



BRAND GUIDE

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The SG Cares Brand



This brand guide provides information on the SG Cares movement, its sub-brands, and how the SG Cares branding may be applied in outreach materials.

For further information, please reach out to the SG Cares Office at SGCares@mccy.gov.sg.



A movement to foster a more caring and inclusive society

SG Cares is a national movement dedicated to guide and support the goodwill of all who live in Singapore to better help those in need. From daily acts of kindness to volunteering together with friends, colleagues, neighbours and others — every action matters.

Together, we can all play a part, big and small, to make Singapore a more caring and inclusive home for all.

1.3 ABOUT THE SG CARES OFFICE

The movement is driven by the SG Cares Office which is a part of the Ministry of Culture, Community and Youth.

The role of the SG Cares Office is to build bridges between various stakeholders in the caring ecosystem. This is to encourage better collaboration and ensure that resources are channelled more effectively to those who need it.

As part of the ecosystem, the SG Cares Office has appointed SG Cares Volunteer Centres to coordinate resources and volunteerism efforts at the town-level. In addition, our SG Cares National Intermediaries play a key role in promoting skills-based volunteerism.

By establishing a connected ecosystem, we aim to connect partners to collaborate with other organisations, and foster new partnerships or improve existing ones through new and ongoing initiatives. This ensures that capabilities are constantly improving to provide long-term positive benefits to those they work with.

Building bridges for better ways to care

In order to achieve our goal of fostering a more caring and inclusive society, we believe that ‘care’ has to be more than a shift in mindset; it must lead to action. To facilitate this shift, we focus our efforts on four key roles.

1

Act as a central body for the “Caring Movement”

—to unify and amplify efforts within the 3P sector (People, Private and Public), with the larger national endeavour to achieve our overarching goal.

2

Speak with “One Voice”

— to communicate a key message around care in society that can be supported by individual movements and organisations.

3

Provide insights into the bigger caring ecosystem so that the 3P sector (People, Private and Public), can act to fulfill needs and address gaps.

4

To raise awareness and promote the importance of **nurturing social resilience** in the community.

1.5 HOW SG CARES MAKES A DIFFERENCE

Ultimately, the goal of the SG Cares movement is to foster a more caring and inclusive society in Singapore.

We do this by engaging our four key segments – intermediaries, partner agencies, schools/ Institutes of Higher Learning (IHLs) and neighbourhood communities – and supporting them in their efforts.

Key messages that SG Cares hopes to communicate to its key audience segments have been outlined on the next page.

GOAL: TO FOSTER A MORE CARING AND INCLUSIVE SOCIETY IN SINGAPORE

KEY TARGET SEGMENTS	PARTNER AGENCIES & INTERMEDIARIES	SCHOOLS / INSTITUTES OF HIGHER LEARNING	NEIGHBOURHOOD COMMUNITIES
HOW WE MAKE A DIFFERENCE	<p>DATA & INSIGHTS: Providing insights on the needs, learnings, and opportunities for support across the national care ecosystem.</p> <p>STRATEGIC COORDINATION: Providing an overview of the activities between the 3P sector (People, Private and Public) to encourage synergies.</p> <p>NATIONAL PERSPECTIVE: Unifying the different initiatives/ activities on the ground, emphasising the collective impact their support brings to communities, and highlighting new approaches and services.</p>	<p>DATA & INSIGHTS: Providing insights on the gaps in support and support opportunities that schools can help address.</p> <p>STRATEGIC COORDINATION: Be a go-to reference point for schools when planning volunteering activities.</p> <p>NATIONAL PERSPECTIVE: Promoting the importance of meaningful volunteering activities, and nurturing a culture of impactful care in our youth and children.</p>	<p>DATA & INSIGHTS: Building a repository of community-learned insights and key issues, and sharing new solutions and approaches that are effective.</p> <p>STRATEGIC COORDINATION: Providing an overview of the volunteer supply and demand within neighbourhoods, and establishing links between partners.</p> <p>NATIONAL PERSPECTIVE: Highlighting the need for care to extend past the family unit and into the surrounding communities.</p>
OUR ASPIRATIONS	<p>SG Cares will share insights on the needs of the community. By doing so, we can work with intermediaries and partner agencies to address these needs, and reduce any possible overlaps in services.</p>	<p>SG Cares will help identify volunteer opportunities and guide the planning of volunteer activities for schools and students, to help ensure a meaningful volunteering experience that will impact beneficiaries, and to encourage lifelong volunteering and giving among our young.</p>	<p>SG Cares will help to enable and enhance the impact by grassroots and community groups by amplifying their messages around the importance of caring, and connecting individual groups with possible likeminded partners.</p>

1.6 OUR MESSAGING FRAMEWORK

	TARGET AUDIENCE SEGMENTS		
	PARTNER AGENCIES & INTERMEDIARIES	SCHOOLS / INSTITUTES OF HIGHER LEARNING	NEIGHBOURHOOD COMMUNITIES
The challenge we are trying to address	<p>SG Cares works together with intermediaries and partners to coordinate efforts, and provide clarity and a focal point in purpose.</p> <p>Ultimately, we seek to build greater social resilience in Singapore.</p>	<p>More than participation, we believe that students need to see the lasting impact they can have on others in the community around them to cultivate a habit for lifelong volunteering and giving.</p> <p>We connect school community outreach activities to the larger national agenda for social resilience.</p>	<p>As a national movement with an oversight of the needs and existing services provided within different neighborhoods and towns, SG Cares can help identify emerging trends and gaps in support, and bring this to light so that help can be provided where it is needed.</p>
Our role as a central platform and connector between partners	<p>SG Cares has an oversight of the various partners in Singapore across the spectrum of services and causes (e.g. social services, animal welfare etc).</p> <p>We help identify potential synergies between entities, and link them up to optimise resources to deliver better support.</p>	<p>With an oversight into the needs of the Intermediaries and the community, SG Cares provides guidance to schools in developing meaningful student volunteering opportunities that address the needs of the community the school is located in.</p>	<p>We have the platforms and channels to recruit volunteers who can be directed to where help is needed.</p> <p>Our SG Cares app and SG Cares Volunteer Centres help build a pool of volunteers within the neighbourhood and encourage people to get involved in their own neighbourhoods.</p>
Enabling and empowering our stakeholders	<p>As a national movement, SG Cares provides a wide-reaching platform to recognise and amplify the good work and impact by likeminded individuals and organisations. In this way, SG Cares supports the efforts of many and channels them towards our common goal of greater social resilience across all Singaporeans.</p>		

1.7 OUR BRAND ARCHITECTURE

Our brand architecture demonstrates the different ways that the public and our partners can be part of the SG Cares movement. It conveys the essence of what SG Cares is: **inclusive, engaging** and **collaborative**.

The primary objective of the brand architecture is to clearly link and express the relationships between the SG Cares movement brand, and the various initiatives we run, our SG Cares Volunteer Centres as well as the partners we support.

Reflective of our strategy of collaborating with partners and presenting a unified movement, we have created a set of sign-offs that partners can actively leverage in a way that links their communications with the SG Cares movement

The guidelines provide further details on the different entities and elements of the brand architecture in the subsequent sections.

MASTER BRAND



A MOVEMENT CO-LED BY



SG CARES BRANDED APP & ACTIVITIES



SG CARES VOLUNTEER CENTRES



WITH LOCATION INDICATORS



PARTNER SIGN-OFFS

Together, Because  Cares

Volunteer, Because  Cares

Donate, Because  Cares

Give, Because  Cares



Key Design Elements

2.1 OVERVIEW

Key Design Elements

In a Visual Identity System, several design elements work together to form a strong set of tools to ensure a consistent and unique look for our brand. Together, these elements are referred to as the Key Design Elements.

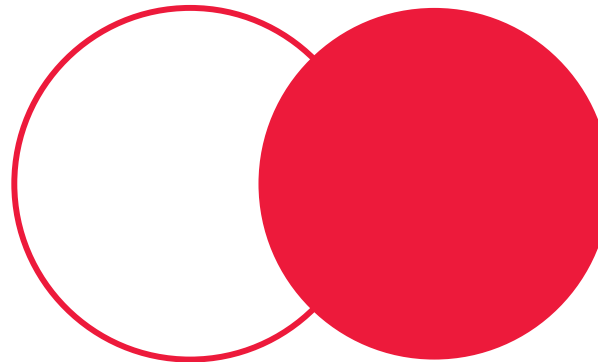
Each element is designed to contribute to a holistic system that strongly reflects our positioning. While each element creates visual impact on its own, they combine to create a look that is uniquely SG Cares.

The following pages describe each of these elements in detail.

LOGO



GRAPHIC DEVICE



COLOURS



TYPOGRAPHY

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 %&@*(.,#!?)

IMAGERY



2.2.1 **SG CARES LOGO**

Introduction

The colours of the main SG Cares logo are red, white and black. This main SG Cares logo must be used under all circumstances except when coloured background affects legibility - to which the variations on the following pages apply.

The official typeface for SG Cares logo consists of Gotham Medium being set on the 'SG' and Gotham Bold set on the 'Cares'.



2.2.2 SG CARES LOGO

Colours

The colour palette of the SG Cares visual system should be adhered to as much as possible in all our collateral.

The Red must be used as the prominent colour in graphics and key texts like headlines and subheads while the Black is mainly used as an accent.

RED

CMYK : 0C 100M 80Y 0K
PANTONE : PMS 032 C
RGB : 237R 26G 59B

BLACK

CMYK : 0C 0M 0Y 100K
PANTONE : PMS BLACK C
RGB : 0R 0G 0B

2.2.3 SG CARES LOGO

Typography

PRIMARY TYPEFACE

The brand's chosen typefaces are from the Gotham font family. Its typography projects a consistent sense of timelessness and versatility. It can be used across a wide variety of communications.

HEADLINES

Headlines should mainly be set in Gotham Regular. Do not use Gotham Bold for headlines as this version is too heavy.

BODYTEXT AND SUBHEADS

Bodytext should mainly be set in Gotham Regular.

Subheads can be set in either Gotham Regular or Gotham Bold, depending on the overall design scheme.

Alternatively, ARIAL may be used if there is no access to the primary typeface.

PRIMARY TYPEFACE

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 %&@*(.,#!?)

Gotham Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 %&@*(.,#!?)

ALTERNATE TYPEFACE

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 %&@*(.,#!?)

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 %&@*(.,#!?)

Gotham Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 %&@*(.,#!?)

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 %&@*(.,#!?)

2.2.4 SG CARES LOGO

Clear space and Minimum Size

CLEAR SPACE

Clear Space refers to the area around our logo that should remain free of graphic clutter. The Clear Space for our logo is defined as the implied space set by the letter 'G' of SG Cares logotype

MINIMUM SIZES

It is important that our logo appears clearly at all times. Understanding which version of our logo to use and at what size is important to ensure legibility. Please note that the Minimum Size for the logo of SG Cares is 10 mm or 28px in height.

CLEAR SPACE



This symbol formed by the x-height of the logo type is the representation of one unit.



MINIMUM SIZE



PRINT



DIGITAL

2.2.5 SG CARES LOGO

Colour Versions

These are the 6 allowed colour variants for the logo. No other variant is allowed.

Should there be any situation in which the variants shown here are not feasible, the application of the logo has to be sent to the SG Cares Office for approval via email at SGCares@mccy.gov.sg

FULL COLOUR



SINGLE COLOUR



1 SPOT COLOUR WITH WHITE DESCRIPTOR
(WHITE VARIANT)



GREYSCALE LOGO



MONOTONE (BLACK AND WHITE)



MONOTONE (REVERSE WHITE)

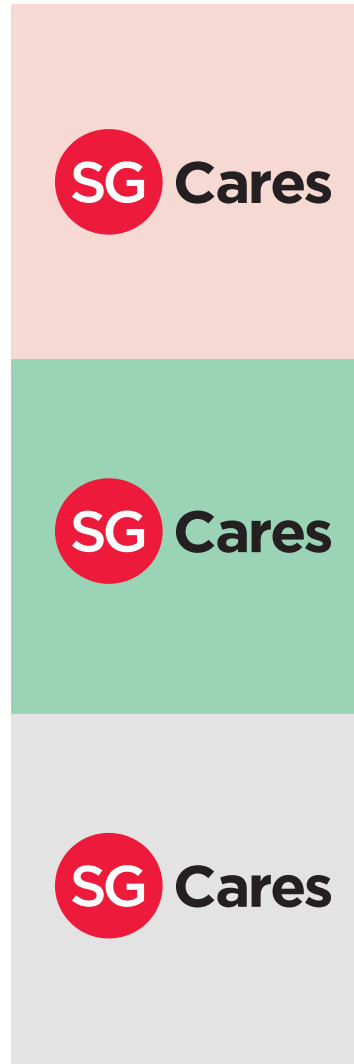


2.2.6 **SG CARES LOGO** Applications on Backgrounds

There may be situations where the SG Cares logo has to be placed on a coloured background or image. Special consideration must be taken when placing the logo. Always ensure that the logo is completely legible.

To determine which version to use on different types of backgrounds, refer to the samples shown on this page.

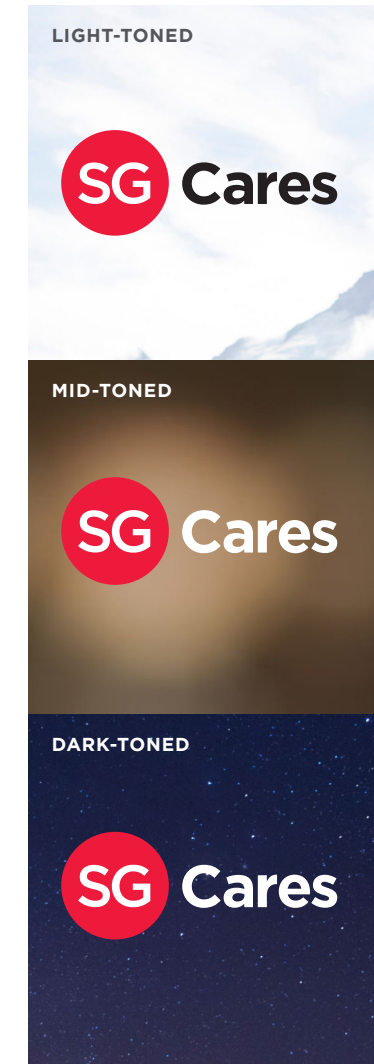
LIGHT-COLOURED BACKGROUNDS



DARK-COLOURED BACKGROUNDS



IMAGE BACKGROUNDS



2.3.1 **SG CARES VOLUNTEER CENTRE LOGO**

Introduction

The SG Cares Volunteer Centre represents an important element of the movement. They are responsible to build volunteer capacity, develop volunteer management capabilities and foster community partnerships to strengthen the towns' effectiveness in meeting communities' needs.

DEFAULT FORMAT

This is the preferred version to be used in all SG Cares Volunteer Centre communication materials.

ALTERNATIVE FORMAT

This alternative version of the logo may only be used in situations where the logo has to be placed on communication materials with tight space constraints.

DEFAULT FORMAT



ALTERNATIVE FORMAT



2.3.2 SG CARES VOLUNTEER CENTRE LOGO

Clear space and Minimum Size

CLEAR SPACE

Clear Space refers to the area around the SG Cares Volunteer Centre logo that should remain free of graphic clutter.

The Clear Space for our logo is defined as the implied space set by the letter 'G' of SG Cares logotype

MINIMUM SIZES

It is important that the SG Cares Volunteer Centre logo appears clearly at all times. Understanding which version of our logo to use and at what size is important to ensure legibility. Please note that the Minimum Size for the logo of SG Cares Volunteer Centre is 33 mm or 94px in width.

CLEAR SPACE



This symbol formed by the x-height of the logo type is the representation of one unit.



MINIMUM SIZE



PRINT



DIGITAL

2.3.3 SG CARES VOLUNTEER CENTRE LOGO

Colour Versions

These are the 6 allowed colour variants for the logo. No other variant is allowed.

Should there be any situation in which the variants shown here are not feasible, then the application of the logo has to be sent to the SG Cares Office for approval via email at SGCares@mccy.gov.sg

FULL COLOUR



SINGLE COLOUR



1 SPOT COLOUR WITH WHITE DESCRIPTOR
(WHITE VARIANT)



GREYSCALE LOGO



MONOTONE (BLACK AND WHITE)



MONOTONE (REVERSE WHITE)



2.3.4 SG CARES VOLUNTEER CENTRE LOGO

Applications on Backgrounds

There may be situations where the SG Cares Volunteer Centre logo has to be placed on a coloured background or image. Special consideration must be taken when placing the logo. Always ensure that the logo is completely legible.

To determine which version to use on different types of backgrounds, refer to the samples shown on this page.

LIGHT-COLOURED BACKGROUNDS



DARK-COLOURED BACKGROUNDS



IMAGE BACKGROUNDS



2.3.5 SG CARES VOLUNTEER CENTRE LOGO

Location Indicator

There may be situations where a logo lock-up with a location descriptor can be used by the specific SG Cares Volunteer Centre. This could include specific outreach material by the SG Cares Volunteer Centre (e.g. physical signage, etc).

SG Cares Volunteer Centres should not create their own logo and should reach out to the SG Cares Office for the logo artwork files.

The proportions, font and clear space have been fixed in the artwork file, and should not be changed.

TEMPLATE



SAMPLES

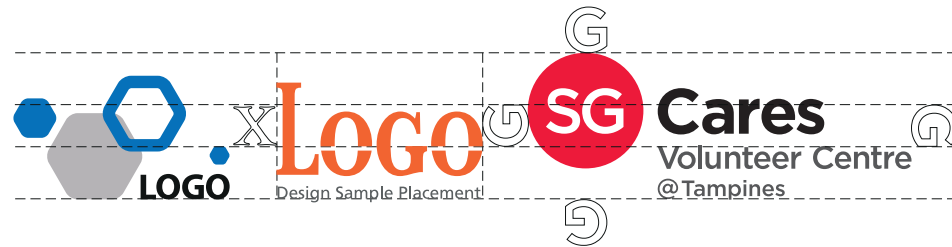


2.3.6 SG CARES VOLUNTEER CENTRE LOGO

Partner Logo Applications

Partner logos must be placed on the left side of the SG Cares Volunteer Centre logo. The size of partner logos should not be larger than the SG Cares Volunteer Centre logo.

While the clear space requirements for the SG Cares logo still apply (refer to page 2.3.2), the space between partner logos and the SG Cares Volunteer Centre logo should be determined by the logo that has a larger clear space.



Note:

The 'X' refers to the clear space area measurement provided in a partner's corporate identity guidelines.

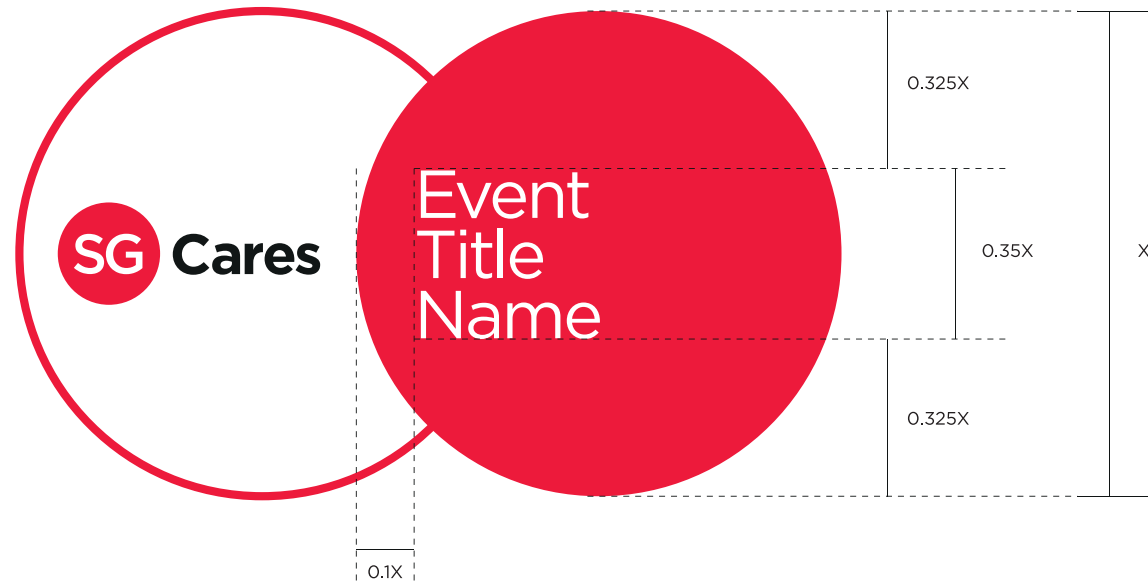
2.4.1 EVENT LOGOS

Introduction

Logos for events, such as the SG Cares Community Network Session, can be created based on the developed event logo format.

The logo takes reference from the key graphic device, and can be used in several variations as shown in the following pages.

SAMPLE



SAMPLE



2.4.2 EVENT LOGOS

Usage Variations

The Events logo may be used and applied in a variety of formats depending on the key visuals it is combined with.

The samples shown on this page illustrate the different ways in which the logo can be applied.

BASIC FORMAT



ON IMAGE BACKGROUND



WITH ILLUSTRATION / ICONS



WITH IMAGE



2.4.3 EVENT LOGOS

Colour Versions

These are the allowed colour variants for the logo. No other variant is allowed.

Should there be any situation in which the variants shown here are not feasible, then the application of the logo has to be sent to the SG Cares Office for approval via email at SGCares@mccy.gov.sg

FULL COLOUR



SINGLE COLOUR



GREYSCALE LOGO



SINGLE COLOUR ON DARK BACKGROUNDS



MONOTONE (BLACK AND WHITE)



MONOTONE (REVERSE WHITE)



2.5.1 GRAPHIC DEVICE

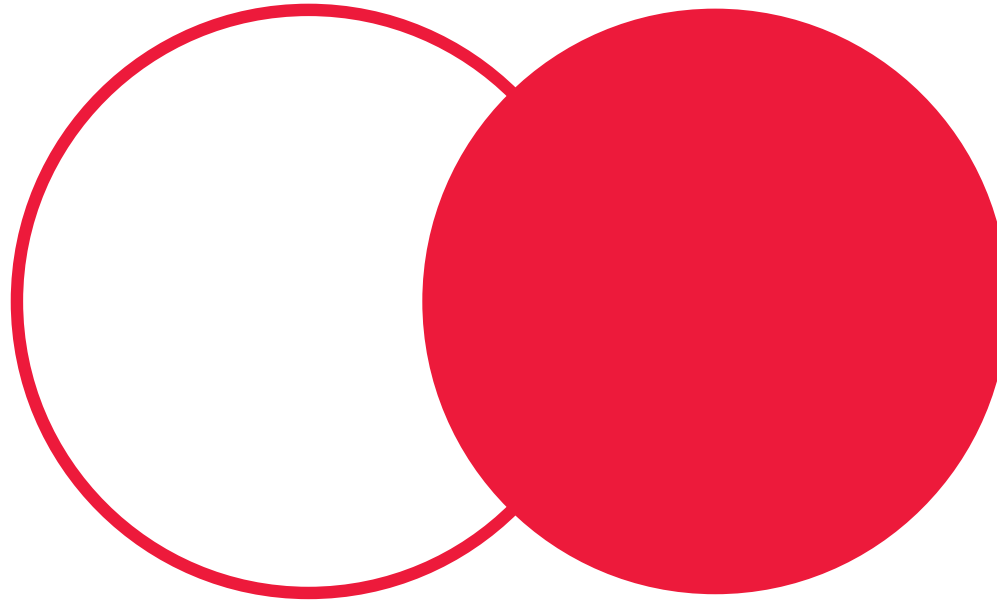
Introduction

The Graphic Device consists of two circles of equal size. Apart from adding a distinctive look to all our communication materials, it is symbolic of our purpose to connect communities and partners.

The Graphic Device may be used in a variety of ways to hold images, text or both. Please refer to the application sections of this guide for some examples for how to use the Graphic Device.

A softcopy of the Graphic Device can be obtained from the SG Cares Office. Do not recreate it from scratch.

BASIC FORMAT



SAMPLES



2.5.2 GRAPHIC DEVICE

Application Formats

The Graphic Device may appear in its full form or can be cropped to suit the format it is used in.

Here are some samples to illustrate some ways in which it can be cropped.



2.6 IMAGERY

Key images used should reflect the national SG Cares Movement that is dedicated to guide and support the goodwill of all who live in Singapore to better help those in need.

Here are some guidelines to selecting or producing main images:

SUBJECTS

- Positive-looking and energised
- Use natural poses
- As far as possible show them engaged in an activity or with the people around them
- As far as possible, reflect diversity in age, gender and ethnicity.

STYLE

- Natural lighting and colour tones
- Off-centred, subject focus
- Low depth-of-field with distinct foreground, middleground and background planes

The images used in this document are intended for illustration purposes only. They are meant to be used as reference for when we obtain images from stock libraries. Usage rights must be obtained for any of the images in this document, if they are to be used for any publication.





Applications

3.1 EDM

The EDM consists of 3 areas which are the Masthead, the Content Area, and the Footer Area.

MASTHEAD

The sizes and positions of the SG Cares logo, Graphic Device and texts within the Masthead are fixed. The only variable elements are the key visual used within the Graphic Device and the EDM's title and descriptor.

CONTENT AREA

The content area is flexible and can use different layouts depending on its purpose.

The samples shown on this page illustrate various ways in which the content area can be used.

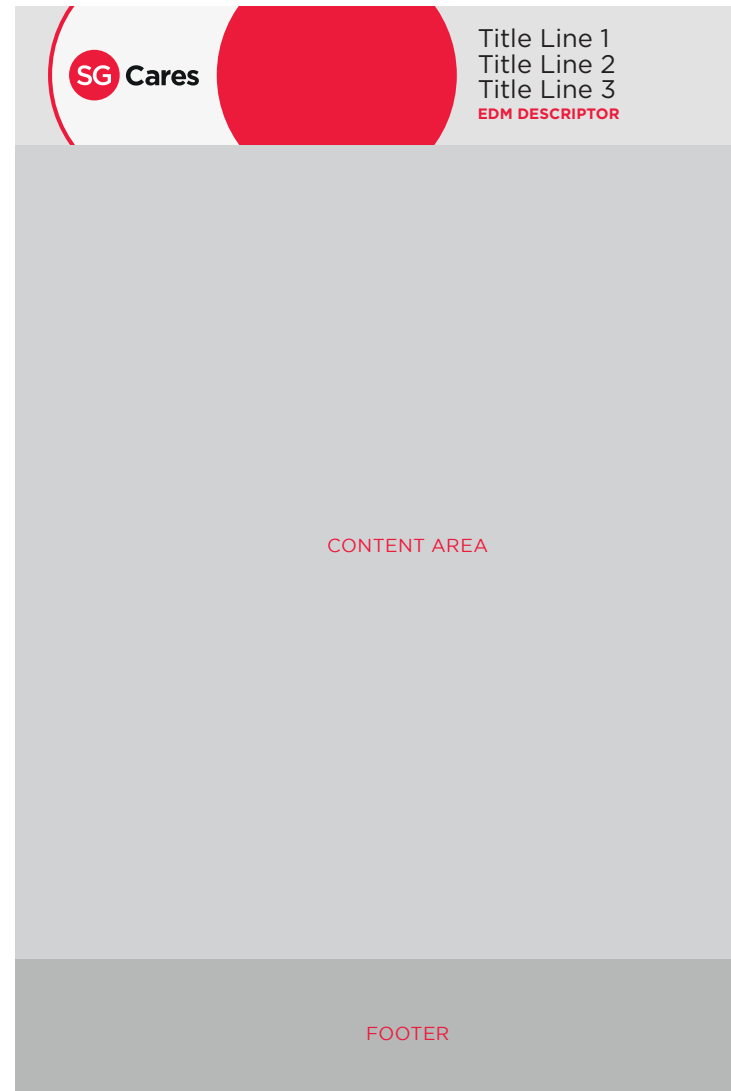
FOOTER

The footer must adhere to the SG Cares colour palette for all EDMs.

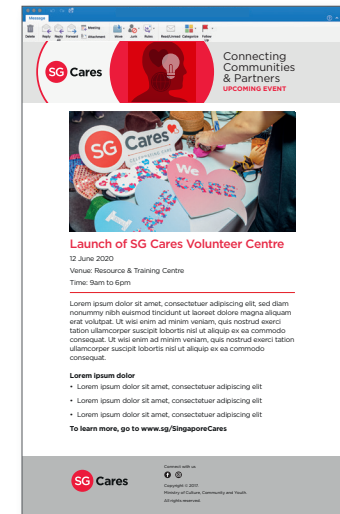
TEMPLATE

A template for EDMs can be obtained from the SG Cares Office. Do not recreate this from scratch.

TEMPLATE



SAMPLES



3.2.1 SOCIAL MEDIA Call For Volunteers

The SG Cares Social Media Posts template consists of a flexible content area.

CONTENT AREA

The content area is flexible and may use different layouts depending on its purpose.

The Graphic Device should be a prominent design element used in the content area.

The sample shown on this page is an example of how the content area can be used.

TYPESETTING

Headlines

Gotham Bold

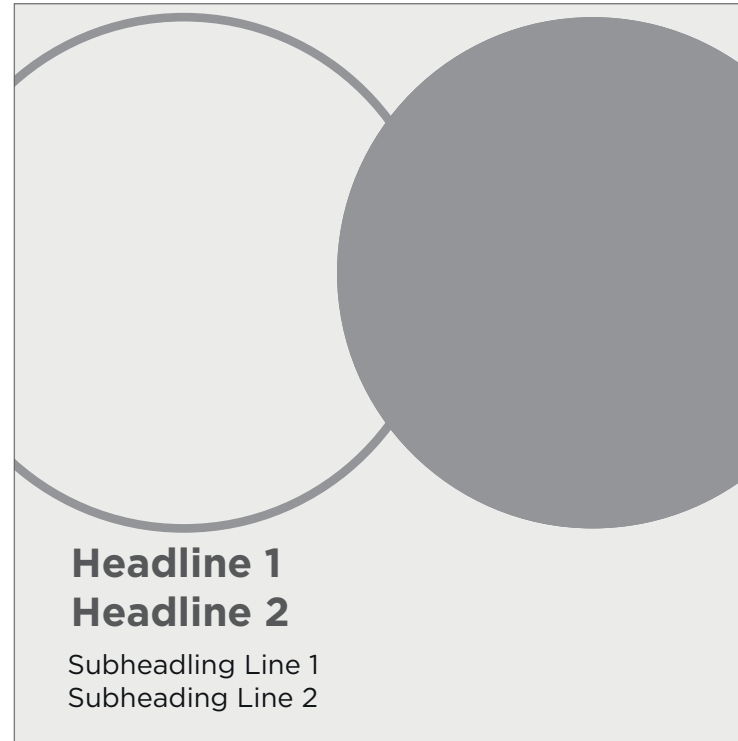
Subheadings/Body Copy

Gotham Book

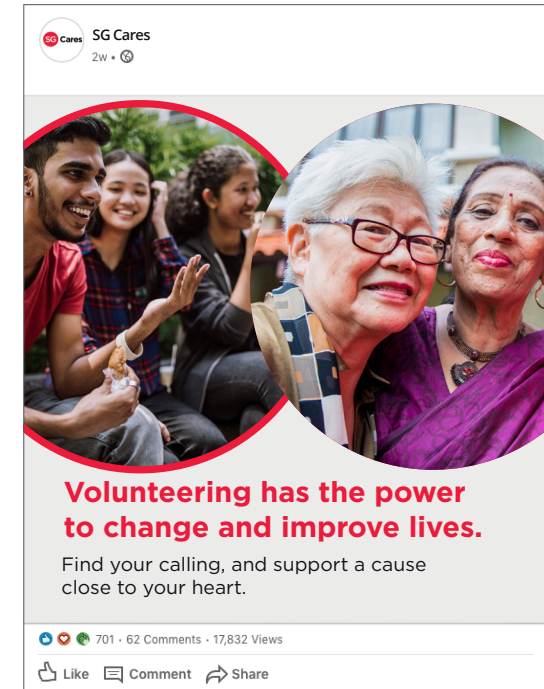
TEMPLATE

A template for Social Media Post can be obtained from the SG Cares Office.

TEMPLATE



SAMPLES



3.2.2 SOCIAL MEDIA

Promotion of events

The SG Cares Social Media Posts template consists of a flexible content area.

CONTENT AREA

The content area is flexible and may use different layouts depending on its purpose.

The Graphic Device should be a prominent design element used in the content area.

The sample shown on this page is an example of how the content area can be used.

TYPESETTING

Event Title
Gotham Bold

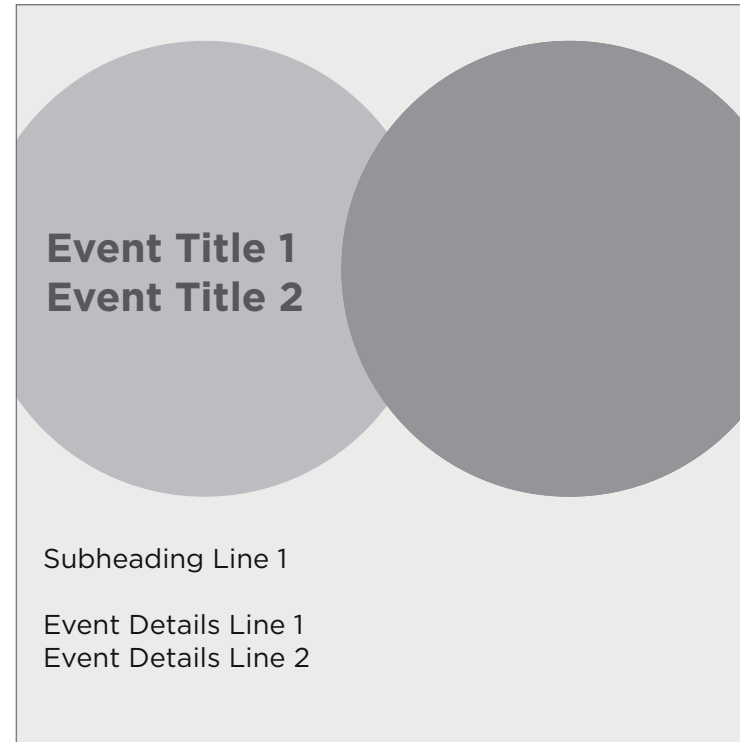
Subheadings
Gotham Book

Event Details/Body Copy
Gotham Book

TEMPLATE

A template for Social Media Post can be obtained from the SG Cares Office.

TEMPLATE



SAMPLES



3.2.3 SOCIAL MEDIA

Promotion of SG Cares App

The SG Cares Social Media Posts template consists of a flexible content area.

CONTENT AREA

The content area is flexible and may use different layouts depending on its purpose.

The Graphic Device should be a prominent design element used in the content area.

The sample shown on this page is an example of how the content area can be used.

TYPESETTING

Headlines

Gotham Bold

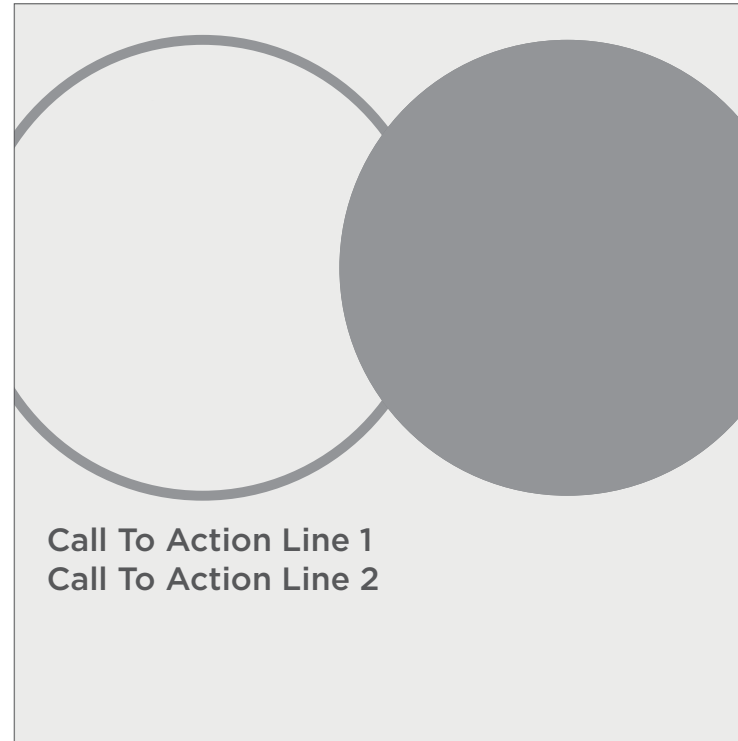
Call to Action

Gotham Medium

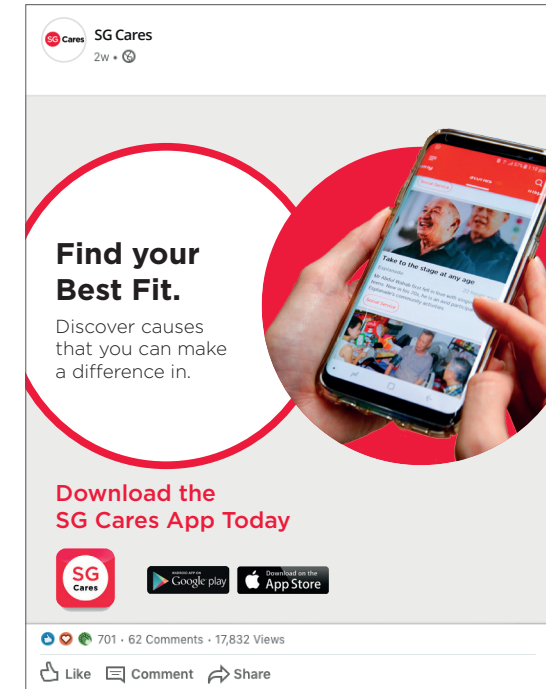
TEMPLATE

A template for Social Media Post can be obtained from the SG Cares Office.

TEMPLATE



SAMPLES



3.2.4 SOCIAL MEDIA

Promotion of stories/articles

The SG Cares Social Media Posts template consists of a flexible content area.

CONTENT AREA

The content area is flexible and may use different layouts depending on its purpose.

The Graphic Device should be a prominent design element used in the content area.

The sample shown on this page is an example of how the content area can be used.

TYPESETTING

Headlines

Gotham Bold

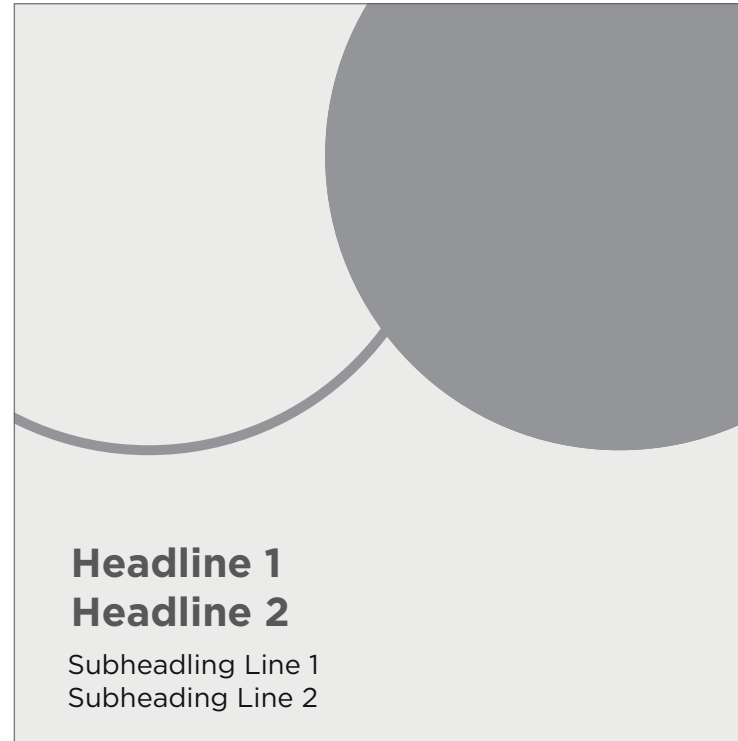
Subheadings

Gotham Book

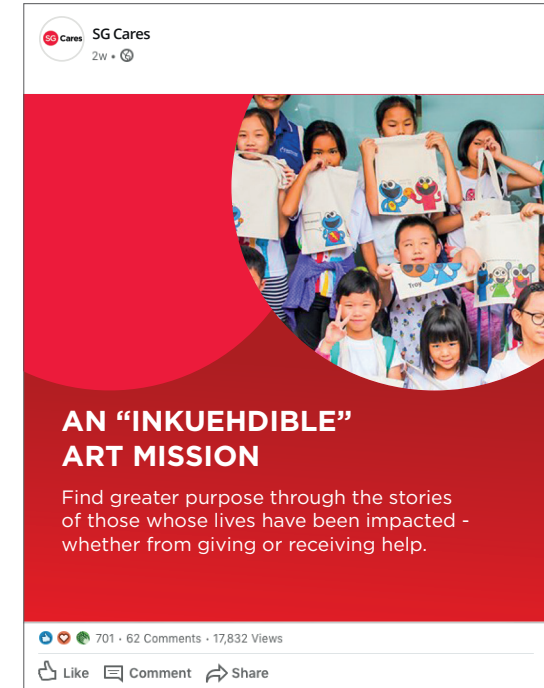
TEMPLATE

A template for Social Media Post can be obtained from the SG Cares Office.

TEMPLATE



SAMPLES



3.2.5 SOCIAL MEDIA Spotlight on Profiles

The SG Cares Social Media Posts template consists of a flexible content area.

CONTENT AREA

The content area is flexible and may use different layouts depending on its purpose.

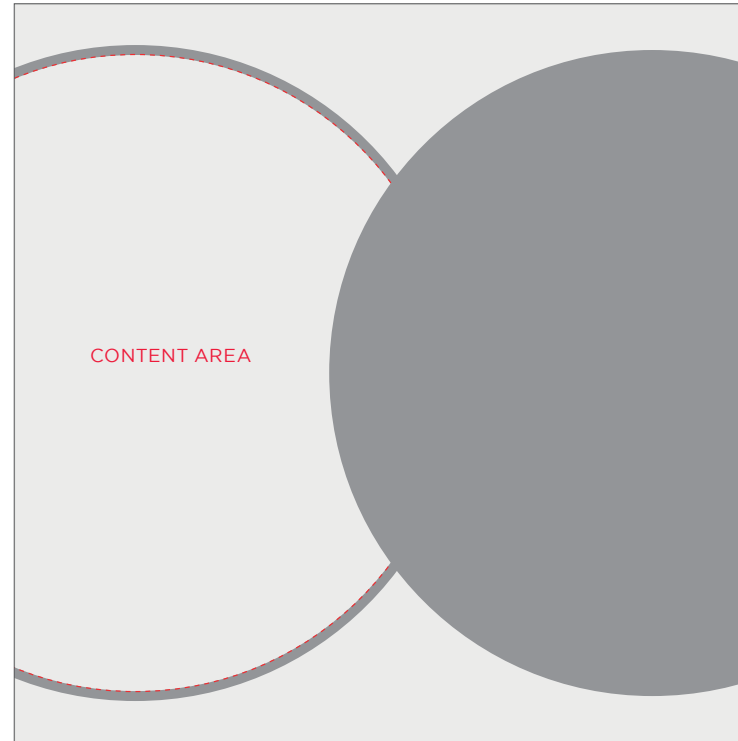
The Graphic Device should be a prominent design element used in the content area.

The sample shown on this page is an example of how the content area can be used.

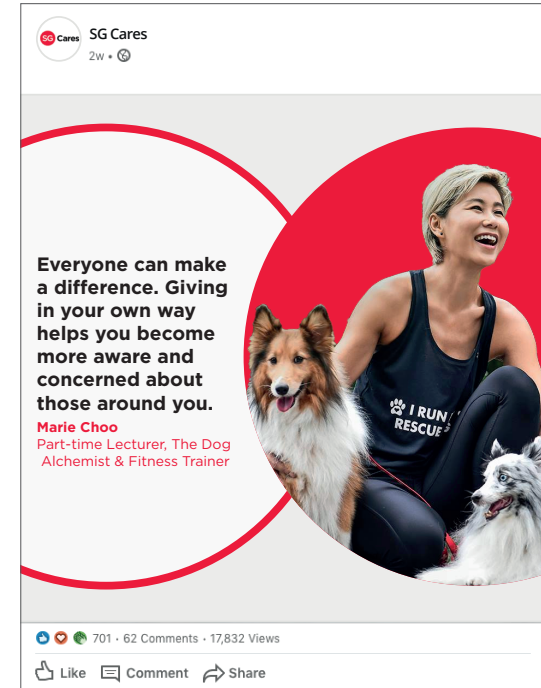
TEMPLATE

A template for Social Media Post can be obtained from the SG Cares Office.

TEMPLATE



SAMPLES



3.2.6 SOCIAL MEDIA

SG Cares Volunteer Centres

The SG Cares Social Media Posts template consists of a flexible content area.

CONTENT AREA

The content area is flexible and may use different layouts depending on its purpose.

The Graphic Device should be a prominent design element used in the content area.

The sample shown on this page is an example of how the content area can be used.

TYPESETTING

Headlines

Gotham Bold

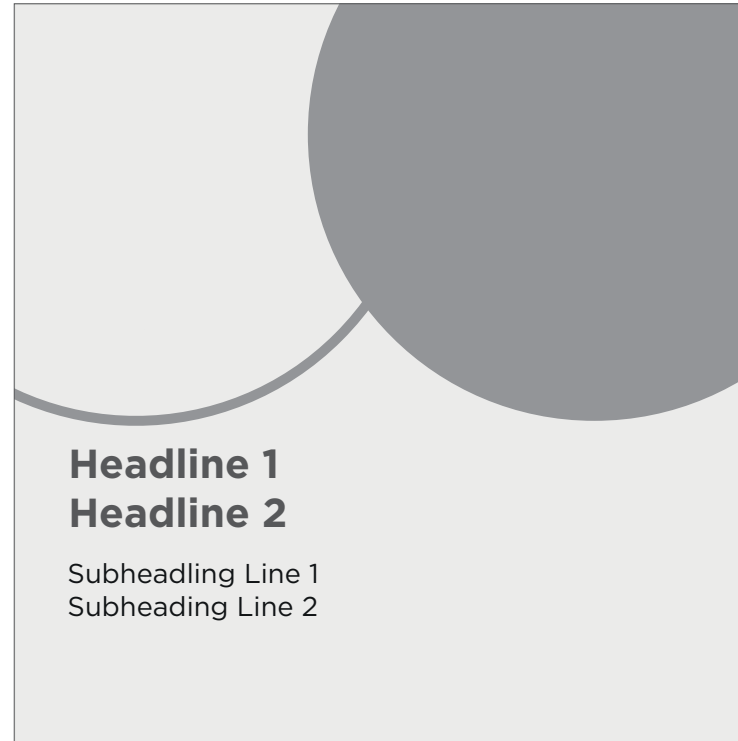
Subheadings

Gotham Book

TEMPLATE

A template for Social Media Post can be obtained from the SG Cares Office.

TEMPLATE



SAMPLES



3.3.1 **WEB BANNERS** SG Cares Movement

Web Banners consists of a flexible content area.

CONTENT AREA

The content area is flexible and may use different layouts depending on its purpose.

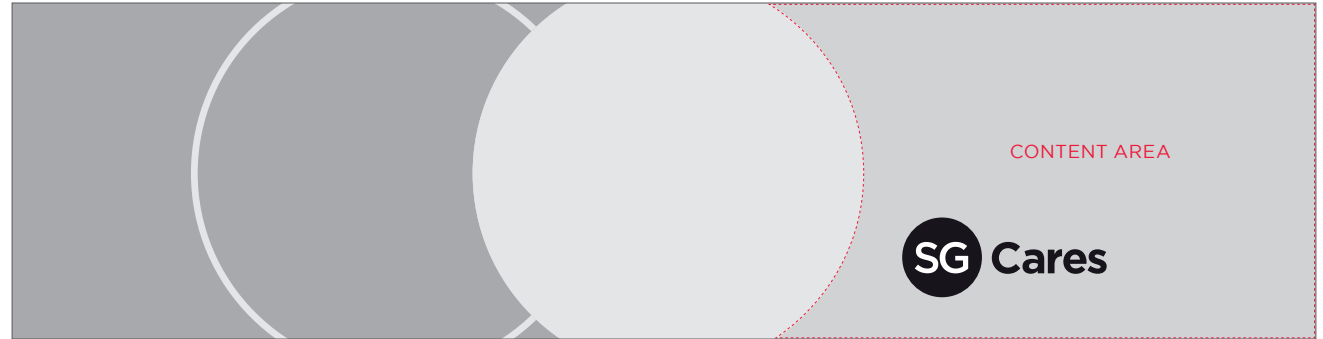
The Graphic Device should be a prominent design element used in the content area.

The sample shown on this page is an example of how the content area can be used.

TEMPLATE

A template for Web Banners can be obtained from the SG Cares Office.

TEMPLATE



SAMPLES



3.3.2 WEB BANNERS

SG Cares App

Web Banners consists of a flexible content area.

CONTENT AREA

The content area is flexible and may use different layouts depending on its purpose.

The Graphic Device should be a prominent design element used in the content area.

The sample shown on this page is an example of how the content area can be used.

TEMPLATE

A template for Web Banners can be obtained from the SG Cares Office.

TEMPLATE



SAMPLES



3.3.3 WEB BANNERS

SG Cares Volunteer Centres

Web Banners consists of a flexible content area.

CONTENT AREA

The content area is flexible and may use different layouts depending on its purpose.

The Graphic Device should be a prominent design element used in the content area.

The sample shown on this page is an example of how the content area can be used.

TEMPLATE

A template for Web Banners can be obtained from the SG Cares Office.

TEMPLATE



SAMPLES



3.4 PULL-UP BANNERS

Pull-up Banners consists of a Masthead and Content Area.

MASTHEAD

The size and position of the SG Cares logo is fixed. It should be centred and ideally appears on a White background.

CONTENT AREA

The content area is flexible and may use different layouts depending on its purpose.

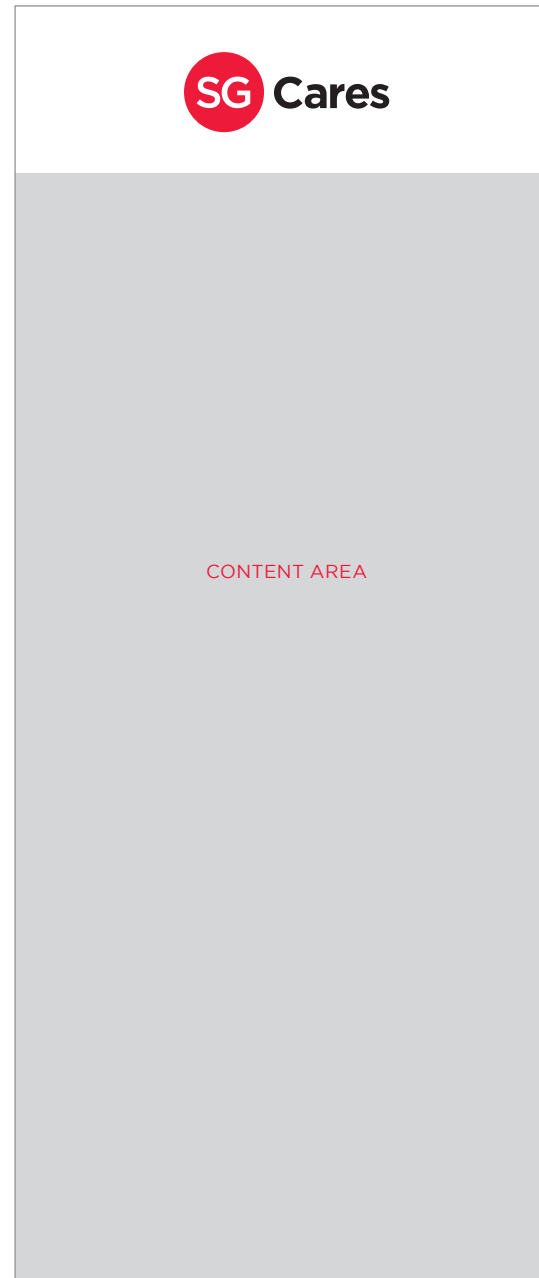
The Graphic Device should be a prominent design element used in the content area.

The sample shown on this page is an example of how the content area can be used.

TEMPLATE

A template for Pull-up Banners can be obtained from the SG Cares Office.

TEMPLATE



SAMPLE





Partner Endorsements

4.1 OVERVIEW

Collaborating with partners and presenting a united movement towards our goal of a more caring and inclusive Singapore represents an important aspect of our brand.

'Because SG Cares' was developed as a way of recognising that individuals and organisations across Singapore are already demonstrating care in their own ways. The goal is to invite them to think about what they do, relative to a larger national movement.

The SG Cares movement is only as strong as the different partners that come together under a united banner.

In order to allow partners flexibility in expressing how they want their target audiences to participate, there are four action-oriented sign-offs that partners can incorporate into their own outreach.

These sign-offs are intended to reinforce that the partner is working in tandem with SG Cares to foster a more caring community, and partners can choose the most suitable sign-off.

THE IDEA

Because  Cares

PARTNER SIGN-OFFS

Together, Because  Cares

Volunteer, Because  Cares

Donate, Because  Cares

Give, Because  Cares

4.2 VERSIONS

This page provides a general guide for when each version may be used. Please reach out to the SG Cares team if you are uncertain as to which version would suit your purpose best.

Partners should not create new sign-offs beyond the four shown here. In exceptional situations where none of the partner sign-offs suit the purpose of the activity, please contact the SG Cares Office via email at SGCares@mccy.gov.sg

Together, Because  Cares

THIS CAN BE USED IN MOST SCENARIOS TO SIGNIFY THAT THE INITIATIVE OR OUTREACH ACTIVITY SUPPORTS THE SG CARES MOVEMENT.

Volunteer, Because  Cares

THIS CAN BE USED IN COLLATERAL THAT HIGHLIGHT VOLUNTEERING OPPORTUNITIES OR ARE CALLING FOR VOLUNTEERS.

Donate, Because  Cares

THIS CAN BE USED IN COLLATERAL THAT HIGHLIGHT DONATIONS, MONETARY OR IN-KIND CONTRIBUTIONS

Give, Because  Cares

THIS CAN BE USED IN COLLATERAL THAT CALL FOR SUPPORT IN GENERAL. THIS ENCOMPASSES ALL TYPES OF GIVING, FROM MONETARY AND IN-KIND CONTRIBUTIONS, TO THE GIFT OF TIME AND SKILLS.

4.3 FORMATS

The sign-offs may be used and applied in a variety of formats depending on the key visuals it is combined with.

The samples shown on this page illustrate the different ways in which the logo can be applied.

The principles for using the sign-offs should follow the same principles as the SG Cares logo. Please refer to 2.2.2 to 2.2.4 for the SG Cares Logo principles.

Partners should not attempt to re-create the sign-off and should contact the SG Cares Office via email at SGCares@mccy.gov.sg.

HORIZONTAL FORMAT (PREFERRED)

Together, Because  Cares

Volunteer, Because  Cares

Donate, Because  Cares

Give, Because  Cares

VERTICAL FORMAT

Together, Because

 Cares

Volunteer, Because

 Cares

Donate, Because

 Cares

Give, Because

 Cares

4.4 MOCK-UP EXAMPLES

Building a Future-proof Volunteer Strategy

1 to 3 March
Organised by NCSS
Hosted by Diana Lim
Register by 25 Jan 2021

Keynote Speaker:

Ms Anita Fam
President,
National Council
of Social Service

Presented by

NCSS
National Council
of Social Service

Together, Because **SG Cares**

Let's GIFT for a Reason
18 NOV - 7 DEC 2020

PUT A SMILE ON THE FACES OF THE VULNERABLE

ADOPT A WISH
Fulfil a wish worth up to \$30 for a child

ADOPT A BLOCK
Fund \$20 worth of necessities for each low-income household

Donate, Because **SG Cares**

Jointly organised by:
SAFRA **SAFRA**
In support of:
SG Cares
Giving Week

<http://msfcaresblog.com> @msfsingapore @msfcares

MSF MINISTRY OF SOCIAL AND FAMILY DEVELOPMENT

SG Cares Community Network Session 2021

Working Together to Improve the Lives of Singaporeans

Pasir Ris and Punggol
3 Jul 2021

Together, Because **SG Cares**

VOLUNTEER ORIENTATION SESSION #4

FIND OUT MORE ABOUT LAW SOCIETY PRO BONO SERVICES AND OUR VOLUNTEERING OPPORTUNITIES!

DATE 19 May 2021, Wednesday
TIME 12:30pm - 1:00pm
VENUE Zoom

Volunteer, Because **SG Cares**

LAW SOCIETY
PRO BONO SERVICES

