

# Corporate brand guidelines

Chapter 1

# Brand identity

# Logomark

Our logo embodies the LASALLE brand.

It reflects our history and captures the contemporary focus of the Institution. LASALLE was founded by the late Brother Joseph McNally – a De La Salle brother who was also a pioneer of creative arts education in Singapore – in 1984.

The chevron graphic is derived from the collar of the De La Salle brothers' robe. Its design has evolved over the years to reflect the current style. This mirrors our philosophy to help students acquire skills and knowledge that help them stay relevant with the times.



# LASALLE | UAS logo lockups

The horizontal LASALLE | UAS logo lockup should be used on all LASALLE-owned/led assets and events. Examples include:

- Signage, posters, corporate stationery, eDMs, marketing collateral, campus dressing, programme booklets and catalogues for LASALLE events and exhibitions.
- LASALLE-owned websites, project microsites and social media accounts.
- Premiums and corporate gift items.

The vertical lockup should be used only sparingly, when the layout cannot accommodate the horizontal lockup.

## Horizontal lockup (main)



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## Vertical lockup



## Logo colour

LASALLE logo default colours are black on white. In cases where media reproduction is limited, the logos can be reproduced using knockout in white.

Black  
(Default colour)



Knockout in white

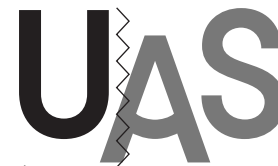


# Logo clear space

LASALLE logo clear space is half the width of one clear space unit. See guide below on determining the clear space unit.



## Determining clear space unit



1

Detach the letter 'U' from 'UAS' logo.



2

One X unit is the width of one letter 'U' from 'UAS' logo.

# Logo minimum size

Standard sizes for the LASALLE logo have been established and specified for the identity system so it can work on both printed material and digital applications.

## Minimum size — print

On printed matters, the LASALLE logo should always be presented in full with minimum size of 12mm height. If the logo needs to be presented in a smaller size, such as for an engraving on a pencil, the wordmark can be omitted.



13mm



3mm

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## Minimum size — digital

Digitally, the LASALLE logo should always be presented in full with minimum size of 35px height. If the logo needs to be displayed in a smaller size, such as for a website favicon, the wordmark may be omitted.



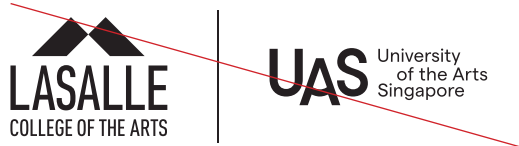
37px



5px

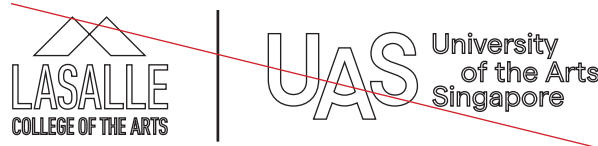
# Incorrect usage

Please refrain from the following incorrect applications when using the LASALLE logo.



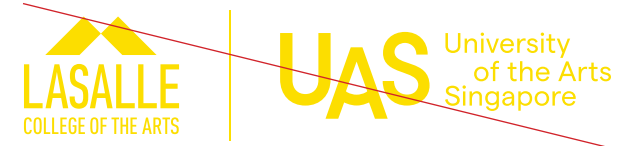
## Logo proportions

Logo should always be presented in original proportion. No other proportions is allowed.



## Additional graphic

No other shapes, forms, outlines, or other graphical devices are to appear under any circumstances.



## Logo colour

Logo should always be presented in either black or knockout in white. No other colour is allowed.



## Logo lockup

LASALLE and UAS logo should always be presented together in all collaterals. LASALLE logo should never be used as a standalone logo.



## Special effects

Do not apply any special effects on the logo (e.g. drop shadow, gradients, grain or other effects).



## Logo typeface

Wordmark should never be reproduced in any other typeface other than the original typeface.



## Logo rotation

Logo as a whole should never be rotated at any angle.



## Logo background and image mask

Logo should be used on a solid-coloured background as far as possible, and must be clearly legible against the background. Logo should never be used as a masking tool for any images or graphics.



## Morph and skew

Logo should never be skewed, morphed, bent or stylistically altered.



# Faculty, School and Institute of Contemporary Arts Singapore lockups

LASALLE Faculty, School and Institute of Contemporary Arts Singapore logos may be used on collateral for events and projects that are led by a specific Faculty or School, as well as on ICAS exhibitions.

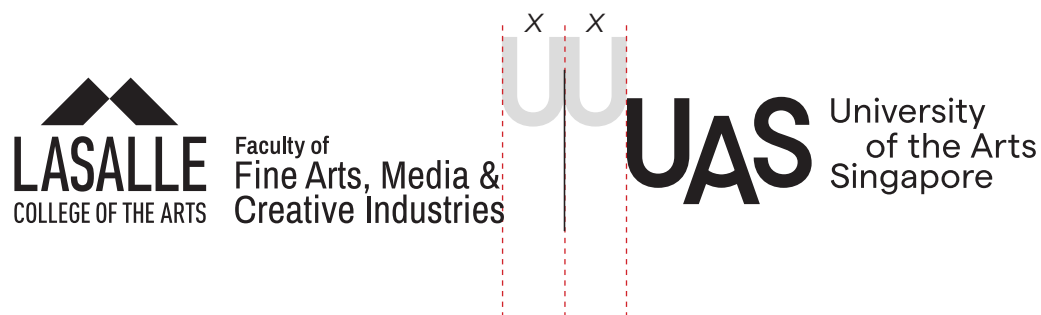
Where a project involves cross-Faculty collaboration, the LASALLE logo should be used.

The logos are always presented in a horizontal lockup. Vertical lockup formats are not permissible.



## Lockup construction guide

The faculty and school logo, divider line, and UAS logo should be evenly spaced horizontally, with one X unit of space between each element. For guidance on determining the X units, please refer to page 6.



## Faculty and Institute of Contemporary Arts lockups

### Faculty lockups



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### Institute of Contemporary Arts lockups



## School lockups



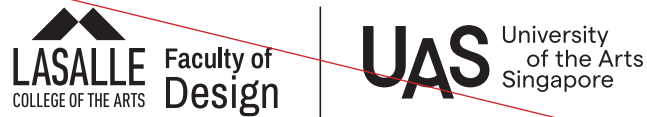
# Faculty, School and Institute of Contemporary Arts Singapore lockups clearsance

LASALLE logo clear space is half the width of one X unit. For guidance on determining the X units, please refer to page 6.



# Incorrect usage

Please refrain from the following incorrect applications when using the Faculty, School and Institute of Contemporary Arts Singapore logo lockups.



**Faculty, school and ICAS logo proportions**  
Logo should always be presented in original proportion. No other proportions is allowed.



**Faculty, school and ICAS logo typeface**  
Faculty, school and ICAS logo should never be reproduced in any other typeface other than *Archivo Narrow*.



**Standalone logo**  
Faculty, school and ICAS logo should always be presented with LASALLE logo and should never be used as a standalone logo.



**Faculty and school logo order**  
Faculty and school logo should always be placed on the right of LASALLE logo. No other placement is allowed.



**Faculty and school logo casing**  
Faculty and school logo should always be set in title casing. No other casing is allowed.

# General corporate identity guidelines

- (i) When the College name is mentioned in writing, it should be written in full as 'LASALLE College of the Arts, University of the Arts Singapore' upon first mention. Thereafter, 'LASALLE College of the Arts' or 'LASALLE' are acceptable.
- (ii) The stylised form 'LASALLE | University of the Arts Singapore' may be used as a textual representation of the lockup, where appropriate. Examples of use may include:
  - Posters, brochures and other collateral, e.g.  
'LASALLE | University of the Arts Singapore presents...'
  - As a sign-off on forewords and messages, e.g.  
Dean, Faculty of XXX  
LASALLE | University of the Arts Singapore'LASALLE | University of the Arts Singapore' must not be used in text as part of a full sentence.
- (iii) Please note that our house style is to spell LASALLE in uppercase.
  - However, 'Lasalle' is an acceptable exception where certain publications may have their own house style.
  - Please note that other variations such as 'LaSalle' and 'La Salle' are incorrect and should not be used under any circumstances.
- (iv) Always use the official versions of the LASALLE logo and lock-up logo units. These are available in high resolution files on the Division of Communications intranet. The following file formats are available: EPS and PNG.
- (v) The EPS logo must be used in all printed collaterals.  
The PNG logo must be used in all web collaterals and digital documents.
- (vi) The LASALLE logo and lock-up logo units should not appear with any white/black borders around them. Please use the appropriate colour logo for your documents.
- (vii) All use of logos must be cleared with the Division of Communications.

Chapter 2

# Visual identity system

## Logo placement

The preferred logo placement for the LASALLE logo, as well as Faculty, School and ICAS lockup logos, is in either the top left or bottom right corner of the artwork.

If this is not feasible, the logo may be placed in the top right or bottom right corner. Please refrain from placing the logo in the centre of the artwork.

Top left corner



Bottom left corner





## Corporate typeface

Archivo is a grotesque sans serif typeface family originally designed for highlights and headlines. The technical and aesthetic characteristics of the font are both crafted for high performance typography.

Archivo Narrow and Archivo are the preferred typeface for headlines and body copy in LASALLE visual identity system.

Archivo Narrow and Archivo are available on Google Fonts, and can be used in the Google suite of applications such as Google Docs, Sheets and Slides, as well as downloaded onto your computer.

Header and display font

# Archivo Narrow

## is LASALLE's header & display typeface.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
rstuvwxyz  
0123456789  
!@#%&()-+?/

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
rstuvwxyz  
0123456789  
!@#%&()-+?/

Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
rstuvwxyz  
0123456789  
!@#%&()-+?/

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
rstuvwxyz  
0123456789  
!@#%&()-+?/

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Subheader and body copy font

# Archivo

## is LASALLE's subheader & body typeface.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
rstuvwxyz  
0123456789  
!@#%&()-+?/

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
rstuvwxyz  
0123456789  
!@#%&()-+?/

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
rstuvwxyz  
0123456789  
!@#%&()-+?/

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
rstuvwxyz  
0123456789  
!@#%&()-+?/

## Alternative typeface

Archivo Narrow and Archivo are LASALLE's main corporate typeface. Archivo Narrow and Archivo should be used as the default typeface for all applications wherever possible.

When Archivo and Archivo Narrow are not available, Helvetica may be used instead.

Main corporate typeface

# Archivo Narrow Archivo

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Alternative typeface

# Helvetica Regular

# Typography hierarchy: cheat sheet

To ensure that all typography usage in all LASALLE's collateral is consistent, do always follow the typography hierarchy guidelines on the right.

	Typeface	Line-spacing/leading	Tracking
Header text (uppercase)	Archivo Narrow	85%(Max)	-30
Header text (other case)	Archivo Narrow	95%(Max)	-20
Subheader text	Archivo	95%(Min)	-10
Body text	Archivo	110%(Min)	0

## Size, weight, and style

1. Refrain from using more than three type sizes in one composition.
2. Do not mix more than one typeface or weight in one block of text.
3. Italic or bold versions of the font can be used to highlight certain information in a block of text (e.g., a website link).

## Casing

1. Sentence casing is our standard for all copy.
2. In some collaterals, display or header copy may be set in uppercase.
3. Title casing can only be used for titles or names (e.g., "Open House").

## Line spacing

1. Line spacing refers to the space between lines of type. Refer to the chart above for line spacing guidelines.
2. In some instances of large headers, manual line spacing alignment may be needed.

## Letterspacing/tracking

1. Letterspacing (also known as tracking) is the space between letters. See the chart above for letterspacing guidelines.

## Justification

1. Type should be set flush left with right ragging by default. Refrain from using other justification unless it is necessary.

- 1 **Header in Archivo  
Narrow Medium, set  
in sentence casing**
- 2 **Subheader in Archivo Regular, set  
in sentence casing**
- 3 Sample body copy text in Archivo Light set in sentence casing at 14 point on 16 point leading with natural letterspacing of 0. Sample body copy text in Matter Light set in sentence casing at 14 point on 16 point leading with natural letterspacing of 0.

1

**Example header set at:**

Font: Archivo Narrow Medium  
Size: 48pt  
Leading: 43pt  
Letterspacing: -20

2

**Example subheader set at:**


Font: Archivo Regular  
Size: 30pt  
Leading: 28pt  
Letterspacing: -10

3

**Example body copy set at:**

Font: Archivo Light  
Size: 14pt  
Leading: 16pt  
Letterspacing: 0

## Typography hierarchy: example



A poster for 'The Addams Family' musical. The top half features a dark red, textured background with a large, ornate gold oval frame in the center. Inside the frame is a stylized illustration of the Addams Family: Gomez, Morticia, Uncle Fester, Lurch, Wednesday, and Pugsley. In the top right corner of the poster is a small white logo that reads 'THE LASALLE SHOW 2023'. Below the illustration, the text 'LASALLE College of the Arts presents' is in a small, black, sans-serif font. The title 'THE ADDAMS FAMILY' is in a large, bold, black, sans-serif font. To the right of the title, the dates 'Thu 13 Apr – Sat 15 Apr 2023' are in a bold, black, sans-serif font. Below the dates, the venue and times 'The Singapore Airlines Theatre 8:00PM & 2:30PM (15 Apr matinee)' are in a smaller, black, sans-serif font. Below the venue, the creative team 'Directed and choreographed by Kaye Tuckerman Assisted choreographed by Gabrielle Rae Sammy Musical direction by Alysius Foong' is in a small, black, sans-serif font. At the bottom, the Lasalle College of the Arts logo and the University of the Arts Singapore logo are on the left, and the cast information 'Featuring over 30 cast member from the BA(Hons) Musical Theatre programme Diploma in Theatre Production and Management' is on the right.

LASALLE College of the Arts presents

# THE ADDAMS FAMILY

Thu 13 Apr – Sat 15 Apr 2023  
The Singapore Airlines Theatre  
8:00PM & 2:30PM  
(15 Apr matinee)

Directed and choreographed by Kaye Tuckerman  
Assisted choreographed by Gabrielle Rae Sammy  
Musical direction by Alysius Foong

Featuring over 30 cast member from the  
BA(Hons) Musical Theatre programme  
Diploma in Theatre Production and Management

LASALLE COLLEGE OF THE ARTS School of Dance & Theatre

UAS University of the Arts Singapore

### Specification

Size: 1080px x 1920px

1

#### Example header set at:

Font: Archivo Narrow SemiBold

Size: 140pt

Leading: 119pt

Letterspacing: -30

2

#### Example subheader set at:

Font: Archivo Narrow SemiBold

Size: 40pt

Leading: 38pt

Letterspacing: -10

3

#### Example body copy set at:

Font: Archivo Regular

Size: 18pt

Leading: 20pt

Letterspacing: 0

## Chapter 3

# Brand application



# Portrait applications

Please refer to 'Chapter 2: Visual identity system' guide on using typography and logo on the brand application.



## Printmaking workshops

With Knuckles & Notch

Room F301  
Fri 28 Apr 2023  
10:00am - 01:00pm

Sign up here:



This 3-hour workshop will teach you how to use Photoshop to create art digitally for Risograph, and how to apply different methods to create unique spot colour prints of your artwork. Perfect for your bedroom wall and as gifts.

A laptop/iPad + mouse with Photoshop/ Procreate is required for this workshop. All materials will be provided, except for a laptop + mouse. All materials provided. Participants will walk home with 7 copies of their printed work and a free Risograph workshop poster.



LASALLE  
COLLEGE OF THE ARTS

UAS  
University  
of the Arts  
Singapore



# Landscape applications

Please refer to 'Chapter 2: Visual identity system' guide on using typography and logo on the brand application.

