

Design Guidelines

TechInnovation Identity



Innovation
Partner for
Impact

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- 4.2 Logo Lockups
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Sub-brand

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SECTION 4:

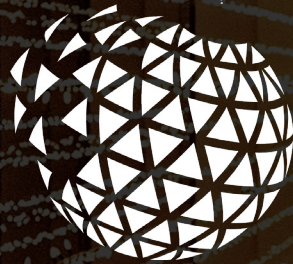
TechInnovation

4.1 Logo Rationale

The logogram portrays the world of TechInnovation through the convergence of global innovators and technopreneurs together in Singapore as a vibrant and leading centre of innovation.

The connecting elements are a reflection of the IPI identity as the main organiser of TechInnovation. The colours and font of the logotype are inspired by the IPI brand, with the inclusion of a yellow accent to add vibrancy to the mark.

Convergence of
global innovators and
technopreneurs



A nod to the
IPI identity

TECHINNOVATION
DISCOVER • CONNECT • COLLABORATE

Tagline

4.2 Logo Lockup

Full Version

The full lockup is the main logo lockup to be used on any of the collaterals.

Symbol

For applications that require a simpler and cleaner look, or have limited space, this format of the brand identity – the isolated symbol, can be used.

Full Version



Symbol



Logo w/o Tagline



4.3 Logo with Event Details Lockups

Full Version

The full lockup includes the host country and the dates of the event. This is the main logo lockup to be used on any of the event collaterals.



TECHINNOVATION
SINGAPORE 28 - 30 SEP 2022

4.4 Minimum Size

Our brand signature reproduces well in most sizes. However, scaling it down too much can compromise the logo's integrity and effectiveness. Please avoid using the logo at sizes smaller than the specified measurements.

Print

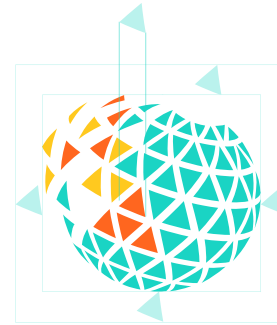


Web



4.5 Clearance Space

The exclusion zone is the minimum area of space around the logo that must always remain clear of any graphic elements or text.



As for the globe, it is suggested that the clearspace is taken from the size of the biggest triangle.



4.6 Colour Palette

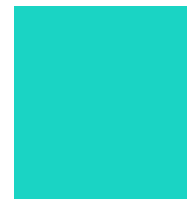
The primary colour palette is derived from the IPI logo identity. It provides a strong visual link to the brand identity across a wide range of applications. An additional yellow is added to the palette to add more vibrancy to the TechInnovation brand.



PMS 655C
CMYK 100 90 38 36
RGB 0 37 84
HEX/HTML 002554



PMS 165C
CMYK 0 70 100 0
RGB 255 103 31
HEX/HTML FF671F



PMS 3255C
CMYK 63 0 33 0
RGB 25 211 197
HEX/HTML 19D3C5



PMS 116C
CMYK 0 20 95 0
RGB 255 202 30
HEX/HTML FFCA1E

4.7 Typography

Gotham is the header typeface to be used on all titles and headers across different mediums.

Lato is the secondary typeface and should be used for all body copy.

Gotham

Light | **Medium** | **Bold** | **Ultra**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Lato

Light | **Regular** | **Bold** | **Heavy** | **Black**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

4.8.1 Colour Variations

Solid Colour

The solid-coloured version can be used in applications where technical limitations make it difficult to correctly replicate gradients (i.e. Pantone printing)

Reverse White

For reversed colour applications, it is preferred that the logo is reversed out of any dark background. (i.e. Blue/teal gradients applied on imgs, etc)

Black and White

This version is used in situations where there are materials and/or print production technique limitations (e.g. engraving, foil-stamping, varnishing, embossing).

These versions of the logo are provided as scalable vector artworks (.ai). Sufficient contrast with the background colour, surrounding imagery and production parameters should be considered when selecting the appropriate colour application.

*Always reproduce the logo from the digital master artwork.
Never attempt to modify or reconstruct it in any way.*

Solid-Colour and Reversed White



Solid-coloured version on white/light background



Solid-coloured version on dark/blue background

Black and White



Black logo for production purposes only



White logo on backgrounds that don't have enough contrast with the logo

4.8.2 Colour Variations

Solid Colour

The solid-coloured version can be used in applications where technical limitations make it difficult to correctly replicate gradients (i.e. Pantone printing)

Reverse White

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Solid-Colour and Reversed White



Solid-coloured version on white/light background



Solid-coloured version on dark/blue background

Black and White



Black logo for production purposes only



White logo on backgrounds that don't have enough contrast with the logo

4.9.1 Unacceptable Usage

It is essential that our logo is always implemented correctly and consistently. The examples shown are not intended as a definitive list. Always use sensible discretion and adhere to our brand guidelines when applying our logo on any collateral.



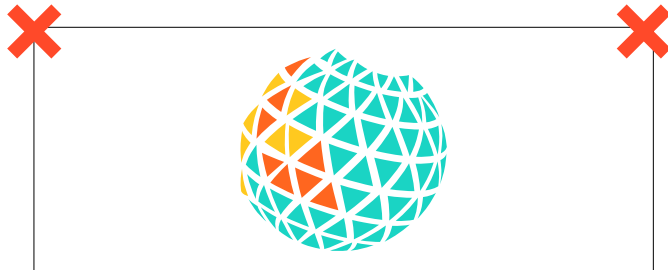
Do not put shadow behind the logo



Do not change the colour of the logo



Do not reassemble the elements of the logo



Do not rearrange the triangles



Do not rotate or stretch the logo



Always use correct logo lockup



Do not scale the logo & symbol separately



Do not put the logo on backgrounds that compromise its visibility



Do not use any other font for the lockup

4.9.2 Unacceptable Usage

It is essential that our logo is always implemented correctly and consistently. The examples shown are not intended as a definitive list. Always use sensible discretion and adhere to our brand guidelines when applying our logo on any collateral.



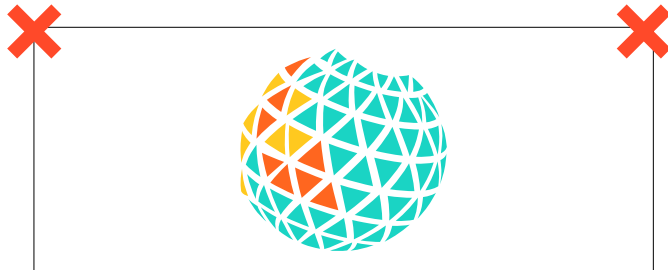
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4.10.1 Applications - Virtual Call Backgrounds

Virtual call backgrounds provide uniform brand presence on video calls. These can be used on any video call platform that enable changeable backgrounds (i.e. Zoom, Teams, etc) by TechInnovation speakers and staff.

The source files are available upon request.

Specifications

Dimensions:1080px (H) x 1920px (W)

Colour.....RGB

Dark version



Light version



4.10.2 Applications - Social Media Mastheads

Social media mastheads are the first visuals seen on IPI's social media platforms. It should showcase the brand story clearly and effectively at one glance. We have provided a set of differently sized mastheads for each platform so it can be optimised.

Always reproduce social media posts from the master artwork. Never modify or reconstruct the elements within the layout.

The source files are available upon request.

Specifications

Facebook Cover

Dimensions:360px (H) x 820px (W)

Colour.....RGB

LinkedIn

Dimensions:191px (H) x 1128px (W)

Colour.....RGB

Facebook



LinkedIn



4.10.3 Applications - Pull-up Banners

The pull-up banner can be used for exhibitions and events that require visibility to the TechInnovation brand.

The pull-up banner must be printed using existing artwork templates.

The source files are available upon request.

Specifications

Dimensions:2000mm(H) x 800mm(W)

Colour: 4C

Font specifications:

A. 280pt, Gotham Light, White/Dark Blue

A



4.10.4 Applications - Email Signature

The email signature is a signoff that is used in all of TechInnovation staff emails. The IPI brand should always be prominent in the signature.

Always reproduce the email signature from the master artwork. Never modify or reconstruct the elements within the layout.

Font specifications:

- A. 14pt, Trebuchet, IPI Dark Blue
- B. 14pt, Arial Unicode, IPI Dark Blue
- C. 11pt, Trebuchet, IPI Teal
- D. 9pt, Trebuchet, 80% Black

A **John Doe 张三** B
C **Position, Department**
D T: +65 6653 4910 | M: +65 1234 5678 | E: john_doe@ipi-singapore.org
10 Biopolis Road, #02-01 Chromos, Singapore 138670
www.ipi-singapore.org



4.10.5 Applications - Logo Animation

The TechInnovation logo animation manifests a deeper storytelling aspect to the brand. In a simple note, it tells the story of technopreneurs coming together to bring innovation to life through TechInnovation. Alongside this, it creates a landscape of networks that are brought about by meeting industry leaders and like-minded individuals.

All elements of the video animations should adhere to the IPI and TechInnovation brand guidelines at all times.

The source files are available upon request.



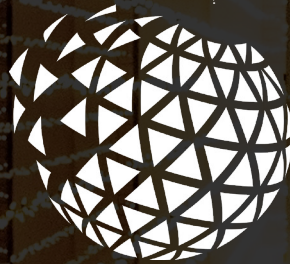
SECTION 5:

TechInnovation Discover

5.1 Logo Rationale

A sub-brand of TechInnovation, TechInnovation Discover is the arm showcasing new and emerging technologies. To ensure that the sub-brand's identity mark, while distinct, shows strong alignment to the TechInnovation master brand identity, triangles from the master brand's symbol were incorporated. Colours used are also inspired by and in line with the master brand identity.

Convergence of
global innovators and
technopreneurs



A nod to the
IPI identity

TECHINNOVATION
DISCOVER ▶▶▶

Sub-brand

5.2 Logo Lockup

Full Version

The full lockup is the main logo lockup to be used on any of the collaterals.

Symbol

For applications that require a simpler and cleaner look, or have limited space, this format of the brand identity – the isolated symbol, can be used.

Full Version



Symbol



5.3 Logo with Event Details Lockups

Full Version

The full lockup includes the host country and the dates of the event. This is the main logo lockup to be used on any of the event collaterals.



5.4 Minimum Size

Our brand signature reproduces well in most sizes. However, scaling it down too much can compromise the logo's integrity and effectiveness. Please avoid using the logo at sizes smaller than the specified measurements.

Print



12mm



TECHINNOVATION
DISCOVER

46mm



TECHINNOVATION
DISCOVER
SINGAPORE ▶ 28 – 30 SEP 2022

70mm

Web



35px



TECHINNOVATION
DISCOVER

130px

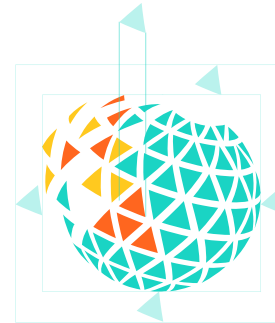


TECHINNOVATION
DISCOVER
SINGAPORE ▶ 28 – 30 SEP 2022

200px

5.5 Clearance Space

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5.6 Colour Palette

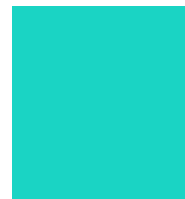
The primary colour palette is derived from the IPI logo identity. It provides a strong visual link to the brand identity across a wide range of applications. An additional yellow is added to the palette to add more vibrancy to the TechInnovation Discover brand.



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CMYK 63 0 33 0
RGB 25 211 197
HEX/HTML 19D3C5



PMS 116C
CMYK 0 20 95 0
RGB 255 202 30
HEX/HTML FFCA1E

5.7 Typography

Gotham is the header typeface to be used on all titles and headers across different mediums.

Lato is the secondary typeface and should be used for all body copy.

Gotham

Light | **Medium** | **Bold** | **Ultra**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Lato

Light | Regular | **Bold** | **Heavy** | **Black**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

5.8.1 Colour Variations

Solid Colour

The solid-coloured version can be used in applications where technical limitations make it difficult to correctly replicate gradients (i.e. Pantone printing)

Reverse White

For reversed colour applications, it is preferred that the logo is reversed out of any dark background. (i.e. Blue/teal gradients applied on imgs, etc)

Black and White

This version is used in situations where there are materials and/or print production technique limitations (e.g. engraving, foil-stamping, varnishing, embossing).

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Solid-Colour and Reversed White



Solid-coloured version on white/light background



Solid-coloured version on dark/blue background

Black and White



Black logo for production purposes only



White logo on backgrounds that don't have enough contrast with the logo

5.8.2 Colour Variations

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Solid-Colour and Reversed White



Solid-coloured version on white/light background



Solid-coloured version on dark/blue background

Black and White



Black logo for production purposes only



White logo on backgrounds that don't have enough contrast with the logo

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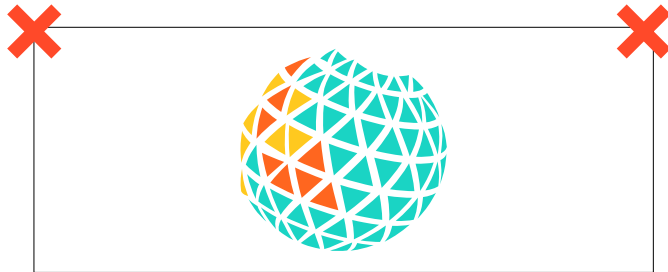
Do not put shadow behind the logo



Do not change the colour of the logo



Do not reassemble the elements of the logo



Do not rearrange the triangles



Do not rotate or stretch the logo



Always use correct logo lockup



Do not scale the logo & symbol separately



Do not put the logo on backgrounds that compromise its visibility



Do not use any other font for the lockup

5.9.2 Unacceptable Usage

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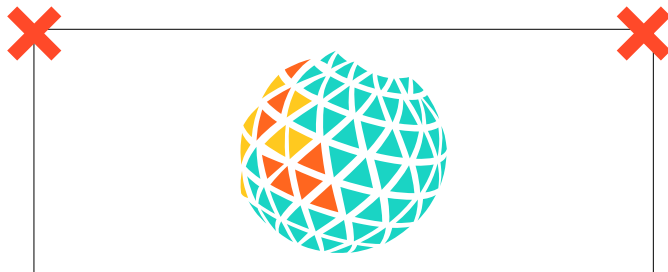
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Do not use any other font for the lockup

5.10.1 Applications - Pull-up Banners

The pull-up banner can be used for exhibitions and events that require visibility to the TechInnovation Discover brand.

The pull-up banner must be printed using existing artwork templates.

The source files are available upon request.

Specifications

Dimensions:2000mm(H) x 800mm(W)

Colour: 4C

Font specifications:

A. 280pt, Gotham Light, White/Dark Blue

A



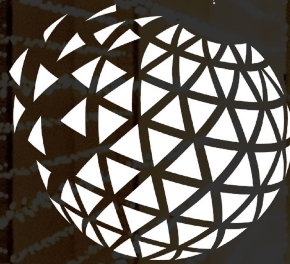
SECTION 6:

TechInnovation Connect

6.1 Logo Rationale

A sub-brand of TechInnovation, TechInnovation Connect focuses on networking and technology brokerage. To ensure that the sub-brand's identity mark, while distinct, shows strong alignment to the TechInnovation master brand identity, triangles from the master brand's symbol were incorporated. Colours used are also inspired by and in line with the master brand identity.

Convergence of
global innovators and
technopreneurs



A nod to the
IPI identity

TECHINNOVATION
CONNECT ▶▶▶

Sub-brand

6.2 Logo Lockup

Full Version

The full lockup is the main logo lockup to be used on any of the collaterals.

Symbol

For applications that require a simpler and cleaner look, or have limited space, this format of the brand identity – the isolated symbol, can be used.

Full Version



Symbol



6.3 Logo with Event Details Lockups

Full Version

The full lockup includes the host country and the dates of the event. This is the main logo lockup to be used on any of the event collaterals.



6.4 Minimum Size

Our brand signature reproduces well in most sizes. However, scaling it down too much can compromise the logo's integrity and effectiveness. Please avoid using the logo at sizes smaller than the specified measurements.

Print



12mm



**TECHINNOVATION
CONNECT**

46mm



**TECHINNOVATION
CONNECT**
SINGAPORE ▶ 28 - 30 SEP 2022

70mm

Web



35px



**TECHINNOVATION
CONNECT**

130px

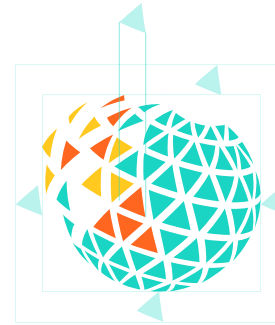


**TECHINNOVATION
CONNECT**
SINGAPORE ▶ 28 - 30 SEP 2022

200px

6.5 Clearance Space

The exclusion zone is the minimum area of space around the logo that must always remain clear of any graphic elements or text.



As for the globe, it is suggested that the clearspace is taken from the size of the biggest triangle.



6.6 Colour Palette

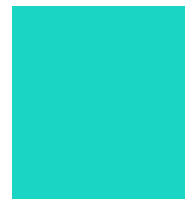
The primary colour palette is derived from the IPI logo identity. It provides a strong visual link to the brand identity across a wide range of applications. An additional yellow is added to the palette to add more vibrancy to the TechInnovation Connect brand.



PMS 655C
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RGB 255 202 30
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6.7 Typography

Gotham is the header typeface to be used on all titles and headers across different mediums.

Lato is the secondary typeface and should be used for all body copy.

Gotham

Light | **Medium** | **Bold** | **Ultra**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Lato

Light | Regular | **Bold** | **Heavy** | **Black**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

6.8.1 Colour Variations

Solid Colour

The solid-coloured version can be used in applications where technical limitations make it difficult to correctly replicate gradients (i.e. Pantone printing)

Reverse White

For reversed colour applications, it is preferred that the logo is reversed out of any dark background. (i.e. Blue/teal gradients applied on imgs, etc)

Black and White

This version is used in situations where there are materials and/or print production technique limitations (e.g. engraving, foil-stamping, varnishing, embossing).

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Solid-Colour and Reversed White



Solid-coloured version on white/light background



Solid-coloured version on dark/blue background

Black and White



Black logo for production purposes only



White logo on backgrounds that don't have enough contrast with the logo

6.8.2 Colour Variations

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Solid-coloured version on white/light background



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Black logo for production purposes only



White logo on backgrounds that don't have enough contrast with the logo

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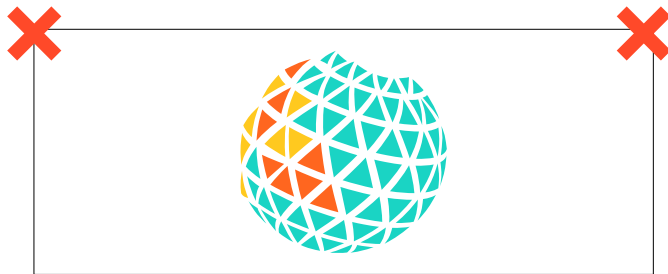
Do not put shadow behind the logo



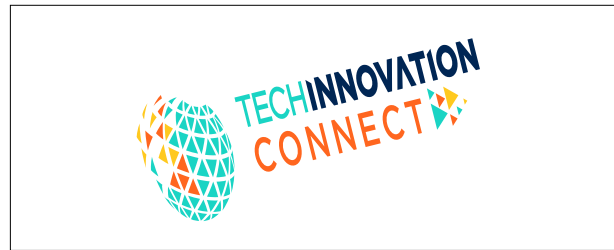
Do not change the colour of the logo



Do not reassemble the elements of the logo



Do not rearrange the triangles



Do not rotate or stretch the logo



Always use correct logo lockup



Do not scale the logo & symbol separately



Do not put the logo on backgrounds that compromise its visibility



Do not use any other font for the lockup

6.9.2 Unacceptable Usage

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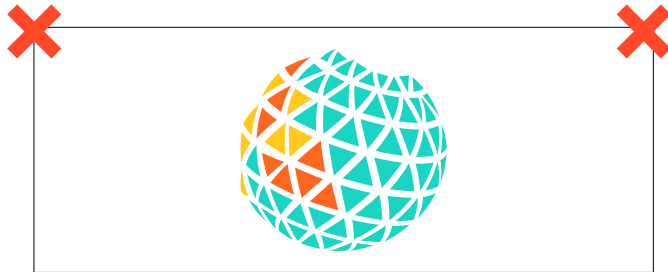
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Do not put the logo on backgrounds that compromise its visibility



Do not use any other font for the lockup

6.10.1 Applications - Pull-up Banners

The pull-up banner can be used for exhibitions and events that require visibility to the TechInnovation Connect brand.

The pull-up banner must be printed using existing artwork templates.

The source files are available upon request.

Specifications

Dimensions:2000mm(H) x 800mm(W)

Colour: 4C

Font specifications:

A. 280pt, Gotham Light, White/Dark Blue

A



This document is a property of IPI Singapore.

Please contact our Corporate Branding team if you have questions regarding the proper use of these guidelines.