



**SINGAPORE
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Singapore Cancer Society **Corporate Identity Guide**

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1.0 Brand Identity

This document is an important guide to the brand communication style for Singapore Cancer Society.

It is an essential tool in creating and providing a strong foundation for the brand image and positioning of Singapore Cancer Society through a consistent set of identity elements.

This guide should be followed in the use and application of the Singapore Cancer Society brand and its subsidiaries in all its communications materials.

By following these guidelines to ensure that the corporate identity is applied consistently and effectively, a strong and positive brand image of Singapore Cancer Society will be represented at all times.

1.1 Brand Architecture

The structure and organisation of the brand affects all communication materials. It is important to understand the differences within the Singapore Cancer Society brand. It is divided into two sections: Corporate and Subsidiary.

The Singapore Cancer Society corporate branding is consistently carried through its subsidiary to maintain a consistent image which will positively reinforce the Society's brand image.

Corporate Signature



Corporate Signature with Mandarin Wordmark



Subsidiary Corporate Signature



The Singapore Cancer Society branding is carried through to the subsidiary signature, the corporate signature with name of the subsidiary underneath it separated by a line.



The tagline “*Celebrating Recovery*” should be used as a complement with the subsidiary corporate signature, and featured in marketing collaterals such as brochures, posters and giveaways only. It is placed below the name of the subsidiary as shown above. It is not to be used for internal corporate materials. (Please refer to the Communications & Marketing department if more clarification is needed.)

1.2 Corporate Signature

The Singapore Cancer Society corporate signature consists of two elements:

- Icon
- Wordmark

The corporate signature has been specifically drawn and is unique to Singapore Cancer Society. It is therefore important that it is not redrawn or recreated in any way.

The full company name is to be used as part of the corporate signature at all times. All elements are fixed in the exact proportions as shown and cannot be altered.

The corporate signature may be used with the Chinese wordmark which is to be used in certain applications only.

Full Colour Corporate Signature



Please Note

Never attempt to reconstruct the corporate signature, alter or amend the elements, or their relationship with each other. Only use the original master logo artwork.

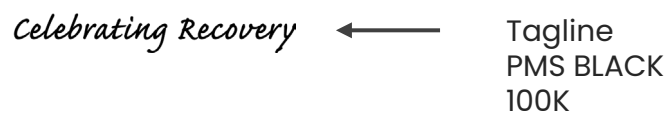
Full Colour Corporate Signature with Chinese Wordmark



Full Colour Subsidiary Signature



Subsidiary Signature Tagline



1.3 Corporate Colours

Colour is an important component of the corporate identity and should be reproduced accurately to the Pantone reference. The Singapore Cancer Society corporate signature colours have been designed to be produced in Pantone Matching System (PMS) colours and process colours. The correct breakdown as indicated is to be followed exactly when using process colours for printing.

To ensure consistent colour application, it is important to match the relevant type of colour swatches, PMS (coated or uncoated) or process colour, to what it is being reproduced on. This is because different materials (eg. paper – coated or uncoated) will affect the colour being reproduced.

PANTONE	PROCESS COLOURS (CMYK)	SCREEN / WEB COLOURS (RGB)
Pantone 485C / 485 U	C0 M100 Y100 K0	R255 G0 B0 #FF0000
Pantone BLACK	C0 M0 Y0 K100	R0 G0 B0 #000000

Please Note
For accurate standards, refer to the Pantone Colour Matching System Guide and the CMYK process charts respectively.

1.4 Corporate Signature Colour Variations

The Singapore Cancer Society corporate signature colours have been designed to be produced in Pantone Matching System and CMYK colours. The colour corporate signature is strongly recommended to be used wherever possible.

However, in occasions where the corporate signature must be used in one-colour applications, such as newspaper advertisements or one-colour flyers, it is advisable to apply the corporate signature consistently in black. When the background is dark, the recommendation is to have the corporate signature in reversed white as shown.

Care should be taken to ensure that this treatment is correct so that the integrity of the corporate signature is retained even when using one colour.

**Corporate Signature
in Black**



**Corporate Signature
in Reversed White**



1.5 Exclusion Area

It is essential to retain an amount of clear space around the corporate signature to maintain visual clarity and to provide maximum impact. This area should be kept free of all other logos, graphic elements and text. The minimum protective space is X, where X is equal to the width of the logo's graphic (the sword with twin-serpent caduceus).



1.6 Minimum Size

The recommendations provided for minimum size and clear space need to be followed to preserve the integrity of the corporate signature.

To ensure legibility, the minimum size for the corporate signature for print application is 20mm in total width. For the subsidiary corporate signature, it is 30mm in total width. For web application it is a minimum of 120 pixels.

EXCEPTION

In occasions where there may be constraints in the space of the item that the logo needs to be reproduced on, please prioritise for visual clarity and distinction followed by readability and aesthetics.

Minimum Size for Corporate Signature



20mm

Minimum Size for Subsidiary Corporate Signature



30mm

1.7 Improper Usage

It is important to apply the Singapore Cancer Society corporate signature correctly to ensure that its' visual impact and integrity is not compromised in any way. These are examples of improper and unacceptable uses of the corporate signature. Ignoring these guidelines and changing the corporate signature in any way will result in an inconsistent and weakened brand image.

The corporate signature must appear in the correct colours on the appropriate backgrounds and be complete and legible at all times. The relationship between the corporate signature elements may not be altered nor reconstructed in any way.

Please Note

Never attempt to reconstruct the corporate signature, alter or amend the elements, or their relationship with each other. Only use the original master logo artwork.

1.7 Improper Usage

1. Corporate Signature colours cannot be changed or adjusted.



2. Proportions of the Corporate Signature cannot be altered.



3. Corporate Signature must not be distorted in any way.



1.7 Improper Usage

4. Corporate signature colours cannot be placed in a box or shape.



5. Corporate signature cannot have an outline.



6. Corporate signature must not be separated.



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1.7 Improper Usage

7. Corporate signature cannot be used on background colours where its legibility is compromised.



8. Corporate Signature cannot be used on part of an image.



1.8 Corporate Typeface

Typography is an important part of the visual communication for a brand to maintain a consistent look across the whole range of communications. Poppins has been chosen for the Singapore Cancer Society corporate typeface for its legibility, clean and modern look.

The Poppins font family should be used consistently for headlines and body text across all printed corporate communications materials. It is also used for all corporate stationery ranging from namecards, letterhead and envelopes.

Ss

Poppins (Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Ss

Poppins (Extra Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Ss

Poppins (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Ss

Poppins (Semi Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Ss

Poppins (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz

Ss

Poppins (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Ss

Poppins (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Download the suite at
fonts.google.com/specimen/Poppins

1.9 Complimentary Brand Colours

These five shades form the official complementary palette for SCS’s branding. They are carefully selected to represent the organisation’s identity and should be used consistently across all collateral to maintain a cohesive look and feel.

For print materials, use the CMYK values provided, and for digital or web designs, refer to the RGB or HEX codes. These colours can be incorporated into brochures, posters, social media graphics, and other marketing materials to complement the primary brand elements and enhance visual impact.

PROCESS COLOURS (CMYK)	PANTONE COLOURS	SCREEN / WEB COLOURS (RGB)
C17 M23 Y0 K0	2645 C	R210 G192 B255 #D2C0FF
C56 M65 Y0 K0	2665 C	R137 G105 B214 #8969D6
C81 M92 Y0 K0	Violet C	R87 G54 B156 #57369C
C92 M100 Y23 K12	2685 C	R60 G35 B111 #3C236F
C5 M7 Y0 K0	2635 C	R242 G235 B255 #F2EBFF

2.0 Corporate Boilerplate

Singapore Cancer Society's boilerplate :

Singapore Cancer Society (SCS) envisions a Singapore where we overcome cancer and live well. Established in 1964, SCS supports people through every stage of the cancer journey, from well to end of life. SCS minimises cancer and maximises lives by providing trusted information and care navigation, cancer screening and education, rehabilitation programmes, financial and welfare services, psychosocial and survivorship support, and home hospice care. Working together with healthcare, corporate, and community partners, SCS rallies the community to better support those affected by cancer. Consistently recognised for its commitment to high standards in governance and transparency, SCS has attained the coveted Charity Governance Award (2023) and multiple Charity Transparency Awards over the years.

For more information, please visit
www.singaporecancersociety.org.sg