LASALLE
COLLEGE OF THE ARTS

UAS University
of the Arts
Singapore

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)

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
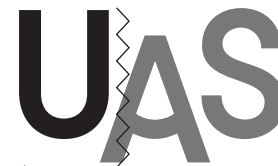(Default colour)

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.

½X

½X

½X

½X

½X

½X

½X

½X

Determining clear space unit

X

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.

LASALLE
COLLEGE OF THE ARTS

UAS University
of the Arts
Singapore

13mm

3mm
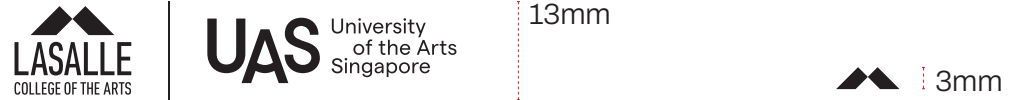
Minimum size — digital

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.
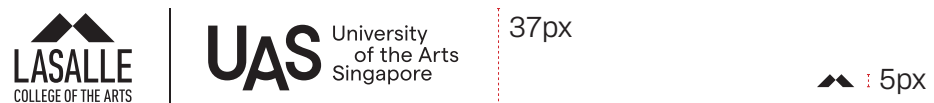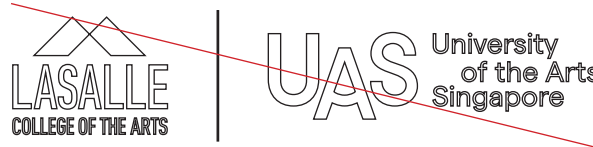
LASALLE
COLLEGE OF THE ARTS

UAS University
of the Arts
Singapore

37px

5px

Incorrect usage

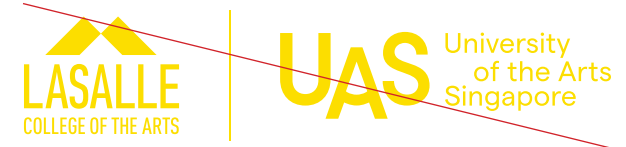Please refrain from the following incorrect applications when using the LASALLE logo.
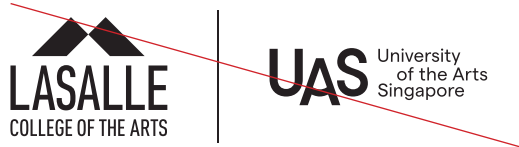
Logo proportions
Logo should always be presented in original proportion. No other proportions is allowed.

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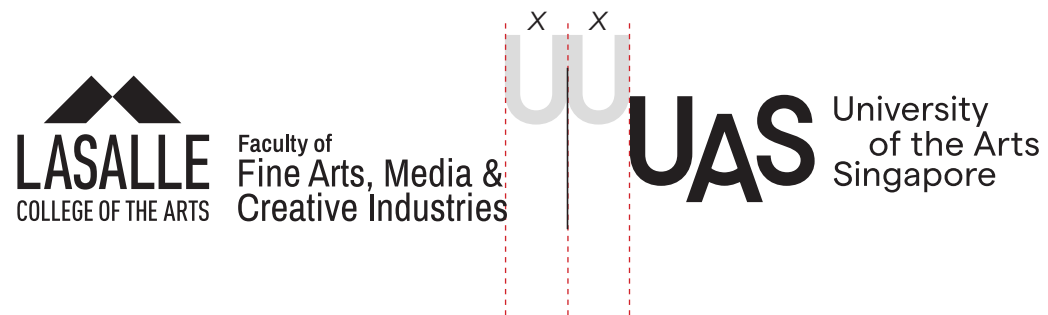
The logos are always presented in a horizontal lockup. Vertical lockup formats are not permissible.

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

LASALLE COLLEGE OF THE ARTS — Faculty of **Design** | **UAS** University of the Arts Singapore

LASALLE COLLEGE OF THE ARTS — Faculty of **Fine Arts, Media & Creative Industries** | **UAS** University of the Arts Singapore

LASALLE COLLEGE OF THE ARTS — Faculty of **Performing Arts** | **UAS** University of the Arts Singapore

Institute of Contemporary Arts lockups

LASALLE COLLEGE OF THE ARTS — Institute of **Contemporary Arts Singapore** | **UAS** University of the Arts Singapore

School lockups

LASALLE COLLEGE OF THE ARTS — School of Spatial & Product Design

UAS University of the Arts Singapore

LASALLE COLLEGE OF THE ARTS — McNally School of Fine Arts

UAS University of the Arts Singapore

LASALLE COLLEGE OF THE ARTS — School of Design Communication

UAS University of the Arts Singapore

LASALLE COLLEGE OF THE ARTS — School of Creative Industries

UAS University of the Arts Singapore

LASALLE COLLEGE OF THE ARTS — Puttnam School of Film & Animation

UAS University of the Arts Singapore

LASALLE COLLEGE OF THE ARTS — School of Fashion

UAS University of the Arts Singapore

LASALLE COLLEGE OF THE ARTS — School of Contemporary Music

UAS University of the Arts Singapore

LASALLE COLLEGE OF THE ARTS — School of Dance & Theatre

UAS University of the Arts Singapore

Faculty, School and Institute of Contemporary Arts Singapore lockups clearspace

LASALLE logo clear space is half the width of one *X* unit. For guidance on determining the *X* units, please refer to page 6.
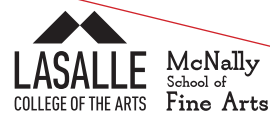
½X

½X

½X

½X

½X

½X

½X

½X

½X

½X

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 left 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 prefered 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
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789
!@#$%&()-+?/

Medium
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789
!@#$%&()-+?/

Semi-Bold
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789
!@#$%&()-+?/

Bold
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789
!@#$%&()-+?/

Subheader and body copy font

Archivo
is LASALLE's subheader & body typeface.

Light
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789
!@#$%&()-+?/

Regular
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789
!@#$%&()-+?/

Bold
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789
!@#$%&()-+?/

Black
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopq
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

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.

Typography hierarchy: default typeset

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

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

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.

Landscape applications

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