

Brand Guidelines

 *STYLE GUIDE*



Background

Founded in 1973, Singapore Disability Sport Council (SDSC), is the national sports body for persons with disabilities. It aims to transform the lives of persons with disabilities through sport as a form of rehabilitative therapy, and means to realise their potential. The genre of sports in which SDSC focuses on is also known as Parasport.

In 2023, Parasport would reach its 50th year anniversary in Singapore. To commemorate this momentous occasion, SDSC came up with a theme - **Honour last 50, Fortify next 50**. Additionally, a specially designed 50th logo was made.

The logo aims to represent how the organisation, SDSC, has been supporting the nation in her growth in Parasport.

SDSC looks forward to celebrating not only the past achievements but also to look ahead on the future accomplishments. Hence, SDSC would like to cordially invite all members and board to join this campaign and share an identity with SDSC.

In conjunction with the 50th campaign, SDSC would like to explore possible collaborations in the development and promotions for any upcoming para sports programmes and events. For further enquires on this, please reach out to our **'Events and Outreach team'**:

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- Community Sport Programmes
- Outreach Events
- International Events
- Volunteer Management
- Para Sport Partnerships
- I'mPOSSIBLE Programme

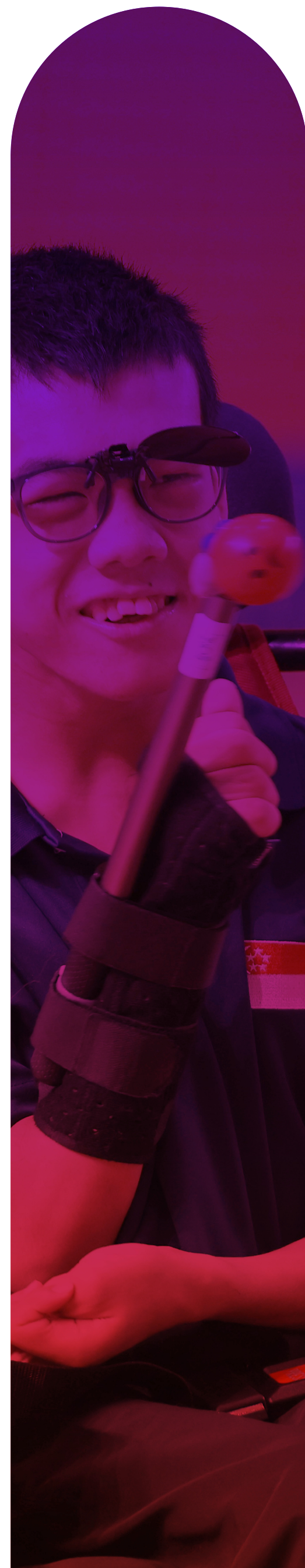
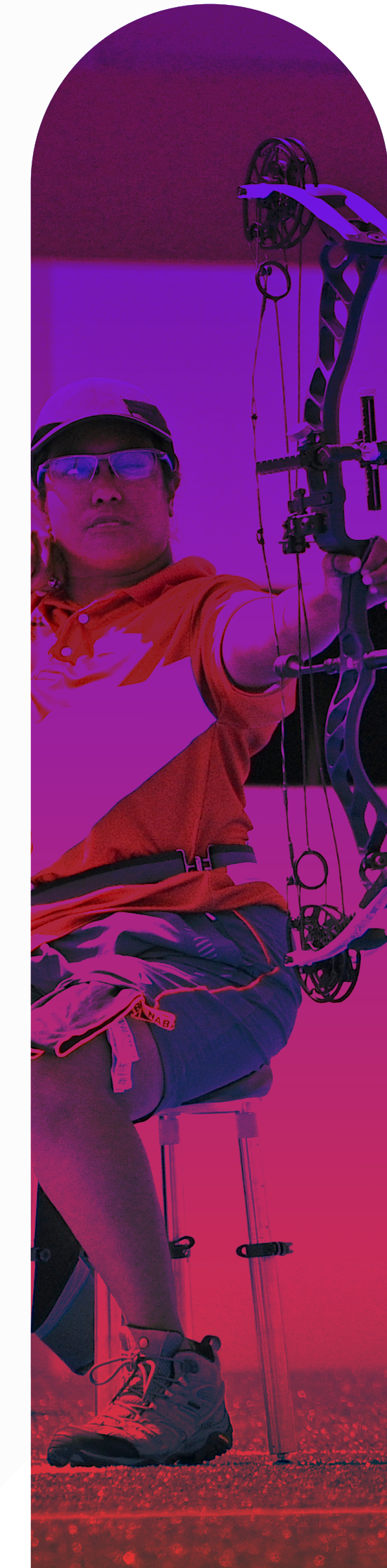
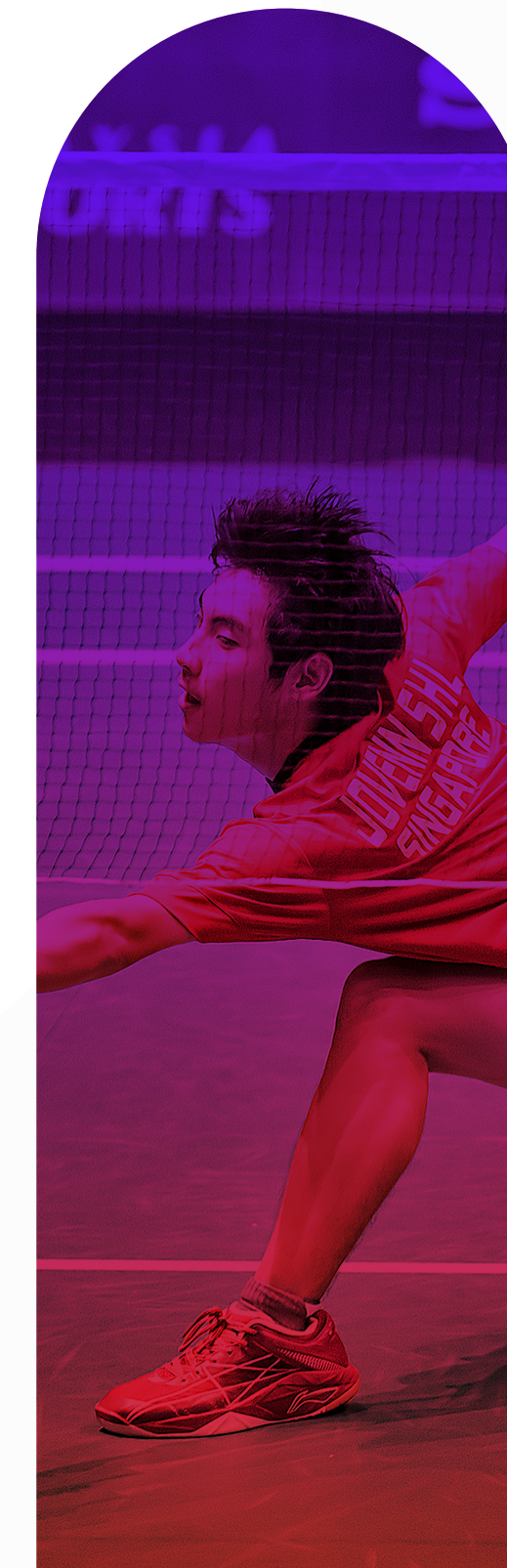
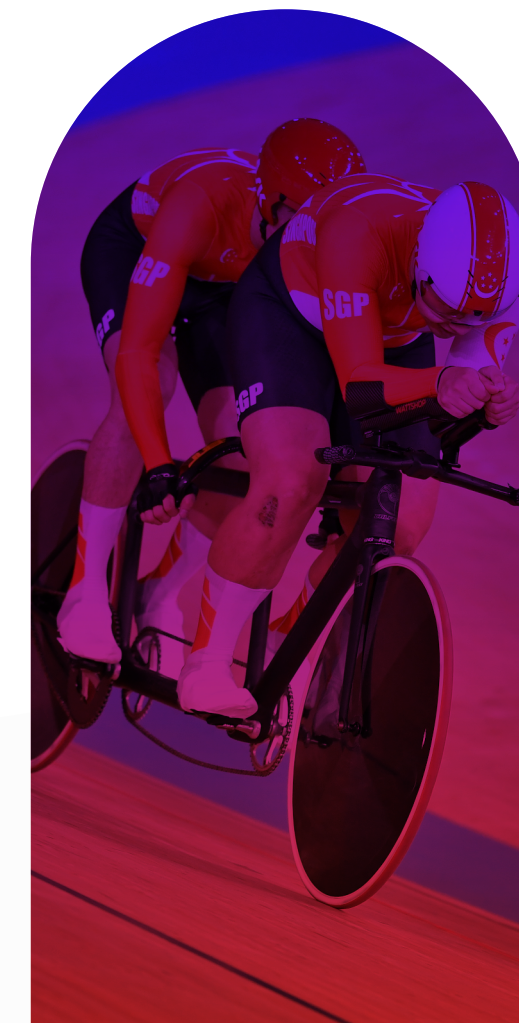
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- Community Sport Programmes
- Outreach Events
- National Competitions
- Volunteer Management
- SDSC Life Mobile App
- Project ParABLE

Together, we are able to emphasise that parasport is **RELEVANT** to Singapore and **IMPORTANT** to persons with disabilities.



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The Logo



Vertical

When possible, 'Vertical' option should be used. However, when the space on print or web do not accommodate the horizontal logo shall be used to replacement.



Horizontal

The horizontal logo can be used on your website, corporate invoice and stationary or online and in print where the vertical logo doesn't fit.

Logo Breakdown

Singapore's official national flag **RED** shade is used.

50 represents the number of years the genre of sports has been present in Singapore.

Singapore Disability Sports Council (SDSC) official colours are used.

It symbolises how SDSC has been and will be supporting Singapore in the growth of Parasport.



The colour **PURPLE** is commonly used to celebrate a 100th anniversary.

The gradient from **RED** to **PURPLE** represents how the organisation is looking ahead on how Parasports in Singapore will nurture in the next 50 years.

YEARS OF
PARASPORT

Logo Colours



Official colours of the logo are set in the Singapore Official's **RED** flag colour and the organisation, SDSC, official corporate colours - **BLUE** and **GREEN**. Do make sure that these colours are used.

#ED1A3B

#6312F5

#ED1A3B

#082164

#8CC63F

Logo Applications

CORRECT USAGE

These are several colour combination options for the logos.

Main version is the logo that has colours used, **refer to Main Version.**

If the logo is placed against a dark background, **refer to White Version.**

If the logo requires usage of a full black logo, **refer to Black Version.**

Main Version



White Version



Black Version



Logo Applications

INCORRECT USAGE

Below are some examples of incorrect usage of the logo.

When faced with these issues, refer to 'CORRECT USAGE'. 'White Version' or 'Black Version' may be used, whichever is best fit for visibility.

Outline the logo



Place on a green background



Place on a red background



Place on a blue background



Usage Of Logo

Members and corporate partners are strongly encouraged to adopt the brand kit (official logo) in their website, email signatures, social media tags, sport programme or event collaterals. The logo has to be placed side by side with SDSC official main logo.



COLLATERALS THAT INCLUDES THE LOGO ARE TO TAG SDSC OFFICIAL SOCIAL MEDIA ACCOUNTS.

Instagram: **sdsc**

Facebook: **SingaporeDisabilitySportsCouncil**

LinkedIn: **Singapore Disability Sports Council**

If you are unsure, please email corpcomm@sdsc.org.sg

Possible combinations for 50th year Parasport anniversary logo and SDSC Official Logo:



Combination 1



Combination 2



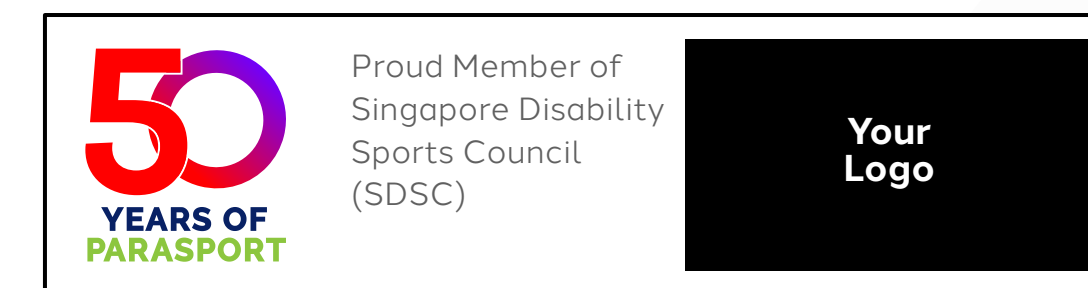
Combination 3



Combination 4



Combination 5



Combination 6

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SDSC

Singapore Disability Sports Council

50

**YEARS OF
PARASPORT**