



## Brand Guidelines

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June 2023

## Healthier SG

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Healthier SG, an initiative of Forward Singapore, aims to empower Singapore residents to become healthier and improve their quality of life.

Together with our residents, the Ministry of Health (MOH) is working with our three healthcare clusters, family doctors and community partners, to support everyone on a journey towards better health.

Under this refreshed social compact, we can make ourselves a healthier and happier people, as we take Singapore Forward.



# Brand Rules

## Parameters for Use

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- Partners may use the Healthier SG Brand – name and logo (and its variations) – to communicate all matters relating to Healthier SG. This does not imply endorsement of any event, product or service.
- The Healthier SG brand **must not be used**:
  1. To convey any inaccurate and/or non-factual content
  2. To convey messages containing threats of violence, personal attacks or derogatory remarks against any persons, businesses, organizations, societal norms, etc.
  3. To advocate any political or religious agenda as well as activities that may cause conflict or misunderstanding within society
  4. In conjunction with any inappropriate content of any kind, or be depicted in an offensive and ostentatious manner
  5. With any copy that can be construed as advertisement, endorsement, or sale of any products, services, business, event, treatment, healthcare provider that are not approved by the MOH, or that the MOH does not want to be associated with
- Examples of products, services, business, event, treatment, healthcare providers that **must not be used in conjunction with the Healthier SG brand**:
  1. Non-HSG registered providers
  2. Companies/products that make non-evidence based health claims, and/or sell unhealthy or unregulated products.
  3. Vaccination and screenings that are outside of the list of nationally recommended vaccination/screenings
  4. Medical and aesthetics devices
  5. Cosmetic / slimming services and products (i.e. facials, aesthetics treatments, massages)
  6. IT systems or software for usage by hospitals and clinics that are not related to, or not supporting HSG

# Brand Rules

## Use of logo

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- Use of the Healthier SG logo and its variations in any form is subjected to the approval of Ministry of Health before production and/or publication.
- Interested applicants are to submit a request via <https://go.gov.sg/hsg-branding-request>, three weeks prior to the publication of materials with details on
  1. The proposed initiative for co-branding and how it supports the HSG initiative
  2. Intended target audience
  3. Duration of co-branding
  4. Platforms being used for programme publicity
  5. If the initiative has any commercial aspects (i.e. initiative is chargeable, or promotes a priced product or service)
  6. Branded material/artwork
- For creative logo applications apart from the specifications stated in this guide, please submit visual concepts to Ministry of Health for prior approval.

## Logo

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The SG emblem is surrounded by a heart shape that signifies the hearts of our people united as one, working together to take steps towards better health.

The curvature in the word 'Healthier' symbolises the overarching ecosystem of support to promote better health among Singaporeans.

### Tagline

The tagline **'Healthier You, with Healthier SG'** is strongly recommended to be included in all collaterals when the Healthier SG logo is featured.

Logo Grid

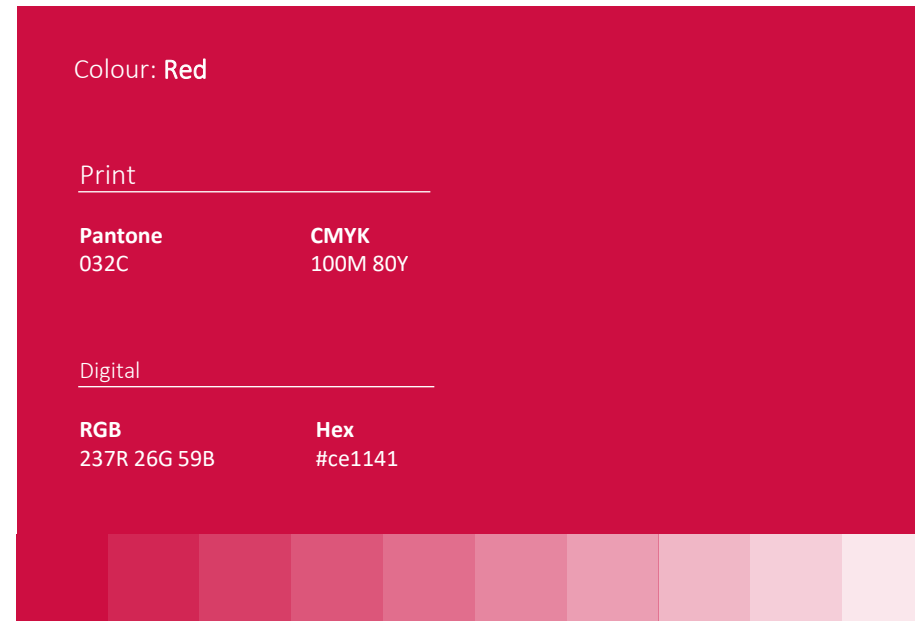


## Colour Palette

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Our logo shares the same primary colours as presented in the Singapore mark.

This colour represents the strength and vitality that Healthier SG hopes to instill in all Singaporeans.



Colour: **Red**

Print

<b>Pantone</b>	<b>CMYK</b>
032C	100M 80Y

Digital

<b>RGB</b>	<b>Hex</b>
237R 26G 59B	#ce1141

## Logo Application

### Clear Space

To ensure clarity of the logo when placing the logo on any collateral, a minimum area of clear space must be applied.

The clear space around the logo should be at least 1 'G'.

### Minimum Size

To ensure legibility, the minimum size is 20mm for print, and 75px for digital, as measured from the width of the logo.



Print



20mm (w)

Digital



75px (w)

## Logo Application

### Full Coloured

The full-colour logo is to be used across all communications. It should only be placed on white or light coloured background.

### Monotone Black

The black logo should be used on all black and white collaterals when full colour printing is not an option or the use of other variations is not possible.

### Reverse White

The reverse white logo can be used when full colour printing is not an option or using other variations is not possible.

Full coloured



Single Coloured (Monotone Black)



Single Coloured (Reverse White)





## Logo Application

Here are examples of how the logo can be applied on different coloured backgrounds.

### Full Coloured Logo

To be used against a solid background or uncluttered, light coloured backgrounds.

### Solid Black or White Logo

To be used when full colour printing is not an option or the use of other variations is not possible.



## Incorrect Usage

### Do not:

1. Change or modify the colour.
2. Skew or rotate the logo.
3. Scale the logo disproportionately.
4. Use parts of the logo in isolation.
5. Modify the size of the elements.
6. Add a drop shadow or outline the logo.
7. Modify or substitute the logo typeface.
8. Special effect to the logo.
9. Place the logo on a background that will distort its appearance.
10. Place the logo on a cluttered background that will affect its legibility.



## Logo Application

### Application with Forward SG

This layout is to be used when the Forward SG logo is required. It is advised to apply this layout on materials that will be in use while the Forward SG exercise is ongoing.

### Application with Ministry of Health

After the Forward Singapore exercise has ended, this layout is to be used when the Ministry of Health logo is required. It is advised to apply this layout on materials that will continue to be in use after the end of the Forward SG exercise.

### Specifications

Maintain an equal weight of the logo in the case of co-branding. Where possible, use the suitable logo format. And if co-branding logo is type logo, ensure that the Healthier SG logo is horizontally aligned to the type logo.

Between the logos, ensure that there is a spacing of 2 'G' between them.

Application with Forward SG



Application with Ministry of Health



## Logo Application with Forward SG, MOH and Partners

Between the Healthier SG and Forward SG or MOH logo, ensure that there is a spacing of 2 'G' between them.

Between the Forward SG or MOH and first partner logo, ensure that there is a spacing of 4 'G' between them.

For partner logos, use 'In partnership with' once and ensure there is a spacing of 2 'G' between partner logos.

Partner logos should be arranged in alphabetical order.

The proposed spacing between the partner logos only serves as a recommended guide for application. Users can exercise some flexibility in this when the need arises.

Examples:



## Logo Application with Partners and Co-branded Initiatives

Maintain an equal weight of the logo in the case of co-branding. Where possible, use the suitable logo format. And if co-branding logo is type logo, ensure that the Healthier SG logo is horizontally aligned to the type logo.

Between the partner logos, ensure that there is a spacing of 2 'G' between them.

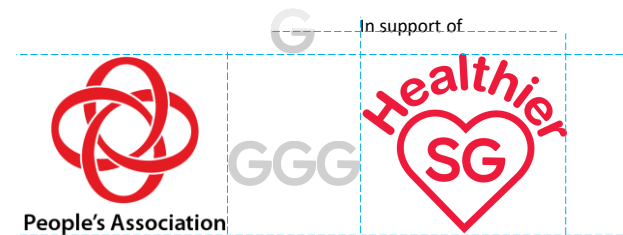
This layout is to be used when the Forward SG logo is not required.

The proposed spacing between the partner logos only serves as a recommended guide for application. Users can exercise some flexibility in this when the need arises.

Application with partners



Application with co-branded initiatives



## Examples of Logo Use

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Here are some examples of how the logo can be incorporated across various mediums.

Merchandise:

- T-shirt
- Tote Bag
- Mug
- Thermos Flask



## Example of Logo Use

Here is an example of how the logo can be incorporated in the Email Signature.

### Specifications

Position: Flush left

Body copy: Left aligned

Separator line: 0.5 pt, 100% Black

a. Calibri Bold: 14 pt, 100% Black

b. Calibri Bold: 10 pt, 100% Black

(Visit us at & URL): R21 G0 B255

c. Calibri Regular: 8 pt, R112 G173 B71

d. Calibri Italic: 6.5 pt, R135 G135 B135

Email Sign-off with Healthier SG



**Angela Koh**

**Assistant Manager (Marketing Communications) ■ Corporate Communications Division  
Ministry of Health | (65) 6325 1618 | (65) 6325 1686 | Visit us at <http://www.moh.gov.sg>**

Promote Good Health and Reduce Illness ■ Access to Good and Affordable Healthcare ■ Pursue Medical Excellence  
*Privileged/Confidential Information may be contained in this message. If you are not the intended recipient, please notify the sender immediately*

a  
b  
c  
d

Email Sign-off with Healthier SG and Forward SG Lock-up

**Angela Koh**

**Assistant Manager (Marketing Communications) ■ Corporate Communications Division  
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a  
b  
c  
d



An initiative of

**FORWARD**

20mm (w)

## Frequently Asked Questions

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**Q1: Who can I approach for enquiries on the Healthier SG brand or my application?**

A1: Please write to [HSG\\_branding@moh.gov.sg](mailto:HSG_branding@moh.gov.sg). If you have submitted an application to use the Healthier SG brand, kindly give us 1 working week to get back on your application.

**Q2: If I am a healthcare service provider e.g., nursing home operator, cleaning service provider, do I need to apply to use the Healthier SG Brand?**

A2: Yes. All uses of the Healthier SG brand must obtain approval from MOH. This will help us to ensure coherence in the overall publicity and communications efforts of Healthier SG.

**Q3: If I am a non-Healthier SG registered provider, can I carry/use the Healthier SG Brand?**

A3: Non-Healthier SG registered providers are not allowed to carry the Healthier SG brand.

**Q4: If I offer discounts for my products/services in support of the Healthier SG initiative, can I carry the Healthier SG Brand?**

A4: We welcome entities who are keen to support the Healthier SG initiatives by offering incentives, such as discounts for products/services, that supports Healthier SG objectives. MOH will not fund the costs incurred from such proposals. Interested applicants can submit your co-branding requests via <https://go.gov.sg/hsg-branding-request>.

**Q5: How long am I allowed to use the Healthier SG Brand? Do I need to make an annual application?**

A5: Applicants are to propose the duration for use of the brand / circulation of collaterals. This will be reviewed by MOH on a case-by-case basis. We may require applicants to make another application after a defined duration if we assess that the collaterals would require updating.

**Q6: Is there a fee to use the Healthier SG brand?**

A6: No. You are allowed to use the brand as described in your application once approval is given at no fee. You will however, need to bear the production cost for including the logo in your collaterals.





**MINISTRY OF HEALTH**  
SINGAPORE

For usage of the Healthier SG logo, please seek permission from  
Ministry of Health via

<https://go.gov.sg/hsg-branding-request>

For any enquiries, please email [HSG\\_branding@moh.gov.sg](mailto:HSG_branding@moh.gov.sg)