

BRAND GUIDE

Version 2 (December 2022)

Content

01 Strategy		Trust Seal	26	04 Typography		07 Grids & Layouts	
		• Clear Space and Minimum Size	27				
Who We Are	04	• Colour Variation	28	Headline Font	48	Defining Logo Sizing Based	70
Core Strategy	05	• Relationship with Logo	29	Body Copy Font	49	on Document Size	
Leader with Heart	06	• Usage Examples	30	Recommended Usage	50	Defining Margins	71
Our Mantra	07	• Incorrect Usage	31	Limited Usage	51	Examples	72
Our Manifesto	09			System Font	52	Grid System Minimum Size	73
Tone of Voice	10	Heritage Calligraphy	32	Limited Usage	53	Examples	74
		• Usage Example	33				
02 Logo		• Incorrect Usage	34	05 Graphic Patterns		08 Applications	
Full Vertical Lock-up (Primary)	12	03 Colours		2D Graphic Patterns	55	Open House Banners	76
• Clear Space and Minimum Size	13			3D Graphic Patterns	56	Merchandise Design	77
• Centralising Logo	14	Primary Colours	36	Library	57	Facebook	78
• Primary Colour Variations	15	Secondary Colours	37	Usage Tutorial	58	LinkedIn	79
Full Horizontal Lock-up (Secondary)		Colour Combinations	38	Incorrect Usage	59	Instagram	80
• Clear Space and Minimum Size	16	Colour Combinations to Avoid	39	Graphic Mask Device	60	e-Newsletter	81
• Centralising Logo	17	Colour Proportion	40	Logo Colour Adaptation	61		
• Primary Colour Variations	18	Faculties Colours	41	Incorrect Usage	62		
Reduced Wordmark (Tertiary)		Faculty of Art & Design	42				
• Clear Space and Minimum Size	19	Faculty of Performing Arts	44	06 Photography			
• Centralising Logo	20	Faculty of Interdisciplinary	45				
• Primary Colour Variations	21	Practices		Outdoor Campus Life	64		
Logo Incorrect Usage	22	Tertiary Logo Colour Variation	46	Indoor Campus Life	65		
Co-branding	23			Performance Photography	66		
				Portfolio Photography	67		
				Incorrect Usage	68		

01 STRATEGY



Who We Are

Vision:

A leading arts institution enriching lives and communities through education and practice.

Mission:

Inspire learning and growth through the arts.

Values:

Passion, Care and achieving Excellence through the NAFA spirit of Creativity, Exploration and Resilience

Brand Statement:

Established in 1938, the Nanyang Academy of Fine Arts (NAFA) is Singapore's pioneer arts institution. The academy is known for its rigorous and high-quality curriculum, innovative and practitioner-led teaching approach, diverse artistic creations and community outreach. NAFA takes pride in nurturing and empowering students with the courage to shape the future of Southeast Asian arts and the world.

WHAT LIES AT THE CORE OF NAFA?

Developed from the culmination of insights based on our rich history, impact on the arts, and our community, we distilled the central idea that unifies NAFA.



Leader with Heart

Here are some qualities that define
“Leader with Heart”

LEADER

Pioneering

Trusted

Innovative

Resilient

Forward-looking

HEART

Passionate

Authentic

Dedicated

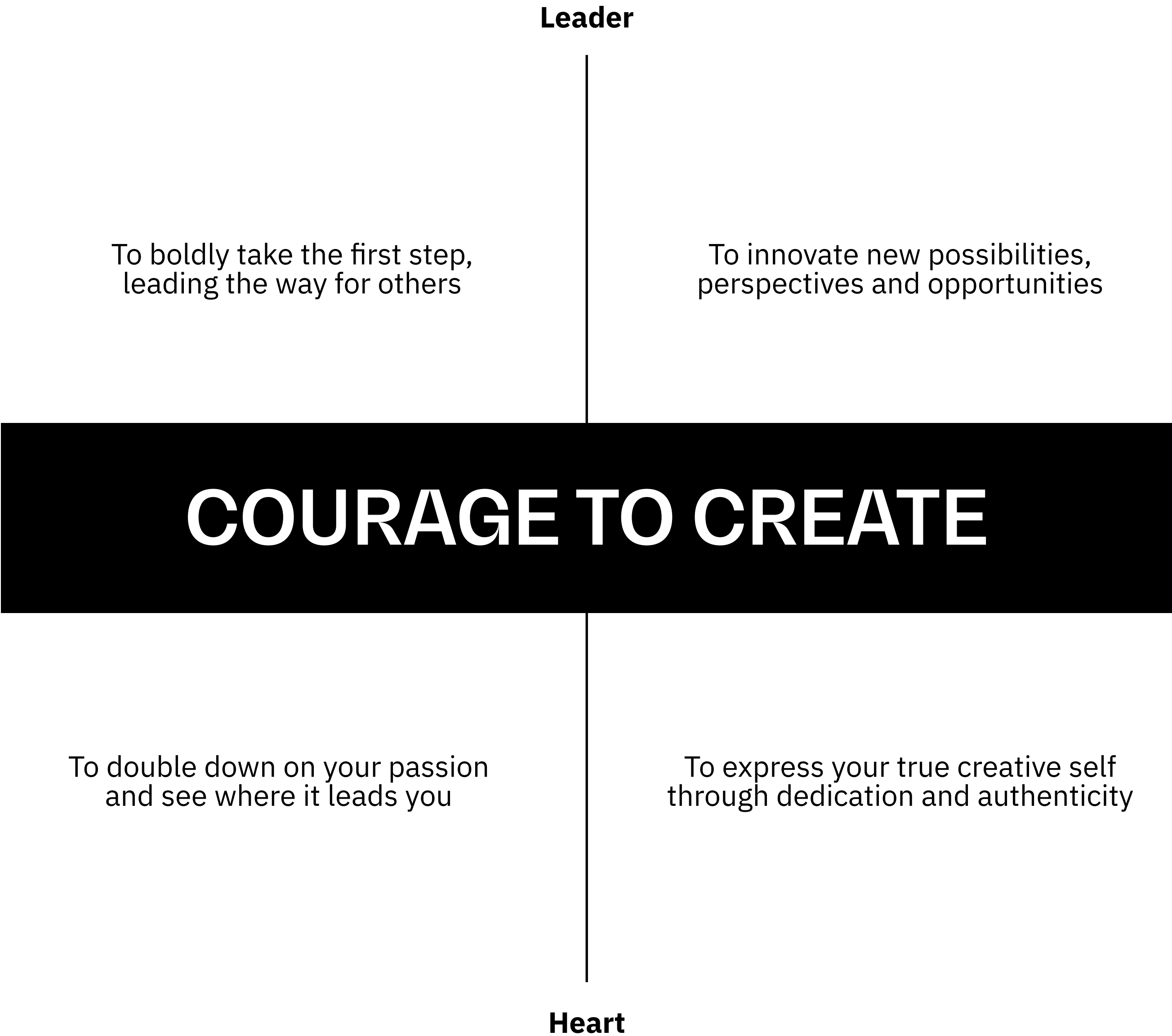
Nurturing

Courage

HOW CAN WE EMBODY LEADER WITH HEART?

Inspired by “A Leader with Heart”, our brand mantra functions as a manifestation of what we stand for, and our drive at NAFA.

This mantra informs us on how we think, behave, and speak, unifying our approach across the academy.



COURAGE

An active call-to-action to embrace the spirit of a leader

TO CREATE

Rooted in the arts, but with enough
range to flex for different stakeholders

Our Manifesto

It takes a special kind of institution to withstand the test of time.

To spearhead a creative movement that is defining Southeast Asia.

To inspire a generation of artists and the generations to come.

To transform a young nation into a beacon for the arts.

At NAFA, we believe that it all starts with a leap of faith.

Following a passion, even when it leads you out of your comfort zone.

Challenging the status quo, even if it means charting a new path.

Standing by what you believe in, even in the face of adversity.

Pioneering a new era of growth, even after decades of tradition.

This unwavering NAFA spirit has kept us going for over 80 years and continues to guide our tomorrow.

It has nurtured a humble art school into the leading institution it is today.

Where our educators have the courage to create new perspectives for their students, but also for themselves.

Where our students build the courage to create new breakthroughs, but also new connections.

Where anyone that journeys with us has the courage to create their mark on the arts, but also on the world.

Because that's what it takes. It takes courage to create.

NAFA. COURAGE TO CREATE.

Tone of Voice

Our tone of voice brings our brand to life in both written and verbal communications. It serves as a guide in the way we speak to our various stakeholders such as students, staff, partners, and the public.

Depending on the context, these traits can be dialed up and down accordingly.

Principles	Personalities	How we speak	How we don't speak	Phrases we love	Phrases we avoid
LEADER	Grounded	We exude confidence and are composed in the way we speak, radiating a sense of gravitas.	We avoid sounding stagnant, close-minded or lacking in confidence.	Pioneering Southeast Asian Arts since 1938.	We attempt to the best of our abilities.
	Visionary	We express our future ambitions in an inspiring and tangible manner.	We avoid sounding pretentious and out-of-touch with motherhood statements.	Boldly redefining the Arts in Singapore.	Striving for perfection in the arts.
HEART	Nurturing	We speak in a way that is approachable and empathetic.	We avoid sounding exclusive and bureaucratic, or weak-willed.	Discovering and owning your path at NAFA.	Only the best of the best.
	Passionate	We make our stand with genuine conviction, evincing our passions and motivations.	We avoid coming across as stubborn or lacklustre.	Making your mark in the Arts every day.	A legacy for future artists.

02 LOGO




Full Vertical Lock-up (Primary)

Our logo is crafted from the same essence and heart embodied in its previous iterations. The courageous stroke at the end of our logo represents all forms of art and manifests the NAFA spirit of creativity, exploration, and resilience - one that carries our mantra, “Courage to Create”.

Please use this primary logo for all communications unless specified otherwise.

Next, we will go into detail on the different usage aspects of our logo.


C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX 000000



Full Vertical Lock-up (Primary)
Clear Space & Minimum Sizing

Our logo is protected by a minimum clear space which must remain free of other elements, including typography and photography, when being used.

The ideal clearance space is equivalent to the height of half the ‘N’ character in our logomark.

Please adhere to this clearance and minimum size restrictions for print and digital use.

Logo Clear Space



Minimum Sizing

Digital



Print



Full Vertical Lock-up (Primary)
Centralising Logo

When centralisation of logo is needed, please adhere to the guide on the right to find the centre point of our logo. This will ensure that our logo remains balanced in communications.



Example



Full Vertical Lock-up (Primary)
Primary Colour Variations

Our logo primarily exists on black or white. The neutrality of our colours establishes NAFA as a confident institution – setting the stage for our community to shine through their creations.



Full Horizontal Lock-up (Secondary) Clear Space & Minimum Sizing

When primary logo cannot be used for certain communications due to minimum size restrictions, we can use the horizontal lock-up seen on the right.

This logo is protected by a minimum clear space which must remain free of other elements, including typography and photography, when being used.

The ideal clearance space is equivalent to the height of half the ‘N’ character in our logomark.

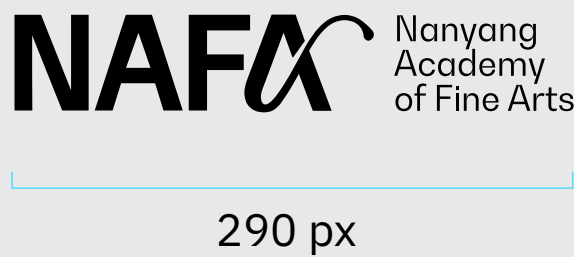
Please adhere to this clearance and minimum size restrictions for print and digital use.

Logo Clear Space



Minimum Sizing

Digital



Print



Full Horizontal Lock-up (Secondary) Centralising Logo

When centralisation of logo is needed, please adhere to the guide on the right to find the centre point of our logo. This will ensure that our logo remains balanced in design communications.



Example



Full Horizontal Lock-up (Secondary)
Primary Colour Variations

Our logo primarily exists on black or white. The neutrality of our colours establishes NAFA as a confident institution – setting the stage for our community to shine through their creations.

For secondary colour variations, please refer to page 37.



Reduced Wordmark (Tertiary)
Clear Space & Minimum Sizing

When both primary and secondary logos cannot be used for certain communications due to minimum size restrictions, we can use the horizontal lock-up seen on the right.

This logo is protected by a minimum clear space which must remain free of other elements, including typography and photography, when being used.

The ideal clearance space is equivalent to the height of half the ‘N’ character in our logomark.

Please adhere to this clearance and minimum size restrictions for print and digital use.

Logo Clear Space



Minimum Sizing

Digital



Print



**Reduced Wordmark (Tertiary)
Centralising Logo**

When centralisation of logo is needed, please adhere to the guide on the right to find the centre point of our logo. This will ensure that our logo remains balanced in design communications.



Example



Reduced Wordmark (Tertiary)
Primary Colour Variations

Our logo primarily exists on black or white. The neutrality of our colours establishes NAFA as a confident institution – setting the stage for our community to shine through their creations.

For secondary colour variations, please refer to page 45.



Logo Incorrect Usage

Shown on the right are negative and incorrect usage of our logo.



Do not recompose our logo.



Do not distort our logo in any way.



Do not rotate our logo.



Do not add any effects on our logo.



Do not use our logo on a low contrast background.



Do not outline our logo.

Co-branding

In situations where NAFA co-exists with other brands, the examples on the right act as a guide.

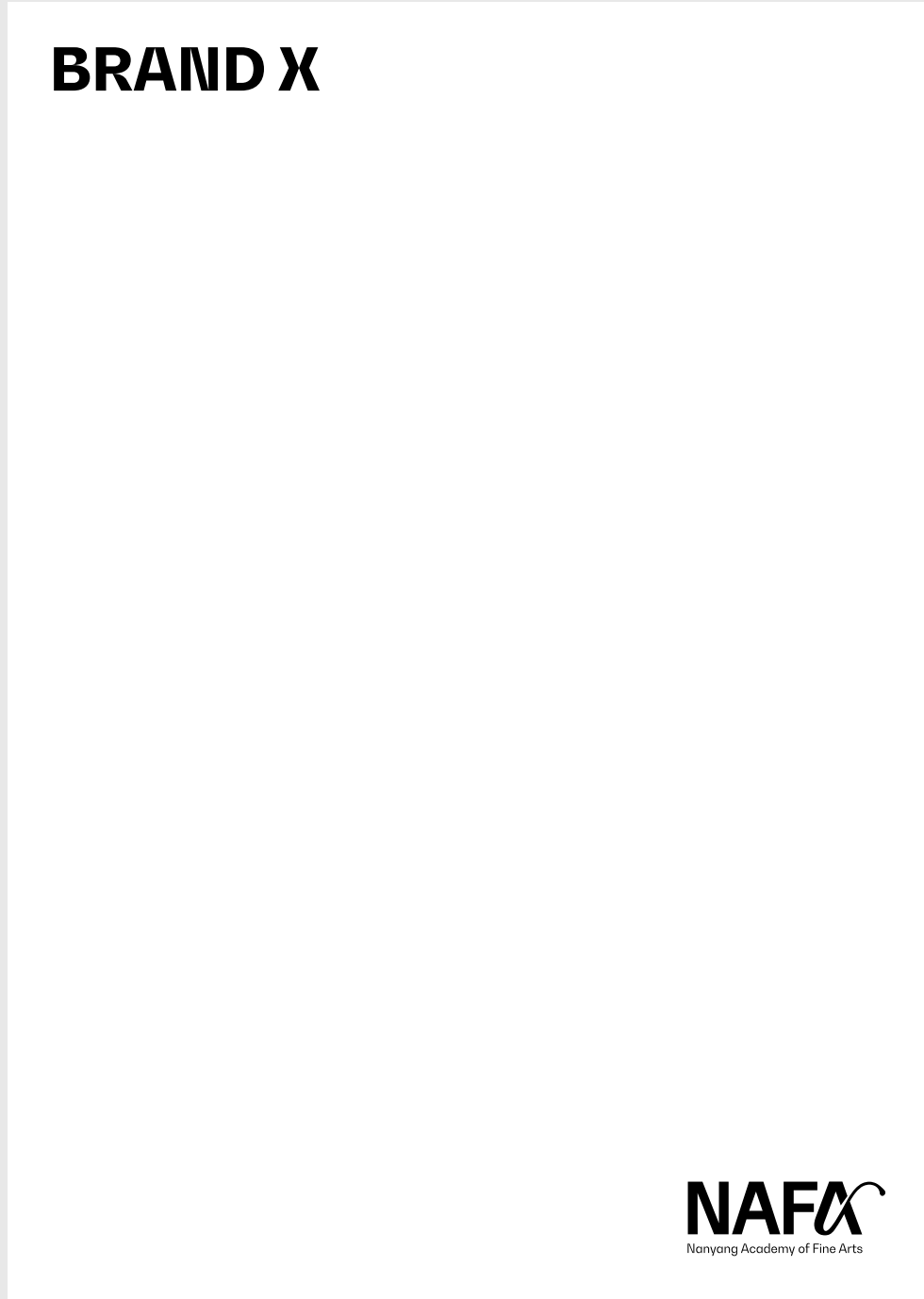
Always ensure that our full vertical primary logo lock-up is used at all times in all co-branding scenarios.

NAFA-led



NAFA’s logo is at the top left and partner’s logo will be at the opposite end (bottom right).

Partner-led



Partner’s logo is at the top left and NAFA’s logo will be at the opposite end (bottom right).

Co-branding

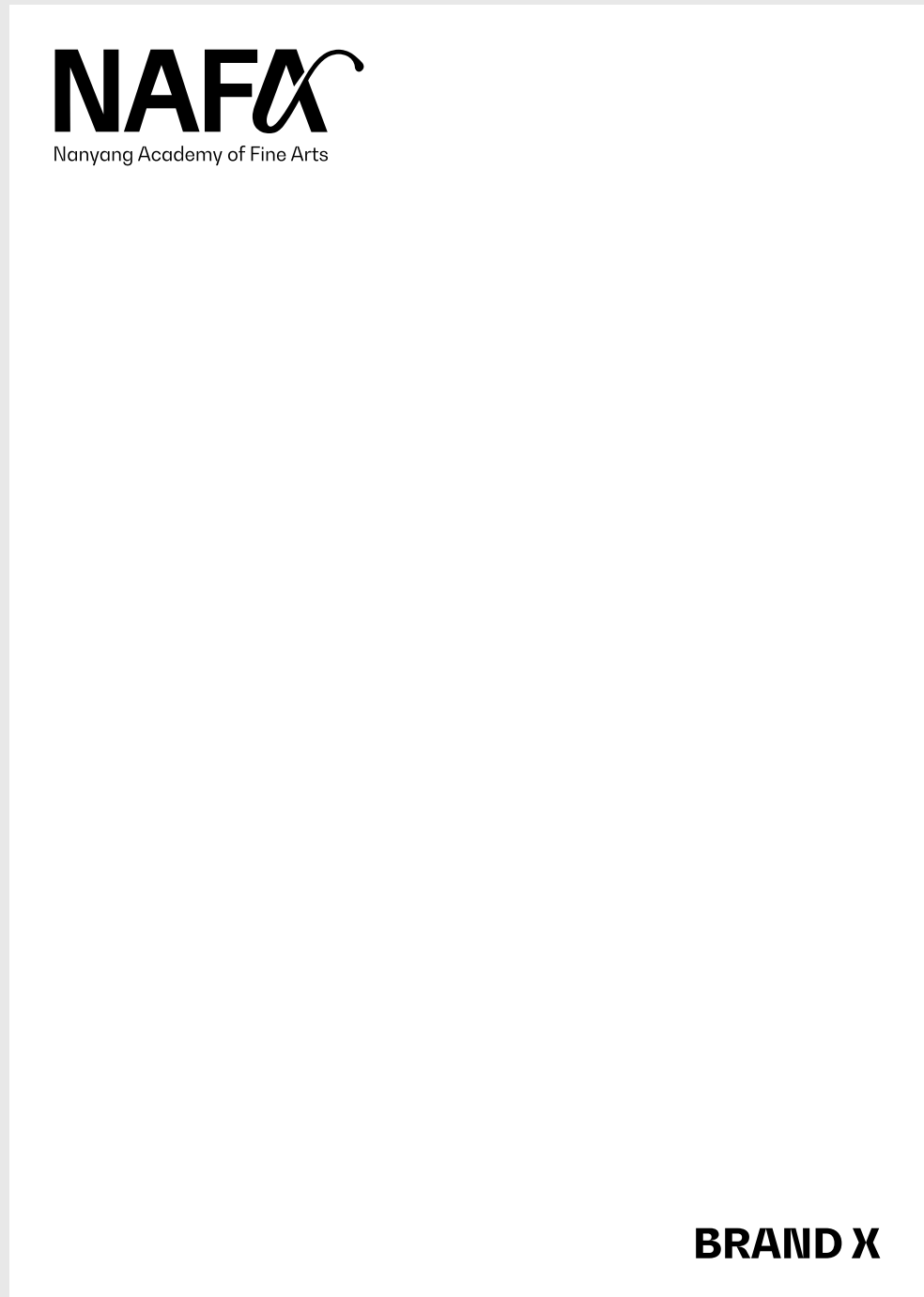


NAFA’s logo and partner’s logo are side by side.

Co-branding Size Relationship

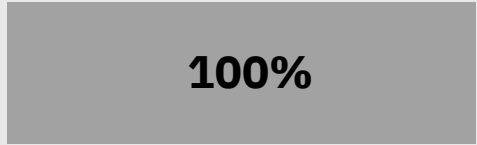
On the right is our recommended co-branding size relationship between our primary logo and partner brands for NAFA-led communications. Please note for partner-led communications, it will depend on the rules provided by the partner brand.

NAFA-led



NAFA’s logo is at the top left and partner’s logo will be at the opposite end (bottom right).

The size proportion is determined by the area of the logo. In NAFA-led communications, the area of the NAFA logo is determined by the area of wordmark as marked out in grey below. The partner brand is defined by 70% of the NAFA area.



Area of NAFA wordmark



Proportion of Brand X is defined by approximately 70% area of NAFA wordmark.

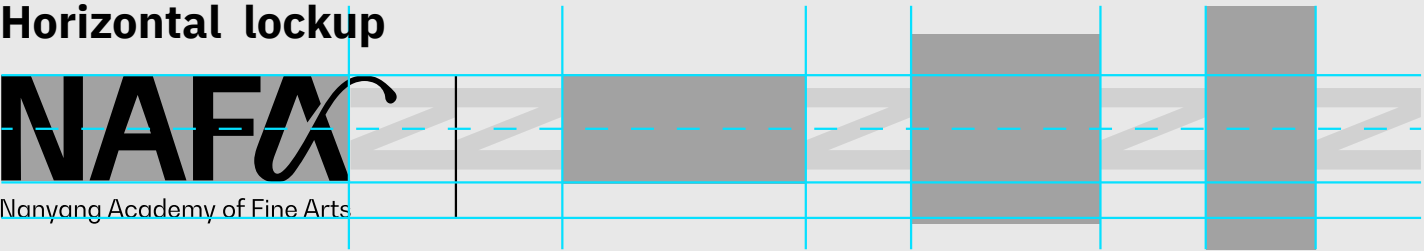
Co-branding Size Relationship

On the right is our recommended co-branding size relationship between our primary logo and partner brands for co-branding communications. Please note for partner-led communications, it will depend on the rules provided by the partner brand.

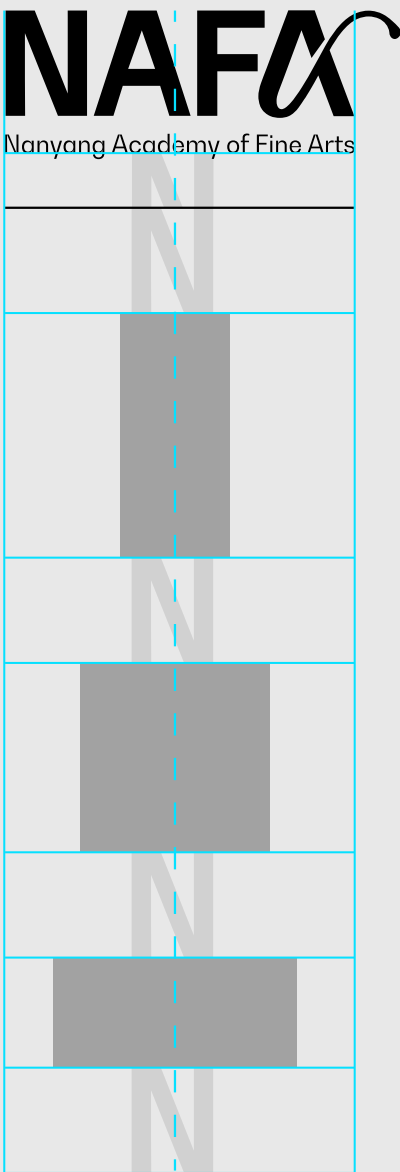
Co-branding



Horizontal lockup



Vertical lockup



The size proportion is determined by the area of the logo. In co-branding communications, the area of the NAFA logo is determined by the area of wordmark as marked out in grey shown on the left. The co-branding partner brand is defined by the same area of the NAFA logo area regardless of shape. This requires some visual discretion to determine a similar equal in logo size across the co-branding logos.

Trust Seal

As part of our brand expression, we created a Trust Seal to be used as a stamp of authenticity on official documents. These documents include certificates, official letterheads, and memorandums of understanding. This seal also reaffirms our journey of pioneering Southeast Asian Arts since 1938.

In the following pages, we will define basic rules and guides to ensure consistent use of the Trust Seal.

Pioneering
Southeast
Asian Arts
Since 1938



Trust Seal

Clear Space & Minimum Sizing

For brand purposes, our Trust Seal is protected by a minimum clear space which must remain free of other elements, including typography and photography, when being used.

The ideal clearance space is equivalent to the height of the top Chinese character ‘南’ in our seal.

Please adhere to this clearance and minimum size for print and digital use.

Trust Seal Clear Space



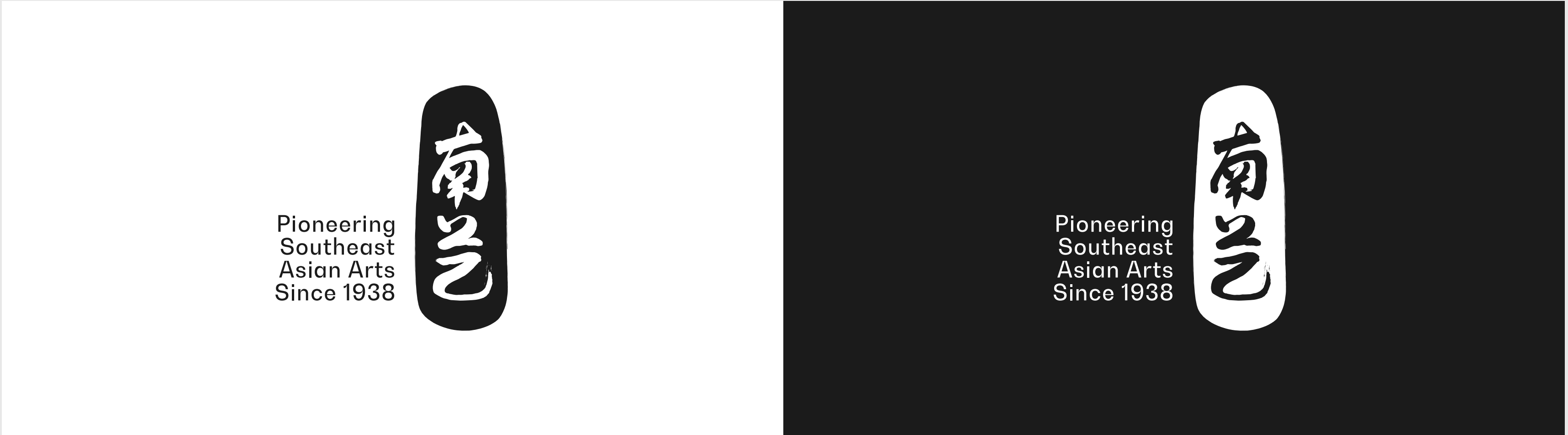
Minimum Sizing



Trust Seal Colour Variation

Our Trust Seal only exists in black and white to carry a sense of tradition while portraying credibility. Please take note of this as it differs from our NAFA logo which can exist in multiple colours.

For documents that require gold-leafing (or equivalent) of the seal, please ensure that only the seal shape is gold-leafed, leaving the text portion as-is. For documents that require treatments such as tin-foil and embossing, their applications are subject to printing considerations.



Trust Seal Relationship with Logo

Our Trust Seal must always be used together with the NAFA primary logo. Shown on the right are the sizing relationship and usage on layouts.

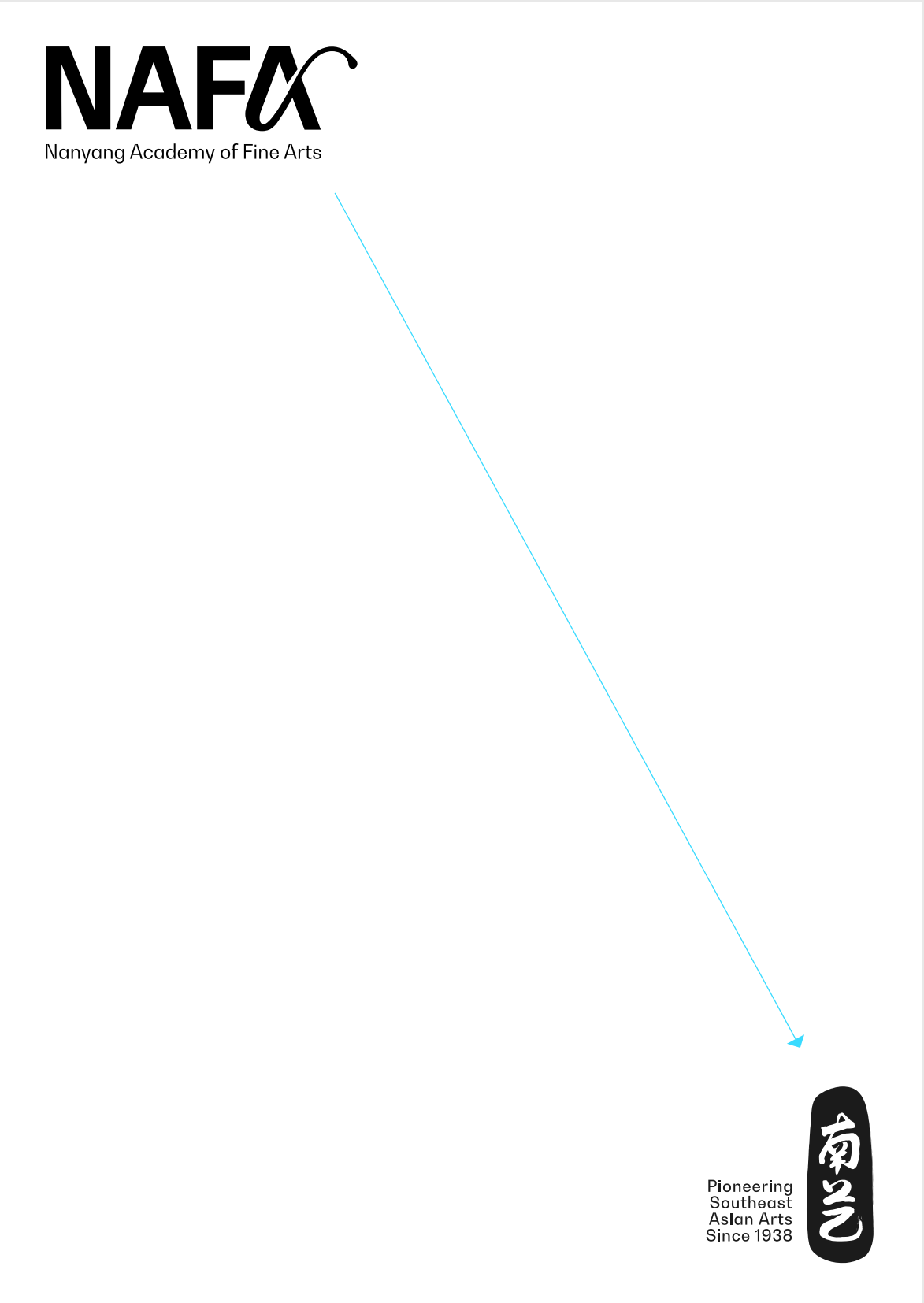
For sizing, please ensure that the height of our trust seal is 1.5X of the height of our NAFA primary logo.

For the relationship on compositions, our trust seal must always be on the bottom right of all layouts when used. This ensures that it will always be diagonally opposite to the NAFA logo as seen on the right. Please ensure that the document has enough bleed clearance for printing purposes.

Size Relationship

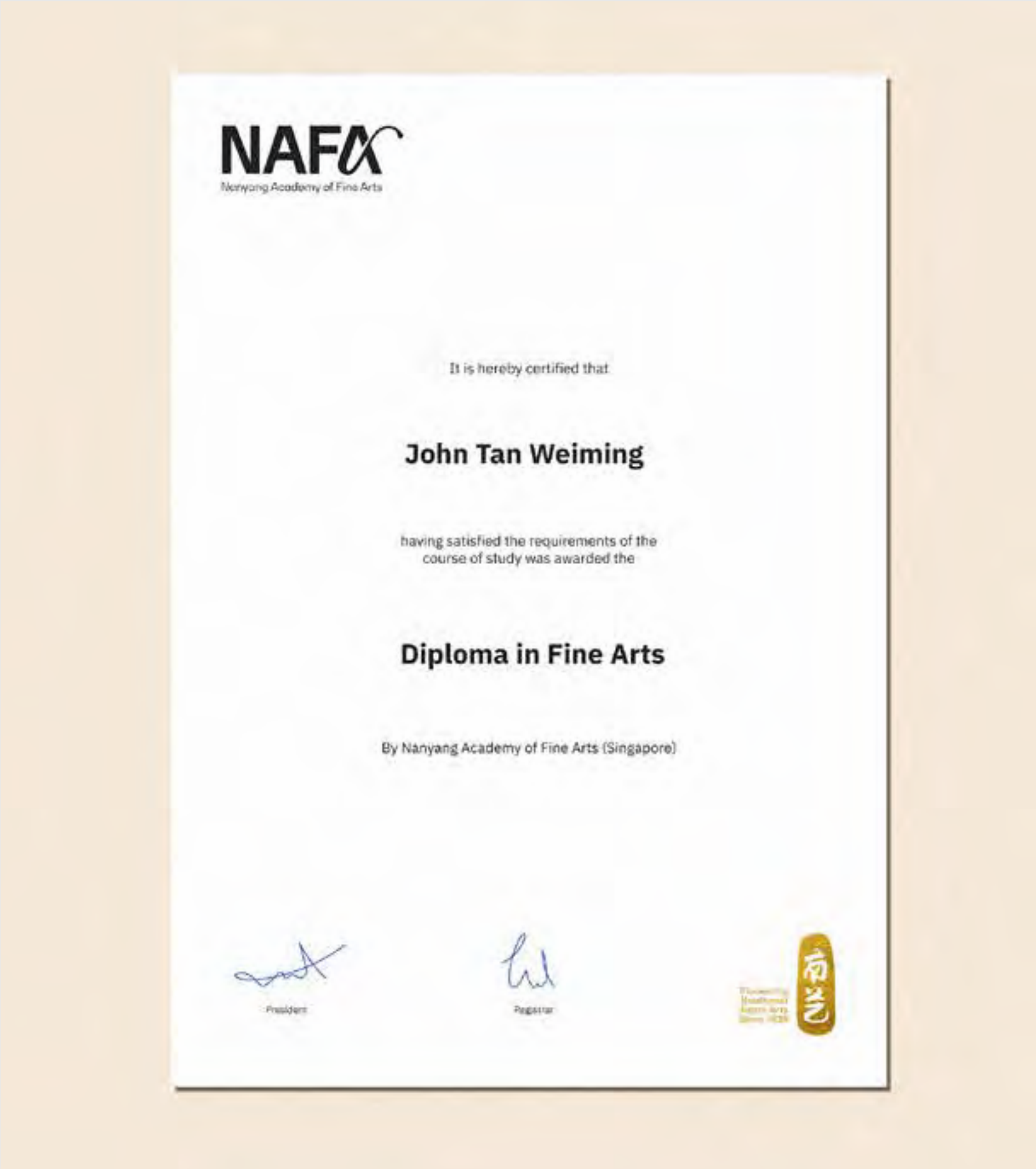


Relationship on Composition



Trust Seal Usage Examples

Shown on the right are examples of how the Trust seal is being used on official documents in relation to our primary logo.



Trust Seal Incorrect Usage

Shown on the right are are negative and incorrect usage of our Trust Seal.



Do not recompose our Trust Seal.



Do not distort our Trust Seal in any way.



Do not rotate our Trust Seal.



Do not add any effects on our Trust Seal.



Do not change the colour of our Trust Seal.



Do not outline our Trust Seal.

Heritage Calligraphy

To celebrate our history and hero our heritage moments, Chinese calligrapher and poet Pan Shou’s (潘受) work will be used. This bespoke piece was commissioned to commemorate our commitment to the Arts in Southeast Asia.

Our heritage calligraphy must always be used with NAFA’s primary logo. To avoid design clutter, the heritage calligraphy must not be used together with our NAFA Trust Seal.

南洋藝術學院

Heritage Calligraphy Usage Examples

Our heritage calligraphy can be used and featured in collaterals related to our heritage and events such as anniversaries and Founder’s Day. It can also be showcased on our website, detailing our rich history and journey since 1938.

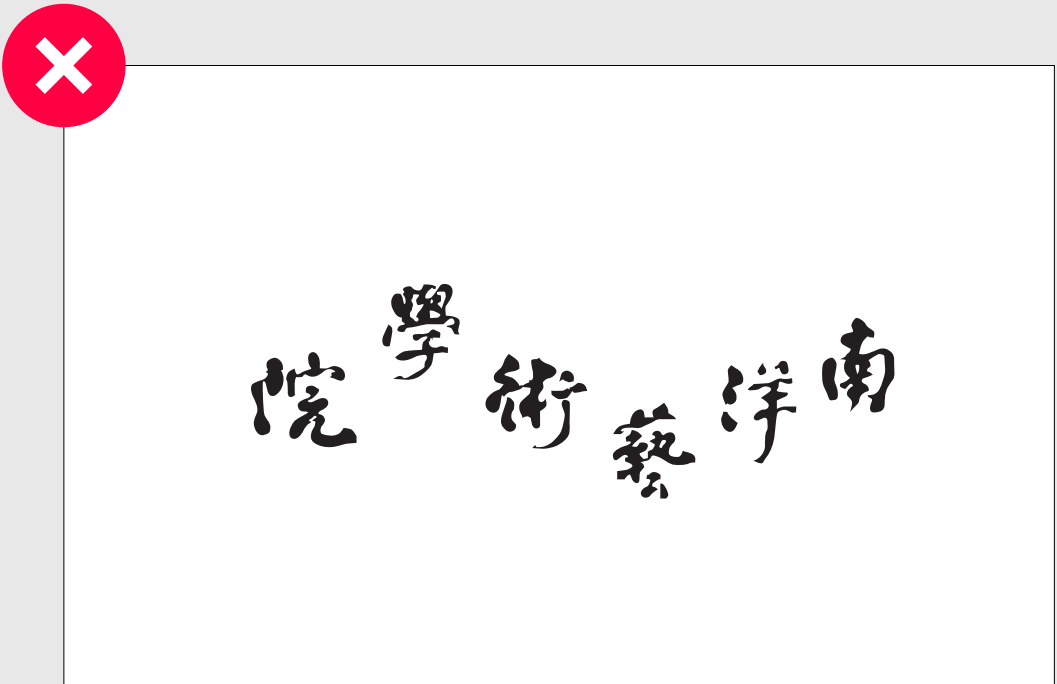


Heritage Calligraphy
Incorrect Usage

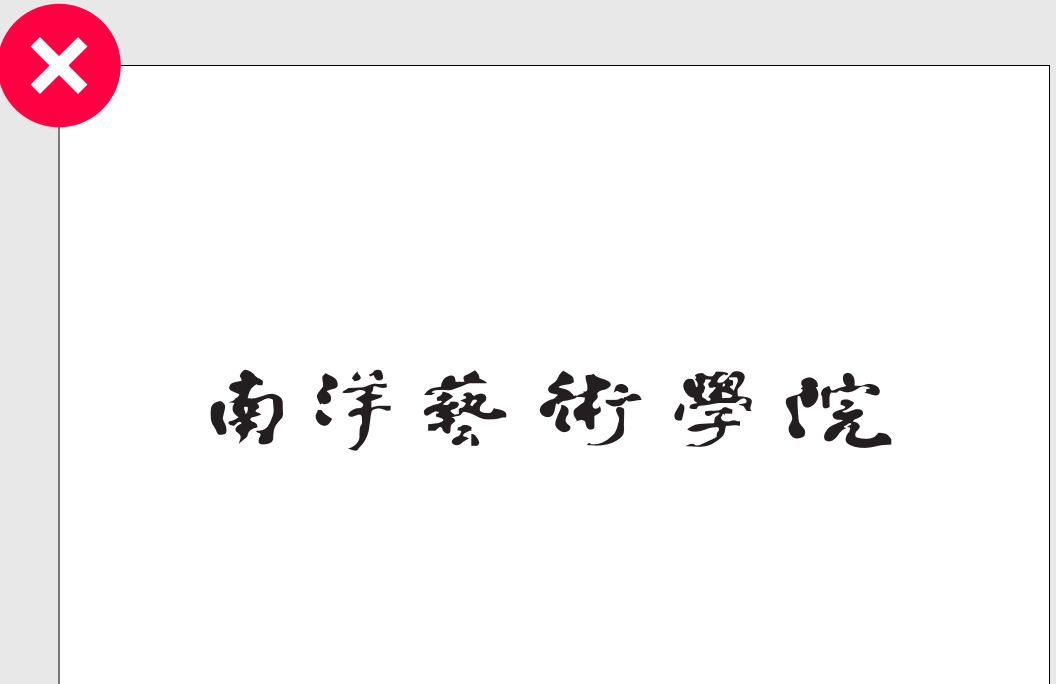
Shown on the right are negative and incorrect usage of our Heritage Calligraphy.



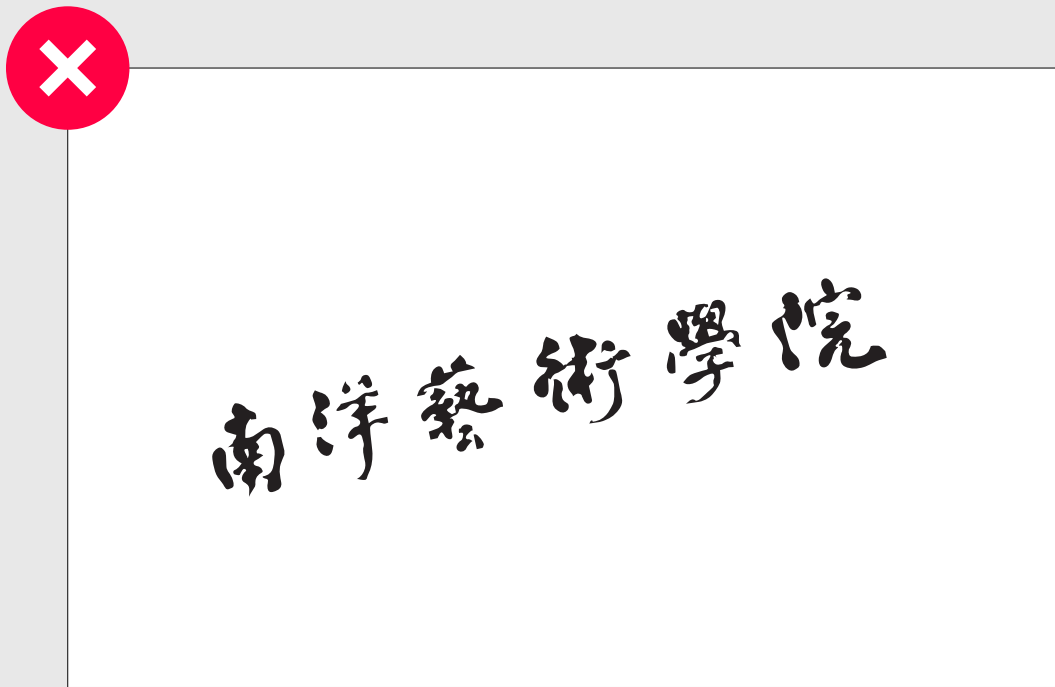
Do not use our heritage calligraphy with the trust seal.



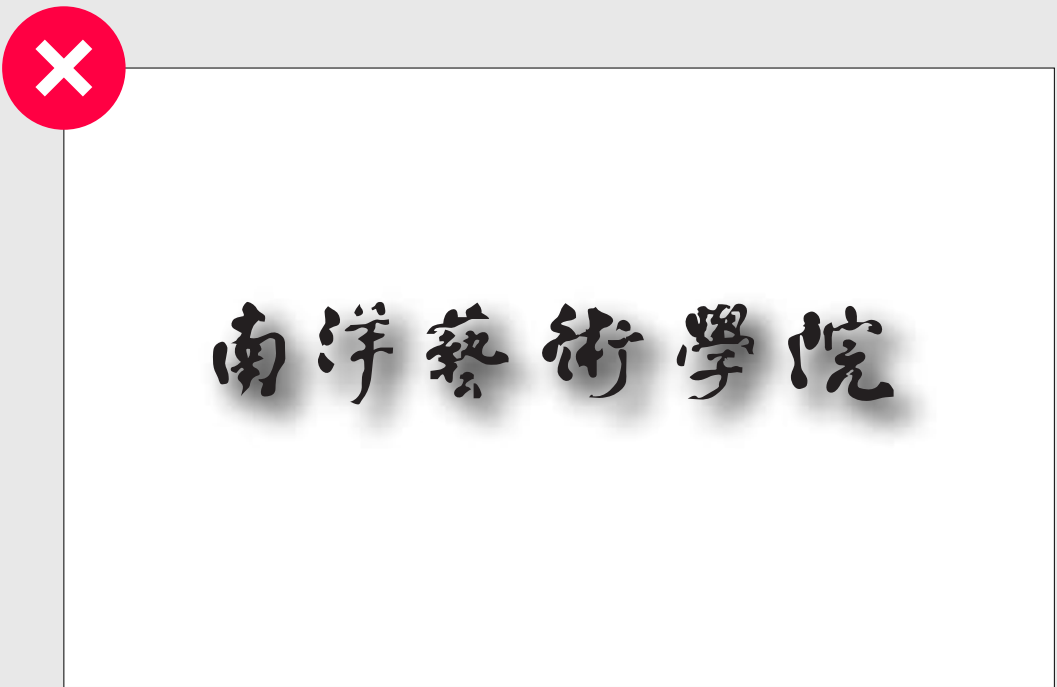
Do not change the construction and composition of our heritage calligraphy.



Do not distort our heritage calligraphy.



Do not rotate our heritage calligraphy.



Do not use effects like drop shadow on our heritage calligraphy.



Do not outline our heritage calligraphy.

03 COLOURS



Primary Colours

The neutrality of our primary colours underscores NAFA’s confidence as an institution.

Commonly used for corporate communications, these colours personify credibility, providing a pedestal for the NAFA community to express themselves and showcase their creations.

Our black and white primary colour palette is applicable for both our logo and coloured backgrounds.

Black

C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX 000000

White

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX FFFFFFFF

Secondary Colours

Supporting our primary colours, our secondary colour palette is meant to provide richness and vibrancy of arts through an extensive range.

These colours represent inspiration, optimism, courage, richness, intimacy, freshness, stability, and growth.

In the next few pages, we will go into detail of the rationale and usage of our colour choices. This colour guide is also applicable for our administrative divisions that subscribe to our primary colours. This is to ensure that there is consistency in our visuals across NAFA.

Specifically for our faculties, each faculty will be given a set of colours, to provide them with their own unique expression, showcasing their forms of art.

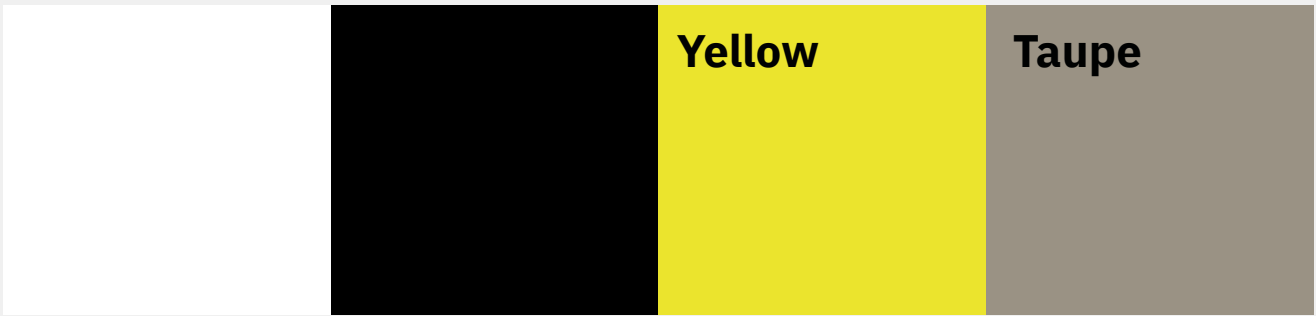
<div>Yellow</div> <div><div>Pantone 3935C</div><div>C 2 M 0 Y 60 K 0</div><div>R 235 G 228 B 45</div><div>HEX EBE42D</div></div>	<div>Taupe</div> <div><div>Pantone 7530C</div><div>C 10 M 18 Y 25 K 32</div><div>R 154 G 146 B 132</div><div>HEX 9A9284</div></div>	<div>Green</div> <div><div>Pantone 7488C</div><div>C 52 M 0 Y 82 K 0</div><div>R 122 G 233 B 47</div><div>HEX 7AE92F</div></div>	<div>Emerald</div> <div><div>Pantone 2265C</div><div>C 73 M 12 Y 89 K 34</div><div>R 80 G 138 B 89</div><div>HEX 508A59</div></div>
<div>Umber</div> <div><div>Pantone 7644C</div><div>C 5 M 81 Y 0 K 79</div><div>R 82 G 38 B 52</div><div>HEX 522634</div></div>	<div>Lavender</div> <div><div>Pantone 271C</div><div>C 49 M 44 Y 0 K 0</div><div>R 161 G 155 B 244</div><div>HEX A19BF4</div></div>	<div>Orange</div> <div><div>Pantone 137C</div><div>C 0 M 41 Y 100 K 0</div><div>R 255 G 163 B 6</div><div>HEX FFA306</div></div>	<div>Red</div> <div><div>Pantone 7635C</div><div>C 0 M 90 Y 25 K 0</div><div>R 200 G 39 B 78</div><div>HEX C8274E</div></div>
<div>Beige</div> <div><div>Pantone 7604C</div><div>C 0 M 8 Y 5 K 4</div><div>R 237 G 218 B 211</div><div>HEX EDDAD3</div></div>	<div>Blue</div> <div><div>Pantone 2728C</div><div>C 90 M 68 Y 0 K 0</div><div>R 37 G 83 B 200</div><div>HEX 2553C8</div></div>	<div>Fuchsia</div> <div><div>Pantone 237C</div><div>C 6 M 53 Y 0 K 0</div><div>R 241 G 108 B 233</div><div>HEX F16CDF</div></div>	<div>Admiral</div> <div><div>Pantone 282C</div><div>C 100 M 90 Y 13 K 68</div><div>R 0 G 20 B 52</div><div>HEX 001434</div></div>

Colour Combinations

Our colours were developed with consideration to various combinations. These combinations were carefully selected to ensure high contrast and visibility when applied to various assets.

Do note that these combinations are not exhaustive and are not meant to restrict creative usage. When testing new combinations from the secondary colour palette, do ensure that the main principle of having high contrast is preserved.

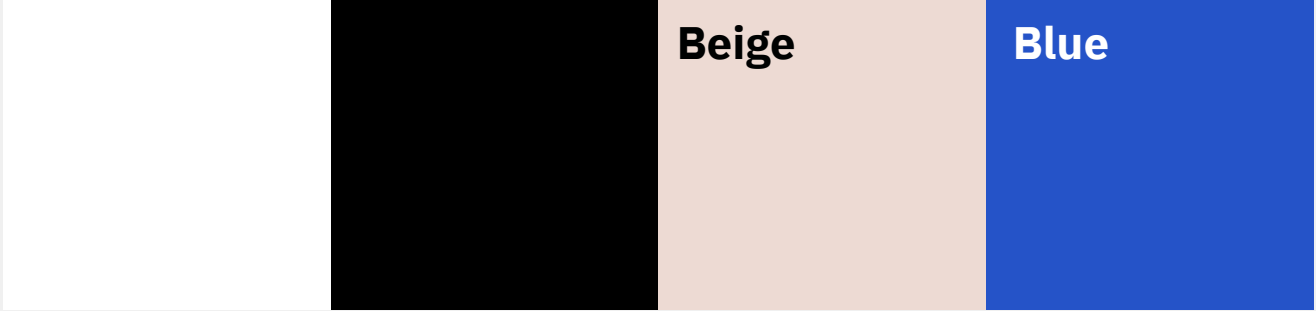
Combination 1



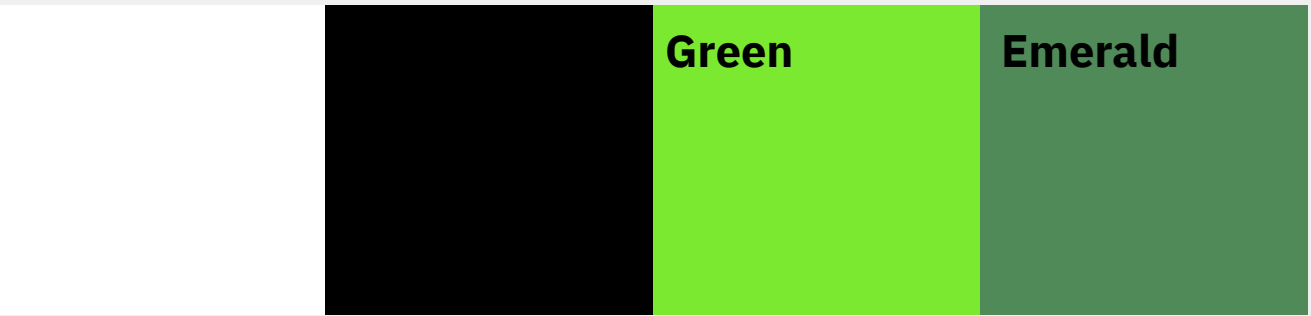
Combination 2



Combination 3



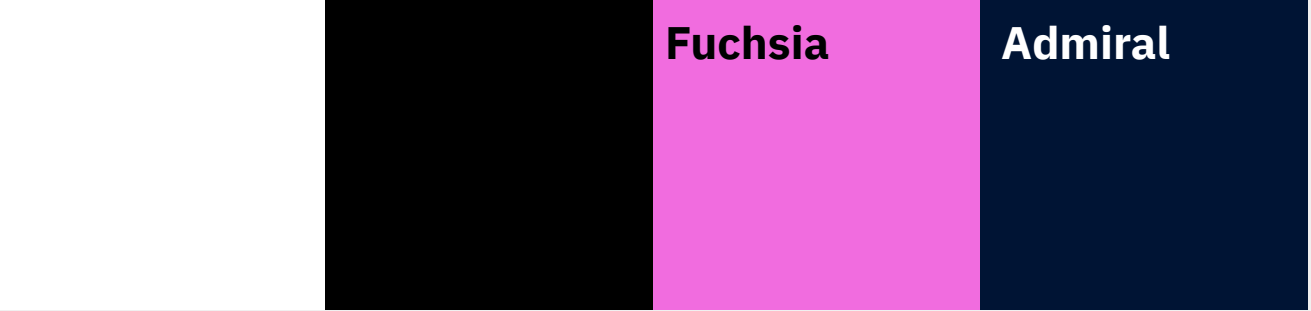
Combination 4



Combination 5

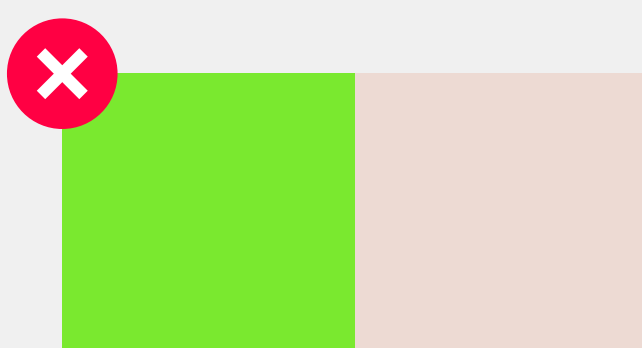
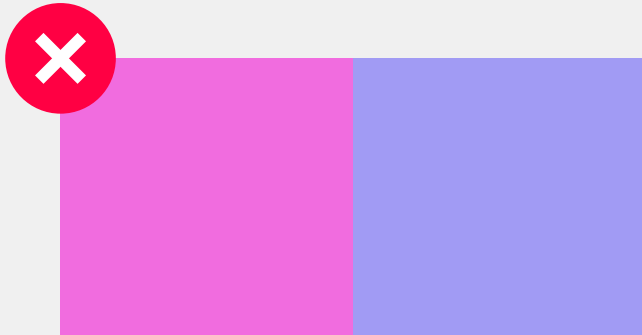
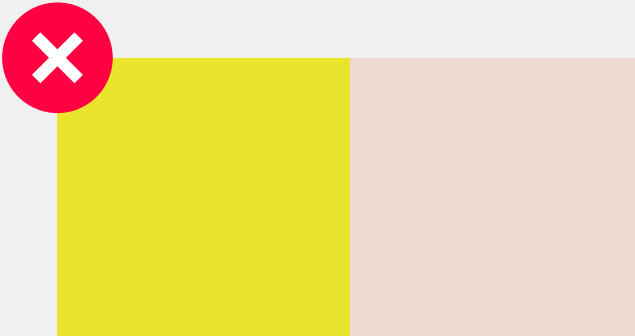
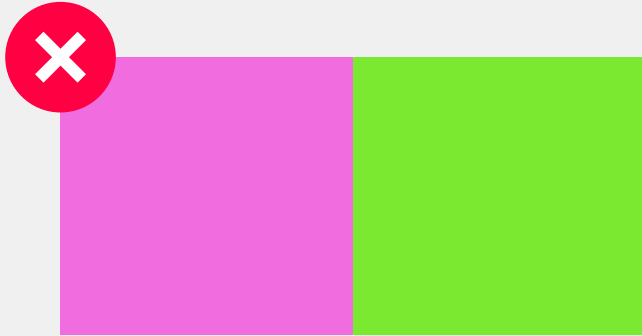
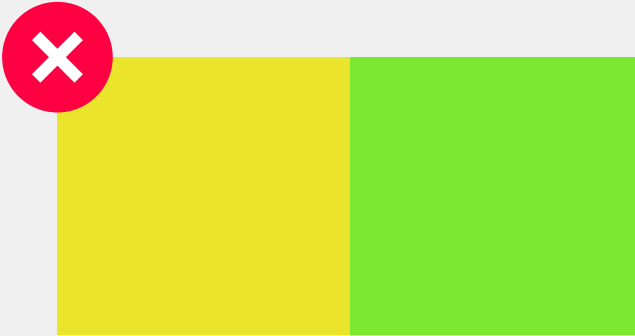


Combination 6



Colour Combinations to Avoid

Shown on the right are combinations of colours that do not create adequate contrast and vibrancy for our graphic elements. These colour combinations should be avoided at all times.

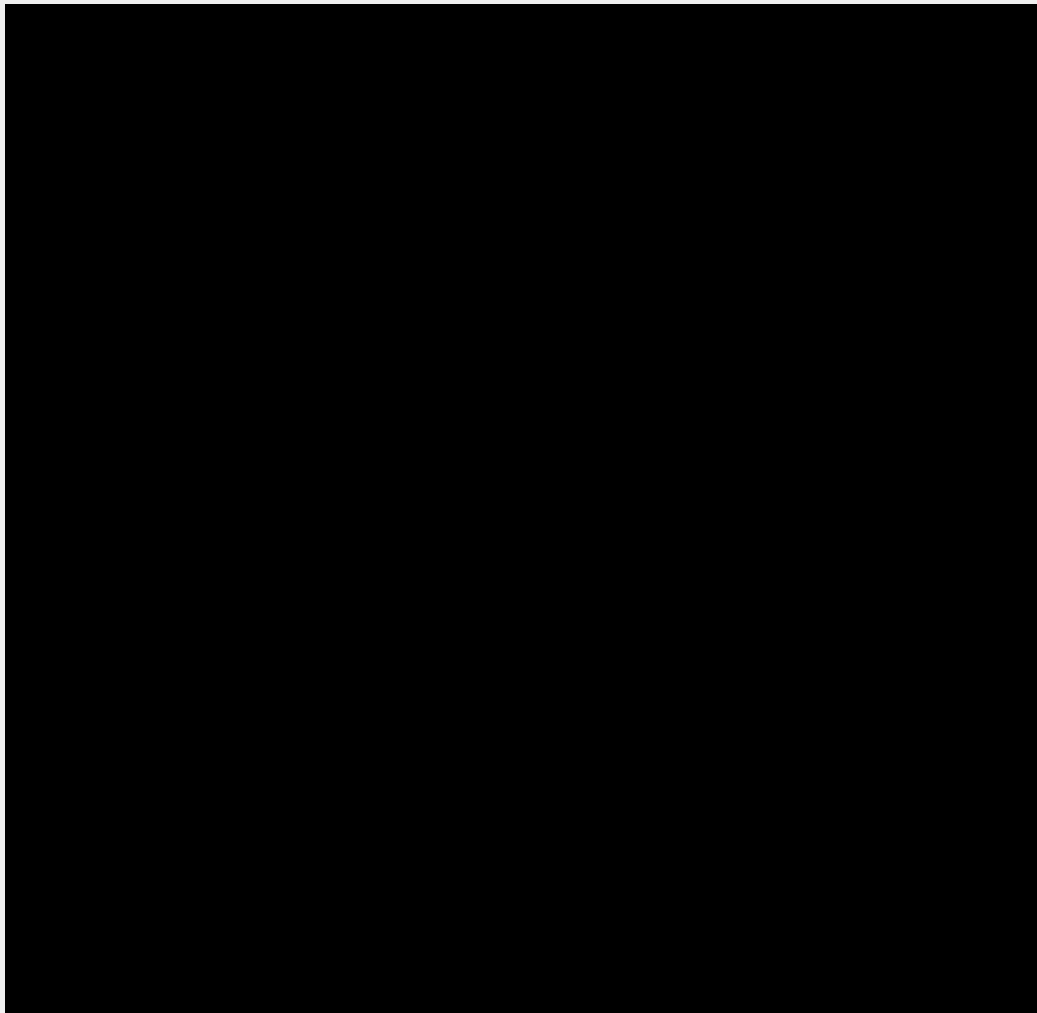


Colour Proportion

With our vibrant colour palette, it is important for us to ensure a consistent colour proportion in the way we use our colours.

For all branded communications and non-academic departments, we should use a bigger proportion of black and white as our primary colours, and the remaining 20-40% can reflect colour accents from our secondary colours.

Primary Colour Palette Minimum 60%, Maximum 80%



Secondary Colour Palette Minimum 20%, Maximum 40%

Colour 1

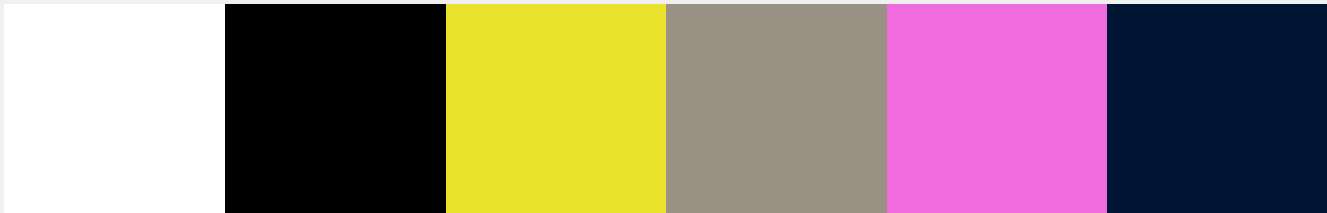
Colour 2



Faculty-specific Colours

Each of our faculties has a specific colour palette to follow. The use of black and white portrays a credible and confident NAFA brand. The secondary colours are meant to provide flexibility for each faculty to express their disciplines in a unique manner.

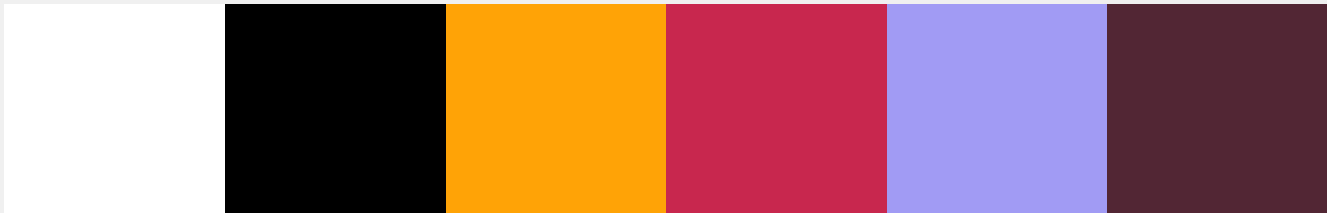
Faculty of Art & Design
School of Fine Art, School of 3D Design, School of Design & Media, School of Fashion Studies



Inspirations and aspirations portrayed through brilliant strokes of artistic genius.

Leading the artist movement through bold and courageous works.

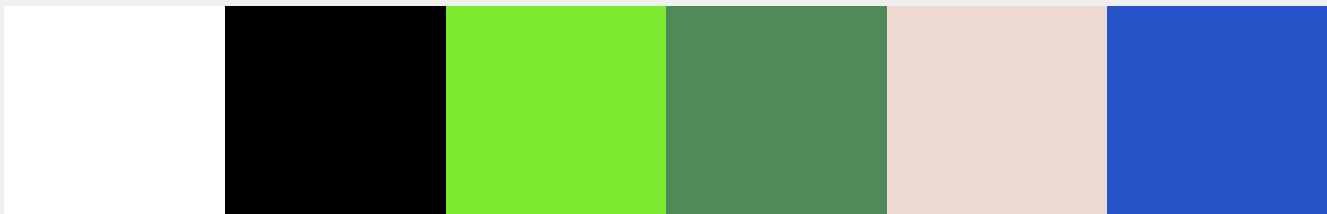
Faculty of Performing Arts
School of Dance, School of Music, School of Theatre



Richness and complexity in movements, textures, layers, and timbre.

Emotional depth and intimacy through elevated artistry.

Faculty of Interdisciplinary Practices
School of Arts Management, School of Interdisciplinary Arts



Growth through exploration and challenging boundaries.

Breakthroughs in creativity and performances.

Exuding confidence, awareness, and assurance.

Faculty of Art & Design

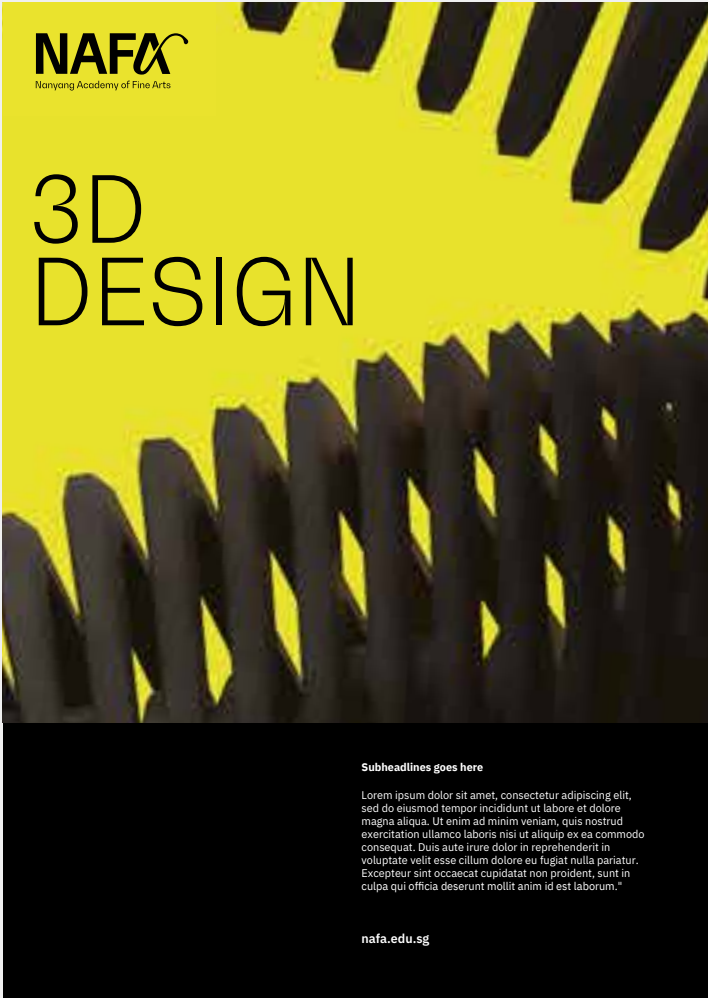
Shown on the right is a manifestation of the colour palette for the Faculty of Art & Design.

Please note that for all school communications, the ascribed colour palette will take prominence for differentiation between various faculties. There should only be a maximum of two secondary colours selected at a time for each communciation. Schools are encouraged to use our primary colours to a minimum of 20%.



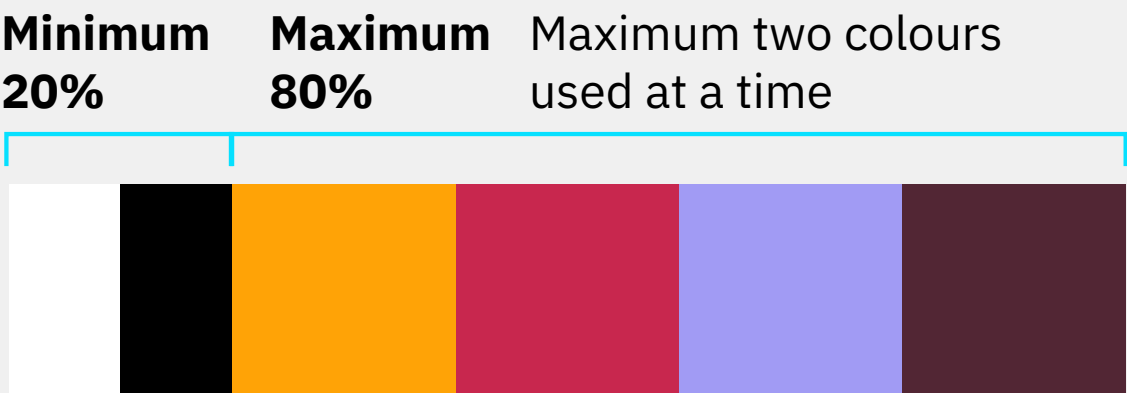
Colour Proportion

Example



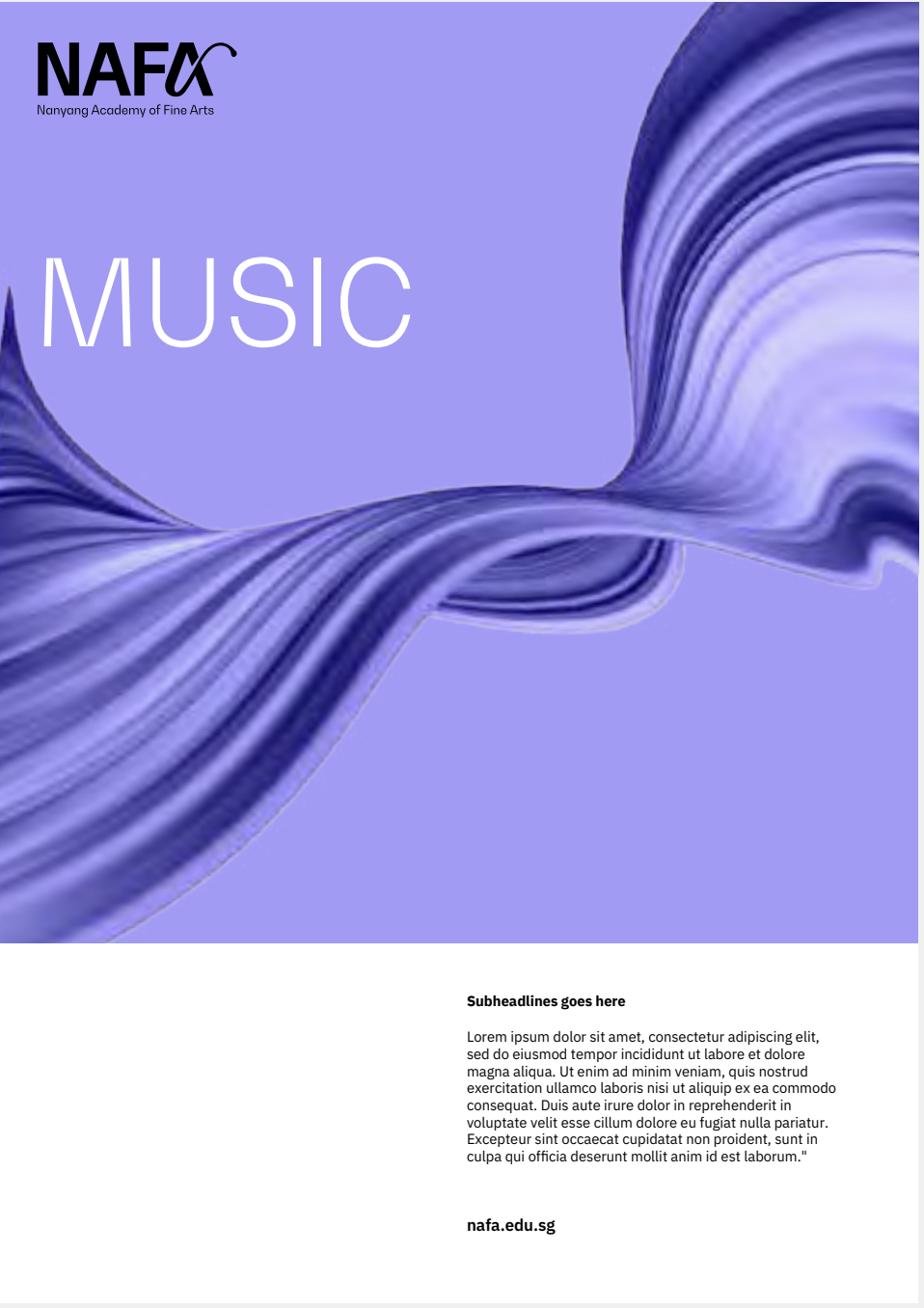
Faculty of Performing Arts

Please note that for all faculty communications, the ascribed colour palette will take prominence for differentiation between various faculties. There should only be a maximum of two secondary colours selected at a time for each communciation. Schools are encouraged to use our primary colours to a minimum of 20%.



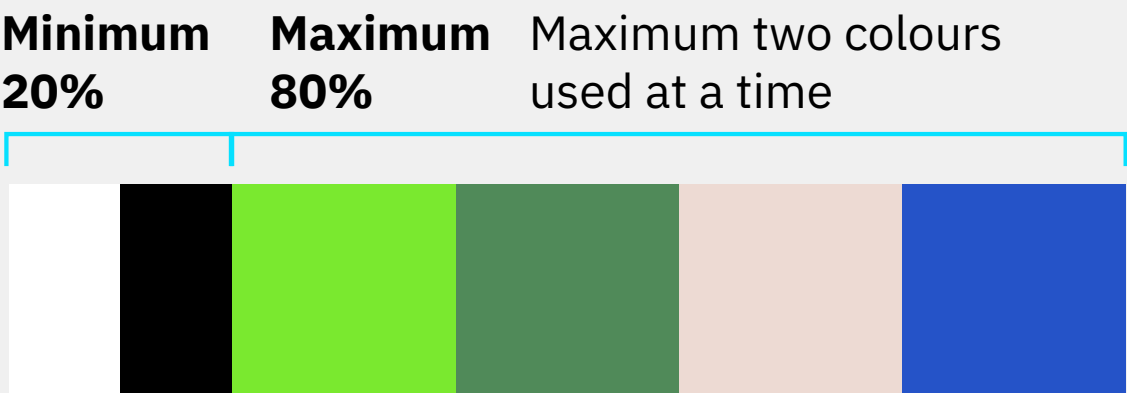
Colour Proportion

Example



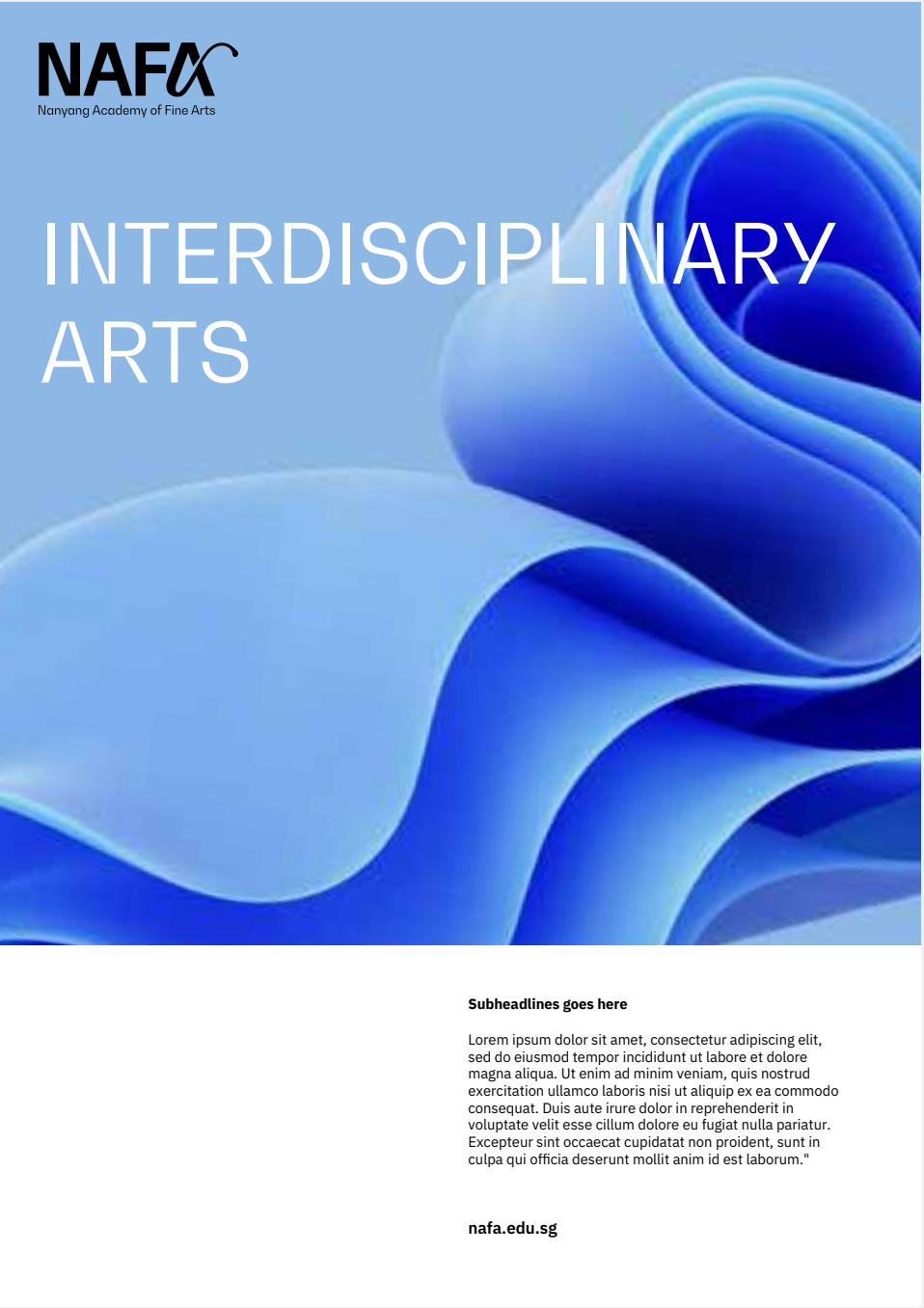
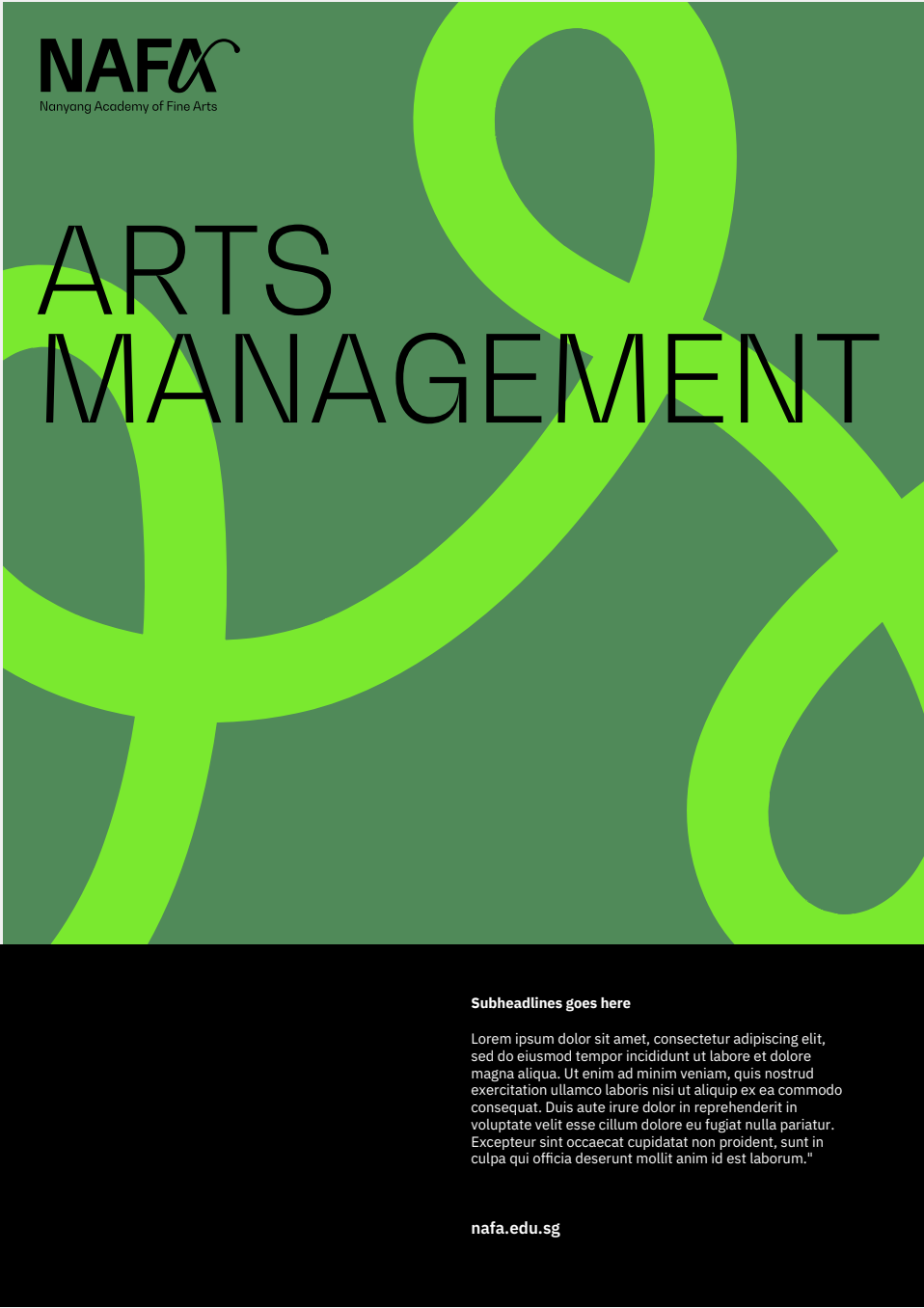
Faculty of Interdisciplinary Practices

Please note that for all faculty communications, the ascribed colour palette will take prominence for differentiation between various faculties. There should only be a maximum of two secondary colours selected at a time for each communciation. Schools are encouraged to use our primary colours to a minimum of 20%.



Colour Proportion

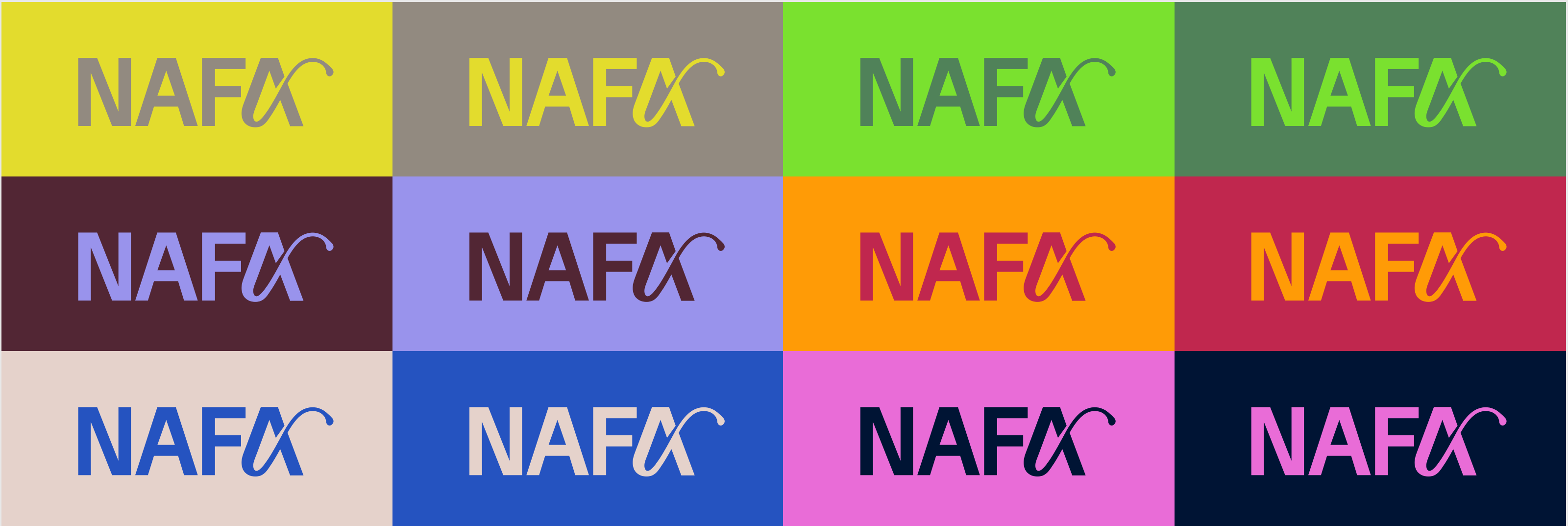
Example



Tertiary Logo Colour Variation

In certain limited situations such as merchandise design, our reduced logo can exist in multiple colours to allow for vibrancy. These versions are only permitted for internal purposes and for limited situations where the primary and secondary logo cannot be used. Please consult the Corporate Communications Office in such instances.

Refer to page 38 for the recommended colour combinations.



04 TYPOGRAPHY



Headline Font

Our headline font is BW Gradual, which portrays our boldness and courage to create, while ensuring legibility for diverse communications.

BW GRADUAL

THIN ABCDEFGHIJKLMNOPQRSTUVWXYZ
LIGHT ABCDEFGHIJKLMNOPQRSTU
REGULAR ABCDEFGHIJKLMNOPQRS
MEDIUM ABCDEFGHIJKLMNOPQRS
BOLD ABCDEFGHIJKLMNOPQRSTU
EXTRA BOLD ABCDEFGHIJKLMNO
BLACK ABCDEFGHIJKLMNOPQRS

Body Copy Font

IBM Plex was selected due to its excellent legibility in print, web, and mobile, while keeping a friendly personality. This font carries the delicate sensitivity of our artists and creatives, when contrasted against our headline font.

This font can be downloaded for use here.
<https://fonts.google.com/specimen/IBM+Plex+Sans+Devanagari>

IBM Plex Sans

Thin AaBbCcDdEeFfGgHhIiJjKkLlMm

Light AaBbCcDdEeFfGgHhIiJjKkLlMm

Regular AaBbCcDdEeFfGgHhIiJjKkLl

Medium AaBbCcDdEeFfGgHhIiJjKkLl

Semi Bold AaBbCcDdEeFfGgHhIiJjKk

Bold AaBbCcDdEeFfGgHhIiJjKkLlMm

Recommended Usage

Shown here is the recommended usage of our typography. The combination of BW Gradual and IBM Plex Sans is intended to create a balance between various traits represented in NAFA, while creating a clear and strong visual hierarchy in our communications.

These fonts should be used on communication materials for corporate events and corporate branding collaterals that help to drive brand equity for NAFA. For other items that are campaign or project-branded, the font usages might not apply. Campaign-level communication or student-led initiatives are not required to adhere to the recommended font usage.

COURAGE
TO CREATE

Subheader goes here in sentence case

Body copy goes here dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.

Headlines
Font: BW Gradual
Weight: Medium
Styling: Upper-cased
Sizing: 4 times of body copy

Sub-header
Font: IBM Plex Sans
Weight: Semibold
Styling: Sentence-cased
Sizing: Same as body copy

Body Copy
Font: IBM Plex Sans
Weight: Regular
Styling: Sentence-cased
Sizing: Same as sub-header

Limited Usage

If the headlines are longer than 5 words, we propose to use the system font Arial as an alternative.

Please note that this should be used in limited situations and we encourage headlines to be short and succinct for an impactful and strong visual balance.

Lorem ipsum
 dolor sit amet,
 consectetur
 adipiscing elit,

Subheader goes here in sentence case

Body copy goes here dolor sit amet, consectetur adipiscing elit,
 sed do eiusmod tempor incididunt ut labore et dolore magna
 aliqua. Ut enim ad minim veniam, quis nostrud exercitation
 ullamco laboris nisi ut aliquip ex ea commodo consequat.

Headlines
 Font: BW Gradual
 Weight: Medium
 Styling: Sentence-cased
 Sizing: 3 times of body copy

Sub-header
 Font: IBM Plex Sans
 Weight: Semibold
 Styling: Sentence-cased
 Sizing: Same as body copy

Body Copy
 Font: IBM Plex Sans
 Weight: Regular
 Styling: Sentence-cased
 Sizing: Same as sub-header

System Font

For our system font, we use Arial as it complements our headline and body font well.

Headlines (Upper-cased)

ARIAL

REGULAR ABCDEFGHIJKLMNOPQRS

BOLD ABCDEFGHIJKLMNOPQRSTU

Body Copy (Sentence-cased)

Arial

Regular AaBbCcDdEeFfGgHhIiJjKkLlMm

Bold AaBbCcDdEeFfGgHhIiJjKkLlMm

System Font

Shown here is the recommended usage of our system font typography. This guide helps create a balance between various traits represented in NAFA, while maintaining a clear and strong visual hierarchy.

COURAGE
TO CREATE

Subheader goes here in sentence case

Body copy goes here dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.

Headlines
Font: Arial
Weight: Bold
Styling: Upper-cased
Sizing: 4 times of body copy

Sub-header
Font: Arial
Weight: Bold
Styling: Sentence-cased
Sizing: Same as body copy

Body Copy
Font: Arial
Weight: Regular
Styling: Sentence-cased
Sizing: Same as sub-header

Limited Usage

Shown here is the recommended usage of our system font typography. This guide helps create a balance between various traits represented in NAFA, while maintaining a clear and strong visual hierarchy.

Lorem ipsum
 dolor sit amet,
 consectetur
 adipiscing elit,

Subheader goes here in sentence case

Body copy goes here dolor sit amet, consectetur adipiscing elit, sed
 do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut
 enim ad minim veniam, quis nostrud exercitation ullamco laboris
 nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in.

Headlines
 Font: Arial
 Weight: Bold
 Styling: Sentence-cased
 Sizing: 3 times of body copy

Sub-header
 Font: Arial
 Weight: Bold
 Styling: Sentence-cased
 Sizing: Same as body copy

Body Copy
 Font: Arial
 Weight: Regular
 Styling: Sentence-cased
 Sizing: Same as sub-header

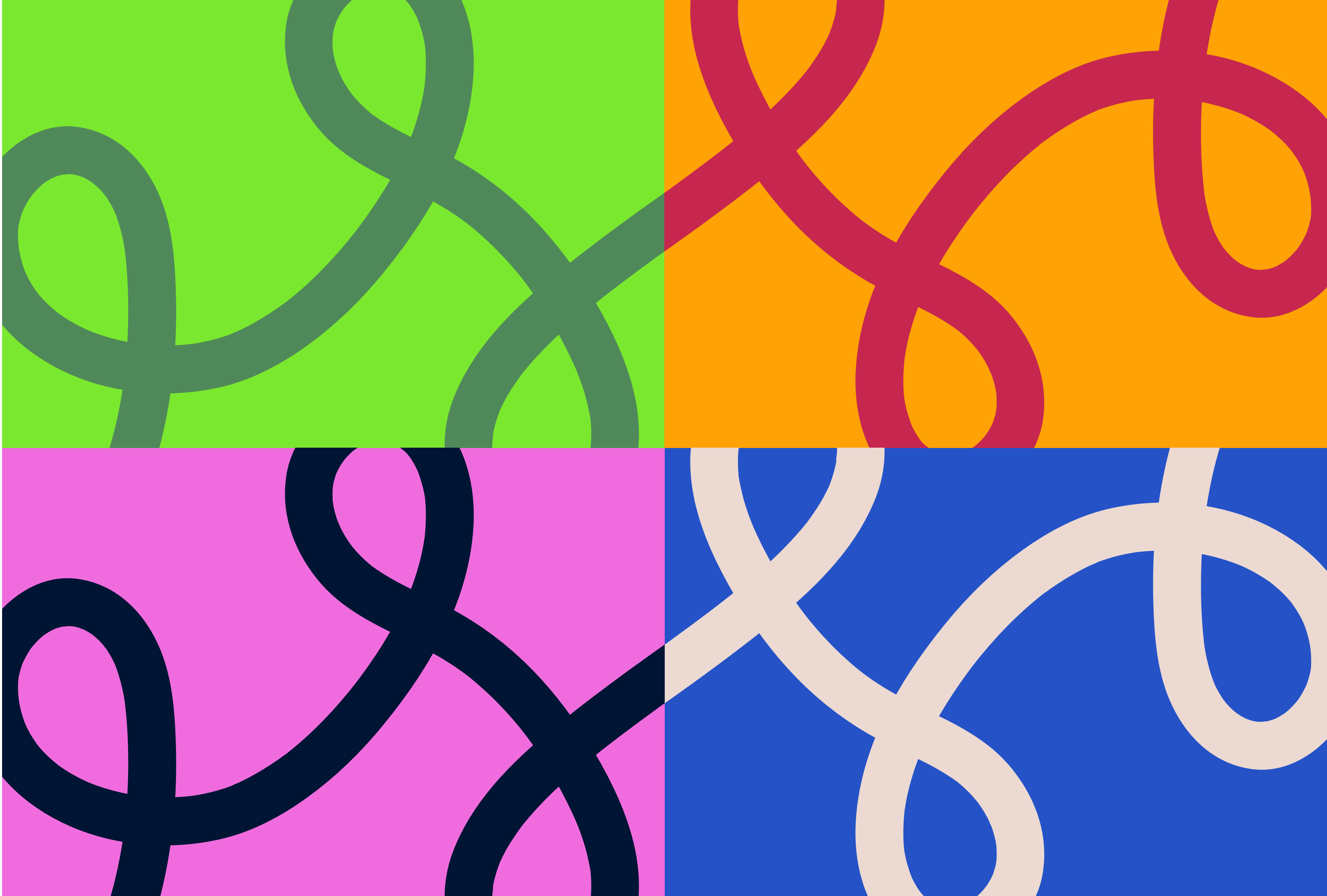
05 GRAPHIC PATTERNS



2D Graphic Patterns

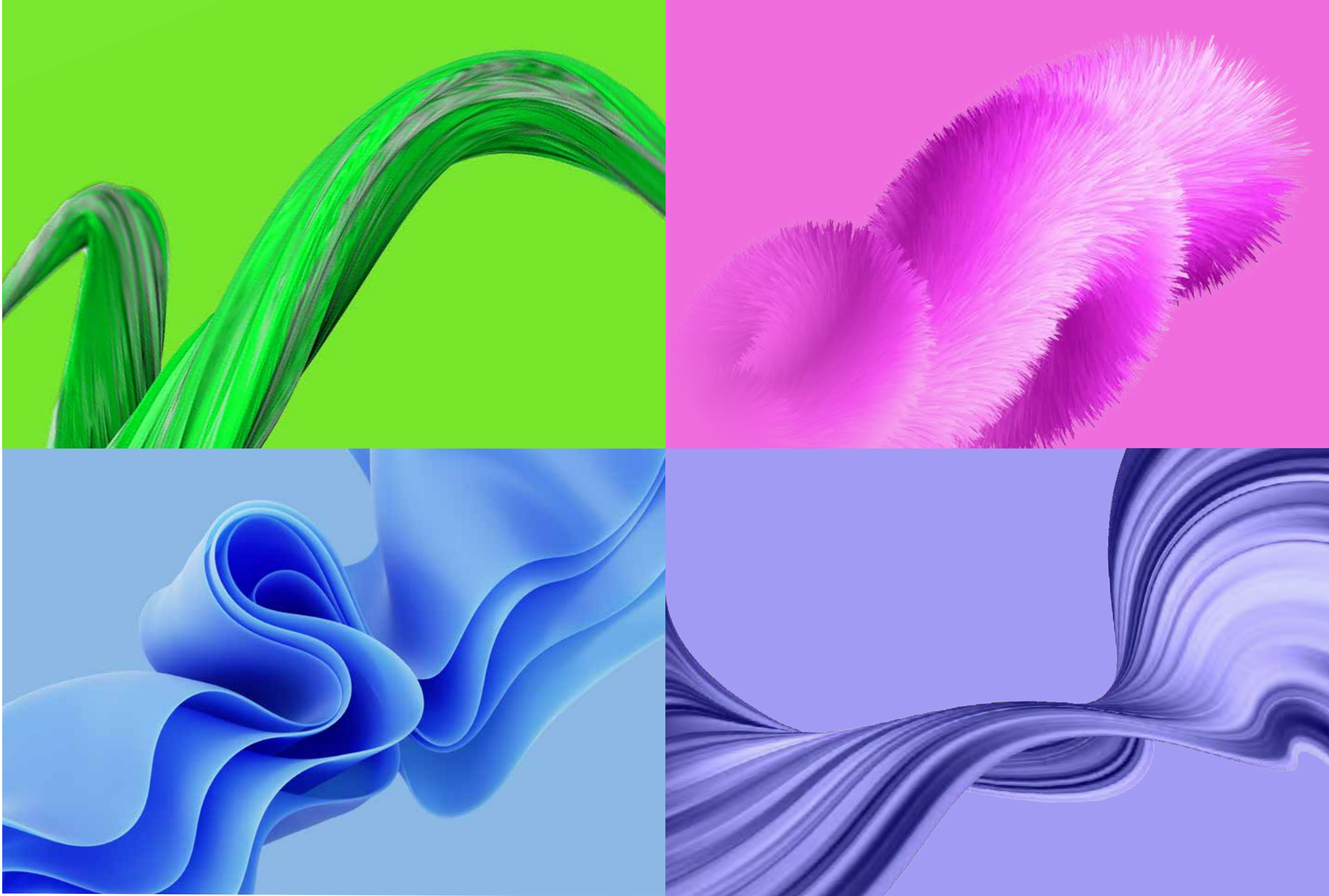
Our graphic patterns embody the “courageous stroke” and manifests through the different faculties and schools at NAFA. This affords us the space to express the NAFA spirit in each discipline, and allows for creative expressions across the academy. The choice of strokes should be clean, simple and provide a sense of movement. More details will be stated on page 60 for incorrect usage examples.

For our flat graphic pattern, we use the signature “courageous stroke” pattern in different colours. This pattern is created to embody the NAFA spirit and allow ease of usage on any applications.



3D Graphic Patterns

When more impactful and dynamic graphics are needed, 3D graphic patterns can be applied. When choosing the 3D patterns, they should reflect the themes of the communication or various faculties and schools.

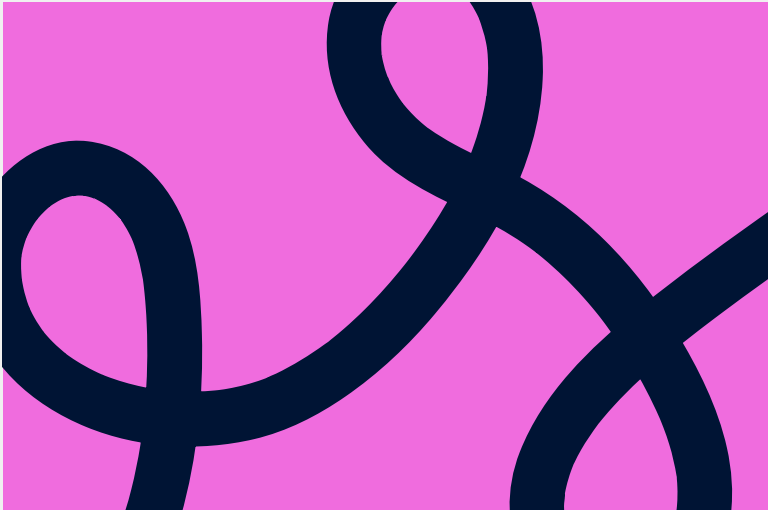


Library

Shown on the right are examples of how our graphic patterns can work for different faculties. When choosing graphic patterns, we use patterns that communicate the essence of our messages.

We will show more examples on the next page to to illustrate various examples for your communication needs.

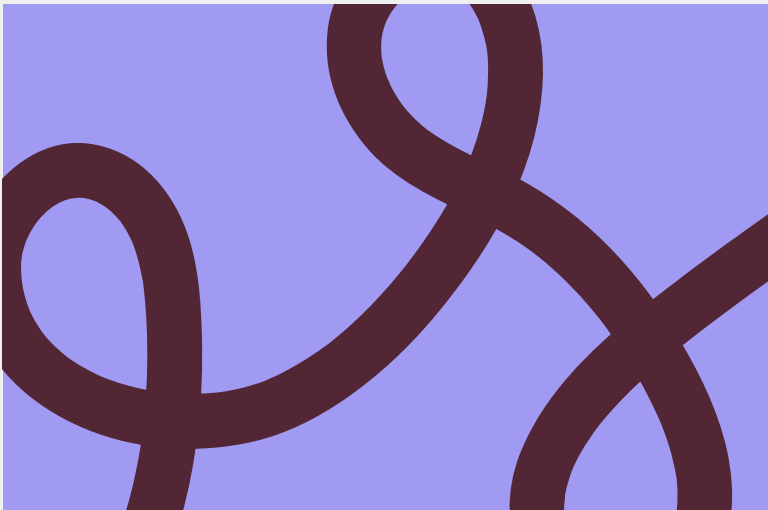
Faculty of Art & Design
2D Graphic Patterns



3D Graphic Patterns



Faculty of Performing Arts
2D Graphic Patterns



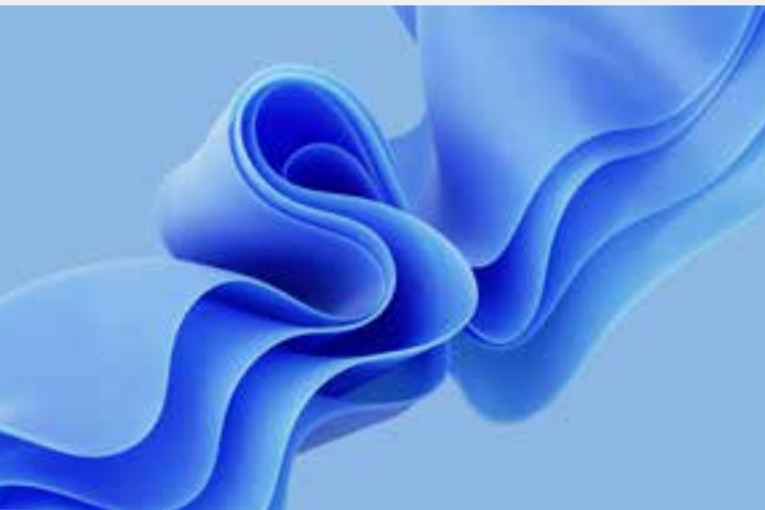
3D Graphic Patterns



Faculty of Interdisciplinary Practices
2D Graphic Patterns



3D Graphic Patterns



Usage Tutorial

This tutorial acts as a guiding principle and should not be limiting. The graphic pattern allows for creators to express themselves and expand our visual identity system.

Step 1

Define the brief of the project. For this fictional project, we are designing a poster for the School of Fashion Studies.



Step 2

In this example, we chose a fur textile texture to represent the courageous stroke motif.



Step 3

Add in the content needed based on your communication brief.



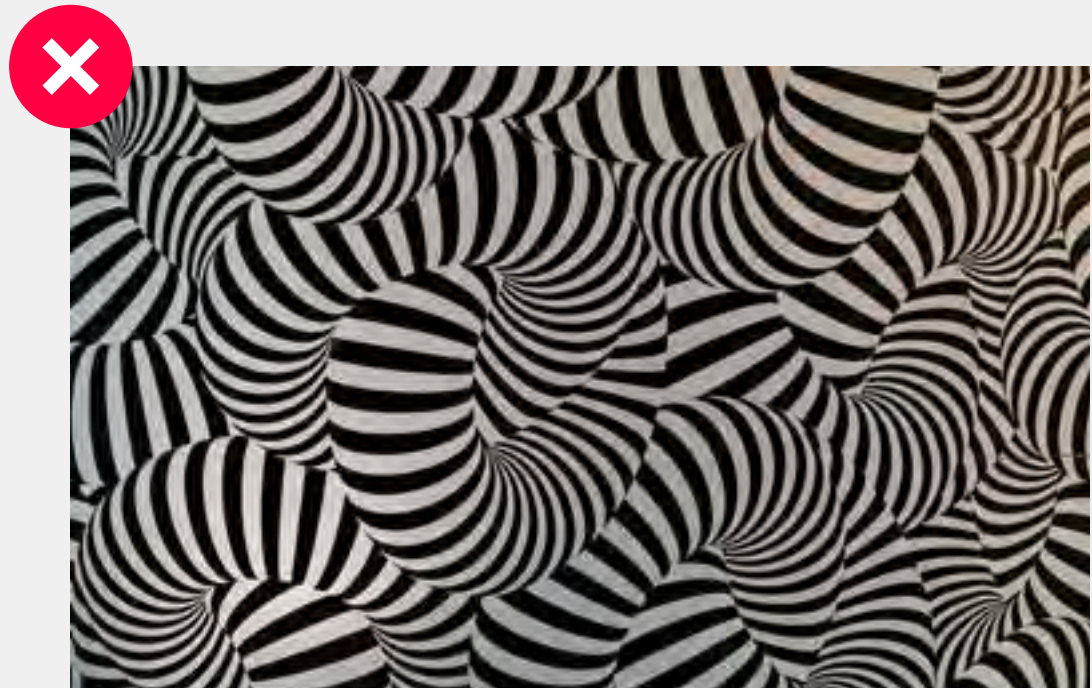
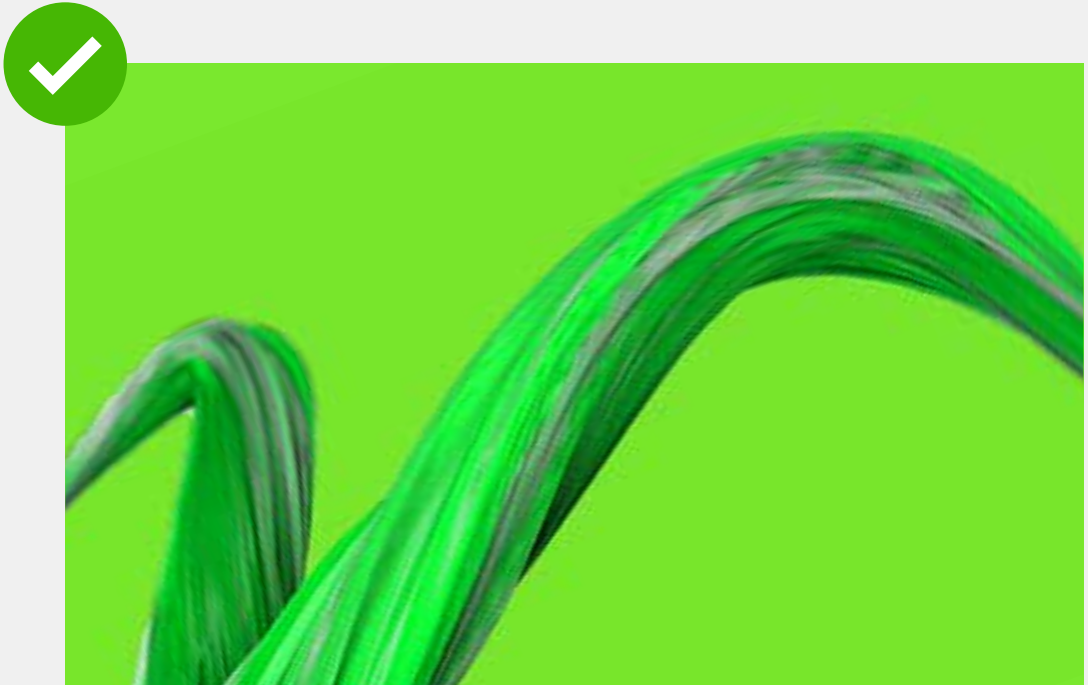
Incorrect Usage

Shown on the right are negative examples contrasted against positive applications of our suggested patterns.



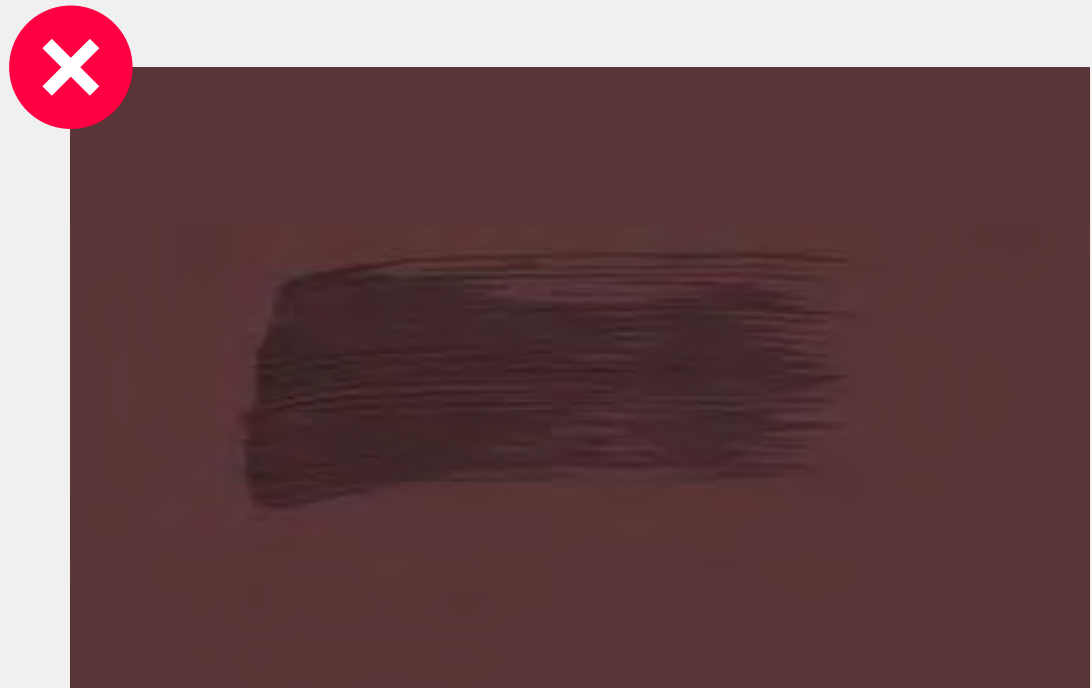
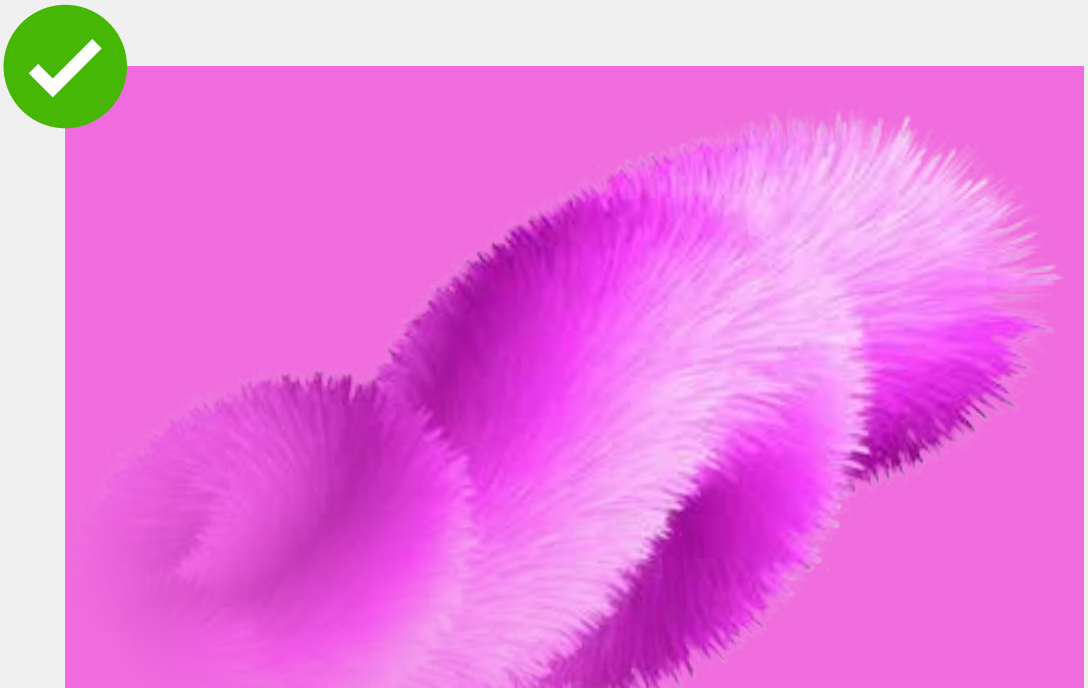
Do not use patterns that do not feature the stroke motif.

Instead, use a graphic pattern that gives a sense of movement similar to our courageous stroke.



Do not use graphic patterns that are overly complex.

Instead, use a graphic pattern that is clean and simple.



Do not use graphic patterns that have low contrast with the background.

Instead, use a graphic pattern that contrasts with the background.



Graphic Mask Device

Our tertiary logo can also be used as a graphic mask device to crop abstract graphics for use as a graphic pattern on solid colour backgrounds. Ensure that the colour background selected from the imagery, creates ample contrast with the logo graphic.

Please note that this specific crop is only allowed on our reduced logo as a graphic device for branding purposes. It cannot be used as an official logo. Shown on the right is an example of how it can be used.

Cropping



Example



Logo Graphic
Colour Adaptation

Our tertiary logo can also be used as a flexible graphic device that adapts on the colour treatment based on the photography or graphics that the logo appears on. This treatment shows the NAFA brand to be a flexible and vibrant platform to showcase different art forms.

Please note that this specific colour adaptation for the reduced logo is only allowed when the logo is used as a graphic device for branding communications. Shown on the right is an example of how it can be used.

Ensure that the colour adaption from the photography creates good contrast with the imagery and legibility of our logo.



Logo Graphic
Incorrect Usage

Shown on the right are negative and incorrect examples of our logo graphic.



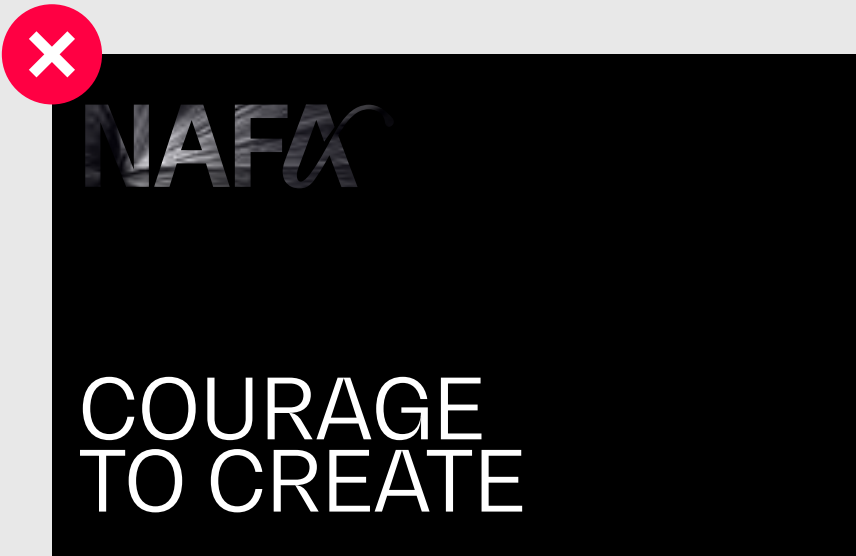
Do not crop and make 'NAFA' illegible.



Do not use primary and secondary logo versions.



Do not distort our logo.



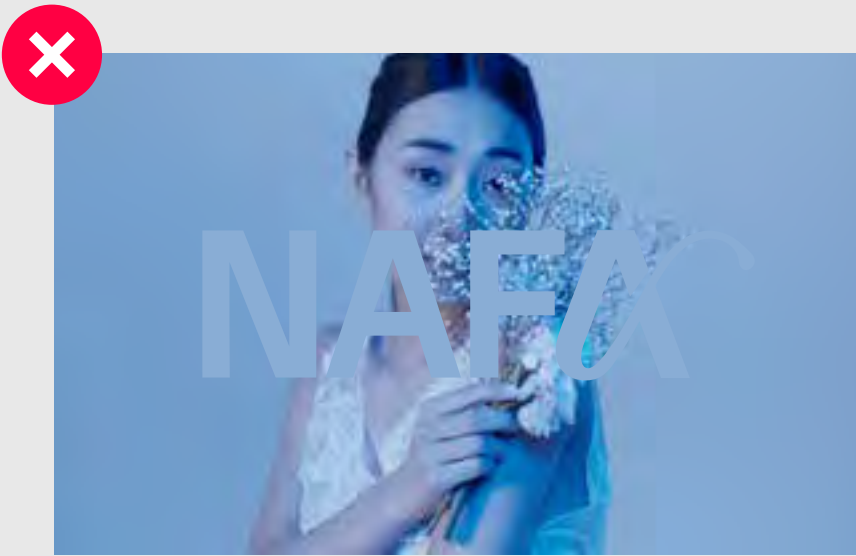
Do not use our logo graphic as an official logo.



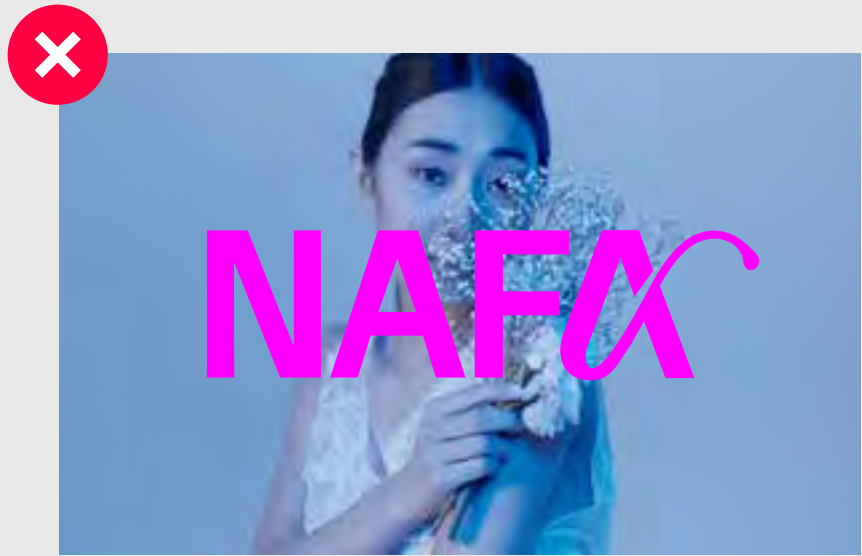
Do not add effects on our logo graphic.



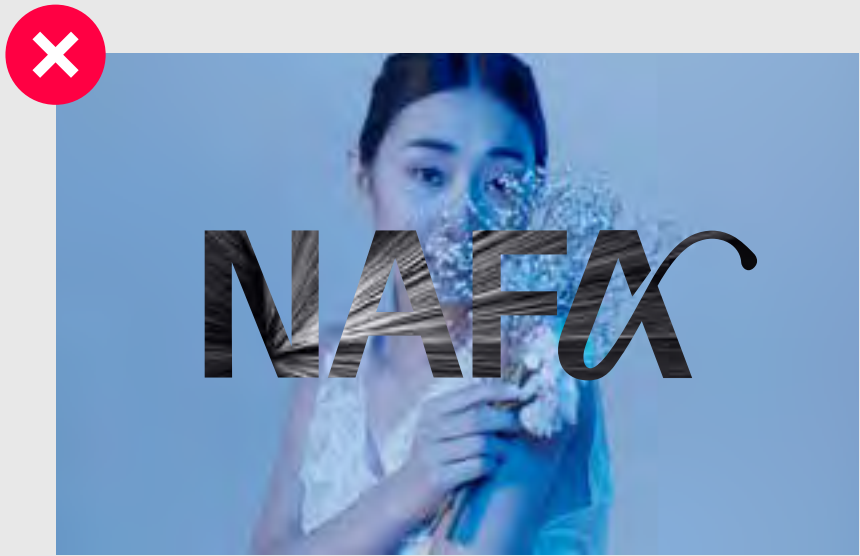
Do not create a logo graphic with low contrast against the background.



Do not select a colour with low contrast on imagery.



Do not select a colour that is not in the imagery.



Do not use crop logo graphic pattern on imagery.

06 PHOTOGRAPHY

Outdoor Campus Life

Outdoor campus life refers to all outdoor photography taken in or outside of our academy. Shown below are the key principles that define the characteristics of our photographs.

We are

- Casual
- Authentic
- Inspirational
- Personal

We are not

- Sloppy
- Pretentious
- Predictable
- Cold



Indoor Campus Life

Indoor campus life refers to all indoor photography taken within our academy or indoors outside of our campus. Shown below are the key principles that define the characteristics of our photographs.

We are

- Vibrant
- Authentic
- Inspirational
- Warm

We are not

- Stiff
- Pretentious
- Predictable
- Cold



Performance Photography

We take pride in featuring our students’ and faculties’ performances. Shown below are the key principles that define the characteristics of our photographs.

- We are**

 - Confident
 - Spontaneous
 - Inspirational
 - Personal
- We are not**

 - High-brow
 - Overly-staged
 - Stiff
 - Corporate



Portfolio Photography

Portfolio photography refers to images documenting students work in the studio, indoors and outdoors. These photos feature the great works of our academy and sets them as the main focal point of the photography.

Shown below are the key principles that define the characteristics of our photographs.

It should be

- Clearly defined
- Brightly lit
- In focus

It should not be

- Too crowded
- Blurred and pixelated
- Out of focus



Photography Incorrect Usage

Shown on the right are negative examples of our photography.



Do not crop images that lack subject focus.



Do not use profile images that are overly corporate.



Do not use overly cheesy photography.



Do not use performance photography that has low resolution.



Do not use overly posed photography.



Do not use negative images for campus photography.

07 GRID & LAYOUT

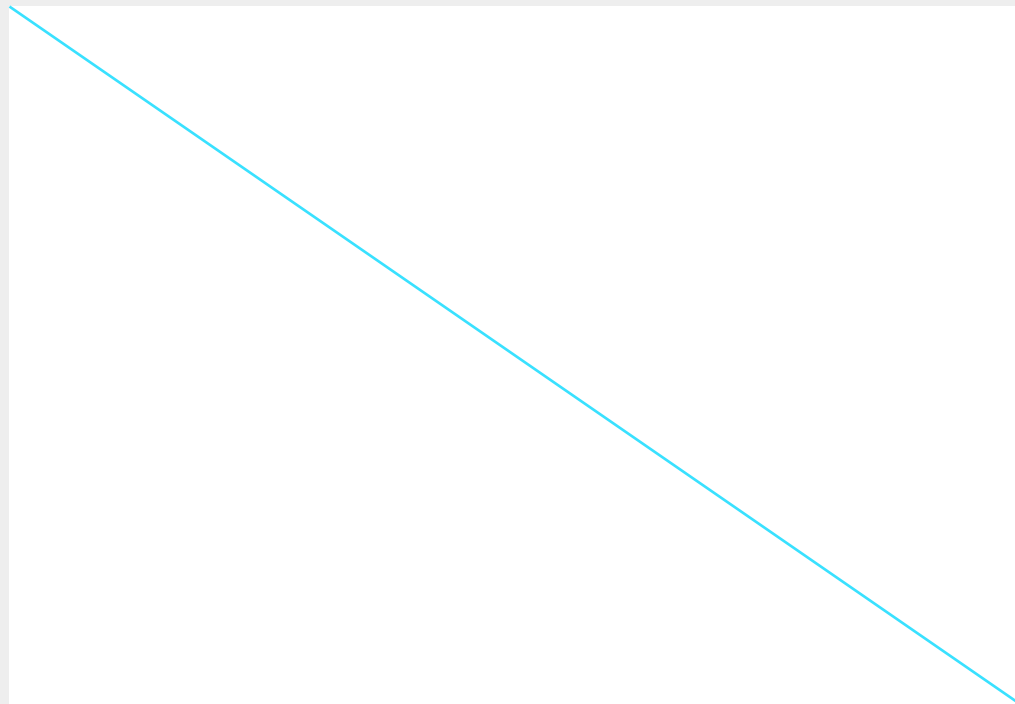


Defining Logo Sizing Based on Document Size

Our logo anchors our designs and should be the first thing to be defined when creating any artwork.

To determine the recommended sizing of our logo on any document size, we created a step-by-step exercise to ensure legibility of our wordmark on all sizes.

Please note:
You are allowed to adjust the size of the logo as necessary. Do ensure to follow minimum size and clearance space guidelines.



Step 1: Draw a line from one corner of the document to the opposite corner.



Step 2: Rotate the line to ensure that it is parallel to the top edge of the document.



Step 3: Divide the line by 14.



Step 4: Rotate this line and use it as a guide for the height of the wordmark.



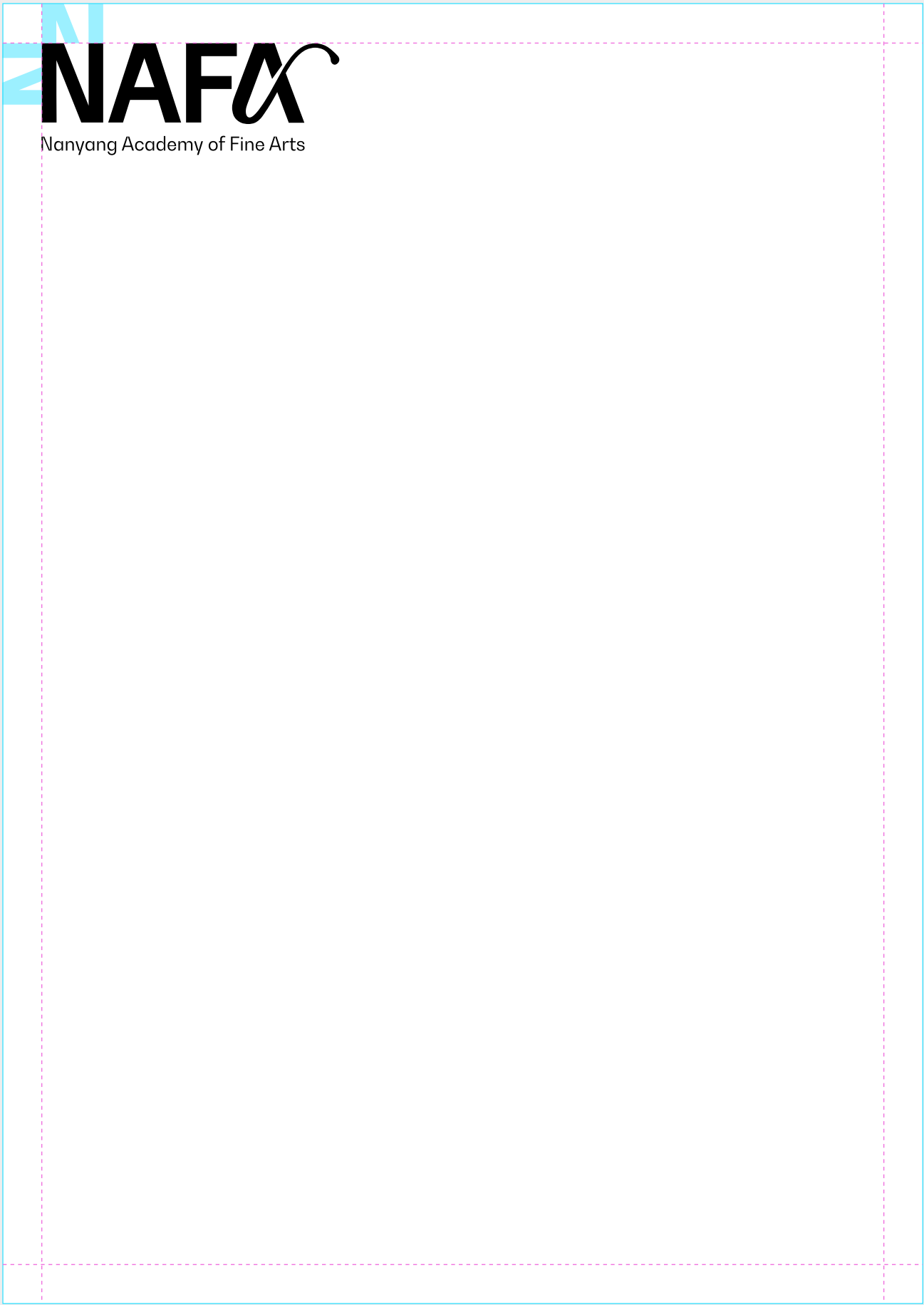
Step 5: Place wordmark into document.

Defining Margins

After defining the size of our logo from the document size, we can next draw out the margins.

The margins are defined by 1/2 N of the height of ‘N’ in our logomark. These margins apply for both digital and printed documents.

1/2 N



Examples

Our grid is created with the principle that our academy is an open platform that allows students and staff to confidently present their works.

To fit both the applied image and copy appropriately, users are free to increase the size of either white or blue portions according to the requirements of their collaterals. These areas are often used to separate images and copies. Please refer to the next page for the minimum size required for these areas.

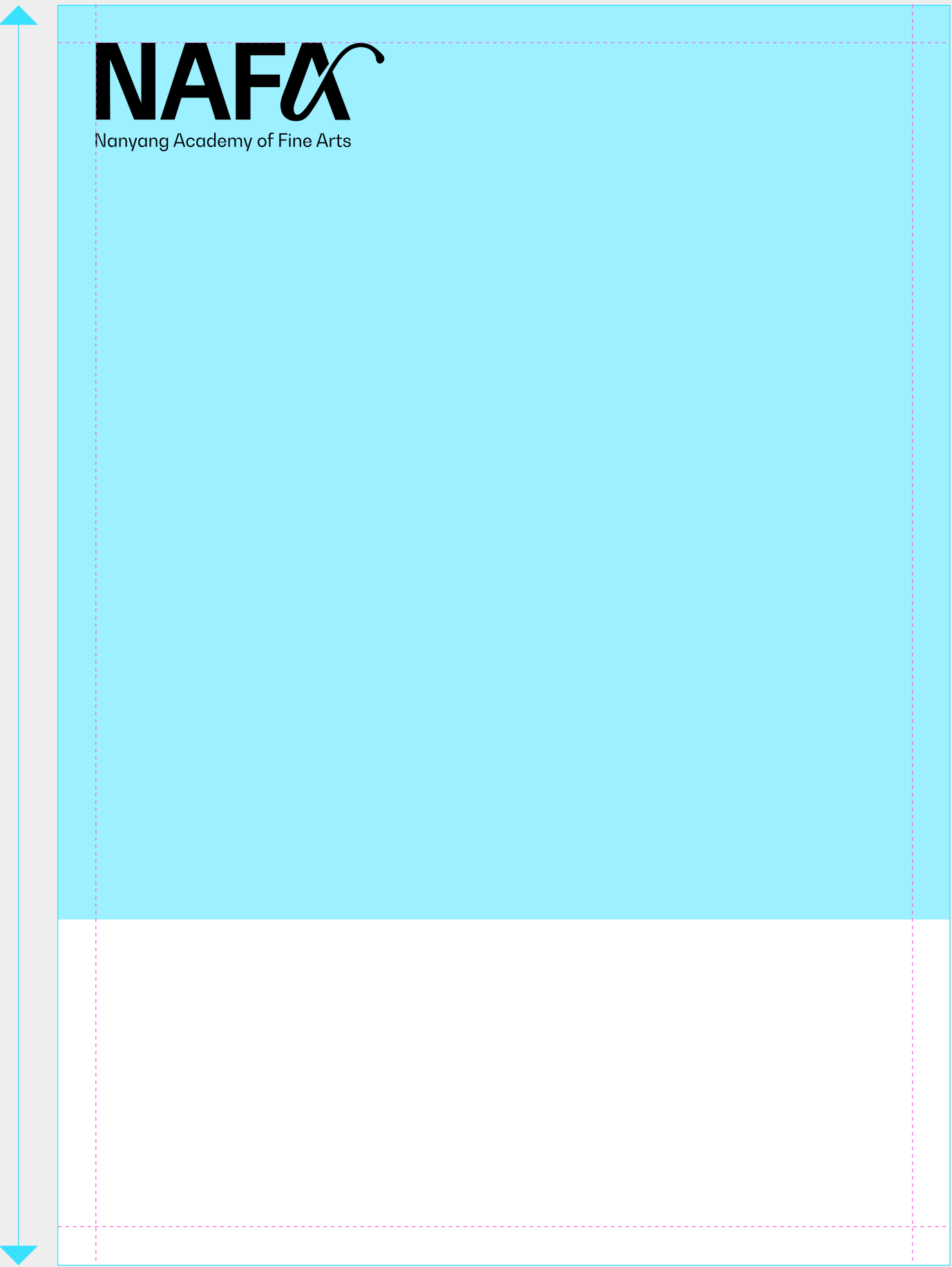
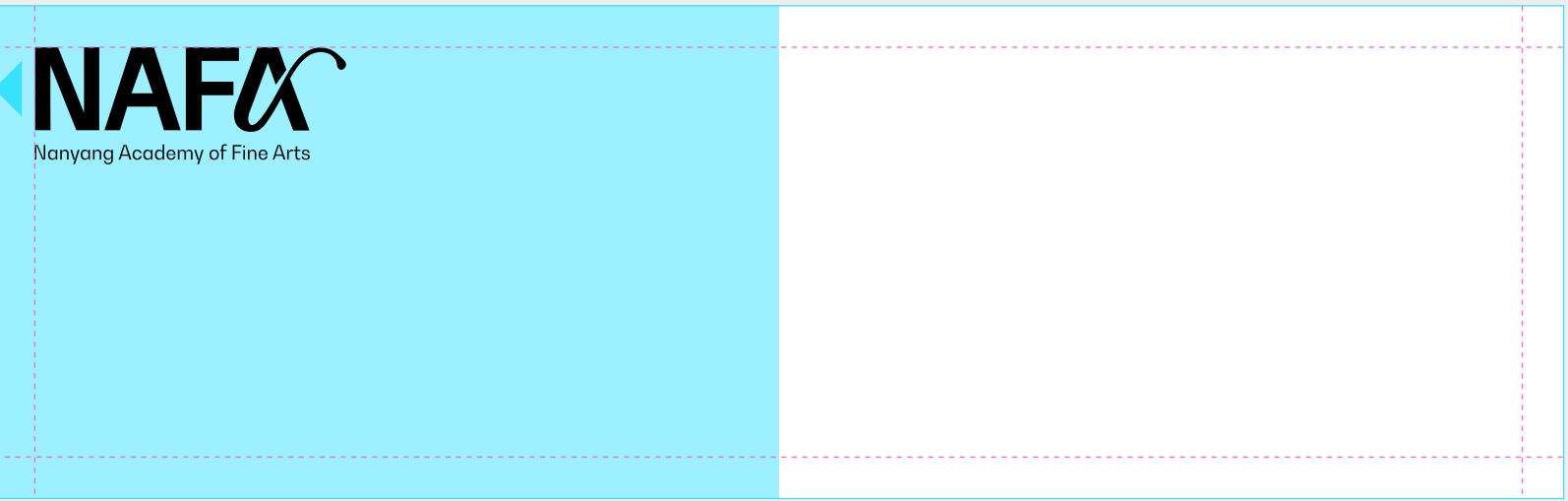
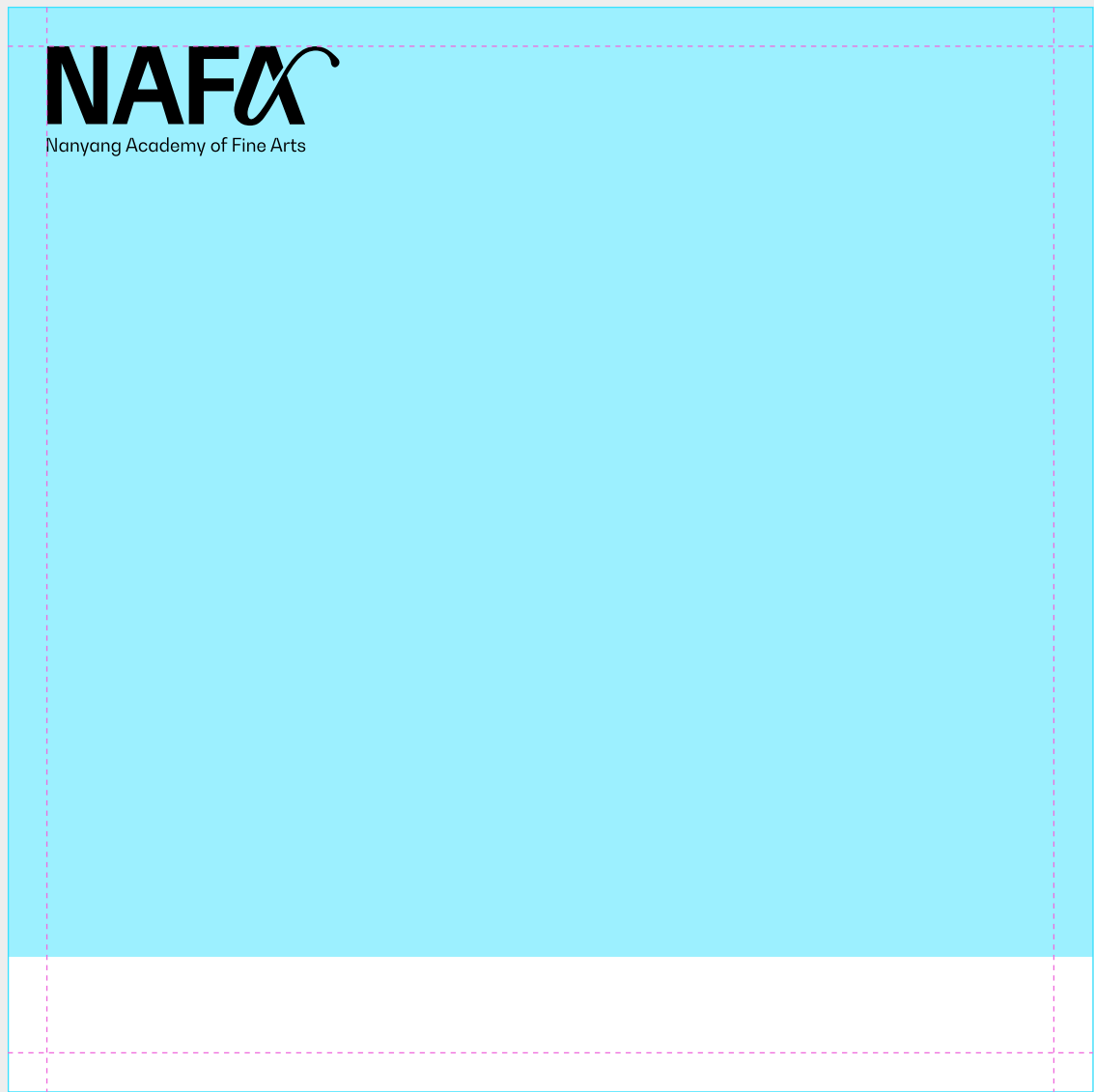


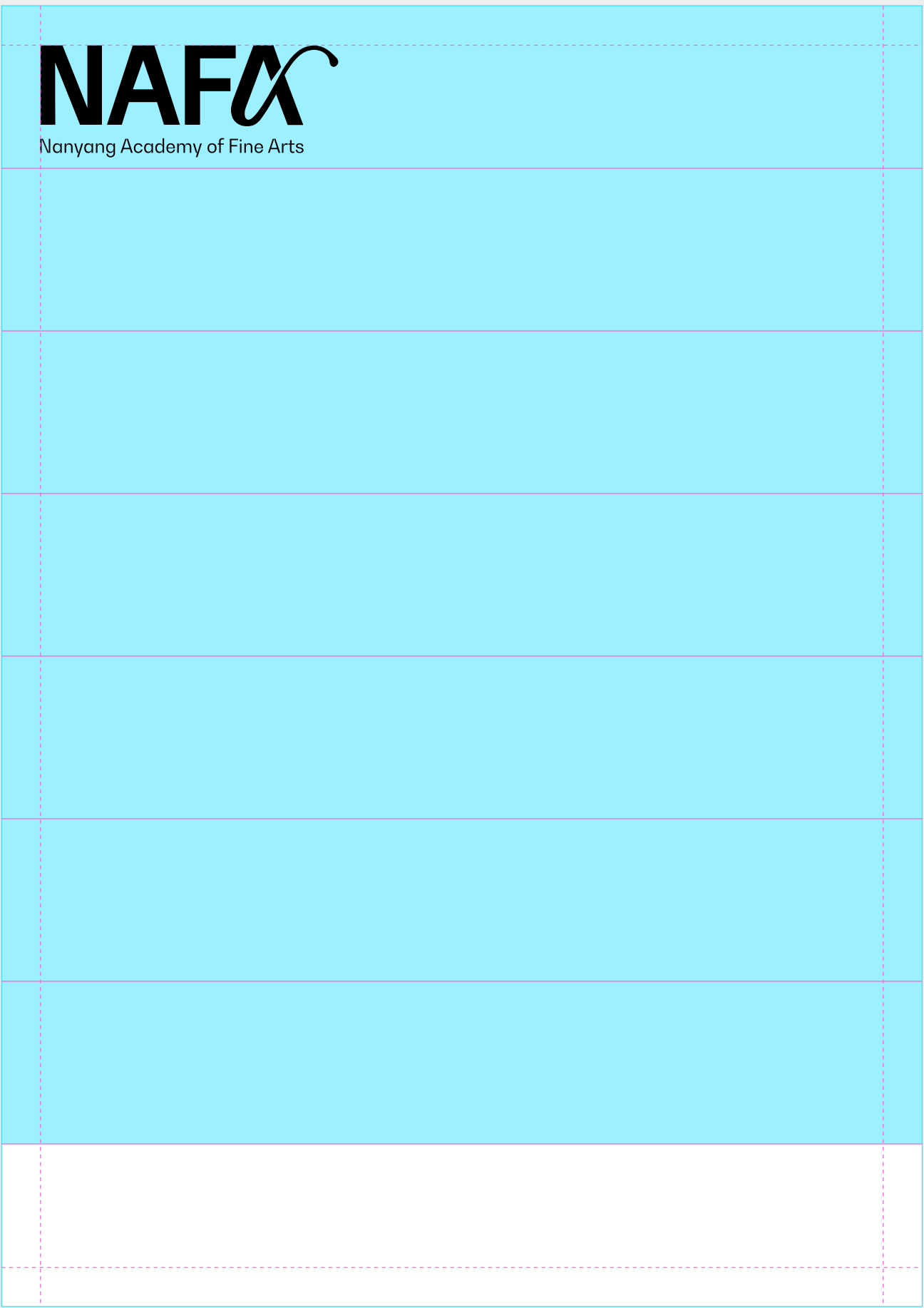
Image Copy

Grid System Minimum Size

To ensure that our content remains visible within the grid, a minimum size of 1/8 the height of the document (portion in white), is set for the written copy.

Should more space be required for the copy, please increase the size of the white portion, to fit both the applied image and copy appropriately. Users are free to increase the size of whie section according to the requirements on their collaterals.

1/2 N



Image



Copy

Minimum size is 1/8 the height of the document size

Examples

Adding Elements

1. Placement of Logo

Our logo should always be left aligned at the top of a design. Ensure that there is sufficient clear space for the logo.

2. Imagery

Our photography or graphic pattern can be used to showcase our signature courageous stroke.

3. Headlines

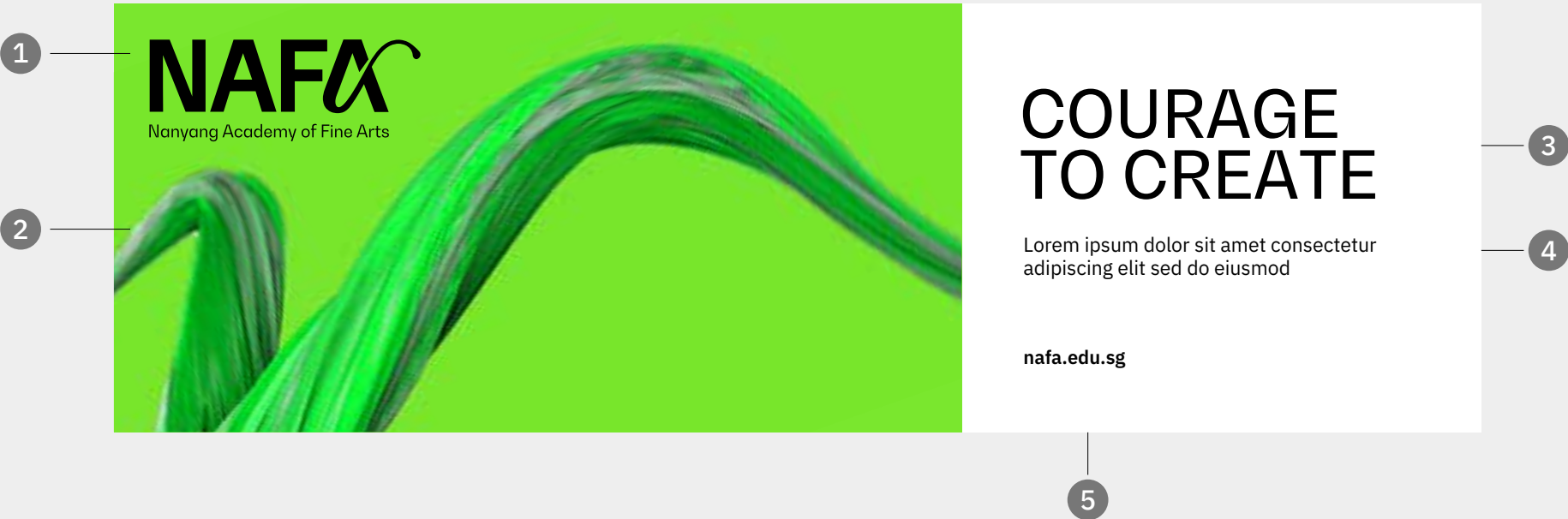
Headlines will be in BW Gradual and in uppercase. As much as possible, the headlines should be kept to less than 5 words.

4. Sub-headlines

Sub-headlines will be in IBM Plex Sans. As much as possible, the copy should not be more than two sentences long.

5. URL

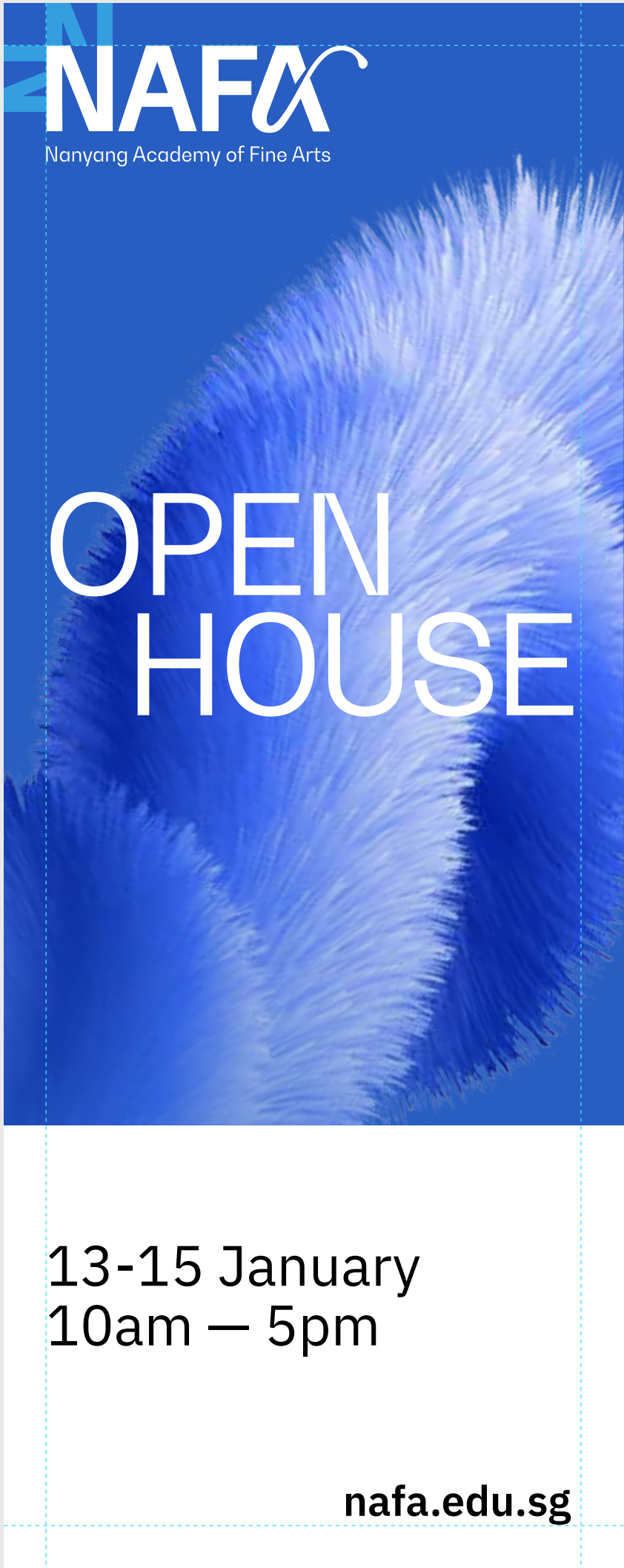
URL will be in IBM Plex Sans.

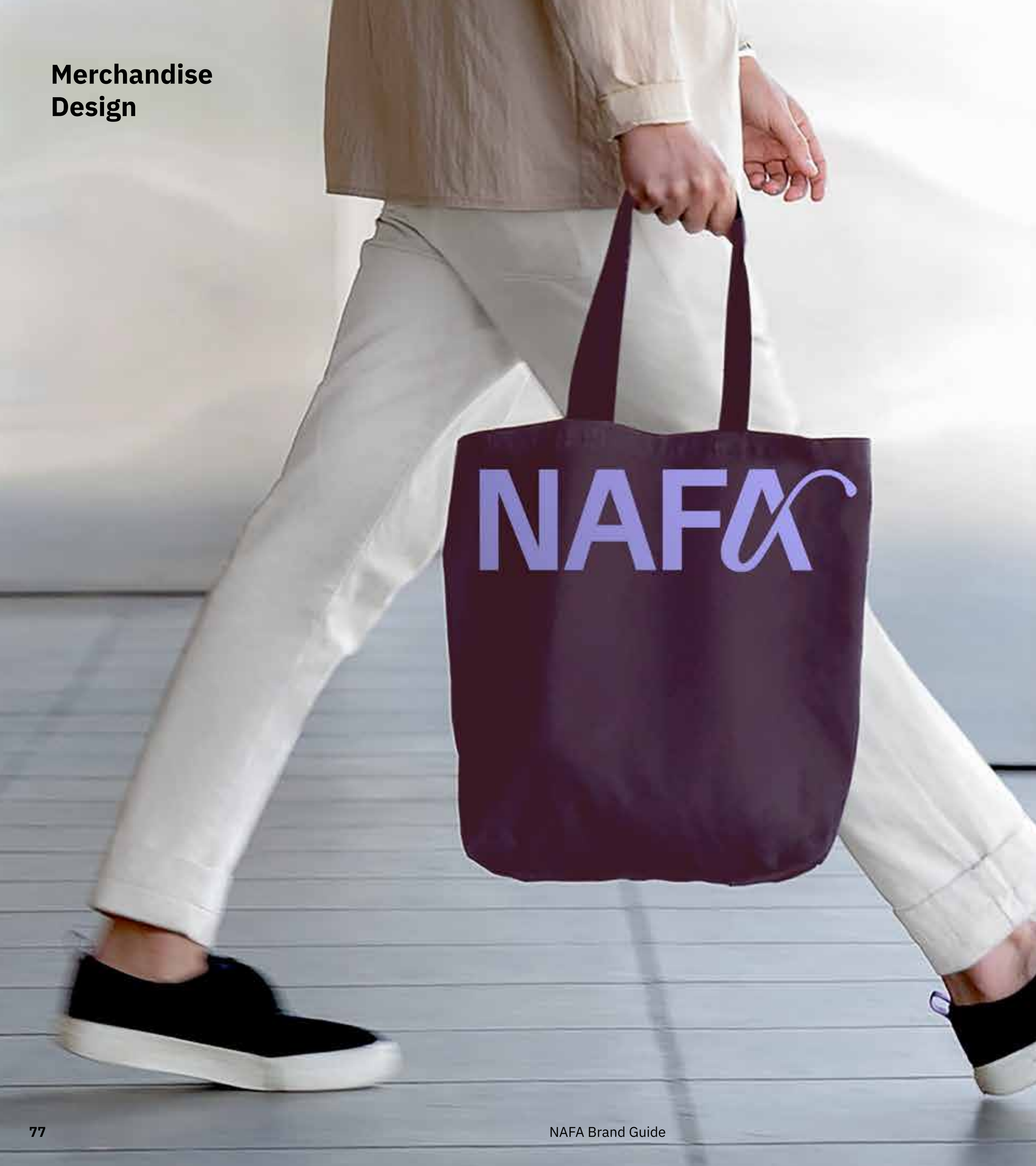



08 APPLICATIONS



Open House Banners







Nanyang Academy of Fine Arts
@NAFA

Home

About

Photos


Reviews

Events

Posts

Community

Create a Page



Like

Follow

Share

...

Learn More


Send Message

Status

NAFA

Write something on this Page...


Posts



Nanyang Academy of Fine Arts

18 hrs · 🌐

Amazed by rainbow-coloured Panther Chameleons, Fashion Studies alumna Marianne Priscilla pulls us into a new world of fashion.



Like

Comment

Share

...

Community

See All

Invite your friends to like this Page

107,476 people like this

99,000 people follow this

Sara Helwe likes This

About

See All

Contact Unblast on Messenger

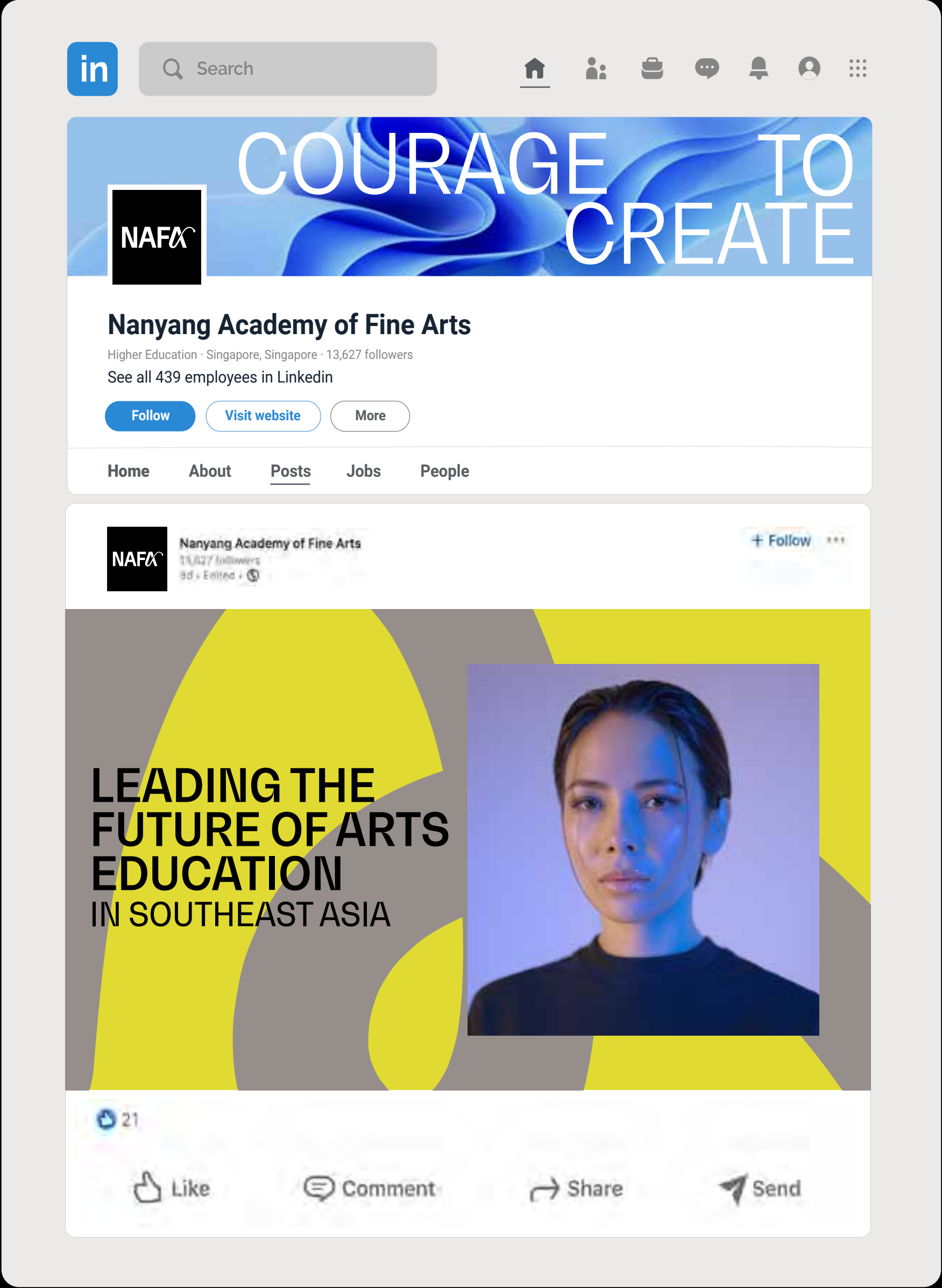
Education

People

107k likes

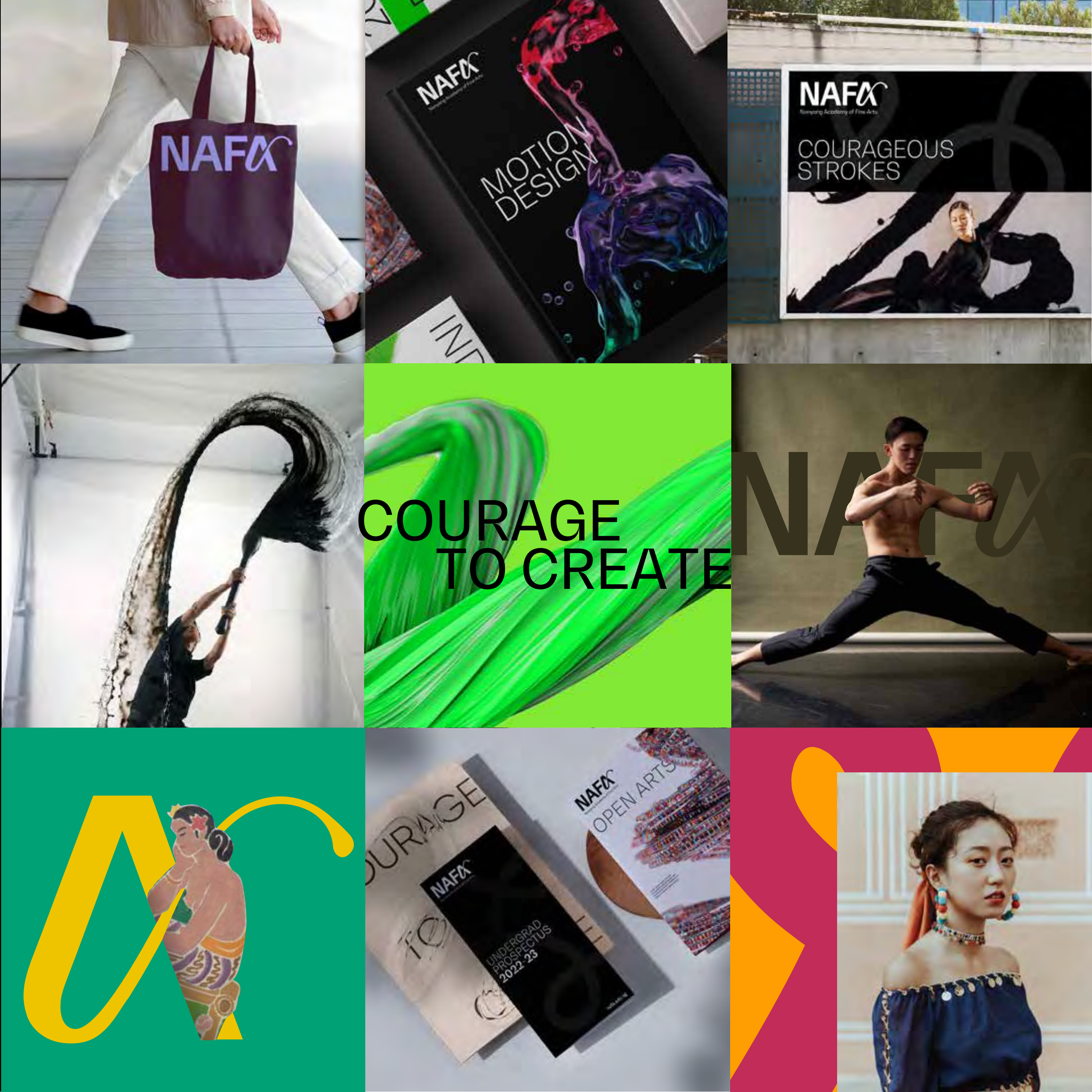
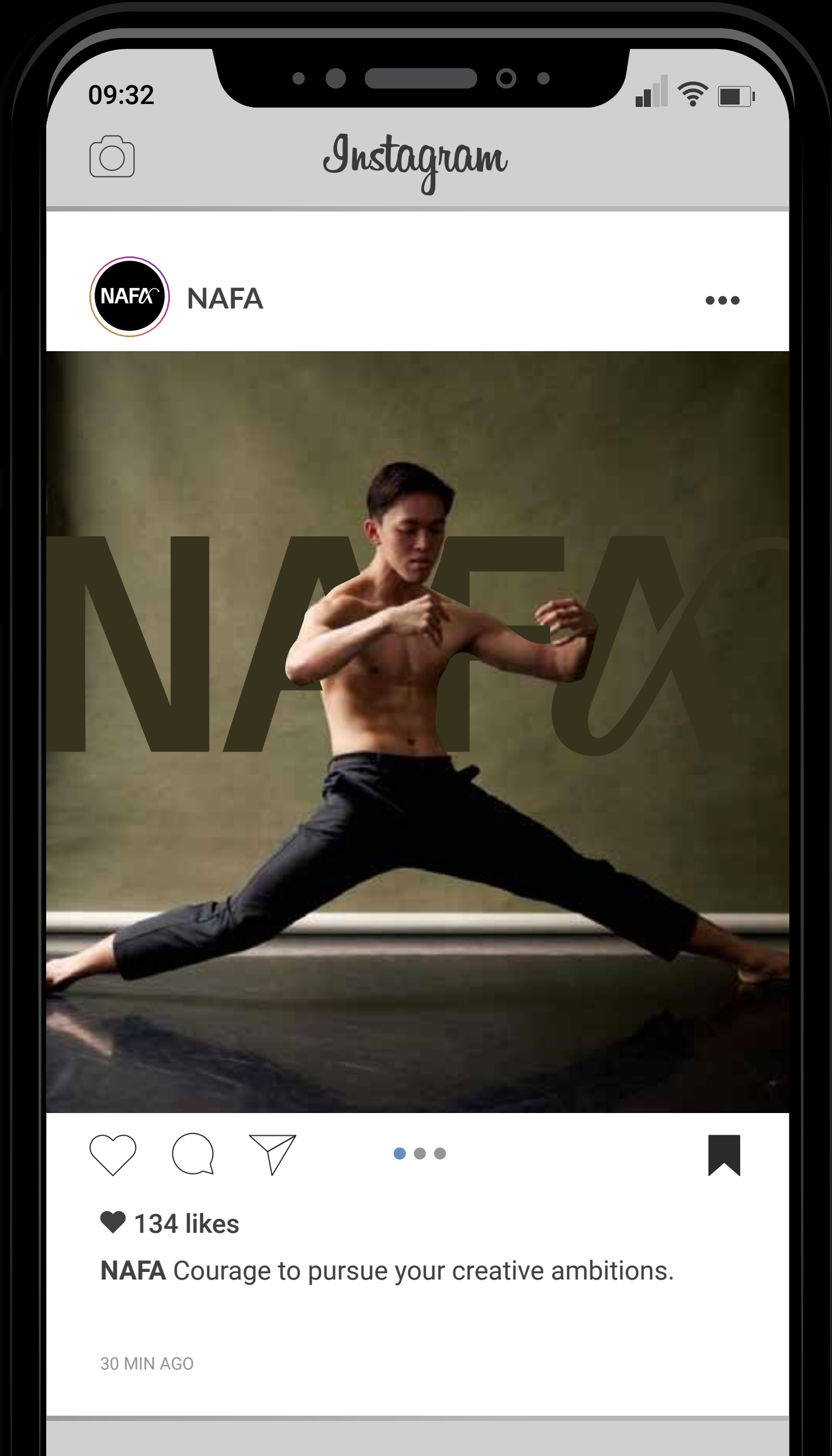
78

NAFA Brand Guide



Instagram

Content should be a mix of students' stories, artwork, and events.





Fashioning Batik



Chapalang Camp
Cheryl Tan
Model: Enrai / Now
Photographer: Toon (Lightspade Studio)

Fu
Chin Shiyang
Model: Andre Schwerdt / Ave
Photographer: Toon (Lightspade Studio)

RetrobatQ
Fedri
Model: Andre Schwerdt / Ave
Photographer: Toon (Lightspade Studio)

Pride Wear
Max Tan
Model: Andre Schwerdt / Ave
Photographer: Toon (Lightspade Studio)

In collaboration with the Asian Civilisations Musuem (ACM) and Indonesia's BINhouse, students and graduates of NAFA created a menswear batik collection titled *Fashioning Batik*: interpreting tradition, history, culture and contemporary fashion aesthetics, the designers produced a collection that is contemporary, innovative and wearable.

The exhibition runs until 2 October 2022 at ACM. Find out [more](#).

Singapore Night Festival 2022



NAFA students and alumni were proud to be part of the exciting Singapore Night Festival this year.



NAFA student guided a participant on using scraps of denim to craft an eco-friendly bowl.

Young kids were at the workshop to learn how to sew eco-friendly crafts.



The works of our young Fashion Design students were displayed at library@harbourfront from 20 July to 8 August 2022.

MORE ABOUT NAFA'S:

EVENTS

NEWS



You are receiving this email because you are subscribed to our mailing list.
If you have received this email in error, or no longer wish to continue receiving emails from us, click [\[DIRECT UNSUBSCRIBE LINK\]](#).

THANK
YOU!