income
made yours

Corporate Identity Guide

V 1.0

contents

01 Master brand

1.1
Made Yours

As today's needs are more complex and unique, Income is evolving to work around the individual. Our approach to financial planning is more personalised, and designed with the customer in mind. This focus on customer centricity is encapsulated in 'Made Yours'. Everything we do is in the service of the customer.

'Made Yours' speaks with honesty and empathy. Our tone of voice is warm and friendly, where we encourage, not enforce. 'Made Yours' is also about inclusivity, where we speak to every person and empower them with their own unique Income experience.

made yours

1.2
Master logo

1.2
Master logo

This is the Income Master logo which is made up of three elements, the NTUC Symbol, the Income Wordmark and the Tagline.

Always respect this design and component relationship, and avoid altering any part of it as we deploy in market.

This full colour version should always be the first option to be used - unless the channel suggests otherwise.

Income Colours

	Pantone	CMYK	RGB	HEX
	1505C	**0,70,90,0**	**255,118,0**	**#FF7600**
	424C	**0,0,0,70**	**108,111,112**	**#6C6F70**
	285C	**80,40,0,0**	**0,135,226**	**#0087E2**

logo

income

made yours

tagline

1.3 Alternate variants

In order to maintain a consistent brand expression and to reinforce primary brand identity fidelity, make sure to only place the logo over correct background colours or, where needed, only use allowable variants based on limitations on colour (specifically in print).

Income Colours

	Pantone	CMYK	RGB	HEX
	1505C	**0,70,90,0**	**255,118,0**	**#FF7600**
	Black	**0,0,0,100**	**0,0,0**	**#000000**

Monotone: Orange

For single colour offset print

Monotone: White

For orange backgrounds

Monotone: Black (100% K)

For black and white print

Duotone: White & Orange

For black / dark backgrounds

1.4
Clear space

For best visibility, our Master logo requires a minimum clear space around it. This must be kept free of any other visual elements.
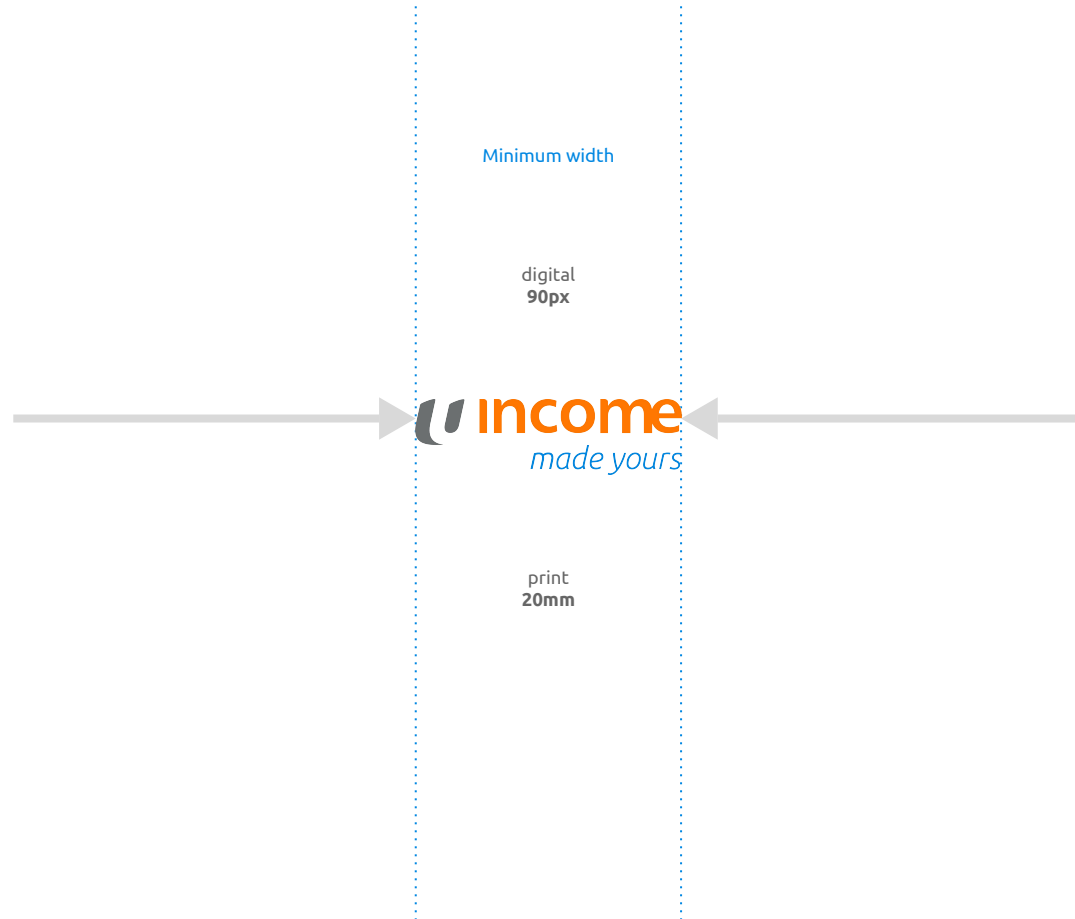
The minimum clear space for the Master logo is defined by the width of the letter "n" in the Wordmark.

1.5
Minimum
size

The minimum size for our Master
logo is 90px in width for digital
applications and 20mm in width
for print applications.

To ensure legibility and clarity,
 in no instance should it appear
any smaller.

Minimum width

digital
90px

print
20mm

1.6
Usage
allowed

To ensure brand integrity, it is important to always use the logo provided as is.

Illustrated here are a number of allowable logo applications that give us enough flexibility to remain interesting, whilst still delivering brand integrity.

Full coloured logo on white background.

White logo on orange background.

Full coloured logo on 25% tinted background

White logo on gradient.

White logo on gradient.

Orange logo on white background. Only for single spot colour print.

White logo on black background. Only for black and white print.

Black logo on white background. Only for black and white print.

Orange logo on white background. Only for single spot colour print.

1.6
Usage **NOT**
allowed

To ensure brand integrity, it is important to always use the logo provided as is.

Illustrated here are a number of logo applications that are not allowed due to their dilution of our logo's eminence and visibility.

Do not stretch or distort the logo.

Do not move any elements of the logo.

Do not shrink or enlarge any element independently of the logo.

Do not rotate the logo off its horizontal axis.

Do not apply any digital effects.

Do not recolour the logo.

Do not place the logo on a background that impedes contrast.

Do not create a keyline around the logo.

Do not place the logo on a background that impedes contrast.

1.7
Master logo
without Tagline

Always respect this design and component relationship, and avoid altering any part of it as we deploy in market.

This version of the Master logo should only be used in instances such as building signages, where the Tagline is costly to produce. This can also be used in cases e.g. on digital platforms or for digital banners, where the space available does not allow the Master logo with Tagline version to be used at its minimum size.

This full colour version should always be the first option to be used - unless the channel suggests otherwise.

Income Colours

	Pantone	CMYK	RGB	HEX
	1505C	**0,70,90,0**	**255,118,0**	**#FF7600**
	424C	**0,0,0,70**	**108,111,112**	**#6C6F70**

logo

1.8
Master logo without Tagline: Alternate variants

In order to maintain a consistent brand expression and to reinforce primary brand identity fidelity, make sure to only place the logo over correct background colours or, where needed, only use allowable variants based on limitations on colour (specifically in print).

Income Colours

	Pantone	CMYK	RGB	HEX
	1505C	**0,70,90,0**	**255,118,0**	**#FF7600**
	Pantone **Black**	CMYK **0,0,0,100**	RGB **0,0,0**	HEX **#000000**

Monotone: Orange

For single colour offset print.

Monotone: White

For orange backgrounds.

Monotone: Black (100% K)

For black and white print.

Duotone: White & Orange

For black / dark backgrounds.

13

1.9
Master logo without Tagline:
Clear space

For best visibility, our Master logo without Tagline requires a minimum clear space around it. This must be kept free of any other visual elements.

The minimum clear space for the Income Master logo without Tagline is defined by the width of the letter "n" in the Wordmark.

1.10
Master logo without Tagline:
Minimum size

The minimum size for our Master
logo is 70px in width for digital
applications and 15mm in width
for print applications.

To ensure legibility and clarity,
in no instance should it appear
any smaller.

Minimum width

digital
70px

print
15mm
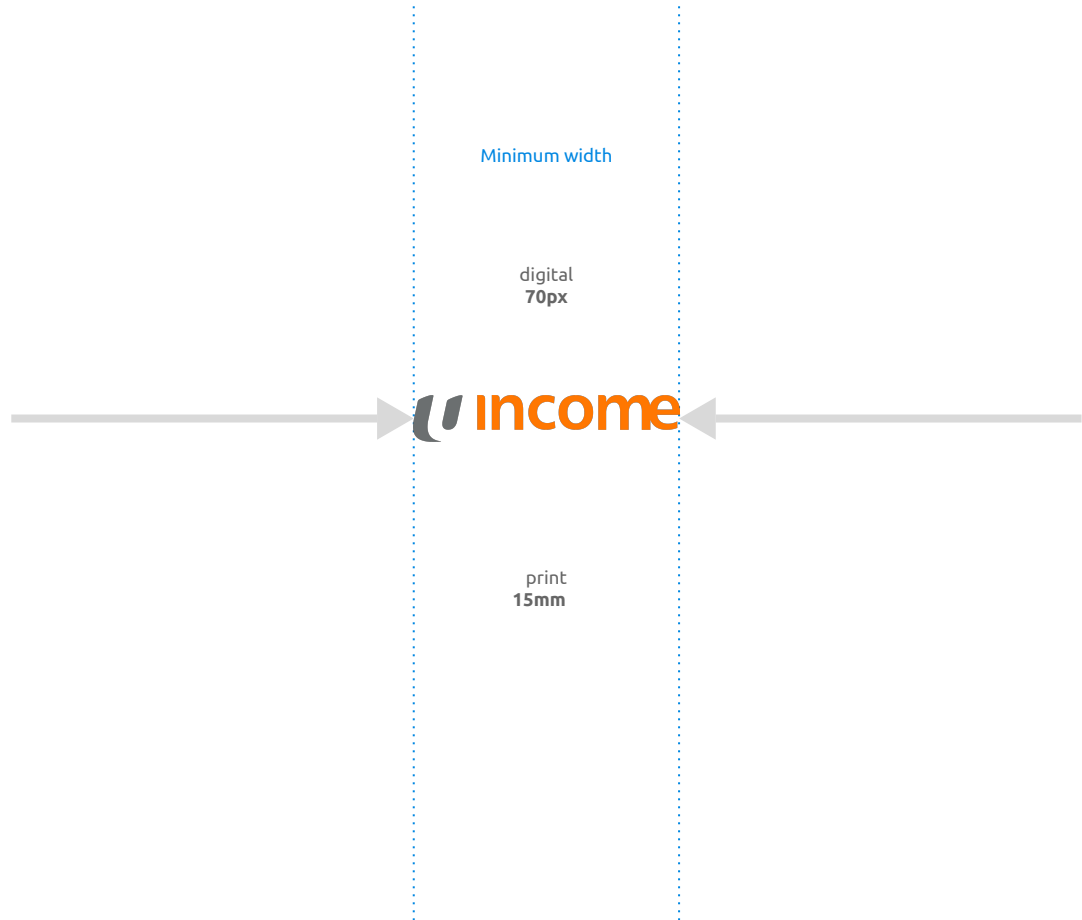
1.11
Master logo
(Chinese)

Always respect this design and component relationship, and avoid altering any part of it as we deploy in market.

This full colour version should always be the first option to be used - unless the channel suggests otherwise.

logo

tagline

Income Colours

	Pantone	CMYK	RGB	HEX
	1505C	0,70,90,0	255,118,0	#FF7600
	424C	0,0,0,70	108,111,112	#6C6F70
	285C	80,40,0,0	0,135,226	#0087E2

1.12
Master logo (Chinese): Alternate variants

In order to maintain a consistent brand expression and to reinforce primary brand identity fidelity, make sure to only place the logo over correct background colours or, where needed, only use allowable variants based on limitations on colour (specifically in print).

Income Colours

	Pantone **1505C**	CMYK **0,70,90,0**	RGB **255,118,0**	HEX **#FF7600**
	Pantone **Black**	CMYK **0,0,0,100**	RGB **0,0,0**	HEX **#000000**

Monotone: Orange

For single colour offset print.

Monotone: White

For orange backgrounds.

Monotone: Black (100% K)

For black and white print.

Duotone: White & Orange

For black / dark backgrounds.

1.13
Master logo (Chinese):
Clear space

For best visibility, our Chinese logo requires a minimum clear space around it. This must be kept free of any other visual elements.

The minimum clear space for the Income Master logo is defined by the width of the letter "n" in the Wordmark.

1.14
Master logo (Chinese):
Minimum size

The minimum size for our Chinese
logo is 100px in width for digital
applications and 25mm in width
for print applications.

To ensure legibility and clarity,
in no instance should it appear
any smaller.

Minimum width

digital
100px

income
专属于您

print
25mm
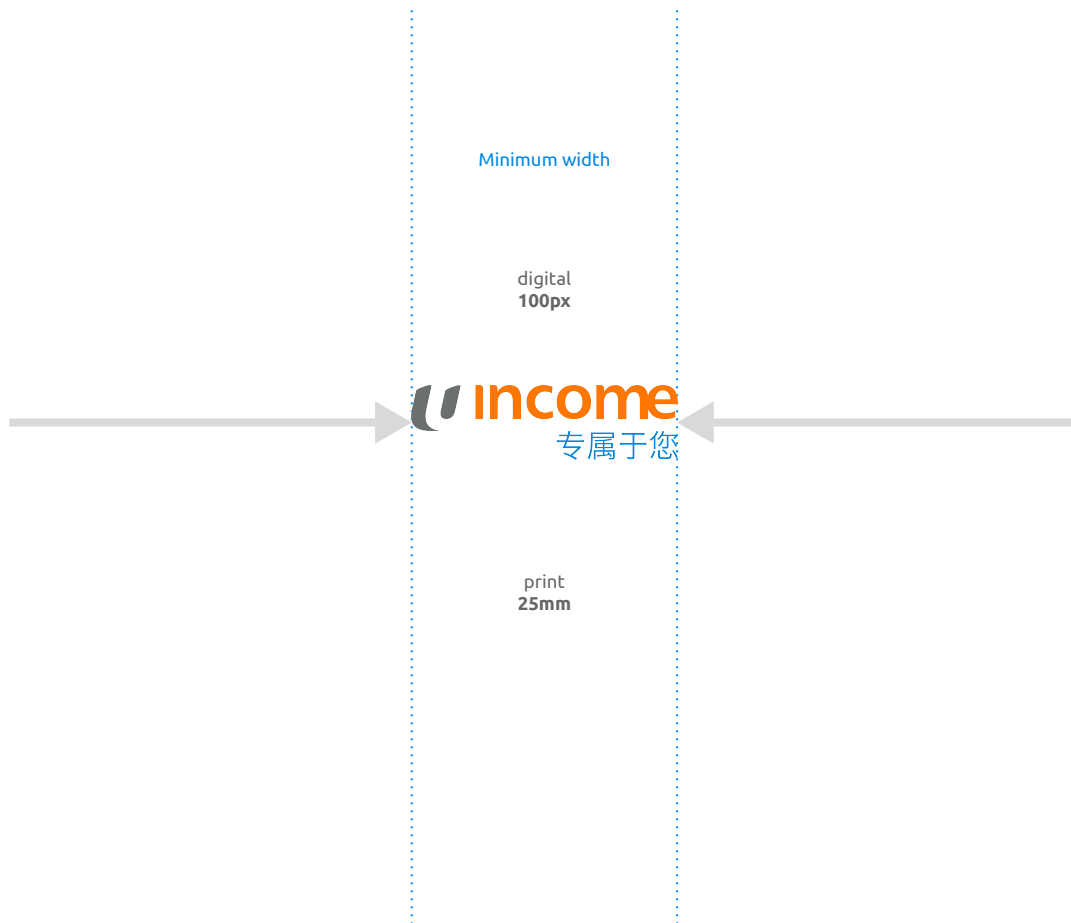
1.15
Logo within a tab:
Primary option

This is the Income logo tab.
The tab helps our logo's eminence
and visibility on low contrast
backgrounds.

Always respect this design and
component relationship, and avoid
altering any part of it as we deploy in
market.

Always scale the tab in proportion to
the logo.

**This version should always be the
first option to be used - unless the
channel suggests otherwise.**

1.16
Logo within a tab:
Secondary option

On white / light backgrounds, use
the tab with shadow.

Do not recreate the shadow effect.
Only use the artwork provided.

1.17
Logo within a tab:
Clear space

For best visibility, our tab requires a minimum clear space around it. This must be kept free of any other visual elements.

The minimum clear space for the Income logo tab is defined by the width of the NTUC Symbol.

1.18
Logo within a tab:
Minimum size

The minimum size for the tab is 110px in width for digital applications and 25mm in width for print applications.

To ensure legibility and clarity, in no instance should it appear any smaller.

Minimum width

digital
110px

print
25mm
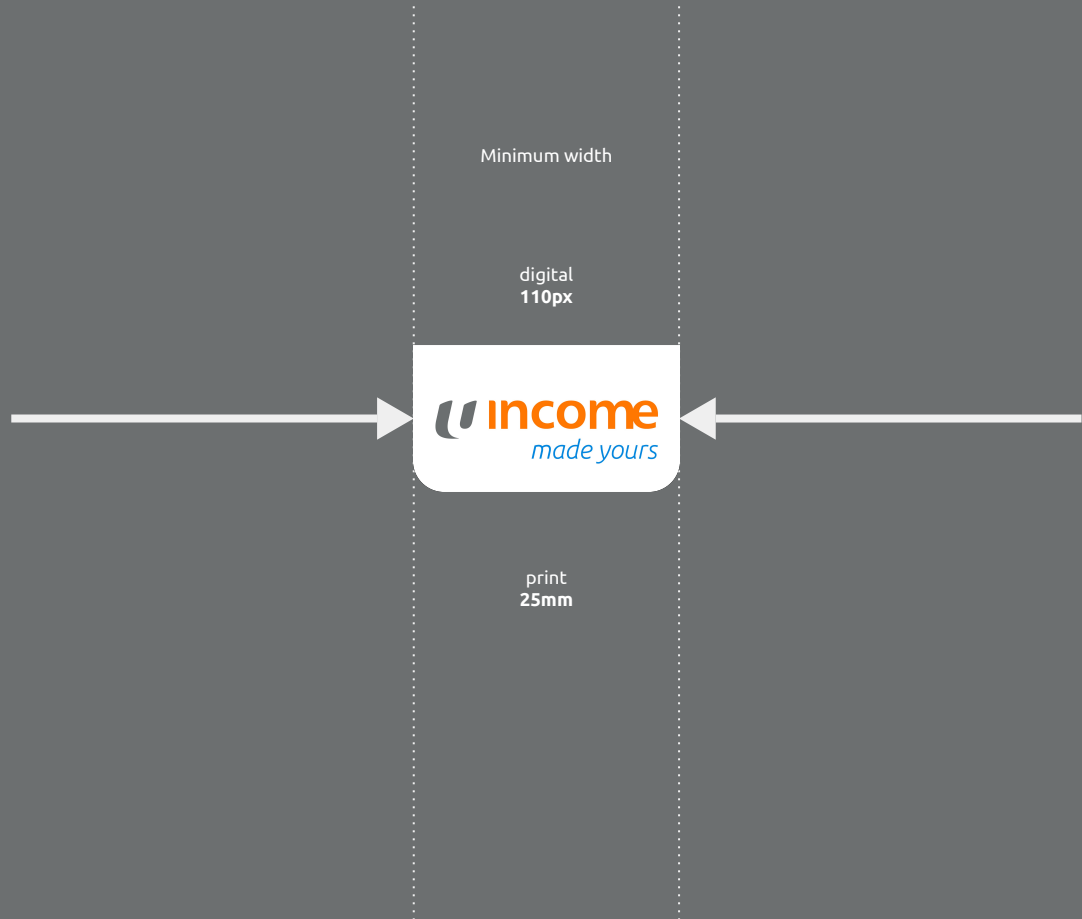
1.19
Secondary tab:
Logo without Tagline
Primary option

This is the Income logo tab without Tagline. This version may be used when the artwork size e.g. digital banner is too small for the logo tab (with Tagline) to be used.

Always respect this design and component relationship, and avoid altering any part of it as we deploy in market.

Always scale the tab in proportion to the logo.
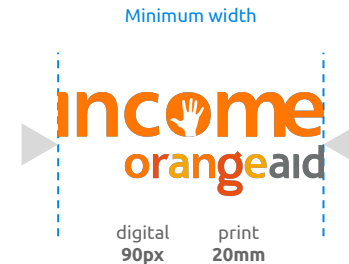
1.20
Secondary tab:
Logo without Tagline
Secondary option

On white / light backgrounds, use
the tab with shadow.

Do not recreate the shadow effect.
Only use the artwork provided.

1.21
Secondary tab:
Minimum size

The minimum size for the tab is 85px in width for digital applications and 20mm in width for print applications.

To ensure legibility and clarity, in no instance should it appear any smaller.

Minimum width

digital
85px

print
20mm
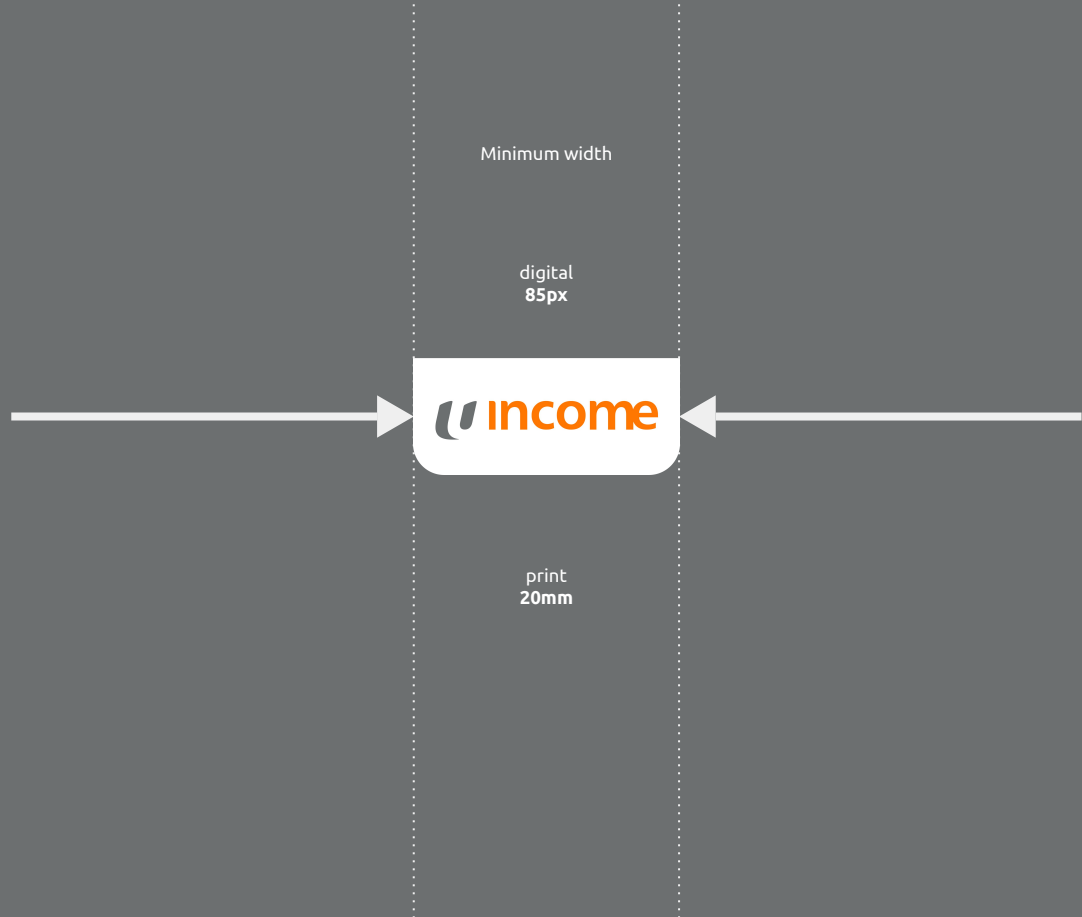
1.22
Stacked
logo

This is the Income stacked logo. This logo version should only be used for 1:1 profile images or app logos.

Always respect this design and component relationship, and avoid altering any part of it as we deploy in market.

02

Sub logos

2.1
Sub-logo:
Orangeaid

Always use the logo versions and the artwork provided.

Do not recreate the Wordmark or the Tagline. Only use the artwork provided.

Income Colours

	Pantone	CMYK	RGB	HEX
	1505C	**0,70,90,0**	**255,118,0**	**#FF7600**
	424C	**0,0,0,70**	**108,111,112**	**#6C6F70**
	130C	**0,40,100,0**	**250,166,26**	**#FAA61A**
	1665C	**0,80,100,0**	**241,90,34**	**#F15A22**

Clearspace

Minimum width

digital **90px**   print **20mm**

2.1
Sub-logo:
Orangeaid variants

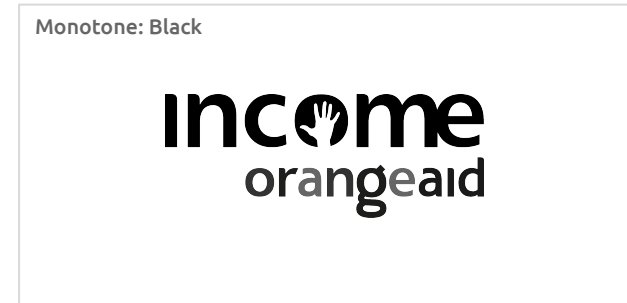Always use the logo versions and the artwork provided.

Do not recreate the Wordmark or the Tagline. Only use the artwork provided.

Income Colours

	Pantone	CMYK	RGB	HEX
	1505C	**0,70,90,0**	**255,118,0**	**#FF7600**
	424C	**0,0,0,70**	**108,111,112**	**#6C6F70**
	130C	**0,40,100,0**	**250,166,26**	**#FAA61A**
	1665C	**0,80,100,0**	**241,90,34**	**#F15A22**
	Black	**0,0,0,100**	**0,0,0**	**#000000**

Full colour

Monotone: White

Monotone: Orange

For single colour offset print.

Monotone: Black

For black and white print.

2.2
Sub-logo:
Income Treats

Always use the logo versions and the artwork provided.

Do not recreate the Wordmark or the Tagline. Only use the artwork provided.

Colours

	Pantone	CMYK	RGB	HEX
	1505C	**0,70,90,0**	**255,118,0**	**#FF7600**
	285C	**80,40,0,0**	**0,135,226**	**#0087E2**

Clearspace

Minimum width

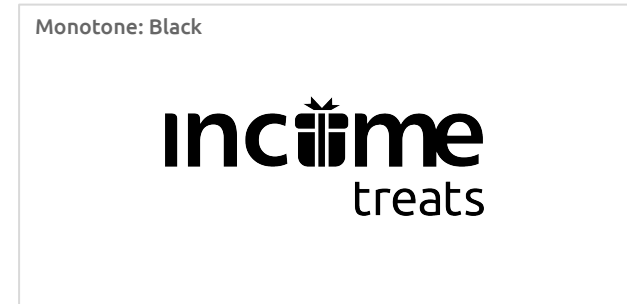digital **90px**   print **20mm**

2.2
Sub-logo:
Income Treats variants

Always use the logo versions and the artwork provided.

Do not recreate the Wordmark or the Tagline. Only use the artwork provided.

Colours

■	Pantone **1505C**	CMYK **0,70,90,0**	RGB **255,118,0**	HEX **#FF7600**
■	Pantone **285C**	CMYK **80,40,0,0**	RGB **0,135,226**	HEX **#0087E2**
■	Pantone **Black**	CMYK **0,0,0,100**	RGB **0,0,0**	HEX **#000000**

Full colour

Monotone: White

Monotone: Orange

For single colour offset print.

Monotone: Black

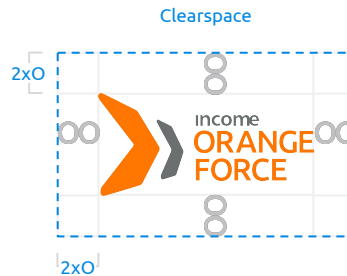

For black and white print.

2.3
Sub-logo:
Orange Force

Always use the logo versions and the artwork provided.

Do not recreate the Wordmark or the Tagline. Only use the artwork provided.

Colours

	Pantone **1505C**	CMYK **0,70,90,0**	RGB **255,118,0**	HEX **#FF7600**
	Pantone **424C**	CMYK **0,0,0,70**	RGB **108,111,112**	HEX **#6C6F70**

Clearspace

2xO

2xO

Minimum width

digital **100px**   print **35mm**

2.3
Sub-logo:
Orange Force variants
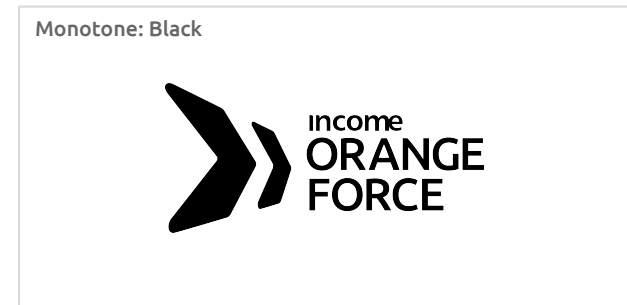
Always use the logo versions and the artwork provided.

Do not recreate the Wordmark or the Tagline. Only use the artwork provided.

Colours

	Pantone	CMYK	RGB	HEX
	1505C	**0,70,90,0**	**255,118,0**	**#FF7600**
	424C	**0,0,0,70**	**108,111,112**	**#6C6F70**
	Black	**0,0,0,100**	**0,0,0**	**#000000**

Full colour

Monotone: White

Monotone: Orange

For single colour offset print.

Monotone: Black

For black and white print.

2.4
Sub-logo:
Income Lite

Always use the logo versions and the artwork provided.

Do not recreate the Wordmark or the Tagline. Only use the artwork provided.

Colours

	Pantone **1505C**	CMYK **0,70,90,0**	RGB **255,118,0**	HEX **#FF7600**
	Pantone **424C**	CMYK **0,0,0,70**	RGB **108,111,112**	HEX **#6C6F70**

Clearspace

Minimum width

digital **90px**   print **20mm**

35

2.4
Sub-logo:
Income Lite variants

Always use the logo versions and the artwork provided.

Do not recreate the Wordmark or the Tagline. Only use the artwork provided.

Colours

	Pantone	CMYK	RGB	HEX
	1505C	**0,70,90,0**	**255,118,0**	**#FF7600**
	424C	**0,0,0,70**	**108,111,112**	**#6C6F70**
	Black	**0,0,0,100**	**0,0,0**	**#000000**

Full colour

Monotone: White

Monotone: Orange

For single colour offset print.

Monotone: Black

For black and white print.

2.5
Sub-logo:
Motor Service Centre

Always use the logo versions and the artwork provided.

Do not recreate the Wordmark or the Tagline. Only use the artwork provided.

Colours

	Pantone	CMYK	RGB	HEX
	1505C	**0,70,90,0**	**255,118,0**	**#FF7600**
	424C	**0,0,0,70**	**108,111,112**	**#6C6F70**

Clearspace

Minimum width

digital
100px

print
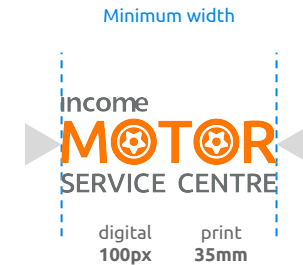**35mm**

2.5
Sub-logo:
Motor Service Centre variants

Always use the logo versions and the artwork provided.

Do not recreate the Wordmark or the Tagline. Only use the artwork provided.

Colours

	Pantone	CMYK	RGB	HEX
	1505C	**0,70,90,0**	**255,118,0**	**#FF7600**
	424C	**0,0,0,70**	**108,111,112**	**#6C6F70**
	Black	**0,0,0,100**	**0,0,0**	**#000000**

Full colour

Monotone: White

Monotone: Orange

For single colour offset print.

Monotone: Black

For black and white print.

03

Colours

3.1
Primary
colours

The Income Orange was chosen to mirror the brand attributes of the new brand direction – colourful and contemporary.

Physically, orange represents a perfectly vibrant partner to the relatively muted and subtle grey. This brings about a good balance in the overall colour design.

Income Orange

Pantone
1505C

CMYK
0 70 90 0
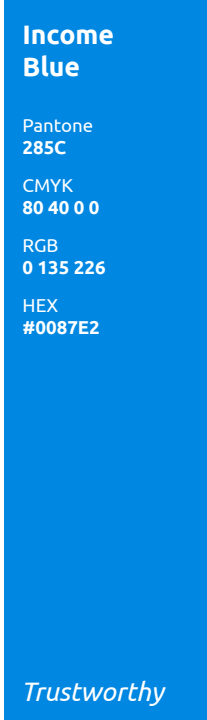
RGB
255 118 0

HEX
#FF7600

Income Grey

Pantone
424C

CMYK
0 0 0 70
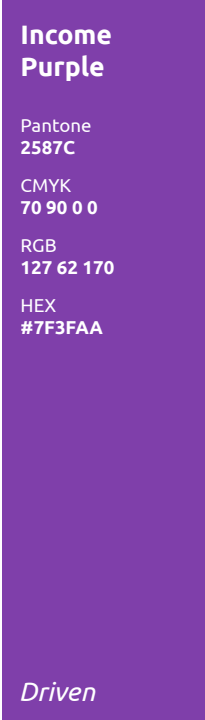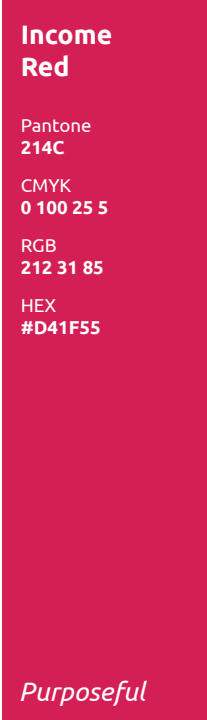
RGB
108 111 112

HEX
#6C6F70

3.2 Secondary colours

Secondary colours soften the more utilitarian primary palette, and open up a range of colour hues that suggest vibrancy, multiplicity and modernity.

Income Blue

Pantone
285C

CMYK
80 40 0 0

RGB
0 135 226

HEX
#0087E2

Trustworthy

Income Purple

Pantone
2587C

CMYK
70 90 0 0

RGB
127 62 170

HEX
#7F3FAA

Driven

Income Red

Pantone
214C

CMYK
0 100 25 5

RGB
212 31 85

HEX
#D41F55

Purposeful

Income Peach

Pantone
488C

CMYK
0 30 30 0

RGB
255 191 170

HEX
#FFBFAA

Authentic

Income Aquamarine

Pantone
7472C

CMYK
75 0 45 0

RGB
5 242 199

HEX
#05F2C7

Personal

3.3
Gradations

Gradations were created from
Income primary and secondary
colours. They express energy,
depth and vibrancy.

The gradations are ideal for digital
interfaces (Websites, Apps UI,
Internal Web Platforms).

The gradations should be used
wisely on marketing
communications (ATL, BTL, Outdoor)
and only when necessary.

Do not attempt to recreate these
gradations and always use the
provided artwork file.

04

Typography

4.1
Typography

We use Ubuntu as
our primary typeface.

Typeface
Ubuntu

abcdefghijkl

4.1
Primary
Typography

The typographic voice of our brand represents how we value efficiency and communicative clarity.

Ubuntu is our primary typeface for all marketing communications (ATL, BTL, Outdoor) and digital interfaces (Websites, Apps UI, Internal Web Platforms).

Please try to use it in accordance with the suggestions laid out here. If in doubt, please reach out to the Brand & Digital Marketing team for clarification.

Ubuntu font pack is available on google fonts.

Headline

**Ideally in sentence case,
to avoid all caps wherever possible.**

Ubuntu bold, normal & light for headlines.

Body copy

**Always in sentence case,
never in all caps, except for
use as captions.**

Ubuntu regular & light is used in body copy for clarity and legibility.

Subheads

**Ideally in sentence case,
to avoid all caps wherever possible.**

Ubuntu medium & **bold** for emphasis, pullouts, or subheads

4.2
Secondary
Typography

Income's secondary typeface is Calibri. It should be applied whenever Ubuntu is unavailable (Email, Letters, Microsoft Office Applications).

If in doubt, please reach out to the Brand & Digital Marketing team for clarification.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Typeface
Calibri

4.3
Chinese
Typography

Income's Chinese typeface is
冬青黑体 简体中文. It should be the
primary Chinese typeface for all
marketing communications.

If in doubt, please reach out to the
Brand & Digital Marketing team for
clarification.

汉体书写信息技术标注相容档案下载使用界面简单
支援服务升级资讯专业制作创意空间快速无线上网
一二三四五六七八九十

汉体书写信息技术标注相容档案下载使用界面简单
支援服务升级资讯专业制作创意空间快速无线上网
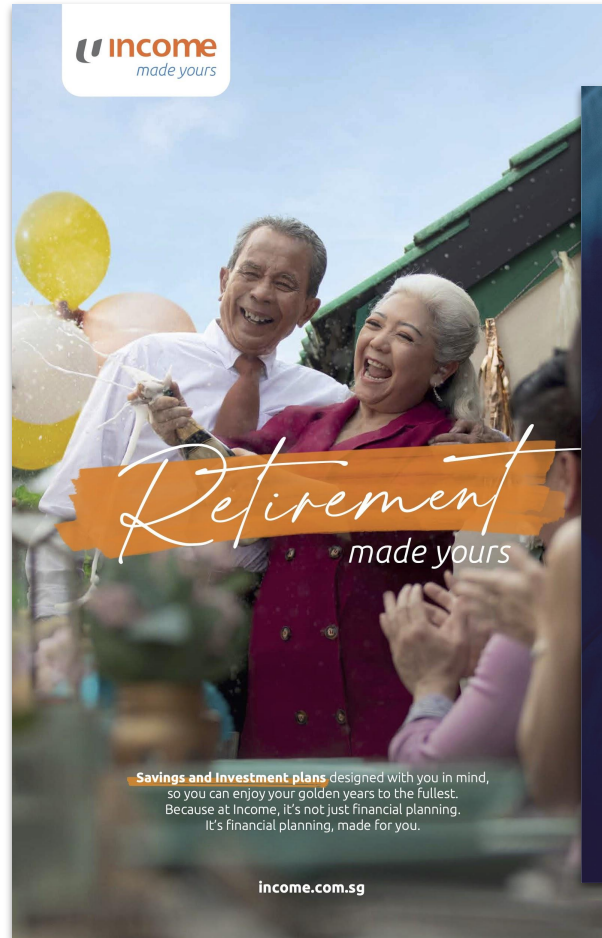**一二三四五六七八九十**

Typeface
冬青黑体简体中文

05

Highlighter
treatment

5.1
The Highlight

To further inject 'personalisation', we've opted for a visual highlighter treatment as part of the design aesthetic of 'Made Yours'.

The highlighter mark communicates the idea of 'handmade' and 'tailor made', giving 'Made Yours' greater relatability and friendliness.

5.2
Highlighter brushes

We have created a set of Illustrator brushes to create the highlighter treatment.

Always use the provided Illustrator highlighter brushes / vector artworks for making highlighter treatments.

Income_Highlighter_Brushes

5.3
Highlighter
treatment

Plan your retirement and be the last sandwich generation.

Highlight from baseline
to cap-height

**Do not highlight the entire
sentence / paragraph.**

Use the highlighter treatment
sparingly and use it only on
the key words.