A considered identity.

Ready for the everyday.



A practical guide to the Printing identity. A sample of the structure, detail and applications in a brand-guidelines PDF.

01 / One brand. A clear purpose.

The identity behind Printing.com.sg.



Printing brings useful advice, considered materials and clear artwork preparation together. The identity should feel capable, practical and collaborative.

The name

Printing
Printing Incorporate

The promise

Bring your ideas to print.

The destination

printing.com.sg

02 / The logo system

Use the approved joined wordmark. The P symbol is the first letter of Printing.

LIGHT BACKGROUND



DARK BACKGROUND



03 / Space, scale and layout

Give the identity room to be read. Scale the logo proportionally.



CLEAR SPACE: AT LEAST ONE QUARTER OF THE SYMBOL HEIGHT

Horizontal wordmark

Recommended minimum: 160 px wide or 35 mm in print. Keep the joined word on one line.

With the tagline

Recommended minimum: 360 px wide or 70 mm in print. Below this, use the version without a tagline.

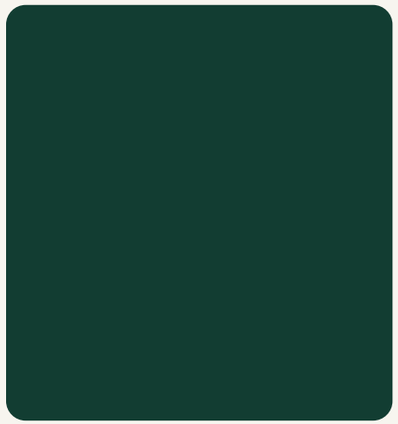
Symbol only

Recommended minimum: 24 px or 6 mm. Use the dedicated favicon files for very small digital sizes.

Check the logo on the final background and view print proofs at actual size.

04 / The colour palette

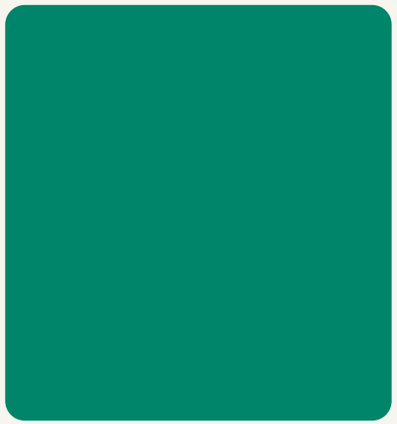
Forest anchors the identity. Jade brings energy. Mint and ivory give it room.



Forest

#123D32

RGB 18, 61, 50



Jade

#00856A

RGB 0, 133, 106

Mint

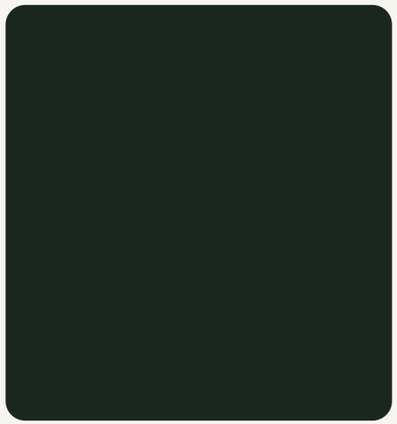
#C8EBD9

RGB 200, 235, 217

Warm ivory

#F7F5EF

RGB 247, 245, 239



Ink

#192720

RGB 25, 39, 32

For print: convert the approved colours with the receiving printer's ICC profile and check the chosen stock and proof. Screen HEX values are not guaranteed press targets.

Dark-background accents: bright jade #39C99A and mint #C8EBD9. Fold detail: #076C56 on light; #079878 on dark.

05 / Typography and voice

Clear. Confident. Useful.

Good ideas deserve good print.

Use DM Sans for the website. A serif italic accent brings warmth to selected display lines. Keep everyday supporting copy clear and easy to scan.

Everyday documents

Arial / Arial Bold provides a practical fallback for office templates and social layouts. Use comfortable body text and generous line spacing.

The approved logo

The wordmark and tagline are finished artwork. Do not rebuild them using a typed font, stretch the letters or add a second P.

Write as a helpful print partner: specific, calm and focused on what the customer needs.

06 / Backgrounds and contrast

Choose the logo variant for the background it will sit on.









Do not rotate, stretch, outline or add shadows to the logo. Avoid busy photographs behind it. Use forest or ink for small text on ivory, and ivory for text on forest.

07 / The symbol and icons

A recognisable mark for compact spaces, profiles and browser tabs.





Profile use
Keep the symbol centred and allow room for a circular crop.

Web icons
Use the exported small-size files; preview the result at the actual display size.

The icon is a compact expression of the identity. Use the full Printing wordmark where there is enough room to introduce the brand clearly.

08 / Social artwork in use

One identity across different shapes and places.



WIDE COVER / HEADER



SQUARE POST

Keep the logo and key message clear of platform crops. Adapt the composition to each agreed channel instead of stretching one artwork file to fit every format.

These are Printing brand examples. The number of banners and layouts in a customer project follows the selected package and agreed brief.

09 / From artwork to print

Final print files follow the chosen printer's template and confirmed specification.



TRIM, BLEED AND MARKS / ILLUSTRATIVE ONLY

Before release

Confirm the finished size, safe area and required bleed. Prepare print artwork in CMYK using the agreed profile. Embed or outline fonts and check effective image resolution.

Include crop marks to the printer's requirements. Keep finishing layers clearly labelled. Obtain approval of the final proof before production.

For business cards and stationery, supply print-ready PDFs plus clean digital versions for everyday use. This screen-viewing brand guide is a reference document, not a production artwork template.

10 / A useful file handoff

Keep the approved masters organised. Export the right format for each use.

Logo library

SVG and PDF masters; colour, black and white arrangements.

Digital images

Transparent PNG and lightweight web images for everyday placement.

Brand-guidelines PDF

Logo use, clear space, colour references, typography and examples.

Social and email

Agreed banner sizes, post layouts, profile graphic and email signature.

Stationery

Card, letterhead, envelope, quotation and invoice layouts when included.

Print-ready artwork

Final PDFs with agreed bleed and crop marks; clean digital versions separately.

11 / The website palette

Use the light theme as the default storefront. Keep content comfortable to read.

Element	Light theme	Dark theme
Page background	#F7F5EF	#123D32
Body text	#192720	#F7F5EF
Primary button	#123D32	#39C99A
Button text	#FFFFFF	#123D32
Brand accent	#00856A	#39C99A
Soft highlight	#C8EBD9	#C8EBD9

A sample of our own brand in practice. Your brand guide uses your approved logo, colours, typography and agreed applications.