



Brand Guidelines

November 2023

Age Well SG

Age Well SG is a national programme led by the Ministry of Health, Ministry of National Development and Ministry of Transport to support seniors to age well in their homes and their communities. It aims to support our seniors to age actively, stay socially connected, and be cared for within their communities.

A long-term programme that will be progressively implemented, Age Well SG will see a comprehensive nationwide transformation across the areas of transport, housing, active ageing and care services to anchor ageing in the community.

The programme aims to:

- a) Improve the living environment
- b) Encourage active ageing
- c) Strengthen support for seniors with care needs



Brand Rules

Parameters for Use

- Partners may use the logo and its variations to communicate all matters relating to Age Well SG. This does not imply endorsement of any event, product or service.
- The logo **should not be used** in association with:
 1. Messages that convey threats of violence, personal attacks or derogatory remarks
 2. Advocacy of any political or religious agenda, or cause conflict or misunderstanding
 3. Inappropriate content of any kind
- **Use of the Age Well SG logo and its variations in any form is subjected to the approval of Ministry of Health before production and/or publication.**
- Interested applicants are to submit a request via [FormSG](#), three weeks prior to the publication of materials with details on
 1. The proposed initiative for co-branding and how it supports the AWSG initiative
 2. Intended target audience
 3. Duration of co-branding
 4. Platforms being used for programme publicity
 5. If the initiative has any commercial aspects (i.e. initiative is chargeable, or promotes a priced product or service)
 6. Branded material/artwork
- For creative logo applications apart from the specifications stated in this guide, please submit visual concepts to Ministry of Health for prior approval.
- For other general enquiries relating to the use of Age Well SG logo, please write to ASG_Branding@moh.gov.sg.

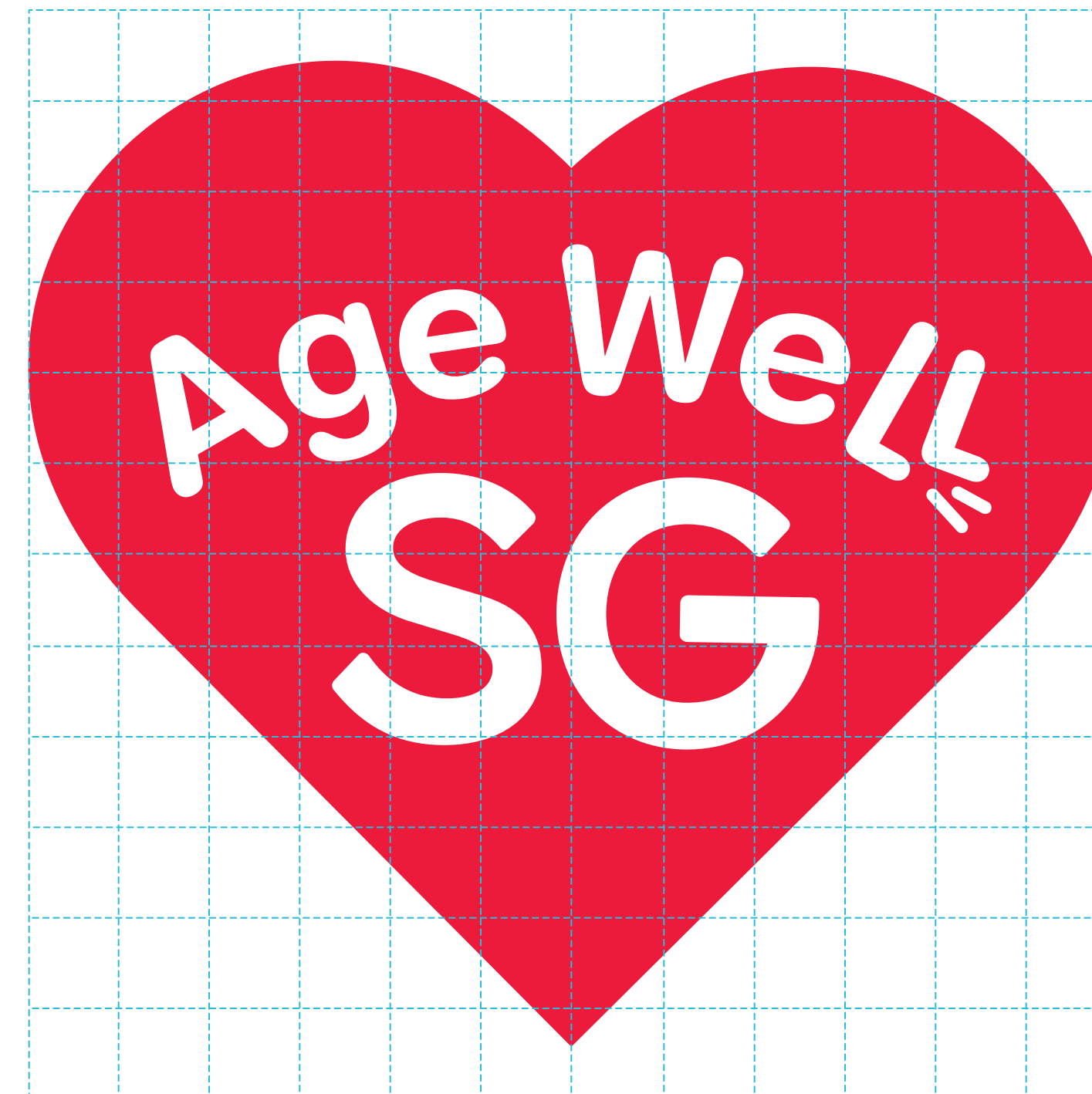
Logo

The enclosing of “Age Well SG” in curvature within a heart shape signifies the hearts of our people united as one to bring together an overarching system of support to empower our seniors to age well in their homes and communities.

The “LL” in “Well” depicting a moving pair of legs emphasises that enabling our seniors to live a healthy and active lifestyle is intrinsic to the Age Well SG programme.

Overall, the logo embodies vitality and serves as a beacon of encouragement for seniors to embrace their later years with vitality and live life to the fullest.

Logo Grid

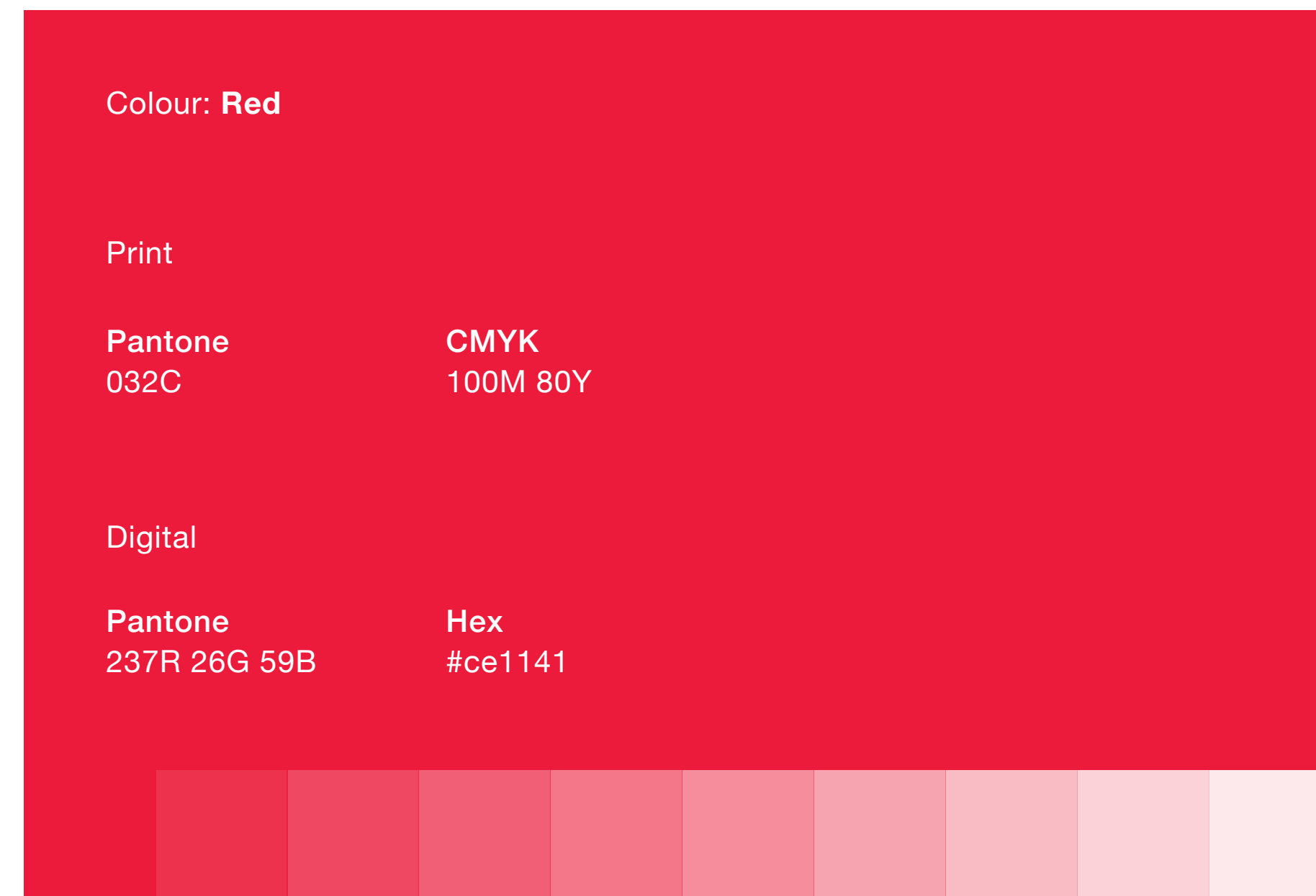


Colour Palette

Our logo shares the same primary colours as presented in the Singapore mark.

This colour represents the strength and vitality that Age Well SG hopes to instill in all Singaporeans.

For accurate reproduction of colours on print and digital, make sure to follow these colour values and visually match the proof or printed materials to this guide.



Logo Application

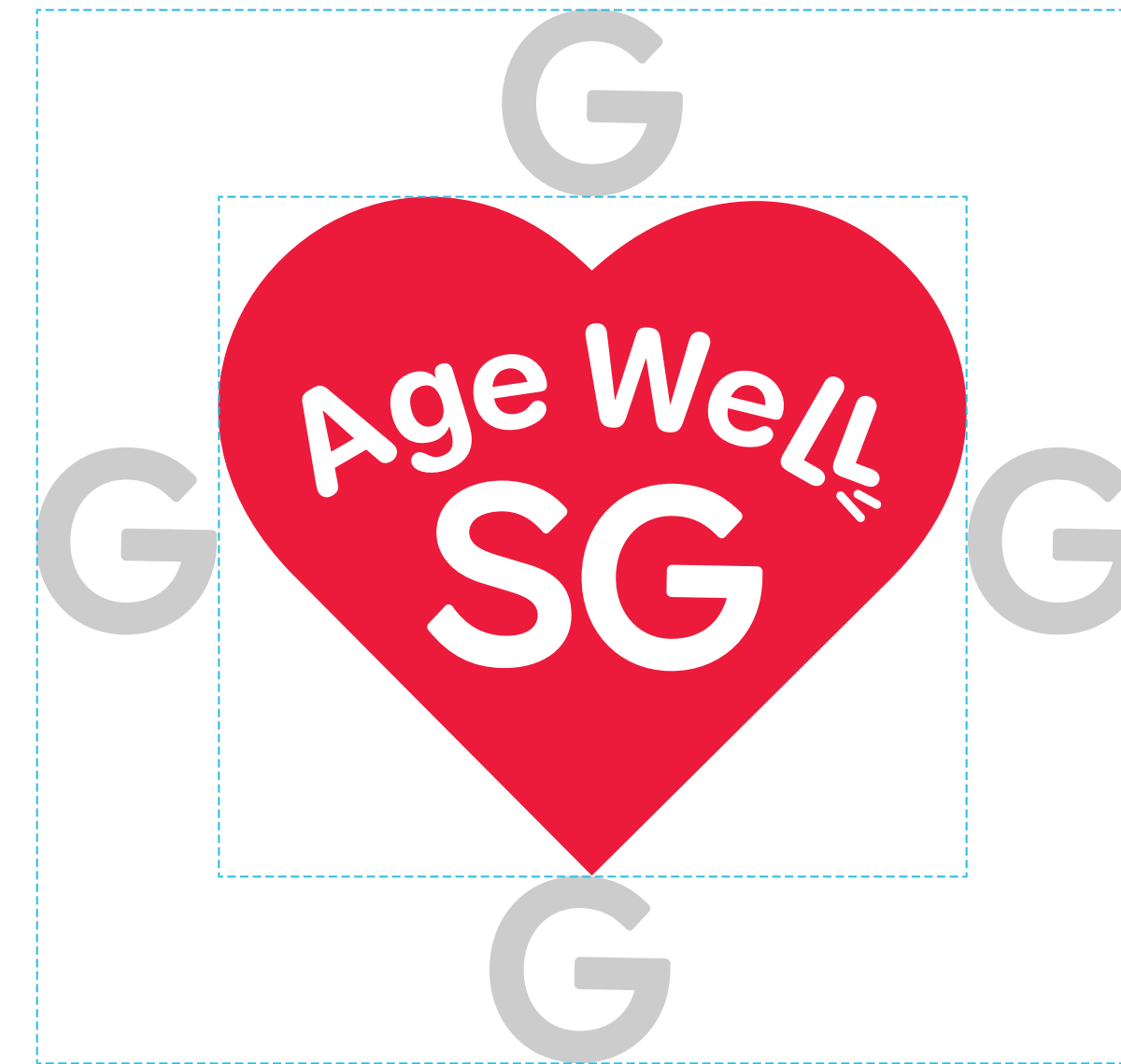
Clear Space

To ensure clarity of the logo when placing the logo on any collateral, a minimum area of clear space must be applied.

The clear space around the logo should be at least 1 'G'.

Minimum Size

To ensure legibility, the minimum size is 20mm for print, and 75px for digital, as measured from the width of the logo.



Print



20mm (w)

Digital



80px (w)

Logo Application

Full Coloured

The full-colour logo is to be used across all communications. It can be placed on all solid-coloured backgrounds, including solid black.

Reverse White

The reverse white logo should be used when the background is not solid or clashing with our red.

Monotone Black

The black logo should only be used in black and white collaterals when full colour printing is not available.

Full Coloured



Single Coloured (Reverse White)



Single Coloured (Monotone Black)



Logo Application

Here are examples of how the logo can be applied on different coloured backgrounds.

Full Coloured Logo

To be used against solid or uncluttered backgrounds.

White Logo

To be used in dark or clashing background colours

Solid Black

To be used only when full colour printing is not an option and the background is light.



Incorrect Usage

Do not:

1. Change or modify the colour.
2. Skew or rotate the logo.
3. Scale the logo disproportionately.
4. Cut off or use parts of the logo in isolation
5. Modify the size of the elements.
6. Add a drop shadow or outline the logo.
7. Modify or substitute the logo typeface.
8. Special effect to the logo.
9. Place the logo on a background that will distort its appearance.
10. Place the logo on a cluttered background that will affect its legibility.



Logo Application with Ministries

Application with Ministry logo

This layout is to be used when the Ministry of Health, Ministry of National Development and/or Ministry of Transport logo is required.

Specifications

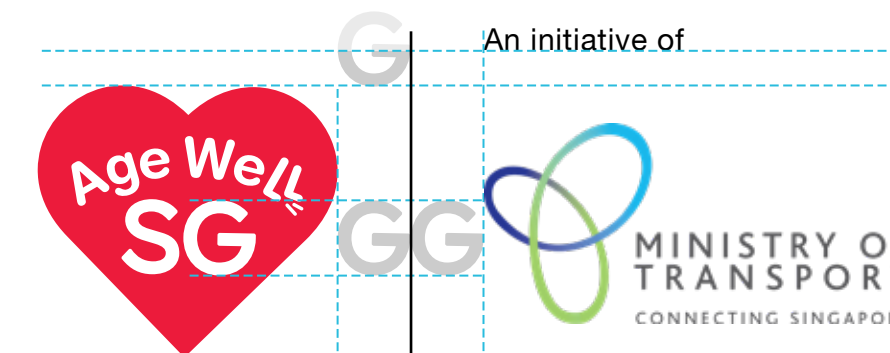
Maintain an equal weight of the logo in the case of co-branding. Where possible, use the suitable logo format. And if co-branding logo is type logo, ensure that the Age Well SG logo is horizontally aligned to the type logo.

Between the Age Well SG logo and first Ministry logo, ensure there is a spacing of 2 'G' between them. The same spacing of 2 'G' to be applied between Ministry logos.

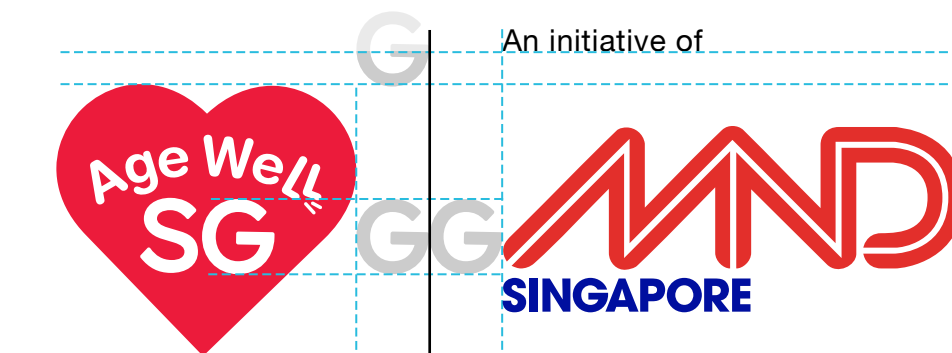
Application with Ministry of Health



Application with Ministry of Transport



Application with Ministry of National Development

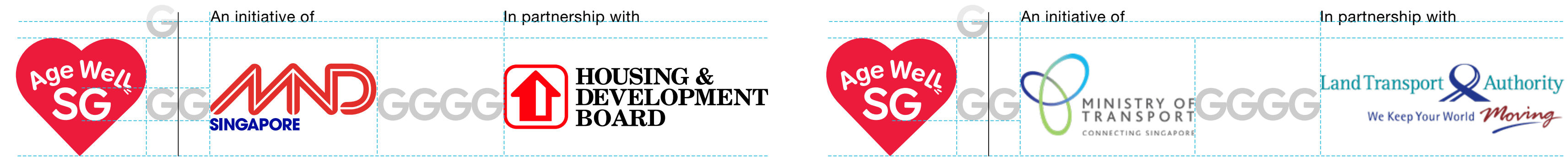


Application with Ministry of Health, Ministry of National Development, Ministry of Transport



Logo Application with Ministry and Partners, and with Healthier SG

Examples:



Between the Ministry of Health and first partner logo, ensure that there is a spacing of 4 'G' between them.

If the initiative relates to both Age Well SG and Healthier SG, the layout with both logos should be used. Between the Age Well SG and Healthier SG logo, ensure that there is 2 'G' spacing between them. Between the Healthier SG and first partner logo, ensure that there is 3 'G' spacing between them.



For partner logos, use 'In partnership with' once and ensure there is a spacing of 2 'G' between partner logos.



Partner logos should be arranged in alphabetical order.

The proposed spacing between the partner logos only serves as a recommended guide for application. Users can exercise some flexibility in this when the need arises.



Logo Application with Partners and Co-branded Initiatives

Maintain an equal weight of the logo in the case of co-branding. Where possible, use the suitable logo format. And if co-branding logo is type logo, ensure that the Age Well SG logo is horizontally aligned to the type logo.

Between the Age Well SG and first partner logo, ensure that there is a spacing of 3 'G' between them.

Between the partner logos, ensure that there is a spacing of 2 'G' between them.

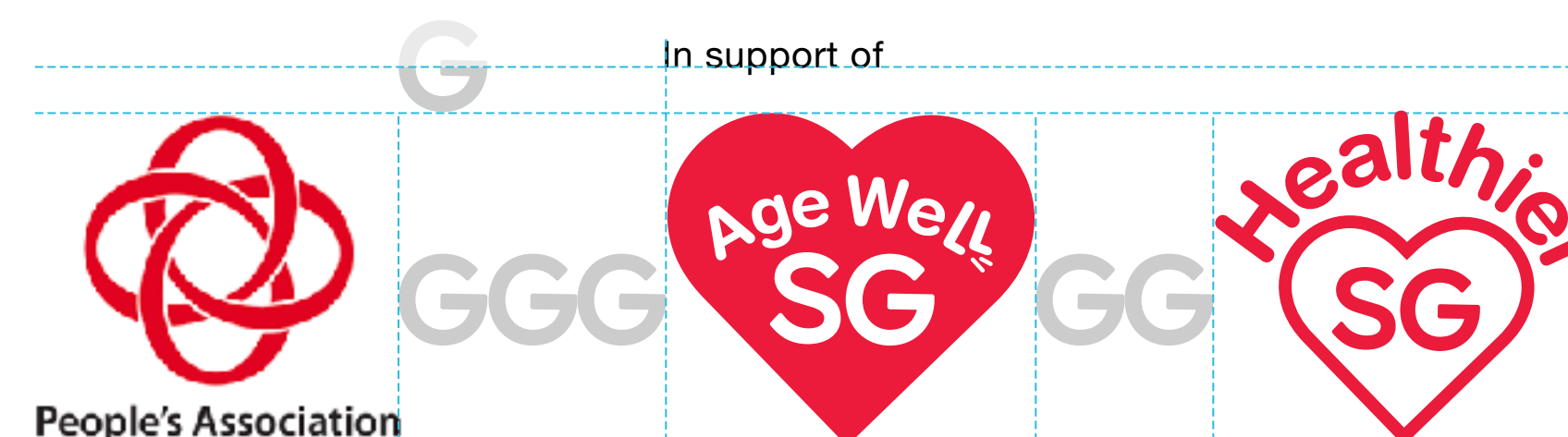
Partner logos should be arranged in alphabetical order.

The proposed spacing between the partner logos only serves as a recommended guide for application. Users can exercise some flexibility in this when the need arises.

Application with partners



Application with co-branded initiatives



Examples of Logo Use

Here are some examples of how the logo can be incorporated across various mediums.

Merchandise:

- T-shirt
- Tote Bag
- Mug
- Thermos Flask



Examples of Logo Use

Here is an example of how the logo can be incorporated in the Email Signature.

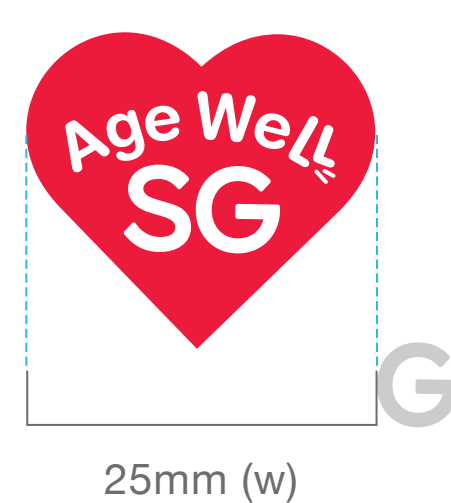
Specifications

Position: Flush left

Body copy: Left aligned
 Separator line: 0.5 pt, 100% Black

- a. Calibri Bold: 14 pt, 100% Black
- b. Calibri Bold: 10 pt, 100% Black
 (Visit us at & URL): R21 G0 B255
- c. Calibri Regular: 8 pt, R112 G173 B71
- d. Calibri Italic: 6.5 pt, R135 G135 B135

Email Sign-off with Age Well SG



Angela Koh

**Assistant Manager (Marketing Communications) < Corporate Communications Division
 Ministry of Health | (65) 6325 1618 | (65) 6325 1686 | Visit us at <http://www.moh.gov.sg>**

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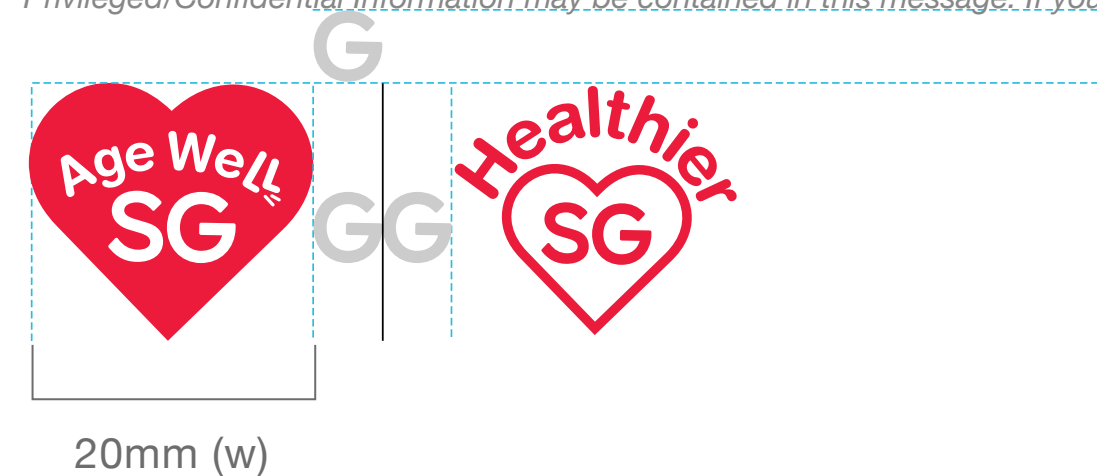
- a
- b
- c
- d

Email Sign-off with Age Well SG and Healthier SG lock-up

Angela Koh

**Assistant Manager (Marketing Communications) < Corporate Communications Division
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- a
- b
- c
- d



MINISTRY OF HEALTH
SINGAPORE

For usage of the Age Well SG logo,
please seek permission from Ministry of Health
via [FormSG](#)

For any enquiries, please email ASG_branding@moh.gov.sg