTE OF TECHNOLOGY			student Life
0.5 X		0.5 X	0.5 X		0.5 X

SUB-BRANDS LOGO USAGE (MINIMUM SIZE)

It is important that the SIT logo is clear and visible at all times. Therefore, the minimum size for reproducing the SIT sub-brand logo is 10mm.



ADVANCEMENT & ALUMNI



CAREER SERVICES



COLEAD



TECHNOLOGY INNOVATION ENTERPRISE



E-SOURCING



PROFESSIONAL OFFICERS DIVISION



SUB-BRANDS LOGO USAGE

SAFETY & HEALTH



LEAN TRANSFORMATION INNOVATION CENTRE



STUDENT LIFE



SUB-BRANDS

The following presents a set of guidelines on sub-branding to ensure that the application of a division's logo/name on any collateral is consistent across all divisions.

When necessary, divisions are advised to clear the artwork of their respective logos with the Corporate Communications Division BEFORE proceeding to final artwork.

Divisions are advised to adhere to the policy that the SIT brand must be present on all SIT collaterals and gifts, especially in the presence of a sub-brand. This will ensure that internal and external stakeholders are cognizant of the SIT brand as one body.

Refer to the section on Marketing Communications And Tools (Pg.48) for comprehensive guidelines.

SIT SINGAPORE INSTITUTE OF TECHNOLOGY | **SIT LEARN**

LEAN MASTERCLASS: VALUE STREAM IMPROVEMENT

Are you looking for a proven approach to increase productivity? Find out how your organisation can achieve greater results through our Lean Masterclass.

Learn from Mr Alister Lee, Vice-President of Lean Enterprise, Australia

With over 20 years of Lean Transformation experience, Alister has completed lean projects across a range of industry - Manufacturing, Food & Beverage, Defence, Healthcare, Banking, Government and other service organisations.

What you will learn:

- 7 Types of Waste
- Management systems to sustain change
- Leadership and culture
- Build people capability

8 - 9 June 2017
9.00am - 5.00pm
 SIT@DOVER, 10 DOVER DRIVE

Masterclass Fees:
\$963 for non-SME / \$321 for SME after subsidy per participant for 2 days
Fees before subsidy: \$3,000 per pax

Find Out More!

SIGN UP

For enquiries, please email Lean@SingaporeTech.edu.sg

The Lean Masterclass is organised by:

LEAN
 Transformation Innovation Centre

In collaboration with:

Lean Global Network | **SKILLSfuture SG**

SingaporeTech.edu.sg | Promoting lean culture, thinking and practice.

SIT LEARN (EDM)

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

IWSP 2 YEARS ON

PROGRAMME SCHEDULE

Date | 29/11/2016
Venue | SIT@Dover Auditorium

10:30am **Opening Address**
 by Professor Tan Tjian Sook, President

11:00am **IWSP from a Cluster Director's Perspective**
 by Associate Professor Jeanette Ng (Cluster Director, Design and Specialised Businesses)

11:30am **Preparation and Design of IWSP in ICT**
 by Associate Professor Steven Wong (Programme Director, Informatics Technology)

12:00pm **Student Mentoring: Integrating Knowledge and Practice**
 by Associate Professor Kati See Kim (Programme Director, Accountancy)

12:30pm **In Conversation with Employers and Students: What they have to say about their IWSP experience!**

1:00pm **Sharing Insights on Industry Engagement**
 by Mr. Yee May-Fung (Director, Career Services)

1:30pm **Let's Discuss! - A Dialogue with our Panel**
 Panel comprises of:
 Professor Simon Yu, Associate Professor Kati See Kim, Associate Professor Steven Wong and Mr. Yee May-Fung

2:00pm **Closing**
 by Professor Lim Han Sing, Deputy President (Academic) & Provost

2:30pm **Lunch**

ORGANIZERS | **CAREER SERVICES** | **COLEAD**

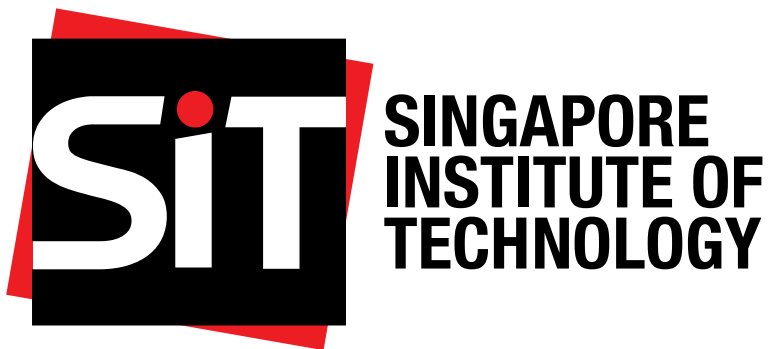
COLEAD WITH CAREER SERVICES (EDM)

CORPORATE IDENTITY GUIDE

CORPORATE IDENTITY GUIDE

Logo Rationale
Perimeter Control
Minimum Size
Secondary Logo
Logo Colour Specifications
Colour Specifications
Applications on Coloured Background
Improper Usage
Corporate Typeface
Screen-Based Typeface

LOGO RATIONALE

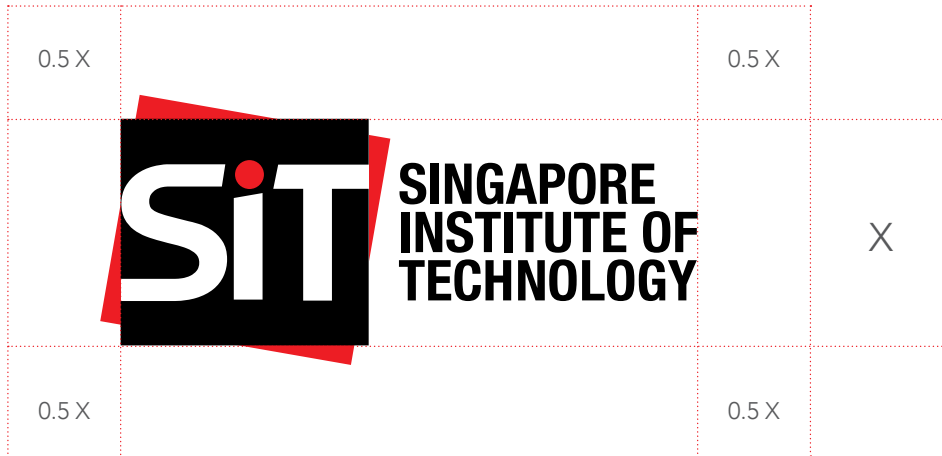


The logo consists of two boxes – in Zest Red and Dynamic Black – merged with tilts to create a fluid, dynamic form. This reflects SIT’s education model where opportunities are opened up to poly graduates to spread their wings and explore new horizons. Zest Red exudes the aspirations of both SIT and its students to continue striving for greater heights while Dynamic Black positions SIT as a professional and forward-thinking institute.

The four red triangles represent the tripartite collaborative model (comprising SIT, OU and Poly), which along with the students, come together as catalysts for Singapore’s economic future. As part of the logotype, the letter “I” occupies a position of central importance, emphasising SIT’s focus on learning, progress and fulfilment for its students.

The red dot symbolises Singapore, where the best degree programmes from around the world are now housed under SIT.

PERIMETER CONTROL



Rendition of the logo should be clear at all times to ensure maximum visibility. A clear space zone is calculated using the height of Dynamic Black Box in the logo, as shown. 0.5 X is used to define the clear space zone around the perimeter of the logo. The example illustrates how the clear space zone should be applied to the preferred version of the SIT window.

MINIMUM SIZE

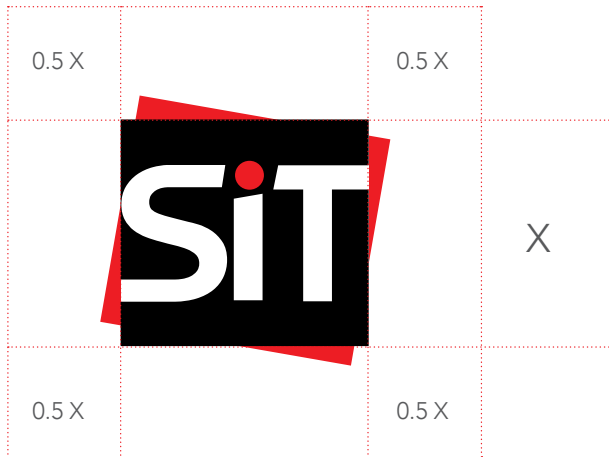


10mm

It is important that the SIT logo is clear and visible at all times. Therefore, the minimum size for reproducing the SIT logo is 10mm.

SECONDARY LOGO

Logomark



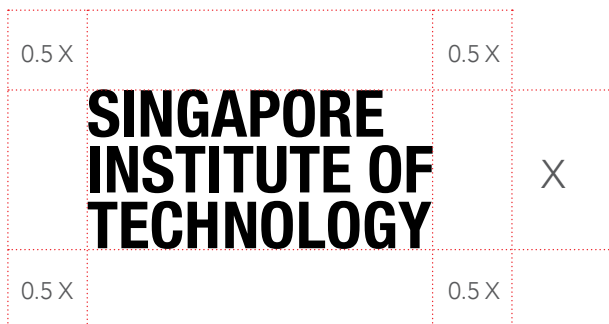
In certain circumstances, the logomark may be used on its own to render a clean and clutter-free look.

Examples of usage

- Building façade
- Building interiors
- Small-item corporate gifts such as collar pins, pens, lanyards, etc.

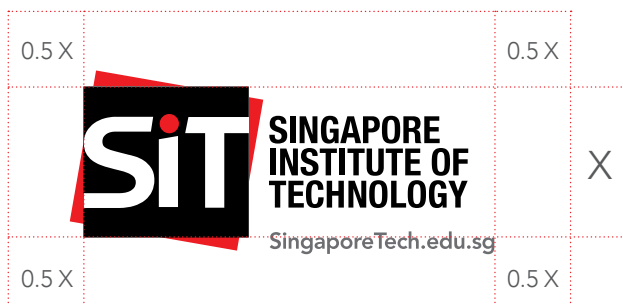
When logo is applied within tight perimeters, or on areas with space constraints, usage of the logomark is preferred instead of the wordmark.

Wordmark



The wordmark should only be used where space is a constraint and in conjunction with the logomark, when the logomark appears on the front of a piece of collateral or an article of clothing on its own.

Logo with URL



The logo with the URL should be used on informational items that aim to direct audience to the website for more information.

Examples of usage:

- Advertisements/Posters
- Banners
- Flyers
- Email blasts

LOGO COLOUR SPECIFICATIONS



Process Colour K100



Pantone Code 485 C
Process Colour M100 Y100

The colours for the logo must be adhered to and should not be swapped or alternated.

SINGLE COLOUR APPLICATIONS



This version may be applied when one-colour printing or production is used. For example, black and white advertisements, or one-colour printing for selected print collaterals.

REVERSE APPLICATIONS



Applicable to full colour printing on graphics/pictorial background.

Applicable to black and white printing on graphics/pictorial background.

Application to 1C printing on graphics/pictorial background.

COLOUR SPECIFICATIONS

The following primary and secondary colour guide should be strictly followed when applying on communications materials. No other colours must be used other than the palette stipulated below.

Primary Colours

The primary colours should be used wherever possible.



Process Colour K100



Pantone Code 485 C
Process Colour M100 Y100

Secondary Colours

The secondary colours are currently being used to differentiate the various disciplines but can also be employed for a variety of purposes should the need arise.



Pantone 2746C
C100 M100 Y0 K0



Pantone 1655C
C0 M80 Y95 K0



Pantone 2603C
C59 M90 Y0 K0



Pantone 348C
C85 M10 Y100 K10



Pantone 137C
C0 M35 Y85 K0

APPLICATIONS ON COLOURED BACKGROUND

Where possible, the logo should be applied in full colour on a white or light-coloured background. This is the preferred application as it allows the logo to be most visible.



When using logo on solid dark colours, or colours similar to corporate colours, always use 1C application or reverse logo application. When using dark, textured or busy backgrounds, care should be taken to ensure that the logo remains clearly visible.



When logo is applied on graphics/pictorial backgrounds, use a full colour logo in white box, or reversed logo in black box to ensure clarity of logo. A single colour logo in a black box should only be applied when logo is used on graphics/pictorial background rendered in one-colour printing.



IMPROPER USAGE

The SIT logo is often the first point of contact to the public. Therefore, it is vital that the corporate logo is used consistently and should not be altered beyond the guidelines stated in the Brand Guidelines.

Moving elements around



Changing colours of elements



Wrong colour code use



Resolution insufficient for printing



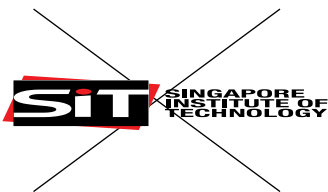
Skewing/Slanting of logo



Stretch/Distort



Stretch/Distort



Incomplete



Feathering



Drop shadow



Rotation of logo at an angle



Logo on food items



CORPORATE TYPEFACE

A typeface used in accordance throughout the various communications collaterals and touch points will exude a consistent brand look.

Avenir 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(.,;:#!?)

Avenir 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(.,;:#!?)

Avenir 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(.,;:#!?)

Avenir 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(.,;:#!?)

Avenir 55 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(.,;:#!?)

Avenir 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(.,;:#!?)

CORPORATE TYPEFACE

黑体简 - 中黑

中文字体中文字体中文字体中文字体
1234567890\$%&(.,:;#!?)

黑体简 - 细体

中文字体中文字体中文字体中文字体
1234567890\$%&(.,:;#!?)

SCREEN-BASED TYPEFACE

For electronic applications, it is important to use a typeface that is standard on all PC and Macintosh systems.

Arial has been selected to replace Avenir typeface, as it offers the closest match out of the standard typefaces available.

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(.,;:#!?)**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(.,;:#!?)

CORPORATE STATIONERY

CORPORATE STATIONERY

Corporate Name Card (General)

Corporate Name Card (Without Photo)

Letterhead (Cover Page)

Letterhead (Continuation Page)

A4 Notepad

A5 Notepad

Post-It Notepad

3X3 Notepad

Horizontal Notepad

DL Envelope

B4 Envelope

C5 Envelope without Window)

C5 Envelope with Window)

Staff Card - Cepas Card

Student - Matric Cards

RP Student Matric Card - Cepas Card

A4 Paper Bag

A5 Paper Bag

Graduation Certificate

Certificate of Appreciation

Email Sign-off

CORPORATE NAME CARD (GENERAL)

A corporate name card is an important brand touch point that forms the first impression of the institute. It is pertinent that the guidelines for the name card are adhered to in order to ensure that a uniform brand image is projected.

Brand graphics are to be standardised at angles of 10 degrees, 80 degrees and a right angle at corners of the collateral to form a triangular brand graphic.

Size H54mm x W90mm	Typography A STHeiti Regular Point 10pt	Typography C Avenir 85 Heavy Point 6.5pt Leading 12pt	Typography E STHeiti Regular Point 7.5pt	Typography G Avenir 85 Heavy Point 5.5pt
Logo Height 14mm	Typography B Avenir 85 Heavy Point 6.5pt Leading 7.5pt	Typography D Avenir Black Point 8pt	Typography F Avenir 85 Heavy Point 6pt Leading 7.5pt	
Colour Code Black K100 Red Pantone 485				

Name Card Front Actual Size



Name Card Back Actual Size



CORPORATE NAME CARD (WITHOUT PHOTO)

A corporate name card is an important brand touch point that forms the first impression of the institute. It is pertinent that the guidelines for the name card are adhered to in order to ensure that a uniform brand image is projected.

Brand graphics are to be standardised at angles of 10 degrees, 80 degrees and a right angle at corners of the collateral to form a triangular brand graphic.

Size H54mm x W90mm	Typography A STHeiti Regular Point 10pt	Typography C Avenir 85 Heavy Point 6.5pt Leading 12pt	Typography E STHeiti Regular Point 7.5pt	Typography G Avenir 85 Heavy Point 5.5pt
Logo Height 14mm	Typography B Avenir 85 Heavy Point 6.5pt Leading 7.5pt	Typography D Avenir Black Point 8pt	Typography F Avenir 85 Heavy Point 6pt Leading 7.5pt	
Colour Code Black K100 Red Pantone 485				

Name Card Front Actual Size



Name Card Back Actual Size



CORPORATE LETTERHEAD (COVER PAGE)

The corporate letterhead reaches out to a wide audience and is often used as the first point of contact. It is vital that the letterhead adheres to the guidelines to ensure that the brand image is portrayed in a consistent manner.

Size H297mm x W210mm	Typography A Avenir 85 Heavy Point 7.5pt	Typography C Avenir 55 Roman Point 11pt Leading 14.5pt
Logo Height 21mm	Typography B Avenir 35 Light Point 6pt	
Colour Code Black K100 Red Pantone 485		

50% of actual size

CORPORATE LETTERHEAD (CONTINUATION PAGE)

The corporate letterhead reaches out to a wide audience and is often used as the first point of contact. It is vital that the letterhead adheres to the guidelines to ensure that the brand image is portrayed in a consistent manner.

Size	Typography A	Typography C
H297mm x W210mm	Avenir 85 Heavy Point 7.5pt	Avenir 55 Roman Point 11pt Leading 14.5pt
Logo Height	Typography B	
21mm	Avenir 35 Light Point 6pt	
Colour Code		
Black K100 Red Pantone 485		

50% of actual size

15mm

13mm

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Sincerely,

Lorem Ipsum

Page 2 of 2

8mm

C

A4 NOTEPAD

As a widely used collateral in the daily operations within the institute, the SIT notepads are important in resonating a consistent brand look amongst internal staff. The brand guidelines should be strictly adhered to for corporate notepads.

Size
H297mm x W210mm

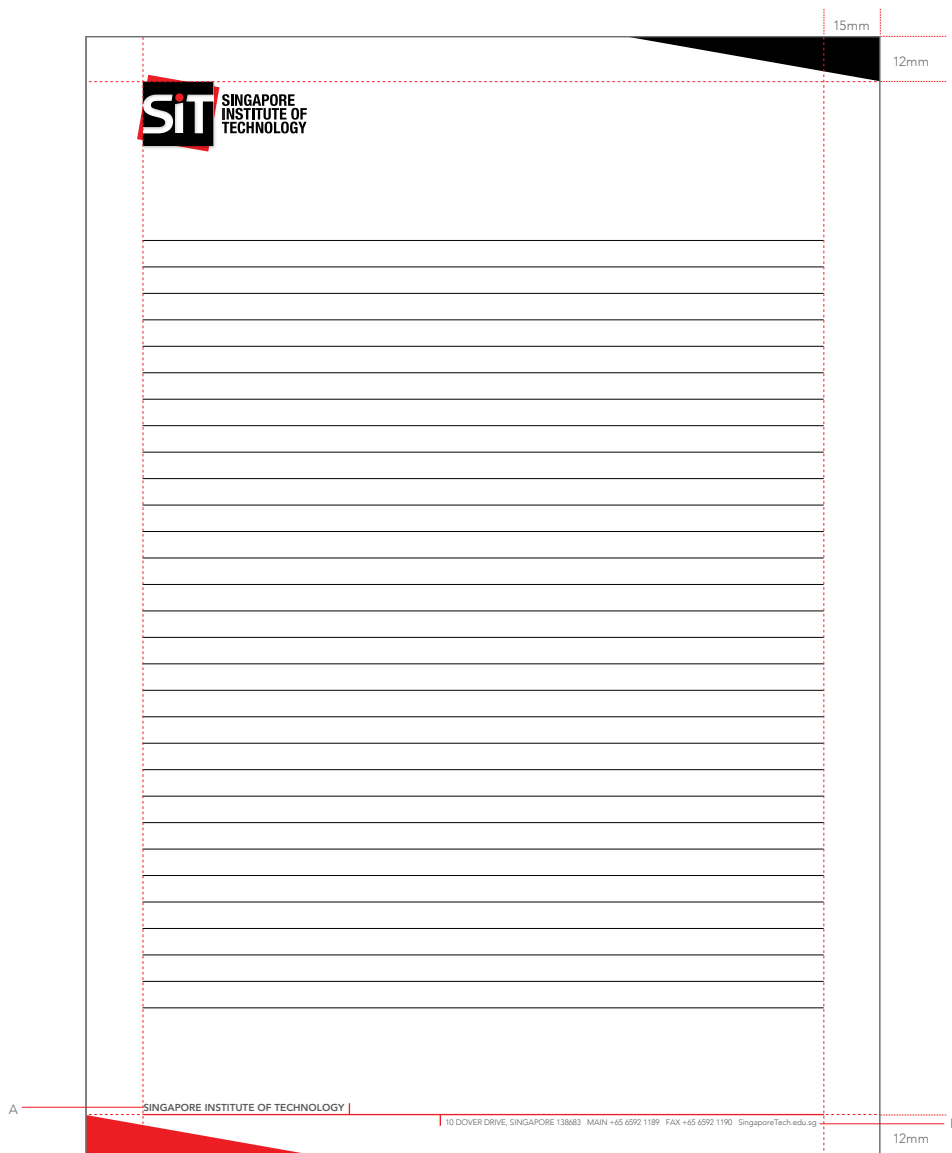
Typography A
Avenir 85 Heavy
Point 7.5pt

Logo Height
20.3mm

Typography B
Avenir 35 Light
Point 6pt

Colour Code
Black K100
Red Pantone 485

50% of actual size



A5 NOTEPAD

As a widely used collateral in the daily operations within the institute, the SIT notepads are important in resonating a consistent brand look amongst internal staff. The brand guidelines should be strictly adhered to for corporate notepads.

Size
H210mm x W148mm

Typography A
Avenir 85 Heavy
Point 7.5pt

Logo Height
20.3mm

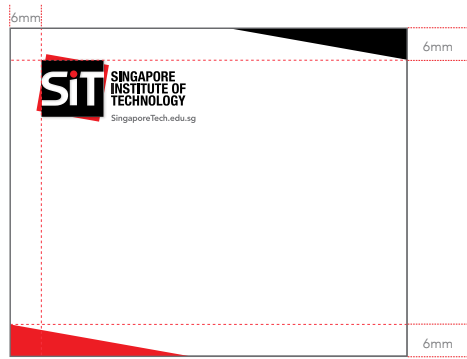
Typography B
Avenir 35 Light
Point 6pt

Colour Code
Black K100
Red Pantone 485

60% of actual size



POST-IT NOTEPAD



70% of actual size

Size
H62mm x W75mm

Logo Height
13mm

Colour Code
Black K100
Red Pantone 485

3X3 NOTEPAD



70% of actual size

Size
3" x 3"

Logo Height
13mm

Colour Code
Black K100
Red Pantone 485

HORIZONTAL NOTEPAD



70% of actual size

Size
H75mm x W125mm

Logo Height
15mm

Colour Code
Black K100
Red Pantone 485

DL ENVELOPE

The envelope is a mobile ambassador of the brand. It represents the brand throughout the mailing journey and fronts the brand to the external world. Therefore, the envelope should be done in a dignified and appropriate manner to exemplify the SIT brand with consistency.

Size
H110mm x W220mm

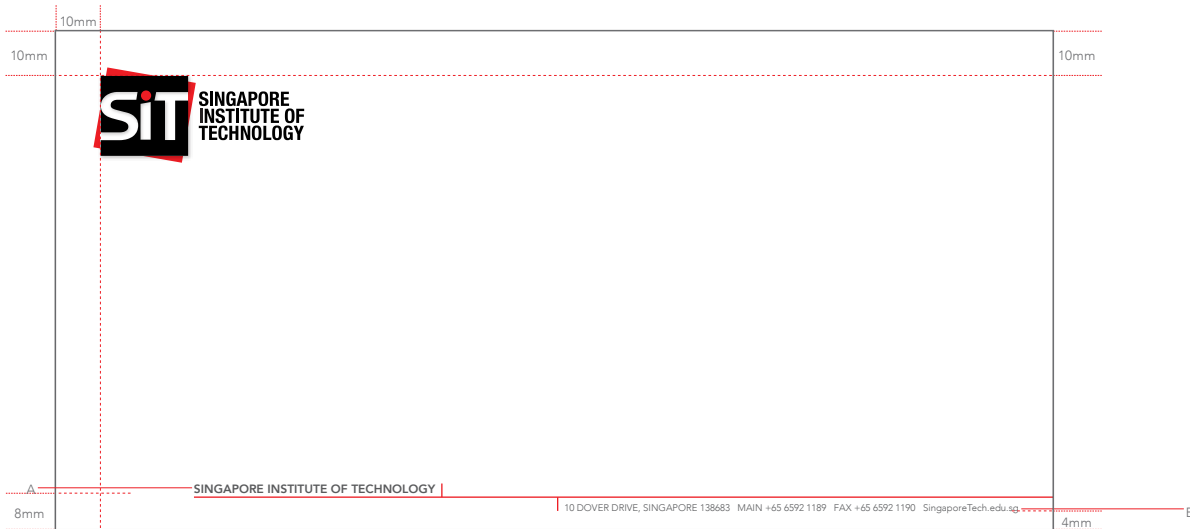
Typography A
Avenir 85 Heavy
Point 7.5pt

Logo Height
21mm

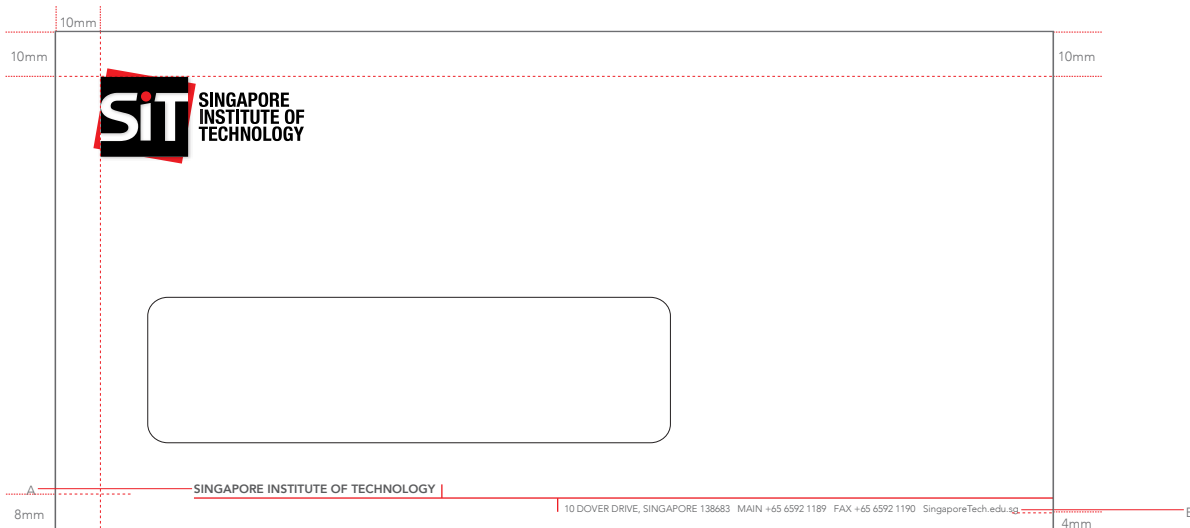
Typography B
Avenir 35 Light
Point 6pt

Colour Code
Black K100
Red Pantone 485

50% of actual size



60% of actual size



B4 ENVELOPE

The envelope is a mobile ambassador of the brand. It represents the brand throughout the mailing journey and fronts the brand to the external world. Therefore, the envelope should be done in a dignified and appropriate manner to exemplify the SIT brand with consistency.

Size
H355mm x W255mm

Typography A
Avenir 85 Heavy
Point 10pt

Logo Height
30mm

Typography B
Avenir 35 Light
Point 9pt

Colour Code
Black K100
Red Pantone 485

40% of actual size



C5 ENVELOPE

The envelope is a mobile ambassador of the brand. It represents the brand throughout the mailing journey and fronts the brand to the external world. Therefore, the envelope should be done in a dignified and appropriate manner to exemplify the SIT brand with consistency.

Size
H160mm x W230mm

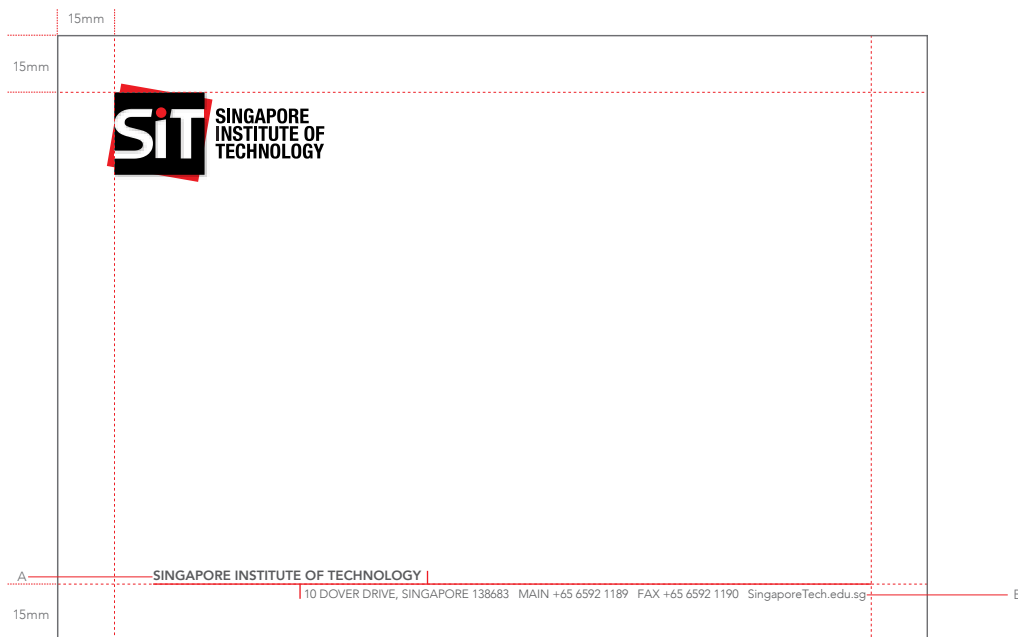
Typography A
Avenir 85 Heavy
Point 10pt

Logo Height
26mm

Typography B
Avenir 35 Light
Point 9pt

Colour Code
Black K100
Red Pantone 485

50% of actual size



C5 ENVELOPE (WITH WINDOW)

Size

H160mm x W230mm

Typography A

Avenir 85 Heavy
Point 10pt

Logo Height

26mm

Typography B

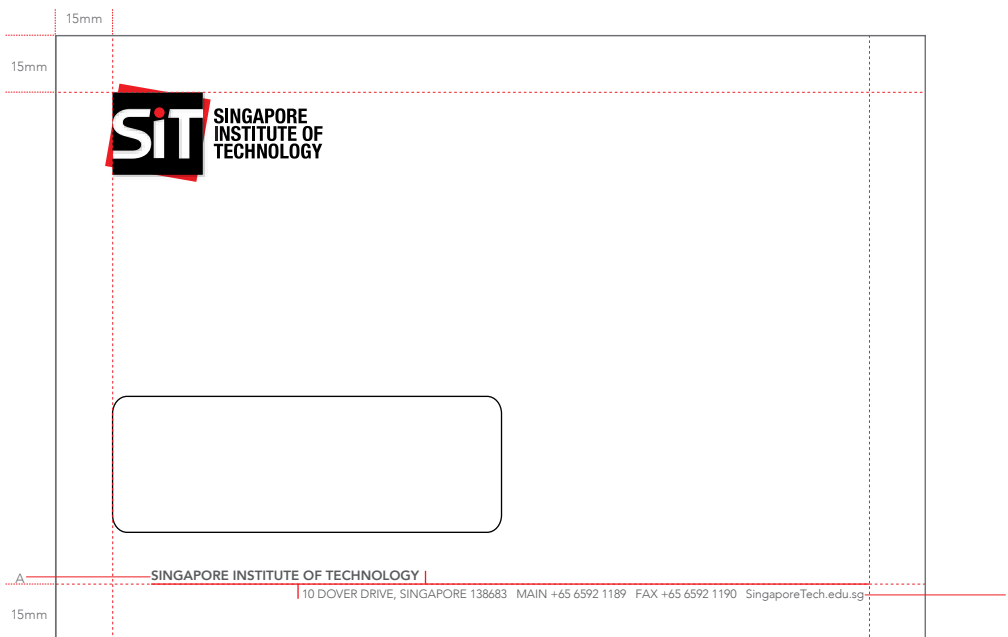
Avenir 35 Light
Point 9pt

Colour Code

Black K100

Red Pantone 485

50% of actual size



STAFF PASS - CEPAS CARD

Every employee in SIT is represented with a staff card which not only identifies the SIT brand, but every individual as a member of the institute. As ambassadors of the SIT brand, the staff card should be carried in a dignified and proper manner at all times.

Size	Typography A
H85mm x W54mm	Arial Bold
	Point 8.5pt
Logo Height	Leading 10pt
10mm	
	Typography B
Colour Code	Arial Bold
Black K100	Point 5pt
Red Pantone 485	Leading 6pt

Actual size



STUDENT - MATRIC CARDS

The SIT student card is an important brand touchpoint where every student identifies themselves with the SIT brand. Information on every student card should be accurate, with all brand guidelines strictly in place.

Size H85mm x W54mm	Typography A Arial Bold Point 8.5pt Leading 10pt	Typography C Arial Bold Point 19 pt	Typography E Arial Bold Point 71 pt
Logo Height 10mm	Typography B Arial Bold Point 5.5pt Leading 6pt	Typography D Arial Bold Point 18pt	Typography F Arial Bold Point 5pt Leading 6pt
Colour Code Black K100 Red Pantone 485			

50% of actual size

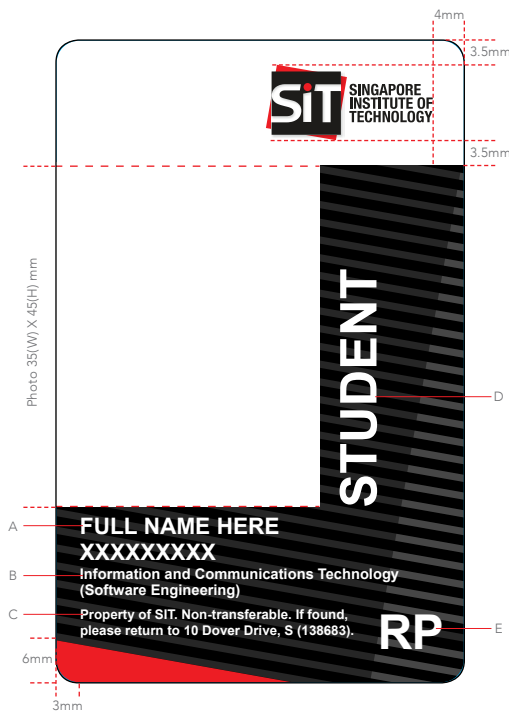


RP STUDENT MATRIC CARD - CEPAS CARD

The SIT student card is an important brand touchpoint where every student identifies themselves with the SIT brand. Information on every student card should be accurate, with all brand guidelines strictly in place.

Size H85mm x W54mm	Typography A Arial Bold Point 8.5pt Leading 10pt	Typography C Arial Bold Point 5pt Leading 6pt	Typography E Arial Bold Point 18pt
Logo Height 10mm			
Colour Code Black K100 Red Pantone 485	Typography B Arial Bold Point 5.5 pt Leading 6pt	Typography D Arial Bold Point 19 pt	

Actual size



A4 PAPER BAG

A corporate paper bag is a prominent visual ambassador of the brand. When carried beyond the walls of SIT, a first impression of the brand is formed from the aesthetics of the corporate paper bag. The colours must be maintained at all times. Overused bags that are creased, folded, or have colours that are faded should be discarded.

Size

H324mm x W254mm x D127mm

Logo Height

53mm

Colour Code

Black K100

Red Pantone 485

30% of actual size



A5 PAPER BAG

A corporate paper bag is a prominent visual ambassador of the brand. When carried beyond the walls of SIT, a first impression of the brand is formed from the aesthetics of the corporate paper bag. The colours must be maintained at all times. Overused bags that are creased, folded, or have colours that are faded should be discarded.

Size

H240mm x W190mm x D95mm

Logo Height

40mm

Colour Code

Black K100

Red Pantone 485

35% of actual size

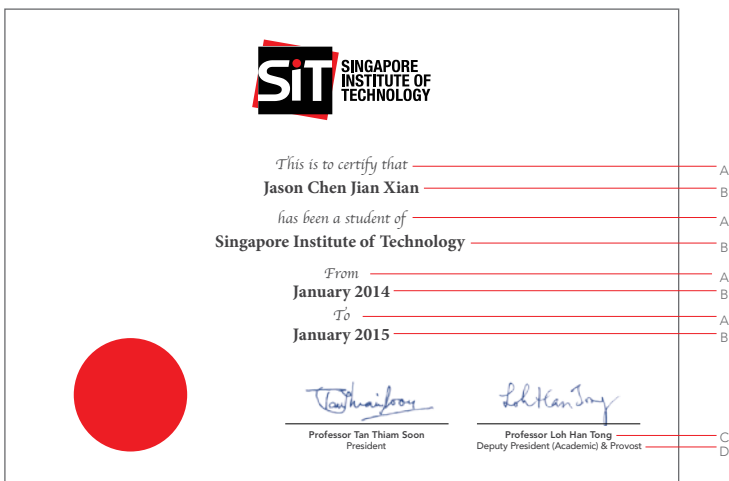


GRADUATION CERTIFICATE

A graduation certificate represents a student's education achievements, and symbolises the affiliation between every student and SIT. It is vital that the certificates are presented in a dignified and respected manner as they are a manifesto of pride for both students and SIT.

Size H210mm x W297mm	Typography A Apple Chancery Point 18.5pt	Typography C Avenir 85 Heavy Point 12pt
Logo Height 35mm	Typography B Minion Pro Bold Point 22pt	Typography D Avenir 55 Medium Point 12pt
Colour Code Black K100 Red Pantone 485		

30% of actual size



CERTIFICATE OF APPRECIATION

A certificate of appreciation represents a student's education achievements, and symbolises the affiliation between every student and SIT. It is vital that the certificates are presented in a dignified and respected manner as they are a manifesto of pride for both students and SIT.

Size H210mm x W297mm	Typography A ITC Avant Garde Gothic Std Extra Light Point 36pt
Logo Height 23mm	Typography B ITC Avant Garde Gothic Std Extra Light Point 14pt
Colour Code Black K100 Red Pantone 485	Typography C ITC Avant Garde Gothic Std Extra Light Point 10pt

30% of actual size



CERTIFICATE OF COMPLETION

A certificate of appreciation represents a student's education achievements, and symbolises the affiliation between every student and SIT. It is vital that the certificates are presented in a dignified and respected manner as they are a manifesto of pride for both students and SIT.

Size

H210mm x W297mm

Typography A

ITC Avant Garde Gothic Std Extra Light
Point 36pt

Typography E

ITC Avant Garde Gothic Std Bold
Point 10pt

Logo Height

22mm

Typography B

ITC Avant Garde Gothic Std Extra Light
Point 14pt

Typography F

ITC Avant Garde Gothic Std Extra Light
Point 10pt

Colour Code

Black K100

Red Pantone 485

Typography C

ITC Avant Garde Gothic Std Bold
Point 20pt

Typography G

ITC Avant Garde Gothic Std Bold
Point 14pt

Typography D

ITC Avant Garde Gothic Std Bold
Point 16pt

Typography H

ITC Avant Garde Gothic Std Medium
Point 14pt

30% of actual size



CERTIFICATE OF PARTICIPATION

A certificate of appreciation represents a student’s education achievements, and symbolises the affiliation between every student and SIT. It is vital that the certificates are presented in a dignified and respected manner as they are a manifesto of pride for both students and SIT.

<p>Size H210mm x W297mm</p> <p>Logo Height 22mm</p> <p>Colour Code Black K100 Red Pantone 485</p>	<p>Typography A ITC Avant Garde Gothic Std Extra Light Point 36pt</p> <p>Typography B ITC Avant Garde Gothic Std Extra Light Point 14pt</p> <p>Typography C ITC Avant Garde Gothic Std Bold Point 20pt</p> <p>Typography D ITC Avant Garde Gothic Std Bold Point 10pt</p>	<p>Typography E ITC Avant Garde Gothic Std Extra Light Point 10pt</p> <p>Typography F ITC Avant Garde Gothic Std Book Point 9pt</p> <p>Typography G ITC Avant Garde Gothic Std Bold Point 8pt</p>
--	---	--

30% of actual size



EMAIL SIGN-OFF

Electronic mails are the most effective media to update and maintain relationships with our partners and customers. It adds a personal touch in communicating with external parties in the shortest time and most convenient manner. The SIT email sign-off must adhere to the template shown and must always be applied in every email sent.

[NAME]
[TITLE]

新加坡理工大学 (新工大)



Singapore Institute of Technology

Company Registration No.: 200917667D

SIT@Dover, 10 Dover Drive, Singapore 138683

DID +65 6592 1128 Fax +65 6592 1190 Main +65 6592 1189

[\[NAME\]@SingaporeTech.edu.sg](mailto:[NAME]@SingaporeTech.edu.sg)

SingaporeTech.edu.sg

[Facebook.com/SingaporeTech](https://www.facebook.com/SingaporeTech)

CORPORATE GIFTS

CORPORATE GIFTS

Corporate Giveaways

Application of SIT Brand on Corporate Gifts

CORPORATE GIFTS

Corporate Giveaways

All divisions in SIT are to ensure that the SIT brand is present on all corporate gifts.

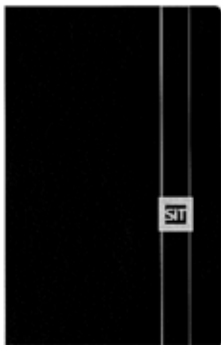
Staff are to note that the following images are just examples of how the SIT's brand should appear on these gifts. In cases where the items are small and cannot accommodate the SIT logo, divisions may opt to use text instead of the SIT logo.

The following items are not exhaustive and staff are advised to approach the Corporate Communications Division whenever they need to produce corporate gifts which are not available in the existing inventory, and whenever they are in doubt.

Pen



Notebook



USB Hub



Thumbdrive



Application of SIT Brand on Corporate Gifts

In cases where staff decide to purchase an item from a retail store as a gift by senior management to any GOH, VIP, visiting academic or industry partner, the SIT brand should always be present. This can be done by inscribing or engraving the SIT logo on a metal plate.

Engraving:



Inscription Printing:



MARKETING COMMUNICATIONS AND TOOLS

MARKETING COMMUNICATIONS AND TOOLS

Use of Brand Elements

Portrait Press Ads

Poster

Pull-up Banners

Outdoor Banners (Landscape)

EDMs

Application on Sub-Brands

USE OF BRAND ELEMENTS

This section serves to inform the Corporate Communications Division on the use of the red triangle in all advertisement material and other collateral which are deemed external-facing. The red triangle acts as an identifier for all SIT-branded material and is part of the overall SIT visual identity.

There are a variety of layouts which warrant the use of the red triangle and they are as follows:

PRESS ADVERTISEMENTS

POSTERS

BANNERS (PULL-UP & OUTDOOR)

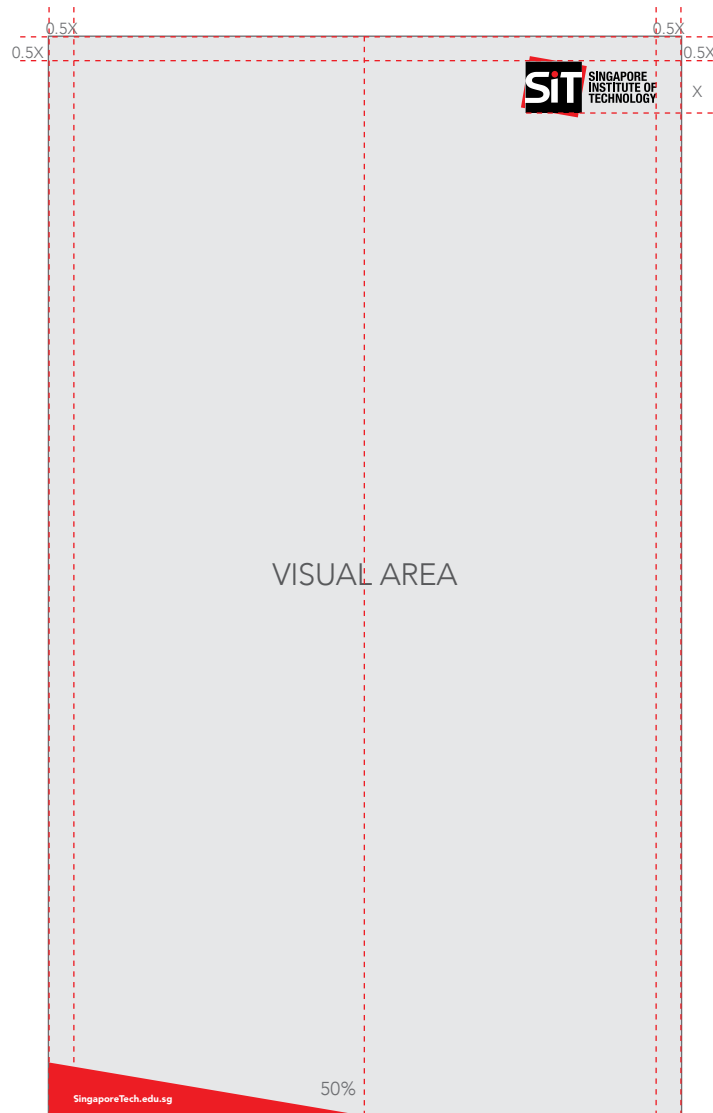
EDMs

Portrait Press Ads

This option features the use of the red triangle for anything longer (height-wise) than a standard 2:1 portrait visual, without the OU listing at the bottom of the visual.

The border set by the user must always be half of the logotype (X), bearing in mind its minimum size. The triangle at the bottom must be set at 50% of the horizontal length of the visual area with its gradient at an angle of 10 degrees.

This option applies to landscape visuals that are longer (height-wise) than a standard 2:1 portrait visual such as buses.



Examples of Portrait Press Ads

WANTED: THINKING TINKERS WHO LEARN TO CREATE NEW POSSIBILITIES

SIT Singapore's university of applied learning, is looking for students who aren't the finished article. We're looking for those who have the desire to challenge convention and push their own boundaries. Here you can explore your full potential and learn what it takes to succeed in your chosen career while university. It's... With the Integrated Work Study Programme, overseas immersions and a host of student life activities, a degree at SIT truly helps you explore the possibilities to bring out your best self.

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

Admissions Open Today!
Apply now at SingaporeTech.edu.sg

SingaporeTech.edu.sg | SingaporeTech | @SingaporeTech | #SingaporeTech

WANTED: THINKING TINKERS TO DISRUPT THE WORLD OF BUSINESS

SIT Singapore's university of applied learning, is looking for students who aren't the finished article. We're looking for those who have the desire to challenge convention and push their own boundaries. Here, you can explore your full potential and learn what it takes to excel in your chosen career while discovering how much more there is to university life. With the Integrated Work Study Programme, overseas immersions and a host of student life activities, a degree at SIT truly helps you explore the possibilities to bring out your best self.

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

Ready for your next learning journey?
Apply now at SingaporeTech.edu.sg

SingaporeTech.edu.sg | SingaporeTech | @SingaporeTech | #SingaporeTech

14 & 15 JAN 10 AM TO 6 PM SUNTEC SINGAPORE CONVENTION & EXHIBITION CENTRE, LEVEL 3

COME AND FIND YOUR PLACE

Join us at SIT Open House 2017. Two days dedicated to the best of Singapore's university of applied learning. Explore our range of degree programmes, meet our professors and chat with our current students. Visit the Open House to find out more!

OPEN HOUSE 2017

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

SingaporeTech.edu.sg | SingaporeTech | @SingaporeTech | #SingaporeTech

WANTED: LIFELONG LEARNERS WHO ARE KEEN TO UPSKILL

We're not just looking for students who are fresh out of school. We're looking for those who have the passion to pursue their dreams and push their own boundaries. Even if you have already established a career path, we can help you take the next step to learn future skills. We can help you discover your full potential with our range of industry-focused degree programmes, overseas experiences and a host of exciting student life activities. A degree at SIT truly helps you explore the possibilities to bring out your best self.

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

Ready for your next learning journey?
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SingaporeTech.edu.sg | SingaporeTech | @SingaporeTech | #SingaporeTech

Examples of Chinese and Malay Press Ads

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

诚招:
立志善学
创新机的
勤思多面手

作为一所集理工以培养精英人才大学，新加坡理工学院(新工大)有最顶尖的学术资源和最优秀的人才。立志善学，勤思多面手，创新机的，你将是新加坡理工学院最优秀的人才。新加坡理工学院提供优质的教育，并为学生提供丰富的实践机会。你将拥有以多面手的学生身份，成为新加坡理工学院的骄傲。

招生日期: 2017年1月11日起
请上溯SingaporeTech.edu.sg报名

SingaporeTech.edu.sg

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

诚招:
立志改造
业界的
勤思多面手

作为一所集理工以培养精英人才大学，新加坡理工学院(新工大)有最顶尖的学术资源和最优秀的人才。立志善学，勤思多面手，创新机的，你将是新加坡理工学院最优秀的人才。新加坡理工学院提供优质的教育，并为学生提供丰富的实践机会。你将拥有以多面手的学生身份，成为新加坡理工学院的骄傲。

入学申请截止日期为3月19日，恕不延展。
请上溯SingaporeTech.edu.sg报名

SingaporeTech.edu.sg

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

14 & 15 JAN 10 PAGI HINGGA 6 PETANG

PUSAT PAMERAN DAN KONVENSYEN SUNTEC SINGAPURA, TINGKAT 3

HADIR UNTUK MENDAPATKAN TEMPAT ANDA

Sertai kami di Rumah Terbuka SIT 2017. Dua hari akan diperuntukkan bagi universiti pembelajaran terbaik di Singapura. Terokai rangkaian program sarjana muda kami, temui profesor-profesor kami dan beramah mesra bersama pelajar-pelajar kami. Kunjungi Rumah Terbuka kami untuk maklumat lanjut!

OPEN HOUSE 2017

SingaporeTech.edu.sg

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

DIKEHENDAKI
PELAJAR SEPANJANG HAYAT
BAGI YANG BERMINAT UNTUK MEMPERTINGKATKAN KEMAHIRAN

Kami bukan sahaja mencari pelajar yang baru dalam zaman persekolahan. Malah, kami inginkan mereka yang mempunyai minat untuk mengajar Ingles dan menguji bakat mereka. Walaupun anda sudah mentaklukkan bahasa keajaib anda, kami boleh lagi sayap kemahiran anda untuk membangunkan hadapan. Kami juga boleh membantu anda memperluaskan potensi anda dengan rangkaian program kami berfokuskan industri. Pengalaman luar negara anda dengan kegiatan pelajar yang mana, adalah diimpikan di SIT yang dapat membantu anda menunjangi peluang-peluang yang ada untuk menyeronokkan diri-ciri terbaik anda.

Pendaftaran tutup pada 19 Mac. Tida tarikh lanjutan.
Daftar sekarang di SingaporeTech.edu.sg

SingaporeTech.edu.sg

Posters

This option features the use of the red triangle for anything shorter (height-wise) than and up to the maximum dimensions of a standard 2:1 portrait visual, without the OU listing at the bottom of the visual.

The border set by the user must always be half of the logotype (X), bearing in mind its minimum size. The triangle at the bottom must be set at 50% of the horizontal length of the visual area with its gradient at an angle of 10 degrees.

This option applies to standard 2:1 portrait collaterals, which include the Annual Report, Corporate Brochure, Degree Programme Handbook and Student Handbook.

This option also applies to standard 2:1 portrait HR recruitment advertisements.



Examples of Posters

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

WANTED: CATALYSTS FOR CHANGE WHO WANT TO TRANSFORM INDUSTRY

SIT, Singapore's university of applied learning, is looking for students who aren't the finished article. We're looking for those who have the drive to challenge convention and push their own boundaries. Here, you can explore your full potential and learn what it takes to excel in your chosen career while discovering how much more there is to university life. With our Integrated Work Study Programme, life activities, a degree at SIT truly helps you explore the possibilities to bring out your best self.

Ready for your next learning journey?
Apply now at SingaporeTech.edu.sg

SingaporeTech.edu.sg | SingaporeTech | @SingaporeTech

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

WANTED: THINKING TINKERERS TO DISRUPT THE WORLD OF BUSINESS

SIT, Singapore's university of applied learning, is looking for students who aren't the finished article. We're looking for those who have the drive to challenge convention and push their own boundaries. Here, you can explore your full potential and learn what it takes to excel in your chosen career while discovering how much more there is to university life. With our Integrated Work Study Programme, life activities, a degree at SIT truly helps you explore the possibilities to bring out your best self.

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SingaporeTech.edu.sg | SingaporeTech | @SingaporeTech

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

14 & 15 JAN 10 AM TO 6 PM SUNTEC SINGAPORE CONVENTION & EXHIBITION CENTRE, LEVEL 3

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OPEN HOUSE 2017

Ready for your next learning journey?
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SingaporeTech.edu.sg | SingaporeTech | @SingaporeTech

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

WANTED: LIFELONG LEARNERS WHO ARE KEEN TO UPSKILL

We're not just looking for students who are fresh out of school. We're looking for those who have the passion to pursue their dreams and push their own boundaries. Even if you have already established a career path, we can help you take the next step to learn future skills. We can help you discover your full potential with our range of industry-focused degree programmes, overseas experiences and a host of exciting student life activities. A degree at SIT truly helps you explore the possibilities to bring out your best self.

Ready for your next learning journey?
Apply now at SingaporeTech.edu.sg

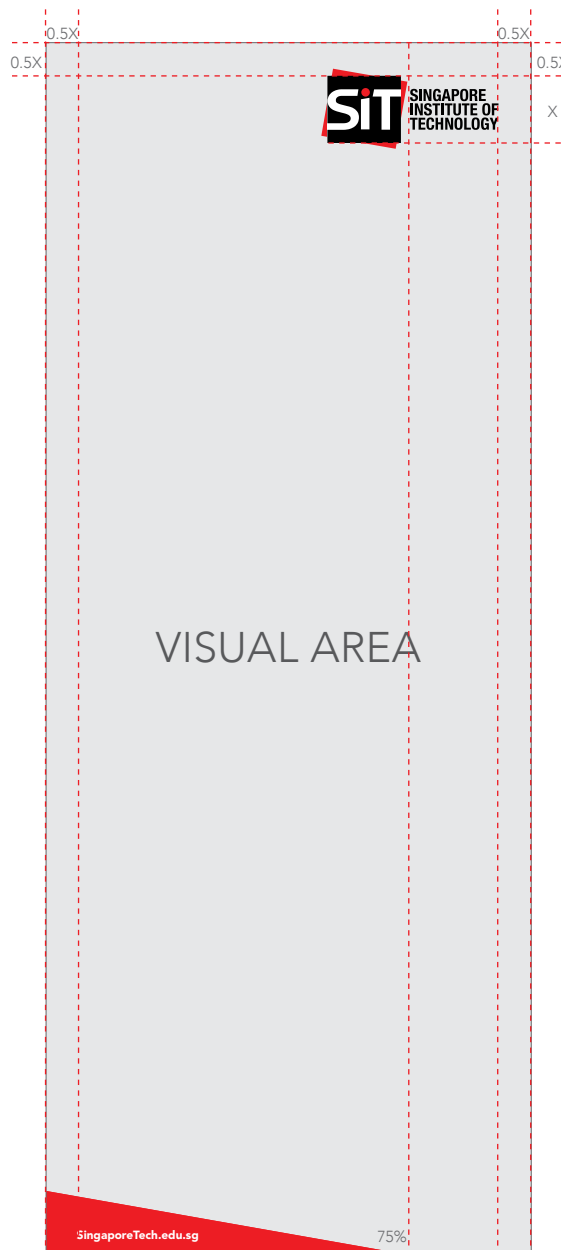
SingaporeTech.edu.sg | SingaporeTech | @SingaporeTech

Pull-up Banners

This option features the use of the red triangle for anything longer (height-wise) than a standard 2:1 portrait visual, without the OU listing at the bottom of the visual.

The border set by the user must always be half of the logotype (X), bearing in mind its minimum size. The triangle at the bottom must be set at 75% of the horizontal length of the visual area with its gradient at an angle of 10 degrees.

This option applies to landscape visuals that longer (height-wise) than a standard 2:1 portrait visual such as the pull-up banner.



Example of Pull-up Banner

f SingaporeTech
@SingaporeTech
@SingaporeTech

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

WE ARE

THINKING
TINKERERS

ABLE TO LEARN,
UNLEARN AND RELEARN

CATALYSTS
FOR TRANSFORMATION

GROUNDED
IN THE COMMUNITY

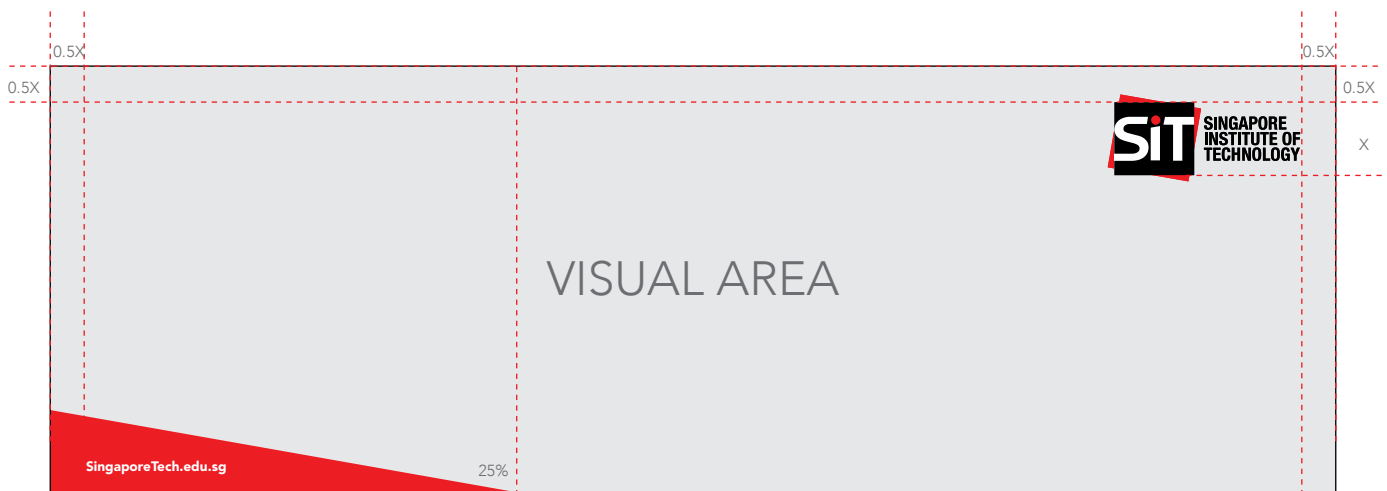
IT'S IN **OUR DNA.**

SingaporeTech.edu.sg

Outdoor Banners (Landscape)

This option features the use of the red triangle for anything longer than (height-wise) a standard 2:1 landscape visual.

The border set by the user must always be half of the logotype (X), bearing in mind its minimum size. The triangle at the bottom must be set at 25% of the horizontal length of the visual area with its gradient at an angle of 10 degrees.



Examples of Outdoor Banners

WANTED:
**THINKING
TINKERERS**
WHO LEARN TO CREATE
NEW POSSIBILITIES

Ready for your next learning journey?
Apply now at SingaporeTech.edu.sg

SingaporeTech.edu.sg

SingaporeTech @SingaporeTech @SingaporeTech

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

This banner features a young man in a denim shirt sitting at a desk, writing. On the desk is a small blue car model with a person standing next to it. The background is a blurred indoor setting. A large black diagonal shape on the right contains the main text. The SIT logo is in the top right corner. Social media icons for Facebook, Twitter, and Instagram are at the bottom right.

WANTED:
**THINKING
TINKERERS**
WHO LEARN TO CREATE
NEW POSSIBILITIES

Ready for your next learning journey?
Apply now at SingaporeTech.edu.sg

SingaporeTech.edu.sg

SingaporeTech @SingaporeTech @SingaporeTech

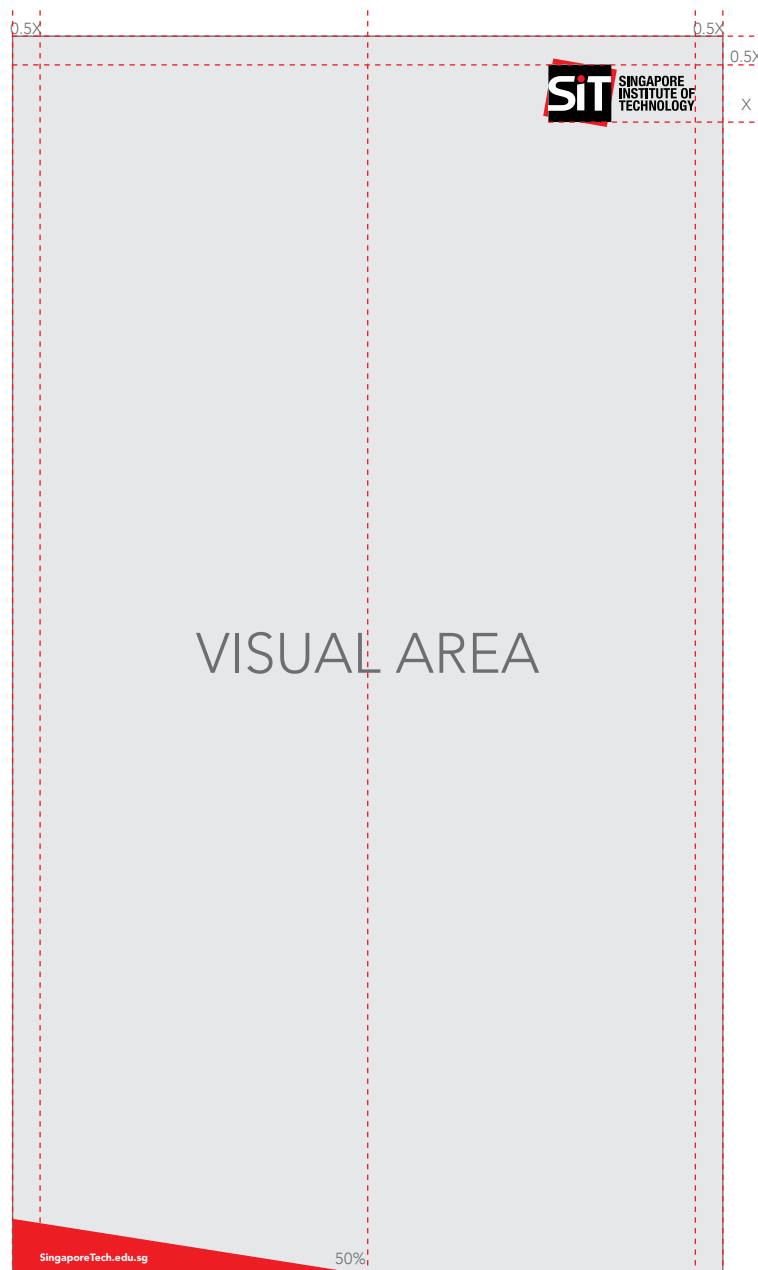
SIT SINGAPORE INSTITUTE OF TECHNOLOGY

This banner features a young woman and a young man standing together. The woman is holding a tablet. On the tablet is a small blue car model with a person standing next to it. The background is a blurred indoor setting. A large black diagonal shape on the right contains the main text. The SIT logo is in the top right corner. Social media icons for Facebook, Twitter, and Instagram are at the bottom right.

EDMs

This option features the use of the red triangle for anything longer than (height-wise) a standard 2:1 portrait visual.

The border set by the user must always be half of the logotype (X), bearing in mind its minimum size. The triangle at the bottom must be set at 50% of the horizontal length of the visual area with its gradient at an angle of 10 degrees.



Example of EDM



The image is a promotional poster for the Singapore Institute of Technology (SIT) Open House 2017. It features a blue sky background with a red gradient at the bottom. The text is arranged in a clean, modern layout. At the top left, there are social media icons for Facebook, Twitter, and Instagram, all with the handle @SingaporeTech. At the top right is the SIT logo, which consists of the letters 'SIT' in a stylized font next to the full name 'SINGAPORE INSTITUTE OF TECHNOLOGY'. The main event details are in the center: '14 & 15 JAN' and '10AM TO 6PM' in large, bold, black letters, followed by 'SUNTEC SINGAPORE CONVENTION & EXHIBITION CENTRE, LEVEL 3' in a smaller font. Below this is a horizontal line, followed by the headline 'COME AND FIND YOUR PLACE' in bold. A short paragraph of text follows, inviting visitors to explore degree programmes and meet staff and students. The bottom half of the poster shows a photograph of four students sitting on red theater seats. The words 'OPEN HOUSE 2017' are overlaid in large, white, 3D block letters across the center of the photo. At the bottom left of the poster, the website 'SingaporeTech.edu.sg' is printed in small white text.

f SingaporeTech
t @SingaporeTech
@ @SingaporeTech

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

14 & 15 JAN
10AM TO 6PM

SUNTEC SINGAPORE
CONVENTION &
EXHIBITION CENTRE,
LEVEL 3

COME AND FIND YOUR PLACE

Join us at SIT Open House 2017. Two days dedicated to the best of Singapore's university of applied learning. Explore our range of degree programmes, meet our professors and chat with our current students. Visit the Open House to find out more!

OPEN HOUSE 2017

SingaporeTech.edu.sg

APPLICATION ON SUB-BRANDS

The sub-branding guidelines ensure that the application of a division's logo/name on any collateral is consistent across all divisions. For illustration purposes, they are represented on the following division collaterals.

In collaterals employed by the various divisions, the border set by the user must always be half of the SIT logotype (X), bearing in mind its minimum size.

Examples : Applications on Electronic Direct Mailer and Poster

SIT SINGAPORE INSTITUTE OF TECHNOLOGY | SIT LEARN

LEAN MASTERCLASS: VALUE STREAM IMPROVEMENT

Are you looking for a proven approach to increase productivity? Find out how your organisation can achieve greater results through our Lean Masterclass.

Learn from Mr Alister Lee, Vice-President of Lean Enterprise, Australia

With over 20 years of Lean Transformation experience, Alister has completed lean projects across a range of industry - Manufacturing, Food & Beverage, Defence, Healthcare, Banking, Government and other service organisations.

What you will learn:

- 7 Types of Waste
- Management systems to sustain change
- Leadership and culture
- Build people capability

8 - 9 June 2017
9.00am - 5.00pm
 SIT@DOVER, 10 DOVER DRIVE

Masterclass Fees:
\$963 for non-SME / \$321 for SME after subsidy per participant for 2 days
Fees before subsidy: \$3,000 per pax

[Find Out More!](#)

[SIGN UP](#)

For enquiries, please email Lean@SingaporeTech.edu.sg

The Lean Masterclass is organised by:

LEAN Transformation Innovation Centre

In collaboration with:

SingaporeTech.edu.sg Promoting lean culture, thinking and practice.

SIT LEARN (EDM)

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

IWSP 2 YEARS ON

PROGRAMME SCHEDULE

Date | 29/11/2016
Venue | SIT@DOVER Auditorium

12:30pm

Opening Address
 by Professor Tan Tjian Sook, President

IWSP from a Cluster Director's Perspective
 by Associate Professor Jennifer Ng (Cluster Director, Design and Specialised Businesses)

Preparation and Design of IWSP in ICT
 by Associate Professor Steven Wang (Programme Director, Information Technology)

Student Mentoring: Integrating Knowledge and Practice
 by Associate Professor Kai Sim Koo (Programme Director, Accountancy)

In Conversation with Employers and Students: What they have to say about their IWSP experience!

Sharing Insights on Industry Engagement
 by Ms Yee May Fung (Director, Career Services)

1:45pm

Let's Discuss! - 8 Strategies with our Panel
 Panel composed of:
 Professor Simon Yu, Associate Professor Kai Sim Koo, Associate Professor Steven Wang and Ms Yee May Fung

Closing
 by Professor Lim Han Sing, Deputy President (Academic) & Provost

12:45pm

Lunch

ORGANIZERS

COLEAD WITH CAREER SERVICES (EDM)

Application with Division Logo

Example 2

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

SITLEARN

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Application with Division Logo

Where two or more divisions require their sub-brand to appear in any form of collateral, their respective sub-brands should be sequenced alphabetically and delinked from the SIT Primary logo. In such instances, the SIT Primary logo OR the SIT/SITLEARN lockup, whichever applies, must be visible at the top right hand corner.

Example 3

SIT SINGAPORE INSTITUTE OF TECHNOLOGY

IWSP
2 YEARS ON

PROGRAMME SCHEDULE

Date | 29/11/2016
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10:30am
Opening Address
by Professor Tan Thiam Soon, President

IWSP from a Cluster Director's Perspective
by Associate Professor Jeanette Ng
(Cluster Director, Design and Specialised Businesses)

Preparation and Design of IWSP in ICT
by Associate Professor Steven Wong
(Programme Director, Infocomm Technology)

Student Mentoring: Integrating Knowledge and Practice
by Associate Professor Koh Sze Kee
(Programme Director, Accountancy)

In Conversation with Employers and Students: What they have to say about their IWSP experience?

Sharing Insights on Industry Engagement
by Ms Yeo May-Fung
(Director, Career Services)

11:45am
Let's Discuss! - A Dialogue with our Panel
Panel comprises of :
Professor Simos Yu, Associate Professor Koh Sze Kee,
Associate Professor Steven Wong and Ms Yeo May-Fung

Closing
by Professor Loh Han Tong, Deputy President (Academic) & Provost

12:40pm
Lunch

ORGANIZERS

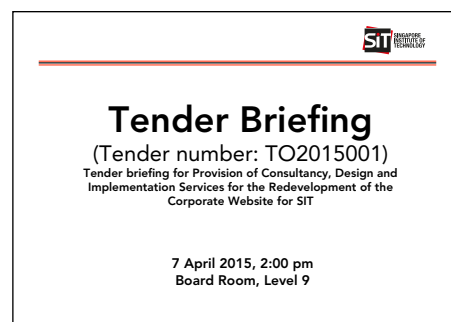
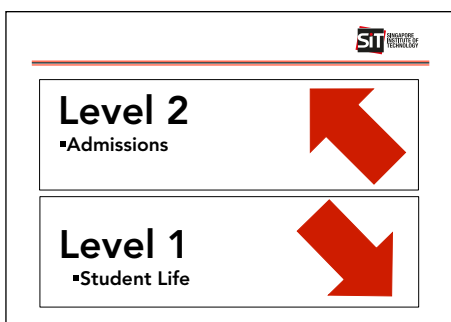
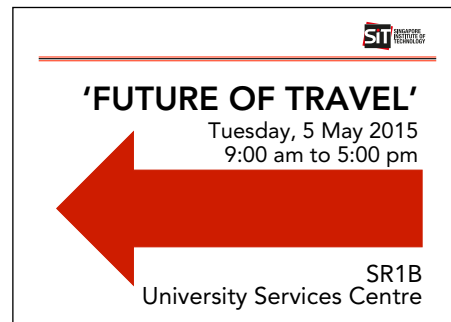
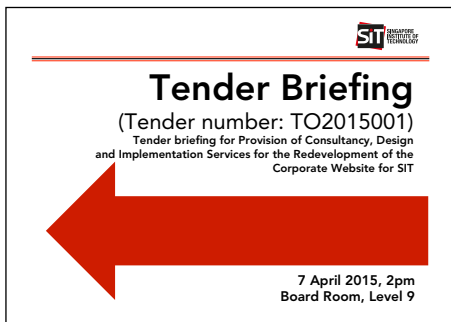
CAREER SERVICES

CoLEAD

DIRECTIONAL SIGNAGES

During occasions when directional signages are required to be placed in and around SIT facilities, the following templates are to be adhered to in order to maintain visual consistency:

Examples



The guidelines set out in this document may not be exhaustive and will be updated regularly.

When in doubt, staff-in-charge are highly encouraged to seek the advice of the Corporate Communications Division, who will facilitate a decision from Director, Corporate Communications (if necessary) or arrive at a mutually agreed decision together with the staff-in-charge.