

Brand Manual

VERSION 1.0

Guidelines governing the use and applications of SYC brand.





The raison d'être of SYC is each individual youth. This is captured by the central figure "Y" which is personified by outstretched arms and a fiery head, full of ideas and ideals. The ever-growing flames emanating from a concave bowl allude to the diya, a symbol for hope and a brighter future. Flanking its two sides are the letters, "S" and "C"; representing SINDA, the progenitor of SYC and the community in which the youth exists in. Together, they empower the youth with strength and courage to work together for the betterment of self and society. Finally, the increasing intensity of the red orange hue throughout captures this weltanschauung of catalysing change for a better tomorrow.



VALUES

VISION

Catalysing Change For a Better Tomorrow

Strength in Diversity

Courage and Conviction

MISSION

Empowering Indian Youths For Growth & Leadership



Youth Empowerment

White Space



Colours Specifications

SYC Dark Orange



C0 M85 Y100 K0 #ef4e22 Pantone 173

SYC Light Orange



C0 M30 Y100 K0 #fdb813 Pantone 130

SYC Red



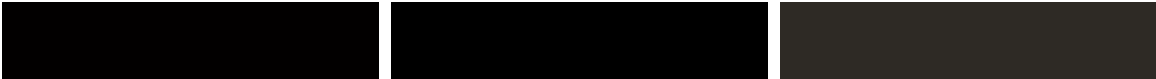
C0 M100 Y100 K0 #ed1c24 Pantone 1795

SYC Gradient



C0 M30 Y100 K0 C0 M30 Y100 K0

SYC Super Black



C40 M40 Y40 K100 #000000 Pantone Black

SYC Dark Grey



C0 M0 Y0 K80 #58595b Pantone 425

Recommendations
Use SYC Dark Orange as default colour.
Use CMYK colour mode as default.
Use hexadecimal to generate RGB values.

Logo Variations



Full Colour



Solid Colour



Reverse Colour

Roboto Family

Roboto Thin

Roboto Thin Italic

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Regular Italic

Roboto Medium

Roboto Medium Italic

Roboto Bold

Roboto Bold Italic

Roboto Black

Roboto Black Italic

Recommendations

Pair Roboto Bold with Light.

Roboto is an open source typeface.

Download entire font family from

<https://fonts.google.com/specimen/Roboto>

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Lorem Ipsum Dolor Sit Amet

Proin in arcu eget lacus volutpat interdum. Vestibulum vel tempus eros. Pellentesque elementum lectus mi, at porttitor velit feugiat in. Quisque sodales condimentum odio, eget ultrices nisi dapibus id. Praesent tempor dapibus erat, efficitur bibendum erat hendrerit nec. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae.

Duis nulla felis, malesuada vel ultricies id, ultricies quis arcu. Fusce sollicitudin nisl eget egestas imperdiet. Sed in nibh ut felis sodales eleifend vitae ut lectus. Fusce pharetra tincidunt arcu, at lacinia dolor dapibus nec. Donec maximus lacinia sodales. Vestibulum

Namecard



Recommendations

Paper: Ivory Board 330gsm
 Printing: CMYK offset 2 sides
 Printer: Risin (www.risin.com.sg)

Letterhead



Recommendations

Paper: 100gsm woodfree

Printing: CMYK offset 2 sides

Printer: Risin (www.risin.com.sg)

Dimensions are not to size.

Polotee



Email Signature



Ram Prakash s/o Tharmalingam

Senior Executive

SYC

p: 6393 7256 **m:** 8287 3392

f: 6291 2307

a: 1 Beatty Road Singapore 209943

w: www.syc.com.sg **e:** ramprakash@syc.com.sg



Recommendations

Email signature is in HTML format.

Source file is syc-email-signature.html.

Upload logo into server (syc-logo-rgb.png).

Abbreviations

SYLS	SINDA YOUNG LEADERS SEMINAR
SYLP	SINDA YOUNG LEADERS PROGRAMME
ITELP	ITE LEADERSHIP PROGRAMME
SPIN	SINDA SPORTS INITIATIVE PROGRAMME

Single Word Derivatives

SYCDay
SYCSpeak

Recommendations for Abbreviations

For abbreviations, use Roboto Heavy.
For their meanings, use Roboto Light.
Use SYC colour gradient on abbreviations.
Use SYC light orange on their meanings.
Kern tight for a holistic appearance.

Recommendations for Single Word Derivatives

Use Roboto Heavy for entire logo.
Use SYC dark orange on letters "SYC"
Use SYC light orange on subsequent suffix.
Kern tight for a holistic appearance.



01. Learn

Key leadership skills such as project management, facilitation and public speaking.

02. Design

And implement community projects to benefit your peers and the community.

03. Network

In a 3-days residential camp that will challenge you to think out of the box.

ITELP

ITE
LEADERSHIP
PROGRAMME

Strength in Diversity

Courage and Conviction

Programme begins July 2019.

Leadership camp from 30 June to 2 July.

For more information, visit www.syc.com.sg/itelp2019

Register by 23 June 2019.



01. Learn

Key leadership skills such as project management, facilitation and public speaking.

02. Design

And implement community projects to benefit your peers and the community.

03. Network

In a 3-days residential camp that will challenge you to think out of the box.



ITELP

ITE
LEADERSHIP
PROGRAMME

Programme begins July 2019.

Leadership camp from 30 June to 2 July.

For more information, visit www.syc.com.sg/itelp2019

Register by 23 June 2019.

Strength in Diversity

Courage & Conviction



01. Learn

Key leadership skills such as project management, facilitation and public speaking.

02. Design

And implement community projects to benefit your peers and the community.

03. Network

In a 3-days residential camp that will challenge you to think out of the box.

ITELP

ITE LEADERSHIP PROGRAMME

Programme begins July 2019.

Leadership camp from 30 June to 2 July.

For more information, visit www.syc.com.sg/itelp2019

Register by 23 June 2019.



01. Learn

Key leadership skills such as project management, facilitation and public speaking.

02. Design

And implement community projects to benefit your peers and the community.

03. Network

In a 3-days residential camp that will challenge you to think out of the box.

ITELP

ITE
LEADERSHIP
PROGRAMME

Programme begins July 2019.

Leadership camp from 30 June to 2 July.

For more information, visit www.syc.com.sg/itelp2019

Register by 23 June 2019.



