

# Brand Identity Guidelines

A Complete Guideline for Global Property Expo Singapore 2025

# Brand Guidelines

The Global Property Expo, organised by JLL, will take place at the Sands Expo & Convention Centre in Singapore from July 18-20, 2025. This tailored international residential property forum will connect global investors and industry leaders, serving as a unique platform for exploring premium international residential real estate investment opportunities in one of Asia Pacific's most affluent economies.

To facilitate clear, effective, and professional communication about the event, these brand guidelines provide comprehensive directives for the use of the Global Property Expo | Singapore 2025 brand identity. They are designed for external stakeholders, to ensure consistency and accuracy in all communications and materials.



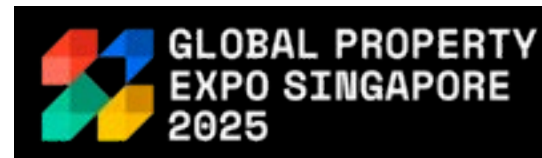
# Logo

The **Global Property Expo | Singapore 2025** logo is the primary visual representation of our brand. It is essential to use it correctly and consistently to reinforce brand recognition.



#### **Colour Logo with Black Text:**

This version is typically used on light backgrounds to provide strong contrast and visibility.



#### **Colour Logo with White Text:**

This version is suitable for use on dark or coloured backgrounds where the black text version may not be easily seen.



#### **Black and White Logo:**

This version is used for single-colour applications, such as printing in black and white or for engraving.

# Logo

## Logo Usage Guidelines:

### Clear Space

To maintain the logo's visual impact, it must be surrounded by a minimum amount of clear space, free from any other graphic elements or text. The minimum clear space should be equal to the height of the word "GLOBAL PROPERTY" in the logo.

Global Property Expo Singapore 2025 Logo



# Logo

## Logo Usage Guidelines:

### Minimum Size

The logo must always be reproduced at a size that ensures the legibility of all its elements.

- For print applications, the minimum size is 30 mm x 12 mm (ratio: 5:2)
- For digital applications, the minimum size is 120 px x 48 px (ratio: 5:2).



For print applications, the minimum size is 30 mm x 12 mm (ratio: 5:2)



For digital applications, the minimum size is 120 px x 48 px (ratio: 5:2)

**Note:** Always maintain the logo's aspect ratio when resizing to ensure visual consistency.

# Logo

## What to Avoid

Here are some examples of incorrect usage of the logo in terms of font, color, proportion and effects.



Do not alter the logo's proportions by stretching or skewing it.



Do not change the colours of the logo.



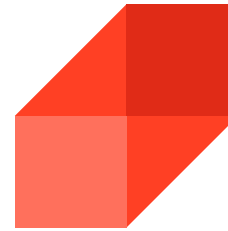
Do not add any effects such as drop shadows, outlines, or gradients to the logo, unless explicitly approved for a specific application.



Do not place other graphic elements or text too close to the logo, violating the clear space.

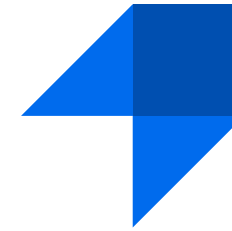
# Colour Palette

The Global Property Expo | Singapore 2025 colour palette has been meticulously curated to embody the brand's core values: dynamic energy, global connections, and trusted expertise. Each hue is inspired by the four coloured shapes in the logo's graphic element, ensuring a cohesive and recognisable visual identity. Consistent application of these colours across all materials is crucial to maintain brand integrity.



Pantone: Red

Hex Code	#E63946
CMYK	0 90 80 0
RGB	230 57 7



Pantone: Blue

Hex Code	#004FB0
CMYK	95 76 0 0
RGB	0 79 176



Pantone: Yellow

Hex Code	#FFC700
CMYK	0 22 100 0
RGB	255 199 0



Pantone: Teal

Hex Code	#00D4AB
CMYK	66 0 47 0
RGB	0 212 171

**Note:** When converting colours between RGB (digital) and CMYK (print), use the specified values to ensure accuracy.

# Typography

Typography plays a crucial role in conveying the brand's voice and ensuring readability. For the Global Property Expo | Singapore 2025, we use specific typefaces to create a professional, modern, and accessible communication style

Headlines:

Noto Sans Mono – Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz-1234567890-S\*#@?!/+(.,:;)

Usage: For main titles and headings.

Body Text:

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz-1234567890-&\*#@?!/+(.,:;)

Usage: For paragraphs and general text.

# Social Media

These guidelines are for external stakeholders using official Global Property Expo | Singapore 2025 visual assets on social media platforms, to ensure consistent and accurate brand representation in promotional activities.

Our official hashtags:

[#GlobalPropertyExpo](#) | [#GPE2025](#) | [#RealEstate](#) | [#JLL](#)

Our official social media platforms:



[Global Property Expo Singapore](#)



[@gpe\\_singapore](#)



[Global Property Expo | Singapore 2025](#)



[@globalpropertyexposg](#)

Social Media Assets Specifications:

PLATFORM	FORMAT	SIZE/PIXELS	LINK DOWNLOAD	
FACEBOOK	Square Portrait	1080 x 1080 1080 x 1350	<a href="#">Visual</a>	<a href="#">Caption</a>
INSTAGRAM	landscape	1200 x 630	<a href="#">Visual</a>	<a href="#">Caption</a>
LINKEDIN	Image Post	1200 x 627	<a href="#">Visual</a>	<a href="#">Caption</a>

# Key Visual

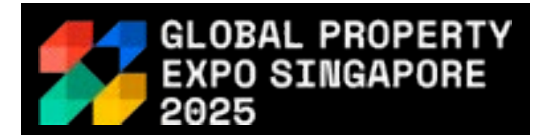
## Event Logo

As the primary graphic element used across marketing and promotional materials to convey the essence of the Global Property Expo | Singapore 2025, these assets are available for use in promoting the event or for editorial purposes.



Recommended size: 476×110 px  
Available Formats: PNG & JPG

[LINK DOWNLOAD](#)



Recommended size: 476×110 px  
Available Formats: PNG & JPG

[LINK DOWNLOAD](#)



Recommended size: 476×110 px  
Available Formats: PNG & JPG

[LINK DOWNLOAD](#)



Recommended size: 476×110 px  
Available Formats: PNG & JPG

[LINK DOWNLOAD](#)

# Key Visual

Web Banner



Landscape (Leaderboard)  
Recommended size: 728 × 90 px  
Ratio: ~8:1

[LINK DOWNLOAD](#)



Square (For sidebar/web ads)  
Recommended size: 300 × 300 px  
Ratio: 1:1

[LINK DOWNLOAD](#)

# Key Visual

Digital Poster



## A4 Size

Resolution: 2480 × 3508 px

Aspect Ratio: 1:1.41 (A4 ratio, vertical)

Print size equivalent: 21 × 29.7 cm | 8.27 × 11.69 inches at 300 DPI

Format: PDF (for print), JPG (for web), PNG (optional for crisp edges)

[LINK DOWNLOAD](#)



## A3 Size

Resolution: 3508 × 4961 px

Aspect Ratio: 1:1.41 (A3 ratio, vertical)

Print size equivalent: 29.7 × 42 cm | 11.69 × 16.54 inches at 300 DPI

Format: PDF (for print), JPG (for web), PNG (optional for crisp edges)

[LINK DOWNLOAD](#)

# Key Visual

Spokesperson Image / Headshot



## Name & Designation

**James Puddle**

Head of International Residential, Southeast Asia, JL

[LINK DOWNLOAD](#)



## Name & Designation

**Chris Dietz**

President of Global Operations

Leading Real Estate Companies of the World®

[LINK DOWNLOAD](#)



# THANK YOU

For media inquiries, kindly contact us at  
[media@globalpropertyexpo.com](mailto:media@globalpropertyexpo.com)